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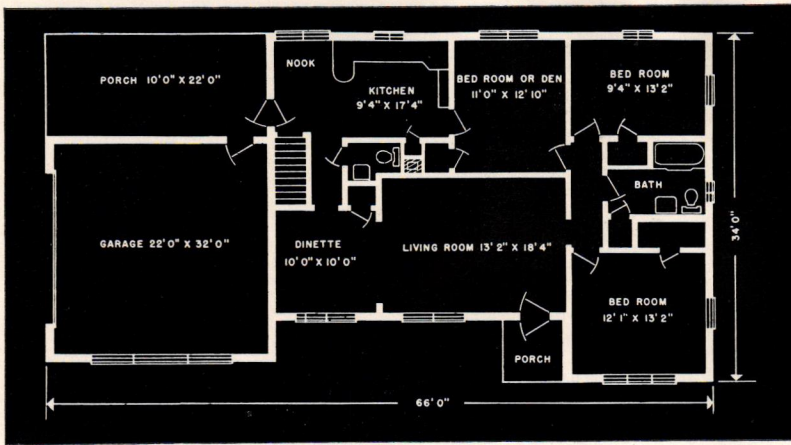
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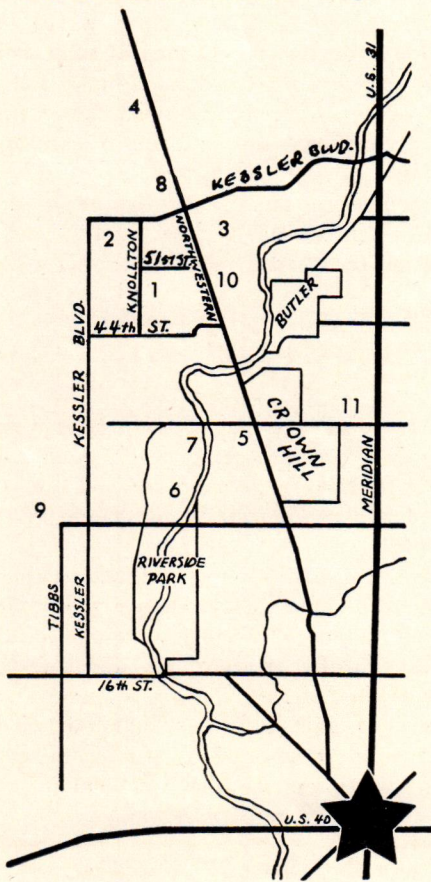
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# YOUR HOME IS A GOOD INVESTMENT

## here's why:

IT IS VERY EASY to see that, if you can afford to build a home, the pride of ownership, independence, and a growing equity in real property leading to security, are major satisfactions.

But a home is even more than this; it is a sound investment that builds up wealth much faster than the equity seems to grow over a long period of mortgage payments.

If your home is well designed and solidly built, is attractive and can be seen by other people to its best advantage, it is very often far more valuable than it was when you built it. This means that one of the best ways to secure your home investment from the start is to pick a good site for building. Select a neighborhood that is building up, not running down. A cheap lot in a deteriorating neighborhood will lower the value of your home long before you have paid the full price for it.

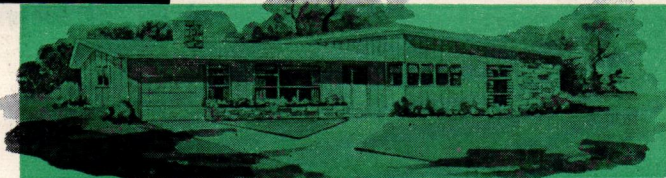
For the sake of initial economy, never buy a lot that is too narrow. This will limit the design of the home you



can eventually place on it, will restrict your outdoor living, and will make your property have less attraction for a possible buyer. For another reason, don't buy too large a lot. Too much land can hurt, too. Unless you have plenty of help or eager beaver kids, thousands of yards of lawn to seed, weed and mow can kill the pleasure you have in your home. And, don't forget a quarter of a mile of sidewalks and driveways covered with snow is rough on muscle, time and temper. Pick a good looking lot to fit your house and your time to care for it. Get as many trees and other natural plantings as you can.

A good site is a good investment in every way.

