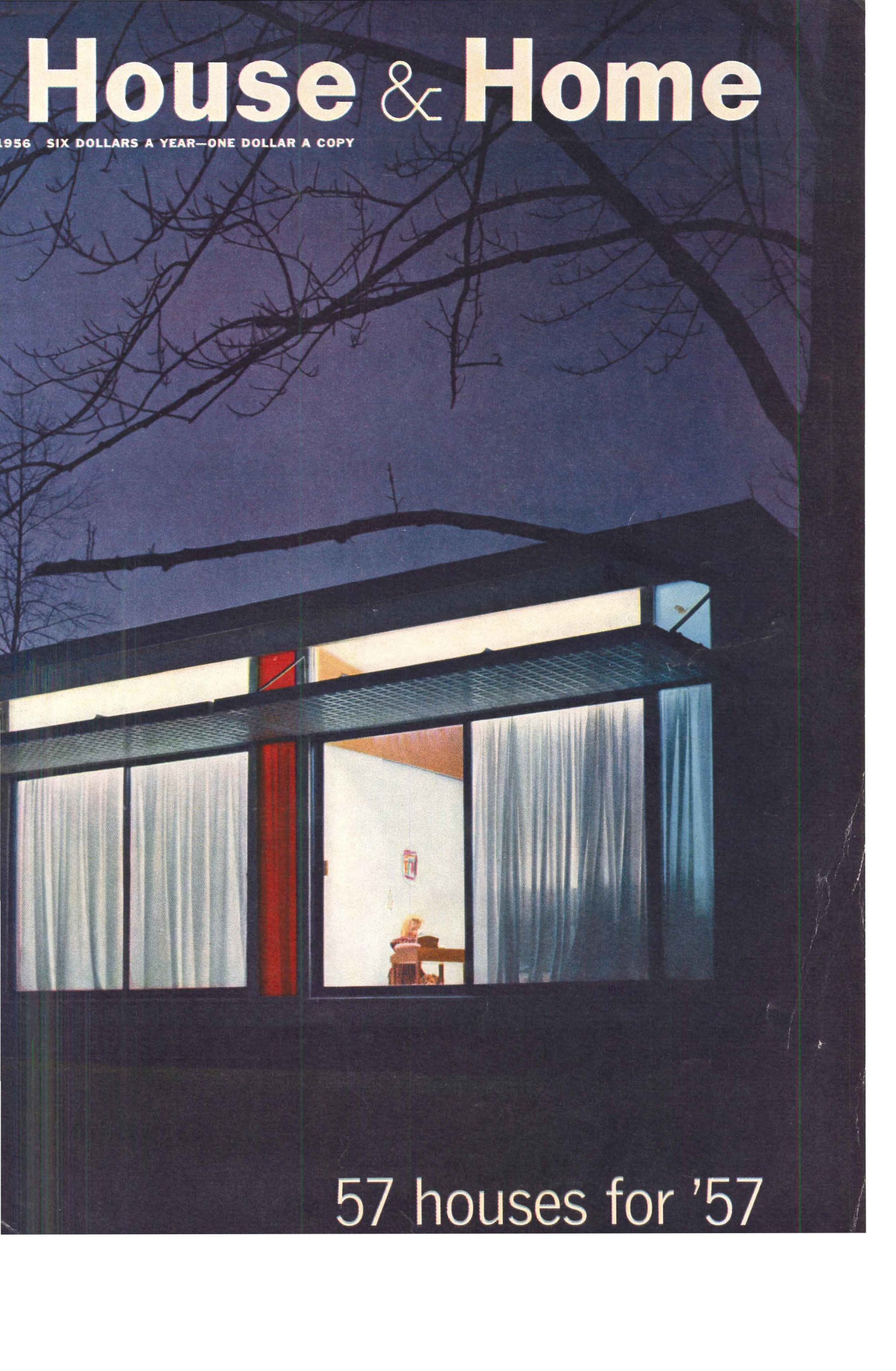


# House & Home

1956 SIX DOLLARS A YEAR—ONE DOLLAR A COPY



57 houses for '57

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723  
Mocha

722  
Mist Green

733  
Beige

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FOR THE LOOK THAT'S YEARS AHEAD

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FLOORS AND WALLS

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# House & Home

OCTOBER 1956

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# 57 HOUSES FOR A BETTER '57



On page 212 you will find HOUSE & HOME's forecast for 1957 home building. For years this annual preview by home building's No. 1 economist has proven a most accurate barometer. His '57 prediction is 1,210,000 starts and a dollar volume of \$14.1 billion—not far short of the all time high.

