

Well-Lighted Entrance Adds Warmth And Cheer

Remember your last experience attempting to find a friend's house for the first time at night?

Locating it by its house number was probably annoying if not impossible, for few homes are readily identifiable after dark. The home with a truly cordial welcome, however, has a well-lighted, easily recognizable entrance.



THIS ENTRANCE really says "welcome." Recessed downlights lead you safely to the front door and insure safe footing at the steps. The lenses built into the glass panels of the entrance direct light down where it's needed and kept into your eyes.

It is available in kit form containing the photocell and a special spotlight bulb coated to prevent damage from rain or melting snow.

YOUR GUESTS should be able to reach your home without stumbling in the dark along walks or up steps. Light such areas with overhead or wall mounted fixtures when possible, or use recessed fixtures for local area downlight (above the front door for example).

Complete the lighting with photocell, photocell and spotlight mounted high under the eaves for wide area safety lighting.

A well lighted, easily identified entrance adds warmth and cheer to the outside appearance of your home, impressing visitors with a feeling of cordiality, even before the front door is opened.

Expert Sees U.S. Moving Toward Real Estate Boom

The United States is moving toward the greatest boom in real estate investment ever, predicts Prof. Karl G. Pearson, director of real estate education at the University of Michigan.

Prof. Pearson said he is optimistic because investment in good real estate, well located, provides the best possible hedge against inflation along with a relatively high rate of return.

The real estate investor, he added, also increases his yield by virtue of the principle of leverage -- using other people's money to enhance his own -- borrowing at 8 to 9 percent interest with real estate as security, and deriving a return on the investment of 12 to 15 percent.

PEARSON SAID the real estate investor can guard against increasing operating and capital costs by providing in his lease for rent escalations in line with such increased costs. If his investment is in mortgage loans, he may require the borrower to give him an "equity kicker," he described this as

"a piece of the action, in the form of a percentage of the income from the property."

Prime investment fields, Pearson suggested, are apartment houses, office buildings, shopping centers, and resort real estate.

"Never before in history have so many businesses been pushing so hard to expand their operations," he explained. "Never before has there been so much popularity in apartment-house living. Never before have we been so affluent and with so much vacation time on our hands to enjoy resort living and a second house."

THE ENTIRE real estate field is in fact, geared for unsurpassed growth in the 1970s and '80s, he insisted.

The small investor can also get a piece of the action, Pearson said. "He can put his money in the 'mutual funds' of the real estate business -- namely the real estate investment trusts. "Incidentally, these trusts do not have to pay the corporate income tax so long as they dis-

burse 10 percent or more of their earnings to investors. And speaking of taxes, real estate investors enjoy unparalleled cash flow."

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HOME OWNERS CORNER

By MARVIN KEMP

Are you smart to be your own remodeling contractor? Yes, but only if you have the time and patience to supervise a variety of job-contractioners -- and cope with the headaches that might crop up. Generally, you're better off hiring a good remodeling contractor for any job that will require more than a few different trades. Sometimes you can avoid the biggest potential headaches and still save money by having a remodeling contractor do the tough parts of your remodeling work. And if you're a skilled handyman, you can do the finished work.

Whether you're going to do your own remodeling or just the finish work, you'll find all your supplies at AMERICAN HARDWARE & SUPPLY CO., 31245 Eight Mile Rd., 476-6240, 537-2645. We are a super department store for the home with a folksy, neighborly spirit of helpfulness. Fix up your fireplace with old American forge, a heat resisting, black fireplace screen.

HELPFUL HINT: Tack a rubber stair tread to the seat of your child's put-together swing. Protect your stairs from splinter and accidentally sliding off.

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Paint, Pots, Flowers Combine For Summer Project

Often the most inventive and delightful articles are created from familiar and inexpensive materials. For instance, take a bunch of dimostere plastic flowers, all the paint, soft clay flower pots, a handful of aquarium gravel and clay. What do you have? Bright flower pots filled with flowers -- ready to decorate a windowsill, brighten a breakfast area and keep your children busy for hours helping put them together.

