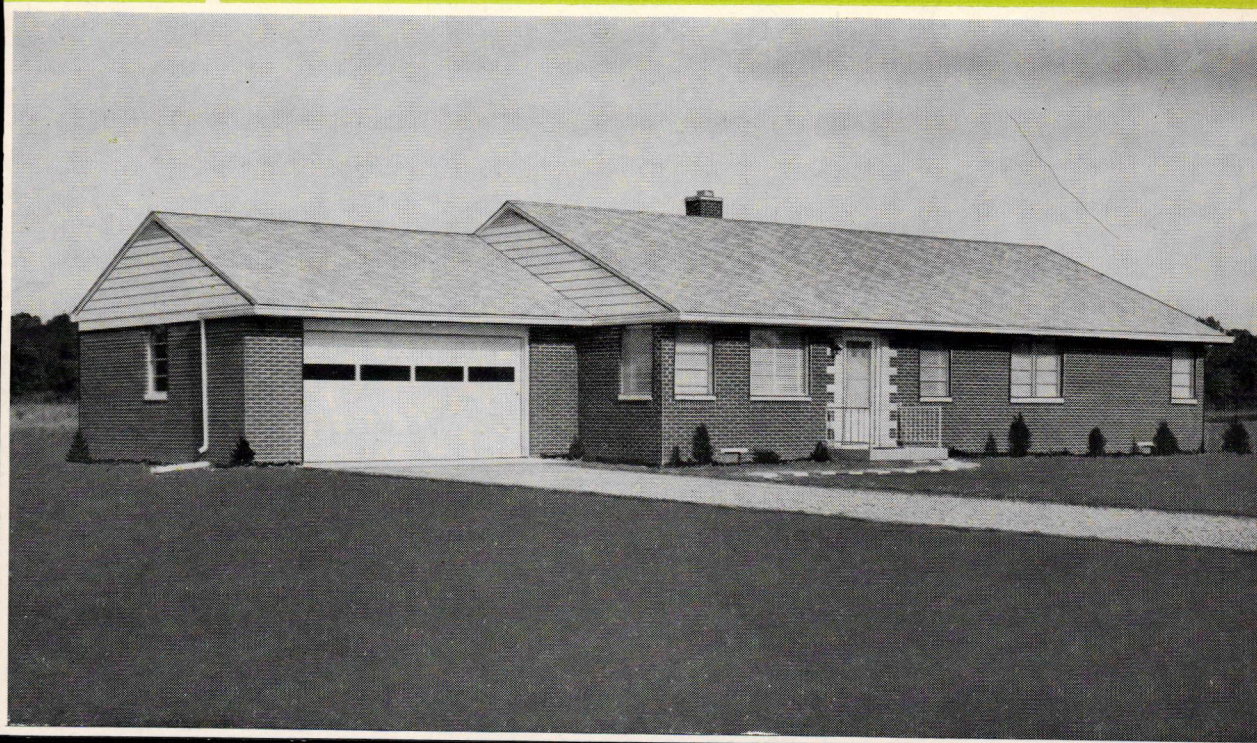


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JUNE, 1955



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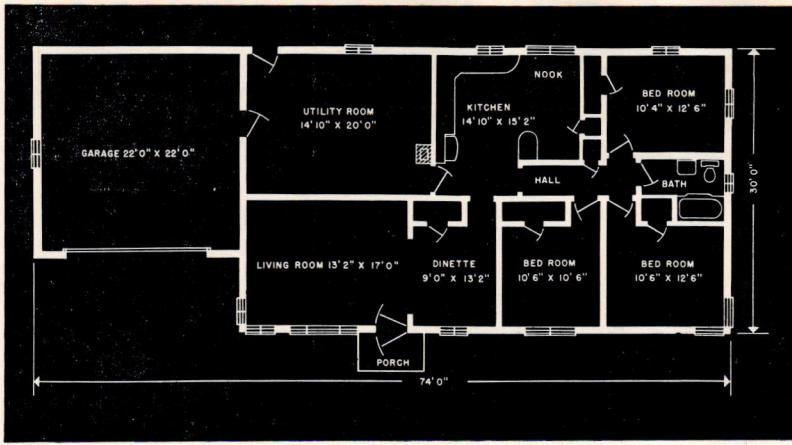
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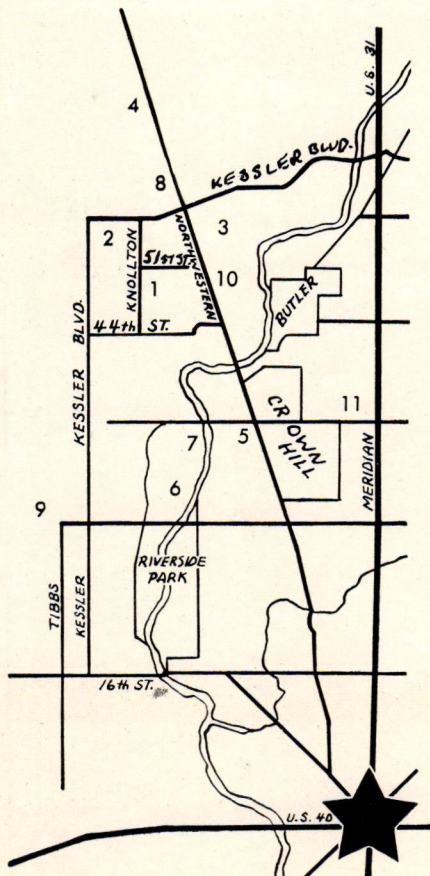
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LOOK HOMEWARD, AMERICA

“LOOK HOMEWARD, AMERICA” is one of the largest and most comprehensive home furnishings exhibition yet shown at the Merchandise Mart in Chicago. The exhibition includes cross-sections of five houses, each representing a different area of the United States—West Coast, Southwest, Midwest, South, and New England, each designed by a noted decorator from that area.

The exhibition was presented to illustrate the belief that good taste in the home has become an established part of our national culture, yet one expressed with regional differences.



