

Paint Styling Brings Out Good Features of Rooms

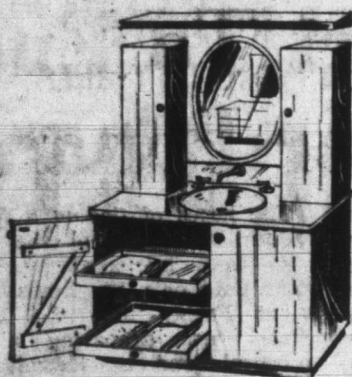
Modern color styling with today's magic paints can make small rooms look larger, narrow rooms look wider, low ceilings higher, high ceilings lower. There is practically no fault that cannot be camouflaged, no asset that cannot be accentuated if color is used correctly.

Today's paints put color to work inexpensively. They are easily applied and come in every color imaginable. The proper use of paint is known as "paint styling."

Paint styling is the technique of using colorful coatings in such a way that good features of a room, a house, a building, a piece of furniture, or almost any object are emphasized, and the unattractive features are disguised and minimized. Paint styling brings out good taste and individual personality.

How do you emphasize a good

Space Saver



Well designed washstand can make top space use in a tiny bathroom. This one has interesting cosmetic cabinets built right on to countertop. Below, pull-out shelves on glides provide accessible space for towels, soap and paper supplies. Cabinetwork is Douglas fir lumber, stained a soft nutmeg.

feature? Easy. You surround it with an area of a different color, so that this good feature stands out spotlighted in color.

And how do you minimize a bad feature? You make sure that it matches its surroundings, merges into the background, thus becoming less noticeable.

An integral part of paint styling is its use in fooling the eye. To learn how this can be done, there are a few basic principles:

1. **LIGHT COLORS** reflect more light. They make things seem larger but at the same time lighter in weight. They make things seem farther away. They are "up beat," and generate cheer.

2. **DARK COLORS** absorb light. They make things look smaller and heavier. They make things seem closer. If used on too large surfaces, they can tend to depress.

3. **BRIGHT COLORS** make areas seem larger than they are. They attract the eye and can be used to draw attention away from unattractive objects. Used in large quantities they can be distracting.

4. **WARM COLORS**—the reds, oranges, yellows and yellow greens—seem to advance toward you. They convey a feeling of warmth and are emotionally stimulating.

5. **COOL COLORS**—the blues, violets, blue-greens and blue-grays—make things seem cooler. They seem to retreat from you. They are relaxing.

EYE SHADE

If you have south or west exposed rooms which pick up a lot of summer heat, try building a simple solid frame of 2x4 Douglas fir set on 4x4 posts with simple 1x4 louvers spaced a foot apart. This gives an eye shade effect, will cool off the windows and provide filtered shade.

Storage Units Solve 'Inner Space' Needs

Lack of proper storage facilities is a common problem in this era of expanding families and growing leisure time. Happily, it's easily possible to correct this situation and gain increased storage space within the walls of your present home. Built-ins can be designed to yield greater and more flexible facilities for storage than most furniture occupying the same area. The next family round-table might be a "good time to discuss and assess individual and collective storage needs, and then plan to meet these requirements."

A well-planned built-in not only solves storage and space problems, but can be a source of visual enjoyment. There are many types, shapes, and sizes of storage facilities, but all will include some of these basic components: shelves, cabinets, drawers and doors. Because everyone's storage needs are different, it is necessary first to plan the amount of space that is available for built-ins, then adapt the dimensions of these components to your own storage units. Any one of the Western Pine region woods would make an excellent choice as the construction materials.

Solid lumber, if it is simply

QUALITY VITAL

The West Coast lumber industry spends \$3,000,000 a year to maintain the quality and integrity of grade stamped lumber. Buyers can be sure when they see the WCLIB grade stamp on Douglas fir, west coast hemlock, western red cedar and white fir lumber that it has been carefully graded under strict supervision.

stained and waxed, will not show signs of wear—chipped paint or finger marks—and requires only dusting and an occasional wiping.

