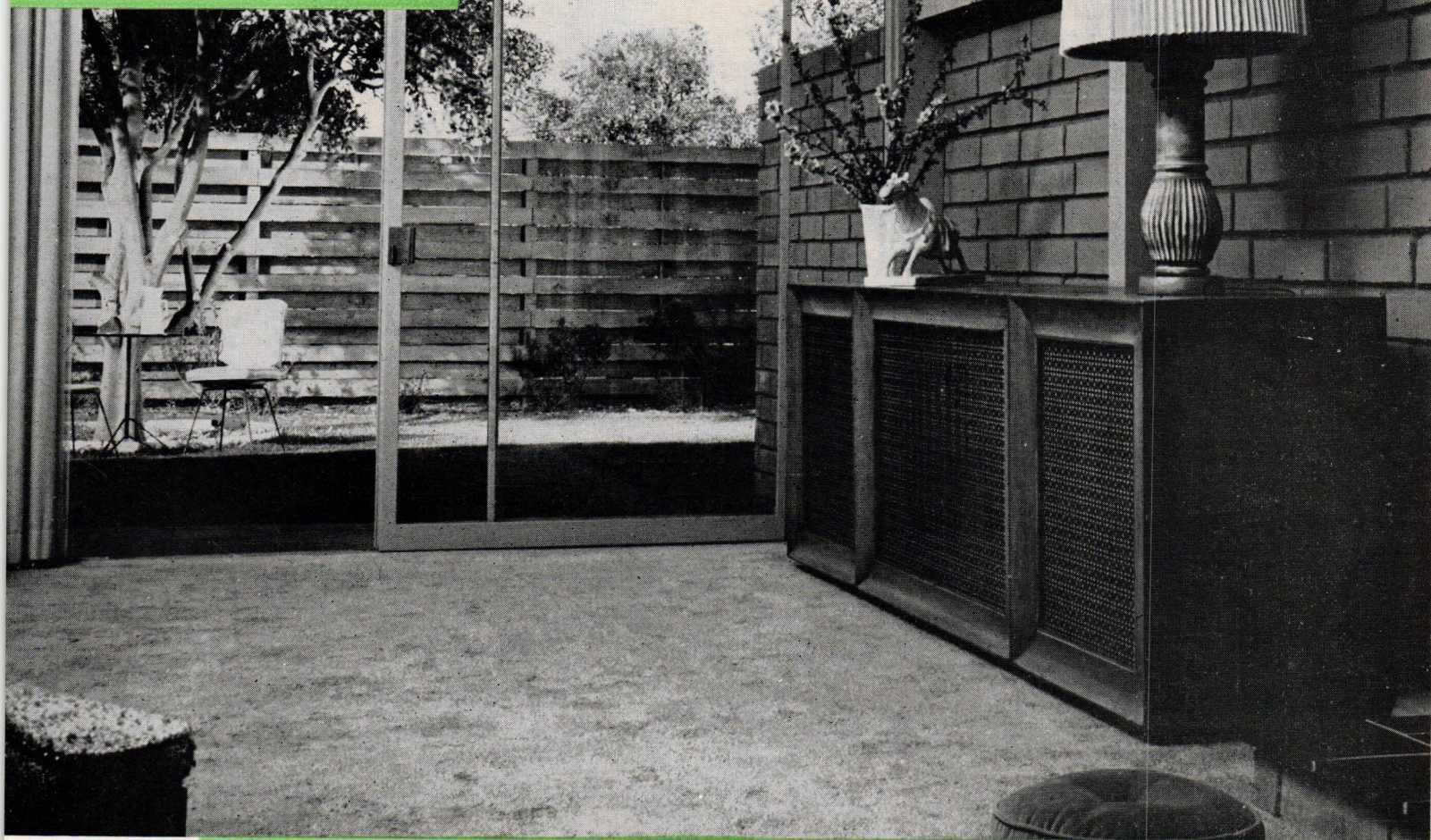


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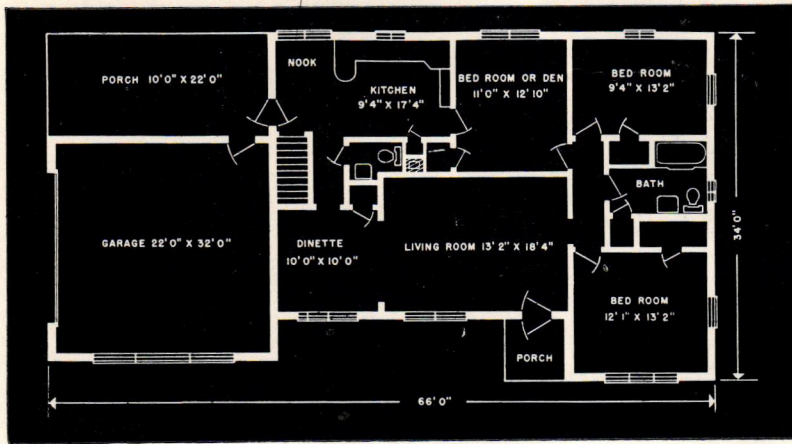
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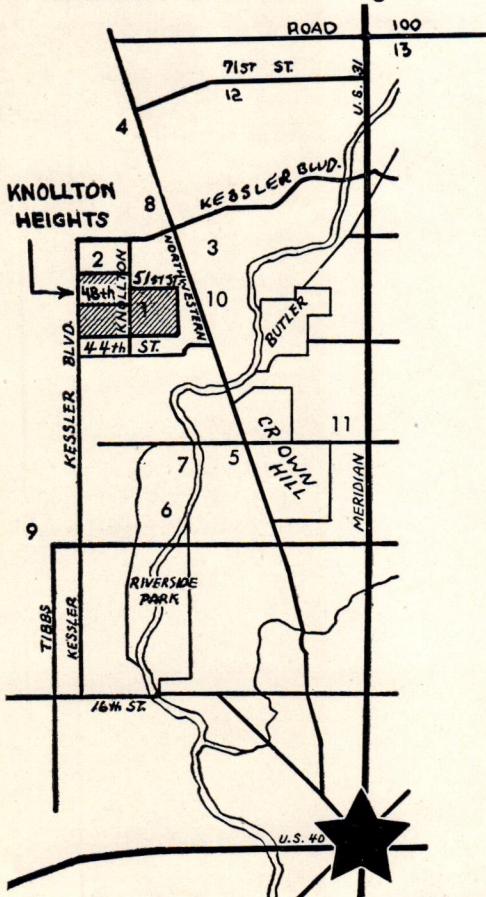
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THE KIND OF A HOUSE YOU WANT

WHAT TYPICAL AMERICAN FAMILIES WILL BE SPENDING AND BUILDING IN 1958

HOME BUYERS are becoming better informed and more selective than they were in the days of desperate need. Surveys by trade associations, by magazines and by the government show just what the 1958 home buyer will prefer. Here is a run-down of the 1958 Home, its cost, its style, its room layout.

ITS COST

Because families are growing in size, the average home will be somewhat larger in 1958. The average mortgage will be \$12,000 to \$16,000 at from 5½% to 6% running 15 to 20 years. Monthly payments will be as follows:

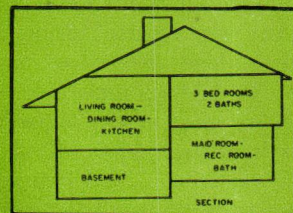
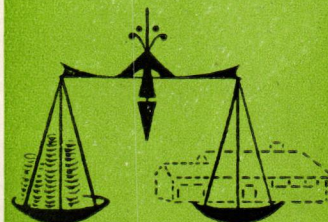
Mortgage	15 years at 5½%	15 years at 6%	20 years at 5½%	20 years at 6%
\$12,000	\$ 98.06	\$101.27	\$ 82.55	\$ 85.98
13,000	106.23	109.71	89.43	93.14
14,000	114.40	118.14	96.31	100.31
15,000	122.57	126.58	103.19	107.47
16,000	130.74	135.02	110.07	114.63

ITS STYLING

The one-story ranch home will remain your favorite by about 4-to-1 in 1958. Next in favor will be the 1½ story home, including Cape Cod types. Split-levels have gained in favor in most areas of the country and maintain a slight lead over two-story homes. An attractive neighborhood is now more important than ever to you. A good location means a site with natural landscaping and beauty, convenient to schools, shopping and transportation. Many of you will want larger sites for added privacy and greater enjoyment of outdoor living. Such a site will permit the ranch to ramble; it will give the split-level greater opportunity to develop the outdoor annex to its ground level, and it will permit the two-story home larger sideyards and further setbacks, the better to blend its proportions with its surroundings.