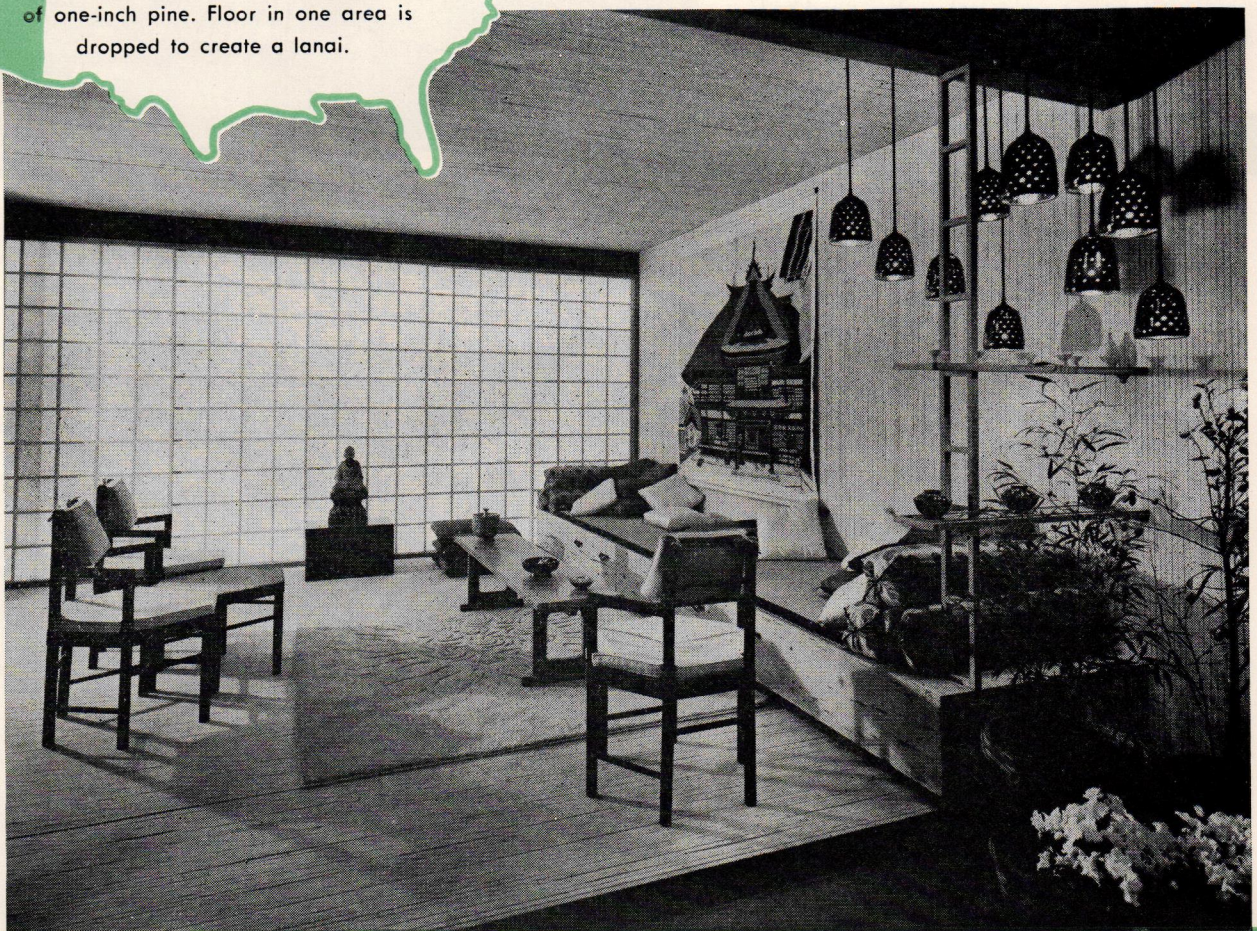
The West Coast House, designed by Everett Brown, uses simple pavilion lines in reflecting the current interest in Oriental design. Three sides of the area are surrounded with sliding, shoji screens. Walls, ceiling and floor are lined with narrow strips of one-inch pine. Floor in one area is dropped to create a lanai.

“Look Homeward, America” is approached from the main floor public concourse of the Merchandise Mart, through a richly colored entrance—where the visitor is immediately plunged into a charming group of homes. These houses all have exterior walls built of actual materials native to their various localities. Regional materials were also used for interior walls and floors, and the houses are furnished and decorated in a fashion typical of the individual areas, and suited to the life and climate of each.

The West Coast House, designed by Everett Brown, interprets the recent stepped up interest in the Orient, uses the most simple pavilion lines, surrounding three sides of the area with sliding, shoji screens, and lining the walls, ceilings, and floor with narrow strips of one-inch pine.

Mr. Brown has dropped the floor in one area to create a lanai, derived from Hawaii, a pleasant retreat with a special blue-grey tiled floor. A collection of exotic plants

continued on page 4



JUNE, 1955

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Harry Bernstein, Editor — Julian Wagner, Art Director — Dave Fleming, Production Mgr. — Mary L. Osborn, Plans Editor

LOOK HOMEWARD, AMERICA

continued from page 3

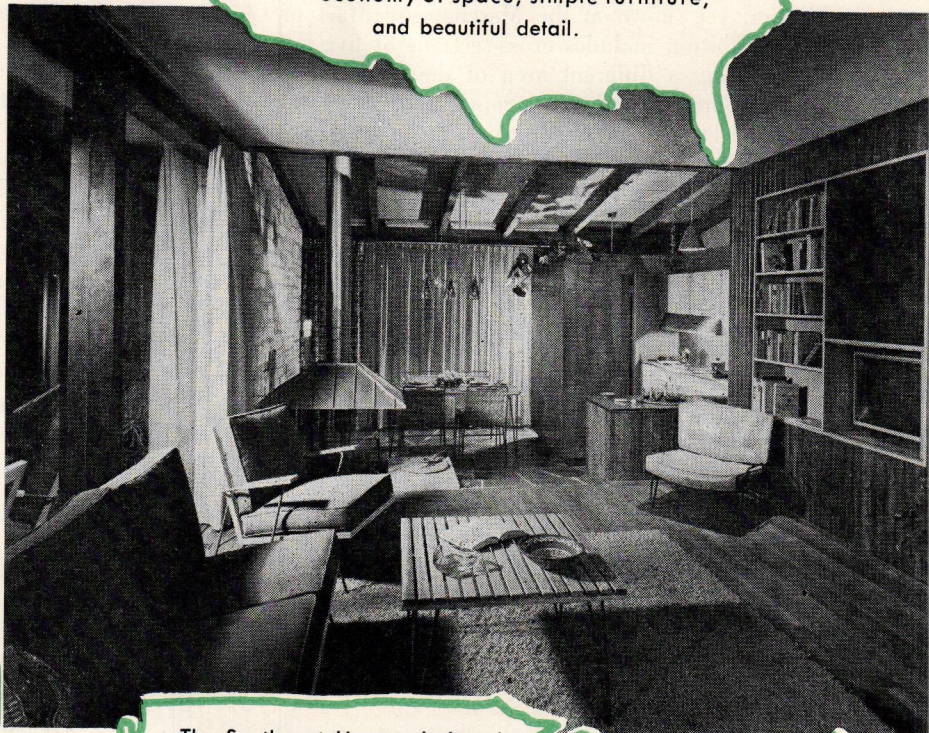
and a charming cluster of ceramic light shades hang over a delicate room divider. In the main section is a long couch consisting of a storage unit holding two Japanese tatamis or sleeping mats, with bedding underneath in the drawers.

