

Housing Revolution Coming

The year 1970 will usher in a "housing revolution" involving assembly-line efficiency, modernization of building codes and practices, and better employment opportunities, a University of Michigan authority predicts.

Prof. Karl G. Pearson of the U-M Graduate School of Business Administration told members of the Washington State Real Estate Educational Foundation on Monday that such changes would be forced by economics.

"The year 1970 will roll up the curtain on assembly-line speed and techniques through factory-built housing," said Pearson, who directs the real estate education program at Michigan. He explained:

"Next year will show that factory-built housing is the only way to beat the high cost of construction, provide as it does lower labor costs and year-round instead of seasonal housing production. Factory-built housing can be made comparable to conventional homes in design, materials, and appearance."

THE U-M AUTHORITY also suggested that 1970 will see builders banding together in collective bargaining with construction unions, their hands "further strengthened by pools of strike insurance."

"Larger cracks will be made in the wall of the real estate market," Pearson said. "We will also find the construction unions under tremendous pressures to expand their membership to minority groups, and this will help to relieve the critical shortage of construction labor."

"To be eligible for federal contracts, builders and unions will be forced to comply with federal anti-discrimination laws for minority groups."

"Along with the investment attraction of factory-built housing will be the lure of real estate in general as a hedge against inflation, a tax shelter, and a relatively high rate of return," Pearson noted.

PEARSON discussed some prime investment areas:

"Real estate investment trusts will train their investors' eyes on suburban real estate, realizing that the shift to suburbia will accelerate, and that the richest investment opportunities will be in new suburban shopping centers, tied in with new housing developments and office complexes, and that the intense bidding for suburban sites will make for increasing value enhancement in suburban land."



Care of flowering plants: Here are a few green thumb hints for your favorite holiday plants.

POINSETTIA: Likes plenty of light, prefers a temperature of 70 degrees F. by day and not less than 60 degrees at night. Drooping leaves is caused by poor light, high temperature, too much water, or not enough, and drafts. When the plant fades, dry the soil off, put plant in dark cellar where the temperature will drop to around 60 degrees or less.

Cut plant down to five inches in April or May, and allow new growth to start. After danger of frost, plant in garden, keep there all summer, then bring indoors in fall. From September on put plant in dark room at night for Christmas flowering.

CHRISTMAS BEGONIA: Likes lots of water, good window light, and a sunny window. Drop the plant off, cut it back and store in cellar. Keep the soil dampened and never dry. Repeat in April, in soil containing leafmold and peat. Grow in bright window all summer. Flower drops is natural, and is often brought about by poor light, sometimes too high a temperature.

CYCLAMEN: During period of growth, put the plant in a sunny window. At night it needs a temperature of 50 degrees for longer life. Leaves turn yellow and wither if temperature is too high. Or if the plant does not get enough light, you can expect yellowing of foliage.

Once drooping sets in, water the plant good and leaves will perk right up. After the plant has flowered, keep the soil till June when corn should be removed and planted in new soil again to grow next year. Allow the plant to have water

and keep it in a sunny window, or you can set it outdoors in summer and leave there until fall. After that, plants will flower again in a cool, bright window.

JERUSALEM CHERRY: Likes plenty of water and bright window. Keep it as cool as possible. Orange berries drop naturally, so don't worry if yours starts to shed. In May set the plant outdoors after all danger of frost. Prune the plant back for good shape before setting outdoors.

Bring it indoors in September and grow it in a bright window. You can also save seeds from the orange fruits and plant them

In March, in a pot of sand and peatmoss.

After that the plants can be transplanted to the garden and left there until the first of September. Orange berries are not edible.



A NEW WHITE cleansing loam removes wet or dry point quickly. It contains lanolin to leave hands soft and smooth. It is dispensed directly onto the hands, rubbed until hands are clean, and then wiped off with a paper towel or washed away with soap and water. The convenient soft plastic bristle top cleans around fingernails and other hard-to-reach areas.

Early American Look Still Has Its Charm

The same home furnishings styles that charmed our forefathers are no less appealing to the modern generation.

In fact, hospitality and charm in the old tradition is making a surprising comeback, and this is reflected in home furnishings trends, suggests Norma Brown, home decorating consultant to Mascotte Corporation.

The influence of early America has never really faded from the scene, Miss Brown notes. But what we are seeing today is a pleasant mixture of the "good old days" and the "good new days" with period pieces set in informal arrangements against a backdrop of bold prints and textured fabrics.

To satisfy the public demand for things "old but new," Mascotte Corporation recently introduced two new woodgrain, prefurnished panels which are described by Miss Brown as "time-honored grains to grace any surrounding."