ITS ROOM LAYOUT

Three bedrooms are the most desirable number. However, two bedroom homes are still popular, and four bedrooms are advancing. Many people are looking for the second bedroom to be large enough to accommodate two beds. Besides the formal type living-room, a recreation or rumpus room is now a "must" on your list of living needs. The dining area has shown a tendency to leave the living room and attach itself more to the modern kitchen where the two are combined into a family room. You want a fireplace. You prefer a center hall, two bathrooms, separate laundry and a two-car garage. You are learning to look for brand names on the various fixtures and appliances that are built into the home. You find large glass areas appealing. You react favorably to more exclusive use of color. Built-in planters, walk-in closets, handyman workshops—all these are among the features you will want in your new home, and the home building industry will exert every effort in 1958 to produce the home you want for a price you can afford.





Photos by Concrete Masonry Assoc.

Pleasant pastel colors in patio block can be combined in many attractive designs. Units are durable, fire-safe and termite free. Patterns in the manner of fine wood parquet floors as well as original designs are available.

WITH THE modern concept of indoor-outdoor living, the patio has become a second living room—one where Nature supplies the walls and the ceiling but where you must supply the floor. Certainly it deserves the same care in selection as did your inside living room. One of the most popular family of materials used in the design of patio floors is masonry. It is durable and maintenance is easy. It gives your creative imagination wide latitude, a material that can be applied in the manner of fine wood parquet floors or in an original design, particularly personal.

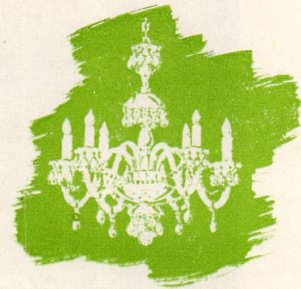
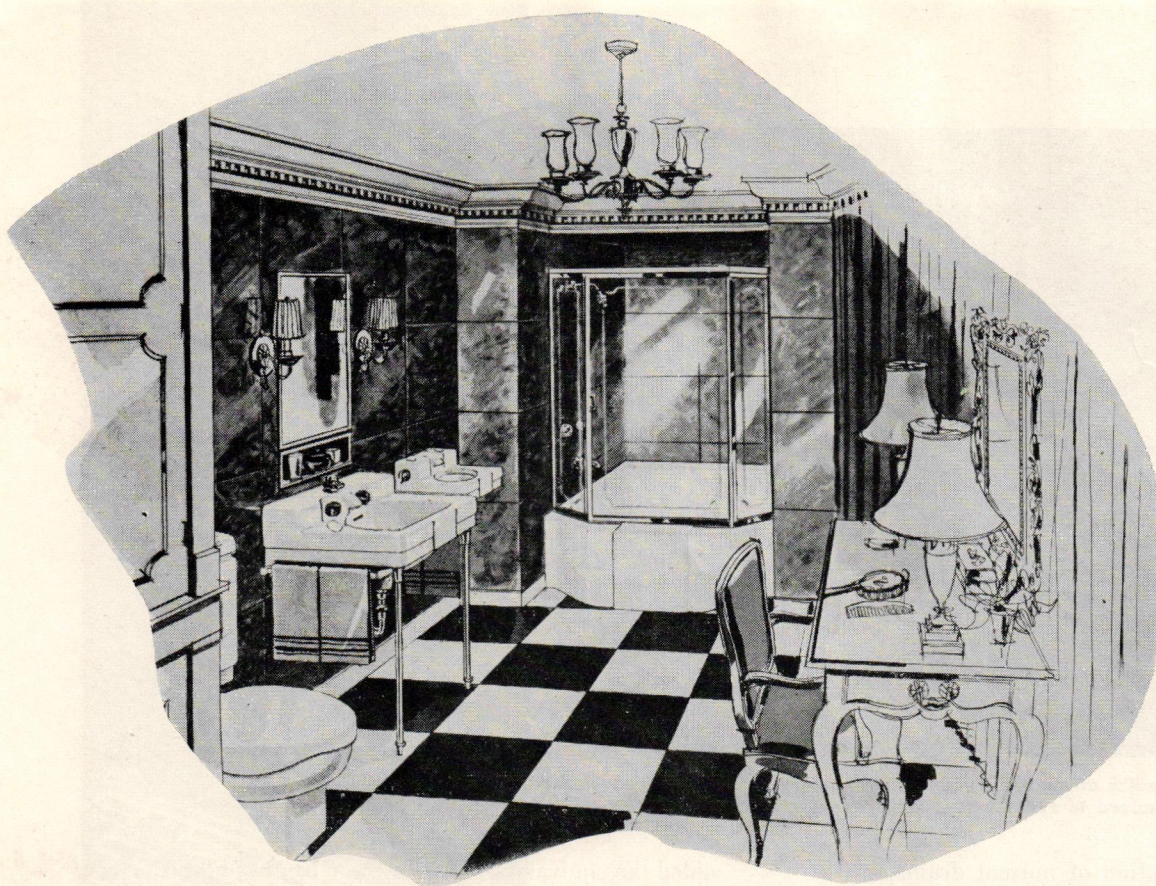
In this masonry family are bricks, slate or bluestone flagging, cement, cement blocks and other composition patio blocks. They all have the advantage of being just as practical for walks, steps, garden walls and even barbecue's—permitting you to attain a uniform and integrated appearance to your whole outdoor scheme.

