

July 1954

house + home

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Hot-weather houses

Is America at last learning to build for the American summer (as we are at last learning to dress for it)?

Here are 28 pp. on how to live outdoors with all the comforts and luxuries of home: breezeways, sunshades, jalousies, screened gardens, roof umbrellas, stilts and gay colors (p. 98)

Best sellers

What architects and builders can learn about changing public tastes from the five most popular house plans "Better Homes and Gardens" has published since Jan. '52 (p. 140)

New town

Canada's 17 architect-builder teams are packing profitable ideas into Don Mills, where 15,000 people will soon live near their jobs (p. 146)

Lumber dealer

Clarence Thompson packages more and more components to help the 5- to 25-house builder cut his costs—and so stay in business (p. 128)

Custom design

Out of one big space, Architect A. L. Aydelott carves ten handsome living rooms (including an indoor garden) each for a different purpose (below and p. 134)



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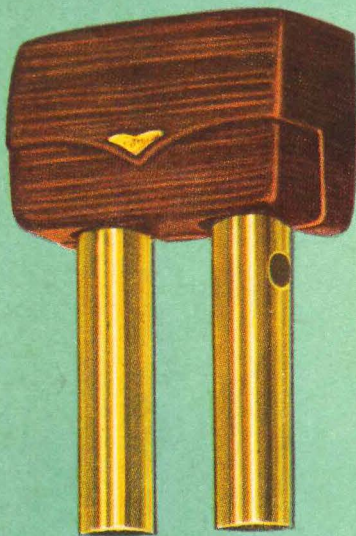
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\$29.95 to \$67.95 List

FHA scandals—after three months

▶ **Tightening rules, the agency bans 26 items from Title I repair loans, forbids mortgaging out on rentals**

▶ **HHFA continues to smear 608 builders for profits, hints criminal action—which Justice Dept. says is unwarranted**

A made sure the barn door was locked. Last month, it banned 26 luxury or nonessential items from further Title I repair loan financing. Among them: barbecue pits, swimming pools, dog kennels and fire alarm systems—all of which had drawn Congressional fire in the celebrated April FHA-scandal hearings.* Lumberman Norman P. Mason (whose nomination as permanent FHA commissioner went to the Senate) also tightened up on FHA rental housing; he ordered FHA's 75 district offices to send applications for 12 or more rental units under Sec. 203 to Washington for approval in the future. He announced that to be sure that Sec. 207's more exacting standards for rental housing are applied to sizable rental projects. Mason also issued an order banning future mortgaging out on rental projects (see p. 36), although many experts thought he lacked power to do so. These steps, by FHA's own men, the housing industry took with silent assent. Silence at least initially—also greeted a step not even by FHA's own men—a proclamation by HHFA that investigation of Sec. 608 had netted up some \$40 million in mortgaging out profits to corporations which built 70 projects. But this appeared to be the silence of deeper mistrust.

\$1 million windfalls. Deputy HHFA Administrator William F. McKenna, in charge of the agency's investigation of FHA, gave out a picture of Sec. 608 finances for the 70 "windfall" projects he found among the 219 corporations:

and in capital stock	\$ 4,141,390
FHA-insured mortgages	277,593,500
reported cost of projects	239,374,770
total windfall	39,539,833
windfall distributed	31,755,000

He asserted that cost padding by "excessive prices" for land and construction were the principal reasons for the mortgage profits. He said: "This investigation has already demonstrated beyond question that certain promoters were aided and guided by former top FHA officials in the windfall practices." He added that each case has or will be referred to the Justice Dept. for "such civil or criminal proceedings as may be indicated. . . ."

Time that isn't. As HHFA must have calculated, the nation's newspapers played the announcement prominently. To many close observers of the FHA tempest, however, the closures had an odd scent. Most obvious: HHFA made no mention of the fact that (except for a possible tiny handful of cases) there was no question of crime involved in the 608 mortgaging out, that builders in-

cluded other forbidden items: bathhouses, burglar alarms, burglar protection bars, door opening and closing devices, dumbwaiters, detecting devices, fire extinguishers, flower boxes, grading landscaping, greenhouses, airplane hangars, lawn sprinkling systems, outdoor fireplaces, penthouses, photomurals, radiator covers, stands, steam cleaning of exterior surfaces, television antennae, tennis courts, tree surgery, valance or cornice treatments, Venetian blinds.

involved were either 1) smart enough to build for less than FHA figured it should cost the "average" builder, or 2) like Gross Morton, keeping their books to show minimum costs for tax purposes.

Indeed, Gross Morton's Glen Oaks Village project was among the 70 so scathingly cited by HHFA's second in command. The Justice Dept., meanwhile, was admitting (in an unpublicized proceeding) that there was nothing illegal about the \$4 million mortgaging-out profit at Glen Oaks Village (see p. 36). And to the US attorney in St. Louis, the Justice Dept. issued a hands-off order to his proposal that a federal grand jury investigate a Warner Kantner 608 project, Canterbury Gardens, in suburban University City. Yet Canterbury Gardens had been brought up by Asst. At-



TESTIMONIAL DINNER: Smiling Guy Hollyday at a party given him by 270 friends in the ballroom of the Lord Baltimore Hotel, with Urban Land Institute President John Mowbray (r) and the woolly prize of the evening, Sherman Adams. The lamb was Mowbray's gift to Hollyday, lugged into the ballroom at Mowbray's announcement: "So I'm going to call in Sherman Adams! No matter how big, tough and nasty Sherman Adams may be, Guy Hollyday will always be his master." Guests also heard from Toastmaster James Rouse, who said that contributions amounting to \$5,000 had come in from 34 states toward dedication of "Hollyday House" in rehabilitated Baltimore and from Hollyday himself, who reiterated that his time in Washington had been "a very exciting year."

torney General Warren Olney in his testimony to the Senate banking committee. He charged that FHA insured a loan for \$3,654,000 although Joseph Kantner and Harry Warner estimated the cost at \$3,239,955 and executed a contract for \$100,000 less than that. Wrote Ben Brooks, chief of the general crimes section of Justice Dept.'s criminal division (headed by Olney): "We do not believe this matter should be submitted for additional investigation or prosecution. . . . Against the background of construction cost estimates and maximums, we do not see the relevancy of your reason as a basis for a conclusion that a prosecutable criminal violation occurred, since the FHA could not, by terms of the act, take into consideration the actual costs and did not, by its own admitted policy, rely either on the disclosed or hidden and subsequently revealed, construction contract."

McCarthy tactics? Burton C. Bovard, suspended but fighting efforts to oust him as FHA general counsel (H&H, June '54, News), meanwhile called off a scheduled public hearing on his own case after FHA Boss Mason, while insisting on cross-examining Bovard, refused to make himself subject to similar questioning. He accused Mason of prejudging the case and violating "due process of law and . . . ordinary standards of impartiality and fair play." For instance: FHA was denying Bovard access to the documents on which its "vague" but sweeping charges against him were based—documents covering 11 years and thousands of transactions. How, asked Bovard's attorney, could he possibly defend himself in such circumstances?

In the circumstances, FHA last month was still looking for somebody to replace Bovard. Commissioner Mason was likewise still seeking capable men for the other five top jobs in the agency left vacant four months ago after sudden resignations and ousters that followed Guy Hollyday's firing. At Boston last month, Commissioner Mason took note of the vacancies (which make it hard for FHA to function properly), but added: "I will be filling them soon."

Congress, FHA try three ways to ban mortgaging out

By three separate and uncoordinated methods, Congress and the FHA tried last month to forbid mortgaging out on rental housing projects.

The Senate finance committee wrote an amendment into the pending general tax-revision bill which would make mortgaging out profits subject to ordinary income tax rates instead of capital gains rates, which most builders say now apply. Specifically, the committee voted to tax as dividends the distribution of "proceeds of loans guaranteed by the United States which exceed the cost of the property by which such loans are secured." The change would not be retroactive.

Prime mover behind the action appeared to be Sen. Harry F. Byrd (D, Va.), a leading critic of FHA operations and a high ranking

member of the finance committee. After the tax bill clears the Senate floor—probably in mid-July—it will go to conference with the House to reconcile differences. One of these would apparently be the taxation rate for mortgaging out profits. But there was no reason to think the House would resist the Senate's tightening.

Forced repayment. The Senate banking committee, tightening up the housing bill (see p. 37), adopted a different (and most observers thought dangerously clumsy) approach. It voted to require builders of rental projects to certify their costs (plus 10% profit), then apply any excess mortgage above the allowable percentage of loan to value ratio toward reducing the loan.

Not only would this system amount to recasting of mortgages after a project is completed, but it would penalize efficiency and cost-cutting since a builder would be able to keep none of the savings. Moreover, said experts, it is almost impossible to arrive at a formula for measuring all builders' costs. For example, many builders buy materials on a yearly basis and do not make definite cost allotments between various jobs. It is not easy, either, to split up job by job the costs of overhead and technical supervision. If a builder has his own architectural division, would he be forced to figure its services at actual cost or on the basis of a standard fee?

In any case, two laws were not needed to stop mortgaging out. The prevailing opinion was that if the Senate banking committee solution survives to become law, it will kill FHA rental housing, which last year accounted for some 37% of the nation's total rental housing output.

Semisecret FHA order. Meanwhile, FHA tackled mortgaging out through its administrative regulations. Commissioner Mason, who had proclaimed on taking over that "we're going to live in a gold fish bowl from now on," quietly issued an order to lenders in familiar semisecret FHA fashion:

▶ No dividends shall be declared or paid on FHA rental projects except out of earned income.

▶ Rental housing corporations may not redeem, purchase or cancel any of their capital stock "or effect any changes in capital structure whatsoever."

▶ Rental housing corporations may not dispose of any proceeds of mortgages in excess of the actual cost of a project, but must plow such amounts into loan reduction.

The order applied to mortgagors under Sec. 207, Sec. 608, Sec. 803 and Sec. 908. Only loophole: corporations which want to declare dividends or reorganize financially can ask FHA for a waiver of the ban.

Although the order was issued May 18, news of it did not leak out until early June. Why all the hush-hush? Experts close to FHA supplied one answer: legally, the agency has no power to enforce the new rules until and unless Congress tightens up FHA law. As they saw it, FHA was just trying to scare rental housing operators with bluff.

US court hears key Sec. 608 tax case; Glen Oaks tenants lose on rent rebates

The case of the Commissioner of Internal Revenue vs. George M. and Anna Gross *et al*—key US tax court case involving Sec. 608 mortgage profits—is a simple, but loaded one. It is a test civil case to determine whether 11 family stockholders of several corporations formed by the Gross brothers, big New York builders, and their former associates, the Mortons (Lawrence, James, etc.), should have paid a regular income tax on some \$4 million of profits gained from housing project construction or whether they were correct in paying a capital gains tax (H&H, March '54, News). The Internal Revenue Service asserts that the stockholders owe more than \$3 million in income taxes for the years 1948 and 1949—this in addition to some \$1.5 million that they did pay. A first hearing has been held in Washington and briefs were due the middle of last month.

Surplus on 608. The big money surrounds a mammoth Gross-Morton endeavor, Glen Oaks Village on Long Island. Of 27 corporations formed by the families, 23 were organized incidental to the Glen Oaks project. The whole operation cost approximately \$20 million. FHA insured Sec. 608 loans, mostly made through the Prudential Insurance Co. of America, amounting to \$24 million. The \$4 million difference is approximately, in the words of Clay C. Holmes, counsel for IRS, "the distributions that are here in controversy."

No illegality is attached to the fact that the Sec. 608 program enabled the Gross-Morton interests to show a surplus. It is interesting to note, in fact, that both Holmes and Harry Rudick for the petitioner (he is a member of the highly reputed New York law firm of Lord, Day & Lord, which until the last election boasted the services of Attorney General Herbert Brownell) agreed during the hearing that "nobody loses" under such a 608-guaranteed program as Glen Oaks. Rudick: "And Mr. Holmes said nobody loses. And it is perfectly true that nobody loses. The government has a good investment. The property has appreciated in value. The government has gained, in fact, because these people have paid \$1,500,000 in capital gains taxes. The government has gained something."

Law in their hands. Meantime, groups of tenants in Glen Oaks Village instigated lawsuits or harassing actions against the management, asking rent rebates and rent decreases. Such efforts received a considerable setback when a New York court dismissed three complaints last month. The most persistent group—350 present or former tenants who had asked \$6 million from individuals or corporations involved in the project, plus \$2.5 million in rent rebates—planned to appeal. Paul Tannenbaum, counsel for the group, said the suit was based on the premise that rents were

fixed in proportion to a mortgage of million (plus carrying costs and a 6% return for the builder) whereas they should have been based on a mortgage of \$18 million. He arrived at this view by figuring: if the actual construction cost of \$20 million had been estimated on the nose, the FHA insured mortgage would indeed have amounted to \$18 million. His projected plan, in event the suit is eventually successful, would get stockholders in the development to transfer the sum of \$6 million to the corporations. The latter will use it to reduce the mortgage thereby, said Tannenbaum, reduce the rents. The rent rebates, he contended, were due tenants on the basis that interest, amortization and insurance payments on the "surplus" portion of the mortgage (at a combined rate of 6%) have amounted to about \$360,000 a year for seven years.

Justice Nicholas M. Pette decided, however, that the courts of the state did not have power to supervise or revise official acts by Federal under act of Congress. Said Tannenbaum: "We have resigned ourselves to a long fight."

It was apparent from testimony in the tax hearing that counsel for IRS had adopted a somewhat different view of a builder's tax from a 608 project than that subsequently adopted by Congress and HHFA, with their cries of "unconscionable profits." IRS was in fact, basing its case on the premise that builders deserved compensation and that in this particular project they had taken such compensation it would have been straight come and open to ordinary taxation. Counsel for the government: "They were certainly entitled to compensation for the splendid services that they rendered these corporations. . . ." The tax men seemed to regret that Gross *et al* had not taken some payment for profits were all right by the revenue men as long as they could be taxed at a full rate.



GROUNDBREAKING for NAHB's housing center in Washington brought together most of the principals in FHA uproar and housing bill legislation. (l to r) HHFA's Cole, FHA's Mason, Rep. V. V. Cott, NAHB Chief Hughes, Sens. Sparkman and Capehart. Eight-story building will cost \$20 million.

Using bill, near passage, needs miracle to save it

months ago, it looked as though, after months of labor, the nation might get some of the most coherent housing legislation ever passed. Last month, it looked as though it would take a miracle in conference between the House and Senate to avoid giving the building industry some of the worst housing legislation ever—thanks to the scandal so conspicuously kicked up over FHA.

Nobody knew as the bill headed toward conference what would come of it. Maybe there would be real statesmanship. One trouble was House and Senate differences over public housing. The House voted to end the program after the 33,000 units now in PHA's pipeline are built. The Senate, responding to the House pressure, adopted Eisenhower's program for 140,000 units in four years. At the same time, the House was threatening to end public housing. Unless a compromise could be reached, this might block passage of any housing bill at all, save for emergency extenders for items like FHA Title II advance authority and the Wherry Act.

Although the public housing wrangle held the headlines, it was only one of 159 differences between the House and Senate measures. Many others (in addition to antimortgaging provisions—see p. 36) were vital to home-

building. Some of them: for Title I repair loans the Senate would shift from full insurance up to 10% of each lender's portfolio to a straight 80% insurance on each loan—a potential blow to rehabilitation programs. Another blow to antislum drives: the Senate dropped the House-approved change making the same FHA terms available for existing houses as for new ones. For Sec. 221, the Senate wrote crippling amendments. It wrote a tighter warranty by eliminating the word "substantial" from the "conformity" to be required to specifications.

Voluntary wiring standard adopted by homebuilders

Today's appliance-loaded homes need far more electric capacity than minimum legal wiring standards require. Electric consumption in the average US household zoomed from 897 kwh in 1939 to 2,350 kwh last year.

Last month, at its spring directors' meeting, NAHB adopted a voluntary wiring standard which should go a long way toward insuring more adequate electric circuits for tomorrow's houses. Principal point: 100 amp. capacity service panels (recommended by H&H), instead of the 60 or 85 amp. entrance capacities common today. Said NAHB's standard (its first involving design or equipment of homes):

- ▶ "There shall be a three-wire 110/220 v. drop from the pole to the service entrance head.
- ▶ "From the service entrance head to the meter and service entrance panel, run three-wire No. 2 service entrance cable or 1½" conduit containing three No. 2 wires (approx. capacity, 100 amps.).
- ▶ "The service panel shall provide for circuit breakers or fuses for at least eight circuits (preferably 10 or 12) and shall be so designed that at least two of these circuits may be three wires and equipped with circuit breakers or fuses of up to 50 amp. capacity.
- ▶ "When the service entrance panel is installed in a way which might require 'remodeling' to utilize the spare circuits, provide two 'dead' three-wire No. 6 cables or two empty 1" conduits (rigid or flexible) . . .
- ▶ "If there is an attached garage, run one 'dead' three-wire No. 12 cable or empty 1" conduit from the panel to an accessible location in the garage. This provides for power tools, home freezer or laundry equipment in the garage."

David C. Slipper, chairman of the wiring subcommittee that drafted the new code, reported FHA and VA in two test cities, Detroit and Los Angeles, have agreed to establish valuation increases to cover the extra cost of the new wiring standards. Next on the committee's agenda: the three-wire system (recommended by H&H) going up from No. 14 to No. 12 wire (recommended by H&H), running wiring as base plug level instead of through the ceiling (recommended by H&H).

Lives on for local court action against home repair loan crooks

battle to get shoddy home repair loan crooks indicted and into court swung in favor of local law enforcement agents in several cities last month. Home owners had been alerted to the fact that some of the salesmen were not as honest as they looked and were telling the authorities so. FHA offices were doing everything within their limited power to ride herd on owner-lender negotiations before they agreed to insure loans under Title I.

It has been estimated by FHA that 10% of dubious dealers are on its "precautionary list" doing business in southern California. The Attorney's office in Los Angeles was whitewashed away at a backlog of 1,400 pending FHA suits of various sorts. Up north, four men were sentenced by a federal judge for filing false statements with FHA.

Found guilty. Sentences of 18 months in prison were handed in San Francisco to Emanuel H. DeShong, Ben Zukerman, Arnold and James N. Stefan, a suede-shoe group who had been charged some months ago with swindling home owners in the Oakland area (H, March '54, News). They practiced the gimmick of telling the home owners they would use his renovated house as a "model home" to stir up business in the neighborhood. They obtained FHA insurance by stating the owner had paid a 10% deposit when he had not. Judge Louis E. Goodman, in describing the racket: "There was great damage not only to the people who signed the contracts but to

the public treasury. The contracts were for exorbitant sums and my report shows that these men made large amounts of money." Zukerman's attorney, arguing for a light sentence, said, "If the lending institution had acquitted itself of the requirements placed on it by the FHA, these wrongs would have been obviated." Answered Judge Goodman: "That is a justifiable criticism of the administration of the statute, but it does not go to mitigation of the sentence."

The Bay Area was getting ready to throw the book at other operators. Twelve men (members of a paint firm charged with falsifying FHA applications) faced trial in federal court in San Francisco and 19 more had been indicted in Oakland for anything from forgery to theft. Other legal action:

- ▶ Eighteen home improvement company owners or salesmen had been indicted in Los Angeles on charges of making false statements to FHA in connection with home repair loans.
- ▶ The first of eight persons indicted in a VA investigation of veterans' home loan applications in Texas—Raymond Thomason of Abilene—was found guilty. Among others indicted: the American General Investment Corp. in Houston.
- ▶ In New Jersey, six men were indicted on a total 27 counts connected with falsifying documents to obtain FHA-insured loans.

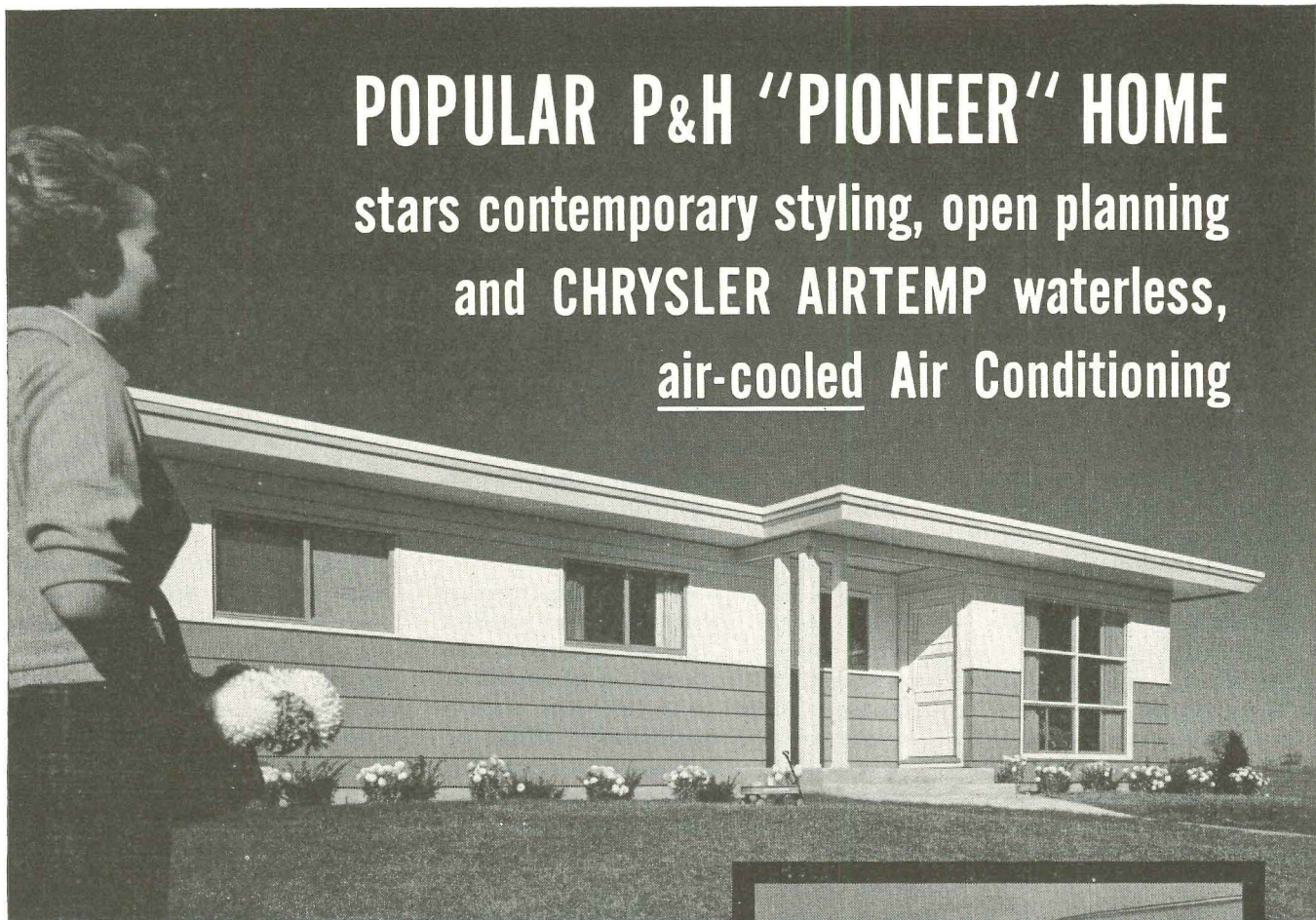
Pending investigations. There were, in addition to these direct actions, a number of

cities planning grand jury investigation of what home owners told them was true about repair loan dynamiters. Ft. Lauderdale, Fla. had been promised an investigation by Asst. State Atty. Frank S. Cannova, who said: "They have been pretty slick throughout, operating on the borderline of legality. But it looks like some of them may have stepped over the line." In Miami, dozens of citizens were up in arms charging they had been given rough treatment by a man holding a franchise to sell a cement wall facing called Perma-Stone; several were surprised to find they had signed unwittingly for second mortgages. A grand jury in St. Louis had been told to go ahead with a full investigation in the city and county of repair loan swindles. Alleged violations in the Champaign-Urbana area across the river were also under inquiry and one man—Maurice S. Bauman—had been arrested on charges of falsifying records of the First Savings & Loan Assn. in Rantoul, Ill. when he was an officer there in 1952.

US attorneys were getting an important assist in many places from Better Business Bureaus. The latter pointed out that in 1953 inquiries and complaints about home construction, repair and modernization ranked second (moving up from fourth place the year previous) in the roster of all inquiries and complaints received. Headquarters cautioned the regional offices not to imply that the majority of insured loans under Title I were suspect, but called complaints sufficiently numerous to present a "serious situation."

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Mill lumber dealers vote to study fair trade code

A considerable debate at their May meeting in Washington, directors of the National Mill Lumber Dealers Assn. voted 66 to 7 to explore the possibilities of drafting a code of ethics or "fair trade practices" for their industry that would not violate federal antitrust laws. First step: a letter notifying the Federal Trade Commission that NRLDA intends to write a code. This is a precautionary measure so lumbermen cannot be accused of anticompetitive antitrust scheming.

Manufacturer and jobber discounts and the wholesaler and retailer "distribution problems" of the industry will probably get worked out before they get better, said Executive Vice President H. R. (Cotton) Northup in announcing the proposed study. Some directors feared the code might mean more government regulation. Counterargument: only a study was proposed; there was no certainty that it would lead to a code acceptable to the industry itself or to the Justice Dept.'s antitrust division. Other developments:

NRLDA directors approved plans for a national exposition and dealer-training show, including a comprehensive consumer exhibit of modern living, to be held in New York Oct. 1-5 as part of the NRLDA convention.

Executive Vice President Northup expressed concern that FHA Commissioner Norman Mayne, who was NRLDA president in 1946-48, would broaden the base of FHA activity so it would not concentrate so much on suburban or "tract" projects to the exclusion of help for developers and builders in smaller areas.

Directors of the National Lumber Manufacturers also met, decided to step up efforts for more equitable fire insurance rates and to adopt a double-barreled statement asking for government protection against "unfair" foreign competition, plus elimination of foreign barriers against US lumber and wood exports.

Court bans AFL picketing to force unions on builders

In January, when AFL building trades' leaders injected themselves into a Michigan lawsuit on a picketing injunction, NAHB leaders grew worried. The AFL argued that the recent US Supreme Court decision had upheld the long-standing legal finding that homebuilding is not interstate commerce, and thus is not subject to regulation by the National Labor Relations Board. If the union's views prevailed, builders feared it would open the door to forced unionization of US homebuilding (now about half open shop).

Last month, builders' fears were eased: Judge Blaine W. Hatch of Calhoun County's circuit court ruled decisively against the union. At issue was a squabble in which local electricians threw a picket line around a 9-unit project of defense rental homes at Lake Creek last July. After a ten-day shut-

down, Builders David R. Satin and Harold Albert got a temporary injunction against the picketing (Michigan's right-to-work law makes picketing to force unionization illegal). Next day, AFL carpenters took up the picketing, but Satin countered with another court restrainer—this time covering all AFL building trades unions, whom he accused of conspiracy.



SATIN

Top AFL attorneys in Michigan contended, during hearings that lasted for six months, that the state court had no jurisdiction, although a state law was involved. Their argument: the US Supreme Court last Dec. 14, in the Garner case, had held that a trucking firm carrying material between two railroads, but entirely inside Pennsylvania, was nevertheless involved in interstate commerce and subject to NLRB control; thus, so were Builders Albert and Satin. Rejecting this view, Judge Hatch held that the Garner decision was inapplicable to the homebuilding case because: 1) the trucking firm was "an integral part of a transit system" (an area where NLRB takes jurisdiction), and 2) four Garner men were AFL teamsters so that case "turned on a discussion of public vs. private rights."

National S&L League gives rival US League seven-point merger offer—with strings on it

The first definitive program for unification of the US Savings & Loan League and its erstwhile bedfellow, the National Savings & Loan League, was put in writing at the National League's 11th annual convention in New Orleans. Delegates approved a seven-point statement devised by their unification committee in answer to a five-point statement tendered them by the US League. Mutual objective: one big happy savings and loan league. Chances of achieving the objective: somewhat better than they were six months ago, but not yet anything to bet money on.

During the past six months the US League has made several overtures to the National League toward combining efforts and assets. Such overtures were politely received, but nothing much was done about them. Members of the smaller National League (750 members) may have felt that the offers from the US League (4,200 members) smacked of paternalism. They may also have still been imbued with that independent spirit that first drove 172 members of the US League to break off in 1943 and set up the National League. It is notable now that individuals in both organizations feel that the objections to policy that first moved the new group to break with the old have been forgotten or smoothed over (the chief executives of both leagues have since

retired) and the question now is simply whether the recent stipulations of each group can be ironed into compromise.

Moreover, Judge Hatch noted that although Congress "gave NLRB exclusive jurisdiction of unfair labor practices affecting commerce," it also permitted the board to cede jurisdiction to state courts where state laws do not conflict with federal law. In 1950, the judge noted, NLRB did cede jurisdiction over some labor disputes by announcing that it would consider only cases which fell under one or more of nine categories. Of these, only one would stretch to cover homebuilding: a requirement that there be involved a "direct inflow of out-of-state goods of \$500,000 a year or a direct inflow of \$1 million." Since Builders Satin and Albert bought only \$473,000 worth of materials in a year, sold nothing outside Michigan, sold nothing to firms engaged in interstate commerce, the judge held that "NLRB, under the facts as established, would have declined jurisdiction," leaving jurisdiction clearly in the state domain. Moreover, Hatch ruled, the picketing of electricians "interfered with traffic," which alone would have given the state court power to act. He made the injunctions permanent.

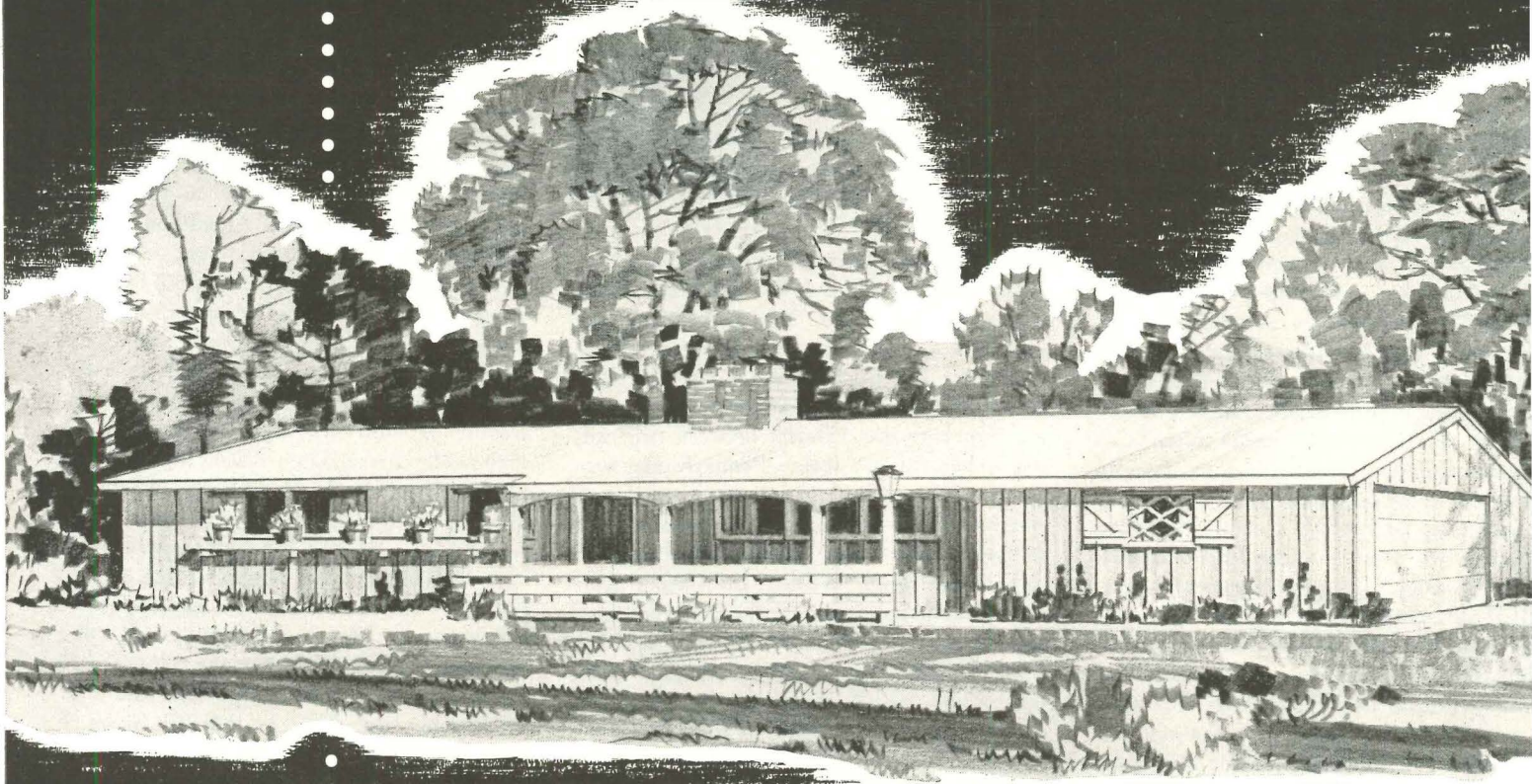
A decision was still pending in the carpenter case. But since both sides had stipulated that the same facts applied, Satin and other homebuilders were confident the ruling would be in their favor. AFL attorneys said they would fight the cases to the US Supreme Court. But the first round, at least, was a knockdown victory for homebuilders.

retired) and the question now is simply whether the recent stipulations of each group can be ironed into compromise.

What's in a name? The US League's five-point proposition included mention of the desirability of a combined organization, a belief that if such combination were effected dues could be lowered and a provision for integration of members of the present National League staff into the new organization. The president and first vice president of the National League would serve ex officio on the US executive committee until the US League convention in November. It also included—and this point may prove a bit sticky when the committees take their respective programs to the mat—a statement that the US unification committee could promise no changes in the US League's election procedure or "provide specifically for representation of members in the combined organization beyond that now provided in the US League constitution."

The National League's initial stipulation was that in case of merger the new name should either include both "National" and "United States" or neither. More important, it was suggested that the combined organization adopt a new constitution incorporating provisions of the constitutions of both leagues. And it was implied in the National League's

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2001 Westwood

Toledo, Ohio

recommendations that the post of executive manager in Washington now operated by the league be maintained. (One of the points that the "new" element adhered to when it broke from the US League was that the body's main office should be in Washington, not Chicago.) The provisos offered by each side were brief. In so, comments from both groups (although their executives professed complete willingness to meet the other more than halfway) indicated that the unification committees will go through considerable hassles when they meet in Chicago, as planned. To paraphrase the view of a Californian who belongs to both the National and US Leagues ("double dues-er," in the vocabulary of the press): the "courtship" process toward a re-merger of the leagues should last two or three years; divorced once, a reconciliation of the two will be particularly touchy.

