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FOR THE LOOK THAT'S YEARS AHEAD

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 FLOORS AND WALLS

JUNE 1957

# House & Home

Published by TIME Incorporated

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Volume XI, No. 6



JUNE 1957

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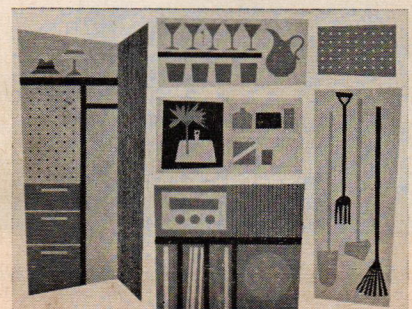
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Cover: Design by Natalie Forsberg



Mark Hampton's first award winner (see overleaf) takes advantage of easy-to-curve concrete masonry to set circles off against straight walls.



Alexandre Georges

Here are the  
**SIX WINNERS**

of the Homes for Better Living Awards  
sponsored by the

**AIA**

in cooperation with  
**HOUSE & HOME**

*Better Homes and Gardens* and NBC

These six houses were picked from among 158 entries as the best custom designed houses built since January, 1954 in the 17 states east of the Alleghenies—the best Homes for Better Living. The judges were:

Harry Weese, AIA, Chicago, chairman  
Peter Blake, architectural editor, *HOUSE & HOME*  
Gordon Bunshaft, AIA, Skidmore, Owings & Merrill  
Norman Grant, director of color production, NBC  
John Normile, AIA, architectural editor, *Better Homes & Gardens*  
Ralph Rapson, AIA, dean of architecture, University of Minnesota  
Eero Saarinen, AIA, Detroit

These winners have much in common:

- All six have flat roofs.
- All six omit any overhang on at least two sides.
- All six have strong fascia.
- All six emphasize natural materials. And all the masonry houses bring the exterior masonry indoors.
- All but one are post and beam construction (two use steel framing).
- All but one light the interior with skylights.
- All but one have at least one all-glass wall (one has two, one, three).
- All the glass walls are ceiling high and all the overhangs carry the ceiling plane straight through the glass.
- All six have clearly articulated plans dividing day and night areas.
- All six reflect very strongly the influence of Mies, Gropius and Breuer.

The judges were so conscious of these similarities that they prefaced their decision with a strong statement. They said their choice must not be construed as endorsing or encouraging any one style (see page 115). They said they would gladly have premiated entries in other styles had they felt those entries were good enough.

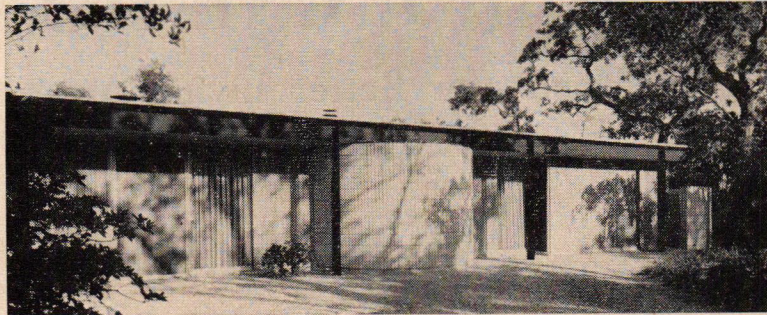
The not-similar entry which came nearest to an award is a pitched-roof, white clapboard house which the judges considered “traditional,” but the architect calls “strictly contemporary” (see page 116).

In addition to these six custom houses, 11 builder houses received *Better Living Awards* from another distinguished jury in this same AIA-NBC-BH&G-H&H competition (see page 139).

# FIRST AWARD

Mark Hampton, architect

Class A—under 1,600 sq. ft. Builder: L. F. Martin, Inc. Location: Lake Wales, Fla.

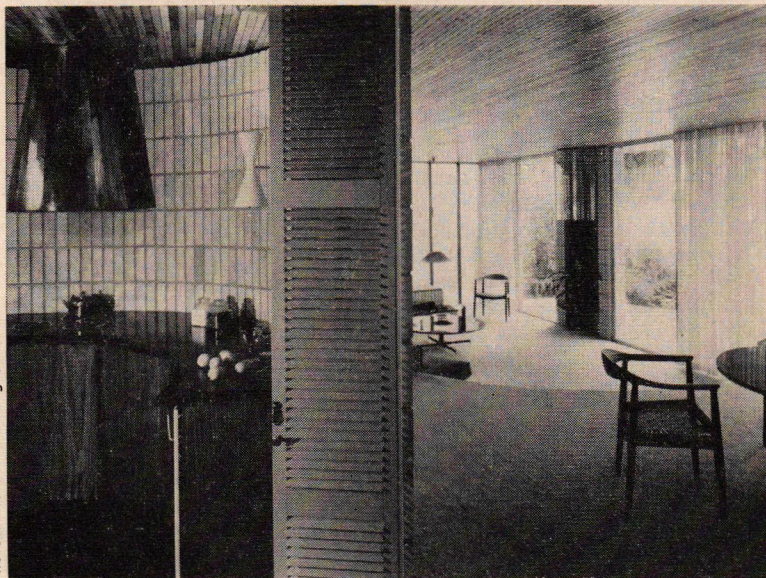
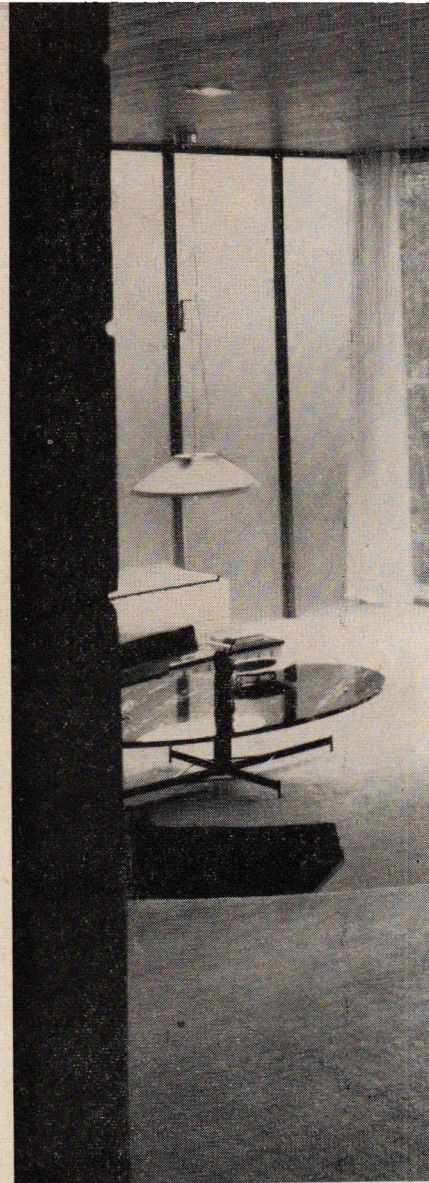


Entrance leads through house towards lake. Turret holds top-lighted kitchen.

CITATION: This house and its formal landscape show the clarity and unity essential to good architecture. The detailing throughout seems exceptionally fine and elegant and several ideas in the treatment of space are both imaginative and handsome—particularly the sunken living room area with its built-in seat and the use of the pool to separate the glass walls from the other living areas.

There was some question whether the various circular and cylindrical forms used might not appear too heavy in reality, and whether they did not appear a little too forced, particularly in the bathroom and the fireplace. These were felt to be relatively minor faults.

Although the house was designed to serve as a luxurious pavilion for a bachelor, the solution had qualities of broader interest.



Photos: Alexandre Georges

Curves in kitchen and living room



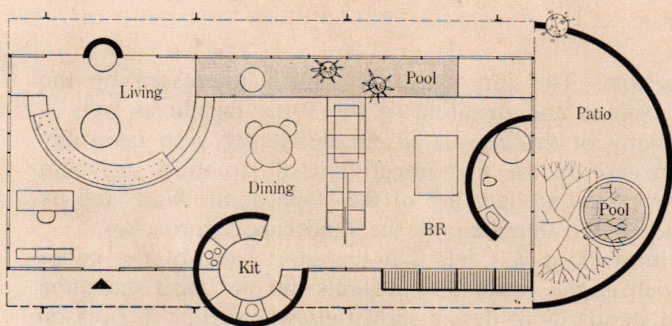
Curves even in the Pompeian bath

The indoor pool runs right into the bedroom. The storage wall which divides sleeping and living areas stops short of both outer walls. Both end walls are opaque glare-reducing blue glass.



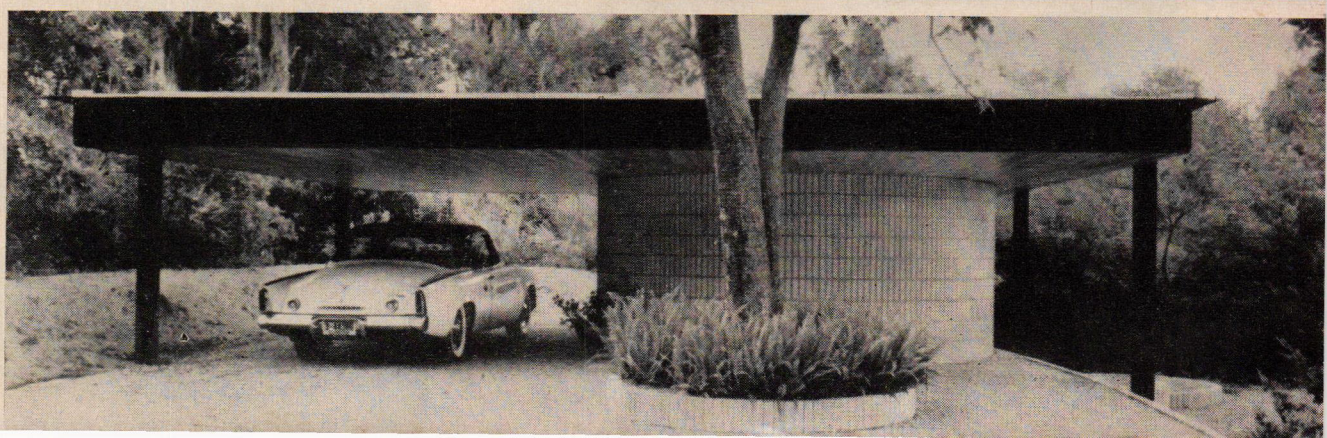
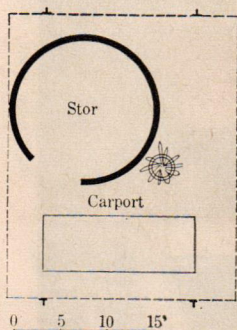
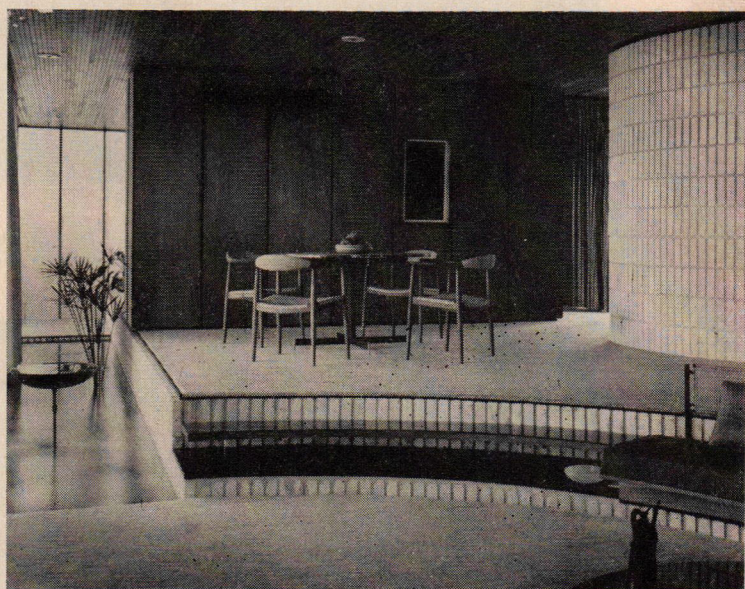


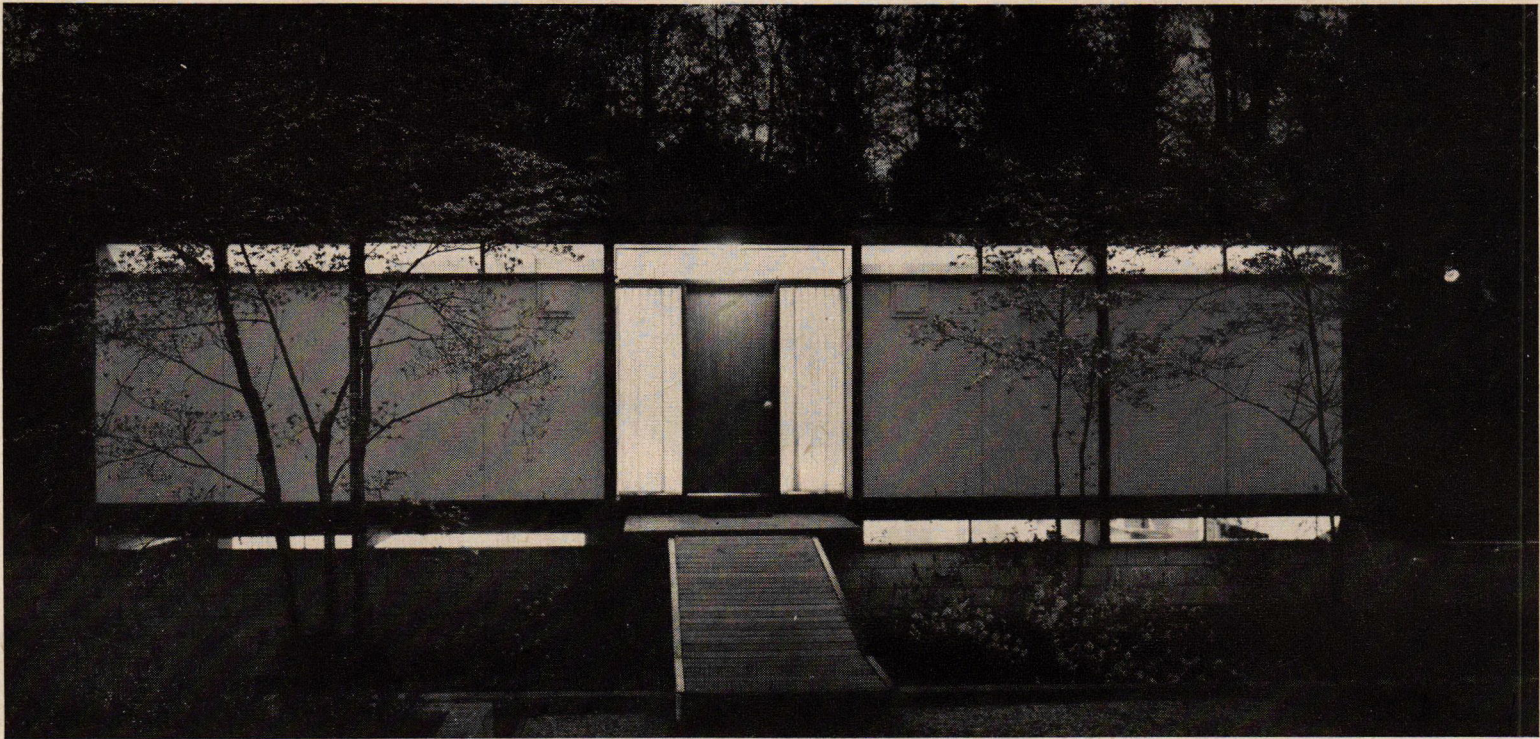
Sliding glass makes the lake and the lush Florida foliage part of the wall pattern. Ceiling is 1½" random length, pecan flooring.



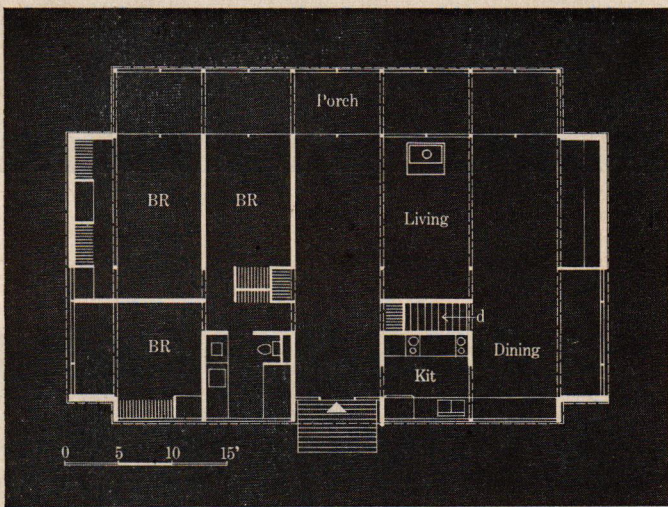
Plan shows the contrast of curve and rectangle. Structure and roof provided the rectangular forms with interior spaces defined by changes in floor level and by the circular concrete brick walls. House is completely surrounded with glass on three sides. On fourth side, glass is interrupted only by front door, kitchen, closets.

Dining area is above pool and living room. Note Miesian "gap" between wall panels and ceiling. Note, too, how concrete block can be curved, especially if laid vertically. Carport, below, repeats lines of house. Both are steel framed with free-standing tee columns in 16' x 30' bays, WF beams and heavy steel plate fascias in an angle section.

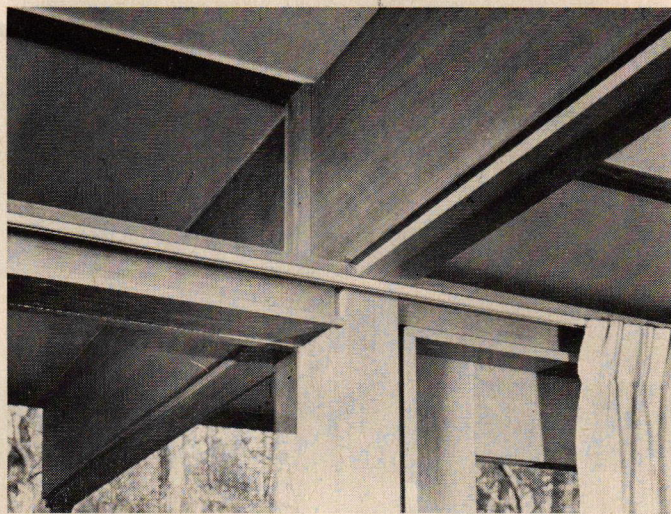




By night, the Matsumoto house seems to float among the trees. *This house was one of the 57 houses for '57 published in H&H last October.*



Plan for the living areas is based on 8' module. Four foot cantilevers at bedroom and dining room ends project their floors out over the slope.



