

# Observer

## HOME IMPROVEMENT

Do-It-Yourself • Decorating • Remodeling

Page 14-A ★ (P-8, R-8, F-8) March 17, 1965

### Light Tones Make Comeback As Decorations in New Homes

A new, light woodgrain toned paneling has been introduced for use in modern decorative treatments. Included in the 1965 line of plastic-finished Marlette paneling is a Provincial Walnut grain. Whose light tone sets an attractive background for furnishings of similar color.

Accented with vivid tones, a "white" room can be most attractive.

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DURING MARCH ONLY

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## Imports Hit Tile Market In America

One of America's fastest-growing markets—ceramic tile—apparently is being captured by imports, mostly from Japan. In 1964 imports of tile took one-third of the American market, according to latest figures.

"The year 1964 set a record for tile consumption in this country, but almost two-thirds of the increased market demand was supplied by imports rather than by the domestic industry," said R. L. Carles, president of the Tile Council of America, a trade association whose member companies produce more than 80 per cent of the floor and wall tile made in this country.

Total consumption of ceramic tile in 1964 was a record 416,395,000 square feet, a 22.4 per cent increase over 1963, Carles said. However, the increase in imports alone captured more than 62 per cent of this new market demand for ceramic floor and wall tile.

U. S. Department of Commerce figures show that 68,252,000 square feet of ceramic mosaic tile were imported into this country in 1964, a 28.7 per cent increase. Glazed wall tile imports totaled 68,000 square feet, a 25.4 per cent increase.

"There is grim irony in the fact that, although the example demand is the direct result of technological innovations, design and use promotions and a marketing program by the domestic industry has been carrying on for years at considerable expense, a larger share of the fruits of this effort is falling to exporting countries and importers strictly because of their price appeal, which is made possible by their not having borne the cost of this market cultivation," Carles said.

## On the Lawn

Local lawns took quite a beating in last summer's drought. Some of them were burned brown and a large percentage went into the winter in a seriously weakened condition. The results may soon become evident.

Being deprived of moisture, the grass roots have shriveled from their food supply just at the time when underground growth normally accelerates. As a result, there is a likelihood of many lawns greening up late and of looking thin and straggly instead of thick and vigorous.

Such a condition calls for prompt and liberal feeding. Those who use a high protein fertilizer such as Turf Builder can speed recovery by applying at double rate particularly in exposed areas.

Where grass was seriously damaged, reseeding should begin as soon as the ground can be worked without puddling. And since burned out areas are likely to harbor a grim crop of crabgrass seeds, it would be well to have the protection of a pre-emergence control. A comparable product, Hater, is an example, permits seeding at the same time, a real time and labor saving advantage.

## T-Shaped Fillers

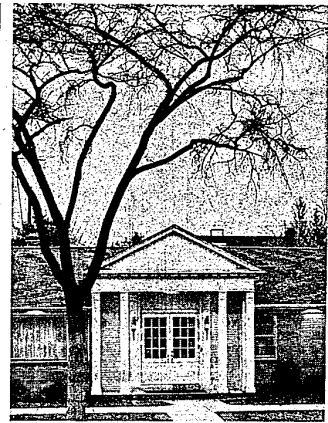
Smooth Twin Beds

If you have twin beds under a single headboard, you can eliminate the sinking feeling that comes when you edge too close to the crack between the mattresses with foam rubber fillers.

The T-shaped fillers fit down into the gap and overlap on either side. Bedways look better too without the line down the center.

Cedar Grows

Western red cedar grows chiefly in the Pacific Northwest and inland to the slopes of the Rocky Mountains. It is easily identified by its stringy, fibrous bark and buttressed base.



## LIVONIANS HAVE WATCHED

with interest the construction of this colonial-style portico which adds dignity, beauty and graceful height to the design of the 90-foot wide, single story structure of the completely rebuilt R. G. & G. R. Harris Funeral Home at 15451 Farmington Road, north of Five Mile Road, Livonia. Rebuilding is expected to be completed in time for the four new chapels in the home to be dedicated in special ceremonies on Friday, March 19.

## Murals Are Available for Walls in Home

"You don't have to hire an expensive artist to have fine murals in your home," Robert Huff, home improvement director for Marlette paneling, points out that handsome gold-on-white Marlette panels are now available at local lumber dealers.

These plastic-finished hardboard panels are 5' wide. Although designed primarily for the back wall of a tub-shower area, designers are using the room of the house.

"By combining scenes and designs contribute to the overall decorative treatment, as well as creating a feeling of greater spaciousness," he adds.

Recently added to the Marlette panel line are three stylized scenes—Williamburg, Foot Rock and River Landing. These scenes, available in sepia or gold on white, can be obtained through local lumber dealers.

Other scenes and designs available include South Pacific, Catalina, Seascape, Oriental and Snowflakes.

Wallboard adhesive is used to secure the plastic-finished hardboard accent panels to old walls or any solid backing. Marlette is highly resistant to heat, moisture and stains. It can be damp-wiped clean; never needs refinishing.

## Multiple Baths Get Top Priority Vote

People buying their first home, 94 per cent, vote "choo" about what they get primarily because they want to know exactly what to look for. Second and third times, though, they know exactly what they want.

