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Odorless alkyl wall paint that dries to a flat-matte finish. Exquisite colors for finest decorating. Washable! Budget priced!



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## Care Needed In Choosing New Home

Buying or building a new home can be one of the most exciting and rewarding times a family may ever experience together.

It also can be a top-notch investment. Government figures show that today a house kept in good condition actually increases in value year after year. Here are some "do's" and "don'ts" to help house-hunting families in the purchase of a home that will give them years of comfort, pride, and satisfaction.

Do look the house over carefully from roof to foundation and inquire about the quality of building materials. If it has a roof of asphalt shingles, for example, you can be sure it will give good, long-lasting service. Do be wary of sloppy construction. Chances are you won't be able to see much of the framework, but a careless plastering or masonry job often indicates poor quality of work throughout the house.

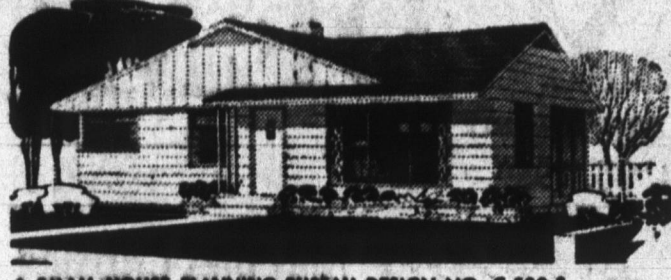
Do make sure the house is well insulated. Insufficient insulation or none at all will mean the loss of many heating dollars annually. Thick mineral wool insulation—at least 4 inches thick in the ceiling and 3 inches thick in walls—saves as much as 40 per cent a year in heating costs.

Do look carefully at wiring, plumbing, and heating equipment. These are the vital organs of any home, and a poor or inadequate installation can mean costly repairs, replacements, and additions.

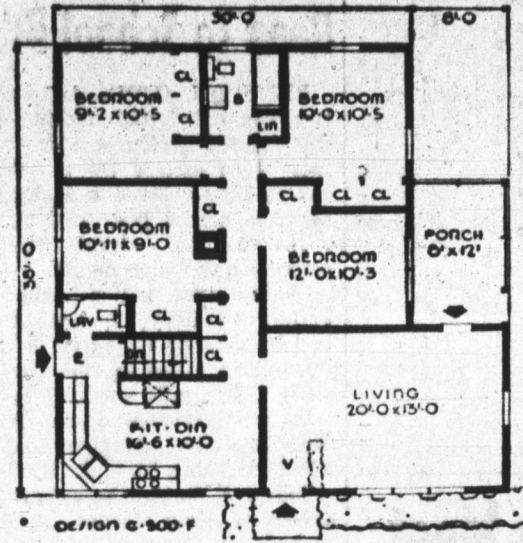
Don't neglect such important features as windows and doors. Not only are these vital to appearance inside and out, but can cause heat loss in winter if they are of poor quality. Quality windows of ponderosa pine add to good appearance and are weatherstripped to keep heat in and dust out. Wood sash and frames also contribute to heat savings because wood is a natural insulator.

Don't forget to investigate taxes. If they seem low, it may be that a future need for schools, sewers, and other improvements may send taxes skyrocketing.

Don't hesitate to look for a lower mortgage rate. Even ¼ per cent less interest adds up to hundreds of dollars saved over the years before a mortgage is paid off.



A SMALL HOUSE PLANNING BUREAU DESIGN NO. C-500-F



**DESIGN C-500-F.** This plan features an outer hall with extra storage closets. It leads to all the bedrooms, with their abundance of wardrobe type closets.

A lavatory is located at the side entry. The kitchen-dinette, with built-in oven and counter top range, provides pleasant dining beside a window facing the street.

The pleasing exterior is achieved by extending the eave and thereby providing a cover for the front door and with the stone planter beneath, forms a frame for the picture window. Board and batten in the front gable, horizontal wide siding and asphalt shingles complete the exterior materials. Floor area is 1252 square feet, cubage 22,578 cubic feet.

For further information about DESIGN C-500-F, write the Small House Planning Bureau, St. Cloud, Minn. In Canada, the Small House Planning Bureau of Canada, St. John, New Brunswick.

## New Luxury Houses Can Be Built Without Luxury Price Tags

How do you build a development of split-level and ranch-style homes on wooded one-acre sites, cram them with luxuries such as electric heating, and sell them for under \$17,000?

