Courier-Journal
https://courier-journal.newspapers.com/image/108857864

The Courier-Journal (Louisville, Kentucky) · Sun, May 22, 1955 · Page 108
Downloaded on Oct 4, 2018

Introduction to A Chair Leads to Home Show Interior Decor

By BUD SMITH

YOU needn't say "How do you do?" but we'd like you to meet a chair . . . a delicately designed Italian Provincial occasional chair antiqued in olive green with a cerulean blue leather seat. It's a rather odd color combination, but a very refreshing one.

Why introduce you to a chair? This chair is the beginning, the key to the decor of the Home Show House. Why this chair? We felt it expressed the charm of a bygone era, combined with the sophistication of design that lends itself to contemporary living.

The chair was the beginning, becoming, in a sense, my client, indicating the decor for the entire house as you will see it. Room by room the house represents an extension of tone set by one piece of furniture, the delightful Italian chair.

The tendency to a more formal air in the house is little more than self-expression of the chair. It is dressy, yet relaxed in the combination of olive green and cerulean blue. The combination is modern in concept, so the interiors utilize a sensible blending of period furnishings with contemporary.

Breakfront, White Sofa

The wall-to-wall carpeting in the living-dining room is light olive all rayon faced carpet laid with tackless strip. Both the walls and trim are painted light cerulean blue (sky blue), as well as the entrance door on the outside—which serves as an introduction to the interior. Windows are draped in a white background with light blue print, cafe curtain style. They're made from a material which is fadeproof and very durable.

Since the living room has no fireplace—quite common in recent building of medium-sized homes—a pecan colored cherry breakfront replaces it as the primary focal point in the living room. The breakfront is surrounded by the main conversation grouping, featuring a modern white sofa.

In the dining room we used a 36-inch square table that not only extends to comfortably seat eight persons for formal dining, but also doubles as a family game table. The chairs are antiqued in olive to tie in the grouping with the overall theme.

From the dining area we go to the hall, also carpeted and papered in a provincial wheat pattern, that connects the three bedrooms and bath area. First we come to the master bedroom. Walls and woodwork are a light cucumber with matching color at the windows. I felt the master bedroom should be important, so we added an elegant touch by employing a false canopy over the bed. It is hung from the ceiling, scalloped and made from a green checked taffeta, with the back hanging and flounce made of the same material. The bed and double dresser are cherry from the same period as the living-dining room breakfront and table. The carpet is light blue cotton.

The second bedroom is treated as a functional den-guest room combination. A small sofa bed does double duty in a limited area. Efficiency of space is further developed through a series of unit cabinets, some for books and display, others for storage. The cabinets are painted blue, trimmed with white. Color of the furnishings is set off against the overall off-white background of the room itself.

Room for Daughter

Since even a chair has limitations, the occasional chair which set the decor necessarily had to let us decide the actual composition of the family. We arbitrarily picked a grown daughter to occupy the third bedroom. It is done in sorority-sophistication. The furniture is Italian Provincial in a pewter finish with brass trimmings. Walls use the same blue as the living room. A black and white candy striped satin is used for traverse draperies, with a soft valance of the same material with V-shaped scallops.

The kitchen follows closely another modern trend—cheerfulness. Wallpaper incorporates a small acorn design in the ever-present blues and greens on an off-white background. For convenience, there is an eating bar with bar stools of raffia made in the Orient.

I hope the model house at the Metropolitan Home show accomplishes several things. I hope it conveys the mood that can be set by assorted fine pieces of furniture planted in a surrounding of unusual, yet restful and interesting, color themes—all tied-in to a central theme which represents its occupants.

Eye-Pleasing, Livable

We have attempted, in the Home Show House decor, to sidestep tradition, and to make effective use of the vast and beautiful choice of furniture, fabrics and accessories designed with present-day living in mind.

The result is gratifying . . . eye-pleasing and livable . . . an incentive to the homemaker to take advantage of these wonderful products today's market offers—rayon carpets, durable materials, lamps designed to ease eye strain, and furniture more comfortable, practical and of the most pleasing design.