New president. Alfred G. Peterson of Greenwich, Conn., newly elected president of the National Savings & Loan League, was mentioned in his comment on unification when interviewed after his election. "A great many in the industry favor unification because they believe that one united league would be good for the savings and loan industry," he said. "If we were one league, we would be one relative viewpoint." Peterson is 42, has been president of the first National Federal Savings & Loan



PETERSON

Association in Greenwich for 12 years, during which time its assets have grown from \$750,000 to \$15 million. He has served as president of the Northeastern Federal Savings League and is now a member of the Connecticut Public Expenditures Council, an agency of top business executives who keep tab on the fiscal operations of the state government. He is also chairman of the Greenwich Housing Authority. Peterson plays golf in the '90s, swims and fishes, owns a boat but lets the oldest among his children skipper it.

Peterson thinks the law for savings and loan associations requiring that they have 5% of their insured accounts in a reserve fund by the end of 20 years should be changed. He believes associations should be allowed to increase their accounts by 75% of their VA and FHA mortgage holdings in computing minimum reserve requirements. This would encourage more FHA and VA loans, he believes. He has also discussed the possibility of legislation to permit savings and loan investments in other areas than government securities and home loan banks, "possibly in municipal and municipal bonds which are guaranteed by the state and/or municipal governments." The future for the savings and loan industry as a whole (its assets are now \$10 billion) is tremendous, Peterson believes. He expects to see the industry have resources totaling \$50 billion within the next ten years."

SIDELIGHTS

New fight-blight tool

At the Texas MBA convention, MBA Vice President Wallace Moir plumped for more power for the mortgagee in requiring maintenance of properties. He suggested such action as one means of combatting the "unremitting forces of deterioration" that bring on urban blight faster than it can be alleviated. "The solution seems to be," said Moir, "to have a provision in the deed of trust or mortgage agreement that will require periodic payments to be made to a fund to be held for future maintenance, to be expended on the order of or with the consent of the mortgagee. . . . Failure to add to the fund as stipulated could be made a default under the mortgage—a condition much easier to enforce than the vague one of whether or not waste was being committed." Two other Moir suggestions: pattern amortization of long-term mortgage loans more clearly in line with natural depreciation of property; get the support of the law to prevent neglect of property.

Cold shoulder for plastic pipe

Despite a favorable report on the health aspects of plastic pipe for water transmission and distribution, the American Water Works Assn.'s 74th annual conference in Seattle May 23-28 took no action—formal or informal—to endorse plastics or to open the way for their greater use. Walter D. Tiedeman of the University of Michigan's public health school presented a preliminary report on a testing of 23 samples of plastic pipe at the National Sanitation Foundation Testing Laboratory: samples of plastic pipe exposed outdoors for a year showed less change than conventional pipe used as controls; plastic samples buried in acid soil for a year showed less change than copper tubing and galvanized steel pipe;

samples tested were ascertained to be "suitable . . . from the standpoint of health."

As one AWWA official put it: "Plastic pipe is one of the most promising new materials, but it is not yet to the standard specifications stage." Commented past President Morrison B. Cunningham: "I imagine it will be several years before standard specifications are worked out. We are in no position now to do more than discuss plastic pipe."

Fixup statistics rejected

Budget Director Rowland Hughes, a former New York banker, last month overrode the recommendation of his own review committee to reject the building industry's plea for \$1,139,000 for better statistics. The money—as part of a supplemental appropriation—would have been sought from Congress to sharpen some of the fuzziest facts about construction. The Census Bureau was to get \$300,000 to develop the first accurate measure of how much money home owners spend to fix up and modernize their homes. BLS was to have received \$360,000 to improve its field surveys of housing starts in nonpermit areas. Commerce's construction branch was to get \$479,000 to get more accurate reports on nonresidential and nonfederal public building—one of the worst gaps in building figures.

The turndown means that, at least until fiscal 1955-56 (when Hughes indicated he might reconsider), the US will go on spending only about \$500,000 a year to keep tabs on the \$40 billion construction business (its second biggest). That is about as much as the Agriculture Dept. will spend (\$447,000) to study diseases and parasites of swine, and a good deal less than the \$765,000 the government will plunk down to find out what makes cattle sick.

Dewey G. Mears

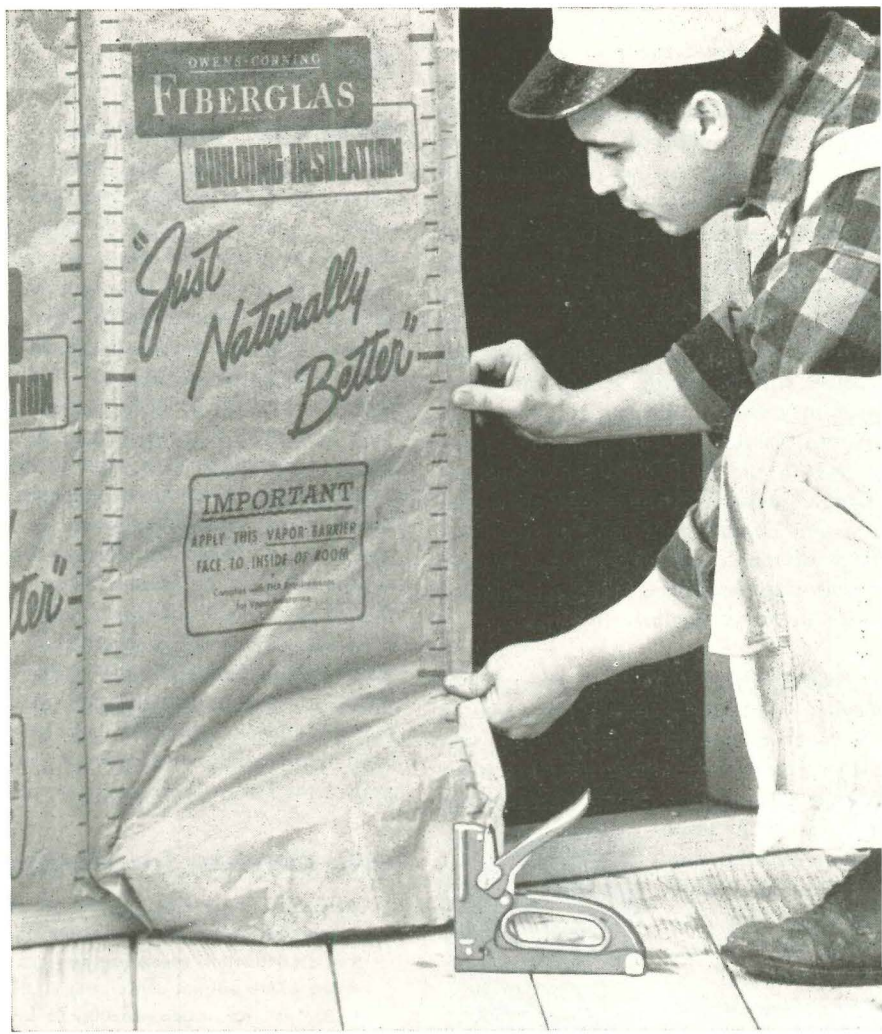


NAHB opens its Air-conditioned Village in 97° heat

The man on the platform is NAHB President Richard G. Hughes welcoming opening-day visitors last month to the 22-home Air-conditioned Village 5 mi. outside Austin, Tex. Temperature: 97°. Length of opening ceremonies: 2 minutes. Gov. Allan Shivers did not make it, but 500 representatives of the building and air-conditioning industries did.

Eight of the homes—all built by members of the Austin chapter of NAHB and up for sale on

the open market—had been sold by opening day. Researchers felt that a cross-section of occupants would suit their purposes better than a screened group under "laboratory control." A basic aim: to determine operating cost data and submit it to FHA and VA. Other aims: to compare performance of 22 different types of air-conditioning systems, to check on suitability of different house design features, to assemble material on reaction of families living in the homes.



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HOUSING STATISTICS:

Lenders fear the nothing down house will bring some overbuilding

Although some big insurance firms eased up on their mortgage applications last month (some brokers said two companies had dropped out of the market entirely for the time being), mortgage money was plentiful that many a thoughtful mortgage banker was worried about overbuilding. Predicted Senior Vice President William Marcus of San Francisco's American Trust Co.: "We will overbuild for the housing market and, toward the end of the year, you won't be able to sell the houses away. I think the next six months will see more vets' houses erected than any other period since 1950. There will be a boom in housing as the money lasts. . . . It's all a very unhealthy condition." John F. Austin Jr. of Houston: "I expect to find too many houses in certain sections by the end of the summer. Maybe not in Dallas, maybe not in Ft. Worth, perhaps in Houston."

Part of the "unhealthy condition," as many a lender saw it, was the housing boom in nothing-down VA housing—a boom fueled by the plentiful money supply in the US economy resulting from the government's easy money policies. Sample: in San Diego, Builder (and Panke's co-owner) Del E. Webb was advertising \$14,000 FHA houses with no down payment—not even closing costs. At that price, with 30 year amortization, it would be ten years before owners could pay their mortgage down \$3,000. Would the houses still be worth \$10,000 by then?

For 100% loans, builders were generally more than willing to pay 1½ to 3 points (see table). But that was only another way of getting the price of a house in order to sell terms.

Some builders who made commitments months ago when FHA rates were going for around 97½, it now made sense to skip the profit-mortgage money. Reason: a new deal was easy to arrange. So with loss of a 1 point deposit, the builder was ahead. Comd Franklin White of Portland, Ore.: "We have been insisting on a 1 point builder, even with a previous commitment, get his money at the lower price. Lenders are going along because they realize this is the way to get the business."

With terms so favorable, few were complaining about sales (except in the Philadelphia area—see p. 127). In New England, conventional interest rates sank from 4½ to 4%.

MORTGAGE MARKET QUOTATIONS

Quotations quoted at net cost, secondary market sales quoted with servicing by seller
As reported to HOUSE & HOME the week ending June 11

City	FHA 4½'s		VA 4½'s†		No down payment VA 4½'s	
	Origination	Secondary	Origination	Secondary	Origination	Secondary
Atlanta	par-101	a	par-101	a	b	b
Boston	a	99-par	a	97½-par	b	b
Chicago	97-99	99-par	97-99	99-par	b	b
Cleveland	99-par	99-par	99-par	99-par	b	b
Dallas	98-99	a	98-99	a	b	b
Denver	99	par	98½-par	99-par	97½-99	98-99
Indianapolis	98-99	a	98-99	a	b	b
Los Angeles	99-99½	99-99½	97½-98½	97½-98½	b	b
New York	par	par	par	par	par	par
Philadelphia	par	par	par	par	b	b
Portland, Ore.*	par	par	par	par	99	99
San Francisco	par	par	par	par	97-99	97-99
Washington, D.C.	par	par	par	par	98½-99	98½-99

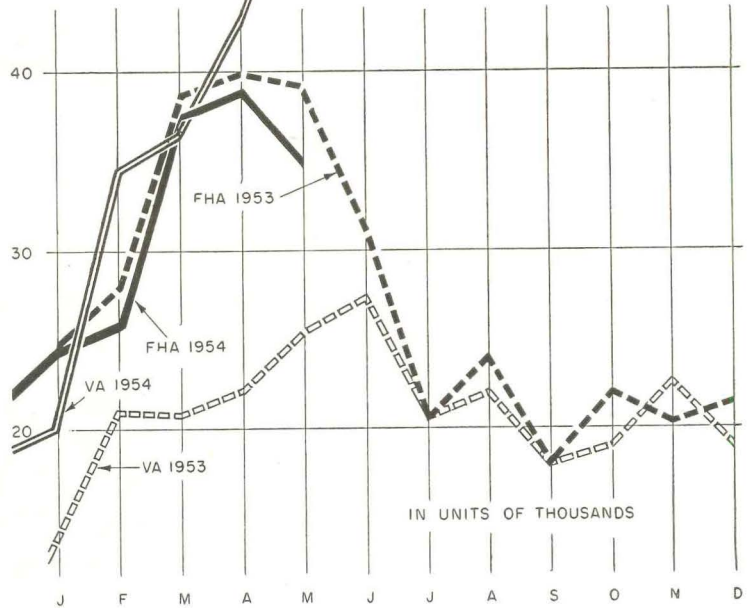
a Quotations not obtained.

* Probable prices throughout Florida. ** Probable prices throughout Florida. † Quotations are given; otherwise covers all types.

ES: Boston, Robert M. Morgan, vice president, Boston Five Cents Savings Bank; Chicago, Maurice A. Pollak, vice president & secretary, & Kramer Inc.; Denver, C. A. Bacon, president, The Title Guaranty Co.; Detroit, H. Pease, president, Detroit Mortgage & Loan Co.; Houston, John F. Austin Jr., president, F. J. Bettes Co.; Jacksonville, John J. Bettes, vice president, Stockton, Whatley, Davin & Co.; Kansas City, Byron T. Shutz, president, Herbert V. Jones & Co.; Los Angeles, John D. Engel, president, Insurance Funds Mortgage Co.; New York, John Halperin, president, J. Halperin & Co.; Philadelphia, Laurence Stabler, vice president, W. A. Clarke Mortgage Co.; Portland, Franklin W. White, president, Securities, Inc.; San Francisco, William Marcus, senior vice president, American Trust Co.; Washington, D.C. George W. De Franceaux, president, Frederick W. Berens, Inc.

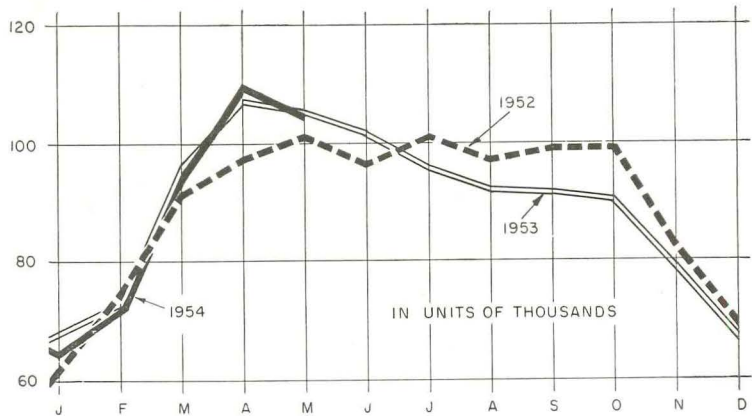
52,245 units

FHA AND VA APPLICATIONS



VA appraisal requests for May zoomed to 52,245 units, more than double the May '53 tally of 25,318, dramatic proof that mortgage money was plentiful indeed (see text and table). In contrast, FHA applications showed a decline to 34,715 units from April's 38,860.

PRIVATE HOUSING STARTS



Private housing starts for May totaled 105,500 units, a scant 100 units below the same month a year ago.

GOVERNMENT'S ESTIMATE OF CONSTRUCTION VOLUME

(millions of dollars—continental US)

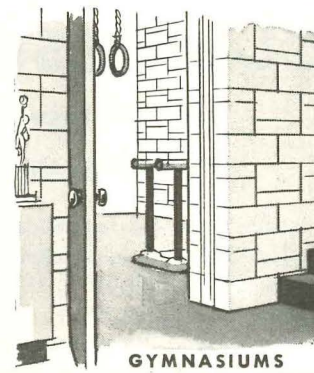
Type of construction	1953	1954	% change
Total new construction	\$35,256	\$36,000	+2
Private construction	23,877	24,150	+1
Residential building (nonfarm)	11,930	12,125	+1
New dwelling units	10,555	10,675	+1
Additions and alterations	1,108	1,150	+4
Nonhousekeeping	267	300	+12
Nonresidential building (nonfarm)	5,680	5,850	+3
Industrial	2,229	1,950	-13
Commercial	1,791	2,050	+14
All other private construction	7,927	8,025	+1
Public construction	11,379	11,850	+4
Residential building	556	350	-37
Nonresidential building	4,352	4,705	+8
All other public construction	6,471	6,795	+5

Source: joint estimates by Depts. of Labor and Commerce.

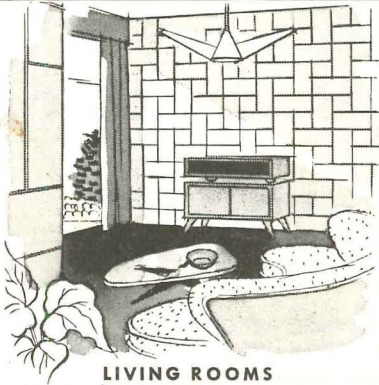
More building dollars (a total of some \$36 billion) will be spent in 1954 than any year to date, according to a new joint forecast last month by the Depts. of Labor and Commerce. This represents an optimistic change of heart since last fall, when the government predicted 1954 volume at \$34 billion, or 2% below 1953. Present estimates instead anticipate a 2% rise over last year's impressive \$35 billion volume.

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- An insulative structural wall

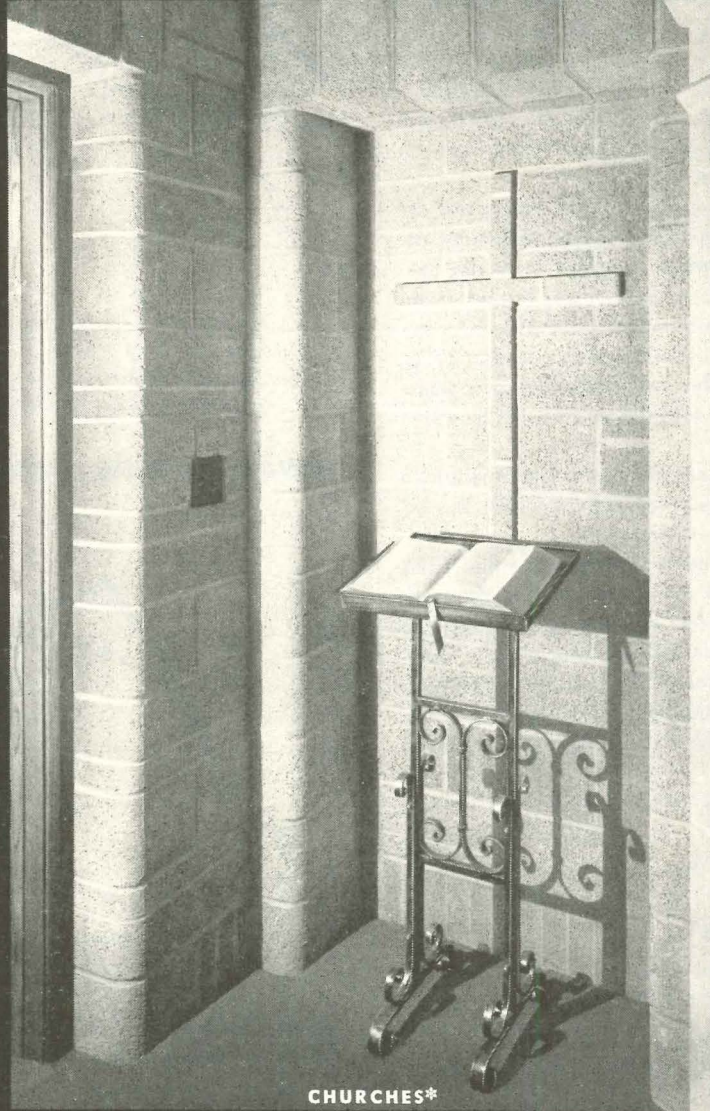
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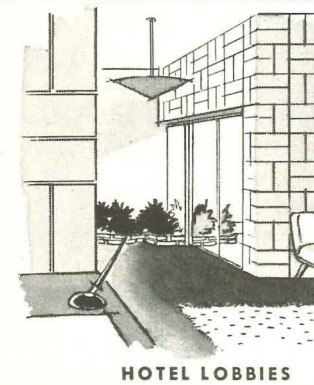
GYMNASIUMS



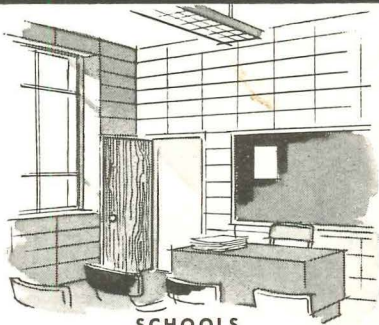
LIVING ROOMS



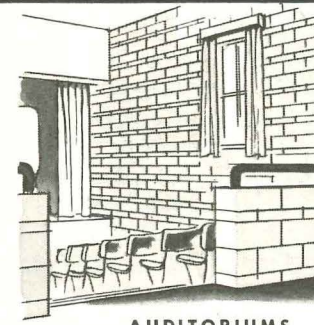
CHURCHES*



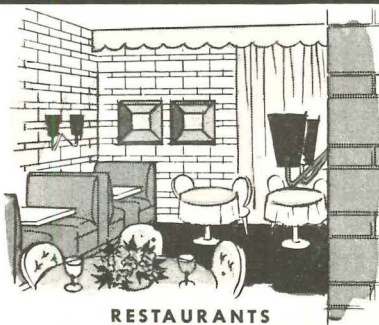
HOTEL LOBBIES



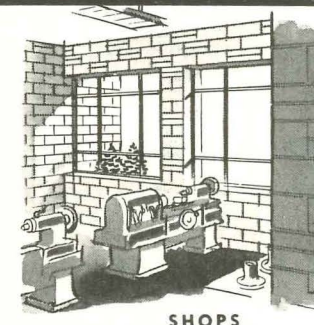
SCHOOLS



AUDITORIUMS



RESTAURANTS



SHOPS

*Diamond Lake Lutheran Church, Minneapolis; H. C. Hauser, Architect,

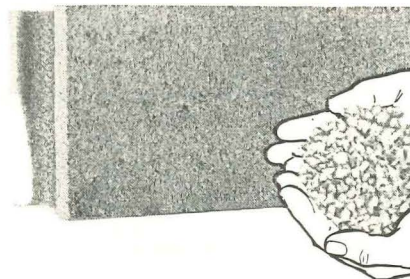
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WAYLITE

MASONRY UNITS

PEOPLE: Walter Greene, former FHA chief, joins New York mortgage firm; Los Angeles Architect Burton Schutt dies

FHA Commissioner **Walter L. Greene**, who remained as deputy commissioner by Guy L. Brown until he himself was ousted, joined Housing Securities, Inc. in New York as president. Greene worked in a coordinating and administrative capacity with the agency, which was organized in 1950 by 100 of the nation's most prominent homebuilders to help sell mortgages through banks. Housing Securities, Inc. also announced the opening of a branch office in Los Angeles, under the supervision of **Walter L. Brown Jr.**



GREENE

Annual turnover of regional FHA personnel was announced: **Thomas E. Hanigan** of Schenectady was named director of the insuring office in New York to succeed **Joseph H. Murphy**, who resigned; **C. W. Broom**, real estate and insurance executive, was named director of the Seattle office.

Lloyd Wright, just turning 85, was reportedly on hand for the Los Angeles opening of his "Sixty Years of Living Architecture," first seen in New York (AF, Oct., 1954) and set up last month in a Wright-designed gallery in a park near Hollywood. "They all take from me," he observed. "Nothing superficial. And they create a new type of architecture, based on this simplicity. One took a few vertical lines and his whole architecture is vertical lines. He took an elbow and everything he does is elbows. . . ." His appraisal of the city of Los Angeles is much worse than the average American city because it is so widely spread. "There is more of it to be ugly. . . . But I am sure you will be a beautiful city in the future, for you won't be content to remain mediocre and ugly all your lives." Additional comments: "More flowers! More trees! More fish people!"

ED: **Maurice M. K. Murphy** of Rutherford, N. J., as president of the Federal Home Loan Bank of New York, to succeed **Nugent**, who retired and took a job as chairman of the Suffolk County Federal Savings & Loan Assn., **Robert S. Hutchins**, as new president of the New York chapter of AIA; **Frank C. Kracke**, executive vice president of the General Contractors Assn. of Contra Costa County (Calif.), as executive secretary of the Builders Council of California, succeeded **William E. Gillis**; **Richard G. Kimbell**, as president of technical services for the National Lumber Manufacturers Assn., a new member; **Robert N. Kelly** of Portland, Ore., as president of the Fir Door Institute, succeeding **Robert Peterson**, of Tacoma.

The Senate banking committee named a chief attorney for its promised investigation of FHA shenanigans: **William Simon**, 42, a Washington attorney who helped Committee Chairman **Homer Capehart** (R, Ind.) investigate the pricing policies in interstate commerce in 1948, but has no professional building experience. . . . Banking Committee Clerk **Ira Dixon**, say insiders, is a contender for the vacancy on the Home Loan Bank Board. . . . Sen. **Leverett Saltonstall** (R, Mass.) slipped an item into the independent offices appropriation bill sparing HHFA's **B. T. Fitzpatrick** a pay cut. Fitzpatrick, the agency's deputy administrator and general counsel since 1949, lost his title as deputy when **William McKenna** moved in to take charge of HHFA's investigation of FHA (H&H, June '54, News). Saltonstall's amendment upped the pay grade of HHFA general counsel to \$15,000, same as the deputy administrator and heads of PHA and FHA.

Architect **Burton Schutt**, whose showplaces in Beverly Hills had become a trademark of lavishness, died May 31 of a heart attack at the age of 48. Schutt was born in Racine, Wis., the son of a dentist, and did not evolve an artistic style until he reached Hawaii at the age of 21 and started work with Architect **Lou Davis**. It was there that he picked up the Kanaka roof, the shoji, the lanai, the lush tropical plant-life schemes that he was to bring back and sell to Hollywood. He designed more houses for the stars and magnates of moviedom than anyone. He preferred jobs where he could be careless of cost ("Architecture is all challenge," he said). His houses hovered casually between the \$50,000 and \$200,000 mark, not counting landscaping. He dabbled slightly in low-cost houses, but his biggest interest was in the budgetless home, where he could let his imagination (and often his credit) run free to pools, black plaster walls and hanging gardens. At his death—doctors had warned him about his ailing heart—he was busy: his huge country club in Ft. Worth (90,000 sq. ft.) will be complete this summer; on his boards was a drawing for a 13-story office building in Los Angeles; and he was still in the process of remodeling his own home.

OTHER DEATHS: **Raleigh W. Greene**, 60, immediate past president of the National Savings & Loan League, president of the First Federal S&L of St. Petersburg, Fla., April 28 in St. Petersburg; **Charles R. Crane, II**, 61, vice president and a director of the Crane Co. and a grandson of its founder, May 8 in Chicago.

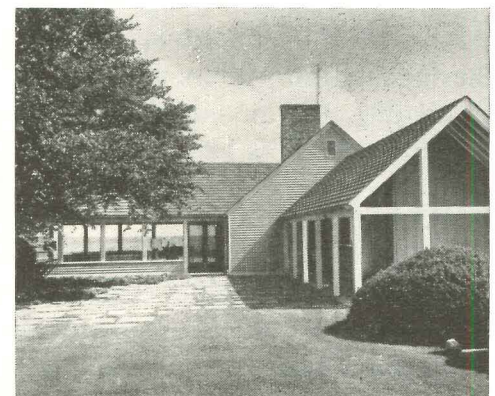


BEAR HUNTERS Angus Wynne Jr. of Wynnewood Development Corp. and Dallas Homebuilder Wilson Brown with one of the big Alaskan brown bears they got in the snowfields and thickets of Kodiak Island. The animals (they shot one a piece) stood over 8' on the hoof.

James T. Lendrum, director of the University of Illinois' Small Homes Council, officially turned down an offer from FHA Commissioner **Norman Mason** to become chief architect for FHA. Lendrum felt he could not accept the pay cut that the \$10,800-a-year job would have meant for him. His refusal was a blow to Mason's hoped-for reorganization and strengthening of the agency, but was not unexpected. A number of sources had thought after the Hollyday blowup that Lendrum might not accept an FHA appointment, even if the civil service commission got around to approving him (H&H, May '54, News). Sadly enough, **Guy Hollyday** and Mason had discussed at some length the possibility of upgrading the architect position to a salary in the neighborhood of \$13,000-\$14,000.

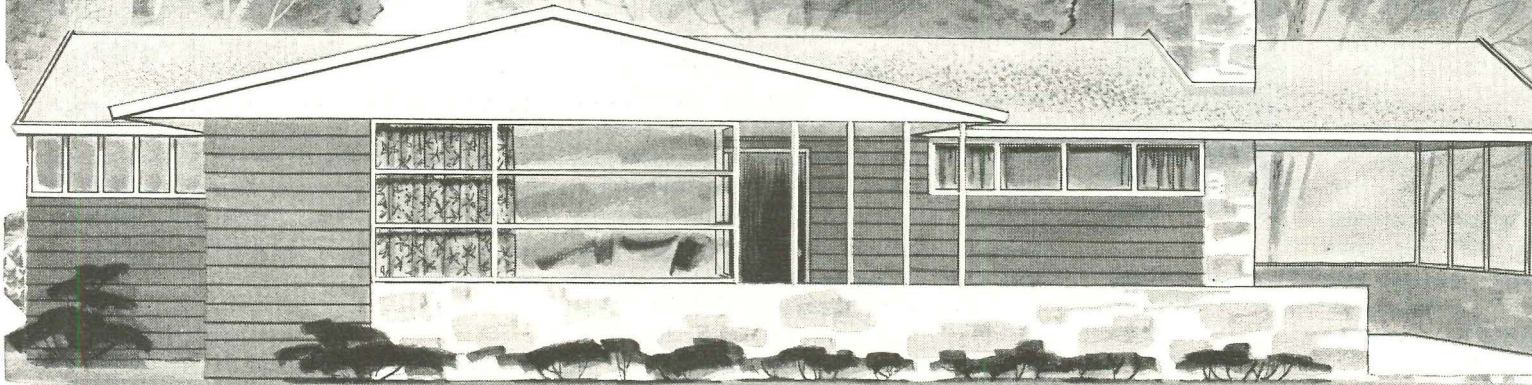
(NEWS continued on p. 93)

James C. Ward, Boston Sun. Post



PRIZE WINNER: This seashore home in Marion, Mass. won Boston Architect George W. W. Brewster the 1954 Boston Arts Festival Architectural Award. The residence of Gordon Gibbs, it can be easily maintained without servants and affords an appropriately informal atmosphere for teen-agers. Others honored by the Festival for outstanding architectural projects in New England: Carleton Richmond Jr.; Hugh Stubbins; Carl Koch & Associates; Anderson & Beckwith; The Architects Collaborative; Shepley, Bullfinch, Richardson & Abbot, and a group of eight architects who did the Eastgate Apartments on Memorial Dr. in Cambridge.

NOW!



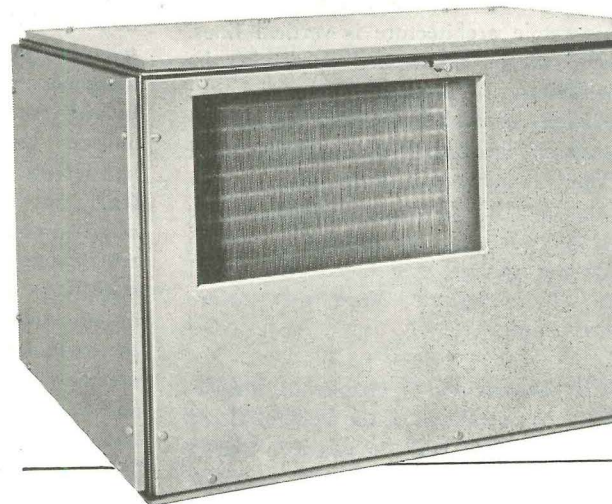
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35 NEWS

48 LETTERS

88 EVENTS

98 HOT-WEATHER HOUSES

The 21 houses of Philip Hiss' Lido Shores, Fla. development, designed by Architects Ralph and William Zimmerman and Paul Rudolph and Philip Hiss Associates, Inc., solve hot-weather problems with breezeways, shading devices, screening and stilt plans.

Architect Philip Clark Fisk shows in a Honolulu house how to open living rooms to the outdoors on one side, shelter them from prevailing breezes on the other.

At Wellfleet on Cape Cod, Architect Olav Hammarstrom stretches the season by combining a breezeway living room with an enclosed sleeping wing.

Speculative house on the Jersey shore is designed by Leo Wou with six screened outdoor rooms to supplement the compact interior.

In his own studio and in a group of vacation houses at Wellfleet Architect Serge Chermayeff uses stock materials, braced to the wind, and brilliant colors in "fragmented" designs.

126 NEWS

128 LUMBER DEALERS, FIRST IN A SERIES OF ARTICLES

Clarence Thompson of Champaign, Ill. packages materials and services for 5- to 25-house builders, at savings which can keep them in business.

134 HOUSE WITH A LIVING ROOM WHICH IS TEN ROOMS IN ONE

Architect A. L. Aydelott carves a series of living spaces out of the living wing of a handsome house at Bristol, Tenn.

140 THE HOUSES YOUR CUSTOMERS WANT

What members of the building industry can learn from "Better Homes and Gardens'" five best-selling Five Star houses published since Jan. '52. Designed by Architect Goodwin B. Steinberg, Alfred Levitt, Diedrich F. Rixman, AIA, Ralph Fournier for Burton Duenke, and Howard T. Fisher & Associates.

146 INDUSTRY BUILDS A CITY

In Canada's Don Mills, 17 architect-builder teams are packing profitable ideas into a town where 15,000 people will soon live near their jobs.

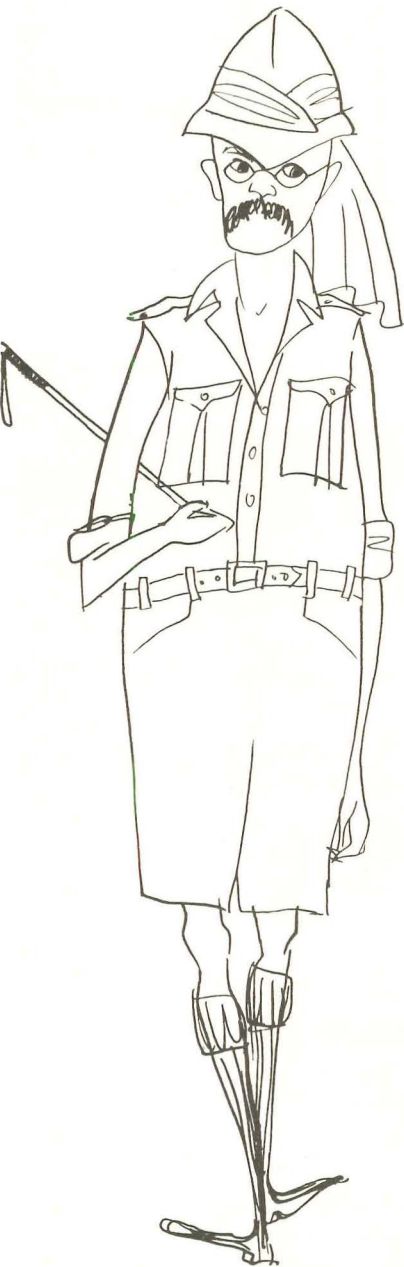
152 DESIGN STANDARDS

Details for builders and architects of builder houses by Harold Sleeper, FAIA. This month: plank-and-beam construction, part I

162 NEW PRODUCTS

200 TECHNICAL PUBLICATIONS





When Rudyard Kipling came to New York in August of 1896, he stuck his head out of the window on his first morning in town, then dressed himself as any intelligent Anglo-Indian would dress for a temperature of 98° in shade, and marched down Fifth Ave. in shorts. He also wore a pith helmet. The story may be apocryphal, but it is too late for Mr. Kipling to deny it. Anyway, the effect upon the populace must have been electrifying.

