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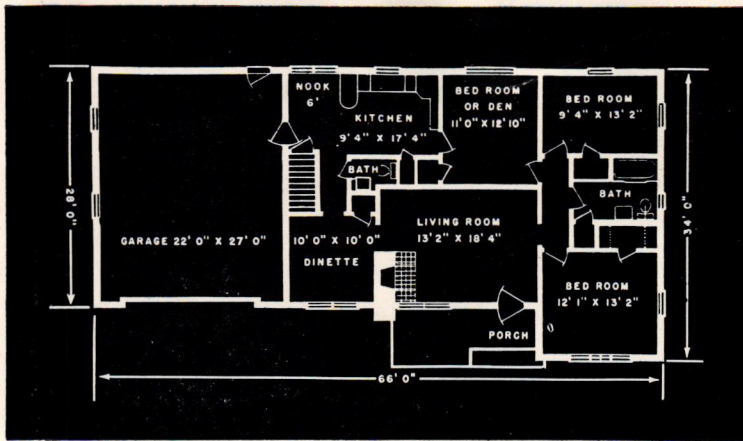
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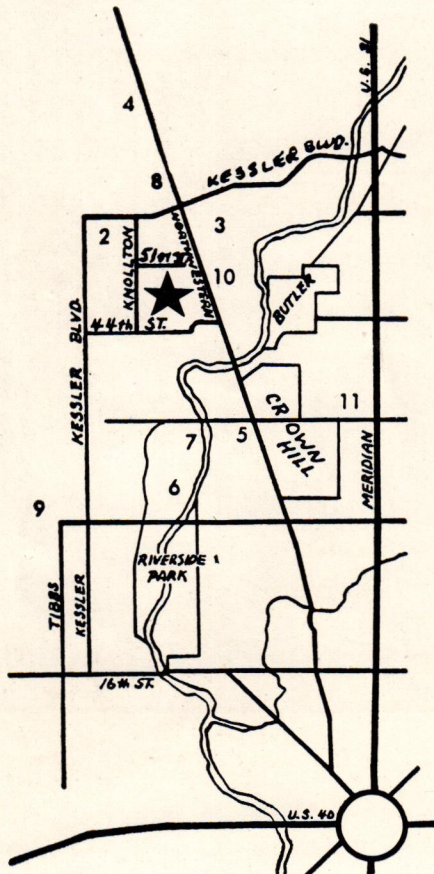
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AIR CONDITIONING



FOR CENTURIES man has sought various means of making himself more comfortable and hesitant to the rigors of changeable seasons. Primitive man found cool brooks and streams and possibly mountain snow to be refreshing and stimulating during the heat of summer. And through the long, cold nights of winter, he huddled close to his family and companions around a smoking fire in a drafty dark cave which was his home and shelter, both from the elements and enemies.

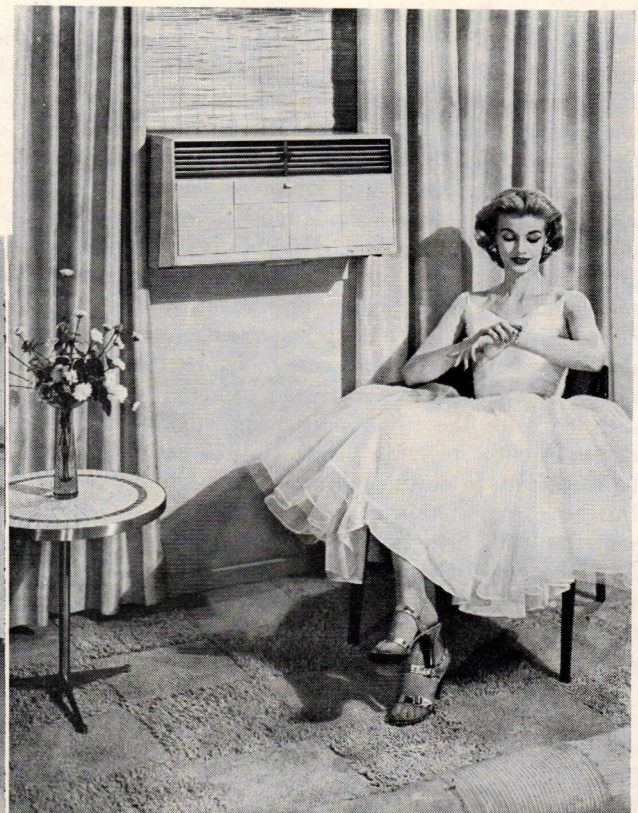
As man's mentality and intelligence expanded and developed with the passing centuries he learned to finger-count and to create. He devised divers means of keeping himself warm in winter and moderately cool in summer. Before the dawn of Christianity, the early Romans also had means to maintain bodily comfort. The Roman winters were bitter, penetratingly cold and the summers hot, and it remained for more affluent Romans to attempt to adjust the temperature to suit themselves. But such measures were very limited. Crude attempts to cool their homes were both expensive and impractical. One means