The Midwest House, designed by Pipsan Saarinen Swanson, reflects the Nordic background of many of the area's settlers, and yet, with its large glass expanses, its steel kitchen appliances, economy of space, simple furniture, and beautiful detail, it echoes the area's industrial development as well. The house consists of a living room area flexibly arranged to focus on a remote control Hi-Fi set on a freely placed open grill and hearth, with a brass hood. On one side this room opens into a terrace of lanin stone and slate, and on the other it flows into the dining area. Here, reached by a step down, is the kitchen-dining area, flagged with slate that has been rubbed

smooth and waxed for warmth and cleanliness. The dining area is informal, its furniture easily moved from window to central position against the back of a cabinet—housing a high oven, a refrigerator and storage unit. This cabinet serves as a divider between dining area and kitchen and supports plants on its top. The kitchen cabinets are natural birchwood, with work areas topped in a strong blue Formica, and are extremely well thought-out for storage and comfortable use.

The Southwest House was designed by Margaret Sedwick. Using the rough original exhibit layout, she has created an unusual, casual room of glass sliding doors, rough timbers, and Texas Cordova stone in a creamy color, and soft surface. This is repeated inside on a fireplace wall, which has a raised area holding the hearth and a television and record playing unit. Here, inside, the stone work in the same tone is composed of Texas shell stone, the delicate tracery of which lends a note of grace to the otherwise large scale of most of the furnishings. A long medium-height butterfly shaped table occupies the open gallery at the window end of the room.

The Midwest House, designed by Pipsan Saarinen Swanson, reflects the Nordic background of many of the area's settlers, and yet echoes the industrial development of the region, as well, with its large glass expanses, its steel kitchen appliances, economy of space, simple furniture, and beautiful detail.



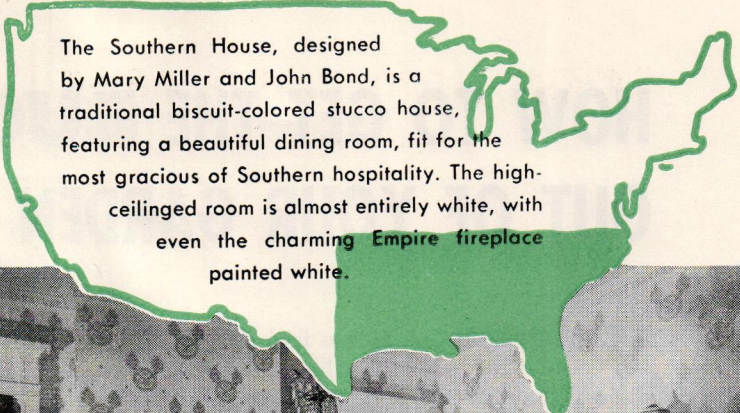
The Southwest House, designed by Margaret Sedwick, combines glass sliding doors, rough timbers and Texas Cordova stone in a creamy color to create a warm, mellow, and unusual modern living room. A long, medium-height butterfly shaped table occupies the open gallery at the window end of the room.



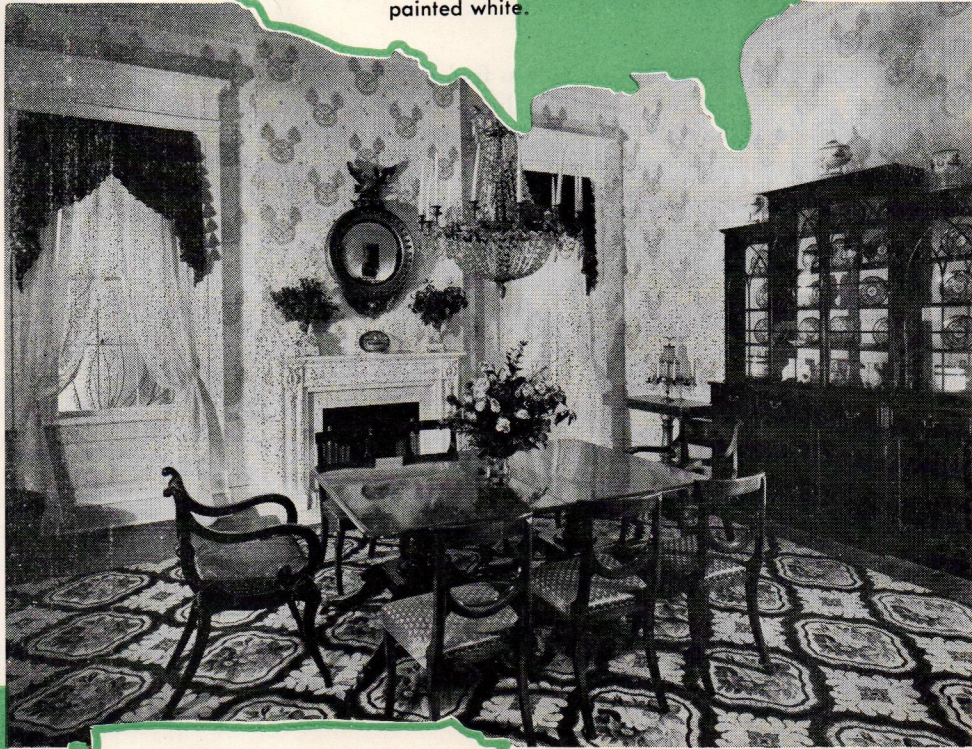
shaped table occupies the open gallery at the window end of the room and is surrounded by ample leather-covered chairs. Above it is a fabulous chandelier in tin and crystal and glass which looks like a primitive Spanish Colonial church piece. A large seating area occupies the opposite corner, is covered in desert green tones, and carries several cushions in sand tones.