In those days when Americans stepped out of their houses on a scorching New York, Kansas City, Houston, Chicago or St. Paul summer day, they carefully dressed up like Londoners—not like Londoners living in Bombay (whose climate, in July, is like that of New York), but like Londoners living in Berkeley Square. Result: at best, total exhaustion; at worst, sunstroke and death.

And still today when Americans build houses in this weird climate of ours they build English houses, or German houses, or French houses, or (when it gets *really* hot) a Spanish house or two. They then sit down in them and, for one third of the year, wish they were someplace else.

Most Americans, that is, but by no means all. On the next 26 pages you will see a new kind of American house—a house that picks up where Kipling left off, a house designed with the know-how of the South Sea Islanders, a house cooled by the breeze, shaded by overhangs and parasol roofs, screened against bugs. It is a house that makes as much sense in Boston as do its predecessors in Bali and the rest of the tropics.

So, if you can find a cool place in which to sit down for a few minutes, you might like to spend that time reading the next 26 pages on . . .

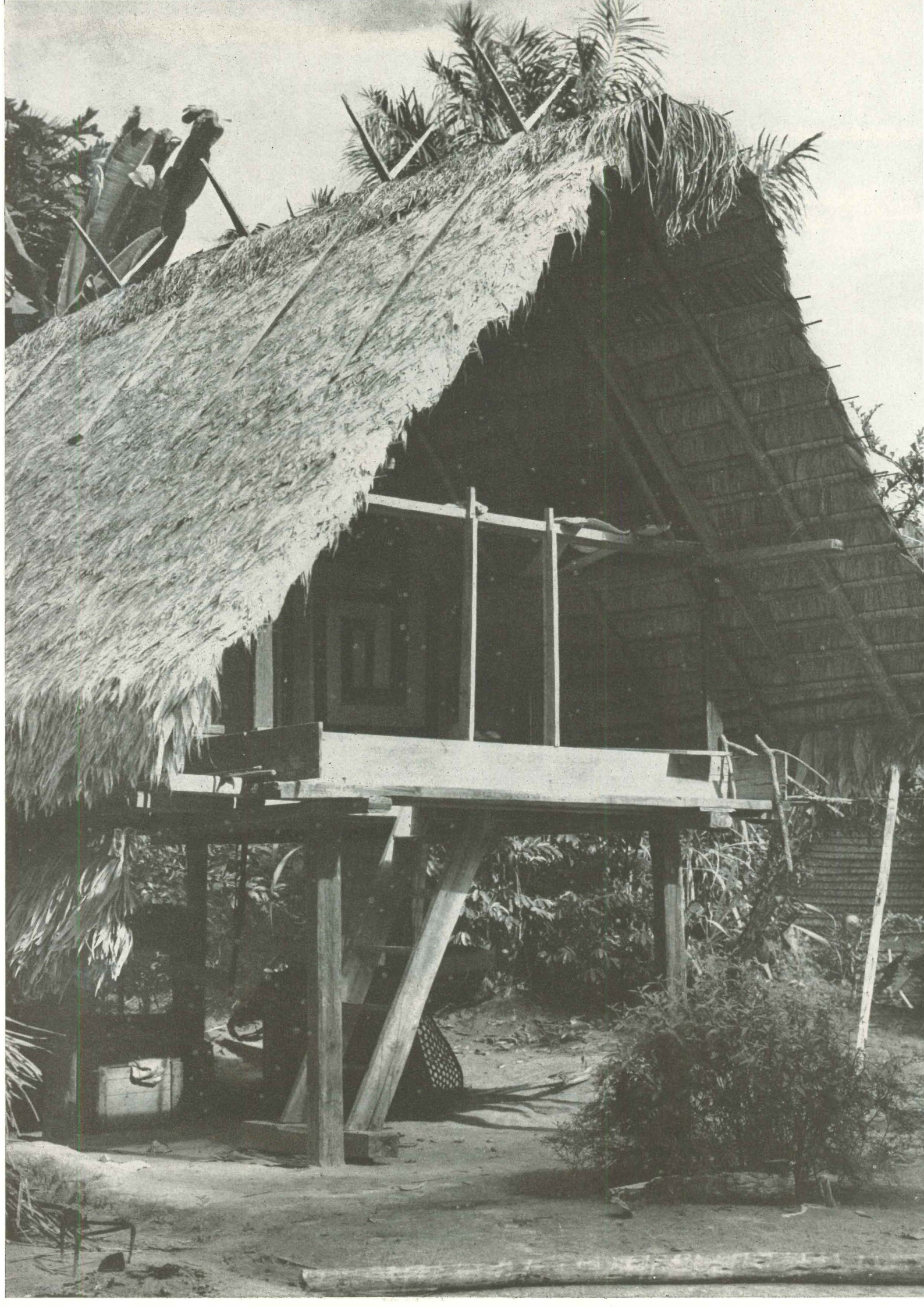
how to build cool houses for

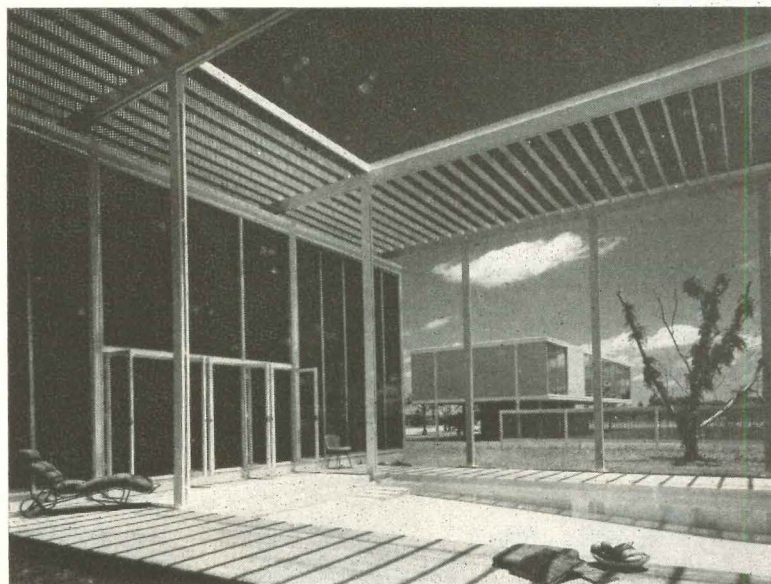


Hiss house, Lido Shores, Fla. (see p. 108)

e hot and humid American summer

All the houses shown here are very special houses for special climates. Most of them were planned for all-year hot weather in the tropics. But all of them dramatize sound basic ideas that should be reflected in all houses wherever Americans—north, south, east or west—must live in 90° heat.





Umbrella house by Paul Rudolph, architect. Lido Shores, Fla. (see p. 103)

fty years after Rudyard Kipling put on his shorts in sizzling Manhattan,

a young Connecticut anthropologist named Philip Hiss went down to the South Seas to explore, photograph, take notes and write a couple of books. He had long been interested in building, so it was natural for him to keep his eyes peeled for any building ideas he might run across in his travels. He was well-rewarded: “The average white man’s architecture in the tropics,” Hiss said upon returning to the US, “doesn’t offer any very good solution to the problems of heat and humidity. Native architecture is often much better . . .”

But the white men in the tropics were not the only ones who did not know how to build. Most Americans, Hiss found, were living in a near-tropical climate for at least *part* of the year—yet few seemed to know the first thing about building houses that would be tolerable under such conditions.

Obviously, the native hut on stilts had to be adapted to modern needs before it would make sense in the US. The question was: how? Hiss thought he had the answer.

And so, while the rest of us were sitting around *talking* about the weather, Hiss went down to Sarasota, Fla. and *did* something about it. If he could build a cool *Florida* house, he decided, he could build a cool house just about anywhere in the US. To explain to local architects what he was after, Hiss took along some of his beautiful photographs of Bali and the other islands (see opposite).

What Philip Hiss has done about the weather is shown on the next 12 pages. In brief, he did what any South Sea Islander would have done: he built his speculative houses at Lido Shores to let in the cool breeze and keep out sun, rain and bugs. His means were logical; the results were extremely handsome. And he demonstrated to people everywhere—**how simple it is to keep cool.**



1949: *Williamshouse, R. & W. Zimmerman, architects*



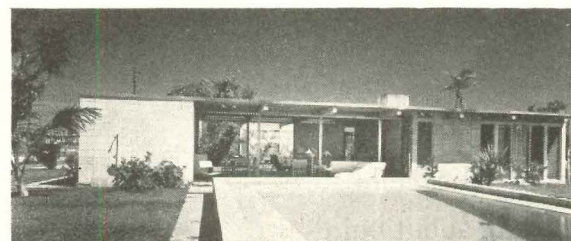
1950: *Harris house, Hiss Associates, Inc.*



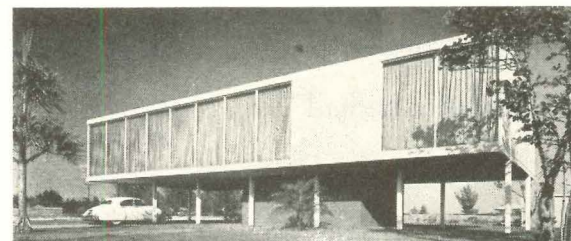
1951: *Rental house, Hiss Associates, Inc.*



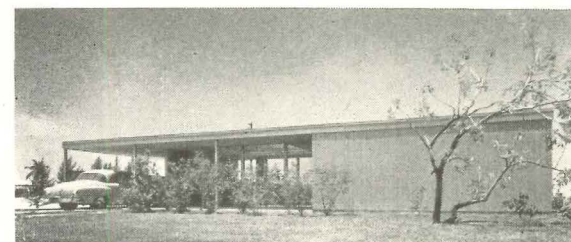
1950: *Hiss house, Hiss Associates, Inc.*



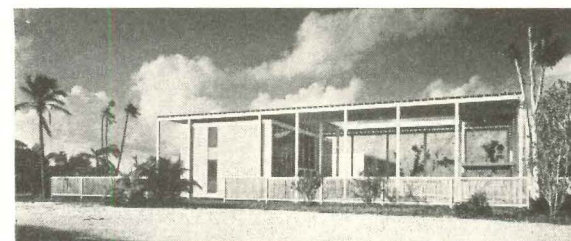
1952: *Severs house, Hiss Associates, Inc.*



1953: *Hiss studio, Hiss Associates, Inc.*



1953: *Mathews house, Hiss Associates, Inc.*



1954: *Umbrella house, Paul Rudolph, architect*

LIDO SHORES:

When Philip Hiss went down to Sarasota six years ago to do something about the weather, all practiced realtors in the area told him to build nothing "different," nothing that involved "educating the public." Hiss promptly did the opposite: he produced houses that were increasingly "advanced" (see left), whose sales depended entirely upon getting people educated to the acceptance of what he knew made sense in a hot and humid climate.

What were his principles? They were quite simple: first, his houses had to be the nearest thing to breezeways. The tropics are blessed with trade winds—so why not use these winds for inexpensive ventilation and cooling? Next, he wanted shade. Solution: deep overhangs, "parasol roofs" and so on. Then there was the problem of bugs—so Hiss enclosed big indoor-outdoor areas with screening. And, finally, there were tropical rains—and these called for deep overhangs, too.

Being a man of considerable taste and erudition, Hiss also insisted upon first-rate architecture throughout. From his earliest, somewhat traditional houses by Architects Ralph and William Zimmerman, down to his latest (Hiss-designed) houses and the Rudolph-designed "umbrella house" (opposite), Hiss has done nothing he need ever regret. His little colony on Lido Shores, on the Gulf, is as fine and diverse an exhibit of modern American architecture as any development in the US.

Lido Shores: almost two dozen different houses



Moreover, it has been a financial success: His "spec houses" were priced to sell from a low of around \$15,000 to a high of about \$60,000 (plus lot), have done just exactly that. And the buyers are no wild-eyed avant-gardists: they are a former vice president of a big US corporation, the owner of a hotel chain, a radio station operator and newspaper publisher, a president of a major engineering corporation and an aviation industry official. In their practical ways, they saw that Hiss had found an obvious, logical and brilliantly effective answer to a very simple problem—namely "how to keep cool in a hot place."

These small pictures show, in chronological order, how Philip Hiss proceeded in setting up his development (about half of his houses are shown). The first houses were somewhat "ranchy"; as they caught on, Hiss became increasingly modern. Today, he is the proud builder of one of the most extraordinary houses in the US—the "umbrella house" designed by Architect Paul Rudolph (shown opposite).

How to keep

Photos: Lionel Freedman

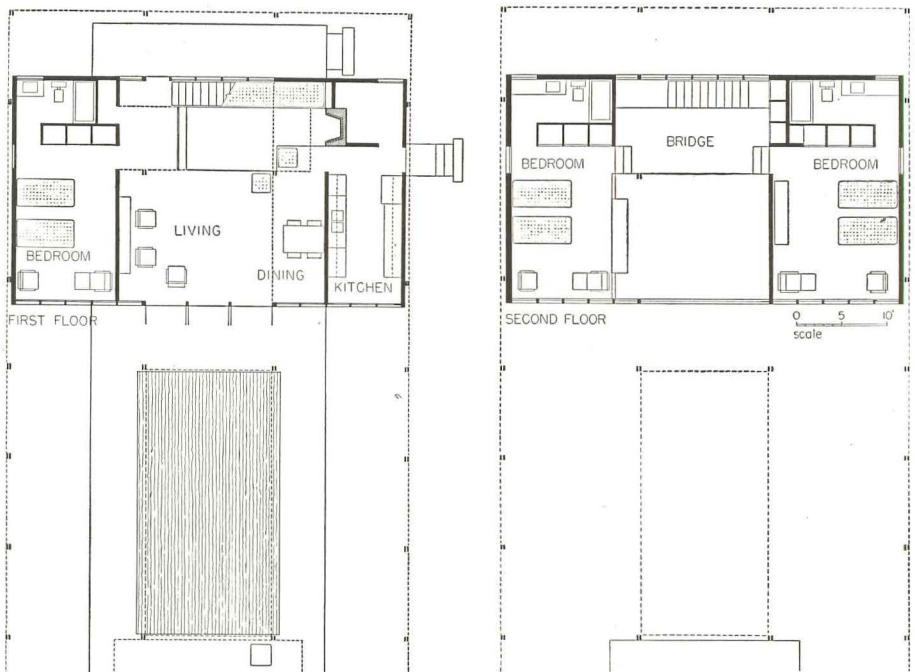


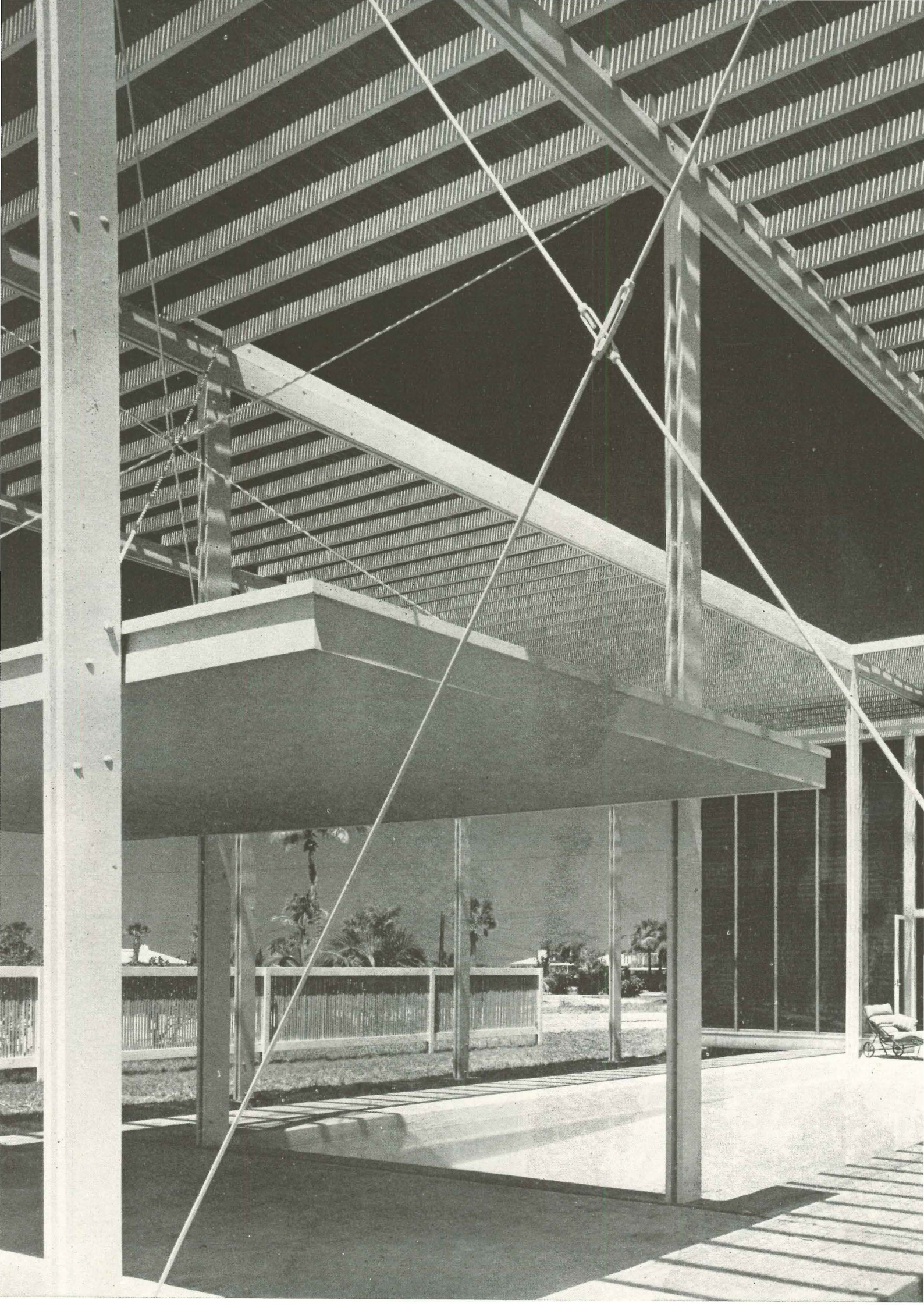
Lionel Freedman

10,000 sq. ft. parasol shades this jalousie house and its lot

...res' most recent addition is this house by Architect Paul Rudolph. The house proper is a two-story structure, 44' wide and 25' deep, containing a dramatic two-story living room at its center and a series of terraces, balconies and connecting bridges. These accommodate three bedrooms, kitchen, baths, etc. Front and rear walls are almost entirely of glass jalousies which permit cross-ventilation in every room.

The 10,000 sq. ft. latticework parasol is an independent structure supported on 26 columns. There is a 2' air space between the parasol and the roof of the house. The purpose of the parasol is to shade the terraces surrounding the pool, and the entire lot. It is a graceful construction, made of aluminum with tie rods, a charming pattern against the sky.







Connecting bridge between two upstairs bedrooms produces low ceiling plane above intimate fireplace corner

How to keep cool

A two-story breezeway is the core of this house

Cool living room is two stories high, looks out across shaded pool

Photos: Lionel Freedman



Solid canopy shades near end of pool. Tie rods and turnbuckles brace the free-standing parasol structure.

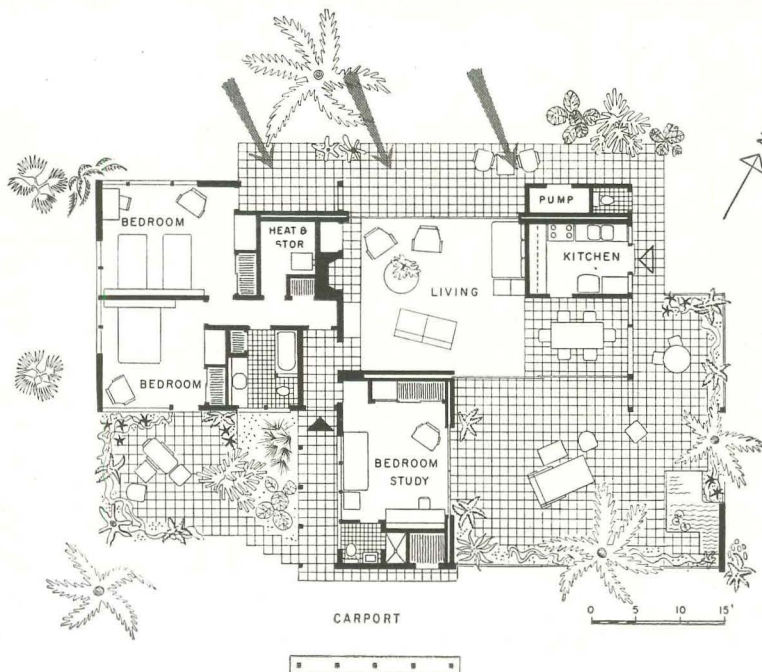
How to keep cool

The breezeway living room is a recurr

Photos: S.



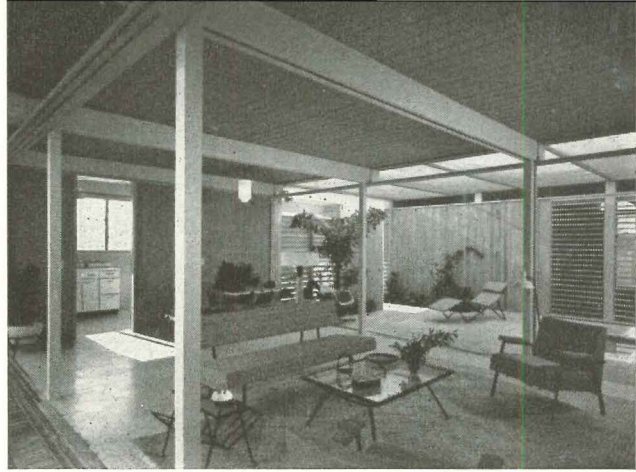
The Williams house, designed by the Zimmermans, was built in



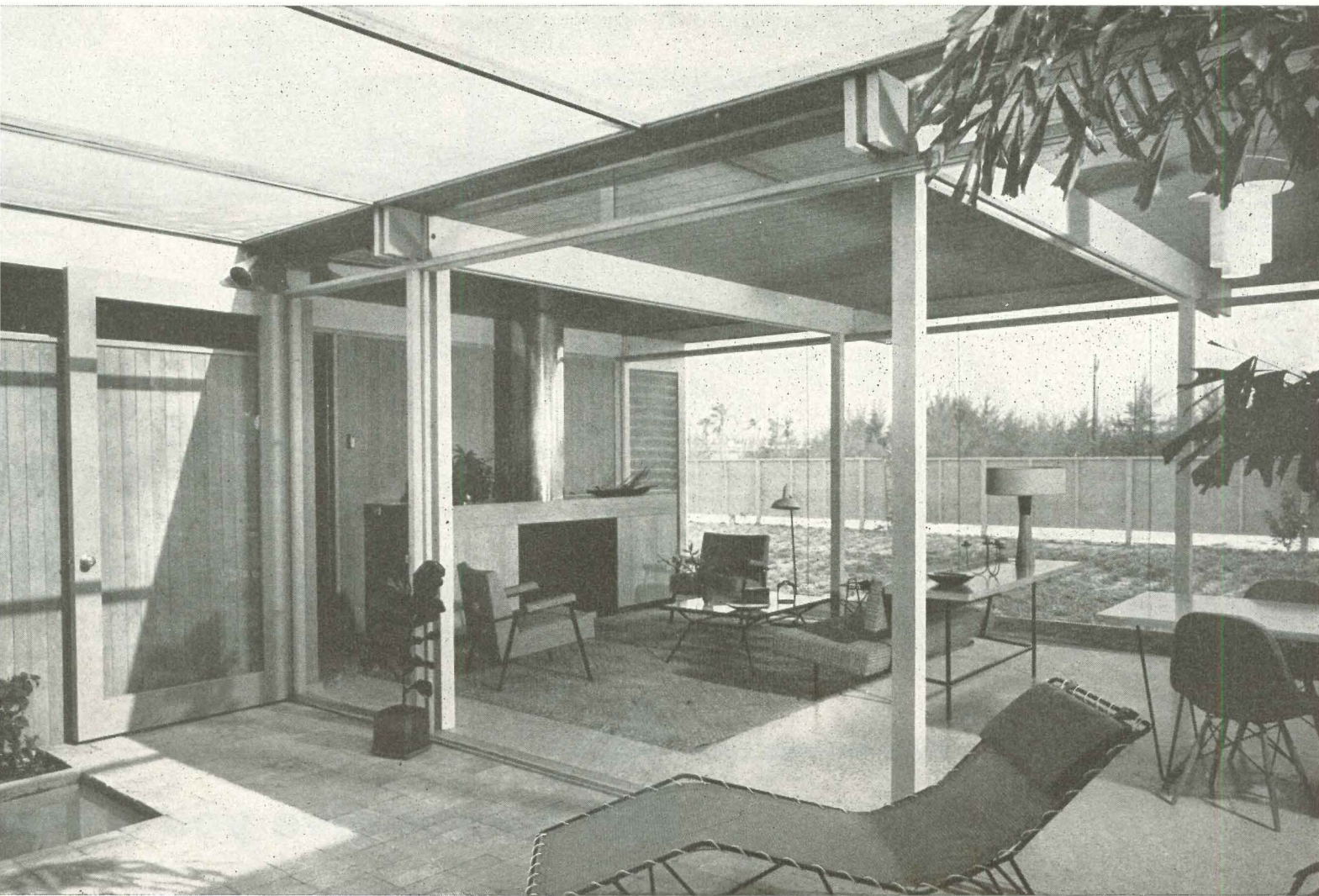
Architects Ralph and William Zimmerman designed some of Hiss development's first houses. Like the one shown on this page, these were relatively conservative in appearance; yet the principle of the breezeway living room was already present. Screened on two sides, with sliding glass walls for colder days and deep roof overhangs to provide shelter against rains and bright sun, these living areas reflected Hiss' experience with native building in the tropics.

Three years later, Hiss had grown considerably more daring. The house opposite, which he designed himself, is flat-roofed and strikingly advanced. It was built around a screened patio and the living area is once again a breezeway. Hiss, by this time, had learned a great deal about the use of fences to insure privacy in his glassy houses and to create additional outdoor rooms.

Home at Lido Shores

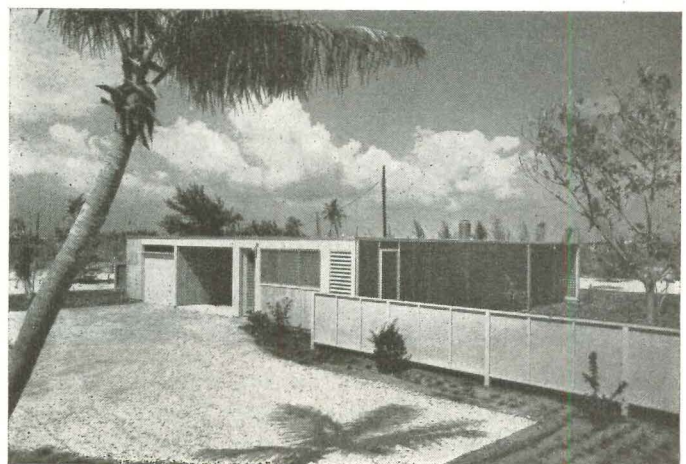
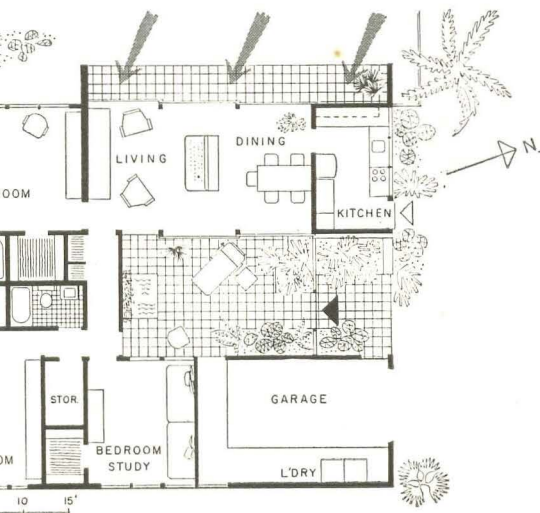


Structure is post, beam and plank



Miller house, completed in 1952, was designed by Philip Hiss Associates

Deep overhangs are concealed behind peripheral screening





Photos: (top & opp. p.) Lionel Freedman; (below) Steinmetz

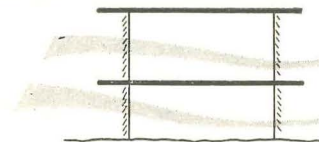
In 1950, Hiss designed and built this stilt house for himself and his family.

How to keep cool

Stilt houses give you a shade



Living area in Hiss house is shaded, screened breezeway underneath stilt structure. Many interiors in Lido Shores development, including those in the Hiss and umbrella houses, were designed by Phil Hall.



Stilt houses are an old trick in native, tropical architecture. They give you two things worth getting: one, a shady place underneath; two, more of the breeze than you can catch close to the ground. They also give you a better view.

Hiss experimented with stilts on two occasions: in 1950, when he designed his own, and happily flamboyant, house (shown above); and last year, when he designed his beautiful new studio (opposite). In the first house, the upper-floor bedrooms get complete cross-ventilation, as does the lower-level living area (see diagram). In the studio, Hiss experimented with air conditioning. He sprayed the curtains with aluminum to reflect heat.

1953, Hiss built his stilt studio, the first fully air-conditioned house at Lido Shores. Says Hiss: "Conditioning is expensive—especially when I consider the damage done to furniture, draperies, books, clothes, etc., due to salt air and moisture. I don't know how expensive it really is." But he says, in this studio he decided to find out.



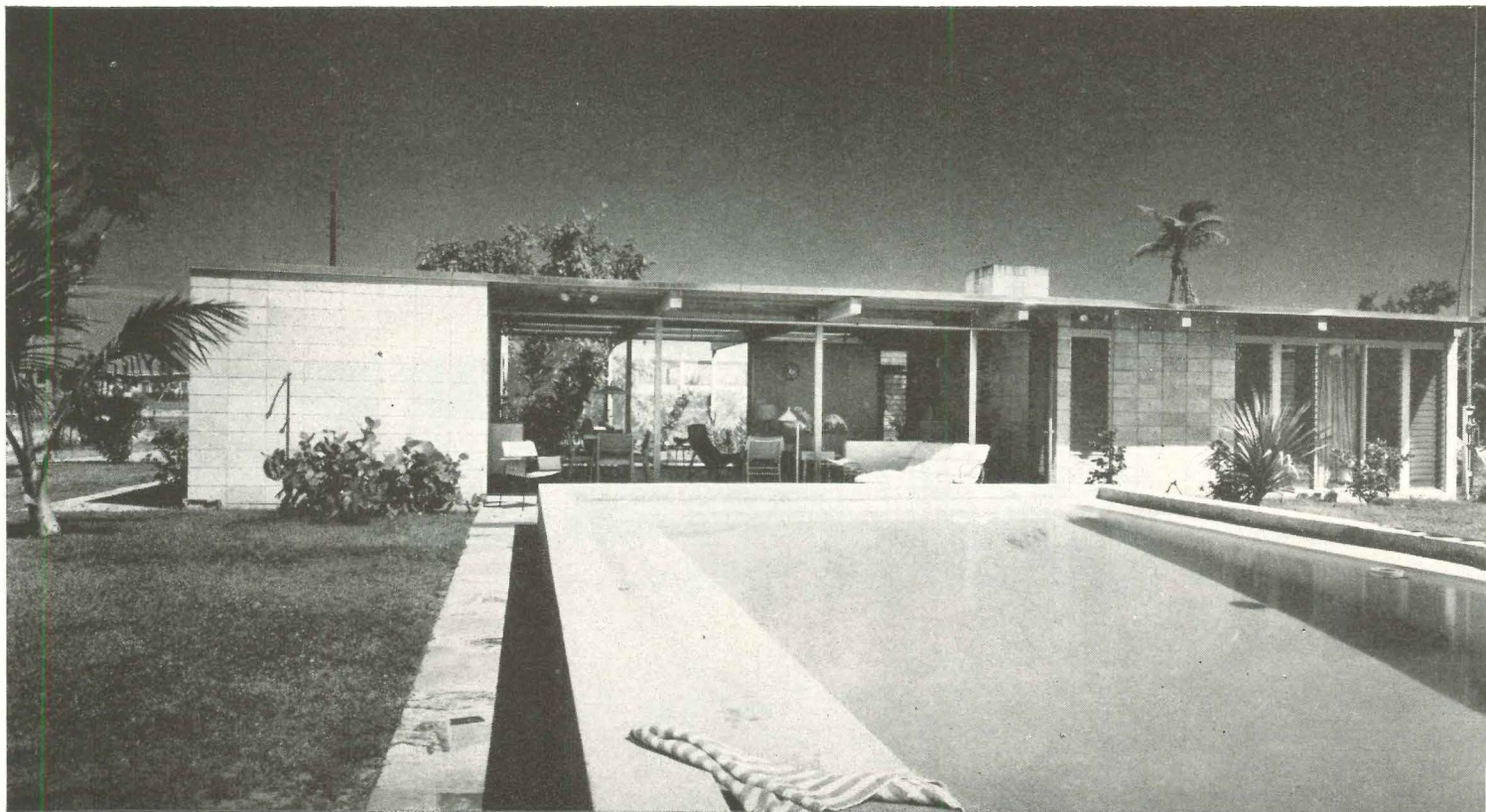
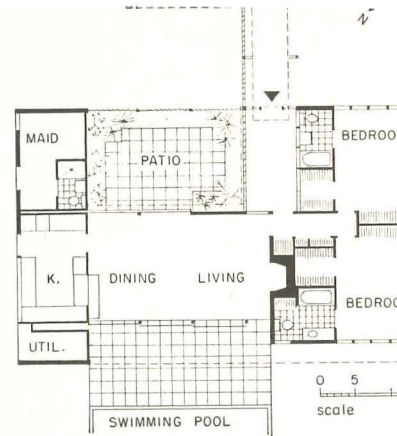
Space below



Living room in Hiss studio is air conditioned, sealed by fixed glass. Handsome stair (above) leads up to living area.