Shelving is Easy

One of the simplest forms of storage is shelving. You may want to add shelves in an existing closet to give you additional storage, build them to store and display your books in a living room or den, or build them in a cabinet you are about to construct.

All cabinets have two things in common: a frame and some sort of enclosing material or siding. To this you may add drawers, doors, racks and shelves to suit needs.

For a more elaborate unit, you can build a complete storage wall either attached to the wall or left free-standing. Or design a wall to serve as a center for family interests.

If yours is an artistic family, a built-in unit such as this would house ceramic supplies, paints and brushes, a drop-down table. If the family is musically inclined, the stereo or hi-fi equipment with space for records and tapes could be included.

Divided or partitioned drawers in built-ins assure that your stored articles are readily available, easily seen, and sorted to suit your convenience. A method of assuring tight yet easily removable partitions, is to glue small guide strips to the sides of the drawers. These are made by notching a one-half inch groove into a piece of one-inch half-round moulding.

Use Empty Space

To further increase the effectiveness of your storage units, utilize empty spaces for racks

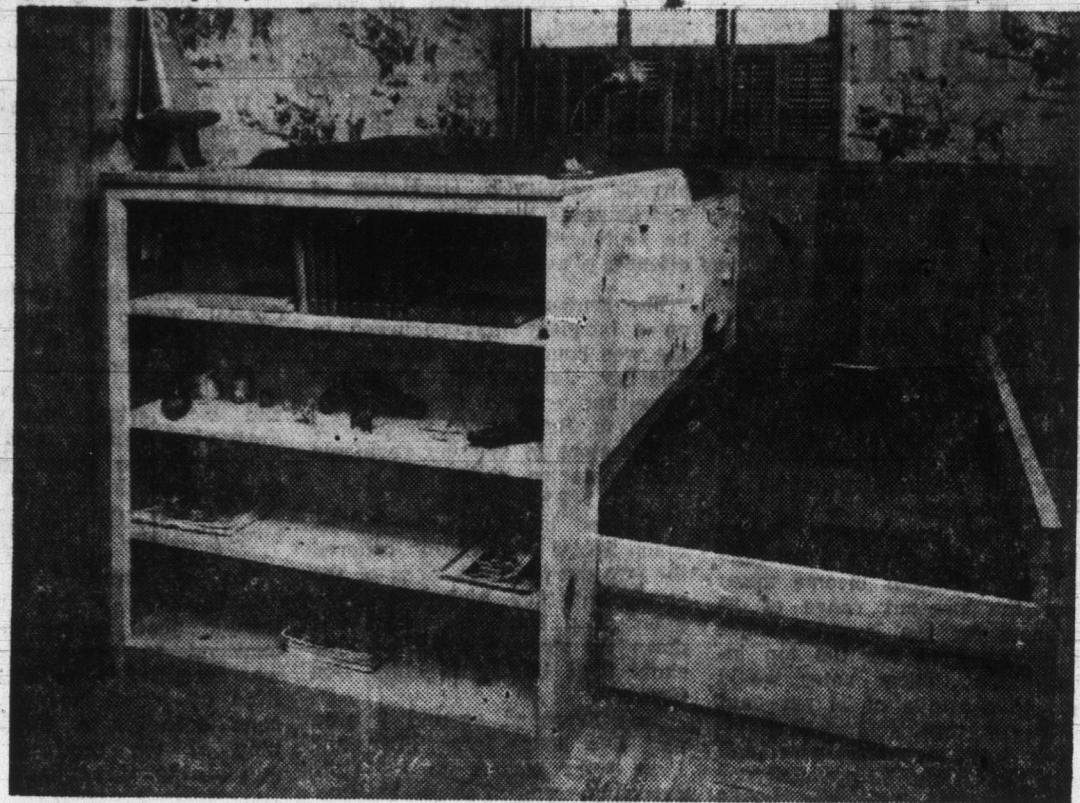
and partitions. These are relatively simple to make if you measure carefully, cut and assemble precisely.

