

HOLLYWOOD IS AN ARCHITECT

By GENE HANDSAKER

The letter was from Des Plaines, Ill., to a Hollywood movie studio: "I sat through the picture three times trying to figure out the floor plan of the guest cottage," it said, "but couldn't from the area shown. My wife and I would appreciate it if you would send us the plans."

That letter, inspired by the picture, "That Way With Women," is typical. Glamorous movie sets sometimes get almost as many fan letters as the stars. People see architectural and decorating ideas they want to incorporate in their own homes, present or future.

The movies' effect on the world's design for living is not precisely measurable, but it is considerable. White furniture enjoyed a vogue after being used in a 1941 Norma Shearer picture, "When Ladies Meet." Requests still come to the studio for designs of this early-American house supposedly remodeled from a grist mill. The fad of making over old barns into houses may have had some stimulus from this picture.

Jean Harlow talked over a white telephone in "Wife vs. Secretary" in 1936, and white telephones became fashionable in boudoirs. The movies helped to popularize the French-type telephone itself. It left an actor with one hand free to manipulate a cigarette, stroke his hair, or point out the window.

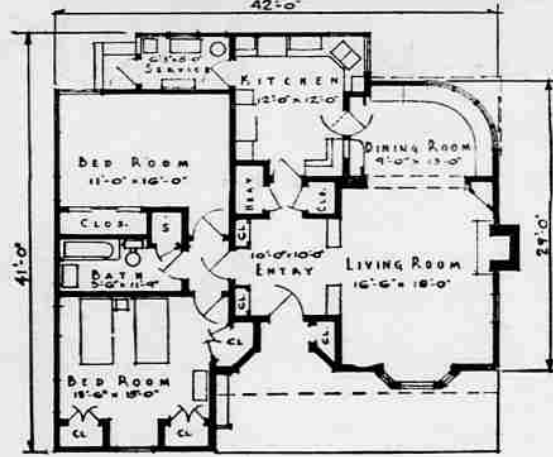
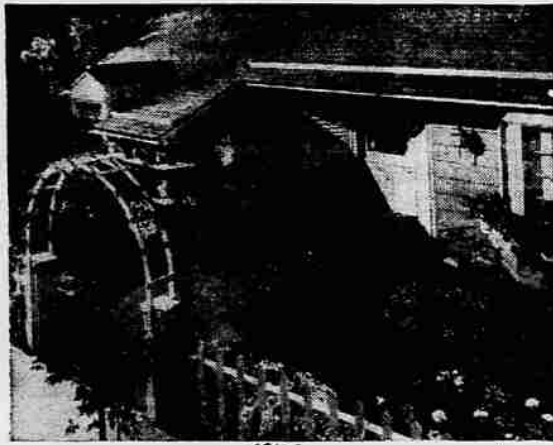
Americans go for early-American or rugged ranch-type designs with beam ceilings and big stone fireplaces, judging from the fans' response. A semi-modern desert ranch house in "Leave Her to Heaven" brought from 200 to 300 requests for designs and photographs. A doctor in Quebec built a mountain lodge like it.

A homey farmhouse in "Christmas in Connecticut" (1945) got a big response. Barbara Stanwyck, the picture's star, cooed when she first saw it, "Oh-oh! This is the house I want for myself." GI's in hospitals wrote the same sentiment—the sweetest kind of mail an art director can receive.

The structure was early-American, with a stone exterior and a shake roof. The interior was partly wallpapered, partly paneled in walnut. There were sloping beam ceilings and an enormous stone fireplace. The studio sent several hundred requested photos all over the United States and to Germany, England and the Philippines.

Folks don't realize—or don't care—that set designs are incomplete. Walls are finished only on one side; rooms may have only two or three sides; the floor plan may lack bath and bedrooms. It's the general style that appeals.

Tara Hall, the Colonial-and-Victorian manison in "Gone With the Wind," was duplicated in New Orleans by a wealthy resident.



A Glamor House that won movie fans—it was shown in the film "Every Girl Should Be Married."

Director Howard Hawks was so charmed by the early-American house in "Bringing Up Baby," the Katharine Hepburn-Gary Grant comedy he directed in 1938 that he had a virtual duplicate built to live in. The stylized early-American home seen in "The Bachelor and the Bobby Soxer" brought numerous inquiries. So did the Colonial cottage in "Every Girl Should Be Married." Fans also liked the dude ranch house, with stone fireplaces and rawhide lampshades, where Jack Carson and Dennie Morgan cavorted in "Two Guys From Texas."

Studios generally prefer not to bother sending out plans and photos, though frequently they do. Architecture, they point out, is not their business.

Walter Hagedohm of the California Council of Architects says: "We're not influenced so much by pictures as by people being educated to want better things. One of our jobs is to make them see what they're going to get. Most of them can't visualize this; movies help them to do so."

"Pictures also have done damage by overemphasizing certain things that are not always pos-

sible to put in a home. Extremely modern things, for example. Pictures also give the appearance in a lot of cases of a sumptuousness that's difficult to obtain on the average family's budget.

"No trends have been introduced by the movies. But they have augmented trends started by architects."

Why People Have Wide Windows

Windows are no longer merely a means of providing light and ventilation. In both the new and remodeled house they form dramatic decorative focal points blending the outdoors and indoors.

Today's trend toward wide, floor-to ceiling window wall is dictated by a variety of factors. The sweeping view that gives a picture window its name is one of these. The capturing of breezes through French doors and awning type upper panes that siphon off ceiling heat is another advantage. But the decorative appeal through light color and draperies is not to be disparaged.