Judges found detailing like this impressive, but . . .

## AWARD OF MERIT

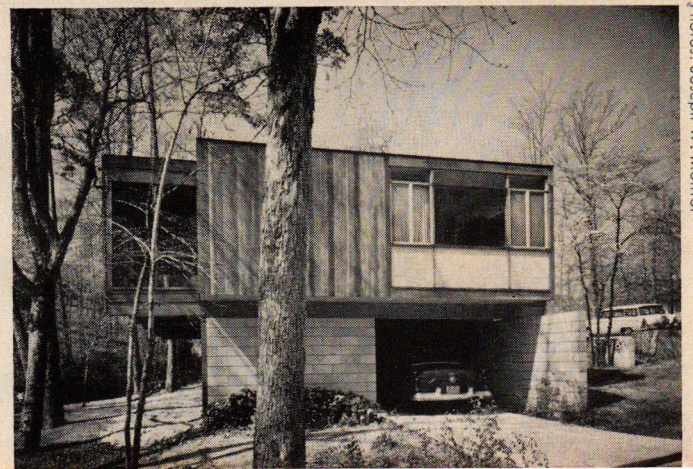
George Matsumoto, architect

Class A—under 1,600 sq. ft. Builder: Frank Walser Location: Raleigh, N. C.

CITATION: The jury was very much impressed by the proportions and detailing of the street façade as well as by many of the fine details inside. It was also favorably impressed by the fine integration of structure and plan and by the excellent use of the slope of the land, and by some of the detailing of the landscape approaches.

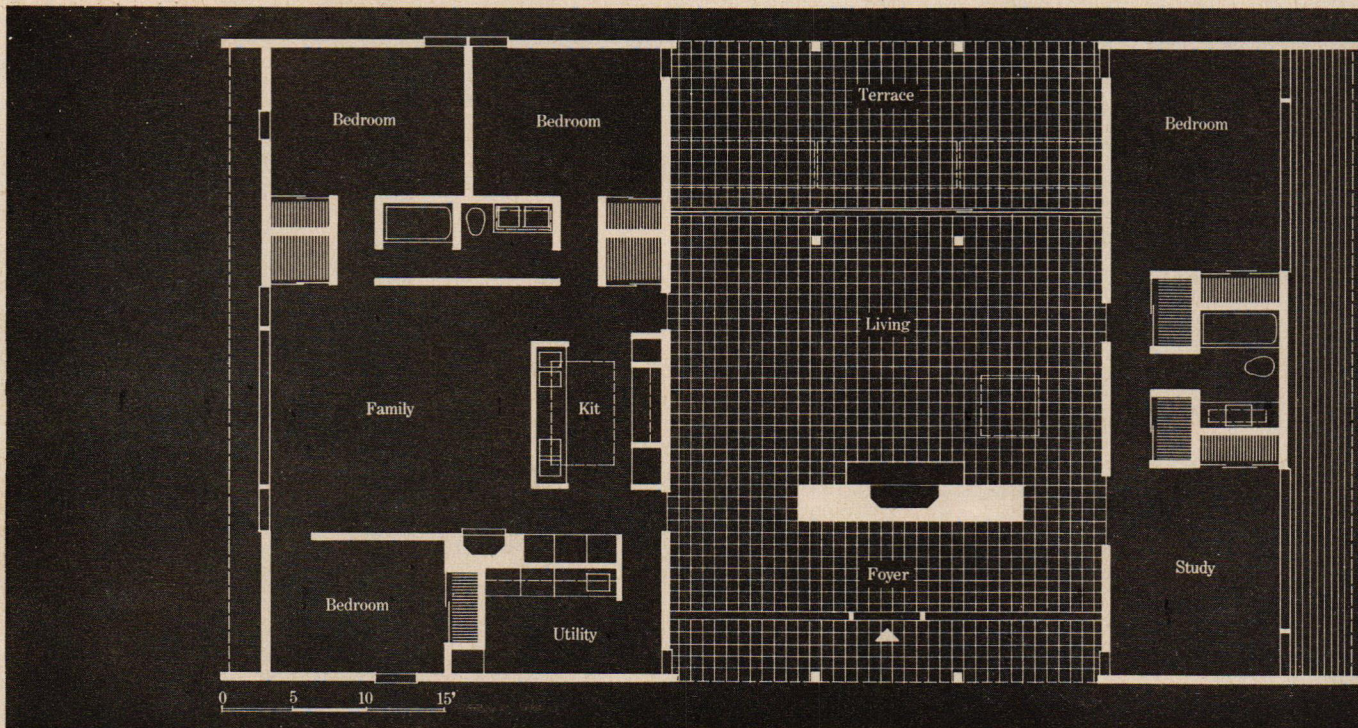
However, it was felt that the short sides of the house as well as the downhill elevations did not meet the same high standards of design shown elsewhere. For this reason the jury awarded this house only an award of merit.

. . . treatment of the downhill slope was not on a par with the rest.

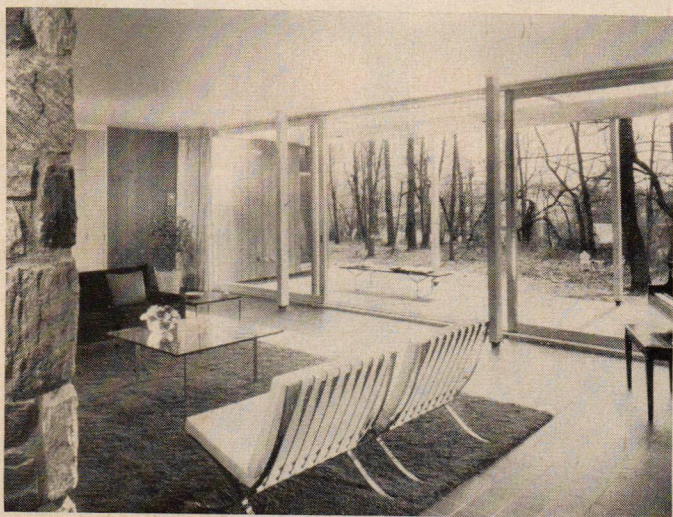


Photos: Joseph W. Molitor

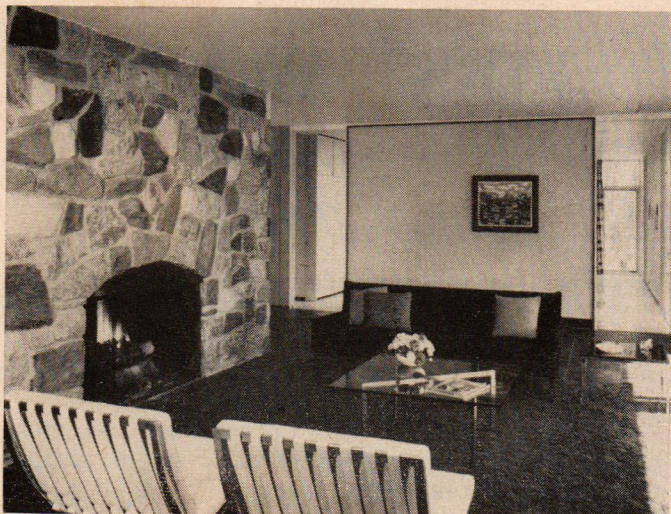




Plan, using living room and foyer as a buffer between children's zone and parents, shows the good zoning ideas the jury praised.



Living room, like play room, study and master bedroom, has one all-glass wall which faces the massive stone fireplace.



Far wall of living room is back wall of kitchen. Sliding doors on either side of this partition pull across to close off the children's zone.

## AWARD OF MERIT

George Nemeny, architect

Class B—1,600 to 2,800 sq. ft. Builder: Andrew Johnson

Location: Great Neck, N.Y.

CITATION: This house received its award of merit primarily because the jury felt that it would be hard to find a plan more workable for family living in a house of this size.

The children's bedrooms are grouped around a large play area which is supervised from the kitchen. These rooms are clearly separated from the formal living area and the master bedroom suite beyond. All this shows an excellent understanding of how to make a house for a big family easy and pleasant to live in.

Unfortunately, some of the detailing does not seem to live up to the high promise of the plan.

Bulky fireplace chimney, broken fascia line came in for criticism.



Photos: Ben Schnall



You can look across this garden court set between two wings and right through the living room to the woods beyond.

## FIRST AWARD

Eliot Noyes, architect

Class C—over 2,800 sq. ft. Builder: Borglum & Meek, Inc.  
Location: New Caanan, Conn.

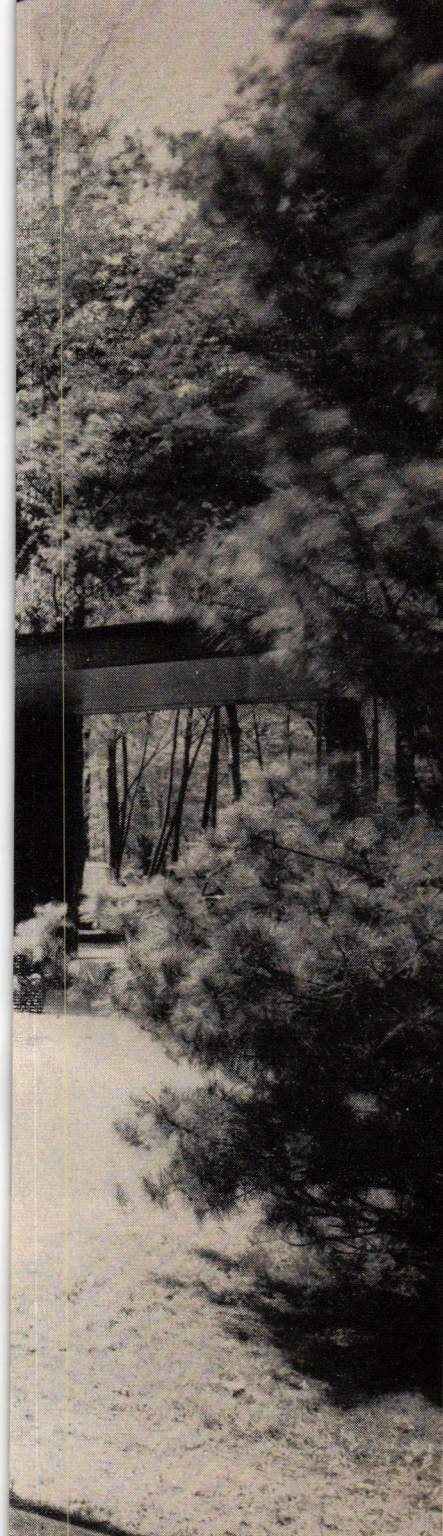
CITATION: The jury unanimously cited this house:

1. For a simple, dramatic concept carried out without compromise in excellent taste and detail.
2. For the contrast between the private landscape in the central patio and the outer woodland views.
3. For placing, in effect, two houses under one roof—one house for the parents and formal living, the other for the children and informal rioting.

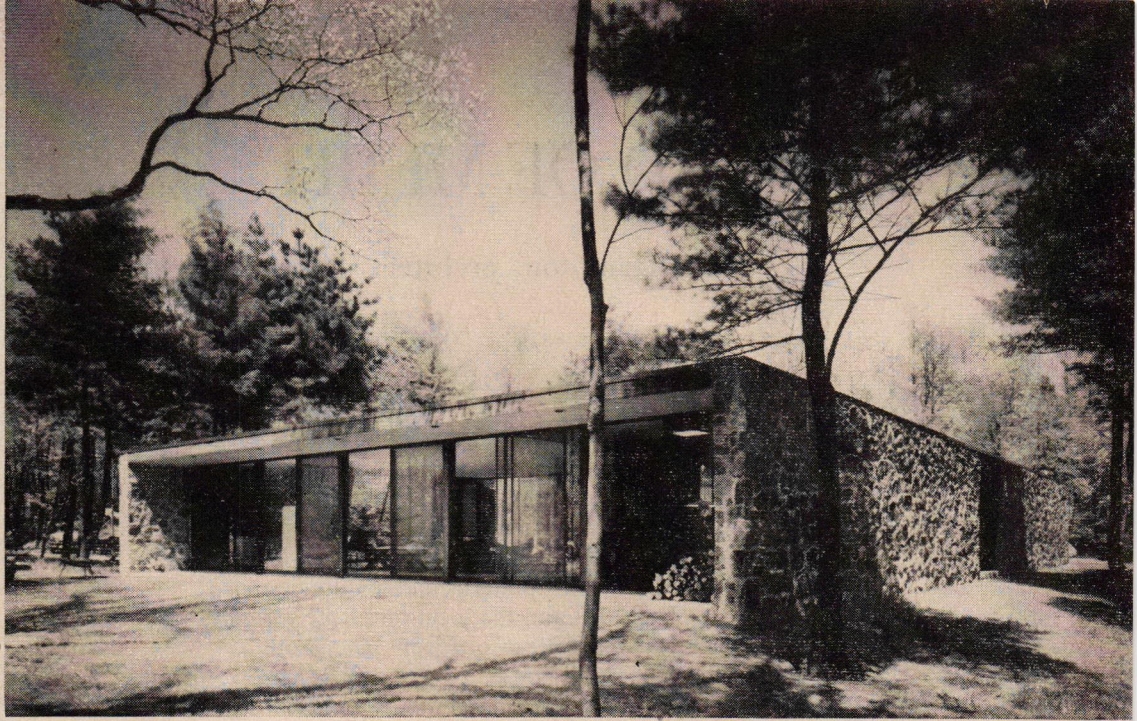
The open connecting passages may be better suited to a warmer climate, but this was not considered of major importance, since glazing of these passages would in no way detract from the form or functioning of the house.



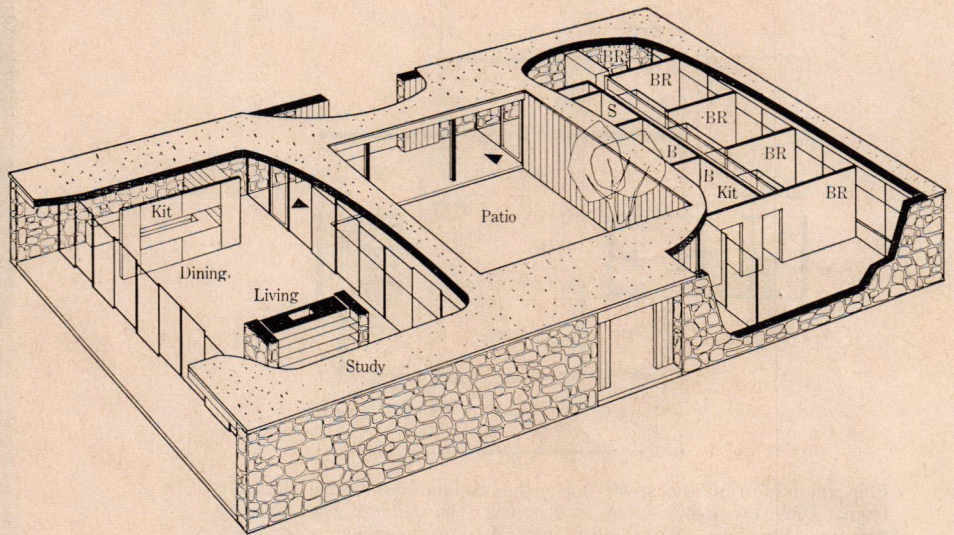
Stone front blends into surroundings, is almost lost from the road.



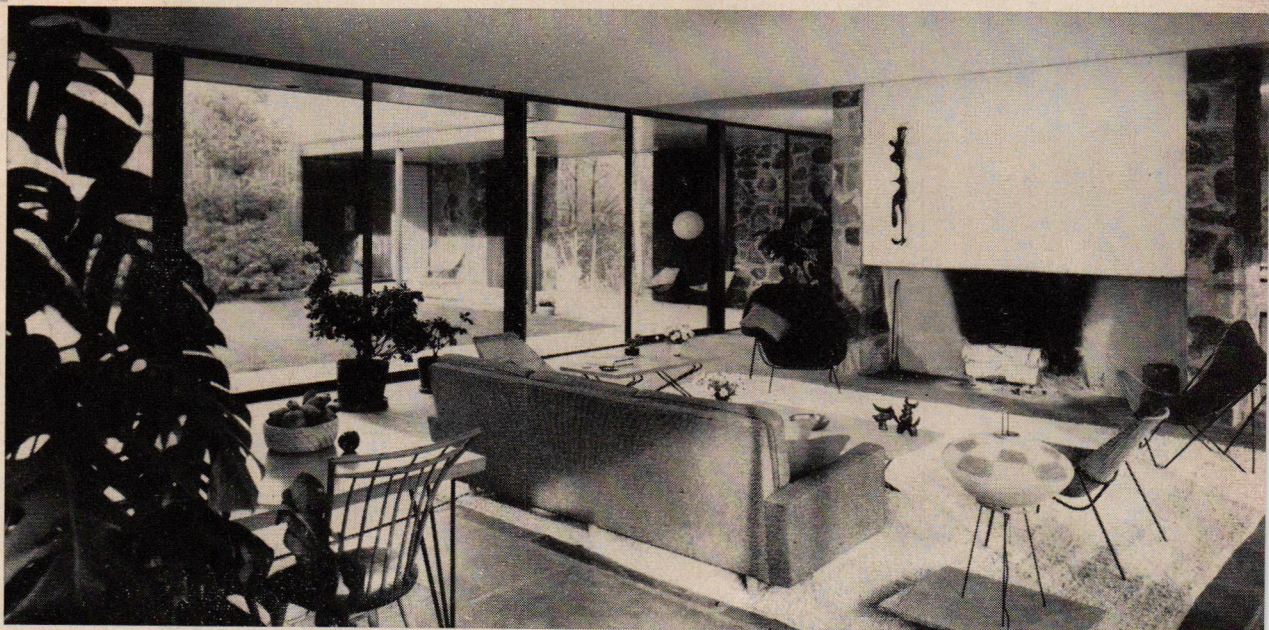
Photos: ©Ezra Stoller



West wall of living wing overlooks a picnic clearing in the woods. Glass doors and windows are protected by deep overhang and massive stone walls.



