



HERE ARE THE ABC'S OF PAINTING:

- 1 - Fill all cracks in plaster with patching plaster or spackling material; when dry, sand the surface smooth. Check whether surface is dry by lighting a match on it.
 - 2 - Start painting ceiling first. Begin in left-hand corner (unless you are a southpaw). Work across the narrow dimension of room, paint only a strip two or three feet wide so that paint is still wet when you "join" it. Clean up spatters as you go along.
 - 3-3 Use four-inch brush for wall areas; select top-quality brushes for best results. Start in the left-hand corner of a wall; paint two to three foot strip from ceiling to wall. Work with fan-like motion left to right and back again. Dip only a third of the bristle-length of brush into the paint.
 - 4 - Use a two-inch brush for the woodwork which should be painted last. Use glass or semi-gloss enamel for easy cleaning later. When painting door, do panels first, then the center rail; top and bottom rails come next - then, the vertical stiles.
- Be sure to clean your brushes carefully when you've finished painting.

Paint Colors And Light Work Together For Comfort, Beauty

There's a sort of magic in a can of paint. With a little knowledge of tricks you can do with properly chosen paint — colors, you can make a room seem warmer or cooler, you can apparently alter its size and shape and you can bring it remarkable new beauty.

First, you need to know that the warm colors are the reds, oranges, yellows, yellow-greens and their variations; buff, for instance, peach and cream. The cool colors include such hues as the blues, greens and violets.

Keep this fact in mind when selecting paint for a too-cool room with a north or northeast exposure. Decide on a warm color for walls and woodwork and it will seem warmer than the thermometer might justify.

When choosing paint for a south-

— or southwestern—room, select a cool hue and the blaze of the sun will seem less insistent.

Light tints of cool—or "retreating"—colors, as they are also known, will make a small room seem larger when used on the walls. Strong tones of the warm—or "advancing"—colors will make a too-large room seem smaller, more inviting.

To make a "boxy" room more interesting, paint the wall you wish to be more interesting in a color different from the other three.

To make a too long room seem better proportioned, paint the end walls in a dark tone; the two side walls in a lighter hue.

The use of such paint-color tricks can do much to improve your home.



HANDY PLANKS of plastic-finished harboard, 16" by 8", quickly cover new or old wall areas and provide a decorative, durable and easily-cleaned surface.

Interests Begin Drive To Help American Home Owners Repair, Modernize Their Homes In '56

NEW YORK — As a result of unprecedented cooperation between the Government, trade associations and manufacturers representing building materials, home equipment and financing industries, 1956 is "Home Improvement Year."

Albert M. Cole, Administrator of the Housing and Home Finance Agency issued a proclamation to that effect in Washington on January 15.

Briefly, the significance of Home Improvement Year to homeowners is simply that building materials and equipment dealers and contractors, along with banks and savings and loan associations, are more eager than ever before to serve families with the desire to bring their homes up-to-date.

The seal shown here will be used by those dealers, contractors and lenders to identify themselves as participating in Home Improvement Year activities.

Home Improvement Year was created by Operation Home Improvement, a small task force sponsored initially by the United States Chamber of Commerce to

coordinate the activities of all of the major trade associations and manufacturers in the home improvement field.

Some six months ago, Operation Home Improvement was given the assignment of correlating the efforts of these associations and manufacturers in urging local businessmen to expand and improve their services for the benefit of all American homeowners.

The executive director of Operation Home Improvement is John R. Doscher, formerly assistant to the publisher of Life Magazine. As Doscher pointed out today, "this is the first time in history that these three basic industries — building materials, home improvement and financing—have joined together to make it easy for home-owners to buy the materials and services that go into home improvement."

Mr. Doscher explained that the Government considers "Operation Home Improvement" an example of Government cooperation with private enterprise to solve a basic need of the American people. Government and industry leaders be-

lieve that Home Improvement Year will see a great deal of progress in the long needed restoration of older homes in the nation, and thereby a dramatic upgrading of the standard of living."

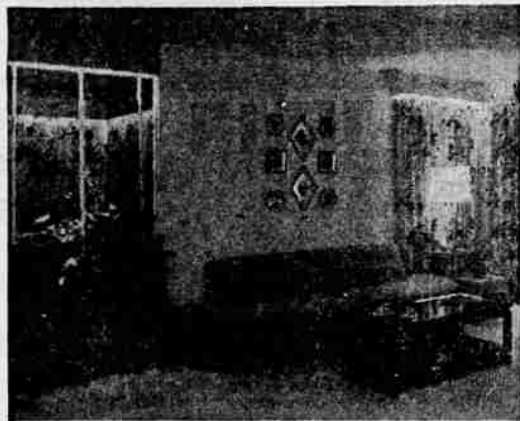
In many cities, Doscher explained, local industry leaders and the local Government will cooperate in staging a local Home Improvement Week or Month in cooperation with the national campaign.

