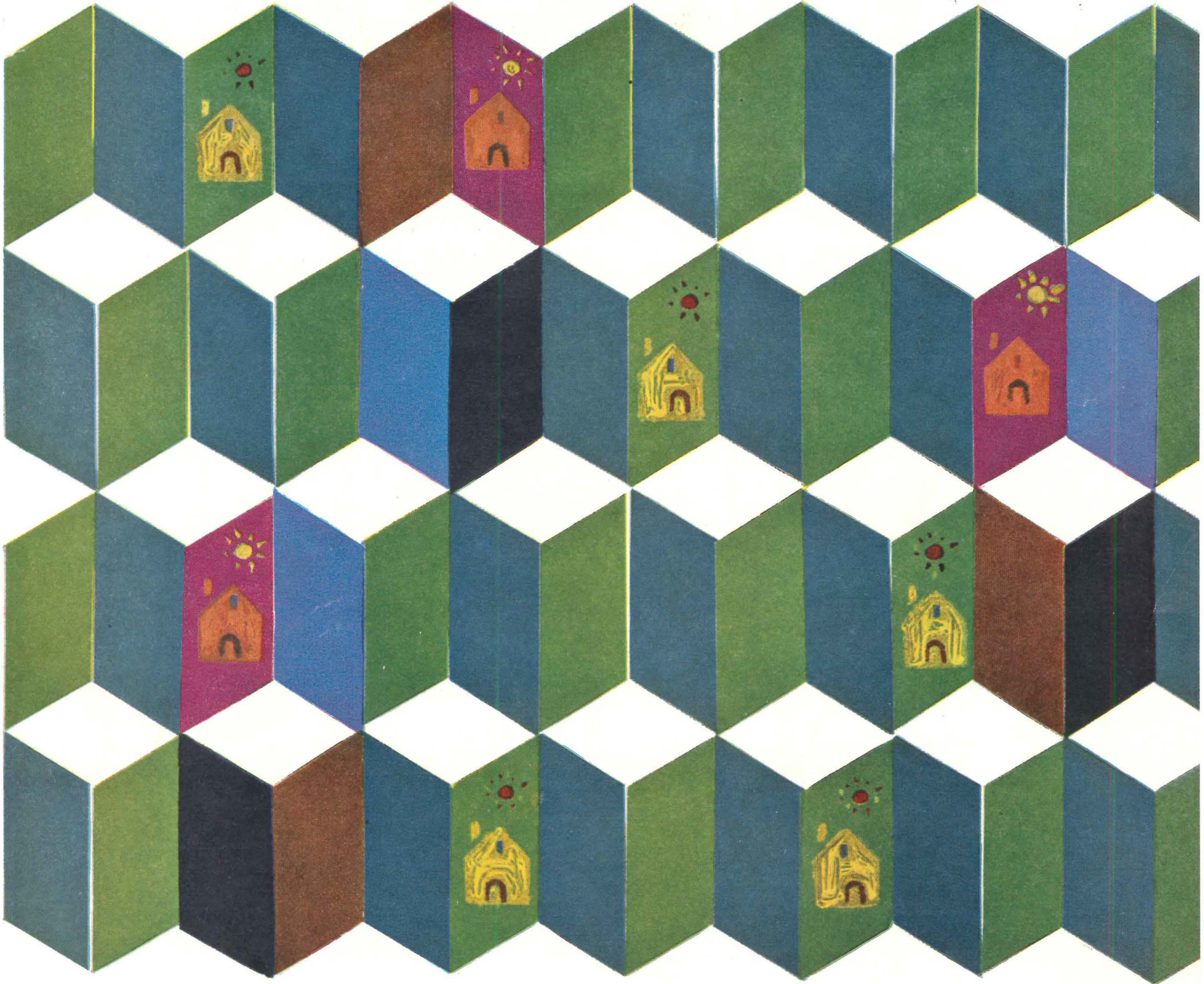


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October 1955

house & home

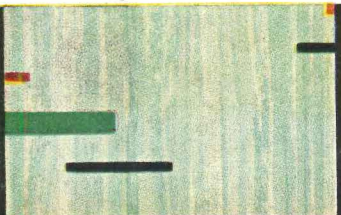
Six dollars a year—one dollar a copy



56 houses for 1956 National Housing Center exhibit issue

News, p. 39; technical news, p. 184; new products, p. 180.

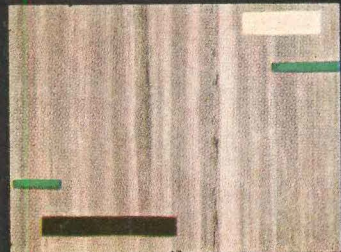
For complete contents see p. 109.



K681—MINT GREEN



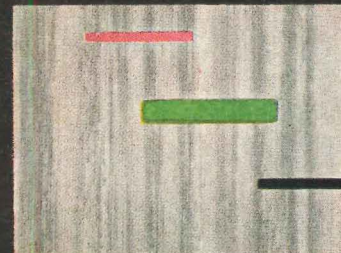
K662—CHARCOAL



K682—ROSEWOOD



K656—GREEN



K667—CALCUTTA GREY



K668—CORAL



K669—CHARCOAL & PINK



K655—GREY



Each of the 13 patterns in Jackstraw® (Floor: Spark Red—#K657) gives you many beautifully coordinated colors to pick up in accessories.

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GIVES YOUR HOMES THAT "EXTRA VALUE" LOOK

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Quiet and comfortable . . . eliminates noisy

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Guaranteed . . . Gold Seal Inlaid Linoleum gives you the famous Gold Seal guarantee . . . satisfaction or your money back. So for all the benefits of Gold Seal Inlaid Linoleum plus the versatile beauty of "Jackstraw," simply specify Gold Seal "Jackstraw" Inlaid Linoleum in houses you want to sell faster. You have 13 patterns to choose from, 6' wide, by-the-yard, standard gauge.



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INLAID LINOLEUM • RANCTILE® LINOLEUM • VINYLFLOR • VINYLTOP • LINOLEUM, VINYL, VINYLBEST, CORK, RUBBER AND ASPHALT TILES • CONGOLEUM® AND CONGOWALL® ENAMEL-SURFACE FLOOR AND WALL COVERINGS

FLOOD DAMAGE to the vital brass mills of Connecticut is evident in this photo of flooded Waterbury. A main building of the American Brass Co.—whose three mills were the hardest hit in the flooded valley—looms over New Haven Railroad wreckage. The company's laboratory at left rear has been condemned. The president of American Brass thought the floods would aggravate shortages of brass and copper supplies for builders, but believed the pinch would last only a few months.



Crisis for copper

Flood damage to Connecticut factories puts another crimp in copper and brass supplies, already overpriced. Real pinch for home builders expected in late autumn

Copper now takes top billing as the nation's most troublesome shortage.

Strikes at home and increased demand abroad had already pushed its price to a new high before flood damage to Connecticut's brass and copper plants promised another jump. Copper inventories are now so low that spot scarcities of other home building materials look minor in comparison.

Estimates of when the pinch will come varied between 60 and 90 days—which means it will be felt some time before Thanksgiving. Some contractors were in better shape than others. Officers of a Long Island firm with its own warehousing facilities reported they could ride through the next six months. Other builders and suppliers said they were already "digging in" or "scrounging" for what they get. Almost all agreed that even if supplies of crucial items like brass plumbing fixtures are not yet critical, it is certain their price will go up soon.

High to start. Copper has been through a phenomenal price spiral since World War II. It was 12¢ a pound then. During the Korean War it was 21½¢. At the beginning of this year it had moved to 30¢—its highest price in 83 years. By late summer, the quoted price was 43¢ a pound. But the rub was that 43¢ copper was almost impossible to find. The real price was somewhere around 53-54¢ a pound, close to what was being offered in Britain.

What had happened was that Chilean copper—traditionally a big import to the US—had been moving to Europe instead because of higher offers for it there. The US had been buying Chilean copper for 30¢ a pound earlier this year. Competition from Europe's restored economies had made it necessary for US dealers to offer higher and higher prices and the

spiral started. Where it would stop hardly anybody knew. George Roscoe of the National Electrical Contractors Assn., who predicted that for the next six months to a year the copper situation would be "completely out of control," thought that it would go to 45¢ or higher. But he believed the shortage would get better next spring.

Damage at the source. Flood damage to the big brass works of Connecticut—they supply approximately 30% of the nation's brass mill products—seemed like the near-final straw for the topsy-turvy copper industry. George Proffitt, executive secretary of the Copper & Brass Warehouse Assn. in Washington, ran a survey Sept. 1, reported that a critical situation had been made "even more serious" and added that he saw "no hope of any real quick solution." The average copper warehouse, he said, contained less than a three-weeks supply of rods, bars and sheets, compared to the usual three-months supply. In mid-month, the Office of Defense Mobilization diverted 11,000 tons of copper from its stockpile of strategic materials for the use of private industry. Spokesmen for copper and brass fabricators said this will fall far short of the industry's needs.

The best that could be hoped for in the flood-damaged areas was that plant operation would be restored as soon as possible and that some of the work could be shifted to other factories. The American Brass Co., for example, whose plants in Waterbury, Ansonia and Torrington were hardest hit of any in the area (estimated damage of \$12-15 million) had diverted 95% of incoming raw materials to three Western plants, where work had been put on a round-the-clock schedule. President John Coe Jr. agreed that the building industry would be temporarily hurt, but asserted that

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the pinch would be of only a few months duration. A difficulty with parceling the work out to branch factories was that the substitute works did not always have the facilities to turn out items formerly made at headquarters. In the case of American Brass, for example, copper tubing—a big production item in Waterbury—could not be made on as large a scale in the western plants.

When does it start? The two major questions confronting home builders were 1) how long will the copper-brass shortage affect building materials and 2) what will happen to prices. The average \$20,000, copper-wired, copper-piped house uses about \$400 worth of copper products. Hand in hand with estimates of a real pinch before December came predictions of price increases. But evaluations from those in close touch with the situation varied by locale and type of business.

Irwin Jalonack, formerly adviser to Big Builder William Levitt, reported that plumbing equipment inventories were short but bronze and brass hardware in general was not in tight supply. He pointed out that much downspout and gutter production is now based on aluminum (Levitt has been using aluminum flashing instead of copper for the past four years) so that builders are less pinched for them than might be expected. Jalonack was sure that the price of plumbing equipment would go up in a matter of weeks.

William Berken, vice president of Central Queens Electrical Supply Corp. on Long Island, reported that the company has met "five or six increases" in the price of copper wiring in the last three months. The price has increased, overall, about 75%, he said. The company had run out of one type of wire cable used in big building, said Berken, but still has enough supplies for home building for 60 to 90 days. His summation: "The balance of the year is going to be tough."

Dr. Joseph Zimmerman, editor of the *Daily Metal Reporter* and one of the nation's leading experts on nonferrous metals, cautioned against placing a dollar value on the price increase in fabricated copper and brass items that must result from the recent jumps in cost of copper. He pointed out that many fabricators who placed orders 30 to 60 days ago will have to pay the higher price, since rates are contingent upon the price of copper the day the order is shipped. He also emphasized an important sidelight of the copper spiral, i.e., that such an upsurge encourages competing materials. In the present instance, main competitors are aluminum, galvanized materials and plastics. (Aluminum, by weight, costs about half as much as copper.) "The higher the price of copper," said Dr. Zimmerman, "the greater the possibility of the use of substitutes."

George Roscoe of the National Electrical Contractors, while agreeing that aluminum could become a strong competitor with copper, especially for outdoor wiring, explained that the price of copper is not always the deciding factor in the end cost of copper wire. Bigger factors: cost of insulation, labor, packaging.

Colored plumbing and cement. Another deleterious effect of the floods, from the building materials point of view, was that putting the damaged towns in shape again would pressure the demand for certain key items still further. "No question about the damage the

flood will do to home building," said Hartford Builder Louis Beckenstein. "It has already affected us because a lot of allocated materials are being shifted to flood areas." Beckenstein said plaster board was especially scarce. He was having trouble finding gypsum, plumbing materials, brass and enamelware. "No question but that prices are up," he added. Perry Lewis, manager of the Hartford Building Supply Co., said the floods had "thrown the market for a loop," stated that cement might become unavailable in his area

in the next few months and that glass and fiber boards were tight.

The copper situation in parts of Minnesota had become a matter of concern. An executive of the Crane Co., a big supplier in the state, commented: "I'm picking up copper tubing any place I can get it and of course the prices are completely out of line." Said Larry Nelson of the Minneapolis Home Builders Assn.: "We have had a little trouble getting some bathroom fixtures, but our real problems right now are gypsum lath and glass."

Can flood insurance be written? Experts say 'impossible' but FHA studies how to do it

In the wake of the floods came the perennially sticky question: how—if at all—can flood insurance be written on real property?

Only six days after viewing the damage from a helicopter, FHA Commissioner Norman Mason grabbed the ball. "There is a glaring need for some type of protection," said New Englander Mason, "and the problems are such that this seems to be a field in which the government must take the initiative."



MASON

Mason was right about one thing. Any plan for nationwide flood insurance would certainly need initiative from the government. There have been moves in the past to get such an insurance bill before Congress, but they have always been shelved. Private insurance companies abhor the idea of flood insurance.

Nevertheless, Mason announced that a special FHA committee would "explore every possible means of protection" and a week later HFA Administrator Albert M. Cole met with representatives of the insurance industry, federal housing aides and staffers of interested congressional committees. Results were meager. The view of the insurance men seemed to be unchanged: insurance against peril of flood cannot be successfully written.

No spread possible. The insurance companies' distaste for such insurance is based on the proposition that the only people who would buy it would be those most exposed to flood danger. The fact that such customers constitute only a small percentage of all property owners would put the premiums prohibitively high. It would seem equally unfeasible to include flood damage in all extended-coverage policies, thereby charging the high-ground home owner for the people who live by the river-bottoms.

Insurance men think the answer is more flood control. Said the Insurance Executives Assn. of New York in a report a few years ago: "As a long-range program, it appears that an accelerated flood control program supplemented by such relief payments as are necessary on account of flood damage would be more in the interest of the public than a program of so-called 'flood insurance' which could not be self-operating."

The long pull. Government and private agencies meantime worked to aid flooded home

owners. NAHB sent a task force from its construction and field service departments to the disaster scene. Association members concentrated on technical problems of house reconstruction and said they would help home owners guard against any crooked repair operators.

Red Cross figures showed that 1,326 homes had been completely destroyed; 4,808 had suffered major damage and 14,570 had been damaged to some degree. The Civil Defense Administration said the biggest unsolved problem was to "provide permanent housing for families who have lost everything [i.e., their house] in the flood and have absolutely no resources to provide for themselves." FHA put its disaster loan program into effect, relaxing newly-tightened credit restrictions. This permits 100%, 30-year mortgages up to \$7,000 if the buyer has suffered loss from a major disaster. Lenders were authorized to work out with the mortgagor temporary suspension of payments on mortgages or Title I repair loans.

FHA will not reimburse a lender for a house that is completely destroyed by flood. Not so with VA-guaranteed homes. VA will pay the lender off, but the owner of the destroyed home is still responsible for the mortgage; VA expects him to pay.

FHA called a 'monstrosity' by Wall Street magazine

Barron's, the financial weekly (circ.: 53,742), thinks US housing policy needs a major overhaul, including "a complete reorganization" of FHA—which it called "an architectural and economic monstrosity."

In the front-page editorial of its Sept. 5 issue, *Barron's* was particularly critical of the "vast proliferation" of FHA activities, which now include even the underwriting of trailer camps. It said: "The current slump in rental housing, which contrasts so strikingly with the frenzied activity in this realm right after World War II, may justly be laid at FHA's door. Such great power, no matter how wisely used, must inevitably hold perils for both the construction industry and the US economy as a whole."

The magazine also criticized FHA for what it said was its instinctive tendency to shy away from putting on the brakes when necessary. "What must be curbed in housing today is not so much easy morals as easy money," said *Barron's*.

Builders, S&L men move to bury the hatchet

Builders and savings and loan leaders have taken the first step aimed at healing the rift between them.

For years, many savings and loan executives have looked askance at the FHA which home builders regard as their life blood. As *HOUSE & HOME* editorialized last month in urging the two groups to get together, savings associations seldom skipped an opportunity to snipe at FHA and the new competition it brought into mortgage lending. When home builders this year went out of their way to urge Congress not to give the savings associations what they most wanted—independence for the Home Loan Bank Board—some S&Ls began retaliating by resigning their membership in local NAHB chapters (among

them: US Savings & Loan League President Howard Edgerton's California Federal S&L).

As relations worsened, some builder spokesmen were predicting congressional investigation of savings and loan deals involving conversion of full-reserved federal S&Ls into state chartered stock associations, with big profits to the promoters.

Last month, the wind had shifted. At the request of President Earl W. Smith of NAHB and President Edgerton of the US Savings & Loan League—both Californians—a local committee met in Los Angeles to try to figure out how to bury the hatchet. After a one-day huddle, the seven committeemen adopted a report urging creation of a standing committee from both groups to confer and seek agreement on future proposals before Congress.

This was a trial balloon. At mid-month, copies were circulating widely among builders

and lenders. Here is what George M. Eason, Gunther Shirley and Roy Crocker (for the savings and loans) and Milton Brock Jr., Ben Deane, Walter Keusder and Irving C. Jordan (for the builders) reported:

"... A lack of communication and coordination between NAHB and the US Savings & Loan League has caused a breach in relationship detrimental to our common interests. There are so many areas of agreement and so many areas of common interests between the two industries that cooperation is strongly advisable.

"It is therefore recommended that in matters affecting both the Savings and Loan Industry and the builders represented by NAHB, consultation should be held between the two prior to a stand by either on any legislative proposals of interest to either or to both.

"A standing committee composed of members of both organizations should be set up to cover all questions affecting the two industries..."

Housing experts rap unhooking of public housing, urban renewal

Did Congress throw away the gains of the 1954 Housing Act by the changes written into the 1955 Act while the administration slept?

Yes, say some of the nation's top housing experts questioned by HOUSE & HOME. Most of them deplored the new military housing program and unhooking public housing from the "workable program" requirements of urban renewal. Pertinent excerpts from their replies:

James W. Rouse, Baltimore mortgage banker and chairman of the urban redevelopment subcommittee of the President's housing policy advisory committee of 1953: "Congress dealt a serious blow to the developing campaign to rid our cities of slums by freeing public housing from urban renewal. Congress last year said simply that federal aids for slum elimination, including public housing, should be extended only to cities which were facing up to their slum problem with a workable program. This is only mak-



ROUSE

ing the cities do what everyone says and knows they ought to do. It has emphasized the necessity for good planning, good zoning, housing law enforcement as well as clearance of worn-out units. Now cities which are unwilling to take these steps can rely instead on public housing alone. Congress thus rewards the do-nothing cities.

"The new military housing provisions are absurd. The interest rate is unrealistic. All appraisal standards are removed and the conditions which gave rise to the 608 difficulties are recreated. The Dept. of Defense will now guarantee the FHA on loans which the FHA finds unsound. The FHA will then insure a loan which no lender wants to make and FNMA will buy the loan to provide a market at an unmarketable interest rate. This is government running in a circle, guaranteeing, insuring and lending to itself."

James Downs Jr., Chicago housing and redevelopment coordinator: "Freeing public housing from urban renewal was a silly, un-

fortunate thing to do. The theory of the 1954 Housing Act was to get American cities to raise their living standards instead of just providing new housing. Now Congress has thrown away one of the levers they had for getting that done."



DOWNS

Ferd Kramer, Chicago mortgage banker: "Urban renewal has gone very slowly because it was so new. New laws had to be tested in courts, which slowed up the process. I think renewal programs will go on much faster than ever before.

"[Public] housing ought to be available to anyone who is eligible [not] only to families being removed from [renewal] areas."



PATRICK



KRAMER

Robert B. Patrick, financial vice president, Bankers Life Co., Des Moines, and member of the President's housing policy advisory committee of 1953: "I do not think that many parts of [the 1955 law] can be considered as good legislation. I was rather surprised that the President thought the desirable parts outweighed the undesirable sufficiently to sign it."

George L. Bliss, president of Century Federal Savings & Loan Assn. of New York and chairman of the housing credit subcommittee of the President's housing policy advisory committee of 1953: "The Congressional decision to remove the Home Loan Bank System from HHFA indicates the conclusion of Congress that a privately owned, business-type operation which entails no cost to the taxpayers, does not belong within an agency which is an official arm to administer the policies of the administration in power. This action is akin to that when the Federal Reserve was freed from domination of the Treasury. The President was poorly advised when he objected [to HLBB independence]."

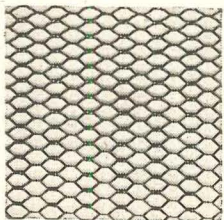
Untying public housing and workable programs is "a basic weakness of the Act. One of the most important recommendations of the President's Advisory Committee was that before any community could qualify for federal financial aid in housing problems, it should demonstrate that it had first made a reasonable effort to mobilize its own efforts to solve those problems. The only objection came from those who would put the government in the housing business, regardless of principles, and local politicians whose major policy is to seek a never-ending flow of federal funds. In any event, public housing becomes a grab bag again."



BLISS

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for fire-safety, permanence, lasting beauty

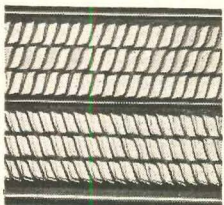


SMALMESH METAL LATH

A general utility lath. Can be readily bent or formed for furred or ornamental members. Due to the small, rigid mesh, a minimum of plaster is required to produce a perfect key.

SHEET SIZE: 27" x 96", packed 10 sheets (20 sq. yds.) per bundle. All sheets squared on both ends.

MATERIALS AND WEIGHTS (lb. per sq. yd.): Copper Alloy Steel, Painted—2.50 lb., 3.40 lb.; Galv. Sheet Steel, 3.40 lb.

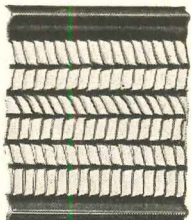


SPECIALMESH METAL LATH

A rib lath for walls and ceilings. Saves plaster; provides excellent bond. Ribs $\frac{3}{8}$ " wide; $1\frac{5}{8}$ " on centers. Cross strands at $\frac{1}{4}$ " intervals, reinforced by stiffening members (two between each pair of ribs). Sheets squared on ends. Well suited to "two-coat work" or "back plastering."

SHEET SIZE: 27" x 96", packed 10 sheets (20 sq. yds.) per bundle.

MATERIALS AND WEIGHTS (per sq. yd.) Copper Alloy Steel, Ptd. — 2.75 lb., 3.40 lb.

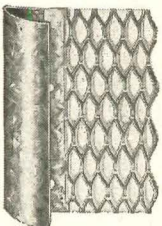


$\frac{3}{8}$ " STAY-RIB METAL LATH No. 2

Ideal self-furring lath for wide ceilings or wall spans and for floor reinforcing over steel joists. $\frac{3}{8}$ " heavy ribs spaced 4.8" on centers. Five stiffening members between ribs. Connecting strands at $\frac{1}{4}$ " intervals. Rigidity of ribs saves labor and material when supports are widely spaced.

SHEET SIZE 24" x 96", packed 9 sheets (16 sq. yds.) per bundle.

MATERIALS AND WEIGHTS (per sq. yd.): Copper Alloy Steel, Ptd. — 3.40 lb., 4.00 lb.



No. 4 EXPANSION CASING BEAD

(Also available with short, solid flange as No. 138.)

For doors, windows and other openings. Applied before plastering. Provides screed to which plasterer can work. Only smooth, quarter-round nose of casing bead, exposed after plastering. Integral Expansion Wing reinforces plaster. Ridged flange insures tight fit to jamb.

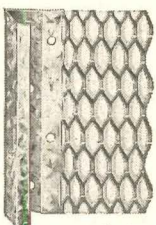
MATERIAL: 24 ga. Tight Coat Galv. Steel.

LENGTHS: 7 ft., 7 ft. 3 in. and 10 ft.

GROUPS: $\frac{1}{2}$ in. and $\frac{3}{4}$ in. (Also $\frac{7}{8}$ in., short flange only.)

WEIGHT (lb. per 1,000 lin. ft.): 315 lb. (Short Flange — 235 lbs.)

PACKING (per ctn.): 7 ft. — 80 pcs.; 7 ft. 3 in. — 80 pcs.; 10 ft. — 60 pcs.



No. 66 EXPANSION CASING BEAD

(Also available with short solid flange)

Square design with $3/16$ " return. Expansion Wing feature affords excellent plaster bond and reinforcement; minimizes plaster cracking. Ridge in nailing flange insures tight fit.

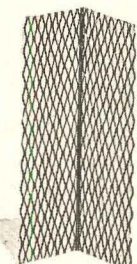
MATERIAL: 24 ga. Tight Coat Galv. Steel.

LENGTHS: 7 ft., 7 ft. 3 in. and 10 ft.

GROUPS: $\frac{1}{2}$ in. and $\frac{3}{4}$ in. (Also $\frac{7}{8}$ in., short flange only.)

WEIGHT (lb. per 1,000 lin. ft.): 260 lb. (Short flange — 240 lbs.)

PACKING (per ctn.): 7 ft. — 80 pcs.; 7 ft. 3 in. — 80 pcs.; 10 ft. — 60 pcs.



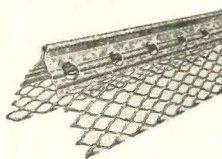
MILCOR CORNER-EX

Finished edges. Center rib guides Corner-Ex accurately into corner. Design and contour eliminate any projections interfering with plastering. Wired together in sub-bundles of 25 pcs. each. Packed three sub-bundles (75 pcs. — 600 ft.) per carton.

SIZES: 2" x 2" 96"; 3" x 3" x 96"

WEIGHTS (lb. per 1,000 lin. ft.): 2" — 100 lb.; 3" — 140 lb.

*Reg. U. S. Pat. Off.



SUPER-EX CORNER BEAD

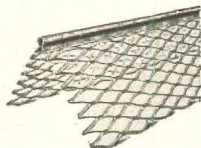
Combines advantages of Expansion and Solid Wing corner beads. Strong, straight nose reinforced by two solid flange sections, strengthened by corrugations. Integral expansion flange makes excellent plaster bond, simplifies erection.

MATERIAL: 26 ga. Sheet Steel, Galvanized

LENGTHS: 7, 8, 9, 10 and 12 ft.

WEIGHT (1 lb. per 1,000 lin. ft.): 270 lb.

PACKING (per carton): 7 ft. — 80 pcs.; 8 ft. — 70 pcs.; 9 ft. — 60 pcs.; 10 and 12 ft. — 50 pcs.



No. 1 EXPANSION CORNER BEAD

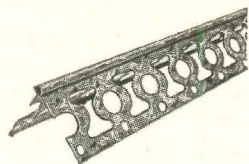
Wide expanded metal wing integral with nose of the bead — plaster keys right up to nose; effective plaster reinforcement exactly where needed.

MATERIAL: 26 gauge Sheet Steel, Galv.

LENGTHS: 7, 8, 9, 10 and 12 ft.

WEIGHT: (lb. per 1,000 lin. ft.): 210 lb.

PACKING (per carton) 7 and 8 ft. — 80 pcs.; 9, 10 and 12 ft. — 60 pcs.



MILCOR ARCH BEAD

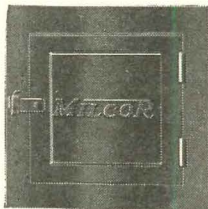
Used straight or curved. Snip one or both flanges with tin snips. Bead can then be formed easily into a smooth arc, without kinks or breaks in the nose, by applying slight pressure with the hands.

MATERIAL: 26 gauge Sheet Steel, Galv.

LENGTHS: 7, 8, 9, 10 and 12 ft.

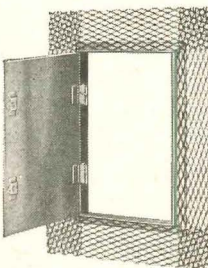
WEIGHT (lb. per 1,000 lin. ft.): 175 lb.

PACKING (per carton): 7 and 8 ft. — 80 pcs.; 9, 10 and 12 ft. — 60 pcs.



MILCOR CLEAN OUT DOORS

Convenient for removing accumulations of chimney debris. Door catch provides positive lock, prevents door from being blown open. Hinge design permits freedom of operation. Wide flanges on frame simplify installation. Stamped from high grade, 16 ga. copper alloy steel. Furnished painted. Size 8" x 8". Packed six doors per carton — shipping weight: 19 lbs.



MILCOR METAL ACCESS DOORS

For easy access to utility systems without damage to walls. Spring hinge allows opening to 175°. Number of hinges varies with size of door. Doors removable.

STYLES: For plastered walls; Style "K" with expansion wing, Style "L" with solid flange. Style "M" for non-plastered walls.

SIZES: 8" x 8" to 24" x 36".

MATERIALS: Door 14 Ga. Steel; housing 16 Ga. steel. Gray primer painted.

LOCKS: Flush cam type; number varies with size of door. Cylinder lock with key furnished at extra charge.

PACKING: One per carton.

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M-149

Congress starts investigating housing again —this time with accent on shoddy building

Here come the investigators again!

Three Congressional committees are starting out to spend the fall examining the workings of the housing industry—from Idaho to Alabama.

Their hearings promise to be largely unsensational. But many a builder may be in for unpleasant local publicity as complaints of shoddy construction are aired. All three committees have indicated an interest in the subject, which involves how the builder warranty is working.

The lineup. A subcommittee of the House banking committee (Rep. Albert Rains, chairman) had the broadest agenda. It will



RAINS

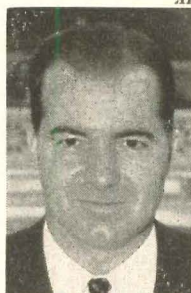
a progress report on hearings and round tables held earlier.

A House veterans affairs subcommittee (Rep. Ed Edmondson, chairman) started work last month with three sessions in California.

The hearings hummed with complaints of defective construction, buck passing in builders' offices and sloppy repair jobs on VA-guaranteed homes. In Merced, Robert Clark, representing 41 home owners in the Sierra Gardens subdivision (C. R. Tisher, builder), said his clients had trouble getting the management to correct deficiencies ranging from cracked patios to sagging roofs. When the repairs were made, he added, the tile was frequently mismatched or the paint was splattered carelessly. Some owners said that they were charged \$2 a day rent between the time they moved in and the date their deeds were recorded.

In Redding, the subcommittee heard similar complaints from occupants of the Layton Oaks subdivision, built by Beresa, Inc. of Chico. (The American Legion of California had previously called for prompt action to correct deficiencies in VA homes in Redding and Burney.) Inadequate bracing in roofs and floors was a prominent complaint from owners in the Redding project. President R. E. Reilley of Beresa, Inc. said the bracing was reinforced when the need became apparent.

In Los Angeles, the course of the investigations changed. Four veterans testified they had made profits up to \$400 by relinquishing rights to VA-guaranteed houses which they never intended to occupy. All four said they had dealt with a real estate man named James B. Hickey (he was at the hearing, but refused to testify). Two said they had no idea



EDMONDSON



SPARKMAN

the practice was illegal. Howard F. Baker of the Los Angeles office of the General Accounting Office told the committee that a spot check of VA loans in the area over a two-year period showed that about 6.3% were misused. Chairman Edmondson said the committee had found such abuses "common in big building areas throughout the country."

Show on the road. The Rains committee (he is an Alabama Democrat, as is Sparkman) will tackle its big agenda with the idea of touring the nation to find out what is wrong, then confronting Washington administrators with sharp questions. Said Rains: "We've decided the best way to find out why slum clearance and urban renewal programs haven't got off the ground is to go directly to the cities and hear the people who have had practical experience."

Other matters to probe: housing for the aged, why FHA's rental housing programs are not working, the availability of mortgage

credit, operation of FNMA, farm housing. The committee will be in New York Oct. 5, 6 and 7, Newark Oct. 11 and Philadelphia Oct. 12 and 13. Tentative plans call for hearings in Chicago Nov. 10 and 11 and one-day stands in Omaha Nov. 13 and Idaho Nov. 14. Then comes the coast (Los Angeles, San Francisco), probably a swing through the South (New Orleans, Birmingham) on the way home. Committee members: Hugh J. Addonizio (D, N. J.), William A. Barrett (D, Pa.), Barratt O'Hara (D, Ill.), Thomas L. Ashley (D, Ohio), Ralph A. Gamble (R, N.Y.), Henry O. Talle (R, Iowa), Gordon L. McDonough (R, Calif.) and William B. Widnall (R, N.J.).

Pulling both ways? Sen. Sparkman—who declared several months ago that the chief aim of his committee would be "to find and eliminate flaws in the administration of the various housing programs"—issued a 20-page report stating that more effective inspections are needed by both FHA and VA and declaring that operation of the builder's warranty law "has been ineffective for many home owners and could be ineffective for a great many more this year. This situation exists because of the premature destruction of FHA records affecting VA-guaranteed loans."

Said Sparkman: "Both FHA and VA failed to coordinate their efforts to make this provision effective until the subcommittee discovered that their failure to do so threatened thousands of veterans. . . ."

Sparkman is expected to continue his examination of housing policies in line with his previously-stated goals (Sept., News). Committee members: J. W. Fulbright (D, Ark.), Paul H. Douglas (D, Ill.), Herbert H. Lehman (D, N.Y.), A. S. "Mike" Monroney (D, Okla.), Homer E. Capehart (R, Ind.), Irving M. Ives (R, N.Y.), Prescott S. Bush (R, Conn.), Frederick G. Payne (R, Me.).

COMMUNITY FACILITIES

Cry rises for metropolitan governments to end suburban chaos, school shortages

Home builders are beginning to get help for their community facilities problem from an unexpected quarter.

Across the nation editors and officials were beginning to talk up the idea of metropolitan government to cope with such metropolitan problems as water supply, sewage, schools and roads.

The idea itself was not new. Toronto, Canada has had a limited metropolitan government since Jan. 1, 1954. It is the first of its kind in North America. And it is working well enough so that many a US city beset with inadequate tax revenue for needed services, has sent teams of experts to study how Toronto does it.

How it works. Toronto does it by letting a metropolitan council cope with area-wide problems that defied solution by voluntary co-operation between Toronto and its 12 suburbs. The council runs water supply, sewage disposal, planning and construction of arterial highways, education, transit, tax assessments, metropolitan parks and greenbelts and capital outlays (through control of debentures).

Left to the old municipalities are police and fire departments, garbage disposal, sidewalks, public health and sanitation, distribution and sale of electricity, libraries, financial aid to hospitals, licensing and local regulations and the direct levy and collection of taxes. Other matters are controlled locally but subject to the authority of the metropolitan council: public housing and redevelopment, local planning, zoning and subdivision control, local sewage connections, streets, traffic control, relief and some other welfare services.

The biggest hurdle was getting the municipality of metropolitan Toronto created. The problem: opposition of the suburbs—all jealous of local autonomy. Only the fact that the Conservative Party enjoyed an overwhelming majority in the Ontario provincial legislature permitted farsighted party leaders to ram the measure through.

Boost in Chicago. South of the border, public discussion of metropolitan government has not yet come to grips with politics. The first thing is to get a lot of people and organizations stirred up about it.

continued on p. 45

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No. 1 stirrer this season is Chicago's rotund Mayor Richard Daley. Welcoming August's conference of governors, Daley said: "The need for integration of certain governmental functions can not be disputed. . . . The residents of the city, its industry, its commerce, indeed its municipal problems, are inescapably immersed in the larger metropolitan scene. Certain of these can no longer be effectively handled with the antiquated machinery of government adapted to a horse and buggy era."

Mayor Joseph S. Clark Jr., of Philadelphia was already on record with similar sentiments. Said he: "The city resident who fled to the suburbs is beginning to realize he did not escape his problems. Like the ostrich, he merely put his head in the sand. Yet government largely is powerless to help him because government powers are scattered among townships, boroughs, counties and cities, no one of which can provide the area-wide solutions that are necessary."

Miami and Dade County, Fla., are considering a detailed plan for metropolitan government. The Public Administration Service, after surveying the problem last year under auspices of the University of Miami,

recommended that Miami and the county's 25 other municipalities give up control of water supply, sewerage, waste disposal, major streets and expressways and long-range planning. An 11-man board of metropolitan commissioners would take over, much as in Toronto.

Press support. Big city newspapers, long mute on suburban problems, now have begun to discuss among themselves what to do about suburban papers' rising circulation and ad revenue. Whether or not this is their motivation, one development has been an upsurge in editorial demands for regional planning and government. Samples:

▶ The *Cleveland Plain Dealer*, taking note of rising taxes as suburbs struggle to provide schools for new children, declared: "Part of the answer, along with the best housekeeping that officials can accomplish, is in unification of some or many services under county-wide regulation."

▶ The *Detroit News*, noting that suburban Livonia cannot open three needed new schools this fall for lack of sewer connections and has banned building of new homes (July, News), called for "an overall authority able to anticipate and make orderly provision for such growth problems."

SIDELIGHTS

Russians to be guests of NAHB

US home building will get a lot of publicity this month via the Russians.

Ten Russian housing officials accepted NAHB President Earl Smith's invitation to tour America for a month as guests of the association to see how home building works here.

Smith asked Soviet Ambassador Georgi Zarubin to clear the way for a contingent of six visitors. The Russians decided to send ten. They were scheduled to arrive Oct. 2 in time for dedication of NAHB's National Housing Center, will then tour the nation examining all types of housing and visiting materials manufacturers. Stopovers tentatively agreed upon: New York, Boston, New Orleans, Tyler, Tex., Austin, Los Angeles, San Francisco, Tucson, Seattle, Chicago, Ft. Wayne and Cleveland.

More signs of credit tightening

There are more signs that the administration means to screw the lid down on easy credit

Eleven of the 12 Federal Reserve Banks had raised their discount rates to 2¼%, the second jump since early August for all except the Cleveland bank, which had gone from 1¾% to 2¼% in one move. Only Boston was still at 2%. Bank reserves had thus tightened across the nation and in New York average negative free reserves doubled the first week in September from the previous week—the tightest squeeze since early April of '53.

The Home Loan Bank Board notified the 11 federal home loan banks to observe a tighter policy in credit advances to their 4,200-member savings and loan institutions. The banks were told to urge members to follow a program under which they would make new loans out of mortgage repayments. Outstanding advances were at an all-time

high of \$1 billion—up from \$630 million in July 1954. The Board also decided to keep last month's debenture issue down to \$75 million (at a whopping 2⅞% interest). Current demand would have required a \$300 million issue. The debentures raise money which the FHLB loans to members, which pledge mortgages as security, use the money to make more mortgage loans.

The mortgage market reacted to such fiscal maneuvers with jitters. Half of HOUSE & HOME's mortgage quotations panel (see p. 48) reported discounts increased last month as much as 2%. One declared the market stood on the brink of a "substantial change," noted that two competitors had just asked him to take over some of their loans. Brokers with uncovered commitments and builders putting up projects without a mortgage take-out at a firm price may get caught in a falling market, he warned, and have to shave profits 1 or 2 points to stay in business.

One aspect of credit expansion seemed to have received more criticism than it was due. The Federal Reserve Board finished a survey of mortgage warehousing among its members, put its total as of mid-August at \$1.3 billion. This was an increase of \$737 million in a year. Even if the increase of \$530 million in Home Loan Bank advances is added to this figure, the total increase in short-term funds tied up for mortgages amounts to only \$1.16 billion, less than 5% of the now-expected \$25 billion total home mortgage lending this year.

Park sites (cont'd)

Houston home builders have come up with one of the industry's boldest plans for getting park sites into big subdivisions.

They asked Houston's city planning commission to let subdividers reserve land for

▶ The *Chicago Daily News*, deploring the fact that the suburb of Wilmette (which draws its water from Lake Michigan) nearly ran out of water for lack of pumping and storage capacity, declared: "Experiences like this, and different kinds of experiences just as bad in many towns, should make suburbanites more receptive to new suggestions for reorganizing the political patterns in a metropolitan community."

Wasted tax money. A University of California study by Samuel C. May and James M. Fales of its Bureau of Public Administration found that local home rule was costing California taxpayers uncounted thousands of dollars in duplicate public services. Instead of self-determination, said the professors, home rule should be in area-wide units—as big as the nine counties bordering San Francisco Bay.

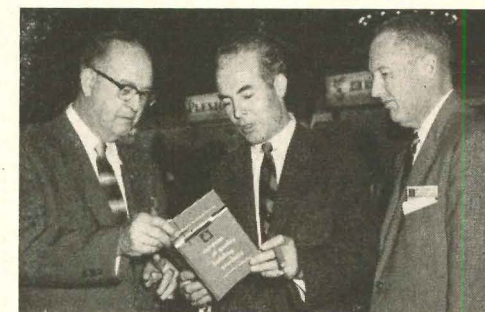
Talk like this was a good distance from the practical problems of developing a new subdivision. But such talk is the inevitable first step towards action. Builders who want to help shape the rules under which they will do business in the future have already—as in New Jersey—began working with officials toward such solutions.

future parks when they file plats, on these terms: 1) reservation to last no more than two years from preliminary plat submission, 2) price to city to be developer's acquisition cost plus cost of on- or off-site improvements he installs plus 5% interest on capital tied up by the reservation. The builders asked that park sites be limited to 5% of tract acreage and shaped so developers could use them for homes if the city decides against a park.

Materials caravan starts tour

Inside a 35'-van, largest allowed on most highways, a \$200,000 building materials and equipment exhibit began a seven-month, 36-city tour last month.

The Producers' Council's "Caravan of Quality Building Products and Modular Application"



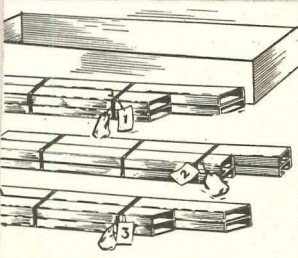
CARAVANERS BENNETT, DOWNS, GILLET

began its 25,000-mi. travels in Chicago. On hand to see it there (photo, above) were President Harry W. Bennett of the Chicago chapter of the Producers' Council, John R. Downs of NAHB and Council President William Gillett. Commented Downs: "The caravan has real fresh ideas that the home builder can put to profitable use."

One idea the caravan will plug hard is modular measure, the AIA-backed system of dimensioning materials in units of 4" to assure that materials made by one manufacturer will fit in with those produced by another.

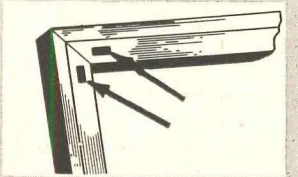
NEWS continued on p. 47

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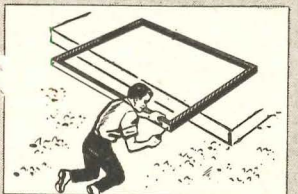
You receive 3 individually wrapped packages within one master shipping carton. Package 1 contains stationary panel, package 2 contains outer frame and package 3 contains sliding panel. Each package is complete with its own hardware and screws for assembly. No time lost hunting for parts — saves labor costs!

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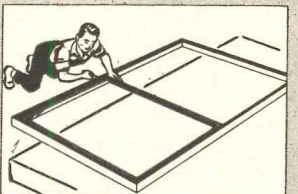


Simply match the color coded corners placed on each part within each package. Anyone, without training, can assemble and install GLAMOUR quickly and without errors with the GLAMOUR "color code" and "Organized packaging"!

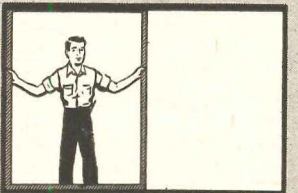
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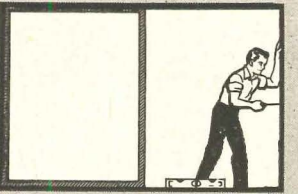
1. Assemble the stationary panel (package 1).



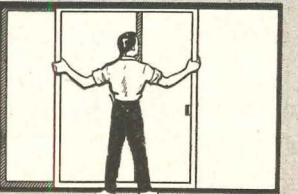
2. Assemble outer frame (package 2) around stationary panel.



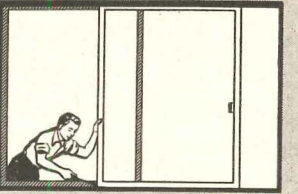
3. Take assembled stationary panel and assembled outer frame and set in wall opening.



4. Level sill, plumb jamb and fasten frame into opening.



5. Assemble sliding panel (package 3) and place in frame.



6. Now adjust rollers in sliding panel for alignment with frame.

The complete installation of a 6 ft. section will take approximately 30 minutes.

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• Unique, stay-put wool pile weather-stripping, adjustable to seal at all times regardless of the level of the door or sill. Twin-sealed at locking stile and jamb. Weather-stripping replaceable without dismantling door.

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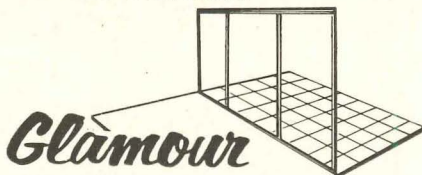
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PEOPLE: FHA's Meistrell named deputy HHFA administrator; Arnold Chase succeeds 'Pat' Riley as BLS construction chief

HHF Administrator **Albert M. Cole** dipped into FHA last month to flesh out the depleted roster of top HHFAides.

He named **Frank J. Meistrell**, 52-year-old New York lawyer who had been FHA's general counsel since August 1954, as \$15,000-a-year deputy HHF Administrator. The job has been vacant nearly a year—since **William F. McKenna** returned to his Los Angeles law practice after investigating the FHA scandals.



MEISTRELL

A graduate of Princeton and Harvard Law Schools, Meistrell is a former secretary and assistant to the general counsel of Union Electric Co. of Missouri and a onetime counsel to Allstate Insurance Co. In 1953, Gov. **Thomas E. Dewey** of New York appointed him chief counsel to the Moreland Act Commission to investigate the administration and cost of workmen's compensation in the state. At FHA, Meistrell headed up efforts to recapture mortgaging-out windfalls from 608 sponsors. In his new job, said Cole, he will concentrate on meshing urban renewal with the work of FHA, PHA and other HHFA subordinate agencies.

Still unfilled in HHFA's top hierarchy is the assistant administrator's post vacated by **Neal Hardy** last summer when he joined NAHB. Other appointments in HHFA:

Sidney Jagger, 32, Manhattan, Kan., politician, farmer and agriculture teacher, as a special assistant to Administrator Cole. Jagger was brought to Washington from a job as Ft. Worth field aide in the Urban Renewal Administration. He is a former member of the Kansas legislature. Last year, he was deputy vice chairman of the Citizens for Eisenhower Congressional Committee. He succeeds **Ralph Homan**, resigned.



JAGGER

FHA named six more new district office chiefs. **Sidney E. Rosenblum** became head of the Pittsburgh, Pa. office succeeding **Jesse F. Macfarlane**. Attorney Rosenblum had been deputy state attorney general from 1939 until a few months ago. His father, **A. M. Rosenblum** of Sharon, Pa. is a realtor.

Builder **Charles R. Watson** of Arkadelphia, Ark. was named Little Rock chief. **John Nystul**, acting director since last September, will remain as assistant, FHA said. The agency had announced appointment of Builder **Russell L. McLean** to the job last March, but backed down when Sen. **J. W. Fulbright** (D, Ark.) objected that McLean had failed a civil service examination for an FHA construction examiner in 1950.

J. Lawrence Widman Sr., Asheville, N.C. savings and loan official and former owner of Southern Paper Products Co., was appointed FHA director for North Carolina, succeeding **Roy C. Millikan**, resigned. Baltimore Attorney **Arthur W. Sherwood** replaced **Stratford E. McKenrick** as FHA chief in Baltimore after the latter's promo-

tion to FHA zone commissioner for 13 northeastern states and the District of Columbia. Republican **Sherwood**, a partner in the home building firm of Blair-Sherwood Co., was defeated for Congress in Maryland's 4th district last year.

In Salt Lake City, **Henry P. Kipp**, assistant vice president of Tracy Collins Trust Co. and former president of the Utah Apartment House Assn., became Utah FHA boss, succeeding **Ivan Dahl**. **Conrad F. Becker**, 49, former Illinois state treasurer, was named director of the Springfield office. Becker, president of the First National Bank of Red Bud, Ill., had been an administrative assistant to Gov. **William G. Stratton**.

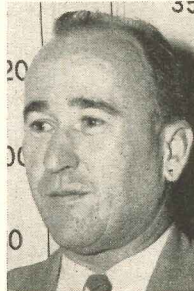
Arnold E. Chase, Pentagon construction aide and former Bureau of Labor Statistics' staffer, has succeeded **Hersey E. "Pat" Riley** as chief of BLS' construction division. The division is responsible for the nation's key housing figures—starts, dollar volume of construction, housing characteristics.

Riley, 41, a BLS man since 1934 and widely known head construction statistician for the last 10 years, moved over to become deputy chief of BLS' prices and cost of living division. He is being groomed to succeed Division Chief **Dorothy Brady**, who is leaving in a few months to do research.

Chase, now 45, was born and schooled in Kansas, served as a lieutenant colonel in the China-Burma-India theater during World War II. From 1946 to 1949, he was assistant chief of BLS' construction division, then worked on construction economics for the Dept. of Commerce. During the Korean War, he headed the building materials requirements branch of the Natl. Production Authority. Since 1952 he had been an aide in the office of **Franklin G. Floete**, assistant defense secretary for installations.

Paint Maker **Harold Chadick McClellan**, 58, of Los Angeles, board chairman (and former president) of the National Assn. of Manufacturers, was named assistant Secretary of Commerce for international affairs by President **Eisenhower**. Son of a small-town minister, McClellan worked his way through Occidental College, then went to work in a creamery, becoming sales manager in a year. In 1927, he bought a rundown paint company for \$10,000, has since built Old Colony Paint & Chemical Co.'s gross to \$3 million a year. In the last two years he has been active in foreign affairs. He made overseas trips to Italy, Yugoslavia and Chile for the Foreign Operations Administration, served on FOA's public advisory board.

Arthur W. Draper resigned after 15 years as vice president of Chicago's famed Draper & Kramer, Inc., one of the nation's largest mortgage banking firms, to move to St. Louis, where he



CHASE



MCCLELLAN

will continue to be active in the mortgage and realty business "on a national scale." His successor is **Robert H. Pease**, 48, University of Chicago graduate, who worked for Draper & Kramer for 18 years before going to Detroit as president of Detroit Mortgage & Realty.

Mayor **Richard J. Daley** of Chicago appointed a new city building commissioner last month and moved Acting Commissioner **Richard Smykal** to chairmanship of the important Community Conservation Board. The action had been anticipated since last spring (May, News) when Mayor Daley succeeded **Martin H. Kenneily**. The new commissioner is Architect **George L. Ramsey**, 52, who has served Cook County and Chicago in various capacities for 30 years and since last July has been supervising architect and director of construction in the building department. "I intend to keep all of the present reforms and add a few others," he said, speaking of Home Builder Smykal's determined efforts to push code enforcement and slum clearance. The program had lost some ground in recent months. The *Daily News*, while praising Smykal's success, editorialized: "The anti-slum program began to lag with the election of Mayor Daley. Smykal himself has done little to push it since then, presumably because he felt that since he was on the way out he had lost his influence."

Frank Lloyd Wright's first publicly-offered designs for furniture, wallpaper, carpeting, fabrics and his plan for matched interior paints were unveiled for wholesale buyers and store presidents in Chicago last month. Enthusiasm was immediate—2,300 wallpaper sample books had been sold by **F. Schumacher & Co.** before the display opened. Other manufacturers: **Heritage Henderson** (furniture), **Minic Accessories** (vases), **Karastan** (rugs), and **Martin-Senour Co.** (matching paints). *House Beautiful* will publish the designs in its November issue.

Taking over as president of Harnischfeger Corp.'s new prefab subsidiary, Harnischfeger Homes Inc., **Fred J. Samerdyke** named **Harper L. Richards** of Chicago as consulting architect and **Carl L. Gardner** of Chicago as consulting land planner. At US Steel Homes, where Samerdyke had been executive vice president and secretary, President **H. D. Moulton** named **John Commons Bird** as secretary. **Edward J. Pender** was named advertising manager. Architect **Minoru Yamasaki**, renowned school and home architect who received an honorable mention for architectural design from the National Institute of Arts and Letters this year, has been named design consultant for **Modern Homes Corp.**, prefabricated home manufacturers with plants in Dearborn, Mich., Port Jervis, N. Y. and Ottumwa, Iowa. Yamasaki will work with the firm's designers in the Dearborn office.

DIED: **Edgar Hoyt Rust**, 59, inventor of a sun effect analyzer used by architects to determine the best siting of homes for avoiding sun rays (May '53, News), and manufacturer of scale model building kits, Aug. 2 in a fall while installing a kitchen exhaust fan at his Denver home; Architect **Russell de Lappe**, 58, designer of a nationally publicized home for bedridden heart patients, Aug. 11 in Oakland 5, Calif.; **Richard F. Harding**, 58, executive vice president of the San Francisco Real Estate Board, Sept. 10 in San Francisco.

NEWS continued on p. 48

HOUSING STATISTICS:

New studies hint the nation is building too few homes

Is the nation building enough homes this year?

Two new government statistical studies have just appeared. Taken together, they not only seem to squash recent contentions the industry is overbuilding, but also to raise some doubt whether 1.1 or 1.2 million homes a year is enough.

1. A Census Bureau study shows that the gap between household formation and new housing starts is much smaller than had been indicated by earlier figures. Last January, Census announced data for the years ended April 1953 and '54. This showed a drop from around 830,000 to only 560,000 in total household formation per year. It was widely cited as evidence of overbuilding. How flimsy this argument was became statistically clear with a look at Census' new report. The bureau announced that nonfarm household formation has averaged nearly 1 million a year for the last five years, while farm households have been declining about 150,000 a year. For the year ended last April, it put the nonfarm household increase at 850,000.

The distinction between farm and nonfarm households is crucial to understanding the meaning of the figures for housing. Starts are reported on a nonfarm basis. Hence comparison of starts with total family formations (nonfarm minus the loss in farm) is just a foolish exercise. Yet many a news organ (including the *Wall St. Journal* and *Associated Press*) fell into the booby trap in presenting the new data.

It is also noteworthy that the number of households headed by widowed, divorced, single or separated persons has shown a dramatic rise (it was 3% of the average annual increase in total households between 1940 and '47, rose to 22% from 1947 to '50 and to 48% from 1950 to '55). This further frees housing demand from marriages and birthrates, barring a major recession.

2. A Bureau of Labor Statistics study boosted the reckoning of demolitions, condemnations and other withdrawals from the housing supply by a staggering 500 to 600%! Up to now, the generally accepted estimate was 40,000 to 50,000 units a year. BLS now raises this to 250,000-300,000, and concludes that "housing retirements" account for most of the hitherto unexplained difference between nonfarm household formation and starts. Caution: BLS' new report is based on withdrawal of rental units from the market in only six cities.

But 850,000 new households, plus 300,000 demolitions suggested a ready market for 1.15 million new homes a year, without even counting the powerful effect of migration and rising incomes.

MORTGAGE MARKET QUOTATIONS

(Originations quoted at net cost, secondary market sales quoted with servicing by seller) As reported to HOUSE & HOME the week ending Sept. 16

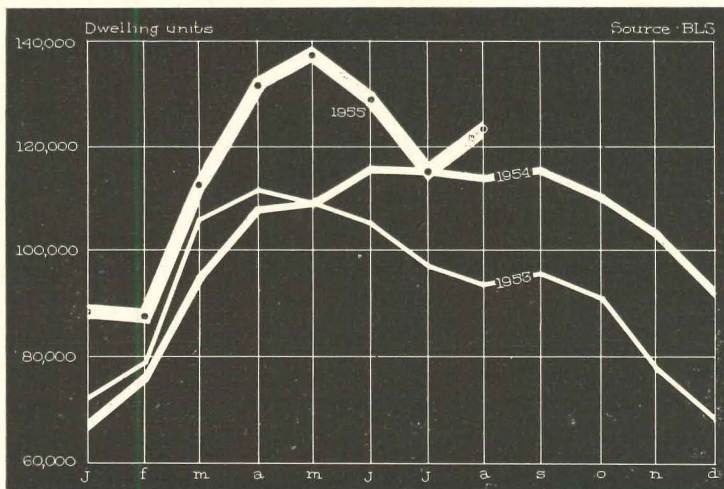
City	5% equity or more		VA 4 1/2's		VA 4 1/2's	
	Origina-tions	Second-ary	Origina-tions	Second-ary	Origina-tions	Second-ary
Boston local	par-101	a	par-101	101 1/2*	par-101	a
Out-of-state	a	97 1/2-98 1/2	a	97-98	a	96-97 1/2†
Chicago	96-98	97-99 1/2	96-98	97-99 1/2	a	a
Denver	98-par	98-par	98-99	98-99	96 1/2-99	96 1/2-99
Houston	98-99	98 1/2-99 1/2	98-99	98-99	97 1/2-98	97-98
Jacksonville	98-par	98-par	96-par	96-98	96-97	96-97
New York	99-99 1/2	99-99 1/2	99-99 1/2	99-99 1/2	99-par	99
Philadelphia	99-par	99-par	98 1/2-par	98 1/2-par	97 1/2-98	97 1/2-98 1/2
San Francisco	99-par	99-par	97-98	97-98		
Washington, D.C.	par	98-par	98-par	97 1/2-par	97 1/2-99	96-98

* No market. * Extremely limited. † No-no downs 95 1/2.

SOURCES: Boston, Robert M. Morgan, vice pres., Boston Five Cents Savings Bank; Chicago, Maurice A. Pollack, vice pres. & secy., Draper & Kramer, Inc.; Denver, C. A. Bacon, vice pres., Mortgage Investment Co.; Houston, John F. Austin Jr., pres., T. J. Bettes Co.; Jacksonville, John D. Yates, vice pres., Stock-

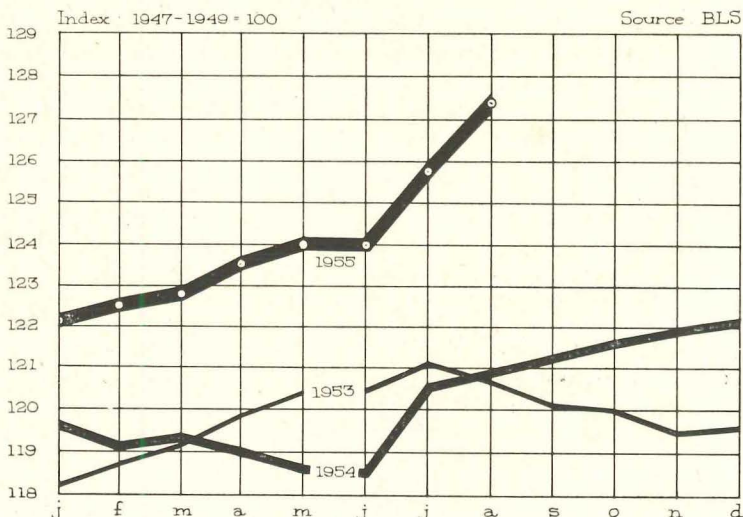
ton, Whatley, Davin & Co.; New York, John Halperin, pres., J. Halperin & Co.; Philadelphia, W. A. Clarke, pres., W. A. Clarke Mortgage Co.; San Francisco, William A. Marcus, senior vice pres., American Trust Co.; Washington, D. C., George W. De-Franceaux, pres., Frederick W. Berens, Inc.

NONFARM HOUSING STARTS



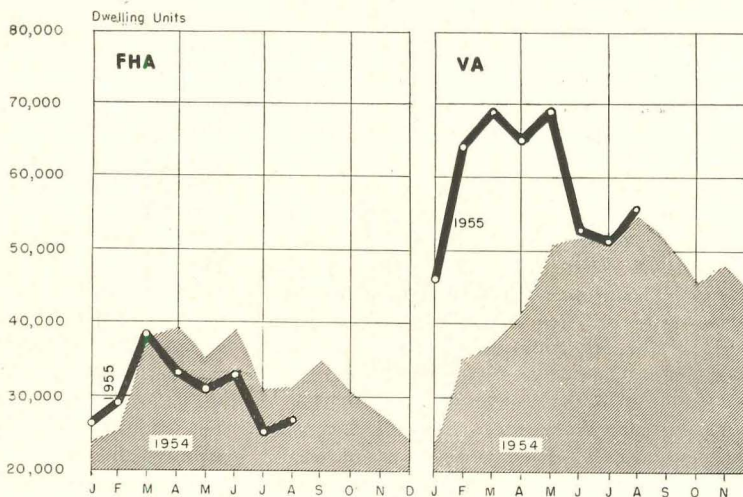
Housing was clearly on its way to a 1.3 million year. Starts in August totaled 123,000 units, BLS reported, making it the second biggest August in housing's history (biggest: 1950).

BUILDING MATERIALS PRICES



For the second straight month, building materials prices shot up to a new all-time high. The rise, from 125.7 in July to 127.4 in August on BLS' index, will have major consequences for home building. It is all the evidence the Federal Reserve needs to conclude housing is pressing against its resources and causing inflation. So credit curbs will stay. Plumbing equipment prices rose most—nearly five points—obviously pushed by steel wage increases and the copper shortage (see p. 39).

FHA AND VA APPLICATIONS



FHA applications rose to 27,294 new dwelling units in August, 2,261 above July. VA appraisal requests for proposed homes climbed to 55,974 in August, a jump of 4,562 over July.

FIGHT AGAINST SLUMS GETS NATIONAL ADVERTISING SUPPORT

URBAN RENEWAL:

Nation's biggest drive ready to fight slums, push fixup

A triple-barreled attack on America's neglected housing inventory is reaching the decisive, do-it-now stage.

If the anti-blight drives (which had their original spark more than two years ago at a Round Table sponsored by HOUSE & HOME and its sister magazine, LIFE) click as well as their backers hope, they may add \$8 to \$10 billion a year to the nation's \$25 billion housing economy.

Barrel No. 1 is ACTION—the American Council to Improve Our Neighborhoods (Nov. '54, *News et seq.*). After a year of organizing and preparing, ACTION was ready to start making a big splash in its effort to wake the nation up to the job it has to do in slums and deteriorated-but-savable areas. Most visible part: \$3 million voluntary nationwide advertising campaign being undertaken by The Advertising Council in ACTION's behalf. In full-page newspaper and magazine ads (see photomontage, above), radio and TV spots, copy will stress the theme that "America has a job to do" cleaning up and preventing slums.

Barrel No. 2 is Operation Demonstrate—a nine-month example of what can happen when *all* the tools of urban renewal, plus saturation promotion, are mobilized in behalf of facelifting a city. Demonstrate will get started this month in Cleveland, in time for the National Retail Lumber Dealers' convention, with strong local backing and cooperation from all segments of the housing industry. Nine national magazines are sponsoring simultaneous renovation of an old house apiece. One pair of modernized homes will be displayed on Cleveland's Public Square. Beside them will go a Home Information Center sponsored by ACTION.

Barrel No. 3 is Operation Home Improvement (Aug., *News*). Where ACTION is a nonprofit, noncommercial spur to community action against blight, OHI is a frankly commercial, giant one-year sales promotion campaign aimed at complementing ACTION's efforts by spurring more people to fix up their homes.

(For details, see below and the next two pages.)

\$3 million in ads expected for ACTION campaign

"This is the first time in history that the power of mass media has been put to work on a problem that some think is a national disgrace."

The hope and promise of the Advertising Council's campaign in behalf of ACTION were summed up in those words last month

by Council President Stuart Peabody. The campaign began last month. It will continue indefinitely, he said.

The Ad Council conducted 17 such public-interest programs in the 12-month period that ended last March. Based on response to other programs, Peabody estimated that newspapers, magazines, trade journals, radio and television would, with the support of advertisers, contribute \$3 million worth of time and space to ACTION in six months.

Dual theme. Because 20 million US homes need conservation and 5 million need demolition, the copy has a dual pull: 1) cure and 2) prevention. It was prepared by Young & Rubicam, one of the nation's biggest agencies, as its contribution to the campaign. Magazine and newspaper ads contain lengthy text. Explains Y&R's Thomas W. Lapham: "We'd rather have a few people read it and get the message than present a flashy campaign without much meat."

People who read the text will get a simple but penetrating essay on why slums proliferate. Sample (from the ad at extreme right in montage):

"If you think slums don't touch you as long as you don't live in one, *think again*. Wherever you live, housing problems and slums raise your taxes and depress the value of your house. They mean higher rates of crime, delinquency and disease. They lower the social and economic level of your community. The fact is, you have a real stake in stopping the waste and wrong they create."

Local follow-up. As Maj. Gen. Frederick A. Irving (retired), ACTION president, pointed out when the campaign was announced at a New York press conference, ACTION hopes the splash of advertising will "create a ground-swell" of interest in slums and slum conditions across the nation. ACTION is ready to follow up with a well-rounded assortment of aids and goods. Items:

▶ On request, Gen. Irving said, ACTION will send a team of experts into a city to help set up anti-slum programs. Irving himself planned a cross-country tour of some 15 cities this month to spur local efforts.

▶ To provide answers to typical problems in rehabilitation and slum clearance, ACTION was printing a score of how-to-do-it reports for distribution free or at nominal (e.g. 25¢) cost. Typical titles: "Housing Code Provisions," "Check List for Maintenance and Repair of Residences," "Organizing Blocks for Neighborhood Improvement," "Sources of Aid for Citizen Housing and Community Development Organizations." (To order, write ACTION, Box 462, Radio City Sta., New York 20, N. Y.)