was to bring snow from the mountains. Nero is said to have packed his huge wine cellar with snow for chilling wines and other spirits. The Assyrian method of keeping cool was for slaves to splash water over the walls and floors. In ancient Bagdad, a Caliph devised a method of keeping his house cool in the summer. He built his home with a double wall, and had slaves pack snow from nearby mountains and place it in between walls.

Beads on a cold water pipe or on an ice cold pitcher of water, as any high school student knows, are formed by moisture from the air in contact with its cold surface. This phenomenon of dehumidification which occurs when air is cooled to a low temperature, has been known for many centuries, but until 1902 no attempt has been made to control the action.

It was in that year that Dr. Willis H. Carrier, who was the father of modern air conditioning and one of the world's greatest authorities on air, looked upon the condensing beads of moisture with more than a cursory glance. Until that time, science had merely observed and was pos-

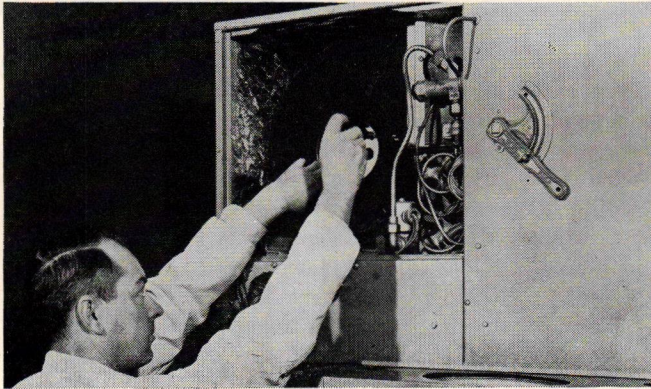
Right, uncluttered "sheer look" styling and smart two-tone beige color highlight the 1957 room air conditioners. Many different models are available in various horsepower capacities. New compact design permits easier installation, simpler operation and "draftless" circulation to any part of the room. Below, free standing model room air conditioning unit is shown.



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Harry Bernstein, Editor • Charlotte Newman, Art Director • Dave Fleming, Production Mgr. • Helen Lewis, Plans Editor

Air Conditioning



Year-round conditioning equipment takes no extra space away from living in house because cooling section fits right on top of furnace. Compressor and condenser parts of cooling system are placed out of way in garage or outside house.

sibly amused by the scientific phenomenon, but no one did anything about it.

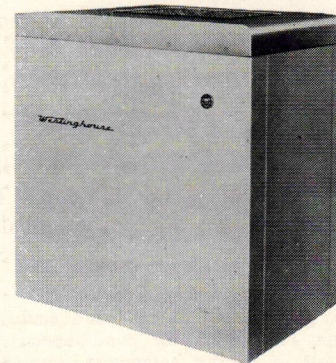
Oddly enough, air conditioning was developed initially to improve what might be regarded as a trivial product—the printing of color comics in Sunday newspaper supplements. At that time printing comics was not an easy task. Printers were having plenty of trouble. When the weather was hot and sticky, moisture affected the dimensions of the paper, which in turn created inaccurate color registration. Willis Carrier, then a junior engineer for the Buffalo Forge Company, was called upon to see what he could do in solving the problem. His solution was unusual and certainly unorthodox for that day. Young Carrier decided to dehumidify the air in the pressroom by passing it over coils of pipes filled with refrigerated water, which condensed and removed the excess moisture, the cause of the paper's shrinkage or expansion. Carrier was far from satisfied with the air conditioning apparatus which he devised for the printing plant. He was certain there must be some way to do the job better. He found the solution. Instead of coils, he discovered that he could achieve the same result by bringing the air in contact with cold water. Next, he devised a new and more economical apparatus which passed air through sprays to cool it and reduce the moisture content and by that attainment he became, literally, the father of air conditioning.