Builder John Palmer Tarinelli, who is doing just that in Monroe, Conn., near Bridgeport, says there are two ways:

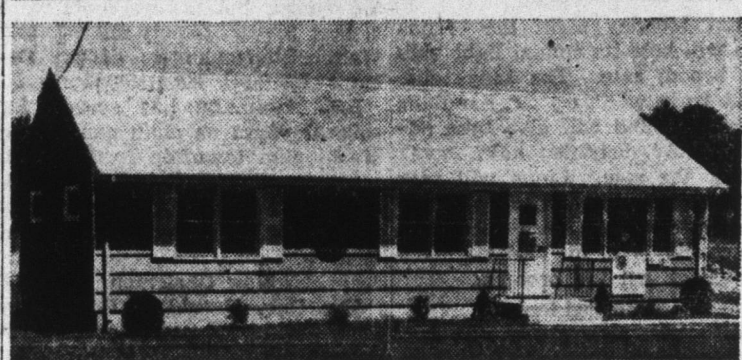
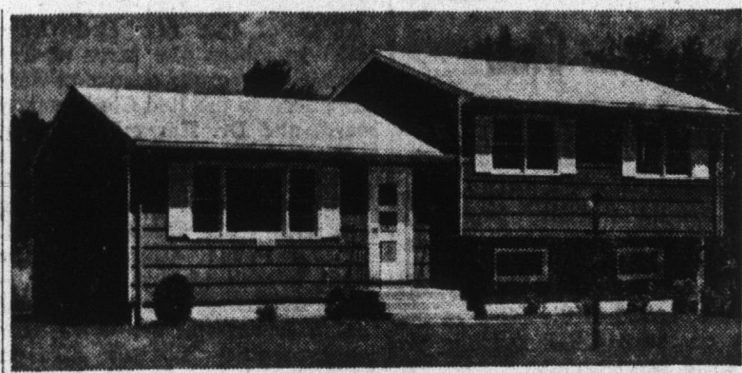
1. Be a philanthropist and lose money on every house, or
2. Build well-engineered homes with quality materials that require a minimum of labor to install, then settle for a reasonable profit per house.

Tarinelli, a young dynamo who works side by side with his construction crews, is typical of conscientious builders throughout the country who've learned that a luxury house doesn't have to have a luxury price tag.

His houses, New England's first all-electric development, sell at \$16,800 for 7-room split-level models and \$14,900 for 6-room ranch styles. All have three bedrooms, built-in oven, 200 ampere service entrance, and roof of asphalt shingles in a color of the buyer's choice.

Tarinelli believes color on the roof is important because it helps give each house more of an individual appearance. The asphalt shingles also help him offer a better house for less money, since this roofing material can be applied quickly and surely by a qualified roofer, saving time on the job.

The most outstanding feature of the development is electric heating. This is made possible even in New England's long, cold winters by thick mineral wool—6 inches thick in the ceiling, 4 inches thick in walls and 2 inches thick in floors—plus a



All electric split-level home, top, in Monroe, Conn. development sells for \$16,800. Six-room ranch-style, bottom, is priced at \$14,900. Both are heated electrically, insulated thickly with mineral wool, and have windows and exterior doors of ponderosa pine. Buyers have choice of asphalt shingle roof colors.

special electric rate by Connecticut Light and Power Co. Tarinelli says the houses can be heated for about \$250 per year, a cost comparable with other types of fuel. In addition, the thick insulation makes it possible for air conditioning to be installed and operated at a low rate. Also important to heating

economy, according to the builder, are windows of ponderosa pine used throughout the houses. These wood windows, mostly double-hung and awning styles, save heat because wood is a natural insulating material. Stock louver shutters of ponderosa pine and panel doors on front and rear entrances contribute to the appearance of the homes.

## Techniques Lower Costs Of Building

Top-quality homes can be built for less money today, thanks to new construction techniques and building materials that require less labor to install. Among the more outstanding examples of this is an architect's axiom that it costs less to build wall areas when walls of windows are used.

The reason for this is that framing for a window opening, plus the narrow wall section costs much more per square foot in labor and materials than big windows. The late Frank Lloyd Wright was the first to use this idea. Some of his homes have 50 windows, but only a half-dozen window openings.

Walls of ponderosa pine windows are available today from the factory, pre-assembled and ready to be fitted into place with a minimum of labor.

Another cost-saving technique practiced by many builders is the use of truss roof construction.



Big window areas, like these rows of ponderosa pine sliding sash, help cut overall construction costs, yet make homes look better and more expensive.

Studies have shown that a low pitched roof of asphalt shingles costs far less than a flat roof. Among the reasons for this are that a truss roof does not require load bearing walls on the interior as a flat roof does. In addition, less labor is needed to apply asphalt shingles than is required for other types of roofing.

When a house is to be air conditioned, proper insulation in walls, ceilings, and floors results in a marked savings on overall construction.

