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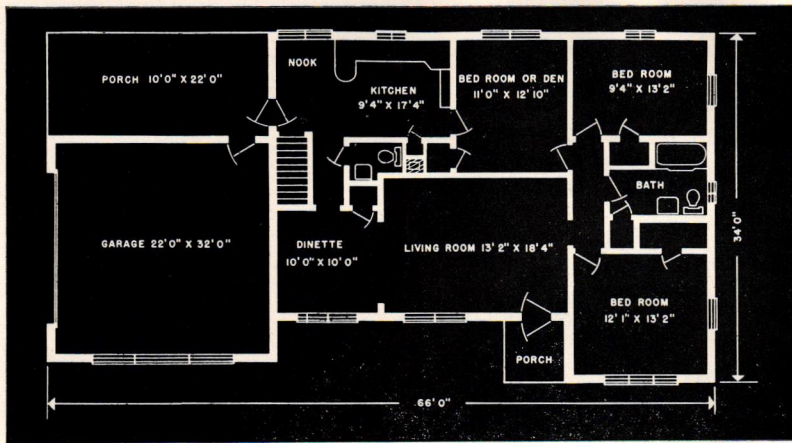
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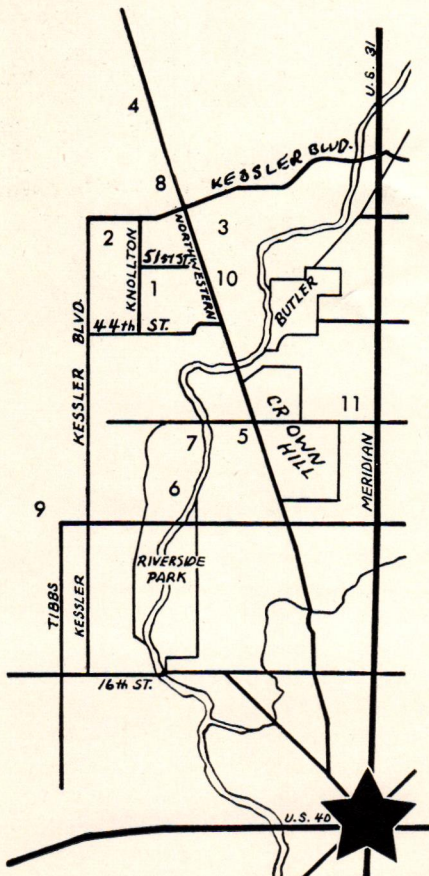
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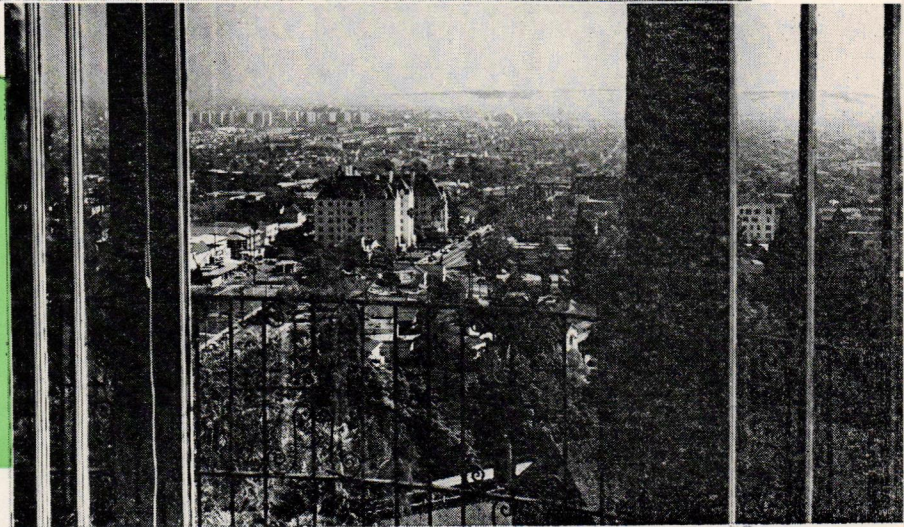
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AT HOME WITH MARLON BRANDO