The purpose of such local efforts will be to demonstrate to homeowners what can be done in bringing a home into line with modern living standards and to provide for homeowners information on the dealers, contractors and lenders that are eager to be of service to them in achieving their own home improvement desires.

Much of the coordination of these local programs is being carried on by Chambers of Commerce with the cooperation of lumber dealers, builders, plumbing contractors, and financing institutions, etc.

Such community programs as these, Doscher pointed out, can have a tremendous effect upon the general value of all of the homes in a city. "When any homeowner does a thorough job of up-dating his home," Doscher said, "it has an immediate effect upon the value of other homes in the neighborhood. And, of course, action by one homeowner frequently stimulates others to get to work on their own homes."

Experts in the industry have long been convinced that the way to stop deterioration of neighborhoods is for individual homeowners to take positive action—to fix up their own homes and urge their neighbors to do likewise.



THE DECORATIVE influence of fluorescent lighting is shown here in this photo. A continuous flow of light creates an ensemble theme to the room; concealed fluorescent tubing in the cornices dramatize the draperies and the beauty spots in the room. Lighting is most effective when incandescent and fluorescent lights are used in harmony.

Predictions Say Air Conditioning To Be Vital Factor In Every Home Within The Coming Ten-Year Period

Your air conditioner may soon be as common a factor in everyday living as your refrigerator.

In 1940, only 11,450 room air conditioners were manufactured! In 1953 more than one million, according to studies by Electrical Merchandising Magazine. Within a few years the non-air conditioned house will be a thing of the past.

Aside from the value to your house, air-cooled living may also make as profound changes in day-to-day living habits as the advent of television. A spot survey made by House & Home Magazine, of owners of air-conditioned homes in the Southwest led to these conclusions:

At central air-conditioning and unit room air conditioners come into wide-spread use during hot summer months, you and your family are likely to . . . stay at home more often where it is cool instead of flocking to the beach or mountains for relief.

You will adjust to the efitahatt

You will adjust to the fact that your children will prefer to play

indoors in the hot afternoons and do more work about the house during the "dog-days" because you'll feel better.

In trying to use several appliances simultaneously on the same circuit with a room air-conditioner, there is a good possibility of an increased burden on your wiring system. In the majority of homes, a separate circuit will be needed for any air conditioner that may be installed. Is your wiring up to the job?

The National Adequate Wiring Bureau advises that you check to see whether your existing branch circuits can handle an added load. The size of a room air conditioner dictates the load it will place on your present wiring system.

If it is overloaded, fuses will be blown or circuit breakers may be tripped. As the cooling unit labors under a reduced voltage, it will be unable to do the job expected.

Have a qualified electrician check your wiring system now . . . be sure you'll have complete air conditioned comfort this summer!



A STORAGE UNIT for a child's room — Organize the youngster's belongings in this ceiling high storage unit made of big, strong sheets of fir plywood.

Do You Have Enough Outlets?

When checking the convenience outlets in an older house, look for the answer to these questions.

Is there at least one convenience outlet every 12 feet along the walls in living room, dining room, bedroom and other living areas?

One on each side, and within six feet of each bed location?

One in each kitchen area at counter height?

One at table height in the breakfast area?

One in the laundry space for the hand iron?

Do you have adequate lighting fixtures for your front and rear entrances . . . to light up steps or walks . . . to illuminate hallways or stairs . . . to give full illumination to shaving or putting on make-up . . . in the living room . . . or dining room or in the kitchen work areas?

Old trees, like aged people, have premature death of any tree.

There's Exactly The Right Paint For Every Possible Painting Job

Be sure to use the right paints for each specific paint job. Always choose the best quality paints, they'll give longer service, be easier to paint over the next time, and cover many extra square feet per gallon.

For exterior painting, there are many specific paint products to help do the job more quickly and efficiently.

EXTERIOR HOUSE PAINTS—for all frame finishes.

STUCCO AND CONCRETE PAINTS—for stucco, concrete and brick—they weatherproof and beautify.

SASH AND TRIM COLORS —

weather resisting and non-fading. (Practical for outdoor furniture, too.)

PORCH AND DECK PAINTS—an exterior paint to withstand weather and wear; for porches, steps and patios.

SHINGLE STAINS — a protective stain in roof colors for shingles, shakes and rough lumber.

Other paints for outdoor use are white paints so designed to withstand fumes, smoke and mildew; utility paints that double as stain or paint—especially good for rough lumber and red lead for metal surfaces to prevent rusting.