Horse Show Action Begins On Monday

The six-day 52nd Annual Detroit Horse Show starts Monday at the Bloomfield Open Hunt Club on East Long Lake Road. This year's show, the 39th to be held consecutively at BOH, is expected to feature the finest jumping competition in the show's half century. Leading the jumper field will be Christine Jones, who rates undoubtedly as one of the three or four top women riders in the world today. As a member of the United States Equestrian team she has been a major winner in international competition for the past several years.

FIRST, you'll need clay flower-pots -- three inches in diameter or a little wider. Make sure that they are clean and then paint the outside of each with water-thinned paints. These paints are well-suited to indoor projects since they are practically odorless and dry quickly and are almost dripless. Clean brushes are a snap -- stragglers can be wiped up with just a damp cloth!

After the pots have dried, place a small round piece of cardboard in the bottom of each one. Fill the pots with clay -- the kind available in blocks in the dime stores and often used to hold cut flowers in formal arrangements.

Now add light, bright plastic flowers -- hyacinths, narcissus, daisies -- and stick them right into the clay.

AS A FINAL touch, scatter a handful of aquarium gravel over the tops of the pots, covering the clay and adding a sparkly touch.

For more decoration ideas, raid the sewing basket for bits of rickrack, sparkly gold or silver trim, remnants of velvet ribbon. Glue them to the pot rims in bright, imaginative designs. When the flower pots are finished, place the flowers and their colorfully painted pots on your windowsill. Or line them up on a shelf. Or add a bright note to your kitchen table by grouping them as a centerpiece. Or, give a spritely touch to little girl's room. At any rate, you'll find your flower-power project a breeze -- thanks to easy-to-use, economical, water-thinned paints.

Home Improvement

Coolers Give Cheap Comfort

Its central air conditioning systems versus window air-conditioners for the homeowner's cool cash this summer. So far, it looks like a dead heat.

Nationwide, both styles of air conditioning have been selling away tremendously profits in 1968.

AN ESTIMATED 700,000 central systems will be purchased by American homeowners this year, putting central air conditioning in a total of five million out of 65 million American homes.

In 1967, 4,175,000 room and window units were sold. This figure was topped in the appliance field only by refrigerators and clothes washers.

When the temperatures go up, people flock to appliance stores to buy window units. Several advantages are claimed for the central system: It's quieter than the window unit, it filters the house more than the window box, central air-conditioners distribute cooling evenly, and they increase the resale value of the home.

The cost of installation in a new home is not that great any more, and the presence of a central system will increase the resale value of the home \$1,000 to \$1,500.

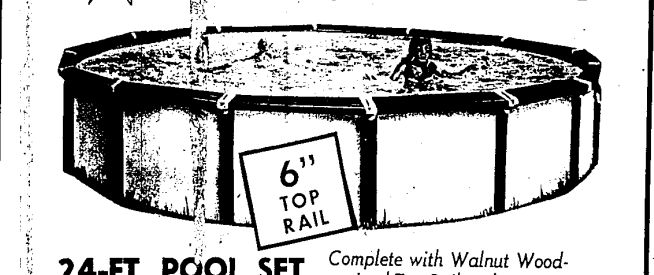
INSTALLATION of a central system in a new home of 1,200 square feet usually will cost \$900 to \$800. Add \$300 to \$400 for an existing house. For a new house of 2,000 square feet, you'll pay a minimum of \$1,000. For an existing house, the cost will be \$1,500 to \$2,000. Up until about six years ago, very few homes had central air conditioning -- it was considered an expensive luxury. Window units cost less -- \$100 to \$500 -- but with these you're not air conditioning the whole house.

The BTU (British Thermal Unit) measures the cooling power of the air-conditioner. A 5,000 BTU unit will cool 375 square feet; 7,000 BTUs, 500 feet; 10,000 BTUs, 750 feet; and 18,000 BTUs, 1,350 feet.

When buying an air-conditioner, it's best to consult a dealer, because the high humidity sometimes makes it necessary to purchase a larger air-conditioner than normally would be recommended.

When installing units, dealers recommend you put them on the north or east side of the house; in order to more quickly dissipate the heat.

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