

Flooring: Major design element

Fashion, whether in apparel or home furnishings, is always subject to consumer trends. One year, hemlines are up, the next year, they are down.

Likewise, home fashion styles require interior decorators and homeowners to keep in touch with the latest styles and color trends.

After all, from floor to ceiling, each element of the room helps make a complete fashion statement reflecting the personality and lifestyle of its owner.

Now, more than ever, flooring is a major fashion element in home design. It can dominate or support a theme, depending on how a room is decorated. It is the key piece of the decorating puzzle. And color is an integral part of that floor.

According to Leonard A. Ludovico, the vice president of styling and design for Congoleum Corporation, the fashion leader in resilient flooring, "Economic trends have an impact on fashion trends. The economy is the single most important factor in determining what colors and styles sell."

"As the economy improves, consumers tend to exhibit a more positive attitude, and select brighter colors. Consumers today are leaning toward more

pleasing colors."

What will the future bring for color direction in home decorating? Congoleum Corporation's Ludovico believes that:

- Blue is on the rise. Blue tones are the newest, freshest statement in color design. They will be a selling item, as well as a classic color making a cool statement.
 - There is a growth of interest in the mauve, red and peach families.
 - Gold tones are on the rise.
 - The green family is a cool alternative which will become very popular within the next few years.
 - Almond has peaked as the dominant neutral; it will lose popularity just as avocado did in the 1960s.
 - Gray will replace it as the major neutral color for the balance of the 1980s.
 - Browns, especially deep shades like chocolate, are on the decline.
- Mr. Ludovico, who represents Congoleum as an active member of the Color Marketing Group, says, "These color statements are important factors in helping Congoleum determine the direction it will take in planning our fashion-forward product lines for today's imaginative and style-conscious consumer."

A preventive maintenance program for your home

As homeowners we should take a page from industry's book and initiate a preventive maintenance program for our home. Industry learned long ago that it is cheaper to maintain both equipment and premises on a regular basis than to wait for a breakdown to repair the problem. It's much like maintaining your car regularly to prevent large repair bills later.

A good plan is to sit down with a calendar early in the year and note jobs that should be done regularly as well as the seasonal chores. This will act as a reminder as you turn the pages of the calendar each month. It is also wise to note the items you hadn't thought of, as they occur. The calendar then serves as an excellent reference next year.

In a short column like this we can't list every necessary job but we will note a few and let you otherwise compile your own unique list.

1. The furnace has several areas that need attention. First, the motor should

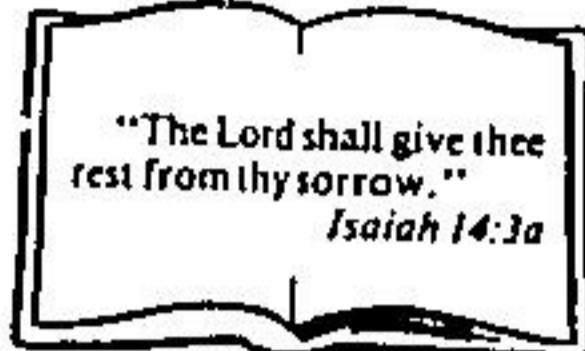
be lubricated once a year, preferably at the start of the season. Do not pump quantities of oil into the oiling cap. A drop or two is sufficient as too much oil could cause problems. While there, check the fan belt for fraying or brittleness. If it shows signs of either, replace it. Filters should be changed regularly for best performance. Do not forget about the humidifier if you have one. This should be cleaned and the elements or drum sleeve inspected and changed if necessary.

2. Drains should be treated with one of the drain cleaners on the market regularly (at least twice a year). There is always a build-up of grease, hair or soap and regular attention can prevent a disastrous flood later. At the same time, check the workings of your toilet tank for wear and corrosion. The cost of water leakage can far exceed the cost of replacement workings. While checking the plumbing examine all the tap washers. Not only does a worn washer waste

money with water leakage but prolonged use of a tap with a worn washer may ruin the seat, necessitating expensive repair or replacement.

3. Gutters and downspouts should be checked before the winter sets in, and all leaves and debris should be removed. The latter can create an ice dam and cause water to back up and leak into the house. Joints should also be checked and sealed if they are leaking. The downspout can be tested with a fast-running hose to insure there are no blockages. If your downspout empties near the house, be sure the flow is away from the foundation to prevent flooding from heavy fall or spring rains and melt-off.

4. Check the hoses on your automatic washer regularly and make it a rule to shut off the water supply to the washer after each use. Many floods have been caused by split washer hoses.



"The Lord shall give thee rest from thy sorrow."
Isaiah 14:3a

More buyers in 1987

"The value of property sales reported by BREB (Brampton Real Estate Board) members in one year exceeded \$900 million", announced the President Ivan Oliveira. "Continued home and industrial building development, higher prices, and an increased demand for properties in our area contributed to the increase in the total dollar volume which stood at \$752 million in 1986," he advised.

