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Colorful Siding Gives Homes Quality and Distinctive Look

Today's house-hunting families are more knowledgeable than those of the immediate post-war years. They are well aware of the fact they can get basic shelter any place. What they are looking for is quality. They won't settle for inferior housing—and they don't have to."

This is the view of James H. Lynch, who has helped sell more than \$6 million dollars worth of new homes. Lynch is the marketing and sales director for Yorktowne-at-Holiday North, a new, planned community in Manalapan, N. J.

The development, built by Hovnanian Brothers, offers four models ranging in price from a \$19,490 raised ranch with nine rooms to a 10-room bi-level for \$19,990.

"With the new kind of home buyer in mind, we have done our best to build quality homes at reasonable prices," Lynch said.

"The quality extras are there in all the models, and they're not buried in the small print as optional features at additional cost. Instead, they are built into the house and covered in its basic purchase price," Lynch explained.

Long-lasting, low-upkeep materials are particularly important to today's home buyers, Lynch said.

"Take mineral fiber siding, which we use on all our models. It not only looks good, but once it's up there the home owner can just about forget it as far as maintenance is concerned. The recently developed acrylic plastic surface preserves the color for



Traditional charm and old-fashioned, low-maintenance durability have been achieved in this modern development home by using low-cost but high-quality materials such as asphalt shingles, mineral fiber siding and stock wood windows, doors, and shutters.

Years against all kinds of weathering," Lynch said. "It's fireproof and won't corrode or mildew, and painting isn't necessary," he added.

Another advantage of mineral fiber siding, Lynch pointed out, is its availability in a variety of colors. Color gives individuality to houses in a development and provides expression for individual tastes, he said.

Stock windows of ponderosa pine are used exclusively at Yorktowne. Lynch explained that the public wants them because of their appearance and because home owners associate wood windows with quality. Today's home buyers are also aware that they help reduce heating costs and drafts because wood is a natural insulating material and wood windows are the most weathertight.

Using stock wood windows throughout the houses makes it easy for home owners to match old and new units if they remodel in the future, Lynch said.

Mineral wool insulation, in excess of FHA requirements, is standard in all models. The insulation, plus tight-fitting wood windows, will help home owners save between \$60 and \$70 a year on heating bills, Lynch said.

Within a two-month period, more than 200 homes have been sold at Yorktowne. One of the reasons for this acceptance has been its development as a complete, planned community, according to Lynch. Features include generous recreational facilities, with a swim club and four pools, schools, houses of worship for the three major faiths and a shopping center.

Everyone Can Now Afford To Buy A Vacation Home

Thousands of young married couples have succeeded in solving the financial problems faced in obtaining a vacation home, reports the Construction Research Bureau, national clearing house for building information. Many of them pay for much of the upkeep by renting the summer cottage during part of the summer sea-

son. Others buy, enjoy and then sell at a profit, repeating the cycle until they can own a summer home outright. Still others build a vacation home themselves at low cost.

The first step, says the Bureau experts, is to find a lot in a good vacation area reachable on weekends without too long a trip. Many people are near fine vacation areas publicly owned and administered by the U. S. Forest Service. These sites can be rented at low prices ranging from \$30 to \$50 a year on long term leases.

Things to Check

But, before buying land prior to building, here are some things that should be checked:

Water — Is drinkable water available? There may be a community water supply or well, but can the water be brought to your plot, and at what extra cost? If water is supplied at a price by the vacation land developer, he can suddenly decide not to supply it to you for some reason? This has happened some times.

Utilities — Unless you wish to rough it, make sure you have electricity and at least bottled gas for cooking fuel.

Sewage Disposal — Determine the cost of solving the sewage problem before buying land. If a septic tank is necessary, is it feasible? Land may be solid rock and require expensive blasting.

Shopping — Make sure food stores are within reasonable distances and that roads won't be impassable during rain.