Any rectangular forms, such as bricks and masonry blocks, lend themselves to a variety of patterns. They may be laid on their side or on their end—seldom done because most of the surfacing is wasted to the benefit of less important depth. Rows may be staggered to add further variations. And if that is not enough to satisfy your creative freedom, patio blocks are now available in several colors, and bricks are usually always available in red, yel-

low, rust, etc. Some of the smartest patios have been those designed to simulate the parquet floor pattern, using one or two shades and a checkerboard effect.

The very first step in patio building is locating it for maximum privacy and convenience. The days of front porch rocking chairs are over. The passing parade whizzes by too fast and too noisily today to be enjoyed as in the carriage days. Patios are secluded at the side or rear of your house, usually adjacent to indoor living room or dining room. Even the kitchen makes a good access and especially step-saving when it comes time to serve an iced drink or a full meal. Shape your patio more like a normal room, not like a narrow front porch. However, don't limit it necessarily to a square or rectangle. Give it the free form or curving border that the trees and other natural features of your plot might dictate.

Good drainage is important to a successful patio. If the spot you select is low, water will remain after a rainy spell and hamper your enjoyment of this outdoor room. In such case, better plan on a dry well with a grating over it, especially where soil is too impervious to permit rapid absorption. The patio itself should slope in the direction of drainage about one inch in ten feet. If any downspouts discharge roof rainwater in the area, be sure that drainage pipe or open masonry troughs carry the water at least



Photos by Crane

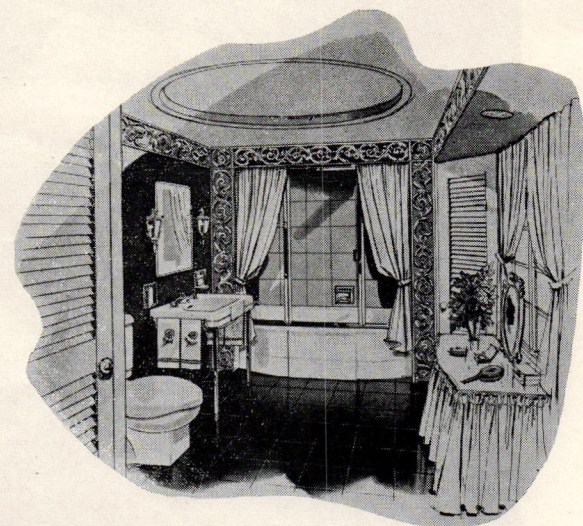
CAN YOUR BATHROOM MATCH YOUR HOUSE?

HERE ARE TWO bathrooms identical in size and general layout—but this is where the similarity ends, for they have been decorated in sharply different styles. The lesson they teach is that any bathroom can be made to blend with the decor of your house.

For example, if your home is typically Southern in architecture, you can create a bit of Southern accent in your bathroom, too, such as is pictured at right. Strips of wallpaper with the traditional scroll design blend with the oval gilt mirror. Add a petticoat skirt to your vanity, perhaps a vase of jasmine and the transformation is complete.

If your home is in the Victorian style, the bathroom pictured above will catch your eye. You could hardly mistake the Victorian atmosphere, enhanced by the marbled wallpaper, a lamplighter's chandelier and an appropriate dressing table and chair. Even the checkerboard floor blends with the decor of the room.

This dramatic example of taking the same, identical bathroom and decorating it in two different styles illustrates the numerous possibilities for matching your bathroom to the style and decor of your home. With today's wealth of color and new materials, such as waterproof drapes and wallpapers, new plastics and beautiful flooring materials, the search for the right personality for your bathroom will be fun as well as rewarding.