MARLON BRANDO lives in a charming two-story stucco house high in the Hollywood hills, pleasantly isolated, yet conveniently located at the Goldwyn studios where Brando works. Interviewed on Ed Murrow's "Person to Person" program over CBS, the famous young actor indicated his love for his home. From the little balcony just outside the living room there is a breathtaking view of the city of Los Angeles. "It is awfully nice to go out here in the evenings and have dinner in this sort of nook here," said Brando, "especially on warm nights when desert winds come up over the hills. It is a very pleasant place to live and I enjoy it very much." The home, as you can expect, is beautifully furnished and landscaped. A view of the exterior of the home is shown at the top of this page. In the picture directly below that you see the view from the living room window. And at the left Marlon Brando is shown in an informal pose at the telephone.



AUGUST, 1955

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

BLOWING SUMMER COMFORT INTO YOUR HOME

IF YOUR HOME has been insulated for the purpose of keeping out the cold in winter, congratulate yourself on getting double your money's worth. For insulation blown into your home will also keep the home cool in the summer.

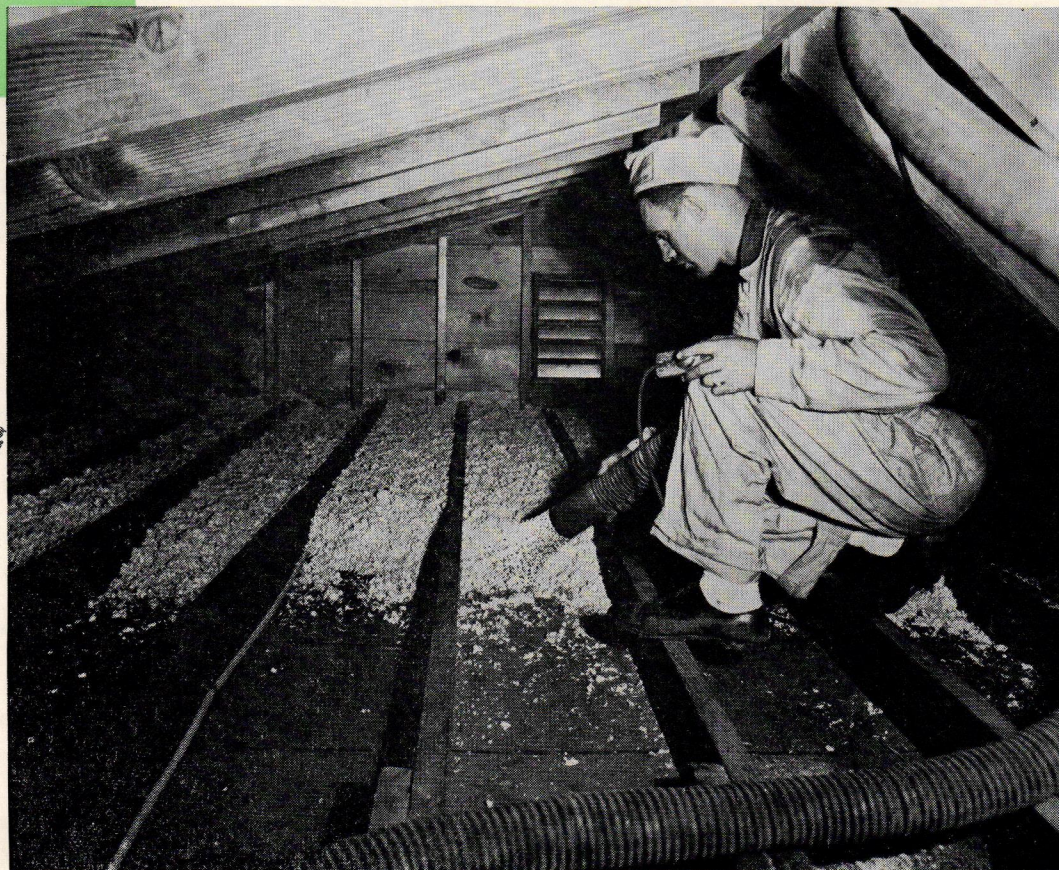
As a matter of fact, insulation will even reduce the cost of air conditioning your home by as much as \$840. When your home is insulated, you can air condition with a smaller unit, thus effecting the savings mentioned.