A tropically planted patio leads off this room. The large scale red-brick floor is set in an interesting check-board pattern and is specially finished in an original wax and stain. Two walls are covered in slat and strip construction finished to look like an old weathered wall. The whole effect is warm and mellow and restful, while being extremely unusual in detail.

The Southern House, designed by Mary Miller and John Bond, is a traditional biscuit-colored stucco house, trimmed with rich neo-classic woodwork and approached by a curved brick balcony with an iron railing in rust color. Two pairs of high, deep blue double doors lead down two steps to the floor level. A large bay window admits a flood of morning sunshine and a

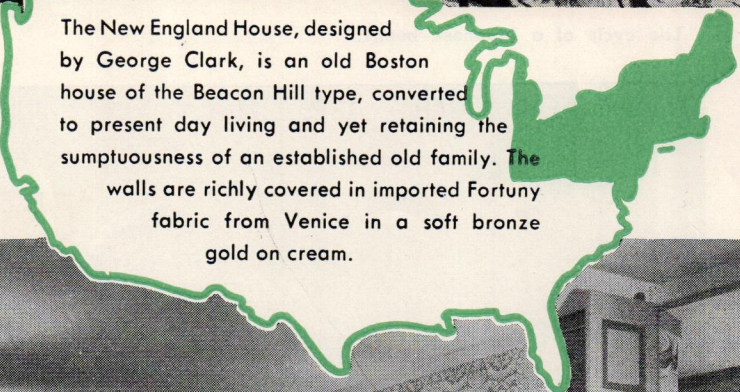


The Southern House, designed by Mary Miller and John Bond, is a traditional biscuit-colored stucco house, featuring a beautiful dining room, fit for the most gracious of Southern hospitality. The high-ceilinged room is almost entirely white, with even the charming Empire fireplace painted white.



view of a tiny walled garden with blooming azaleas and evergreens. The high-ceilinged room is almost entirely white—with cornices, pediment, mouldings, chair rails and even the charming Empire fireplace from Edwin Jackson painted white.

The New England House, designed by George Clark, is an old Boston House of the Beacon Hill type, converted to present day living, yet retaining the sumptuousness of an established old family. Its decorator has removed the main floor walls and created a large scale living room. The walls are richly covered in imported Fortuny fabric from Venice in a soft bronze gold on cream. The parquet floor is waxed to a rich dark brown, and the woodwork, including newly installed ceiling-high doors, is painted an old gold, accented with a darker tone reminiscent of the curry and chutney imported by the mythical early owners of the home. The sweep of the high ceiling is unbroken by chandeliers and leads the eye to the enlarged bay window, the floor of which is filled with exuberant hot house planting.



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HOW TO GET THE BUGS OUT OF YOUR GARDEN



The Mexican bean beetle can do a lot of damage in your vegetable garden, as this photo shows.

WHEREVER you go you find neighbors hanging over the fence to brag about how many insects and diseases they have on their flowers. Such talk never killed an insect. The way to control plant pests is to spray before each egg or spore becomes the mother of thousands.

Whenever a plant is affected with an insect or disease there is a distinct area which shows the effect of having been either eaten, punctured, bruised, or there is a definite diseased growth on it. You must therefore spray or dust the plant with a poisonous insecticide, such as arsenate of lead.

If the lawn becomes infested with ants, use carbon bisulfide, about 1 tablespoonful poured into each hill. Completely covering the tips of the branches of many plants, you often find small plant lice. There are a number of insecticides to control plant lice: Red Arrow or Evergreen, Black-Leaf-40, Roto-Spra or Rotocide, or Malathion, a new product which can be used effectively on many other garden pests, too, including even flies.

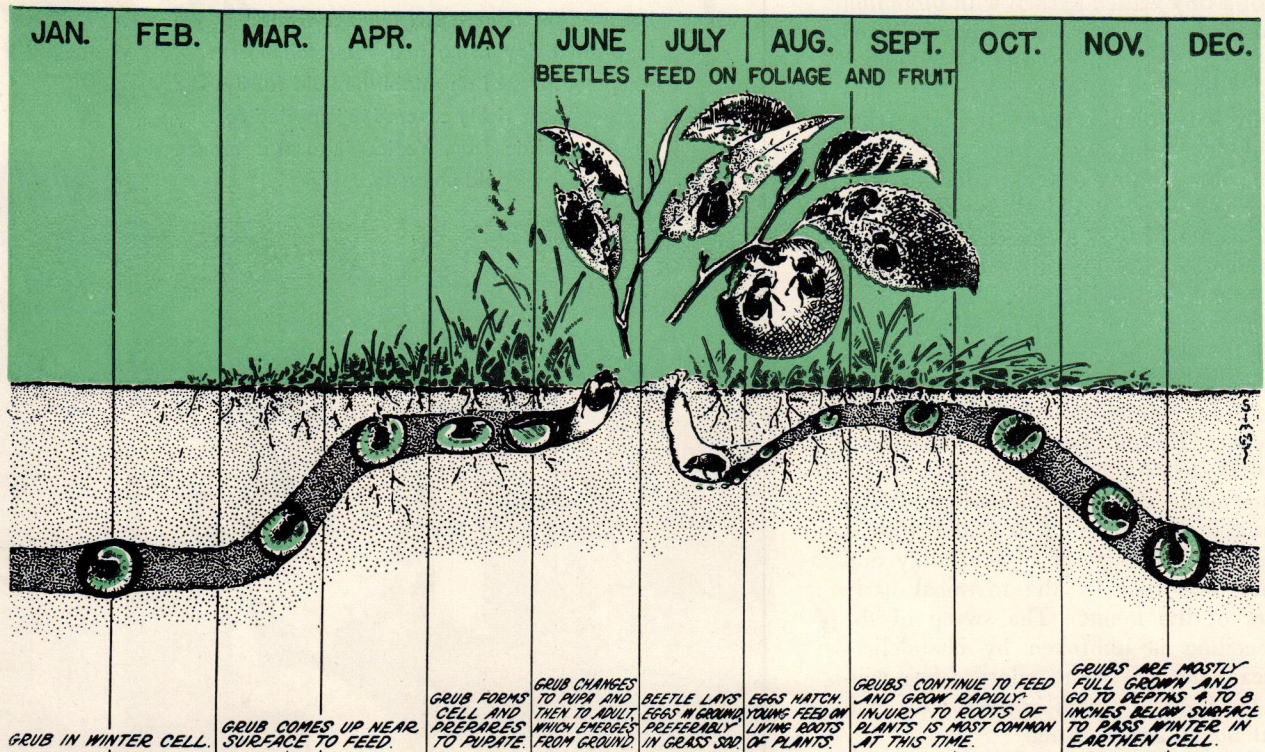
The commonest dark spot to appear on roses is the Black Spot of Roses. The control for Black Spot is to dust every ten days with Massey's dust, which can be purchased as

Pomo-Green or made by mixing 9 parts of dusting sulfur and 1 part of arsenate of lead.

