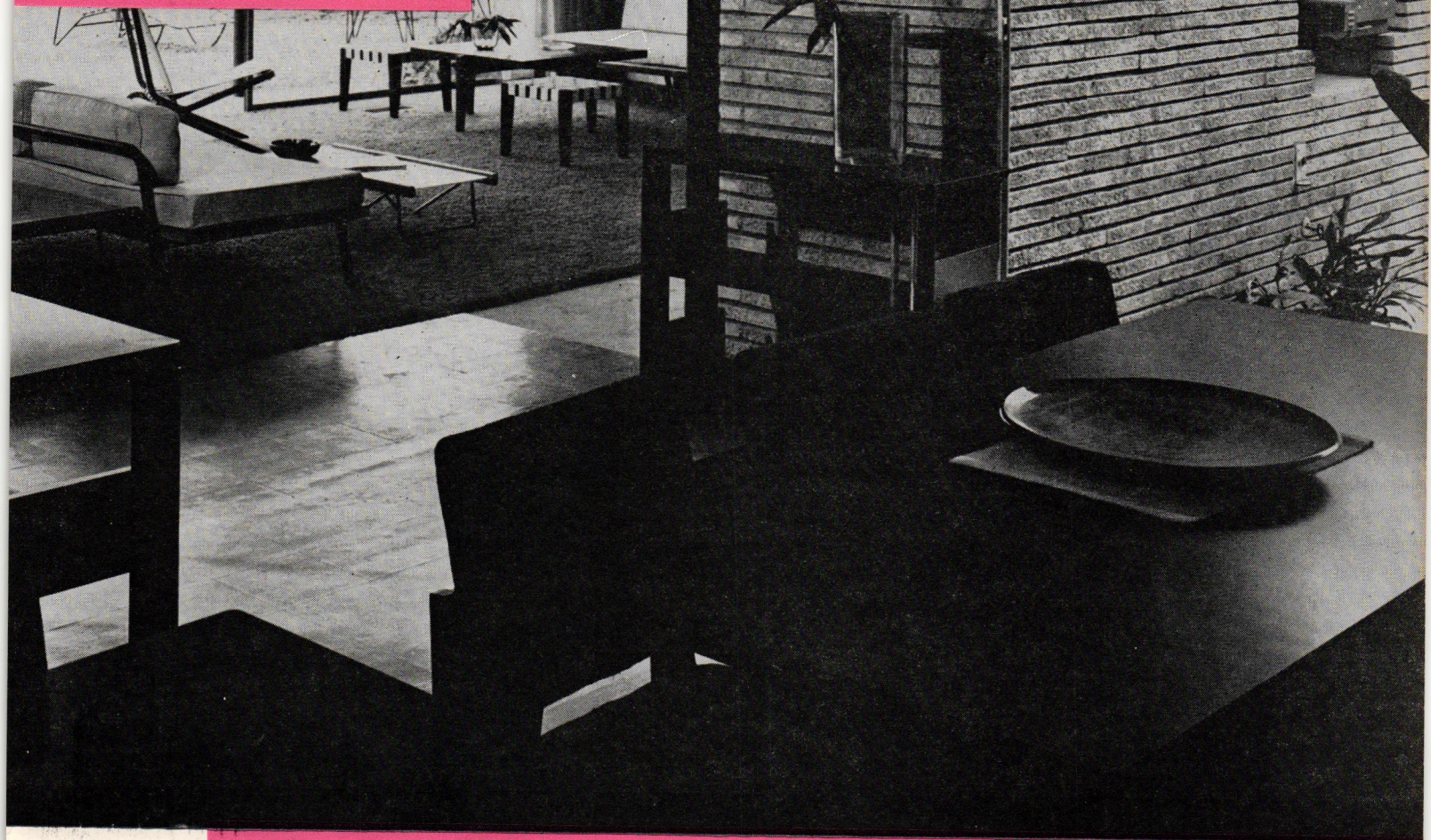


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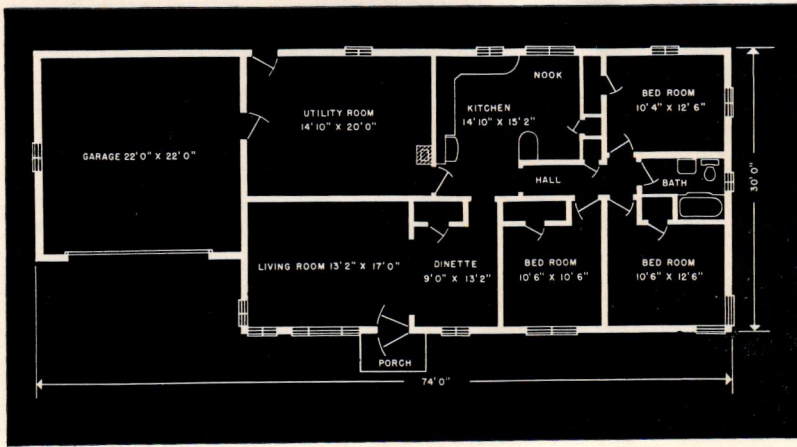
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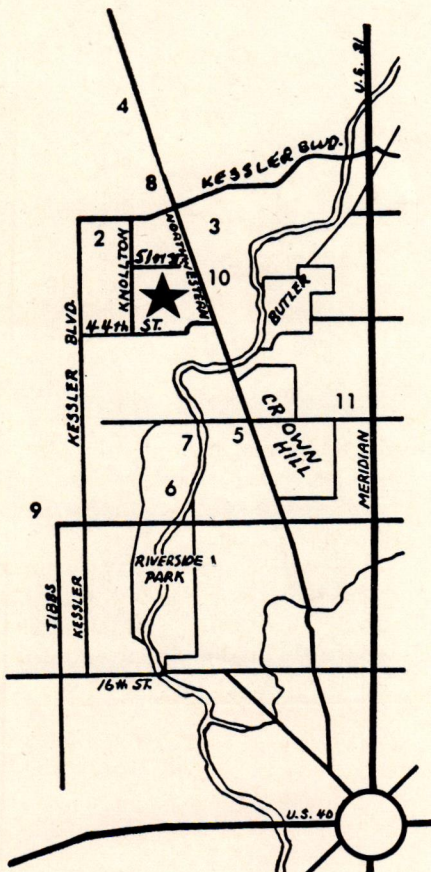
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Will It Be A *Ranch House?*

The ranch house reflects today's living habits and customs, while blending our heritage of history and tradition in typical melting pot fashion.



WHEN THE TIME comes to select that new house you are going to build or buy, you will be confronted with a variety of styles and designs. Mainly, they fall into the following classifications: Ranch, Split-Level, Colonial, Cape Cod. Each style has certain advantages not contained in the others, and your selection will be determined largely on the basis of your own personal taste and needs.

The ranch house, which became so popular in this country following the close of World War II, offers all-on-one-floor living, and is easily adaptable to almost any region or climate. There are distinct variations in the Florida and California ranch styles, and sometimes they are referred to as California or Florida houses. Fundamentally, however, the architecture is the same, with emphasis on the open plan.