How does insulation help keep your home cool?

The sun radiates so much heat in summer that outer surfaces of walls exposed directly to it may get as hot as 120° even though the surrounding air is much cooler. Exterior surfaces of roofs may reach a blistering 140° or even higher because they catch the sun's rays more directly than do vertical walls.

During the hot months, the sun rises early in the northeast and sets late in the northwest. When rising and setting, the sun is low in the sky and its rays pour almost horizontally upon east and west walls. In afternoons, especially, this adds a great deal more unwanted heat to that already stored within the attics and hollow wall spaces of uninsulated houses.

Our bodies, remember, are constantly throwing off heat, even in summer. If we get too warm, they start their own cooling system of perspiration. In an uninsulated house, with walls and ceilings heated to high temperatures by the



sun, the rooms become oppressively hot. When personal cooling systems cannot cope with the heat being radiated from the hot walls and ceilings, we suffer from excess warmth.

By evening, the heat in sun-baked walls and attics of uninsulated houses has made huge, heat-holding "fireless cookers" of them and they continue to discharge heat into the house far into the night.

By blowing insulation into side walls and ceilings you keep out much of this unwanted summer heat. The principle is the same one used in keeping heat out of your refrigerator. In other words, insulation works to exclude unwanted summer heat, just as in winter it serves to retain within your home the heat you have to pay for.

"Insulation," says the Bureau of Mines of the U.S. Department of the Interior, "is no better than the man who installs it." Good insulation is made of exacting standards to insure uniformity of performance, and must be applied strictly in accordance with manufacturer's specifications. The areas which require insulation include ceilings or roofs, exterior walls and some floors.

Attic insulation is essential to a thorough job. The ceiling should be insulated if the attic is unoccupied. When the attic is occupied, the insulation should be installed between the roof rafters, collar beams and knee-wall studs, also the horizontal area behind the knee-walls.

Walls and ceilings of virtually every existing house can be insulated by the use of a machine which blows a fluffy, light-weight Mineral Wool insulation into the hollow spaces. Skilled workmen can insulate the structure in a short time and leave it with practically no visible sign that the clapboards or other surface materials have ever been disturbed. It is also possible to use batt or blanket type Mineral Wool in accessible ceiling and floor areas of existing houses.

If the attic is finished as living quarters, the insulation may be blown between the ceiling and roof boards; if ventilation is desired, collar beams may be installed to provide suitable space above the insulation. If the attic is not to be used, the insulation may be installed over the top-story ceiling.

Provision for some permanent kind of ventilation above the insulation may be helpful in several ways. This may be accomplished by windows, louvers or other devices. Such openings permit the escape of heat that would otherwise be trapped in that area. In the daytime such openings help to keep the attic temperature from climbing excessively above the outside temperature. At night the cool air can flow in, thus lowering the attic temperature.

In some houses, ventilation is needed in winter. A competent insulation man can determine whether ventilation is required and make his recommendations accordingly.

BEAUTY SPOTS IN THE GARDEN

PICTURED BELOW are two attractive garden entrances. The one at the left features a simple but gracefully designed wooden gate, painted white, with perennial borders on either side of the path. At the right is a more elaborate arched entrance framed with ornamental iron.

The retaining wall of brick is softened with plants in order to blend it into the garden. Self-clinging vines of English ivy are used to give striking coverage on the wall around the entrance, while low-growing shrubs and perennials are planted along the lower wall at the right.