Living room has a 9' ceiling, looks even higher because glass is ceiling-height, too. Fireplace divides this room and study-family room. Floors are stone.



*This House was one of the 57 houses for '57 published in H&H last October.*

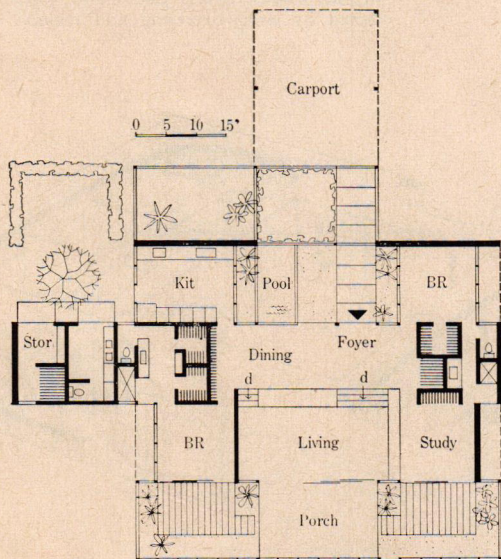
# AWARD OF MERIT

Mark Hampton, architect

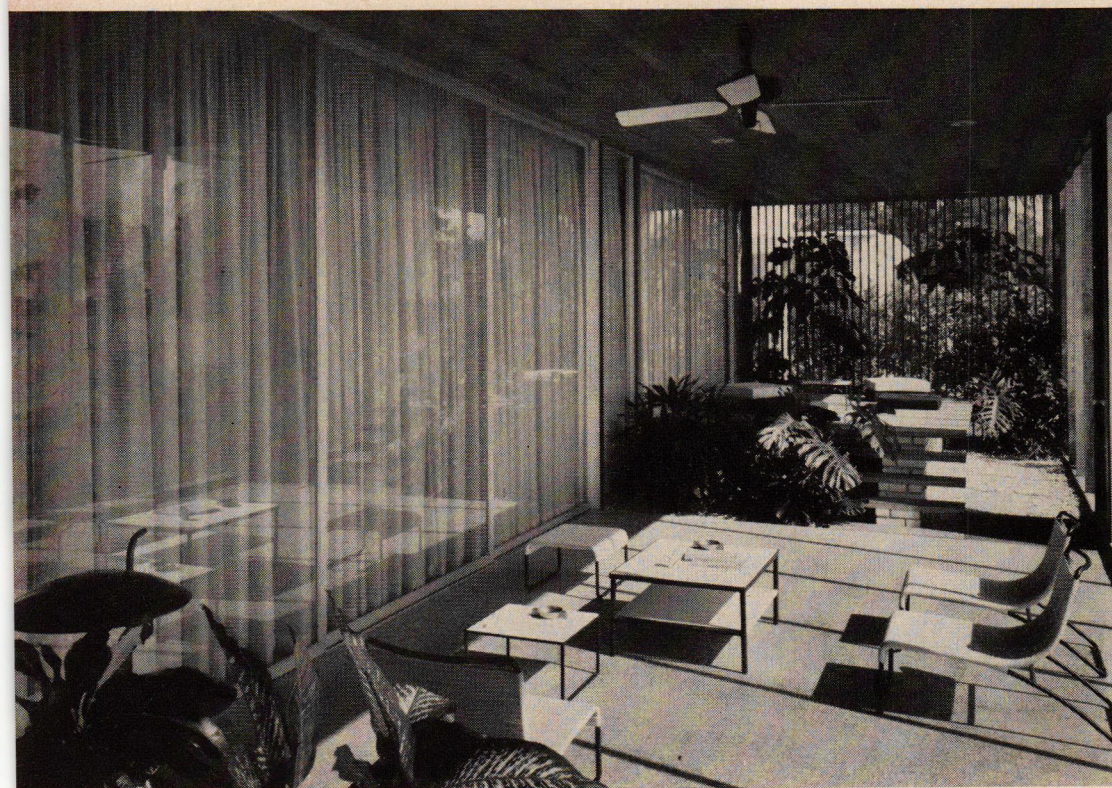
Class B—1,600 to 2,800 sq. ft. Builder: L. F. Martin Builder, Inc.  
Location: Lake Wales, Fla.

CITATION: The jury liked many parts of this house—e.g. the entrance court with its pool, the detailing of the screen porch, and the general arrangement of the simple, well organized plan—but it was critical of several details: For example, the east end of the sunken living area is too busy a combination of different patterns and textures (some of them not very pleasant); and the location of the formal dining area right in the entrance foyer seems out of character with the size of the house.

Because of this criticism the house was not chosen for anything higher than an award of merit.

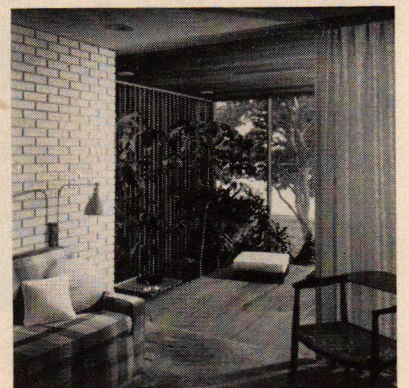


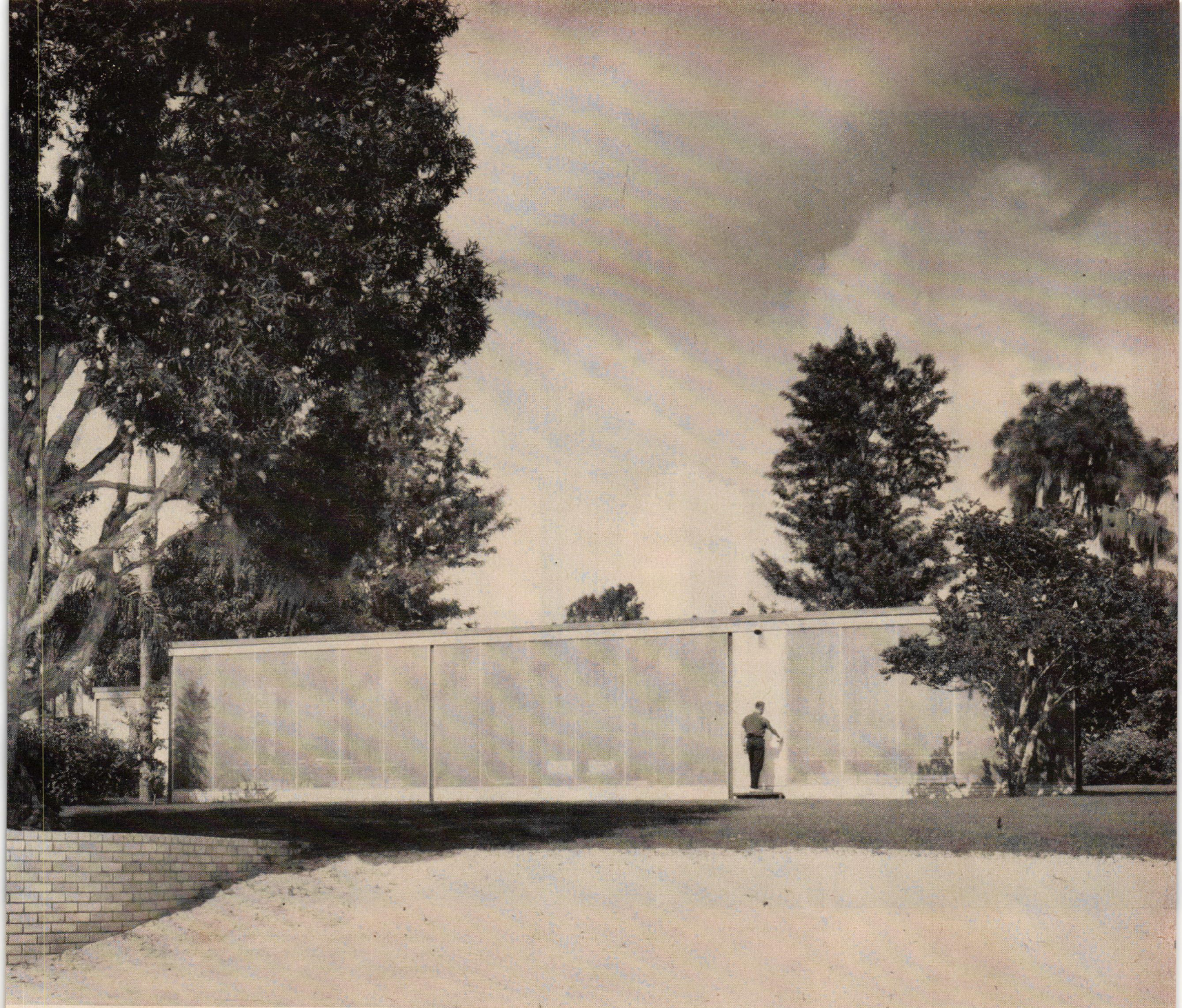
Plan rambles from the street down the sloping site toward the lake front. Only the living room is dropped. The minute you come in you see the lake. Baths have second door opening onto yard.



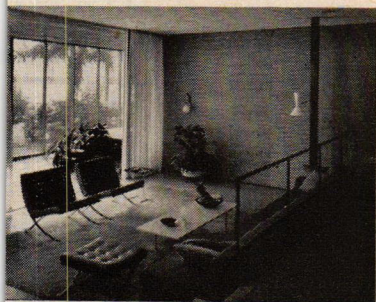
← Screened outdoor area is as big as indoor living area, not counting bedrooms, closets and service areas. Vertical grayed redwood louvers which enclose end walls give house privacy from its neighbors.

Redwood deck, below, projects from the masonry walled study. The deck also leads down onto the screened porch.



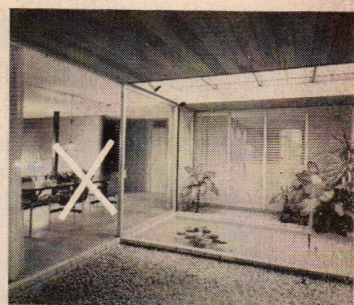
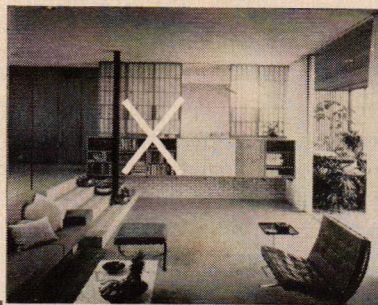


Light blue door helps architect solve the difficult problem of how to give character to an all-screen front. Everything else indoors and out is gray or white.

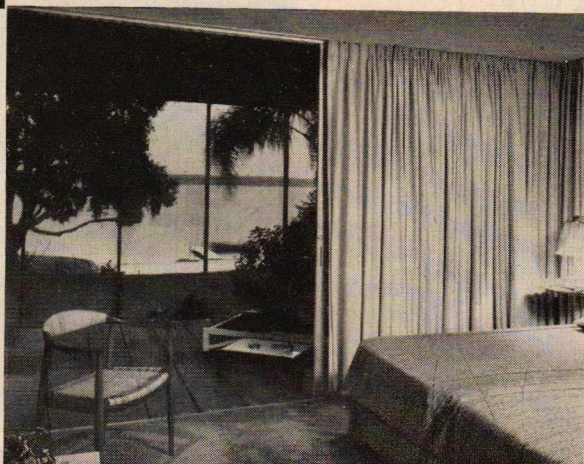


← Living room is dropped, partly to conform to the sloping site, partly because this biggest room needed more height. Note free-standing post in the room.

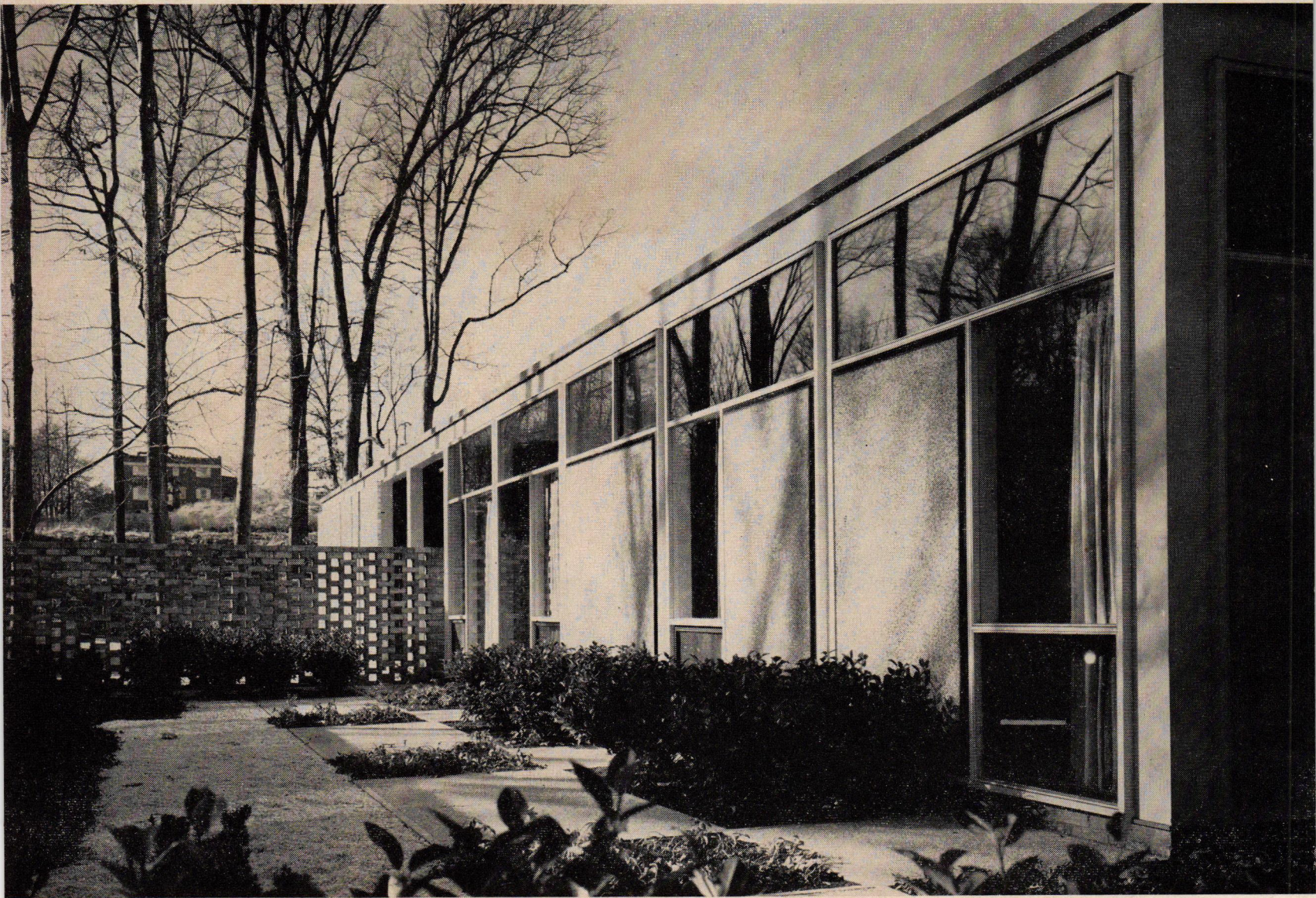
Master bedroom, like study opposite it, has its own private deck, its own private view of lake (below). Sliding glass doors close off the decks in bad weather.



Too many patterns and textures on this wall drew criticism from judges. Sliding screens above wall-hung cabinet open into study. Judges also criticized location of the dining table in foyer, but liked the pool in the entrance patio.



Photos: Alexandre Georges



All walls are glass or concrete panels set in modular wood frames. Front of the house, above, has bedrooms screened by latticed brick. Paving and planting alternate in terrace.

# AWARD OF MERIT

Charles M. Goodman Associates, architects

Class C—over 2,800 sq. ft. Builder: Marvin J. Duncan & Co. Location: Washington, D.C.

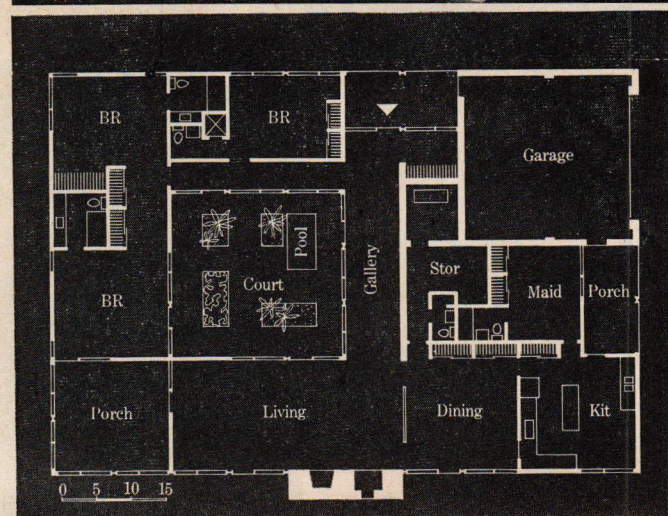
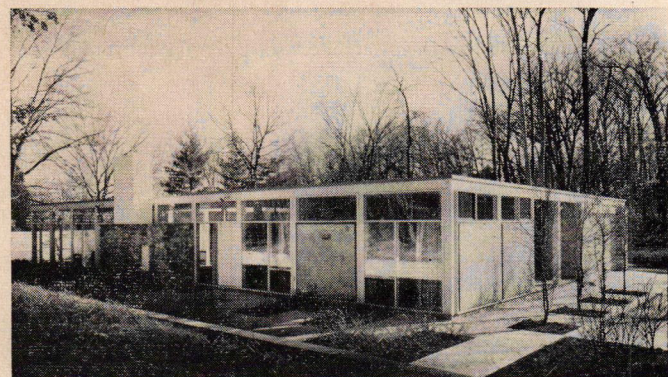
CITATION: The jury was impressed by the simple modular panel system used throughout this structure and by the variations developed within that system. It also felt that the central court would be a major asset to this large plan both as a source of light and as an outdoor extension for some of the smaller areas within the plan.