The ranch house, like the skyscraper, is a distinctly American invention. It is actually more American than the famous New England Colonial house that copies English Georgian styling. The ranch house reflects today's living habits and customs, while blending out heritage of history and tradition in typical melting pot fashion.

The origin of the house is an unbroken trend through the saga of America. As pioneers trekked westward they naturally clung to the memories of the beautiful homes they knew in the East. When they built homes west of the Rockies, they clung to the pitched roof even though there was no snow load to be figured on.

Those covered wagon travelers wanted a house to look like a house in their conception of what houses should look like—the same as today's home buyer does. They blended the green shutters of New England with adobe

continued on page 4

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Will it be a Ranch House?

continued from page 3

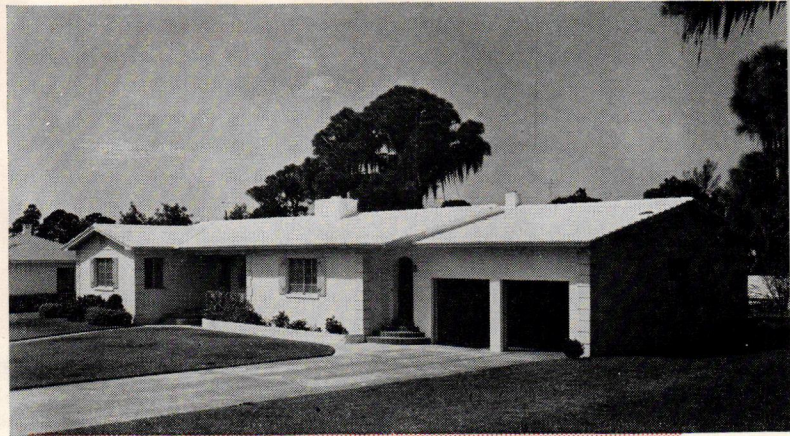
and other building materials that happened to be readily available in the Southwest. The result, with California-Spanish patios and true ranch style porches appended, turned out to be as happy design-wise as an Early American improvisation had been in the days long before Bullfinch, Jefferson, McIntyre, or any other American architect appeared on the scene.