Italian Provincial Occasional Chair

Home Builder Should Avoid Monotony

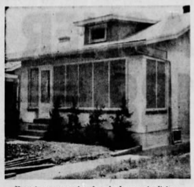
Home builders have a warning from a leading architect to avoid monotony of sameness in their new homes as the nation faces up to the task of building over a million new dwellings each year in the future.

It is easy to avoid row-house weariness, Ralph Walker, prominent New York architect, recently told a Washington audience. All over the country designers are showing the stuff American ingenuity and imagination is made of as they adapt wood—the world's oldest building material—to modern needs.

Saying there always will be a "coming age of wood," Walker pointed out that wood is being used, not alone for its efficiency, but more because of the lasting delights found in its varied patterns, in its fragrance, and in its rare functionalism.

Lumber leaders echo Walker's enthusiasm by pointing out the great renaissance in wood in modern American home design. There is an increasing use of some of the lovely and incomparable softwoods throughout the home.

Designers are using the texture, grain, colorings and distinctive characteristics of these warm-toned softwoods more and more as the central design theme. No two pieces of wood are exactly alike and in this wide range of natural beauty, architects are finding the tremendously satisfying variety needed to give each home its own set of fingerprints and its own character.



Here is an example of real pleasure in living.

Screened Porches Used For 9 Months of Year

By ARTHUR G. ELLER

MR. AVERAGE American is married and has two children. He has a two- or three-bedroom home and always needs just a little more room for relaxation.

He can't afford to build more rooms. But . . he can make use of what he has—his porch. He likes modern living convenience; to him, it means a trend toward longer life with more durable materials, plus beauty of design, and economy.

Eller

An all aluminum screened porch can be used practically three-fourths of the year in this area. The screens stay in the year around. The screens are set in aluminum extruded frames that can be wiped clean in a jiffy. There is no deterioration. There is no rotted wood to be replaced or trim to be painted.

Once an all aluminum porch enclosure is put in, maintenance cost can be forgotten. The initial cost is slightly higher than wood buildup with wood framed screens, but the cost soon levels out with the savings in maintenance.

Average Americans realize the necessity of relaxation and outdoor living more than ever before. With ever increasing traffic and larger cities, it is difficult to drive, and people appreciate staying at home. Especially Dad after a busy day at work.

Where else than a cool, inviting porch in the evening to read the paper and smoke? Mother appreciates the convenience of having guests on the porch, with no furniture to polish or rugs to clean up. Entertaining is no problem there. And how the children enjoy picnics and games out on the open porch where mother knows they're safe from busy streets, and safe from insect bites. The whole family appreciates relaxing in the open.

Plan for happier relaxation at a minimum of cost . . . for a comfortable summer, plan for a practical, economical all aluminum screened-in porch.

10,000,000th Postwar Home Expected By July or August

PACED by an unprecedented volume of winter housing starts, American home builders are rapidly nearing the time for completion of the 10,000,000th postwar home, according to John M. Dickerman, executive director of the National Association of Home Builders.

Backed by an annual production of one million or more units annually for the last six years, the industry entered 1955 with a total of 9,400,000 new homes—enough to house nearly one-fourth of the entire population of the United States. On the basis of figures now available, it is probable that the 10,000,000th house will be built in July or August.

For each million new homes, employment was provided for more than a million on-site workers and perhaps four times that many in its related industries—lumber, masonry, metals, glass, and others.

Government forecasts for 1955 point to a moderate increase in business activity over 1954, one of the best in the nation's history. New residential non-farm building is expected to top $15,000,000,000 as compared with $13,600,000,000 in 1954. This contemplates between 1,200,000 and 1,300,000 housing starts compared with 1,200,000 in 1954, the second only to 1950 with 1,400,000 units, which included a large number of rental and public housing starts.

Housing starts for the last two months of 1954 and January, 1955, were well in excess of those for any comparable winter period on record, Dickerman noted.

