

HOUSE *for More Leisure*



No. 4 of Selected Popular Home Series



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ALL around the seasons and all around the country this kind of house fits into the home picture. Winter snow or summer sun are as harmonious to the contemporary architecture of this house as spring tulips or frosty fall foliage. Perhaps the only difference from Coast to Coast would be the question of which way the house should face North, East, South or West.

Inside you will find the satisfying results of good planning. More leisure is assured the home keeper because of the smoothness of the house, and the many built-in cabinets and closets to make for less work. Practical details in the house go a long way toward making possible an unhurried feeling of gracious hospitality on the part of the hostess. So let's accept her invitation to go in and look around, as she so kindly suggested.



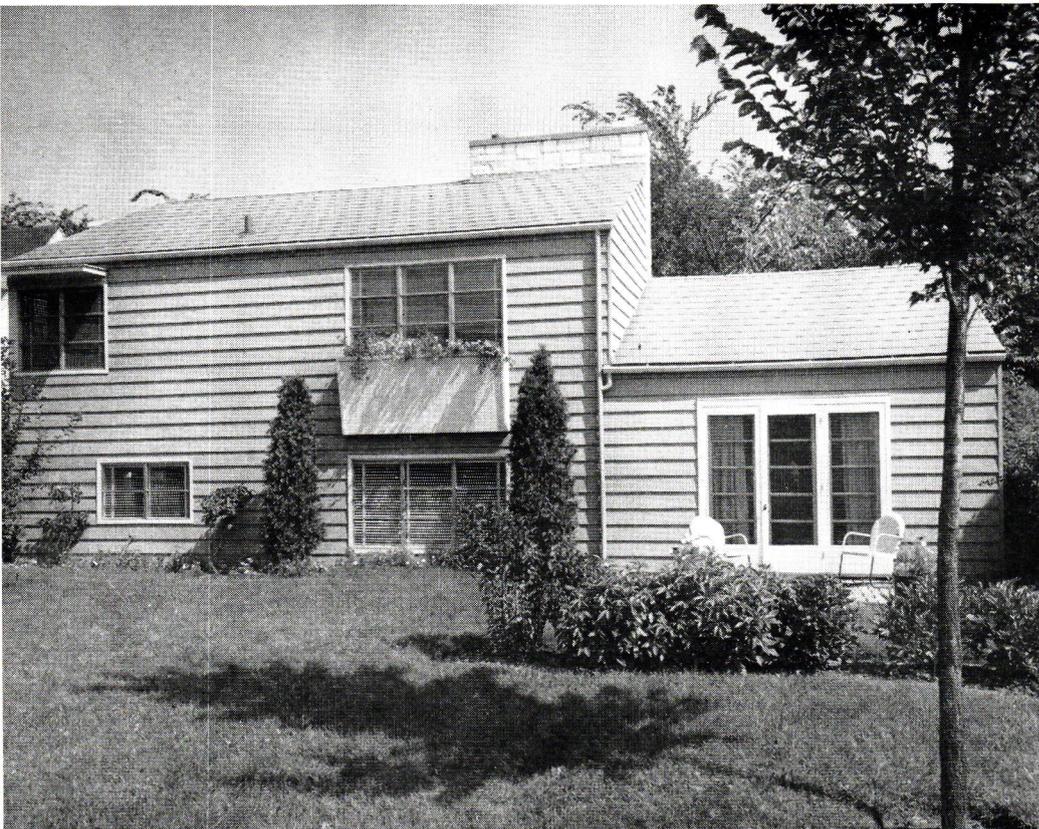
THIS COZY HOUSE boasts three womenfolk assuring fun and hospitality and gay laughter prevailing within the home. Of course two of the women are yet growing up but that makes the welcome all the more certain. The sturdy and substantial chimney bespeaks warmth and cheeriness at fireside hearths.

PATRICIA is snapped coming downstairs to welcome her guests at the front door. Beside the stairs are two doors, one opening to a closet for outdoor wraps and the other opening to steps leading down to a utility room and a bath room. From this utility room you can go to the kitchen end of the dining room and to the garage, which is a very handy arrangement indeed, either coming or going.



"HELLO; this is Merrily speaking. Won't you come over and play house with me?" And who is there that wouldn't like to accept just such an invitation?