When you own a home, of course, you have to pay taxes on real estate—something you didn't do directly when you rented. The tax was paid with your rent—a part of it; but you got no credit for it. But, when you pay your own taxes, even though they seem quite a lump each year, they are deductible from your taxable personal income. Interest payments on your mortgage are also deductible. So, logically, some of the cost of living in a home that you own, is returned by lowering overall taxes.



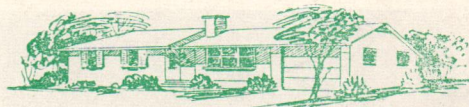
Material courtesy R. A. Matern, Architect.

There are other tax benefits in home ownership, too. If your old home can be sold for a good profit—as many have been in recent years—you don't have to pay taxes on this profit if you reinvest the entire sum in new home property. In this way, your profit is used entirely to acquire new and even better and more valuable property.

When inflation comes, and stays as it has now for some years, your cash dollar declines in value. At the same time the value of your real estate increases. And meanwhile, if you are still paying off on your mortgage, you are paying inflated dollars for property that cost less when you originally bought your home.

Some people think that building their own home, using their labor instead of money, is a good investment. This can be true if the new owner is skilled in building and has plenty of time to spend. In general, however, a family with skills in other fields can create more wealth and produce more goods in their own field than in home building. The various trades required to build a home call for skills that are not easily acquired; and much time can be lost, and many costly mistakes can be made in learning to build while you build.

The best and most economical way to get a good home is to choose a professional builder. And if you decide to let a good designer and a reliable contractor com-



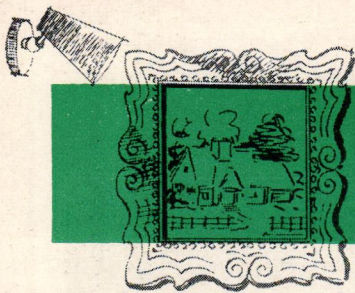
bine their efforts to build your house, don't bother them too much while they are doing it. Study your plan carefully at the outset. Make your alterations on the plan. Then let your professional helpers go ahead and get the job done satisfactorily.

Some of the greatest heartaches and budget wrecking in home building occur because people change their minds after a house is well underway. When you change location of doors or closets, or shift partitions, you are more than doubling the cost of the features you are altering.

That is why the house that is the best investment is the one you decide to build after you have studied the plans so carefully you know it is exactly what you want.

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Harry Bernstein, Editor • Frank Angelini, Art Director • Dave Fleming, Production Mgr. • Mary L. Osborn, Plans Editor



## PROPER *Lighting* ENHANCES YOUR *Pictures*

**D**O THOSE PICTURES which complement the decor in your home command the attention you anticipated? Or do they fall short of giving their full measure of decorative enjoyment?

If in any doubt about that, there are helpful hints for you in a report made by Miss Eve Freyer, Westinghouse lighting consultant, to the National Technical Conference of the Illuminating Engineering Society.

In choosing over-picture lights, Miss Freyer recommends units that are sufficiently adjustable to prevent a bright spot of light at the top of the picture, or a glaring reflection in the picture cover glass or shiny varnish of an oil painting. The more nearly these units approximate the width of the picture, the better the cross-wise distribution of light on the picture.

To give due importance to the prestige of the picture that often hangs over the fireplace, it was suggested that a light box be recessed in the mantel shelf. Simpler still—and for use on a chest or table—is to conceal a tubular bulb behind a planter. An optical projector with light beam so accurately masked that no light falls outside the picture, is regarded as “the most subtle method of picture lighting, but complex.” Although the tendency is to recess such units in the ceiling, it was noted that several optical units are available which can be placed on a table, in a bookcase or on a high piece of furniture.



Wall-lighting, considered appropriate when a number of pictures are hung on one wall, may be achieved by a ceiling attached cornice, or with a built-in light box below.

“Much of the effectiveness of picture lighting,” the expert said, “depends on choosing a light source of a color quality that preserves the colors in the picture and blends with the lighting elsewhere in the room.” For example: If inside frosted or white incandescent bulbs produce an objectionably yellow illumination on the picture, it is advisable to use daylight lamps or a combination of daylight and ordinary inside frosted bulbs. If fluorescent lighting is used, deluxe colors are recommended, specifically: deluxe warm white to emphasize red and related colors in a picture.

