

Increase the value of your home with paint

Paint has always been an economical way to increase the value of a house and that is still true today. Despite being an industry greatly affected by petroleum price fluctuations, paint has remained a bargain buy.

Consider that you can buy one gallon of paint for \$14-16 (when it's not on sale) and cover about 400 square feet - an average room. Less than eight gallons of paint will cover the entire exterior of an average house.

And, yet, the increased value to a home's worth as a result of a new coat of paint is incredible. Any realtor will tell you that a freshly painted house is easier to sell (and at a higher price).

MINIMIZE PROBLEMS
Thoughtful selection of paint colors can help minimize the architectural problems of your home, as well as emphasize its best features.

White or very light colors make a house seem

larger than it really is, and so can extending the color of the house to all adjoining areas - garages, decks, foundations, etc.

Dark tones will make a large house appear smaller and give it a more "earthy" look. A house that is too tall can be visually lowered with a two-tone treatment, painting the half above architectural breaks a deeper color.

A long, low look can be achieved by painting the body of the house a color strongly contrasting with the color of the roof line, as in the house pictured, to highlight horizontal lines.

Accent trim and doors with a contrasting color; minimize excessive detail by painting it the same color as the house or a darker shade.

LENGTHY WARRANTIES AVAILABLE

Not only is a freshly painted house more

attractive, but paints today provide considerable surface protection. Many interior paints are warranted for up to eight years, exterior paints up to five years, with proper surface preparation.

Blistering and peeling are usually caused by moisture, trapped beneath the surface, that evaporates, pushing the paint away from the surface with it.

Scrape the affected areas, then wire brush or sand. Bare spots should be primed with an exterior primer. Let dry, then apply a finish coat.

However, the problem of blistering and peeling will reappear unless the moisture problem is alleviated. Repair loose caulking and install vents on exhaust fans, especially in the kitchen, bathroom and laundry areas. Consider dehumidifiers and attic louvers.

Cracking and "alligatoring" are caused by application of a top coat

before the undercoat is dry, applying too many coats, or painting over a glossy surface. Corrective action begins with removal of the old paint film.

If this cannot be done, sand the surface smooth, apply an exterior primer, dry thoroughly, then paint.

Mildew looks like dirt, but is actually a fungus growth which, if left on your walls, will grow right through a new coat of paint.

It should be removed with diluted bleach,

dried, then primed. Wait two or three days before applying a finish coat.

LIGHT COLORS LOOK LARGER

Interior problems can also be helped with paint. Painting a small room with light, bright colors can create the illusion that the space is larger than it really is.

A large room can be made to appear smaller and cozier with the use of deeper, darker tones.

Surface preparation for interior painting means cleaning away dirt, grime and wax buildup, patch-

ing cracks and holes, dulling glossy surfaces and priming new plaster to prevent chalking.

Wallpaper should be removed with steam, removing all glue and sizing as well. Where wallpaper cannot be removed, consult a professional paint dealer for advice.

PEELING MAIN INTERIOR PROBLEM

The most common interior painting problem is peeling. Improper surface preparation is usually the cause - grease, wax polishes or dirt were present or gloss was not

removed by sanding or wiping with gloss remover. Remove all loose paint, sand smooth, wash, prime, dry and repaint.

Peeling paint will also occur on plaster or masonry subjected to moisture. Find and stop the source of moisture entering the walls.

Remove the paint and neutralize the area with a weak acid. Prime with an oil base primer, let dry thoroughly and paint.

FREE BROCHURES AVAILABLE

Today's selection of textures, finishes and colors offers the discriminating consumer a greater selection of paints than ever before.



ARCHITECTURAL FEATURES of a house can be highlighted by painting trim, doors and eaves in contrasting colors.



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