MUCH of the interest in this house is due to the combination of different floor and roof levels. From the front hall you go down three steps into the pleasant living room. Four windows are grouped around the front corner of the room, and three folding French doors center the rear wall and lead to the terrace. The room is both large enough to comfortably care for a dozen or more people, yet it has an intimacy about it that makes just two people feel cozily at home. In short, these are just some of the important things that go into the planning of a home. Guests drop in for an hour or for over night. Your house should have that "something" which makes for hospitality and sociability because, when you come right down to it, what else gives life more meaning than cordial friendship? This very nice house has, from front to back, all the attributes which go to make up living satisfaction for both family and guests.

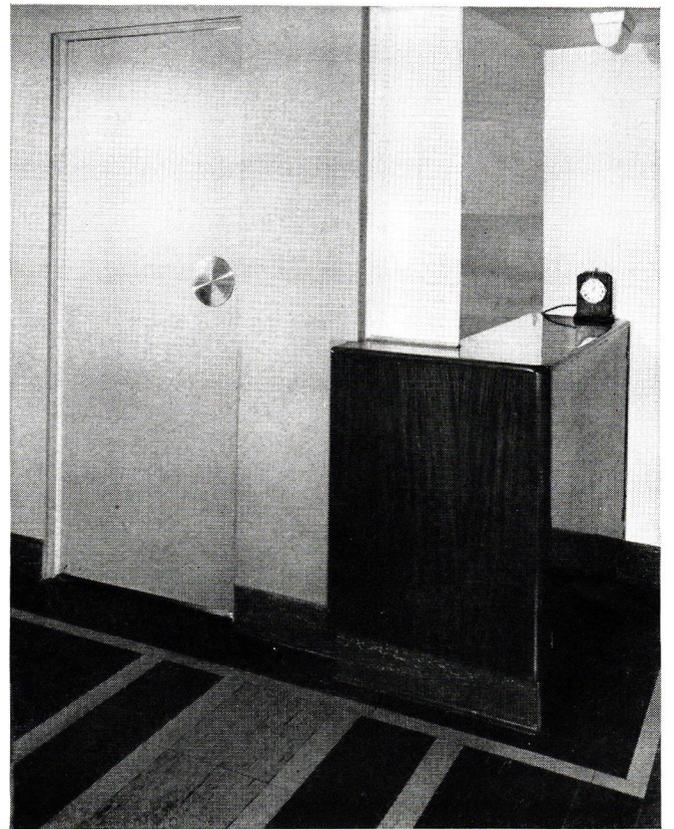


THE UNBROKEN WALL opposite the fireplace offers an opportunity for a furniture grouping to suit just your own family or a room full of guests. The rather formal treatment pictured affords comfortable relaxation before an open fire while listening to broadcasts or favorite records.

SOLID COMFORT is a much-used term but, nevertheless, here is indicated just that. Easy chairs, an ample low table to put things on, and an open-hearth fire do the trick. And, too, the complete lack of a jutting mantel with the usual bric-a-brac sitting on it to distract your thoughts adds to the satisfying atmosphere of just solid comfort.

THE GARDEN SIDE of the house comes right down to the ground because of the varying room floor levels. The one-story living room is three steps higher than the dining room so that the dining room windows are at ground level.







THIS HOUSE FOR MORE LEISURE maintains the traditional idea of having a living room, dining room, and kitchen. Here are some views taken of the dining room. A feeling of contemporary design is distinctly apparent. The row of built-in cabinets with their continuous handles, the pattern in the linoleum floor and the horizontal divisions in the windows set the pace for the room. Cone-shaped side lights provide general illumination after dark, while a rectangular spot light in the ceiling gives shadowless brightness to table top only when wanted.

LOOKING into the living room from the dining room you have a pleasing view of the three glazed doors opening to the terrace. Wide steps between the rooms enhance the attractiveness of both rooms.

IN KEEPING with contemporary design, the dining room cabinets are as functional as one can imagine. The top one-third of each is a drawer, while the bottom two-thirds section is storage space behind a drop-down door. Some are divided by a shelf and some are without, for holding larger items. Here is tuckaway space a-plenty, yet the complete set of cabinets forms the major architectural feature of the room.

