

# Don't Move It, Improve It

The smart thing for today's affluent Americans who want to upgrade their living is to have a new home at the old address through remodeling, advises Mr. Edgar V. Hall, executive director of the National Home Improvement Council. And, American families thinking of fix-up should consider quality improvements rather than low-cost projects, he declares.

"Too many families are spending only minimum amounts to maintain their homes. Home ownership is the single most important investment the typical family makes in its lifetime. Yet, the average expenditure on home remodeling was only \$231 during 1966. Compare that to the cost of the family car, a purchase that quickly deteriorates in value. Remodeling projects on the other hand add to the value of the home. There's no better investment."

HALL POINTS out that because remodeling is usually concentrated in one or two areas—like a new kitchen, or

a bath, or a room addition, "families have an opportunity to include luxury items they can't afford when buying a new house.

The better appliances that the housewife usually only dreams about can be hers in a remodeled kitchen. The guest bathroom can be a thing of real beauty with quality plumbing fixtures. And the same can be true of a modernized living room, or dining room, or bedroom, or other project.

The monthly payments for the kind of improvements that excite the admiration of others are substantially less than the payments on a new house."

AMONG the many good reasons to plan to remodel now, Mr. Hall gave the following:

1. Because mortgage money is in limited supply at this time, it may be difficult to buy a new house. And, there are fewer buyers for used homes for the same "tight money" reason. So, it's probably harder to sell your pres-

ent home. If you cannot move for these and other reasons, improve your present dwelling. Most lending institutions have available funds to lend for remodeling projects.

2. There are an increasing number of qualified remodelers to do expert work at fair prices. The industry has come of age. The unethical contractor is disappearing. New home builders in increasing numbers are entering the remodeling field. Building material dealers, recognizing the need, are opening home improvement centers where complete remodeling jobs can be planned from beginning to end with expert help.

3. The nation's building material manufacturers are turning out an increasing number of new and better products.

AS A RESULT, the year ahead will be a banner one for home modernization, Mr. Hall declared. An increasing number of Americans now realize that remodeling their dwellings can bring happier living. The conveniences of schools where the children are well established, shopping areas where the housewife is well known, friends close by and a familiar neighborhood are among the pluses in favor of fixing up the present house.

"Of course, too, home improvement is in line with President Johnson's call for a more beautiful America. There can be no room for slums or deteriorating houses in an affluent society such

as ours. Never before have the nation's home owners who plan to remodel had it

so good with so many things in their favor to encourage fixing up the family home"

## Organize the Kitchen Now To Lighten Your Work-Load

Spring cleaning can be a lot more effective when it's turned into spring organizing, particularly in the kitchen. Smart homemakers will give some attention to a utensil inventory, throwing out equipment which has lost its utility either through damage or obsolescence and organizing kitchen storage to keep cookware and small utensils where they're easy to reach. Just a little organization will reap benefits of increased efficiency and lighter kitchen year.

Utensils which have cracked, or have missing or broken handles should be discarded, for they can be accident and health hazards. Old

cookware can now be replaced with modern non-stick aluminum utensils, available in a wide range of attractive colors and finishes with the advantages of even-heating aluminum and easy non-stick cleanup.

Small housewares items should be checked, too. Just an extra set of measuring spoons or cups or range-top salt and pepper shakers can make recipe preparation simpler. Pegboard storage is ideal for small aluminum items like molds, strainers, cups and spoons.

If spring starts in the kitchen in your home, the cook will have a happier summer, fall and winter.

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