“Picture lighting is intended to be supplementary,” the expert stressed. “In fact, a chief criterion of successful picture lighting is that the picture does not appear to be lighted at all.”



Left, a portable spotlight mounted on the wall, as here and painted to match, is cited as one example of the many picture-lighting devices that give pictures the importance and vitality they deserve. Above a light box recessed in the mantel shelf is a relatively simple construction job even in homes already built. A fluorescent tube is concealed in the light box and the recess is covered with diffusing glass.

# STAIRWAYS

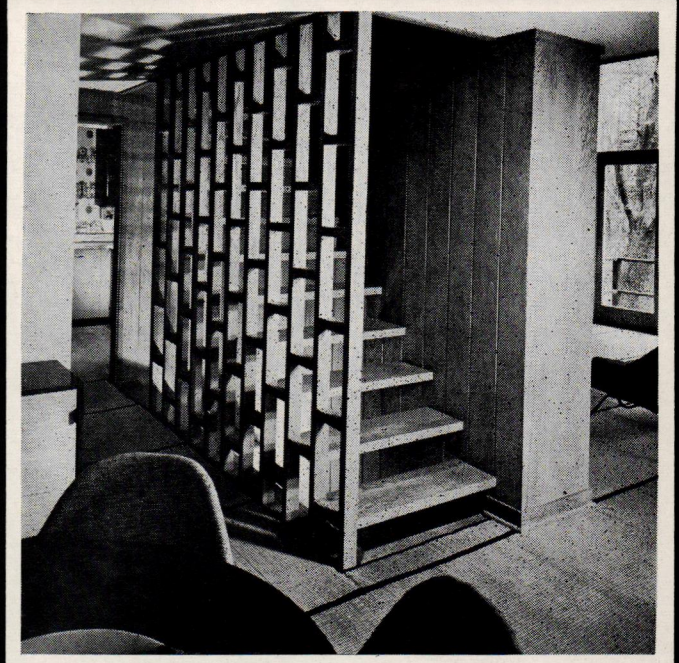
## to *Beauty*

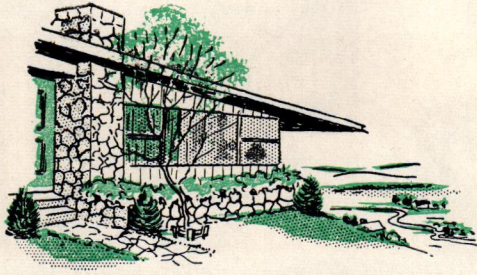
THREE modern stairways illustrated on this page reflect the changing styles of this all-important section of today's house. Those broad, curved, and frequently imposing stairways, once considered the height of elegance in a home, are now practically a thing of the past. Too dangerous is one reason; too much space is another. Functionalism now combines with beauty to give the stairway, and the entire entrance hall, a completely different effect.

In the photo at the top of the page, an extremely simple but attractive wrought iron banister and stair rail dominates the scene. It is, practically, the first thing you note, and one cannot help contrasting it with the heavy ornamentation of the old-fashioned banisters and stair rails. The stairway is broken into two levels, with a short landing lighted by a window in between. Carpeting, always soft and pleasant underfoot, is used here. A unique combination of wood and plaster walls enhances the appearance of the spacious, flagstoned hallway. Note, too, the interesting little indoor rock garden at the side.

In the photo below that, one is struck immediately by the geometric design of the stairway. This is in keeping with the simple, straight lines and open plan of the house generally. Here again wood, in natural finish, plays an important part in decorative scheme of the walls. If, however, this seems a little too cold and extreme for your tastes, turn to the photo below that one. A little more conventional, you might say. Actually, this is the hallway of the house that once belonged to the famous writer, Jack London, and was recently renovated. Most attractive here is the floral patterned wallpaper, beaming a cheerful welcome to those who enter.

