

## BEAUTIFUL INVESTMENT

Well-planned attractive landscaping maintains the value of home property in many cases, even though the home itself depreciates.

## MORE CARE — LESS REPAIR

The plumbing system in a modern home represents about 10 percent of the value of the house. It pays to make repairs while they're small.

## Frame House Popularity Stimulated by Research

The fresh beauty of a frame house makes it the most popular house buy today, just as it was yesterday. Research has kept it the leader.

Longer-lasting paints on dent-resistant, all-weather hardboard siding have helped create a growing demand among builders for these commodities, simply because they have top appearance and stamina for all kinds of weather, including hail storms, and other abuse.

Progressive manufacturers like Masonite Corporation have extensive research programs by which they develop and improve products. Among the new researched sidings that now are available to builders are these new products made from the exclusive X-90 fiber formula.

Available in three styles to meet any architectural requirements, these X-Ninety Sidings are, respectively, V-Grooved, Panel and Lap. Each has been tested and found highly weather and dent-resistant, and they won't split, splinter or crack.

These sidings, plus others in the line, are made with the exclusive Masonite "explosion" process. Wood chips are exploded into fibers and then compressed into dense, rigid panels in heated hydraulic presses. The fibers are permanently bonded with the natural lignin which was the original bonding agent in the tree.

For information on siding products, write the Home Service Bureau, Suite 2037, 11 W. Washington St., Chicago 2, Ill.

A new concept — furniture mobility — speeds floor-cleaning, bed-making and furniture rearrangement. Divans, chairs, TV sets and case furniture roll almost at a touch when mounted on new supercasters. These spherical casters also swivel instantly, saving carpets and floors from scuffs and mars.

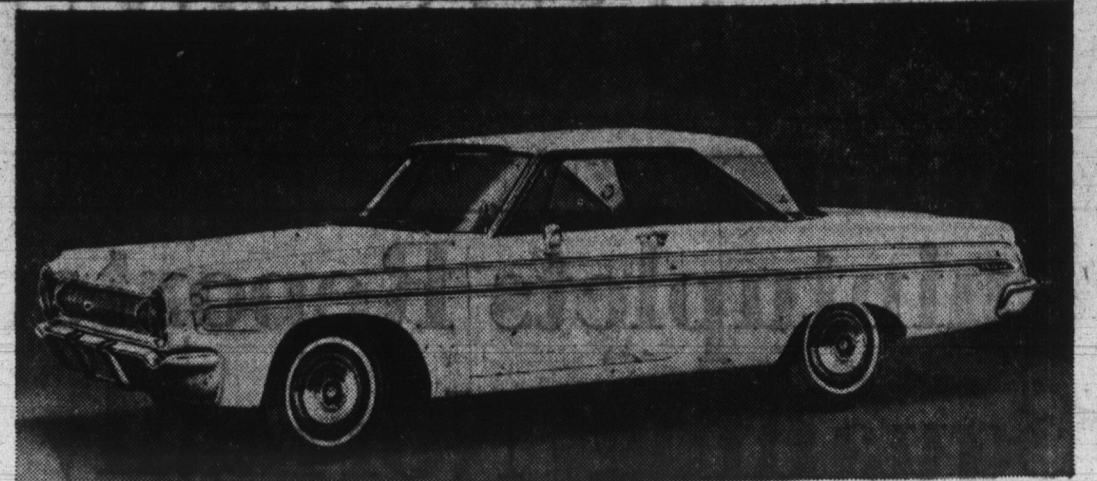
## A Girl's Room Grows Up



Easy-care white, vinyl floor covering is doubly practical for a little girl's growing-up room, because it is playproof and takes so soft-as-a-cloud pink area rug of acrylic fiber which is completely mothproof and non-allergenic. Sponging with cold water and detergent banishes rug spots.

Budget stretching ideas include a pint-size canopy which is really a window cornice held to the wall with brackets. Cotton trimming by the yard decorates the mirror and lampshade, and adds a custom look to the drip-dry curtains for canopy and window. A wall panel of washable self-adhesive vinyl plastic in a rose pattern pinch-hits for a ceiling-high "headboard." The space-saving bed is a firm urethane foam mattress on a frame supported box spring. The cornice and chest of drawers are also protected and decorated with self-adhesive vinyl. To teach a youngster to find her own clothes, the drawer fronts are different colors.

Flower print blanket of acrylic fiber, used as a bed spread, and the polished cotton dust ruffle require no pampering. They go into the automatic washer, as does the youngster's personal laundry, with detergent and dry chlorine bleach. Fabric safe, the dry chlorine bleach keeps white startling white and colors sparkling bright.