The jury questioned several minor aspects of the design:

1. The use of a wooden surround to receive a precast concrete wall panel. Are the two materials naturally in harmony?
2. The proportions of the living area. Is it too long and narrow?
3. The size of the fireplace unit outside the periphery.

Some of these doubts might have been resolved if the architect had submitted interior photographs.

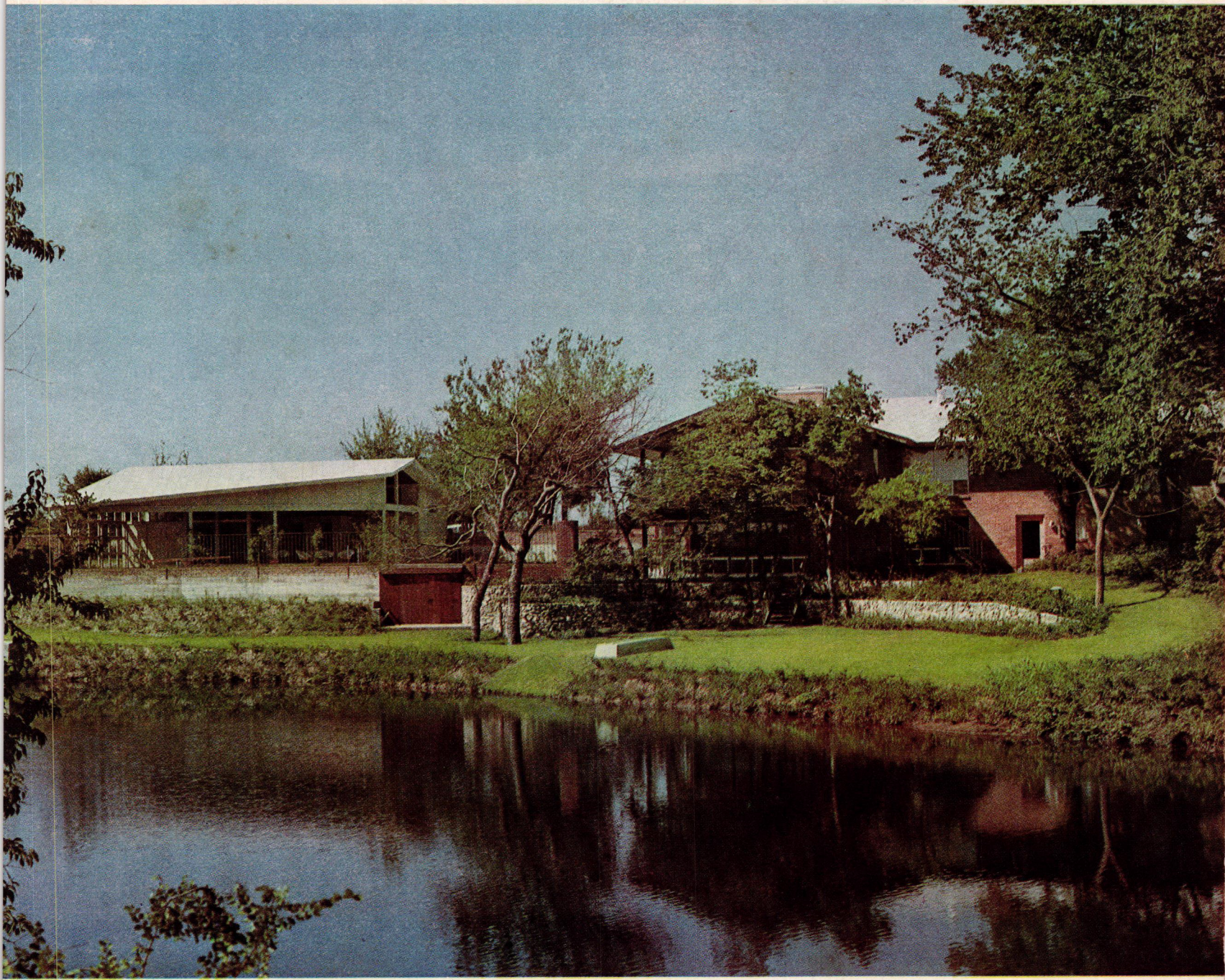
The inner court is the core of the plan and all areas in the house open to it. Gallery leading from the entrance serves as a thru-way past the court and into the living areas. The inside baths have skylights.



JULY 1957 SIX DOLLARS A YEAR—ONE DOLLAR A COPY

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**SUMMERTIME:** How to meet the market at the peak of the selling season

■ How big can you get? The Mackles are shooting for 25,000 houses a year

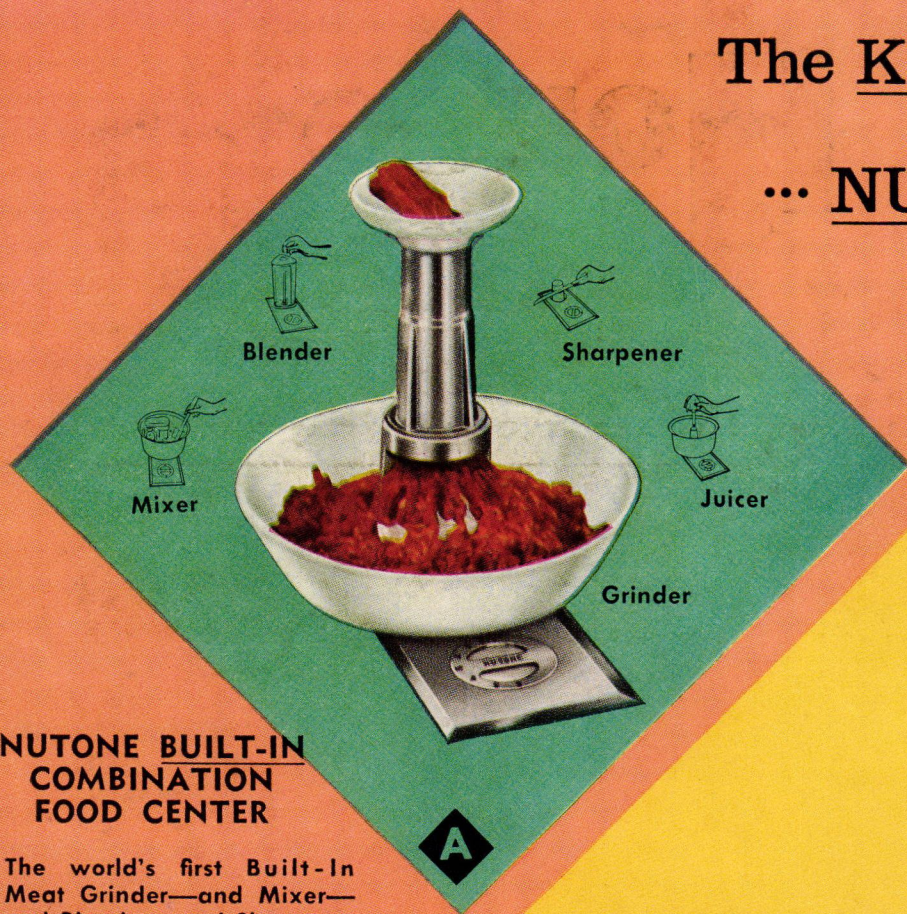
Fourteen pointers from Alcoa's "Carefree home"

Fox & Jacobs give the Dallas market a shot in the arm

Top-flight builders find 24 new ideas in NAHB's research house

The KITCHEN Sells the Home

... NU-TONE Sells the Kitchen

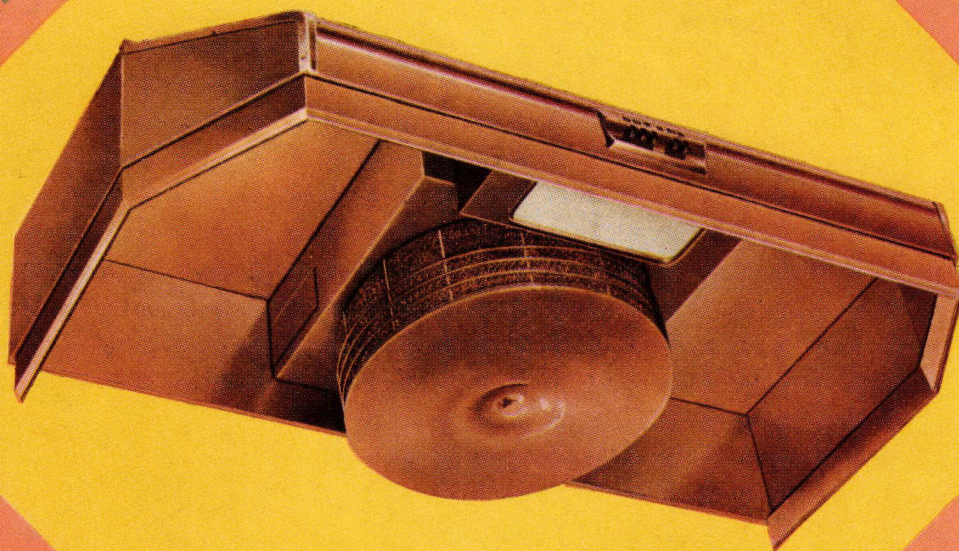


U.S. & Foreign Patents Pending

**NUTONE BUILT-IN  
COMBINATION  
FOOD CENTER**

The world's first Built-In Meat Grinder—and Mixer—and Blender—and Sharpener—and Juicer! ONE MOTOR for 5 large BUILT-IN Food Appliances. Easy to install. Completely recessed. Control plate flush with counter.

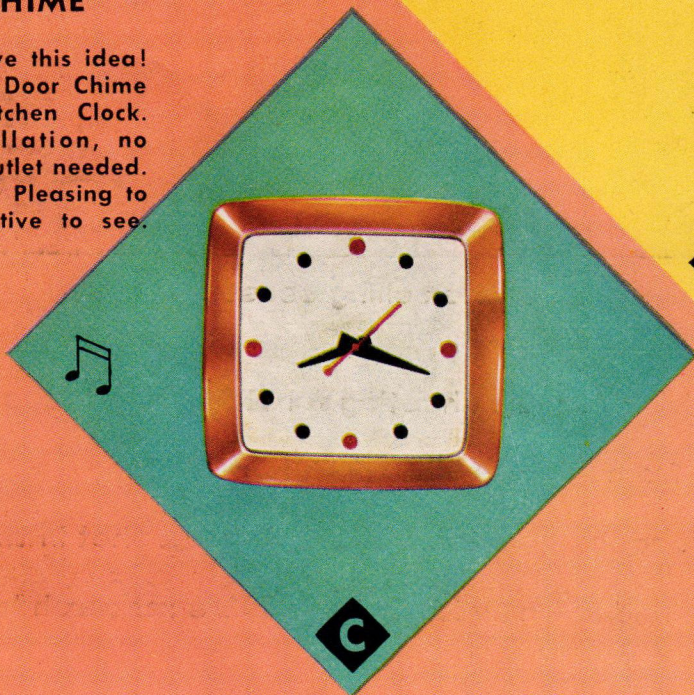
**A**



View underneath hood shows powerful fan, filter and light.

**NUTONE BUILT-IN  
COMBINATION  
CLOCK & CHIME**

Home buyers love this idea! Here's a 2-note Door Chime plus modern Kitchen Clock. Simplified installation, no separate clock outlet needed. Flush with wall. Pleasing to hear and attractive to see.



**B**

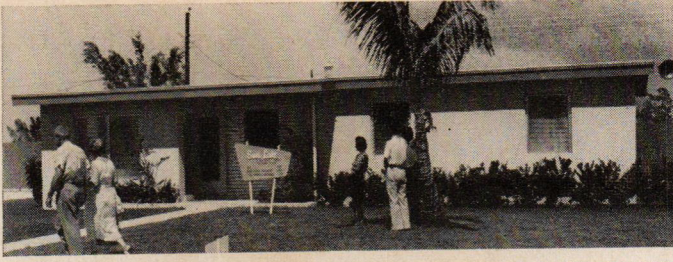
**NUTONE BUILT-IN COMBINATION  
RANGE HOOD and EXHAUST FAN**

NuTone's Range Hood traps all hot, greasy vapors and odors within the cooking zone . . . and the powerful NuTone Ventilating Fan exhausts these offensive odors FASTER.

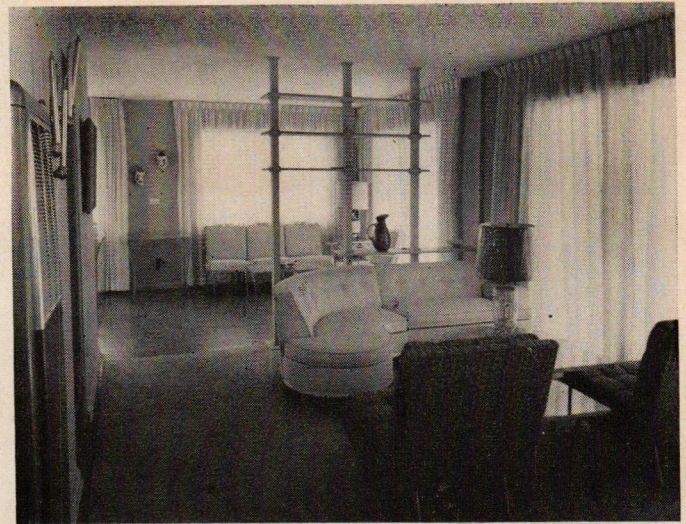
Wind tunnel tests with four leading brands prove that no other line of Hood-Fans can match NuTone's quiet, powerful performance. Beautifully styled in 6 sparkling finishes — with pushbuttons and no-glare lighting. Available in 24", 30", 36", 42", 48" sizes.

**C**





Two new models Vensel designed to improve the product . . .



Photos: Fleming's Photo Center

and a view of the big glass areas he planned into the houses.

## 8) Big home building needs a better product

Five years ago the Mackles took a smart young architect, James E. Vensel, out of Robert Law Weed's drafting room—and set him up in private practice right next door to their own offices. Since then Vensel has designed all the Mackle houses and done much to better their design and salability *without adding to their cost*. He has become an expert at sizing walls and roofs for minimum waste.

Biggest improvement in the houses has been opening them up for more enjoyment of the Florida air and climate. Glass area has been increased 70% and all the windows are jalousies, so the breezes can blow right through. (Jalousies are cheap in Miami, half as expensive as steel awnings, and Vensel figures running a jalousie to the floor costs only \$10 more than stopping it at a 30" sill).

With all this glass the Mackles were among the first to offer in a low cost house the "Florida Room," with floor-to-ceiling jalousies and sliding glass doors, that was fast becoming a sales must in expensive homes. The Mackles are smart

and know what too many builders forget—that the best way to find out what will sell this year in a lower price class is to study what sold well two or three years ago in a higher price class. To get the money for the open Florida room the Mackles sacrificed the small screened porches they had added when Vensel first became their architect.

The Mackles are maintenance-conscious and were perhaps the first to substitute long-wearing vinyl tile for asphalt in their kitchens. They also tile all their window sills, another trouble spot. They have made package kitchens with built-in appliances an option that can be financed under the mortgage.

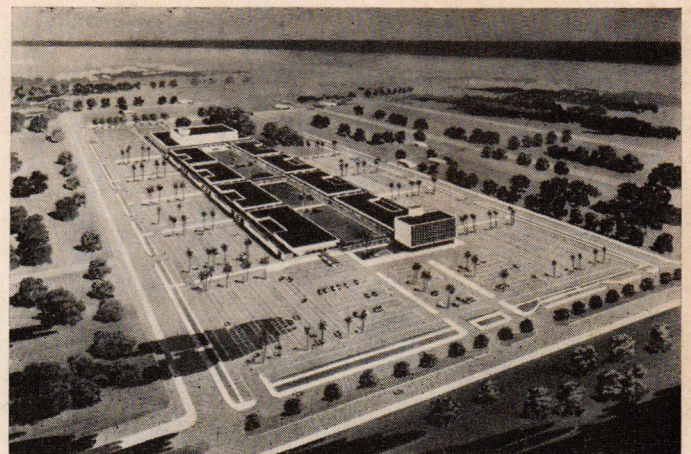
But so far Vensel has not asked the Mackles for the change that would do more than anything else to improve their houses—a big roof overhang all around to 1) pull the design together; 2) make the houses look bigger; 3) shade the walls and windows to make the rooms cooler; 4) keep off the Florida rains to cut maintenance and permit leaving the jalousies open. This overhang would cost \$120 a house.