Severs house was designed in 1952 by Philip Hiss Associates. Its breezeway-living room plus screened patio (left) add up to 850 sq. ft. of living space.



Photos: Lionel Freed

How to keep cool

All-around screening solves many problems



Post, beam and plank structure produces two wide-open walls on long sides of living room. Planks span 8' between beams.

The totally screened room is a dramatic solution for hot-weather houses. Under the screened porch, this new room has screen ceilings as well as screen walls. Moreover, it is the very heart of the house, not a lean-to afterthought.

At Lido Shores, total screening is a favorite device: it keeps out bugs, rain, breeze and rains to water the plants (which give shadows). It also reduces sky glare—especially when made of the new, colored glass fibers.

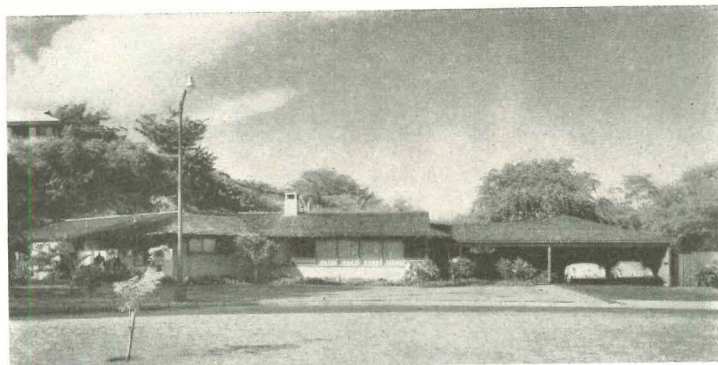
These last two houses, both by Hiss, complete our story of Lido Shores.

Each one has an 850-sq. ft. living area—most of it totally screened, part a relatively conventional living room. But so completely have these two rooms been merged that there is no longer a dividing line at all. Result: a new, vast, enlarged living space for a hot climate—the kind of space, in fact, that Philip Hiss saw in the South Seas and adapted with imagination to the American scene.

Screened patio (opposite) is part of Choate house designed by Hiss in



**The street side of this house
is just a privacy screen and a windbreak . . .**

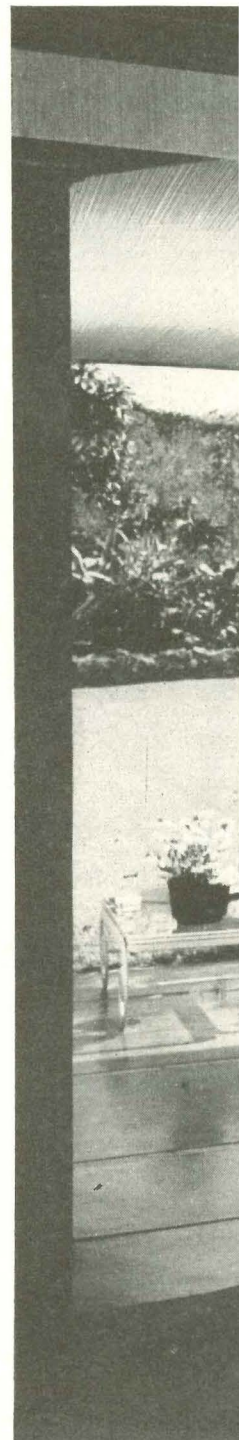
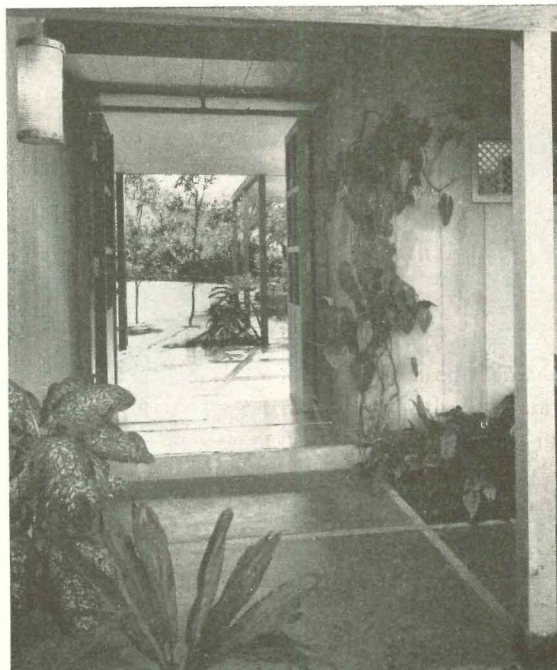


Photos: R. Wenkam



walk through the front do

LOCATION: Honolulu
PHILIP CLARK FISK, architect
E. K. SUSUKI, contractor
WILBUR CHOY, landscaping
BETH GREGORY, Ansteth Associates, decorator



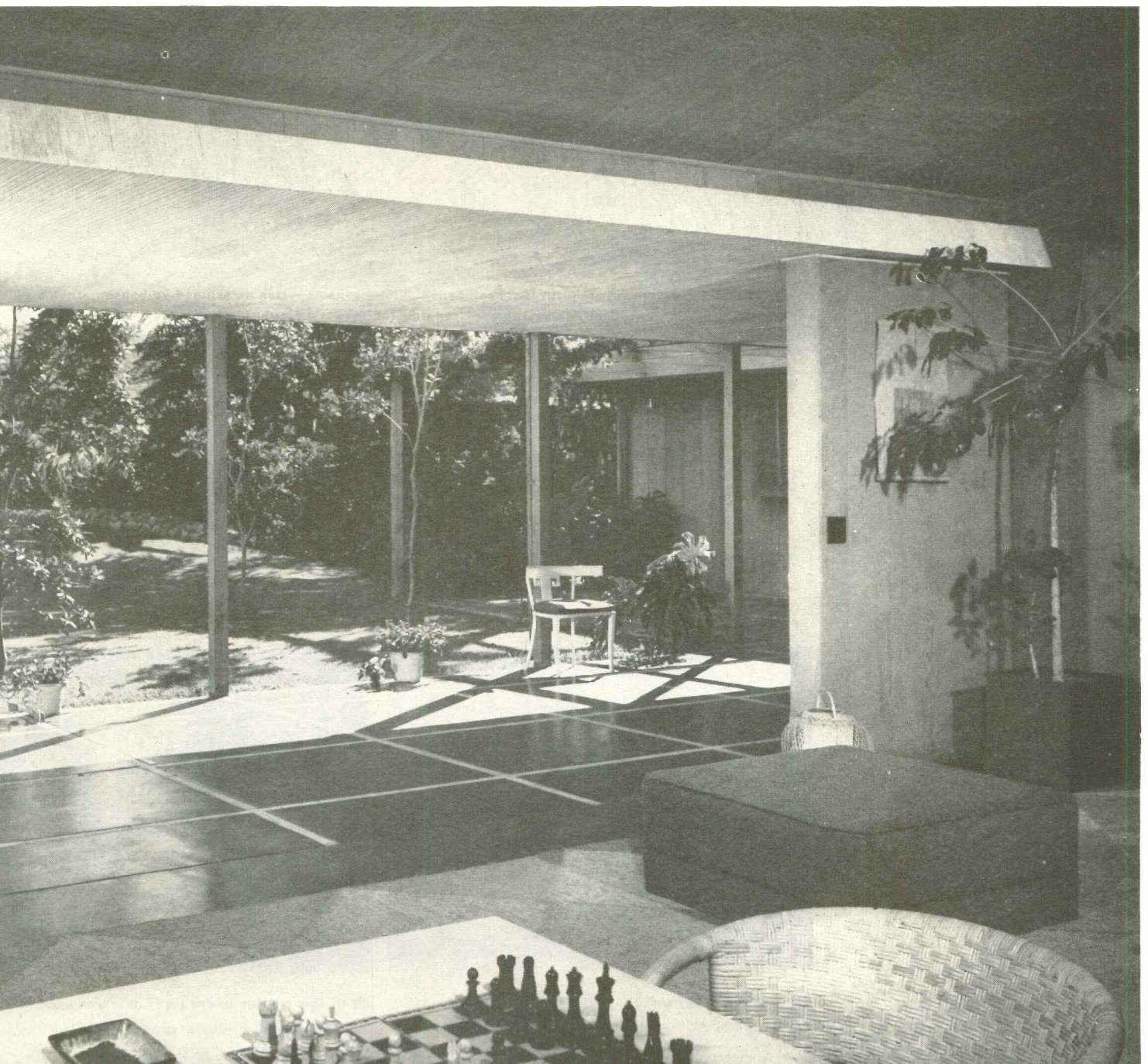
How to keep cool (without blowing away)

In most places that have warm summers, the easiest way to live with the heat is to live in the breeze, i.e., in a wide-open breezeway type of house. But there are plenty of exposed locations where summer breeze is so strong and so constant it can get on your nerves: papers fly around, dust or sand gets in your eyes, children catch cold easily. You want to live outdoors, but it becomes more of a problem than a pleasure.

One good solution is illustrated by this house in Hawaii (where insistent trade winds have blown papers off so many desks that all the new office buildings are being air conditioned). To stay cool and unruffled without sealing the house around a 3-ton unit, Architect Fisk made the whole windward (northeast) side a solid windbreak, punched with small inlets louvered for breeze control (photo above, left). For maximum indoor-outdoor living, he opened rooms wide to leeward, where terraces and gardens are sheltered by the shape of the house itself. Since this particular site has moderate year-round temperatures, no insects, Fisk completely omitted glass and screening between interior and exterior living areas (see photo, right). Result: you literally walk through the front door into the back yard!

Few houses dramatize so clearly the simple hot-weather truth that outdoors in the shade is the place to live almost all the time. Here the porch is the house and the house is the porch (except for the areas walled off for sleeping and cooking and a small space enclosed for cold and rainy evenings). Consequently every luxury of the conventional indoors has been built into the outdoors.

you're still outdoors in the formal living room

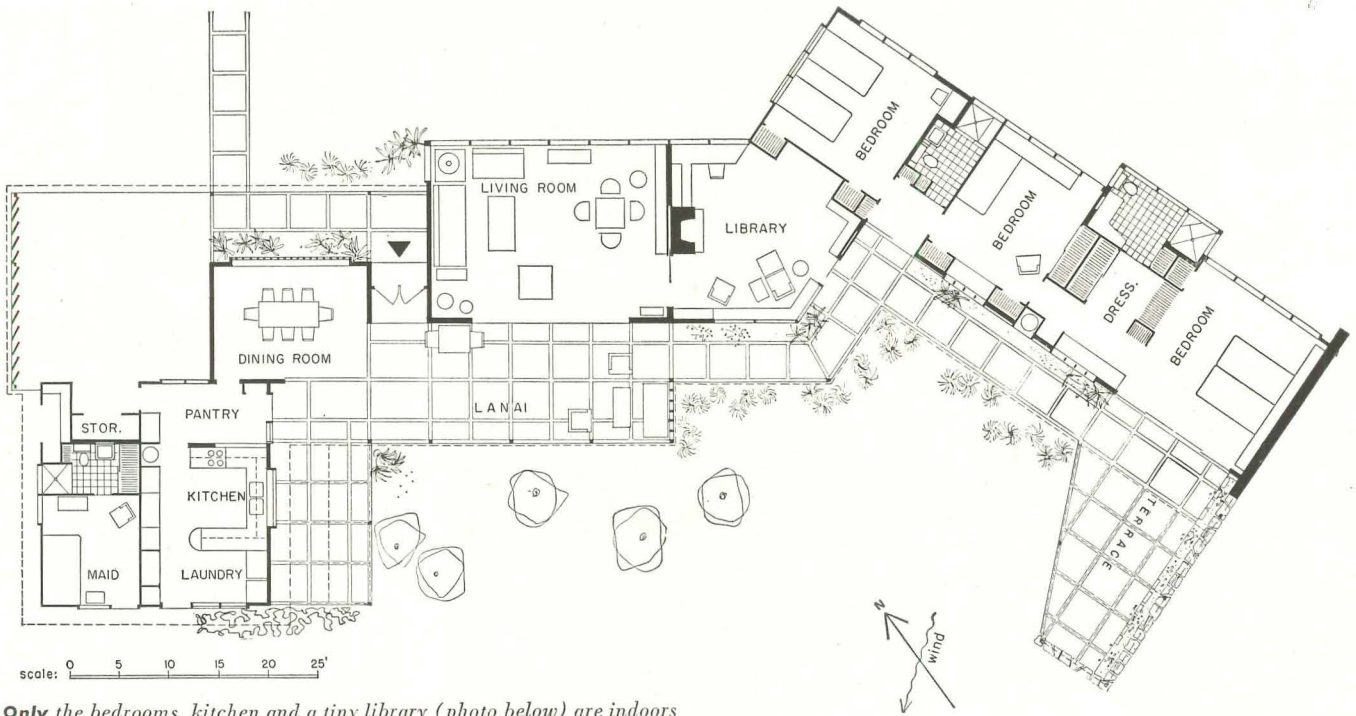




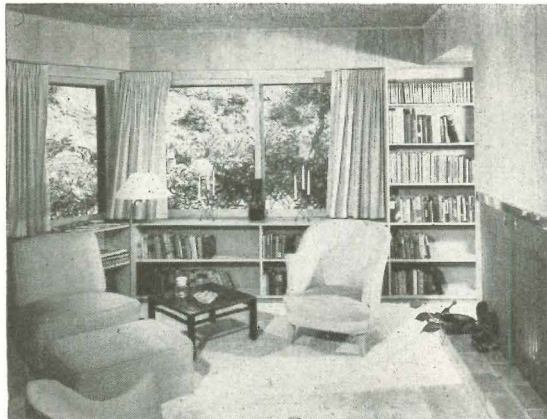
Panorama of the living rooms with no to the lee. Front door (center) can be without loss of privacy from the street.

Behind the wide overhangs the furniture and carpeting is just as formal as in any conventional house.

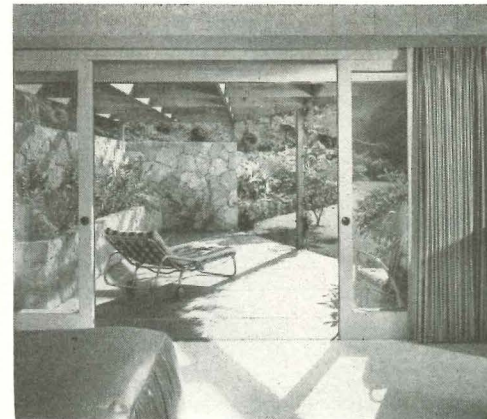
Nearly half the house is left outdoors



Only the bedrooms, kitchen and a tiny library (photo below) are indoors



For cold evenings there is a library only one-fifth as big as the space for outdoor living, with a fireplace.



Even the master bedroom is outdoors unless the glass doors and draperies are closed for privacy.



LOCATION, Wellfleet, Mass.
 OLAV HAMMARSTROM, architect
 MARIANNE STRENGELL, textiles
 STEVE S. DANIELS, general contractor



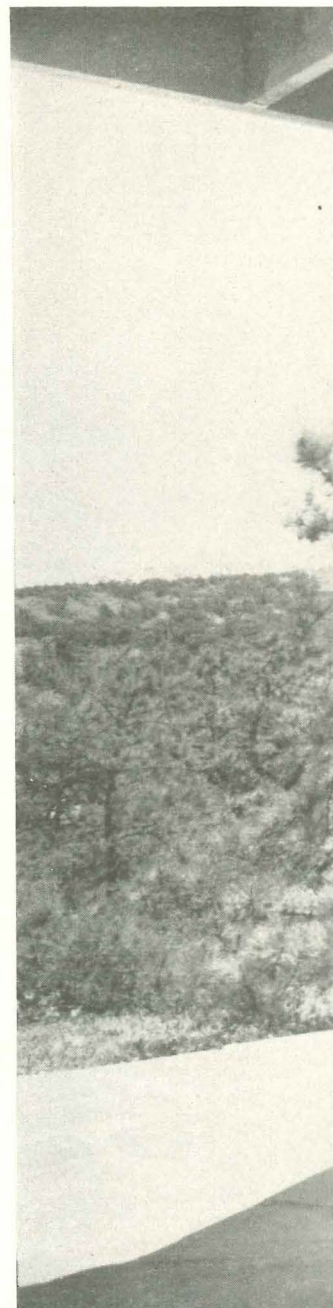
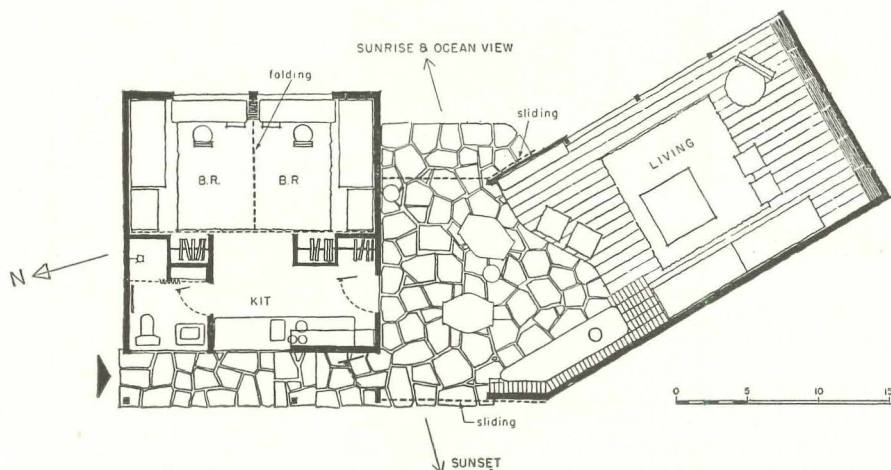
Photos: Ben Schnall

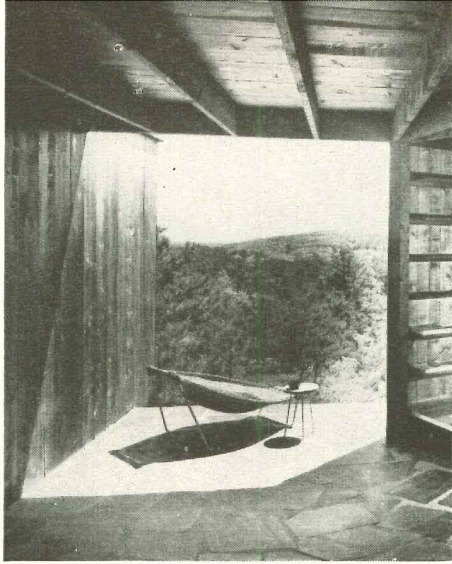
Open, but with shelter

A new approach has brought a lot of vitality back to two old American clichés in this little summer house. Architect Olav Hammarstrom and his wife, Marianne Strengell, the famed textile designer, have built a real Cape Cod cottage, with a real breezeway, one even the Pilgrims would have appreciated in those hot, 17th-century summers.

It is an outdoor house but with intelligent reservations, sited halfway between a group of salt-water ponds and the ocean beach—protected from sandblasting sea storms but with an ocean view between dunes. It is built for the long season, actually, to be comfortable in a wide range of weather. At one end is a sort of inner keep: bedrooms, kitchen and bathroom, small-windowed, well-insulated, comfortable in bad weather or balmy, introverted for privacy. At the other end is an extroverted living shed, 360 sq. ft. of semiporch perched up on legs, wide open to the view, making no attempt to argue with the weather, entirely relaxed. Linking the two extremes is the breezeway, which can assume either character. Sliding doors can open it entirely, funneling the prevailing wind through, or can close it tight as Cotton Mather's smile. Its flagstone floor is a hearth as well for a big, hooded fireplace.

Notable is the cottage's intimacy with the lean landscape of the Cape. Not a tree was cut, hardly a branch; the ground cover of cranberries, huckleberries and blueberries was left untouched except where the flagstones were laid. The house itself is detailed as unpretentiously, clearly and strongly as the pines around it, but the vivid shaggy rugs and fabrics by Marianne Strengell overlay the spare structure and give it an amusingly luxurious air. Mrs. Hammarstrom had fun; one rug is designed to wear sand off bare feet. Total cost of house: \$7,500.

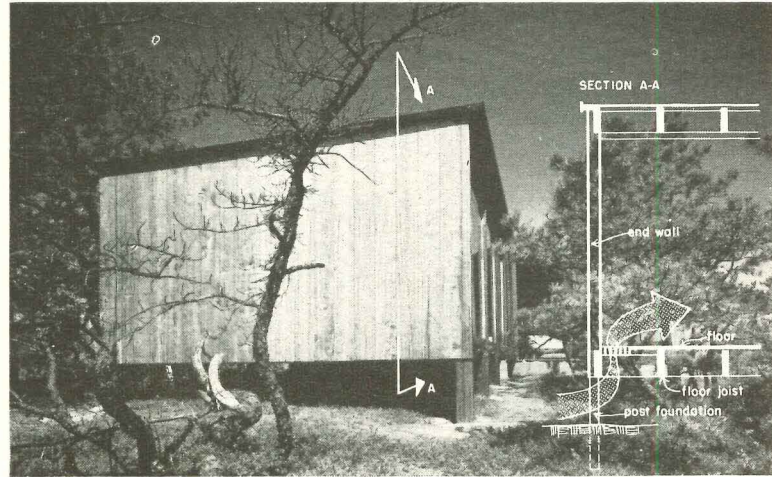




EAST

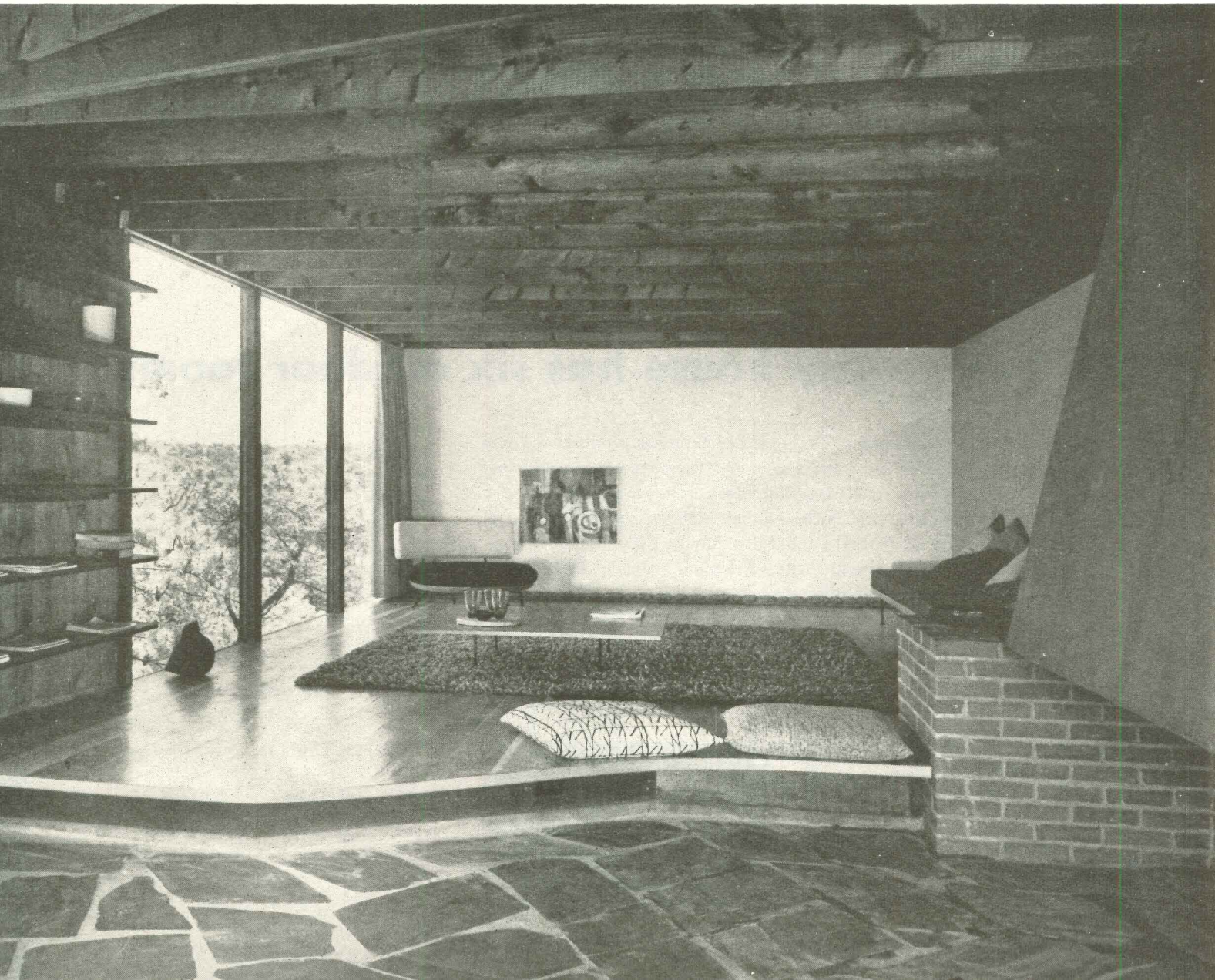
Open east to long view, breezeway overlooking sea of pines can be closed by sliding large wood panels on double tracks.

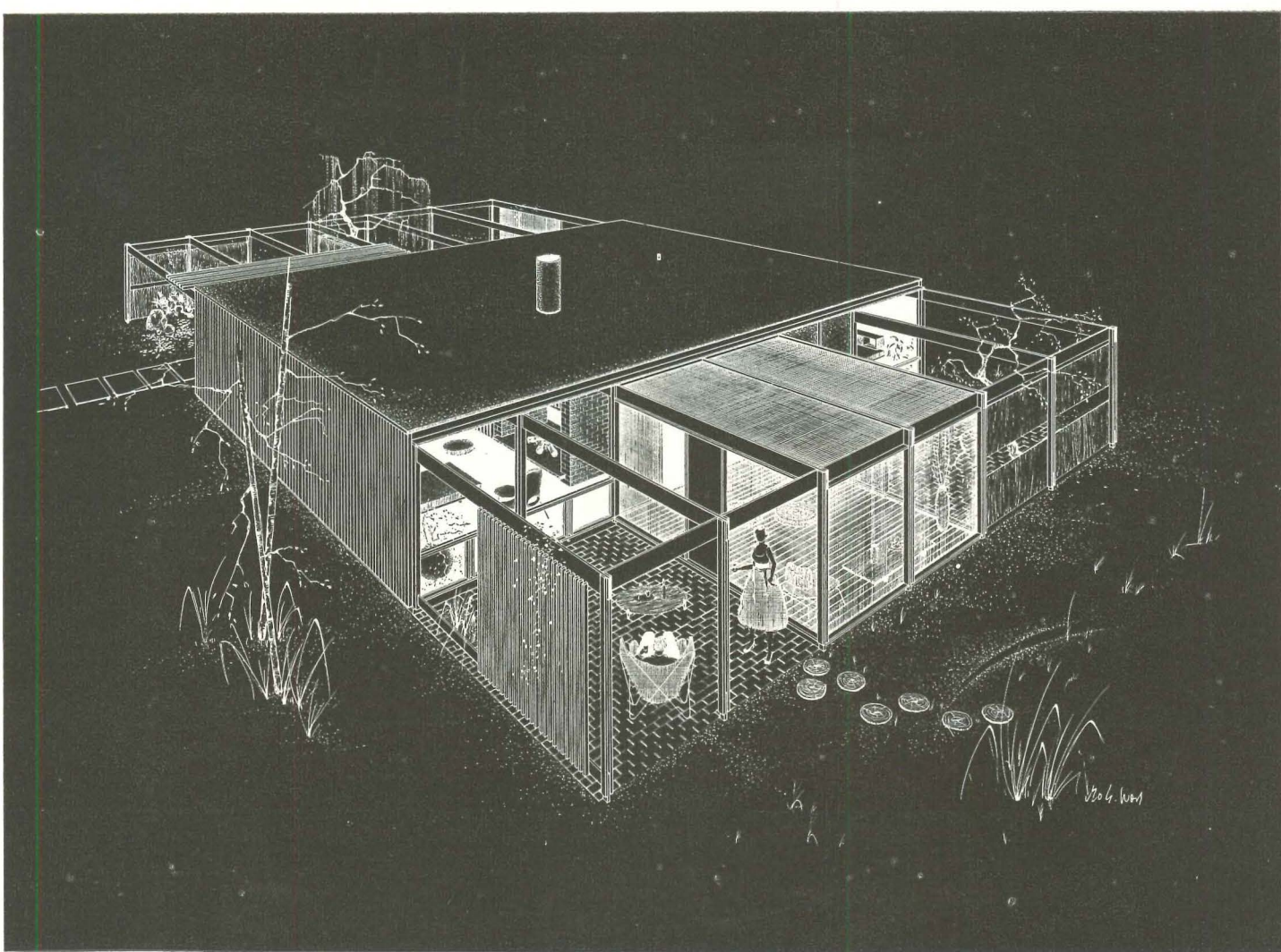
Closed south against hot midday sun, house retains cross-ventilation through louvers set in floor to pull air up from underneath. Throw-rug can shut this "window" in the floor.



SOUTH

House recognizes that even summer has sieges of storm





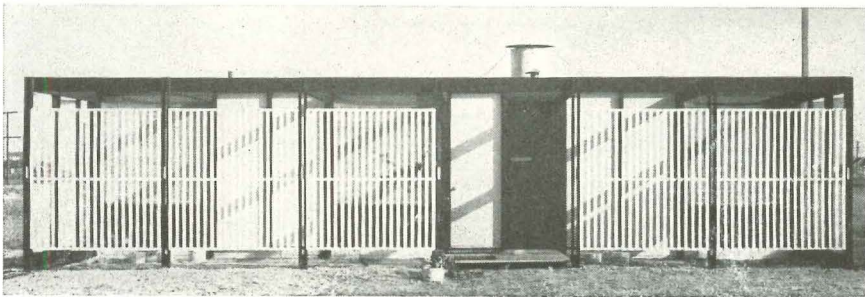
Aerial perspective drawing shows living terrace outside living room proper, screened dining porch outside dining room proper, protected sleeping area beyond. Slat fences insure privacy.

How to keep cool

This breezeway house has six outdoor rooms

For a New Jersey beach community, Designer Leo Wou has produced a house that solves, simply and effectively, three common vacation house problems: first, how to get privacy on a small resort lot (answer: fence in your house); second, how to keep the house cool in the summer (answer: make it one room thick, use open slats for your fences); and, third, how to live outdoors in comfort (answer: construct screened and sheltered outdoor rooms). The result is the handsome little speculative house on these two pages.

Jean Lam



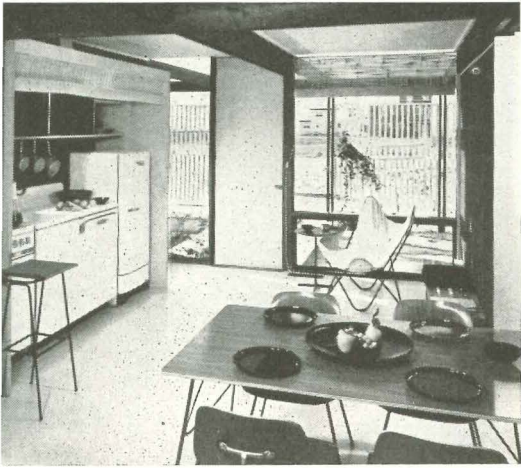
Entrance side has slat fence that shields outdoor playroom (left), small garden (at right)

LOCATION: Surf City, N. J.