Photos by Ben Schnall and  
Herrington-Olson





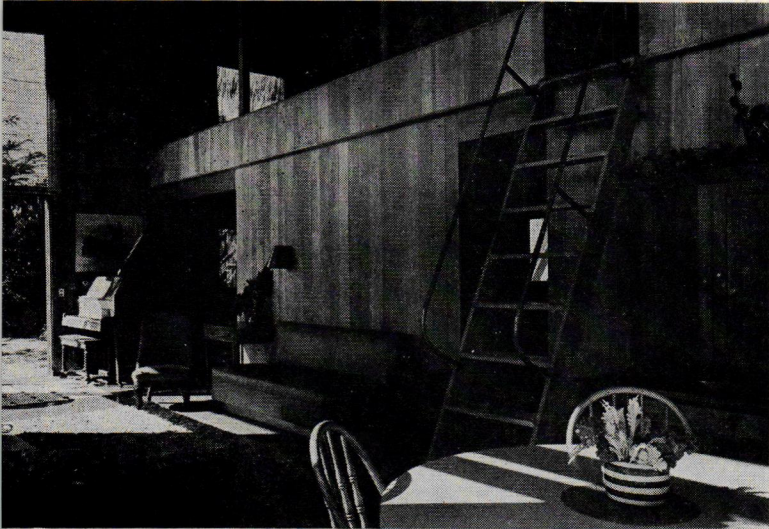
## THERE'S A VIEW FROM



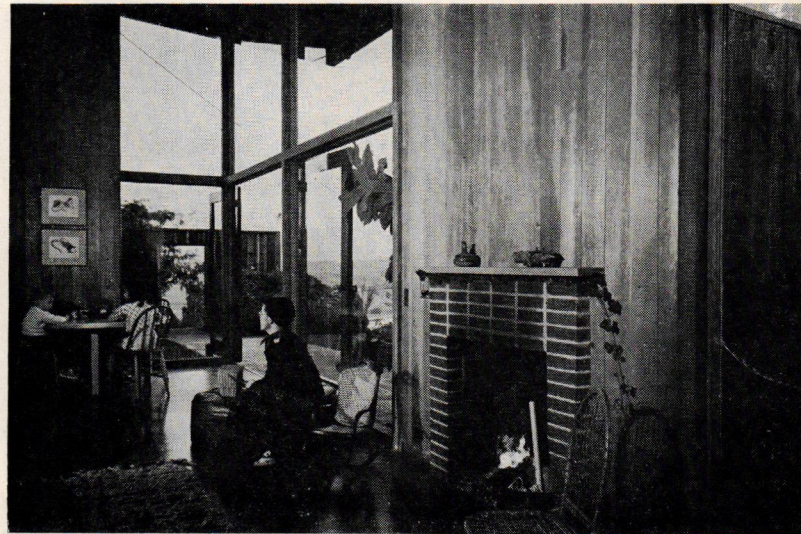
View at early evening from the upper balcony level of the Emmons home, showing a magnificent panorama of the San Francisco area. This glass wall, incidentally, is 32 feet long and 16 feet high. The outdoor living area can be seen beyond the windows. The terrace is paved with pebbled concrete squares separated by wood strips. Wall around the fireplace is of California Incense cedar. This room catches the morning sun from windows which face the southeast. There are no halls, and each room in this house, with the exception of the bathroom, has the same view.

EVERY

# Window . . . . .



Ladder-stairway leads to bedrooms on upper level.



Living room interior in the late afternoon.

**E**VER WONDER what kind of a house an architect designs when he plans a home for himself and his own family? The architect's home, you will find, usually has as many variations in design and construction details as there are architects.

However, Don Emmons, a partner in the nationally famed San Francisco architectural firm of Wurster, Bernardi and Emmons, has produced a personal home design that apparently contains many of the features also designed by the non-architect home seeker.

Emmons wanted, first, a small house "as an economic hedge against inflation."

He also wanted a home with a minimum of housekeeping for Mrs. Emmons; a minimum of non-essential space such as hallways and a maximum of inter-family privacy for a family of five.

Many after-work hours went into Emmons' plans, but the house that he finally designed for himself was extremely attractive and economical. The exterior was covered with redwood shingles; the interior with vertical unfinished California Incense Cedar.

Emmons put into a basic rectangle of 24 feet by 32 feet, four bedrooms, two baths, a kitchen and dining-living room. He literally "stacked" one level of sleeping quarters above the other and tucked the kitchen off to the side on the main floor.

The dormitory area of the Emmons' home is reached via a ladder type stairway from the main floor. The children's bedrooms in this area are completely closed and

private, while the master bedroom upstairs and the guest bedroom downstairs are open to a high glass wall at the front of the house. This glass wall, incidentally, is 32 feet long and 16 feet high.