So when the ranch house came East, it naturally struck a responsive chord in "Home Sweet Home" emotions.

And its timing was perfect. The ostentation of the 1920's was completely out of favor. The Depression and the ascendancy of the Internal Revenue Bureau had made men wary of mansions. The "Little Gray Home in the West" was more fitting for humble life. And the ranch house, planted close to the ground, looked as if it grew on the land.

Here was a house that appealed strongly to women. For years the woman's objection to climbing stairs was a commonplace complaint in every two-story household. Childhood sicknesses, in addition to routine housekeeping, brought incessant stair climbing to the point of anathema.

Deeper rooms involved in one-story planning required larger windows. These again appealed to women. Window walls opened cheerful vistas of yard and garden, not to mention the folds of curtains and draperies that appealed to the woman's penchant for fabrics. Even though

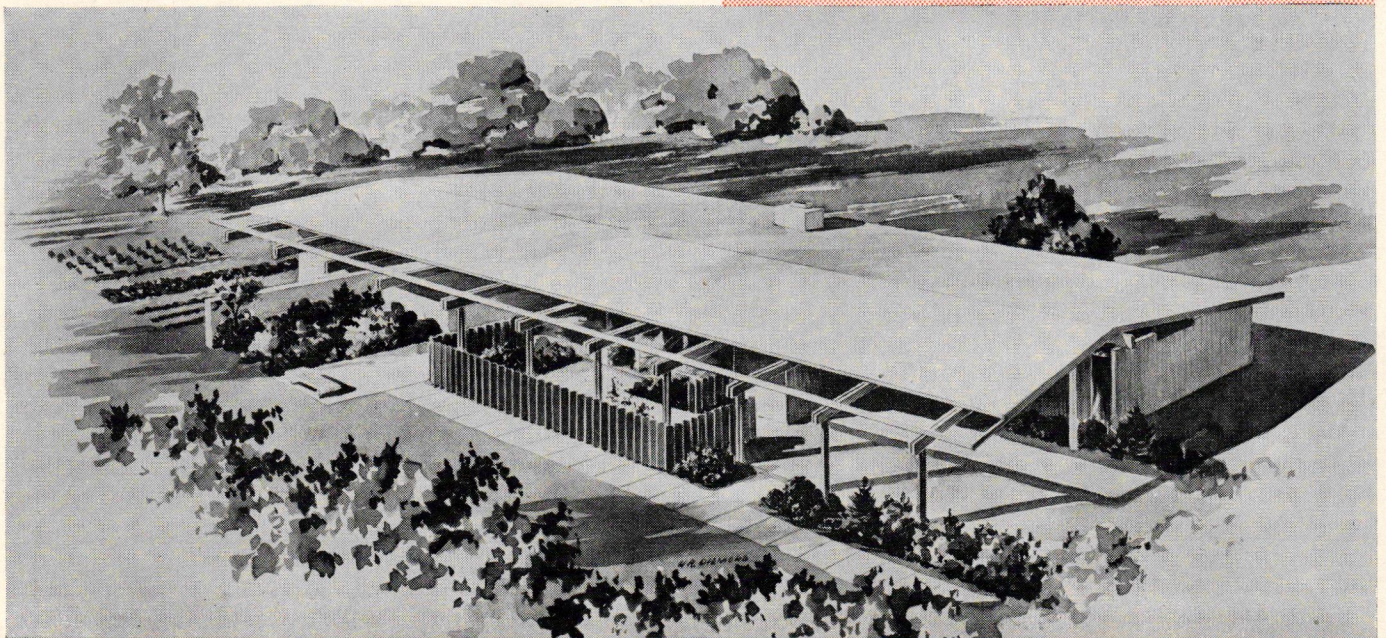


The ranch house offers all-on-one-floor living, and is easily adaptable to any region or climate. This happens to be a Florida ranch house, with two-car garage. Cement shingles cover that very attractive looking roof.

many women objected to sleeping in ground floor rooms, the glamor of the ranch house apparently persuaded them to risk it.

In more ways than one, the ranch house is a grass roots house. It is not a patented design. It was invented by no one man. Like the salt-box house, the silo, the tall office building, it just grew. Now it's part of the American scene.

Ranch houses are built with emphasis on outdoor living. Here is one that is designed for this purpose. Window walls open cheerful vistas of yard and garden, while carefully placed fence and shrubbery insure privacy.