NEW DODGE—New styling, engineering refinement and top-quality manufacturing techniques distinguish the standard-size, low-price Dodge for 1964. Buyers have a choice of 22 models. The attractive new Dodges go on display at dealerships on September 20.

## Rooms Need A Center Of Interest For Pleasing Furniture Arrangement

Interesting furniture arrangement can be the logic "key" to an attractive living room, tying style and color together into a well coordinated setting.

An appealing room seldom gets that way by accident, points out Ralph Sherwin, chief designer of Libby-Owens-Ford Glass Company. It requires some careful planning to avoid continually shifting furnishings here and there without ever achieving completely satisfactory results.

TO BEGIN WITH, Mr. Sherwin advises forming an attractive "center of interest" as a focal point around which the room arrangement can be built a step at a time. Such a "hub" can usually be found in an unusual, somewhat different piece of furniture which, although functional can double as a conversation piece; a tastefully balanced "island" grouping of chairs, a table and a sofa, or an architectural feature in the room such as a fireplace or a window wall with a pleasing view.

Take for example, a living room with a wall of Thermopane insulating glass which opens onto an adjoining patio or lawn. The designer suggests making this spot the center of interest by arranging a living unit around the glass, not in front of it.

"Traffic flow within the room and to and from the outdoors, as well as full enjoyment of the view are essential points to remember when laying out furnishings in a glass walled room," he said. "There is little merit in having a home designed to gain

living enjoyment from its surroundings and then minimizing these assets by blocking the view and hampering easy movement with bulky furnishings."

WHEN CONCENTRATING attention on a window wall, here's a possibility that provides comfortable seating for five people. To start with, locate a large chair in the center of the room facing the outside. Then place a sofa flanking the grouping on the left and balance it with two occasional chairs on the right, or vice versa. A coffee table and necessary lamps and side tables round out a setting that will give everyone a full outdoor view.

The television set also must have consideration, Mr. Sherwin noted. Recognizing its prominence in family life, he points out that to be functional it must be placed to give easy viewing, but it should not be allowing to become the focal point to the disadvantage of more impressive features in the room.

"After you have created the center of interest," it's a good idea to accentuate it with dashes of color," Mr. Sherwin added. "For emphasis, use a strong color to attract the eye, and then balance its effectiveness by repeating the tone elsewhere in the room as subdued accents in pillows, pictures or other wall-mounted accessories."

A ROOM ARRANGEMENT can be impressive and not be gaudy, the designer concluded. Keep it simple. When you have windows with a view, headline this point by using the room setting to utilize all the benefits available. Otherwise the room and its furnishings will vie in an unwelcome clash for prominence.

PLANNED PLANTING — Flowering shrubs show off to best advantage when massed in tiers according to height . . . low-growing ones in front.

Do-it-yourselfers: Add the benefits of extra mobility to furniture you make by mounting it on new super-casters. Furniture rolls with surprising ease on these globe-shaped casters, which swivel instantly to prevent damage to carpet and floors. In bright brass or antique copper finish, they add a sparkling touch of beauty to workshop projects.

## Wall Pattern Important In Choosing Accessories

When planning a room, keep in mind that the most important "decoration" is not necessarily the carpet, sofa or the table, impressive as they may be, but the room's four walls.

Yet the walls, says Margaret Pilliod, interior designer of Libby-Owens-Ford Glass Company, are often ignored in the choice of accessories. As a result, mirrors, pictures, draperies and other against-the-wall decorations are often chosen thoughtlessly and consequently produce conflict rather than harmony with the prevailing wall pattern.

IN THE CASE of mirrors, for example, Miss Pilliod suggests using a narrow, simple frame or no frame at all against walls which are papered in an intricate pattern. The mirror will then provide relief from the pattern by reflecting furniture and draperies elsewhere in the room, rather than adding to the complexity by imposing a design of its own.

Against a solid-color wall, especially one of neutral tone, Mrs. Pilliod suggests a wide eye catching frame to focus attention on the mirrored plate glass surface and away from the expanse of wall. This idea can be used to create even greater interest by using a mirror designed entirely for decoration, an example being the popular method of acid-etching designs on the surface.

THE SIZE AND SHAPE of the wall is also an important consideration when choosing a mirror, the designer added, as the correct shape will help achieve worthwhile space illusions in a room. For example, a tall, narrow mirror will help create an impression of added height in a room with a low ceiling, while a large mirror hung horizontally will seem to lower the ceiling and widen the wall.