Emmons rested the house, with its high, slightly pitched roof, on beams which are supported by 4x6's, 4x4's and stud walls stiffened with diagonal sheathing.

A radiant heating system was provided in the ground floor slab, serving both the rooms of the main floor and the mezzanine.

The house design can be adapted to any lot where the view is north or east. The tight plan uses land sparingly, thereby cutting down on site costs. There are no halls and each room in the house, with the exception of the bathroom, has the same view. One third, or 437 square feet of the space, are the main living area.

The bath and the kitchen were installed "back to back" with the second bath on the mezzanine floor directly above the plumbing on the main floor.

No heating is required for the mezzanine or "balcony" floor because copper pipe imbedded in the slab floor for hot water radiant heat provides enough convection to keep both floors at uniform temperatures.

The Emmons family used no finish of any kind on the California cedar interior walls.

"We just wash 'em with a detergent," Emmons says, "which takes off even the pencil marks of my two young daughters . . . who, with my wife and myself, wouldn't move out of this house for anything."

This entire home is equipped with sliding doors, which operate silently and with ease of motion. Walls, too, feature wood finish.



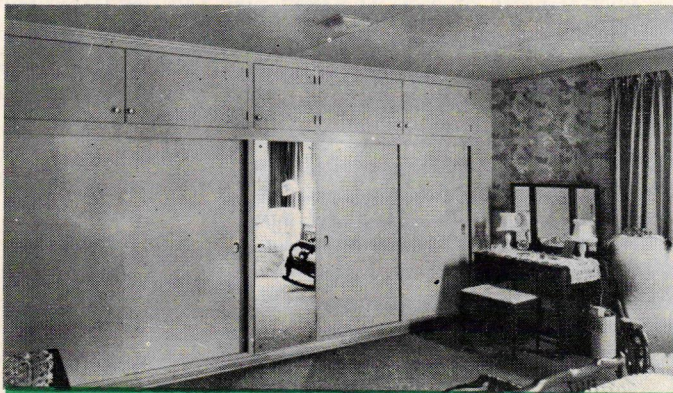
An accordion type folding door separates kitchen from dining room. These doors, fabric covered, come in a variety of colors.

## IS THERE A *Space Thief* IN THE HOUSE?

**W**E KNOW a man who was about to buy a new house because his old one was cramped for space. One day he took out his tape measure and found that 90 square feet in his house were taken up by doors swinging in or out. He discovered a new type of accordion folding door, found he could divide one of the rooms by shifting furniture, uncovering space where there was none before. Every swinging door steals six square feet of floor area, often limits the placing of furniture. By using the modern type of folding or sliding door you can add storage units in

the walls, get more privacy and flexibility, shut off the sink area, rearrange your furniture, build an extra room in formerly wasted space.

The three pictures on this page illustrate various practical and yet handsomely decorative uses. Between kitchen and dining room a folding door replaces hazardous double swinging doors. Sliding doors are featured in all rooms of the house in the picture at the upper left, and sliding doors in the bedroom shown lower left give more closet space, in fact, permit the use of one entire wall for built-in closets.



One entire wall of this bedroom is utilized for closet space. Without sliding doors this would not be possible. Cupboard doors are hinged.

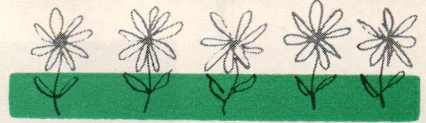
The folding or sliding type door is feasible wherever a door is required, whether it be for a basement stairway or a doctor's waiting room. One young couple report that they used this device successfully, when Junior was born, to convert their single large bedroom into two, with sound-sleeping results. Where swinging doors would pose a problem, the folding of sliding door is ideal. Certainly, it would never have been possible to utilize an entire wall for closets, as we have shown in the picture at the bottom of this page, without the use of sliding doors. Situations of this sort are very common in the modern home, where the space problem often arises.

Folding doors, sometimes referred to as accordion type doors, come in a variety of colors. Sliding doors are generally made of wood, though there are some constructed of steel. In both types of doors the hardware is generally invisible. The doors slide on tracks without difficulty and noise.



