

Operation Home Improvement Continues in 'Better Your Living'

Industry Working Together to Help Owners in Homes

Operation Home Improvement, which in 1936 became a national by-word, is being continued into 1937 under the slogan, "Better Your Living."

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

Twin Objectives

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 Operation 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 1937, Executive Director John R. Doscher, commented that the '36 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 the new home building in total dollar volume.

2. Local OHI campaigns in 1,000 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. Increase 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.

DURABILITY
Workmen razing old structures often find the original asbestos-cement roofing in such excellent condition that it is suitable for installation on a new building.



AFTER REMODELING



Lighting May Be Decorating Aid

Lighting is an important home decorating aid. The dollars invested in smart, new furnishings and decorating are wasted unless they're properly lighted.

Good lighting can make even budget decorating look far more glamorous than its cost would indicate. By controlling shadows, areas of light and color rendition, fixture lighting can make the most of a room's texture, color and design.

Fixtures are necessary, since they provide a flexibility and range of lighting effects beyond the reach of portable lamps.

Today, a fixture is a graceful, decorative accessory that is placed anywhere that light is needed — on walls and even in corners. You'll find new fixtures to enhance the beauty of your home and give correct light.

There are many types to choose from to suit your needs. A popular type is the pull-down fixture, that goes up and down by reel or spring action to provide the level of light needed. Some fixtures are mounted on swivels or goosenecks, and can be turned in every direction.

Get the most out of your new furnishings by accenting their beauty with new light.

Plastic Hardwood Makes Good Liner for Shelves

An excellent liner for linen closet shelves is plastic finished hardboard. Pre-decorated in bright colors, this paneling material provides a smooth, hard surface on which linen slides easily without snagging.

When door space permits, these liners can be taken out to serve as trays for carrying freshly ironed linen to the closet joint.

Planning Work is Important Thing In Remodeling

There are many home improvement projects that may be done by the homeowner, if he has the right materials and instructions.

The important thing is planning the work first... then decide whether it is best to call for professional help or to do it yourself.

But there are certain jobs which call for licensed contractors; both from a legal and personal safety standpoint.

Electrical Work
Electrical installations and repairs must be handled by a licensed electrician.

Plumbing work is on a similar basis. Anything which involves tampering with existing lines or sewer or replacing of fixtures must be done by a licensed plumber.

Homeowners may modernize bathrooms by enclosing a tub or basin, tiling showers, backboards or cabinets.

Flooring Projects
Laying composition tiles is one of the easiest jobs for the homeowner. Your local tile store can advise you as to the type of tile to use and how to apply it.

Almost anyone can lay a concrete slab, or add an aluminum roof for a lanai, with proper instruction.

Almost any amateur, properly instructed, can re-do a composition roof, but re-shingling requires a professional man.

Safety Rules
Before tackling any do-it-yourself project, there are certain safety rules which must be followed!

In climbing ladders, be sure to have the top two rungs of a step-ladder, and the top three rungs of a straight ladder free.

If a job requires free use of both hands, don't use a ladder—use scaffolding.

Never store paints or oily rags in a place not adequately ventilated.

All power tools should be grounded. Never work with power tools in bare feet on concrete or in a wet area.

ALCOHOL STAINS

Mahogany or leather topped tables are often marred by alcohol stains. To remove these stains, try rubbing with camphorated oil, or with very fine rottenstone and a light oil on a piece of felt. Saturate the felt with oil, dip it into the powder and shake off the excess. Always rub lightly and with the grain of the wood. Wipe with an oil saturated cloth and finally with a soft, dry cloth.

Asbestos Shingles Have Common Things

Asbestos shingles of all types have this in common... they will not rot, rust, decay or burn. They make safe, substantial, rich-looking and permanent roofs!

One of the foremost of these identifying marks is rigidity. Asbestos roofing shingles are made by combining asbestos fibers with Portland cement. This produces a strong, rigid, shingle that has the ruggedness and permanence of stone itself.

