

It's Time to Beautify the Homestead

Care for House, Garden Like Auto

No one operates a car with frequent oil changes, greasing, washings and major tune-up, yet many people live in a home year after year without spending one cent for upkeep or maintenance.

Home and garden improvement is one of the home owners best ways to protect his most important investment.

Improving the home and back yard does have a number of advantages for millions of families are discovering these days.

MODERNIZING GIVES new comfort, pleasure, convenience and in almost every case increases the property values.

While every year is a good year to improve your property 1963 is an especially good time to fix up and beautify the old homestead.

As a day-to-day reminder of the importance of repair and remodeling activity, 1963 has been officially designated as a special "Home Improvement Year."

President John F. Kennedy has endorsed the year-long event.

The president has urged cooperation in a nation-wide program to preserve property values. The program is sponsored by the National Home Improvement Council and endorsed by many other influential organizations, as well as government agencies.

ONE OF THE chief objectives of the program is to bring to the

homeowners attention that it is easier today to obtain home improvements services than it has ever been before.

Years ago, there were few local firms qualified to undertake complicated home modernization projects. Today, in Birmingham alone, many thoroughly trained modernizers are in operation.

Before you begin your fix-up project be sure and clean-up. Spring-cleaning, particularly, is important, especially when planning various remodeling and repair jobs around the house.

Home storage areas probably have collected many waste materials during the winter months. These are unsightly and are fire hazards which should be removed from the home and disposed of immediately.

TAKE CARE of as many of the little chores around the house as possible in spare time now and fit the rest into the spring and summer work schedule.

Landscaping and planting the home property should be high on your improvement list. Fifty million gardeners this season will be planting trees and shrubs to make their home and properties more livable, more beautiful and more valuable.

A dollar spent in preventative maintenance on a home or replacing the garden will save many dollars in the long run.



AFTER THE HOUSE and garden have been fixed you can sit back and relax on a rustic and handsome patio like this. The one was constructed by the use of red cedar shingle on the sidewall.

Brighter Colors Move Outdoors

The current trend toward deeper, richer interior decorating colors is now heading outdoors.

This new color direction is attributed, in part, to the growing popularity of patios and great expanses of glass which make it desirable to relate exterior colors to the interior. A second contributing factor is the whole new range of deep and vibrant paint colors developed for both interior and exterior use.



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