▶ A \$125,000 motion picture cartoon, "Man of ACTION," is due out this month. Its theme: the importance of citizen organization to improve neighborhoods. It runs 13½ min., will be shown in theaters, on TV and to clubs. Distributors expect 10 million people to see it in a year. Sponsored by Continental Can Co. as a public service, the color film was produced by Transfilm Inc. of New York. Both 35 mm and 16 mm prints are available.

▶ At least ten consumer magazines were planning articles in October, November or December issues on phases of the war on slums. Samples: *Redbook* was doing a piece on financing home improvement; *This Week* scheduled one on how to recognize blight and fight it.

▶ ACTION was planning a fall conference in Washington (probably Nov. 28) to focus attention on the importance of housing and renewal to the nation's economy and to show precisely what cities can do about it. For the latter, ACTION has adopted Decatur, Ill. (pop. 66,269) as a guinea pig. ACTION staffers studied Decatur during the summer,

continued on p. 50

continued from p. 49

found it a city with typical problems—lack of good industrial land, pockets of blight and housing conversions, poorly laid out new subdivisions, traffic, old schools. But Decatur also has a history of vigorous citizen action. ACTION staffers and Architect Blanche Lemco, assistant professor of city planning at the University of Pennsylvania, are working out a ten-year plan for Decatur. It will illustrate a series of minimum steps “any city can take” to arrest deterioration. Details are to be revealed at the conference.

New executive. ACTION's staff of 33 persons is operating on a \$400,000-a-year budget, with another \$200,000 of contributions in kind. Strengthening its administration for the big push, ACTION last month named Martin Meyerson as executive director.

Walter Daran



MEYERSON

Meyerson, 33, who joined the organization as research director and continues in that capacity, is on leave from the University of Pennsylvania's city planning department. He recently coauthored a book on wrangles over public housing sites in Chicago, “Planning, Politics and the Public Interest.”

Industry lays plans to war on gyp home repair outfits

Industry plans are taking shape to keep gyp home repair operators from reaping a bonanza from next year's home improvement promotion.

Top FHA repair loan men have warned: if legitimate operators do not seize the business generated by the big promotion, they will pave the way for one of the “most gigantic swindles in American history.” (At last count, some 5,624 firms and individuals in the home fixup business were on FHA's “precautionary list” barring them from participating in its Title I repair loan program.)

To squeeze out suede shoe firms, industry leaders were blueprinting close liaison with Better Business Bureaus and other local service organizations which can expose fraud-

ulent practices, help steer home owners to competent and reliable firms.

Baltimore experts who have worked closely with its four-year old pilot area rehabilitation program think one of the greatest aids would be publishing a list of basic unit prices for typical repair work. So far, no such compilation has been planned.

How deeply responsible segments of the fixup industry feel about their responsibility for cleaning out the men whose shystering touched off the 1954 FHA investigation was reflected last month in Newark, N. J. John W. Milford, public relations counsel to NERSICA, Inc. (National Assn. of Maintenance, Repair and Building Improvement Contractors) warned the Roofing, Siding & Insulating Guild of New Jersey: “Such

Cleveland demonstration couples broad renewal plans with major promotion

Two tumble-down houses (photos, next page) were headed for Cleveland's Mall last month and a public demonstration of how to cure sick real estate.

Their renovation will start a nine-month community renewal effort aimed at showing the nation what the kind of program espoused by ACTION can do to spruce up a big city.

Operation Demonstrate, probably for the first time in the nation, has harnessed the cooperative efforts not only of civic leaders and the housing industry, but also of vital mass media—newspapers, radio and television—to give saturation promotion to urban renewal. Participating are lumber, paint, finance, newspaper, magazine and advertising men, public housers, architects and builders.

‘Dream’ remodeling. The two architectural guinea pig houses on the Mall were bought for \$1 each from the city (which is putting a park on their Charity Ave. sites). They are being remodeled on a “dream house” basis under AIA sponsorship. Beside them in the public square will go a Home Information Center, sponsored by ACTION, housed in an Alex Brusino prefab and staffed by architectural students from Western Reserve University. The student-designers will offer free advice to the public on how to give their own homes a beauty treatment, help steer them

campaigns [as Operation Home Improvement] invariably attract opportunists who care nothing about the social responsibilities involved, and whose only concern is for the quick dollar. In the past, many of these shady operators, coasting on the fringe of a clean industry, have preyed on your customers. Unfortunately, their breed is still in active existence. A very important phase of Operation Home Improvement will consist of exposing and restraining these operators.

“To this end, you should cooperate closely with your Better Business Bureaus and Chambers of Commerce. Only through honest services by competent participants who step quickly into the lead—and stay there—can the American public gain the intended social and economic benefits of OHI.”

toward reliable repair contractors.

Other booths in the center will display photos of remodeling jobs on nine other older homes in Cleveland neighborhoods which need a tonic. Each of the nine is being sponsored by a national magazine. For one block, paint manufacturers and a women's magazine are teamed up to do a “Paint Village” showing what only a coat of fresh color can do for soot-covered homes. Ten homes in a Negro-occupied block were being painted afresh in hues picked by Architect George Nelson. Ten others were to be left as they are—until after the demonstration when the sponsors will complete the job.

National television. NBC's “Home” television show had scheduled an hour on the Mall Oct. 11, the same day the National Retail Lumber Dealers convention opens in Cleveland. Plans are shaping up for an all-day housing festival March 15 in Cleveland Auditorium under sponsorship of the Cleveland Press, and HHFA was considering a grant for a Sec. 314 demonstration rehabilitation project in cooperation with the Cleveland Public Housing Authority.

Cleveland's Mayor Anthony Celebreze himself was honorary chairman of Demonstrate. HOUSE & HOME staffers have aided Cleveland leaders complete plans, enlist sponsors.

Redevelopment spawns crop of fallow wastelands, rebuilding stymied by red tape and

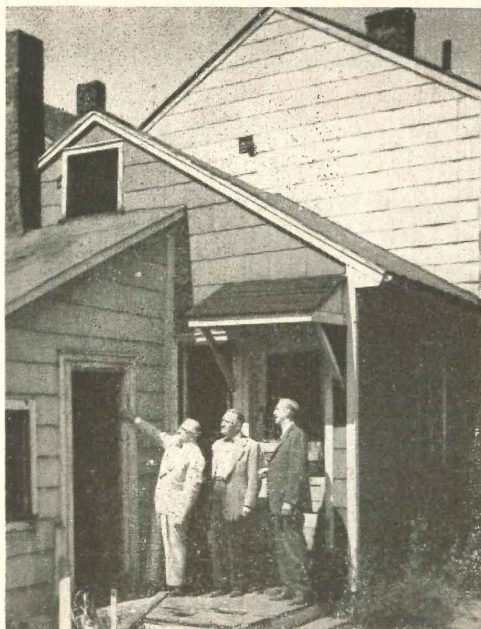
In the heart of three US cities, some 186 acres of former Negro slums have become a new kind of wasteland—redevelopment sites cleared of crumbling shanties and decaying tenements only to lie idle for months or years without rebuilding. There are probably more scenes like the three pictured at the right. They testify to the tortuous delays imposed on the crucial effort to redevelop the worn-out core of cities—partly by the complexity of the process, but more by HHFA and FHA red tape.

In **Detroit**, all but 10 acres of the 128-acre Gratiot project have lain fallow for two years while the city has struggled—amid many false starts—to find private builders who will meet the government's rigid rules. Last month, a new proposal by the Citizens' Redevelopment Corp. was about ready to go to HHFA for review. In **Chicago**, nearly a third of the 101-acre Lake Meadows project—the city's first private slum clearance—has been left to grass and rubble for two years. New York Life Insurance Co. discovered it must build slowly to avoid glutting the thin Negro market for \$28 per room rentals. In southwest **Washington**, the Redevelopment Land Agency had its 75-acre Redevelopment Area B half cleared. But FHA refused to come to terms with Builder Ralph Bush, who gave up. So far, officials have found no substitutes.



Photograph House

IN DETROIT: GRATIOT REDEVELOPMENT PROJECT AWAITS BUILDERS



Photos: John Nash

THESE TWO DECREPIT HOUSES, now fit only to haunt, were moved to Cleveland's Mall last month to undergo complete modernization as part of Operation Demonstrate. Architects: Wilbur D. Riddle and Howard Cain. Operation's general chairman is John Maddox, executive vice president of Fuller & Smith & Ross, shown above inspecting house with Public Houser Ernest Bohn (l) and Builder Nicholas Molnar (c).



National home fixup group adopts campaign slogan

You will see a lot next year of the seal and slogan that appears below.

It is the banner of Operation Home Improvement, a \$100,000 one-year campaign under sponsorship of the US Chamber of Commerce to coordinate regular promotional efforts by manufacturers and others in the housing industry to encourage more people to smarten up their homes (Aug., News).



The seal and slogan is the common identifying symbol for industry to hammer on the idea: "56—the year to FIX." Building materials manufacturers can use it in their national and trade advertising. Local dealers can drop it into their regular ads.

Other promotion plans shaping up last month under guidance of OHI Executive Director Jack Doscher and his chief assistant, Don Moore, former Topeka (Kan.) newsman: ▶A sales promotion kit for local use to help dealers, lenders, and builders tie in with OHI. It will include mats, window streamers, truck cards, suggested radio and TV commercials. ▶Two sound film strips, one for manufacturers' use, one for association use. Their aim will be to encourage local cooperation. ▶Articles on home improvement in consumer magazines. Two New York lunches attended by 35 publishers, top editors and government officials had already put OHI's story before 13 leading publications. ▶Cyrus Sweet, asst. FHA commissioner in charge of Title I repair loans, pledged help of FHA's 75 field offices to promote home improvement.

Experts charge timid FHA balks urban renewal plans

Last year's FHA investigations have left the agency too frightened to perform its vital role in urban renewal: making Sec. 220 work.

A committee of New York housing experts made that report last month to Mayor Robert Wagner. In some of the bluntest language yet used to describe the results of the "windfall scandals," the committee warned:

"... The vitality of FHA, as the most constructive single influence for the production of well planned, large-scale rental housing projects which are essential to the orderly development of our metropolitan centers, has suffered tremendously from the 'housing investigations.' FHA has leaned so far backward to avoid doing anything that might possibly result in any criticism that many of its procedures and requirements appear to be unworkable, and the issuance of mortgage insurance commitments for rental housing has been virtually at a standstill.

"The time has come to stop picking on FHA. It needs a few pats on the back. . . . It needs a few strong and well-informed voices reminding those officially concerned with FHA that, unless it can quickly become once again such a strong and useful force, our metropolitan centers must face a losing battle to supply the housing which their people need and a losing battle to replace even a small part of their slums and blighted areas."

Even with Sec. 220 valuations amended (by this year's Congress) from 90% of value to 90% of cost, making Sec. 220 work will require "a more constructive attitude" by FHA, the committee* asserted.

* Subcommittee on Urban Redevelopment of the Mayor's Committee for Better Housing. Members: J. Clarence Davies Jr., Arthur C. Holden, David Moss, George Gregory Jr., William Lescaze, Rev. George B. Ford, Dr. Harry Emerson Fosdick, Earl B. Schwulst, Robert W. Dowling, Raymond C. Deering, Rabbi Edward E. Klein, Leonard X. Farbman, Mrs. Frank S. Hogan, H. Daniel Carpenter, Clyde E. Murray, L. O. Rothschild, James H. Scheuer, Gen. Otto L. Nelson.

Urban League launches new drive for open occupancy

The National Urban League is launching an all-out drive for compulsory open occupancy in FHA and VA-aided housing.

This is the big news from the league's 45th annual conference last month in Milwaukee.

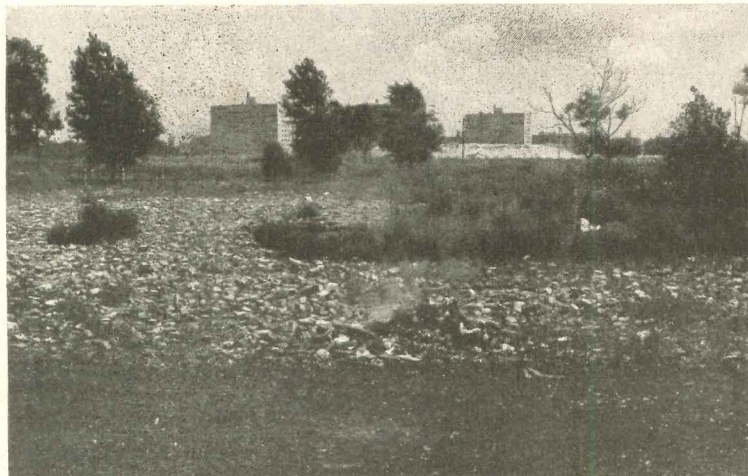
League President Robert Dowling, New York realty tycoon and savings bank director, told an applauding audience:

"We say the government must come out in a forthright manner and tell the bankers

continued on p. 52

complex problems of timing and financing

H & H staff

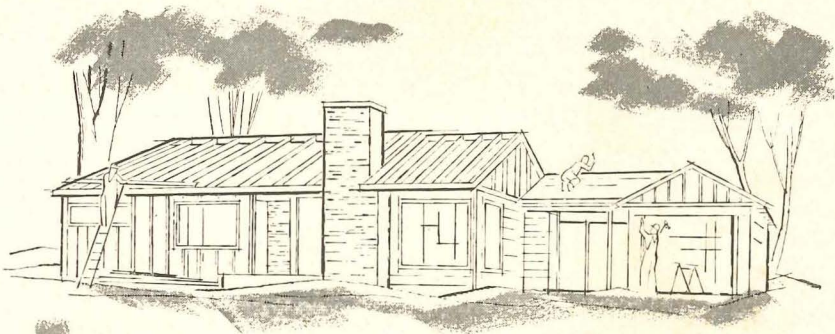


IN CHICAGO: LAKE MEADOWS APARTMENTS (REAR) FILL FRACTION OF SITE

Reni



IN WASHINGTON: OFFICIALS FIND NO TAKERS FOR FHA TERMS

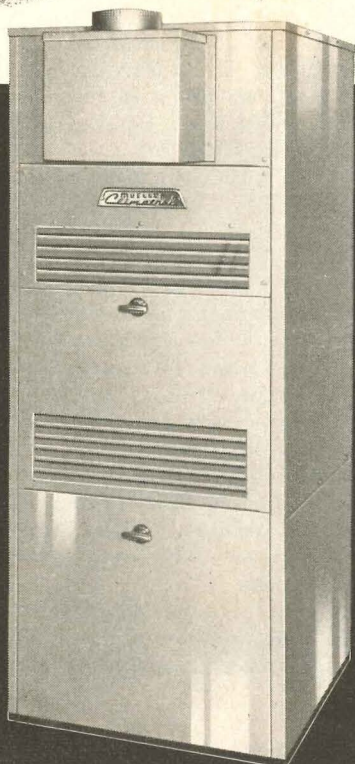


Keeping abreast
of your needs

Mueller Climatrol

Announces

A New 125,000 Btu Input,
Winter Air Conditioner
(Gas- or Oil-Fired)



...with important features that make it a standout—

This latest addition to Mueller Climatrol's Suburbanaire line is a versatile multi-application unit. It meets the requirements of either a lowboy or a highboy unit in basements, utility rooms, closets — for perimeter, conventional small-pipe or other installations. But here are the important features that make it your best furnace buy:

Eye-appeal — has enclosed burners and controls. Compactly styled — requires minimum floor space — gives maximum installation versatility.

Efficient, fuel-thrifty — incorporates outstanding design features that insure fuel-thrifty, quiet, clean operation — long life and owner satisfaction.

Buy-appeal — carries the strongly advertised, nationally-known Mueller Climatrol name that spells "quality" to your home-buying prospects. Yet the units are competitively priced to fit your budget.

Let your local Mueller Climatrol dealer *spell out* the many features that make these new units a better investment for you. Or, write us for complete specifications.



MUELLER CLIMATROL, Dept. 185 • 2020 W. Oklahoma Ave. • Milwaukee 15, Wis.

B94

NEWS

continued from p. 51

it will not accept discrimination where government guarantees are given."

Appeal to Eisenhower. Dowling was re-elected to his fourth year as head of the voluntary service agency, which promotes equal economic opportunity for Negroes. He said



DOWLING

he would seek to take his plea personally to President Eisenhower and ask an executive order denying federal mortgage aid to any builder who bars Negro occupancy. He called it a "short-cut" to equality. It will not happen at once, he predicted, "but it can happen much faster than we would have dared to hope a year or two ago." Said Dowling: "I know something about the banking side of this. It is going to scare hell out of a lot of bankers. They'll say it means ruination, that there will be no more building, that no banks will buy FHA mortgages. But I say that they have to buy them. They are the only kind of investment they can get that offers 4½ or 5% on their money. Government bonds pay them 3% or less, and they can't stay in business for 3%. They will buy."

Protest resolutions. Backing up Dowling's views, the 400 convention delegates adopted resolutions which:

1. Deplored "indications of retrogression" in HHFA and FHA race relations work.
2. Asked President Eisenhower to reinstate Dr. Frank S. Horne and Miss Corinne Morrow, his assistant, to their HHFA race relations advisory posts.

Horne, reviewing his dismissal in August after 19 years in federal service (Sept., News), told the convention: "I was proving an embarrassment to the administration" by fighting too hard for open occupancy. "I have argued that builders should sign in their FHA commitments that they will not restrict housing against Negroes. Then, when such restrictions crop up, these builders can be attacked legally. My successor [Joseph Ray, Louisville Republican and Negro leader] does not share my point of view, but has taken the position that we had 20 years ago—let's take the racial housing, segregation or not. The housing administrator, Albert Cole, is now talking the same way and I have to assume that is the party line right now."

Revised FHA views. The government was represented at the league meeting by Deputy FHA Commissioner Charles E. Sigety. He brought a prepared text to Milwaukee, but pulled it back from reporters. Before his arrival, mention of administration housing policies drew sardonic laughter from delegates.

Sigety's revised statement said FHA wanted to be "color blind" in housing. "We consider local housing market surveys as being at the very core to making any real progress [in minority housing]. Sigety said FHA financing was playing "an important role" in speeding desegregation in "hundreds of good neighborhoods" of existing housing. In many cities, he said, "this is the kind of course we must increasingly pursue because it is harder than ever to find sites for building 'minority housing' as such."

NEWS continued on p. 58

SPECIAL **house & home** CHRISTMAS GIFT ORDER FORM

Do your Christmas shopping right on this page . . .

Mail this cut-out order form
and give your clients,
customers and friends
a gift that sends your good wishes
every month of the year.



Save with these Christmas Gift Rates:

- 10 or more subscriptions..... \$3.50 each
(your own subscription may be included)
- 3-9 subscriptions..... \$4.00 each
- 2 subscriptions..... \$4.50 each
- 1 subscription..... \$6.00

These are one-year subscriptions to building professionals in USA, Possessions or Canada. To take full advantage of these low group rates, you may include your own subscription, new or renewed, in your order.

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9 Rockefeller Plaza
New York 20, N. Y.

- bill me
- bill my firm
- renew my personal subscription
- I include payment of

For each of these subscriptions, please send a special gift announcement card signed

my name.....

address

Please send one year of **house & home** to:

name.....

title.....

firm.....

type of business or profession.....

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type of business or profession.....

address.....

Send additional names and addresses on a separate sheet of paper.

BUILDERS AT WORK

Pulse of the market

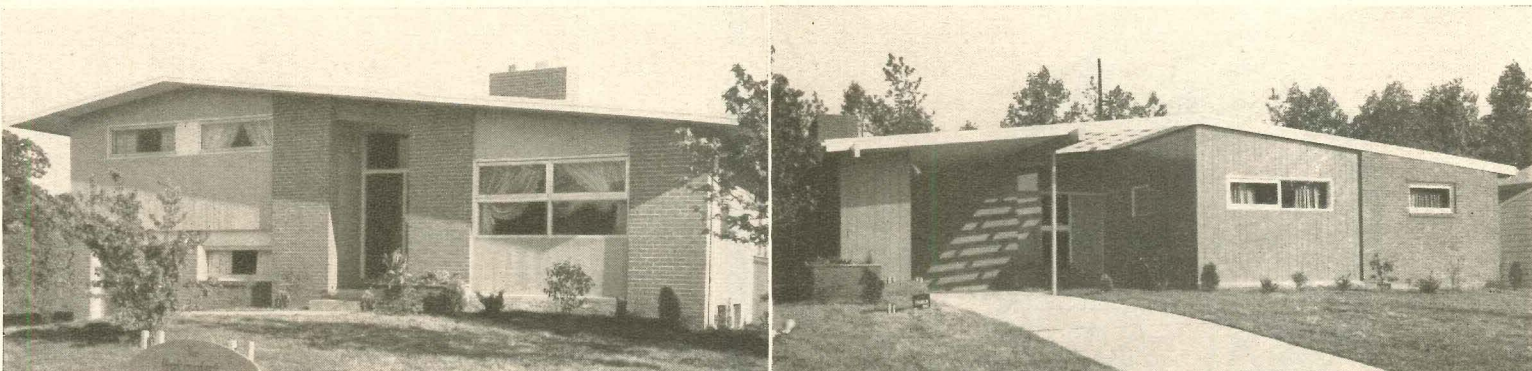
NAHB President **Earl W. Smith**, who fashioned his national reputation as a builder of low-price, flattop homes, is moving into the \$15,000 house bracket. The reason is stiffer land improvement requirements—the “Cadillac chassis” that is the bane of low-priced homes. For his newest tract, along the southeastern edge of San Francisco Bay near the new \$40 million Ford assembly plant at Milpitas, Smith was forced to invest \$1,900 to develop \$600 lots (including 1½ mi. of sewer trunk). Another costly item: 16” of gravel under 4” cement streets, which had to be 36’ wide with 60’ between property lines. Smith’s \$15,000 “executive” house is aimed at junior executives and foremen in the mushrooming Milpitas industrial area. It has a big living room, four bedrooms, two baths and three items omitted in other Smith four-bedroomers: a complete packaged kitchen, patio, oversized garage. Other Smith models are priced from \$10,500 (four-bedrooms) to \$9,400 (two bedrooms).

SALES ANGLES: Increased press and magazine coverage of home building and buying has created a public so well informed that old sales methods need revising. That’s the view of **Butterly & Green**, Long Island (N.Y.) realty firm. Accordingly, the company ordered its 50 new-house salesmen back to school once a week. Classes will consist of three-hour lectures by local architects, color consultants, land planners, builders, mortgage men. . . . In Los Angeles, Builder **Herbert**

Tobin declared: “We’ve offered about all we can inside the house and now we have to go outside.” His 500-house project offers buyers of \$14,000 homes park facilities (\$30,000 worth of land, \$25,000 for equipment), swimming pool, nursery school and wash rooms. Residents’ dues will defray maintenance costs. . . . **Practical Home Builders Inc.** of Racine, Wis. dubbed their subdivision “hay fever-free village.” The three-bedroom homes have electronic air filters to remove impurities.

CROSS COUNTRY: **The Mackle Co.**, Florida’s largest home building firm, was ready to extend its sales efforts to New York City. The company already has an office at Quincy, Mass. . . . To celebrate opening this month of its new \$1.5 million plant at Tyler, Tex., **National Homes** will fly a plane-load of newsmen to the site from New York, pick up the tab for a day-and-a-half-long plant tour and party. Anticipating sale of its 100,000th house next spring, National has retained Researcher **Elmo Roper** to ask 100,000 National prefab owners what they like about their homes. . . . **Sam Hoffman’s F&S Construction Co.**—the nation’s third largest builder last year—gave up plans for a 4,000-home subdivision in Prince Georges County, Md., refunded deposits to some 500 purchasers. The firm’s explanation: “Cadillac chassis” problems. Said Vice President **H. E. Buddemeyer** in a letter to customers: “After our model home opening, we were confronted by a series of changes in requirements governing construction of utility, sewerage and storm water drainage systems.”

Photos: (top) Lubitsh & Bungar; (below) J. L. Corbett



Conservative Wilmington, Del. buyers choose builder’s split level over ranch house 3 to 1

Until this summer, hardly anyone who saw Wilmington, Del. could doubt that it was a city of conservative tastes in homes. It was only last year, for instance, that Delaware builders were able to sell any split levels.

Last month, Builders **Leon Weiner** and **Irving Medgebow**, longtime builders of conventional designs, were staggered by the public response to more up-to-date plans by Philadelphia Architect **Theodore Brandow**. In two weeks, they sold out their first section of 35 (of a 400-plot tract) from two models priced at \$22,990 (photos, above), and a third at \$29,990. Buyers showed a 3-to-1 preference for the split level (left photo) over the handsomer ranch type (right). Interiors may have made some of the difference. Weiner and Medgebow equipped the split with conventional furnishings, seeking to show customers that their old furniture would not look out of place. And the split was one of Wilmington’s first with kitchen in front and a two-story living room.

More basement bedrooms, closets and dishwashers, clubwomen ask

Spokane home builders wanted to hear it again, invited four clubwomen to come to a meeting and tell them what they most wanted in a new home. The answers: a fenced backyard, basement bedroom and bath, birch kitchen cabinets, larger bedrooms, dishwashers and garbage disposal

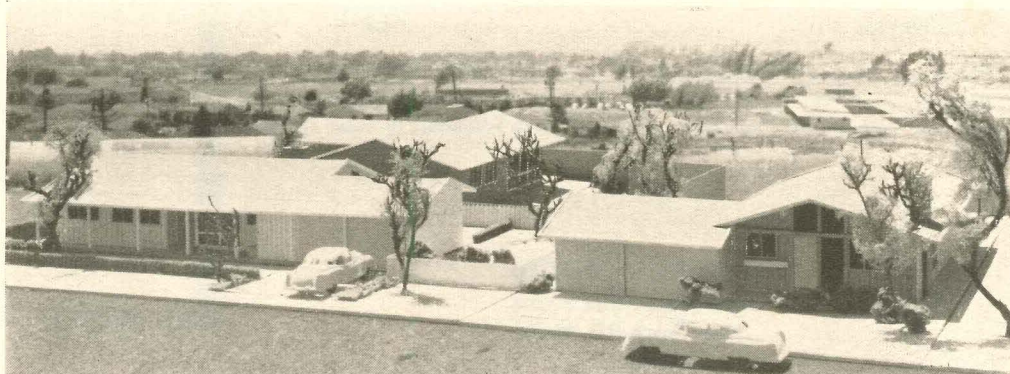
units. The builders had to admit that although most new Spokane homes have basement plumbing roughed in, few have fenced yards, garbage disposer or dishwashers. And the bedrooms have been getting smaller.

California hillside tract has do-it-yourself landscaping

In hilly Contra Costa County, Calif., where the flat land has been pretty well built over, **Barrett Construction Co.** opened a 600-home development (photo, below) that may well turn out to be a textbook on how to exploit the beauty of sloping sites.

The subdivision hugs the brown hills bordering Contra Costa Junior College at Richmond, overlooking San Francisco Bay. Much of it has 11% slopes. Barrett, civil engineers and Architect **Vernon DeMars** spent much time studying the terrain. Their aim: to disturb the contours and natural drainage as little as possible. Then curving streets were laid out. Commented the *San Francisco Chronicle*: “The developers . . . have virtually eliminated the most unfortunate feature of modern tracts—the monotonous row effect.”

Only then did DeMars begin drafting 11 different house designs to take advantage of the topog-
continued on p. 82



MODEL PHOTOGRAPHED ON SITE GIVES PUNCH TO PROMOTION FOR HILLSIDE TRACT

house & home

OCTOBER, 1955

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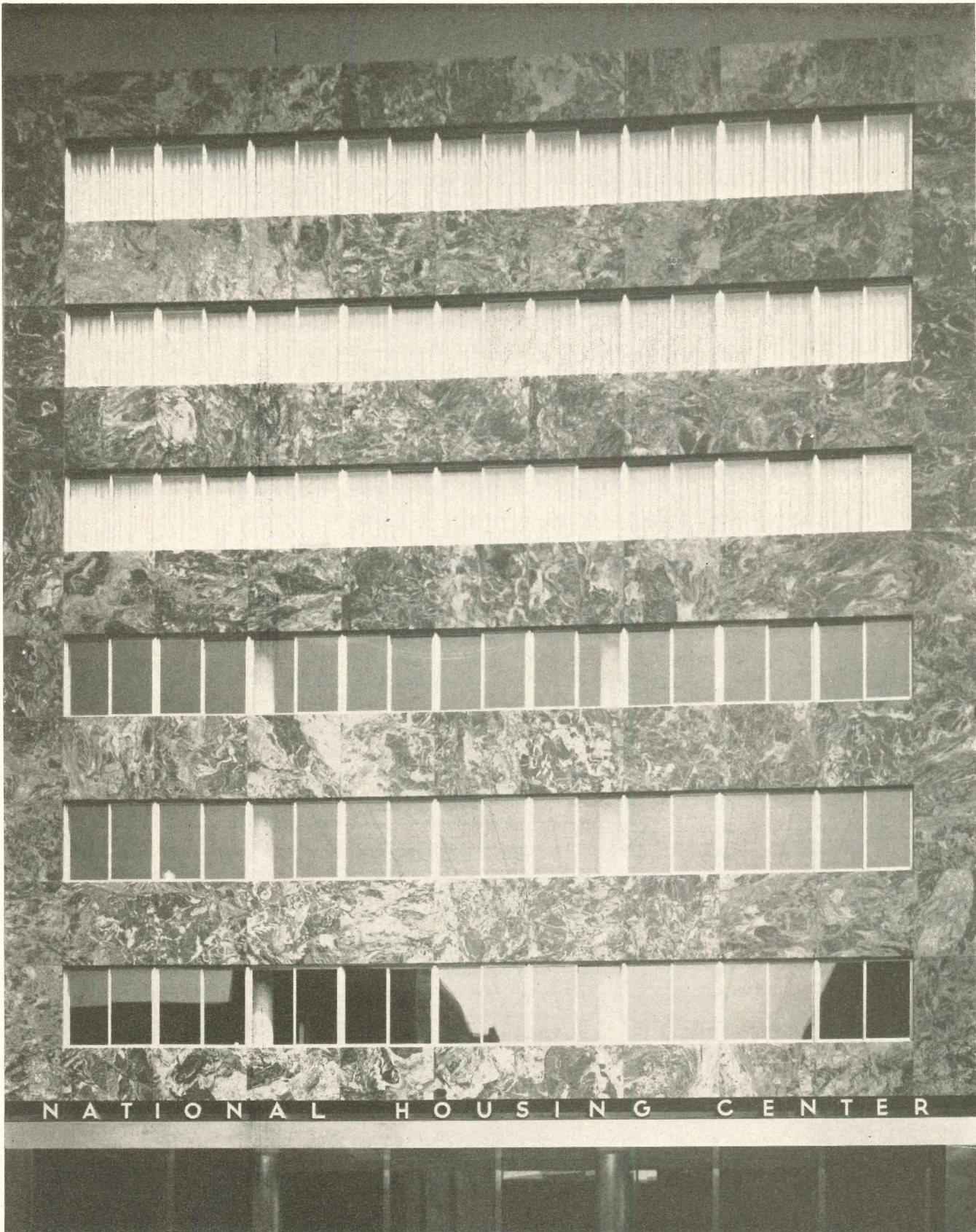


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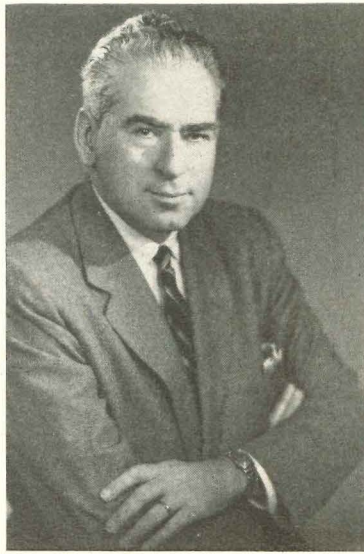
Photos: Robert C. Lautman



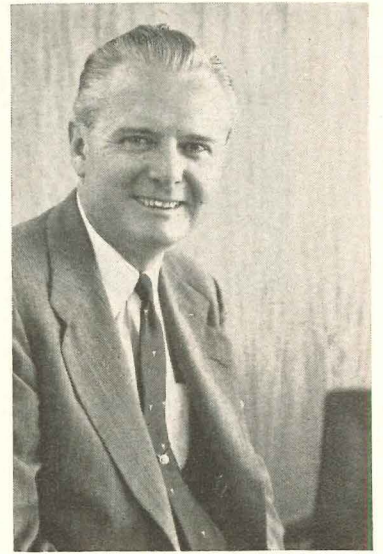
Architects: Aubinoe, Edwards & Beery. Builder: Joseph Nebel

President Earl W. Smith: "The Center will become the nation's town meeting hall for all people interested in housing. Here problems of our expanding communities can be discussed and resolved."

Executive Director John M. Dickerman: "The Center will hold virtually all the accumulated knowledge on home building. There will be exhibits, seminars at which builders may meet various housing experts and see demonstrations of new products. The library and the press room will provide a mine of information for architects and engineers and editors."



Earl W. Smith



John M. Dickerman

A NEW HOUSING CENTER FOR THE NATION

THE industry that has built ten million new homes for other people has now built a new home for itself. The handsome building opposite was inaugurated on October 3 by Vice President Richard M. Nixon. The colorful ceremony was made more impressive by the attendance of several hundred Directors of the National Association of Home Builders in Washington for their fall meeting.

The new building is a symbol of the growth and progress that NAHB has made during the 13 years since it was formed. "The opening of the Center is a major event for the home building industry," says W. Hamilton Crawford, Chairman of the National Housing Center's Board of Directors. "The Center is more than just a home for the Association. It is an exchange for all the best thinking of the entire home building industry."

The seven-story, \$2.5 million building is centrally located at 1625 L St., N.W., close to major hotels and only four blocks from the White House. On the two top floors are the NAHB staff offices. The rest of the space will house exhibits of building products and services, a library, and a special photographic showing of the best houses which NAHB members are now building throughout the country.

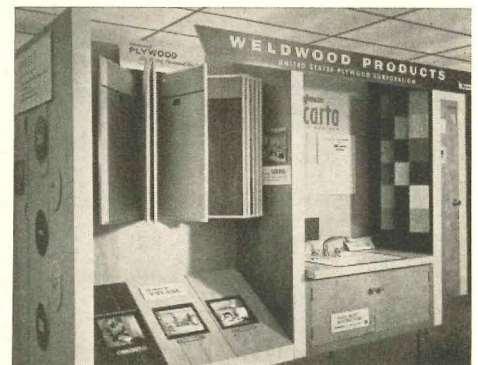
Here are some of the things you'll see at the Housing Center . . .



Big open stairway (right) leads down from ground floor entrance to well-lighted area where best new products will be displayed and changed every few months. Tall windows are at front of building. Main reception room (above) on seventh floor adjoins offices where visiting builders will do business with NAHB department heads, whose photos appear opposite.



NAHB staff of 78 occupies two top floors, has soundproofed, air-conditioned quarters like the office above. Luminous ceilings and flush panel lighting help make excellent working conditions. For the opening this month there will be about 125 exhibits like the two at the right with more to be added later.



Here are the people who will welcome you at the Housing Center . . .



Hamilton Crawford
Chairman of Center



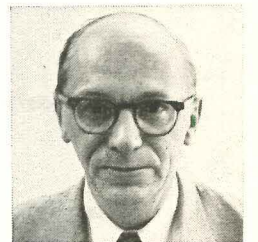
Neal Hardy
Center director



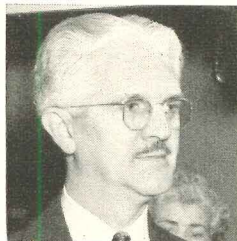
Ralph Johnson
Const. & research



Elizabeth Robinson
Education



Bob Loftus
Public relations



Paul Van Auken
Convention chairman



Hugh Askew
Mortgage finance



Nathaniel Rogg
Economy & statistics



Mort Saber
Rehabilitation



Andrew Murphy
Labor dept.



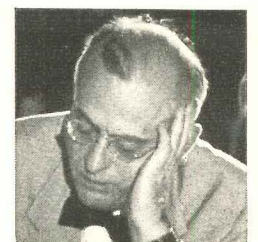
Joseph McGrath
Legislative dept.



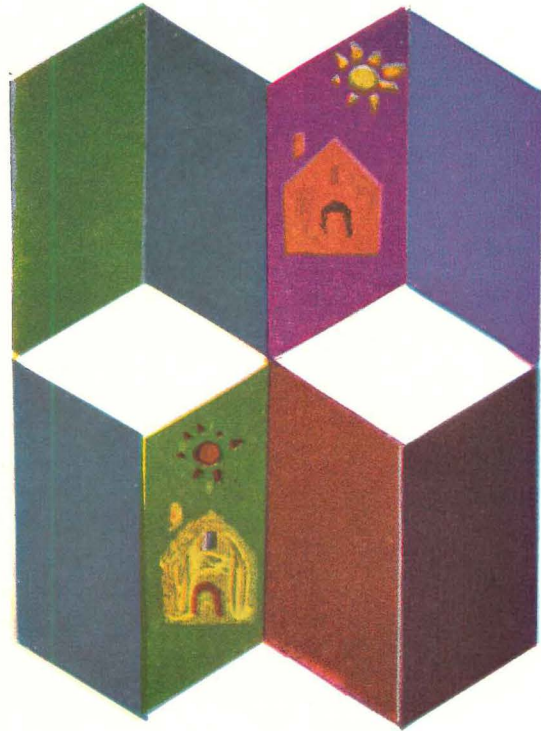
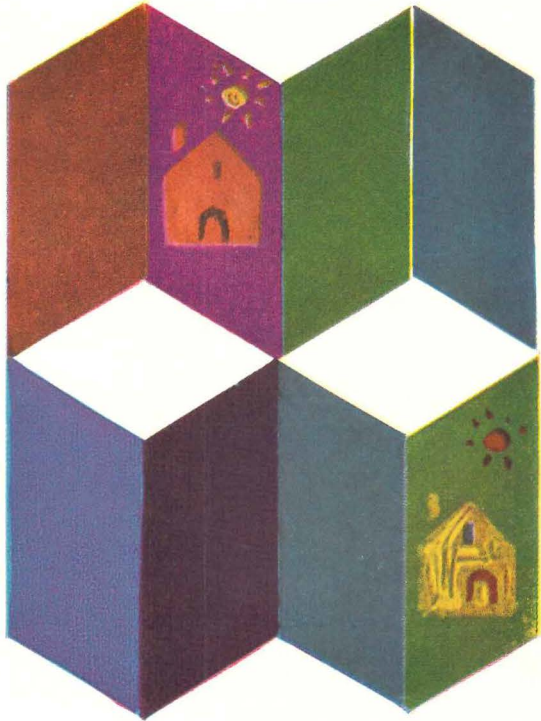
Stanley Baitz
Education correlator



Jerome Madigan
Membership & field svcs.



Herbert Colton
General counsel



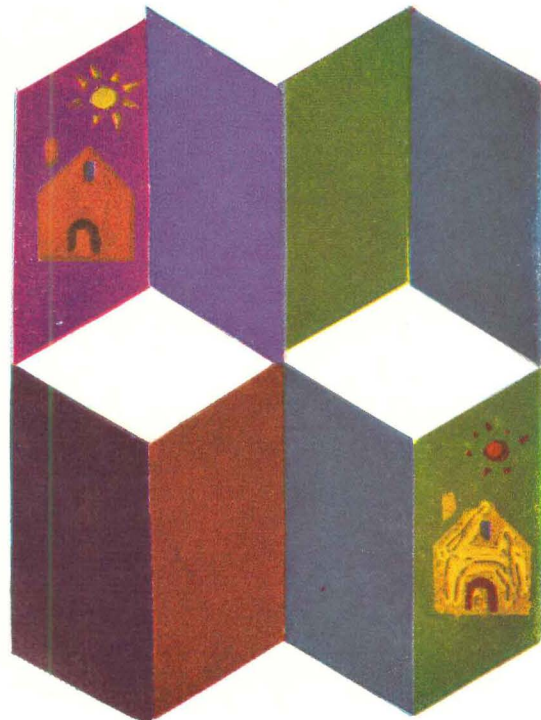
56 houses by NAHB builders

We point with pride to these 56 houses for '56

now being shown at the new

National Housing Center in Washington.

They point the way to a new high standard



THE inauguration of the National Housing Center in Washington should open America's eyes to the revolution in home building.

For along with its great industry exhibit of components now available for better building, the Housing Center will feature the first national showing of the new standard of homes the revolution makes possible.

This exhibition should be an eye opener, not only for the home buying public, but for the home building industry too. It will show buyers how much better are the new homes they can insist on buying. It will show builders how much better are the homes they can now offer.

This issue of *HOUSE & HOME* brings you a preview of the show, for to our editors fell the challenging assignment of finding the houses to be displayed—the houses that are “making the greatest contribution to housing progress.”

The quality of these houses has been an eye opener even for the editors of *HOUSE & HOME* who spend nearly half their time traveling from city to city looking for outstanding new houses, outstanding new design and construction ideas that will help and interest our readers. All these thousands of miles of travel had not prepared them to find quite so many fine houses available from all parts of the country. At the end their only difficulty was in narrowing down the choice to 56 from among the 400 candidates. (Only houses by NAHB members, formally submitted, could be considered.)

For years *HOUSE & HOME* has predicted that returning competition would soon spur the home builders to offer a new standard of design and a new standard of livability far above anything previously available to the average family. As far back as 1952 we said the Model T house had almost reached its end. In January 1954 we ventured that 1954 would be the year of the big change.

Now the change is here, for all the world to see in these published houses and in the housing exhibit at the National Housing Center.

As more and more builders put on the market houses which attain this new standard of design and livability we can be very sure that more and more families will want to trade in their old homes for new. We can be confident that the home building market will expand far beyond anything America has ever known.

The leaders are showing the way

NAHB and the entire home building industry can take pride in these houses. We believe it is the finest big collection of production houses ever assembled. It is strikingly significant that so many of NAHB's top members are represented here. For the influence of these men spreads far beyond their own suburbs. When such leaders as Rod Lockwood and Bob Gerholz bring out the best designed houses of their long careers, the repercussions are felt by hundreds of Midwest builders. When such leaders as Nate Manilow, Eddie Carr, George Goodyear, Dave Bohannon, Alex Simms, Floyd Kimbrough (to name just a few of the influential builders represented here) move to a new design, their action carries great weight.

Good news for architects

Forty-five of the 56 houses shown here are designed by architects. This should be encouraging news to architects, some of whom believe that most builders are well beyond the point of any return. Yet every year an increasing number of builders invites architects to join their planning teams. The results are clearly evident.

The editors of *H&H* have only two regrets. The first is that so many fine houses had to be left out. In the 400 entries there were many excellent designs which there is no space to publish now but many of which will be shown in the months ahead. The second regret is that there are not more houses under \$15,000. But most builders tended to submit their highest priced models.

Here, in these pages and in the exhibition at the National Housing Center, is an admirable collection of houses, the beginning of a housing Hall of Fame.



Warm San Fernando Valley makes residents rely heavily on outdoor living. This patio is shaded with olive trees and pleasantly landscaped. Such complete planting is an extra.

H. CEDRIC ROBERTS

A sellout without advertising

- The 58 houses in Roberts' Foothill Park were sold in two weeks without any advertising. Buyers liked the patio (which was fully furnished in the model house) with its sheltered area. This sheltered area is actually half of a two-car garage (see plan below). Although it faces the street, the patio gains privacy from a planting area. This particular house also has fences needed for further protection since the houses are close to the street in order to have large back yards.

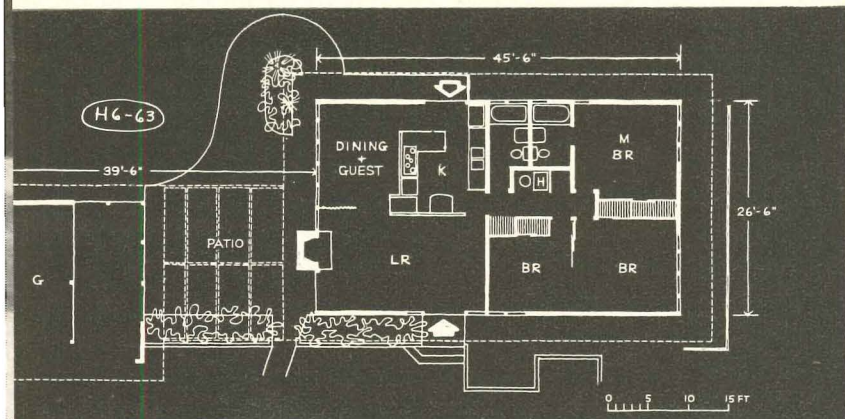
The house has deep overhangs on all four sides, important to shade the large glass areas found in every room. Bedrooms with full-length sash are shielded with exterior screens.

This is a three-bedroom house but two of the bedrooms can be combined into a large playroom for the children; partition panels between the rooms slide back out of the way. (Other builders have found that these dividers are not soundproof but Roberts' buyers seem to like them.)

Exteriors are stucco over frame, interiors are dry wall. Roofs are of colored rock, floor is a waterproofed double slab. The carefully planned kitchen has built-in range and oven, and a garbage disposer.

- *Builder: H. Cedric Roberts, San Fernando, Calif. Architect: John Kewell. Landscape architect: W. L. Davies. Price \$13,300. Area: 1,206 sq. ft., plus garage.*

Photos: Julius Shulman



Three entrances to house give access to all living areas. Simple rectangular plan is enhanced by walls and terraces.

Houses are carefully oriented to take advantage of sunlight and prevailing breezes.



Woods-like yards are ideal for picnicking or relaxation. Abundance of trees affords shade and privacy from neighbors, keeps air fresh and cool during summer months.

EDDIE CARR

Trees sell houses and neighborhoods

• To watch man-about-town Eddie Carr emcee NAHB's annual banquet at Chicago you'd never guess his passion in life is trees. But the truth is that probably no other NAHB builder has made more of a personal save-the-trees campaign than he has. He deeply appreciates what trees mean to neighborhood appearance, to good family living, and in prices buyers will pay for a house.

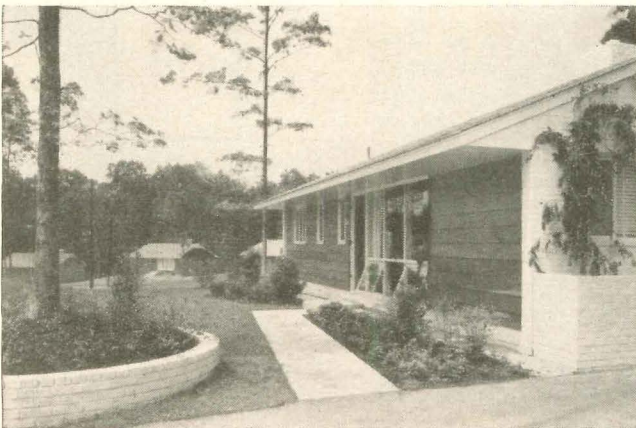
In his new North Springfield project outside Washington, D. C., not only has he saved every possible tree, but he has also worked with Landscape Architect Evan Harding to develop a new package landscape deal for beautifying each lot. Harding worked out a separate plan for each type of house, which Carr gives free to buyers. The way the plan caught on astounds Carr.

"Public reaction has been terrific", he says. "The package landscape plan has really paid off. It is a wonderful merchandising method. Buyers are taking plans to the nurseries and following every suggestion."

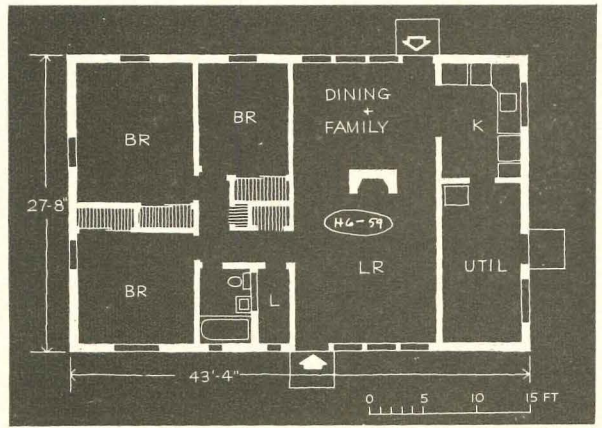
Harding landscaped the model house, shown in these two photographs. He turned the wooded area behind the house into a private picnic ground to show buyers one way to use the big trees.

• *Builder: Edward R. Carr, North Springfield, Va. Architect: Harry E. Ormston. Landscape architect: Evan Harding. Price: \$15,500. Area: 1,000 sq. ft.*

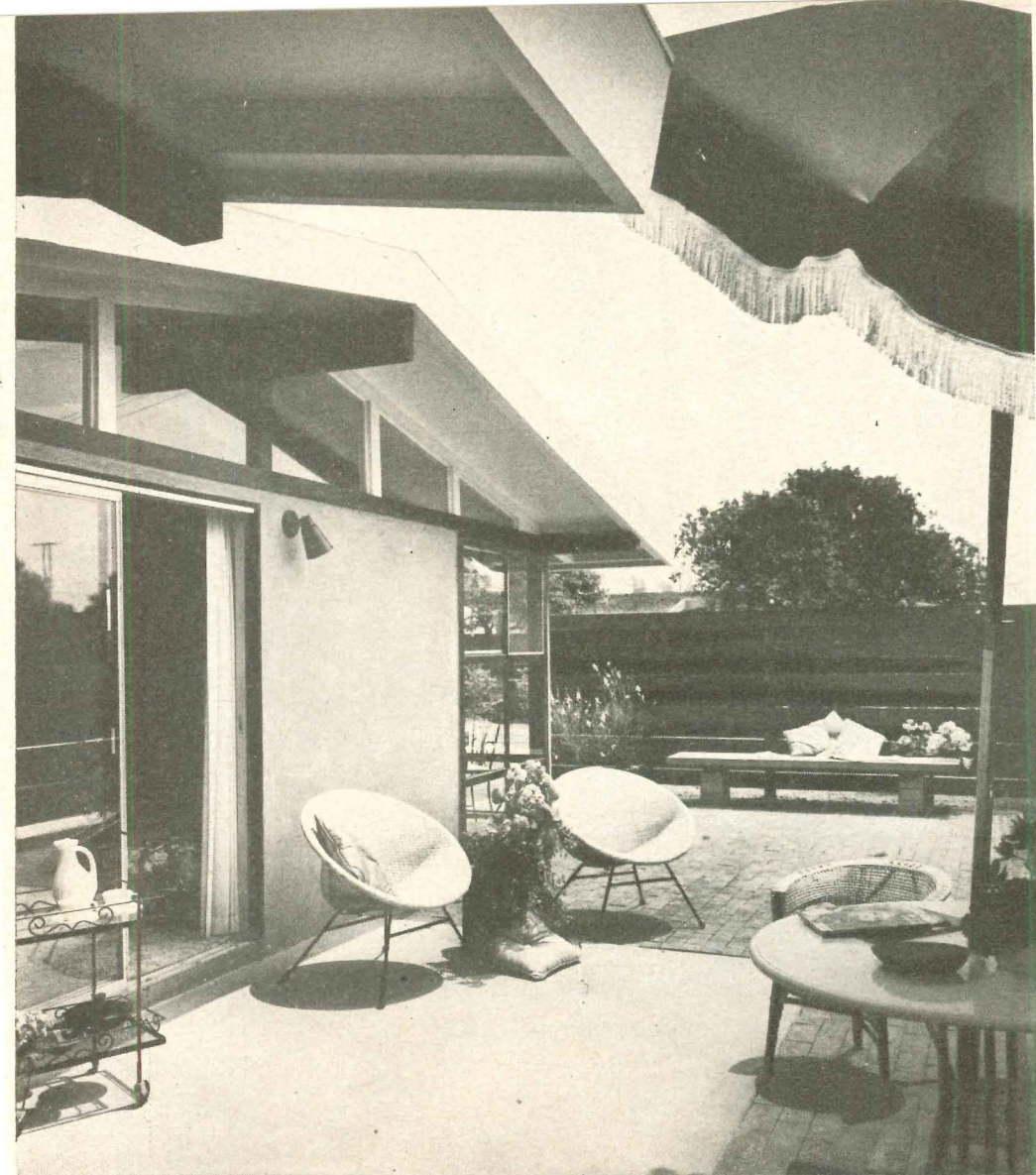
Photos: James R. Dunlop



Brick retaining wall shows how far Carr will go to save trees. Wide overhang adds to appearance of house.



Straight-through living area is divided into two rooms by brick fireplace.



Expansive terrace stretches out to include most of the back yard. Area nearest house is paved with concrete, remainder with brick.

GEORGE BUCCOLA

Outdoor rooms, California style

• California pioneered outdoor living houses for the whole US. California architects were therefore among the first to introduce the design features which make outdoor living possible and pleasant. This house demonstrates them admirably:

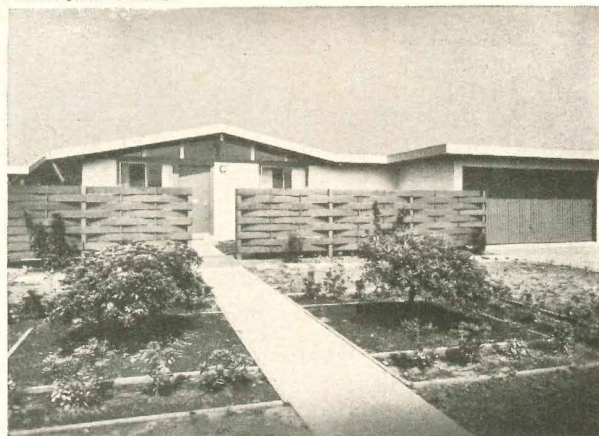
1. Close relation between house floor and terrace floor so that transition from indoors to out is minimal.
2. Sliding glass doors which make it simple to open up the house.
3. Paved patios, with well-defined planting areas for easy upkeep.
4. Fences to create a private world without blocking the passage of air.
5. Separate living and service patios, arranged to complement the interior living areas.

Smith & Williams have here made outdoor living luxurious by creating a tremendous terrace in the back yard. In addition there is a service yard close to the kitchen and both are handsomely landscaped. The house entrance is tucked in toward the rear, reached by a walk which runs between the garage and the house. A gate gives privacy to the entrance court and an overhead trellis connects garage and house (see plan).

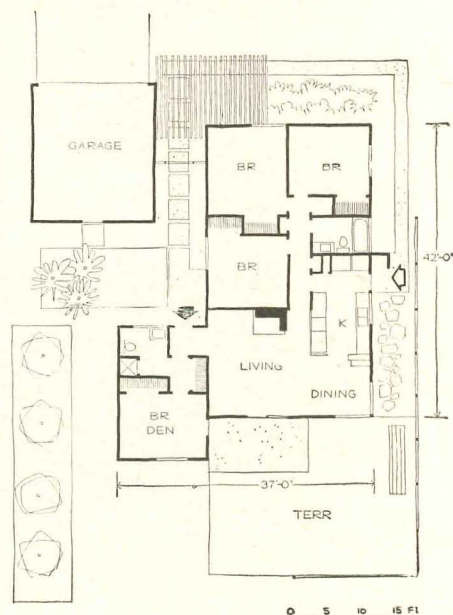
An interesting feature is the detached den-bedroom. Its bath, close to the entrance, can serve as a powder room. For television this room is ideal—no one else in the house need hear it.

• Architects: Smith & Williams, Pasadena, Calif. Builder: George Buccola. Price: \$14,350. Area: 1,240 sq. ft.

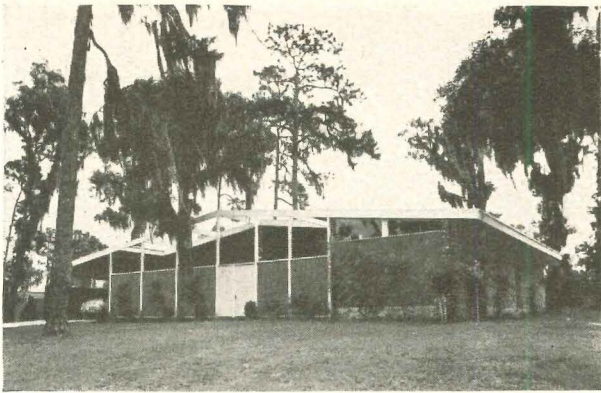
Photos: Julius Schulman



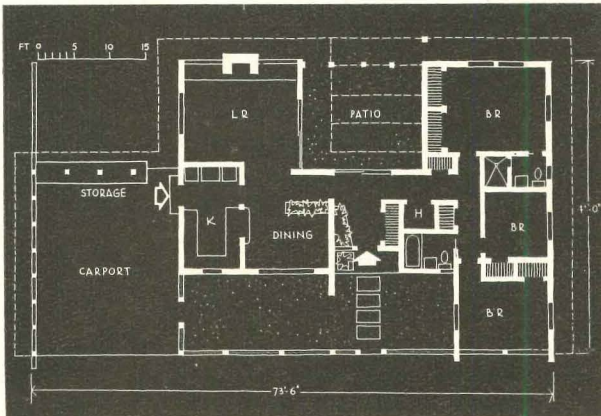
Variations include house with a fenced-in front yard, entrance in front. Landscaping is well designed and executed throughout subdivision.



Two patios in an H-plan



Appropriately tropical appearance of house is enhanced by cedar fence across front.



Plan radiates from central entry. Compact kitchen connects with garage, has convenient pass-through to dining room.

• This one-of-a-kind house, built for the Jacksonville Parade of Homes, is well suited to the Florida climate. It has cross ventilation in just about every room, patios in front and back.

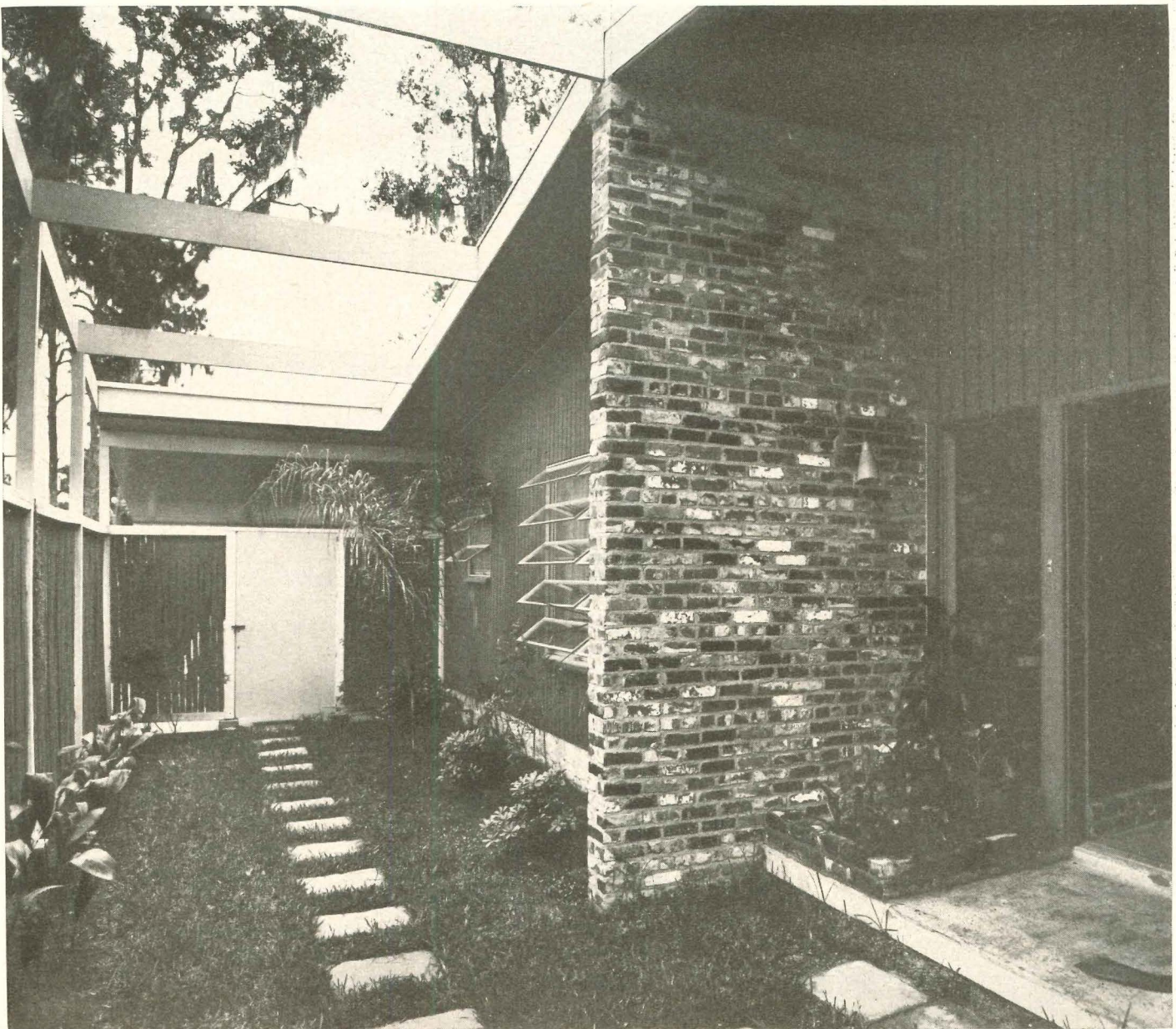
The unusual plan functions very well. Entering the house, one can turn right into the secluded bedroom wing; or go straight ahead through sliding glass doors to a screened patio. It is as large as the living room, and for most of the year is an extension of it. It is protected and private and, like the patio in front of the house, is landscaped. To the left of the patio is the living room which can be opened on three sides to catch breezes.

The front patio is formed by a 7' high fence that also screens the front of the house from the street. Because the two patios have opposite orientations, sun or shade is always available.

The house has terrazzo floors, perimeter heat, and built-in kitchen equipment. Landscaping was included in selling price. Lot 90' x 110' cost \$3,000.

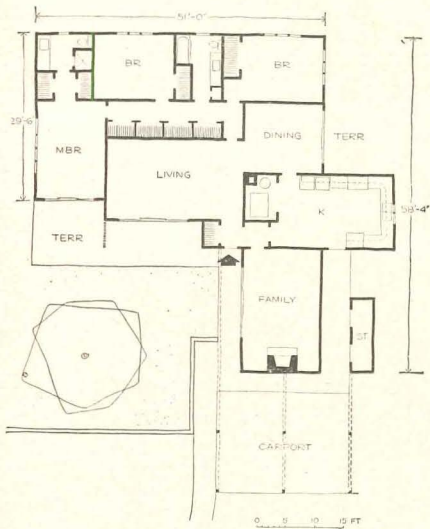
• *Bu'lder: James Mead, Jacksonville, Fla. Architects: Hardwick & Lee. Price: \$24,500. Area: 1,518 sq. ft. plus carport.*

Brick mass adds character to handsome front door. Planting box extends into entrance foyer. Door at end of patio opens into garage.

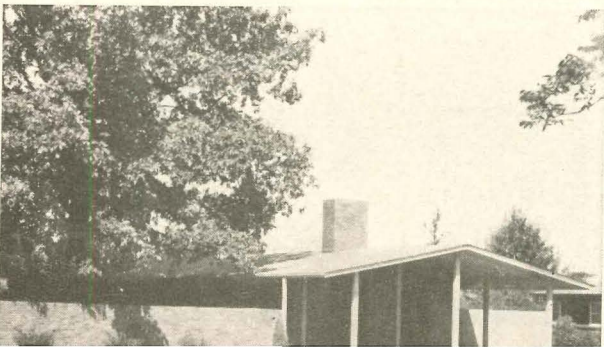




Sliding glass walls toward front garden are protected by deep overhangs, ancient tree



Photos: Wilbur Curtis



DAN ALLEN

A luxury house around an oak tree

• This custom-order house was built around a giant oak tree shading the front of the lot. The L-shaped plan opens to the terrace around the tree, is protected from the street with a 5' high brick wall. There is a second terrace at the right of the house, adjacent to the dining room and reached through a sliding glass wall.

Besides the excellent relation between indoor and outdoor living facilities, there are other noteworthy features:

1. A first-class family room. Close to the kitchen, it is far removed from the rest of the house to keep noisy activities localized away from living and sleeping quarters.

2. A remarkable amount of storage space. In addition to the usual closets, there is a solid bank of closets along the bedroom hall, a large storage closet near the kitchen entrance. And the kitchen has abundant cabinets.

3. The master bedroom location. It is at the end of the bedroom hall, looks into the front terrace but is kept private from the street by the front brick wall.

The house is completely air conditioned and landscaped.

• *Builder: Dan W. Allen, Memphis, Tenn. Architect: Robert Martin. Price: \$46,500. Area: 2,185 sq. ft.*

From street, house has quiet lines. There are six exterior entrances, two of which open into the house from the carport.



Photos: Ulric Meisel

Fencing in complete patio is untraditional in Texas but adds a vast amount of outdoor living space for the whole family.