Permanence is an outstanding feature of asbestos roofing shingles. No asbestos shingle has yet worn out, although the material has been in widespread use for more than 50 years!

Asbestos shingles also have substantial thickness and good weight. This rigidity and weight make them resistant to storm damage. The most important characteristic of asbestos shingles, is their incombustibility.

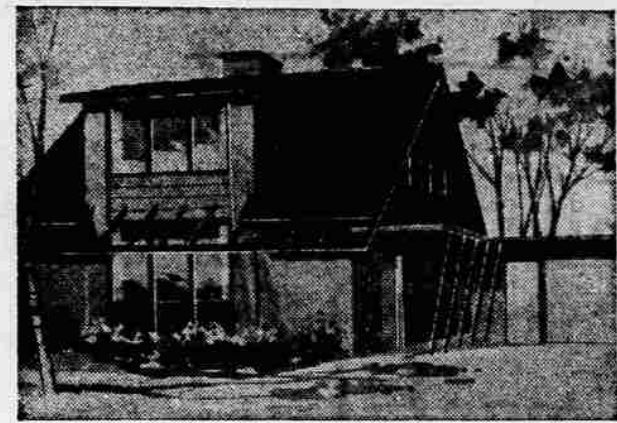
Asbestos-cement roofing shingles, long favored for their incombustibility and permanence, have individual characteristics which make them easily distinguishable from other roofing materials.

LOW-COST STORM DOOR

A screen door can be quickly converted into a storm door at a low cost by covering the wire screening with translucent wire cloth. Tack the wire cloth to the door frame, using enough tacks so that it will not be torn off in a high wind. Apply masking tape around the edge of the wire cloth to make a tight joint.

FAMILIAR SIGHT—A familiar sight in small towns across the country is this prim and proper little house constructed in the 1920's. Built solidly enough, it is however out-dated, formal and unattractive with the old-fashioned porch shutting out light and air. Its owners, like thousands of others, would like to modernize it—inside and out.

Remodeling ideas for the 1923 home call for a modern "face-lifting" of the drab exterior without basic structural change. Dark brick is faced with bright stucco, old front porch removed and living room extends out to new open eaves. Main entrance is moved to side of the house. A second side door replaces old back door, eliminating tracking in through front. New garage and sheltered walk are added. And, big new windows let in more light and air and add to modern appearance. By Armstrong Cork Company.



Homeowners Are Apt To Forget to Check Light During Night

"Don't be in the dark..." make your home is adequately lighted.

Before you buy that new home, or plan to modernize your present home, check it after dark. In daylight, most homeowners forget to check on lighting. An after-dark check is a sure way to find out if the house is well lighted.

To help homeowners and buyers to judge their home for good lighting, it is suggested that this room-by-room check be made.

Living Room
There should be at least one ceiling fixture. Score a plus if it has corner fixtures and lighting above windows.

There should be a fixture provided above the space where the table will be.

Insist on a ceiling fixture in each bedroom. Don't be fooled by a wall switch which controls a baseboard outlet.

A center ceiling fixture is a must to throw light into cabinets and drawers. Fixtures should be provided over the stove, sink, and work counters.

The Bathroom
Minimum good lighting calls for a fixture over the top and on both sides of the mirror, plus a ceiling light.

Each hall needs a ceiling fixture and there should be a fixture at the foot and head of all stairways.

Laundry, furnace, storage and workbench areas each require separate fixtures.

Exterior and Garage
Make sure there's a light by all doors. The garage should have a ceiling fixture.

Modernization can be achieved by replacing old and inefficient fixtures with new ones. New fixtures can be installed in the capped-up outlets where fixtures once hung. New fixture outlets

Danger Points in Cracks Are Listed

Check your home now for these danger points in cracks; ends of siding and lap joints of siding; window frames, storm sash, wood doors and window frames where they meet masonry, openings for outside water faucets and where pipes pass through walls, flashings and corner joints. Cracks in masonry, foundation joints and concrete step risers call for special measures and materials.

Every new house, no matter how well built, is quite likely to develop a variety of cracks and crevices at the construction joints over a period of time. Failure to fill these cracks can be costly in the long run.