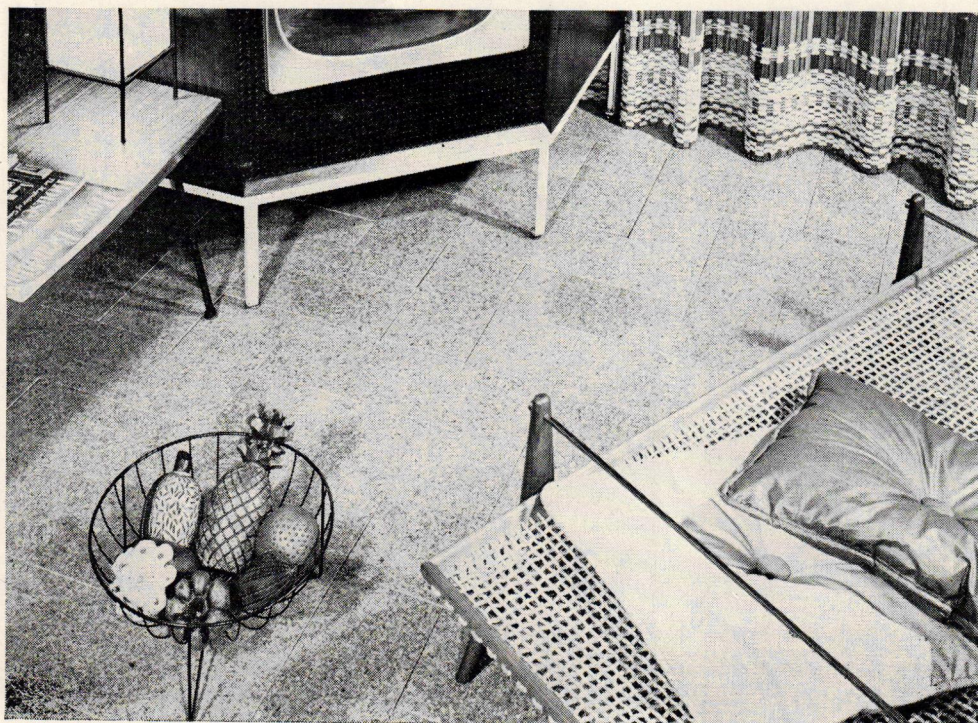
SELECTING YOUR FLOORING MATERIALS

Plank flooring not only adds charm to your rooms, but is also easy to keep clean and beautiful with occasional waxing and polishing. Year after year, despite wear and tear, it retains beauty and serviceability.



Sloane-Delaware

E. L. Bruce Co.



Left, cork floor, a quiet sound-absorbent base for television or conversation. Comfortable underfoot, its natural textured look is new fashion for casual rooms. Elongated tile shapes add interest to floors and walls. Right, finished basement has asphalt tile floor in block design. This type of floor is ideal for basements.



THE HARDEST USED and most abused part of your home is flooring. Selection of a durable flooring material which can be maintained easily is therefore important.

Finish-flooring materials most commonly used in homes are asphalt, cork, linoleum, rubber, vinyl and wood. In addition, brick, cement tile, ceramic tile, colored concrete, flagstone and slate are frequently selected for specific rooms, such as bathrooms, foyers, all-purpose rooms, porches.

The choice of a flooring material depends on 1) cost, 2) where the material is to be used—the amount of traffic which it must bear, and the degree to which it must be resistant to moisture, grease and high temperature, 3) type and condition of the underflooring, 4) resistance to indentation, 5) ease of maintenance, 6) color and design, and 7) noise at impact.

Concrete floor slabs laid directly on the earth, either below or at ground level, require a flooring material that is resistant to moisture and alkali. When moisture from the ground penetrates concrete, it dissolves the alkaline salts in the concrete and becomes strongly alkaline. Since alkali attacks linseeds and other vegetable oils, flooring materials containing such oils must not be used. This moisture limitation can sometimes be modified if the subsoil is sandy and dry, or if the floor slab is on well-drained ground and has a correctly installed moisture barrier.