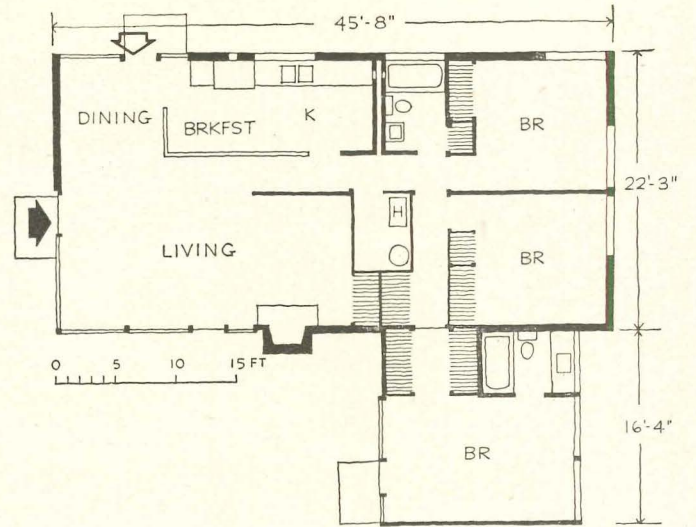
LESLIE HILL

Deluxe Cliff May house moves to Texas

• Convinced of the potential of panelized houses in the Southwest, Leslie Hill of Dallas became a Cliff May distributor, set up his own panel plant and launched this deluxe version as his bid for the market. Well known as a builder, land developer, shopping center owner, Hill set out to make his new business work. Keynote of his program was upgrading. He took a standard three-bedroom, two-bath house and added brick for practically all exteriors and an interior fireplace wall, eliminated the rough-textured wood treatment of some of the original California houses. He installed a kitchen with a divided, built-in range, and other appliances, added glamour with natural-wood kitchen cabinets, provided better lighting fixtures than usual, a well integrated carport, completely fenced in patio and in general made sure that the houses looked worth the \$14,950 (or \$15,850 with air conditioning) he was asking for them. As a result, sales have gone well.

Elsewhere the May and Choate designs have had at least two good influences. They have demonstrated that low-cost houses can look smart. They have given builders the growing conviction that designs that will sell are worth paying for, for May charges more than most designers.

• *Builder: H. Leslie Hill, Dallas, Designer: Cliff May, Architect: Chris Choate. Price: \$14,950. Area: 1,175 sq. ft.*

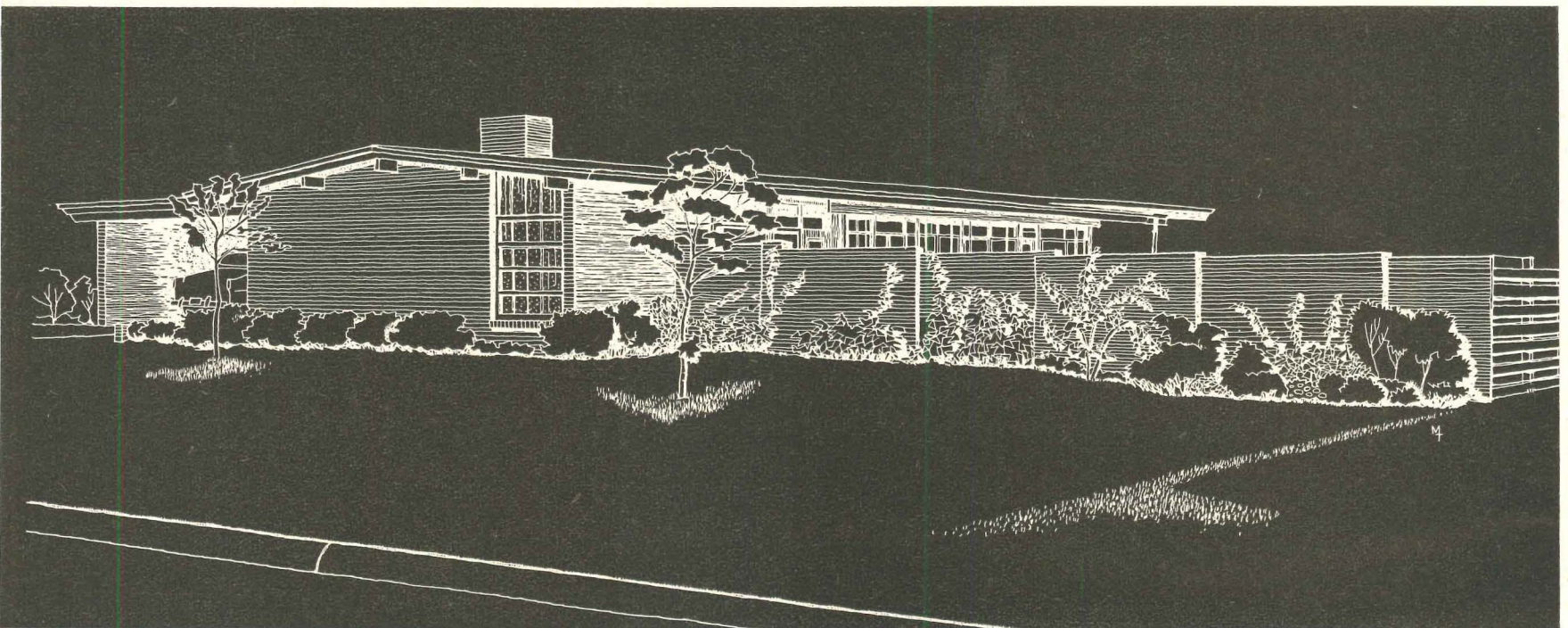


Big glass areas, double doors and the egg-crate trellis are Cliff May trademarks but use of brick is a departure

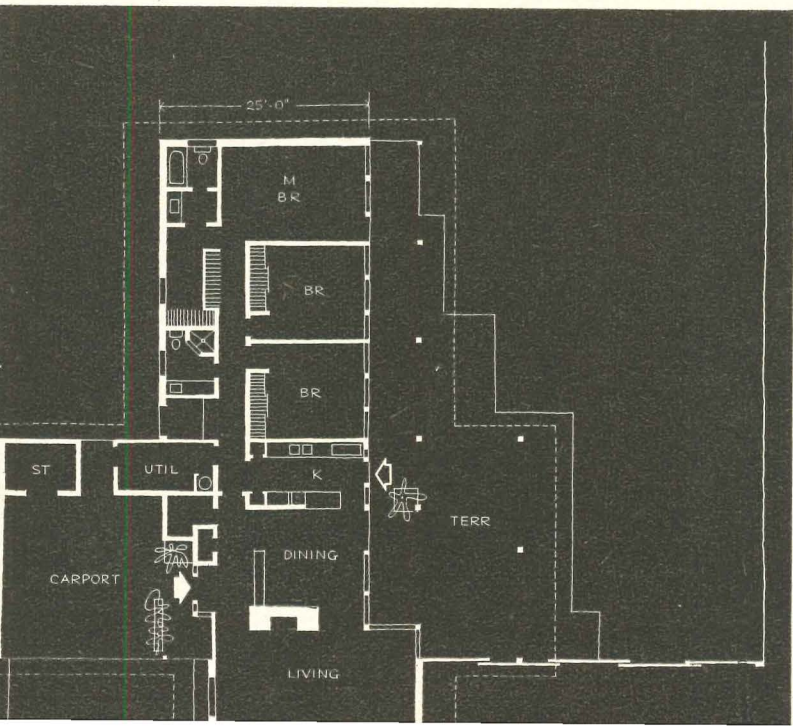


ARNOLD J. WEIL

A builder's own house: outdoor living galore



Panoramic view was to south, so Weil opened house that way, shielded side yard and exposed glass from street with 7' high brick wall. Terrace (see plan) is accessible to every room in the house, although terrace is deepest at the living room, concentrating outdoor activities there. Draperies provide privacy for bedrooms.



• "This is the most exciting house you ever saw," says Builder Weil happily about his new house in suburban Dallas. "The terrace faces south, making it sunny and warm during the winter; the roof on this side shades the unbroken expanse of glass, lightening the load on the air-conditioning equipment. A view is very important here, and the entire house is designed to face a tremendous vista of the valley. The site is ideal; while most land near us is flat, we were fortunate enough to have a slight elevation."

The history of the house should be interesting to all builders. "We built it a year ago, for sale," reports Weil. "With all the luxury features like walnut paneling, cove lighting and underground lawn sprinklers we had to set a higher price than we usually do. Now young people with young ideas liked the contemporary design but were not able to meet the price; older people didn't seem to like the design. So we finally decided to take it ourselves—I only regret now we didn't move in at the beginning.

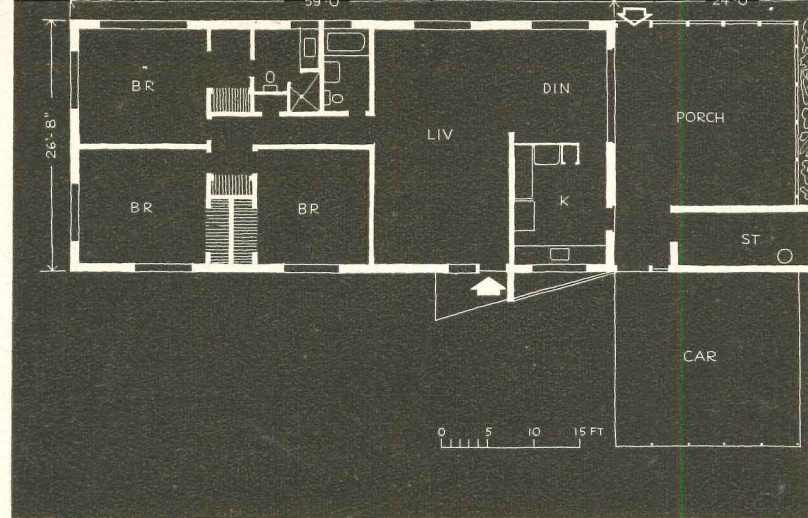
"To sell contemporary, you must show it furnished. Draperies, carpeting, chairs and tables make it far more attractive to everyone, particularly people to whom contemporary is new. I think we could have sold this house quickly if it had been furnished.

"Another problem was the high down payment required. Here in Dallas it's hard to get a mortgage for more than \$20,000."

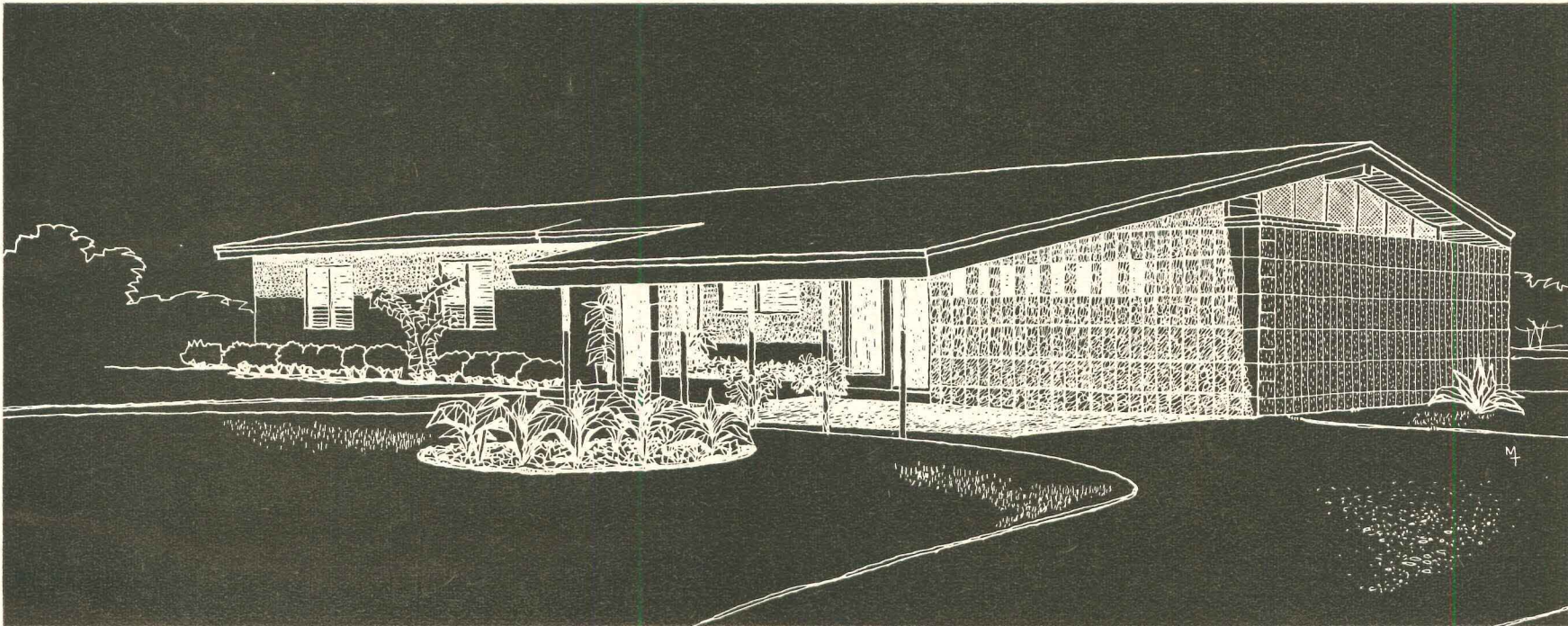
• *Builder: Arnold J. Weil, Dallas. Architect: Thomas Scott Dean. Price: \$34,800. Area: 1,750 sq. ft. exclusive of garage.*

PORTER-WAGOR-RUSSELL

Big houses, big lots on Miami lake



Architect Parker gave the builders several variations of this plan, changing the porch screening, enclosing some porches, and shifting location of the carport.



In version above, part of porch was enclosed by concrete block, but usually it is screened and left open. In one version, carport was built of concrete blocks set in open pattern but buyers did not like it as it prevented them from completely closing carport or making it a garage. Below: part of lake on 110-acre Oak Ridge Subdivision.

• One of the pleasantest groups of houses near Miami is Oak Ridge Subdivision—117 well designed houses on lots one-half to just over one acre, many of them on a private lake. The builders saved the oak trees, and the owners, in the best Florida tradition, will have the whole community beautifully landscaped by next spring. Prices range from \$16,465 to \$21,600. All but half a dozen houses are sold.

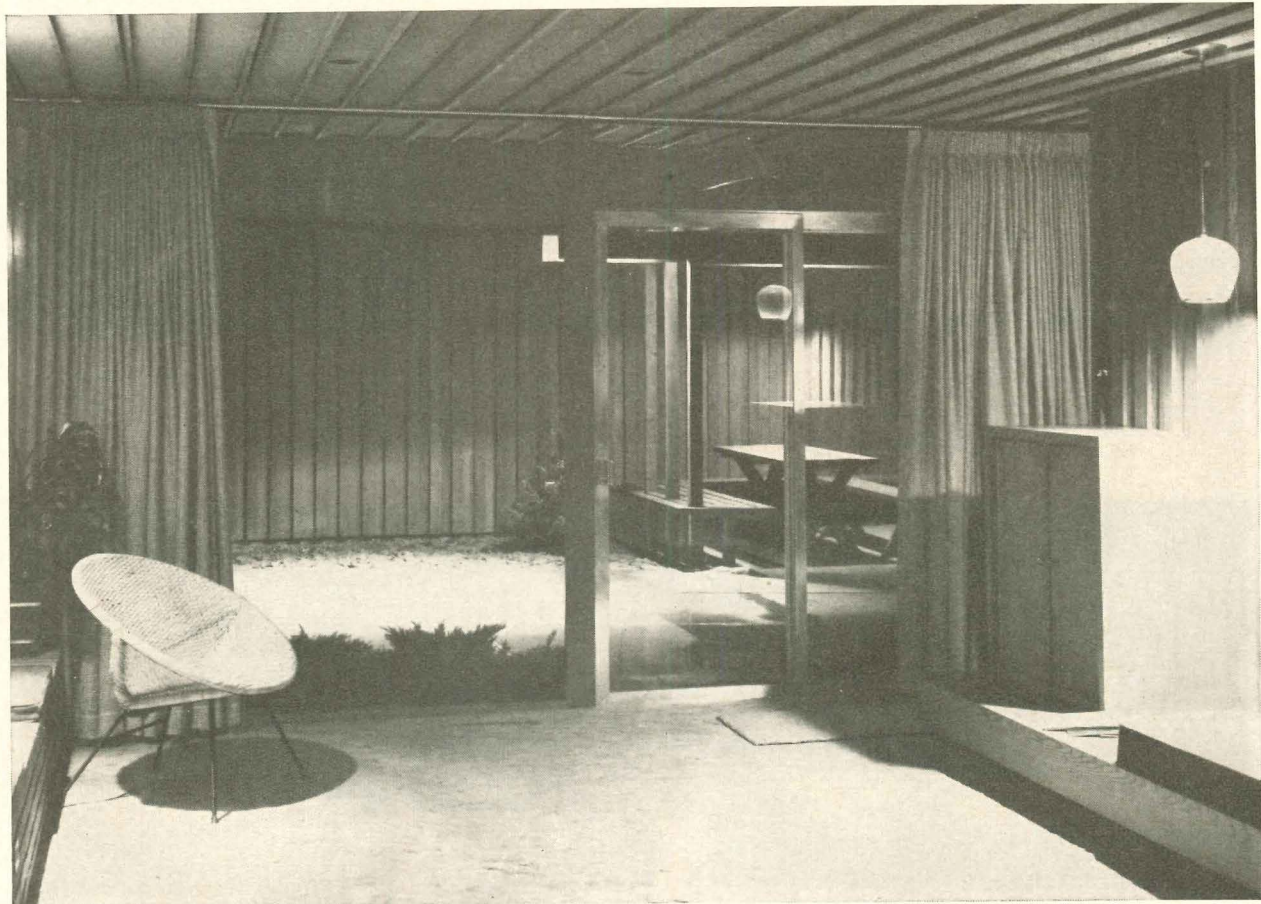
The model sketched here is one of the most expensive. On a half-acre lot it sells for \$21,100 plus \$500 closing. The plan is a straight rectangle (except for the carport), with three bedrooms and two baths at one end, living room and kitchen at the door.

It is different from the other houses in the project with its big, 20' x 20' porch. Porches are screened in various ways in different houses. While a porch or some kind of "Florida room" is almost a requirement in Miami, there is no agreement on how large it must be. The 400 sq. ft. of this one, with its complete roof and terrazzo slab, brought the house cost to about \$1,100 more than that of an identical model which had a porch only half as wide. As the \$1,100 was added to the initial down payment, the house with the smaller porch outsold this.

Buyers choosing a house before construction begins, get an amazing choice of colors. They may select color of exterior stucco, brick, terrazzo, all kitchen and bath colors, tile sills, even plumbing fixtures.

• Builders: Porter-Wagor-Russell, Coral Gables, Fla. Architect: Alfred Browning Parker. Price: \$21,600. Area: 1,493 plus porch, carport.

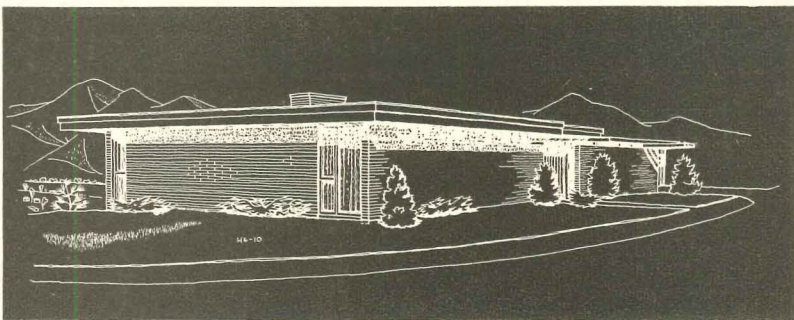




Patio, like inside of house, features built-in furniture, rich textures

EDWARD HAWKINS

An influence for rear living in Denver



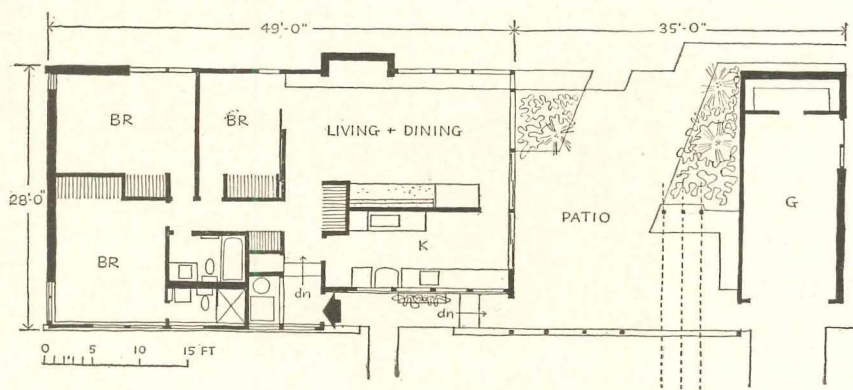
Continuous band of high windows and narrow "slot" windows are only openings toward the street

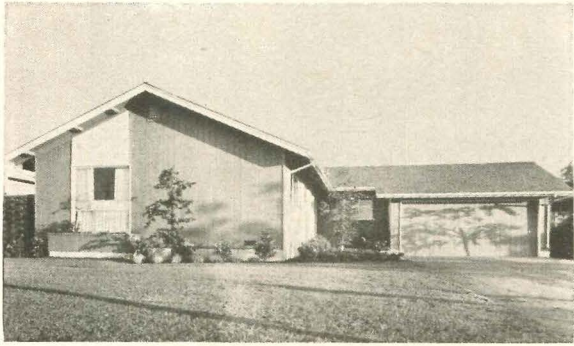
• Living-to-the-rear was introduced to Denver several years ago by Builder Hawkins in a subdivision made up entirely of contemporary houses. Until that time, living rooms were in front, often with privacy-shattering window walls toward the street. Today, aided by Hawkins' example, the ancient (and excellent) arrangement of closing the front of the house and opening the rear is more popular in Denver.

The kitchen, dining room and living room of this house look into a handsome patio between the house and the garage (see plan). The patio is closed to the street with a brick wall 6'-9" high; built like the house, the wall is solid and permanent, makes the house look longer and lower.

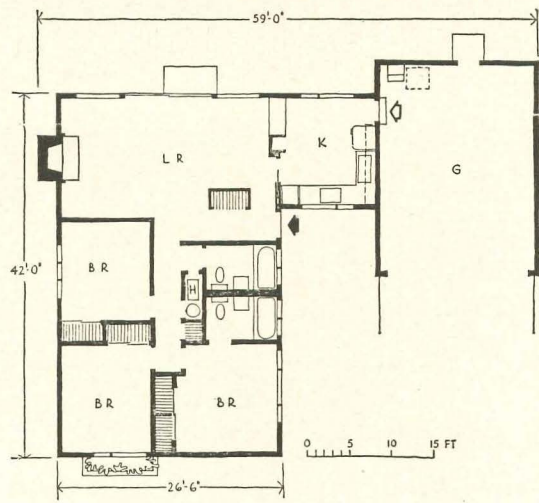
The interior of the house is a study in textures. Batten patterns line the ceiling and are carried down the walls; natural finish redwood walls and built-in furniture give the living room a pleasant character. A raised brick hearth sweeps through the living room and out into the patio. The owners are delighted with the rich interiors.

• *Builder and designer: Hawkins Associates, Inc., Englewood, Colo. Price: \$20,000. Area: 1,300 sq. ft. plus garage.*





Bohannon projects are always beautifully planned to create fine neighborhoods. High point of kitchen (below) is color coordination of all appliances, sold to buyers without any markup by the builder.



• Over 35,000 people live in Bohannon-built houses. This one in his Westwood development indicates some of the reasons why.

1. It has a sensible plan: there is no need to cross an intermediate room to get from one room to another; groceries can be brought directly into the kitchen from the car; living is to the rear.

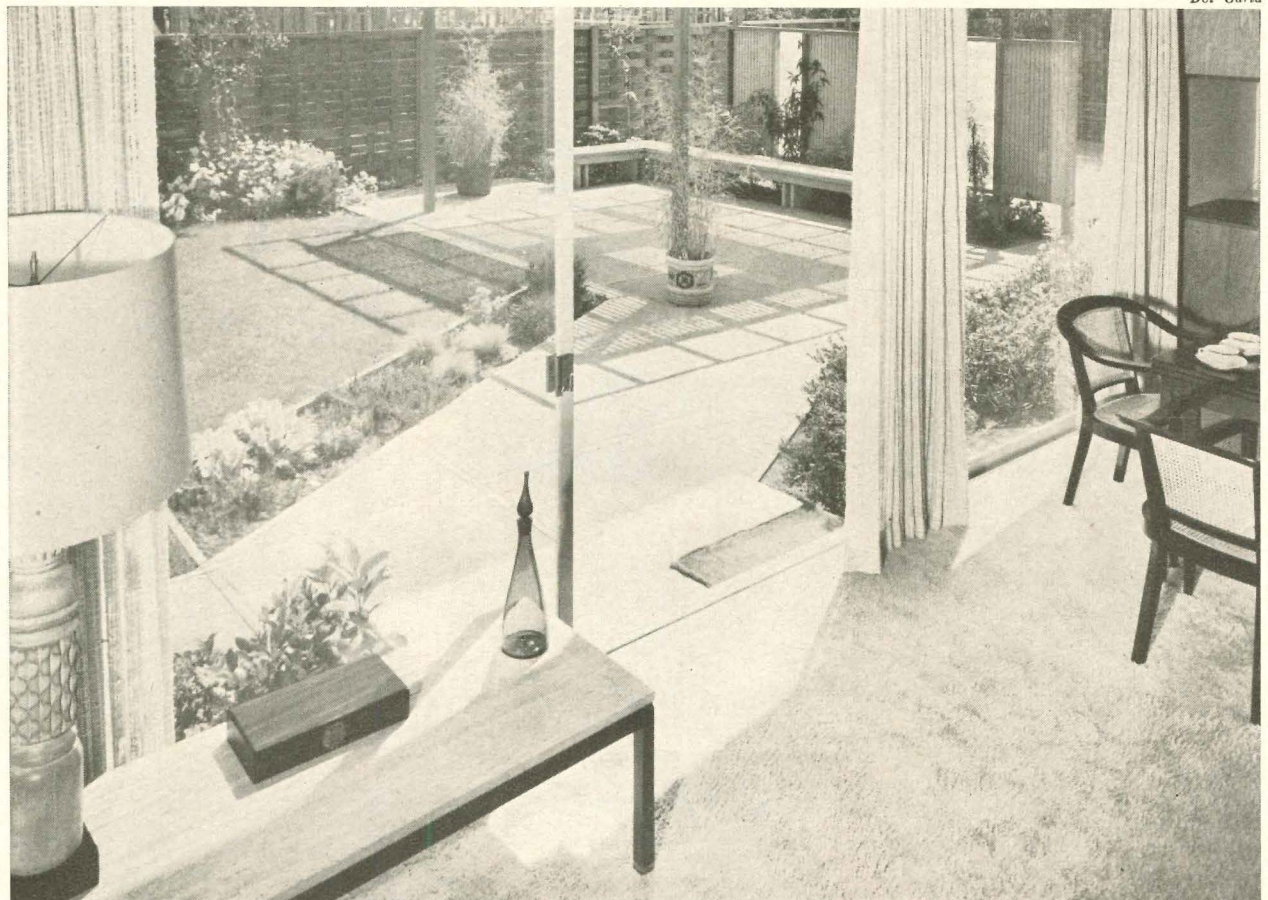
2. The spacious patio opens directly from the glass-walled living room, and has access from the kitchen for serving food out of doors. There is a trellis garden house (an extra) to give shade, and fences to provide privacy.

3. The kitchen is unusually good. The upper cabinets go to the ceiling, providing more storage space at little extra cost and eliminating the dust-catching decks seen in most houses. The major appliances are color coordinated by having refrigerator and dishwasher front painted in the factory of the oven manufacturer. Exact color matches were impossible any other way.

• *Builder: David D. Bohannon Organization, Santa Clara, Calif. Architect: Mogens Mogensen. Price: \$14,750. Area: 1,190 sq. ft. plus garage.*

DAVID BOHANNON

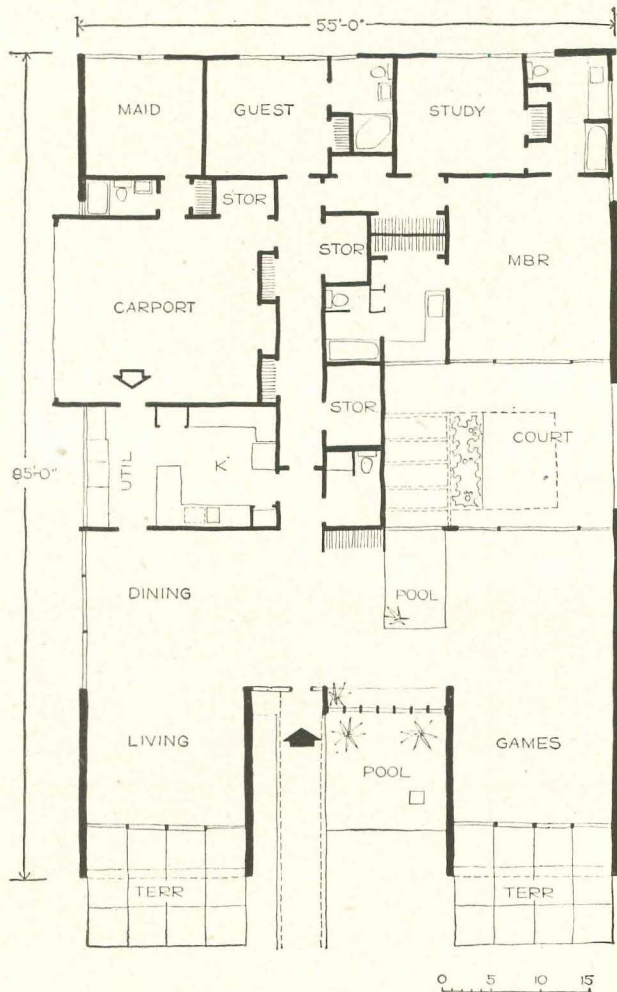
Good living inside and out



Del Carla

Corrugated plastic fences (at far right) and fences of wood give back yards privacy and usefulness





CURTIS & DAVIS, ARCHITECTS

Private patios on a city lot

• There is a terrace, garden or patio for every room in this custom house. And the significant thing about the outdoor living areas is that each is absolutely private even though the house is on a city lot.

Land is so expensive in waterbound New Orleans that most lots are narrow. The architects solved both the narrow lot and the privacy problem by walling in the entire lot, then opened the house to the enclosed garden opposite. Each room has at least one wall which opens to a garden area; large glass areas in all major rooms face south.

The owners (who have no children) entertain frequently. Their house is flexible enough to provide intimate rooms for small groups and yet is open enough so large parties are not crowded. The generous entryway serves as overflow space.

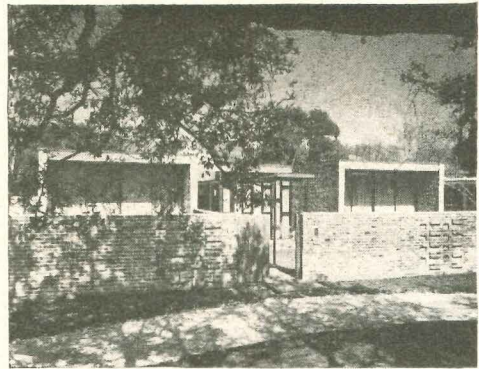
The kitchen area is compact and efficiently planned. The utilities are neatly arranged along one wall, near the back door.

The house divides its functions into two distinct areas: the bedroom "wing" is private and quiet; the front of the house is open, well-suited to the free movement of groups of people.

Storage space is abundant. Two huge closets and three linen cabinets line the hall; each bedroom has generous wardrobe space.

• *Builder: Haase Construction Co., New Orleans, La. Architects: Curtis & Davis. Price: \$92,000, without land but with fences and sculpture. Area: 3,500 sq. ft.*

← Interior rooms sweep gracefully into gardens and courts. This al fresco court between the master bedroom and the game room (left) has a pool (rear) which carries through into the house, reappears at entry.

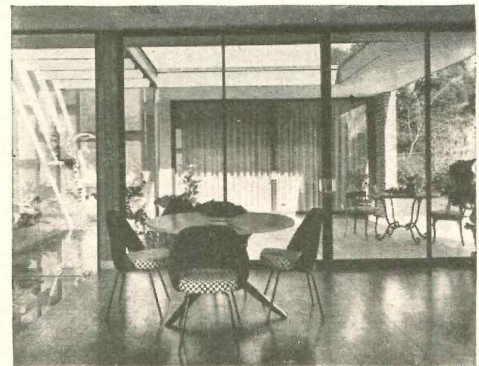


Photos: Frank Lotz Miller

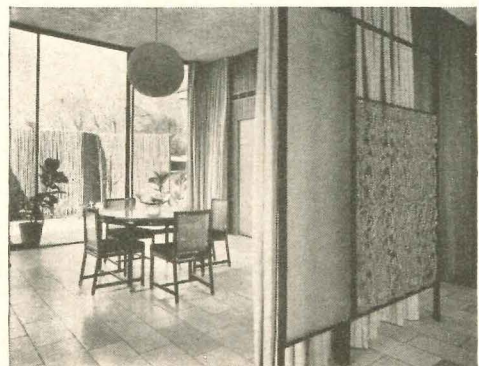
Patterned brick walls shield house from street



Serene living room has sunny, private terrace



Game room separated from bedroom by court



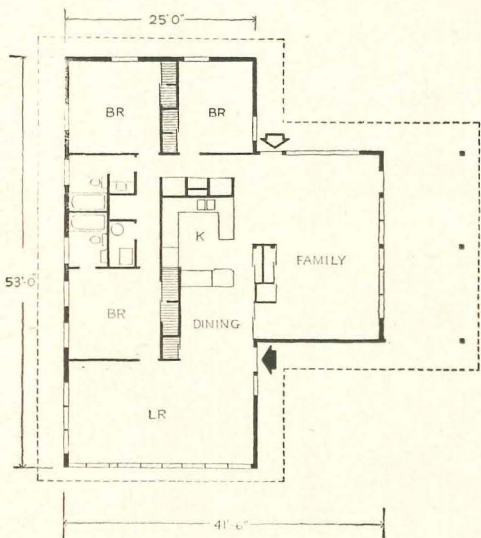
Dining area looks out on landscaped side yard



Bedrooms have full-length sliding glass doors



Handsome family room with glass wall looks out on outdoor living area under roof. Beyond this porch is seen brick wall of separate garage.



NATIONAL HOMES

Largest prefabber launches largest house

• Here is National Homes' bid for the quality market. It is the most expensive, best designed house that National has ever built. It is a bold claim by Jim Price that his market is now so broad it reaches up to \$35,000 or above, for this house sells at around \$28,000 plus land and landscaping.

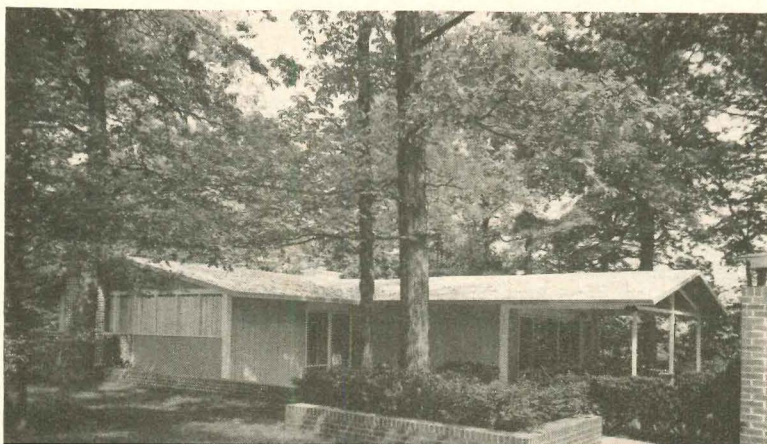
Here is a big, 1,700 sq. ft. house plus a usable porch (large photo, p. 116) and a free-standing garage. It has a big living room and an even larger family room. Architect Charles Goodman has achieved an efficient circulation plan around a central kitchen. His bedrooms have privacy, the living room is not a runway, the family room has a feature of great importance: it can be shut off from the living room by sliding doors, and the kitchen too has sliding doors to separate it from the dining room. Completely furnished kitchen, efficiently laid out, is full of glamour and color.

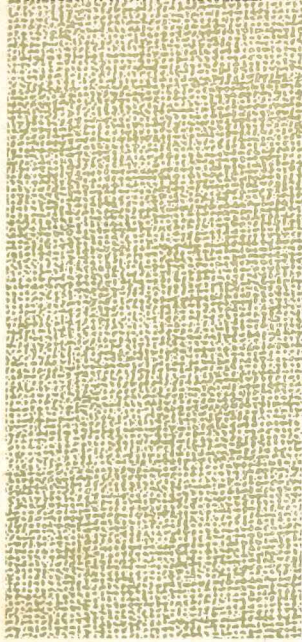
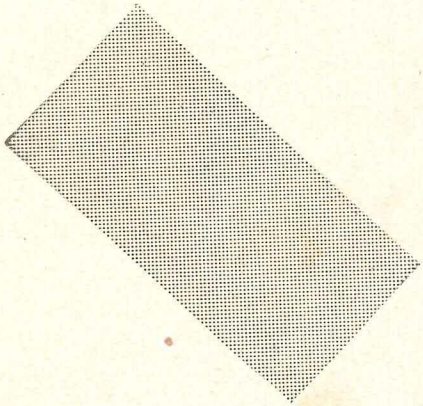
About 20 of these Ridgewood models were displayed throughout the US last month, each furnished exactly as *House Beautiful* decorated this prototype.

• Builders: Price & Price, Lafayette, Ind. Architect: Charles M. Goodman. Decorating, landscaping: House Beautiful. Price \$28,200 plus land. Area: 1,704 sq. ft.



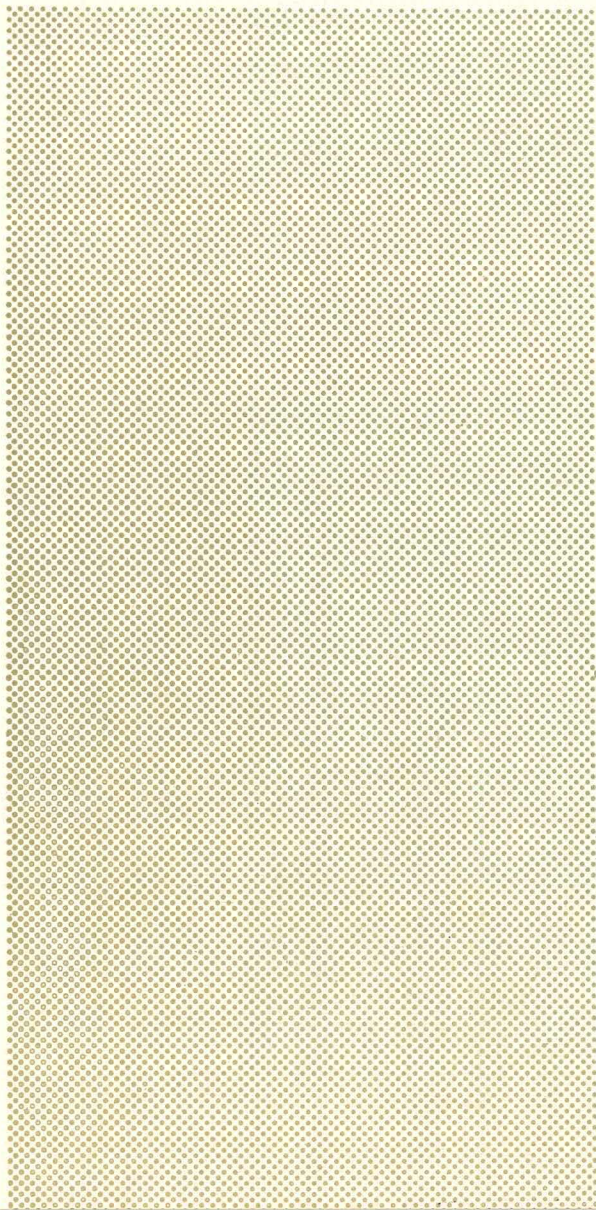
Living room can be shut off from family-room noise, is well designed for privacy and furniture placement. Exterior of prototype is at right.





RECTANGULAR PLANS

most popular, most economical



Most houses in 1956 will have rectangular floor plans. They are the easiest and most economical to frame and build. They are easy to divide into day- and nighttime living areas. They are the easiest to site on the usual rectangular lot.

But rectangular plans are also the most abused in the whole housing repertory. And 1956 is high time for a good housecleaning of bad plans.

These are the chief troubles with rectangular plans:

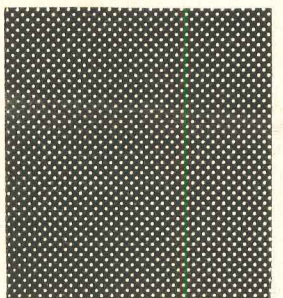
- Living areas are frequently runways to other rooms.
- Access from garage to kitchen is often too far removed for a package-laden house or a rain-spattered husband.
- A row of rectangles tends to monotony because genuine variety is practically impossible.

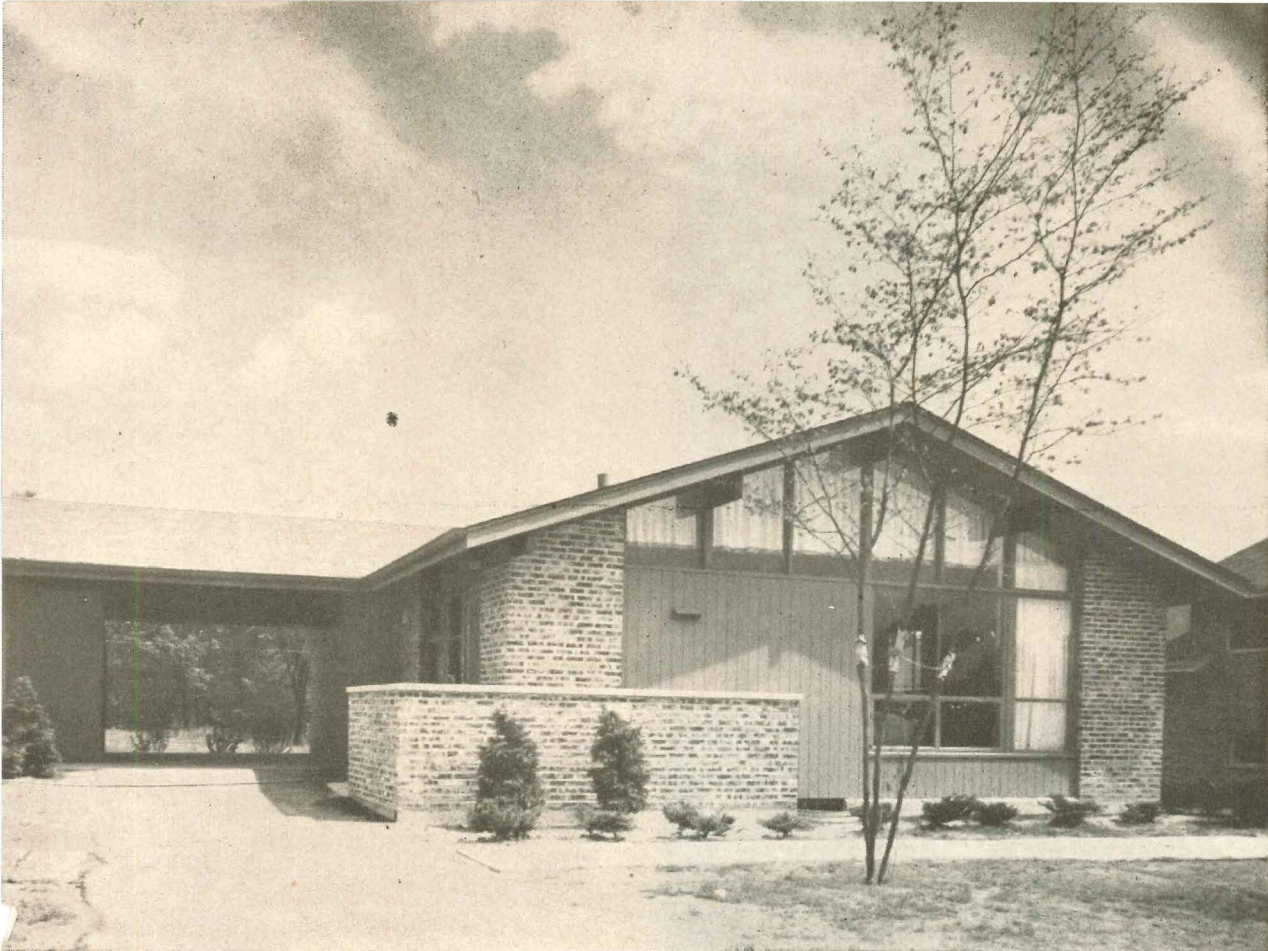
Yet there are no good reasons why better rectangular plans cannot grace our subdivisions and better serve the people who live in them.

On the next five pages are five good ones which show how well rectangular plans can work.

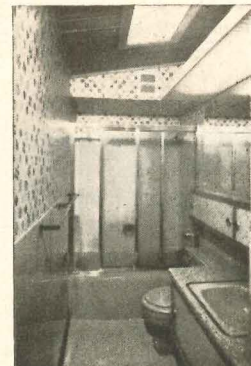
Some of their characteristics:

- Good traffic circulation kept to a minimum area.
- Major entrance sensibly related to the rest of the house.
- A dead-end living room that is a retreat not a parade ground.





Substantial look for a high-priced neighborhood was achieved by brick flanking glass gable, house-stretching carport.



Handsome bath (above), one of two, boasts such architectural features as skydome and indirect lighting. Excellent kitchen (left) has transom glass for airy overhead. Customers got choice of closed or open kitchen as shown in plan below. Builders found half the buyers liked it closed.



NATHAN MANILOW

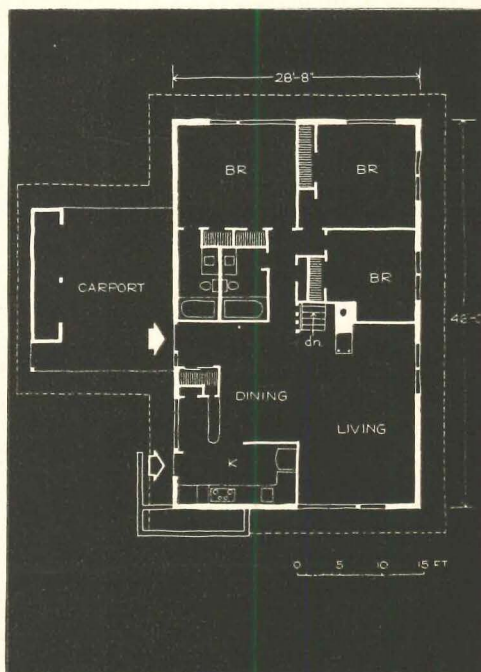
Modern and elegant for a suburban estate

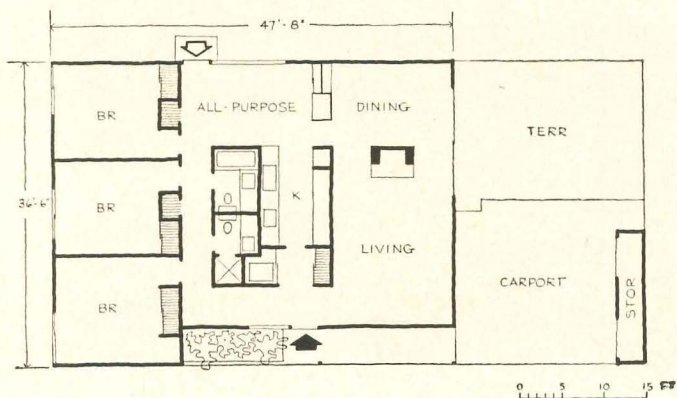
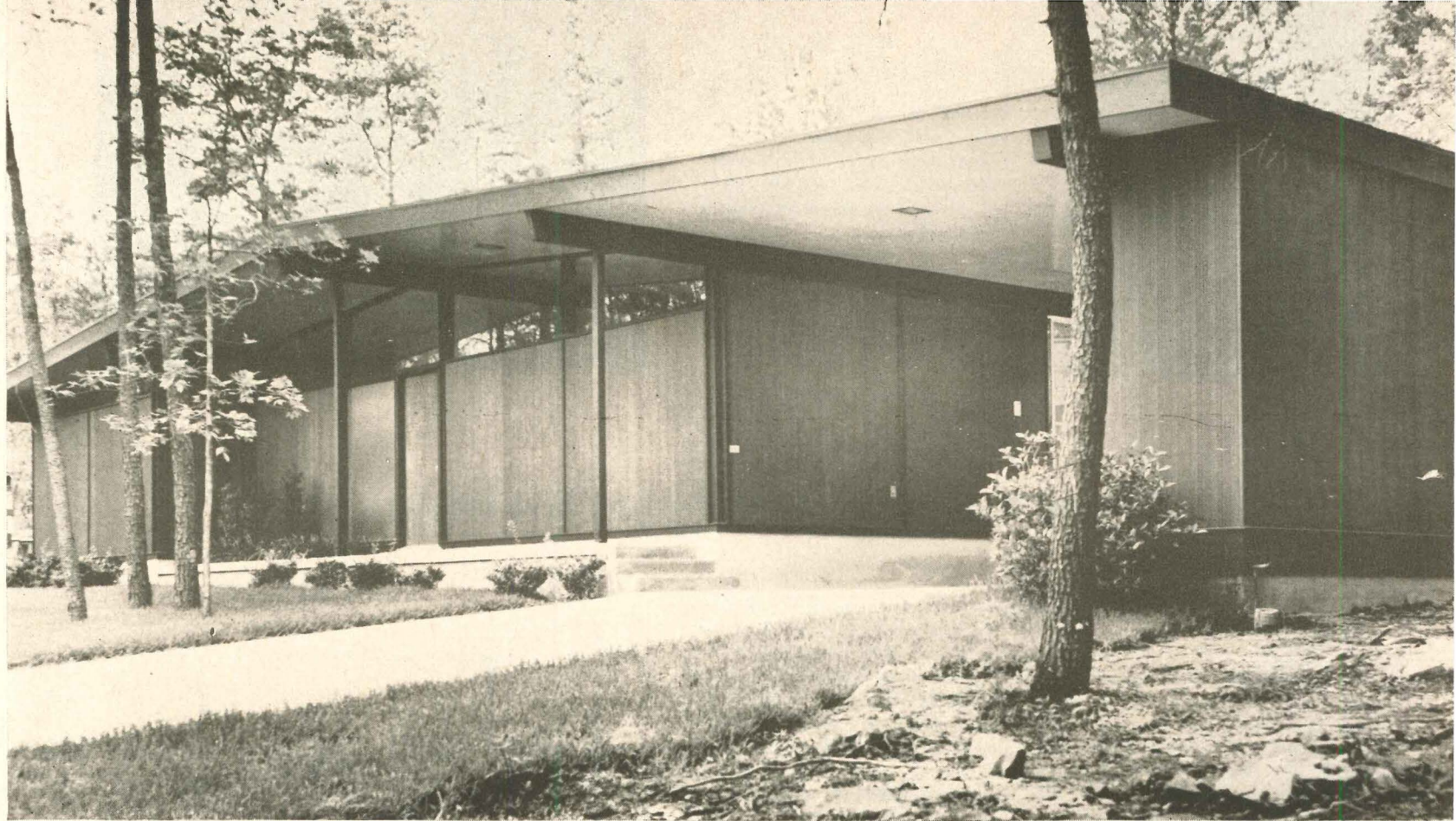
● When Nate Manilow acquired the wooded, rolling Rockefeller estate in Chicago's conservative Highland Park, he decided to give his development dignity. Using two versions of one rectangular plan (one a contemporary house with a basement, the other a split level for undulating ground) he produced his best houses to date. The straightforward design shown here has one slightly unorthodox twist: the kitchen spreads halfway across the narrow end of the house to give a wide dining area with a view of the front door. The entrance is the key to an easy traffic plan throughout.

With this plan and several elevations, Manilow makes good his promise to stay with modern design—plus a few conventional hallmarks like a basement recreation room.

All these houses have advanced features such as laminated beams ("no complaints about cracking or checking") and an interior bath, sensibly lighted by an overhead skydome. This roof light solves a serious construction problem and objection to interior baths: how to light the area to finish it before electricity has been hooked up.

Selling record: 70 houses, \$30,000 to \$37,000, in five months.
 ● *Builder: Manilow Construction Co., Chicago. Architects: Fitch, Schiller & Frank; staff designer: John Wendell. Price: \$30,000 on 72' x 200' lot worth \$6,000 in Highland Park, Ill. Area: 1,320 sq. ft. of first floor and finished (paneled) recreation room with acoustical tile in basement. Price includes air conditioning and built-in appliances in kitchen.*





C. B. ROGERS

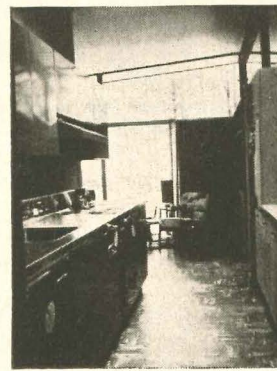
In the Japanese style

● Do buyers really want the sort of Japanese design consumer magazines feature (see p. 144)? These Birmingham builders, with 80 rolling suburban acres to develop, believed so strongly that their public was ready for a new deal in house design that they gambled on a handsome, expensive post-and-beam house. Their first two offerings were glass walled under sweeping, sloping ceilings, spacious, open-planned, loaded with built-in appliances. This was "Model '55" and demonstrated what young local architects could do with modern materials and components. The price: \$35,000. The builders sold two out of two.

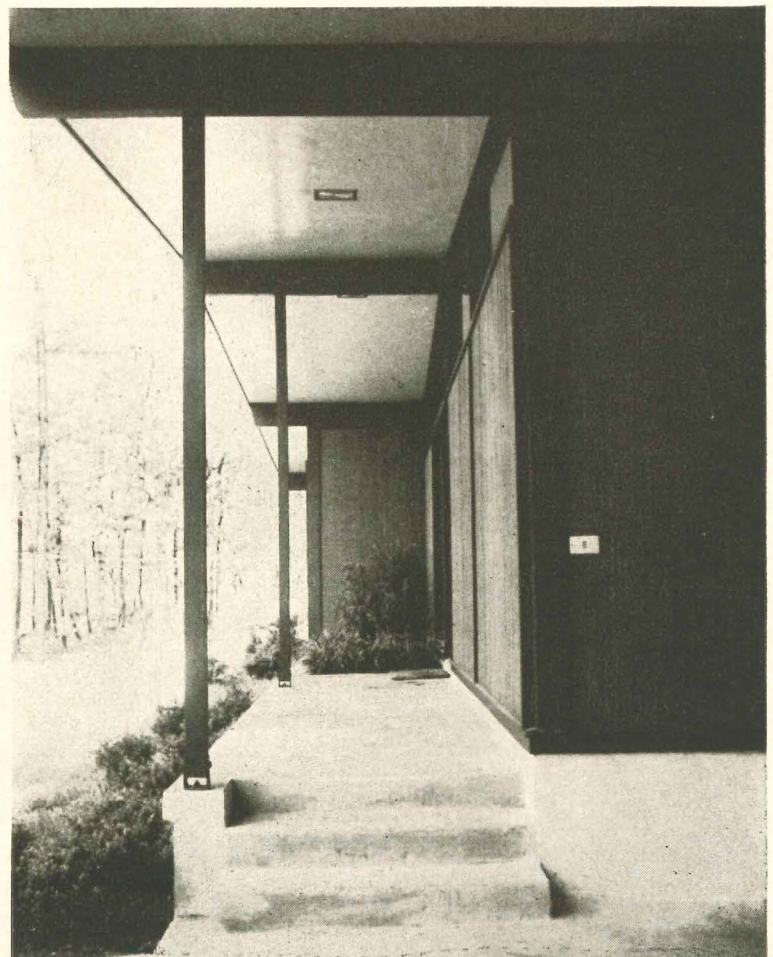
Having proved that the public was ready for first-rate architectural design and quality construction the Rogers Co. decided to build 150 more houses on their \$4 million development. Each house, including five variations of Model '55, will be customized to its site (minimum a half acre), fully landscaped by a professional, equipped with built-in appliances and have patios to complement the big rooms, excellent plans.

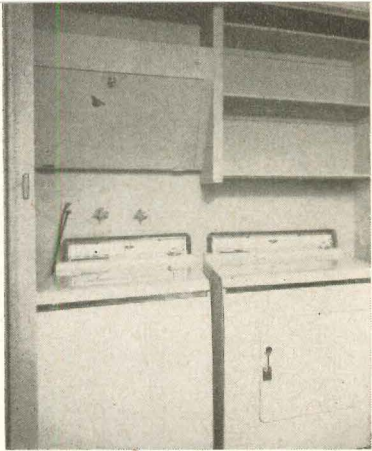
See how the big rooms, excellent plans work in this house: the kitchen is as handsome as a piece of living room furniture; the all-purpose room opens to a secluded back yard; the kitchen is the working heart of the house; the fireplace the center of the living area.

● *Builder: Rogers Investments Inc., Birmingham, Ala. Contractor: J. S. Ellard. Architects: Caldwell & Harmon. Landscape architect: Harriet C. Huff. Price: \$35,000. Area: 1,580 sq. ft. without carport.*

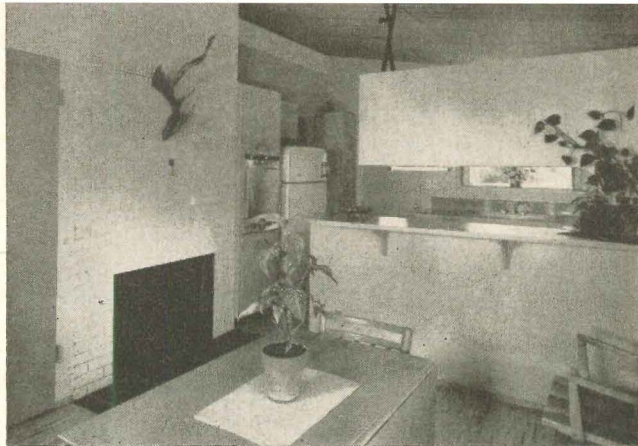


Built-in appliances line walls of double Pullman kitchen (left); covered walk from oversized carport (above and below) makes an imposing entrance. Exterior is of 4' x 8' sheets of striated plywood. Interior finish is of dimensionally standard sheet materials.





Corridor laundry (left) was advanced feature accepted only after builder had its strategic location explained to wives. No one had to be convinced of charm of country kitchen (right).



CLIFFORD ORTH

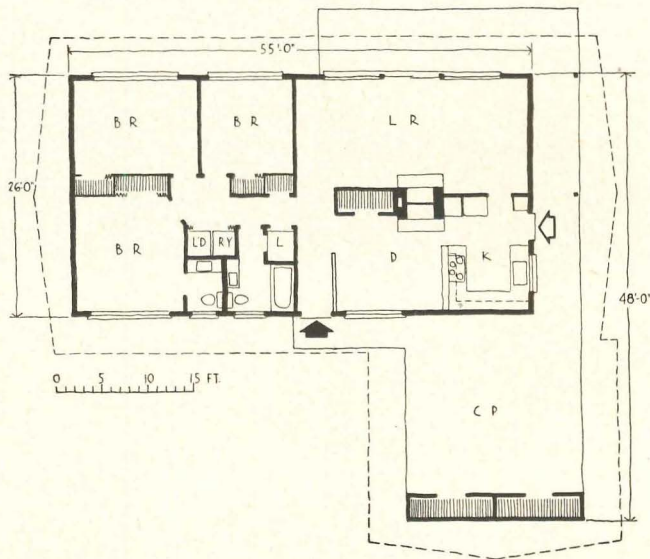
Country kitchen adds rural charm to fast-selling modern house

• The biggest single idea this house contributes to your merchandising effort is a twin fireplace which serves the "country" kitchen in the front of the house and the living room in the rear. The brick hearth, as seen from the front entryway, not only helps soften the appearance of the dining part of the kitchen but represents a new, fast-growing trend. It adds charm to the kitchen that sells the house. The family-size kitchen-dining area is reminiscent of rooms in old Dutch farmhouses. Double-Dutch door in the kitchen and a sloping ceiling of kiln-dried hemlock heighten the effect.

The living room (12'-3" x 15') can also be used as a formal dining area, readily accessible through a swinging door. An 18'-long window wall with a 6' sliding glass door increases the psychological space in the room.

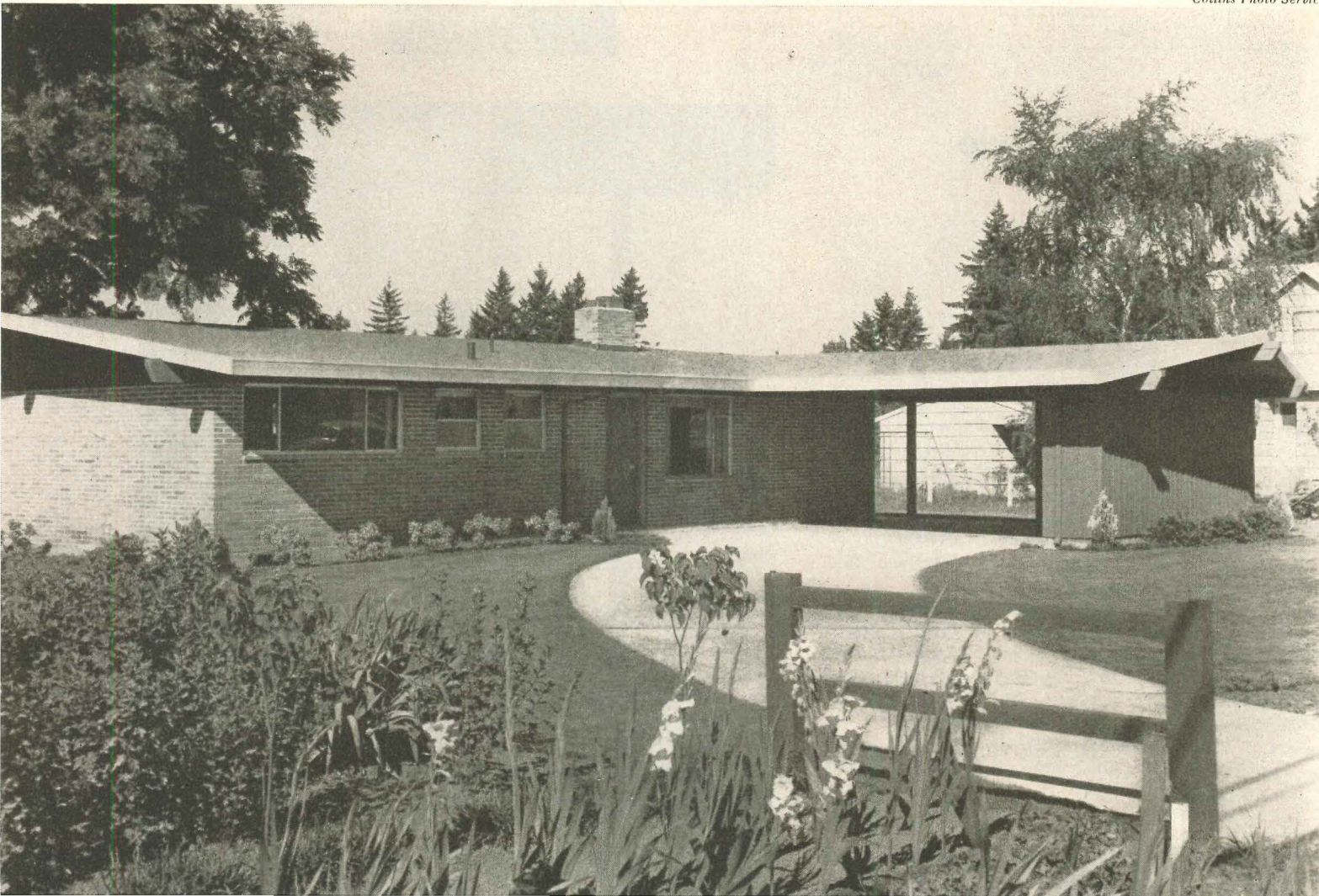
Builder Clifford Orth keeps close tabs on his buyers' likes and dislikes by concealing a sound recorder in his model houses. One discovery: lightly furnished houses in "not too extreme taste" contribute to impulse buying.