Moisture seeping in cracks can cause rotting and heat will escape. Dirt and insects can get in through cracks.

The caulking job itself can be done easily and inexpensively by the average homeowner using one of the compounds that come in large-size foldup metal tubes.

Crocus, Scilla Among Bulbs That Are Early

Four handy little bulbs that beat the first robin for spring color are the crocus, scilla, snowdrop and grape hyacinth.

These bulbs thrive in any garden, endure the coldest weather and burst into bloom with the first warm days.

Selecting Right Floor Covering is Important in Home

Selecting the right floor covering is extremely important to anyone who is about to buy or build a home. There are many products available today and homemakers can find floor coverings to solve every flooring problem.

For homes built on concrete slab, asphalt tile is recommended.

No part of your home gets more wear and tear than your floors; especially those in the kitchen. It is wise to consider all suitable flooring products to be sure that you are choosing the best possible product in budget range.

Good floor covering is a good investment and for only a few cents more per square foot you can have the finest products for permanent attractiveness, ease of maintenance, recovery from indentation and wearability.

Initial linoleum tile provides a resilient, long-wearing and easy to clean floor covering.

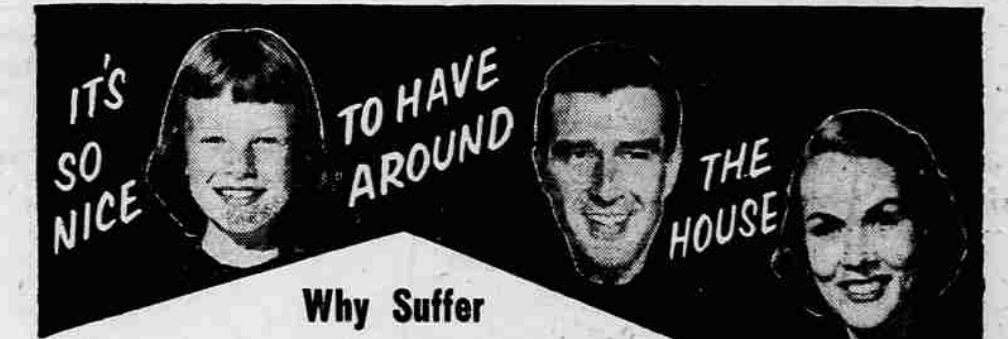
Tough and durable vinyl tile is excellent for installation on concrete. Moderately priced plastic tile is flexible and easy-to-handle. The non-porous surface of this tile seals out dirt, grease and grime.

'Octopus' Plugs Can Be Dangerous in Home

Most homes never have quite enough convenience outlets in the spots where they're needed! The unsightly "octopus" plugs can also be dangerous. Plan now to have adequate wiring and outlets installed.

Special types of outlets are available for specialized use, as in the electric range outlet. Convenience outlets, through which lamps and plug in appliances are connected in the living, dining and cooking areas come in several forms.

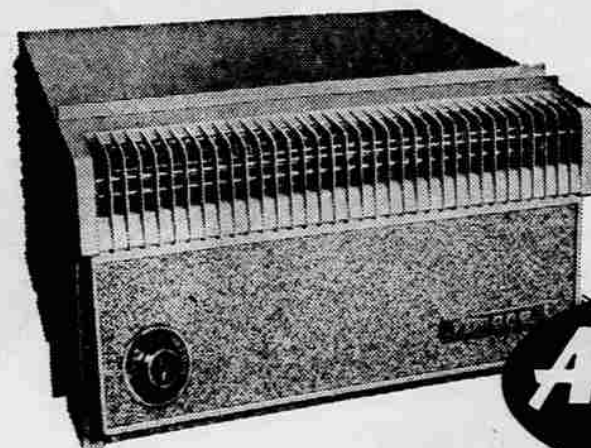
There are the standard duplex outlet, the multi-outlet assembly for locations where several lamps and appliances are to be grouped, and the triplex outlet for locations where three electrical devices are used together.



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