When a concrete floor is suspended—that is, has an air space beneath it (as over a basement or a crawl-space), moisture is not a problem if the concrete is allowed to dry thoroughly before asphalt, cork, linoleum, rubber, vinyl or wood is installed. All concrete subfloors must be thoroughly cured before any of these materials or an adhesive is applied.

Hardwood flooring has been a popular kind of residential flooring for many years. Perhaps the outstanding

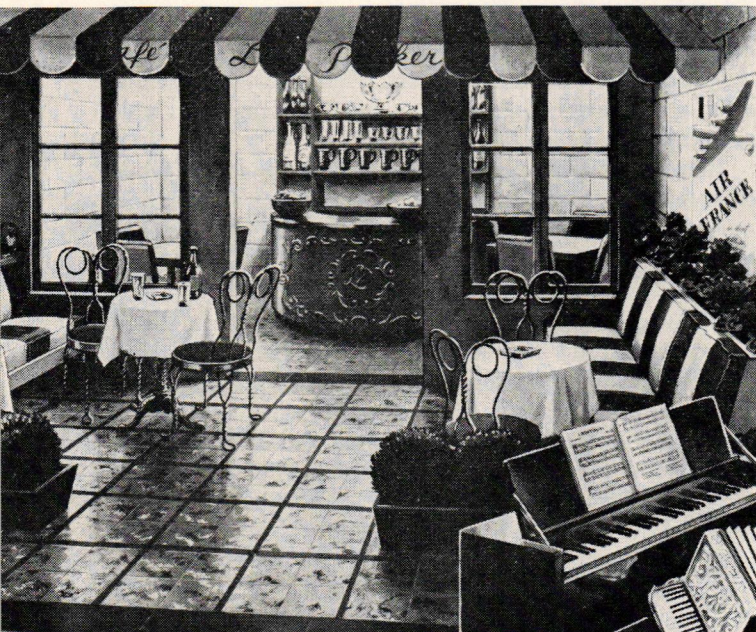
qualities of hardwood are its distinctive natural beauty of grain and coloring, plus extreme durability. Since its patterns and designs are an integral part of the wood itself, they never wear off. Even after years of heavy service a hardwood floor can be rejuvenated to appear like new by means of sanding and refinishing. With ordinary care it will last the life of a house.

The strip and plank styles are by far the more widely used. This can be attributed partly to economy, partly to their style versatility. Composed of narrow pieces of flooring laid in random lengths, strip or plank floors are at home with any style of architecture.

Block floors are used most frequently over concrete installations such as you find in modern ranch homes without basements, but can also be used to advantage in other type homes. They are extremely attractive and individual blocks can be replaced in case of damage.

Asphalt, linoleum, rubber and vinyl tile are available in various patterns, as well as plain colors. In quality coverings, the colors and patterns go through to the backing (in linoleum, this is called "inlaid") instead of being printed on the top surface. The most common patterns are Marbled, Striated, Straight-Lined, Embossed and Spattered. Colors are bright and extremely attractive. They can easily be installed and maintained.


Armstrong Cork Co.



Congoleum-Nairn



This modern kitchen uses vinyl tile floor with a marbled finish. This is resistant to harsh cleaner, and an occasional waxing will retain the gloss finish.