Today all of us can enjoy air conditioned homes. There are the familiar units which fit into the windows, and there are central air-conditioning units which keep the entire house uniformly cool. There are also units which combine both heating and cooling systems. In short you can, today, make your own weather inside your home.

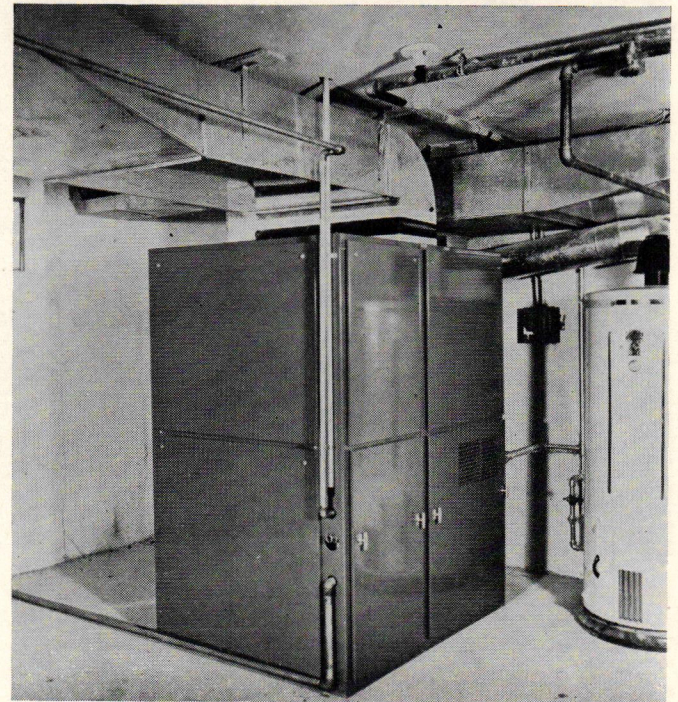
There are many different efficient systems for central air conditioning, among them a system called Blend-Air Conditioning, which may be installed all at once as a complete, year-round air conditioning system, or as a heating

installation to which cooling may be added at any future time. To fit the widest possible range of home needs, such cooling units are offered in two, three and five-ton capacities and in two different types of packaged systems. One type consists of a furnace with the cooling section mounted above it and an evaporative condenser and compressor unit which may be installed outside the house and up to sixty feet away from the furnace. This arrangement conserves space inside the home for living, eliminates noise problems and facilitates servicing. Examples of various air conditioning units are shown on this page.

Designed to meet the exact cooling needs of any home, this air conditioner offers a broad choice of capacities. All components are protected by a weatherized, insulated cabinet of heavy gauge, bonderized steel. Cabinet is finished in beige and charcoal.



A heating and air conditioning unit in one package. Not much larger than the ordinary furnace, this unit provides air conditioning all year round, heating in winter and cooling in the summer.





planning a second



BATHROOM?

*LITTLE TOUCHES LIKE THESE
WILL MAKE A BIG DIFFERENCE*

ONE OF THE most popular demands today among purchasers of new homes is for a second bathroom. There's a good reason for it. Statistics show that the average American family is increasing in size. That means more bathroom traffic. As a result, most new homes of today are being built with two bathrooms, at least, and in some cases they are adding even a third bathroom.

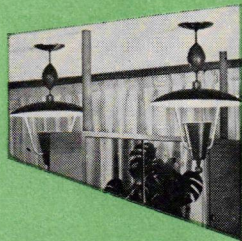
Present owners of homes which suffer from only one bathroom need not despair, however. It is not too difficult, nor is it too expensive, to add another bathroom, if there is space for it. Either that or increase the size of the one bath to include an additional lavatory or shower.

In any event, be sure to plan your second bathroom thoroughly before you go ahead with the remodeling. A carefully thought-out remodeling plan will save you money and headaches when your bathroom remodeling begins. A good plan not only prevents trouble in remodeling, but makes sure that fixtures work properly. See your plumber before you decide definitely on a floor plan or fixtures—he can save you money by making sure that your plans involve no unnecessary plumbing and checking to see if it meets local codes.