# HEATING and VENTILATING your

# Greenhouse



AT THIS TIME of the year, when you have transferred your gardening activities from the outdoors to the greenhouse, it is well to consider the heating and ventilating equipment for the greenhouse. Unless temperatures and air circulation are just right, your plants will suffer.

Of course, much depends upon the size of your greenhouse, and where it is located. If it is attached to the house, like the one shown on the picture below, your problem may be greatly simplified, for you can connect your greenhouse with your house heating system using a circulator and separate thermostat. If it is a very small greenhouse, an electric cable might be sufficient.

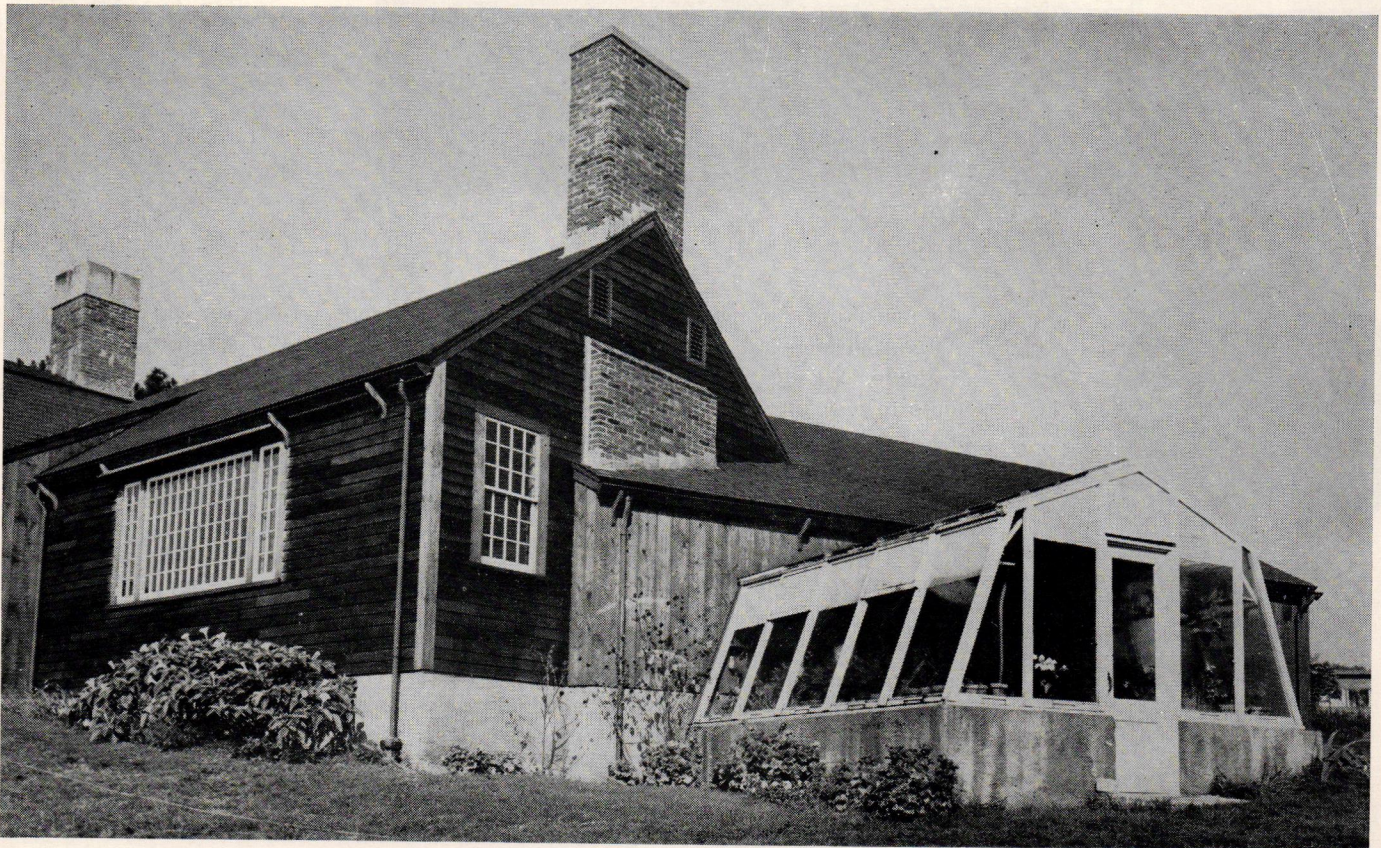
You'll find a wide variety of heating equipment in compact units, specially designed for all kinds of situations. For example, if you do not have much space, there are models which hang from the room. There are some gas-fired types that can be set in place of a pane of glass. There is an electric heater that fits under a bench, out of the way. There are gas, oil, or electric heaters that stand on the floor between benches.