## 9) Big home building gets big by-product profits

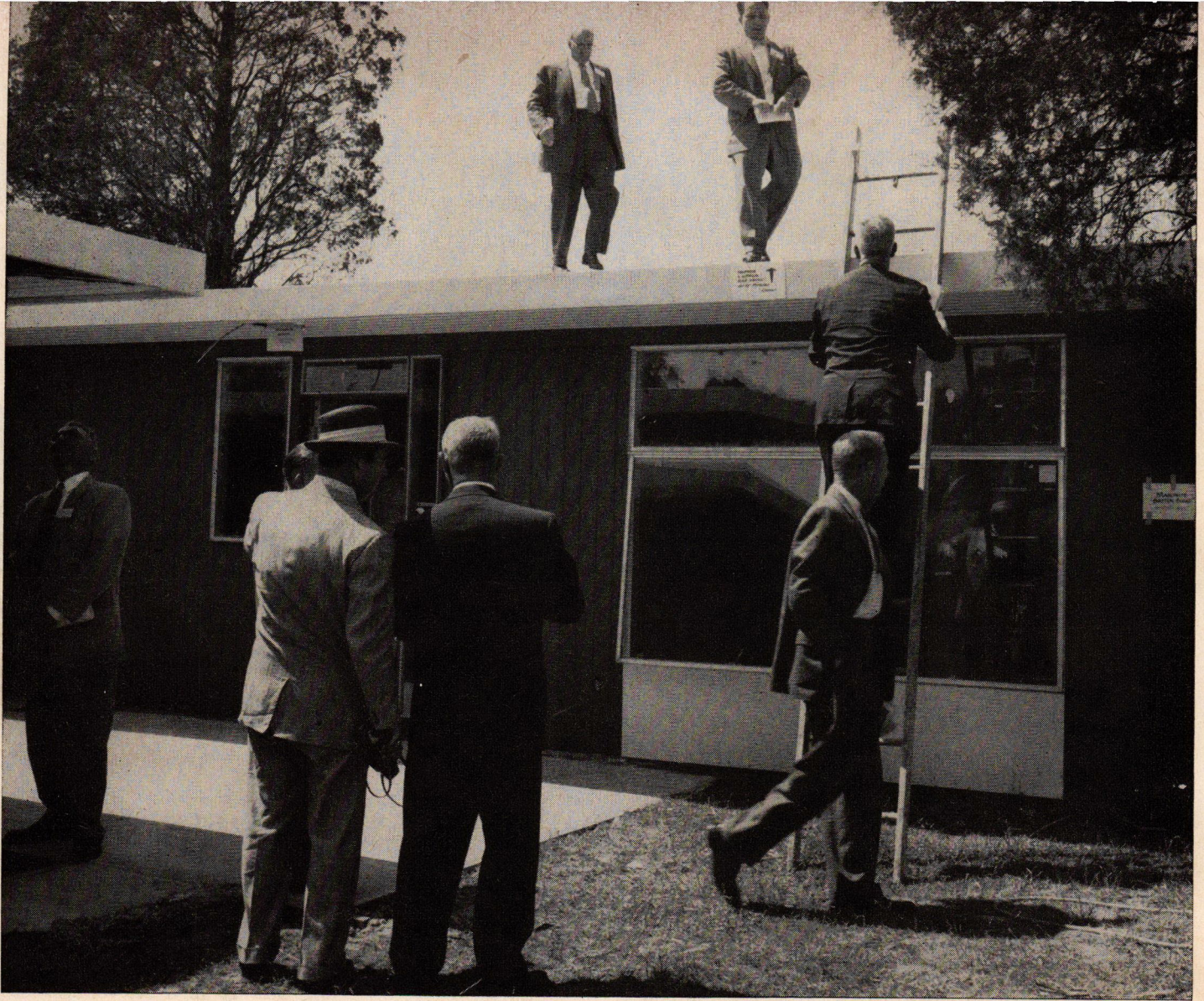
Even if the Mackles had no \$1,000-a-lot profit on their land in Westwood Lakes, and even if they make no profit building and selling 3,500 houses on those lots . . . they will still have a very handsome capital gain in the 70 acres on which they are now building a "\$5,500,000 shopping center."

They will also have a tidy business in the company they formed to build and operate the Westwood Lakes sewer system.

These are the by-product profits of developing wasteland into a community of 15,000—by-product profits that usually slip through the fingers of the small operator./END



Typical by-product profit comes from shopping centers like this.→



## Top-flight builders study NAHB research house and DISCOVER 24 NEW IDEAS

Now at last hundreds of builders have seen the kind of component house they have read and talked about for years.

"This is the first really new house I've seen in ten years," said Tom Coogan, past president of NAHB.

Called the NAHB Home of the Year, the new component house is just outside Washington and is sponsored by the NAHB Research Institute. It was planned with the help of the Lumber Dealers Research Council and some of the country's leading building product manufacturers.

"It marks a significant forward step in home building," said George Goodyear, NAHB president.

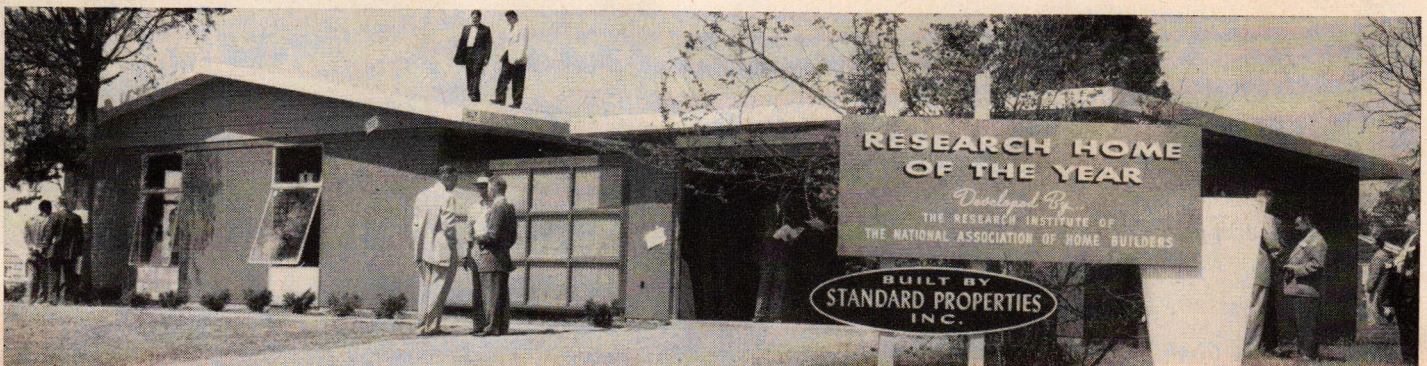
Starting on the next page are photos and drawings that show why Coogan and Goodyear are so enthusiastic. You'll find two dozen new and good ideas in this house—methods

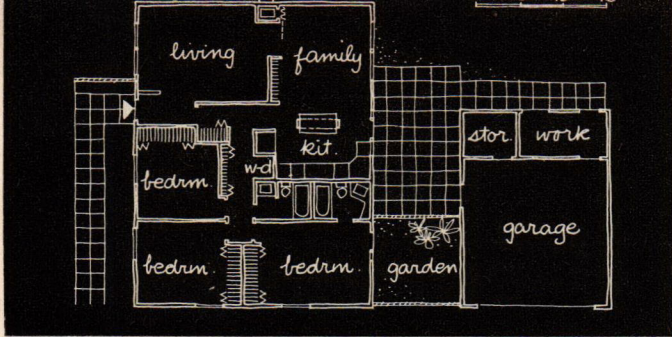
and materials—some so new they are not yet on the market.

Here are some of the things you'll see: a new combination siding and sheathing, a soffit that breathes, an above-the-floor plumbing system, porcelain enamel bathtub surround, a new kitchen, air conditioner, wall finishes, flooring, wiring, a plastic covered roof and a new slab insulation.

From start to finish this house was built of coordinated parts instead of pieces—and all came presized to fit. In production, not a saw would be needed at the site to build this house. The components reduce field labor, push more of the work back into yard or factory where it belongs.

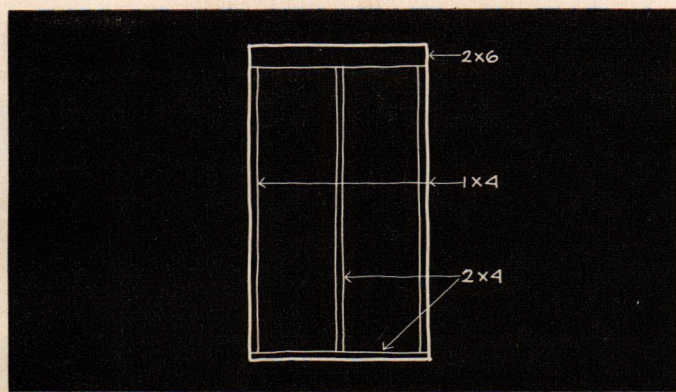
The house will be used to test these new heating, air conditioning, wiring and other ideas. It should help all builders produce a better house for less money.



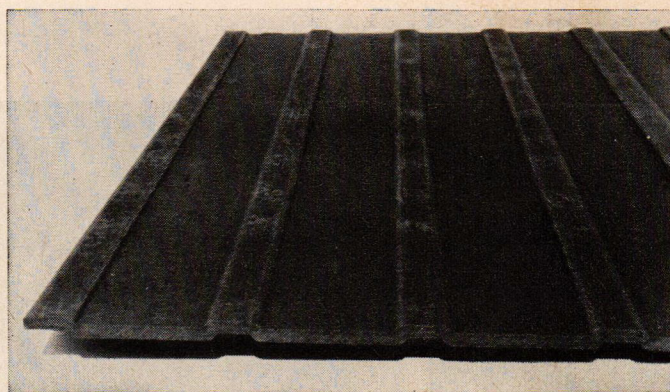


**1 SHAPE IS ECONOMICAL.** The nearly square plan, 40'-8" x 32'-8", is flexible, allows more enclosed space per foot of wall than most plans. Furnace on outside living room wall and washer-dryer in hall closet eliminate utility room. Baths and kitchen, back to back, concentrate new above-the-floor plumbing in one wall. Between house and garage is a patio and terrace.

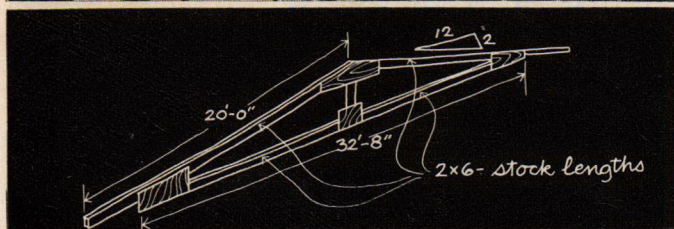
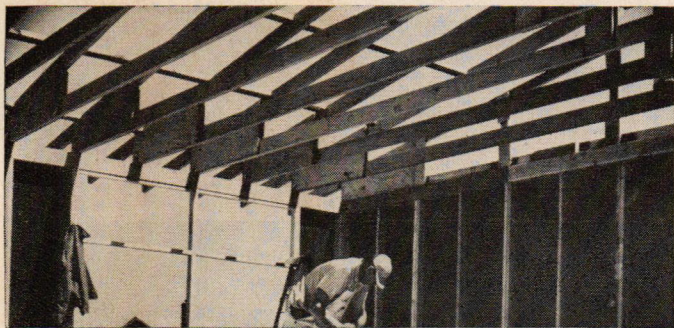
**2 SIDING WORKS AS SHEATHING.** Experimental Masonite hardboard serves as both siding and sheathing, right. This eliminates all sheathing work (The top 2 x 4 on the LuReCo panels was omitted but involved so much extra toe-nailing of studs to the double 2 x 6 top plate that this practice is not recommended.) 2 x 6 header eliminates framing over doors, windows.



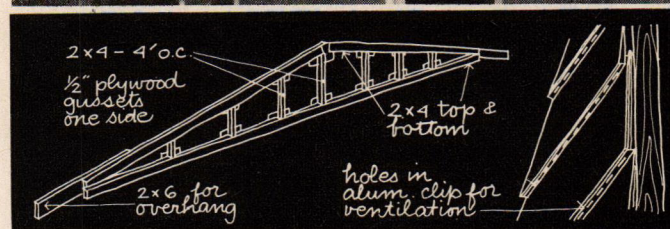
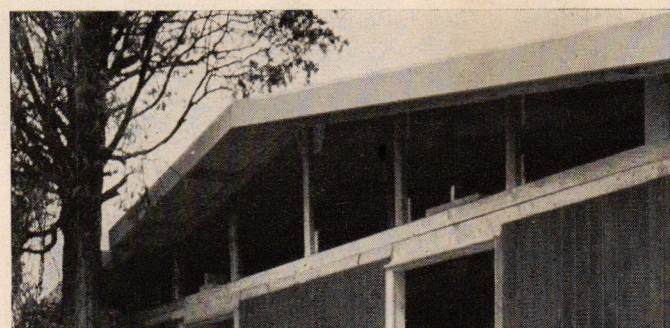
**3 WINDOW PANELS HAVE 1 x 4 STUDS.** To save lumber, the outside studs on panels next to windows are 1 x 4, which when combined with the 1 x 4 of the window becomes a 2 x 4. Center studs are 2 x 4s. These component walls went up in 2½ hours with three carpenters and two laborers. The LuReCo wall panels were built by the Turover Lumber Co.



**4 OUTSIDE PANELS HAVE PREFORMED RIBS.** Walls are 4' x 8' panels of ¾" tempered Masonite hardboard with vertical ribs preformed in the sheet at 4" intervals and ship-lap edges. Each piece extends 3" above the top plate and ½" below the bottom plate. To keep out bugs and dirt, panels are calked top and bottom. This siding is not yet on the market.

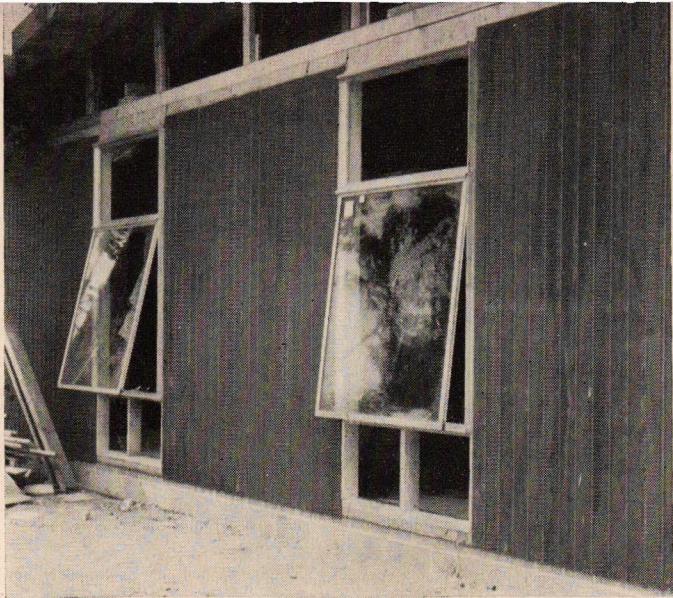


**5 TRUSSES ARE GLUE-NAILED KINGPOST DESIGN.** University of Illinois trusses are used with a 2-in-12 pitch on a 32'-8" span, using ½" plywood gusset and 2 x 6 stock length members. In tests they were heavily overloaded, showed no deflection. They have a capacity of about 110 lbs per sq. ft. Trusses are toe nailed to the perimeter beam with two ¾" Screw-tite threaded nails and have one Teco triple-grip fastener at each end. Trusses were put up in four hours by two carpenters, two laborers.

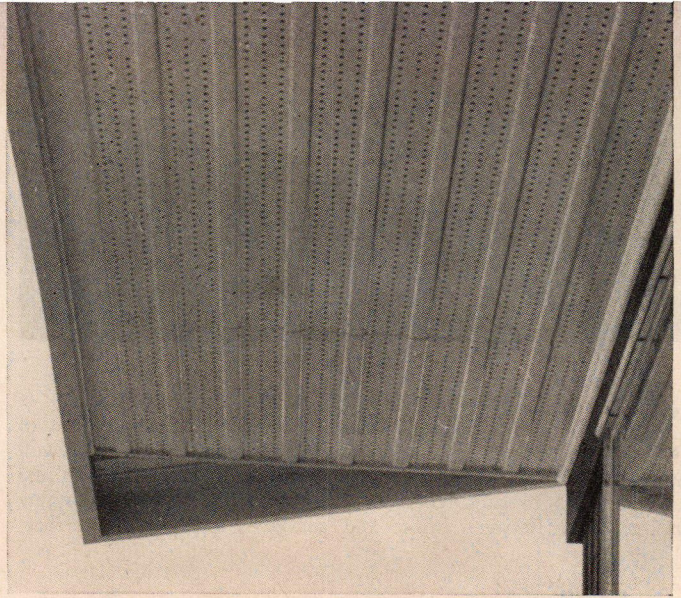


**6 GABLE ENDS HAVE SPECIAL TRUSSES.** To provide a flush exterior surface, as well as to make a cheaper truss than the kingpost truss (which is not required structurally), the gable end trusses are glue-nailed with a 2 x 4 top and bottom chord, 2 x 4 studs 4' o.c., and ½" plywood gusset plates on one side. The projecting top chord for the overhang is a 2 x 6 6' long. This design saves about \$6 to \$8 over other trusses. Gable-end siding (see detail) has a new perforated venting clip.

*Continued*



**7 SCREW-ON WINDOWS SAVE LABOR.** Aluminum awning windows were made by Place & Co. (See H&H, Jan. '57.) They fit the 16" or 24" center to center spacing of studs and are screwed to the outside stud face. These component windows, which grew out of HOUSE & HOME-sponsored Standardization Round Tables, simplify installation and thereby reduce costs.

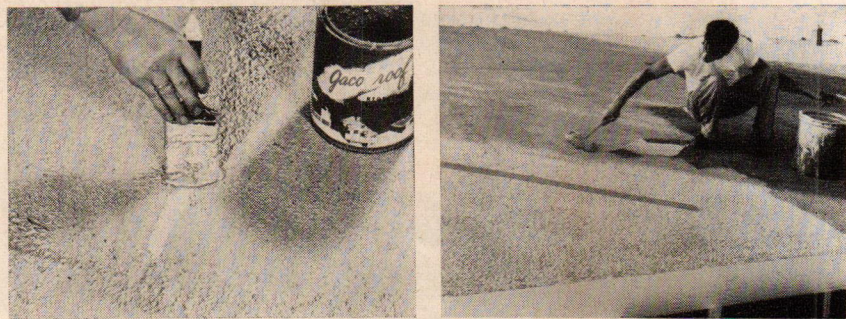
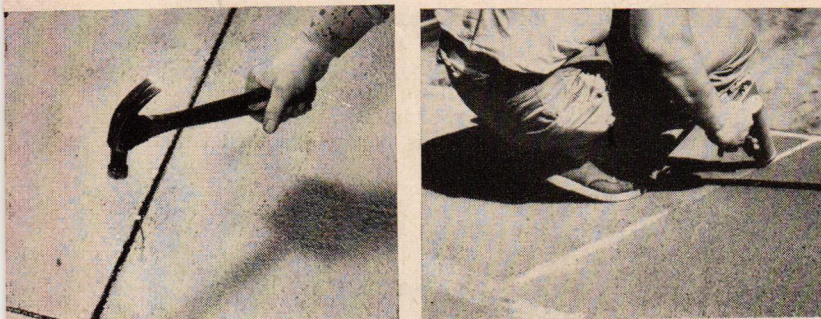
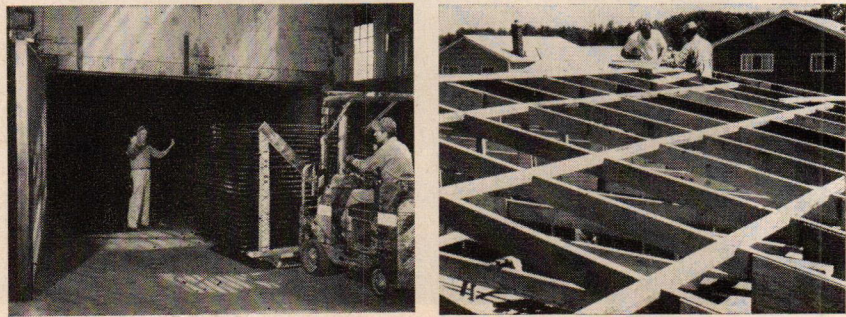


**8 VENTILATED SOFFIT IS EXPERIMENTAL.** Supplementing the gable-end ventilation is a new ribbed Masonite hardboard similar to the exterior siding, not yet on the market. Between each ridge are three rows of 9/32" diameter holes, 1" o.c. in both directions. Soffits at the gable ends and on the garage are also covered with this new board but without the perforations.