THE SAME GENERAL RULES that are applied to the choice and hanging of mirrors can also serve as guides in choosing pictures, draperies and other wall-mounted decorations. Miss Pilliod said. In general, a good rule-of-thumb is to select simple pieces if the background is complex, and more ornate pieces for a plain background.

A time-saving housecleaning hint: Mount all heavier furniture — divans, upholstered chairs, beds and TV sets on large, globe-shaped supercasters. Furniture rolls aside easily for faster floor-cleaning. Supercasters swivel instantly, too, protecting carpets and hard floors from scuffs and mars.

## Proper Lighting Extends Hours of Outdoor Living

Outdoor lighting not only provides safety along paths, walks and steps and adds dramatic beauty to the home exterior at night, but also extends the living area of the home beyond the walls by making outdoor recreation and patio living possible after dark.

Here are some tips on how to light special features of the yard, provided by the American Home Lighting Institute.

1. Safety lighting should be extended wherever there are walks paths or steps through the property. This can be done with shielded floodlights or mushroom-type reflectors.
2. For lighting the home exterior, spotlights or floodlights may be mounted under the eaves or beneath a low-hanging roof.
3. Wall bracket fixtures used for entrance lighting are appropriate for lighting patios or terraces.
4. For lighting game, barbecue or picnic areas, use two or more flood-lamps aimed from different directions. The trick is to achieve the desired lighting effect without making the lamps an eyesore or something you constantly trip over.
5. Water-tight lamps disguised as lily pads or cattails are still popular for ornamental pools.
6. Mushroom-type reflectors mounted on poles or available on spikes for portability are excellent for highlighting flower beds.

Some communities permit only licensed electricians to install outdoor lighting circuits and equipment. If you are allowed and disposed to do it yourself, be sure that all outlets, sockets and cables are waterproof and the lighting fixtures are designed for outdoor use.

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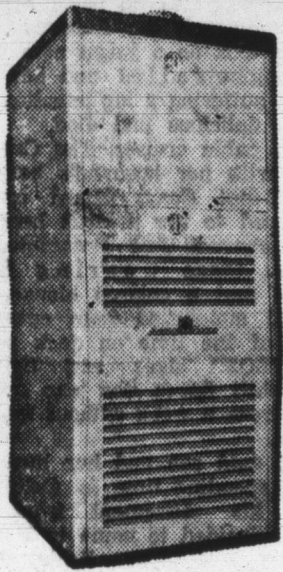
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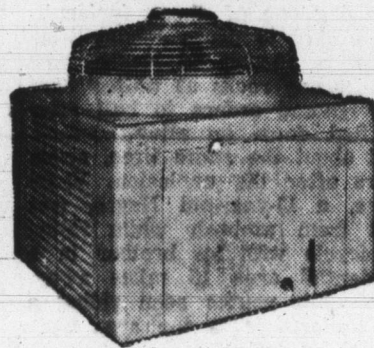


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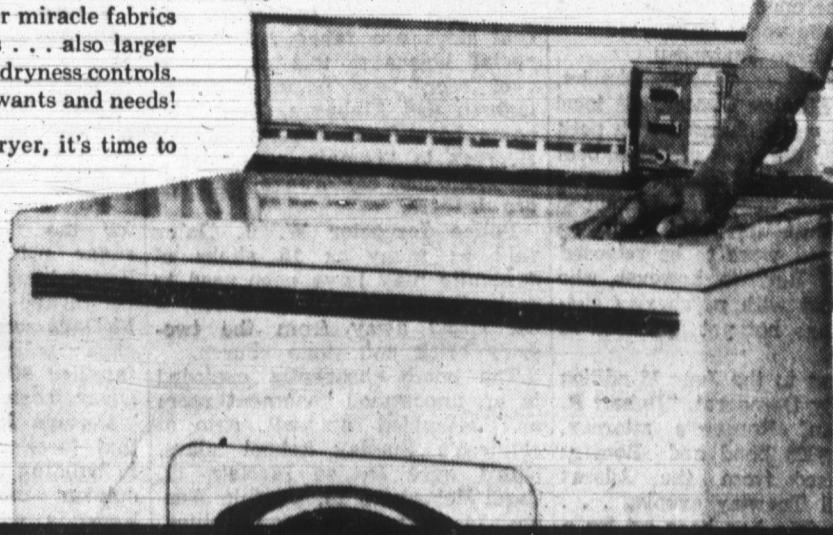
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