CAPE COD Maple panels have built-in hospitality and charm. Besides, their surfaces are both durable and easy to maintain by a damp cloth or sponge. They have a woody but modern rich appearance.

Individual panels in the four-foot-wide hardwood panels stand out because of their variations in color tones. This styling makes the panel harmonize with the panel's color schemes, but particularly with traditional furnishings.

ESPECIALLY suited for dens, libraries, recreation rooms and bachelor apartments because of their strongly masculine simulated woodgrain finish, Cape Cod Maple panels have a distinct plank effect that is heightened by mixture of light and dark tones.

The overall appearance is old oak of medium color with variations. The slight color cast is similar to some Mediterranean style furniture.

For illustrated brochures on these panels, send a postcard to Mascotte, Box B, Chicago, Ill. 60680.



CAPE COD Maple is a woody panel with a modern, rich, appearance and color tone variations in the planks.

Many Insects Attack Wood

Just because you see evidence of wood-boring insects in your home, there's no reason to jump to the too-easy conclusion that the culprits are termites. Though wood-boring insects may cause damage similar to that termites wreak, their control cannot be achieved in an identical manner.

According to entomologists at Vogel-Ritt, one of the country's leading pest control companies, there are many insects that are capable of damaging wooden parts of the home. Some of the more noteworthy are:

POWDER POST BEETLES: Sometimes called the Lyctus beetle, this insect attacks wood and leaves small piles of sawdust behind. Often introduced into the home in an infested piece of lumber or furniture, it can spread rapidly to other hardwoods.

The powder-like piles of residue these insects leave behind often indicate prior damage to the wood, meaning that active infestation is not occurring. Usually a highly-skilled expert is needed to determine if an infestation is active.

ANAKIDS: Also known as Death Watch Beetles and Furniture Beetles, these insects are primarily interested in soft woods, studying and subterranean.

Anakids are one of the few insects that can actually be heard -- they make a sporadic "clicking" sound which is actually the insect's mating call and not a sound of active destruction. What can be seen by the naked eye are small piles of sawdust on the cellar or attic floor with small holes readily apparent in the wood.

Very dry wood, however, beneath the surface of the affected wood can be felt if the homeowner probes the holes with a sharp, pointed instrument.

CARPENTER BEES: The exposed dry wood of buildings, utility poles and fence posts is the favorite nesting spots of these large metallic blue-black, green or purple bees. In making its nest, the Carpenter Bee makes a perfectly round hole across the grain of the wood -- about one inch deep. Then it makes a 90 degree turn and continues to burrow with the grain going as far as one foot in depth.

The insect's nest consists of a

supply of pollen and nectar for her young. After she deposits her eggs, she seals the hole with chewed wood pulp. Then, very often she dies before leaving the nest and may even protect it with her body.



This Room Has 'Character'

Kitchen Carpet Owners Enthusiastic In Praise

At first thought, the idea of wall-to-wall carpeting on the kitchen floor strikes most homeowners as completely impractical. "How would I keep it clean?" "What about grease spots?" "It won't look messy with crumbs and water drops?" and "What if I spill something on it?" These are the kind of objections that change their minds faster than seeing a carpeted kitchen and hearing the enthusiastic comments of the owner. The objections that seemed so obvious prove to be largely imaginary, and all the evidence indicates that kitchen carpeting already is flourishing.

Here's why:

A good kitchen carpet needs no more cleaning than a tile floor, and it never needs waxing and polishing. Regular vacuuming will keep it clean and neat.

MOST SPILLS and stains can be removed with a damp cloth; more stubborn ones with a little detergent or, in the case of grease, with a household solvent. There's even a way to cut out burned or damaged sections and replace them with an invisible patch.

How about durability? The tough new carpet fibers will wear as long as resilient flooring, according to the manufacturers. One brand claims a home life of 50 years' hard service.

And, on top of this, kitchen carpeting has some very important advantages. Softness underfoot is perhaps the main

one. Quietness is another. Carpeting on the floor absorbs most of the usual kitchen rattle and clatter, making it a quieter room to work in and less disturbing to the rest of the house.

THE REDUCTION of kitchen breakage is another bonus that's hard to estimate in terms of cash savings and calmed nerves. Carpet in the kitchen also opens up a whole new field of decorating. One leading manufacturer has introduced a line of patterned carpeting that includes colorful geometrics for the contemporary kitchen, as well as traditional designs suitable for country or colonial kitchens.

Others come in solid colors or two-tone tweeds. There are also carpet tiles in one-foot squares that can be laid down in stripes, checks, or other designs.