Mineral wool insulation, in a 6 inch thickness in the ceiling, a minimum of 3 inches in walls, and 2 inches in floors where needed, sharply reduces the costs of cooling equipment required.

### Express Your Personality

The man or woman who lives alone, can easily use in the home setting a color scheme which will be a definite reflection of personality. When the home is for family use, that is another matter, with several persons to be equally pleased. In this case it is usually the woman of the house who expresses herself in her choice in paint colors and furnishings.

## \$350 Investment For Insulation Gives 14% Return

Like to make a blue-chip investment that will bring a cash return of at least 14 per cent year after year?

You can do it if you're building a new home by installing enough insulation to insure savings on heating fuel.

Here's how this can work for you:

Suppose your new home will have about 1,500 square feet of living space, and you decide to save money by skipping or skimping on insulation. If your house is in a central climate zone it will cost you about \$30 per month to heat it during the five-month heating season—more in colder areas.

On the other hand, suppose you decide to install thick mineral wool—at least 4 inches in the ceiling and 3 inches in walls. Based on average national prices, it would cost about \$350 to do this in your house.

Studies have shown that these thicknesses of mineral wool can cut your fuel bills by 30 to 40 per cent. This would amount to a reduction in your heating costs of between \$9 and \$12 per month. Using a conservative figure of \$10 per month, this adds up to a savings of \$50 per year—an annual return on your \$350 investment of 14 per cent.

This continues as long as you live in the house, because mineral wool never wears out or needs maintenance. Meanwhile, the original investment stays in the house, increasing its resale value by at least \$350.

A bonus is the fact that thick insulation provides more comfort, in winter, by helping to keep room temperatures even and stop cold drafts. In summer, it helps keep heat outside.

Owners of existing homes can take advantage of this same sort of investment by having mineral wool blown into walls and ceilings by a professional insulation contractor.

### Remove Stains

To remove soft drink stains from a hardwood floor, scrape the finish off the stained area, down to the bare wood, and treat with a bleaching solution. Then when dry, smooth with fine sandpaper and refinish with shellac or varnish.

### Splicing a Cord

It's never the best idea to splice an extension or appliance cord, but if you must splice until you can get a new cord, be sure to stagger the splices of the two wires so they will not overlap and then use enough rubber tape over the splices to equal the insulation on the rest of the wire.

### Stopping Leaks

Water often leaks into a basement through the joint between the wood sill and the top of the foundation wall. Fill the joint with caulking compound. If the seam is very wide, fill first with oakum and then with caulking compound.

### Floor Hugger

Rubber tile is a good flooring material for use over radiant heating installations. It is an effective heat conductor, will conserve fuel and will not be damaged by the temperature of radiant heating installation.

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If you want to be sure of getting top-quality windows that will give a lifetime of good service, look for the Seal of Approval of the American Wood Window Institute.

This is important whether you are planning to buy a new house, build one, or simply remodel your present home. Windows play an important role in the comfort, appearance, and economy of a house.

This seal, affixed to double-hung, awning, casement, and stationary sash windows of ponderosa pine, guarantees that the window meets specifications of the U.S. Department of Commerce as published in commercial standards. The AWWI seal assures:

1. That the wood is well suited for windows. Most wood windows are made of ponderosa pine because it is strong but light, holds its shape and size, and can be precisely machined.
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### Planning to Buy or Build?

## Choice of Roof Is Important

Many families who plan to build or buy a home fail to realize the importance of the roof to their comfort and security, as well as to the appearance and life of the house.

If you and your family are preparing to make an investment in a home, here are some questions to ask yourself (and your architect or builder) about the roof:

1. Does it have sufficient pitch to provide extra living space when you need it, or at least to provide space for storage or a future air conditioning system?
2. Is the roofing material a top quality type, such as asphalt shingles, that will insure years of trouble-free protection from all kinds of harsh weather?
3. Does the roof have a rich, textured appearance without harsh, annoying glare?
4. If the house is located in an area that is subject to high winds, does it have the new, specially wind-resistant asphalt shingles—the kind that stay in place during wind storms of even hurricane velocity?
5. Does the roof have a wide overhang to shade windows and side walls from hot summer sun, and to protect windows from rain and dirt?
6. Does it have color, such as one of the many shades of pas-



Roofers apply asphalt ridge shingles on roof of new home to provide maximum protection and good appearance.

tels and deep tones, that adds distinction to the entire house and provides a "key" color for sidewalks, trim, and other exterior features?

7. Was it properly applied? Does the roofing material lie flat and even, without ripples? Are hips, valleys, and ridges properly sealed to keep out moisture? When you ask these questions, keep in mind that the roof takes more punishment from sun, wind, and weather than any other component. It has to be tough to give good protection. It also must look good, since the roof often is the widest visible area on a house.



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