FOR INFORMALITY as well as for time saving, not to mention space saving, the breakfast bar is a contemporary "must" in many homes. Dad gets fed and off to work quickly. Mother saves time and steps. The floor area taken up is an absolute minimum, and the serving counter is adaptable to a variety of uses all day long and in the evening.

HOUSES *are Like People*

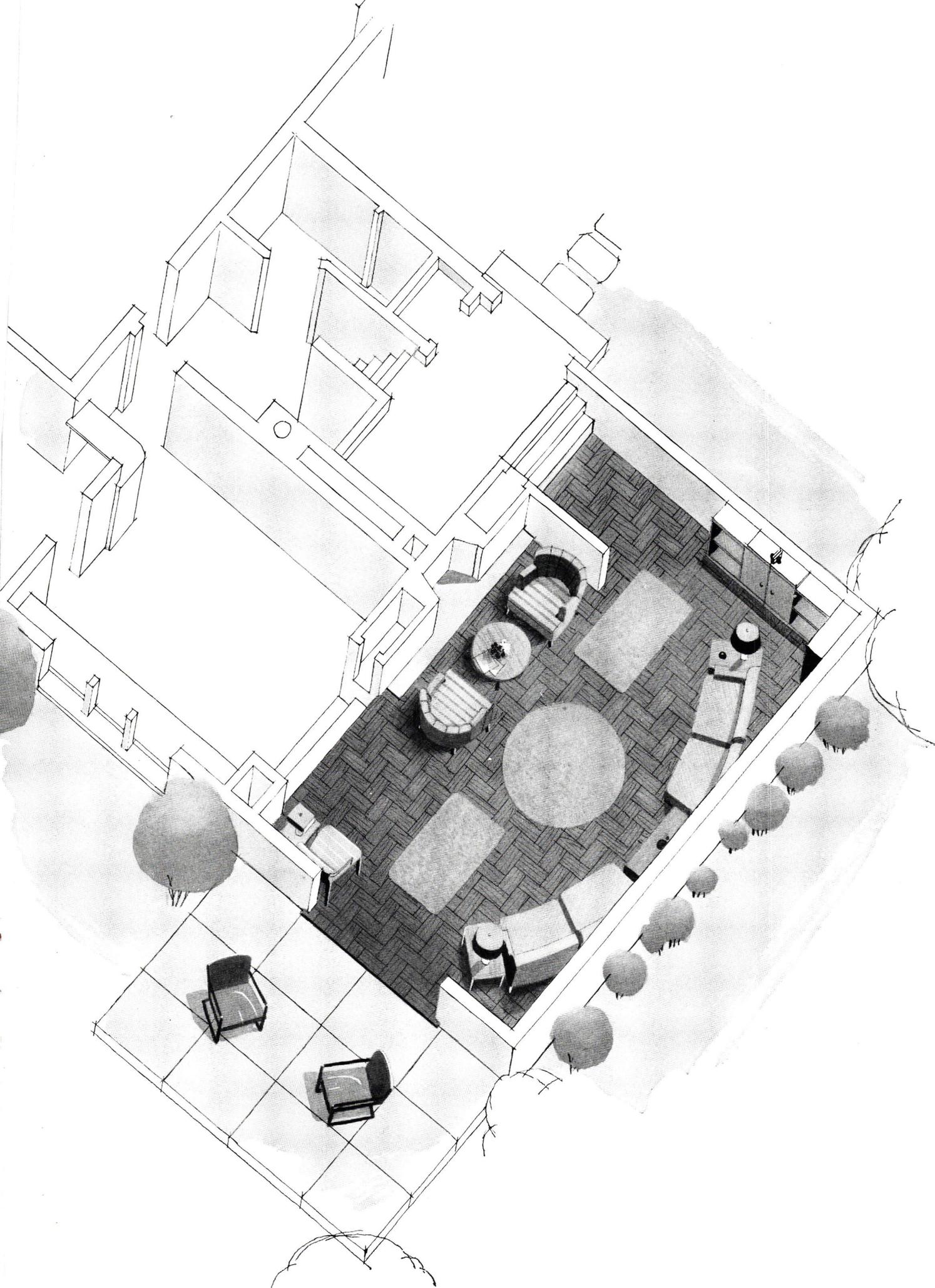
A GOOD house will outlast the generation that builds it, and shelter succeeding generations. It will see acquaintances ripen into friendships and friendships into families. And with each new family it shelters that house will grow in personality, just as the family itself will gain by its possession. Then "Let's Go Home" will mean something.