LEO S. WOU, designer

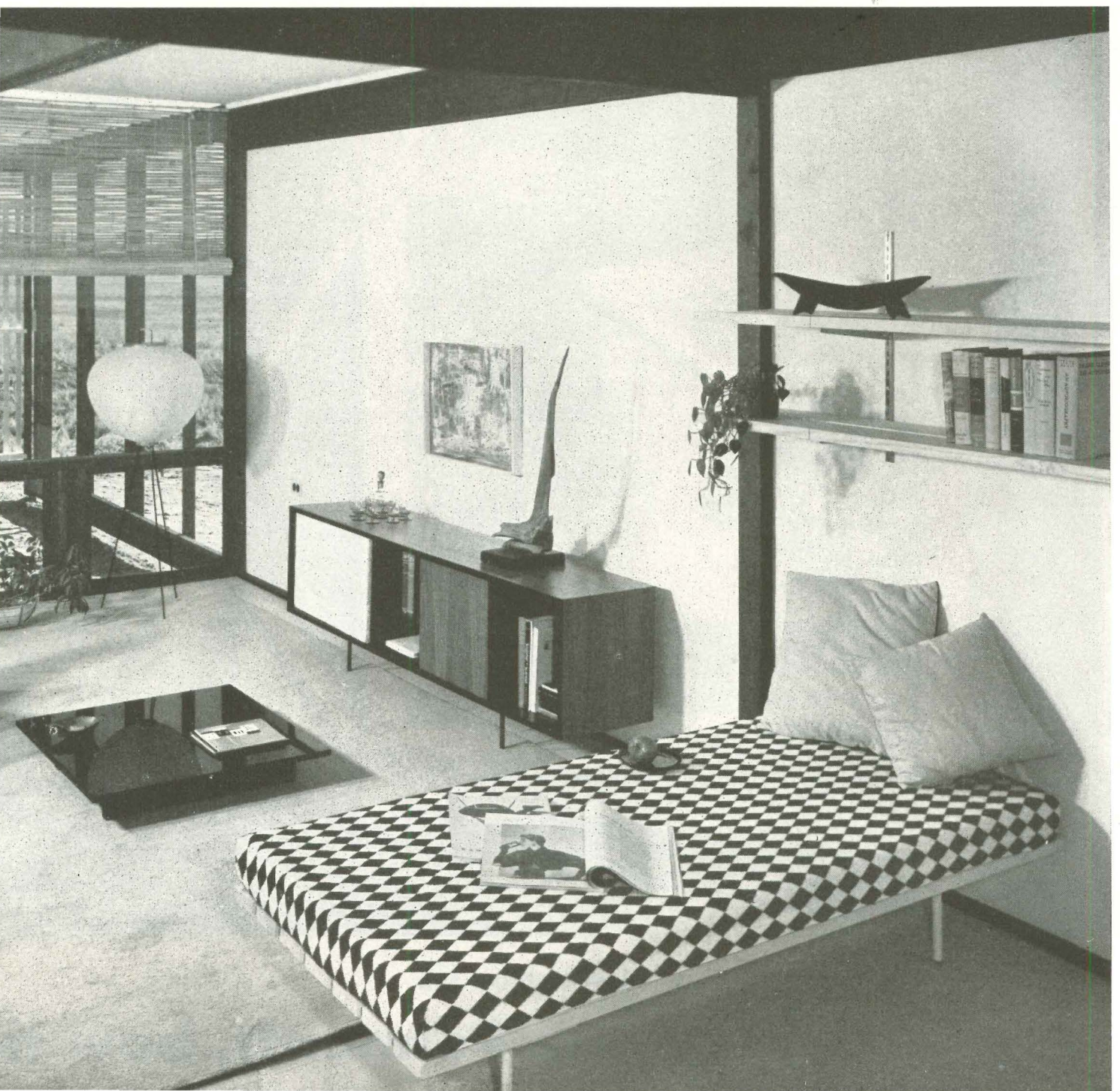
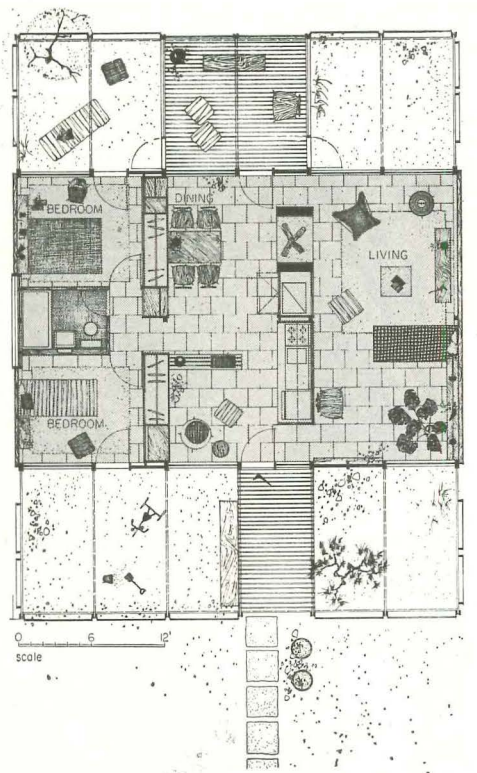
WILLIAM THOMAS, general contractor

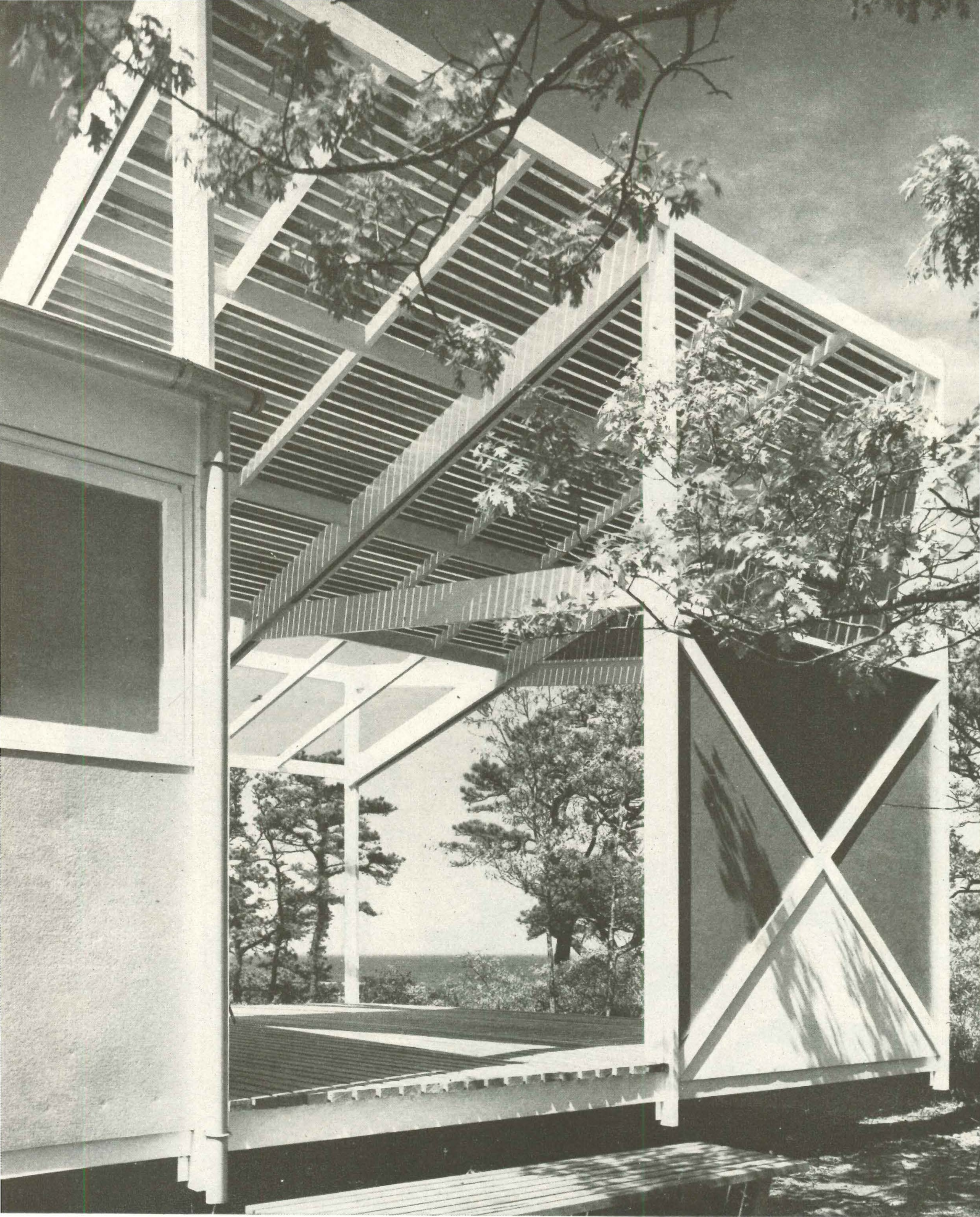
Photos: Murray Duity; courtesy of Everywoman's Magazine



...n and dining area form single room that extends
...gh entire house, thus permits through ventilation. Liv-
...room (below) is similarly exposed on both ends, has
...terraces beyond glass walls. Construction is hand-
...y detailed post-and-beam frame, with double posts used
...ghout.

Plan is compact for 50' x 80' sea-
side lots. Enclosed living area
measures 24' deep x 36' long;
shielded terraces along two sides
of house measure 12' x 36' each.
The house sells for \$14,500, in-
cluding lot.

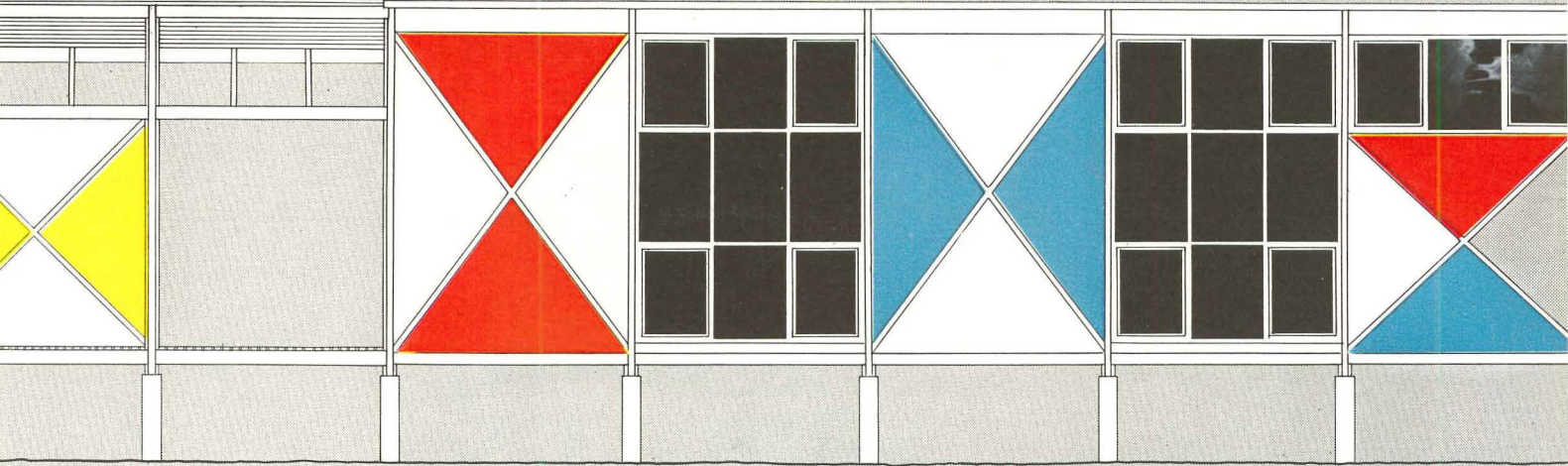




Photos: Ben Schnall

How to have fun

Pennants, bow tie

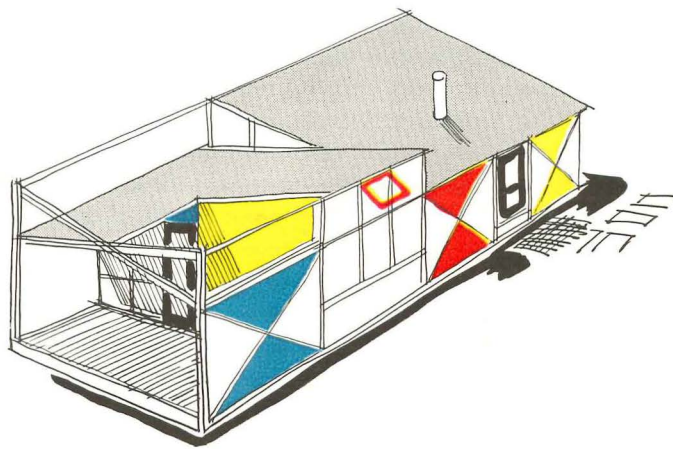


ELEVATION

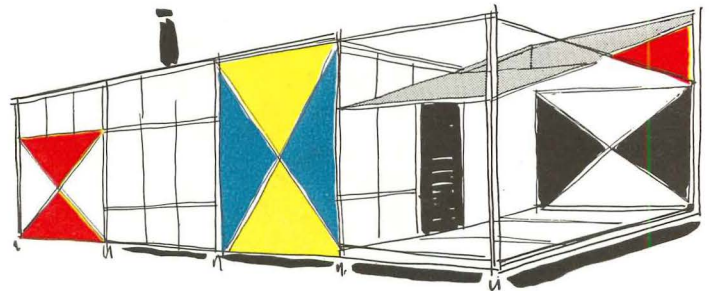
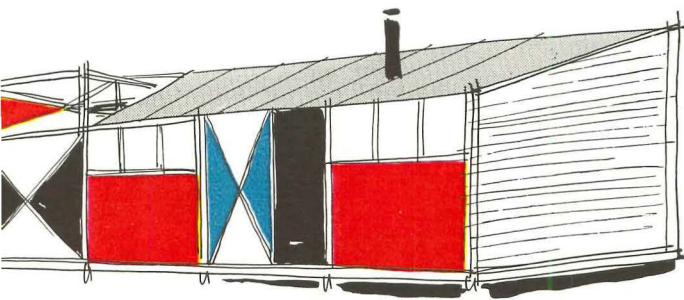
Chermayeff cottage is a 56'-long string of brightly colored panels. Each bay consists of seven bays, each about 8' wide, each formed by a "tie truss" frame spanning 22'-6" in the short direction (see sketches below). Bays are filled with glass (black) or with a panel crisscrossed by 1" x 4" bracing boards. Resulting panels are painted in vivid colors. Last two bays at left are covered by a partly covered porch at living-room end.

LOCATION: Wellfleet, Mass.

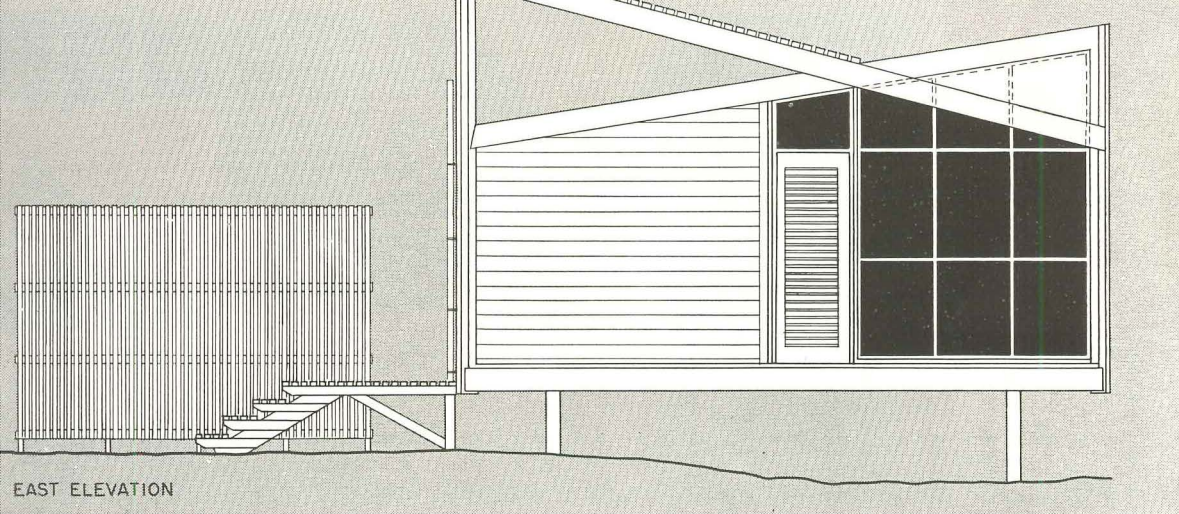
ARCHITECT: HERMAYEFF, architect and painter



Architect-painter Chermayeff's own studio (shown in these sketches) was first of several similar vacation houses built by him on Cape Cod, Mass. The color principle is the same in each case: rather than attempt the impossible—i.e., to blend with nature's greens and browns—Chermayeff decided upon the happy color scheme of bright blues, yellows and reds in vivid contrast to the surrounding landscape. Result: never a dead-looking surface. Chermayeff's cottages look like lively clusters of parasols, sails and flags—entirely fitting in a seaside vacation setting.



and a keg of nails

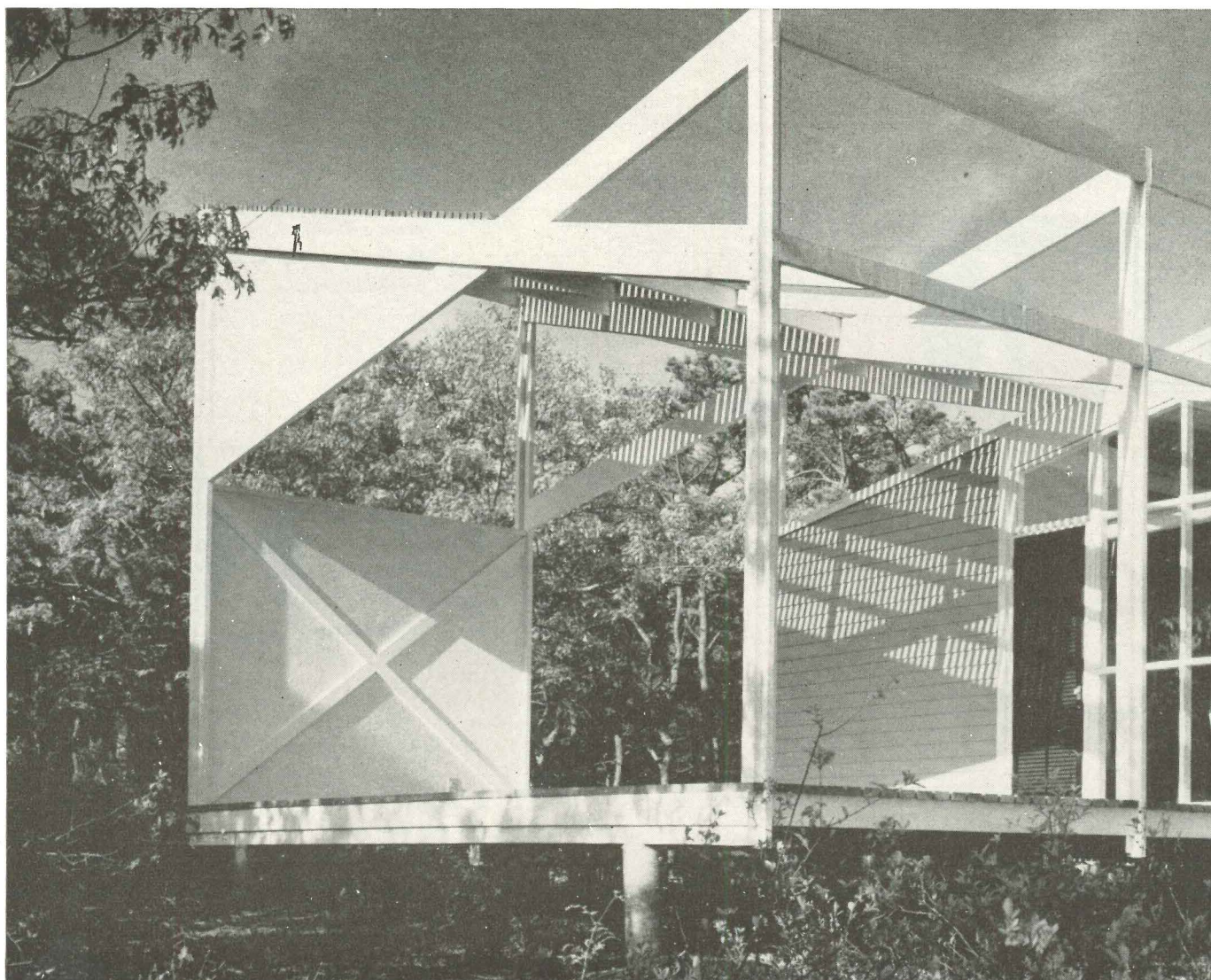


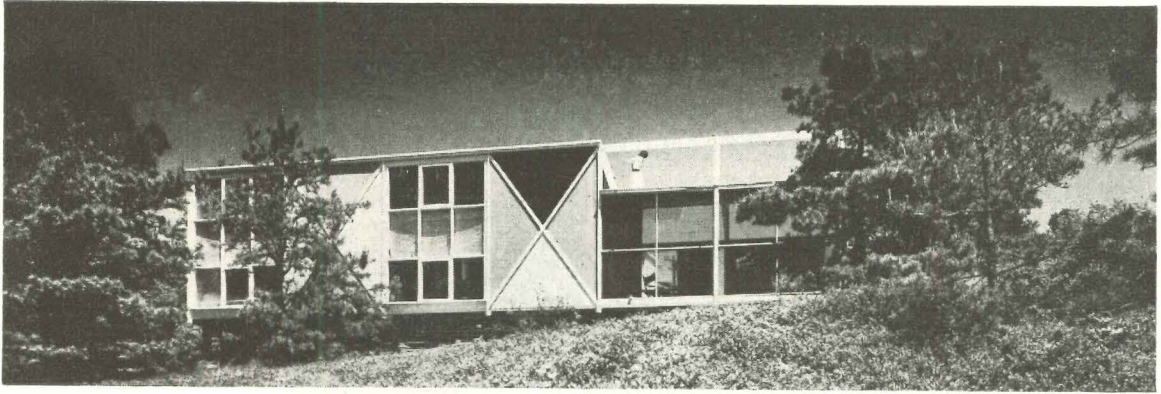
End elevation of Wilkinson cottage shows simple framing pattern: 2" x 10" s c in bow-tie fashion, supported on 2" (see diagram opp.). The 2" x 8" frame into double 2" x 10" floor cantilevered out from 6"-diameter co piles. Both floor and roof decks are 6" planks. Roof is insulated, finished sheet aluminum. Roof pitch is about 12 in one direction, 3-in-12 in the o steep enough to take this sheet finish. Chermayeff's earlier cottages have symm bow ties, but plan requirements in this suggested an asymmetrical solution.

No houses could look less like the traditional Cape Cod salt box—yet Chermayeff feels that these little cottages have much in common with that unpretentious product of Massachusetts. Like the salt box, Chermayeff's cottages are braced into the wind, the way a ship's carpenter might brace them; like the salt box, they are built of simple, thoroughly familiar materials: stock framing lumber, stock siding, stock fiberboards, stock windows, all put together with nails and bolts, and without preciousness. And like the salt box, his houses are no "rambling ranchers"—they are geometric, composed on a rectangular grid, and painted to contrast with nature, not to imitate it.

But that is where all similarity ends: for Chermayeff has used his lumber and his sheet materials in thoroughly unconventional ways—the ways of a modern painter (which he is also) as well as those of a modern architect. The resulting patterns, brightly colored, could hardly be more festive; neither could the mood be more holidaylike. And the end product of this imaginative play with paint, lumber and nails is about as neat and natural an "integration of the arts" as any critic might ask today.

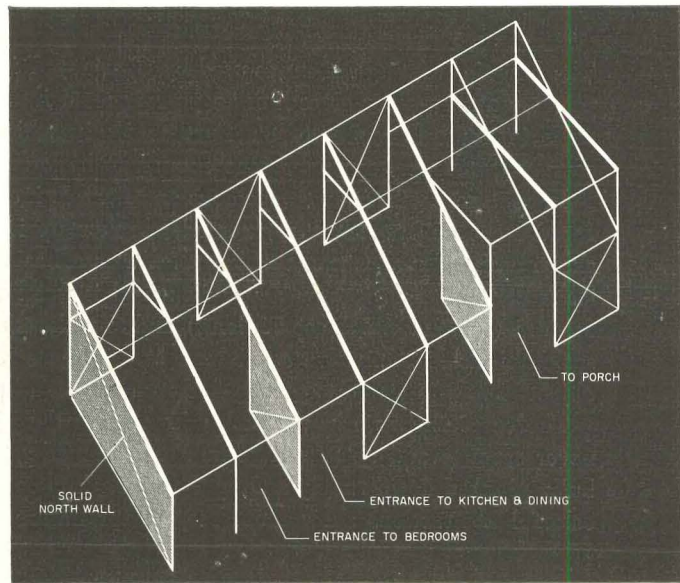
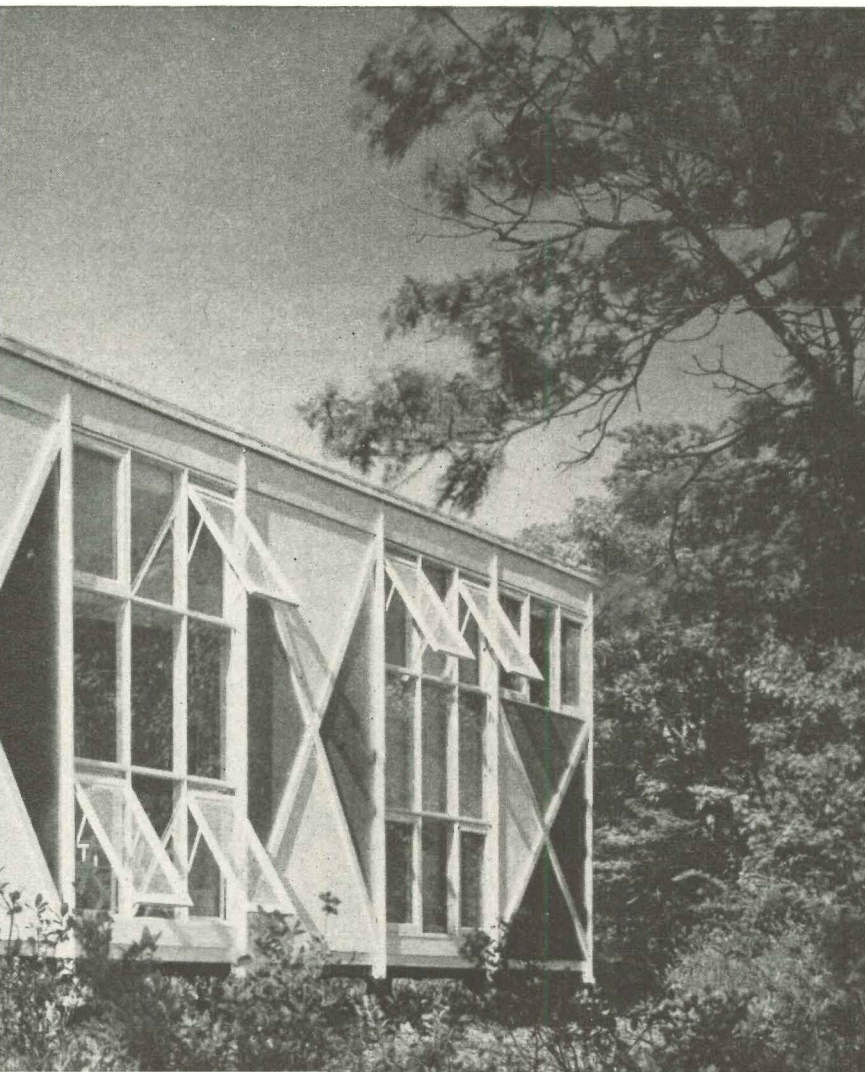
Stock mate





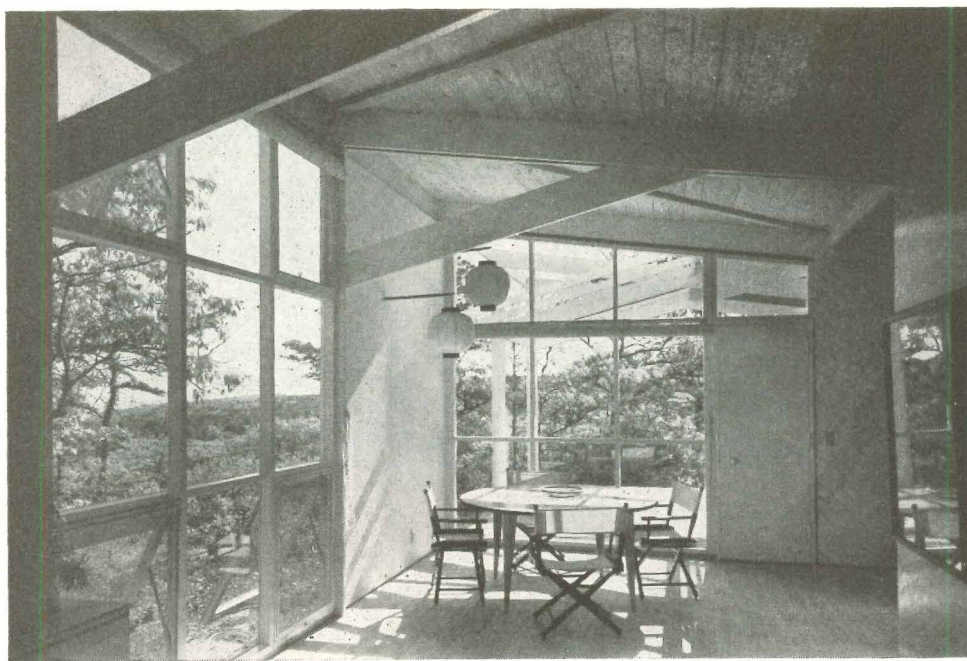
Sigerson cottage in *Wellfleet* was Chermayeff's second experiment in bow-tie houses

ed into the wind

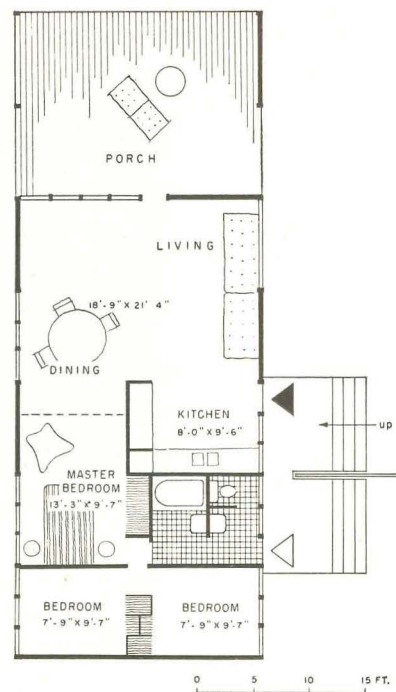


Framing diagram of *Wilkinson cottage* shows bracing system, use of wall panels to stiffen structure in both directions.

Porch at living-room end of *Wilkinson cottage* is shaded by latticework and wall panels. Chermayeff has tried to do without screening so as not to deaden views, believes that insecticide sprays are just as effective anyway.



Wilkinson living room showing pattern of ceiling struts (plan is at right)



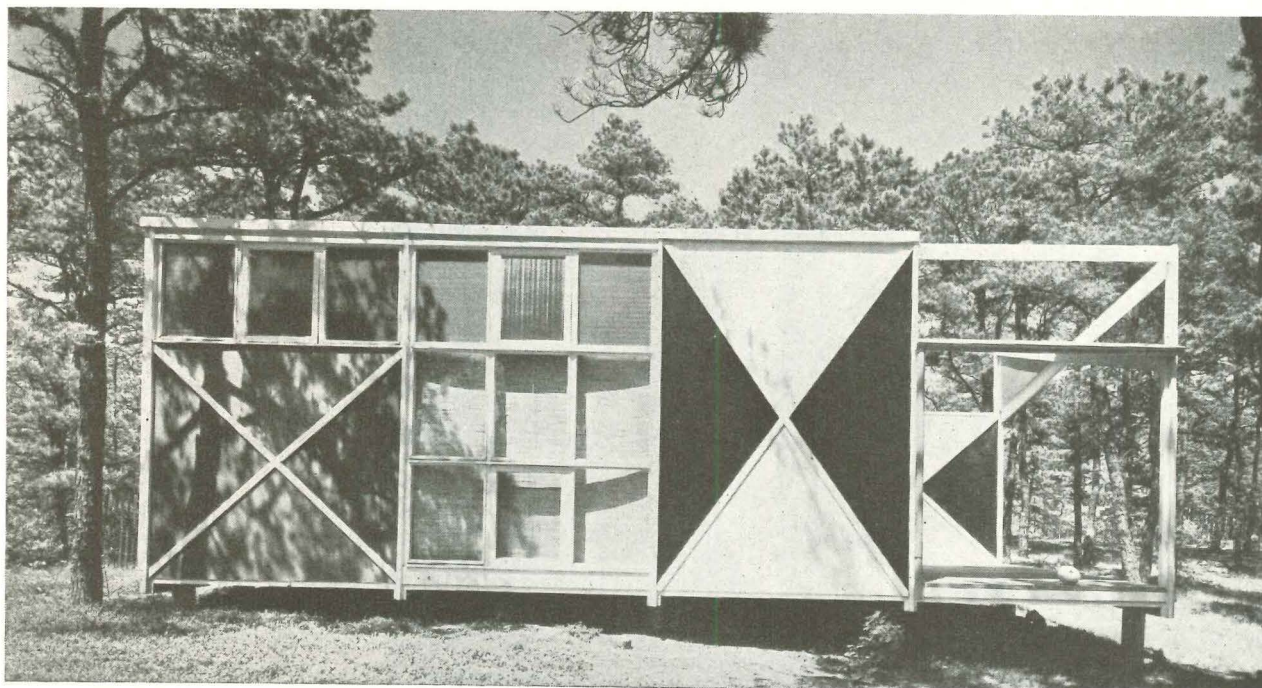
Open interiors—broken-up facades

The bow-tie framing system as used by Chermayeff in conjunction with a cantilevered plank-and-beam floor gives him an unobstructed interior and the chance to have glass walls in multiple widths of 8'. Further, it gives him an attractive (and structurally sound) ceiling pattern handsome enough to be left exposed.

In contrast to these open, spacious and flexible interiors are his exterior walls: their facades are deliberately "fragmented," broken up into small areas of different color, shape and texture. Chermayeff's reason was a basic principle of camouflage: for to leave the landscape reasonably undisturbed it was necessary for him to break up his facades (some of which are 56' long) and to make them look like a collection of small-scale objects—in this case, as we have seen, objects resembling pennants and parasols, objects that you would expect to find in a vacation landscape.

The camouflage works perfectly; for though the pennants are bright in color, they never seem to add up to a big hunk of man-made stuff—10,000 cu. ft. of man-made bulk, plonked down rudely among the trees. In a curious way, these sophisticated and colorful abstractions show more respect for nature than many a "woody" cottage.

Chermayeff studio (below), built 18 months was the prototype for three other, similar structures that have gone up since. Colors are black, white, blue and yellow. Opposite: entrance and porch of Wilkinson cottage.





Segregation decisions jolt public and private housing

Dixie move to kill public housing rather than integrate is smothered in the Senate but more court suits by NAACP seek positive ban on racial segregation

IN THIS MONTH'S NEWS (see pp. 35 through 45)

Senate botches the housing bill so only a miracle in conference could save Eisenhower's program

HHFA revives the dormant FHA scandals by listing 200 builders who mortgaged out on 608s

Michigan builder wins a key court decision forbidding AFL pickets from trying to force a union shop

Will the nothing-down boom lead to serious overbuilding? A lot of lenders fear it will

Rival National and US Savings & Loan Leagues edge a little closer toward a merger

In the postwar years, racial segregation has been a smoldering but often half-buried problem of housing. Last month, it flared into a front-page issue—an issue that could become an overriding problem for both public and private housing.

The US Supreme Court set up the framework for repercussions that followed. First, the court decided unanimously that school segregation is unconstitutional because, in Chief Justice Warren's words—"separate educational facilities are inherently unequal." Seven days later, the court refused without comment to hear an appeal from the California Supreme Court which had ruled unconstitutional the San Francisco Housing Authority's policy of segregating races in public housing projects according to existing neighborhood racial patterns.

Because it came on the heels of the school ruling, the high court's refusal to consider the California case was widely regarded as tantamount to a decision that public housing, henceforth, must draw no color lines. Actually, it meant no such thing, legally.* The two decisions, however, did hint clearly that the Supreme Court would bar segregation in public housing if and when it actually rules on the issue.

Alarm in Dixie. The first result of the court's San Francisco's decision was to drop a bombshell on efforts in the Senate to restore public housing to the 1954 housing bill. Sen. Burnet R. Maybank (D, S.C.), senior Democrat on the Senate banking committee and long a powerful advocate of public housing, announced: "I regret that the Supreme Court decision makes it impossible for me, believing in local government, to support any public housing. I, therefore, oppose any public housing program."

