

Modern Plumbing Installations Add Utility and Beauty To Home

One of the most important rooms to be considered in modernizing a home is the bathroom. No other room is so closely related to the general health and well-being of a family. No other room contributes more to the comfort and convenience of a home.

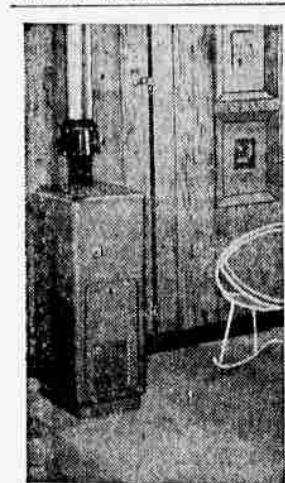
The first consideration in remodeling or building a bathroom is the proper selection of fixtures. If the fixtures in the present bathroom show signs of wear—cracks, leaks and discoloration—they should be replaced.

Up-to-date bathroom facilities are natural in the modern home. Many designers set this mood with a distinctive lighting effect. They install a wall of ribbed transparent plastic which can be illuminated from behind. This feature is balanced by dark walls and flooring. A glass shower-bath enclosure adds interest.

If the bathroom area is relatively large (8' x 11' or more), square bathtubs, lavatory-dressing tables, or perhaps two lavatories may be installed. Full baths with showers measuring 36" by 36" are recommended for smaller bathrooms, and often make a second complete bathroom possible in limited remodeling space.

Many homes have space that can be converted easily into a handy powder room or a second complete bathroom. Under the stairs area in two-story houses, extra downstairs closets in older residences, an old pantry off the kitchen, the basement or awkward corners and long hallways in homes of any age provide an excellent location.

Before planning bathrooms for a modernization job, family needs should be taken into consideration. A family of more than three people needs and deserves the comfort and convenience of at least two complete bathrooms. If

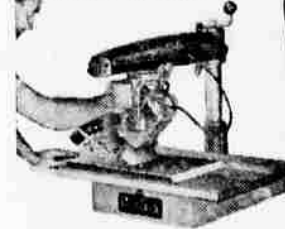


MODERN BOILERS for home heating have been engineered to provide more heat but to take up less space. This streamlined unit heats an entire house yet leaves enough room for a finished room for play, work or extra-duty.

At least 400,000 old homes are being torn down each year. Most of these have unsafe foundations, rickety supporting beams and inadequate plumbing facilities.

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OUTDOOR LIVING ROOM is achieved by well-planned landscaping and a comfortable patio arrangement. Trees, flowers and shrubs lend beauty and charm to this designed-for-ease terrace. With today's weatherproof lighting units and outlets, an attractive garden spot can be the perfect setting for family activities day and night.

Landscaping Helps Raise Value Of Home

With outdoor living vastly increased in all parts of the country, more emphasis is placed on landscaping, as a great many millions of people at home, and on the highways, look to the beauty, pleasure, and financial advantages that landscaping achieves, according to the American Association of Nurserymen.

Today's landscaping serves such multiple purposes as providing privacy, comfort, and higher real estate values.

Whole neighborhoods have upgraded the selling price of their homes by group planning the landscaping for a complete street or area.

Landscaping costs around 3 or 4 per cent of the total value of the property, and when completed, often will increase the value of the home as much as 15 to 20 per cent.

Ceramic or plastic floor and wall tile provides a beautiful as well as practical finish for the bathroom. These easy-to-clean materials shed water and moisture and are available in colors and patterns to blend with fixtures and accessories. Acoustical tile can be used for an attractive sound-proof ceiling. Storage closets placed against an inside wall further isolate noise between the bathroom and adjacent rooms.

Mirrors add an atmosphere of luxury, as well as to make small bathrooms or powder rooms appear larger. Warm tints in fluorescent lighting or a combination of fluorescent and incandescent lighting placed near mirrors help illuminate the entire bathroom.

Today you can find every type of bathroom fixture in the size, style and color you need.

Shower Curtain Rod Solves Drying

An extra shower curtain rod over the center of the bathtub provides a convenient place for the housewife to hang hand-launder, raincoats and other drip-dry items to dry, suggests the National Association of Plumbing Contractors. Wet garments drip into the tub instead of on the floor, and the shower curtain conceals the laundry if company drops in.

This "wife-saving" suggestion also lets the men in the family shave without having to fight their way through a jungle of lingerie.

The new "expendable" shower curtain rod, has rubber feet on each end to prevent marring wall surfaces and can be installed easily with pliers or a small wrench.

A phonograph record album makes a handy place to store circular-saw blades.

vent soil erosion, and reduce traffic noises.

Attractive landscaping also increases community business.

It is an asset everywhere, for "A thing of beauty (and value) is a joy forever!"

Home Improvement Industries Swing Into New Year Of Activity

All segments of the diverse home improvement - modernization industry are now banding together in an effort to help homeowners undertake needed repair-remodel projects through the Home Improvement Council, permanent successor to Operation Home Improvement.

OHI, which became a national by-word during its two-year existence, was, as is HIC, comprised of manufacturers of all types of building materials and home equipment, dealers, contractors, lenders and others on the local level.

The "Better Your Living" slogan of OHI, familiar to many thousands of homeowners, has been retained by the new organization.

The Council, its national level members and its local members are dedicated to helping homeowners halt the deterioration of this nation's 40 million homes in need of repair, and to making it easier for them to buy the materials and services of the repair-remodel-replace industry.

Established as a permanent organization to promote better living through home improvement, HIC will, through a variety of methods, alert homeowners everywhere to the need for, ease of, and benefits from modernization and improvement.

Local businessmen who are sincerely interested in helping their customers bring today's conveniences to yesterday's dwelling unit will display the HIC membership seal, symbol of responsible counsel and helpful service.

Need for such an organization has been expressed by government, industry and civic leaders alarmed by the rapidity with which America's homes are deteriorating and by general social and economic problems which can be alleviated to some extent by better living conditions.

Don Moore, executive director of HIC, points out that there is practically no home in the country that is exactly the way the family wants it. The Council will, on the national level, interest and attract the homeowner to the subject of home improvement, persuade him to start the projects his home needs, inform him of

the benefits, give him specific ideas, tell him where to start and how to proceed. Organizationally, the nation has been divided into 30 regions, with regional directors organizing local HIC Chapters and coordinating homeowners and other activities.

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