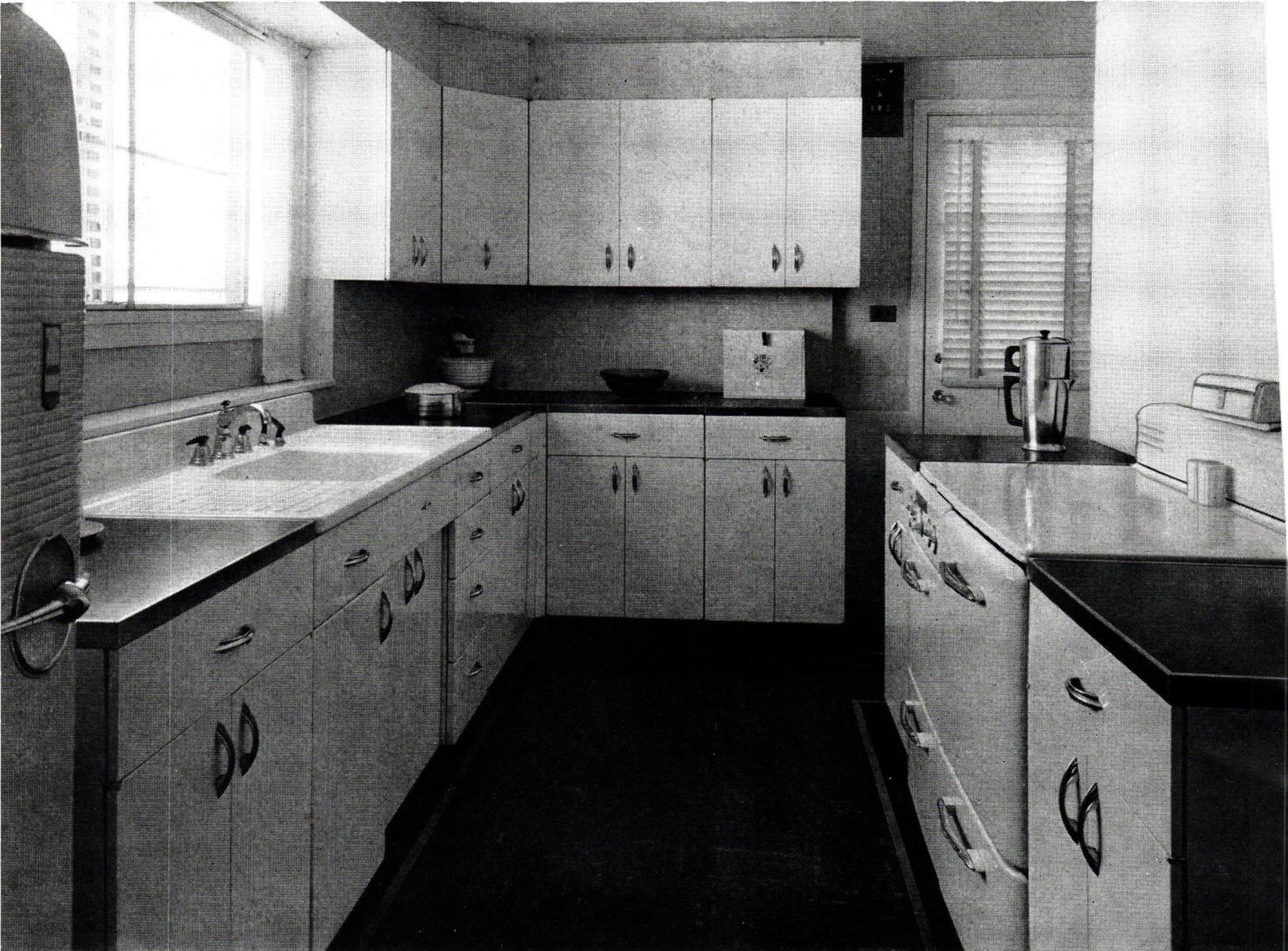
Good houses, of course, are the homes which were originally planned with forethought in regard to location, architecture, and the proper use of sound building materials in their construction. Any house which fails to live up to the standards of the good people it houses fails in its traditional duty of being an American home.