A B



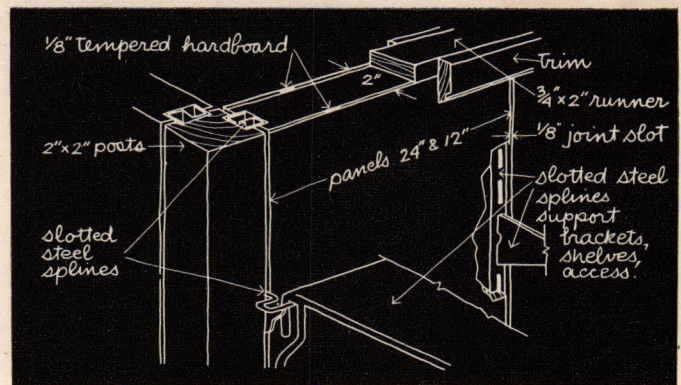
C D Photos: Photo Associates and D. P. Kuespert



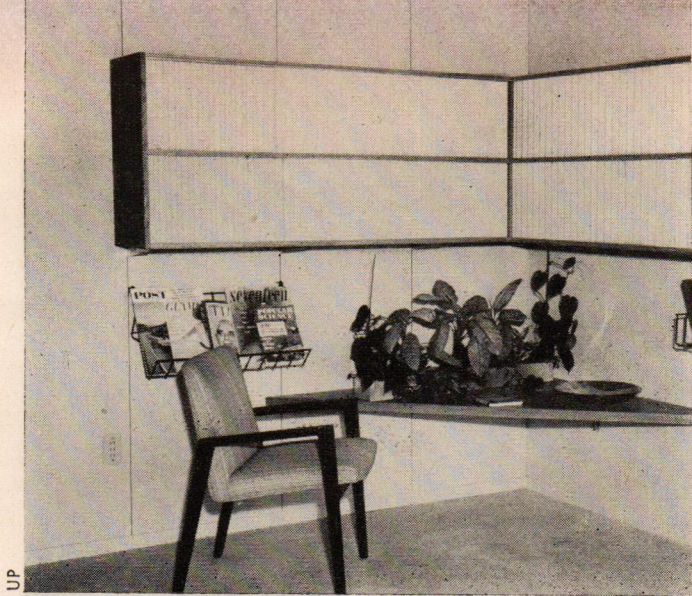
E F

G H

**9 PANEL ROOF IS PLASTIC COVERED.** The experimental roof is one of the most significant parts of the house. It is the first stage of the development of a process for a single spray coat of plastic on plywood. This roof is light, weighs only about one-half as much as a conventional roof. A) Sheets of 4' x 8' half-inch plywood were soaked in a primer, then roller coated with liquid neoprene to a thickness of .005". B) After a light coat of neoprene granules was sprinkled over the first wet coat, a second coat of gray neoprene was added. C) Then the coated panels were cured in a hot oven (by Gates Engineering Co., Wilmington) to vulcanize the neoprene, fusing the two coats into a thick rubbery film. D) The truss roof had been given extra stiffening with 2 x 3 blocking (which NAHB technicians thought was unnecessary). E) Panels were laid horizontally and nailed into position with 2" serrated manganese bronze nails. F) Panel edges had been chamfered to provide a 3/8" triangular space for calking. Neoprene-base calking compound was squeezed into the joints and smoothed with a spatula. G) Joints were covered with neoprene-base aluminum paint to which neoprene granules had been added. H) Final stage was to apply a coat of Dupont Hypalon paint to dress up the job. The color used is a robin's egg blue, but the paint also comes in red and yellow. These materials, not on the market, are said to last from ten to 15 years. Dupont engineers say the only weak point is the nail. If nails stay down all will be fine, but nails that work up may tear film.

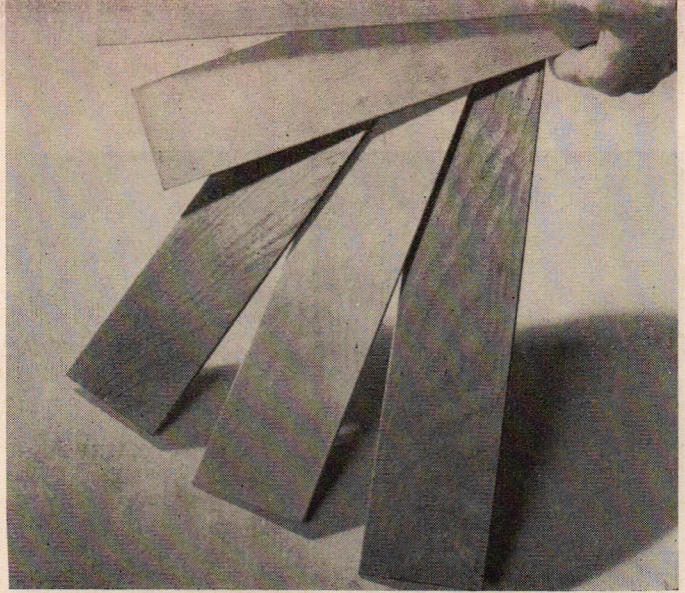


**10 PARTITIONS ARE HOLLOW CORE PANELS.** Panels are stressed skin design 8' high, 1' or 2' wide and 2" thick, have vertical chases for wiring. Faced with 1/8" tempered hardboard, panels are used with 2" corner posts and are set in top and bottom runners of 3/4" x 2" plywood. Sections are joined by slotted steel splines that hold Darling hardware for the built-in shelves. (See No. 11)

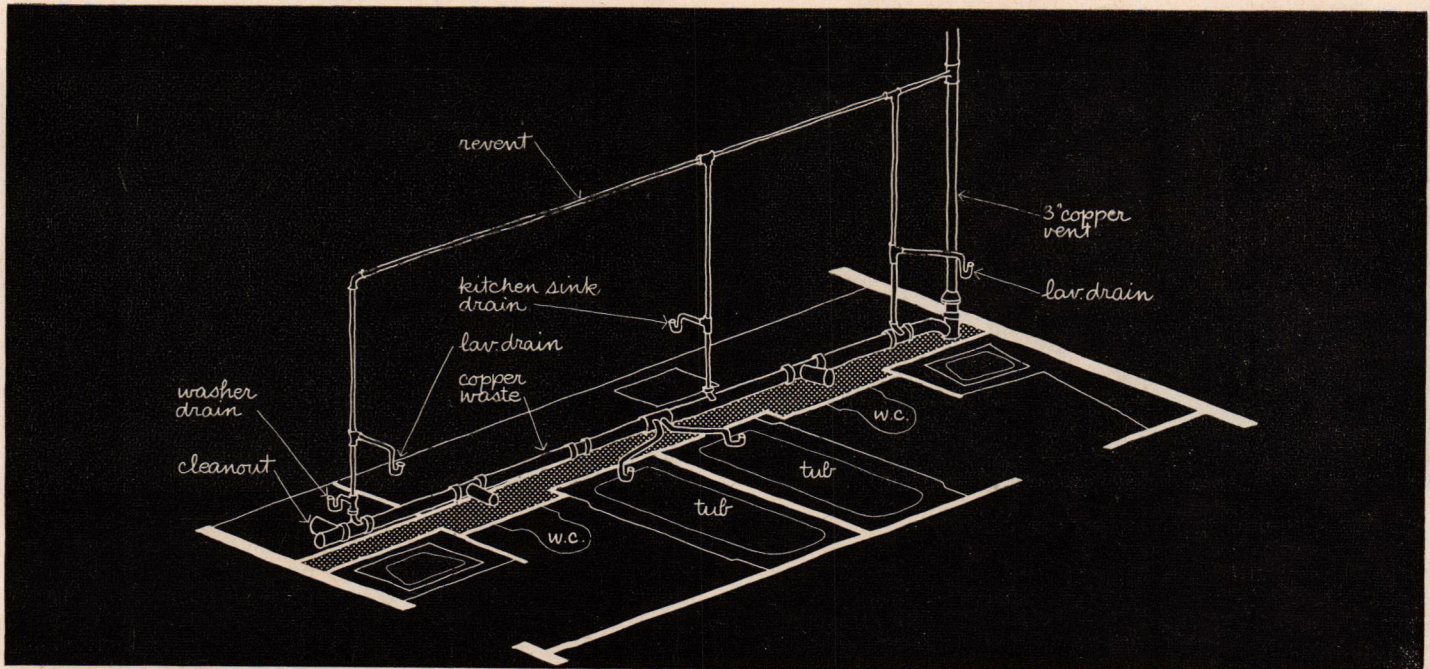


UP

**11** **INTERIOR WALLS HAVE PLASTIC SKIN.** A variety of new wall coverings which make old-fashioned walls obsolete are used throughout the house. DuPont easy-to-clean Mylar polyester film has been laminated to Masonite, as shown above, and to Bestwall gypsum wall. Advantage to the buyer: pencil, crayon, grease, stains may be wiped off walls.



**12** **WOOD FLOORING IS 1/8" THICK.** Among the new products used is a thin veneer, oak strip flooring developed at Forest Products Laboratory. (See H&H May '56). It is laid directly on the slab with a rubber base mastic. It is not on the market, but Nickey Bros. of Memphis who made it say it should be cheaper than wood boards, not so cheap as asphalt tile.



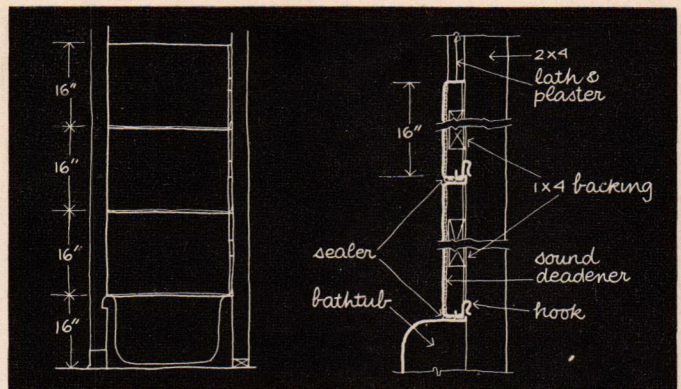
**13** **ONE-TRIP PLUMBING IS ECONOMICAL.** Of the many new ideas in the house, none is more important than the plumbing. It is entirely above the floor and can be installed at one time. The same system can be used in basement and crawl-space houses to eliminate cutting floors and joists.

Above-the-floor plumbing is made possible by the new Borg Warner wall-hung toilet (see H&H Mar '57) and raised-bottom tub with its drain above the floor. The houses' two toilets, tubs, wash basins, washer-dryer, kitchen sink and dishwasher drain into one pipe above the slab which projects through the side wall, then drops down with a 90° elbow to the building sewer below the frost line. The portion of the drain outside the house and above the frost line is insulated with foamed plastic.

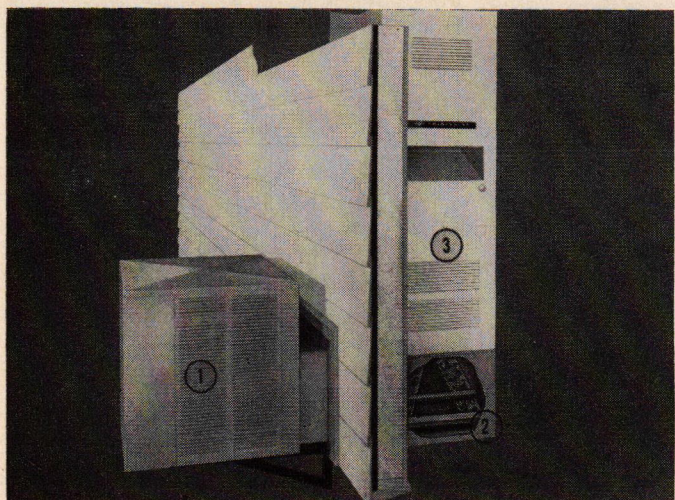
The two toilet tanks are flush with the wall. Above them are storage cabinets, 3½' x 2' x 9" with adjustable shelves, which provide a considerable amount of economical space. The cabinets slip between the 2 x 6 studs and fasten to the face of the studs.

Economies from the plumbing system depend on all plumbing being grouped in one area. The bathrooms were not finished at the time the NAHB directors visited the house in late May.

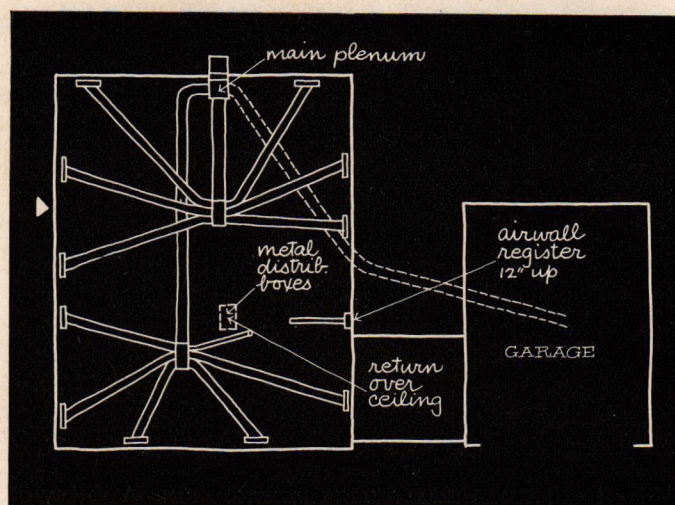
Like other parts of the house, the plumbing was worked out by the Research Institute team: Dick Hudson, chairman; Martin Bartling, project manager; Ray Cherry, Ned Cole, Andy Place, Ted Pratt, Bob Schmitt, Dave Slipher, John Worthman and Director Ralph Johnson.



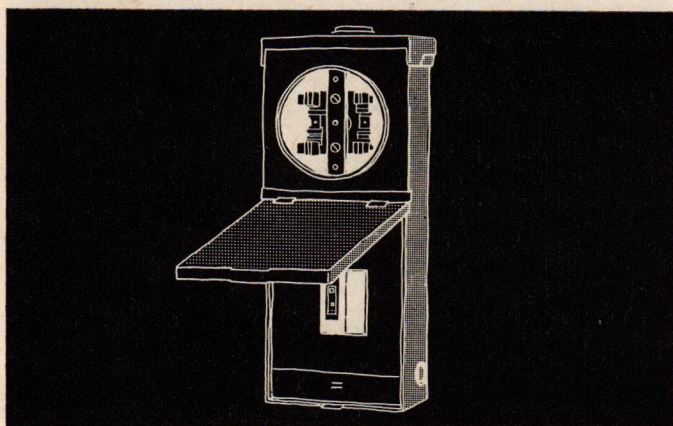
**14** **BATH WALLS ARE PORCELAINIZED STEEL PANELS.** Wainscoting in the bathrooms is porcelain enamel in 16" x 60" and 16" x 28" panels. Back coating of an asphalt material, like automobile undercoating, serves as a sound deadener. These panels are nailed to studs and fastened to each other with metal clips. They are a new development by Borg Warner but not yet on the market.



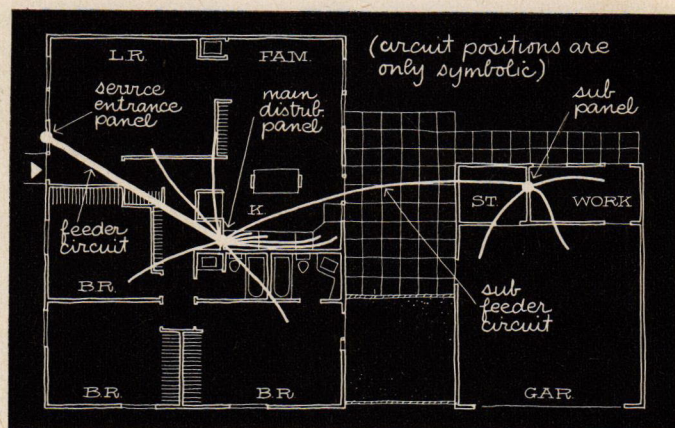
**15 FURNACE HAS SLIP-IN COOLING UNIT.** A 105,000 BTU downflow gas furnace is mounted on a plenum. The 2-ton cooling unit with air-cooled condenser and refrigerant tubes is factory made and sealed, has short pipe runs. When installed, the coil end of the Frigidaire unit is pushed through a wall opening into the plenum, with the condenser outside. Installation and maintenance are simple. If the cooling unit is to be installed later, opening is sealed with insulated panel.



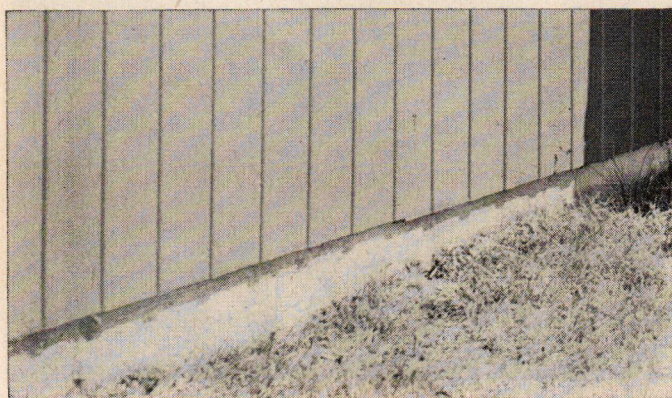
**16 HEATING SYSTEM HAS TWO DISTRIBUTION BOXES.** A novel type of heat distribution is used, as the diagram shows. Before the slab was poured, two prefabricated metal distribution boxes were put in place, with adjustable elbows which made straight run ducts possible (either 4", 5", or 6" ducts depending on the run and amount of heat needed). This gives a balanced flow. To prevent long heating cycles, surplus heat is carried to the workroom and garage through a single 10" duct.