In the event that electric heating is used, be sure the special wiring required is done by a licensed electrician.

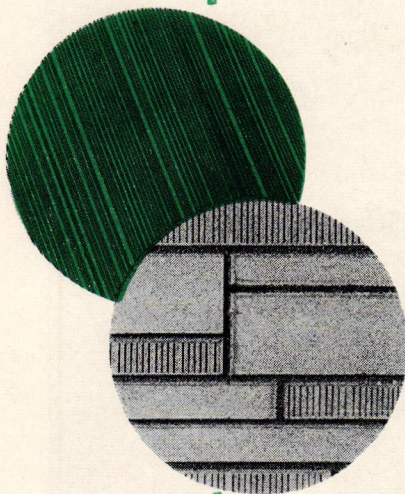
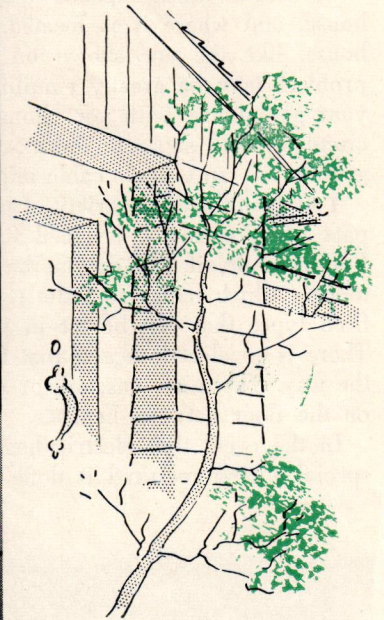
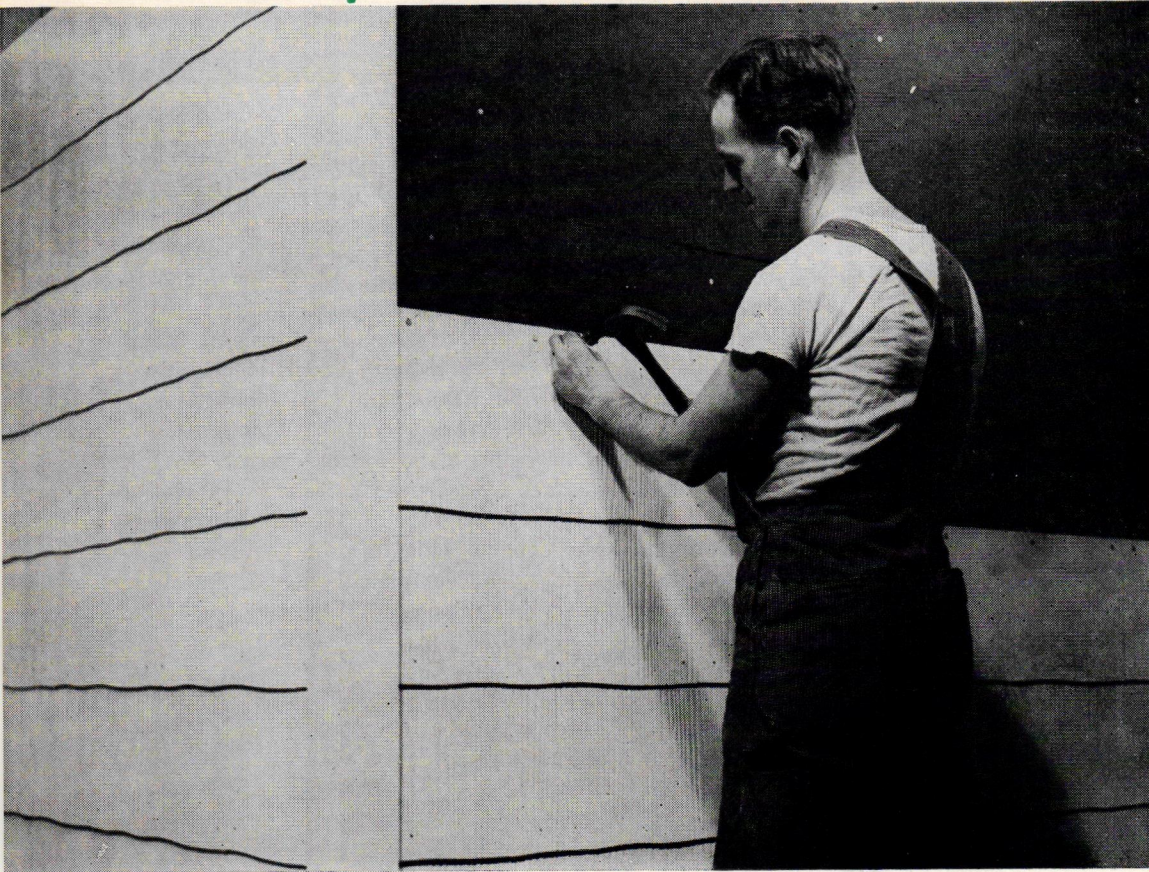
And use the services of your local plumber or heating specialist to connect the greenhouse with the house heating system.