Penny-Saving Insurance Can Be Costly Experience

By EARL J. DITTO

Too many home owners are trying to save pennies by under-insuring their homes. They gamble on firemen getting there before too much damage is done.

There are over 300,000 home fires in the United States every year, and with the new low fire insurance rates—the lowest in the history of Louisville—no home needs to be under-insured.

When buying your new home, take out enough coverage to protect your own equity as well as the equity of the financing company.

In addition to the usual fire and extended coverage, vandalism and malicious mischief insurance, be sure to protect yourself against liability claims by buying comprehensive personal liability on your home. Then, too, be sure to buy residence and outside theft burglary insurance.

By taking advantage of the new "Home Owners Package Policy" all of the above coverages, and more, can be bought in one policy. You will have one agent, instead of several, and the policy will be good for three years.

The cost of having the coverages all wrapped up in one neat package will be much less than when buying them separately.

ALWAYS IMPROVING

Engineering work continues to improve the air conditioner all the time. Noise has practically been eliminated, and flush-mounting is available.

Furniture Can Solve Problem

Pride of possession comes early in life and furniture has been designed to answer this pride and help it along.

Very vital in the life of a child are possessions and recreation areas in which there are no restrictions, no barriers—a place he can call his own. From infancy on through the teen-age group there is furniture to help parents and child meet this need.

Juvenile cribs and chifferobes come first. They are simply but attractively styled, with an accent on sturdy and safe construction. When the child gets to the toddling stage, there are additions to the juvenile ensemble: play tables, chairs, small rockers.

For the junior years, there are vanities, chests, desks, book shelves and hanging wall cabinets. Since parents are the pedestal subjects for the child's imitation, most any grouping found in the adult groupings can be found in youth groupings, but of course, scaled proportionately to size.

Heart Action Helped By Cool Atmosphere

Extremely hot weather puts additional strain on the heart since it must work extra hard to pump blood to the skin's surface. This additional load may step up the pulse rate as much as 40 per cent.

Air conditioning will reduce the strain on the heart by helping the body to perform more normally in a comfortably cool atmosphere.

Air Conditioning Comfort No Longer Is 'Luxury'

ROOM AIR conditioning, according to the Air Conditioning and Refrigeration Institute, is in greater demand than ever, and the reason for it is that the appliance has moved from hot weather "luxury" to a year-around "must."

A booming 1,000,000 units were installed in homes throughout the country last year and the fabulous demand is expected to increase installations in 1955 by another 20 per cent.

The American home owner now sees the year-around health and cleanliness safe guards of air conditioning as well as its summer comfort features. Room air conditioning protects from dust and pollen and from man-made fumes and dirt, soot and odors.

The room unit cooler still continues to enjoy the greatest popularity among customers because, as pointed out in a trade magazine "in many, many existing homes, room air conditioners are the only practical way to enjoy air conditioning."

The cost of room units actually is absorbed quickly in the savings made by practically eliminating cleaning bills for rugs, drapes and clothing articles. Owners of such units sleep comfortably every night, and live comfortably every day without fans, or the worry of rain on the floor from sudden summer showers.

70 to 74 Degrees Is Declared Ideal

Heart specialists say that a room temperature maintained between 70 and 74 degrees protects general health and prolongs human life.

Also, because of humidity control, housewives no longer need worry about marks left by damp, sweaty hands in humid weather.

Kitchen Floor Drain Saves Work and Time

If you are remodeling your kitchen from top to bottom, here is an idea that's really practical:

Incorporate a slight pitch in your kitchen ceramic tile floor and install a drain near the sink. When cleanup time comes, you can mop the tile shining clean in a jiffy and then drain the water off. It will save lots of time and backbending effort, too.

Call
A. S. BLUNK HEATING CO.
for
• Gas Service
• Oil Service
• Stoker Service
• Water Heater Service
and new bryant
HEATING INSTALLATIONS
CL 8834

Read The CLASSIFIED ADS.