This does not mean that traditional architecture necessarily has any continuing lead over contemporary styles, nor that modern building materials suffer in comparison with twelve-by-twelve oak beams stretching overhead from wall to wall.

The facts are that today's building materials are far superior to the items they are displacing. Consider the new Sabinite "M" plaster finish, for instance. This coating enhances the desirable background of uninterrupted plaster, yet it absorbs noise and creates the achievement of Today's Quiet Way of home living. It manufactures privacy between rooms, whether bedrooms, bathroom, living room or playrooms. And of course this material is versatile as it can be pre-colored or painted, it is a reflector of light and is fire resistant.

Another modern item for house construction that will go a long way toward helping a house live up to the standards of the good people it shelters is the proper use of Red Top Wool for thorough insulation. Because of the flexibility of this fiber-glas material, which gets into every crevice of the house and stays put where it is applied, it is made-to-order comfort for any type of home, large or small. And also because of its light weight, its resistance to moisture (just like glass), and its fire-retardant characteristics, and because of its economy in initial cost and long life, no home should be without this blanket of comfort.





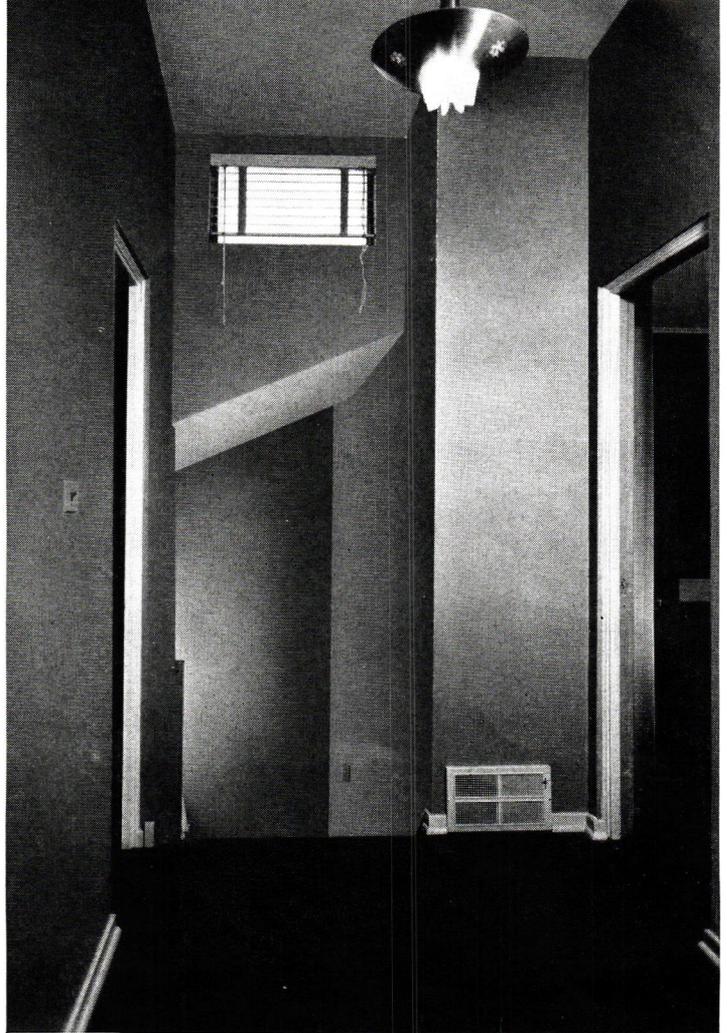
“COME into my parlor,” said the hostess to her guests. But instead of the old fashioned, stuffy, be-carpeted room she leads them to her kitchen, and explains on the way how easily and quickly all is kept in apple pie order. So, in reality, here is the heart of the house; the spot that gives pleasure all during the day when housework is progressing and when afternoon bridge or tea is going on. In the evening when all the family is home, the rest of the house comes in for its part of making home the best place on earth. But from “sunup to sundown” the kitchen is the general headquarters of the house. Here is straightforward efficiency but, at the same time, a smooth, pleasant room in which to enjoy the hours.