SEED

Care Makes a Lawn

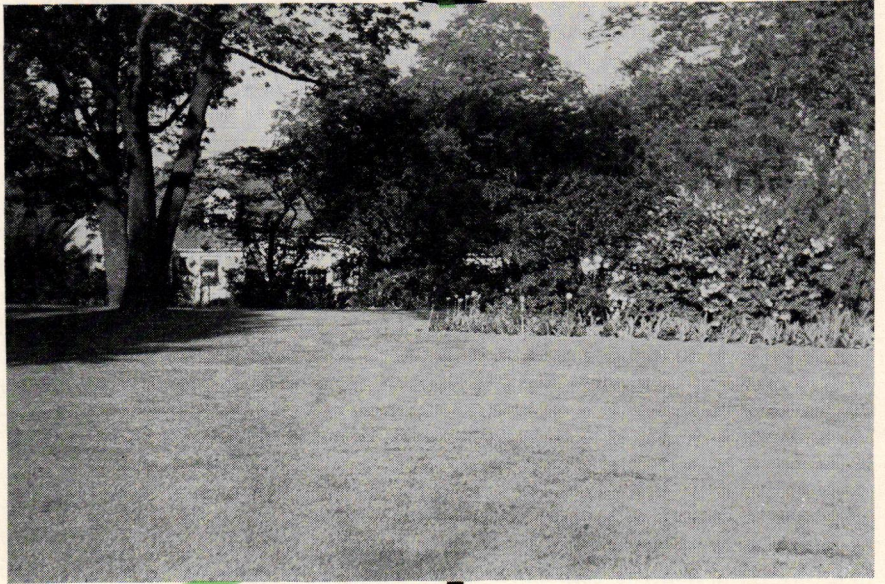
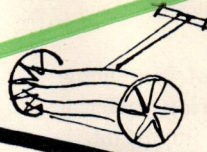


Photo by Robert Wallach

The attractive lawn pictured above is the result of good care, both spring and summer. This means daily watering, regular cutting, weeding and fertilizing.



IT IS NOT UNUSUAL for much of a gardener's enthusiasm to wear off as soon as spring planting is completed and for most of it to have disappeared completely before August. . . Yet the garden, the lawn particularly, needs as much care in August as it does in the early Spring planting period. Lawn grasses, like starched collars, often wilt in 90-degree temperatures and humidity, and though any attempt to retain that lush greenness of the lawn's first growth may prove somewhat difficult, you can, with a reasonable observance of sound management practices, obviate most of the common causes of lawn failure.

Daily watering is most important. Frequent light, shallow sprinkling of a lawn will do little more than encourage the growth of crabgrass. Lawn grasses will be healthier if the emphasis is not on the frequency, but on the thoroughness of the watering.

In some parts of the country, a great many lawns are destroyed by chinch bugs. An application of five pounds of 5 per cent chlordane dust per 1,000 square feet would prevent this.

For those who prefer to spray, wettable chlordane or lindane powder, or the liquid emulsion of either of these, will give excellent results if the directions of the manufacturer are followed. Lindane also controls Leafhoppers, Lawn moths, cutworms and other insects that account for some summer lawn damage. These insecticides are effective against chinch bugs and ants only so long as they remain on the surface. As they work down into the soil, they remain

active for some years in controlling grubs of the Japanese, Asiatic and other beetles.

Crabgrass is the summer gardener's worst enemy. Most lawn soils contain an abundance of viable crabgrass seeds waiting for a chance to germinate and grow. Anything that causes the permanent grasses to fail provides crabgrass the opportunity it needs. This weed requires a long day of full sunlight. Dense coverage of the permanent lawn grasses usually shades the soil sufficiently to prevent or retard the germination of the crabgrass. Thin, impoverished turf affords no control whatsoever against crabgrass even when cut very high.

There are various preparations on the market for the control of crabgrass. Generally, several treatments are required. Temporary discoloration of permanent lawn grasses may result, but this should disappear after one or two mowings.

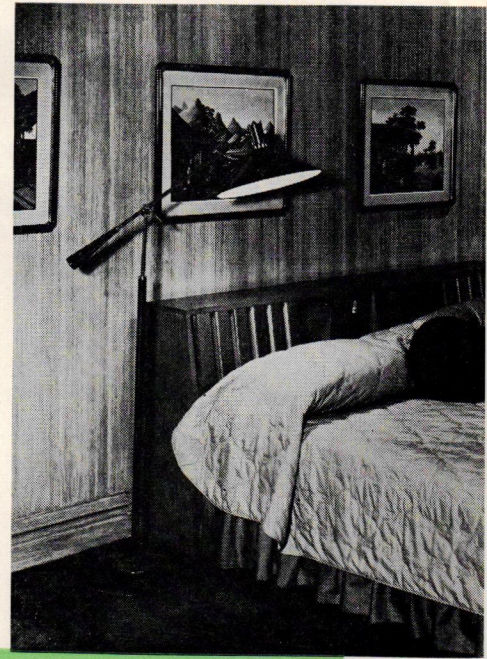
Following the eradication of crabgrass, the lawn should be cultivated and reseeded. When seeding is completed, the surface should be kept moist to insure prompt germination. This is the one and only occasion when light sprinkling of the lawn daily is both essential and desirable.