Give Your *Holiday* Decorations A *Light* Touch

IN PLANNING your Christmas decorations, consider every part of your home for the scheme you are going to devise. Your lawn and home—the doorway, windows, roof and porch—are a broad canvas upon which you can paint a Christmas picture in light and color. How you will send Christmas greetings to those who pass by is limited only by your ingenuity and pocketbook. Don't be carried away with enthusiasm—don't over-decorate. The decorations may be religious or child-appealing, but never should they be too many, cheap or gaudy.

Examples of various Christmas decorating ideas are shown on this page, and may help you plan your own decorations. The tree, perhaps, is the most important of all your decorations. Despite the growing popularity of tinted trees, the traditional natural evergreen tree continues to be the favorite. And the favorite decorations continue to be multi-colored lights, colored ornaments, icicles, swags of tinsel, and scenes under the tree.

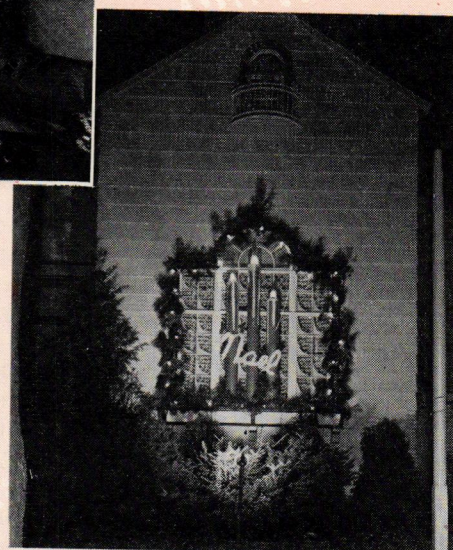
Strings of Christmas tree lights come in varying lengths with as few bulbs as seven or up to as many as 25; figure out how many you need before you buy. Straighten out the strings of lights along the floor and remove all the kinks. Make sure all bulbs are burning brightly and that no cords are frayed or sockets damaged. Disconnect strings from outlet and arrange on tree, starting at top of tree and working around and down. Place lights on inside boughs first, and work from the trunk outward to the tips of the boughs. Hang other decorations after all lights are in place.



Here's the way to make your tree spectacularly beautiful. This formula creates a solid dazzle of light:

TREE HEIGHT	NUMBER OF TREE LIGHTS
4'	36
5'	56
6'	81
7'	110
8'	144

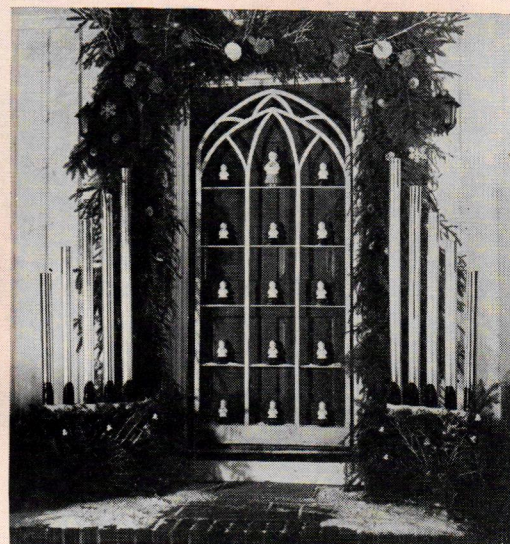
Serene window scene with three stately candles set off by frame of pine branches flecked with bright tree lights. Projector bulb in foreground accents setting.



Door and Christmas balls hung on wire framing are floodlighted from lawn. Gold-ribbon wreath is spotlighted from above.

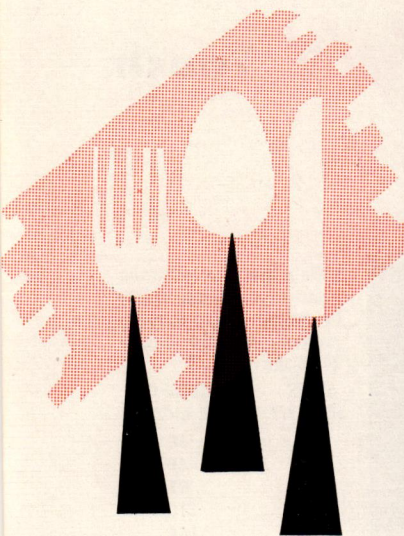


Choir boy figures in lattice on door, gold paper covered cardboard tubes, and evergreens are floodlighted from the lawn.



Lighted figures combine with outdoor lights, and tinsel and decorations indoors, to say, "Merry Christmas."





Photos courtesy Gladding McBean & Co.

