

# Planning Is Called Key To Home Improvement

Home improvement activity, which has grown steadily in importance for the past five years, promises to accelerate to an all-time high in 1963, as more home owners than ever before launch programs of modernization, remodeling, or repairing.

Even the owners of comparatively new homes are increasingly showing an active interest in home improvement, usually because the growth of their families has created an urgent need for more living space, or the expansion of existing service facilities via the installation of an extra bathroom, more storage capacity, new laundry equipment, and the like.

The most common complaint against the post-war house is that it is generally too small to meet the family's current needs. All of the rooms as well as the closet space were reduced to a minimum. Hence, the most successful solution is often to add new rooms, either by finishing off unused attic, basement or other space, or by even adding a new wing.

**The "Master Plan" Approach**  
Homeowners contemplating extensive remodeling should adopt the "master plan" approach used by city planners, advises the New York Chapter of the American Institute of Architects.

The basis for this technique is to create a well-integrated overall plan which meets future as well as present needs. Without it, remodeling can become a piecemeal project, costly in terms of both money and time.

A master plan should have as much individuality as the family which makes it, and should be developed with an eye to its changing social, economic and recreational conditions.

For example, is there enough space to accommodate a family's growth and increasing possessions? If not, it may be possible to convert the basement by gradual stages into a combination laundry room, storage area and recreation space.

The growing family that expects to do more entertaining in the future should pay particular attention to its living room. Before



**THE MODERN CONCEPT** of design is beautifully exemplified by this staircase and entrance hall. Skeletal pattern of stairway results from the elimination of risers between stair treads and the use of clean-lined posts and bannister rail. Paneling of tongue-and-groove west coast hemlock shoots up two-story walls.

investing money in short-term decorating, the possibility of removing a wall to provide more space for entertainment should be investigated.

#### Consider Existing Structure

In addition to individual tastes and needs, the nature of the existing structure must be considered in creating a master plan.

For example, basements should be investigated for excessive mois-

ture before remodeling them into living or storage space. The usual indications of dampness are dark stains on the cellar walls and floor and flaking cement on walls. Dry rot in basement ceiling beams and mildewed structure are also danger signs. These conditions should be corrected before a basement remodeling project is launched.

To insure that no part of the investment in a major remodeling project is wasted, it is well to consult an architect in the early stages of creating a master plan. He will make a thorough investigation of the house to determine what can be done, advise the best what can be done, advise the best estimate of the cost.

In planning major remodeling or modernization, it is also important to determine how much you can spend on what improvements to have the resale value of your home increase by at least an equal amount.

**Re-Sale Factors**  
According to the American Bankers Association, the final price you will get for your home will depend largely on (1) the kind of improvements you make and (2) the price range for homes in your neighborhood. So make sure the improvements are the "right sort." And keep the cost within logical bounds.

What are the "right sort" of improvements? Basically, they must substantially protect or improve the basic livability or utility of your home, must have a readily-apparent use or worth to a prospective homebuyer.

Now what is meant by keeping the cost of your improvements within logical bounds? Just this: ordinarily people will not spend a great deal more for a home than others in the neighborhood. That means, for example, that if you own a \$20,000 home in a neighborhood of comparable values, you would do well to keep your improvement costs within \$5,000, if you hope to get your money back, should you ever sell.

In other words, use a 25 percent limit to figure how much you should spend.

#### BETTER WAY

You'll find that painter's masking tape is better than cellophane tape to prevent plaster from cracking when you hammer in a nail to hold a picture hook. Here's why, very often when you remove the cellophane tape, it will take the paint along with it. The masking tape is specifically made not to harm paint.

#### Wanted

Elderly couples who prefer to live in ordinary neighborhoods would like to have easy-to-maintain two-bedroom homes, with wood frame houses rated most popular.

#### DOUBLE DUTY

Round off  $\frac{1}{2}$  inch of the square shank on an auger drill, and it can fit in an electric drill, and still be available for use with hand auger.

#### Less Costly

Wood paneled walls are less costly than most other materials, but offer such a wide variety in finishes, textures and coloring. Western red cedar, Douglas fir, or west coast hemlock each have distinctive character and beauty for paneling.