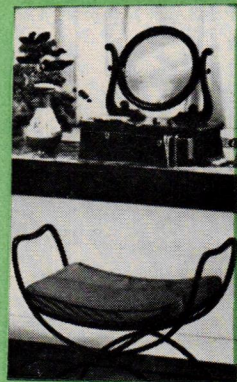
And when you make your plans, try to include little touches such as those illustrated at the right. They will make such a difference. For example, No. 1 gives you a new bathroom lighting idea that costs you very little. See your lighting dealer. He may suggest other lighting ideas for your bathroom. No. 2 illustrates a built-in vanity. Shelves for ornaments, utensils, towels, etc., are shown in No. 3. Other interesting ideas include towel bars, compartmented lavatory.

But plan first! Measure everything you intend to install, and lay out your plan to scale to be sure there is room. Be sure doors have room to swing, that your towel bars are located so the towels don't dangle in the way, that lights are right.

A little time spent on these details will lift your bathroom out of the ordinary.



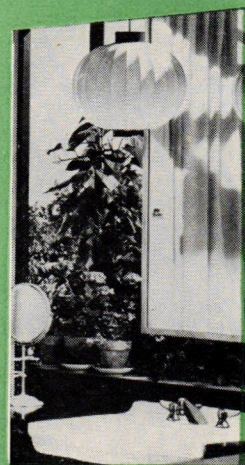
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2



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7

A New Light

on Decorating



Photo above by
Moe Lighting

Above, a handsome three-cluster fixture gives excellent light for reading and study and at the same time adds an elegant note to the decor of the room. Right, flexible floor lamp of black steel rodding can be revolved to any position in any direction or height. In addition, the fibre glass shade is movable and can be turned up for indirect or direct light.



Photo above by Wallace

LIGHTING is an important part of any remodeling or re-decorating. With well-planned lighting, not only will you be protecting your family's eyes, but the color scheme that took you so long to plan will come to life—even at night.

Tonight look at your living room. If your color scheme's sparkle and life go down with the evening sun, poor lighting is the cause. Its unpopular companions, gloom and glare, go to work at the flick of a switch, making delicate colors look washed out and bright ones grayed or garish.

Proper lighting can change all this—not only in the living room, but in every room of your home. There should also be an intelligent use of enough attractive fixtures. These should supply general and local lighting; accent furnishings or intensifying colors; call attention to fine paintings or bring out unusual textures of draperies or carpets. Pull-down fixtures, close-to-ceiling fixtures, accent spots and recessed light fixtures can be used in many combinations.

The right lighting fixture can help you get the most from the space you have, too. In a small, low-ceilinged dining room why not use a reel-type, pull-down ceiling fixture? Now your furniture arrangement need not be rigid.

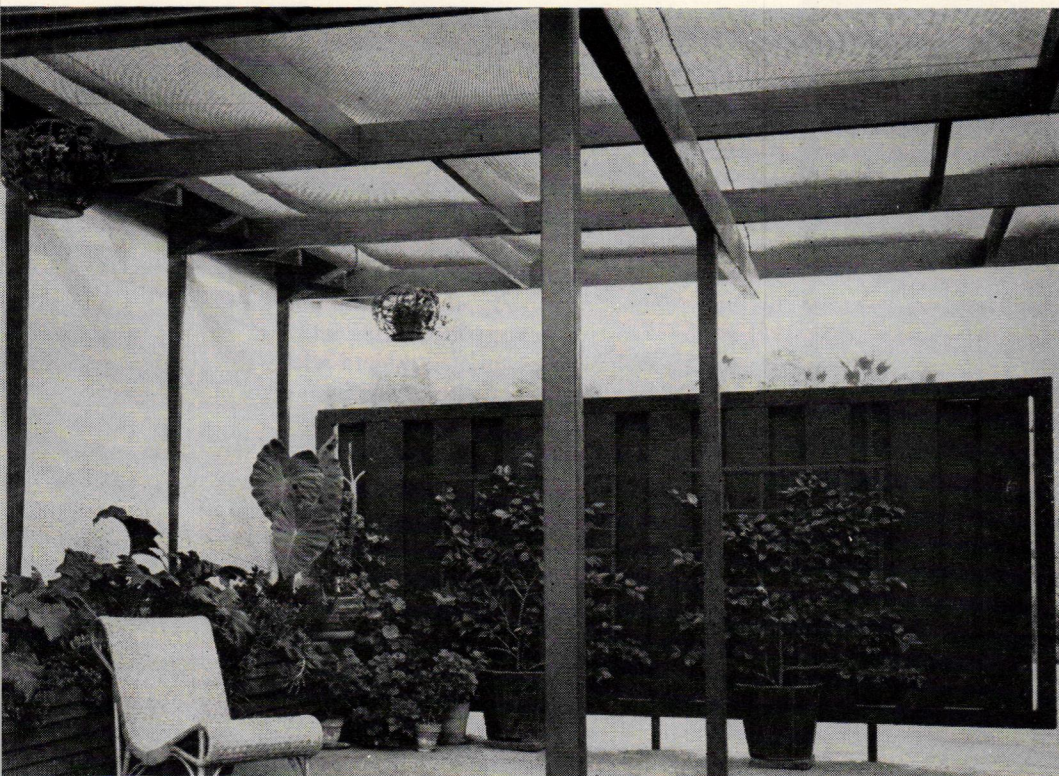
TERRACES, PATIOS and breezeways may have been discovered by designers in the warmer climates, but the outdoor living idea has caught on to a point where home owners in many parts of the country are interested in creating attractive areas for outdoor living.