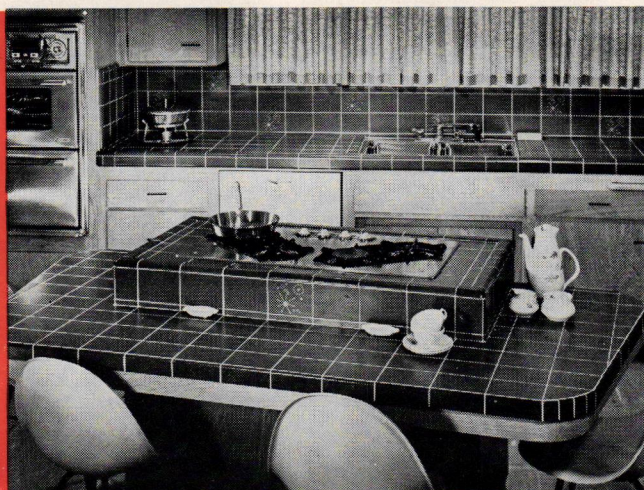
This modern snack bar has all the conveniences of a dining room, including even a telephone. Close to the working area, it saves steps for the busy housewife. Plantings at either side enhance the appearance of the bar and the entire room.

SNACK BARS

NOBODY WANTS TO SEE formal dining become a lost art in the American way of life, but certainly there are great advantages to extra dining space in the kitchen for those light snacks and quick breakfasts. The designers of modern homes have done a magnificent job of creating unusual ideas for informal dining areas. Three different kinds of snack bars are featured on this page. In two of them, the bar forms an island together with the burners, a step-saving arrangement which would be welcomed by most housewives. The whole idea back of the snack bar, however, is to save steps and time. It requires little table dressing, and it's handy to the stove. And with the ceramic tile used on these snack bars, cleaning is a simple matter. One quick wipe with a damp cloth and the table is clean again. At the same time, it forms an attractive and pleasant spot for eating, a good stimulant for slow, morning appetites. As far as those late after-theatre, after-homework snacks are concerned, what could be better? Study these photographs and perhaps they may suggest some ideas if you are contemplating a snack bar.

Here is a strikingly different type of snack bar, designed in such a fashion as to occupy a minimum of space in its island position, while giving diners ample elbow room.

The whole family could easily gather around this snack bar and dine in comfort. Bright and gay, its tile covering matches that of the work counter behind it, is easy to clean.



Greenhouse Adventure

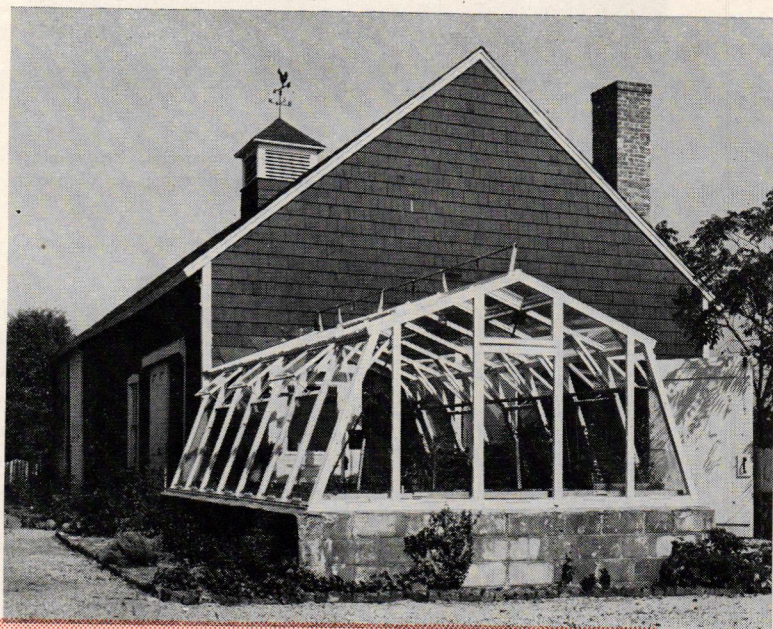
WHEN YOU HAVE finally put your garden to bed for the winter, you can still look forward to a few of your own flowers in the house during the coming months. You can also go right on with the pleasure of gardening—that is, if you have a greenhouse.

Many people are under the impression that a greenhouse is an expensive proposition with a large upkeep. However, there are all different types of greenhouses, ranging from the small lean-to to pretty elaborate structures. The lean-to, of course, is the least expensive, and easily within the budget of the average home-owner. It also requires very little upkeep. Then there is the modest-sized

Hibiscus cuttings brought from Florida to any other part of the country will do well in the greenhouse. Passion flower, a vine with exceptionally beautiful flowers, starts blooming in December. Snapdragons, calendula, stock and marigolds grow to the greatest height of perfection under glass. Freesias start to bloom in December along with some of the amaryllis, French Roman hyacinths and lachenalia. Later in the winter there will be grape hyacinths, daffodils, tulips and fat Dutch hyacinths. If these bulbs were not started in September or October, treated lily of the valley will flower three weeks after it is planted anytime during the winter.



