

# Modern Landscaping Pays For Itself, Survey Shows



Well-designed landscaping on home properties will return the money it costs many times over in increased value of the property, in the opinion of home owners who have landscaped their properties, says the American Association of Nurserymen.

In a Pennsylvania State University study, 62 per cent of home owners who have landscaped their homes estimate that the plantings have increased the value of their real estate from two to more than ten times the amount of money spent for the landscaping. Increased property values of three to four or more times the cost of the planting were the most frequent answers by these home owners who already have had their properties landscaped.

**"NICER TO LIVE IN"**  
Beauty and utility also were leading reasons for landscaping, including shade, privacy, wind-breaks and other reasons. Many

said the landscaped home is "nicer to live in"; or the "homes would look bare" without it, while others just liked to grow flowers and fruits. In doing so, they have a "feeling of accomplishment."

How do you go about modernizing? You are the judge. The first step is to take a critical look at your property. Is the planting overgrown? Does it provide for "garden living" in a space planted for that purpose? Is it pleasing and private from the street, as well as from inside the house looking out? Does it have color in winter, or is it drab and cold at that time? Finally, does it supply flowers and fruits for inside the home?

Once you have taken a good look at the property, there are several ways to go about modernizing it. Here sound planning pays off. Contact your nurseryman for his advice. A profes-

sional plan by a landscape nurseryman, in which you can have the work done completely, or planned on a do-it-yourself basis, may be desirable.

#### SHOULD BE PLANNED

To get the fullest returns in increased property value the planting should be modern and beautiful, provide a higher standard of living on the whole property. Incidentally, a majority of the people who have good landscaping urged that their friends do likewise because "trees and shrubs increase the value of the property."

Most nurseries of any size will plan your landscaping in such a way that it can be completed piecemeal, on a do-it-yourself basis, or planned by the nursery.

The objective of good landscaping is to blend your home into the surrounding landscape of beauty and utility. From the street your home should be doubly attractive because of the plantings.

#### SITE PLANNING

For people who contemplate building a new home, the time to call in the landscape nurseryman is immediately after you have purchased the site and before you start building. The landscape nurseryman can cooperate with your builder and help you to determine the best location for the house on your lot, in order to take full advantage of land contours and other features in making the site as beautiful and useful as it possibly can be. He will show you where your garden living room should be to take full advantage of terrain and sun and shade, and the most practical location for it with respect to your kitchen, for example.

Any way the home owner looks at it, says the American Association of Nurserymen, competent advice in planning his landscaping will save both future dollars as well as headaches.

#### SEAL THE KNOTS

To prevent the resin in knots from staining the paint on your house, be sure to seal the knots. Best results will be obtained by using a specially formulated knot sealer, but satisfactory sealing

can be obtained with aluminum paint or shellac.



Children can play in comfort and safety, and a family dining area is quieter and more attractive with a room-size rug on the floor. This practical, tweedy style requires little maintenance. Since it is cut to fit the room, but is not installed, it can be turned to equalize wear in the passage areas from living room to dining room to the adjoining kitchen. The style is versatile in decor.



Tight-looped, tweedy carpet underscores a home office area—a perfect spot for the man of the house to catch up on extra work or for a homemaker to cope with the budget. This durable carpet texture has proved its worth in large commercial installations and is now seen in new stylings for residential use. It is seen this year in bright shades such as turquoise, red or gold.

## Sick Circuit Symptoms Call for Medallion Cure

Here are a few symptoms of poor house wiring that send families out looking for new homes that are adequately wired.

1. Lights flicker and dim when appliances are turned on.
2. Appliances operate slowly or not as well as they should. Heat and room heaters warm up too slowly.

3. Fuses blow or circuit breakers trip too frequently.
4. Radios fade or sound scratchy when an appliance is

5. TV picture shrinks in size or "winces" when other appliances go into action.
6. Two few outlets and switches where you need them.

7. Multiple "octopus" connections are used for several appliances at once.
8. Long cords are strung around rooms in order to connect lamps or appliances.
9. Motors overheat.

More and more families with these problems are choosing Gold Medallion Homes because they assure ample electric power for all-electric living.

Strict requirements for wiring have been established for Gold Medallion Homes to prevent the above symptoms. For example all Gold Medallion Homes must have at least 100 amperes of electrical supply and heavy-duty circuits for certain major appliances. This is more than ample to provide for the four major electric appliances that are required in all Gold Medallion Homes.

Medallion standards call for electric outlets to be placed so that no point along the floor in any usable wall space is more than six feet from an outlet. In kitchens, there must be an outlet for every four feet of counter space.

Electric outlets are also required outside, in the garage, and in any hall more than 100 feet long. Wall switches must be provided to control fixed lights in major rooms, while multiple switch control is required in any room which has two or more frequently used entrances which are more than 15 feet apart, and for stairways connecting finished rooms.