#### Don't Abuse

Don't leave kiln dried lumber out in the rain or it will absorb moisture.

## Painting Can Solve Room Size and Shape Problems

You can "change a room's dimensions" if you know the magic tricks of paint color. In this day, when every room may not be the answer to your dream-house architecturally, these problem-solving hints from the National Paint, Varnish and Lacquer Association come in handy, indeed.

First, some basic color facts.

#### Light vs. Dark

The lightness or darkness of a color radically affects the illusion of size. Try this test yourself to see how it works. Place side by side identical objects, one in black, the other in white, since these are dark and light extremes. See how the white seems larger and farther away, the black smaller and closer.

So it is with walls.

White or pastels (which are only colors tinted generously with white) will open up a small area and "enlarge" it. But if you wish to diminish the wide open spaces of a cavernous room (deep shades will seem to draw walls cosily together).

Now the color itself.

You may have heard them described as "warm" or "cool." The easiest way to tell which is which is to relate them to familiar things. Like the sun, like flame, warm colors are variations of orange, red or yellow. They seem nearer to you and make rooms smaller.

Conversely, like the sky, like water, variations of blue, violet, green and gray are the airier "cools." They make objects appear to recede. Therefore, rooms look larger.

These colors will actually make you feel warmer or cooler mentally. So take this into consideration along with the size of the room before you paint. For instance, a pastel yellow will seem to enclose you more than a pastel blue, even though they are both pale. So if you're painting a long, narrow corridor you might very well prefer choosing your pastel from the cool family.

Speaking of long, narrow rooms, it is best to break them up with color. Favorite decorator tricks are painting the two narrow ends in a deep, warm shade and keeping walls light. This shortens the length considerably to your mind's eye. If the ceiling is abnormally high, pull it together with the floor by painting them both in the same deep shade.

#### Ceiling Rule

In any room, this ceiling rule holds true: Too high, keep the color deep; Too low, lift it with a light color.

A half-wall jutting out from nowhere splits room's symmetry. Since you can't disguise this architecture, dramatize it with a bright, warm shade. This might be the focal point of a furniture grouping or prize painting. More interest is added to a too-square room with this technique, too.

You can afford to chop up space with contrasting-color woodwork and doors only if the room is big enough to take it. Otherwise, paint all the same shade as the walls. Everything blends. The same goes for radiators, pipes, lighting fixtures, extraneous molding and other such eyesores foisted upon you. They'll fade away.

Using top quality paint makes

the most of your budget. Only the best will look the way you want it, wear and cover properly.

#### Wood Blends

Architects like wood because it blends well with every other material. It can be used with stone, brick or glass to create some of the most delightful homes. It is a friendly material, which wedds well with all else.

#### Repellent

It is a good idea to brush on a water repellent on wood which is used in exposed places such as decks and patios. This will prevent much moisture absorption.

#### Good News

Home mortgage money may be cheaper in 1963, some financial observers indicate. This could cause an increase in new home starts.

#### Up Dating

The home modernizing market is expected to show strong gains in 1963, which emphasis on additions. Adding rooms built of wood rank high on lists.

#### No Luck

Man has tried in many ways to imitate the wonderful grain and texture of natural woods with very little success. Natural wood has an honesty that photographs and other techniques have never been able to equal.

#### REMOVE WAX

Planning to varnish your floor? Don't forget to remove every bit of wax or polish before you do. The same goes for furniture, too. Varnish will adhere tightly to a clear surface but not to wax.

#### PAINTING TIP

Paint hard-to-reach areas with a small piece of synthetic sponge attached to the end of a yardstick or lightweight pole.

#### ALUMINUM OUTDOORS

Rub new aluminum lawn furniture with a light coat of paste wax and buff vigorously to prevent pitting and dullness.

#### AVERAGE HOME

An average home contains 10,000 board feet of lumber and some 2,000 separate pieces ranging from sturdy Douglas fir floor joists to the finest western red cedar siding and finish lumber.