Regardless of what type of heating equipment you install, be sure to include automatic controls. Your plants will thrive much better in an even temperature.

Ventilation is important, too. A push-up sash at the peak of the roof is the simplest type of ventilating equipment, but here again the hand-operated equipment is never as efficient as the automatic control. Wall models of the blower type have automatic louver control. Roof vents can also be operated by a thermostat. The roof-turret ventilator has recently been developed by Dr. E. W. Kalin of Washington State College. This type of ventilator is placed on the roof ridge, and completely changes the air in the greenhouse every five minutes.



# WHAT DO YOU KNOW ABOUT SIDING?

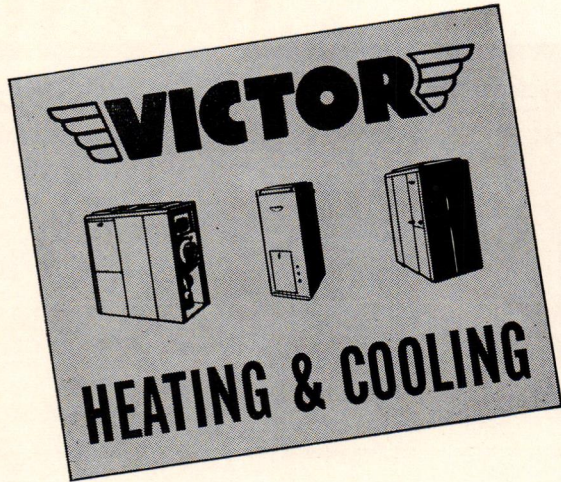


**S**URPRISINGLY few people, about to build a new home, or desirous of remodeling an old home, are familiar with the many different types of siding that are now available. Nor do they know of its advantages. Actually, siding can restore an old house to new life. Correctly applied, it gives the home a wind and water tight coat that is proof against freezes and thaws, storms and damp mildewing walls.

Durability, of course, is an important factor in choosing the kind you want. But so is appearance. And siding can be very, very attractive. Take for example the new Roman Brick siding, which imparts a handsome substantial look to your home and lends itself especially well to the low type ranch home, and comes in a beautiful coral blend. Cedar shakes will give a charming exterior to your home. These are generally factory pre-stained, but are simple and economical to restain, if in future years, you desire to change the color. Asbestos siding is very attractive, too, and requires no painting at all. Then there is still another choice, and a complete departure from the conventional materials in aluminum siding. This can be obtained in its natural color, or in three pre-painted colors—white, cream and grey. Incidentally, remember too that all siding has good insulating qualities.

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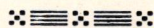
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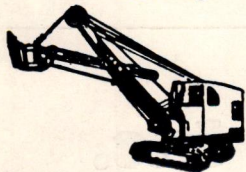
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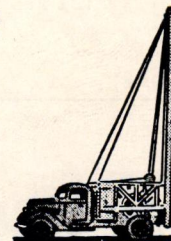
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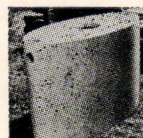
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