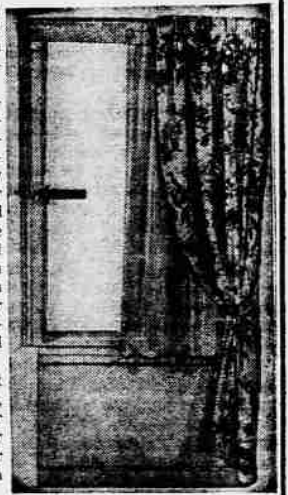
A smart California idea that is gaining popularity in every state is a big window made up

Curtain Elevators Offer Easy Way to Hang Drapes

Curtain rods seem to be on their way out, and along with them the hazard of teetering on stepladder or chair while hanging drapes and valances.

A new contrivance being distributed through decorators offers an easy way to hang curtains from the floor. It comprises rails along the window frame on which the cross bar holding the curtains slides up and down. This makes it possible to lower drapes, valances and glass curtains, to change them or adjust them, raise them again, or swing them open for window cleaning and ventilation, while both feet are planted firmly on the floor.

The entire device is easily put up with two screws on each side, top and bottom. Shrinkage, or stretching of curtains after cleaning can be compensated for by lowering the support bar a fraction of an inch.



Furniture Big Item When New Home Is Bought

It is necessary to carefully budget furniture purchases and payments in relation to payments on the house mortgage, it is pointed out by the Construction Research Bureau, New York clearing house for building information.

There is no rule-of-thumb as to how much to spend for furniture, but many new home-buyers budget an expenditure of about one-fifth to one-fourth the cost of the house. For a \$10,000 home, this means \$2000 to \$2500 worth of furniture.

Because of the need by most families to meet furniture installments along with mortgage payments, it becomes more important than ever to economize in home operation wherever possible, the bureau declares. One important economy comes if the house is insulated with mineral wool because animal fuel savings in an average home will more than equal one month's mortgage payment.

Another economy often overlooked is that furnishings are exempt from taxation in New York, Delaware, Mississippi, New Hampshire, Ohio, Oregon, Pennsylvania, South Carolina,

of mullions and muntins of 2x4 construction. Sturdy and functional, this design offers several attractions. It simplifies the use of insulating panes in smaller sizes. It forms a picture window with upper panes that can be opened for ventilation. And its framework provides nifty shelf space for the display of American glassware, potted plants and other bhic-abrac.

Washington and Wisconsin. Several other states offer exemptions under certain limits, and a homeowner is advised to investigate the law in his own state in order to save money in this manner.

How to Estimate For Painting a House

In estimating the quantity of paint needed for the outside of a house it is better to figure liberally than to run short of material.

For this reason no deduction is made for the area of windows and doors.

The number of square feet of surface to be covered is determined by measuring in feet the distance around the house and multiplying by the height in feet to the eaves line.

The area of a gable is found by multiplying the width of its base line by half of the height from base line to peak. Add this to the area of the outside walls.

Cornices, trim and other extra details usually call for about one-sixth of the quantity of paint needed for the main part of the house.

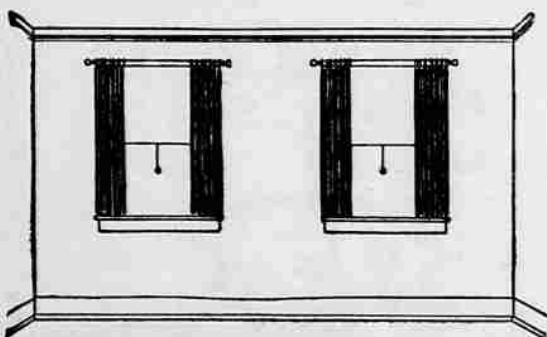
Where to Place Your Food Freezer

Some architects contend that food freezers, unlike refrigerators, are opened so seldom that they might be well located in the cellar, thereby saving that space in a kitchen.

One advantage of having the food freezer in the kitchen, however, is the proximity of the sink and range, both of which are needed in the freezing process.

By planning work surfaces next to the freezer you can prepare foods and store them in the unit with a minimum of steps.

BLINDS AND DRAPES CAN DO TRICKS WITH WINDOWS

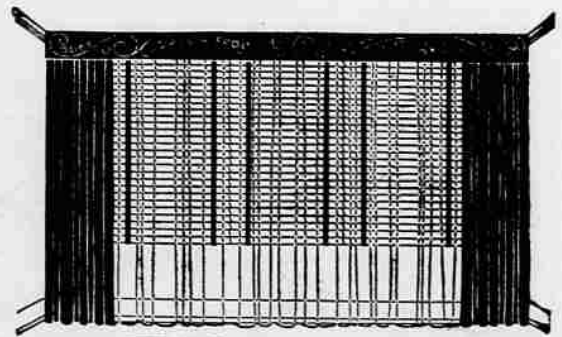


Before—These two prosaic windows at the end of a room breed headaches if you don't know what to do.

In modernizing interiors, a slick bit of decorating magic can be achieved with Venetian blinds. To all appearances the shape and size of windows can be changed and the proportions of a room can be altered merely by the way in which Venetian blinds and draperies are used.

A lonely single window can take on all the grace and charm of a full length French style window, a broad picture window, or even a set of three windows by using dummy blinds.

For the illusion of a floor-length window, merely hang an oversize blind over the window frame and let it fall to the floor. Drapes to the floor are hung so they cover only wall spaces with their center edges merely covering the edges of the blind.



After—This window wall effect can be achieved from the same two windows with Venetian blinds and drapes.