During 1987 more than 6,000 transactions were reported sold through the board's MLS system. Mr. Oliveira stated that, "As noted several times throughout the year, low interest rates, a reasonable inventory of available property and stable prices provided excellent conditions for buyers. For the last 6 months of 1987 buyers enjoyed more flexibility in their buying decisions than earlier in the year."

"These factors have also influenced the decision of many to enter the real estate profession resulting in an increase in board membership from about 1,050 in 1986 to almost 1,200 today."

The BREB covers the areas of Brampton, Malton, Caledon, Georgetown and Bolton.

"The flurry of activity during the earliest months of 1987 was followed by a short lull. The market then stabilized in late summer because the demand for housing continued and the stock of available properties returned to more typical numbers. Compared with certain other investment strategies, real estate ownership continues to demonstrate that it is an excellent hedge against inflation," said Mr. Oliveira. "A review of the average sale prices of detached homes in our area shows an increase of 12 per cent from a figure of \$152,682 in December of 1986 to \$171,177 in December, 1987."

He also projects that "the real estate market should remain healthy in our area during 1988 with the continued demand, high levels of construction and comfortable mortgage interest rates."

Mr. Oliveira concluded by saying "The members of the Brampton Real Estate Board are looking forward to satisfying the needs of both buyers and sellers in 1988."

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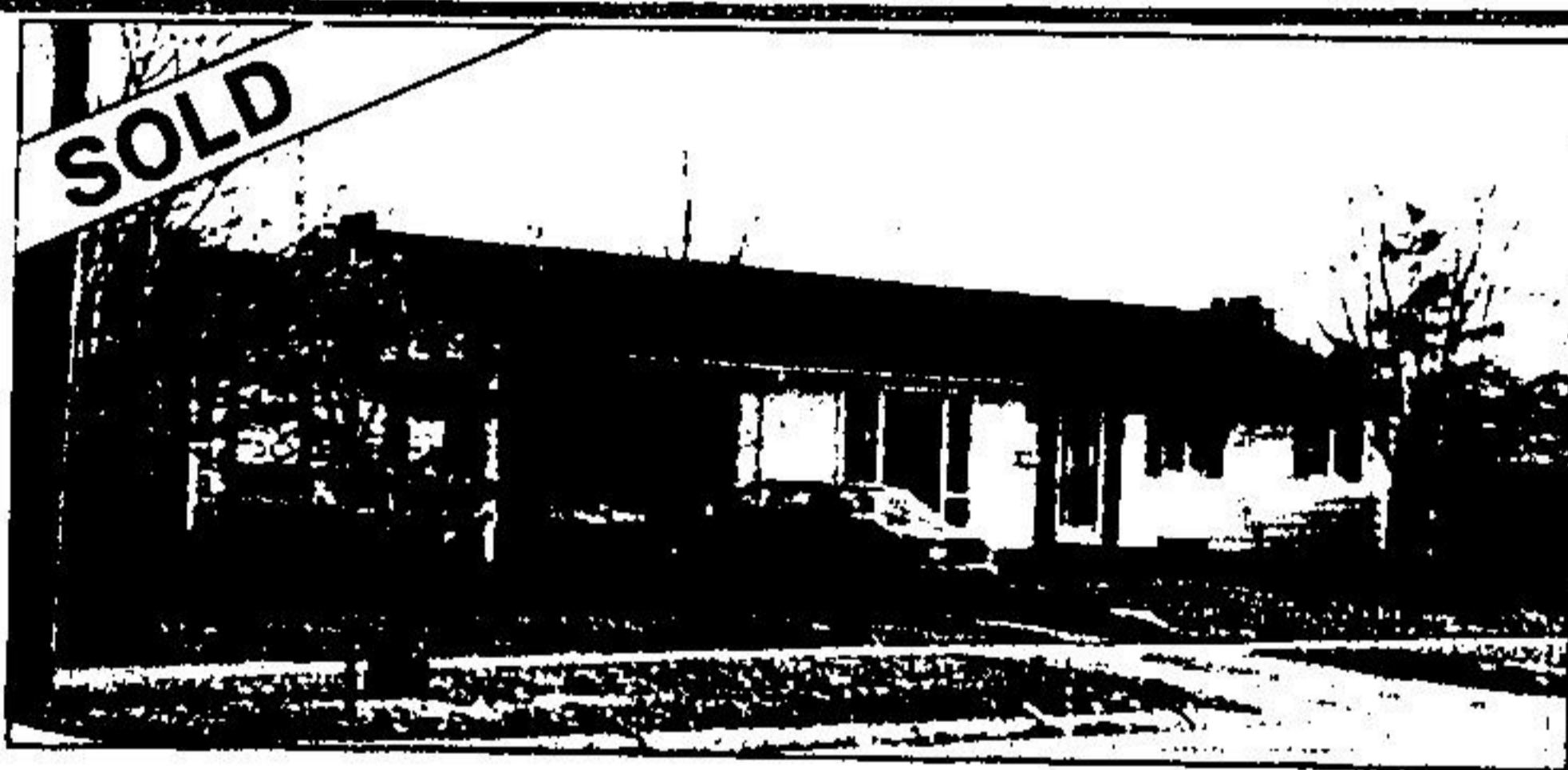


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