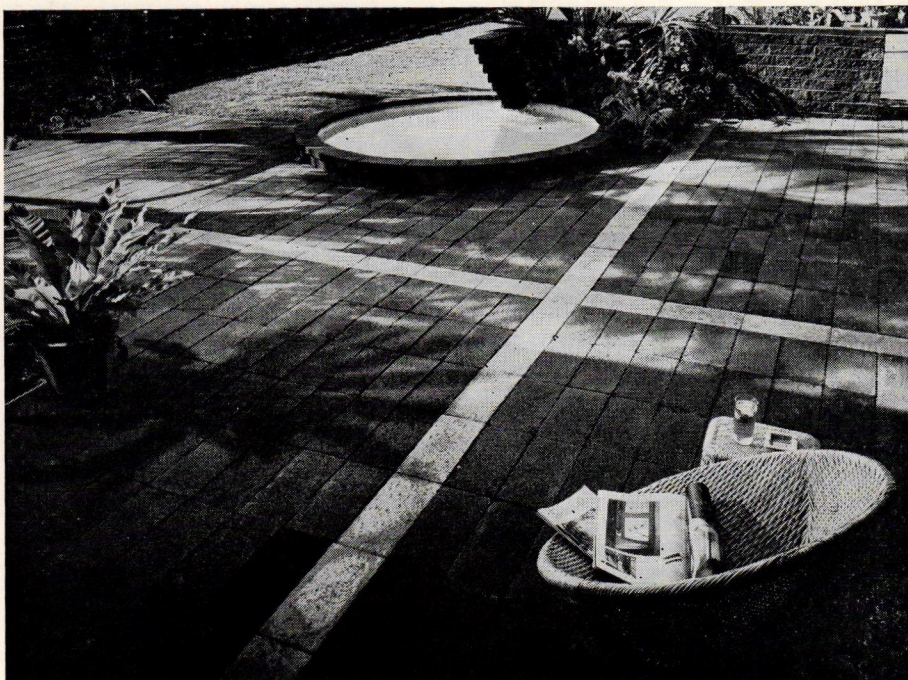
Patio block make attractive walks and garden paths. They're easy to lay on a bed of sand and can be changed to suit different landscaping arrangements.

15 feet away in the direction of normal drainage.

Several methods of installing masonry patios are available. As in most building, the more permanently lasting are the most expensive. However, unlike most building matters, a patio laid in sand can be just as attractive as one in mortar. Your contractor can give you all the information you need to make the proper decision.

Once built, you will quickly understand that you have

All sorts of different design patterns are available when you build your patio with concrete masonry. Colors can be picked to blend with the surrounding landscape.



added the equivalent of a new room to your house. You will walk out on its handsome hard surface and decide that outdoor chairs and tables will be nice here and over there. You will linger in the evening and decide a lamp post (with a yellow bulb) will be useful near the table. And why not a barbecue grille in the corner. Yes, an entire new room and an added joy to your family way of life.

A MILLION IDLE DUST MOPS

ELECTRONIC air filters are now within the budget of the average family. That sentence alone explains the title of this story. It is a story of more healthfulness, more cleanliness and more leisure for more home-owners everywhere. But let's start at the beginning.

About ten years ago, large commercial and industrial organizations found it practical to install newly developed electronic air filters. It helped solve health problems involved in their manufacturing processes. Gradually these electronic air filters were perfected and reduced in size so that more and more establishments could use them. Soon they were available in residential size but the price was close to the four figure mark. Now electronic air filters are available for just a fraction of this and their cost of operation is under that of a 15 watt bulb.

What does an electronic air filter do? It picks up 90% of all air-borne dirt—the kind that clings to draperies, settles on fine upholstery, and dims mirrors, window glass and wall surfaces. It does away with the rolls of dust that collect under furniture. Redecorating costs are reduced substantially—everything stays bright and clean for so long a time. To dirt weary homemakers here, indeed, is the end result of science!

The electronic air filter is especially efficient in trapping the microscopic dirt particles, some as small as 1/100,000th of an inch, which are the bearers of many germs which cause allergies. It is recommended by doctors because of its ability to trap such bacteria-laden dust and pollen. It leaves in the house a feeling of clean, fresh air.