The form that such projects take will vary with the tastes and interests of particular families. If, for instance, you entertain frequently and enjoy outdoor cooking, a barbecue pit would be an important part of your planning. However, if such sports as badminton or shuffleboard are high on the lists of interests, then an outdoor sport center is in order. Climate also plays a major role. In the less clement climates a partially enclosed patio, or a breezeway that may have two solid walls are practical.

Thinking in advance of small items can save many headaches later. For instance if you are including a barbecue pit, it should be so located that the prevailing winds will carry the smoke away from the house. Overhead sunshades with a variety of patterns are highly popular, but if you have one in connection with an outdoor dining area,



COMFORT and PRIVACY OUTDOORS



This landscaped outdoor living area is protected by an alternating board-type screen of western pine that also provides privacy. Beams and supports for the translucent covering are of matching wood.



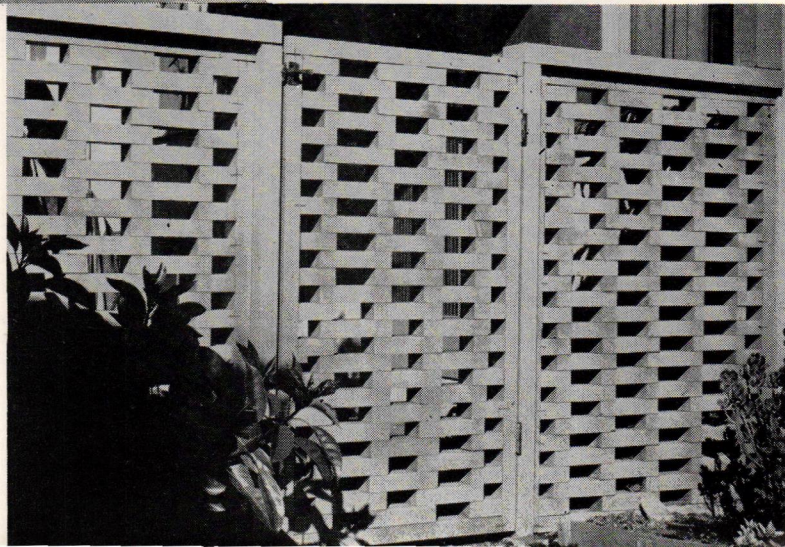
This formal block-type fence is ideal for setting off outdoor living areas within a yard or two for a background to landscaping.

Photos courtesy Western Pine Association

it is wise to place the table in a position that is best protected, with a solid section of roof above.

Outdoor living need not be confined to on-the-ground development either. Many modern houses feature simple functional balconies that jut out at the second floor level and extend all around the house, providing each room with a deck and also shading the windows on the first floor.

And while you are thinking of comfort outdoors, give some thought also to privacy. Fences these days can be mighty attractive, and you can put them to work both as a means of shielding your outdoor living room from intruders and enhancing the appearance of your property.