A wide variety of hinges may be used from those that are completely concealed to those that are completely visible. Which you choose is a matter of personal preference. Concealed or semi-concealed hinges do not mar the appearance of the door but require more care in fitting.

They're Decorative

On the other hand, exposed hinges can be very decorative and can add to the appearance of the door. Properly attached, any hinge does a good job and helps set the built-in style, be it modern, traditional or early American.

If your house has no floor space that can be spared for built-ins, better use of existing closet space may be the answer. Orderly storage cabinets and closet built-ins can double or triple holding capacity.



THE NIGHT SHIFT IS TO A trundle bed unit that works overtime in providing not only sleep space for two, but also storage area, shelves, and a drop leaf desk. "Bed 'trundles'" out of sight so desk can function during the day. It's built of Western pine region wood.

KEEP WINDOWS DRY

Condensation on windows in cold weather can be avoided by using wood windows with insulating glass. Because wood is a natural insulating material, it will stay warm on the inside of the house, and the insulating panes keep the inside of the glass above the condensation point. Stock windows of ponderosa pine with insulating glass are available in many sizes and styles.

LOOK FOR QUALITY

Every house hunter's goal is to buy a home built with quality materials without paying a premium. One quality item to look for is a roof of heavyweight asphalt shingles with the Underwriters' Laboratories "wind resistant" label.



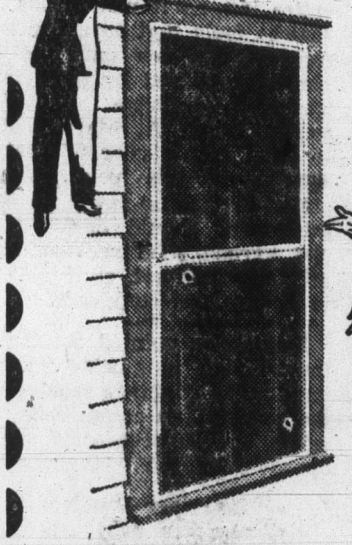
ROLL UP

Always roll your first stroke with a roller upward, starting in an unpainted area and working toward a painted one, advises the National Paint, Varnish and Lacquer Association. Second and subsequent strokes should be sideways and criss-cross to assure complete coverage of the area.

VERSATILE PINK

Pink walls can provide an effective background for any type furniture from Victorian to modern. It combines well with warm gray, medium-light bottle green and dark shades of blue-plum, says the National Paint, Varnish and Lacquer Association.

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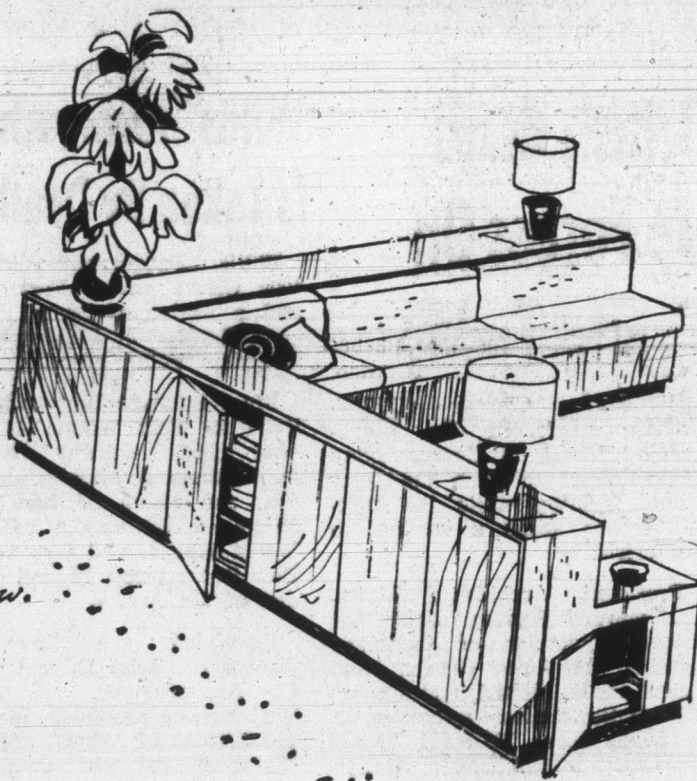
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Conversational Divider



When living room opens to dining room or entrance hall, a handsome banquette like this may be used as a divider and to create a central conversation area. Banquette is built of west coast hemlock lumber, with top used for lamps and bric-a-brac. Cabinet back has concealed shelving for many storage uses. Fabric covered foam cushions make comfortable seating.