Almost always, increased bathroom facilities are first on the list for these repeat buyers. From the basis of their experience, with previously owned houses, they know the value of multiple installations.

## Easy to Up-Date

Wood-sided walls simplify the problem of keeping a house up-to-date. They may be altered, just or added to. Spaces in the typical wood wall are accessible for changes in wiring, plumbing, heating.

## Prevent Peeling

Don't paint protected exteriors or siding or trim until accumulated dust and dirt is removed. Wipe surface down with detergent or solvent. If glossy, dull with sandpaper. This will prevent peeling.

## Top Siding

Western red cedar lumber is one of the great favorites for siding because of its extremely high resistance to decay, its nail-holding quality, and because it takes paint and stain finishes exceptionally well.

## Olo Paints

High Gloss Qt. 1.98  
Gal. 5.95  
Semi-Gloss Qt. 1.69  
Gal. 4.95  
Enamel-Exteriors Qt. 1.29  
Gal. 4.19

## DISCONTINUED

Famous Name Paints  
Flats, Woodstains 30% off  
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## Modernization Specials

2x1x7 42c  
2x1x8 56c  
1x2 Furring 2c L.F.  
1x3 Furring 3c L.F.

PANELING—4x7x1/4  
LIGHT BRIGHT  
PRE-FINISH 595

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DISCONTINUED Famous Name Paints Flats, Woodstains 30% off

Modernization Specials

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2x1x8 56c  
1x2 Furring 2c L.F.  
1x3 Furring 3c L.F.

PANELING—4x7x1/4  
LIGHT BRIGHT  
PRE-FINISH 595

## 2nd Car Problem

### Move Auto Along with Furniture

What do you do with a second car if you're transferred and have to move out of town? The family generally drives one car to the new home. That leaves the other one either to be disposed of or to be transported somehow.

One solution to the problem is to ship the car right along with the furniture and that's exactly what is being done with greater frequency nowadays, according to a leading long-distance household goods mover.

Household goods movers can accept automobiles for delivery only if the auto is part of a household shipment. Mayflower explains. However, the number of two-car families has grown so fast in recent years that furniture movers are beginning to look upon automobiles as just another bulky article of furniture.

A second deck can be installed above the car to provide additional "floor" space for loading other furniture pieces. The auto is virtually partitioned off, anchored and covered with thick furniture pads.

## Study Applicants For Scholarships To Cancer Program

Recommendations by local science teachers for applicants in the 1965 Summer Science Scholarship program must be received by the Michigan Cancer Foundation no later than March 19. It was revealed Monday by Mrs. Doris Strubel, Public Education Chairman for the Foundation's Farmington Branch.

The program, which involves a total investment of approximately \$22,000, involves a nine-weeks science course conducted in geographically convenient high schools throughout the four-county area served by the Michigan Cancer Foundation.

Local teachers have been selected for each of the schools, and a total of 50 youngsters will be chosen from those recommended by their science instructors to take advantage of the program.

All applications submitted by the teachers will be reviewed and selections of scholarship winners made by the Foundation's Medical and Scientific Committee.

Further information on the scholarship program may be obtained by calling the Farmington Branch Chairman, Mrs. Harry Mason, GR 4-8892.

Install western lumber panel boards horizontally to stretch a room's length and width.

## Thinking of Tile

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## What Will Job Cost? Here Is A Sample Gauge

When you have settled on what you want to do to improve your home, next step is determine costs. This can best be done by getting estimates from local dealers and contractors.

As a gauge to costs, however, the National Established Repair Service and Improvement Contractors Association offers the following examples:

The installed price of one square of 355-pound asphalt shingle roofing varies from \$20 and \$30 in most parts of the South and certain sections of the Midwest to between \$25 and \$40 in western Massachusetts and between \$30 and \$45 in New York state.

One square of unaluminated aluminum siding, installed, is priced at between \$65 and \$90 in the South, \$65 and \$95 in New York state, \$70 to \$80 in the Midwest and \$80 to \$90 dollars in New England.

The installed price of one 11 1/2" type 3-track aluminum window varies \$20 to \$30 in the South, to between \$20 and \$25 in the Midwest, \$15 to \$25 in New York state and from \$12 to \$20 in the Massachusetts area.

Lower Ceiling Old-fashioned high ceilings can be handsomely lowered with wood decking and false beams. Decking and beams may be Douglas fir.

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| 1/4 x 8 \$1.99  | 1/4 x 8 \$2.88                               | 42" x 42" \$1.39  |
| Pre-Finished V.G. PANELING                                  | HARDBOARDS 2 Sides                           | BIRCH PANELING    |
| 3/16 4x7 \$3.75   | Smooth 2 Sides                               | Pre-Finished V.G. |
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| Plywood, Molding, Paneling, Builders Hardware, Ceiling Tile | Large Selection Doors, Interior and Exterior |                   |
| BIFOLD DOORS 24" OPENING INCLUDES ALL HARDWARE              |  |                   |
| White Pine Louvre \$11.95                                   |  |                   |
| Mahogany Flush \$10.90                                      |  |                   |
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