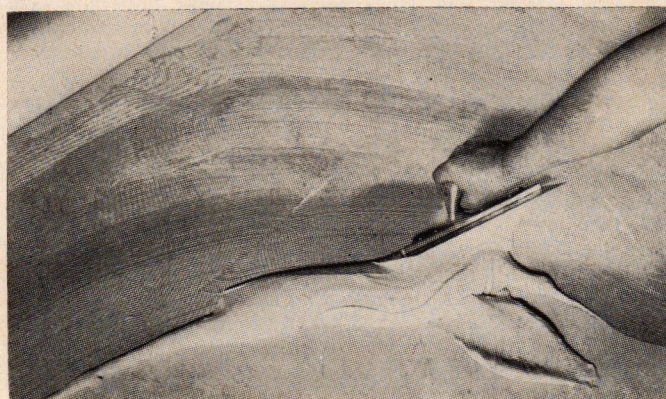
**17 WIRING SYSTEM HAS NEW FEATURES.** The outside service entrance panel, above, is an all-in-one meter socket load center combination with a 100 amp. double-pole circuit breaker as the main disconnect instead of the usual 200 amp. The 100-amp. entry is cheaper because meter, wire and panel are smaller. It is used here for test purposes.



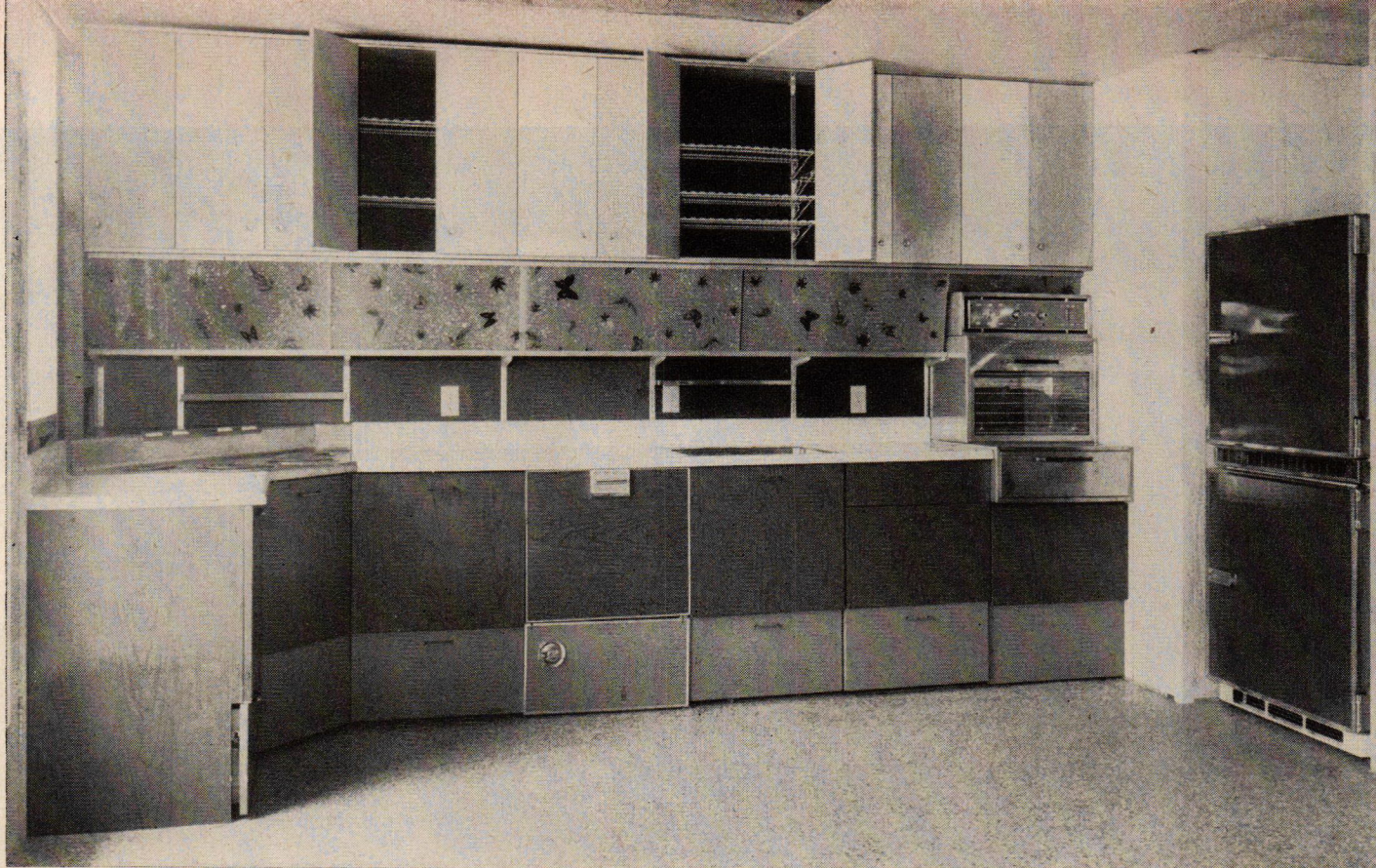
**18 ELECTRICAL SYSTEM IS THREE WIRE.** All but two of the 13 circuits are 3-wire, which normally would cut the number of circuits in half. Main panel board is a new GE type and is located over the washer-dryer, close to the load center. All wire is plastic covered, nonmetallic type UF (underground feeder) with no junction boxes to buried lines.



**19 NEW PAINT IS BLISTER RESISTANT.** Exterior of house is painted in a new experimental paint described as "blister resistant" and said to be good for seven or eight years. Originally, this paint was erroneously hailed as 20-year paint. Another experimental product is slab insulation of Dow's unrefined polystyrene, cheaper than refined white Styrofoam.



**20 KITCHEN FLOOR IS SOFTER.** In the family room and kitchen the flooring is an Armstrong linoleum with a Hyrdocord back laid directly on the concrete slab. It is easier to stand on because it is backed with approximately 1/16" of foam rubber. The bedroom carpeting (not shown here) is of three types—wool, nylon or cotton—all cemented to the slab.

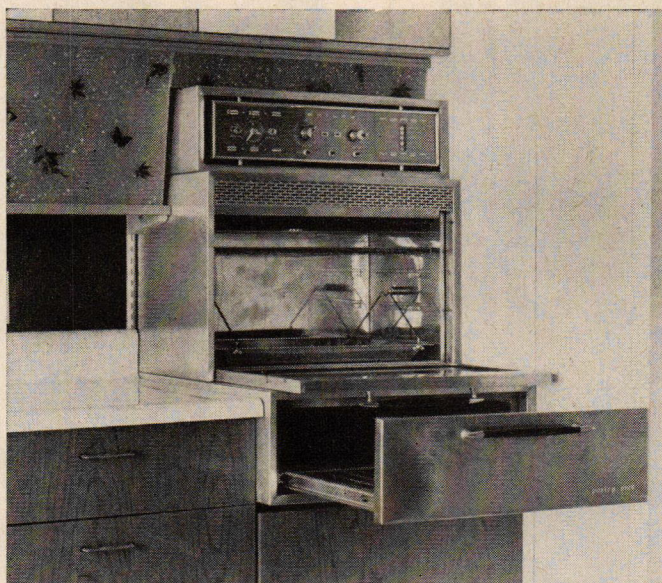


**21** **KITCHEN CABINETS ARE ON 1' MODULE.** Philco set out to give the home builders a kitchen they would talk about and has succeeded. The experimental kitchen (not on the market) brought more favorable comment from the NAHB directors than any other room, partly because here were ideas and products they could see and understand.

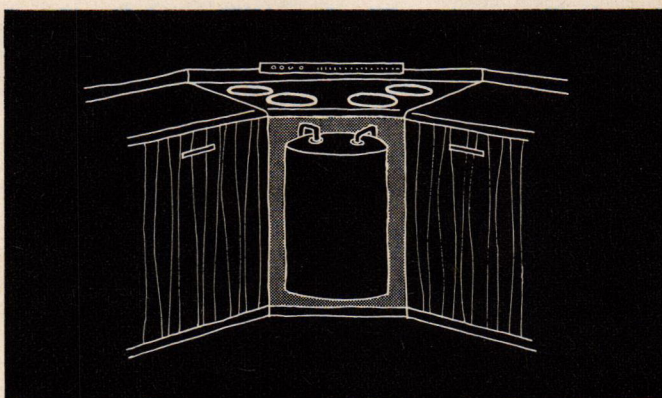
The new wall-hung cabinets are standardized on a 1' modular width and builders will be able to order them by the foot. All shelves are adjustable and there are no interior partitions. Cabinet doors may be reversed for right or left hand hinges, can also be reversed for color. One side is birch, the other yellow plastic. Below cabinets, sliding plastic doors cover other shelves.

Appliances are logically arranged. The refrigerator and freezer are built in at the right, then in sequence are the double oven, a 24" base cabinet, sink with disposer, dishwasher, another base cabinet, corner burner top and another base cabinet. The adjustable shelves may be carried below the plastic sliding doors as this photograph and the closeup of the burner top show.

**22** **DOUBLE OVEN HAS ROAST AND BAKE SECTIONS.** The roast oven in the top section is 24" wide and 14" from front to back which gives a work surface in front whether door is open or closed. Below is a slide-out oven which can be used for all baking purposes and also for plate warming. Controls are placed high so as to be out of children's reach.



**23** **RANGE SOLVES CORNER PROBLEM.** Philco has solved the problem of how to turn the corner, as well as how to use the space below, by using the counter top for the burner units. The cooking unit is only 2 7/8" thick, and is made integral with the counter top. This thin section is necessary to get enough space to hide the hot-water heater below.



**24** **HOT WATER HEATER IS IN CORNER.** Getting an electric high-recovery 40-gallon hot water heater in a little-used corner is a neat trick. This has been tried before and given up because the tank was inaccessible for maintenance. Now it should work: whole front of this cabinet is easily removed and heater controls are at front of unit./END



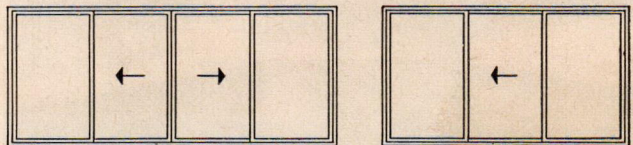
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AUGUST 1957

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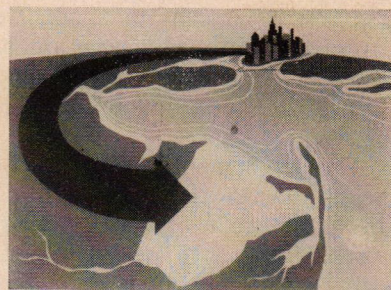
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Cover: drawing by Natalie Forsberg

# A parting salute to THE FATHERS OF THE



Charles Sumner Greene  
1868—1957

Henry Mather Greene  
1870—1954

Sixty years of building in California have produced a new kind of house. It began as a regional style — the California style — but now you can find it almost anywhere in the country. It is easy to recognize:

*It has a low-pitch roof, which ties it to the ground.*

*It has wide overhangs, for protection from rain and hot summer sun.*

*It has wood that shows its natural beauty, in exterior and interior use.*

*It has exposed beams and rafters, used to add characteristic decoration.*

*It has a patio, so people can enjoy the outdoors in privacy.*

*It has an informal plan, that makes informal living easier.*

*And it is part of a continuing tradition, one that traces back to Charles and Henry Greene.*

The Greene brothers of Pasadena, along with Bernard Maybeck of Berkeley, were the first great architects to design houses to fit the California climate and way of life. They had an instinctive feeling for craftsmanship and they were among the first Americans to appreciate Japanese construction. Both influences are apparent in their work, but that work was never imitative and it has, in its turn, influenced two generations of designers.

Charles Sumner Greene died this June, three years after the death of Henry Mather Greene. In this portfolio of some of their most important work, HOUSE & HOME acknowledges today's great debt to these fathers of the California style.

Crowe House, Pasadena, Calif., 1914. Photo: Jean Murray Bangs collection—Maynard Parker



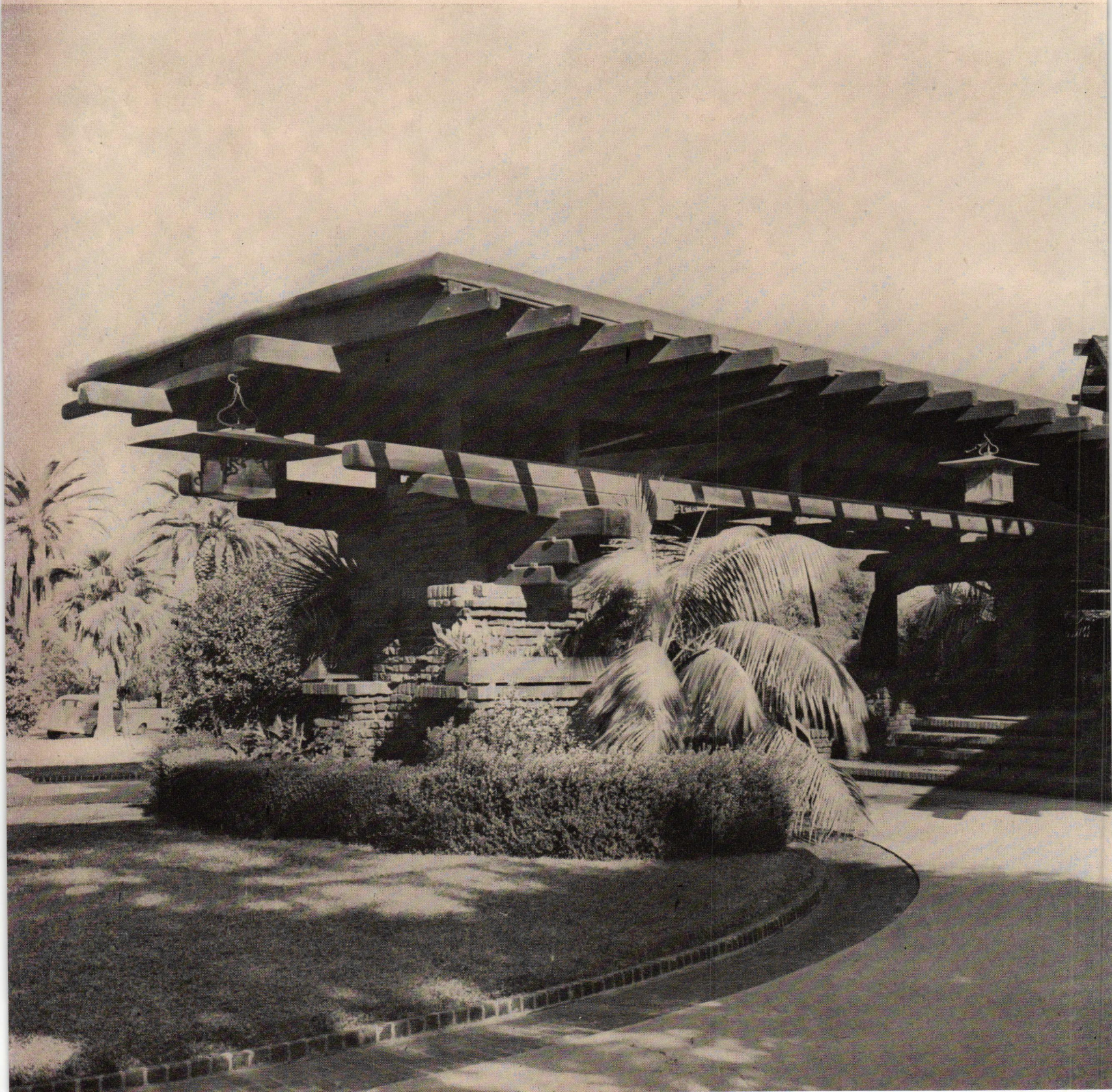
This portfolio was prepared  
in collaboration with the No. 1 authority on the Greene brothers,  
**Jean Murray Bangs** (Mrs. Harwell Hamilton Harris).  
Color plates are by  
courtesy of **House Beautiful**

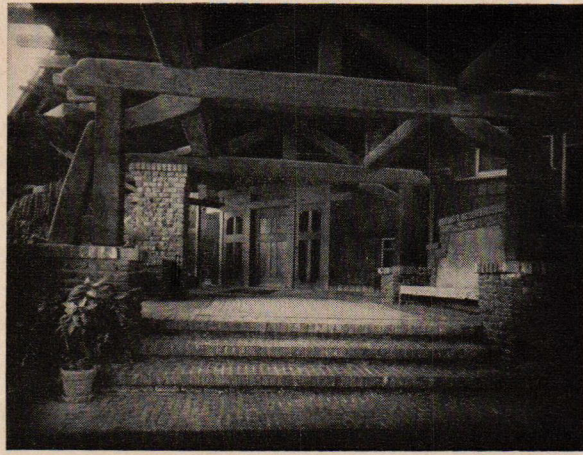
# CALIFORNIA STYLE



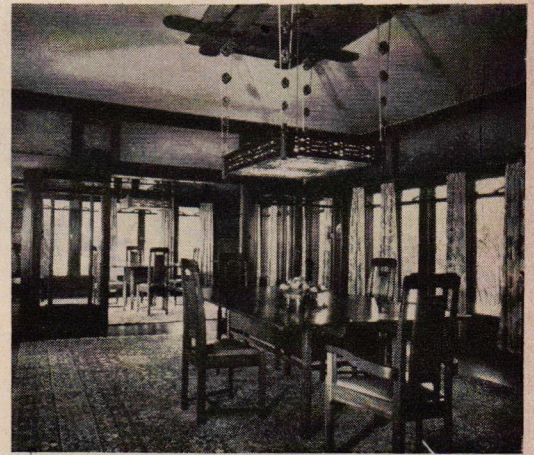
**EXPOSED RAFTERS** and beams were used by the Greene brothers on their exteriors. This added both drama and decoration, as on the entrance porch of the house shown here. And the same structural details were often carried inside for variety and interest in the interiors. For example, notice the pattern of the stairway railing. A similar pattern is repeated by the storage wall that runs along one whole side of the upstairs hall. Many other ideas we think of as new today were developed and used 50 years or more ago by Greene & Greene. In the dining room, part of the wood trim is a header that is carried around the room to tie doors and windows together, and in the butler's pantry sliding glass doors are used in the cupboards.