Top left, Eighteenth-Century elegance is translated for today's taste and tables in this new Solar design by Russel Wright for Knowles. Authentic French sun and star motifs in cerulean blue and gold appear in engaging contemporary arrangement on antique white background. Center photo shows new Franciscan wheat pattern, including sugar bowl, cream jug, cup and saucer, dinner plate, luncheon plate, salad plate and medium platter. Bottom left, nature has supplied the surroundings for the Fern Dell series by Franciscan. Lime green, moss green, turquoise, slate and stone gray are incorporated into all the delicacies of the fern. This series will be on the flair shape.

Tabletop Wardrobe



PRETTY DESIGNS for the table, as colorful and engaging as a new straw bonnet, offer fresh inspiration for spring entertaining, gifting the June bride, or just adding zest to family meals.

And the wardrobe point of view, with its seasonal additions of basics and imaginative accents, says designer Russel Wright, applies just as logically to the china cupboard as to the clothes closet. The moderate price tag and fascinating variety of today's dinnerware, along with a more creative interest in cooking and serving, according to Mr. Wright, has outdated the old cliché of a lifetime set of dishes, appearing with monotonous regularity every day at every meal.

More formal than in recent seasons, the new table look is one of easy, unstudied elegance that blends the best of old and new. This is reflected in the decorative themes of new dinnerware patterns, the restrained clear colorings, and classic silhouettes—even in those collections planned



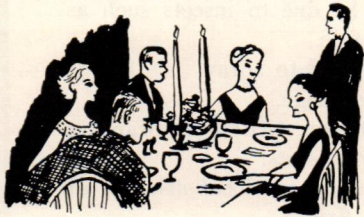
for temporary schemes.

Elegant neutral color, and the inventive approach of a different decoration for almost every dish on the table, distinguish Mr. Wright's new Botanica group. Here, wild ferns and vines, leaves and pods selected in the designer's country rambles, are drawn in delicate white outline on a tawny beige ground. Antique French sun and star symbols lend a traditional flavor to a companion pattern, named Solar, interpreted in muted cerulean blue and glinting gold against off-white.

Basic as the little black dress, is the dinnerware design for a new tabletop wardrobe, patterned or plain to contrast with dishes already in the cupboard. Inexpensive conversation piece accessories, whether baskets, ironware or wood, can inspire a whole new menu and table idea. Improvise with the candelabra from the living room, the spice jars from the kitchen, or even a centerpiece of fresh

vegetables, to underscore the flavor of the menu or the spirit of the occasion. As in clothes planning, a wise selection of versatile colors and textures will permit an almost unlimited combination of ingredients. Several smaller sets of dinnerware can be harmoniously grouped for that once-a-year party buffet, while serving pieces in white or soft color, like a becoming necklace or scarf, will spice many settings.

Dinnerware has gone through thousands of years of evolution. One hundred thousand years ago, Man plucked a fig leaf from a tree and used it as a food receptacle. Or he made a dish out of the dried fruit shell of a bottle-shaped fruit plant known as a gourd. When he learned how to build a fire, he also learned to coat his fruit shells



with clay to protect them from burning. It wasn't long before he discovered, too, that clay could be baked into permanent forms. That's how the world's first eating plates, crude though they were, came into existence.

Since those early times, there have been many unsuccessful efforts to achieve the "ultimate" combination of beauty and durability in dinnerware. However, great strides in beautification have been made, beginning in some of the earliest civilizations.

The Egyptians of the pre-Christian era were noted for their functional and handsomely glazed pottery. They learned how to make dishes from glass, metal, marble and alabaster, as well as from earthenware. They had a keen appreciation of beauty in line, form, and color.

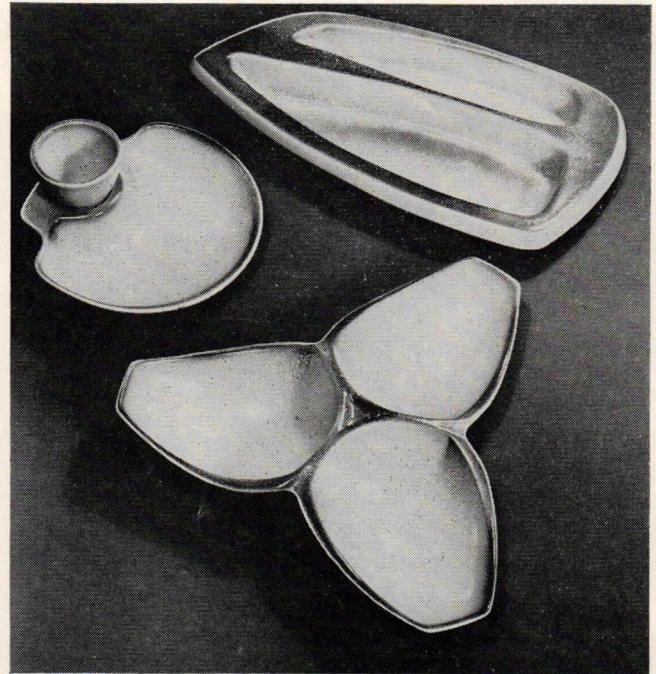
The people of Babylonia, Assyria, and Persia made dishes for everyday use very much like the Egyptians did. They covered some with glaze and sometimes molded in