This will give you some idea of the abundance of flowers and plants you can grow in an average-sized greenhouse. Divided into compartments, it permits a wider variety of plants having different temperature requirements.



A greenhouse attached to your house makes a delightful extra room, one you can step into any time of the day or night and live with your flowers and plants. The same boiler that heats your house can also supply heat for the greenhouse.

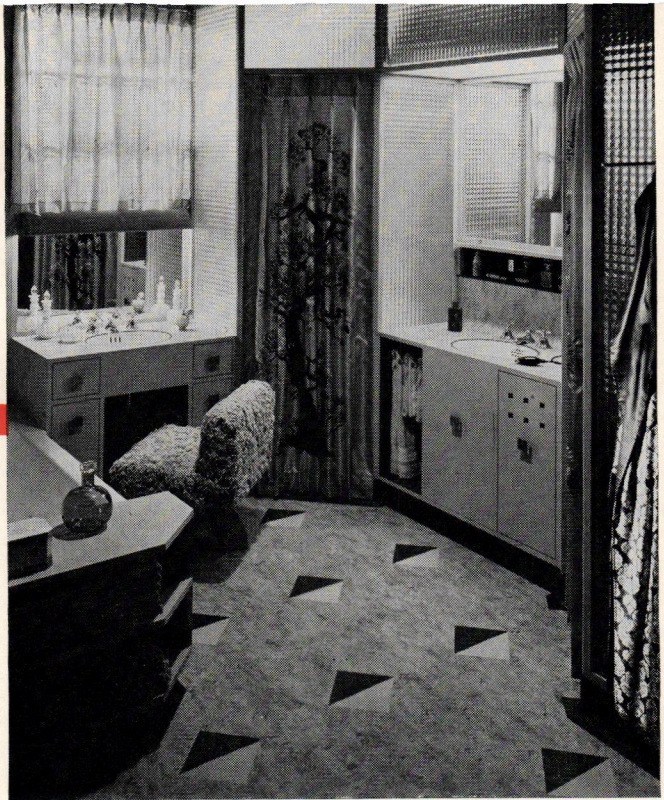
greenhouse which can be attached to your house, such as we show in the photos on this page. This, too, is not very expensive, and also offers an advantage in heating, for the same boiler that heats the house can usually be used to supply heat for the greenhouse. The attached greenhouse makes a delightful extra room, one you can step into any time of the day or night and live with your plants.

Regardless of whether your greenhouse is large or small, you can garden twelve months out of the year instead of six, grow plants in quantities and varieties you never thought possible before.

If you like orchids you should definitely grow them and not let that old notion, "They are so difficult or costly, you must be a millionaire," stop you. Orchids are far from difficult; nor are the plants costly; and they can easily be grown in a greenhouse. As for the unusual exotic plants, that's another fascinating hobby. There are the limitless number of cacti and succulents from Africa, Asia, South America and our own South and West. There are the rare and beautiful tropical foliage and flowering plants, amazing in their range of color, endless in possibilities for adventure and education in the home greenhouse.



Patterned glass lets light pass from room to room, brightening your entire home, making it seem more spacious. It is pleasant to live with.

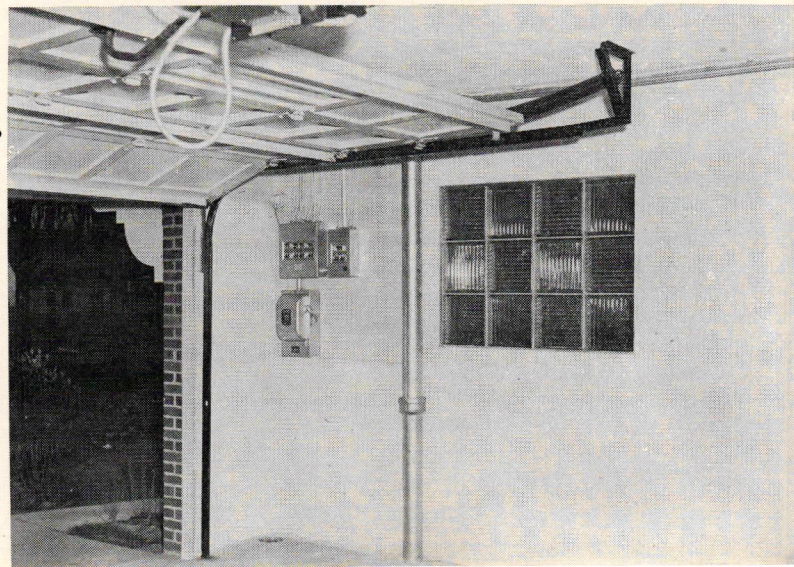


Patterned glass transmits light but obscures views, is ideal for partitions, panels, entire walls or windows where views are undesirable.