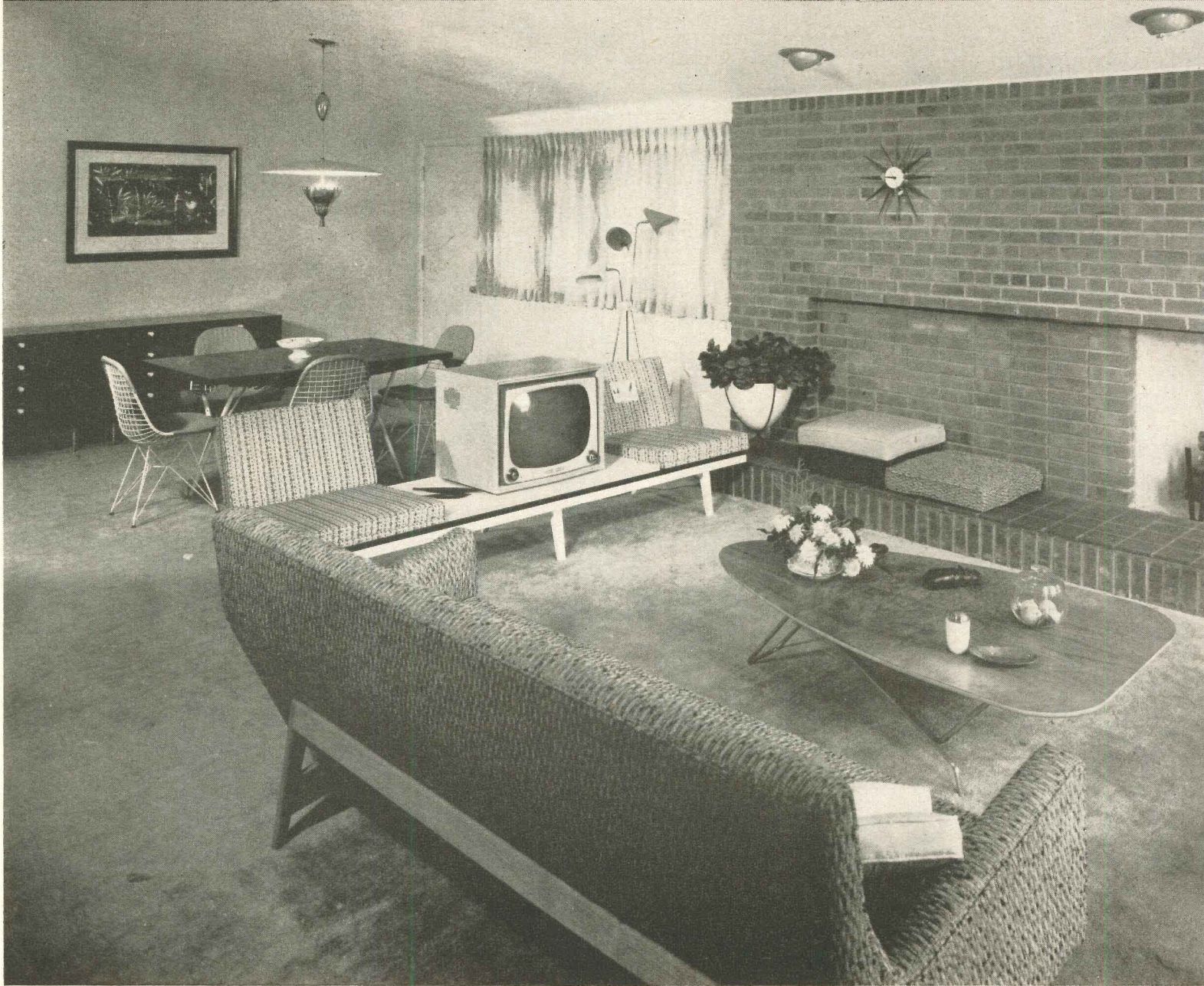
• *Builder: Clifford Orth, Portland, Ore. Designers: Knight & Piercy. Price: \$15,950 with built-in oven. Lot: 75' x 100'. Area: 1,300 sq. ft. without carport.*



Economical exterior, builder found, was SCR brick used on 16 of 17 houses he sold in 414-house Clifgage addition. Capri model shown here was best seller.

Collins Photo Service



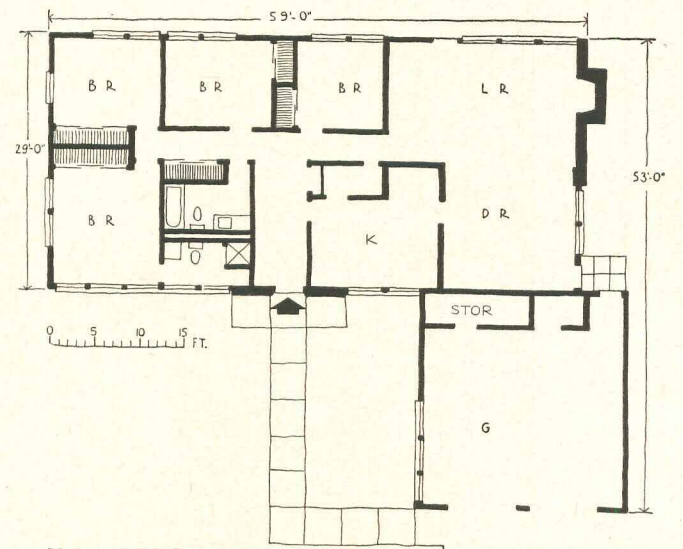


JACK SARGENT

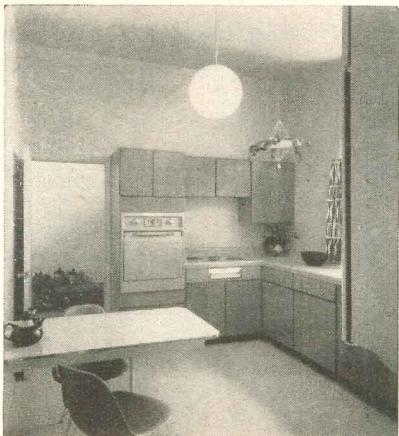
"More space sells more houses"

• The straightforward plan of this house demonstrates the step-saving efficiency of the orthodox and reliable central-entrance rectangle. It is just one of 23 new models being offered on the quality-house market in Topeka. Builder Jack Sargent took no chances on not having something for everyone, offered every kind of design from traditional to contemporary—with and without basement—splits, hillside and ranch houses in a price range from \$16,800 to \$25,000. Sargent found buyers expressing a variety of choice for optional extras (air conditioning, fireplaces, built-in radio, built-in appliances), but there was one common denominator for all buyers: space. A month ago when he opened a "Space" house with bigger bedrooms, huge dining area and a 16' x 16' living room for \$13,500 and an even bigger house with a family room for \$17,000, he sold 35 in under a week. • *Builder: J. C. Sargent & Co., Topeka, Kans. Architects: Kiene & Bradley. Price: \$22,800. Lot size: minimum 10,000 sq. ft. Area: 1,608 sq. ft. Color: Qvale.*

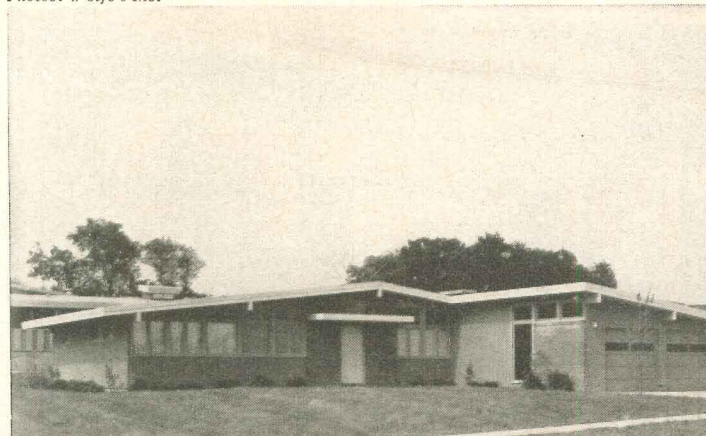
Huge brick fireplace was favorite optional extra builder offered



Photos: Wolfe's Inc.



Closed kitchen (left) between central entrance and huge dining area, builder believed was a must in expensive houses. Double garage location (right) near street will make snow removal easy.





Masterfully handled exterior provides a straight-line elevation with interest through use of only three materials, brick, wood and glass

WALTER W. OREBAUGH, JOSEPH L. STEVENS

Central kitchen serves two areas

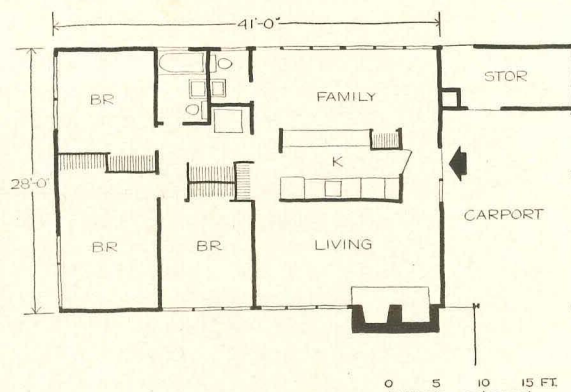
• Leave it to Architect Charles Goodman to take an overworked plan and give it a new twist that provides for buyers' needs: he simply took the kitchen out of the corner of the living area and set it down right in the middle. By this Goodman gained the two-generation living conveniences that today's bigger young families need.

Like many houses for young families, this one is full of ideas for its particular buyers: kitchen overlooks family room where children can play in bad weather; they can use the rear entrance to get to their own rooms or to the extra half bath.

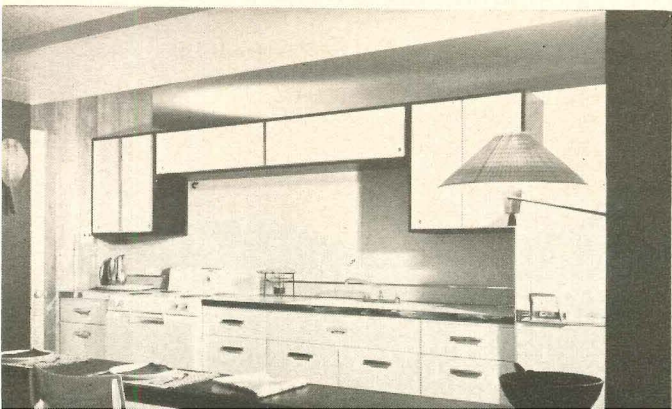
The plan smartly solves the problem of providing a dead-end front living room: major entrance is in the right position for suburban living—immediately off the carport.

The builders sold a cool dozen almost immediately. But they had a cool reception from FHA beforehand because of the interior kitchen. Objection: cooking odors would permeate the two living rooms. Architect Goodman helped in the struggle eventually won by the builders. It was a victory for young families as well.

• *Builder: Modern Structures Co., Inc. of Washington, D.C. Architect: Charles H. Goodman. Houses at Vienna, Va. Price: \$16,950 on ½-acre lots. Area: 1,148 sq. ft.*



Photos: Robert C. Lautman



Snack counter (far left) doubles as a serving table for second living room in rear of house. Compactness of in-line kitchen spells easy maintenance for busy young mothers. Overhead cabinets have sliding doors that won't bump heads; work surfaces are strategically placed. Openness of kitchen to airy second living room (near left), keeps mother in the picture.



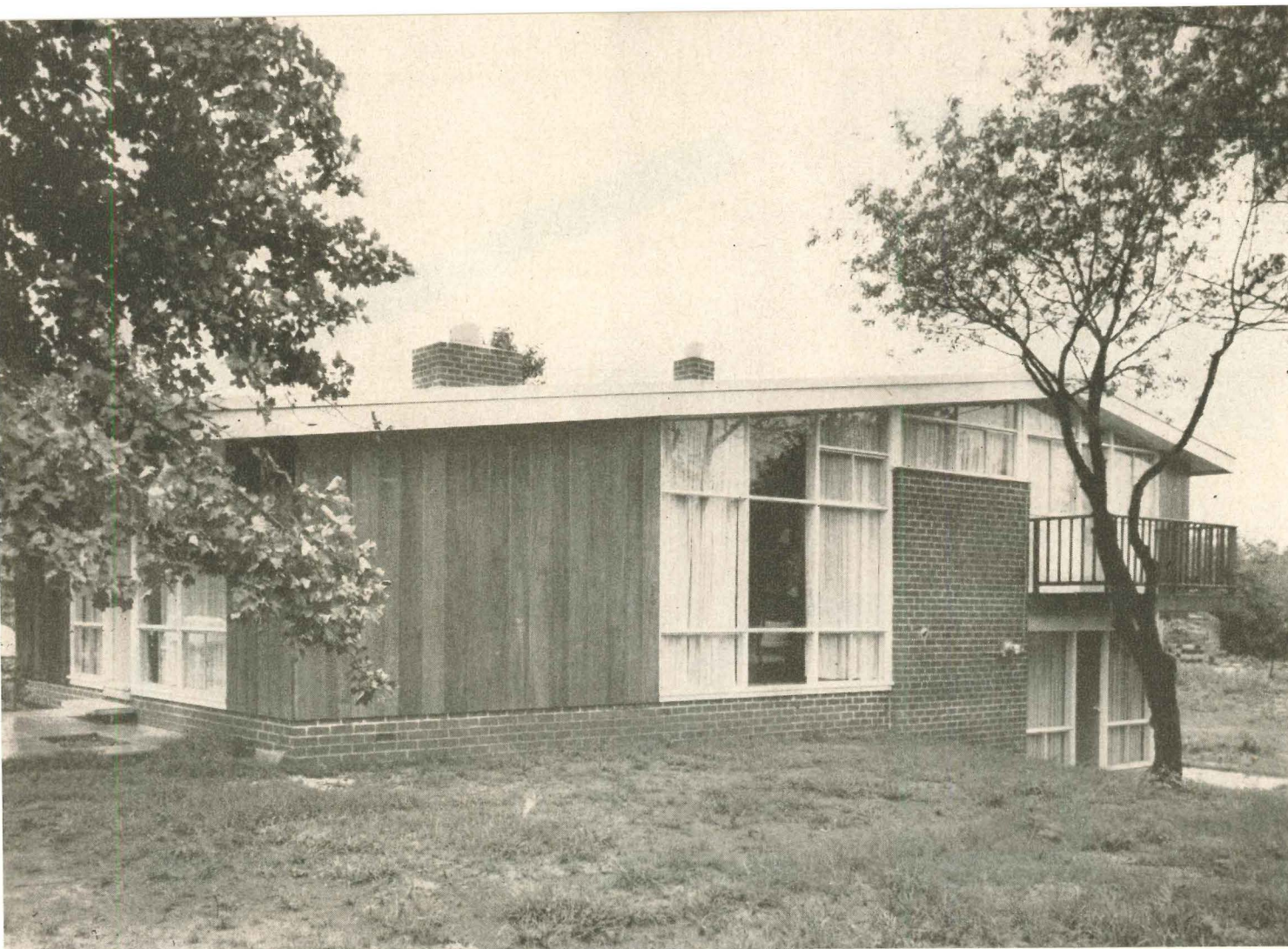
SPLIT LEVELS: fastest growing new design

• Like the wrap-around windshield, the split level is a new design idea that is being copied everywhere. No other design in housing has spread so fast. Builders and architects who jeered at splits two years ago are now using them from Florida to California.

The split or tri-level has its good points. It is a useful addition to housing types, giving variation to large or small tracts. It is a way of solving problem locations, where basements cannot be dug to standard depths, or for sloping sites. It lets a builder provide a lot of plumbing for extra baths and laundry at little extra expense by locating one bath over another. But most of all, a split level is a way of giving a lot of space for the money—and in these days of big families, bigger incomes, more time and money for home entertainment, people want space.

But the split level has drawbacks and many builders using splits for the first time tend to copy the worst features: the broken-back design, the elevation with two badly matched halves, the high-out-of-the-ground facade with fake grading in front and the poorly designed back. Other faults are stairs so steep that only a mountain goat is safe on them, cold floors in on-grade recreation rooms and in the bedrooms over the garage, and dark playrooms which are no better than basement rooms.

This handsome group of splits overcomes many of these faults, and shows six good ways to deal with the dilemmas splits impose.



Photos: Gilbert & Ring

Balcony for master bedroom is popular, as is the dining terrace (left) outside kitchen area. Playroom, lower right.

ABRAM SINGER SONS

Good design on all four sides

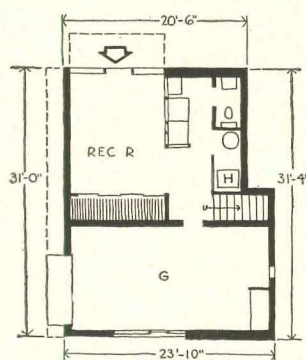
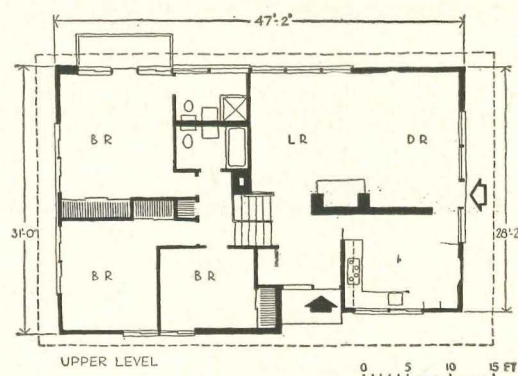
• This house could turn any side to the street unashamed—a claim which cannot be made for many splits, whose high, ungraded backs look far worse than old-fashioned two-story houses. On the market since June, 24 of the 36 houses in this project were sold in two months at \$19,900—all FHA with \$4,400 down.

Buyers liked the wooded, 112' wide lots, appealed to the builders, "Don't cut down the trees." They liked the 24' x 14' living-dining room, the 2½ baths, big kitchen, ground-floor recreation room with sliding glass doors to a terrace plus a second terrace outside the kitchen and dining room. They liked the spacious entrance hall, with quick access to each room.

This house, 47' long, has approximately 1,700 sq. ft. of living space plus a garage. If it were a ranch house without basement it would have been 68' long and would have cost considerably more. Splits are popular because they cut square foot cost.

• *Builder: Abram Singer Sons, Inc., Philadelphia. Architects: Burke & Scipione. Price: \$19,900. Area: 1,700 sq. ft. plus garage.*

Roof line smoothly unites the two-story and one-story portions, while white panels unify the bedroom and garage windows. Front entrance is recessed, with overhanging roof giving protection against rain. Floor plan shows entrance separated from living room by 14' brick fireplace wall. Garage entrance on side requires larger lot, but improves appearance of front. Slight change of plan would permit builders to put either the two-story or one-story end to the street.





Long, low design does not look like split level although raised portion at right has 28' x 28' playroom below.

RUDOLPH A. MATERN, architect

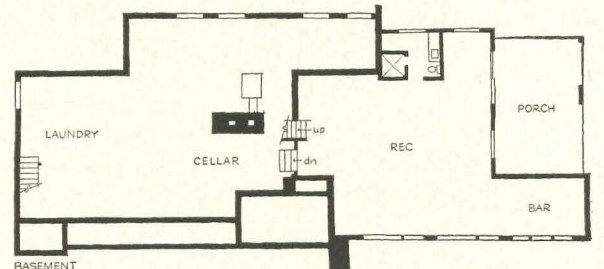
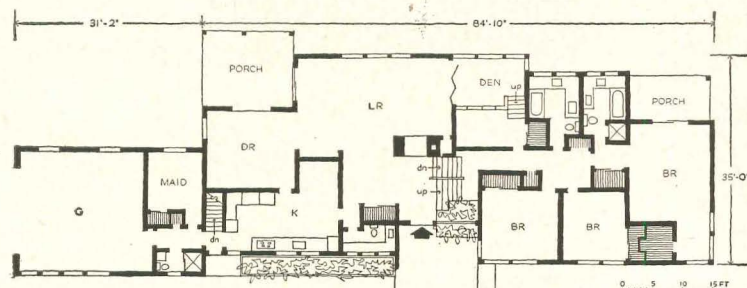
Longest split on the Island

• Builder Dan Grady set three Long Island records with this house. It is the longest split on the island (116'), the highest priced speculative house (\$78,000), made the fastest sale (30 minutes after the buyer saw it). It could have been sold twice more, but Grady won't repeat his houses, wants each individual. He builds about ten a year, has 32 lots from two to four acres in his present project.

When Grady wanted plans for a big luxury house, Architect Matern surprised him with a split. "We never could have gotten that much house on one story," says Matern, "and never the big playroom which made the sale."

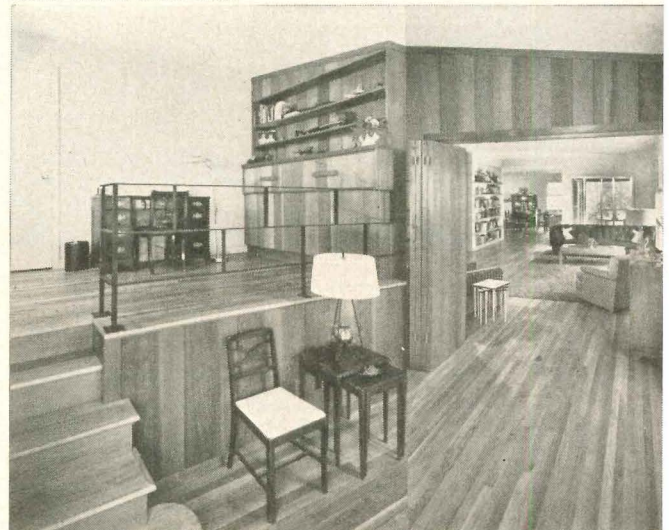
The house has a spacious living room, dining room, three bedrooms, maid's room, a den, 4½ baths, three covered porches, laundry, big separate garage. There was so much glamour here, such fine entertainment space that the buyer, who came out of curiosity and who never intended to give up his old house, realized what a "new model" could mean.

• *Builder: Daniel B. Grady, Upper Brookville, Long Island, N. Y. Architect: Rudolph A. Matern. Colors: Beatrice West. Price: \$78,000. Area: about 4,000 sq. ft.*



BASEMENT

Photos: Richard Averill Smith



Two-level den in foreground can be closed off from living room by folding redwood doors, at left is stairway to bedroom wing. This view through living room to far side of dining room takes in an impressive 54', shows covered porch at right of dining room. The whole house is well lighted, has 870 sq. ft. of glass area, sliding glass doors to patios. There is good access from kitchen to downstairs playroom and to lower porch for dining there or serving guests. The wooded, rolling site includes 2½ acres.



Save the trees and minimize on bulldozers might be the slogan which produces a pleasant house like this. It uses natural site, does not fight it. Any cost of saving trees or working around them is equalized by prices buyers will pay for wooded lots.

SPRATLIN & HARRINGTON

Splits on hillside lots

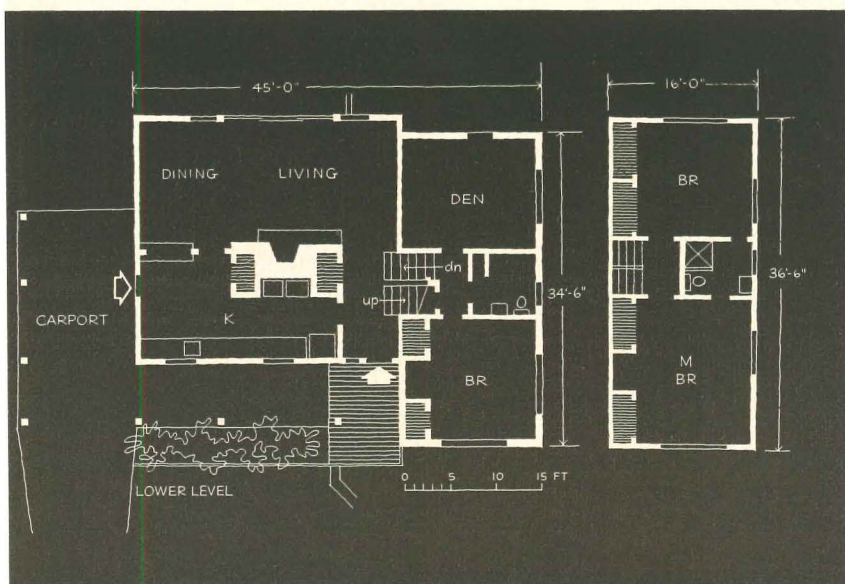
• From Atlanta, Ga. comes a concise statement of why buyers like split levels. Builder H. Dean Spratlin says "Split-level houses (such as the house above) are steadily growing more popular in this section of the country. We believe some of the reasons for this popularity are the extra amount of floor space on the same ground area they give our buyers, the outward attractiveness of a house built on different levels, and the natural affinity split levels have for interesting rolling or hilly lots."

The way this particular house blends into its site is a credit to the builder and to Architect John Cherry (whose choice of siding blends well with the pine woods). It fits here because it was designed to go here. Throughout their Mount Vernon Woods subdivision, the builders try to have each house designed to fit the lot. Splits are usually confined to sloping sites, one-story or conventional two-story houses to flat land.

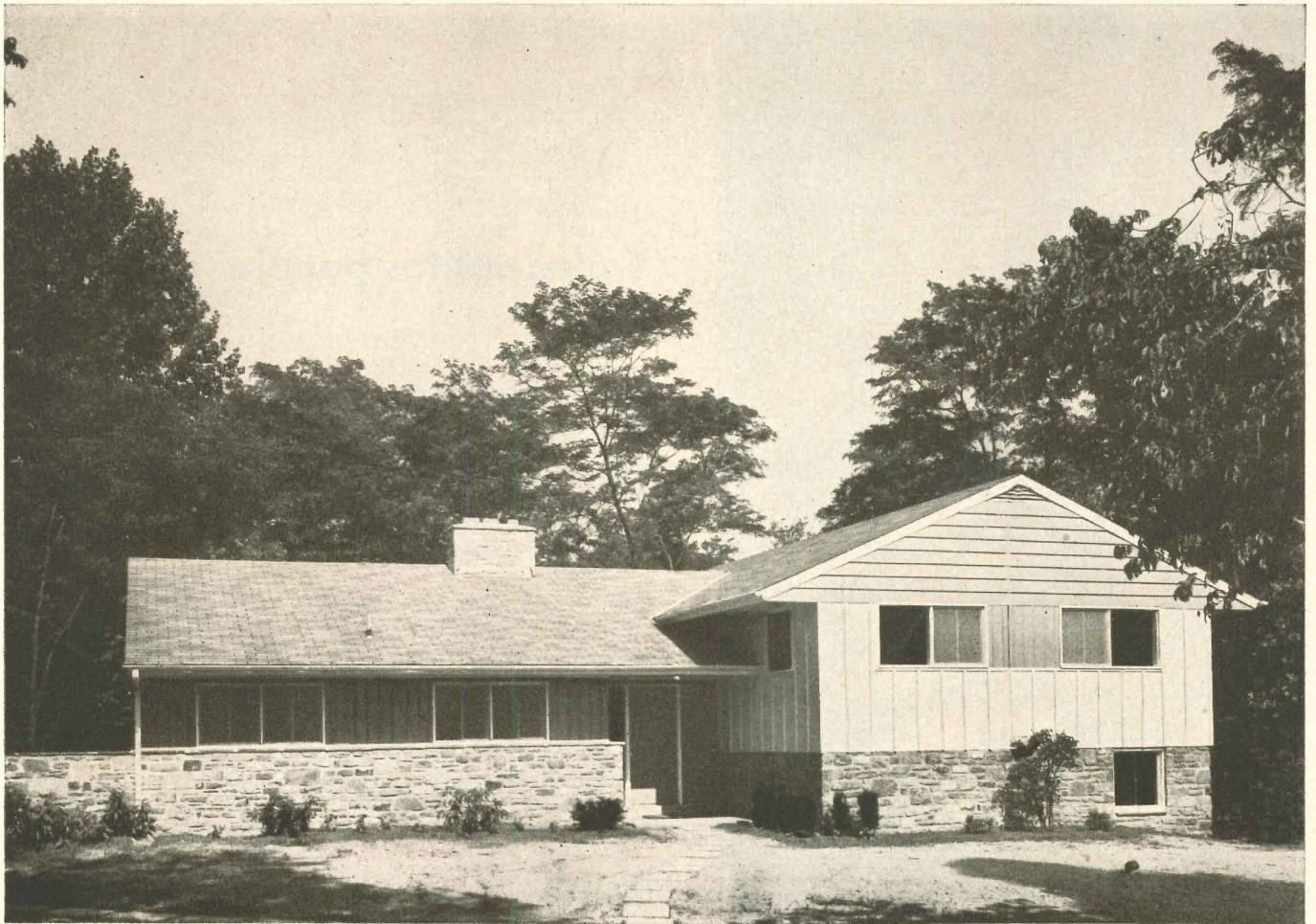
With its 1,900 sq. ft. of living area this house demonstrates the great asset of both a split level and a hillside house: ample space. In a one-story ranch house this much living area would require a house larger than 30' x 60' plus carport whereas this house is 45' long.

So well do these project houses conform to the terrain that a number of families have ordered them from the builders as contract jobs. A builder can be proud of his speculative houses when they are done so well they attract contract customers. Spratlin & Harrington build a wide variety of types including colonial, French and ranch.

• Builders: Spratlin & Harrington Development Co., Atlanta, Ga. Architect: John Cherry. Price: \$22,500. Area: about 1,900 sq. ft. plus carport and partial basement.



Two bedrooms with connecting bath are on top level of two-story wing, with a third bedroom and a den (or guest room), also with a bath, on the lower level. This arrangement overcomes a serious objection to some splits: cold bedroom floors over a garage. Carport entrance to kitchen is good, as is entrance foyer.



Laurence Williams

SEAL & TURNER

Buyers want the extras

• This split is both the highest priced and the best seller of five models being built by Seal & Turner in Media, outside Philadelphia. Like the other splits published here, it provides handsomely that essential ingredient that buyers want: space. This house has an astounding 2,200 sq. ft. of living area.

In addition to the usual three bedrooms, living room and kitchen, it has a separate dining room, a den with a fireplace, a large game room, a laundry, 2½ baths and a two-car garage. Price on one-acre lots: \$27,800.

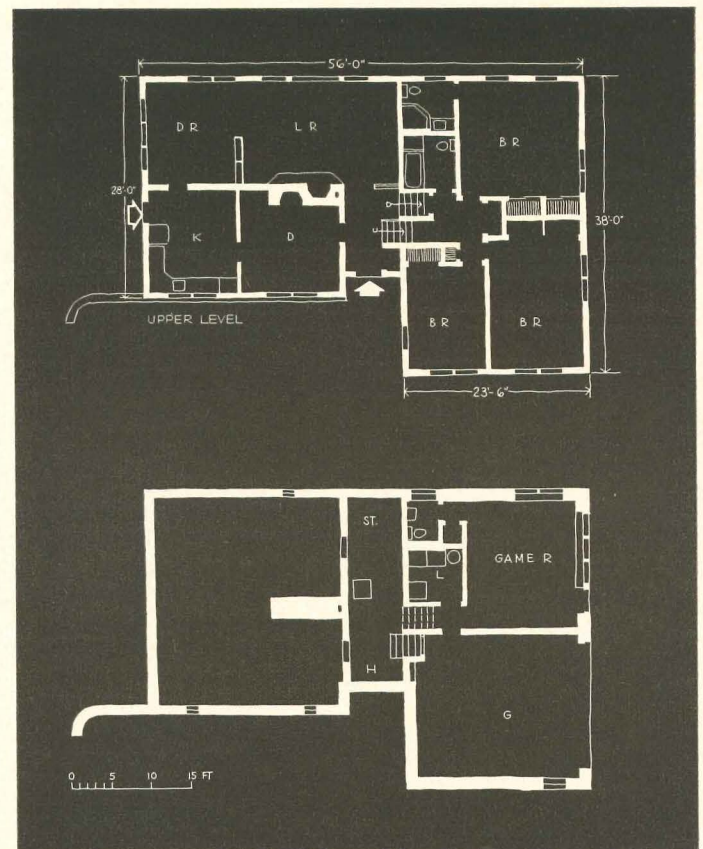
"People are ready to pay real money for the extras," says Jack Turner. He should know, because his firm offers houses that range from \$15,000 to \$32,500. The house shown here, filled with extras, is the most popular of them all.

In its kitchen is a wall-hung refrigerator, built-in stove, dishwasher, lots of color. Throughout the house is "path of light" remote-control switching. There are two fireplaces, a powder room off the game room, a front entrance hall, a terrace outside the rear dining and living rooms reached through a sliding glass door. To overcome the complaints of cold made by many split-level owners, the game room has a radiant-heated floor. The two best talking points are the completely furnished, colorful kitchen and the wiring system, with the den and rumpus room close runners up.

Last summer the builders started a new tract on 89 one-acre lots, find that 70% of sales are splits. "Our splits are so popular they have left our ranch houses flat," says Turner.

• Builders: Seal & Turner, Inc., Media, Pa. Architect: George Hay. Price: on one acre lots: \$27,800. Area: 2,200 sq. ft.

Stone walls help sell any house in the Philadelphia area and Architect George Hay uses stone with careful restraint here to tie together the two wings of the house. Putting the garage entrance at the side (see plan below) improves appearance of the front facade.





JED GILES

T-plan split is popular in Kansas City

• Here is a different kind of split-level plan with more than usual space in the bedroom wing. It is T-shaped and the two-story bedroom wing projects out both front and back from the living wing. It was chosen by the *Kansas City Star* as the most popular house in the Parade of Homes last fall. Builder Jed Giles quickly sold it for \$31,500 but did not repeat it, as his production houses are in a \$20,000-\$22,000 price range. However he uses the same kitchen and other features in his standard houses.

Upstairs in the big two-story wing he put four bedrooms and two baths. Below is a 22' garage facing the street, behind which is a large laundry and a workshop. There is a full basement below the one-story wing.

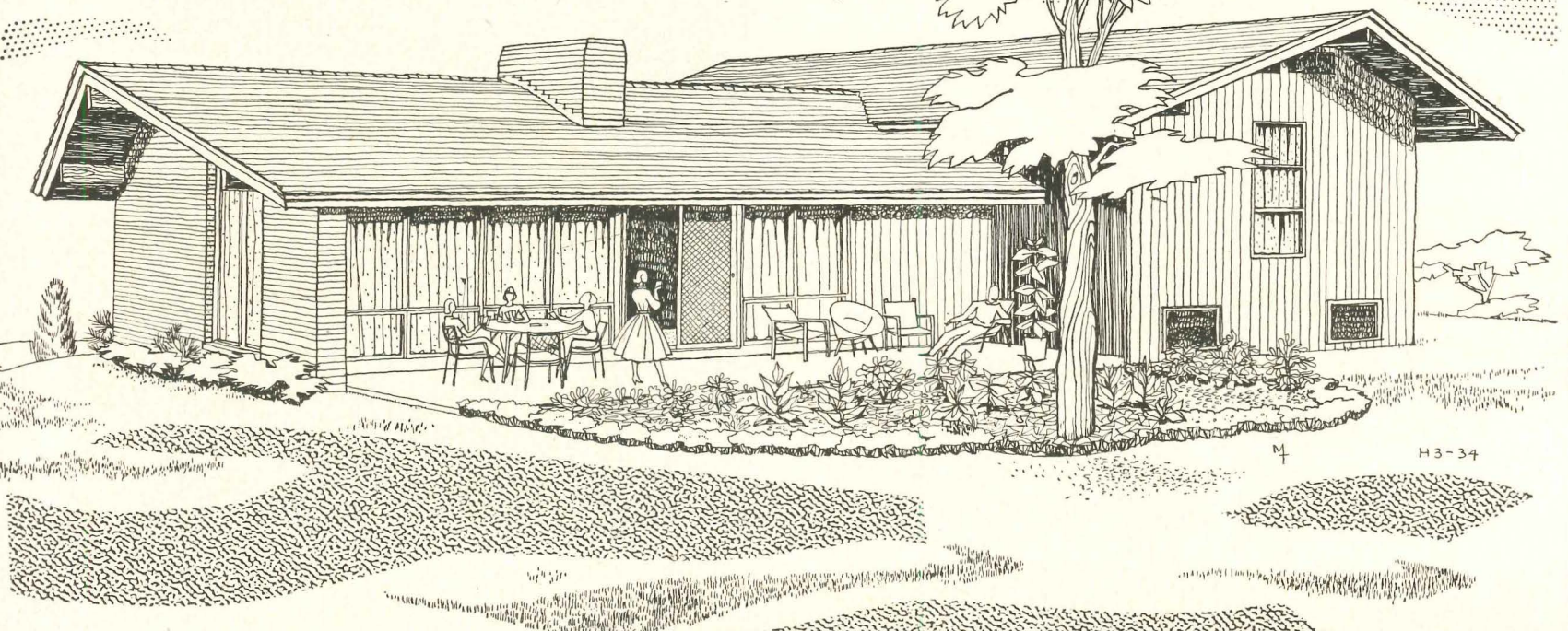
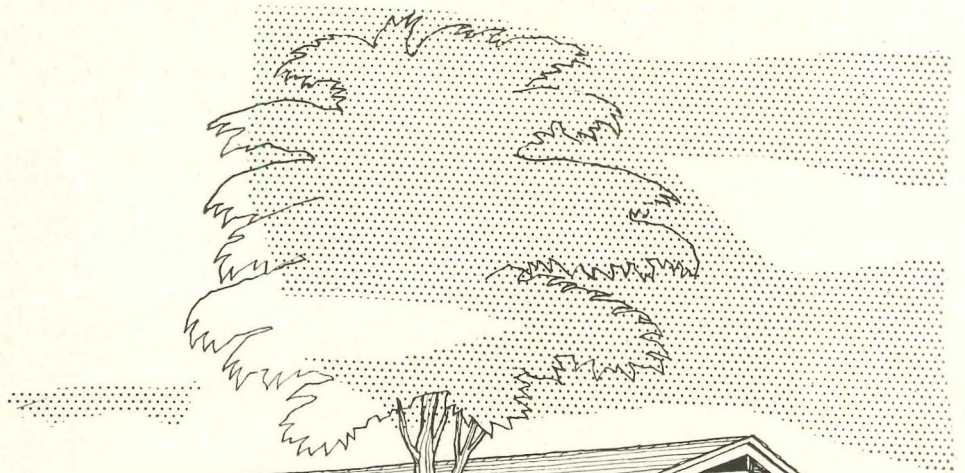
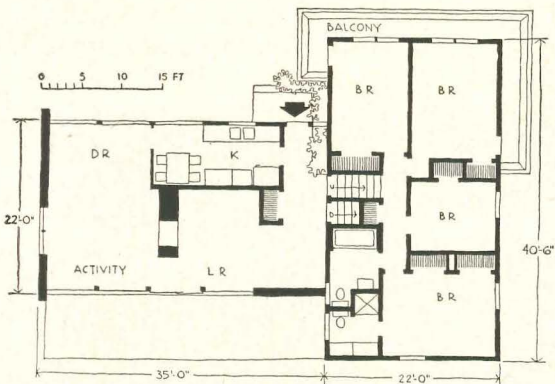
A major difference between this house and most splits is that Giles has his recreation room adjacent to the living room. It works well in this location because it is at the back of the house and opens to the paved terrace shown in the drawing.

Roofs on both sections are low pitched, project out over the walls as a wide overhang. The two-story wing blends well with the lower wing.

• *Builder: Jed Giles, Kansas City, Mo. Architects: Linscott, Kiene & Haylett. Price: \$31,500. Area: 1,716 sq. ft. plus an equal area of garage, etc.*

House fits well into the ground, despite the full basement below the one-story area. Rear terrace was vital sales asset

Near side of slump-brick double fireplace is the living room; beyond is the rear recreation room with terrace at left.





Builder Carl Freeman, on the last 45 high lots remaining in fashionable Chevy Chase, outside Washington, D. C., is building one of the nicest high-priced groups of split levels in the country. Prices, \$39,000 to \$50,000.

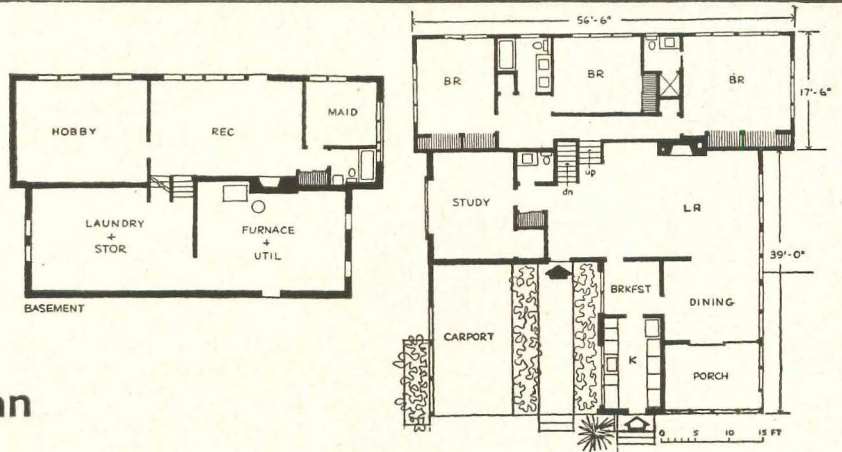
CARL M. FREEMAN

Luxury split has dignity and a new plan

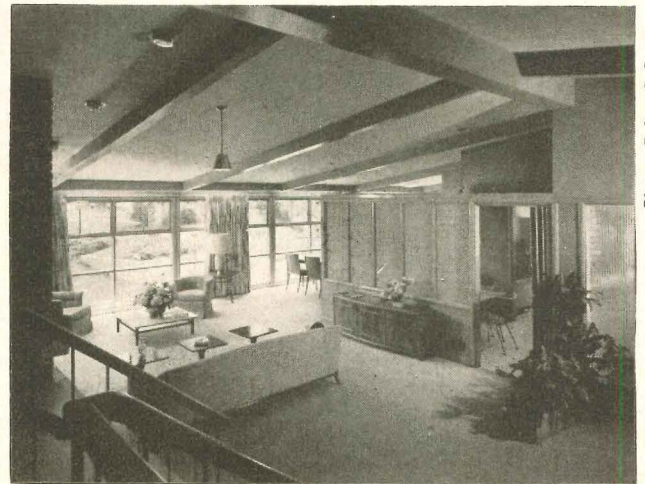
• It is a long step from the first awkward split levels to the sleek elegance of this big house. Carl Freeman, now president of the Suburban Maryland Home-builders Assn., rose to the challenge of the fine land he bought in Chevy Chase. For his 45 big lots (most with 100' fronts) he developed five different houses, of which this is representative.

Several ideas make this plan different from other splits. The carport is in the one-story wing, not below the bedrooms. The front door is at the inside end of the carport. There are three special-purpose rooms: study, recreation room, hobby room, as the plan shows. The breakfast room is an inside room, but has windows onto the big carport, borrows light over partitions from living and dining rooms. A covered porch is reached from the dining room and there is also a paved terrace outside the porch. The house is loaded with good lighting ideas, such as luminous ceilings, pull-down reading lights in the bedrooms, well lighted baths and special garden lighting.

• *Builder: Carl M. Freeman, Chevy Chase, Md. Architect: Richard Collins. Lighting: Wilbur Riddle of Nela Park. Color: W. Shrewsbury Pusey. Land planners: Sanders-Terrell. Price: \$45,000. Area: 2,679 sq. ft.*

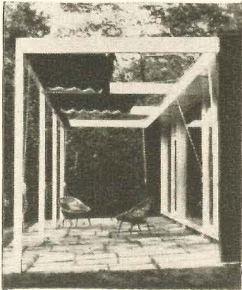


Spaciousness takes on real meaning with a view like this from the bedroom balcony across living room to dining room at far center. Breakfast room is through door at right.



Photos: Robert C. Lauerman

COMPANION



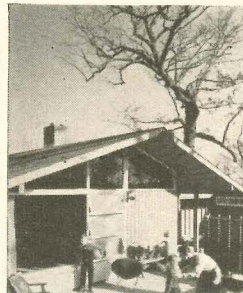
House Beautiful



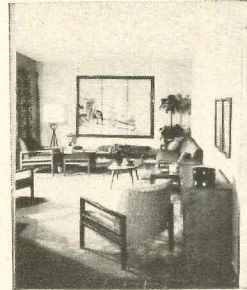
Parents'



Better Homes
and Gardens



LIVING
FOR YOUNG HOMEMAKERS



millions of potential home buyers saw these

"MAGAZINE HOUSES"

in 1955 and will be looking for more

• If these Houses of the Year are any indication, then the new style trends for '56 are these: exposed post-and-beam framing, panelized walls, open plans, sliding glass walls and patios for outdoor living beyond the glass.

That, in any case, is what millions of magazine readers have been warming up to over the past 12 months. And that is what many more millions of visitors to exhibition houses and home shows have learned to like—and learned to demand in the houses they will be buying soon.

Style trends like these are not just dreamed up by editors desperate for a new "angle." These trends have a solid footing: the sliding walls, the open plans, the small-scale gardens—all these are part and parcel of the tradition of Japan, a country that has been influencing American fashions, photography, furniture, lamps, fabrics, movies, books and just about everything else for half a dozen years now. (This year's Paris fashions feature oriental sheaths, Japanese movies are playing to S.R.O. audiences, and decorators are switching to Japanese motifs.)

In short, this is a major style trend, likely to have a lasting influence upon the buying public—regardless of whether or not that public knows that those sliding walls originated in Katsura Palace. It is a major style trend that smart builders are watching with the greatest care, and that smart editors are helping them to sell. For the evidence, see the next six pages.



Post-and-beam porch has movable canvas "roof" that can be adjusted to shade the glass wall in the living area

COMPANION

Advanced design for family living

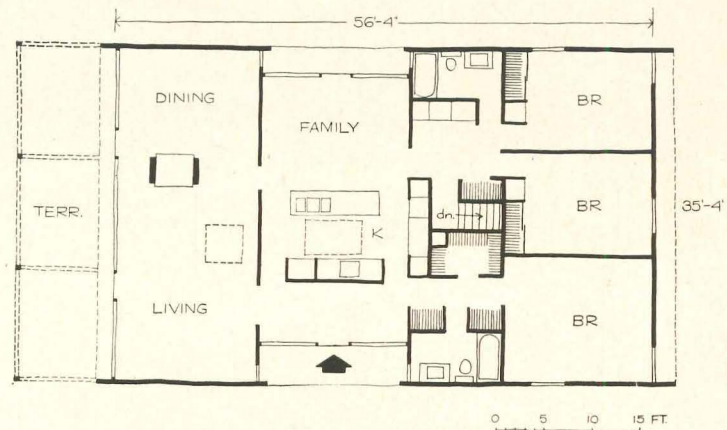
• This post-and-beam house is probably the most advanced magazine project of 1955. The fact that it was put before one of the largest—and most "typical"—magazine audiences in the US holds major significance for American architects and builders.

Here are some of the *avant garde* ideas shown (in brilliant color) to the *Companion's* 4.16 million subscribers:

1. Flat roof, post-and-beam construction.
2. Open kitchen planning (all cooking is done on an open counter smack in the center of the family room—and the family room is another, increasingly popular feature, by the way).
3. Free-standing, two-way fireplace used as a room divider.
4. Panelized exterior walls (including floor-to-ceiling glass panels for the Northeast).
5. Roof "overhangs," made of horizontal canvas awnings, that can be rolled back on dark days.
6. And zone planning which places utilities and storage where they can form a sound barrier to protect the bedroom areas.

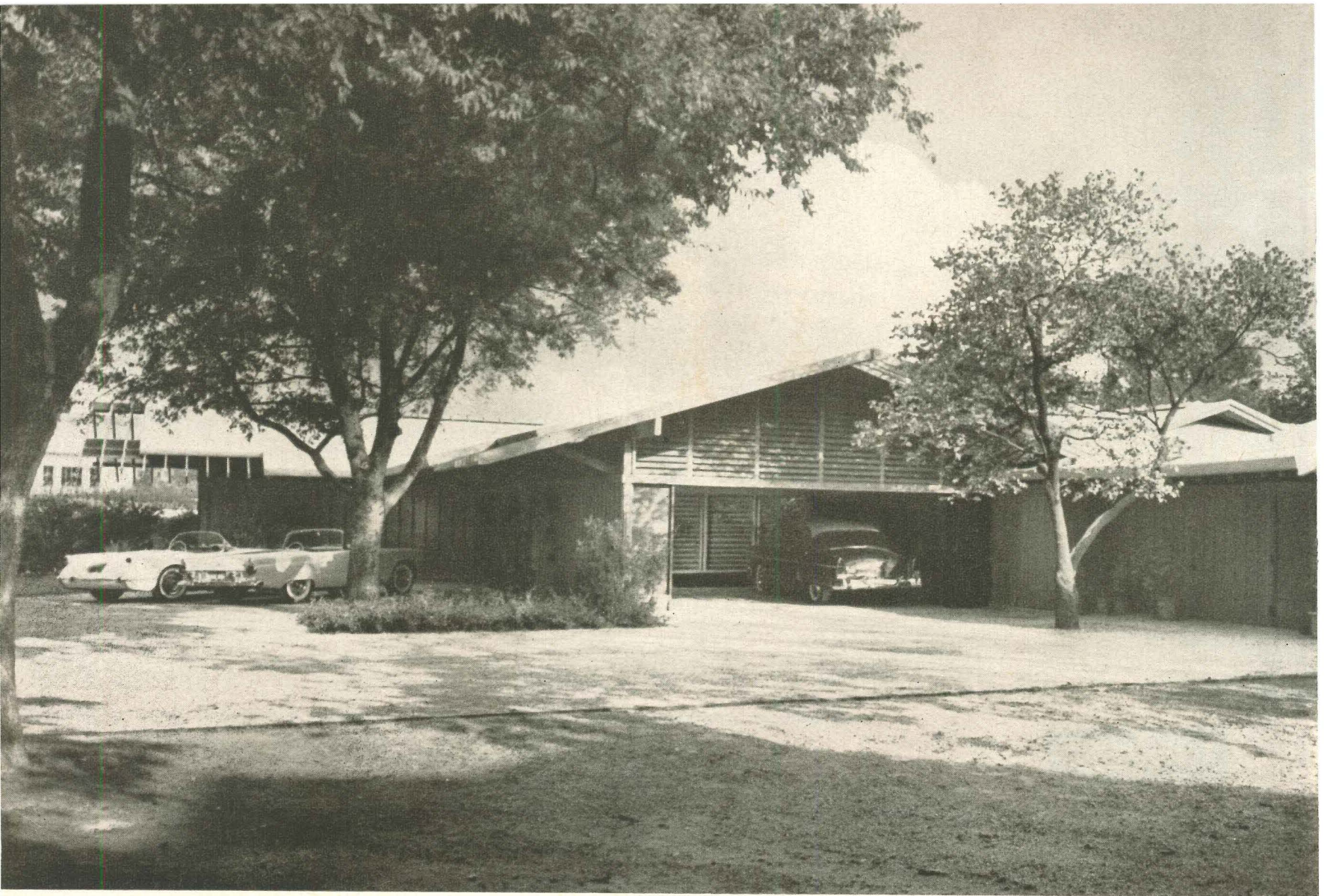
Architect George Nemeny designed the model house for Builders Prisant & Berman, who managed to sell copies to half a dozen families at \$35,000 (and without advertising) in no time at all—in conservative Westchester to boot. Even though six swallows may not make a spring, the *Companion's* handsome project suggests that the public may be much farther ahead than some builders, appraisers, mortgage bankers, FHA or VA officials think.

Free-standing, two-way fireplace separates living and dining areas. Porch with canvas awnings is at left.

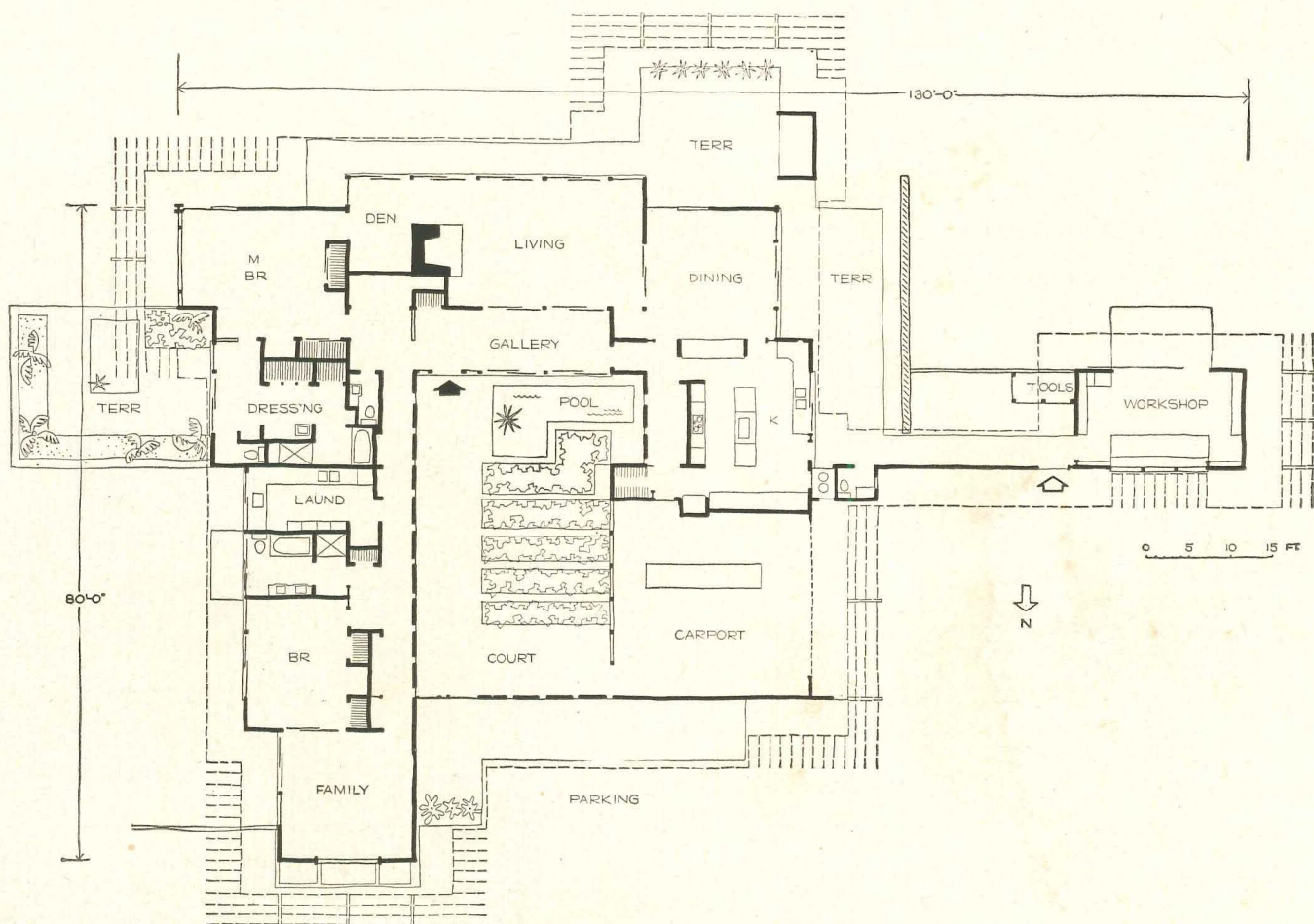


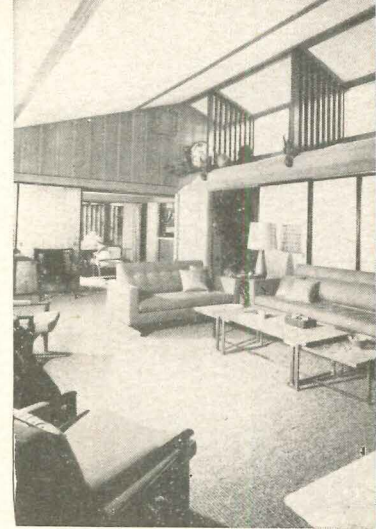
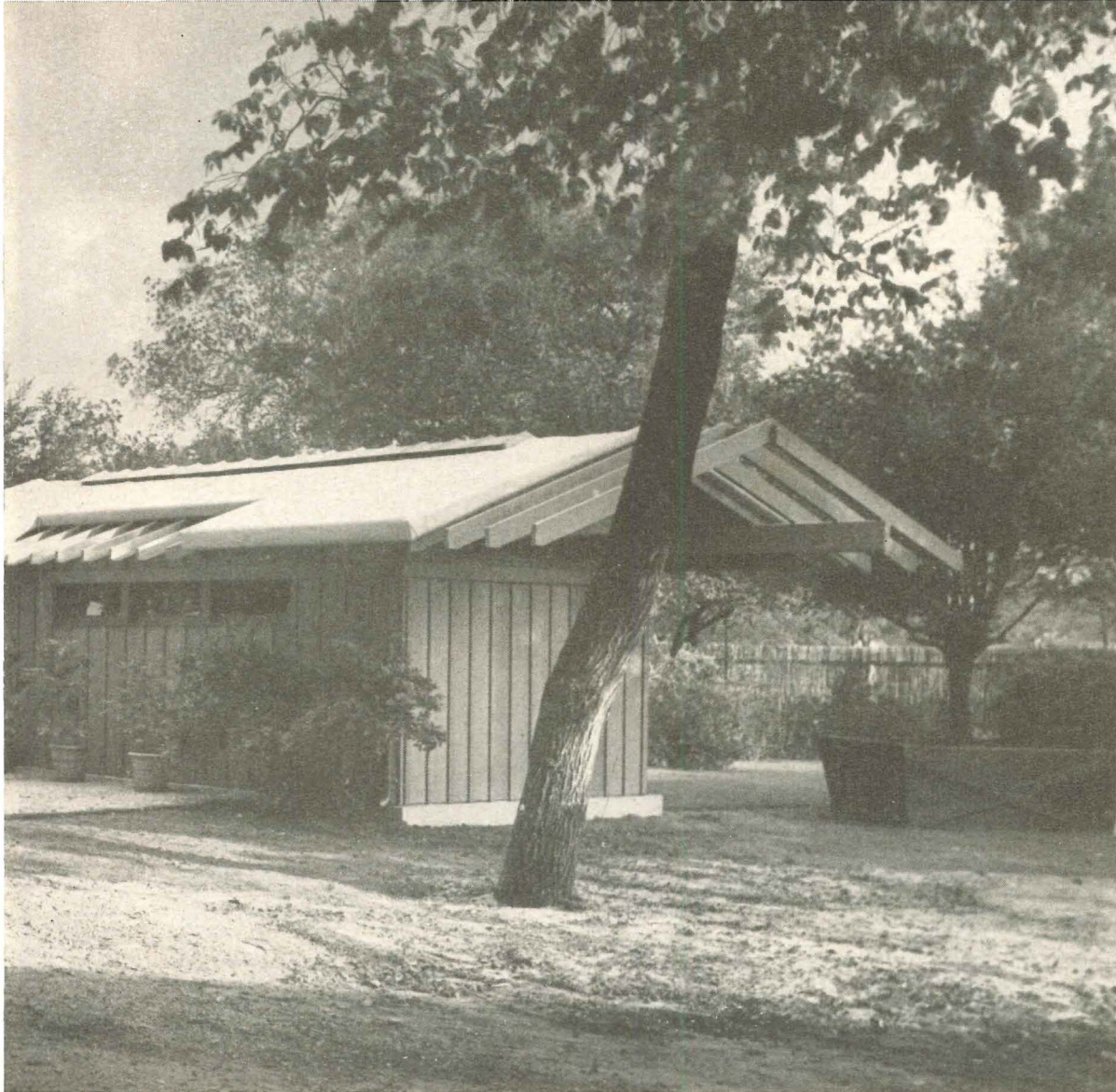
Photos courtesy of Woman's Home Companion





Service wing of Pace Setter is at right, motor reception hall center, guest parking at left. Low-pitched roof is ventilated, provides deep overhangs for glass walls





Living room has characteristic Japanese sliding screens around its perimeter to make plan entirely flexible. North light comes in through high clerestories; south facade (see plan) is shaded by deep overhangs.

Photos: Maynard Parker courtesy of House Beautiful

House Beautiful

Pace Setter took the best of the old and the best of the new

• More than 100,000 visitors to the Texas State Fair at Dallas, and 622,477 subscribers to *House Beautiful* have been made thoroughly familiar with dozens of advanced design concepts contained in the new Pace Setter house for 1955. Here are the most important innovations, the most impressive new ideas that people carried away with them after seeing the Pace Setter:

1. A house can have more than half a dozen "outdoor living rooms" designed for specific purposes—patios for dining, for relaxation, for sunbathing, etc., all closely related to corresponding indoor areas.

2. A house can have a much more flexible plan if you make liberal use of sliding screens, sliding walls and sliding glass doors.

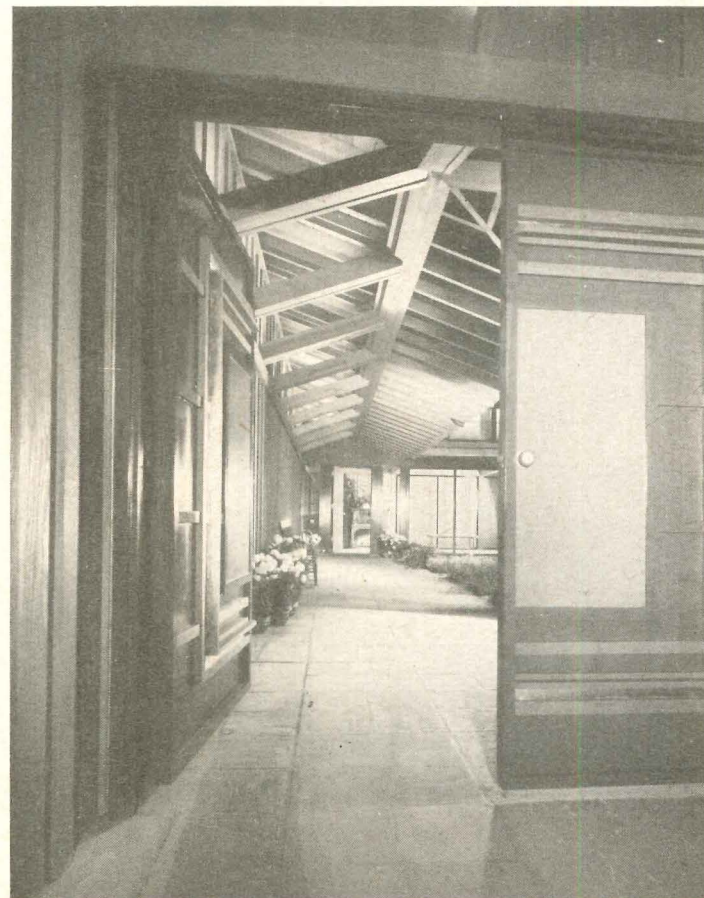
3. A house might have a special car entrance. This Pace Setter has a big, Texas-style "motor reception hall"—big enough to receive two Cadillacs or three Thunderbirds.

4. And a house can have a whole new "vocabulary" of sun-control devices, including pleated awnings that fold up into neat bundles, can be dropped down any time the glass walls need protection.

Designed by Architect Harwell Hamilton Harris, leading exponent of Japanese-influenced West Coast architecture, the Pace Setter is remarkably close in spirit and some detail to the traditional Japanese houses around Kyoto. Yet in its use of the most advanced building technology—a heat pump, a fabulous kitchen, built-in lighting of infinite variety, and so on—this house is a part of today's American scene, and a powerful incentive toward improving that scene tomorrow.

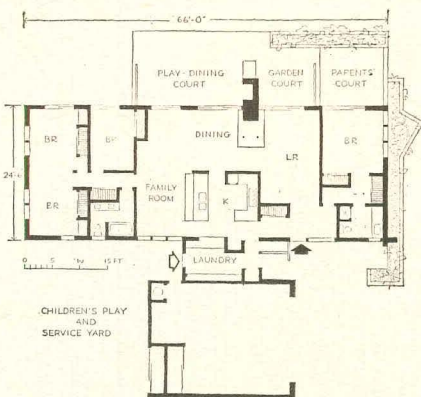
The builder was Joe Maberry who was chosen from among their members by the Dallas home builders.

Formal entrance court, partly covered, partly open to the sky, is the real foyer of the house, beautifully "furnished" with planting, water and paving. Entrance to the living area is seen at the end of long walk. ➡





Garden patio is just outside living room. Play and dining court is seen beyond



Parents'

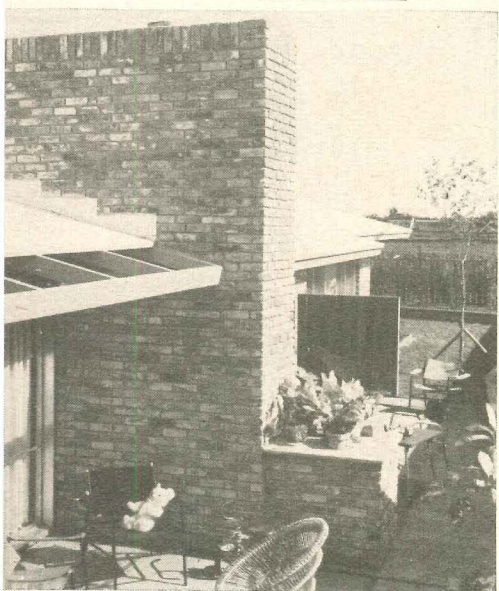
House has four walled-in living patios

• One of the most significant planning trends in all the 1955 magazine houses stems from the realization—at long last—that the small lot of today is a very different animal from the big lot of yesterday, and that the house for the small lot must therefore be a very different house also.

Parents' Exhibition House at the Houston Parade of Homes made this clearer than most, for its architects (Robert W. Clemens and Charles B. Wilson) not only designed an extremely workable family plan indoors, but also an extremely workable family plan outdoors. The indoor house was neatly zoned into a children's wing (with family room) and an adult wing (with formal living area). The "outdoor house" was similarly divided into a parents' patio outside the parents' bedroom, a garden patio outside the formal living room, a play and dining patio outside the dining-family room, and a service yard outside the kitchen and utility area. Most of these patios were screened by brick walls for privacy on a small lot.

The house, built by the J&B Manufacturing Co. on a steel frame (see June issue), was seen by Houstonians and more than 1.6 million subscribers to *Parents' Magazine*.

Indoor-outdoor fireplace extends from dining area into dining and play patio; sliding glass walls are sole separation between them.