Blackler House, Pasadena, Calif., 1907. All photos: Jean Murray Bangs collection—Maynard Parker

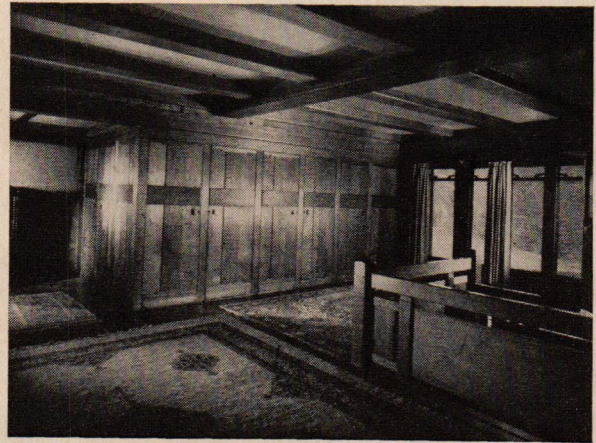




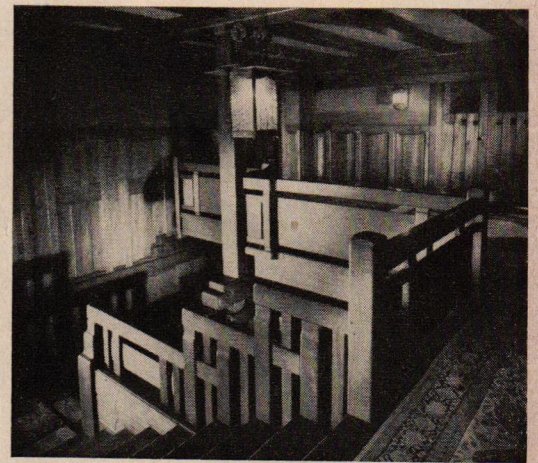
Entrance porch.



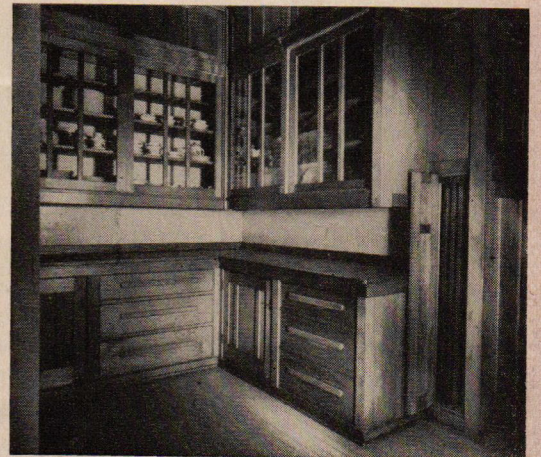
Dining room.



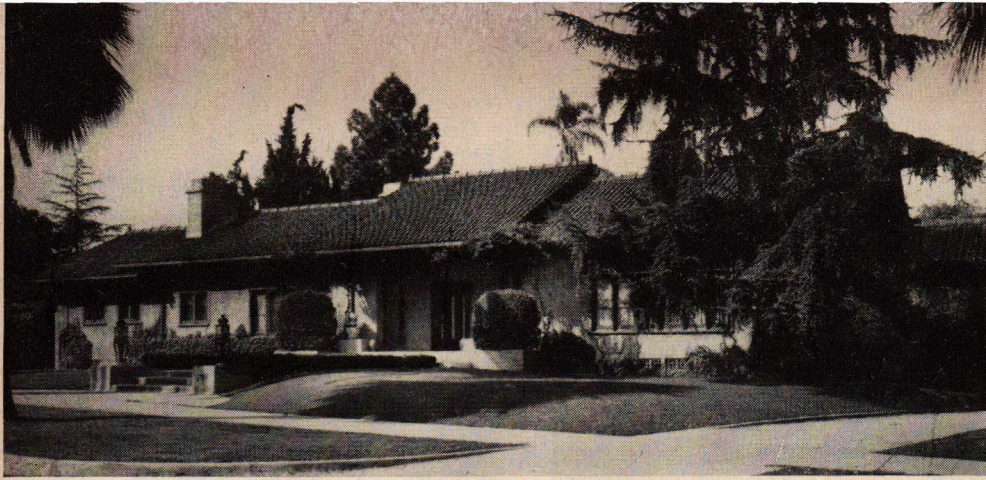
Upstairs hall.



Stairway.



Butler's pantry.

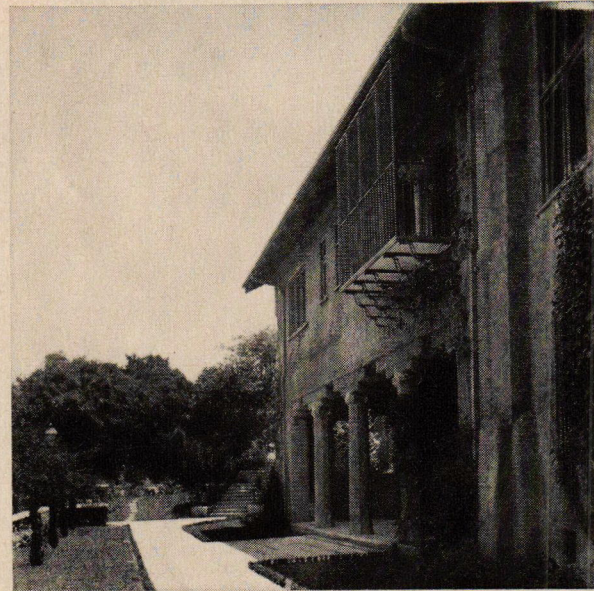


Culbertson House, Pasadena, Calif., 1914. Photos: Jean Murray Bangs collection



## THE HILLSIDE

**HOUSE** was a problem that Greene & Greene could solve with as much success as a one- or two-story house. In fact, this hillside house is a one-story house on the street side, while at the back of the site its full two-story height is visible. A large room for entertaining—it might be called a recreation room today—occupies the lower floor (photo below). The Greene brothers were trying other new and experimental ideas in this house. The kitchen was located at the front. The exterior, stucco finished, is actually gunite. Following the craftsman tradition of close attention to details, Greene & Greene planned their own gardens and landscaping. Because of its site, the landscaping for this particular house is especially striking—long flights of stairs turn to run dramatically from the level of the house to the lower part of the site. The stones used as retaining walls along the hillside are a motif that is repeated throughout much of Greene & Greene's work. Charles Greene would personally select the stones from a favorite *arroyo seco*.

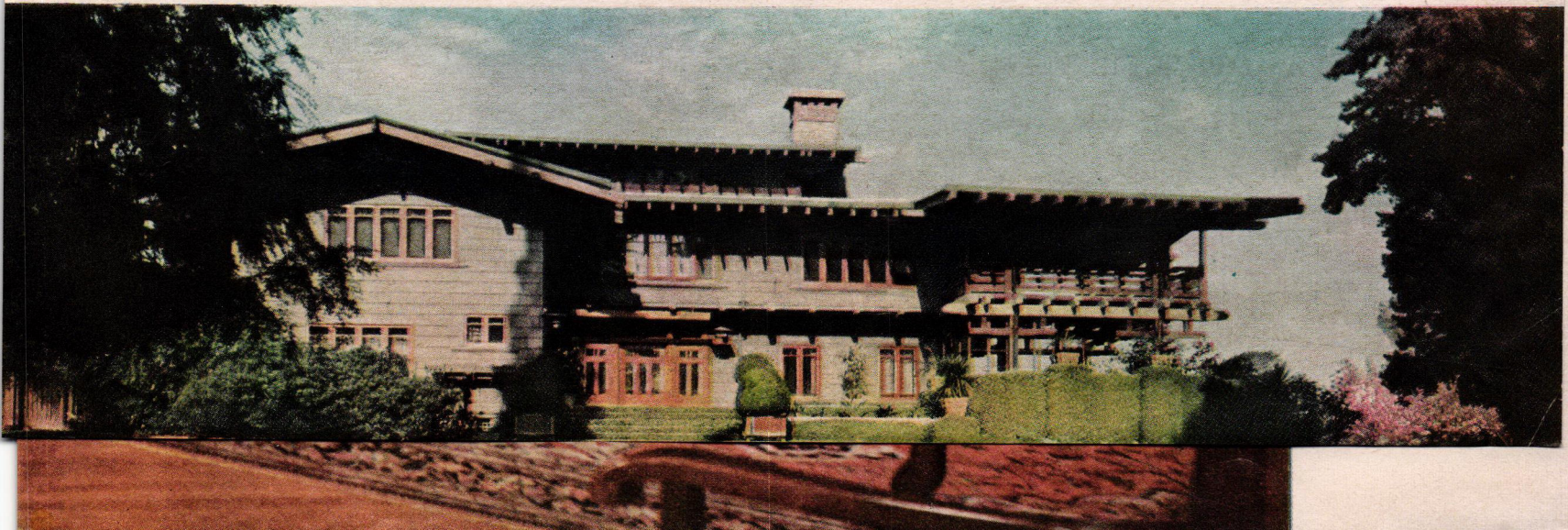






**WIDE OVERHANGS** protect the house from hot summer sun and hold it close to the ground—something the long, low roof lines also help to do. The bands of windows, which Greene & Greene grouped together before 1909, emphasize the horizontal lines. So do the flat entrance steps, made wider than necessary to match this house's length. (Ivy, trained to grow along the risers, makes the steps almost part of the landscaping.) The projecting ends of beams and rafters lend decorative patterns to the exterior and the wood shakes give it texture. The wood trim of the doors and windows has a natural finish.

Gamble House, Pasadena, Calif., 1909. Photos: "House Beautiful"—Ezra Stoller.





Gamble House. Photos: "House Beautiful"—Ezra Stoller

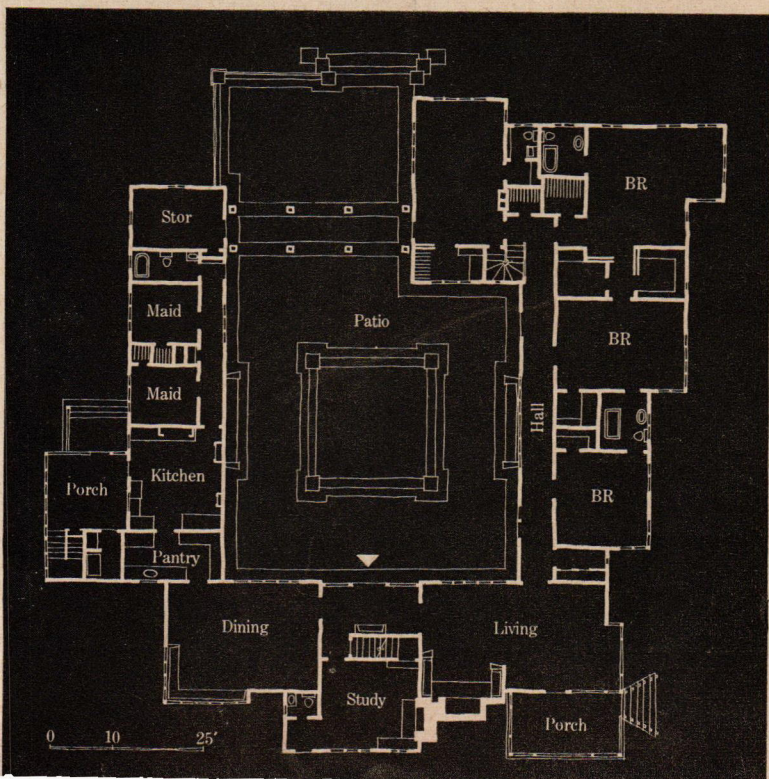


## BUILT-IN CABINETS

were also designed by Greene & Greene. These show how, even 50 years ago, the Greene brothers were using built-ins to replace furniture. The drawer pulls were carefully shaped and they have a feeling that is close to both contemporary and Early American furniture design. The step-down arrangement of the cabinets was one of the many things that others later copied in their efforts to imitate the Greene & Greene look. The light fixtures and chairs shown here are other examples of Greene & Greene design.



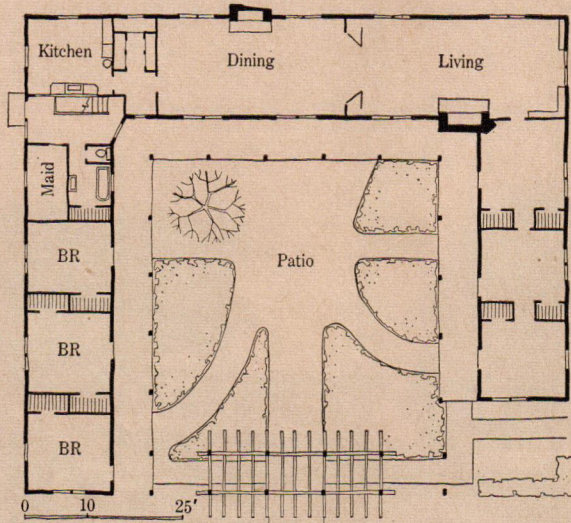
Freeman Ford House, Pasadena, Calif., 1906. Photos: Jean Murray Bangs collection



**PATIOS** are one of the most outstanding and successful of all Greene & Greene ideas. The brothers experimented with two versions of the patio plan. In one, the patio was placed away from the street, so that all the rooms could open on it. The other version used the patio as an entrance court. With this solution the surrounding rooms opened away from the patio, as in the house shown here (see plan). Although this house was completed in 1906, it is one of the most fully developed of Greene & Greene's patio plans. The entrance to the house is across the court from the entrance to the patio. This house is also unusual in that it is one of the few examples (see page 88) with stucco-finished exterior walls. Even so the use of wood links it to the main line of Greene & Greene work.

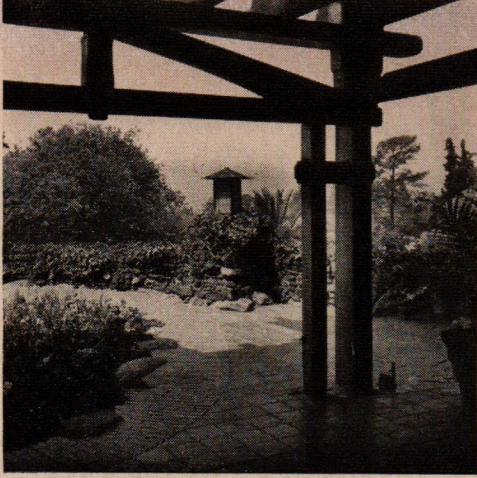
## THE CALIFORNIA STYLE

as Greene & Greene developed it, got its start in the house shown here—the first of their patio plans. This derives from the Spanish hacienda which has a series of rooms arranged around a court. Rooms are entered through each other, or else from a covered walk that runs like an arcade around the patio. This plan was suggested to the Greene's by the client for this house, who was descended from one of the famous old California families. The materials used were as simple as the plan—board and batten siding, wood roof shakes and a cobblestone fireplace and chimney. Both the plan and the materials proved to be perfectly suited to the California climate and the California way of life.



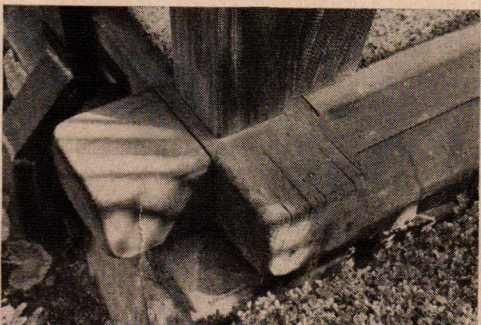
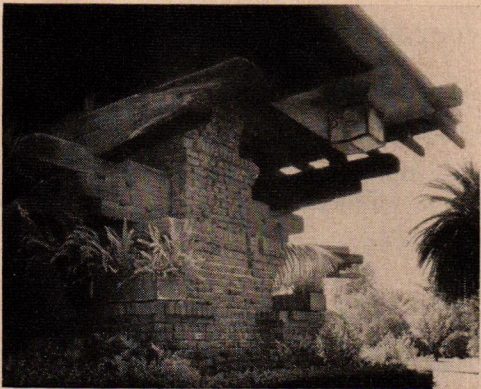
Bandini House, Pasadena, Calif., 1903. Photo: Jean Murray Bangs collection





**DETAILS** from various houses show how Greene & Greene took care like master craftsmen in dealing with even the smallest matters. And many of the details also show how the brothers learned and profited from the Japanese. Much of their success came from their feeling for wood and how structure could do double duty as decoration. And wherever they used wood, it was never left as cut, but smoothed and shaped to become a finished part of architecture./END

Photos: Jean Murray Bangs collection





## Here's a **CHECK LIST** to help you

The greatest family sport in America is looking at houses. Fifty-million people do it every year.

Next month, spurred on by National Home Week promotion and the unveiling of hundreds of builders' new fall models, this sport will hit its peak.

How can you take best advantage of this opportunity?

Starting below is a check list for getting your model houses ready for the crowds. Just as airline pilots have a cockpit check list to go over before they take off, you can check these suggestions for the model house to be sure you don't forget important items.

These are proven ideas, culled by H&H editors from the best model-house builders throughout the country. How many of them can you use?

### Lay careful plans to bring out the buyers

- Is advertising planned and timed for best results?
- Have you considered radio and/or TV, if effective in your area?
- Do highway and directional signs make your house easy to find?

### Make families feel welcome when they arrive

- Is parking space plentiful, easy to navigate?
- If you expect big crowds, will you need local police.
- Are facilities ready for handling children? (Consider play areas, soft drinks, amusements, supervision.)
- Have you planned traffic through the model to avoid bottlenecks?

### Put drama in your show

- Have you considered night-lighting for off-beat appeal?
- Would a spectacular sign or fence stop traffic for you?
- Can you set your subdivision off with an impressive, permanent entrance wall or fence?
- Can you set up a preview opening for the press and local dignitaries?

### Take advantage of outside help

- Are you tied into your local program for National Home Week? And are you in the Parade of Homes (if there is one in your area)?
- Will other merchants display their products in your model (auto, hardware, furniture dealers, etc.)?
- Will your suppliers cooperate with you in making your model house more exciting?