For Visitors' Comfort

Insulation Bars Heat, Noise From Theater at World's Fair

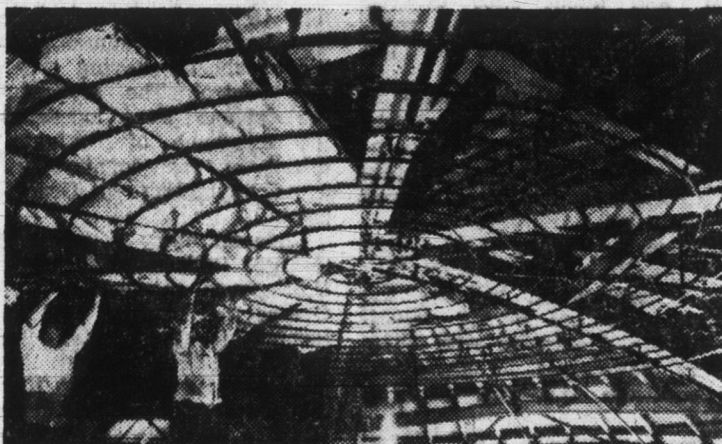
Conventional, residential-type insulation is being used to help solve two problems in a most unconventional World's Fair building.

The Johnson's Wax Golden Rondelle, now being built at the 1964-65 New York World's Fair, looks like a giant flying saucer suspended from six soaring 90-foot-high petals that arch protectively above it. The disk, reached by elevated walkways, will contain a 500-seat theater in which visitors will see a 12-minute film.

William Eisenberg, architect for Lippincott & Margulies, Inc., of New York, designers of the Golden Rondelle, pointed out that the two major objectives were to give the theater maximum seating capacity and to keep out the sound of airplanes landing and taking off from nearby LaGuardia and Kennedy International Airports.

Both problems were solved by using mineral wool batts of the kind generally used in home construction. Because the insulation will keep much of the summer heat out of the theater, it was possible to use smaller air conditioning equipment. This means that more space is available for seating capacity.

At the same time, the mineral wool will almost eliminate objectionable aircraft noises. L. S. Goodfriend, an acoustical consultant, explained that the combination of insulation and a plaster ceiling hung over the



ABOVE: Batts of residential-type insulation are installed in ceiling of Golden Rondelle, Johnson's Wax theater at New York World's Fair. Mineral wool will keep out much heat and noise.

RIGHT: Architect's rendering shows Rondelle suspended from petal-topped stems of steel.

auditorium reduces vibration, thereby creating an effective barrier for some types of noise—the whine of a jet engine, for instance.

Nine thousand square feet of mineral wool batts were installed in the ceiling and side walls of the Golden Rondelle. The insulation, which has an installed resistance value of R-19, is the type recommended by the National Mineral Wool Insulation Association for use in the



ceilings of air-conditioned homes. Webster's defines a "rondelle" as a flat, circular, faceted diamond, a gem cut in a disc.

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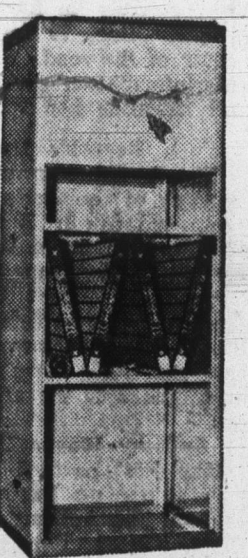
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