Photos courtesy of Parents Magazine



Side terrace extends the family room, can be served and supervised from the kitchen

Better Homes
and Gardens

Idea Home of 1955 an influence in 100 cities

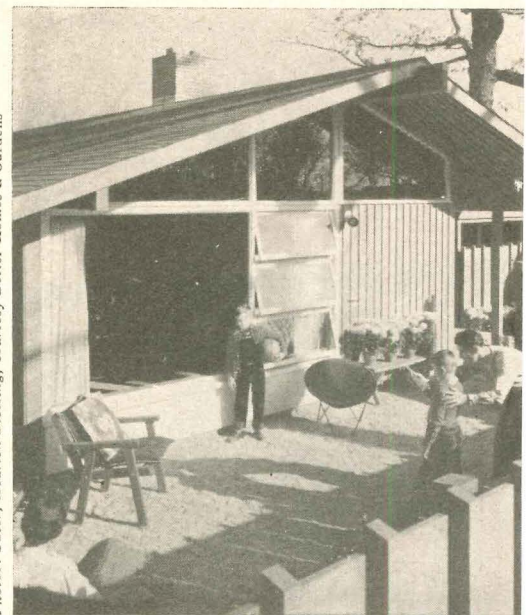
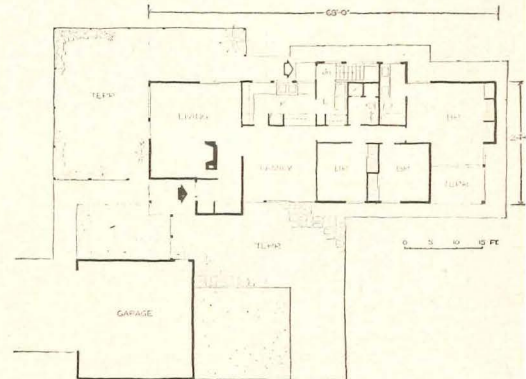
• Last year's BH&G house was seen in the flesh by more than two million Americans, and in photographs by BH&G's more than 4 million readers. This year's Idea Home, designed by Hugh Stubbins Associates, will have an even bigger audience, for 100 builders (among them NAHB Builder Fred DeBlase of Rochester, N. Y.) will be putting it up in 100 US cities.

Any builder who wants to do well in '56 had better watch its ideas—

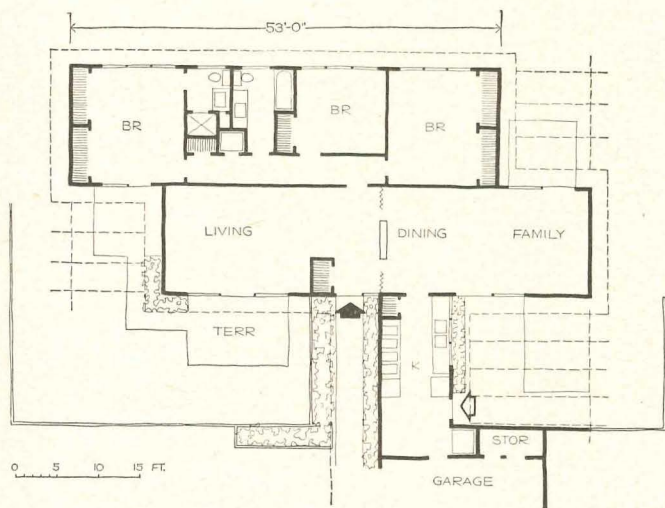
1. fenced-in patios, 2. spacious family room, 3. post-and-beam structure,
4. panelized walls, 5. free-standing fireplace, 6. sliding glass doors and
7. open planning.

BH&G again decided to do an eminently realistic house (1,626 sq. ft.). Yet this realistic house incorporates many ideas heretofore seen only in large custom houses. Reason: the expensive prototypes establish the style trend; next, the manufacturers begin to mass produce components in keeping with that trend; finally, the assemblies of these inexpensive components—i.e. the finished houses—can be put together to suit the average pocketbook. Any builder who tries to stem this kind of tide is likely to find himself outdated and outpriced.

Fenced-in patio doubles the usable living area for large part of the year. Glass-wall architecture (first seen in large country houses with plenty of acreage) requires privacy screens on today's small lots. Here is one good way of using glass walls without loss of privacy.

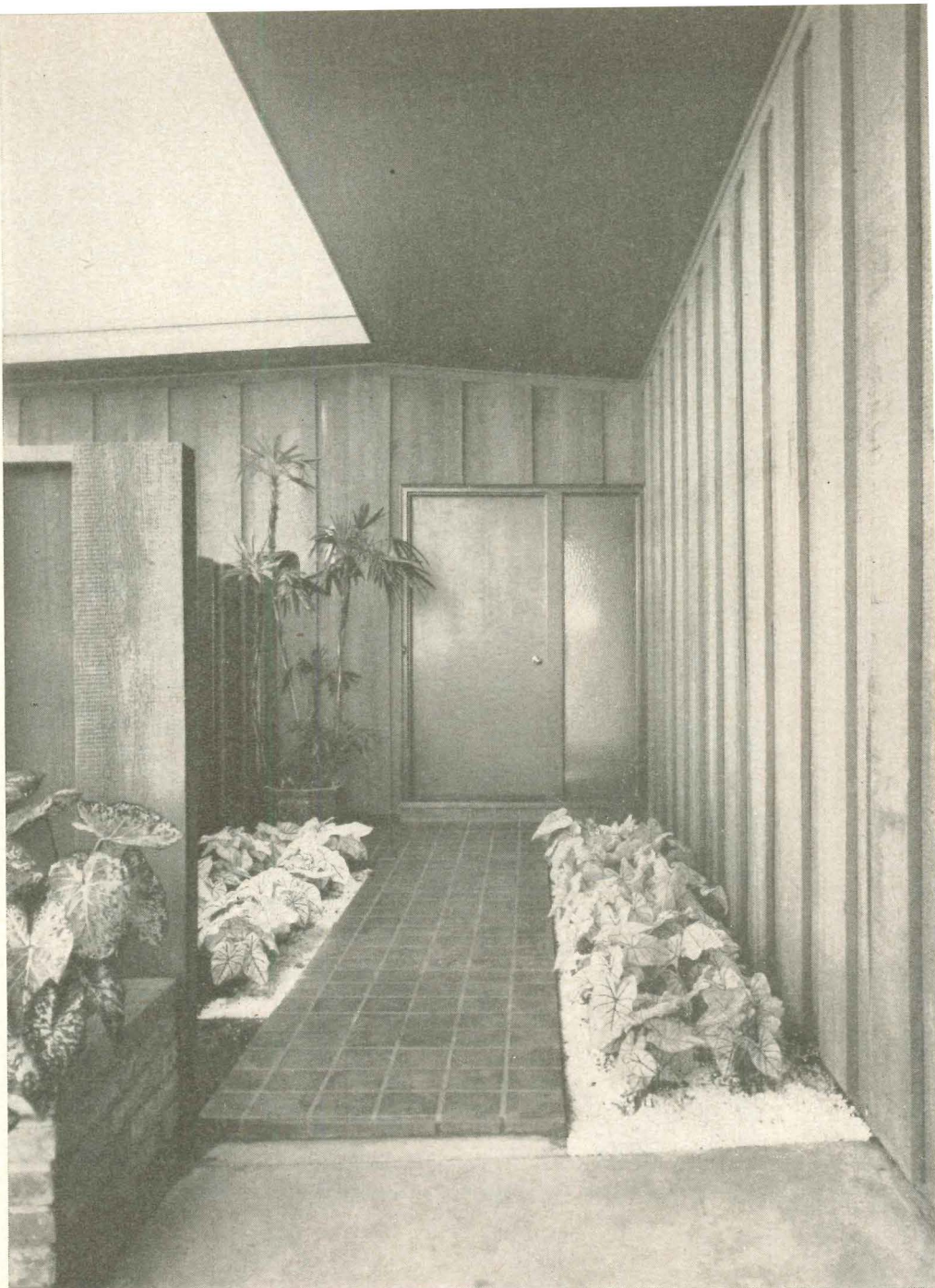


Photos: Suter, Hedrick-Blessing, courtesy Better Homes & Gardens



Note Japanese screen on end wall of living room—an unconscious but significant style note this year.

Photos: Hence Griffith, courtesy Living for Young Homemakers



Small entrance court is a formal outdoor foyer under cover, joins garage to front door

LIVING
FOR YOUNG HOMEMAKERS

Parade house stressed indoor and outdoor zoning

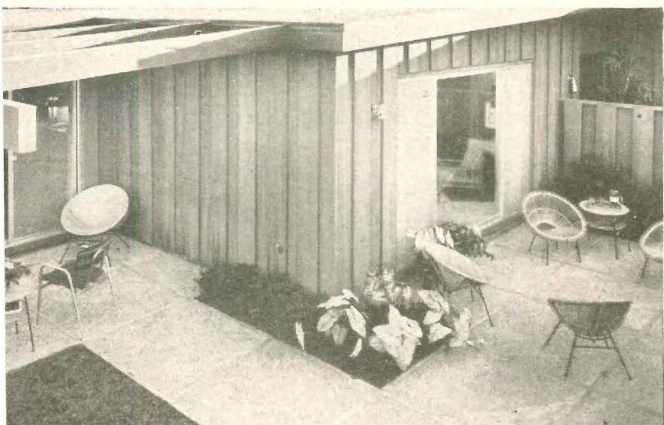
Fenced-in patio for outdoor living has plenty of privacy, is located just beyond sliding glass doors of living room and master bedroom.

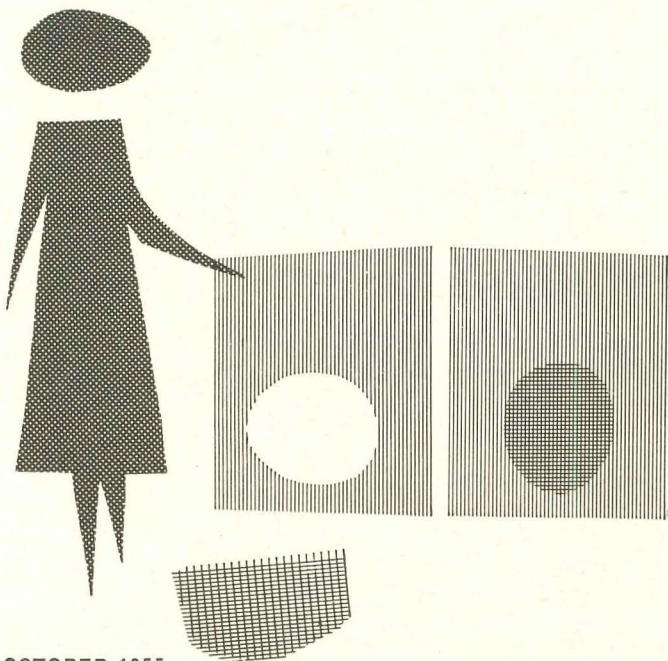
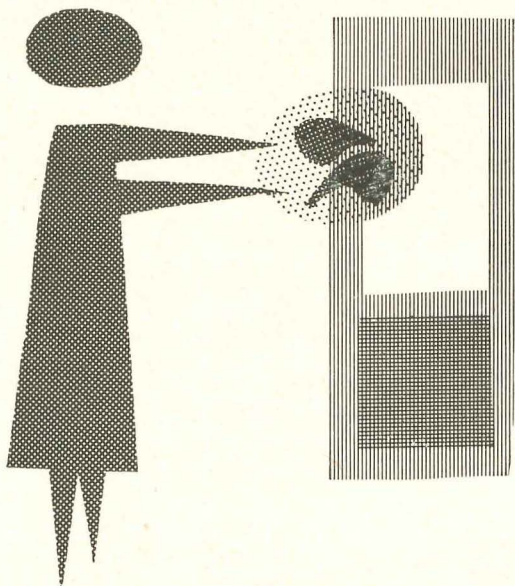
• More than half a million subscribers to *Living* have read all about a house that is clearly zoned into daytime and nighttime areas, whose lot is just as clearly zoned into three or four distinct, special-purpose patios, and whose plan combines great openness (in the daytime areas) with intimate privacy (in the bedroom wing). The house was designed by Architect Harwood Taylor and built by Builder Bert Williams at the Houston Parade of Homes, where 75,000 visitors lined up to see it and its neighbors.

Perhaps the most amazing thing about these five magazine houses is the wide area of agreement among architects, builders and editors. *All* five houses have:

Open plans. Family or play rooms. Sliding screens, walls, or sliding glass doors. Patios—either formed by the house itself, or formed by fences around the house. Exposed structures (often post-and-beam) and panelized walls. Free-standing room-dividers (often the fireplace was used that way). Sun-control devices, ranging all the way from simple, deep overhangs, to elaborate canvas awnings. And carefully worked-out plans, zoned for quiet and noise, for privacy and for family use, for easy access from garage to kitchen, for easy control of play areas from kitchen, for best orientation on almost any lot.

So these five magazine houses represent a kind of visual check: if your house measures up to the standards established here, you have little to worry about. If not, run, do not walk, to the nearest good architect! All five magazine houses were designed by architects and they show it.





houses for

GOOD LIVING

planned for today's buyer

Here are a dozen or more houses which fairly shout "good for family living." Here are splendid ideas for kitchens, bathrooms, living rooms, storage and for other amenities.

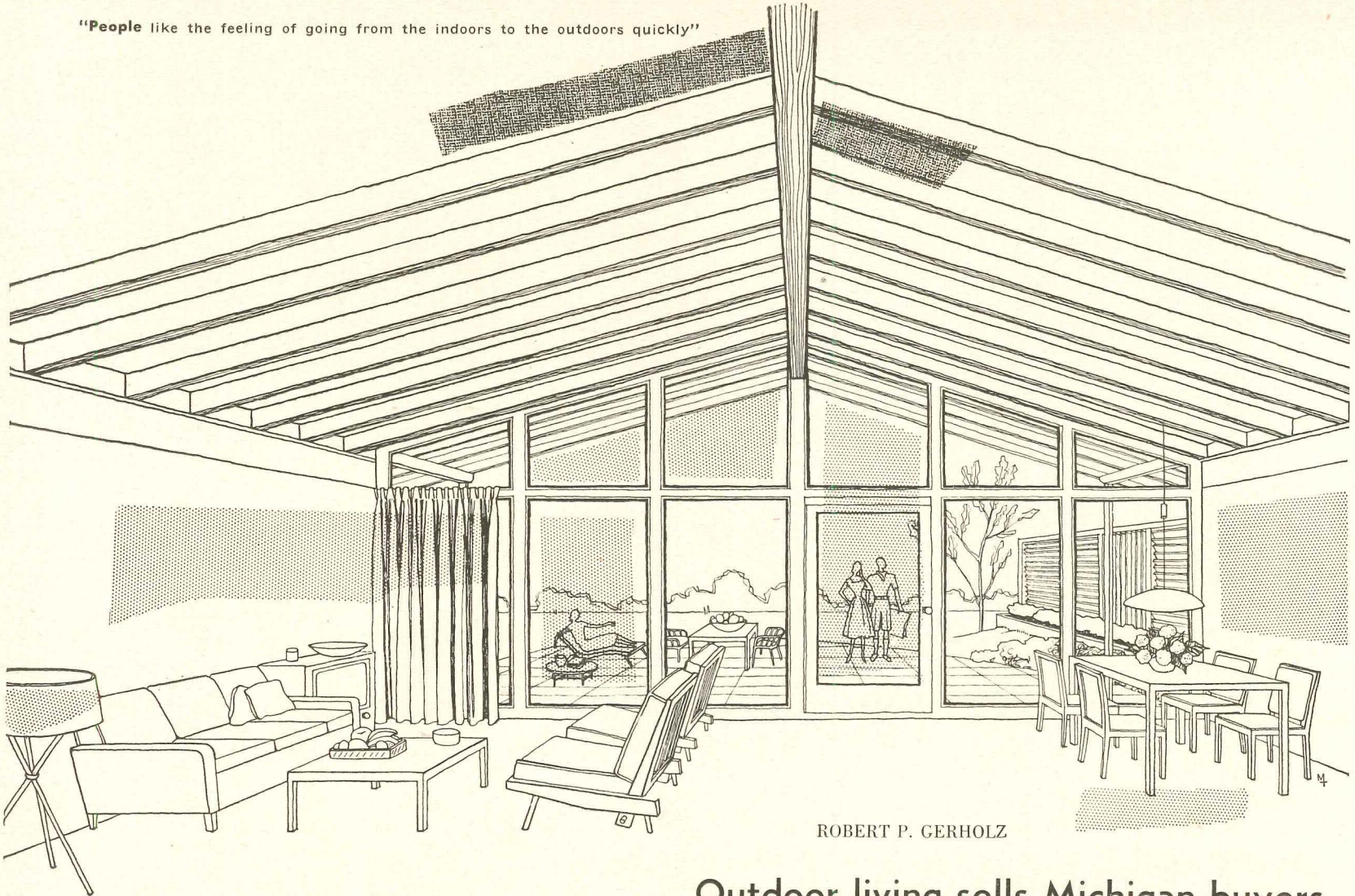
When architect and builder were working together on these designs they were aware that the spirit of a third person was also sitting at their drawing board—their prospective buyer. For these houses were conceived for the sole purpose of being better houses for family living than older houses.

Houses with built-in merchandising

Smart builders know that the best merchandising of all is a house filled with ideas for better living. They know this is the new trend in salesmanship. Superficial gimmicks are relics of the past; the toy balloons, the fluttering flags, the garish signs are not the way to sell houses. The new merchandising is built right into the house.

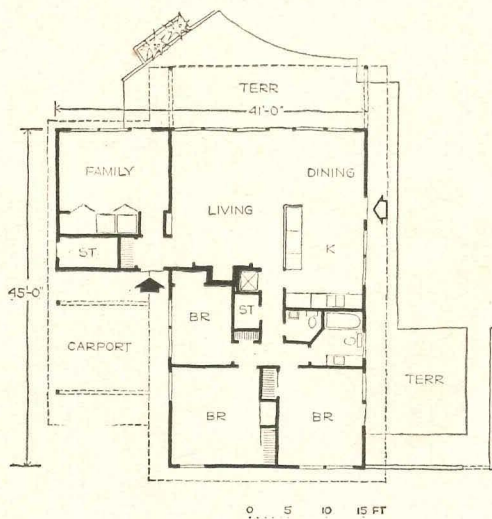
The built-in ideas go a long way toward answering the questions: can a big, independent family live here happily and in good health? Is there flexible space, indoors and out, style to be proud of, continuing comfort and easy maintenance, long life through good materials and good construction? These houses answer: yes.

"People like the feeling of going from the indoors to the outdoors quickly"



ROBERT P. GERHOLZ

Outdoor living sells Michigan buyers



• "This house has been our biggest hit in over 34 years of building." Those are the words of a man whose opinion carries a lot of weight: Robert P. Gerholz, the only man ever elected to the presidency of both NAHB and NAREB. Says he:

"We can't build this kind of house fast enough. We built over \$3 million worth of them before we ourselves were convinced that one-floor, open-planned living is practical here."

Sales record of the model shown on this page: 50. Gerholz restricts it to one-third of his production because "we want to have the double-glazed gable end frame the view and still not have the front elevations look the same all down the street."

Gerholz learned many things from this house. Among them: "Our suppliers tell us nothing has had a greater influence on what other builders are buying than the materials used here."

"We put the basement equivalent in the attic (reached by a fold-away stair) and in the garden storage room."

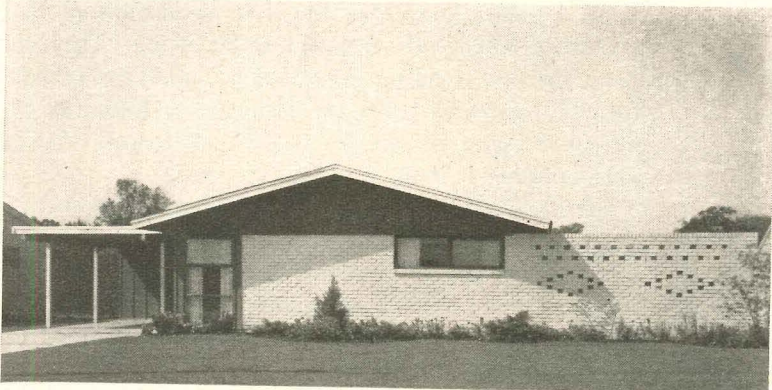
"People liked the 'unitized' kitchen complete with seven major appliances built into it."

"They liked one-floor living and the indoor-outdoor feeling of being able to walk out onto their land without going down steps."

"The house has the luxury features of a really big one: mahogany paneling in the family room and around the fireplace, big glass areas. Buyers get luxury and convenience wrapped in one package."

• *Builder: Gerholz Community Homes, Flint, Mich. Architect: William K. Davis of Daniel & Associates. Land Planning: Carl Gardner. Price: \$22,950 with air conditioning and built-ins. Area: 1,432 sq. ft. Lots: 70' x 150'.*

Fulkershn



Perforated brick wall screens a terrace directly outside the master bedroom. Bigger terrace is outside living room (see plan).

• Two years ago when Salt Lake City Builders Holmes & Jensen built their first storage-wall house, they scored a best selling hit. Today they are making even faster sales with another storage-wall house, this one with an additional 200 sq. ft. of floor space at ground level to take the place of a basement. The builders have sold all they can complete until Christmas.

Advanced construction techniques characterize these houses. Ceiling, outside walls and even the hardwood finish floor are applied in one uncluttered sweep under a trussed roof. The builders are sold on the "open-room" method of building because they can get a house under roof quickly, finish the interior by moving prebuilt storage walls into the house.

Holmes & Jensen offer their house with three distinctly different brick or block elevations, achieve further variety by siting some houses narrow end to the street and switching a double carport, and a 75 sq. ft. storage area, to any of three sides.

To induce the public to buy basementless houses in a traditionally basement-house area, the builders are moving in gradual steps toward a house on the ground: they put this house on a crawl space and used hardwood floors throughout.

Other built-in merchandising features of the house are fully tiled bath and a half, remote control lighting, flagstone fireplace mantel, built-in oven, range, dishwasher.

The handsome sales brochure (from which the isometric rendering below is taken) is a marvel of merchandising: in full-page pictures, prospects are taken through every step of the storage-wall building process, then shown fully decorated houses and views of the well-landscaped subdivision streets.

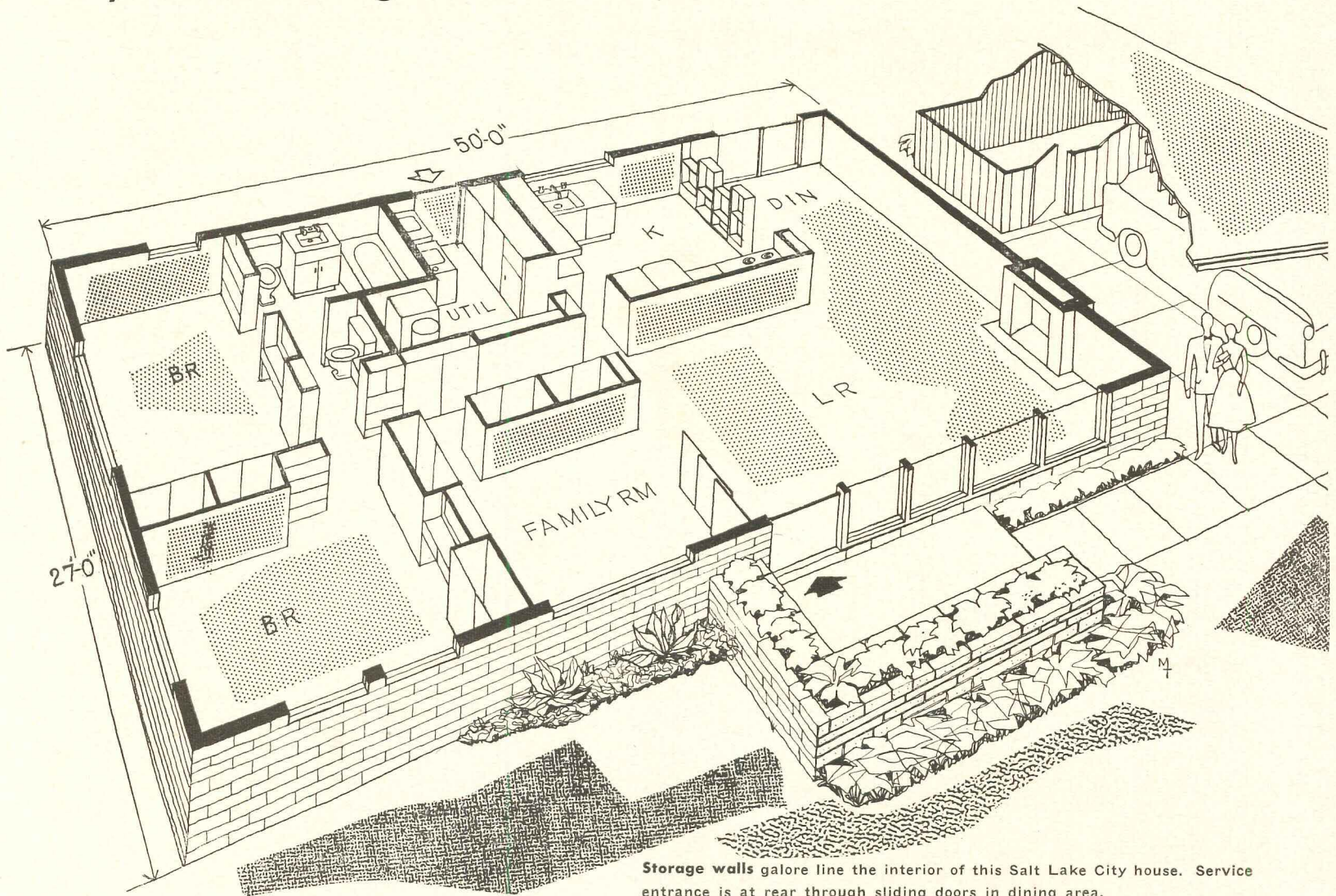
• Builders: Holmes & Jensen, Salt Lake City. Architect: M. E. Harris Jr. Price: \$16,300 to \$16,800 depending on lot location. Area: 1,356 sq. ft. Lot: 70' x 100'.



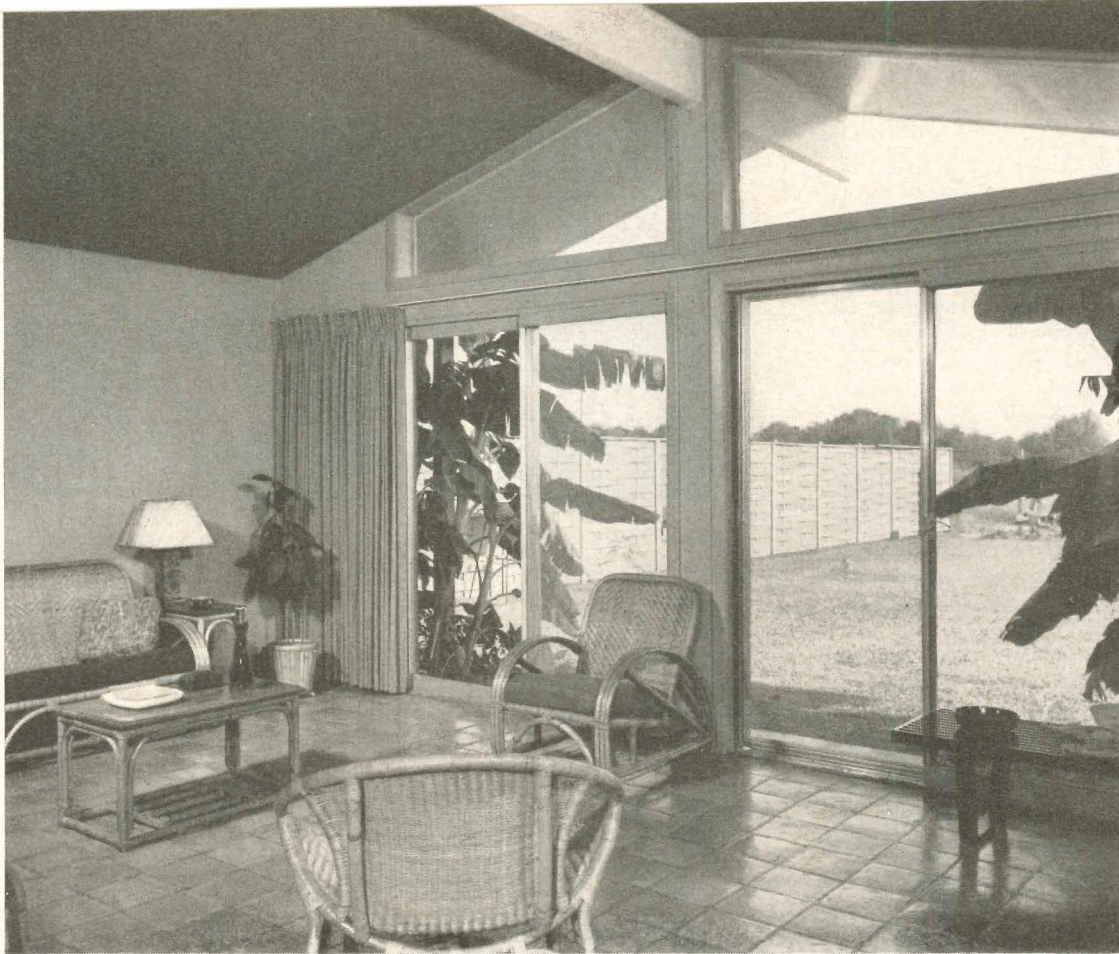
Model house placed narrow end to the street, gains width by addition of flat-roofed carport, strong horizontal line of covered walkway to entrance.

HOLMES & JENSEN

Every wall is a storage wall in this house



Storage walls galore line the interior of this Salt Lake City house. Service entrance is at rear through sliding doors in dining area.

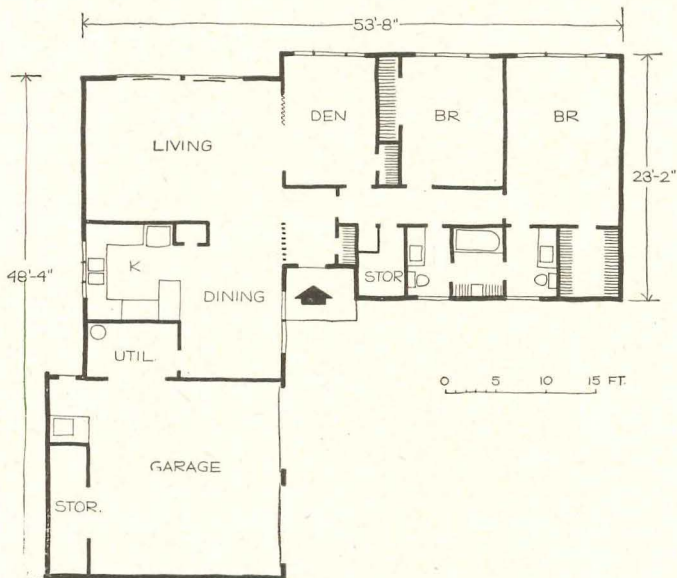


Photography by Stiles

Sliding glass doors open to rear yard or garden. Flooring is glazed ceramic tile, a favorite of the architect and a hit with work-conscious housewives.

ALAN B. HUVARD

Architect and builder team up to customize VA houses



• Here is a young (27) builder who worked with a young architect to produce "customized" VA houses. Alan Huvard has probably built more contract houses and Bill Jenkins probably designed more in the price range under \$15,000 than any other pair in bustling Houston.

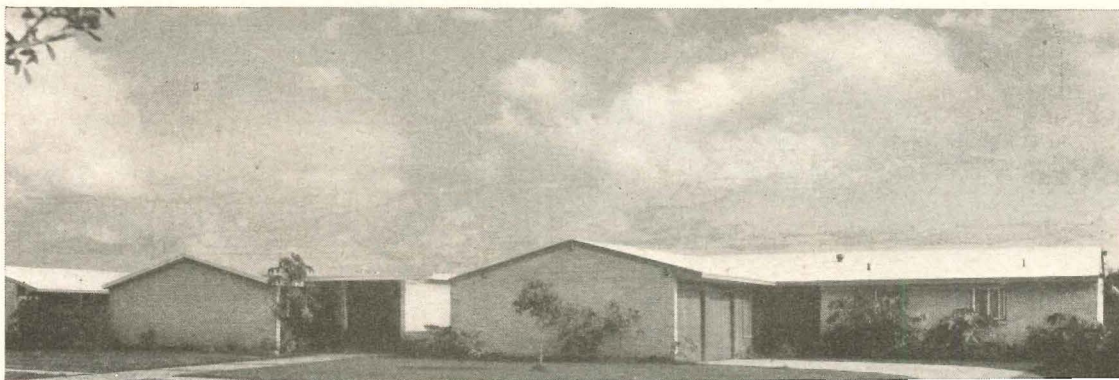
Starting on the proverbial shoestring, Huvard parlayed less than \$5,000 into a 50-houses-a-year business the first year he began building. What made architect-builder collaboration such a success? Architect Jenkins answers: "Many veterans never used their eligibility because too many GI houses were built as developments rather than as communities. And many wanted a better designed house than they were offered."

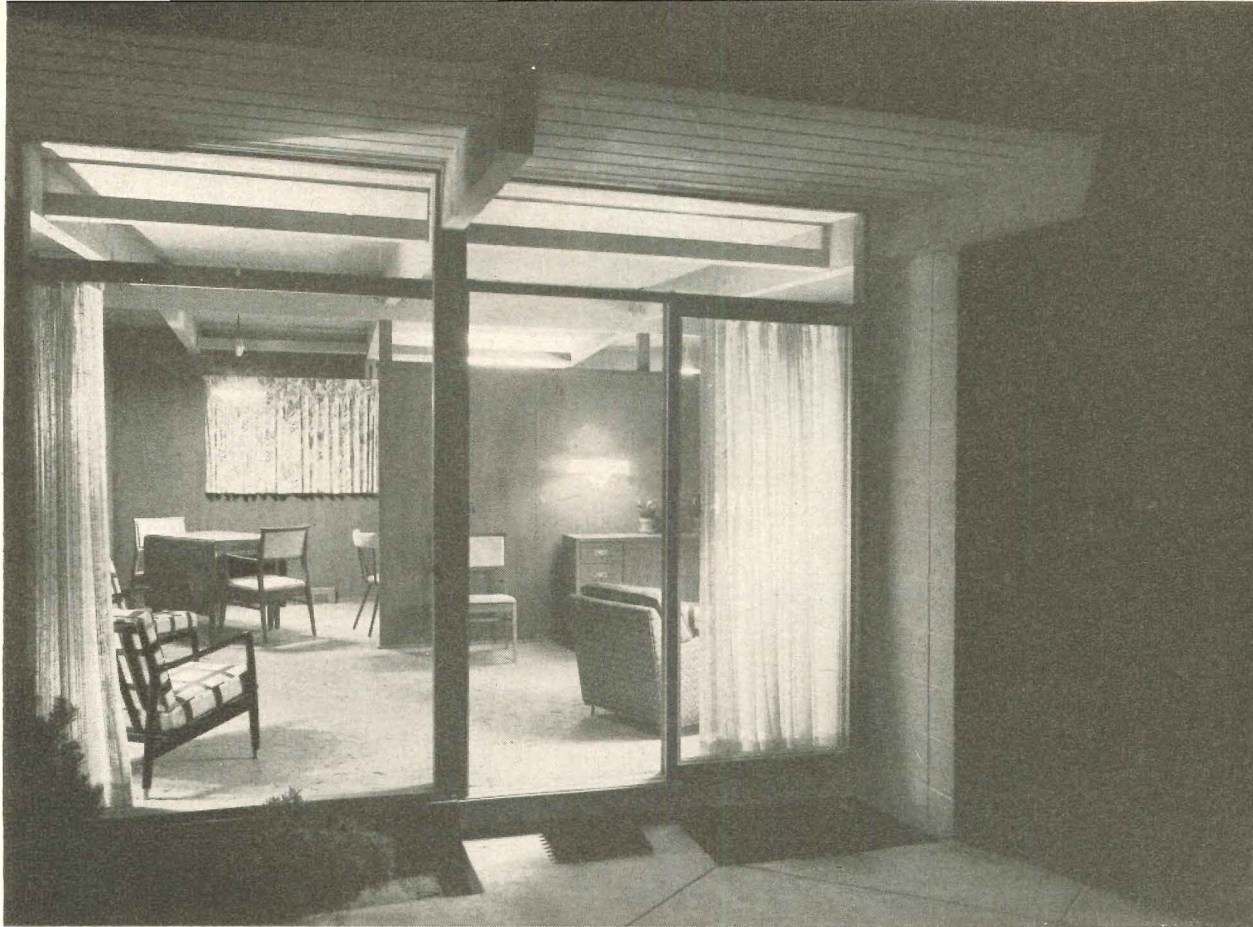
How does their custom-house operation work? Simply. People who like a Huvard-built house call him up to tell him they'd like him to build one. Huvard makes an appointment for them with Architect Jenkins. After discussing individual needs, Jenkins designs a house. Huvard builds it. The one big hitch: Huvard states the Houston VA office penalizes contemporary design allowing him little profit.

At least a year before merchant builders were discovering the big consumer trend to more bathrooms and a family room, Jenkins was designing and Huvard was building houses with these features (see plan) well integrated into livable plans with exceptional storage.

• *Builder: Alan B. Huvard, Houston, Tex. Architect: William R. Jenkins. Price: \$14,900. Area: 1,320 sq. ft. plus two-car garage. Lot: 72' x 155'.*

Double garage or carport on L-shaped houses provide privacy for house, set well back from street



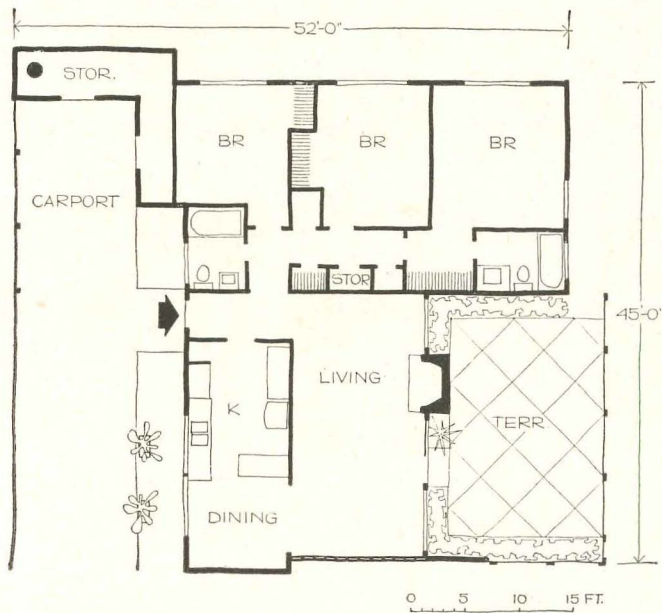


Photos: L. A. Lucas

Open planning, one step from the outdoors through sliding doors—these are features that people like even in Denver.

H. B. WOLFF

Advanced designs sell in Denver



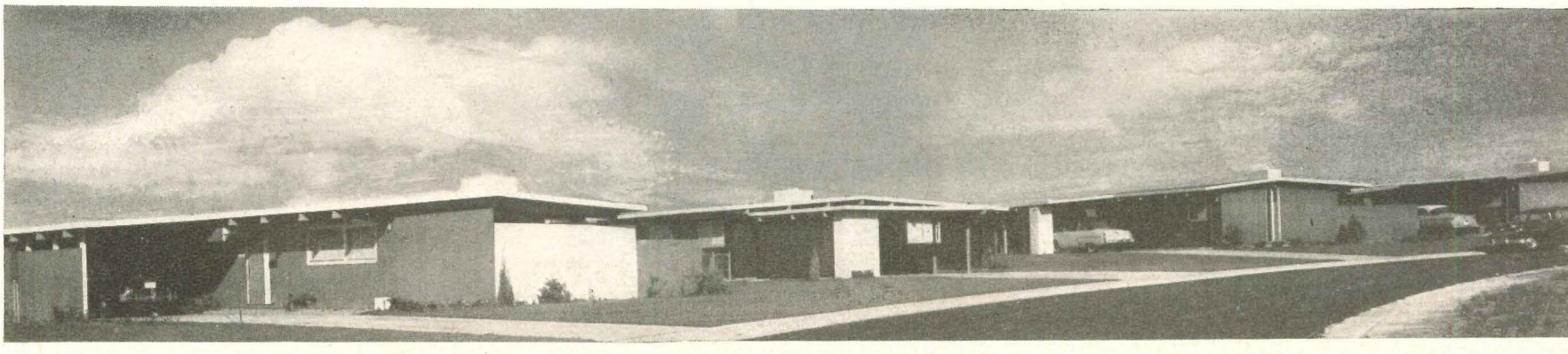
• These smartly modern designs are case study No. 1 for Colorado. They demonstrate beyond any doubt that at least 176 Denver families liked this kind of architecture well enough to pay \$15,950 for it. Perhaps more would have bought them this year, but Builder Wolff had only 176 lots. So encouraged is he that he is making his next project twice as large just as contemporary and with a wider price range—from \$13,500 to \$18,500.

These are the most contemporary production houses in that area. Buyers liked this plan with its bedroom wing at the back and separated from the rest of the house best of all. There is a separate entrance hall, with easy access to kitchen, bedroom wing, bath or living room. The living room is visually protected from the street, yet opens to the fenced-in "lanai" or patio. The redwood fence also closes one side of the carport. Wrapped around the other side and the end of the carport is a tremendous storage closet, virtually making it a garage. A simple redwood front facade with narrow windows above was more popular than the model with the partial block wall shown here.

Before these houses were designed, Brad Wolff and Sales Manager Keith Cook made a swing around the country to see what was selling, then asked Designers Gratts & Warner to work out houses designed for Colorado. Their formula seems to be working well.

• *Builder: H. B. Wolff & Co., Denver, Colo. Designers: Gratts & Warner. Price: \$15,950. Area: 1,200 sq. ft.*

No, this is not California. It's Denver, high in the Colorado Rockies, where outdoor contemporary design also has a market

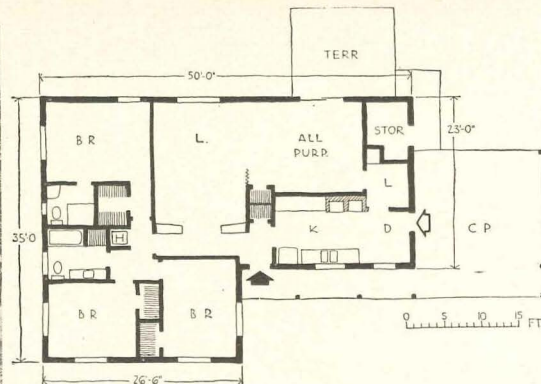




Brick barbecue is wisely placed inside this house because indoor living is as important as outdoor living for half the year in Phoenix's hot climate. Homey atmosphere of brick hearth is evidence of growing trend toward rural kitchen.



Photos: Bob Markow



GEORGE D. BIXBY

Phoenix now appeals to quality market

- This house is a prime example of the way Phoenix is maturing. Phoenix has been called "Bargain City, USA" for housing. In the mushrooming market of yesterday almost everyone knew that a buyer got more here for his money than anywhere else in the country. That he still gets a lot but gets it packaged more luxuriously and in a different way, this house amply demonstrates. The trend: use of more wood, cedar shakes or cedar boards and battens, instead of concrete block and adobe brick or in addition to it. Reasons: usable land is more expensive, necessitates more expensive houses. Look what George Bixby is offering: three tons of refrigeration, underground lawn sprinklers, two baths, walk-in closets, tile vanities for \$15,500.

- *Builder: George D. Bixby, Phoenix, Ariz. Architect: Roy Flesh. Price: \$15,500. Area: 1,544 sq. ft. Lots: 80' x 115'.*



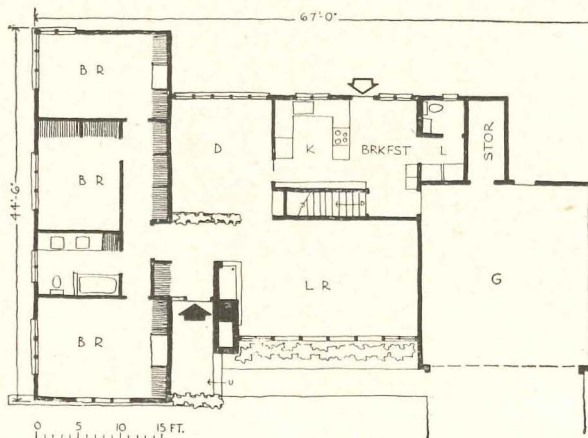
H. E. POSTWEILER

U-shaped kitchen serves two areas

- A big eye-catcher in the Madison, Wis. home show was this contemporary house. The day- and nighttime areas are as effectively separated as though they were on two levels. A long closet wall provides a sound-deadening barrier between sleeping and living areas.

The efficiently arranged U-shaped kitchen is between a formal dining room and an informal breakfast room. Having the bedrooms in one wing, the kitchen-eating rooms along the rear and the living room as a dead-end room in front combine to make a good circulation pattern, especially for the living room, which is not a runway. The service entrance off the garage leads traffic directly to the kitchen or the basement.

- *Builder: H. E. Postweiler, Madison, Wis. Designer: William Horne. Area: 1,700 sq. ft. plus garage. Price: \$35,000. Lot: 70' x 85'.*

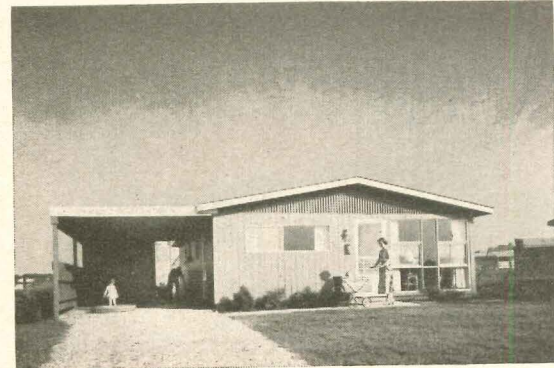


Low roof, big overhang, neat windows make pleasant facade

Fine cabinet work adds to kitchen beauty



Photos: William Wylie



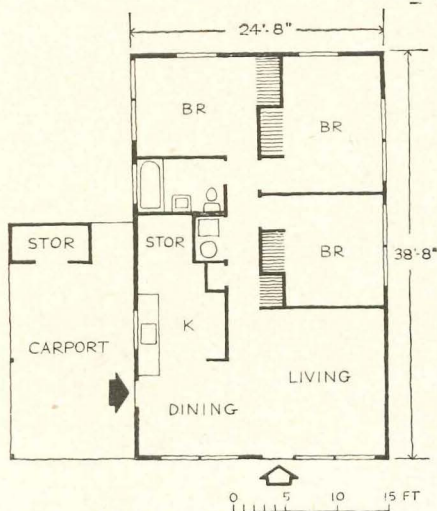
Double in-line kitchen makes efficient use of modest space in modest house. **Dimensionally standard** sheet materials add interest from striations, repeated on a smaller scale in the gable.

ROBERT J. ALLEN

New prefabber in prefab's boomtown

• Fort Wayne, Ind. has been called the boomtown for prefabricated houses: over one family in ten (of its 150,000-population) lives in a preassembled, panelized house. And if Bob Allen has his way, there will be a lot more. He has become a prefabber himself. Allen had been building precut houses himself for years, but after a course in panelization at the University of Illinois' Small Homes Council, he decided to set himself up in the business. He retained Architect Donald H. Honn to develop a series of low-cost houses, sold 190, about half of which were to buider customers. Next year Allen plans a higher-priced series of houses and improvements in his low-cost series like wider overhangs, bigger carports, double-bowl sinks.

• *Builder-prefabricator: Allen Wall Panel Co., Fort Wayne, Ind. Architect: Donald H. Honn. Price: \$10,300. Area: 950 sq. ft. Lot: 70' x 150'.*



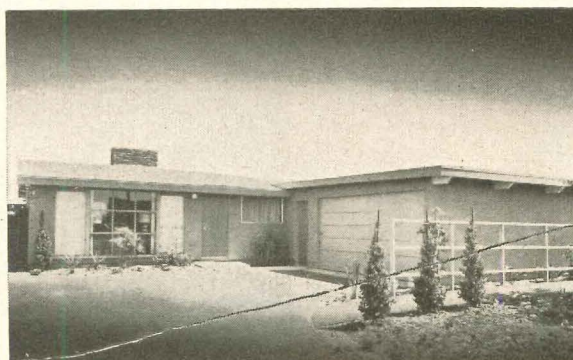
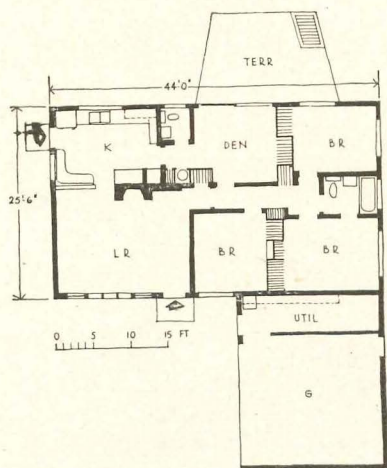
WILLIAM AND ABRAHAM WEINBERG

Variety of choice makes smooth selling

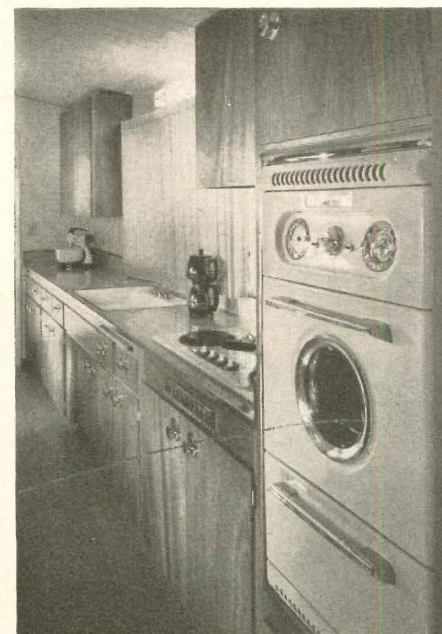
• In Los Angeles, which vies with Long Island and Phoenix for offering the public most for its money, look what prospects are offered for \$13,600: three bedrooms, bath and a half, second living rom, two-car garage, separate laundry room, fireplace, built-in oven and range, garbage disposer and a fenced lot, including 200-sq. ft. garden terrace with a sunken barbecue.

Believing that variety is the spice that makes smooth selling, Larwin Co., keen merchandisers (they have to be keen to survive in L. A.), offered a choice of three floor plans with four elevation changes per plan, three fireplace treatments, and three different wall-oven treatments in the kitchen. It's no wonder they sold 425 houses.

• *Builders: Larwin Co., Los Angeles. Designer: Lawrence Weinberg. Price: \$13,600. Area: 1,225 sq. ft. Lot: 60' x 100'.*



Choice of built-in oven and range in white or used brick or mahogany paneling was offered buyers. Brick treatment was most popular. Kitchens also boast garbage disposer, heat-resistant vinyl or ceramic tile counter tops.

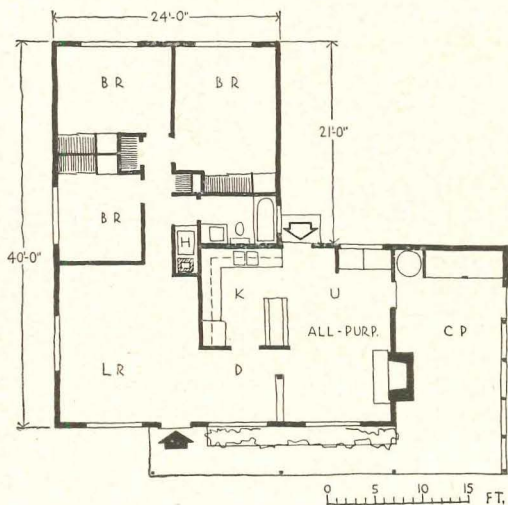


HERMAN SARKOWSKY

Big house for bigger families



Wide overhang is supported on columns, provides shelter from carport to front entrance.



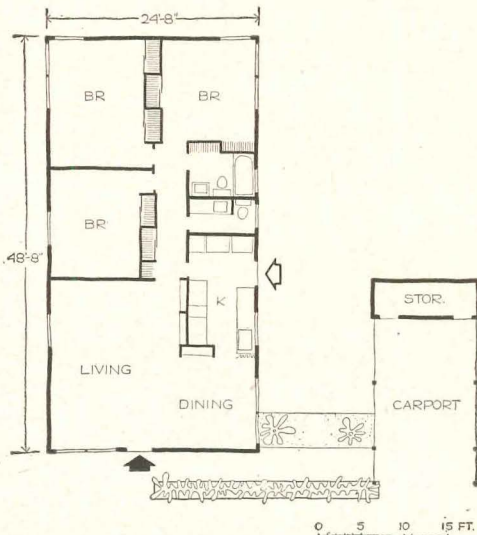
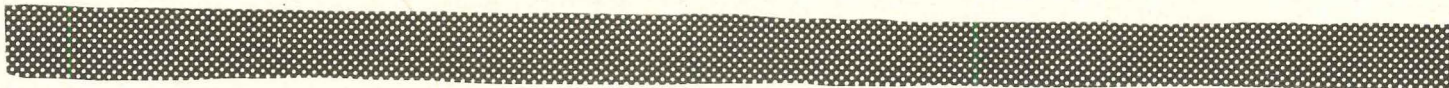
• First in Tacoma to recognize the demand for a bigger house for today's bigger families, S&S Builders were fast to build a four-bedroom house. But they also discovered that many families who had outgrown a three-bedroom house ("a sizable segment of the market") first expressed interest in four bedrooms then switched their choice to a three-bedroom-plus-family-room house, agreeing with HOUSE & HOME: "If a family needs three bedrooms, it needs two living rooms so two generations can live peaceably together." Result: the most popular house S&S builds is the family-room house shown here. The builders built and sold 50, are planning 25 to 50 more "in an even larger version."

Because he believes the long-term trend is toward the bigger family, Sarkowsky says his planning is based on the "more space" premise. Coming up: a four-bedroom house with two full baths and a family room.

• Builders: S&S Builders, Tacoma, Wash. Architect: Donald H. Burr. Price: \$12,500 or \$12,750 depending on whether house has carport or garage. Area: 1,200 sq. ft. Lot size: 70' x 100'.



Family room doubles as additional dining area



Storage wall divides open kitchen from sloping ceiling living-dining area. Bedroom-bathroom portion of house has flat ceiling under roof trusses.

MARTIN BARTLING

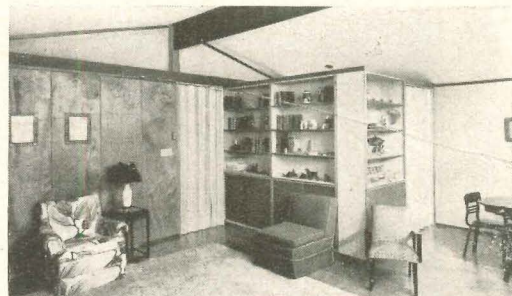
Parts, not pieces, built this house

• This house was built almost entirely of building components: structural parts instead of myriad pieces. Its exterior walls are Lu-Re-Co (for LUMBER RESEARCH Council) panels. Its windows were joined in tandem to form a window wall. Its interior partitions are Lu-Re-Co panels. Its remaining partitions are storage walls. All these components were made up in a lumber yard, delivered already made to the building site. Completion time for a house: 3½ weeks.

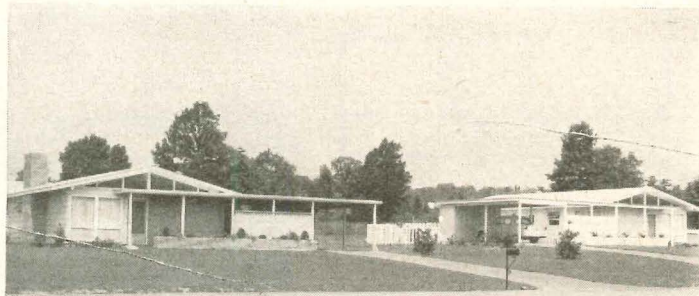
What does this mean to the home buyer? Quicker delivery, of course, but more importantly: lower cost from mass-produced units, the beauty of a window wall without its sometimes attendant expense and all the storage a family could need. Ten houses were sold in one week. They were built by Martin Bartling, former chairman of the NAHB Construction and Trade Secrets committees, presently a trustee of the NAHB Research Institute and an advocate of component building.

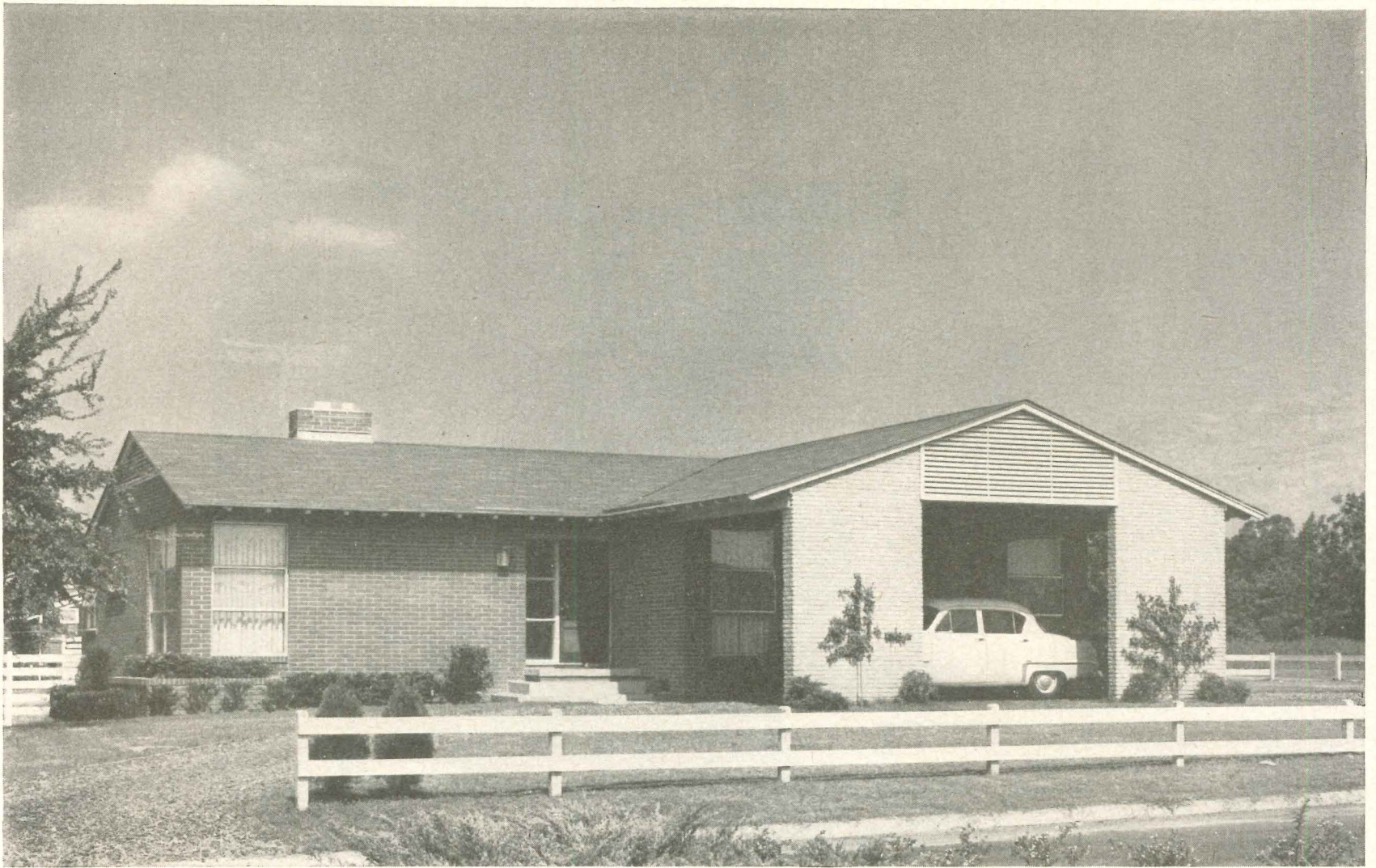
• Builder: Martin Bartling, Knoxville, Tenn. Architect: William A. Sloan Jr. Price: \$14,650. Area: 1,095 sq. ft. Lot size: 100' x 150'.

Twins: carports between houses screen side yards for outdoor living



Photos: (above) Richards (left) P. T. Fogarty Jr.





Louvered gable adds refined touch to brick-pillared carport

GEORGE GOODYEAR

Key to sales: brand-name products

• Here's how George Goodyear used a trickle-down theory of merchandising from a model house. He settled on a design that did not go to extremes; he fitted it out according to demands of the local market (four big bedrooms, two complete baths, ceramic counter tops in the kitchen, a generous dining room and kitchen loaded with appliances). He then climbed on the promotional bandwagon of a brand-name appliance manufacturer.

And he let the power of suggestion do the rest.

Results: he sold the model house including carpets, drapes, air conditioning, completely landscaped lot and 1,610 sq. ft. for \$21,500.

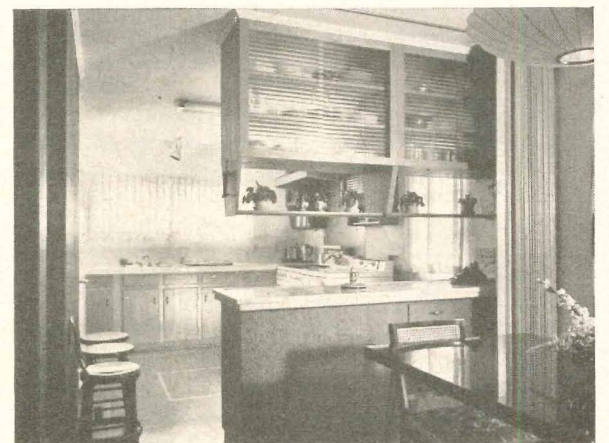
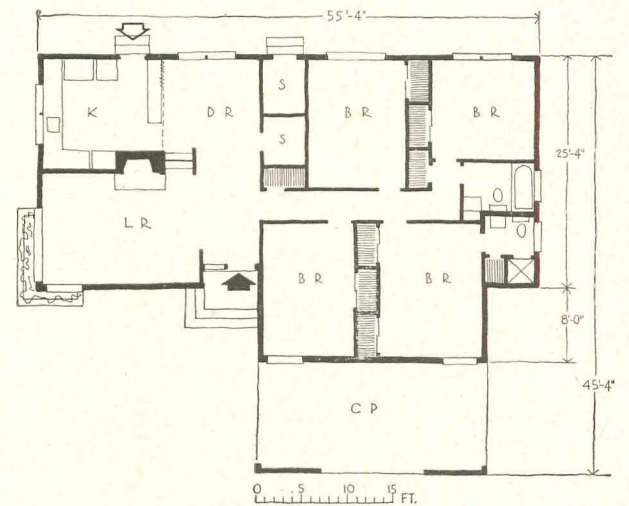
He convinced 17 more buyers to take smaller versions (three bedrooms), one and a half or two baths and 1,260 sq. ft. for \$14,250 to \$15,500.

And he built 17 more even smaller versions for the \$12,500 to \$13,000 that another income group could afford. Area: 1,130 sq. ft., only one bath.

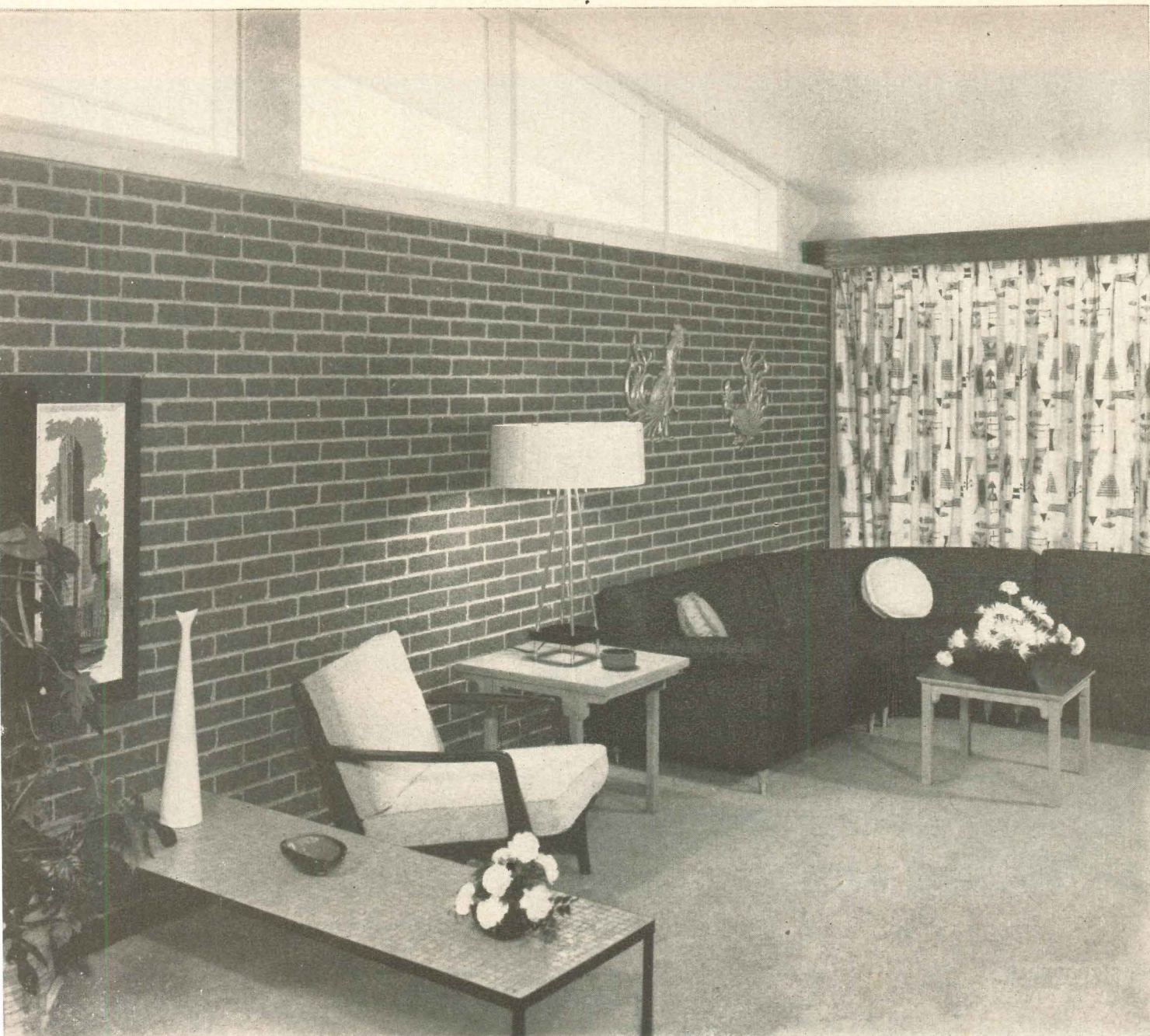
Besides getting tie-in ads from the national advertiser and national publicity in a consumer magazine (*Living for Young Homemakers*) which resulted in faster sales, Goodyear was able to tide himself over the winter sales doldrums and kept his building operation going at a smooth pace the following spring.