replicas of their gods in little figures of terra cotta.

In India, pottery for household use was made at an early date. There's an interesting Indian custom surrounding pottery. Even today, in some homes, whenever there's a birth or death every piece of family pottery is destroyed.

The Greeks copied some of the Egyptian designs and added their own striking simplicity to create beautiful dining pottery. The Roman dishes of the wealth class were more lavish and ornate, as were those used by the wealthy during the Middle Ages.

And, of course, the influence of Chinese porcelain, which was made in China as early as two centuries before Christ, has spread all over the world. The Chinese believed in beauty first; utility second. Many of their dishes were made for ornamental use only. Today Chinaware, as porcelain dishes are known, is made in beautiful colors and patterns by the British, French, Germans, and peoples of many nations. Earthenware, too, made of fired clay, is produced in many parts of the world.



Above, a new name in pottery with a distinguished heritage is the Roseville Pottery, Inc., of Torrington, Connecticut. Bell Kogan, the well-known designer, has created this line with the classic modern look. Left, demonstrating the durability of the new Melmac dinnerware by American Cynamid Company.



It remained for the chemical industry to come up with a beauty-durability combination that has been sought for centuries. The elusive combination has become possible through development of a plastic molding compound made with melamime. This type of dinnerware, known as Melmac, is lightweight and unbreakable, and is finding great popularity in homes today.

HOW TO KEEP YOUR TREES HEALTHY

LIKE THE PAINTING and maintenance of buildings, care of trees is necessary to prevent their deterioration, whether from insufficient fertilization, water, or insects and diseases that may go unrecognized by the home owner until the trees are seriously injured. Regular tree care costs less than renewal of valuable trees that succumb from neglect. On the other hand, healthy, shapely trees not only help to prevent deterioration of the property, but actually increase its resale value.

Here are a few of the danger signals with respect to insect and disease damage:

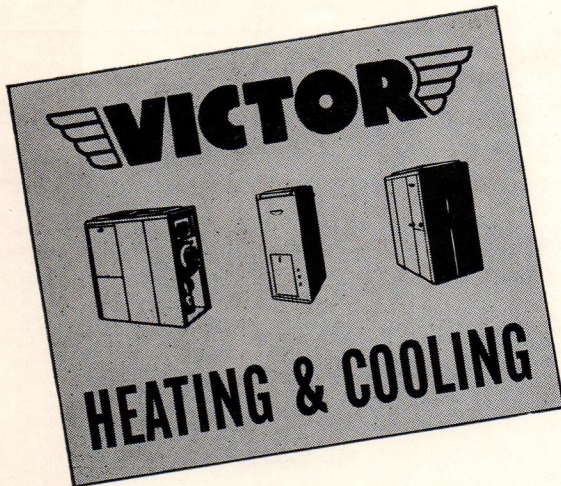
1. Leaves that are off color. Most trees should be a healthy green. Though lack of fertilization or water may cause off-color, it may also be due to insects such as borers or diseases that have affected the sap wood of the tree.
2. Pitted or curled leaves may be an indication of a need to spray.
3. Leaves that fall prematurely may indicate similar damage.
4. Dead or dying limbs may also indicate an infestation. All dead branches should be pruned out as they harbor potential disease and insects.

Your best insurance is an annual inspection by a well-known local arborist or tree expert, or better yet regular care by such a person or firm.



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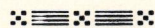
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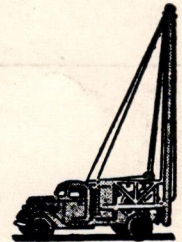
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