For a time, it looked as though enough southern senators might side with Maybank to doom public housing to a quick burial (the House had already voted to end it after the 35,000 units in PHA's pipe line are built). Without the traditional support of Southern legislators (who may see in public housing a

chance to provide more housing for Negroes and clean up nauseous slums without expanding the area of colored occupancy), there did not seem to be enough votes in the Senate to revive the program.

Then Republican strategists had second thoughts. If public housing were knocked out of the housing bill, voters would probably blame the party in power regardless of who was responsible. With fall elections crucial to the GOP, and with the outcome perhaps dependent on the Negro vote in many states, would killing public housing sweep Republicans out of control of Congress next year?

Top GOP strategists, events indicated, decided to make support of President Eisenhower's request for 35,000 units a year for four years a party "must." Better to accept public housing, the argument went, than to take chances with the election.

Deal in the Senate. The result was a pro-public housing Washington Post called a "happy housing deal." The Republicans agreed not to force a roll-call vote on Maybank's amendment on the floor to public housing. It was defeated by a chorus of "noes." This, as the Post also noted, enabled Southern senators to let off a little steam without splitting their ranks in an embarrassing fashion on the eve of the mid-term campaigns." In return, the Democrats let President's four-year plan for 140,000 public housing units go through intact. The vote was 66-16, with even such antipublic housing as Sens. Dirksen (R, Ill.) and Bricker (Ohio) voting for public housing.

Public housing was not yet sure of its position in the housing bill. As the measure went to conference (see p. 35), antipublic housing Congressmen were attempting to bind House conferees to insist on no public housing. In midmonth, a deadlock between House and Senate looked likely. The outcome was certain.

Compliance in San Francisco. The San Francisco case which stirred up all the

* Said Justice Felix Frankfurter in a 1950 case (Maryland vs. Baltimore Radio Show): "... Inasmuch, therefore, as all that a denial of a petition for a writ of certiorari means is that fewer than four members of the court thought it should be granted, this court has rigorously insisted that such a denial carries with it no implication whatever regarding the court's views on the merits of a case which it has declined to review. The court has said this again and again; again and again the admonition has to be repeated." Commented Attorney Charles Abrams of New York (in a talk to the National Housing Conference last month): "A reading of the San Francisco case . . . will show that the case did not involve solely a constitutional issue but embraced a number of other issues, some of them procedural, such as the right to mandamus and other technical questions. Anyone familiar with the court's practices knows that the court is not prone to accept for review state court decisions which involve other than pure constitutional issues."

ed three Negroes who were refused ad-
n to the new North Beach public hous-
project which lies in the city's Italian
t. This was in line with the San Fran-
Housing Authority's policy since 1942
serving as much as possible "the same
composition which exists in a neigh-
d where a project is located." In San
sco, ethnic neighborhoods had been
ar since gold-rush days. Another new
t, Ping Yen, was plunked in the heart
natown—and reserved for Orientals. In
rth Beach case, the California Supreme
held the policy violated the 14th amend-
by denying the three Negroes equal
tion of the law.

death the litigation—and a factor in
rn fears about integrated public hous-
was the belief that unsegregated public
g in many cities would quickly become
ro public housing. Two years ago, the
ancisco Housing Authority pointed out.
es, comprising 90.7% of the city's popula-
occupied 60% of its 13,263 public housing

es, comprising 5.7% of the population, oc-
37% of the units (4,859).

y races, representing 3% of the populace,
d 3% of the units (434).

one official at that time: "Frankly, the
move out about as fast as the Negroes
n. Abolish the pattern, and within two
virtually all public housing would be
occupied. Public housing would thus
e housing for one race, and I do not
e it could be justified as a public expen-

r the Supreme Court acted, the Hous-
authority swallowed its views, promised
compliance. Executive Director John
ard said the first step would be to re-
s a backlog of 1,500 applications to see
as still eligible for admission on the
of income. Of the applications, 1,200
from Negroes and 100 from Chinese.

r in HHFA. Privately, some HHFAides
furious at San Francisco for fighting
se all the way to the US Supreme Court,
the decision had national impact. They
d that it would have been years more
a case from a Southern state would
reached the high tribunal—and that
while a lot more public housing could
been built with less controversy.

ne South, however, the National Associa-
or the Advancement of Colored People
sing no time trying to break down segre-
barriers for once and for all via the
. Three days after the Supreme Court's
decision, 18 Negroes asked a Savannah
l court to enjoin the Public Housing
istration and the Housing Authority of
ah against denying them admission to
Wessels Homes, a new apartment proj-
They also asked \$90,000 damages. In
ngham, Ala. a group of Negroes sought
lar injunction against segregation.

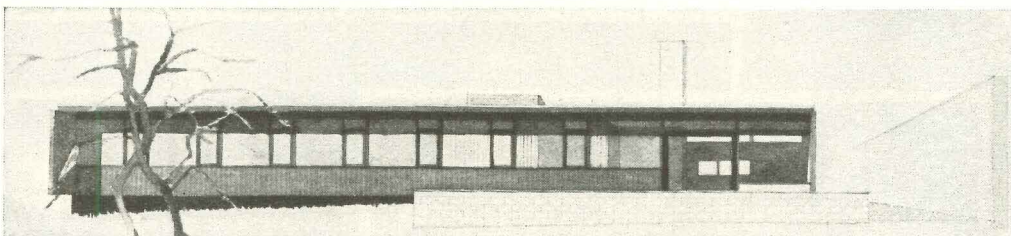
rcussions for FHA? Though the seg-
on battle over public housing drew the
nes, advocates of integration were also

putting pressure on governmental policy and
private selling practices in the general hous-
ing market. For the long run, these moves
held much more significance. Important
strides had already been made. Zoning on a
racial basis was held unconstitutional in 1917.
Covenants barring sales and occupancy on the
basis of race had been declared unenforce-
able. Since 1950, FHA had refused to insure
loans in areas where racial covenants existed.
It had removed all references to race from its
underwriting manual. It had announced that
in selling foreclosed property, it would draw
no racial distinctions. Thus, only the com-
mon consent of neighbors, which could be
broken at will, remained last month as a
means to maintain racial homogeneity in
neighborhoods.

The next step, already being litigated in
Sacramento, Calif. (H&H, June '54, News),
was to obtain injunctions against discrimina-
tory selling in subdivisions financed with FHA
or VA loans—or to attempt to amend FHA
and VA legislation to prevent builders from
refusing to sell to otherwise eligible persons
because of race. If this issue comes to a head
and is not defeated (and any defeat seems
likely to be temporary), the result would be
either: 1) FHA would be killed off, or 2) it
would become a positive force in racial inte-
gration.

The pressure on the private housing market
arises from two sources. One is the real de-
mand for more space for the Negro popula-
tion, which is growing both in numbers and
buying power. The other: an ideological de-
mand for equality and freedom of choice.

Whatever the final outcome, the transition
time promises to be one of tension. The best
hope for reducing the strains: a big increase
in good housing, both new and old, available
to Negroes. Although, as New York Attorney
Charles Abrams recently noted, "in most
large cities the slum and the minority prob-
lem are one," the Negro housing problem is
by no means exclusively a slum or even a low-
income housing problem. In most cities, there
are sizable numbers of Negroes who can afford
upper-bracket homes.



Danish architect designs 'Canadian House of Tomorrow'

In a contest for a "Canadian House of Tomor-
row" suitable for a family of five, Architect
Knud Peter Harboe of Charlottenlund, Denmark
(who had never been to Canada) took first prize
of \$5,000 with this long, low dwelling. The
judges said it had "an essential simplicity, a
coherent form, impeccable taste, an ordered, in-
timate, calm, even austere, interpretation of
family life. . . ." There is a spacious living
room, carport and high fence for privacy. The
contest was promoted by Calvert Distillers, Ltd.

Levitt cuts price of \$9,500 model \$510 to spur sales

Builder William J. Levitt, working away at
a 16,000-home project in Bucks County, Pa.
(more than half the houses are finished and
occupied), announced suddenly that he would
cut the price of his most popular model, the
two-bedroom "Rancher," by \$510. The new
price is \$8,990 and the new down payment
is \$450 (instead of \$1,110) and the carry-
ing charges are \$57 a month instead of \$59.

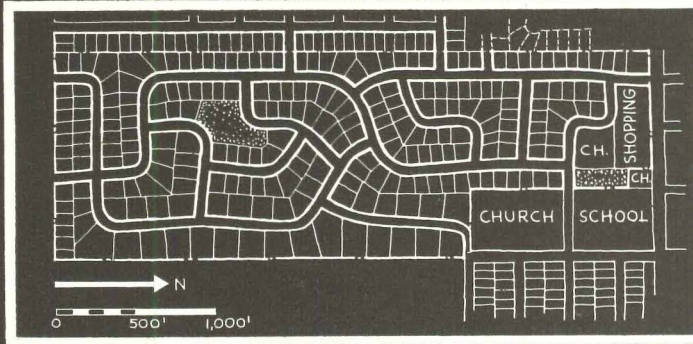
One reason: "Business recently hasn't been
so good"—not only his own, not just the
building industry, but the whole US econ-
omy. Said Levitt: "Lower down payments
mean that more people will be able to buy
houses. That, in turn, means increased vol-
ume for all builders. This country has shown
over and over again that high volume results
in lower prices and we in our own way are
trying to demonstrate that lower prices can
result in higher volume. . . . This kind of
action will stop recession or worse."

Levitt called the reductions in line with the
intent of the new housing bill to provide
lower down payments and said he hopes other
builders will follow his lead.

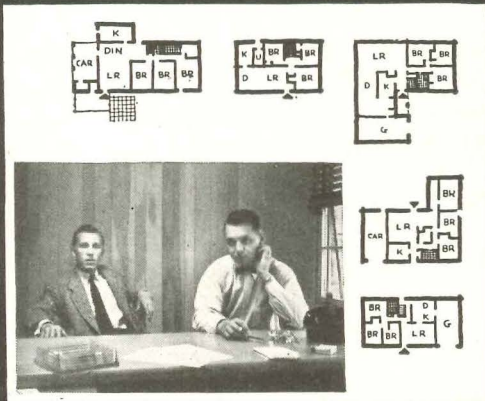
In a few scattered spots elsewhere, the first
signs of a tightening sales market were ap-
pearing last month. Reported the *Milwaukee
Journal*: "The new home market is tighten-
ing for builders here. . . . Prospective buyers
have become more selective. This has forced
a stronger selling approach upon the build-
ers." Said a San Francisco banker: "Sales
are good if you're giving the house away, but
when it requires equity, you require salesman-
ship." Said a Houston mortgage man: "Sales
are good, but I expect to see keen competition
among builders by late summer because we
now have the largest backlog of new houses
under way since 1950."

Anticipating harder selling ahead, NAHB
directors last month voted to appropriate
\$30,000 to finance a major program of sales
training and sales aids for NAHB members.
One aim: to help homebuilding reach its new
goal of 2 million units a year.

and sponsored by the school of architecture at
McGill University. More than 650 designs were
submitted. Judges: Eric Arthur, professor of
architecture at the University of Toronto; Hum-
phrey Carver, research chairman of Canada's
Central Mortgage & Housing Corp.; Gio Ponti
of Milan, editor of "Domus." The judges had
to admit that "no house among those sub-
mitted could be said to be the "Canadian House
of Tomorrow" but added that "many contain
ideas that can be exceedingly influential."



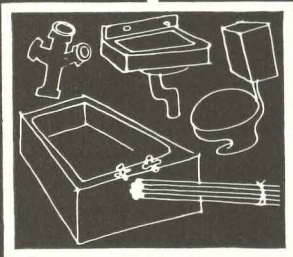
1. Developed land package



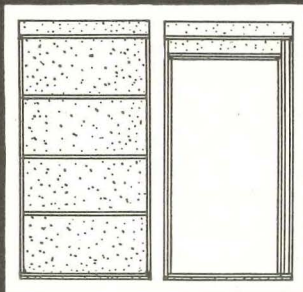
2. Design package



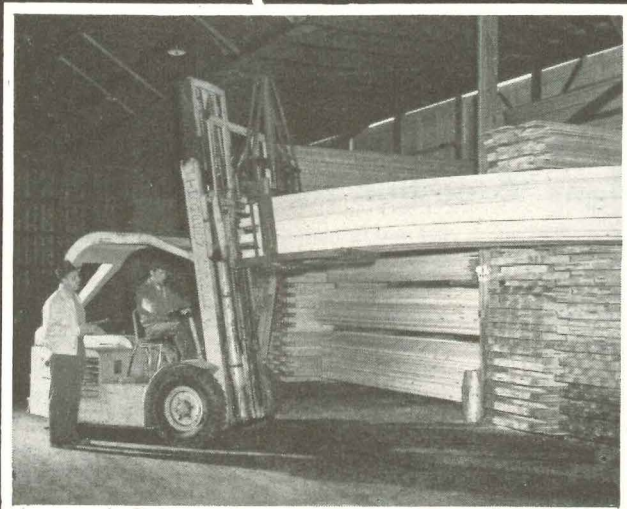
LUMBER DEALER



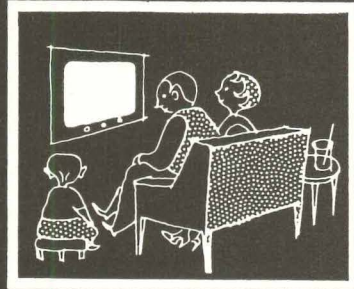
3. Heating and plumbing packages



4. Panel package



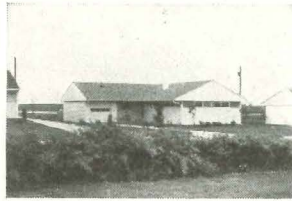
5. Mechanized materials handling



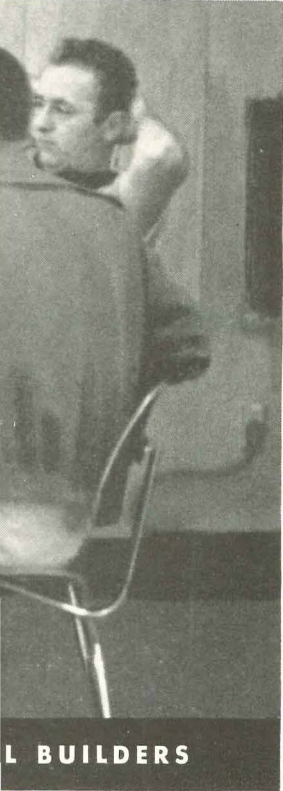
6. Merchandising package



7. Financing



The houses they build



✱

L BUILDERS

Photo (bot. opp. p.): Chuck Scott

The squeeze is on the small builder. His future depends in large part on what the lumber dealer can do to help him. Because these two long-time partners are not fully coordinated, neither now occupies so important a position in the industry as before the war. But don't count the small builder out: lumber dealers are tackling the problem of cutting his costs from many different angles. Here is the first of a series of HOUSE & HOME reports on what lumber dealers are doing to keep their small builder customers in business.

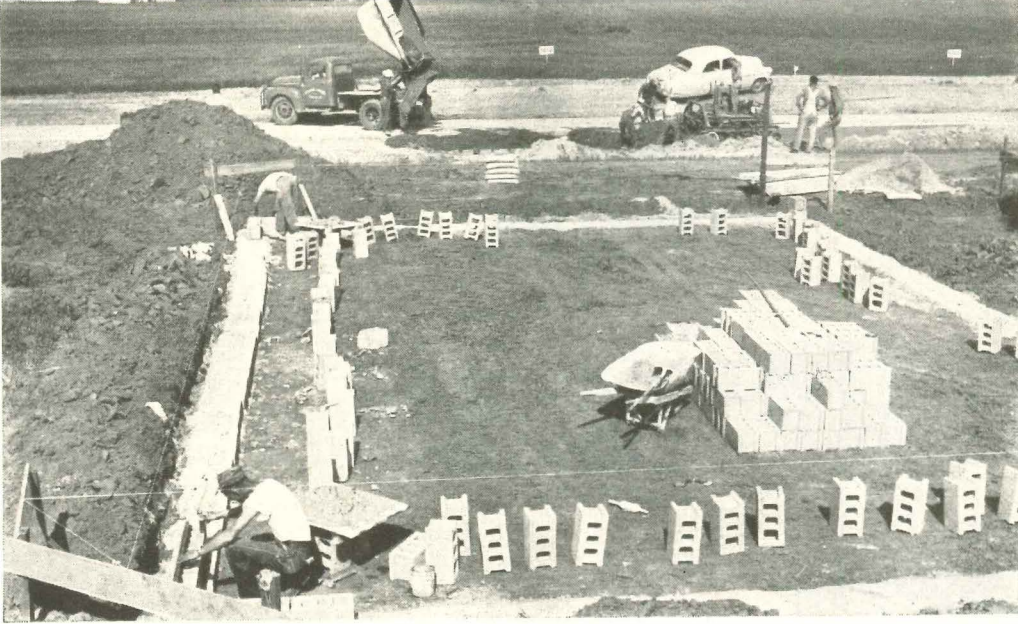
Lumber dealer coordinates products and services

cut small builder's costs

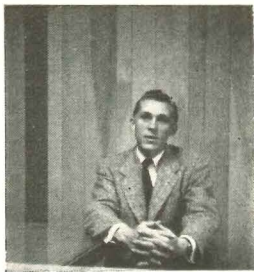
"For years you have been able to walk into an auto or appliance dealer's store and get the price on a car, a stove or a washer. But you still can't get the price on a house from a lumber dealer. He just wouldn't or couldn't package all his components to quote a price. Now we have packaged the deal in housing. And more and more lumber dealers are doing the same. Our skill is putting more and more things together in the house package to lower small builder's costs." So says Lumber Dealer Clarence A. Thompson, Champaign, Ill.

Modest but merchandising-minded Thompson who operates four successful yards in central Illinois and chairmans the Lumber Dealers Research Council does 70% of his business with the 5-to-25-houses-a-year builder. He has outlined a seven-point program to package everything including the kitchen sink for his builder customers (see opp.), starts the building operation off on an assembly-line basis in his own fully mechanized yard.

Thompson (behind desk) talks of the builder he means the builder of from 5 to 25 houses a year. Actually, a builder of 5 to 25 houses a year is in the top 19% of builders (5 and 6 houses a year) who build 77% of all units. Figures by the Bureau of Labor Statistics that only 22,430 out of 119,100 builders build up to 5 or more houses a year. The rest build 25 or more but account for only 1% of housing units built. With Thompson, Martin Snook and Arthur Bach.



First house foundation is laid in Thompson's Mayfair Addition while men pour cement for roads



Simon



Rettberg

Architects Bob Simon and Gerry Rettberg face up squarely to the fact that not everyone can afford full architectural service ("We do get to provide our plan service to people who would never have gotten professional help"). Both were with Small Homes Council where they got excellent training in small-house design and production, now serve 49 lumberyards in a 200-mi. radius besides running a sizable custom-house practice. Pitfall of the plan service, they say, is that lumberyards want to be assured of business if a job originates through them and they may not always steer clients who need full architectural service to the architects for fear of losing out on bids.

Photos (top & below): Chuck Scott



Trade Secrets house adapted to area was designed by Simon & Rettberg. House has 1,416 sq. ft. sold for \$18,500. Similar house was sold speculatively first afternoon shown. Builder: Richard Faletti.

1. Small builders need fully developed lots, so

Thompson threw in with three businessmen on 106 a (above) to install streets, utilities. (As everywhere, developed land is fast running out in Champaign.) Lots are in parcels or individually to builders or individual buyers. "This assures us of future business and helps the small builder who doesn't have the financial resources to develop land on a big scale—and therefore economically." Thompson also keeps an up-to-date list of available scattered lots.

2. Small builders need help in design, so . . .

Thompson worked out a program with Champaign Architects Simon & Rettberg who do preliminaries and working drawings for Thompson's builders and customers on a set fee basis related to house size. Clients never come in contact with the architects who spend all their time at the drafting table. Thompson sales personnel interview prospective owners or builders, get their sketches of new plans or revisions of previous plans, products they want used, price or costs. Sales Manager Don Miller and Bob Boyd liaison between builders and architects, get architects to do prelims, possibly colored renderings. After revisions, architects provide working drawings, foundation plans, ty wall section, kitchen cabinet details. Total cost on a 1,200 sq. ft. house would run \$75 if architects also supplied plot plan.

For his own area Thompson thinks this plan service makes more sense than carrying a draftsman on his payroll. "A small builder would need design direction, anyway; he might not be able to do to his highest degree of skill all the time".

Staunch ally of the architect, Thompson says: "We do not attempt to replace him." He has convinced several builders who had never used architects to do so now. He plans to take operative action with builders in the future on land development. He will let the builder take 2/3 of profits, share losses on a 50-50 basis. For his 1/3 of the profits Thompson will purchase the land, get financing, exercise architectural control through his architect contacts. He has recently been working with Architects Jim Lendrum, director of the Small Homes Council, and Rudy Jones, assistant director, on a 12-lot tract.

3. All builders face high costs on plumbing and heating, so . . .

Newest additions to Thompson's seven-point program are packaged plumbing and heating units. Thompson, who once held a prefab dealership, admits he got the idea from the prefabricators, says: "This is not another do-it-yourself gimmick. Either we do the packaging job—or Sears Roebuck or the prefabber does." General Manager Dave Squires found Thompson was creating jobs for builders and throwing a lot of business to plumbers and heating contractors free. Thompson and Squires put their heads together, decided a prefab plumbing tree and precut pipe was not a big enough package to make selling profitable for them; so they merchandise plumbing fixtures as well. Heating unit is packaged for Thompson by a Cincinnati manufacturer complete.

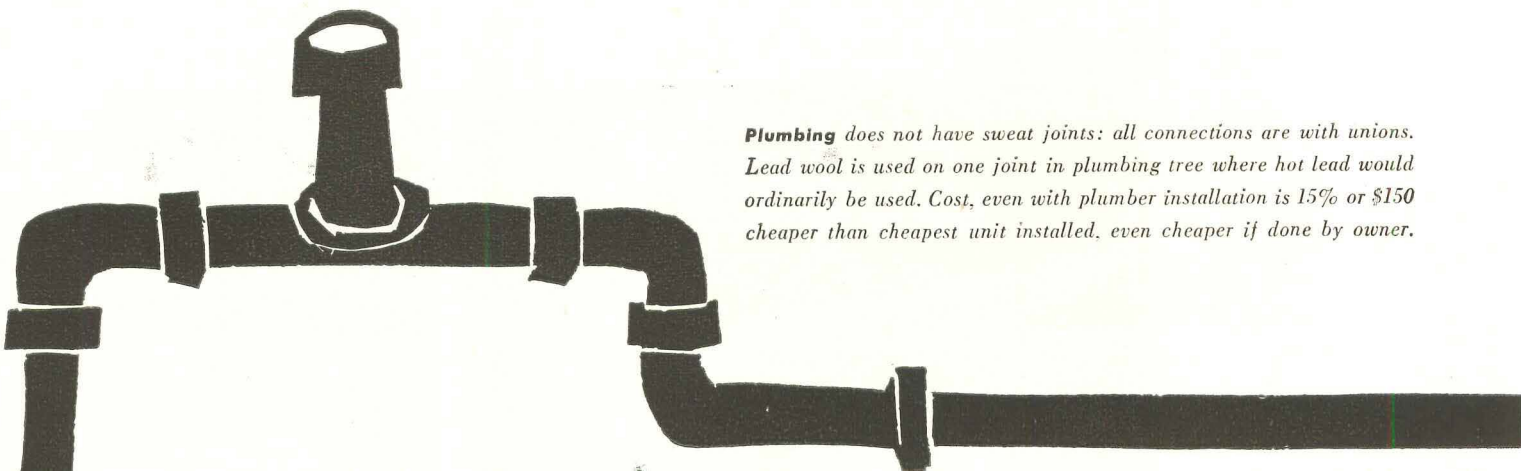
Heating is frequently installed by builders in Thompson's area, "so no trade is really cut out." Thompson can buy a heating unit for the same price as authorized dealers even though he buys it through the dealer. Reason: discounts increase with volume. The heating dealer is not hurt by the short circuit. Thompson says simply: "We sweeten the kitty for the authorized dealer who handles a larger billing than he would if we didn't merchandise the package."

Plumbing pipe is cut by E. M. Hays Plumbing & Heating Co. (union shop). Thompson's arrangement is to have Hays make delivery and get a receipt, while he handles the merchandising and selling to owners or contractors. Installation is made either by Hays, the builder or owner, code permitting. "This arrangement helps the small builder because it substantially reduces the materials markup."



Heating units come from the manufacturer in separate packages which can be fitted on a 3' x 3' pallet. Burner unit is completely assembled, ductwork packaged and easily assembled by sheet metal screws. Even job number is stamped on packages to expedite delivery. Complete system is 25%, or \$225 cheaper than cheapest unit installed.

Plumbing does not have sweat joints: all connections are with unions. Lead wool is used on one joint in plumbing tree where hot lead would ordinarily be used. Cost, even with plumber installation is 15% or \$150 cheaper than cheapest unit installed, even cheaper if done by owner.





Minimum of 10,000 sq. ft. of floor space in Thompson's shed is reserved for millwork and manufactured products like dry wall. Part of his service is to offer a wide product range. No advocate of lumberyards doing millwork, he says: "There is a legitimate place for a good many people in the building business. Specialists are cheapest."



Versatility of Lu-Re-Co panels was demonstrated on this house with vertical redwood T&G siding. Panels were sheathed completely sided in Thompson's yard; final strips of siding over panels were applied on site. Method: siding was shiplapped end so it could be slipped into place. Builder: Ozier-Weller.

5. All builders want what they want

when they want it, so . . .

With the only lumberyard in a 100-mi. radius that is mechanized Thompson can get the material a builder "when he wants it and in the shape he wants it." More of quick, efficient materials handling is carried to the lumber at the end of the assembly line. Costly delays are eliminated. More mechanized than most lumberyards, Thompson carries a bigger ratio of office-to-yard personnel.

Flag in his mechanized fleet is an end-loader for truck. It was developed by General Manager Dave Swartz and is manufactured for the industry by a Peoria, Ill. materials handling manufacturer. It answers objections of mechanized equipment in lumberyards because it:

eliminates storing lumber packages parallel to truck as must be done in standard fork-lift operations, and provides more storage in less space;

makes every pile available from the truck aisle and **places and removes packages** from bins to trucks in less time and with less effort.

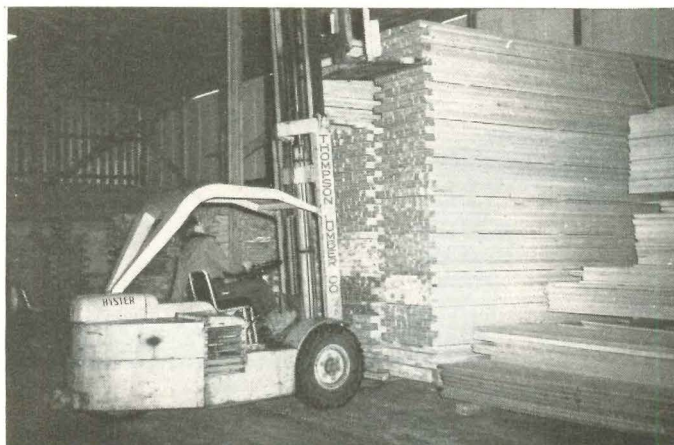
Says Thompson, "We know mechanical handling has speeded our own operation. Perhaps more important it enabled us to give the builder far superior service than ever could before."

Mechanization takes command: end-loader enables complete operation of lumber to be removed from pile, set aboard truck for quick delivery (below). Thompson has speeded unloading of railroad car getting Boise-Payette Lumber Co. to ship him unit carloads. A 40-ft. car takes two men two days to unload by hand, can be unloaded mechanically by four men in three hours.

4. Builders must save labor in wood framing, so . . .

Part of Thompson's materials package is Lu-Re-Co (for LUMBER REsearch COuncil) panels, developed by the University of Illinois Small Homes Council for the lumber dealers (see H&H, March '54). "They're just one of many ways a lumber dealer can get a job sold," says Thompson. "They are a lever to make sales to tract builders whom we've never sold before. Their keynote is flexibility.

"Whether we do the panelizing or the builder himself does the job doesn't really matter." Working with Builder Carl Swartz in Decatur, Thompson supplied only the lumber while the builder set up his own paneling assembly line. Swartz, a 20- to 30-houses-a-year builder, will be doing from 100 to 125 now. In Champaign and Urbana nearer his home office Thompson has supplied panels directly to builders. To pre-cut and preassemble on the local level both builder and dealer should know what they are getting into, says Thompson: "There is the no-small matter of overhead."



6. Small builders

have a merchandising problem, so . . .

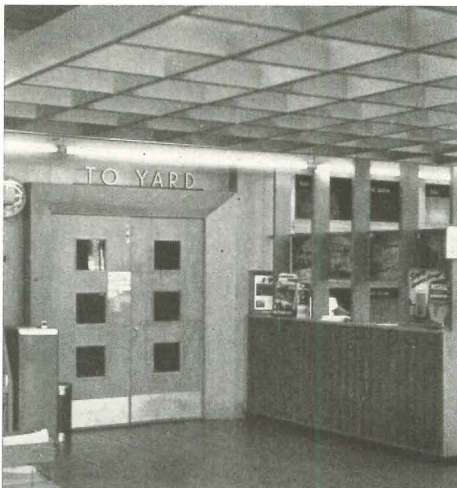
Thompson creates jobs for contractors who do not build for sale by a rounded newspaper- and TV-advertising program. This program, not so incidentally, stirs the market for built-for-sale housing. Speculative builders of panelized houses can also cash in on the Lu-Re-Co merchandising program which includes use of cutaways, posters, labels, advertising mats. His aggressive merchandising program is not without problems. Two of them: difficulty in convincing some builders he is not doing the contracting because he performs so many services; convincing others he does not play favorites in getting a job built. He advertises four ways to build:

Complete house built by a local contractor.

Panelized house (Lu-Re-Co). Customer buys all exterior walls preassembled in panels, installs his own windows and doors, does all finishing.

Finish-it-yourself. Thompson supplies all material, the buyer all the labor. "This is ideal only if an owner has a lot of time and ability," says Thompson.

Shell house. All materials for the house are supplied to a local contractor who completes the exterior, leaving interior for owner-buyer. Thompson started this program during the Korean war to compete more effectively with pre-fabbers: "We could offer a 1,200 sq. ft. shell rather than a 900-sq. ft. house." He insists that the outside be completed "so buyers can work indoors, and the shell house won't give a neighborhood a black eye." He thinks the shell house gets more publicity than it deserves because of its novelty, but "frequently we can get a builder some work he wouldn't otherwise have." On the do-it-yourself program: "It's bound to cost the consumer more for materials because it involves so much more time, service and overhead by the dealer. We can handle the materials for a complete house with a lot less personnel. For do-it-yourself we need a raft of men to handle piecemeal purchases and shipment of materials."



Good-looking store is as much a part of Thompson's merchandising as a TV series emphasizing down payment and monthly payments on houses. Says Thompson: "We offer a complete package and price is part of it." Store was designed anew by Architects Simon & Rettberg after a big fire.



7. Small builders

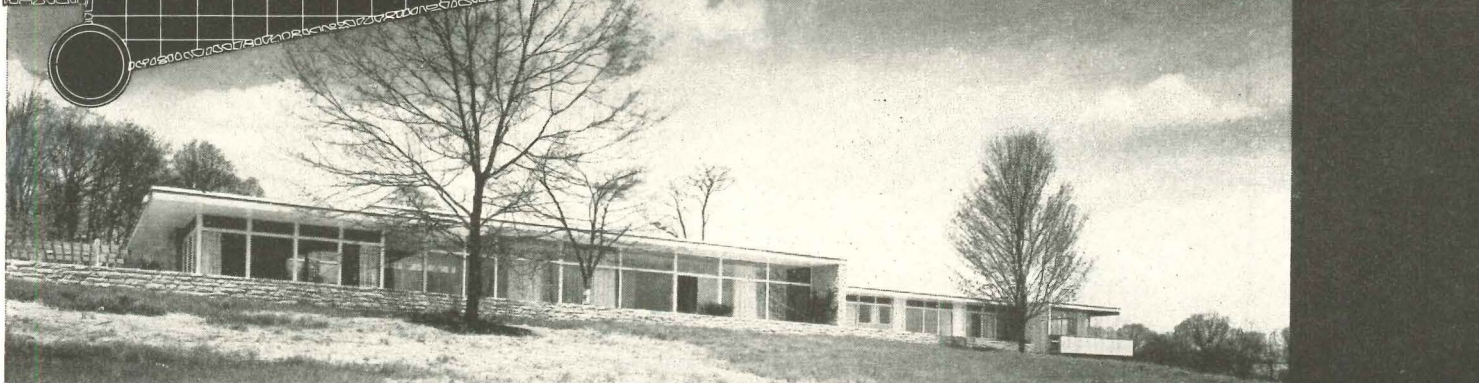
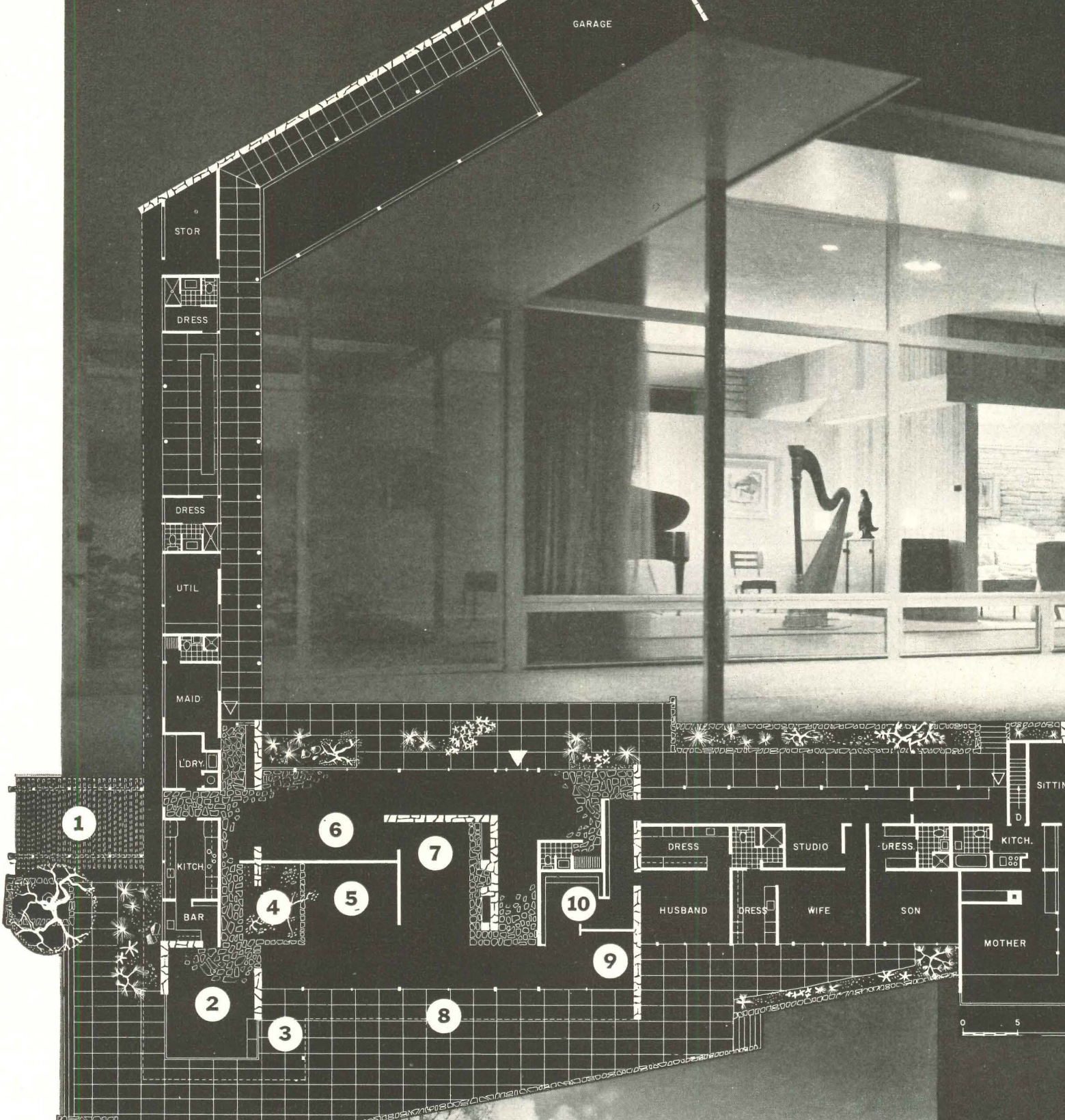
have a financial problem, so . . .