Bordeaux mixture is the one fungicide which every gardener should have on hand. It should be sprayed on the perennials early in the spring, and repeated every ten days.

The manufacturers of fungicides and insecticides are combining the various controls for insects and diseases in dual-purpose sprays. Some of the best known are Pomo-Green, with Nicotine. This is an all-in-one spray or dust, useful for controlling fungus disease as well as leaf-eating and sucking mouthpart insects. Another is Malathion, mentioned previously in this article, and there is Tri-ogen, a Rose garden spray.

Life cycle of a Japanese beetle.

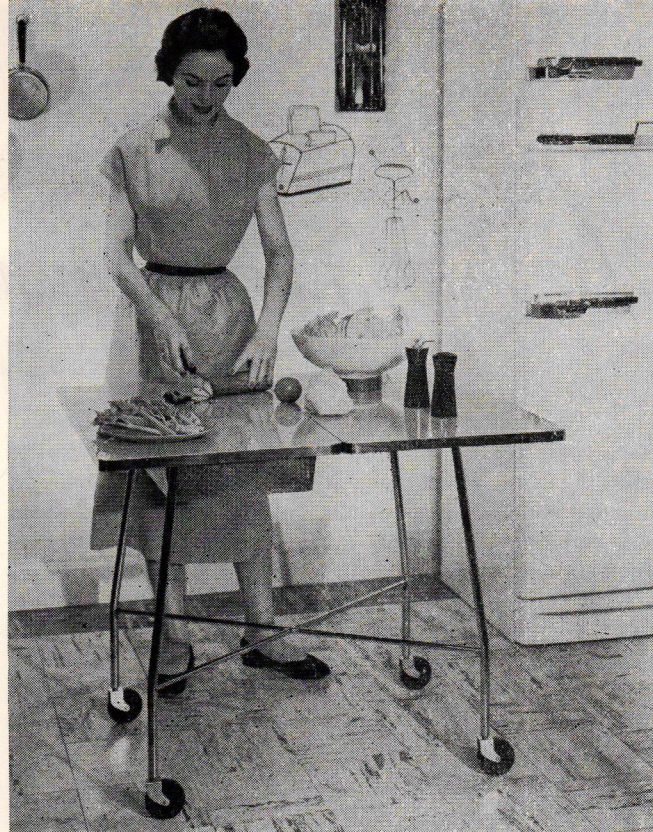


INDOORS OR OUTDOORS, THIS FURNITURE FITS

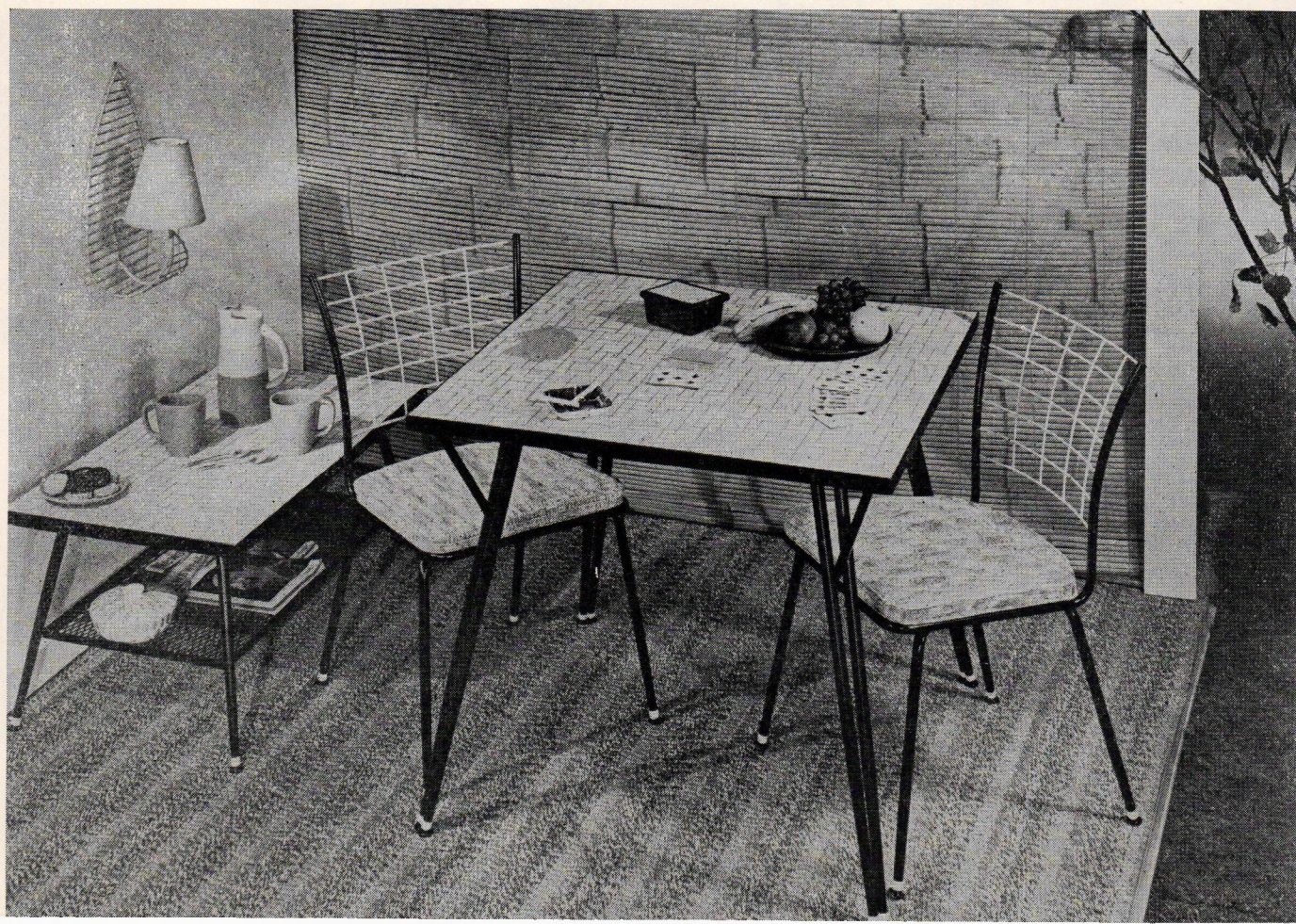
IT'S like having a year-round furniture wardrobe when one dining group will provide the meal time setting for interior decors, porch arrangements and garden use! Decorator design as well as complete weather resistance are the assets of the handsome grouping shown on this page. In the one pictured below, the attractively patterned chair cushions are removable, and the ceramic tile tops of the tables are as durable as they are goodlooking. White accents on the leg tips add an extra decorator touch.