It is installed in the return air side of any forced air furnace or air conditioner. It requires no water, plumbing or sewer connections, no special wiring circuits. Installation costs are exceptionally low, since existing duct work is utilized and no major alterations are required. Return air from the home is drawn into the unit by the furnace blower. The action of the filter also increases the efficiency of the furnace or air-conditioner, since it traps and holds the dirt before it reaches the other mechanism.

How does an electronic air filter work? As the return air is drawn into the electronic field of the device, dirt particles are attracted to the surface of the filter cells like bits of iron are attracted to a magnet. These filter cells are made up of a fine glass filament, compressed into a thin, porous sheet, upon which a "printed circuit" is applied. The sheets are accordion-pleated so as to provide a full 28 square feet of filtering area in each cell. Three to eight cells are used in the average installation, with ample capacity to hold a season's supply of household dirt. Cells are easily replaced by the home-owner or a service man.

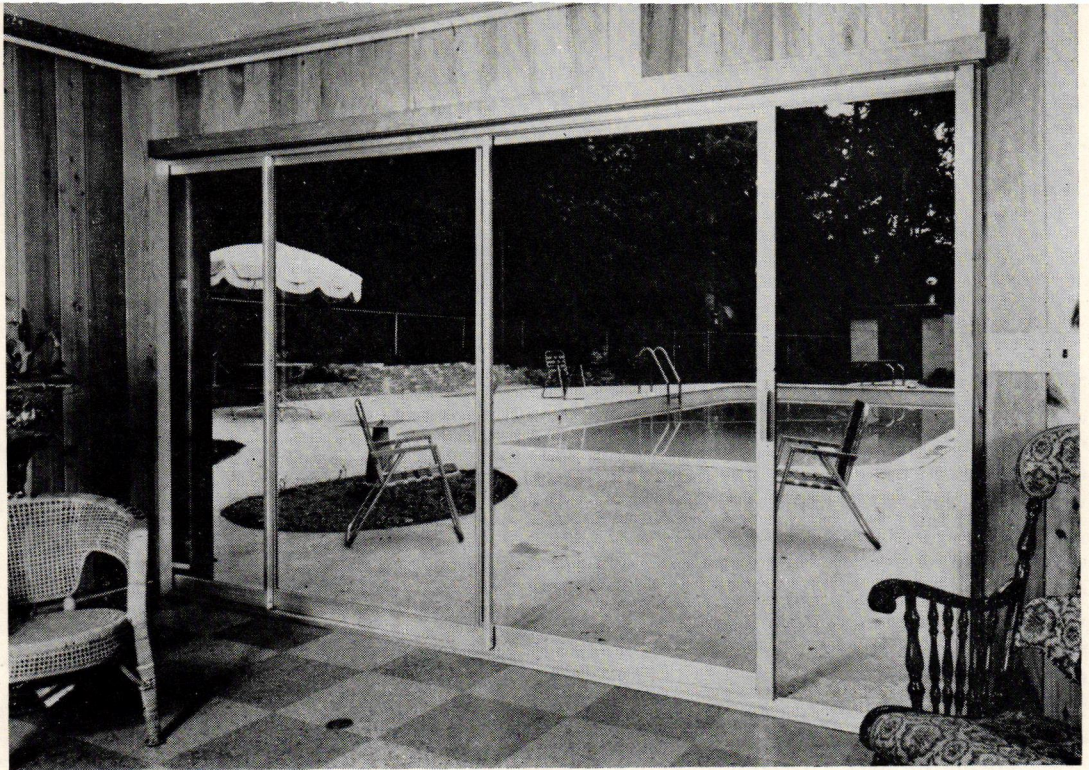
It is adaptable to new and old homes, and with its new low cost, the luxury of the few is now a practical necessity for modern living. Show us the homemaker who won't realize the far-reaching benefits of such a unit, for cleanliness, for health, for freedom from drudgery, drop her dust mop, and join the million other homemakers who are already, or soon will be, devoting their time to more pleasant activities.

The lady of the house has plenty of time for recreation when electronic air filters help with the housework. Installed in the return air side of a forced furnace, as below, or air conditioner, the filter sifts out 90% of all air-borne dirt.

Photo by American Air Filter Co.



This sliding "picture" window serves two purposes—as an entry to the patio and swimming pool and as a frame for an attractive view.



Windows to view the world...

ONCE REGARDED as just a necessary standard to let in light and air, windows have graduated from this limited concept which led to gloomy, imprisoning interiors and today are enjoying an entirely new and decorative role. Windows, more than any other structural members in your home, can bring you a freedom of space and a feeling of communion with the out-of-doors.