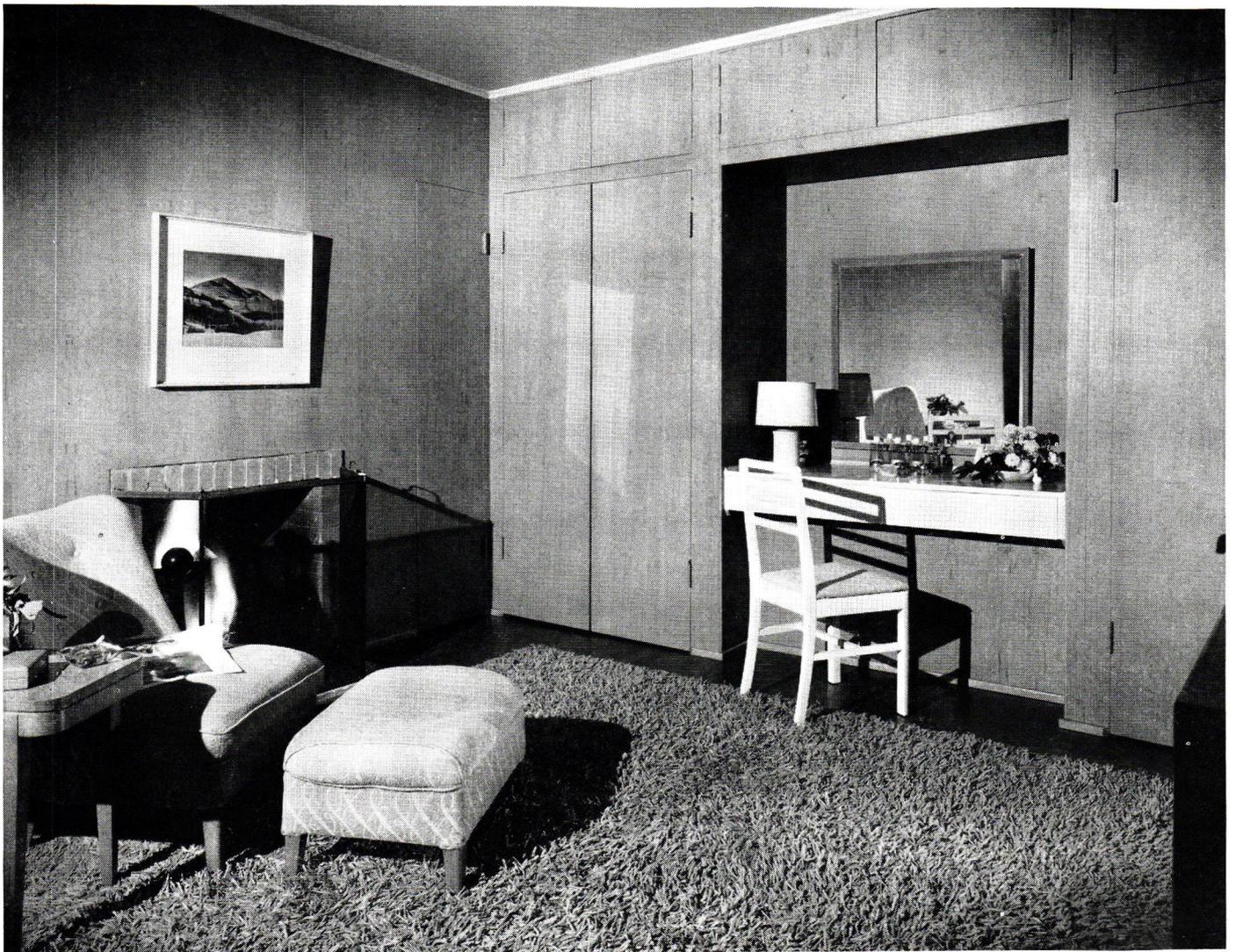
STREAMLINED, to be sure, yet this kitchen and its equipment give a degree of satisfaction to the owner that actually prompts the running of one's hand over the smooth surface to see if it won't purr back its own satisfaction. Everything is right and in its proper place.