All good lawns should be fertilized liberally in the very early spring and again in the early fall. Good lawns benefit from a light feeding in late May or early June, but fertilizers should be avoided at this time on lawns where crabgrass has been a past problem. In the latter case only the crabgrass may benefit from summer fertilizer.



Floor lamps are portable and flexible. Perfect example of this versatility is illustrated at right by one of the new swivel-type floor lamps. It has an adjustable shaft which allows height control, a swinging arm which permits horizontal movement, and a light shade which tilts up or down to give perfect illumination. Seen here in a modern bedroom setting, its polished attractiveness can move from room to room as it is needed for special lighting job.

This lamp is ideally used by the youngsters for their bed-time reading period. The shade is opaque, allows full concentration of light downward. At the same time its shallow, conical shape provides essential spread of light so that no portion of the pages is in shadow. And the bulb is located far from the bottom of the shade, invisible to the eye to avoid glare.



GOOD LAMPS ENCOURAGE GOOD READING HABITS



Right, a good rule for the children's playroom is to use lamps attached to the wall that provide correct light, yet are out of the way of danger. This lamp is especially desirable because bulb is invisible, concealed in urn-like metal container. Light is thrown up to the reflector shade and comes down in non-glaring brightness for perfect "seeing." A wonderful way to keep the child on the floor out of his own shadow. Above, for the youngster's close, desk work, the best light is concentrated light without a glare. Legs of his lamp, constructed on the principle of a simple spring, can be pressed together to become movable up and down the main stem. This allows for various height adjustments according to need. The lamp is so balanced that it clamps onto the edge of the desk, out of the way of busy hands. And the aluminum shade concentrates the light downward, without glare on the desired area.



PLANNING A HOME LAUNDRY?

Here's Some Advice:



Today's laundry equipment and similarly functioning planning combine to make washday easy. Pictured above is a typical combination kitchen-laundry.

WHEN YOU START TO PLAN an all electric home laundry for your new home or to remodel your present one, laundry specialists name three points you should consider: (1) the location in the house—basement, first floor or second floor; (2) function of the room—will it be a laundry solely, a general utility room or a combination kitchen-laundry?; (3) the arrangement of appliances, counters and cabinets for efficient “assembly line” washday operations.

Architectural style of your house, room size and plumbing have an important bearing on location, of course, and in many small one and two story homes, the basement continues to be the only space available for the laundry.

First floor laundries, however, are highly favored by many women. The post-war emphasis on the basementless ranch house has a direct bearing on this view.

In the two-story house with upstairs bedrooms, most of the family wash comes from the second floor, and in this case the second floor is the favored spot for the laundry. Best location for the second floor laundry is near the bathroom so that both rooms can be served by one set of plumbing connections.

Large kitchens provide a logical setting for a kitchen-laundry. The laundry and kitchen appliances are matched in design so that the room combining cooking and washing is pleasing and compact.



This kitchen donates one section towards laundering; the counter tops serve for laundry preparation and stove is handy for sterilizing clothes.

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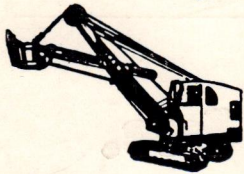
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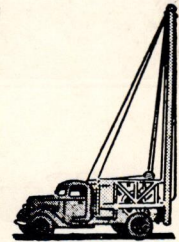
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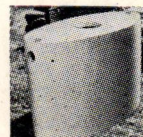
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