The black tubing, guaranteed against rust and corrosion, plays up the understated lines of design. White wire detailing on the chairs makes for comfort and smart appearance, and pierced wire shelving on the coffee table provides a level for storage.

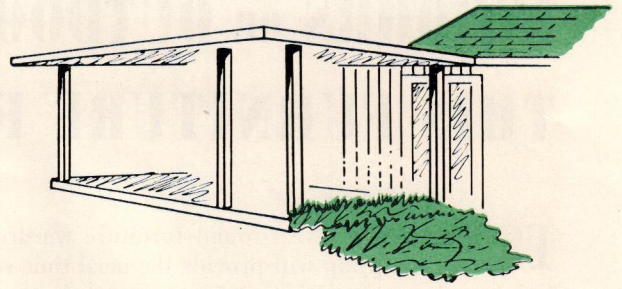
Pictured at the right, you see a combination serving cart, work table, moving storage unit for utensils. This triple treat chrome cart is made with two shelves which can be aligned to form a spacious work-surface or split up to form a counter top and a second shelf. The counter-top, moreover, can be swivelled around to serve as a regular table top for the cart or swing back and expose the metal storage basket. For either of the latter positions, the second shelf would be placed below for extra storage. Smooth-



rolling casters make for easy movability from kitchen to dining room. No protective coverings are needed when working at the movable table, for the shelves are immune to marks from spilled food or scratches. The silver-sheen chrome, too, retains its good looks through just a wipe with a cloth.

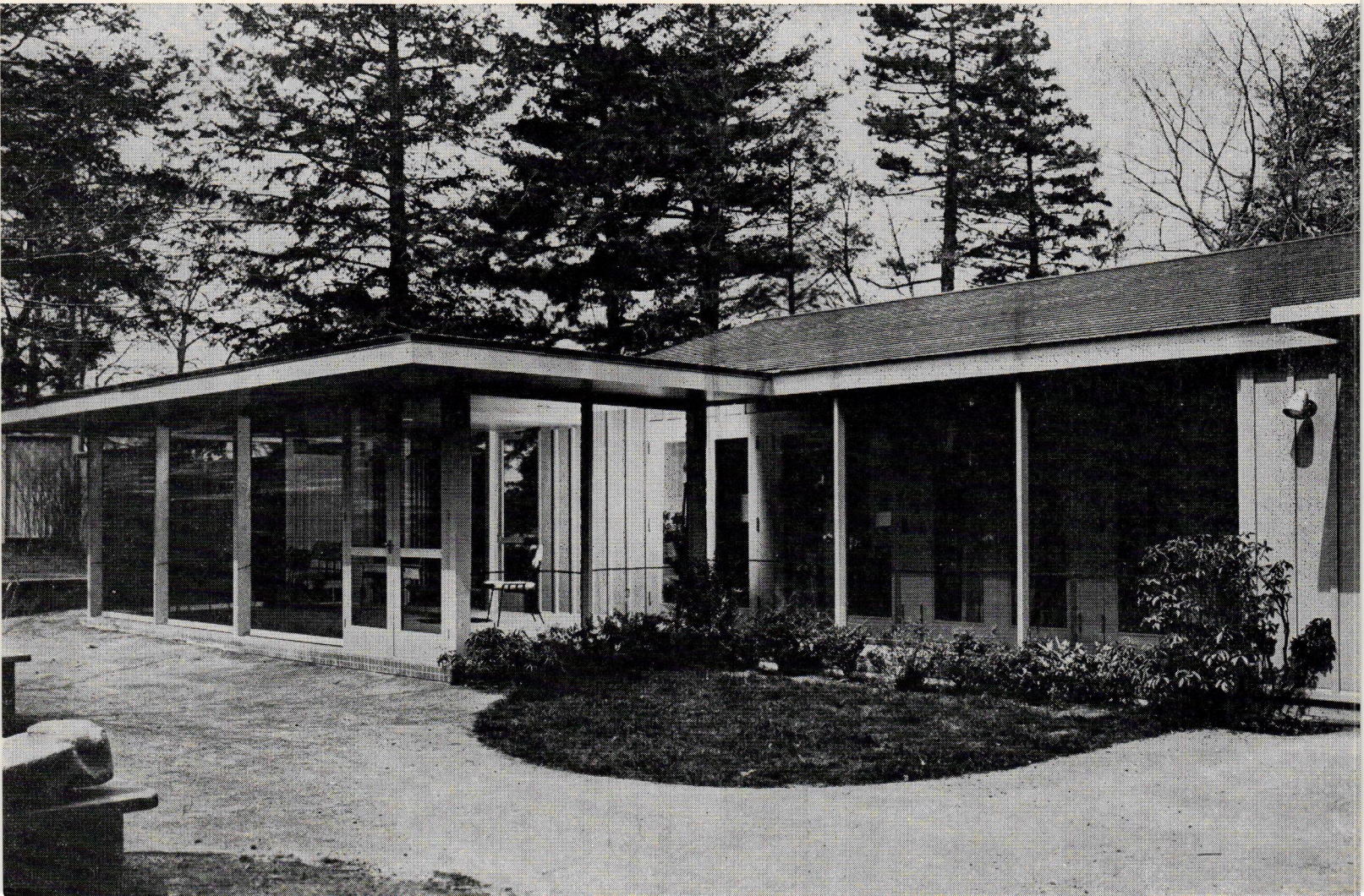


Are You Fully Screened?

