

Nation Swings Into Home Fix-Up For '57!

Home Improvement Industries Unite In '57

Operation Home Improvement, which in 1956 became a national by-word, is being continued into 1957 under the slogan, "Better Your Living."

Manufacturers of all types of building materials and home equipment are again teaming up with their dealers, with contractors and lenders in an effort to help American home-owners halt the deterioration of the nation's 50,000,000 homes.

The twin objectives of the gigantic campaign remain:

1. To convince homeowners that better living — through home improvement — is a desirable goal and sound investment.

2. To help dealers and contractors to make it easier for homeowners to buy the materials and services that go into home improvement.

As in last year's campaign, these dealers, contractors and lenders who are sincerely interested in helping homeowners bring their home up-to-date will display the now-familiar Oper-

ation Home Improvement seal.

In addition, all elements of the industry in cities and towns all over the country will join forces in community-wide home improvement campaigns.

In announcing plans to continue OHI into 1957, Executive Director John R. Doscher, commented that the '56 effort had produced these results:

1. A nation-wide 25 per cent increase in home improvement activity, making the industry's total volume approximately \$15 billion for the year. For the first time in a decade, home improvement outstripped new home building in total dollar volume.

2. Local OHI campaigns in 1000 cities and towns. In these communities, increases in remodeling activity were particularly dramatic — ranging up to 156 per cent, as indicated by the number of building permits issued for remodeling purposes.

3. Record sales for participating manufacturers and retailing organizations despite the slump in new home building.

4. Increases in home improvement lending of 20 to 200 per cent reported by banks, savings and loan associations and other institutions in all parts of the country.

Water Conditioning Is Economical; Saves Dollars, Fuel And Plumbing

Prospective home buyers in known "hard water" areas won't have to worry about this problem for many of the new homes will be equipped with water softeners.

The Water Conditioning Research Council reports that home owners can count the savings in dollars and cents when they use water softeners. The Council says:

"The average amount of hardness for water throughout the United States is ten grains and just seven grains of hardness costs the average family of four \$24 more a year in soap."

Hard water also builds up scale on the inside of water pipes faster than soft water ever does. Over a period of time, a quarter-inch of scale could reduce the flow of water. Water pipes encrusted with scale become insulated and don't deliver heat efficiently. A water softener will help save your fuel bill.

Softened water is a better cleaner than hard water and is easier on your clothes. Softening ten grain water makes a thirty-five per cent increase in longevity for linens.

Home buyers in hard water areas can have their builders ar-

range to install water softeners before they move in, if this has not already been done.

Ample Hot Water Supply Is Vital Need

Do you ever have to forego the pleasure of a shower when you want one? Do you have to plan your housework around your hot water supply? If so then you are putting up with an out-dated water heater, something you won't find in the new homes being shown.

The average family uses their water heater more than any other appliance in the home — for dishwashing, bathing, laundry and cleaning.

Increasing use of home laundry and automatic dish washing equipment has brought with it a need for larger size water heaters in most homes. Properly sized tanks — large enough to provide a margin of extra capacity to meet maximum current as well as possible future demands.

Water heaters range in size from 30 to 100 gallons. The size should be determined by: the amount of water needed and the recovery capacity of the heater. This is the ability of the heater to replenish hot water as fast as it is used. With a fast recovery heater you can use a smaller tank than you'd imagine.

Many of the new tanks also offer the advantage of dial controls. You'll find a wide choice of tank materials to suit your local water supply conditions.

AVOID GLARE

To guard against glare in home lighting, the American Home Lighting Institute advises these steps:

First, avoid light sources of high brightness, especially direct sunlight. Second, do not beam a high volume of artificial light in the direction of the eye.

Third, do not place exposed light sources near the line of vision. And fourth, avoid high brightness contrasts between the light fixture and its surroundings.

Housewife Has Servant Hosts

Whether she realizes it or not, every housewife has a multitude of busy servants in her home — always present, doing her daily work. These servants are her many modern electrical appliances.

They can be drones or workers, depending upon whether the house has adequate wiring to provide full horsepower.

Why is adequate wiring so important to the efficient operation of electrical appliances? Your automatic washing machine, your dishwasher, ironer or other work-saving devices cannot do the tasks they were designed to do if they do not receive sufficient electrical power. Having full horsepower means that enough power has been brought into the home from the utility line in the street and that circuits of the proper number and size distribute this power throughout the house.

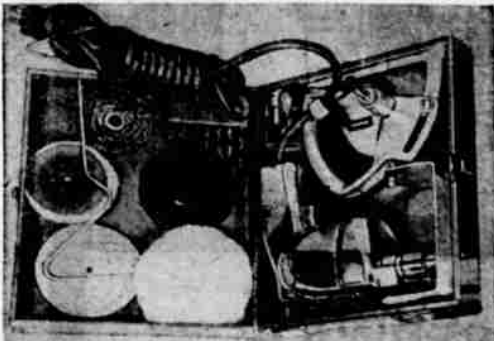
Convenience outlets should be placed along the wall every ten to twelve feet and every five to six feet over kitchen counters in the modern homes of today — with their many appliances. It is old-fashioned to have an "octopus" set-up (with three or four plugs placed in each socket).

Unless you have enough circuits and convenience outlets, either your electrical appliances will not operate properly at the same time or you will have to play tic-tac-toe to decide which ones to plug in simultaneously.

Why not make the many electrical servants in your home all work for you efficiently? You can by having your electrical contractor bring your wiring up to date to conform with modern electrical requirements.



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