A
Small
Change
Makes
A
Big **Difference**

WHETHER you are planning to build a new home or to remodel an old one, you are doubtless thinking of a smart, modern house. And you will want one whose handsome outer aspect implies a tasteful, cheery interior, conveniently arranged for gracious living. Your home can be modern without being modernistic. Many a home of conventional design has been made completely charming by the use of modern many-purpose materials. Glass is one of these materials, and it requires so little of it to make such a big change in the appearance of a room. Just a few glass blocks, for example, give such a smart touch to the garage pictured below. These blocks offer a lavish source of light by day, while at the same time insuring privacy and cutting off unwanted views. In the two photos above you see a different type of glass, known as patterned glass, which seems to give a more spacious look to rooms. In both scenes, the play of light on the patterns is as scintillating as a prism. Its designs give it the texture-interest of fabric.

Glass blocks are a distinctly decorative feature for any room in the house, even in the garage. In outer openings they have definite insulating properties which aid in heating, and they also insure privacy where it is most desired.



A Trend Toward Floor Lamps

TRADITIONAL elegance, contemporary beauty or sophisticated modernity—regardless of her taste in home decoration, the American woman can't live, or see, without adequate lighting. Experts on lighting and interior decorators have gotten together so that whatever her furnishings choice, she can have a properly illuminated home.

The point of basic agreement between decorators and lamp manufacturers is the use of floor lamps. Both give the new floor lamps being introduced this year a stamp of approval for beauty, portability, flexibility and good design. They blend with all variations in room decor from ultra-modern to warmly traditional.

Clayton Brown, head of the interior decorating department of a leading Chicago department store, says that floor lamps add grace to a home. He recommends their use in every room of the house, except the kitchen.

Comments Mr. Brown, who does not like to tie down the livability of his rooms with fixed lighting, "We must be careful not to neglect the multi-purpose uses of our present day rooms with either old-fashioned lighting ideas or with new-fangled built-in spotlights and valance lighting."

The nature of the modern living room presents problems in illumination that did not exist in past years, Mr. Brown points out.

"Today, the living room is the center of family activity. Particularly, in a basementless ranch house, ever increasing in number, the living room frequently has asphalt tile, and the children play there during the day. Adults use it for card playing in the evening, as well as reading, sewing and any number of activities. That means the lighting for this room must be flexible and adaptable for each particular activity."

Floor lamps, it is now generally agreed, provide the portability and flexibility needed for a modern living room.

In dining rooms, too, there is a move toward floor lamps. Here, many decorators favor torchiers which add graceful beauty to a dining room and which also offer the opportunity for selection of "mood" lighting, from bright to dim illumination.

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Here's a unique combination floor lamp and magazine rack. The lamp has unusual flexibility for direct and indirect light source, is made of grey steel. The shade husk comes in the same color.

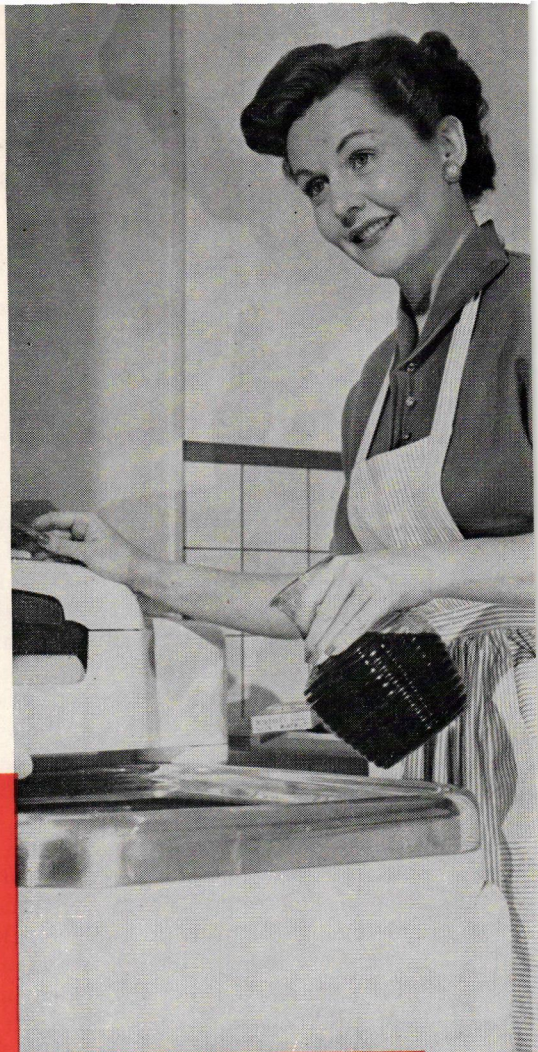
A brass floor lamp accented with formica table tray. Topped by a linen laminated fibreglas shade, the lamp has 2-light fixtures and a white perforated diffuser.