How to Cut Cost

Once you decide to buy, and use a good attorney to take care of title search and similar necessities, you can proceed to simplify your construction of a low cost vacation cottage. For instance you can take your plans to a building supply dealer and have him pre-cut the wooden beams, studs and slats. Use of

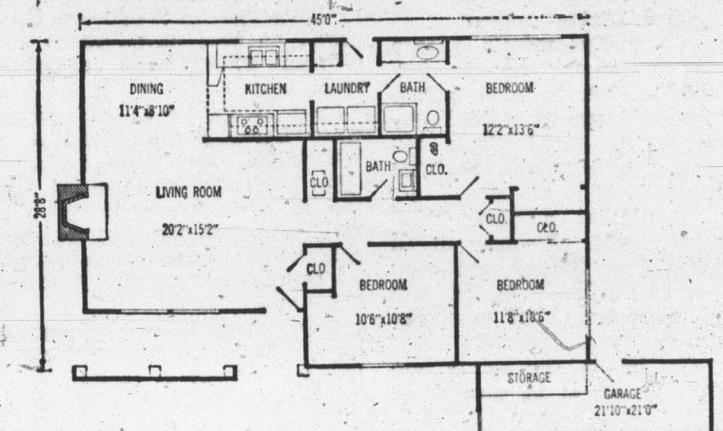
plywood panels for cottage walls is a timesaver. Also you can install a beautiful resilient tile floor such as Kentile vinyl asbestos, at a reasonable materials cost, thus saving labor expense. Also it's easy to clean and resists termites and other bothersome insects.

Judges Like Layout

This Is the House That Won Top Prize



This house in southern California was rated tops in its class by American Builder magazine. Judges liked simplicity of exterior and economical use of space inside. Quality materials used include wind-resistant asphalt shingles.



Usually it's not one "something extra," but a marked superiority in many of the elements that combine to make a house.

A good example of an award-winning house that rates high on a number of basic points is one built in California by George B. Bjorkland and D. A. Smith, and designed by Earl Kaltenback, AIA, of Anaheim.

Recently, this three-bedroom, two-bath house was chosen by American Builder magazine for its Grand Award for houses under 1,250 square feet.

One of the features that appealed to the judges was the quiet simplicity of its exterior. They liked the proportions, tasteful decoration and careful placement of windows and doors.

The house is roofed with fire-rated asphalt shingles. Heavy-weight asphalt shingles wear longer and add texture and color to the roof area.

The layout of this house particularly impressed the judges, according to an article in American Builder. "Here is economy of space without an inch gone to waste. Activity areas are well defined and separate from the bedroom wing," the editors said. The foyer conveniently opens to the living room or the bedroom hallway.

Many of the competing house designs omitted an outside entrance to the kitchen, according to the article. In Kaltenback's design, however, an outside entrance leads to the kitchen through the laundry area.

Women's Club Movie

A new do-it-yourself color movie showing how easy it is to lay a resilient tile floor, has just been produced by the American Society of Interior Design. The noted decorator Emily Malino, created a family room for this 14' min. 16 mm. film and it is packed full of fresh and colorful decorating ideas. The motion picture is available to Women's Clubs for showing to their members on a loan basis. Write to: American Society of Interior Design, 331 Madison Avenue, New York 17, New York.

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DESIGN CN 7340

Big space living in a modest home is a bonus in this raised ranch plan. There are three handsome bedrooms plus two baths. The living and dining rooms form an L, and sliding glass doors from the dining space open out to a summer balcony beyond. On the lower level, the playroom has a fine fireplace and doors out to the lower terrace. Laundry, lavatory and garage, plus storage, take up the rest of the lower area. Area is 1,165 sq. ft. Further information on Design CN 7340 may be obtained by writing to Illustrated Publications, 48 West 48th Street, New York, N. Y. 10036.

Bathroom Additions Up-Date

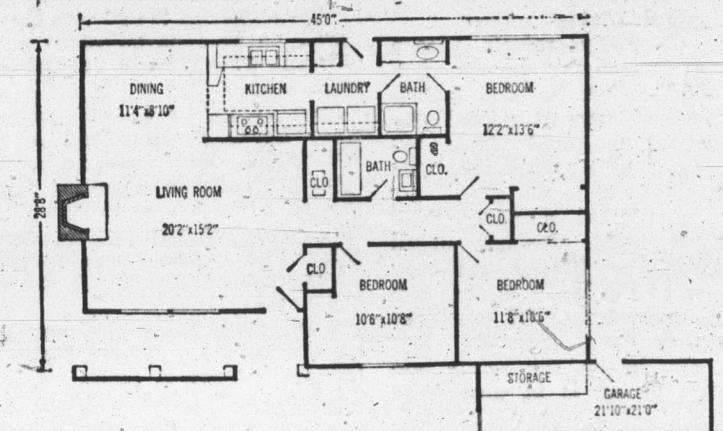
Older Homes

Judges Like Layout

This Is the House That Won Top Prize



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What makes a prize-winning house?

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