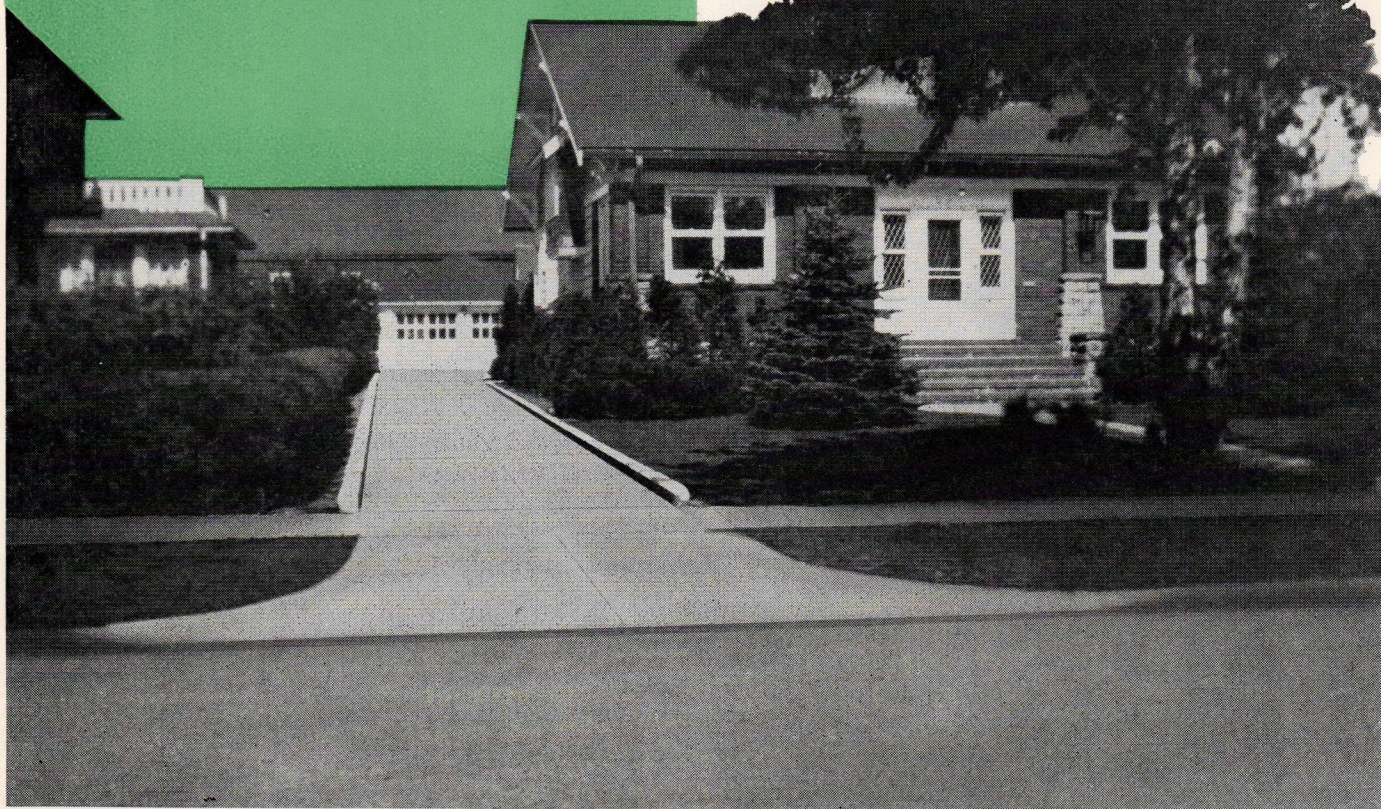


UNLESS your house is fully and absolutely screened, your summer pleasure will not be complete. Partial screening is as bad as none at all. All it takes is one un-screened window to let in sufficient flies and mosquitoes to make your life miserable. Nor is screening windows alone enough to protect you against the tiny winged pests. If you have a patio or porch, you will want to screen that too. Many people, having built a patio or porch, decide that screens for these areas are unnecessary, but quickly change their minds when they try to relax on a pleasant summer evening. Check the house pictured below. Both patio and porch are fully screened, allowing the occupants to relax in perfect comfort. In this particular case, the screens are of a type that can be easily installed, and just as easily rolled and stored in a minimum of space during the winter months.

Screens are not expensive, and they're worth every penny you pay for them. They are either rigid or flexible in construction. The rigid have a wood or metal frame; the flexible, which are designed to simplify the storage problem, are of a tension-type or roll-up design. A combination screen and storm sash which is self-storing can be purchased for double-hung windows. These units usually have one screen panel and two glass panels which can be moved up and down in tracks on the window frame. Make sure that the mesh is of a non-corrosive material, such as aluminum, bronze, plastic, or stainless steel. These do not require painting.



A CONCRETE DRIVEWAY CAN BE SO MUCH NEATER



THERE are various kinds of materials with which to build a driveway—soil, sand-clay, caliche, shell, scoria, cinders, crushed slag, gravel, crushed stone. You could also build a driveway out of rock asphalt, bituminous mixes, asphaltic concrete, bituminous materials with a cover of stone chips, crushed gravel, slag, and cement-bound macadam, brick, or Portland-cement concrete.

Any one of these might be suitable. In a great many parts of the country concrete is used because of its strength and neatness. In the ribbon type driveway, a combination of concrete and one of the other materials may be used. This means that you will have two ribbons of concrete on either side, with a ribbon of soil, gravel, etc. in the middle. The slab type driveway is composed entirely of concrete.