Windows are prefabricated in an almost endless variety of materials and shapes, mechanical methods and sizes. Whether you are planning a new home or beautifying your present one, it will pay you to know what is available, so that you can help select the windows that will do the right job.

Three main duties are assigned to windows: light, ventilation and view. It is the relative importance of these three functions that determines your windows' characteristics and location. For instance, a dressing alcove off the bedroom requires plenty of light, but you do not want to risk drafts with a movable sash and certainly you do not wish to see or be seen. This dictates a fixed pane, narrow and high, with opaque or patterned glass. . . . Or you might have a child's bedroom that is small and has only one window. The usual double hung type may fail to give adequate ventilation, as only 50% can be open. For this room, you might consider using an awning window that gives 100% opening; it need not be closed in rainstorms, and if placed high gives you more valuable wall space for furniture placement.

A sun-porch requires plenty of ventilation without sacrifice of privacy. Louvred windows and doors are popular answers to that problem . . . An entry's needs are modest. Use a small fixed window just to admit light. . . . Living rooms need a broad fixed pane possible from floor to ceiling to frame the view. Usually these "picture" windows are flanked by double-hung, sliding, or louvered types. . . . Then there are breeze-scooping casement windows which are the same as awning windows only with a vertical axis. Hopper windows are awning windows that open in rather than out. And window walls are a combination of fixed glass with other types of units, possibly including a glass door.

There was a day when symmetry of window placement was the keynote of design. Today, homes are designed from the inside out. Windows appear primarily where their function requires. Balance of design is a secondary factor that takes over only after function is satisfied. Consequently you might find windows on both flanks of a corner, overseeing a special view; or in the center of a room, bowed out to widen its horizon. Strip windows can run high on a wall in a band just under the ceiling to hide a view; or a plastic dome sky-light might give you a window in the ceiling.

Most people are familiar with the mechanical workings of double-hung windows and their weighted sash cords. They have remained basically unchanged since they first appeared in England in the 15th century. The upper and

lower halves slide vertically, giving a 50% opening either at the top, bottom or divided. On the other hand, sliding windows work horizontally. Their panels open to the right or left. They are mounted on sill tracks and can be lifted out for cleaning. Casement windows are even older than double-hung. They are operated by a crank or lever at the sill. Here you must install screens and storm windows on the inside, as the windows open out. Most manufacturers provide hardware that permits easy window adjustment through the screens. Hardware for awning windows can be just the latches to lock them and special self-balancing hinges. But sill cranks and levers are more common. The jalousie opens like a Venetian blind. A single lever opens all of the narrow strips of glass simultaneously. They remain locked in any position and can be cleaned easily. Of course, the picture window has no moving parts and requires no hardware. In some climates it is double glazed for greater protection against heat loss: two panes of glass are used, separated either by a ventilated air space or by a sealed vacuum.

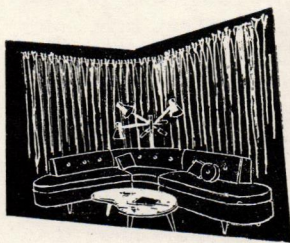
Wood, steel and aluminum are the most commonly used materials for residential window units. All three are proven to be completely satisfactory for the highest quality construction. Wood is known for its warmth and beauty. It is a natural insulator and exceptionally durable especially if exposed to corrosion of salt or chemically laden

air. Steel is a material of great strength that is most resistant to distortion, through stress or weather changes. Aluminum is popular, especially because it needs no painting or refinishing, as this material cannot rust, warp or rot.

Windows can date a house on the outside and fail to properly serve their purpose on the inside. Changing them through wise window planning is not only an economical way to modernize, but a sure way to brighten your life in any home, old or new.

This magazine comes to you through the courtesy of the builder whose name appears on the front cover, in cooperation with the qualified firms listed in other portions of the magazine. It would be greatly appreciated if you would drop a note to the builder, telling him how you like the magazine. Any suggestions which you may have for the contents of the magazine will also be welcomed.

or hide you from it



The long, narrow window, placed high, offers maximum privacy and flexibility in the arrangement of furniture in this cozy den or living room.



How to breathe life into your home with Color

ONCE UPON A TIME the real color scheme of a house began inside the front door. Today, our colors start at the gate instead of at the threshold. With today's accent on color, it is hard to believe that only a few years ago sixty per cent of American houses, regardless of climate or location were painted white!