Kitchen carpeting, however, does have some special requirements. It must be made of non-absorbent fiber that will not soak up stains or moisture, and it must have a completely waterproof backing to prevent liquids from getting underneath the carpet and promoting mildew or rot. The kitchen carpeting currently on the market is made of nylon, polypropylene, or acrylic fiber.

MOST of the kitchen carpeting is tufted, either loop or cut pile, but there is one brand of felted carpeting with a sponge rubber backing that is also being used for kitchen installations.

The denser the tufting and the shorter the pile, the less chance there will be for crumbs and debris to get stuck in the material or for stains to penetrate.

Most experts agree that a waterproof, high density foam backing is essential for kitchen carpeting. The plastic sheet or latex skin back on some carpeting is not really waterproof. If in doubt, pour water on a sample and see if it goes right through.

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Choose House Colors To Suit Personality

Whether it's psychedelic swirls, the "in" shades of high fashion or traditional black and white, color has become an increasingly important element of contemporary life.

Even architectural design has joined the color revolution, with building materials that run the gamut from pastel pink to ebony.

Psychologists say color selections--whether for gowns, automobiles or houses--reflect our personality, our social environment and our cultural background. For instance, people like "in" colors--blues and greens--relaxing, warm colors--reds and yellows--stimulating; and neutral colors--browns and greys--"comfortable."

WHATEVER YOUR color preference, there's no reason not to indulge it. Color consultants say it's a mistake to use colors that are "wrong" for your personality even if parlor suits, automobiles or houses happen to be fashionable at the moment.

Probably the most "color caution" should be exercised when choosing "long-term" colors--as for house decor. You can discard a dress if the color doesn't please you, but you'll want to live with the colors siding and floor colors for a long time.

The influence of color on home design is well accepted by manufacturers of house products and building materials. Research aimed at developing a wider range of colors has, for some time, been an essential part of the building products industry.

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Brush-On Acrylics Available

New brush-on water base acrylic paints that dry quickly to a smooth, decorative matte finish and metallics in three precious metal shades have been formulated for wide use in arts and crafts, home decoration and display arrangement.

Accent acrylic brush-on paints come in 18 fashionable matte colors. The acrylics are almost odorless, with a creamy thick consistency that minimizes dripping. They have excellent hiding power, only the very light colors may require two coats.

The paints can be thinned with water, and cleaned from hands and brushes with soap and water within 45 minutes of application. They can be used to tint glass for matching print and paint.

The water base paints dry in an hour to a fade-proof, durable finish. They require no primers when used on bare wood, styrofoam, styrene.

Idea Homes, Apartments Are Listed

Six 1970 "idea homes and apartments" will be opened to viewing for six weeks beginning Saturday, Jan. 10 in the Builders Association of Metropolitan Detroit 1970 Parade of Idea Homes.

Two are in Farmington, two in Livonia, one in Westland and one in Northville.

IN FARMINGTON WILL BE:

Independence Green Apartments, model at 3721 Independence Court, Apt. 551, by the Duke Building Co., \$175 and up.

Wedgewood Commons, 30690 Charleston Court, by Eldorado Homes, Inc. \$58,950.

IN WESTLAND WILL BE:

Westland Woods, 33465 Hunter, corner of Farmington Road, by Dave Pink Sales, Inc. \$21,990.

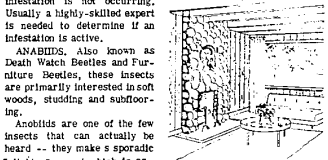
IN LIVONIA WILL BE:

Renwick Park, Six Mile and Farmington Roads, 36013 Six Mile, by Binder and Lark Building Co. \$34,990.

Nottingham West, 35634 Vargo, by Curtis Building Co. \$43,900.

IN NORTHVILLE WILL BE:

Provincetown Homes, 43557



Just one wall is all you'll need for the "character," though you could devote an entire room to the subject. Let your imagination and budget be your guide when it comes to decorating and furnishing.

Galway Drive, by Dolson and Ogg Homes, \$38,990.

Twenty-six homes and apartments, all started and finished in 1969, are ready for the six-week open house. They represent an investment in land, site preparation, construction and furnishings of \$15 million.

In all cases, the builders have listed their prices, which range from what is considered a modest \$12,990 to upwards to \$70,000. In every home, accompanied with the latest materials and furnishings the utmost in value in keeping with modern trends is going on display.

As in former years, the Parade of Idea Homes is the traditional prelude to the

Builders Home Furniture and Flower Show at Cobo Hall. The dates of the show this year are Feb. 22 through March 1.

A \$20,000 grand prize, which will be given away after the show, is tied into the Parade of Idea Homes. The person who estimates correctly the number of nails in a small plastic house will get the \$20,000, or that amount toward the purchase of one of the homes.

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