FLATLUX BRINGS PRAISE FOR LUXURY WALLS AT ECONOMICAL COST

If you want to bring new charm to every room in your home use wonderful, washable BPS FLATLUX, America's number one low-cost luxury wall paint. On hand now at DAGES PAINT CO., Preston and Broadway, FLATLUX wall paint covers in a single quick-drying coat. It goes on easily with brush or roller.

FLATLUX is truly washable and fadeproof . . . and it comes in a score of new decorator colors that will add beauty at low cost to any room. The very colors you've been looking for. Yes, DAGES PAINT CO. has the wonderful FLATLUX for you. Stop in today to see the most luxurious and economical paint on the market. A single gallon is enough to paint the average size room. Visit DAGES PAINT CO. today . . . get the FLATLUX wonder paint. (Free parking rear of store.)

---NOW IS THE TIME TO PLANT---
The Southern Miracle Grass
GENUINE MATRELLA
ZOYSIA
REQUIRES LESS MOWING
Chokes out Weeds and Crabgrass
FOR LUXURIOUS PERMANENT LAWNS
A millionaire's lawn at bargain prices!! THE MOST NEARLY PERFECT LAWN GRASS for this area. This is your opportunity to try Zoysia Matrella at small cost.
• adapted to either sun or shade
• is permanent, no more reseeding
• is highly drought resistant
• is resistant to insects and diseases
• thrives in most soils
• is highly wear resistant
• improves with age
$1
TRIAL PACKAGE, enough to plant 50 sq. ft. . . . . .
Rootlets to plant 300 sq. ft. . . $3
Rootlets to plant 600 sq. ft. . . $5
Rootlets to plant 1400 sq. ft. . . $10
FREE planting instructions included
LIVE DELIVERY GUARANTEED — WE PAY POSTAGE
NORDAN GRASS FARMS
DEPT. F • ABBEVILLE, ALABAMA
----CLIP NOW--MAIL TODAY----

SEE THE FAMOUS
WE BUILD DELIVER AND SET THE
Philip Sitton Septic Tank
pre-cast, steel reinforced, concrete septic tank offers the public a tank that is very popular because of its low cost, rapid installation and permanency.
CAPACITY 500, 650, 800, 1,000 GALS.
WA 4387 207 N. Campbell
Louisville 3, Ky.
DOLT AND DEW
Reinforced Concrete
Grease Traps Dist Boxes
Pit Rings Sumpwells
Prompt Service

CRUSHED STONE
for
DRIVEWAYS
•
Our Specialty
DUMP TRUCK SPREADING
•
ALL SIZES
•
PROMPT DELIVERY
YOU'LL LIKE our SERVICE
FALLS CITY STONE CO.
Cedar Creek Rd. Call 21-3231

PLANNING AND BUILDING YOUR OWN HOME CAN BE A SOURCE OF THE GREATEST HAPPINESS

Owning your home will give you a sense of security and comfort not achieved by any other material possession.

Pay us a visit and let us tell you how you can acquire this protection for you and your family. Our staff will be pleased to offer suggestions as to plans and other necessary considerations to get you started.

"YOU CAN'T BUY BETTER FOR LESS" HOME SUPPLY CO., INC. "YOU CAN'T BUY BETTER FOR LESS"
3720 7th St. Rd. AT 3351-2-3

Burdorf's Design for living . . .

. . . in the Home Show House!

AGAIN Burdorf's opens the door of the Home Show House, and invites you to see another Burdorf Design for Living.
The many Louisville homemakers who know Burdorf's inspired decoration will be visiting this house for new ideas for their homes.
We invite you, too, to look around at your leisure, and to talk with the Burdorf Salesman-Designers, whose services are available to you, at no obligation, to design your home interior, in sketch or floor plan. Just give them an idea of your budget—let them see your floor plan—and a Burdorf Design for Living is yours, for your use in planning your Home.

BURDORF'S • 413 West Market Street • 642 South Fourth Street
Free Parking—Kenyon Lot, 123 S. 5th St.—Vic's Lot, 643 S. 5th St.

Copyright © 2018 Newspapers.com. All Rights Reserved.