Also the exits provide the ability to go directly outdoors, or into the dining room, or the garage where there is large storage space. From here a doorway leads to the utility room, the bath room, and up into the front hall. Or, just opposite the breakfast bar in the corner of the dining room, is a doorway leading directly into the utility room and the bath room, or up into the front hall and up-stairs. All this traffic circulation is possible without having to pass through the dining room or the living room.

THE UPPER HALLWAY is a study in contrasts, alike of walls, doors and angles. It is comfortably wide and connects with all up-stairs rooms and has a good sized closet for linens.

BATH ROOMS usually have considerable waste space, but not this one. Interesting cabinet work has been done on two sides of the room and considerable storage space for towels and other bath accessories is therefore provided. Here again decorative flat surfaces call for a minimum of cleaning to maintain brightness.





UPSTAIRS in this house you will find three nice bedrooms grouped around a central hall. A glance at the floor plan on another page will show that plenty of wall space has been left blank by the use of corner windows so that a flexible placement of furniture is possible. In addition there are built-in wardrobes, closets and cabinets which further help to create more usable floor area in the rooms. Any feeling of bedroom crampedness is thus eliminated, and any one of the rooms is fully capable of being a real bed-sitting room. Economy and efficiency are the result of this general type of house planning. The heating problem is simplified, there is a minimum of floor area devoted to halls and passageways, and still there is complete privacy for all rooms.



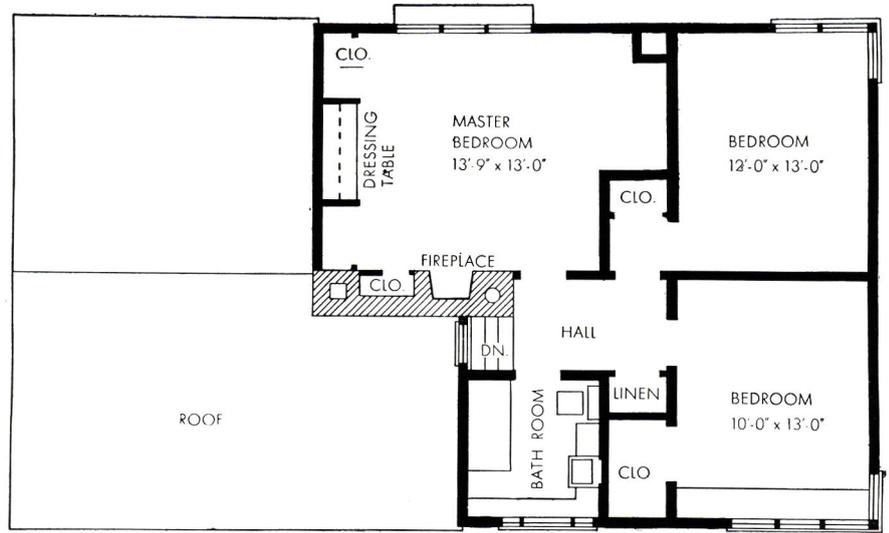
BECAUSE of the partition arrangement, a wide niche is provided for the bed and again additional floor space is secured for the bedroom as a whole. This is in the master bedroom and really makes an attractive feature of the room.

THE MASTER BEDROOM is a delightful spot 24 hours a day. Three nice windows overlooking the garden, with a deep flower box just outside and level with the sill, create a daytime picture that is pleasing. A cozy fireplace makes evening or dull-day lounging a luxury. Flanking the built-in dressing table are two wardrobes. Overhead are storage closets, and next to the fireplace is an additional closet.

BUILT-INS can be both practical and beautiful when they are thoughtfully suited for the particular room in which they are located. Here is another example of why this is a House for More Leisure. Flush surfaces are kept clean with least effort. Cabinets, cupboards, and wardrobes tend to promote orderliness in all members of the family and help avoid the usual human failing of leaving things around.