Thompson arranges construction and final financing for his customers, even makes out FHA applications, takes loan applications and spends time contacting local FHA and VA offices for builders. By taking a contingent liability he can swing construction money at a local commercial bank.

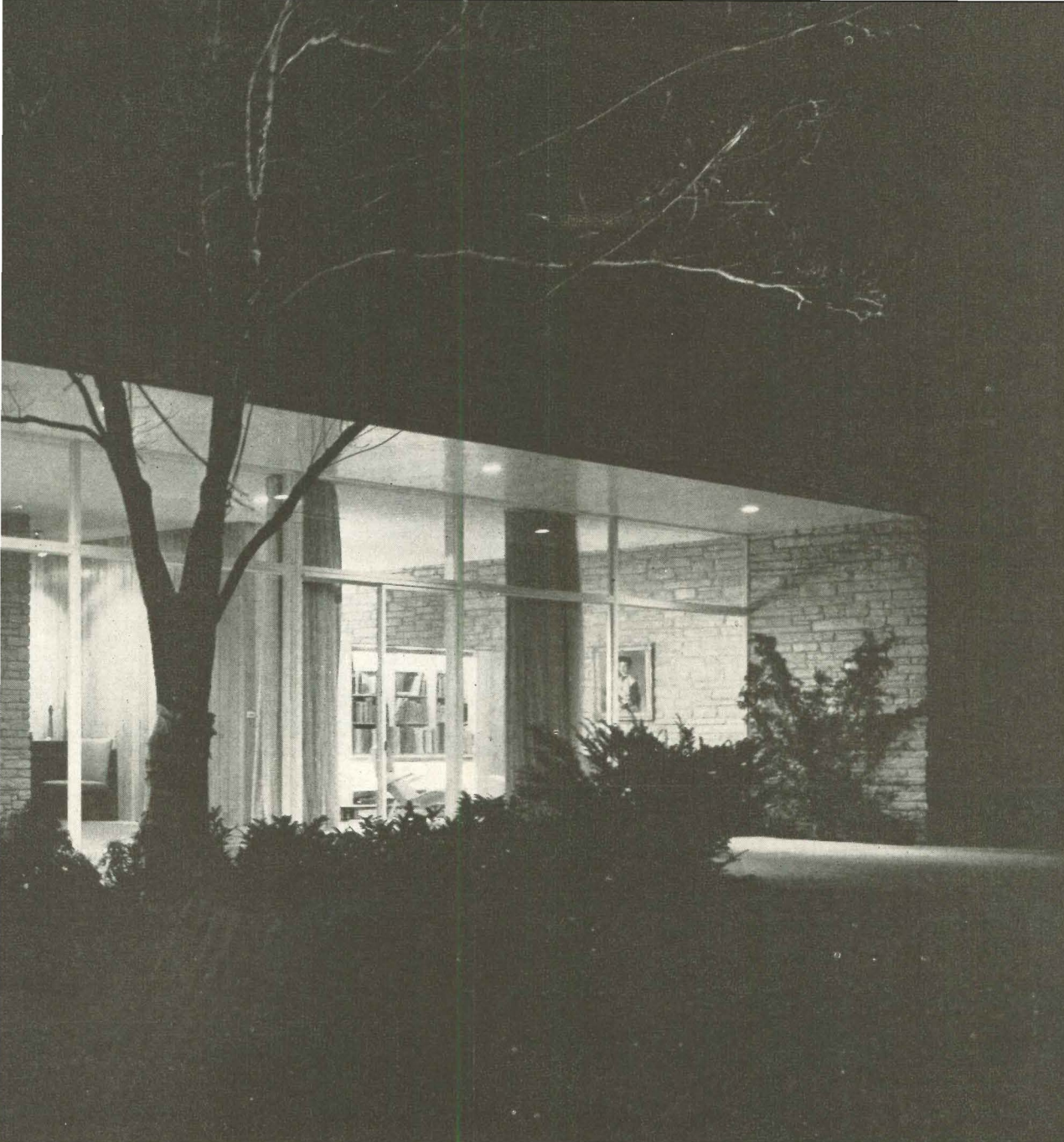
"Financing," he says, "is something we don't get paid for directly since we do not try to replace the broker. But we know money is of supreme importance to our own business and the business of getting houses built, so we arrange for it." His ability to get construction money is so well-known that one young architect building his own house says: "Where do you think I went first? Not the bank. Thompson."



GARAGE



The living room in this house



Photos: Lionel Freedman

- . **Sitting terrace**
- . **Dining room**
- . **Dining terrace**
- . **Indoor garden**
- . **Music room**
- . **Gallery**
- . **Sitting room**
- . **View terrace**
- . **Reading room**
- . **Library-office**

In this elegant house in the Appalachians, Architect A. L. Aydelott and Associate Chia-Yi Jen have tailored one big space to fit a variety of moods and functions.

For different activities, they have cleverly subdivided the house's central living zone (above and left) into ten different spaces, each separated for a particular purpose yet merging freely with the others.

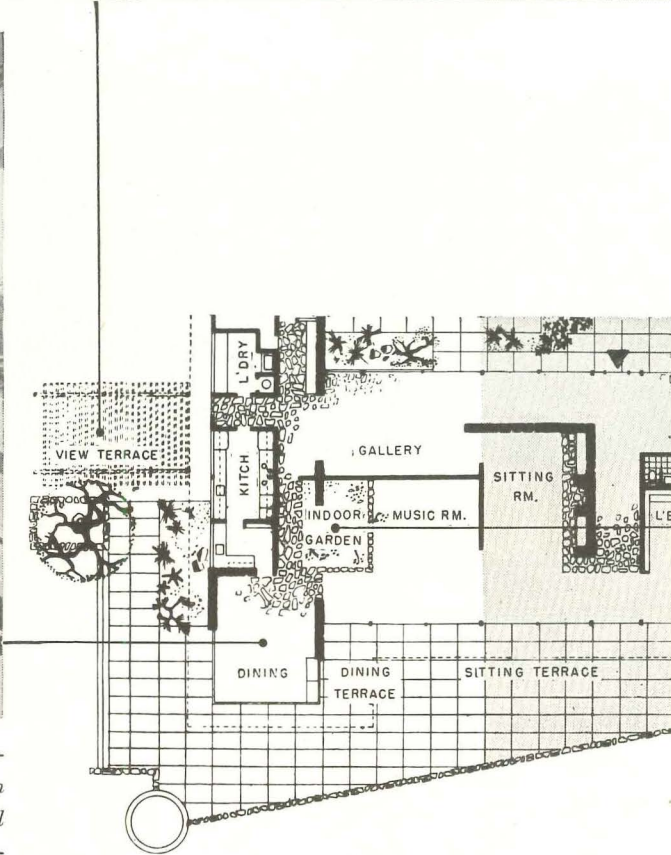
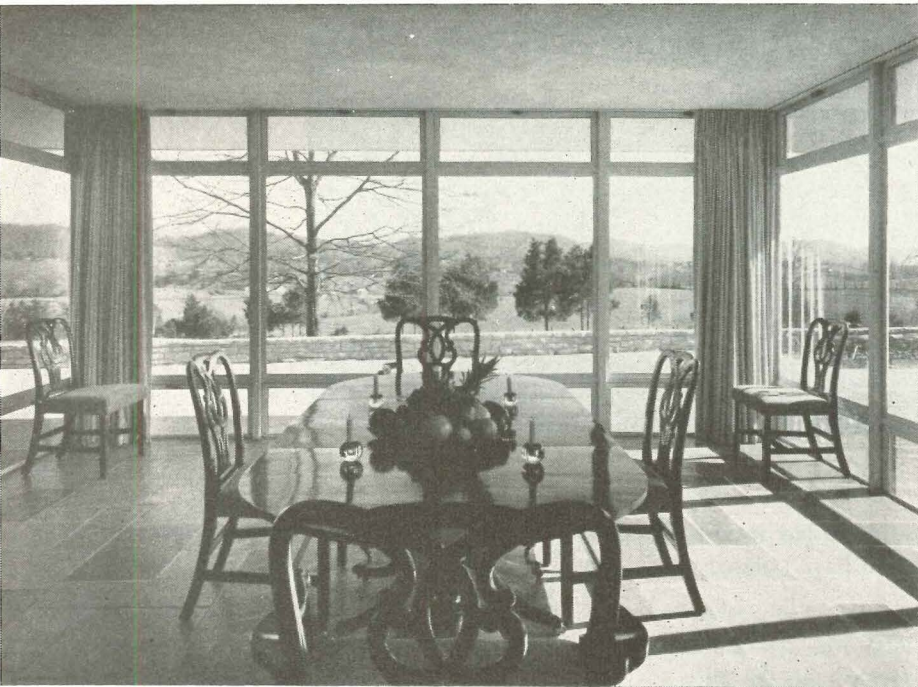
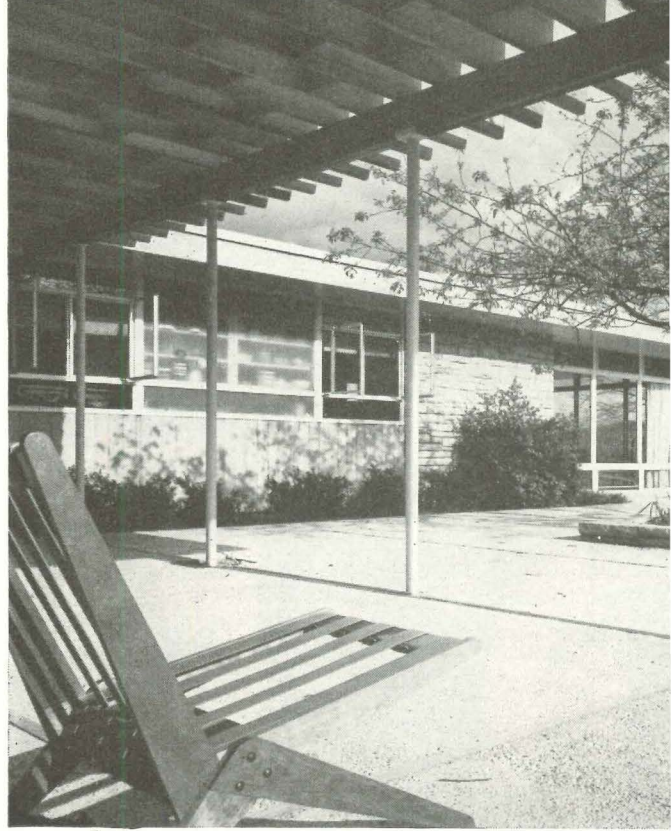
For view and privacy, they have arranged the rooms in a long, in-line plan, opening southward like the teeth of a comb toward the valley and mountains beyond. The back of the comb is an irregular line of partitions shielding rooms from the approach.

For spaciousness and through ventilation (without air conditioning), partitions are placed as baffles so that few doors are necessary; some are of low height to allow a flow of space and air across the ceiling.

For shade and easy circulation, rooms are set behind galleries and overhanging roofs on both sides—a glassed-in version of the veranda plan traditional in the hot South.

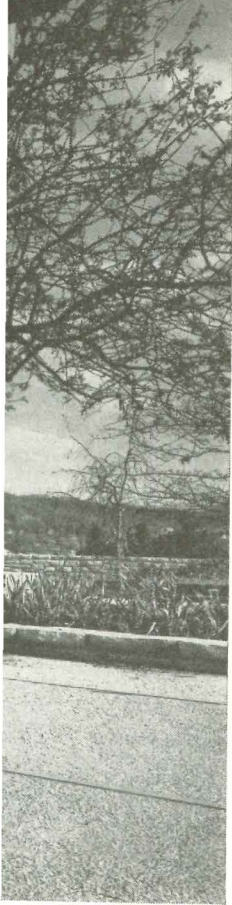
For sheer excitement, the designers wove into their practical plan a web of visual effects that are ever changing: high ceilings and low ceilings, side lighting and top lighting, short views and long views, textures that shift from the warmth of wood and the rough security of stone to the sleek sophistication of plaster and glass.

ten different rooms in one



Fish-bowl dining room juts out from house to give everyone seated around table a panoramic view of the mountain scenery. Window wall shows wide-span framing typical throughout house: 3" steel posts (square sections for window mullions here) supporting steel beams on which 2" x 10" joists are hung. Ceilings are acoustical plaster.

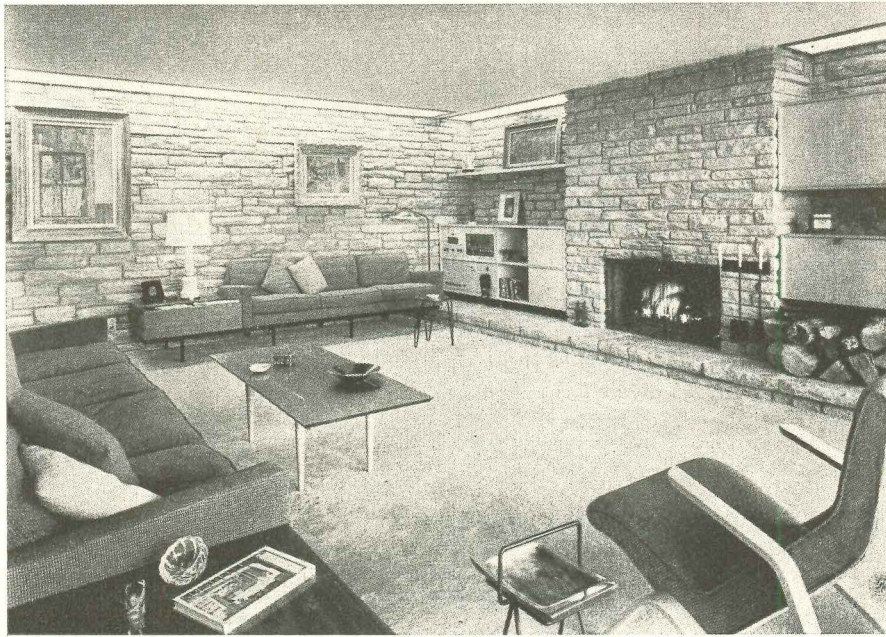
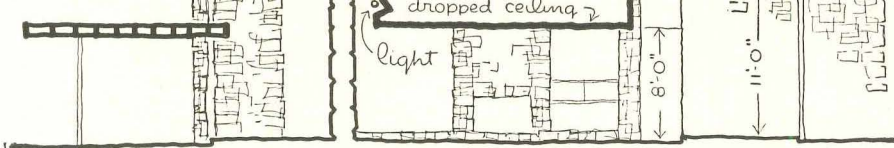
Some of these living rooms are sunny and spacious



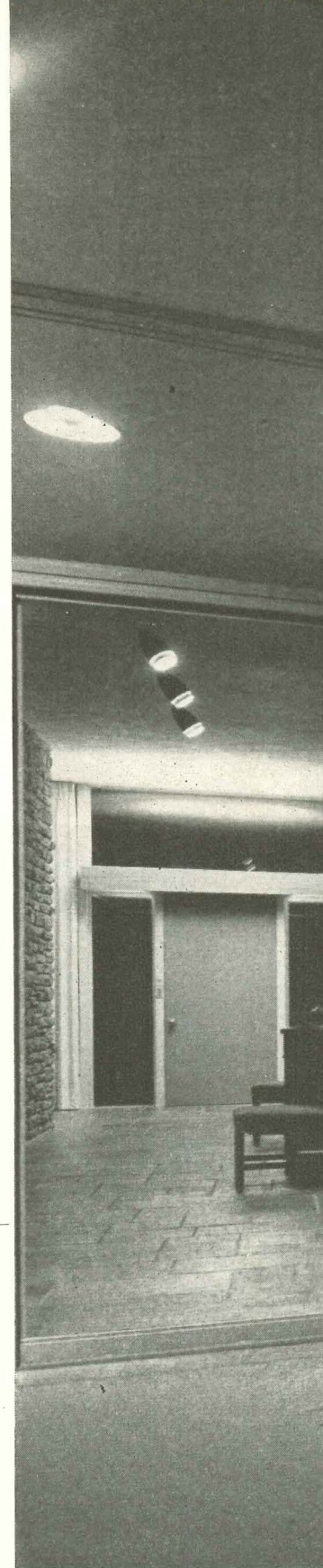
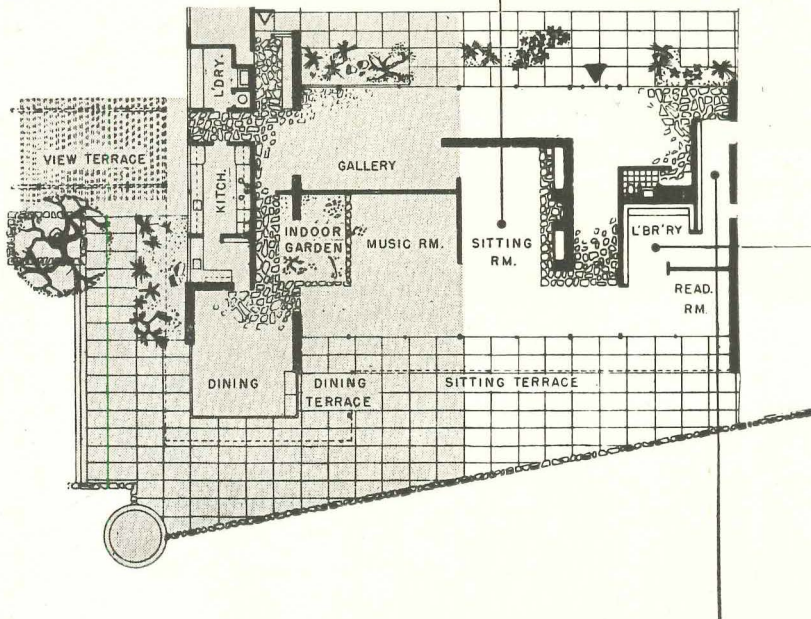
View terrace on west side of kitchen and dining room overlooks swimming pool and gardens on two sides, valley view on the other (right). Pergola roof, topped with corrugated translucent plastic, shields sitting and dining space from direct rays of sun but lets through diffuse light.

Skylighted garden room (below) lies between dining room, background, and carpeted music area. Low hood and exposed ceiling joists cut glare from skylight, concentrate sun on planted area. This dropped ceiling continues outside at left to shelter a porch for outdoor dining.





Snug sitting room is an 8'-high stone cave within 11' glass tent of the living areas. Long strip skylight with built-in artificial lights brightens dark corner farthest from glass gallery wall. Ceiling strips on either side of fireplace look similar but house artificial lights only.



Wall of books shields bedroom hall from entry, owner's bedroom door from library and living areas. (Owner specified bedroom-study access so he could read or work any time of day or night.) Note valance lights over bookshelves.



Quiet end of living zone is separated from other areas by a cross hall (left, above) leading from front door to back terrace. Reading area (foreground) is separated from office by freestanding bookshelves. Note how circulation space is floored with slate, sitting space with carpet, work space with cork. Plane of masonry wall setting off bedrooms (right) continues through glass to shield their terraces from main terrace.

the other living rooms are warm and intimate

Take a good look at the houses shown on these six pages. They are the five most popular Five Star houses that *Better Homes and Gardens* has published since 1952. Two have already appeared in this magazine.

Does the old dodge that these are magazine dream houses that everybody admires and nobody buys apply to these houses? Most certainly not. Of the over 4 million families who regularly read *BH&G*, 10,520 bought plans for these five houses alone.

Two of the designs are products of the merchant builder and were sold in volume with record-smashing speed.

One is so popular that a similar plan has been adopted by the Lumber Dealers Research Council for its preassembled wall-panel system (see p. 132).

Most significant points these houses make:

- ▶ The desire for up-to-date design has made rapid strides in the last few years.
- ▶ Public taste is a lot further ahead than most builders are inclined to think.
- ▶ Popularity of these houses is a vote of confidence in contemporary design.

The evidence: in the year when these five appeared *BH&G* readers were given a wide range of choice including houses with living rooms facing the street, with high-pitched roofs, with two stories, with shuttered windows of many-lighted panes, with a minimum of open planning and without window walls. Yet the readers decided overwhelmingly in favor of the houses you see here—so much so in fact that last year *BH&G* sponsored a “Readers’ Choice” house and this year is promoting a “Home for All America”—both of which closely follow the check list of features of these five best sellers.



The houses your customers want

Here is what this means to people in the building industry:

For builders—these houses reflect the way Americans want to live today—informally, with plenty of space around them indoors and out, and with less drudgery. Each house has some space-making technique that builders could well adopt to give customers more house for their money.

For architects—here is ammunition to convince builder clients that straightforward execution of design (a minimum of applied decoration, a maximum of built-in livability) not only looks better but sells faster.

For mortgage bankers—here is evidence of a presold market on house design. Home buyers, given a choice, choose up-to-date designs that do not emulate a style of the past. Houses that are not out of style before they are completed have higher future marketability.

For housing officials—people who want these houses live in all parts of the country, should not have to—as one VA official put it—“move to California.”

Here are the chief features of five most popular houses.

Check your own designs against them:

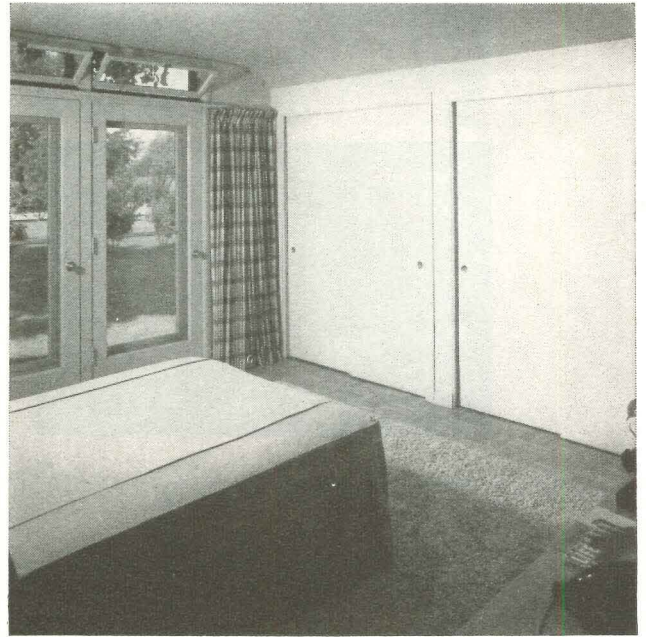
- Rear or side living room
- Minimum of three bedrooms
- One-story on slab
- Open planning
- Low-pitched roof
- Provisions for outdoor living
- Bigger and more windows
- Wide overhangs on two sides
- Central entrance
- In four of the five, sloping ceilings
- In two, two bathrooms

(and one has roughed-in plumbing for added half-bath)

Other significant trends: beamed ceilings, walls of glass instead of holes punched in the walls, integral door and window units.

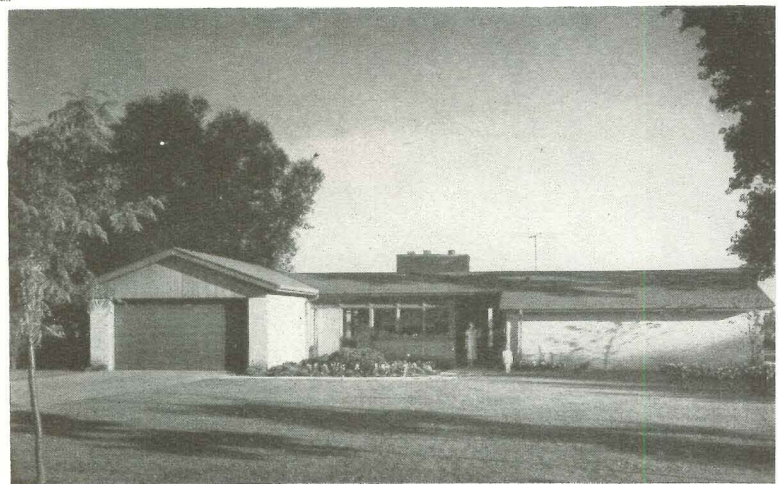
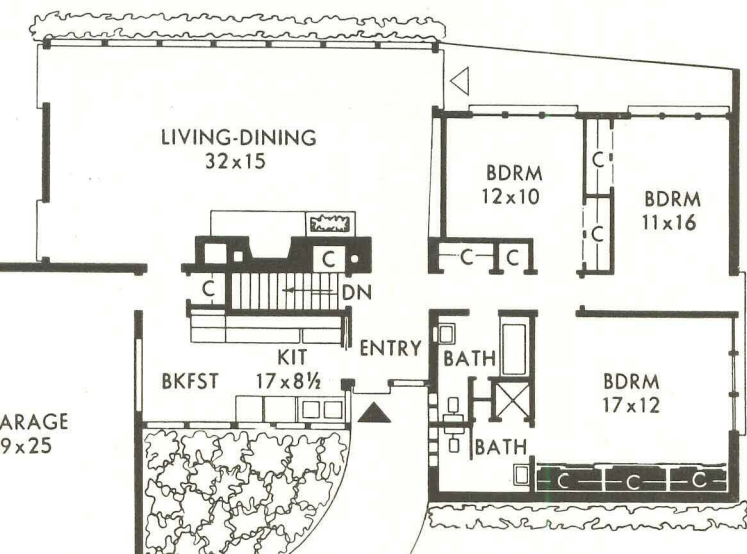


Photos: Hedrich-Blessing



Spacious master bedroom with its own bath gets more floor space because Architect Goodwin B. Steinberg cleverly tucked three closets under overhang, gained bedroom-bath privacy by facing no windows toward street. To add space to breakfast area, he recessed cabinets between studs in partition between garage and kitchen. House has partial basement for indoor recreation area as big as living area above it. Double-glazed window wall (large photo) runs full length of sloping-ceiling, exposed-beam living room.

• **Modern rear wall**, almost completely of glass, opens whole living area to garden and lawn. Wing wall (at left) shelters adjacent bedroom from neighbors; low brick wall, garage insure seclusion for dining terrace (at right). Now see more conservative front elevation at the right.

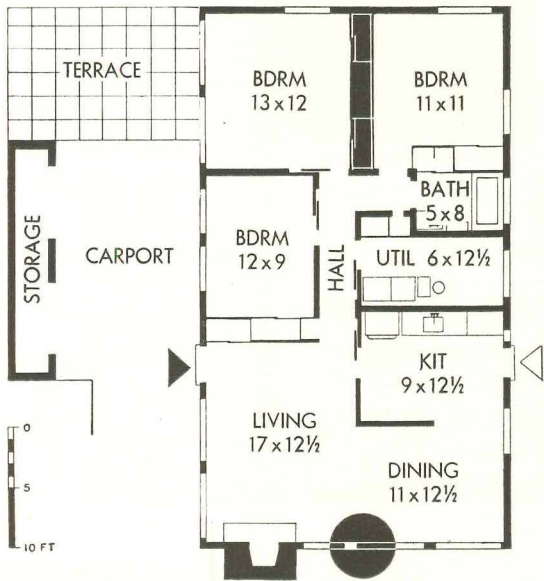


Conservative front elevation belies openness and informality of rear, fits well in suburban Glencoe, Ill. Breakfast area is partially sheltered by three-sided front garden court, deep setback. Black area on plan shows space-saving feature in bedroom (photo top).

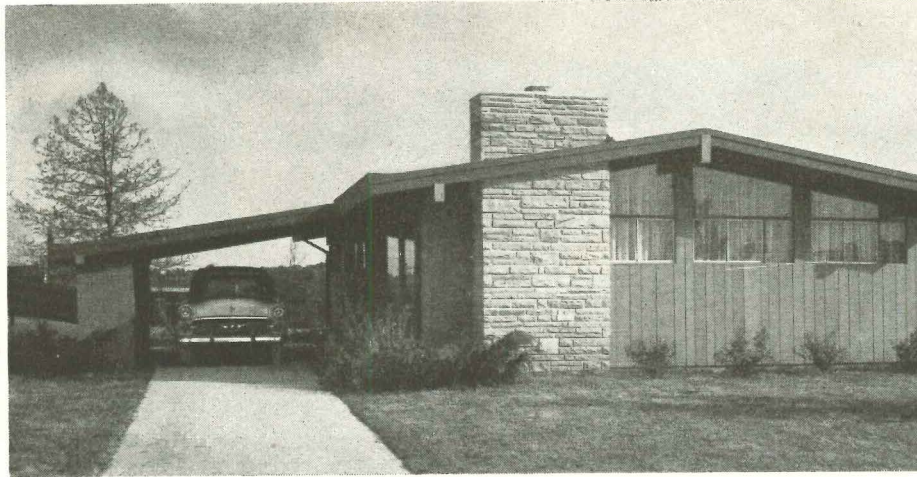


Storage walls were shop-finished, installed under post-and-beam structure which formed one big room where workman could complete interior. Note built-in vanity between closets made of thin, nonload-bearing walls. Dark areas on plan denote other space-enlarging techniques (shown in photos).

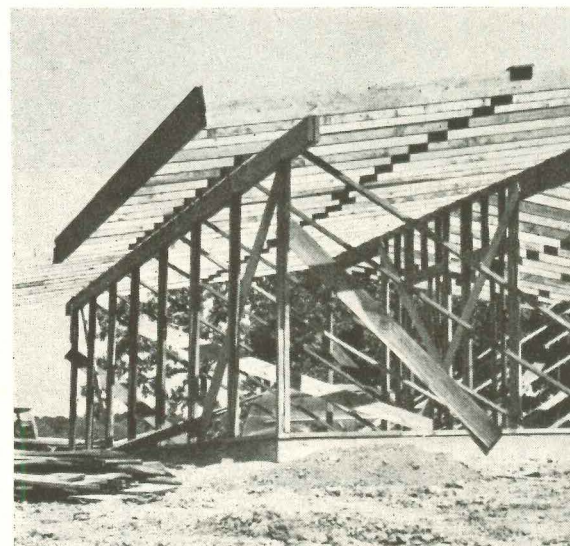
**2. Storage walls,
bigger-house look of contemporary design
spell sales success
throughout Midwestern states**



Photos (except construction below): Hedrich-Blessing

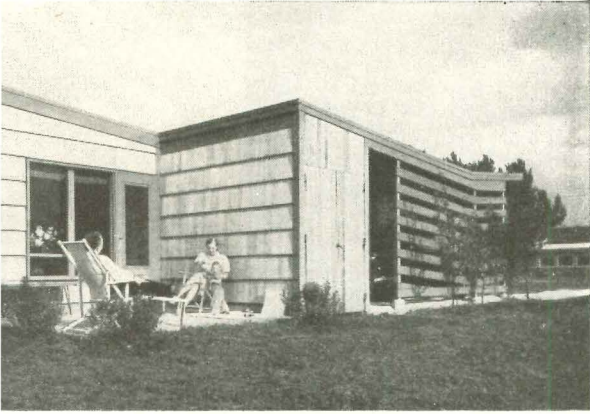


Psychological space is added to dining area by sloping ceilings, windows that follow roof line and allow view to sky. Area is open to kitchen and living room. Though only 1,186 sq. ft., house looked bigger, was felt to be a bargain at \$14,200. In ten months 209 were sold in the Ridgewood subdivision near St. Louis. Design is by Builder Burt Duenke, Designer Ralph Fournier.

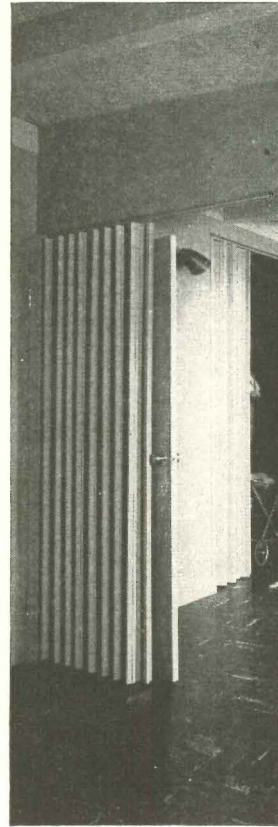


Flexibility of house is direct result of post-and-beam design. Duenke prefabbed redwood panels to go between double 2" x 4" posts 6'-4" o.c., thus buyers could get solid paneled window walls or high strip windows where they wanted them. Carports and fireplaces could also be switched to add variety to house to save space.