More light for the money comes from these lamps which meet rigid standards of lighting performance, and are characterized by a reflector bowl of new and efficient shape.

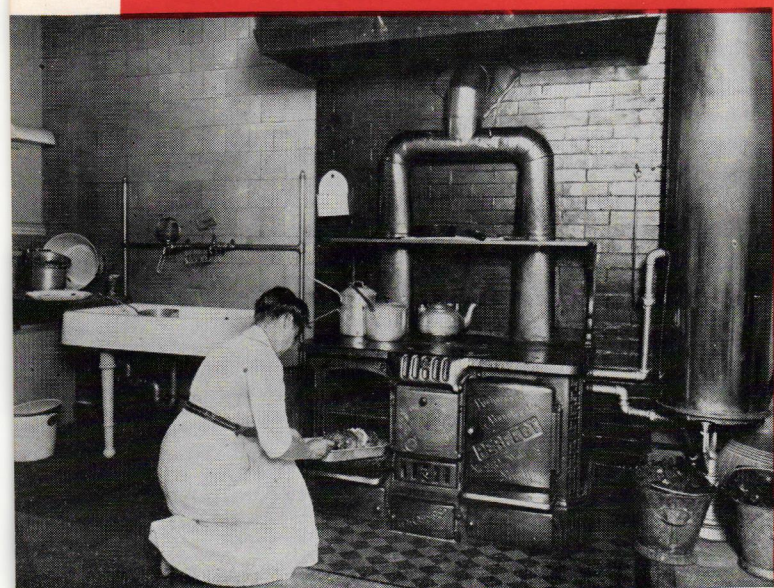




THE SO-CALLED "good old days" when home-dyeing meant what you see at the left—long hours of back-breaking, muscle-straining drudgery over tubs and kettles. It's only seventy-five years since chemical dyes were developed from coal tar. Previously, home-dyeing was a messy affair fraught with uncertainty, and you couldn't tell in advance whether you'd come anywhere near the desired shade. For that matter your color choice was confined chiefly to blues, reds and yellows—and you couldn't hope for success unless you knew a good deal about cloth texture, mordants and dyes. However, home-dyeing is a cinch, thanks to development of easy-to-use all-fabric dyes, and to widespread ownership of washing machines.



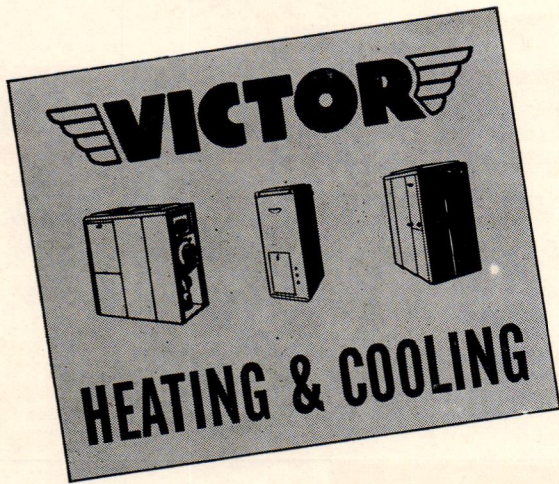
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a long
way since...**



FIFTY YEARS AGO the preparation, cooking and serving of food took nine hours a day. It's easy to see why, for the huge monster shown at the lower left had to be fed with coal or wood, the varying oven temperatures carefully checked. There were no such step-savers as work surfaces surrounding the stove to save the housewife's weary feet, as shown in the picture lower right. In this lovely, modern kitchen, with built-in stoves, the preparation of food is easy and pleasant.

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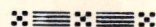
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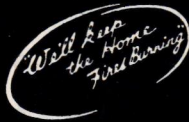
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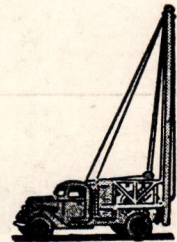
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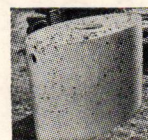
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