#### NO NICKS

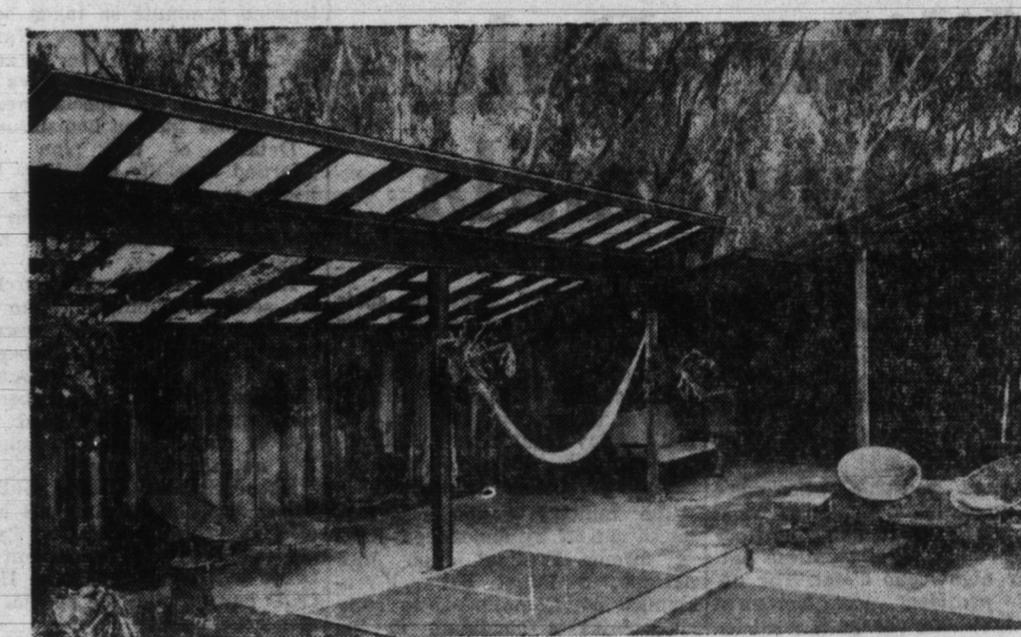
Saw textured or rough-sawn siding is tough and will not show nicks and bumps. Popular rough-sawn sidings available in most cities are western red cedar, west coast hemlock and Douglas fir.

#### DECK SPACING

Many women complain that deck boards are spaced too far apart allowing their heels to catch in the cracks. Ideal spacing is to place an ordinary metal washer between the boards. This gives about an eighth inch spacing, which is adequate for water drainage.



EVERYBODY RELAXES AND HAS FUN in this attractive family room, which has been finished off in the basement with paneling of striated Incense Cedar from the Western Pine region. The grain pattern of the lumber blends perfectly with the brick fireplace and knotty pine furniture.



PATIO COURT FOR OUTDOOR LIVING par excellence! A handsomely grained fence and an up-tilt roof of translucent panels and lumber offer partial to complete protection. Western Pine Assoc.

## INDUSTRY LEADERS SPUR MODERNIZING

The year 1963 has been designated as a nation-wide "Home Improvement Year," by leaders of the building products industry.

Natural trade associations, manufacturers and government agencies are cooperating in a massive program with the objective of persuading home owners to upgrade their homes. The program is being coordinated by the National Home Improvement Council.

Home Improvement Year activity, according to the Council's executive director, Edgar Hall, will center on "providing the homeowner with all the information he needs to start his own sensible, sound home improvement program."

With the cooperation of local dealers, leaders and contractors, the Council in 1963 will organize "How to Improve Your Home" schools in many home-town areas. Evening "classes" in the schools will cover subjects that are of concern to most homeowners, such as how to finance a home remodeling job, how to choose a home remodeler and how to be sure a remodeling project is a safe investment.

HERE'S HOW

Newspapers and other communications media will participate in the Home Improvement Year observance by publishing special "how-to" information throughout the period.

Local chapters of the Council in a number of major cities are mapping ambitious programs of

differently from a smooth fabric. It makes better decorating sense to use fabric as a basis for selecting a wall color or the same family that will go well with it. The National Paint, Varnish and Lacquer Association recommends.

Trade in a good town — Decatur.

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