It's a good idea where possible to paint the outside window sash and trim with your chosen trim paint or exterior enamel before painting the rest of the house. In this way you avoid placing the ladder against the newly painted siding.

## Research Results In Better Homes, Better Living

Continuing research, an intrinsic part of the National Association of Home Builders' program to meet multiplying housing needs, is also essential to the electric industry's efforts to provide better living for families in all income brackets.

Research in the field of electric heating, for example, has put clean, draft-free winter comfort within the reach of millions of families. Research has also made the clean comfort of air-conditioning a reality for many of them.

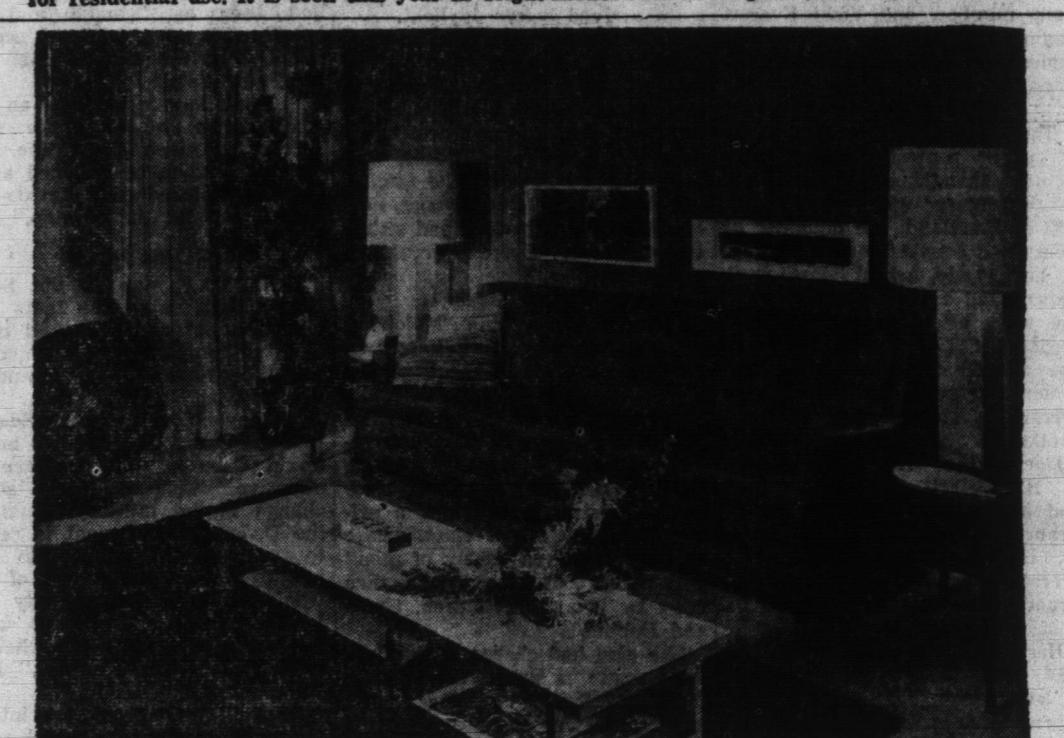
Research in lighting has resulted in the development of such a wide variety of electric fixtures, bulbs, lamps and controls that is now used to decorate homes and to create moods as well as for working and reading illumination.

Research in appliances has provided automatic labor-savers such as electric dishwashers, disposers, ranges and refrigerator-freezers that have pared hours from routine housework to give homemakers the extra hours they require today for added family responsibilities.

Gold Medallion Homes, which are electrically heated, adequately wired and lighted, and equipped with automatic electric appliances, exemplify the results of the electric industry's years of creating, experimenting and testing. They also exemplify this year's National Home Week slogan, "Better Living Begins When You Own a New Home."

**RIGHT PAINT FOR PORCHES**  
An unheated porch, even though it is enclosed, should be painted only with exterior paints and enamels. Interior paints are not formulated to withstand extremes of temperature which make the underlying wood expand and contract. These changes in dimensions can cause an interior paint to crack and peel.

**SASH AND TRIM FIRST**  
It's a good idea where possible to paint the outside window sash and trim with your chosen trim paint or exterior enamel before painting the rest of the house. In this way you avoid placing the ladder against the newly painted siding.



**NATURAL BACKGROUND** for a contemporary living room is furnished by the warm glow of hardboard panels pre-finished in random grooved wood grained finish. A wide choice of such finishes is available.



Home laundering becomes as free and easy as a breeze with the 1962 automatic washer and dryer shown here. Washer (left) provides gentle but effective washing action that is safe for delicate fabrics. New no-vent dryer will handle silks, cottons, wash-and-wear and the like without the homemaker's attention.

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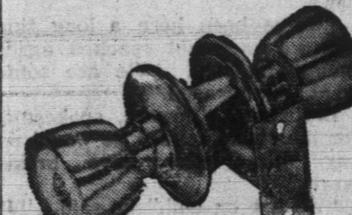
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