The model house (shown above) was built of SCR brick.

• *Builder: George Goodyear, Charlotte, N. C. Architect: R. Emory Holroyd Jr. Price: \$21,500 including air conditioning, carpets, landscaping, outdoor barbecue. Area: 1,610 sq. ft.*



Pass-through and translucent sliding glass doors on cabinets above it let space and light flow from kitchen to dining area. Pass-through counter can be fully utilized as storage wall or as bar for serving snacks. Kitchen featured brand-name appliances, additional storage.



Commercial Photos Inc.

Double-thick brick wall provides interest and privacy, transom glass lights front living room.

ALEX SIMMS

Airy frame work lightens well-lit houses

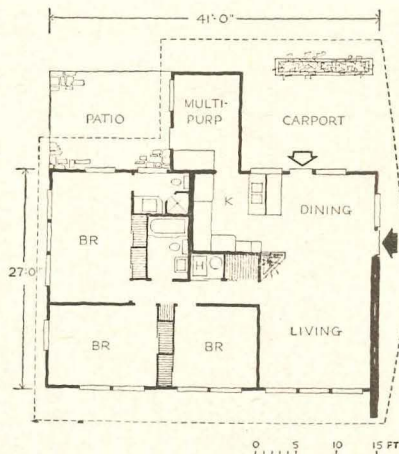
• This house is as light and airy in the nighttime as it is in the daytime. Dayton's Alex Simms who, two years ago, was sold on the merits of light-conditioning his houses—and sold the public on the idea—this year is sold on post-and-beam framing to lighten his structure—and again he is selling the public on it. The design dividend from the new framing method: 1,240 sq. ft. of house. This space flows from one room to another under sloping ceilings throughout.

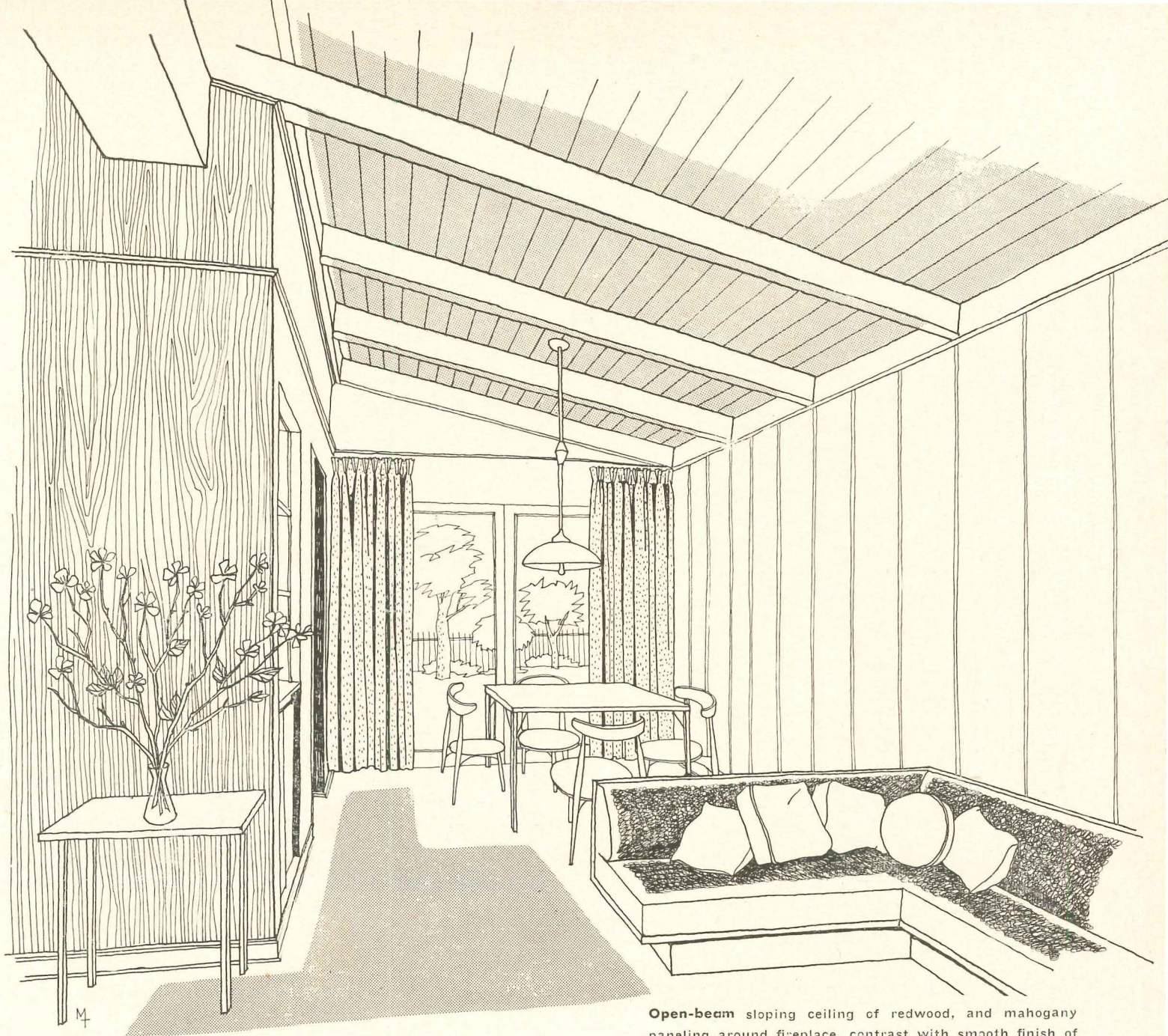
Simms sold seven houses the first day they were opened, built 23 more before he stopped selling. Says he, "I couldn't deliver any more this year, and I didn't want to get caught in a materials cost squeeze next year." Modern designed houses now make up about 25% of his 125-house-a-year production ("we've just been feeling our way on this"), but Simms found public reaction so favorable that he plans to boost production of contemporaries to about 50% of his volume next year.

Simms keeps his houses lighted from 2 p. m. till the houses are closed at 8 or 9 p. m. (standard time). Salesmen close the drapes and put all the lights on the first moment they walk into the model house at 2 p. m. to dramatize the light conditioning that Simms learned from Nela Park professionals.

• *Builder: W. A. Simms, Dayton, Ohio. Architect: Thomas L. Edge. Price: \$15,750. Area: 1,240 sq. ft. Lots: 75' x 100', sodded and landscaped.*

Living room, shielded from street by continuation of brick wall has its own private terrace. Roof pitch is at ground-hugging 2/12 pitch.





RODNEY LOCKWOOD

Open-beam sloping ceiling of redwood, and mahogany paneling around fireplace, contrast with smooth finish of masonry material.

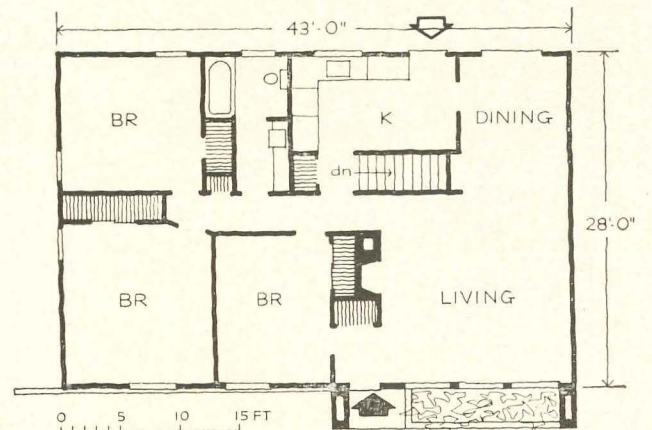
Modern materials for a modern house

• To introduce a new structural material of glass fiber and masonry in residential building Detroit's Rod Lockwood decided to use a modified "western contemporary design." He found the house so popular in his Cambridge Village community that he refused to build more than 25 for fear of giving the area a "project look." But to cash in on the popularity of the plan and material Lockwood is scheduling 20 more houses with elevation changes for his new Cranbrook Village development.

The new masonry material is produced in 16" x 8" lengths, and with a 5 1/4" thickness has a U factor of .194 and a four-hour fire rating. Lockwood used it for the first time on several pilot models years ago, liked it because it could be cut with a saw (unlike most other masonry materials) and could form an integral exterior-interior finish. Because he found a reluctance to accept the material throughout a whole house, he restricted its appearance on the inside in his new houses "wherever we wanted to achieve a vertical-line architectural effect." Although the perimeter of the house is made up entirely of glass walls or the new material, Lockwood laminated dry walls to it on the inside in various rooms in different models, used brick and mahogany paneling for variety.

• *Builder: Rodney Lockwood, Detroit. Designer: Gilbert Savage. Price: \$19,750. Area: 1,232 sq. ft. Lot: 70' x 130'.*

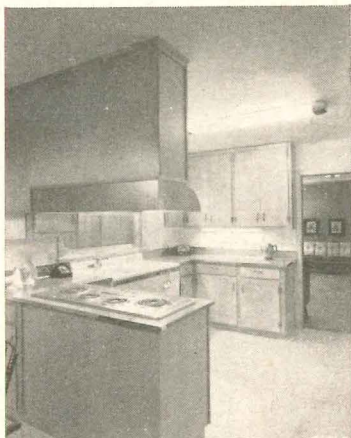
Band and pillars of Tennessee ledgerstone were added to give variety to front elevation featuring new masonry and glass fiber material.



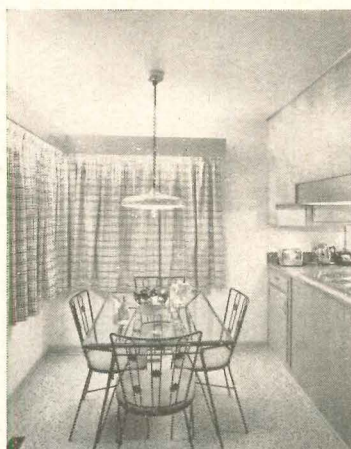
Manning Bros.



Hiatt Photo Service



U-shaped kitchen features exhaust hood over range, window over sink, storage to delight any housewife.



Corner window with recessed valance lighting adds a cheerful note day or night to breakfast area.

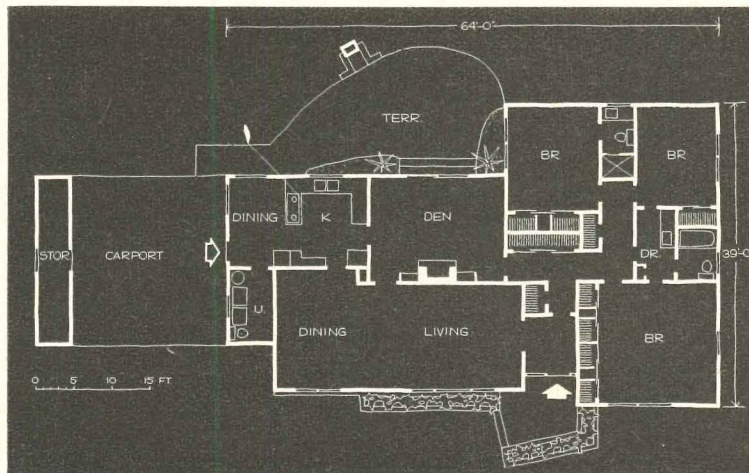


Cork floors, recessed lights and mahogany paneling are plush additions to den off of the kitchen.



FLOYD KIMBROUGH

The public demand is for the deluxe version

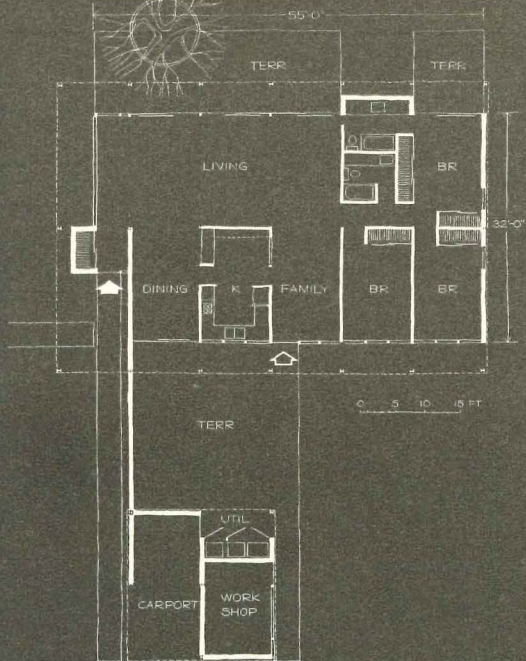


• "Whether it's hamburgers or houses, today's buyers want the deluxe version," says Floyd Kimbrough. When he found many prospects were second and third-time buyers, he jumped into the quality house market with both feet, literally loading his \$29,500 house to the rafters with appealing, luxury features.

Kimbrough intends to build about 100 houses in the \$30,000 price range but none just like this one. Reason: he found his multiple-time buying prospects had many of their own ideas about what ought to go into a house. In his 13th anniversary sample house Kimbrough sales personnel can show prospects a sample of almost any kind of luxury feature they can expect today. And to make it even easier for buyers, he will build different versions of the house on a customer's lot or a Kimbrough lot.

Look what a buyer gets in a Cadillac-quality Kimbrough house for \$29,500: a central entrance plan to 1,800 sq. ft. of living space, recessed or indirect lighting in all rooms, cork floors in the den, fireplace in living room or den, lights in all closets, heater and exhaust fan in bathrooms, two and a half baths, air conditioning, wood paneling, single-handled mixing faucet for kitchen sink. Says Kimbrough: "I'd like to build only this kind of house."

• *Builder: Floyd Kimbrough, Jackson, Miss. Designer: Glen Albritton. Price: \$29,500. Area: 1,800 sq. ft. Lot size: minimum 100' x 150'.*



GENE LEEDY, ARCHITECT

Here is more house for less money



Photos: William Amic

Black-painted steel H-columns contrast with white brick of non-load-bearing walls even at night. Steel posts are forth-right expression of house structure outside and inside (below).

- This house is as remarkable for its low cost (\$8.50 per sq. ft.) as for the sweeping area it provides its owner-builder and his two-child family. Its low cost is attributable to the simple framing used throughout: light steel H-beams and columns welded together on 10' centers to form a rigid bent that can span up to 20'. The economical frame is filled in with white brick, glass and wood louvers on the outside. Interior is finished with a minimum of materials: terrazzo floors, a plaster ceiling hung from wood 2" x 8"s (because heat is electrical and in the ceiling), plywood interior partitions.

The anatomy of the plan can be broken down into a number of well organized functions: guest entrance at the end of the house is smartly screened from the dining area and kitchen; the service entrance leads through a children's play space that is directly off the kitchen and near a mother's watchful eye; the sweeping living room (16' x 34') has its own private family corner that borrows space from the main end of the living room and from the outdoors; the kitchen is athwart the playspace and formal dining area to cut down steps for the housewife mother setting an evening table or supervising children's daylight antics in the play area.

- *Architect: Gene Leedy, Winter Haven, Fla. Contractors: Frank Sparrow and Ike Pidgen. Cost: \$17,900. Area: 2,472 sq. ft. Lot size: 25,600 sq. ft.*

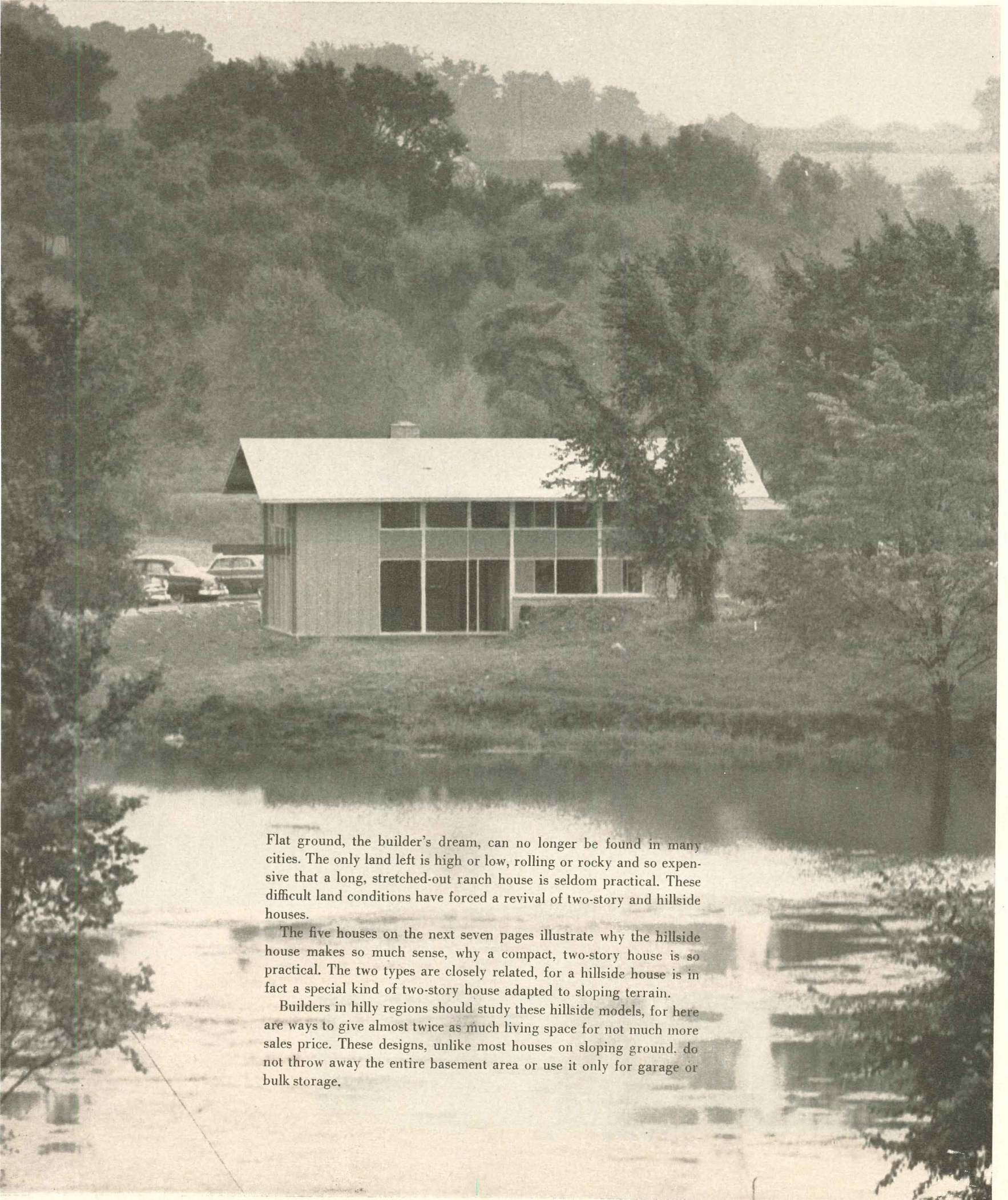


Smooth plane of brick wall and steel posts carries eye from front entrance to carport at end of path. Note how wall sweeps into house to screen dining area from head-on view.



HILLSIDE AND TWO STORY HOUSES

solve tough site problems



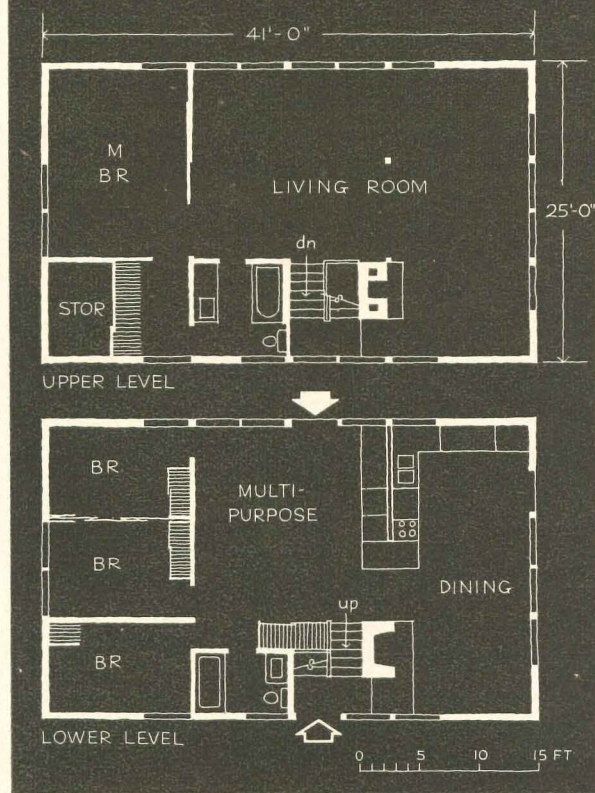
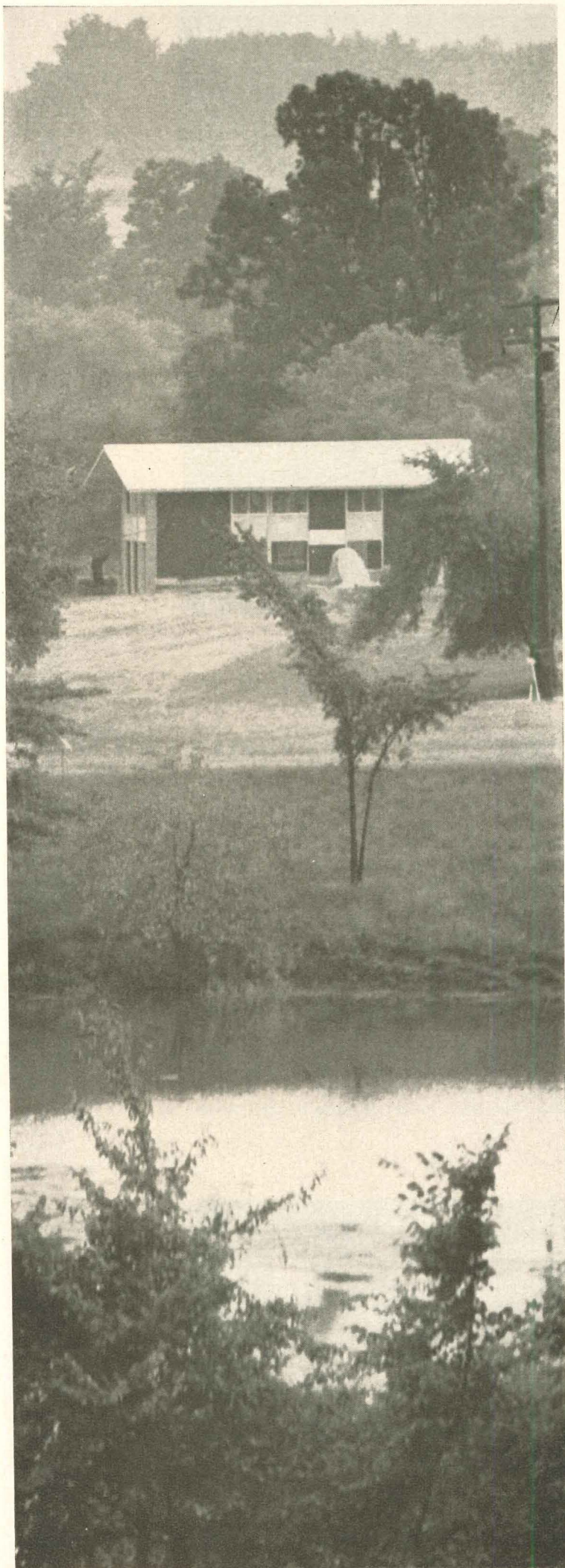
Flat ground, the builder's dream, can no longer be found in many cities. The only land left is high or low, rolling or rocky and so expensive that a long, stretched-out ranch house is seldom practical. These difficult land conditions have forced a revival of two-story and hillside houses.

The five houses on the next seven pages illustrate why the hillside house makes so much sense, why a compact, two-story house is so practical. The two types are closely related, for a hillside house is in fact a special kind of two-story house adapted to sloping terrain.

Builders in hilly regions should study these hillside models, for here are ways to give almost twice as much living space for not much more sales price. These designs, unlike most houses on sloping ground, do not throw away the entire basement area or use it only for garage or bulk storage.

Koch house works well on flat ground or hillsides, looks low because it burrows into ground 3', has scooped out patios. It has been copied in many parts of the US, but most copies fail to get clean lines of the original house.

Photos: Fisher-McMann



JAMES LIVINGSTON, EUGENE KURTZ

This design sparked the two-story revival

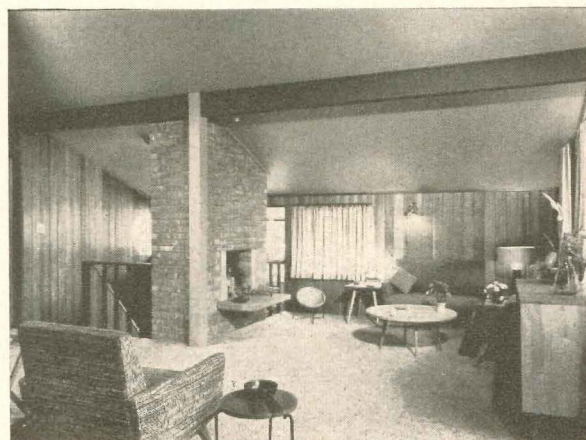
• Probably no one in the country has done more to revive the two-story house than Carl Koch with his Techbuilt designs. Of these, built in Ann Arbor, Architect James Livingston (who supervises production) says: "There is a definite trend here to good, easy-to-build two-story houses; no one-story house can give as much space for the money." These Koch houses are from \$5,000 to \$8,000 under competitive prices for the same space."

Koch houses like those shown here are built on owners' lots for \$15,600 and up, or sold in the 468-lot Loch Alpine subdivision for \$22,000 to around \$27,000 on one-half to one acre lots, with garages and numerous extras.

What buyers like is that they get a lot of space (2,500 sq. ft. on two floors) and of equal importance, it can be finished to suit them with a great variety of rooms and room sizes. One University of Michigan professor asked for a six-bedroom house, and got it. Living and hobby rooms can be either upstairs or downstairs. "We can satisfy anyone," says Livingston.

• *Builder: Tech, Inc., Ann Arbor, Mich. Contractor: Eugene E. Kurtz. Production manager: James Livingston, Architect: Carl Koch. Prices: \$15,600-\$27,000. Area: 2,500 sq. ft. plus garage.*

Upstairs living room here has a second fireplace. Space on two floors is flexible; this could be master bedroom.





Probably the most luxurious house ever assembled of factory-made panels is this Don Scholz model in Cleveland

CHARLES KEYES, ALEX TREUHAFT

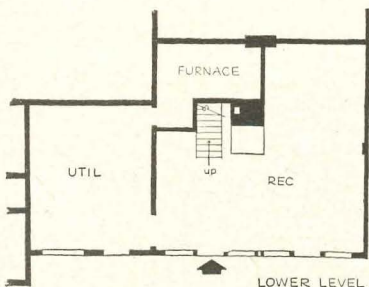
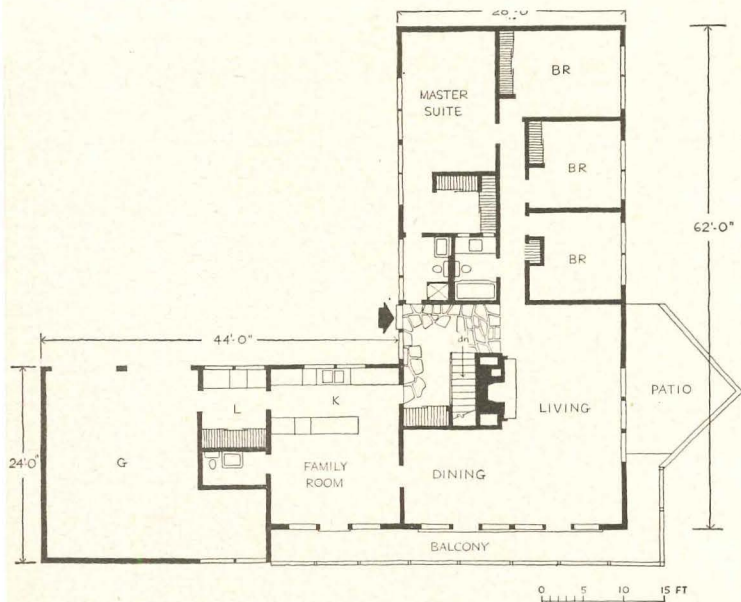
\$86,000 house on factory chassis

• When quality builders Keyes-Treuhaft decided to build factory-panelized houses in their luxury Landerwood Estates, they wanted to make the first house the most glamorous prefab in history. They succeeded magnificently. The house was lighted, decorated, landscaped and fitted out with so many extras that, on its big one and one-half acre lot, the selling price turned out to be \$86,000.

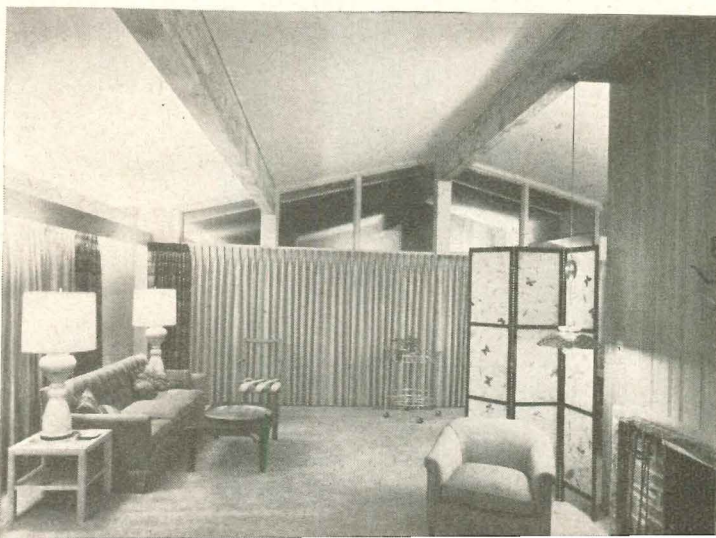
Opened as a feature of Cleveland's Builder's Exchange exhibition, the house drew such crowds the owners could not close it. Builders came to see it from all over the country. Several houses this size were sold and Keyes-Treuhaft are satisfied they have found a market for the high-priced Scholz models for Landerwood and also for a less expensive Scholz house in another project.

The house is on a hillside and uses the lower floor for a large glass-walled recreation room, for heating-air conditioning, bulk storage.

• Builders: Keyes-Treuhaft Co., Cleveland, Ohio. Designer: Don Scholz. Price: \$86,000. Lighting: Nela Park. Area: 2,856 sq. ft. plus garage.



Upper floor of plan above is a modification of standard Scholz one-story house. This is enlarged for four bedrooms. At right: portion of the large, L-shaped living-dining room.





These quietly designed Cape Cods are selling well at \$21,950 amid the hurly-burly of the race to split levels on Long Island

SAUL SEIFF and MICHAEL LAMM

Real rarity: honest Cape Cod house

• This house, with its center hall and dormered upstairs bedrooms, is closer to the original Cape Cod tradition than about 99% of the hodge-podge "Cape Cods" built today. Cape Cods are steady favorites of the buying public, yet most builders spoil them with their own "improvements." Here, front door, windows and dormers are well proportioned to the facade, the whole house hugs the ground (despite the fact it has a full basement), and the two-car garage blends in well. On their wooded Long Island sites, these houses give a feeling of pleasant livability.

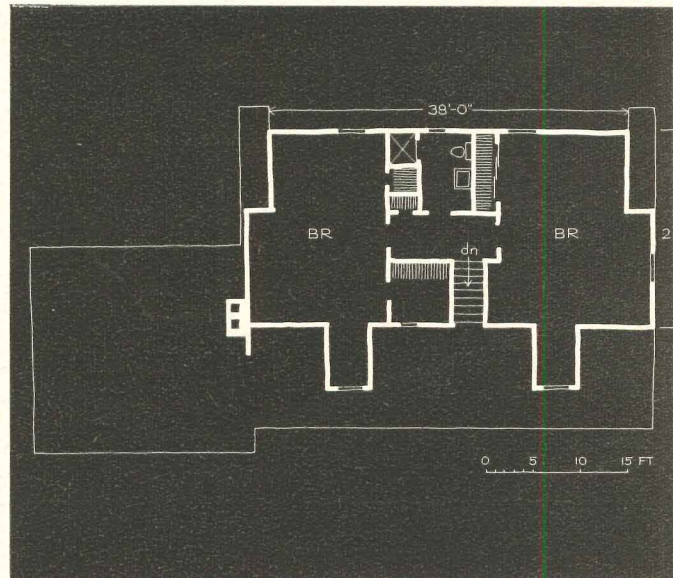
Two large bedrooms on the second floor are finished, make this a real two-story house, with 2,000 sq. ft. of living space, plus basement and garage. There is a full dining room downstairs plus one bedroom, bath, and a den (or guest room). A shed dormer extends across the rear. The builders believe a ranch or even a split level with equal space would cost considerably more than the \$21,950 this brings.

• Builders: Stony Brook Development Corp., Stony Brook, Long Island, N. Y. Architect: Herman York. Price: \$21,950. Area: 2,000 sq. ft.

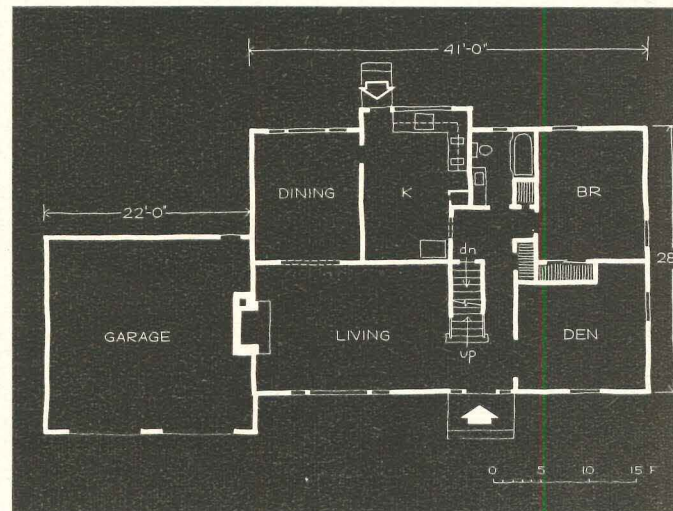
Living room is surprisingly large and combines with dining room

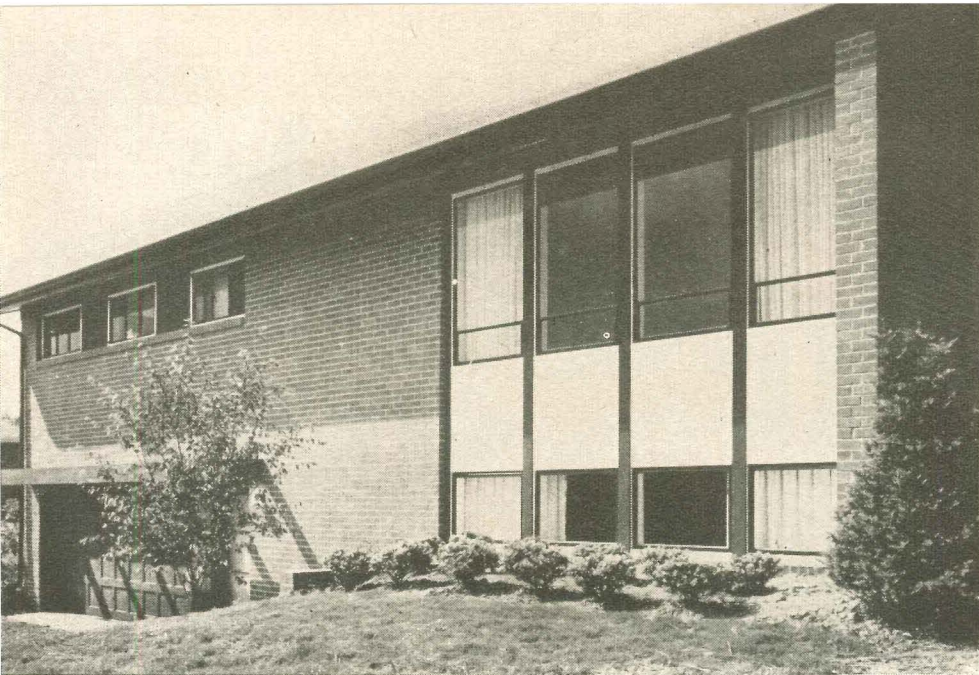


Richard Averill Smith

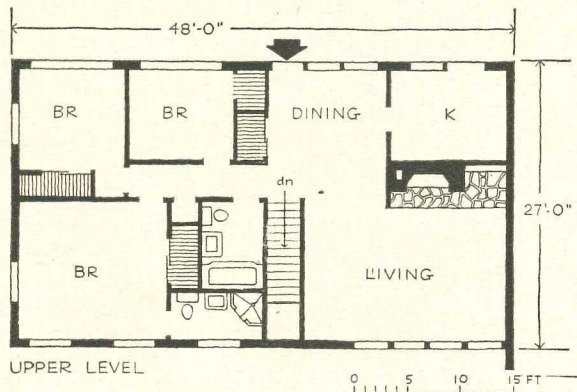


Half of buyers pay \$925 for covered porch and door to dining room

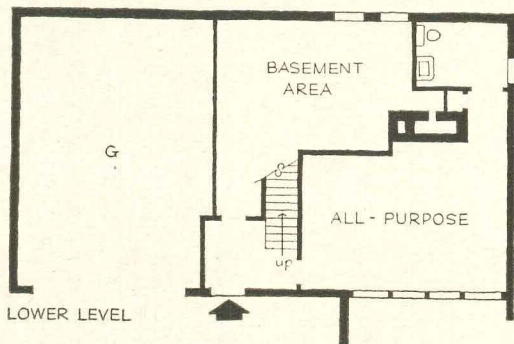




Two-story hillside house with garage (left) was designed for high side of street, looks far better than most western Pennsylvania houses because brick is carried to ground, windows in both stories are tied together in neat panel. With one-car garage and lower floor unfinished, house sells for \$13,365 but with two-car garage, finished ground floor and other extras price goes to \$22,500.



UPPER LEVEL



LOWER LEVEL

SAMPSON BROTHERS-MILLER

Pittsburgh gets its best project

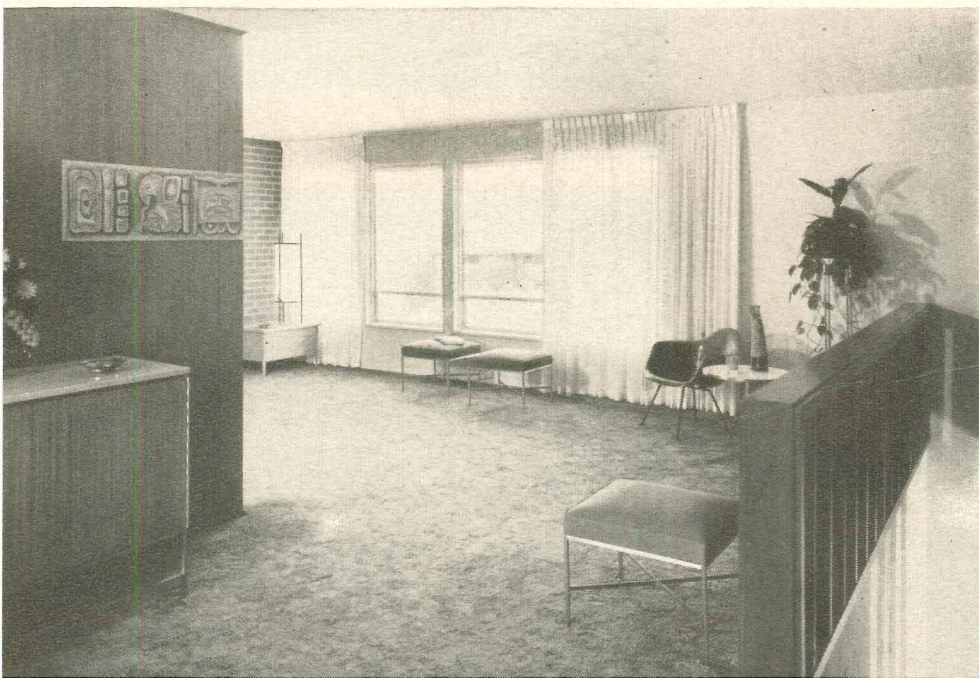
• Garden City is a 1,500 house development which is so well planned that it is a real credit to both the builder and NAHB. Carefully laid out on rolling, beautifully wooded land where every tree was saved, it shows how well community builders can do when they want to. Here buyers get more than just a house on a street: they get a share in a community where everything has been planned for family living.

Behind this operation are the four Sampson brothers (Orin, Glenn, Stanley and Harold) and Russell P. Miller, plus a group of technical experts. They are builders, land developers, have a lumber and building supply business, heating and plumbing firms, a brick plant, a concrete block plant and a realty business.

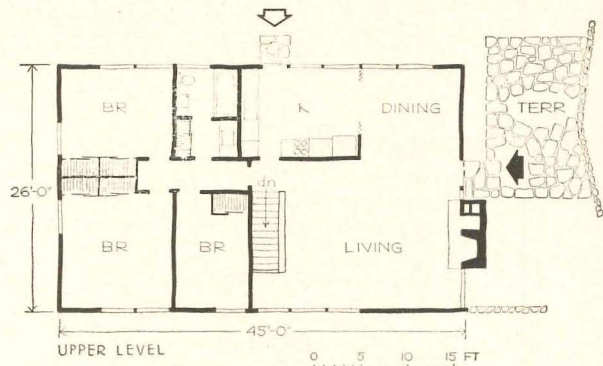
Their new project is in Monroeville, a suburb 15 miles east of Pittsburgh. It has winding, well planned streets designed for safety. Under the direction of Jennings F. Stright, former chief planner for Pittsburgh, provision was made for parks, schools, churches, swimming pools and other recreation facilities, fire houses, a civic center and shops. Garden City is a self-contained community, with its own water and drainage system, a \$225,000 sewage treatment plant, 12 miles of paved streets, full provision for other facilities.

The new houses, by Architect Richard B. Benn, are the best the firm has built. The typical plan on this page shows that the house is well zoned, plumbing facilities and storage are generous, almost all rooms are cross ventilated, all are well lighted. These new models carry their brick to the ground, nestle into the hills. They were opened late last spring in a burst of carefully planned publicity and advertising. Buyers are enthusiastic about them and sales are running far ahead of construction.

• Builders: Sampson-Miller Associated Cos., Pittsburgh, Pa. Architect: Richard B. Benn. Prices: \$13,365 to \$22,500. Area of house shown: 1,700 sq. ft. plus garage and storage.



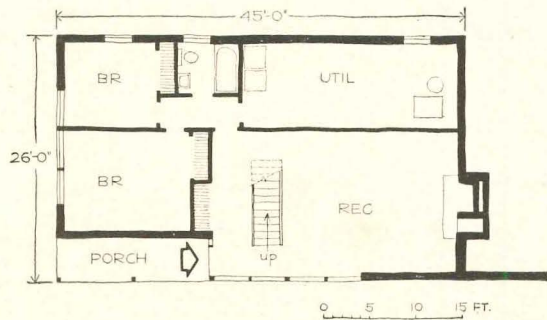
Large living-dining area (left) on second floor has attractive wood paneling, one exposed brick wall plus a masonry fireplace wall and four windows. This house has about 1,700 sq. ft. of living space plus garage and storage. In addition to the two two-story models, the builders have two one-story, three-bedroom houses, each with two floor plans, selling at \$13,950 to \$15,775.



High ceilings, big windows, old brick in fireplace give charm to formal living room which can be kept neat as children play in downstairs recreation room.

JOSEPH AND ANTHONY GADDY

Two-story house gives flexibility for big families



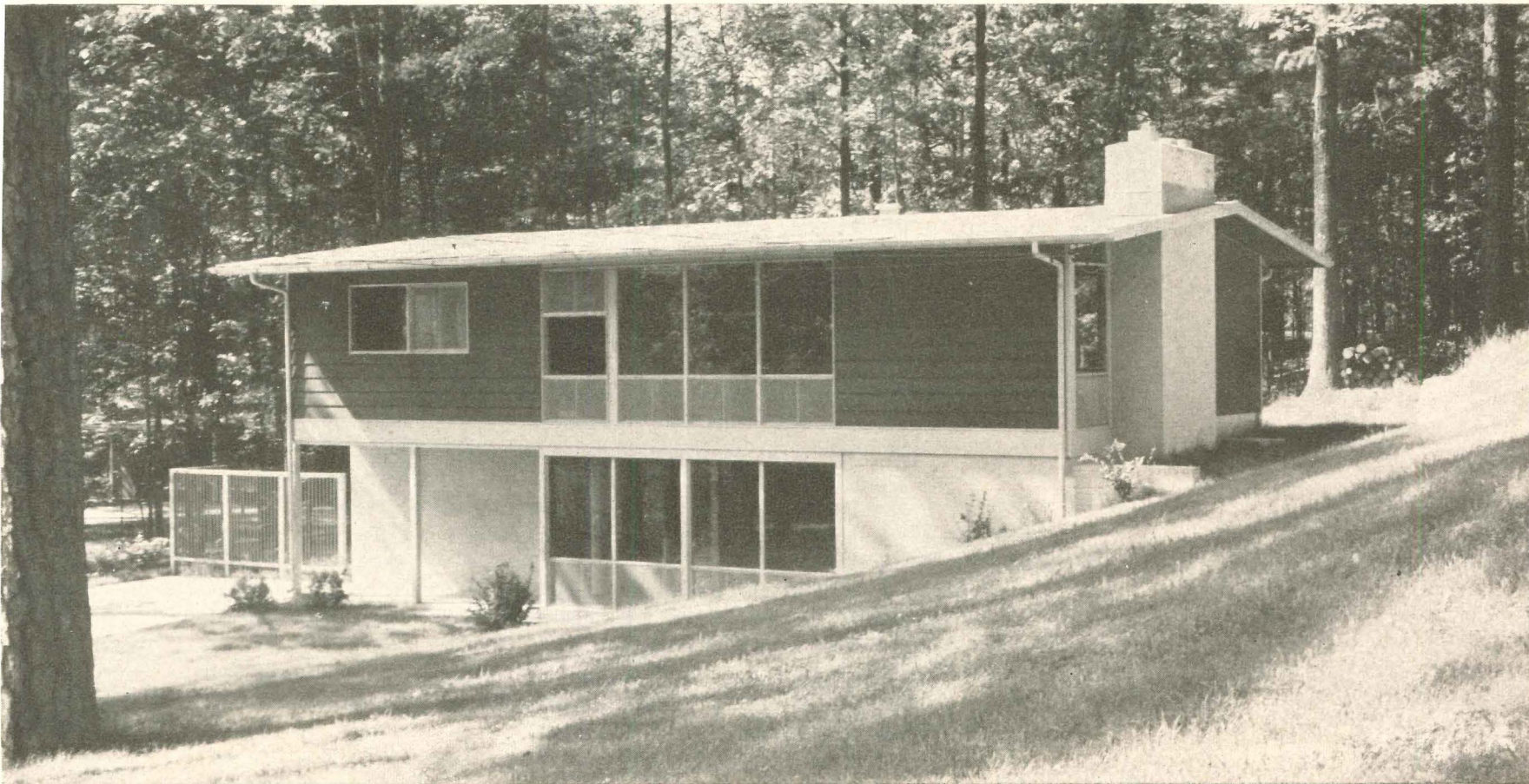
Houses snuggle into hillsides, blend well with sites because architects locate each house. Second floor overhang, lower left, protects the entrance porch.

Photos: (Interior) Marc Neuhof; (exteriors) Robert E. Dick

• Families with children immediately bought out 29 of these two-story houses near Washington, D. C., and because sales are so brisk, the builders are starting 36 more.

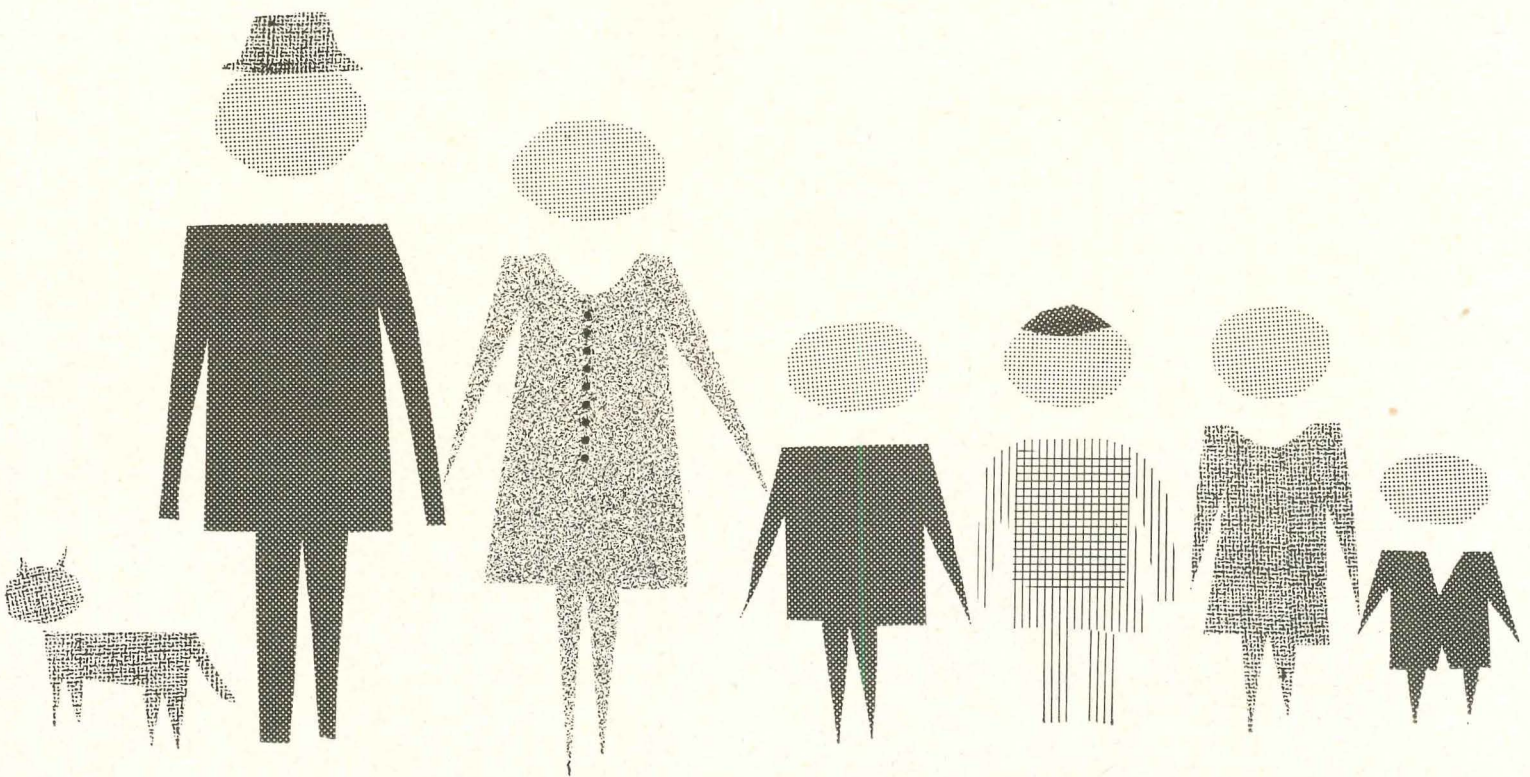
Here is clear proof that big families need big space, can often afford it only if the builder provides a compact house with living on two floors. This house, like Koch's, shows the flexibility possible on two floors. The builders can provide up to five bedrooms, with the plan shown here, but more often omit the partition between the two front bedrooms and combine that space into one 14'-7" x 11'-11" master bedroom. Bedrooms on the lower floor can also be used for a study, sewing room, hobby shop or for bulk storage. One bath directly over another keeps the cost of plumbing down.

• Builders: Gaddy & Gaddy, Fairfax County, Va. Architects: Smith, Keyes, Satterlee & Lethbridge. Prices: \$19,250 to \$21,500 on 100' lots. Area about 2,100 sq. ft.



FAMILY ROOM:

newest room in the house

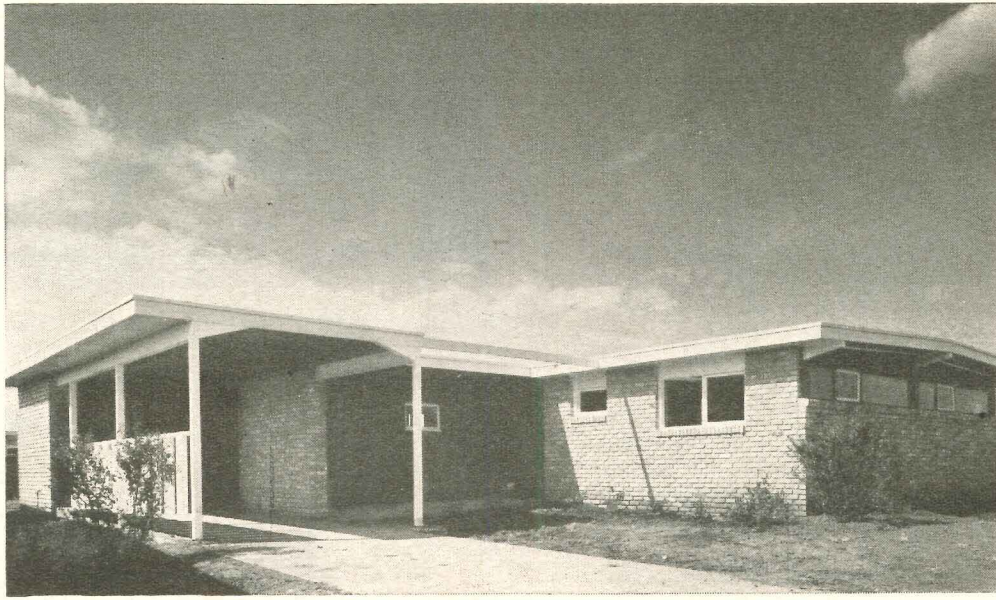


• Eavesdropping on prospective home buyers, many smart builders gather a lot of tips for speculative houses. What they hear most often: "We need more elbow room"; "We need a separate room for the children to play in"; "Can't we keep the television out of the living room?" The one answer to all these wishes is the family room.

What is a family room? Ideally, a cheerful room close to the kitchen, where a mother can supervise her children at play and serve informal meals. A room isolated from other rooms of the house, or at least isolated enough to keep noisy activities (including television shows) from disturbing people in the living room or children asleep in the bedrooms. A room where toys, hobby kits, family projects need not be stowed away every time the doorbell rings.

The need for the family room became acute when the dining room was merged with the living room. But even in houses with separate dining rooms it serves an important function in these days of larger families.

The houses on this and the next few pages have family rooms in a variety of sizes and locations; some have been added to a rectangular plan, others are an integral part of it. All have helped the builder to sell more and better-living houses.



High bedroom windows are only openings in front of Grubb's family-room house. He varies roof pitches and fenestration in houses to gain a varied streetscape.

HOWARD GRUBB

Family room helps make this a best seller

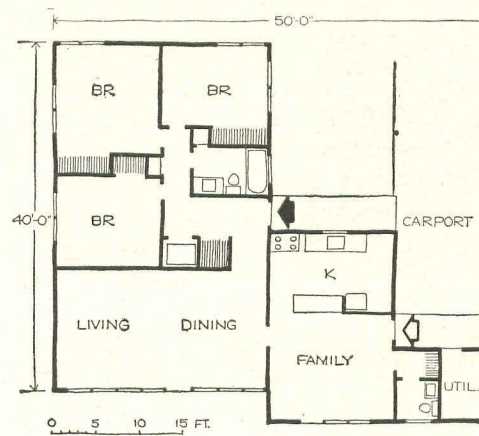
• The new model shown here sold easily—partly at least because it has the first family room in a house of its class in the Tulsa area. The 12' x 14' family room is open to the kitchen, an ideal place for children to play. The work counter that separates the two areas doubles as a snack bar.

One feature of this plan that should endear it to buyers with children is the door between the family room and the living room. The youngsters can be boisterous in their own room, and with the door shut adults can enjoy quiet.

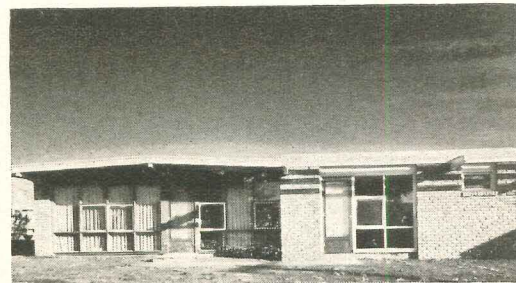
The entire back of the house is glazed, and doors lead outside from both family room and the living-dining area. Away from the street, these rooms are open wide to sunshine and pleasant views of the garden, and are nevertheless private.

Brick dominates the clean-cut exteriors of Grubb's house. Masonry, he finds, gives his contemporary houses pleasanter elevations, and adds to their prestige in his buyers' eyes.

• *Builder: Howard Grubb, Tulsa, Okla. Architect: Donald Honn. Price: \$15,500. Area: 1,236 sq. ft. plus garage and utility room.*



Hawks-Terrell, Inc.



Full-length glass opens house to rear living (above). Family room (photo at left) is close to kitchen, can be isolated from living room by closing door. Family room has private entrance.

P. WILLIAM NATHAN

One wooded acre per house

● Bill Nathan has always done a remarkable job of site planning and these 100 houses in Four Brooks, Conn. follow that tradition. At least an acre of wooded hillside is provided for each house, and the houses are well oriented for sun and breezes.

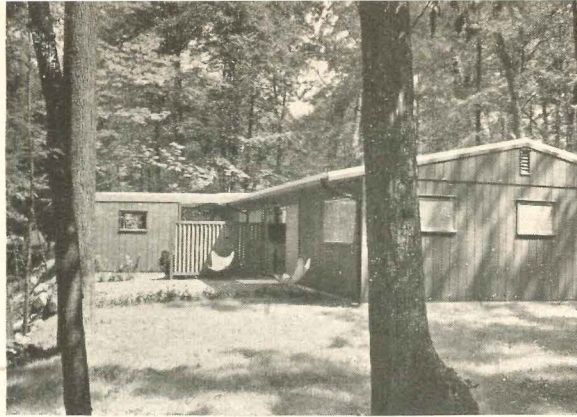
With these houses Nathan is introducing a family room for the first time. Anxious to attract metropolitan New Yorkers to the suburbs, he saw the family room as a must. More families have more children today; they need more room. How successful has his family-room plan been? Nathan sold 23 houses in two weeks from two model houses. His success disproves the standing impression that city families moving to the suburbs all want colonial design. It proves that young families with growing children have the buying power to afford quality houses on large, pleasant lots.

Although some observers thought the family room too much in the traffic lane to the bedrooms, all agreed that the house was spacious and livable.

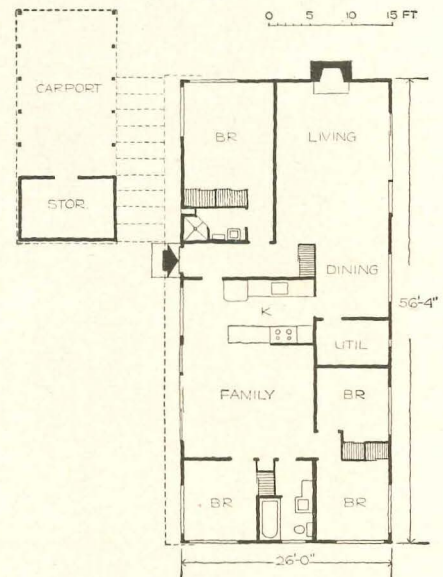
This house marks the beginning of a prefabrication and precutting operation for Nathan. He already has several builder customers lined up to take his panelized plans. Many other Connecticut builders who plan to go modern—not necessarily the same way as Nathan—can buy panels, wall sections, storage walls, and other assemblies from him.

● *Builder and designer: P. William Nathan, Inc., South Norwalk, Conn. Price: \$26,700. Area 1,508 sq. ft. plus garage and storage room.*

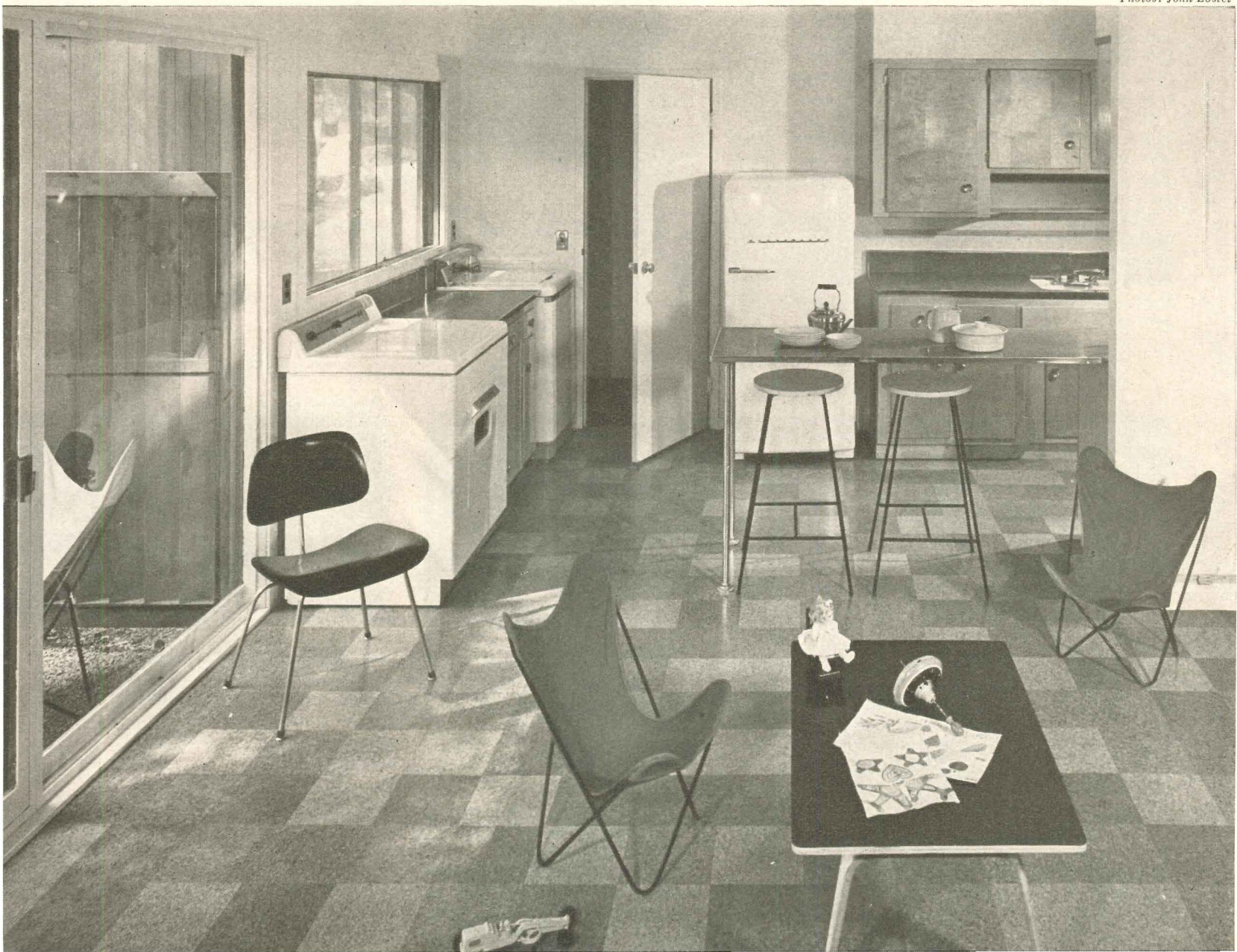
Spacious family room is open to kitchen; snack bar is handy for serving meals to children. Sliding glass doors open to garden.

