

Wallcoverings stretch decorating dollar

In today's inflationary economy, one of the best values in decorating is wallcoverings.

They can make more decorative impact per dollar spent than any other single element in a room, require little care, and retain their original freshness for many years.

Wallcoverings can play the most important role in a room, yet few people realize the average cost for covering a room, particularly if they hang it themselves, can be far less than a piece of furniture such as an upholstered chair or even a lamp, according to the Wallcovering Information Bureau.

Variety of wallcoverings

The variety of wallcovering

patterns available today is practically endless, giving the home decorator limitless possibilities to express her personality and transform her environment at an affordable price.

For the traditionalist, there are toiles, oriental motifs, the stencil look, documentaries and all kinds of florals.

For the casual look there are plaids, batiks and paisleys. In contemporary designs there are the new subtle geometrics and brush strokes.

High in popularity is the country look, featuring tiny geometric and floral motifs, gingham checks, grills, calicos and patchworks. Depending on the other furnishings in the room, this look can be one of

simple charm or ultra sophistication.

Novelty patterns feature such diverse subjects as antique cars, boats, cartoons, football, baseball and basketball players, joggers, nursery rhyme characters and the animal world.

Many collections today offer not only coordinated wallcoverings but also coordinated fabrics.

Using one pattern or coordinating patterns everywhere—on walls, in draperies, slipcovers, bedspreads, dust ruffles—unifies the room and creates a dramatic, customized look.

There are many ways to use wallcoverings to create architectural interest in an otherwise or-

dinary room at far less cost than actual construction.

A coordinating border outlining a door, window or alcove, or applied as a chair rail or ceiling molding, will add instant character and dignity to a room.

Many collections today offer pre-trimmed borders, while others can often be cut from the wallcovering pattern itself.

Here are some tips offered by the Wallcovering Information Bureau on how pattern can alter space visually:

- Small patterns in light colors give the illusion of greater size to a room.

- A dark background or large-scale pattern can make a large room feel cozy, and actually give it a furnished look.

- Trellis and scenic patterns create the illusion of depth and open up a small room.

- A vertical stripe or pattern incorporating a "U" effect will lift the ceiling.

- A pattern on the ceiling will lower it and create a warm, cozy ambience.

Improvements which increase value of home

The big question concerning home-sellers today is how to make their home stand out from the crowd in a "buyer's market."

While major renovations such as a new kitchen or bath are sure winners, a homeowner doesn't have to invest thousands of dollars to get that "sold" sign on the front lawn.

Insta-Foam, manufacturer of Great Stuff®, a multi-purpose urethane foam sealant, has developed a list of do-it-yourself fix-ups that have immediate payback in terms of buyer-interest.

1. According to a recent construction industry survey, the number-one consideration in buying a home is energy efficiency. Is additional insulation needed? How about air infiltration? (A 1/16th-inch crack around a door loses as much air as a 4x4-inch hole in a wall.)

These gaps around doors, windows, air conditioners, pipes or even utility meters can be filled with Great Stuff.

2. How is the general appearance of the home's exterior? Does the wood or trim need

painting? (Peeling's not appealing.) This is key to making a good first impression.

3. A little paint on the inside goes a long way, too. The size of a room or a terrific view will be lost on the potential buyer who's looking at dingy or marked-up walls.

4. A general once-over can really spruce a place up. Be sure storms and screens are in good repair, and any cracks in sidewalks or patios are filled. (Another spot for Great Stuff® sealant.)

5. Be sure all systems are in good working order. Will toilets flush properly when tested? Replace washers on any dripping faucets, change all burned-out bulbs and clean furnace filters.

6. Keep the lawn and garden trim. A good-looking yard may be just the added plus needed to make the sale.

7. Get the house in shape from the ground up. This means shampooing carpets if necessary, or sanding and varnishing wood floors.

With things in ship-shape, you can relax a little and let your house sell itself.



PATTERN IMPACT—One large floral pattern used lavishly in wallcovering, draperies, seat cushions and table skirt brings dramatic beauty to a small dining area. Called "Antoinette," the floral pattern in the wallcovering and fabric is effectively set off by its companion wallcovering "Petite Antoinette," on the dado below, both from the Timeless Collection by Mammascena.

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