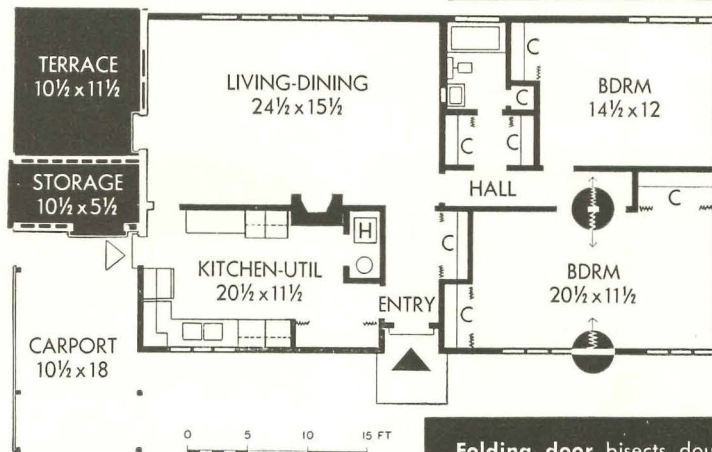
Hopkins; Hedrich-Blessing



secluded from street by carport storage shed, could be covered by low-cost awning or corrugated translucent weather protection. Architects Howard T. Fisher & Associates placed outside door to living room at side to cut steps when meals are served on terrace. The 58 sq. ft. storage shed, heated, economical to build, big enough for all bulk family would need. This low-cost house trades in ornate gimmicks for living space throughout.

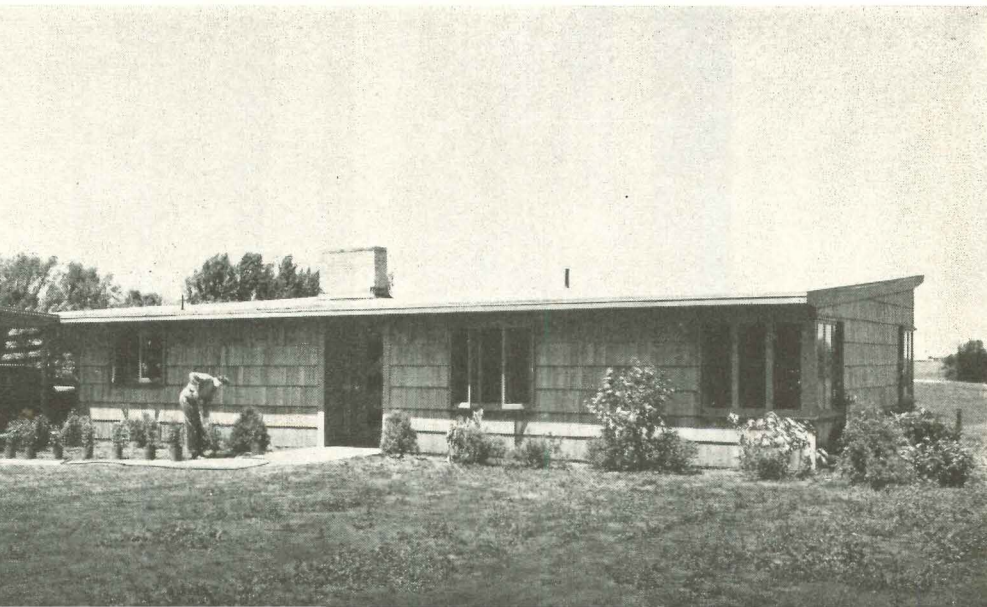


My house sheds gimmicks for more living space, flexibility



Folding door bisects double-size bedroom, converts area into indoor playground. Exposed beams run throughout house; roof is of an excelsiorlike insulating board topped with tar and gravel. One-pitch roof eliminates cost of peaks; only flashing is around chimney. Dark areas on plan pinpoint flexible feature, area-adding ideas in photos.

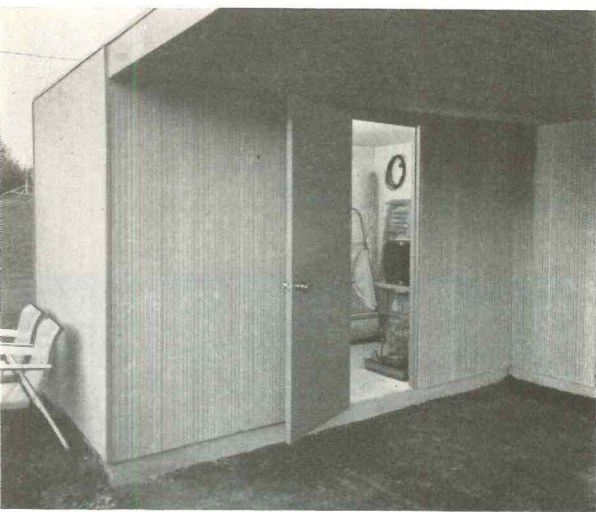
Roof on one-pitch roof acts like brim over eyes on front (below), angles upward at rear to give living area higher, more spacious feeling. Kitchen area is triple-purpose: as usual appliances it includes space for washer and drier and area for small children's play under a busy mother's eye.





Photos: (above) Lionel Freedman; (below) Lazarnick

Straightforward exterior of Levittowner envelops 1,000 sq. ft. of living space. Note window alignment, wrap-around shingle treatment, eliminating gutters. House was first built in Levittown, Pa. in 1952. Black areas on plan indicate storage areas (shown in photos).

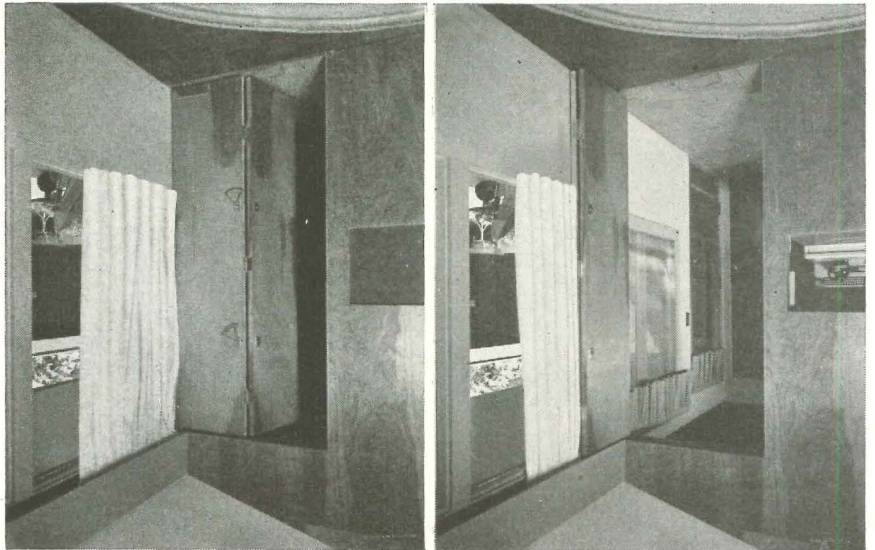


Economical way to give people storage they need is to provide out-of-house area for such bulky items as lawn mower, roller. Designer Alfred Levitt achieved further economies by flattening roof covering carport and storage shed, used hinged rather than sliding door (but latter would have made accessibility to area easier when car is in port). Typical Levitt bargain, house sold for \$9,990 at 350-per-week clip. Even when prices rose to \$10,990 in late 1953, house sold fast.

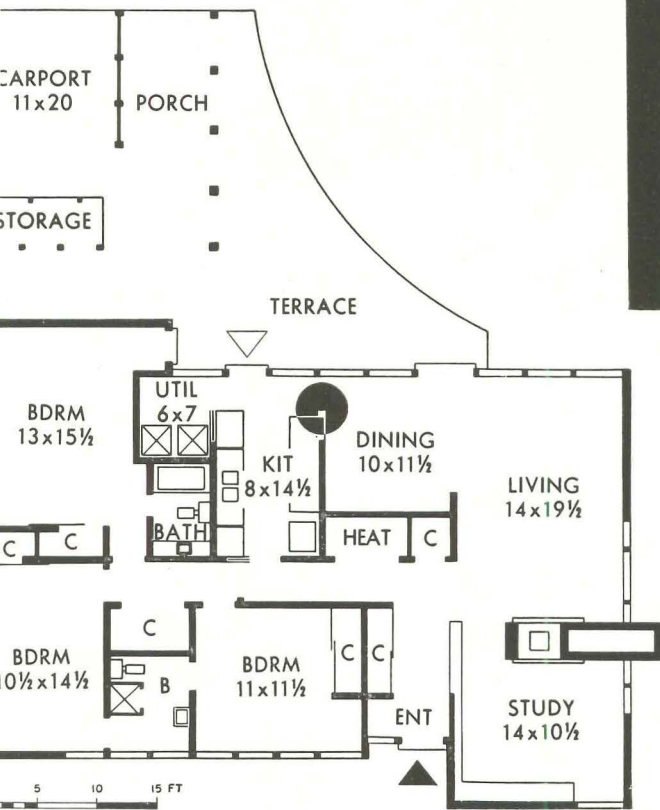
4. Basement or attic equivalent sold Levitt one-story bargain fast



Seven storage areas total nearly 150 sq. ft. Biggest closet (left) is near front door, can hold coats and cleaning equipment. Because Levitt roughed in plumbing, closet can be turned into added half bath as family grows. Hall closet (right) has handy shelves built in, room for more shelves above clothes-hamper cove. All interior closets have low-cost folding-curtain doors, simple framing. Features of house or plan itself have been adapted by builders in many parts of the East.

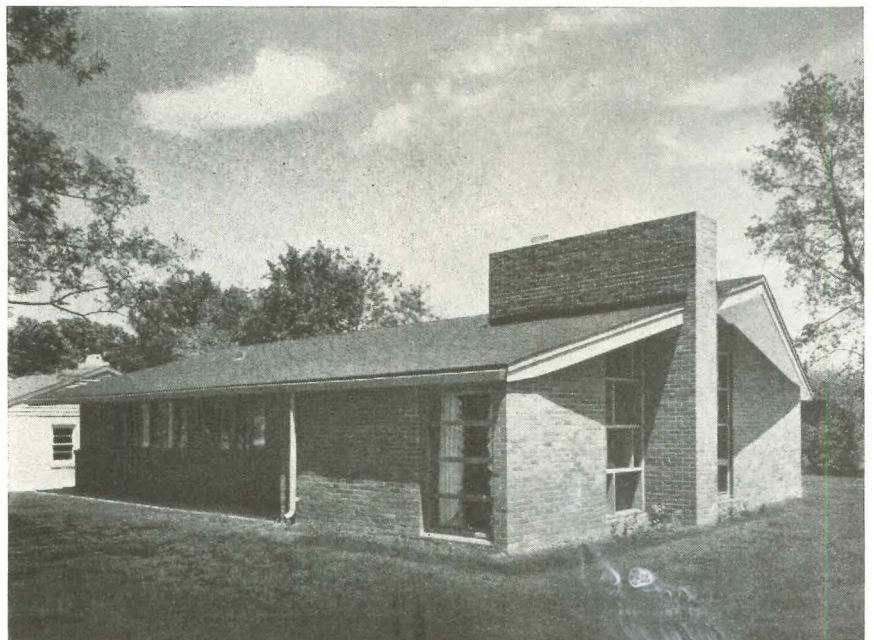


Open when owner wants it open, closed when he wants it closed, door between kitchen and dining area can be folded back against itself. Quadrant latches in locked position permit full door to be opened or closed. Now-you-see-it, now-you-don't technique also is applied at pass-through, equipped with sliding door. Though house was designed for architect's own family, it solves problems of today's bigger American family, has two full baths, plenty of storage, efficient kitchen, three bedrooms, family room or study. Rixman made most of wide overhangs in front by recessing seven windows under them, allowing bookcase in study to jut under most of overhang where there was only one window. Note in plan that traditional porch makes comeback in rear under carport roof.

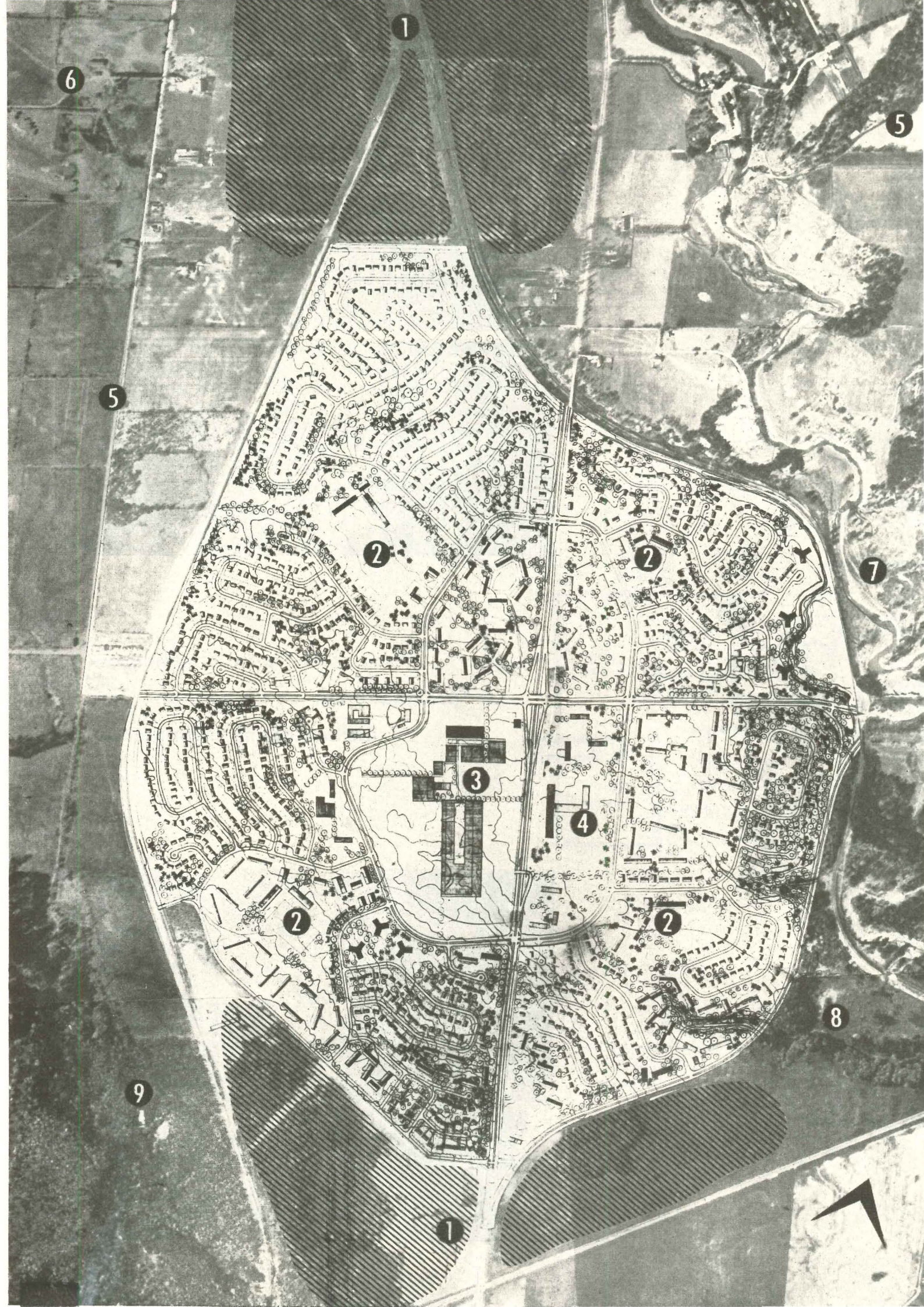


5. Transitional house provides open- or closed-plan kitchen-dining arrangement

Photos: Hedrich-Blessing; courtesy Better Homes & Gardens



make the transition from two-story colonial to one-story convenience for his own family. St. Louis Architect Diedrich F. Rixman, AIA, designed this house (at right) not to look conspicuous in a conservative neighborhood. Black area on plan circles "transitional" approach to open planning.



Business builds a city

3,000 acres of Canadian farmland grows a new town

planned for industry,

commerce and 35,000 residents

In the aerial view (at left) you see the first town of its kind in North America: a well-balanced satellite city, complete with its own industries, schools, churches and built entirely by a real estate developer.

Nestled between the two forks of the Don River 7 mi. northeast of downtown Toronto, the new town of Don Mills is a planner's dream coming true. By minimizing the risks of an investment that may eventually total \$200 million, its industrial-developers aim at a healthier balance of industry, housing and commerce than any US or Canadian planned community has achieved to date.

Industry: the developers of Don Mills have supplied the missing link sought by so many new-town planners—a *broad industrial base*. Already eight factories are in operation and a dozen more are on the way, providing jobs within the community and lightening the tax load on Don Mills residents.

Housing: the developers hope to lengthen the community's economic life through a *natural variety of housing*. Instead of bleak uniformity which ultimately lowers property values, they have planned 12,000 houses and apartments varied in price and design, built by many different architect-builder teams (17 are at work in Don Mills this year). To make sure housing will not be out of date in a few years, it must conform to design standards more contemporary than anything Toronto has yet seen (see next four pages).

Commerce: Don Mills Developments, Ltd. will cash in on the long-term prosperity thus created by expanding the convenience stores now existing into a full-fledged regional shopping center, which will be the developers' main source of long-term income.

Metropolis in miniature (left) closely integrates all elements needed by population estimated to reach 35,000 to 40,000 in 1960. Industrial districts (1) at north and south take advantage of flat land near railroad junctions. Interurban track at right runs out of sight in distance; interswitch track at left will be buffered by planting.) Residential neighborhoods are grouped around schools and churches; southwest quadrant is nearly complete. Construction

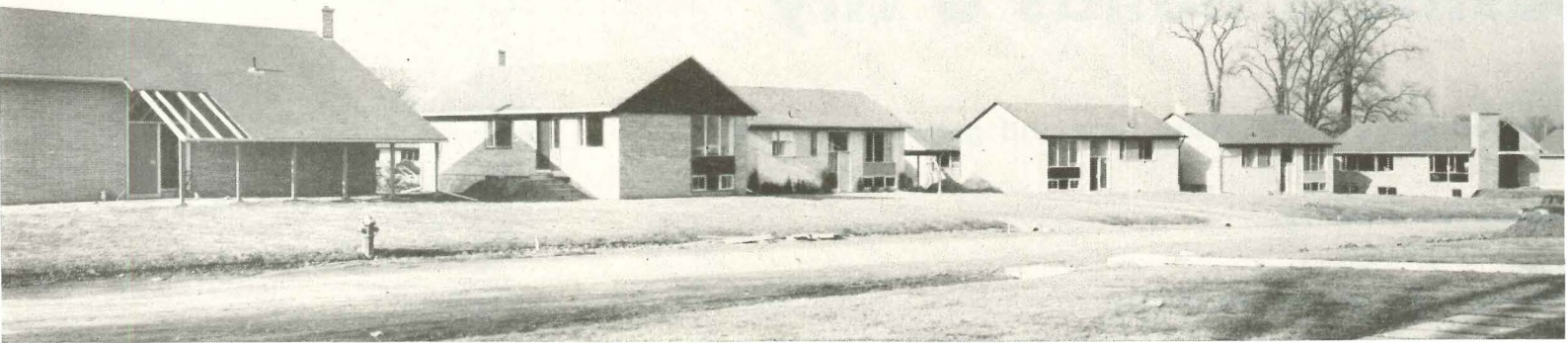
has started on shopping and civic center (3). Scheduled for future are high school (4), higher-income residential neighborhoods with schools and shops (5), country club (6). Town's \$1,250,000 sewage treatment plant (7) is now in its second phase of expansion, bordering mile-long recreational lake to be formed by damming east fork of Don River. Parkland and sports bowl (8) and wooded area (9) complete the greenbelt ring.



Townsite is long-empty pocket of land in path of Toronto's growth. Suburbs on three sides provide labor pool for industry, nearby market for housing and retail goods (one dot equals 100 persons).



The team: president of Don Mills Developments, Ltd. is **Karl C. Fraser** (left), 53, former Canadian wartime mutual aid administrator and long-time assistant to **E. P. Taylor**, Toronto industrialist backing the venture as board chairman. Fraser started the Don Mills idea seven years ago, traveled to dozens of US cities to study urban development at first hand before ground was broken. Assisting Fraser in industrial and commercial development is **James F. Harris** (center, standing), 34, former industrial analyst for Canadian National Railways. Director of planning is **Macklin L. Hancock** (right), 28, trained at Harvard's School of Design, assisted by Architect **Douglas Lee** and a design staff. Vice President and housing expert is **Angus McClaskey** (not shown), former regional chief of Canada's Central Mortgage and Housing Corp. Original studies for Don Mills were made by **John Layng**, Toronto architect and town planner; consultants include **Sir William Holford**, noted British town planner, **Hideo Sasaki** of Harvard, members of the Community Builders' Panel of the **Urban Land Institute**. Seated (above) is **Arthur Wenstock**, first of 17 housebuilders to sign.

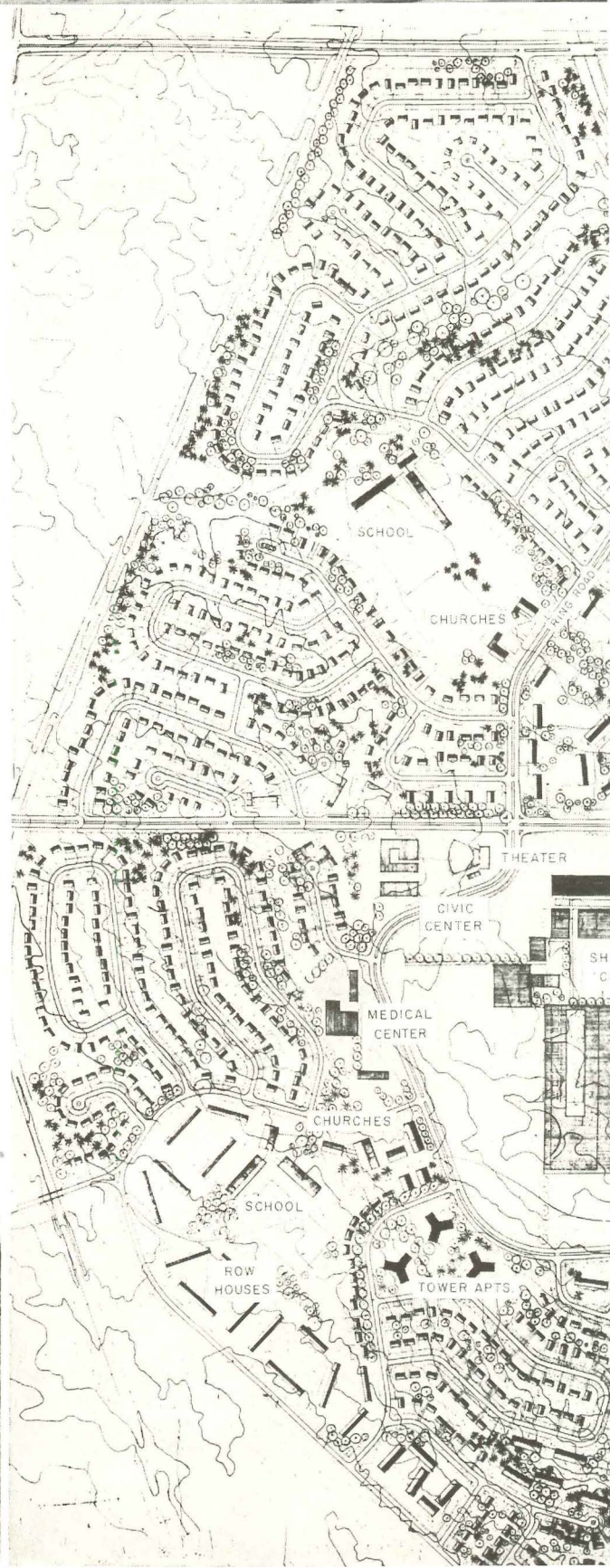


17 architect-builder teams create one good community

Here is an idea for small-volume housebuilders anywhere: band together to meet the growing competition from big builders who offer house and community in one attractive package. Under the developers' leadership, builders in Don Mills are achieving a far more salable product than any one of them could alone. First, they offer well-planned neighborhoods: each of the four residential quadrants (two are shown at right) groups houses around a central school and park space. Greenbelt fingers open up the economical pattern, act as walkways for school children and shoppers and as buffer planting to shield houses from major roads. Loop and cul-de-sac streets with T intersections make for quiet, safety and visual interest, feed into four-lane ring road linking neighborhoods with town center. On this master plan builders buy groups of improved lots (\$2,750 for a 60'-wide, single-family lot). They are required to build within nine months, employ architects and have designs approved by the developers' architectural department, which then sites all houses and prescribes harmonious color schemes. Majority of the first 561 houses are single-family to fit Toronto's pattern of 70% home ownership, priced at \$11,200 to \$17,000 and offered first to the town's new factory workers. Goal for the four central quadrants: 1,300 single-family units; 750 units in multifamily houses; 1,475 rental units in garden and tower apartments. With nearby industries sharing assessments, average resident's taxes are only \$200 a year.

Balconied apartments cover only 20% of their sites

Photos: Panda





Attractive streets result from placing power and telephone lines along rear lot lines, staggering house setbacks from 25' to 40'. Existing trees are preserved, front lawns of all houses sodded before being sold. Each builder has both sides of a street to keep houses related, achieves variety through different elevations and siting. Architects represented here: James Murray, George Hassig, Michael Bach.

Split-level plans

Make good use of sloping lots

The success of the developers' big \$15 million shopping center will depend on the long-term prosperity of the whole community. So, to keep up tomorrow's property values, they have insisted that builders go as far in contemporary design as today's buyers will reach. They have urged their builders to use economical split-level and daylight-basement plans, particularly on sloping land where such models work best. Typical split-level (right and below) boasts these highly salable features:

From the front it looks like a long, low-slung, one-story house.

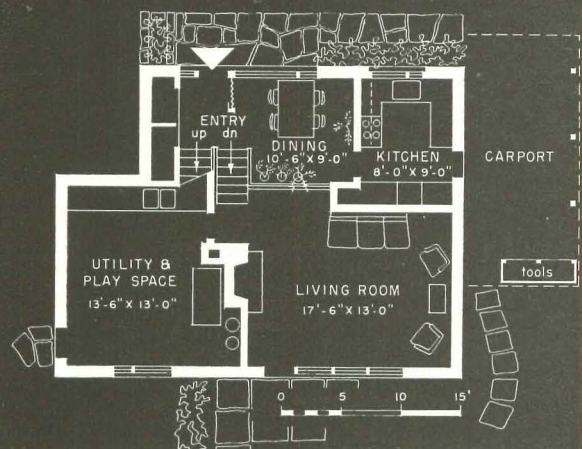
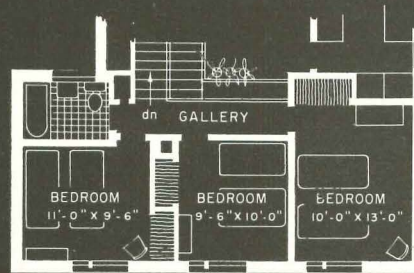
Front kitchen has a view of street and front walk; adjacent living space could be used for supervised children's play.

Bedrooms are upstairs and in back for privacy.

Living room and multipurpose room are downstairs, opening to ground level to an outdoor living terrace that faces away from the street. Floor-to-ceiling glass gives the lower level plenty of light, extends its apparent size to include the garden.

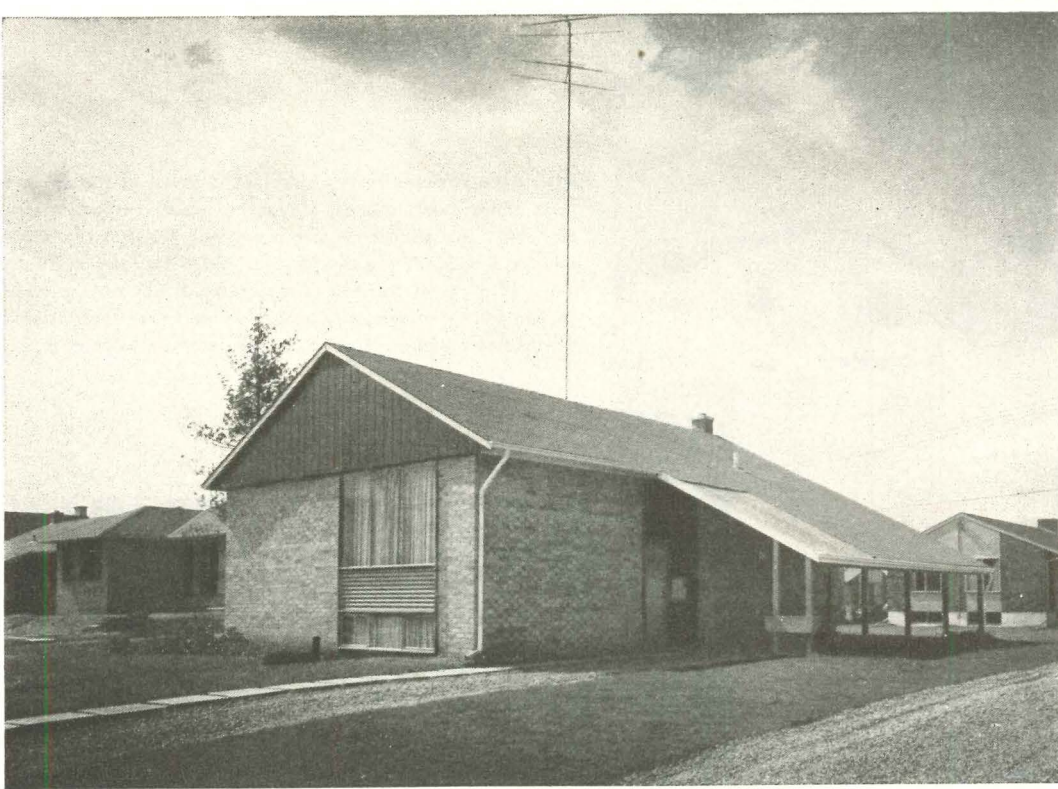
There are few side windows facing adjoining houses.

Bedrooms and living room face southeast to prevailing breezes, view of wooded ravine left as a natural greenbelt.

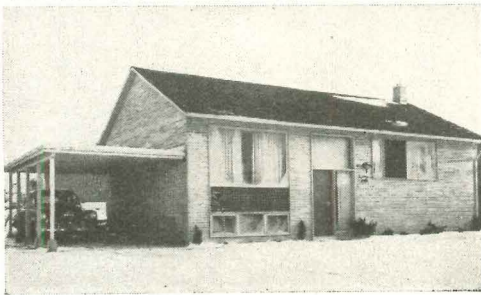


Section of house at right shows bedrooms over living area, dining area and kitchen at entrance level. Architect: James Murray. Builder: George Slightham.



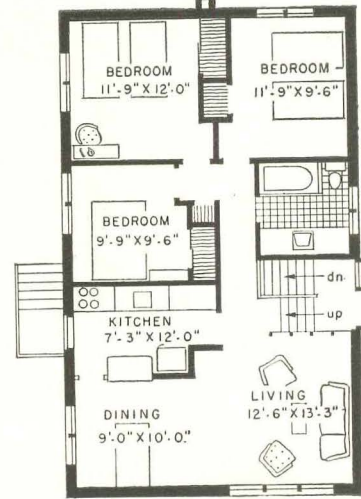


Photos: (below) G. A. Milne; (others) Panda

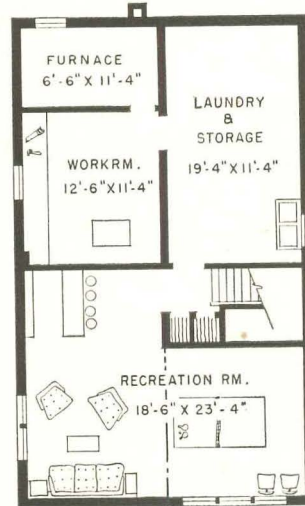


Alternate elevation has long side to street

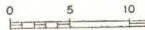
Bargain in space is this 2,000 sq. ft. house for \$13,400, including lot. Designed by Architect James Murray and built by Greenwin Construction Co., it is a complete three-bedroom house on one level, with another 1,000 sq. ft. of recreation and utility space below. As in the Techbuilt house (see H&H, Feb. '54), basement is pulled out of ground for more light, total wall height reduced, entry placed at the intermediate level.



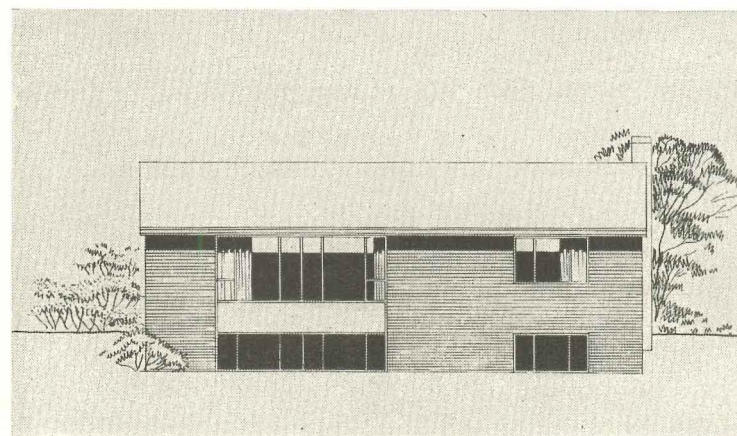
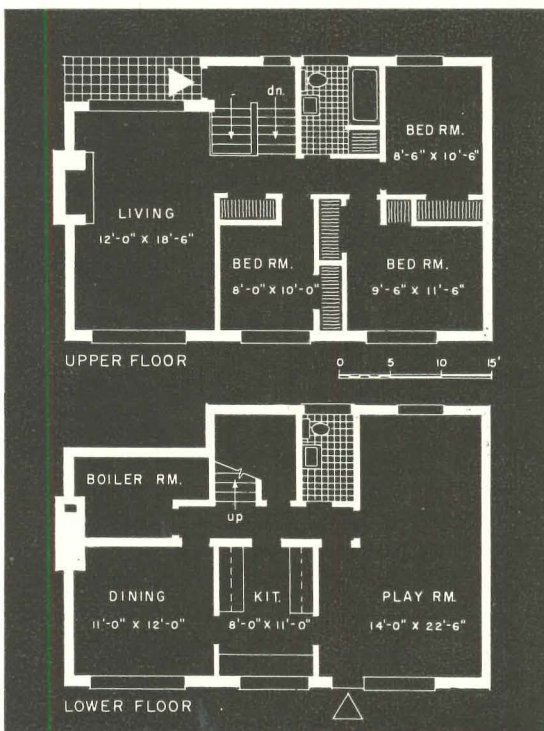
MAIN FLOOR



BASEMENT



Daylight basements yield grade-A living space at low cost



Long window lights basement recreation room in another model

Sloping-lot model (left) by Architects Crang & Boake, and McNeil Construction Co., has grade entry, bedrooms and formal living room half a flight up, messier activities grouped downstairs where kitchen and playroom open to a terrace on the downhill side.