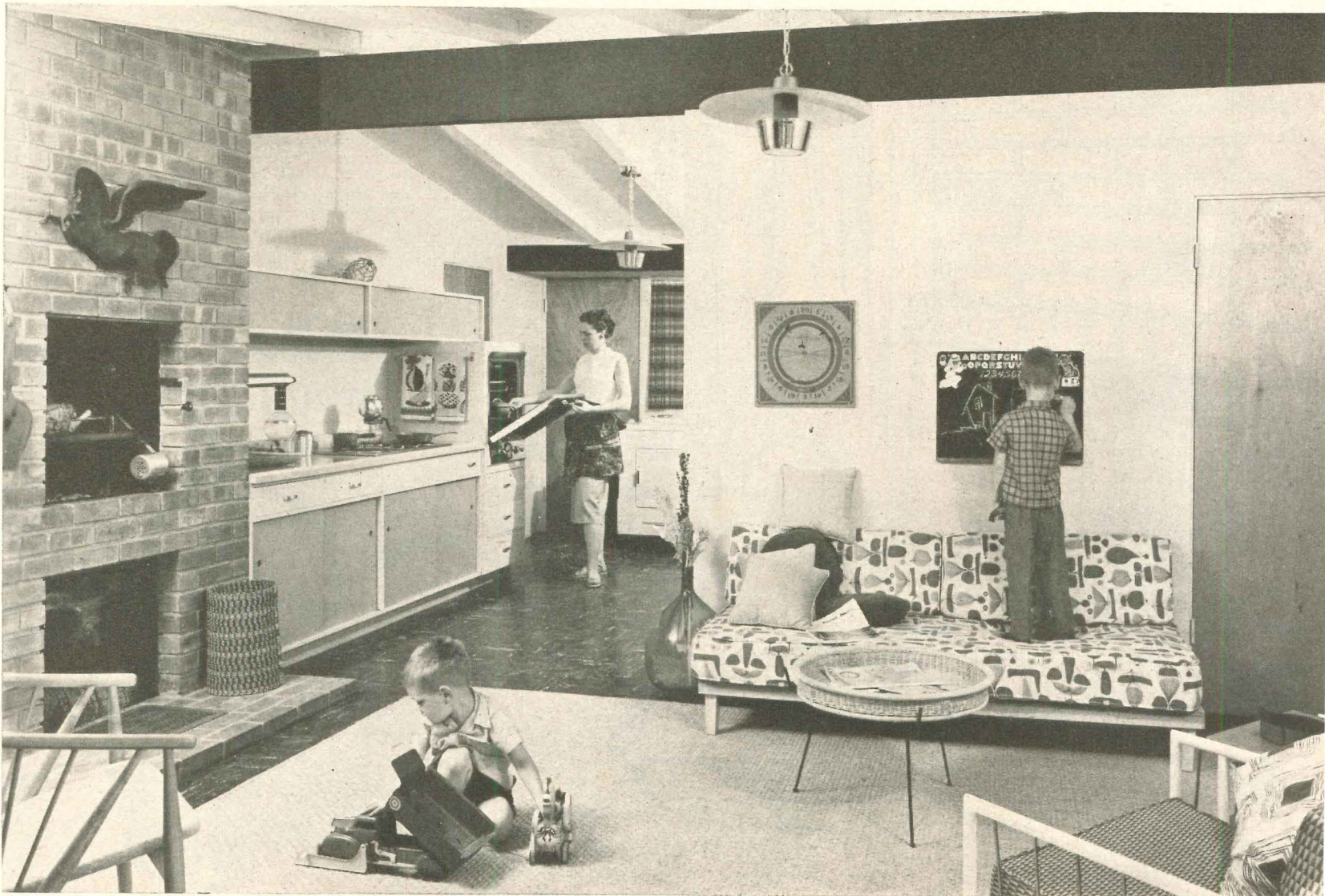


Houses are skillfully placed among trees 90' high



Photos: John Ebstel





Photos: (above) Del Carlo; (below) Don Shapero

Every room connects with the family room, making it the nerve center of the house.

STERN & PRICE

Built around the family room

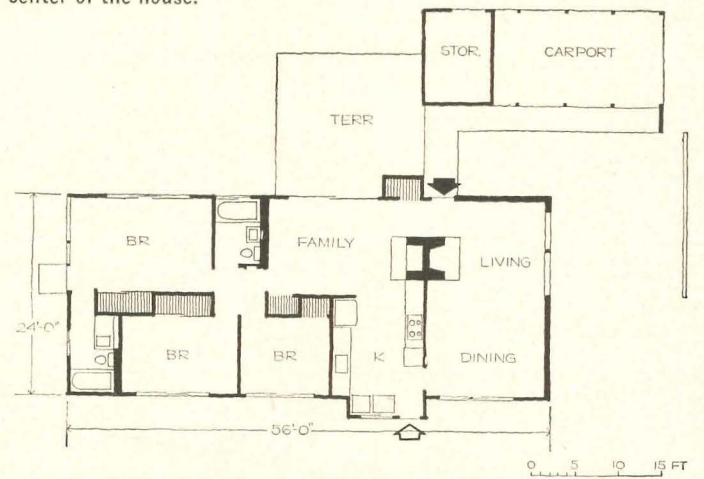
• A return to the early American family kitchen is apparent in this house. The kitchen and family room are separate, but are really one large area for work and play. Children can be with their mother without being underfoot, breakfast and informal meals can be enjoyed here and on the adjoining terrace. It's a pleasant place for the whole family and fine for TV and informal entertaining.

This is the first time Stern & Price have had a family room, and they are happy with buyer response. Another feature is new: the glass wall which opens onto an outdoor terrace. Children can play either inside or outside while still under the watchful eye of their mother.

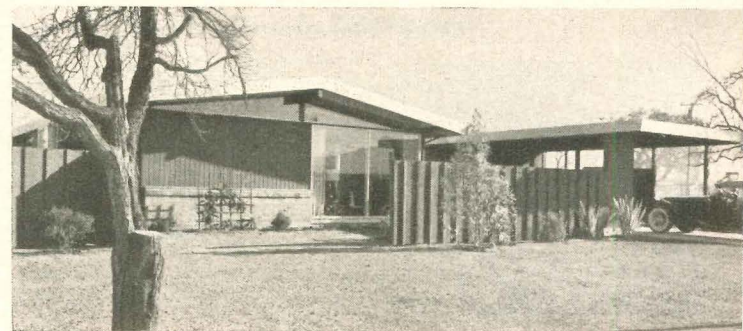
The brick chimney divides the living room from the family room, has a fireplace on one side and a barbecue on the other. The barbecue feature, accessible to the kitchen and the terrace, can be used in any weather.

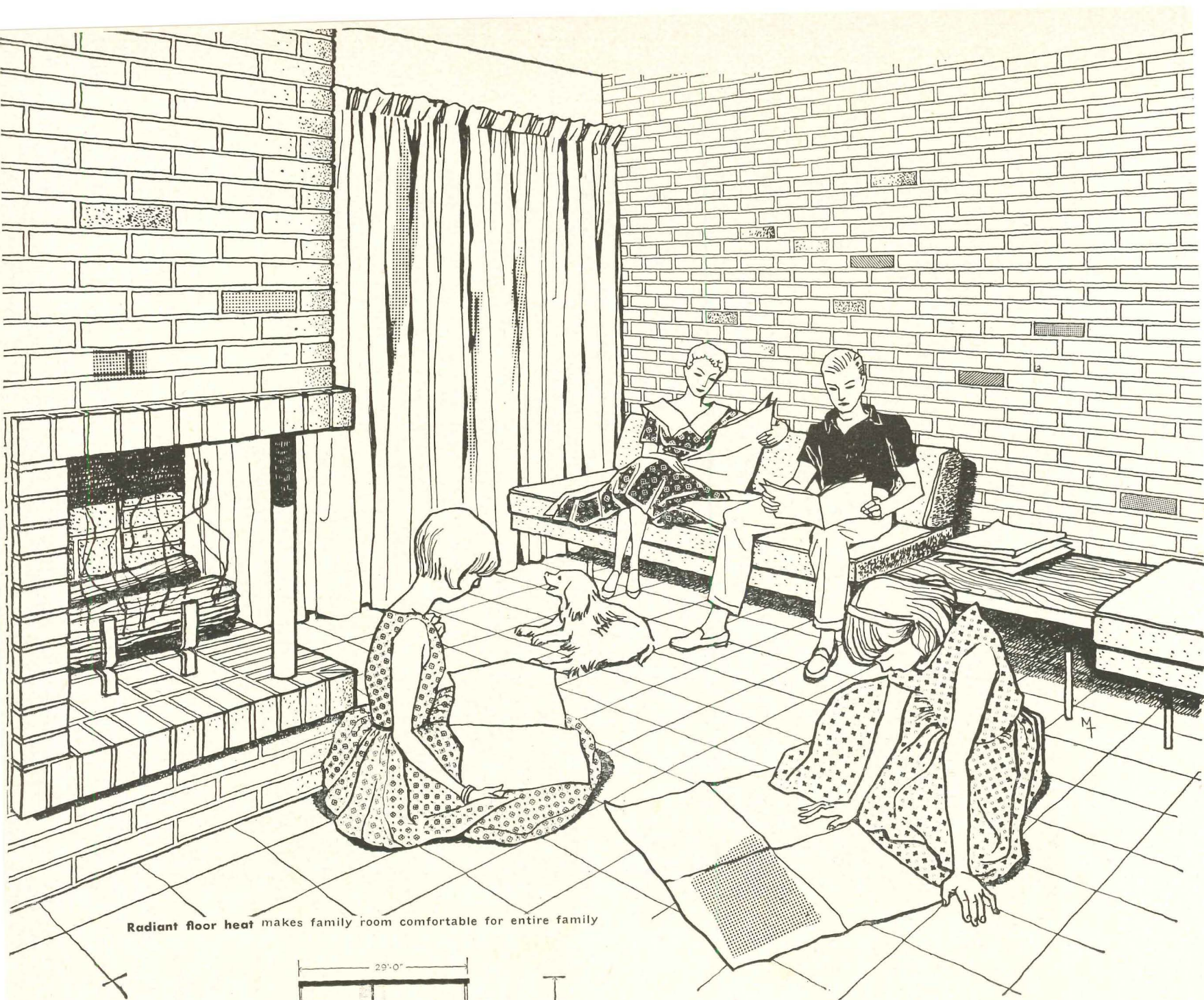
The terrace is hidden from the street by a short fence. Special fence designs have been made for each orientation and fences are included in the price of the house. Kitchen appliances are also included.

• Builders: Stern & Price, Cupertino, Calif. Architect: Louis Gerhardt. Price: \$13,570. Area: 1,280 sq. ft. excluding carport area.

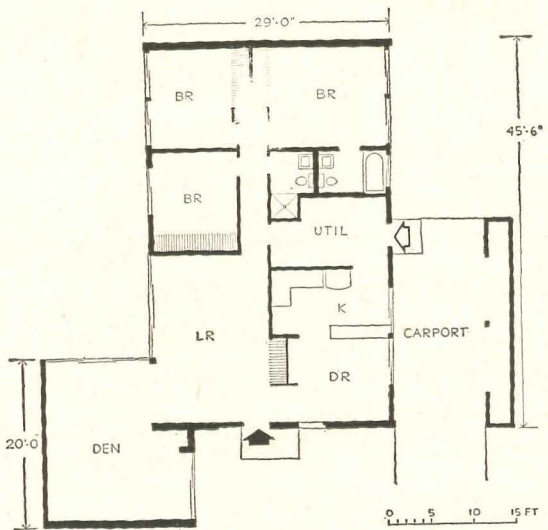


Living room and carport at the front is only one possible arrangement; many others give variety to the street.





Radiant floor heat makes family room comfortable for entire family



Roomy closet closes in carport along 20' length

FISCHER & FRICHTEL

Mobile builders do a quality model

• After successfully fighting the battle for contemporary design in St. Louis, Builders Fischer & Frichtel have struck off into new territory. They are currently building on land bought from J. C. Nichols in Kansas City. Houses are identical with their St. Louis models.

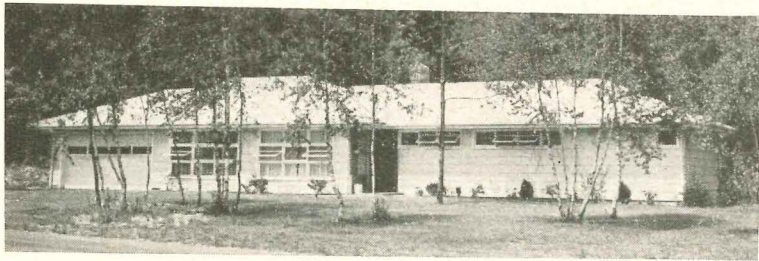
Two years ago F&F were building a rectangular-plan house which they have recently modified to include a much needed family room and a second (interior) bathroom. Their success indicates two prevalent trends: 1) for builders to become mobile, and 2) to build larger houses for today's larger families.

The house shown here has a true "second living room." There is a separate dining room (the dining room, slightly enlarged, is often palmed off as a "family room"). Although it is not far enough removed from the living room to isolate noisy activities, the family room is a pleasant place. It has full-length sliding glass on two walls, and an ample fireplace.

Another unusual feature in these days of washer-driers in the kitchen is the good-sized (13'-8" x 8') utility room where F&F put the laundry. It is near to bedrooms for easy collection of laundry, and to the back door for outdoor drying.

• Builders: Fischer & Frichtel, St. Louis County, Mo. Architect: Edward Tillman. Price: \$19,500. Area: 1,578 sq ft.

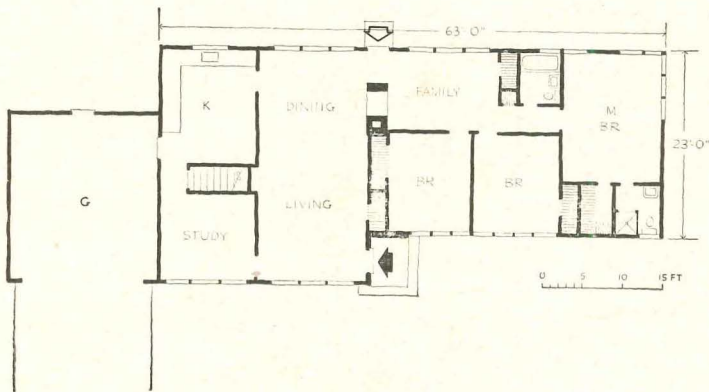




SAUL FOX

A study and a family room

Quickly sold, house is one of four built in beautifully wooded tract

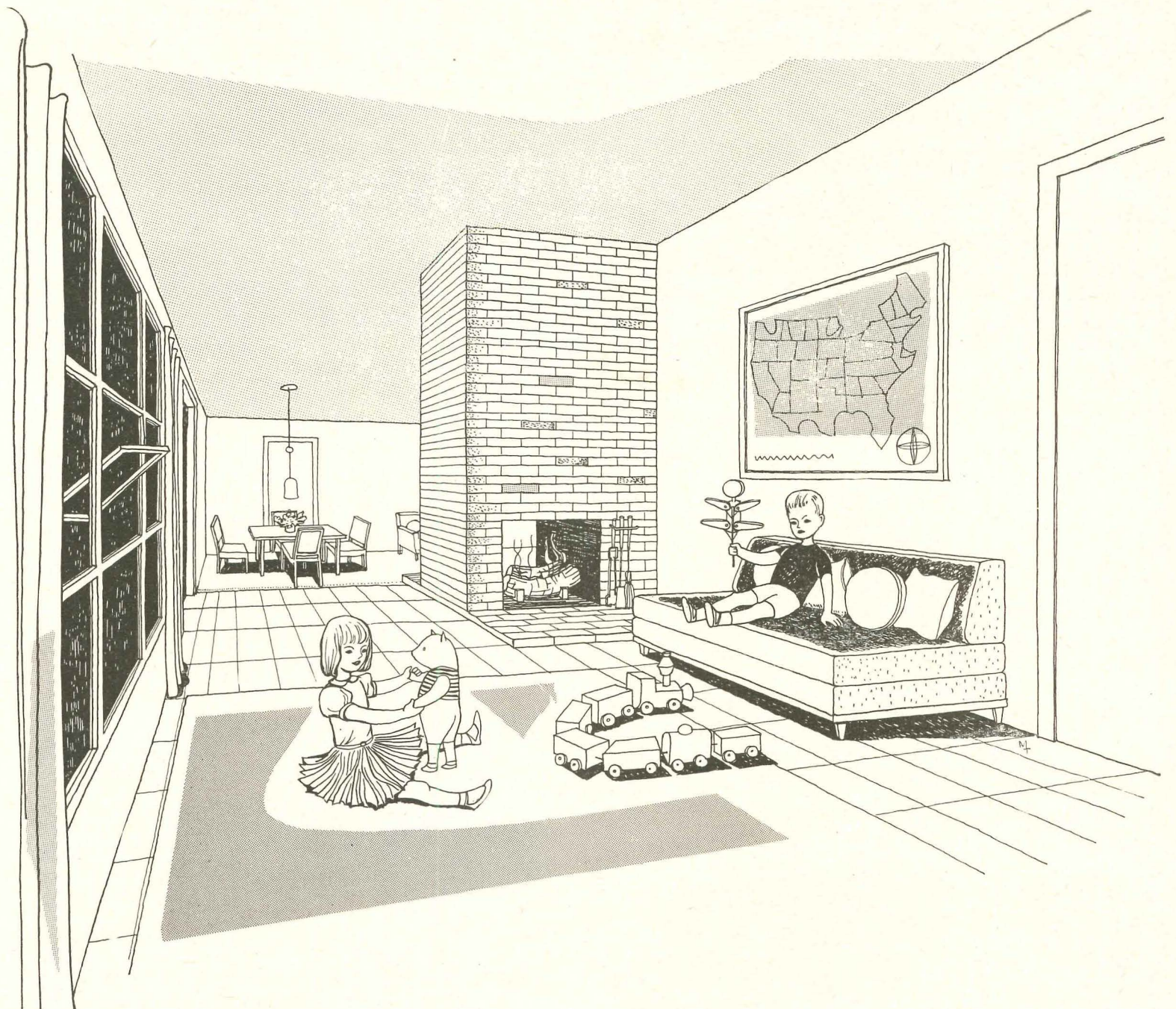


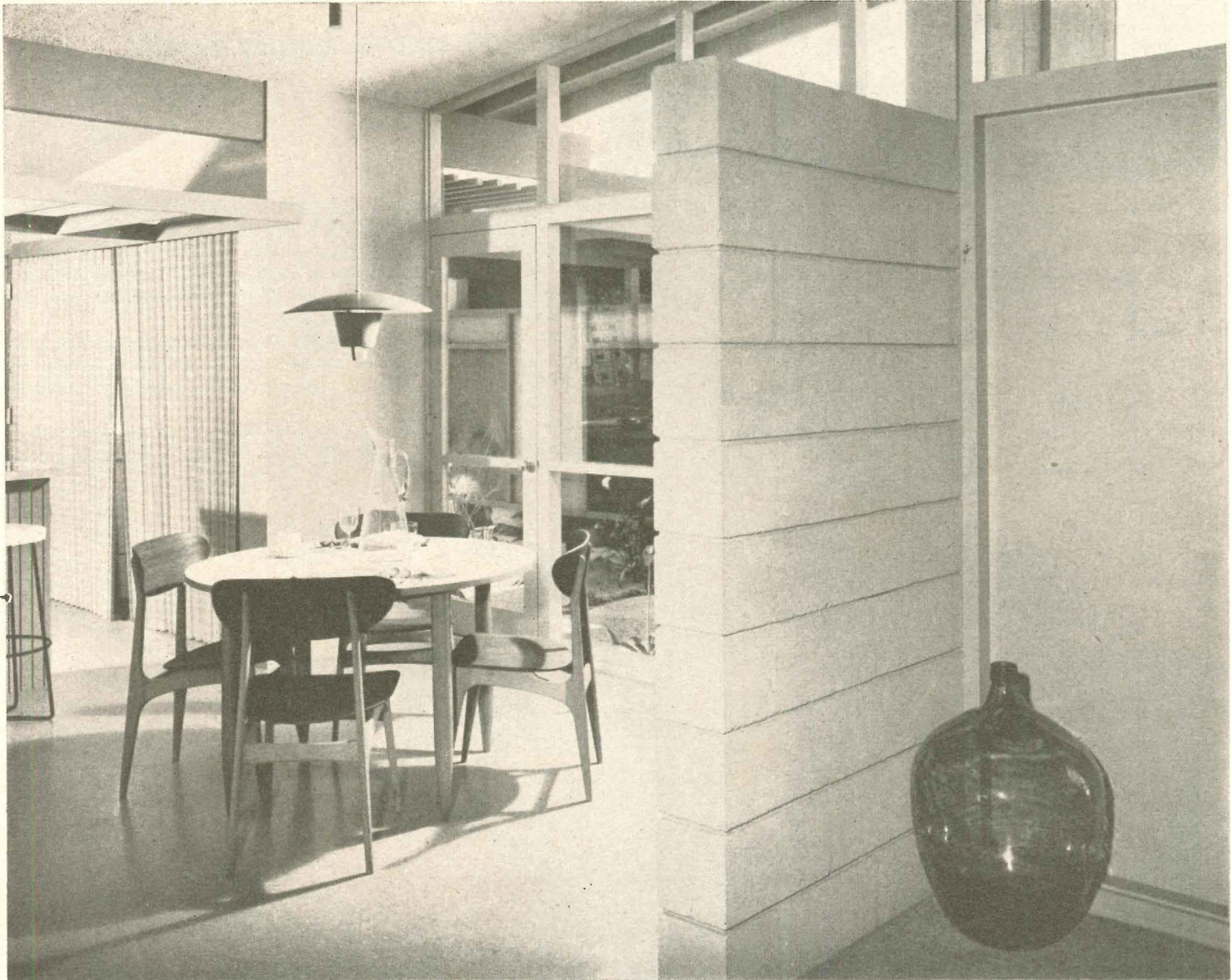
• The family room in this house is actually an enlarged hall for the bedrooms. A two-way fireplace serves both family room and living room, and acts as a barrier between them. As a playroom for the children, it can be supervised easily as the kitchen looks right into it. Large gatherings can overflow into the family room without being isolated from the rest of the party in the living room.

Other features of this one-of-a-kind house are:

1) Large window areas in every room. 2) Good circulation between garage, kitchen, den, basement and outside entrances. All are within a few steps of each other. 3) Flexible study. It can be used as a formal dining room, a guest bedroom, or as a library-den.

• *Builder: Forest Homes Corp., West Englewood, N. J. Architects: Martin, Gebhardt & DiPaola. Price: \$27,500. Area: 1,575 sq. ft. exclusive of garage.*

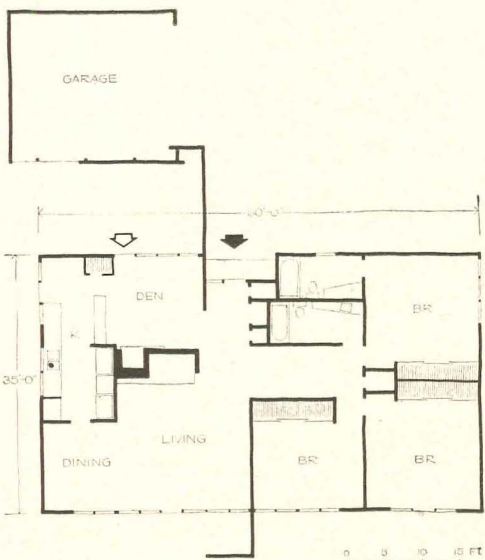




Portion of den-family room with private patio right, kitchen left

GMB BUILDERS

California plan worth studying



Plan has back-to-back bathrooms, compact kitchen. Water heater and furnace are in closets off front entry, laundry at end of kitchen.

• Builders in the Midwest and East can often accept just so much of California's big windows and open planning but even the most resistant should study this excellent plan by Architect Ed Fickett.

The large, uncrowded house of 1,711 sq. ft. has two front doors: one to the entrance hall, one to the den or family room. Most families will eat in the den off the kitchen, or informally at the snack bar. Kitchen can be shut off from the living room. The fireplace wall (with barbecue facing the den) separates family room from living room. Hall to the bedrooms 6' wide (ample for a telephone table) is lit by two 3' skydomes.

The long glass wall, at the back of the house, opens to a paved terrace. Between den and garage is a smaller, more private garden.

• *Builder: GMB Construction Co., Los Angeles. Architect: Edward H. Fickett. Price: \$20,500. Area: 1,711 sq. ft.*

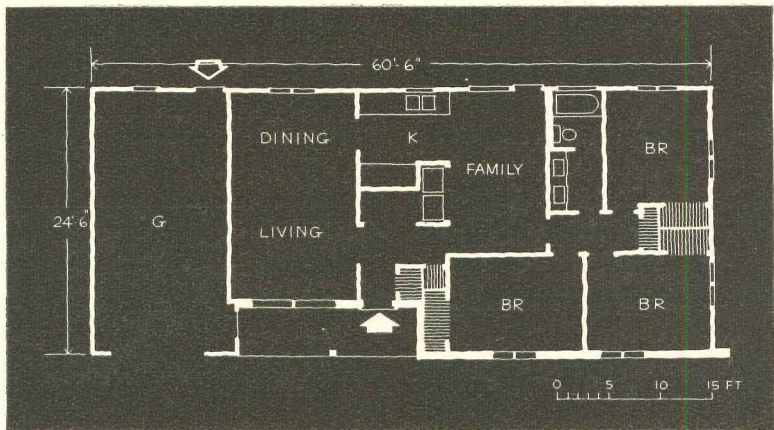
Photos: Julius Shulman



Kitchen extends into the family room, making breakfast and informal meals easy to serve. Exterior door serves both rooms.



Compact plan has utilities grouped at center of house. Washer and dryer are located behind kitchen, accessible to family room. Furnace and water heater are next to them.



MARVIN MYERS

A houseful of features in 1,100 sq. ft.

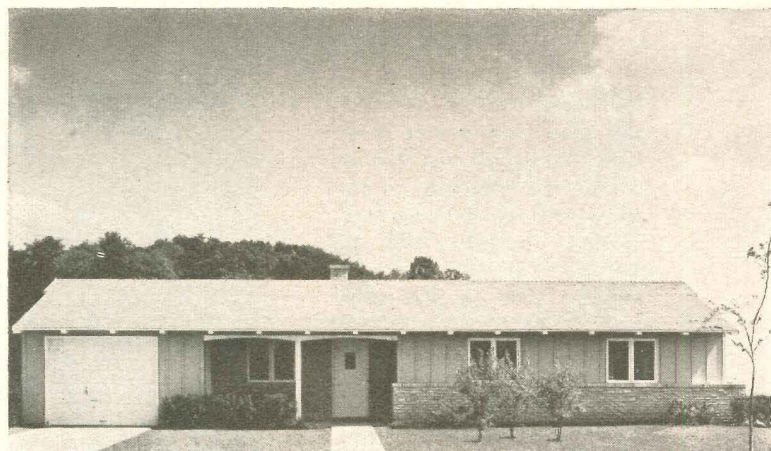
• Despite its limited size, this house packs in as many features as a much larger house. Included are: a covered entry and a hall foyer; a living room, designed so that a large window can be located at front or in back, and considerable wall space for furniture placement; a bathroom with twin lavatories; and a family room for informal dining or children at play.

True, the space has to come from somewhere. In this case one bath is sacrificed, and the kitchen is only 9' x 9'. Other rooms are adequate though, and traffic within the house flows well. Cross traffic through rooms is minimal.

Builder Myers offers this plan in several different elevations, including a contemporary model with high beamed ceilings and large glass areas, and the Western Ranch, shown here.

• *Builder and designer: Auburn Construction Co., Rockford, Ill. Price: \$16,700. Area: 1,100 sq. ft.*

Most popular exterior treatment of the plan above is this "Western Ranch" model, one of several variations offered. Recessed front entry is attractive selling feature.





Lower-case "h" plan has central entrance courtyard

JOSEPH L. EICHLER **Where's the best place for the family room?**

Photos: Ernest Braun



Unlike most houses, in which the living room shares space with the dining area, Eichler places the dining space in one end of the second living room (above). Kitchen (right) as seen from dining end of all-purpose room is the same well-organized double-in-line plan Eichler has found to be a favorite with housewives who have only a part-time maid. Eichler finds women want sense of participation.



• Here is Joe Eichler's latest house. It has two new features seen for the first time in an Eichler Home: 1) An inside fireplace. 2) A family room located away from the living room and the kitchen.

Eichler, pioneer contemporary home builder, and his architect, Quincy Jones, have long been preoccupied with the location of the family or all-purpose room—the newest room in US houses.

Several years ago Eichler built his family rooms as mere extensions of the living room, found this satisfied the demand for more space but did not answer the problem of separating such diverse activities as watching TV, reading, entertaining adults and child's play.

In one of his more recent subdivisions he offered buyers a choice of two family-room locations: 1) off the living room and away from the kitchen; 2) off the kitchen and away from the living room.

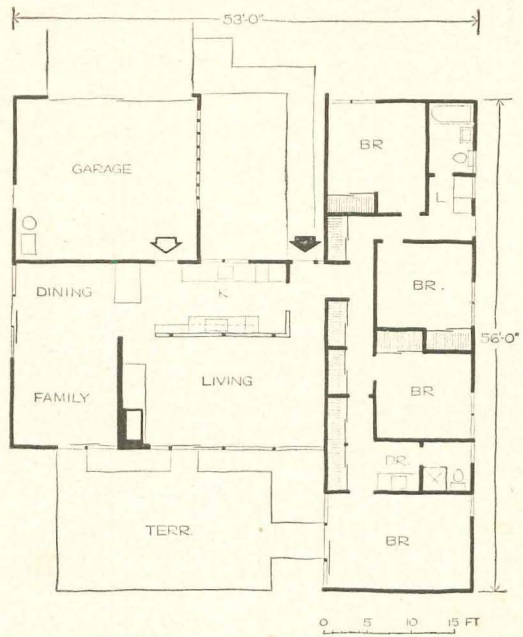
Prospective purchasers preferred the off-kitchen location. And Eichler, who keeps as close tab on his buyers as he does on what the prospects like, discovered that buyers of houses with family rooms in off-living room locations tended to use the space as adult space. Buyers of houses with family rooms in the off-kitchen location tended to make the room a children's area.

In the house shown on these two pages Architect Quincy Jones comes up with a new solution: *he places the family room adjacent to the living room but with no direct connection to it though the partition is less-than-ceiling high.*

This is no universal solution but see what the benefits are: the family room can share a rear patio with the living room; it also shares space with the dining area located at the opposite end and close to the kitchen; the inside fireplace shares a common brick wall between living room and family room.

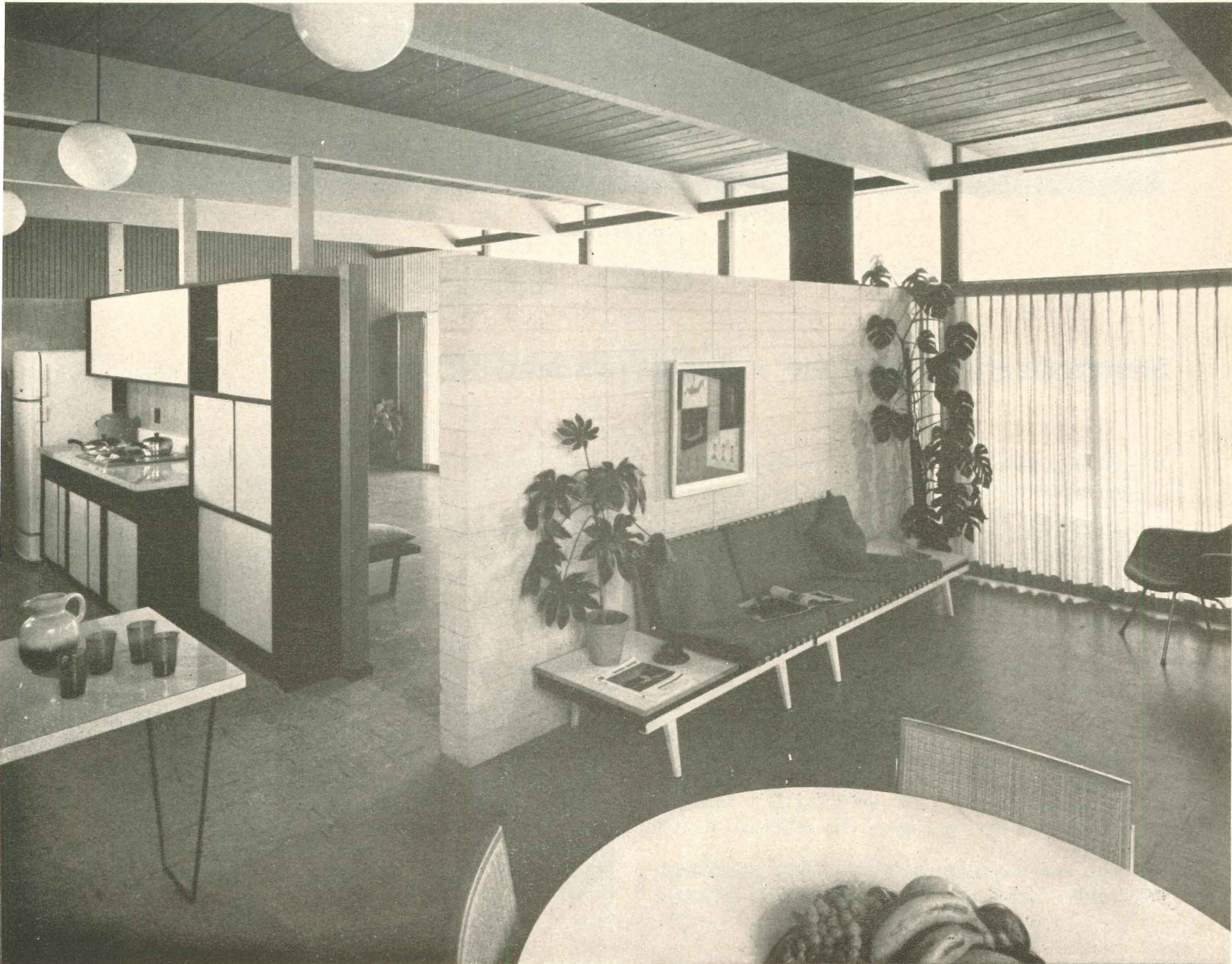
Like other Eichler homes this house has its bedroom area (note, it has four bedrooms) separated from the daytime area, two baths, a separate laundry area, a corridor-long closet wall, excellent circulation.

• Builder: Eichler Homes, Palo Alto, Calif. Architects: Jones & Emmons. Price: \$20,950. Area: 1,769 sq. ft. without garage. Lot: 75' x 125'.

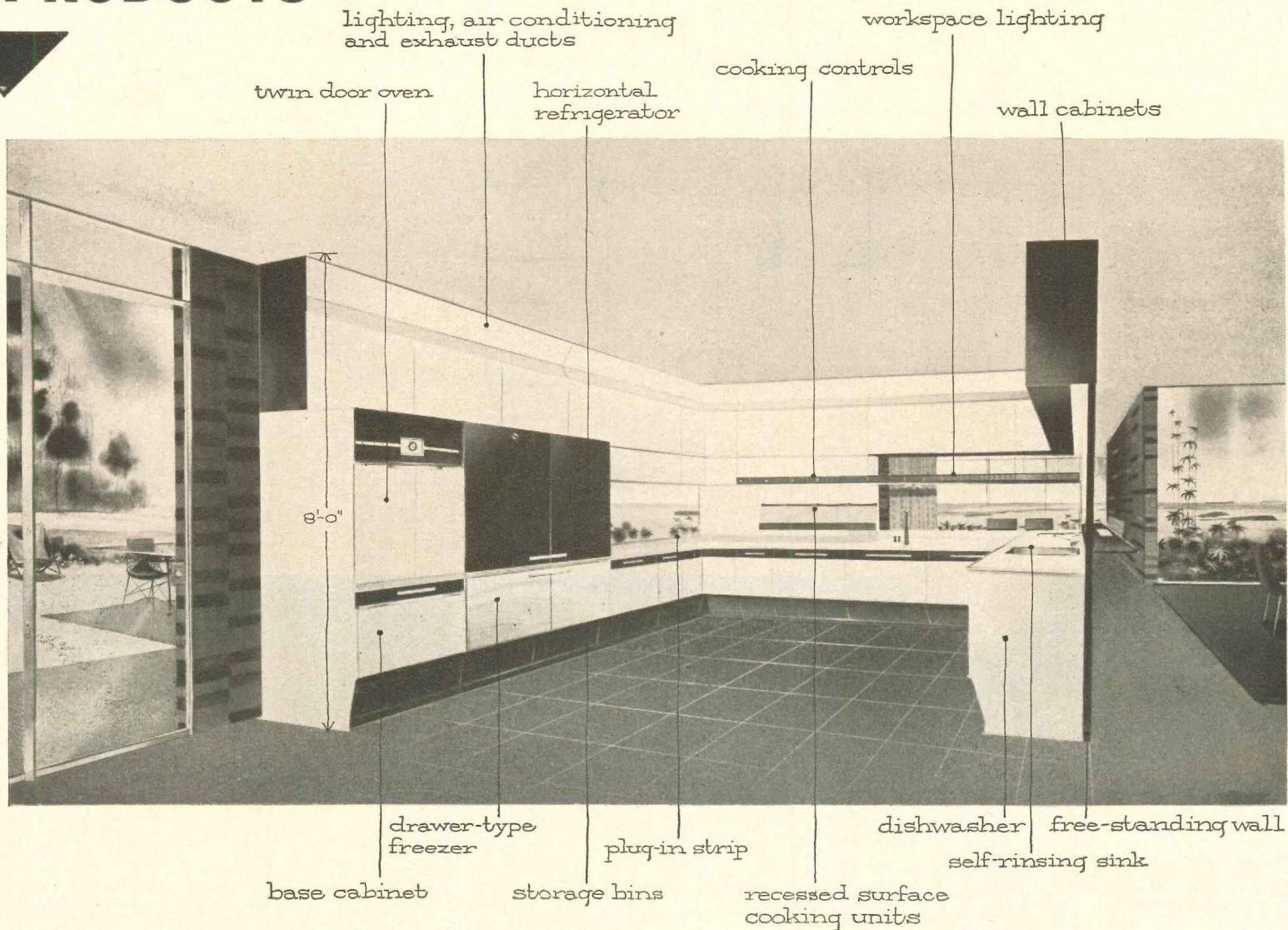


Best location for family room, Eichler finds, is off kitchen but fairly close to the formal living area

Photos: Ernest Braun



NEW PRODUCTS



Standardization milestone – Frigidaire's modular kitchen

By next spring, builders will be able to buy a complete kitchen, modular and free-standing, ready to set in place as a self-contained part of the house. Designed and engineered specifically for the new house market by the Frigidaire Division of General Motors, it embodies almost all the recommendations of the H&H Round Table on kitchen standardization (Sept. issue).

Equally important is the way the kitchen was developed: in close cooperation with the home building industry. At various stages of planning, Frigidaire called in top-flight builders and technical men, including NAHB's top officers and members of the Research Institute, to get their advice and make sure that the kitchen will be just what the home building industry needs.

Most important basic dimension: the 24" module along the walls. All cabinets and appliances are 24" or 48" (double module) wide, completely interchangeable to meet any floor plan. This fits both the American Standard 4" module and the 3" module of the steel cabinet makers, and agrees with the Cornell Kitchen Study.

Another accepted standard: the 8' ceiling. Wall cabinets in the Frigidaire line reach 7' high, with a 1' soffit and panel above, con-

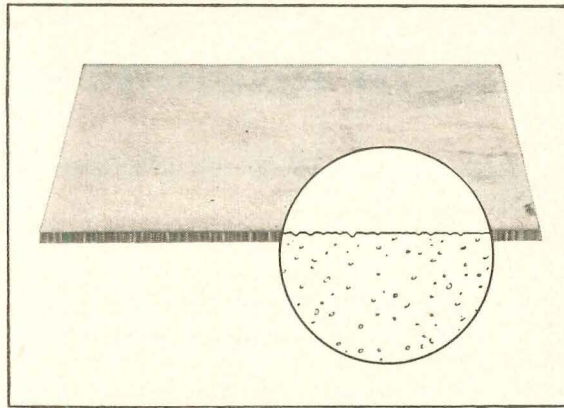
taining lighting for the kitchen and cabinet interiors, air-conditioning ducts, and a built-in exhaust system that automatically turns on with any heat-generating appliance. This soffit is variable to permit adjustment to lower ceiling heights, down to 7'-4".

Each wall section, including cabinets and appliances, is mounted on a steel framework, so that it can be backed up to a conventional stud wall or left free-standing as a nonload-bearing interior partition. Exposed wall areas will be easily washed plastic panels, with openings for windows or pass-throughs. Counter tops are 32" and 36" high, again the recommended heights, with a continuous electrical plug-in strip. Concealed behind the 12" high indented toe panels in each section are deep storage bins. Counter tops are not continuous, but the cold-flowing plastic covering gives water- and dust-tight seams when sections are bolted together.

From the builder's point of view, the kitchen is especially appealing for its flexibility and its minimum installation requirements. Units are completely internally wired and plumbed, and demand only a single electrical and plumbing connection. Lighting and exhaust facilities are integral, with a wiring harness used to connect successive units.

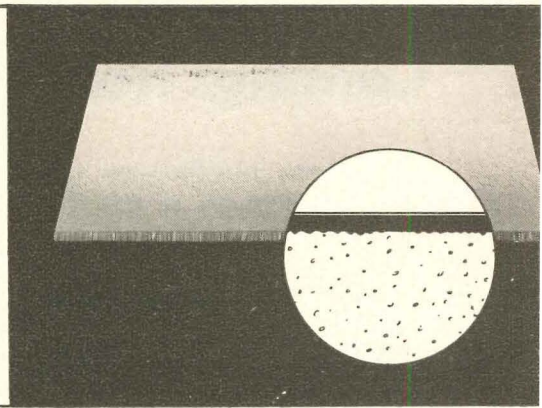
continued on p. 186

Here's why Ador Sliding Glass Doors are different: All Ador doors are alumilited. This is a process that forms a hard surface seal of pure aluminum oxide completely resistant to corrosion.



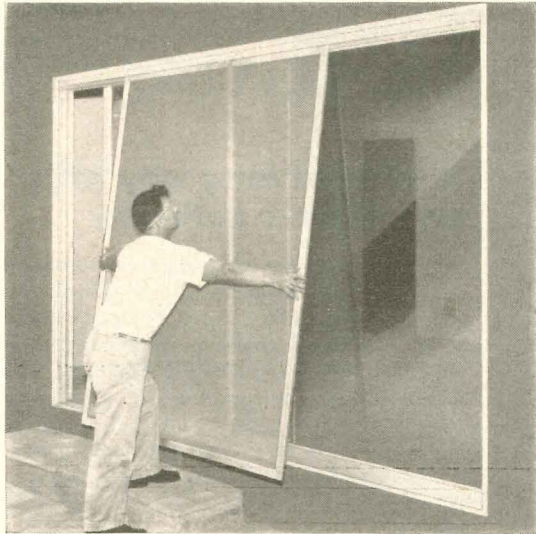
Ordinary Aluminum

Showing pits, porosities and irregularities of the unprotected surfaces. This is raw aluminum before the metal is processed.



After Ador Alumiliting

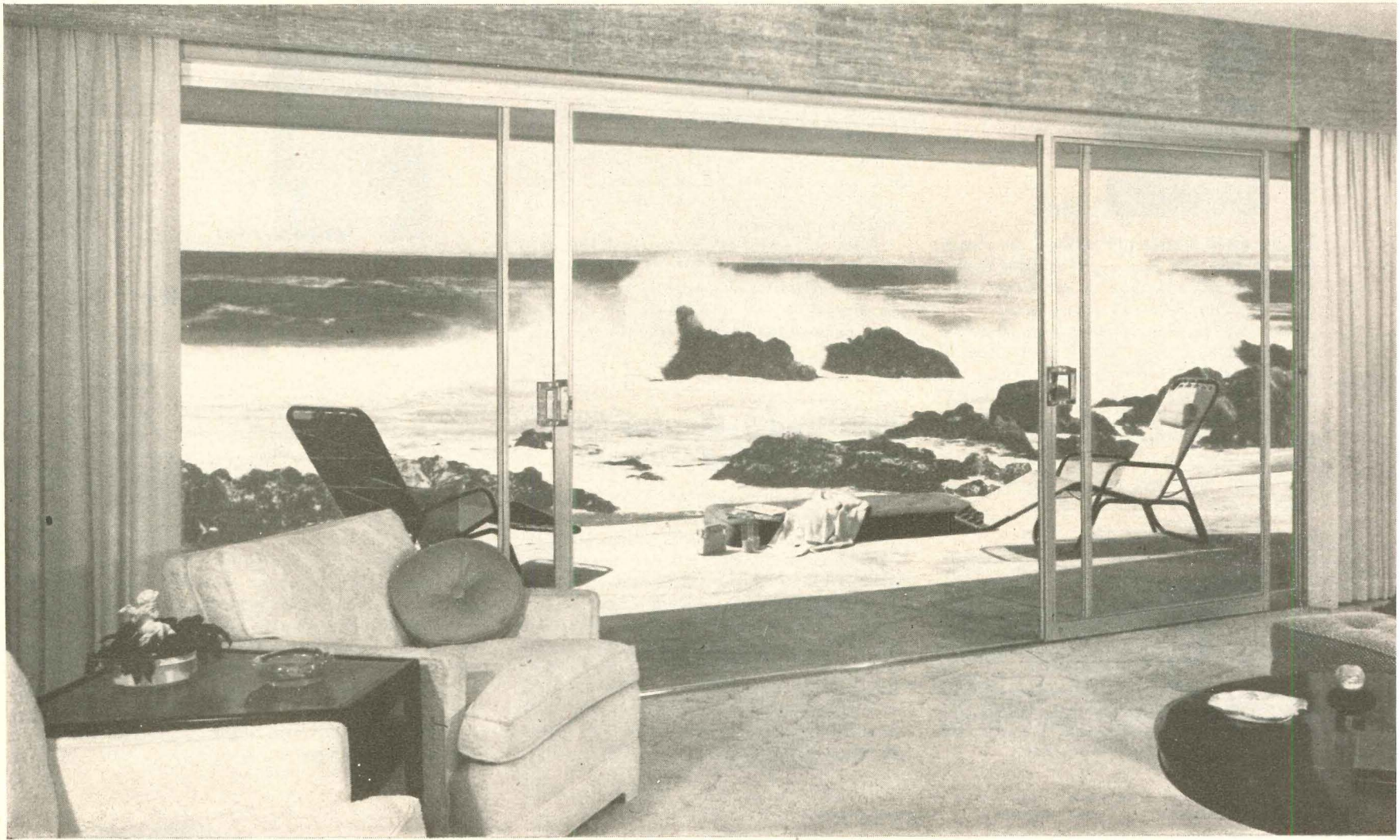
Note smooth finish. Enlarged cross section illustrates layer of aluminum oxide, and protective film of hard lacquer.



Fiberglass screens are precision matched to Ador's sliding glass doors. Fiberglass is non-corrosive, stays tight and is burn proof. Aluminum screens are also available.

Ador America's foremost all-aluminum sliding glass door.

Direct salt air exposure has no effect on this Ador Sliding Glass Door. Door has protective alumilite finish which makes it completely resistant to corrosion. Smooth, greaseless finish requires no painting.



Coming: heavyweight insulation

Batts, blankets up to 6" thick being readied by manufacturers to meet needs of the air-conditioned house

The rising demand for air-conditioned houses is putting pressure on insulation makers to bring out new and thicker materials. Reason: an air-conditioned house takes four to six times the insulation FHA minimums require.

In prospect for builders is a crop of new batts and blankets up to 6" thick, chiefly to protect ceilings from oven-hot attics. Till now the thickest mineral wool batt or blanket on the market was 3", except for one 3 1/4" type.

One of the first of the new types is an aluminum foil wrapped mineral wool, designed especially for air conditioning by Owens-Corning Fiberglas (see New Products, p. 196). Another new type, in foil and an aluminum-coated paper, is by National Gypsum.

Higher standards. The spread of electric heat is also boosting demand for heavyweight insulation. FHA's summer changes in minimum property requirements (July and Sept., News) have upped insulation standards one-third in electrically-heated houses, about 8% in other houses.

While production of insulation has soared in terms of square feet, the average thickness has actually dropped 14% in the last ten years, according to E. Kenneth Clark, president of the National Mineral Wool Assn. "From here on out," Clark predicted in a recent talk to the association's top brass, "the heating and cooling equipment in new houses will be the increasingly dominant factor in deciding how much insulation is needed."

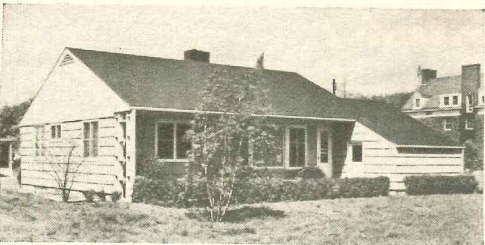


CLARK

Lower cost. Clark said builders are "learning fast that only large quantities of thicker insulation will allow use of small [air-conditioning] units with low running costs."

How much heavy insulation pays off in low air-conditioning costs was demonstrated by 1954 University of Illinois study. Compared with no insulation, the use of 3" wall and 4" ceiling insulation in a 1,040 sq. ft. university test house cut the first cost of air conditioning \$840 (from \$1,900 to \$1,060). It reduced the year-round operating cost by as much as \$200. Cost of the insulation: \$240.

Nat'l Warm Air Heating & A. C. Assn.



UNIVERSITY OF ILLINOIS TEST HOUSE

Air-conditioning makers see start of real boom

Is air conditioning on the verge of its biggest market breakthrough?

Some makers of home cooling units were beginning to talk in these terms last month. Summer heat waves in the eastern half of the nation did more than wipe out last year's glut of air-conditioning units, manufacturers think. They may well have firmed up a major psychological change in public attitude toward the need and cost of air-conditioning.

When torrid weather struck, many an industry sales executive correctly foresaw that it would lead to record sales of room conditioners (to a seven month total of about 1 million units, compared with 800,000 through July last year). Few expected the sales rush to catch up with central home units, too. But it did.

Some manufacturers reported sales of central units were up 50% above last year. For others, sales doubled. S. J. Levine, head of home heating and cooling for General Electric, noted that many fence-sitting builders decided to air condition projects already under way. Said he: "Unlike last year, orders were received for installations that carry well into the winter months."

President John W. Norris of Lennox Furnace Co. (whose residential air-conditioning volume doubled this year) estimated that some 100,000 central cooling units will go into US homes this year, compared to about half that many in 1954. Both he and Levine predict another big gain in 1956.

President Cloud Wampler of Carrier Corp. forecast: "Within two years, retail sales volume for central residential systems should equal or surpass that for room air conditioners." He said that within five years central units will be going into "well over half a million houses annually."

After a survey of Texas home builders, Builder Ned Cole reported: "They are thinking seriously of air conditioning in volume for the first time." Cole expected the thoughts "will not translate into action until next year," however.

AGA study suggests how to sell cooking with gas

Builders who use gas appliances may find some good sales arguments in a little-publicized survey by the American Gas Assn. According to the AGA's research department, cooking with gas costs American home owners an average of \$1.88 a month versus \$2.90 a month, or more than 50% more with electricity. The survey covers monthly bills issued by 92 different utilities across the country. In certain Texas and Montana cities the AGA says electric cooking costs are up to 8.7 times the cost of gas. Electricity wins out mainly in cheap power areas like the TVA region.

Utilities step up budgets to push adequate wiring

A survey of 68 utilities by *Electrical World* shows that \$4.7 million dollars will be spent in 1955 to promote adequate wiring, compared with \$2.7 million spent by 64 utilities last year. Average outlay per utility has increased by 60% since 1954. About 20 million housing units (43% of all wired houses) still have an inadequate two-wire service, plus some 15 million more with overloaded three-wire systems. (The National Adequate Wiring Bureau estimates that 80% of electrified homes have inadequate wiring.)

Solar heat long way off, says Illinois authority

Solar heating poses no real threat to conventional boilers and furnaces in houses, at least not for many years, says Professor Seichi Konzo, University of Illinois heating authority. The installation cost is still high and solar heat must be made an integral part of the house design. Biggest obstacles revolve around the basic system design, house location and getting balanced room temperatures, all of which complicate the job and boost the cost. In addition, the problem of storing heat is still formidable, according to Konzo.

Nat'l News & Illustr. Service, Inc.



FERRY

Baseboard heating sales soar to new record

More builders than ever before are installing baseboard hot-water heat, according to the Institute of Boiler & Radiator Mfrs. Factory shipments for the first six months of 1955 soared to "a record-breaking 46.4% increase" over sales for the first half of 1954—biggest jump in the industry's history, says Robert E. Ferry, IBR general manager.

Cast-iron boilers were also well ahead of last year. Six month figures for 1955 show a 25% gain. Ferry explains that baseboards gained more than boilers because more baseboards go into older houses. In addition baseboards are taking over a bigger slice of the market than other radiator types. All told, the industry estimates that hot-water heat is now going into 35% of new houses with central heat, contrasted with about 25% of the market two years ago.

THE ROOF has never been more obviously at eye-level than in today's long, low, rambling home designs. Anything so prominent – and so vital to the beauty and soundness of the home it shelters – has an important influence on prospective buyers . . . determines whether they will drive *on* . . . or step *in*. Invite them in . . . with the natural charm and friendly warmth of a *genuine* red cedar shingle roof.



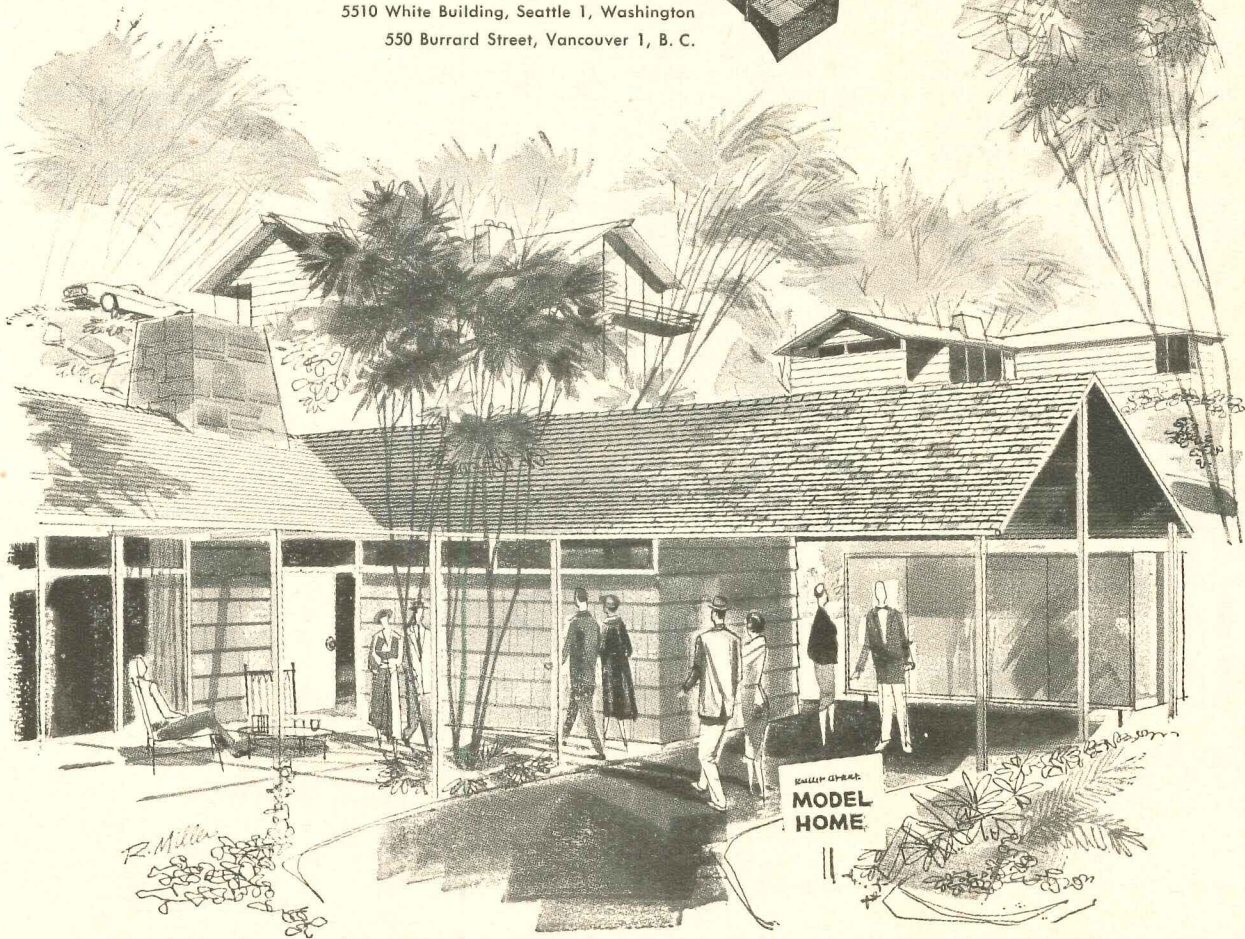
your best "outside salesman" is cedar...

WALLS, TOO, deserve the natural treatment that will stop traffic and speed sales. You'll not find a more attractive – or less costly – sidewall than double-coursed cedar shingles or shakes. Better join this trend to the *real article* in building materials . . . red cedar shingles and shakes . . . for roofs and walls . . . for new construction and remodeling.

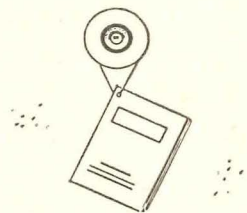


RED CEDAR SHINGLE BUREAU

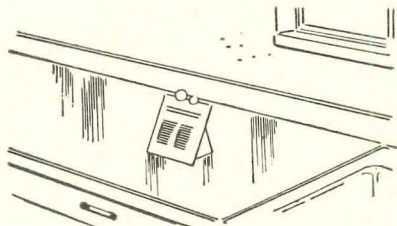
5510 White Building, Seattle 1, Washington
550 Burrard Street, Vancouver 1, B. C.



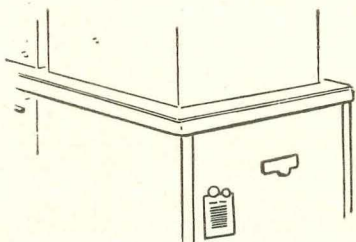
Use These Armstrong Furnace Silent Salesmen to promote new-home sales



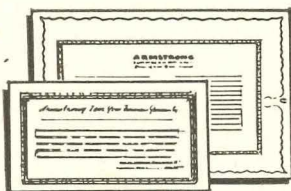
Nobody has seemed to care whether or not the home-buyer gets everything he should out of his new heating (and cooling) plant. Armstrong does. Hang this neat little booklet on the thermostat in *your* new homes. Gives tips on furnace and air conditioner operation. Makes friends . . . for *you*.



Kitchens help sell houses. Furnaces might too, but prospects barely see them. This unobtrusive easel display on the kitchen sink will put the furnace in the prospect's eye. Shows the American Medical Association Seal of Acceptance and the Parents' Magazine Seal of Commendation.



National advertising has given the Armstrong name sales power. But, in addition, a sticker on the Armstrong furnace and air conditioner exhibits the seals of approval of the American Medical Association and Parents' Magazine, and displays the *written* Armstrong guarantee.



Prospects see the written guarantees which they get with every Armstrong furnace and summer air conditioner. They don't hope for the best, they *get* it . . . warranted . . . in writing. Sells, and takes the guarantee obligation off your shoulders.

Prospects for house sales put all heating (and cooling) plants on the same plane. But you can pull yours above that dead level. Armstrong is the only line of warm-air heating and summer air conditioning equipment which has been awarded the Parents' Magazine Seal of Commendation and is also accepted for advertising in *Today's Health*, published by the American Medical Association.

Around them, and the *written*

Armstrong warranties, Armstrong has built a simple, effective New-Home Promotion Kit *for you*.

It's easy to use. It doesn't spoil the trim appearance of the home.

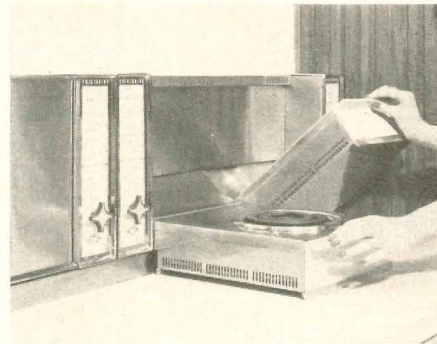
It puts the heating (and cooling) plant into the mind of the prospect, and sells it. It lets you put *your* time on other features and still does the only complete job of selling in the furnace industry.

Write for a sample kit, or mail the coupon below. You'll like it.

NEW PRODUCTS

continued from page 180

Appliances follow the module, too. At counter top height, a 48" wide horizontal refrigerator has a 10½ cu. ft. capacity, with a pull-out drawer-type freezer mounted directly below. The wall oven fits into a 24" section, with storage above and below. A new version of Frigidaire's foldaway surface cooking units (Feb. issue) is recessed partly into the wall, with controls in an eye-level strip that also contains a radio and an intercommunication system. Dishwasher and sink (a new self-rinsing model, which channels water in along the entire top perimeter at the touch of a button) cabinets are in separate sections, with a garbage disposer mounted beneath the sink.



Foldaway cooking units, introduced in January, have been revamped for new kitchen.

Vertical slices

What Frigidaire did was to divide all of the kitchen components vertically, rather than horizontally. Once the room dimensions are decided, specific wall segments can be selected to make up the kitchen to minimum or maximum degrees of completeness, because full ceiling height is built in, and each section adds exactly 24" or 48" to the length of a wall.

The kitchen is the product of a study of the home building industry, and the realization that the new home market requires modular components, rather than individual appliances. The entire room is intended to be fitted into the new house like a drawer into a cabinet.

A prototype kitchen has been set up as a feature of the NAHB National Housing Center (p. 110) and Frigidaire expects that "a limited number" will be built and installed by next spring, with volume production to follow later in 1956. All units will be available in color, but the range has not yet been selected (The NHC kitchen is white, charcoal gray, pink and mauve.)

Models for all houses

Ultimately, Frigidaire intends to produce several series of models to fit different priced houses (à la the "standard," "deluxe," and "custom" auto lines), with the prototype kitchen as a "top of the line" model. Concrete price information will not be available until production determines costs.

Manufacturer: Frigidaire Div.
General Motors Corp.
Dayton, Ohio

continued on p. 190

ARMSTRONG FURNACE

COLUMBUS, OHIO

COMPANY

DES MOINES, IOWA

Send for your free sample copy of the New-Home Promotion Kit

Mail to **Armstrong Furnace Company**, Dept. HH
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Send me a sample of your New-Home Promotion Kit and a copy of your latest Consolidated Catalog.

Name _____

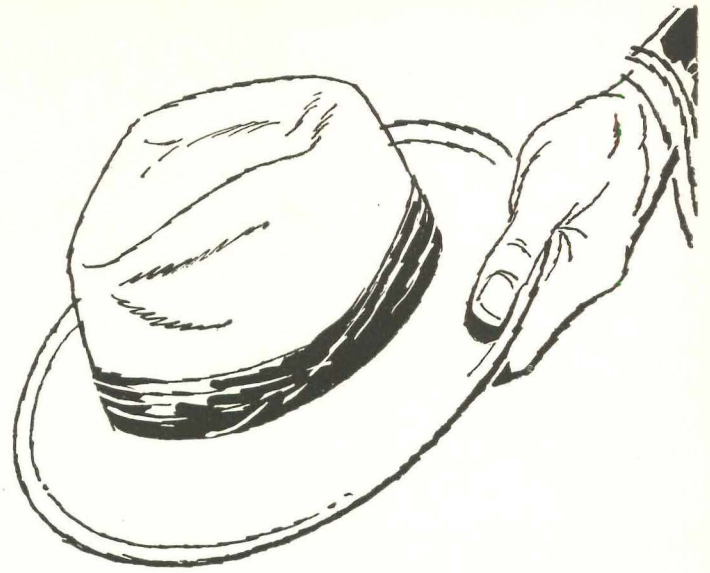
Company Name _____

Address _____

City _____ Zone _____ State _____



OUR HAT'S OFF TO THE NAHB



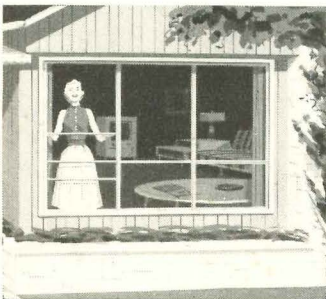
...for establishing their National Housing Center



Horizontal Slide



Vertical Slide



Multi-Lite Ventilating



Fulvue Vertical Slide

The F. C. Russell Company is proud to be a part of this permanent tribute to the American Building Industry and invites everyone to visit the Rusco exhibit on the 4th floor of the National Housing Center in Washington, D.C.

We particularly invite your attention to the display of **RUSCO STEEL PRIME WINDOWS**. See for yourself why forward-looking builders everywhere are speeding construction, cutting on-the-job costs and adding extra "buy" appeal with this fully-prefabricated, complete window unit.

Here are just a few of the advantages worth considering:

- Eliminate on-the-job glazing, painting, refitting and later adjusting.
- Rusco Prime Windows are made with built-in, finest quality felt weatherstripping.
- Rusco Prime Windows are complete with tubular steel framed Fiberglas screens that won't rot, rust, stain or corrode—never need painting.
- Available with insulating sash (optional) as an integral part of the unit. With insulating sash—homeowners enjoy Rusco's exclusive MagicPanel® year 'round, rain-proof, draft-free ventilation features.
- Operable glass panels move smoothly, quietly and effortlessly in felt-lined slides—quickly removable for easy cleaning—from the inside!
- Positive automatic springbolt locking in either closed or ventilating positions.
- Available in a wide range of types and sizes and made from special purpose, hot-dipped galvanized steel, finish-painted with baked-on enamel.