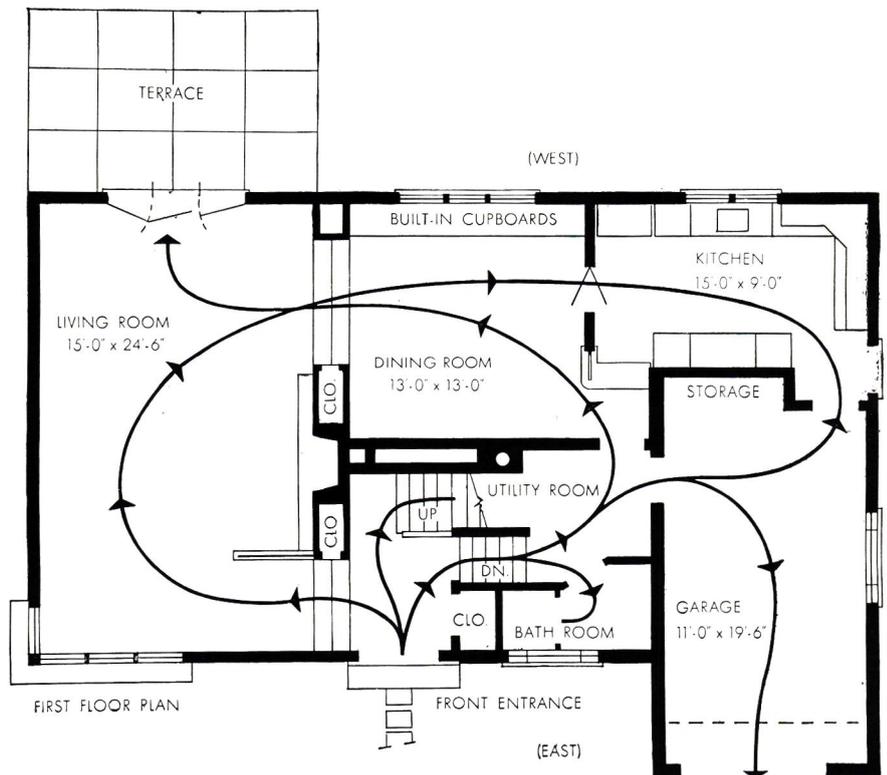


FLOOR plans take a bit of time for studying to pick out the virtues, or flaws, of the house, depending upon the individual's likes and dislikes. Here, we think, is a house that has many virtues, one major one being the ability to get all around through it without always taking the same path. For instance, see where you can get to in the house from the garage, or the side kitchen door or the front door, and how many different ways of getting there.



You can get to the back yard via the kitchen side door, into the kitchen, into the utility or dining room, into the first floor bath room, into the front hall and thence upstairs; or you can get into the living or dining rooms from different approaches—all without having to go through any one major room in the house.

This house contains approximately 20,250 cubic feet. Built on an average-sized lot, the front and rear elevations, as shown above, present pleasing silhouettes. The front entrance doorway has two glazed doors which harmonize with the windows and help create an attractive over-all picture. The garage is four steps lower than the grade line and, because of this fact, really adds to the architecture of the house rather than detracts.



U·S·G Materials for Home Construction

OUTSIDE WALLS

SHEATHING

Weatherwood Insulating Sheathing.

U·S·G Sheathing, a fireproof and weatherproof gypsum sheathing $\frac{1}{2}$ " thick.

SIDING

Glatex asbestos Cement Siding, with wood-grain surface in satin white.

—or Oriental Stucco.

EXTERIOR PAINT

Exterior Texolite for all types of masonry surfaces.

—or Cementico, a cement paint for unpainted stucco, brick, concrete or stone surfaces.

MASONRY

Mortaseal, the latest advancement in hydrated lime for mortar.

ROOF

U·S·G Fortified Thick Butt Asphalt Shingles in beautiful color harmonies.

INSIDE WALLS

INSULATION

Red Top Insulating Wool Blankets.

—or Weatherwood Insulating Plaster Base and Red Top Plaster.

—or Weatherwood Insulating Decorative Products.

SURFACES

Rocklath, the fireproof gypsum plaster base, and Red Top Plaster.

—or Sheetrock, the fireproof wallboard, with Perf-A-Tape Joints for smooth surfaces.

—or Sheetrock Tileboard—or Weatherwood Hardboard Tile—for baths, kitchens or powder rooms.

—or Laminated Sheetrock Wall Panels for non-bearing studless partitions.

FINISH

Imperial Texolite, the washable, water-thinned paint.

Standard Texolite, the water-thinned casein paint.

ACOUSTICAL (SOUND QUIETING)

Sabinite "M", the acoustical plaster for homes.



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