

# Modern Househunter Seeks More Than Just A Shelter

Good design, good looks and good materials are making the difference in today's house sales.

Housing experts state that it's no longer enough to offer homeowners a house that provides shelter, especially if those homeowners are second-time buyers and have learned through experience what they want in a home.

COMMENTING on modern homeowners' demands, the National Association of Home Builders says that good house proportions, attention to ex-

terior line and beauty, and an emphasis on durability and low maintenance are sure ways of appealing to the buying public.

Homeowners' requirements also include rooms that permit both family living and individual privacy; easily accessible and private-outdoor areas such as an atrium or shielded patio; sensible room arrangements and good traffic patterns; and lots of convenient storage space.

The combination of low care, low wear, and good looks is easy to achieve — inside and out—say the experts, through

the proper use of building materials.

An interior example is the extensive use of hardwood flooring, which is attractive, sturdy and easy to clean, in hallways, recreation rooms, dining areas, and even bedrooms and living rooms.

TO MEET exterior requirements, many builders use asphalt roofing shingles which offer efficient weather protection and are designed by the manufacturer for many years of maintenance-free service.

Asphalt shingles have the added advantage of adaptable good looks, because they are available in a variety of colors, including white, black, pastel and blends which allow color coordination between the roof and other exterior elements of a house.

There are even "earth" and "forest" colors—shades of brown and green—which make it easy to harmonize the roof with the house site and surroundings.

OTHER EXTERIOR features that are getting attention from builders and buyers are: windows which add to good house proportion, permanent color and no-paint sidings, and authentic architectural styling—homeowners who want a contemporary house will no longer settle for one glass wall and a modern-looking planter.

Few flowers beat marigolds for massed color effects, which will help to "beautify your corner of America." Tall, short and miniature plants with flowers from six inches across ranging down to half an inch in diameter—they're all available in numerous marigold varieties at your local seed supply dealer to make your garden more beautiful.

Marigolds also are among the very easiest flowers to grow. They're not particular about the type of soil; respond to fertilizer but grow well without it; respond also to extra water but do not demand it, and really ask only for a spot in the full sun.

NOT ONLY do the bright yellow, gold and orange colors of marigolds attract the attention of passerby and visitors but this flower is so productive of blooms that bouquets may be picked for colorful display in your home.

There are too many varieties of marigolds to name them all here. However, if you need a flowering hedge (yes, that's right) buy seeds of one of the jubilees—Diamond (yellow flowers), Golden or Orange Primrose, Golden or Yellow Climax will fill the bill if you want tall plants. The Petites are available when extra dwarf ones are desired. Petite Harmony has a gold

crest and a mahogany collar; Petite Spry is golden yellow with a maroon collar. Other colors are the usual orange, yellow and gold.

FOR "IN BETWEEN," that is neither tall nor extra dwarf, you might choose the Cupids, which reach 10 inches in height and come in all three colors. Or you might select the foot-high Spin Gold or Spin Yellow, or the 16-inch-high Naughty Marietta, which is gold and maroon.

As you see, there's lots of choice in sizes and types. Indeed, a whole garden can be planted of marigolds alone to "beautify your corner of America."

## Pack To Move And Save \$\$\$

All "full service" movers will come into your house and completely pack your belongings at the beginning of the move and unpack at the other end.

However, moving specialists point out that you can help reduce the cost of your move by handling the packing and unpacking of unbreakables yourself. But be sure to do it in easy stages.

Another potential money-saver in a local move is knowing exactly where each piece of furniture is to be placed in the new home. As with most things, in local moving, time is money and every delay in unloading means a higher cost.

## Kentucky Bluegrass Popular For Lawns

Bluegrass is synonymous with beautification, providing an attractive backdrop for home, garden and roadside.

No lawgrass is more important or more widely used than Kentucky bluegrass, the Lawn Institute declares. About 50 million pounds of economical bluegrass seed is used annually to build American soils, and enhance the beauty of gardens and the landscape, it adds.

Synthetic fibers do not absorb moisture, say Michigan State University home economists. This characteristic makes them less comfortable to wear in warm weather.

# NBD To Open In London

National Bank of Detroit has received permission from the Federal Reserve System to establish a branch office in London, England.

The London office will be opened in the latter part of 1968 under the direction of Gerald B. O'Neill, Vice President, who is taking up residence in London, where he will supervise NBD's European operations.

O'Neill has headed NBD's International Division since 1959. A banker since 1937, his experiences include tours of duty in Toronto, Montreal, New York and London.

His affiliations include service as Chairman of the World Affairs Committee of the Greater Detroit Board of Commerce, Chairman of the Regional Export Expansion Council, Director of the Bankers Association for Foreign Trade, the World Trade Club of Detroit and the United Nations Association of the U.S.A.

STANLEY MARTINEZ, Vice President, has been transferred from the Metropolitan Division to assume credit and administrative responsibilities exclusive of the Division's foreign exchange trading, which continues under the direction of Edward Weall, Vice President, Richard H. Cummings, Senior Vice President, is responsible for the Bank's overall international activities.

# Buy Quality For Long Life

"Quality pays in the long run."

This is good advice to new-layers buying furniture and furnishings.

Also, it's the voice of experience heard from the veteran home owner who has ventured time after time into modernizing projects to meet changing family needs.

It may cost a little more, but the quality, brand name product you or your contractor install is worth every bit," says knowledgeable home owners. "After all, the major cost of an improvement is the labor, which can just as well be installing quality materials that will wear longer and look better through the years."

Leading lumber and building

materials dealers are sources for brand name products on which home owners can rely. Among their lines best known for quality, including dent resistance, appearance and easy maintenance, are Masonite Royale decorative panels and X-alloy siding products in a variety of types and textures.

Fabric blends contain two or more fibers, but a minimum of 25 per cent of any one fiber is needed to improve the fabric. A smaller amount is used occasionally for design effect. According to Michigan State University home economists, they should be washed or cleaned according to the most heat sensitive fiber.

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\*SALE ENDS AT 9 P.M. SUNDAY, MARCH 31st.

# AT ALL 22 GREAT FRANK'S NURSERY SALES

# Few Flowers Can Beat Marigolds In Color Effect

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MODELS OPEN: from 11 a.m. to 8 p.m. Monday through Friday, Saturday until 6 p.m. On Sunday from noon until 6 p.m. Closed Thursdays. Sales Office telephone 476-4848.

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