As a Businessman you will find it profitable to build with Rusco Prime Windows, Combination Screen and Storm Doors (that operate like a window) and the beautiful Rusco all-metal door canopies. For detailed information on *all* Rusco products write the F. C. Russell Company at the address below.

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supplies definite, affirmative qualification in each instance; with bundles prominently identified by authentic grade and registered trade marks; with engineered tongue and groove, precision machined to draw up without forcing; with advanced drying and seasoning to safeguard maximum stability and smoothness, free from cupping, buckling or shrinking; with texture of complete affinity for finishes that assures enduring beauty.

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Constant Betterment



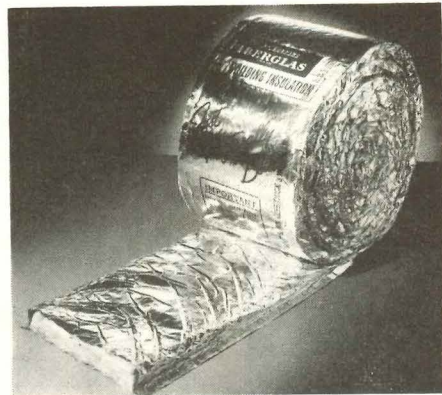
Through Research



ROYAL OAK CROSSETT, ARK. CLEAR 5' ROYAL OAK

NEW PRODUCTS *continued from p. 190*

for further details see numbered coupon p. 278



d. MINERAL WOOL is wrapped in aluminum foil to improve summer heat reflectivity

A shiny envelope of aluminum, wraps the usual thickness of *Fiberglas*, to give a ceiling insulation almost half again as efficient under summer design conditions as unreflective materials (2.5 Btus per hr. per sq. ft. @ 95° F. vs. 3.9 Btus). Under winter conditions or in sidewalls, the improvement is only nominal.

The inner foil surface is a vapor barrier but the outer foil side is perforated to avoid any buildup of moisture in the insulation. Rolls (up to 60' long) and batts (4') have the usual flanges for fastening to studs or joists, and the insulation comes in widths to fit 16", 20", and 24" spacing.

Price: 2", 9¢ per sq. ft.; 3", 11¢ per sq. ft.

Manufacturer: Owens-Corning Fiberglas Corp.
Toledo 1, Ohio



e. ALUMINUM FOIL is bonded to creped kraft to form vapor barrier/insulation

Reflective insulation, bonded to one or both sides of asphalt-impregnated kraft paper, adds vapor resistance to its insulation qualities. Angier's *Lumaskin* comes in 36" and 48" rolls, and is stapled to studs or joists like other roll-type insulation. The kraft is creped for resilience and dead-fold characteristics.

Price: Approximately 3½¢ per sq. ft.

Manufacturer: Angier Sales Corp.
Framingham, Mass.

continued on p. 202

STRESS **Quality**
IN THE ONLY ROOM YOU FURNISH



DISPLAY THIS
Republic Steel
Kitchens
WARRANTY

Quality features that look custom . . . right from stock units!

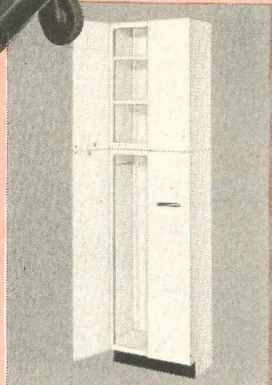
Let prospects admire the kitchens you put in your homes. Then let them see the simple, straightforward warranty of Republic, and you're on the way toward closing a sale. Republic Steel Kitchens guarantees you that its products shall be free from defects in workmanship and materials. This warranty is in effect for one complete year from the date of your purchase.

The warranty stands; it's honored, but rarely used. That's because Republic controls quality *all the way*. It is the only manufacturer producing and using its own steel to fabricate steel kitchens. That means the right steel is used for the right purpose. Better construction prevails throughout because of Republic's up-to-the-minute design and production facilities. More features for the money result from economical methods, and rigorous inspection assures you of perfect units delivered on your job site.

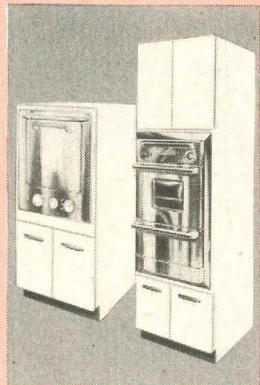
To you, of course, Republic offers the finest in kitchen equipment to enhance the sale of your homes. You can forget the sale once it's been made . . . no expensive callbacks to fix warped doors, binding drawers, or splintered surfaces.

With Republic's warranty, you'll make sales through the kitchen—with confidence!

Republic Steel Corporation • Berger Division • Canton 5, Ohio



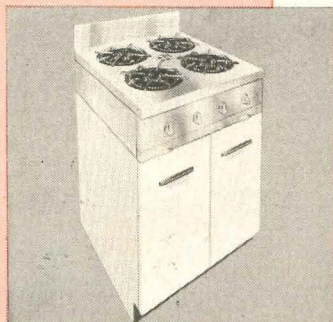
UTILITY CABINETS—Ideal for laundries, bathrooms, utility rooms, as well as in the kitchen. Door operates by touch-latch.



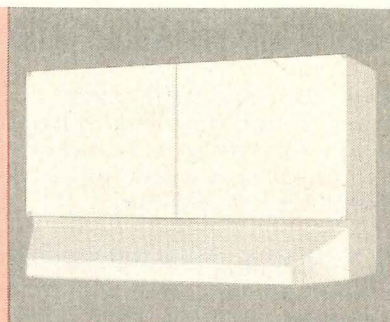
BUILT-IN OVEN CABINETS—For most all popular gas and electric built-in models. Ovens belong in fireproof steel cabinets.



STAINLESS STEEL 36" SINK—This double-bowl beauty of Republic's Enduro Stainless Steel is priced right with porcelain competition.



SURFACE RANGE CABINETS—One of the many ways to achieve the new built-in look! This particular cabinet can also be ideally used under a 30" sit-down counter.

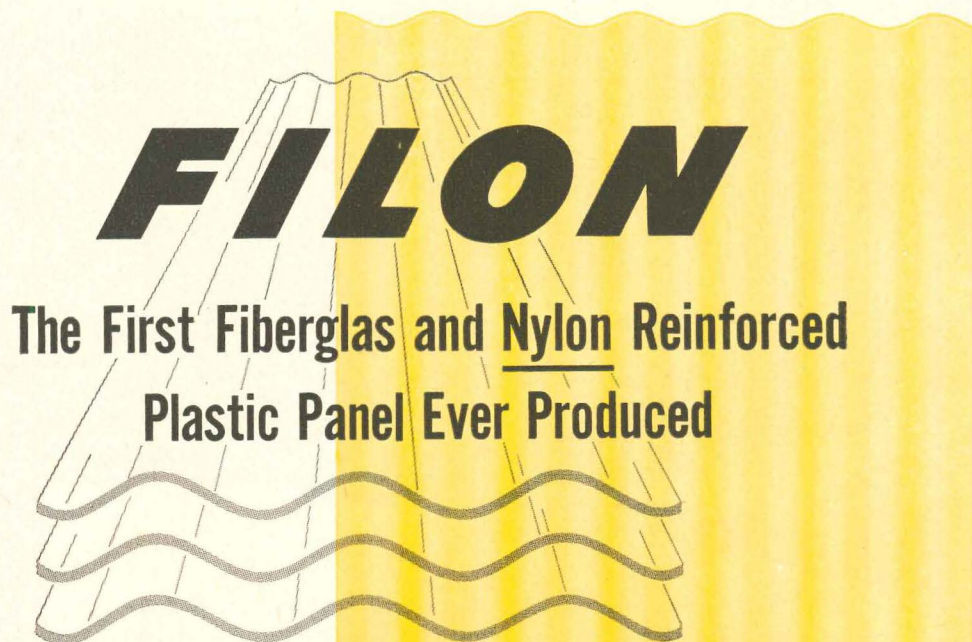


VENTILATOR CABINET AND HOOD—This beautiful, practical ventilator cabinet blends right in with the rest of the line. Adds a custom look to the kitchen.



PENINSULA CABINET—Economical way to build a divider counter in open kitchen planning. Note convenient pass-through opening.

For Greater Strength Uniform Thickness and Color

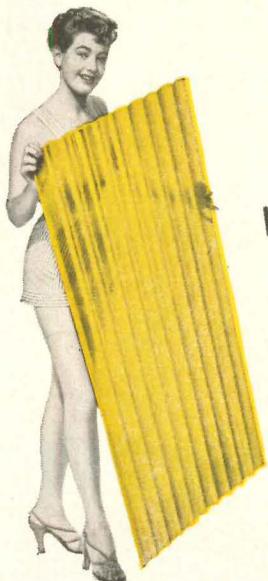


FILON Gives You Greater Strength

After many months of research, **FILON** is now produced with Fiberglas and Nylon strands for greater strength and uniformity. Actual tests show that an 8 oz. per sq. ft. **FILON** panel can support over 200 lb. load per sq. ft. on a 4 ft. unsupported span. (U. S. Navy standards are only 100 lbs. per sq. ft.)

FILON is Uniform in Thickness and Color

FILON's automatic, electronically controlled process eliminates weak spots and provides even impregnation and dispersion of color pigments. This method also makes possible continuous lengths, as well as all standard sizes. Lengths are limited only by convenience in handling.



Write for our New A.I.A. Brochure

... shows many interior and exterior applications for **FILON** panels in residential and industrial fields. This handy brochure is filled with informative construction details and technical specification data.

FILON PLASTICS CORPORATION

Formerly Plexolite Corporation

The world's largest and most modern plant in its field.

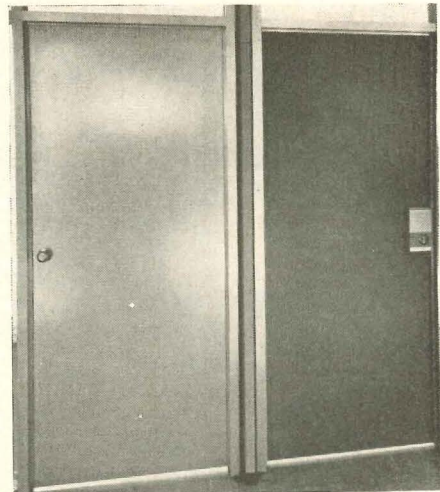
2051 East Maple Ave., El Segundo, California, ORegon 8-7651

270 Park Ave., New York 17, New York, PLaza 5-5758

228 North La Salle Street, Chicago 1, Illinois • State 2-7444

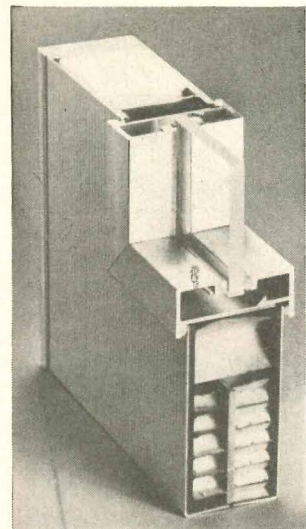
Distributors and Dealers Coast to Coast, Canada and other Foreign Countries.

NEW PRODUCTS *continued from p. 196* *for further details see numbered coupon p. 278*



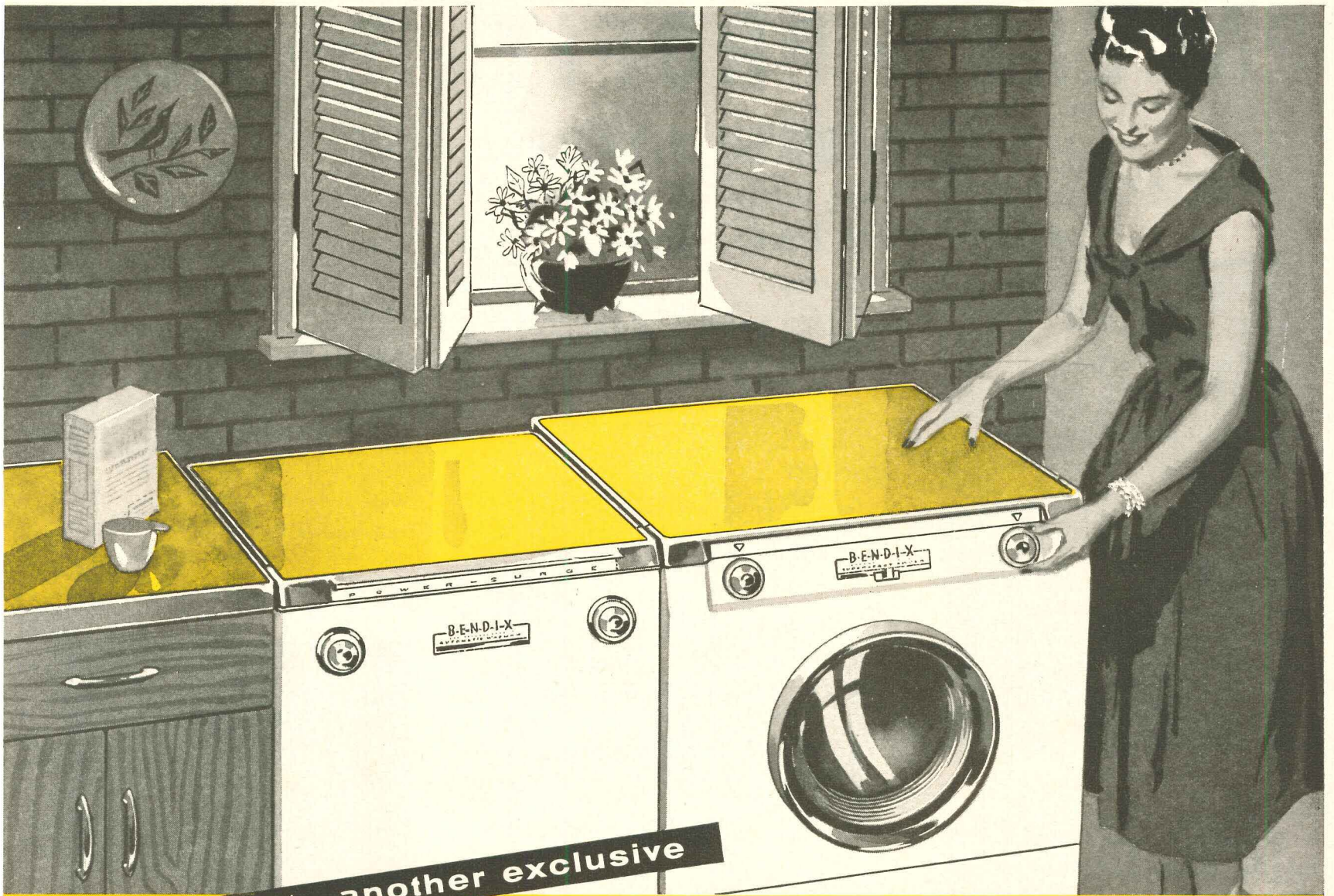
f. VINYL-CLAD DOORS have aluminum backing over rigid honeycomb core

Luxury entrance, yes, but no delicate performer is Kawneer's vinyl-clad flush door, just introduced for commercial or residential use. Behind the colorful plastic skin is a backing of .025 aluminum and 1/19" hardboard (to prevent denting), all bonded to a 3/4" thick honeycomb core of resin-impregnated paper.



Two colors, green and tile red, are recommended for exterior doors, and a linen texture is available in four colors for indoor use only. A saddle leather effect is also made for interiors. Like all vinyls, the laminate is highly abrasion and mar resistant,

continued on p. 208



another first...another exclusive

Genuine **FORMICA** worktops on the new

BENDIX POWER-SURGE WASHER and SUPER-FAST DRYER

New Formica Pair adds "built-in" look without "built-in" costs

Color, the custom look and counter space (50" of it!) all wrapped up in one exciting washday package to help you sell today's quality conscious home prospects. Only Bendix gives you a matched washer and dryer in Formica, most-wanted work surface, in a choice of 7 decorator colors.

Pre-sold with the biggest build-up in appliance history—26 pages in LIFE alone, 10 other major magazines, 90 newspapers, two great network TV shows!

The industry's most complete line—every type of washer and dryer, plus the famous Duomatic Washer-Dryer All-In-One, only combination in gas and electric! See your Crosley & Bendix distributor.

An entirely new kind of washer

No thrashing agitator blades to yank and pull! In the new Bendix Power-Surge Washer, **ENERGIZED WATER** does the washing, surges soil away! And here's another *builder* bonus: there are only 3 moving parts. No gears, no transmission to break down.

A dryer that dries twice as fast

New Bendix Super-Fast Dryer keeps up with any washer—no waiting between loads—makes ordinary dryers obsolete. Exclusive "Full Width Air-Flo" principle moves twice as much warm air, so the Super-Fast is safe for even the most delicate fabrics.

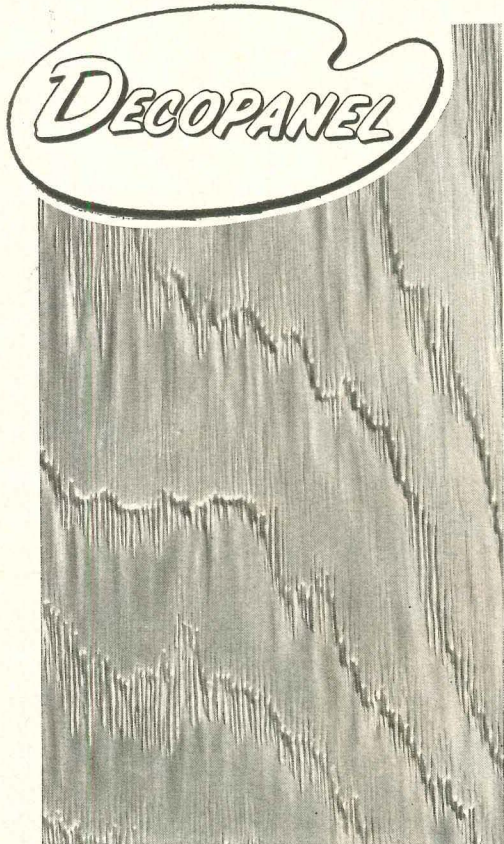
one single source for all kitchen and laundry appliances...



CROSLEY and BENDIX

HOME APPLIANCES DIVISIONS **AVCO** CINCINNATI 25, OHIO

PANELS FOR PROFIT



Relief-Grain Plywood

DECORATOR PLYWOOD That Puts "Buy Appeal" Into Every House

ADDS BEAUTY

Relief grain plywood brings an overall effect of warmth and elegance to any wall. Women love the lasting charm of the unusual highlights of Decopanel interior walls. The natural grain sculptured effect puts more saleability in each house.

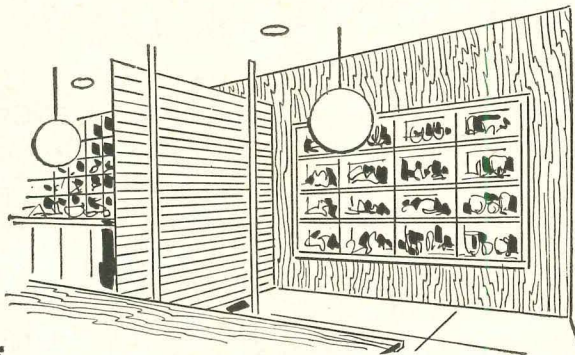
EASY TO WORK

With Decopanel it is easy to achieve many original and novel decorative effects. Edge-grain toughness will not sliver or mar. It is easy to achieve a perfect job with Decopanel.

LOW COST

Each Decopanel is light, strong and goes up fast. Low applied and finished cost assure real over-all economy on interior walls.

Decopanel is Available Also in Exterior Grades

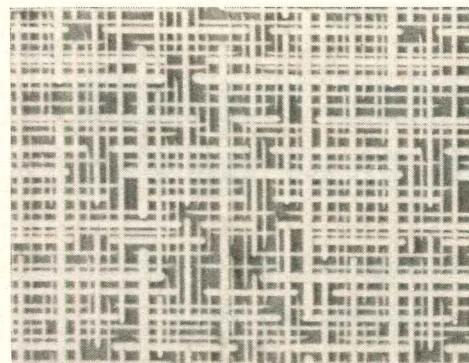


Exotic - Hard - Surfaced

This is the distinctive new material interior decorators and designers are using to create appealing modern effects. Decorative Shan-Tong retains its exotic two-tone beauty under any type of finish. Made of fir plywood hardened by heat the design is imprinted by pressure. As with Decopanel, Shan-Tong is easy and economical to apply and finish.

COMPLETE SERVICE

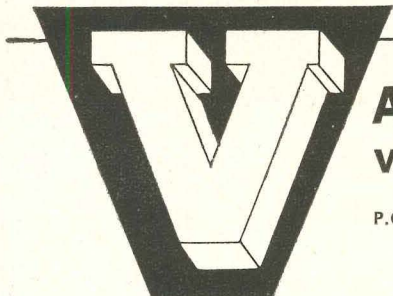
Principal plywood distributors in all metropolitan areas carry a complete stock of Van-Ply products. Write for the name of the distributor in your area. He will show you samples and explain in detail the uses of Van-Ply plywoods.



EXTERIOR GRADES—Plyform panels, Boat Hull grade, Tongue and Groove, Exterior roof decking and sheathing. All regular grades of DFPA Exterior.

INTERIOR GRADE—Decopanel, Shan-Tong, Birch, Tongue and Groove. Also, all grades of DFPA Interior.

VAN-PLY



VANCOUVER PLYWOOD CO.
Vancouver, Washington

P.O. BOX 720, VANCOUVER, WASHINGTON • Phone OXford 3-2517

Member of Douglas Fir Plywood Association
Manufacturers of fir plywood and decorative panels.

NEW PRODUCTS *continued from p. 202*

for further details see numbered coupon p. 278

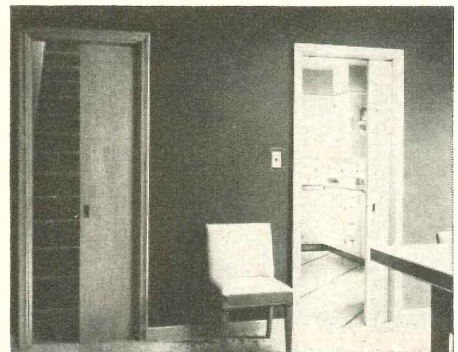
and can be easily washed with soap and water.

Moisture resistance is increased by double-lapping the aluminum faces at the top edge, plus a mastic sealing. Weep holes equalize interior and exterior pressures, and provide an escape route for any condensation. The lock cutout area is filled with *Styrofoam* to prevent moisture infiltration.

On order, doors may be provided with a variety of glazed or louvered panels. Glazing is secured in a mitered frame, with spring-clip resilient supports floating the glass against slams and shocks. The door may also be had in an anodized aluminum finish, instead of the colored vinyl.

Price: \$150-\$175, installed

Manufacturer: Kawneer Co.
Niles, Mich.



g. RECESSED DOORS move on scissors arms, need no top or bottom track

Extra floor space is gained for any room equipped with recessed doors, but sometimes binding or track jumping is annoying. The *Dorflo* door needs no overhead or floor tracks, but instead is suspended by a scissor mechanism, like the old-fashioned telephone extension. All hardware is anchored within a vertical framework, and there is no metal-to-metal friction.

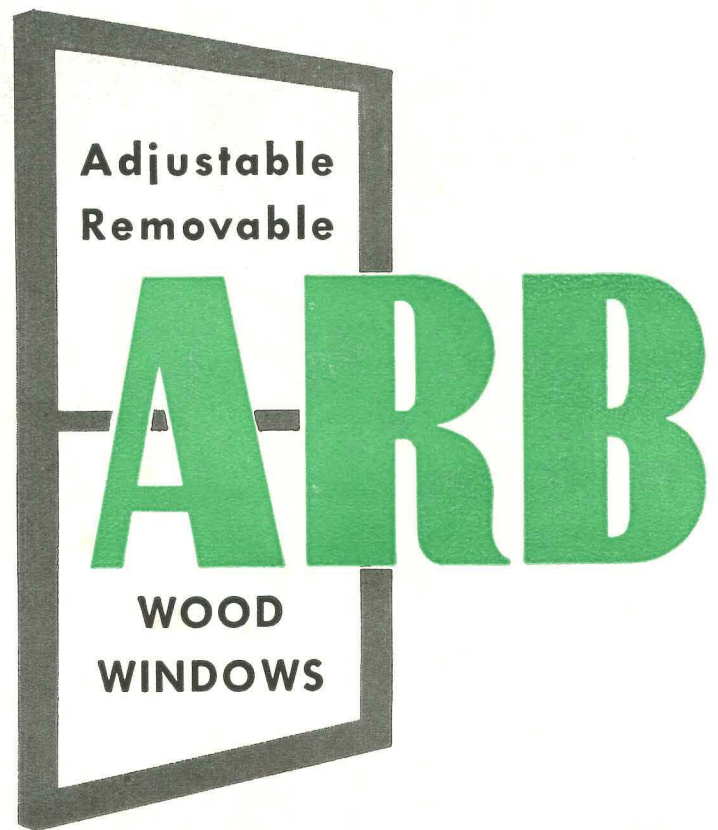
No pulling latch is required in the door edge, for pressure inward causes the door to rebound far enough out of the wall pocket to expose the recessed pull. Any type door may be used, solid, panel, glass, even heavy fire doors.

Complete wall sections are provided, including framing, split jamb, and hardware, ready for any 2" x 4" stud wall. Both 1 $\frac{3}{8}$ " and 1 $\frac{3}{4}$ " doors may be used, and the wall section is adjustable for dry wall or plaster construction.

Price: \$29.95-\$21.95, depending on door width

Manufacturer: The Meta-Kote Corp.
Gardner Bldg.
Toledo 4, Ohio

continued on p. 214



more than a million now in use!

and in only 5 years. Furthermore, each of the five years has shown a substantial increase in volume . . . which proves growing public acceptance.

a sales making feature in any home

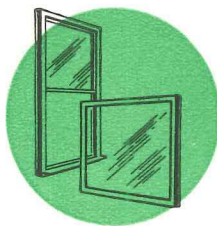
Any builder, any lumber dealer, who exposes his prospective customer to the desirable features of A.R.B. Wood Windows will find his sale made easier. The trend is to "lift out" windows. Wood is still first in popularity, and extending its lead. With A.R.B. construction, you'll get your share, easier.

Lumber dealers, or

A.R.B. WINDOW SALES COMPANY

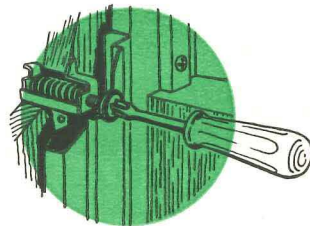
19433 John R Street

Detroit 3, Michigan



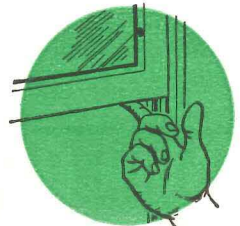
QUICK-LIFT-OUT

Wash or paint both sides from inside the room — either double-hung or glider styles.



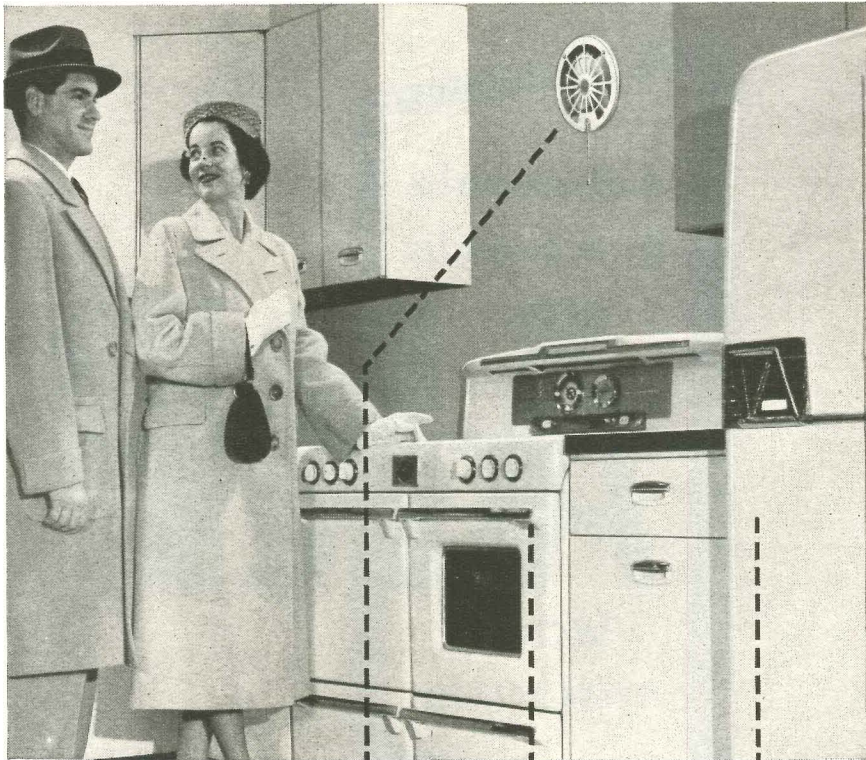
"MICROMETER" ADJUSTMENT

An A.R.B. exclusive. The coil springs behind each adjusting screw have patented variable tension.



"FINGER LIFT" BALANCE

Push the plunger to disconnect; close the window to reconnect. Another A.R.B. exclusive.



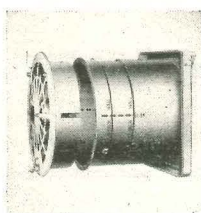
NAMES that help make SALES

Certainly, today's homes must be equipped with modern appliances. More importantly, though, these appliances should carry the selling power of name plates that stand high in the experience of home buyers.

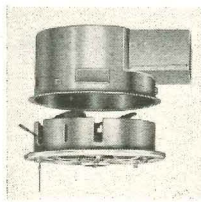
When you point to the Emerson-Electric name plate on kitchen ventilators and attic fans, you are pointing the way to an easier sale. For here's a name that the public has long accepted as the outward sign of inward quality. It's a name that has meant first in fans for more than 60 years of demonstrated, long-lasting satisfaction. Use the Emerson-Electric name to help you make sales!

There's a built-to-last Emerson-Electric unit for every home use.

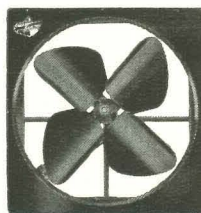
Send for Ventilating and Attic Fan Bulletin No. 1009. THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MISSOURI.



Emerson-Electric Ventilator with Wall Sleeve, easily installed in brick, masonry or frame walls. Blends with modern kitchen equipment.



Emerson-Electric Ventilator for Ceiling Installation. Can be supplied with or without sleeve and outside grille.



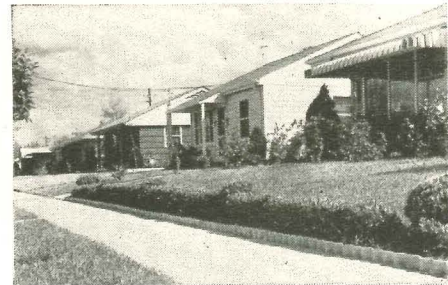
Emerson-Electric Attic Fans—Build cool summer comfort right into every home, economically. Five blade sizes, 24" to 48".

Emerson-Electric
of St. Louis



NEW PRODUCTS *continued from p. 232*

for further details see numbered coupon p. 278



o. CEMENT-ASBESTOS STRIPS provide borders for driveways, walks and landscaping

Sharp, crisp separations of growing and non-growing areas of the house plot are automatic and easy to make with National Gypsum's *Economy 250* edging. Narrow (8" x 42") strips of ordinary corrugated asbestos cement panels are embedded in the ground approximately 4" to provide a stone-like border around flower beds, driveways, patios or concrete walks.

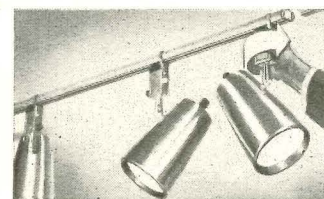


Asbestos fibers and cement are highly compressed to give this trim the properties of stone itself. Heat, cold, rot, moisture, insects, etc. have no effect. Each strip overlaps the next by one corrugation to give a continuous appearance, and circular, oval, and irregular patterns can be laid out. When installed before concrete is poured, or masonry laid, *Economy 250* strips serve as formwork for the concrete. The smooth exposed surface can be left its natural gray color, or painted any shade with cement paints.

Some manufacturers have always used scrap material for edging, but this is the first deliberate marketing attempt under a recognized trade name.

Price: 20¢ per running ft. (75¢ per strip)

Manufacturer: National Gypsum Co.
325 Delaware Ave.
Buffalo 2, N.Y.



p. LIGHTING TRACK accepts snap-in-fixtures anywhere along its length

Flexibility in lighting arrangements is almost unlimited with a lighting package that offers a 10' ceiling mounted track, plus five lighting

continued on p. 242

Complete technical specifications, installation details, and selling features...*plus* a new merchandising program to help you sell homes. IT'S ALL FREE AND WITHOUT OBLIGATION...

just mail the coupon

THE O. A. SUTTON CORPORATION
1810 West Second Street Wichita, Kansas

I want complete information on your new low-cost central air conditioners. It is understood there is no obligation.

NAME _____
FIRM _____
POSITION _____
ADDRESS _____
CITY _____ COUNTY _____ STATE _____

Vornado®

**GIVES ANY BUILDER
CENTRAL AIR CONDITIONING
FOR AS LITTLE AS...**

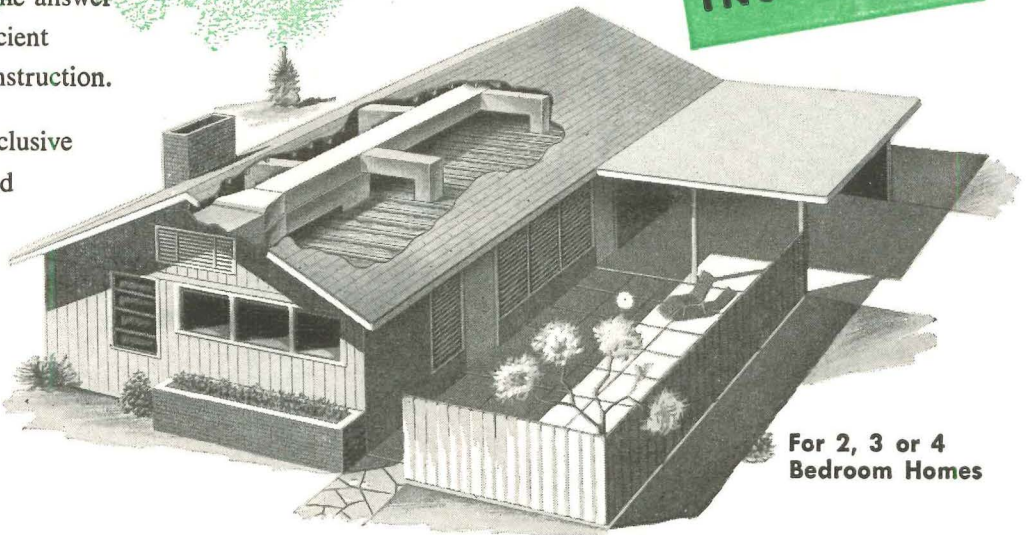
\$ 600⁰⁰

INSTALLED

This revolutionary central unit is the answer to today's demand for low-cost, efficient central air conditioning for new construction.

New, simplified unit design, *plus* exclusive Fiberglas ductwork—pre-engineered and pre-fabricated—makes this amazing low cost possible.

And Vornado's reputation as specialists in the manufacture of comfort-cooling appliances is your assurance of the finest in quality and performance.



**HERE'S WHY Vornado's DRAMATIC NEW
PACKAGED UNIT MEETS BUILDERS REQUIREMENTS**

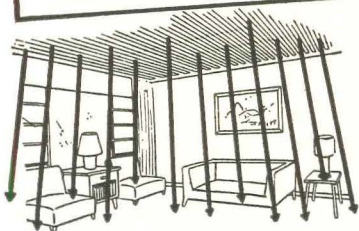
**mail coupon above:
AND WE'LL PROVE IT.**

- LOWER UNIT COST
- LOWER OPERATING COST
- FASTER INSTALLATION
- HIGHER PERFORMANCE
- FULLY GUARANTEED
- *and* ... DESIGNED AND MANUFACTURED FOR USE IN FHA MORTGAGED-INSURED PROPERTIES

Products of THE O. A. SUTTON CORPORATION
WICHITA, KANSAS

Specialists in the manufacture of comfort cooling appliances

1955 CALENDER
Today's Demand
 for
ELECTRIC HEAT
 SOLVED BY
ELECTROMODE
 WORLD'S MOST COMPLETE LINE
 ALL-ELECTRIC HEATERS
 ELECTRIC HEATING SYSTEMS



CEILING Radiant CABLE HEAT

Electromode Heating Cable installed in ceiling radiates clean, sunlike heat downward. Has Magic Seal coating which prevents streaks on ceiling when cable is embedded in plaster. Automatic temperature control by separate thermostat for each room.



BASEBOARD HEATER

Low-Level Perimeter Heat spreads a shield of comfortable warmth against cold walls from floor to ceiling.

Basic Unit: 32" long, 8 1/2" high, 3" wide, 600 watts, 120 or 240 volts. Blank sections, end-pieces and corners available to provide an unbroken baseboard effect.



For BATHROOMS
 White or Chrome
 Finish



For BIG ROOMS
 DOWN-FLO
 HEATER
 Grey Hammetone
 Finish

WALL-TYPE HEATERS

- Capacities for All Size Rooms
- Fan-Circulated Heat
- Modern Designs
- Fast, Easy To Install
- Automatic Control
- Satisfied Users

COMPLETELY SAFE! Only Electromode has the patented, cast-aluminum heating element. All electric wires are insulated, embedded, and completely sealed inside this aluminum casting. No danger of side Fire, Shock or Burn. More efficient, more economical. Guaranteed for 5 years. *Approved by Underwriters' Laboratories.*

ELECTROMODE CORPORATION
 Dept. HH-105, 45 Crouch Street, Rochester 3, N. Y.

Please send free literature with specifications, illustrations, and how to figure and install Electromode Heaters.

Name.....
 Address.....
 City..... State.....

NEW PRODUCTS continued from p. 238

for further details see numbered coupon p. 278

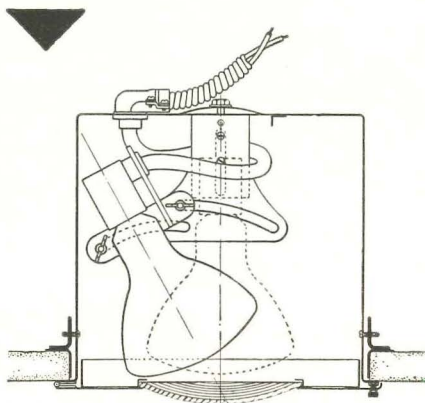


fixtures that can be mounted anywhere along the track.

The track is Bulldog Electric's *Trol-E-Duct*, equipped with a 6' cord and plug, fastened to ceiling or wall with six screws. Fixtures fasten in place with a quarter-turn, making positive electrical and mechanical contact. Where longer lengths are required, the track (5' and 10' sections) can be joined by means of couplings, and will accommodate fixtures up to the capacity of the circuit.

Price: 10', five socket fixtures, \$89.70; with lamp shield fixtures, \$117.50

Manufacturer: General Lighting Co.
 248 McKibbin St.
 Brooklyn 6, N.Y.



q. RECESSED FIXTURE throws sheet of white or tinted light on walls or drapes

A reflector lamp is combined with a special spread lens in the Century *Downlite* to form a recessed ceiling light that delivers illumination over an entire wall, or a bank of drapes.

The lens roundel spreads the light as much as 60° on one axis and 15° on the other. In addition, the lamp receptacle is mounted on a swivel bracket that enables the lamp to be rotated in all directions up to 30° from vertical. When located 30" out from a wall, installation on 3' centers is recommended.

Price: \$19.50

Manufacturer: Century Lighting, Inc.
 521 W. 43d St.
 New York 36, N.Y.

continued on p. 250

Cut COSTS

and installation time with this...

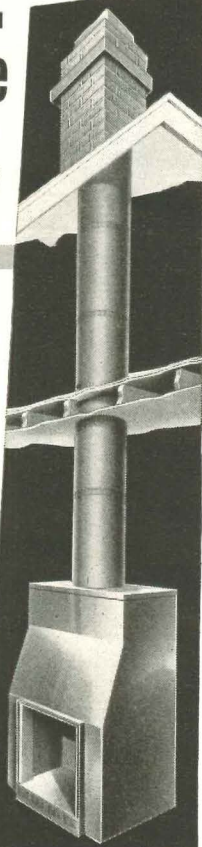
Majestic

THULMAN
Fireplace
 and
Chimney

- No masonry, no mortar
- Realistic brick-finish top
- All clearances built in*
- Permits any mantel design
- A real all-purpose open-hearth fireplace

LABELED BY Underwriters' Laboratories, Inc.

A packaged fireplace and chimney for any mantel design, floor-level or raised-hearth installations! Requires no masonry—installs easily in new or existing homes up to two stories high. All steel and aluminum, with 8" stainless steel flue.



* Triple-wall, ventilated Thulman design safely allows installation on wood floor, with ordinary framing directly against the casing and chimney, by UL test.

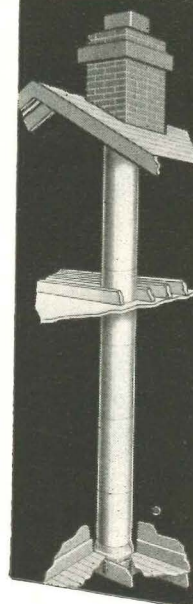
THULMAN Chimney

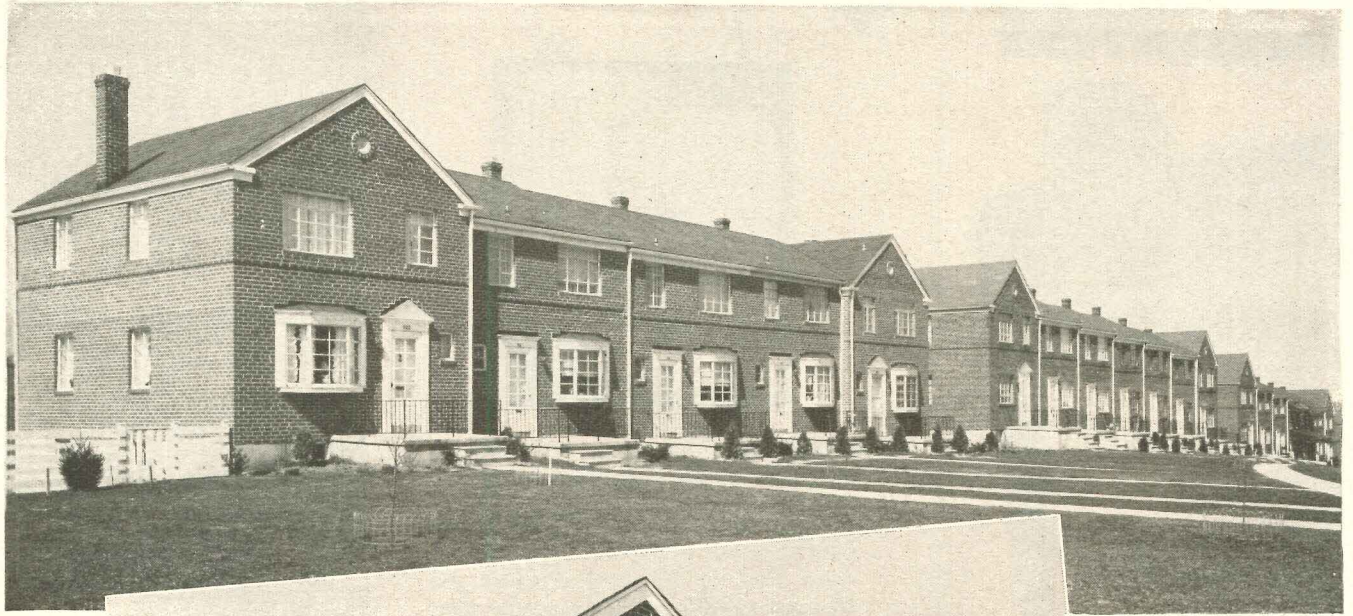
FOR HEATING INSTALLATIONS

The time-tested, UL-listed Thulman Chimney—in a 7" flue size for all fuels—has the same advantages as the fireplace chimney. Single or double top housings are furnished in embossed aluminum, shaped and painted for a true brick appearance.

Write for **FREE FOLDERS**

The **Majestic** Co., Inc.
 416 Erie Street
 Huntington, Indiana





Wedgewood Development, Baltimore, Md. Architects: Hal A. Miller and Benjamin Brotman. Contractors: Edmondale Building Company, Baltimore, Md.



Up-to-date Colonial—with Lupton Windows

It's easy to combine the perennial sales-pulling charm of Colonial with the economies of mass production — just install Lupton Metal Windows. Here are windows with chameleon characteristics. They "go" with every style, modern, colonial, traditional, or just plain house.

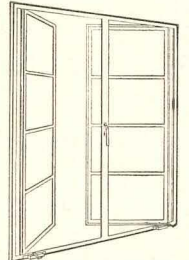
Versatility is only one reason for using Lupton Windows. Quality construction, based on knowledge gained through fifty years' experience in designing and manufacturing metal windows, is another. So is long service, based on precision engineering and careful workmanship. And, when you tell your prospective buyers, "These are Lupton Windows, they will not warp, shrink, swell, stick or rattle," it makes your houses all the more desirable. For an

additional sales plus, use Lupton Aluminum Windows. The additional cost is soon offset through installation and maintenance economies. They never need painting when installed, or in the future.

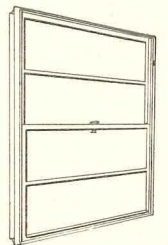
Home buyers today want the most in value. You'll help them get more when you use Lupton Metal Windows. Get full details today, write for information and the Lupton Catalog.

MICHAEL FLYNN MANUFACTURING COMPANY
700 East Godfrey Avenue, Philadelphia 24, Pa.
Member of the Steel Window Institute and Aluminum Window Manufacturers Association

LUPTON
REG. U. S. PAT. OFF.
METAL WINDOWS



Lupton Casement
Steel or Aluminum



Lupton Aluminum
Double Hung Window

Majestic INCINERATOR



**A triple feature
for your project
or custom homes**



**AN EYE-CATCHING
MODERN APPLIANCE**



**INCINERATES ALL
BURNABLE TRASH**



**INCINERATES
GARBAGE, TOO**

Sells Homes Faster

For a *single* extra convenience product that has *triple* buyer-appeal, try this Majestic complete disposal system in the homes you build.

No home is truly modern if it lacks *complete indoor disposal* of both burnable trash and garbage. With a Majestic installed in basement, utility room, or kitchen, prospective home-buyers are thrilled to picture their rubbish woes ended by a silent flame.

Gas-fired models, AGA approved, use either natural, manufactured, or bottled gas for hooded-pilot drying and direct-flame incineration. Economical fuelless models are also a part of the *complete* Majestic line.

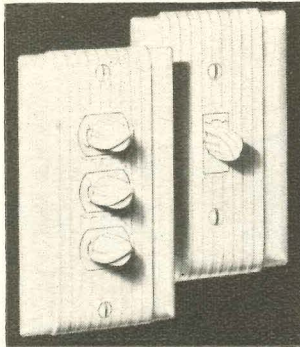
**SEE YOUR MAJESTIC SUPPLIER
OR WRITE**

The Majestic Co., Inc.

413-A Erie St., Huntington, Indiana

NEW PRODUCTS *continued from p. 250*

for further details see numbered coupon p. 278



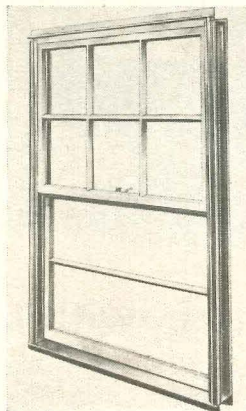
s. ROTARY SWITCHES, seen, not heard, as they glow in the dark, carry high loads

A rotary switch (right it's on, left it's off) can now be used to its full rated capacity, rather than the half load permitted AC-DC snap switches. In addition, the *Roto-Glo* switch knob is formed from fluorescent plastic, and glows in the dark with a pinpoint of light.

Roto-Glo switches are made to fit into the varied *Despard* electrical line, but strap-type models are made also. Terminals are of the quick installation pressure-terminal type. Face plates are ivory or brown.

Price: \$84 per 100, single pole, ivory.

Manufacturer: Pass & Seymour, Inc.
Solvay Station,
Syracuse 9, N. Y.



t. DOUBLE-HUNG ALUMINUM WINDOWS are stainless steel and rubber weatherstripped

Double-hung aluminum windows are made in a wide variety of muntin arrangements in *Steelcraft's* newest line. They are shipped glazed or unglazed, as desired.

Weatherstripping is by hollow rubber gaskets at head, sill and meeting rail, and flexible stainless steel in the jamb. Both upper and lower sash lifts are integral. Matching picture windows are also available.

Price: 28" x 24", \$29.26; 28" x 48", \$35.15;
28" x 54", \$36.77 (unglazed)

Manufacturer: Steelcraft Mfg. Co.
Rossmoyne, Ohio

Technical Publications on p. 264

On top of
everything...



it sells homes!

A TV Antenna Custom Installed by RCA Service Company

With a view to increased, faster, new-home sales, make television viewing easy for home buyers. Have RCA Service Company custom install a reliable, powerful antenna... roof- or attic-mounted... with concealed interior wiring and baseboard plug-in outlets.

An RCA Custom antenna installation costs you *little*, yet works so hard at selling homes because it saves home buyers really considerable money. And depend on RCA Service Company technicians for exactly the right installation for local conditions. Their work fits smoothly into your construction schedule.

Coupon brings RCA Service Company help in planning your developments with RCA Custom TV Antennas—an "extra" that really does sell your homes.



RCA SERVICE COMPANY, INC.

**A Radio Corporation
of America Subsidiary**

RCA SERVICE COMPANY, INC. A-5
Dept. 621, Camden, N.J.

Details, please, on Custom TV Antenna Installations!

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NEW **AZPHLEX** TERRAZZO TONES

Trend-Setting Beauty and Styling in Low Cost Floors



Here is a trend-setting floor that brings refreshingly different beauty and styling to modern homes — gives great new performance qualities — yet gives you all these extras *without raising flooring costs*. Ideal for multiple building projects, Azphlex Terrazzo Tones are priced just slightly more than asphalt tile but they give you much, much more.

Unique color-chip styling adds sparkle and zest — colors are fresh, light and bright with new opportunities for original color-treatment. And *vinylizing* makes Azphlex Terrazzo Tones extra tough — gives extra resistance to grease, oil and common household products. Surface is smooth and tight, easy to clean and keep clean.

And here is a tile *thick enough to do the job right*. Easy to lay, it can be installed on firm plywood sub-floors or on smooth finished concrete slabs.

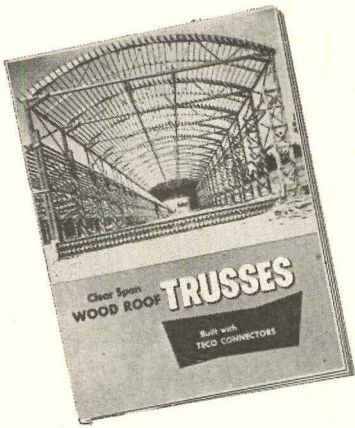
New Azphlex Terrazzo Tones are perfect for kitchens, dens, family rooms or for any other room in the home. *No other resilient floor in its price range does so many things so well*. Why not see how much Azphlex Terrazzo Tones can give you for your flooring dollar. Write today for actual samples and see for yourself the breath-taking beauty of this remarkable new floor tile.

AZPHLEX
VINYLIZED TILE

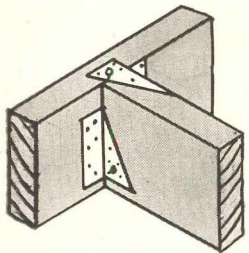
AZROCK PRODUCTS DIVISION • UVALDE ROCK ASPHALT CO.
FROST BANK BUILDING • SAN ANTONIO, TEXAS
MAKERS OF VINA-LUX • AZROCK • DURACO • AZPHLEX

Whatever the job—
there is a
strong, economical
and durable
WOOD ROOF TRUSS
for it.

CLEAR SPAN WOOD ROOF TRUSSES, built with **TECO Wedge-Fit connectors**, provide the ready answer — whether the job calls for small span trussed rafters or free span 250-foot trusses.



Free booklet, describing the major types of wood roof trusses and their uses, will help you select the right truss for the job.



Whether you are building in "Hurricane Alley" or not, **TECO Trip-L-Grip framing anchors** will tie those roofs down more securely.

TIMBER ENGINEERING COMPANY HH-557
1319 - 18th Street, N.W., Washington 6, D. C.

Please send **FREE** booklet, "Clear Span Wood Roof Trusses," and information on tying down roofs with **TECO Trip-L-Grip framing anchors**.

Name.....

Firm.....

Address.....

City, Zone, State.....

NEW PRODUCTS continued from p. 242

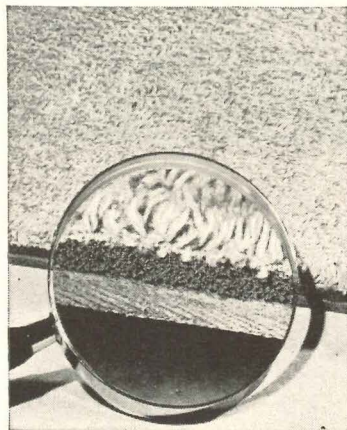
for further details see numbered coupon p. 278



r. CARPETING AND FLOORING combined in 4' panels for wood or concrete floors

Three well known materials are combined in *PRE-lay* panels, forming a finish floor that includes wall-to-wall carpeting. The 4' x 4' hardboard sheets are overlaid with foamed rubber fused to tufted carpet, and may be nailed to subfloors or cemented directly onto concrete slabs.

A slight (1/20") overhang of the foam and carpeting serves to hide the seam formed where panels meet, completely. Nailing is right through the entire lamination, with nail heads disappearing into the thick pile. Carpeting is offered in both cotton chenille and synthetic blend yarns, and new blends are being researched. Either 1/10" or 1/4" hardboard may be specified.



No acceptance for **FHA** insurance has yet been obtained, but it is being requested on the ground that the *PRE-lay* panels, nailed or glued, are part of the structure and therefore real property, not chattel. And the manufacturer feels that it should be judged as prefabricated flooring, rather than as "carpeting."

Because of a necessity for strict dye lot control, the panels are not handled by jobbers, but are sold direct to builders and remodelers.

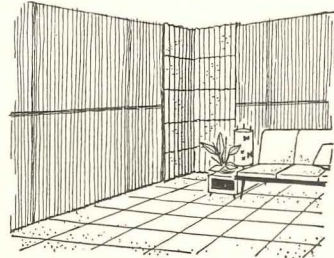
Price: cotton, 59¢-61¢ per sq. ft.; synthetic blend, 78¢-80¢ per sq. ft.

Manufacturer: The Luxor Products Co.
369 S. Maple St.
Akron 2, Ohio

continued on p. 256

DRAPERIES OF

Woodweaves
BY
Suncraft!



FOR LOW COST SELLING FEATURES

To help sell their houses, builders are specifying luxurious, durable and economical woodweaves by Suncraft. Exceptionally popular and exciting as draperies for today's style-conscious homes, they are endorsed by America's leading architects, designers and builders. Suncraft woodweaves have been custom designed from patterns selected the world over. As doors and dividers, as well as drapes. Suncraft woodweaves are terrific selling features for any builder. Write today.

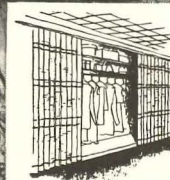
ABSTRACTS—PRESENTING BAMBOO DRAPERIES in their newest and most advanced form. Variation of design and color are limitless.



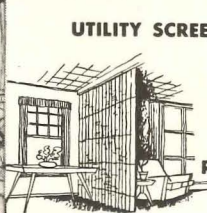
ROLLO WEAVE— Here is the tie between the traditional and modern—delicate in appearance, but rugged in use.



PLASTIC WEAVE— Combining the strength of plastic with pine gives an easily cleaned woodweave that affords privacy.



CLOSET DOORS



UTILITY SCREENS



ROOM DIVIDERS

Write today for more information, early delivery on these
LOW COST MATERIALS!

Suncraft INC.

1317 W. Webster Ave. • Chicago 14, Ill.

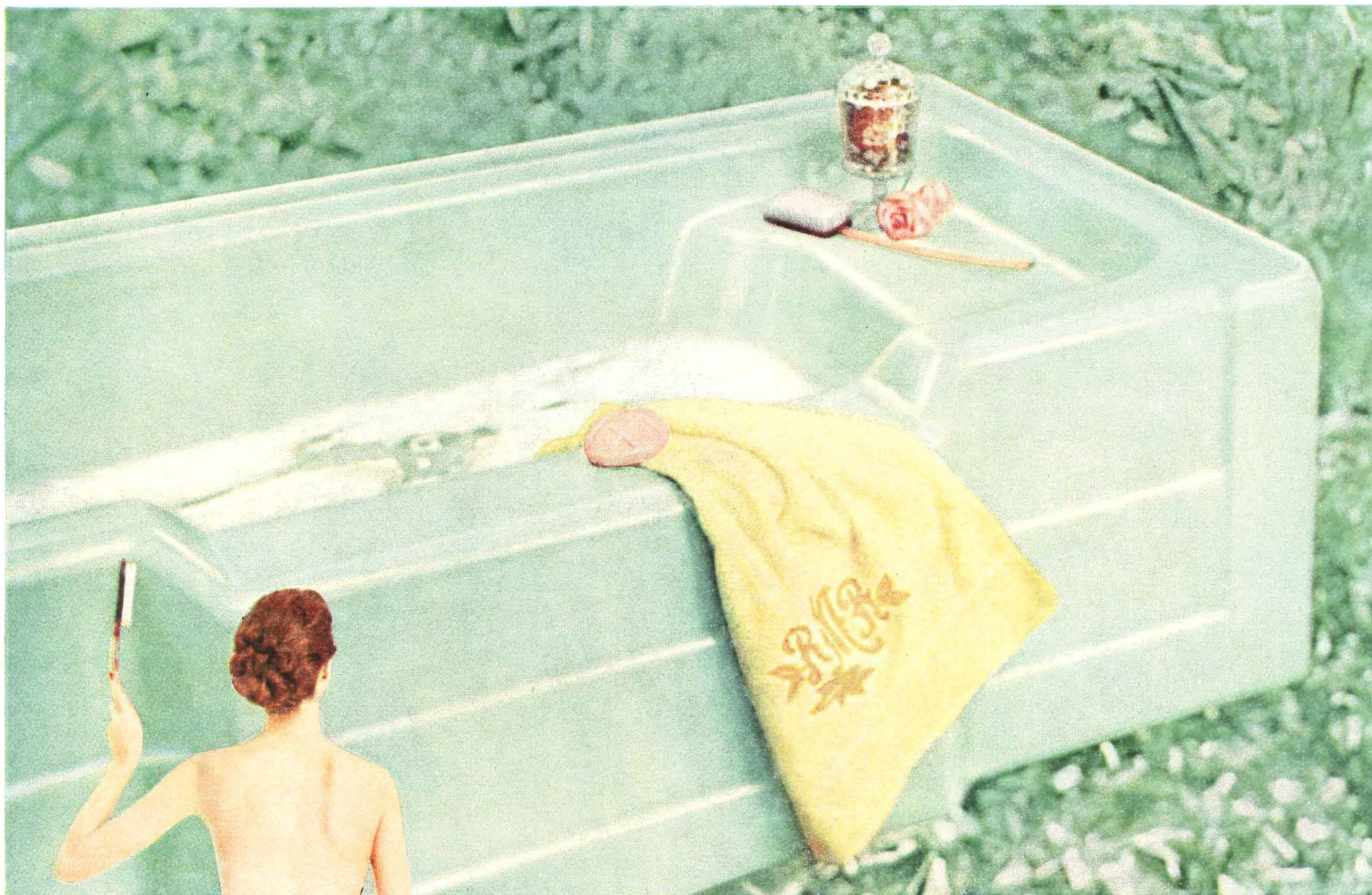
The cool look of perfection

—in these luxurious Eljer fixtures and fittings reflects your own insistence on quality in the homes you build.

National advertisements, such as this, tell your prospects about Eljer beauty and craftsmanship in dramatic fashion. Available from your plumbing contractor in cast iron, formed steel, and vitreous china. Eljer, Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pennsylvania.

ELJER

DIVISION OF THE MURRAY CORPORATION OF AMERICA



ELJER — the only name she needs to know in plumbing fixtures

1945

600 units

1950

9,800 units

1955

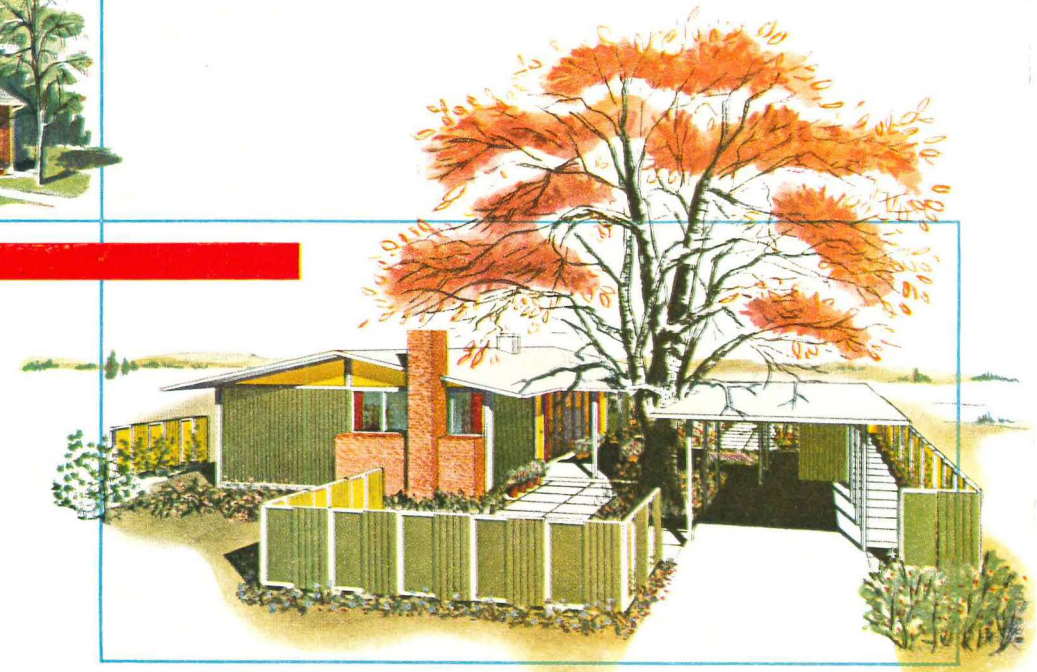
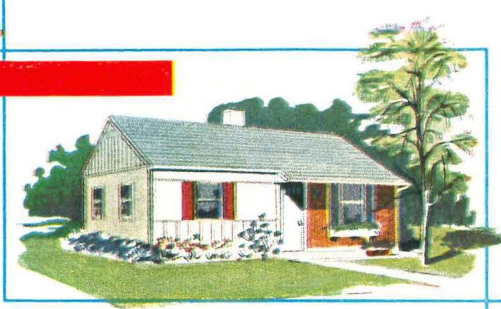
25,000 units

WHY NATIONAL HOMES' VOLUME IS GETTING ...

BIGGER

BIGGER

BIGGER...



NATIONAL HOMES CORPORATION
General Offices and Main Plant
LAFAYETTE, INDIANA
Eastern Plant • Horseheads, New York

Address Reply to:
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Due to the ever-increasing demand for National homes we are expanding our production capacity and are opening up builder-dealer franchises in many choice communities.

If you are now a builder with adequate financial resources and a good reputation in your community; if you want to double or even triple your present volume of profit; if you want a quick turnover of invested capital; if you want a virtually unlimited opportunity to grow in the home building field-- then we invite you to investigate a National Homes builder-dealer franchise. Write to me personally.

James R Price
President
National Homes Corporation
Lafayette, Indiana

ONE OUT OF EVERY 48 HOMES BEING BUILT
IN AMERICA TODAY IS PRODUCED BY...

Success in the building industry is pretty largely determined by three things: First, a good product at a popular price; second, letting the public know about it; and third, quick availability.

That's the success formula National Homes has followed since its inception. All Nationals are professionally designed and color-styled for charm, comfort and livability. Only the finest quality "brand name" materials are used. And National's tremendous buying power and exclusive production-line methods make possible lower costs by far.

Add to this a carefully planned and executed national advertising program which, through the years, has built a high degree of public acceptance. Full-color pages regularly appear in LIFE, SATURDAY EVENING POST, GOOD HOUSEKEEPING, READER'S DIGEST and dozens of other well-known magazines. And this is supported with powerful promotion and advertising at the local level.

This success formula is largely the reason why National homes are so widely accepted by building authorities and leading financial institutions. Today more than 600 banks and insurance companies—among them the largest in the country—have invested in National home mortgages.

Such a program can bring about only one result —National Homes' volume is getting Bigger and BIGGER and BIGGER.

AN
OPEN LETTER
TO
BUILDERS



National
HOMES