However the basic avoidance of bright colors in the past was probably a matter of dollars and cents. Old-time paints had a tendency to fade and chalk; defects were especially noticeable in the deeper tones. Frequent re-painting jobs were necessary if a house was to be kept fresh and charming. Then, too, paint colors were limited and inflexible, allowing very little choice of selection.

Now, the practice is gradually being reversed. For the exteriors of our homes, we can choose from a wide range of brilliant, exciting colors. The ideal is an exterior color scheme correctly proportioned and composed of hues found in current fabrics and wallpapers which are to be used on the interior. Flowers and plants should be chosen to accent and build-up the exterior color scheme just as your framed prints and other accessories accent your interior color scheme.

This brings us to the point where we must face some facts about color. Do you know that there are almost a million color variations—and each color variation has at least ten names. Actually, there are but three primary colors: red, yellow and blue. These are called *primary* colors because nothing can be mixed together to create them—and, all other colors are created by blending them. Then, there are *secondary* colors, two-color blends obtained by mixing any two of the primary colors. And, there are *tertiary* colors, three-color blends obtained by mixing a secondary color with an adjacent primary color. In this way, thousands of colors are created. To successfully use this knowledge in creating your own color schemes, you must be able to visualize the primary colors as circles dividing a wheel circumference in three equal parts. Visualize a secondary color falling between the two primary colors which were blended to create it. Visualize a tertiary color falling between the secondary color and adjacent primary color which were blended to create it.

Color has three dimensions: hue, value and chroma. When you say a color is red, you have named its "hue." When you say it is light or dark red, you have given its "value." When you add that it is brilliant or dull, you have measured its color strength—its "chroma."

Striking color schemes are often found to consist of complementary colors. Complementary colors are direct opposite on your color wheel . . . such as: red and green, blue and orange, purple and yellow. However, striking effects depend more on value contrasts than on hue contrasts. The eye registers a difference in value first. Difference in value can be seen farther than difference in hue. At a distance, blue and red of exactly the same value and chroma could look exactly alike. But, a very high value of blue and a very low value of blue could register their difference for several city blocks.

A color scheme is usually made up of three colors used in different proportions: one pale color, one grayed color and one bright color. There are at least four basic types of schemes you can create.

1. *The monochromatic scheme* is really the easiest to handle. You may use any one color provided that it does not have too much color-strength, or "chroma." Combine this one color in at least two values—a light and a dark, and very small amounts of one or two brilliant accent colors to focus interest.

2. *The complementary scheme* is arranged by combining two complementary colors, or colors opposite each other on the color wheel. Small amounts of grayed, low value, colors should be added, but they must be chosen from either side of one of the selected complementary colors.

3. *The analogous scheme* is composed of neighboring colors. Use a short scale of related colors such as red, red-purple and purple-blue.

4. *The triad scheme* is made of three colors. To arrive at these three colors draw a line across the color wheel, connecting two opposite colors. The third color is to be the middle color in either half of the color wheel.

Now that you understand the various types of color schemes and how they are formed, you should know a bit of the illusions color can create. High value, light color reflects light and extends space. Middle and low value, deep color absorbs light and cuts down space. Neutral, grayed color extends space farther than intense, brilliant color. Cool color, the blue-green range, extends space more than warm color. Cool color recedes; warm color, the yellow-red range advances toward you. In summary, high-value, neutral, cool color extends space more than any other.

In using your color scheme on the exterior of your home, use the grayed color for large areas such as roof and siding, use the pale color for trim—such as fascias, window frames and sashes, garage frames and doors. Or, you may reverse this color location and use the pale color for large areas and the grayed color for trim. In any case, the bright accent color is always used sparingly—to dramatize doors, shutters and plant boxes.

In choosing your scheme, remember that natural stone or brick walls are all part of your over-all color scheme. Whitewashing brick makes it possible to successfully combine it with many more colors. In fact, brick is most attractive painted in any pale color.

Outside as well as inside use your color knowledge with courage; make a color scheme your personal signature.

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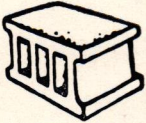
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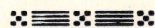
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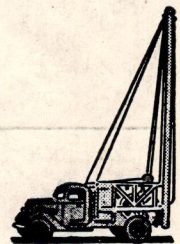
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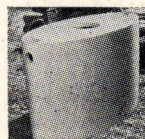
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