Drainage is not often a serious problem in drive construction, as most drives are not over 100 feet in length and drain but a small area. However, care is generally

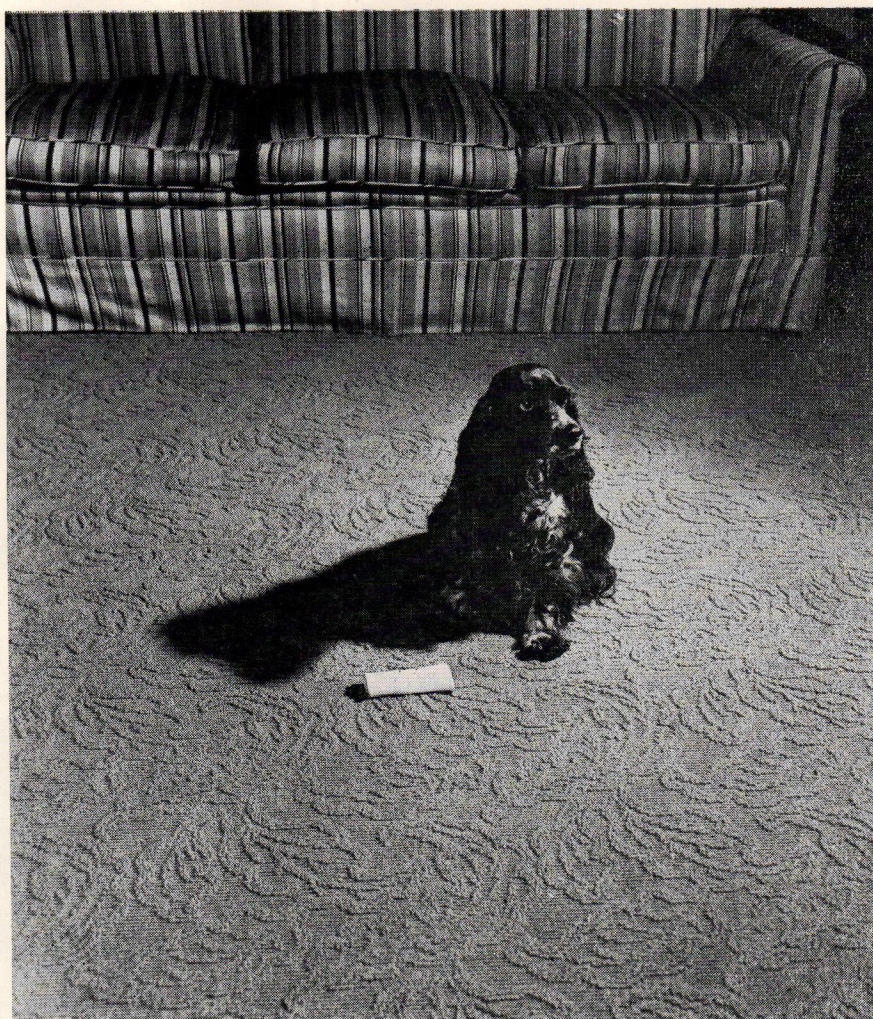
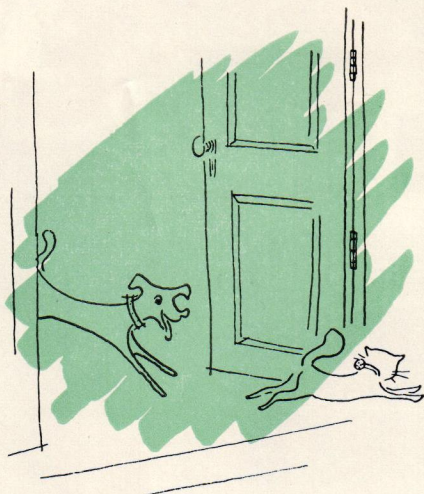
taken to insure the prompt disposal of water that may collect and run onto the drive. This is usually accomplished by constructing the drive on a slight grade and by diverting surface water that might run onto the drive. In cases where the drive slopes downward toward the garage, drainage is obtained by installing a drainage inlet in the center of the drive a few feet in front of the garage doors, and connecting this inlet with the sewer outlet serving the house if possible, or by means of a dry well.

One of the advantages of a concrete driveway is that there will be no washing away in a heavy rain.

A private drive is similar to a public highway in that both require durability, smoothness, freedom from dust or mud, and should require but little maintenance. These qualities are obtained by the use of the proper materials and construction methods and by provision for adequate drainage.

CAUTION!

PETS IN THE HOUSE!



PETS can be a lot of fun for you and the children—but they can also do a lot of damage to your house if they are not watched. Take the little puppy, for example. If allowed complete freedom in the house, he will ruin your furniture, your clothes, and many of your household belongings.

There are ways, however, of teaching your puppy proper behavior so that living with him can become a pleasure instead of a headache. The chewing habit, particularly, is common among puppies. Even older dogs sometimes have an urge to gnaw on things, and the best way to cure the habit is to give them something that they can chew on. A large raw knuckle or shin bone should be kept where the puppy can reach it at any time. Some of the hard rubber toys make good playthings, but a dog should never be given old gloves, socks or shoes as toys. They all look alike to him, and he won't know the difference between the old ones and the newest in the house.

No matter how carefully they are watched, puppies are sure to make mistakes during the period of housebreaking, and their usual choice for the misdemeanor is a rug or carpet. The first step in cleaning up the puddle is to apply blotters which will absorb the moisture quickly. Then, in order to prevent the chance of bleach or stain, and to

remove the odor so that the puppy will not be prompted to use the same place for the same act at a future time, scrub lightly with a soft brush or cloth, using one of the commercial products for this purpose. When he makes a mistake on the rug or floor, he should be shown what he has done, scolded severely, picked up and taken to the paper where he is being trained, but never whipped in any way. Whipping will often frighten and confuse him and cause him to commit more errors.

Early training in obedience is important. Learning the meaning of the word "No" has many uses in a dog's life. He can be taught to stay off furniture by this command and by being pushed gently to the floor when he attempts to climb on a sofa or chair. He can also be taught to stay in one section of the house, say the kitchen, by this same means.

It isn't difficult to train a dog to behave in the house. Any dog owner can do it in fifteen minute lessons each day. It requires some patience and understanding but the rewards are well worth the effort. The courteous canine is a more pleasant companion in the home and is welcome everywhere. A child can teach his dog and learn a great deal himself in so doing. Once trained, the dog should never be allowed to become lax or disobedient.

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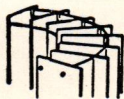


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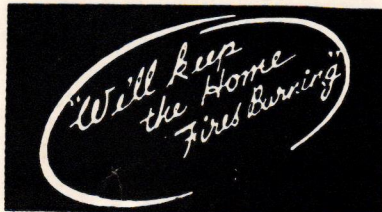
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