If we build the wrong houses—if we fail to offer what the public wants, if we fail to get our costs down and our values up, if we let other industries outsell us again in competition for the bigger consumer dollar—this forecast could prove much too high.

But if we build the right houses—if we build into them all the new sales appeals we know, if we take full advantage of the package mortgage, if we use all the good new ways to build better for less—we can make this forecast far too low.

The market for better houses is enormous, and we have hardly begun to build for it.

Since 1941 the number of families FHA would qualify for a \$12,500 house (in constant 1953 dollars) has increased nearly threefold—from 8,607,000 before Pearl Harbor to 22,500,000 today. Here are nearly 16,000,000 more families who can afford a better home—and so far we have built less than 3,000,000 units for this price class.

Included in the 16,000,000 are at least 6,000,000 *more* families who can now afford to pay \$18,000 plus—but we have built less than 1,000,000 higher priced houses to tempt them! (We have all been too busy building low cost homes for first time buyers who find it hard to qualify for anything.)

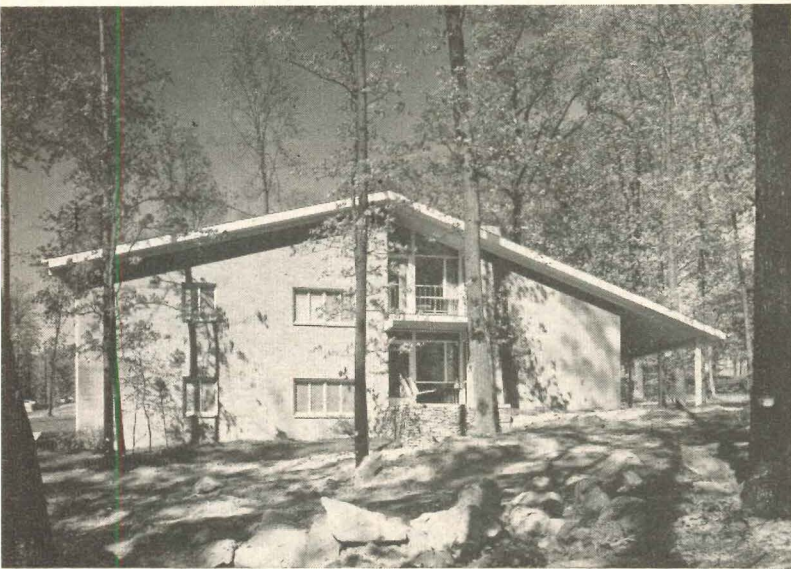
So this issue of HOUSE & HOME has just one purpose: to help our readers offer—in custom homes and tract models alike—the quality of design, the economy of construction, the ease and graciousness of living, that will make the new houses of '57 irresistible.

Numbers show page on which you will find each house.



One-story side looks low because big roof slopes out over terrace, with roof line at window height. Terrace can be screened.

## 1 Good design makes this a handsome split from any angle



Side elevation shows how changes in levels of split match changes in the grade. Architects Keyes and Lethbridge used a contour map (which shows grades and existing trees) in developing site and house plans. Since this is the southwest side of the house, windows were held to a minimum, except for balcony and terrace (see opposite).

Even though this is a big house with some very special features, it is full of ideas that would make most of today's split-levels more livable and better looking. For example:

1. *Put your split properly on the proper site.* Splits are best on sloping lots. This one is on the right kind of land and as a result it avoids the split-level's frequent "sorethumb" look.
2. *Make indoor-outdoor areas really work together.* It is easy on the right site. See how living and dining rooms can be located on ground floor with glass walls and big covered terrace right outside (above).
3. *Keep the garage out of the basement and on grade next to the kitchen.* It saves important inside-the-house space for other rooms and makes a handy storage space for outdoor equipment.
4. *Limit the number of exterior materials.* Too many splits still have a "banana split facade" (H&H, Apr. '52) that comes from using too many different materials. This house uses only red brick with white wood trim to get a warm simple exterior familiar in traditional Maryland houses.

(Plan and interiors on pages 122-123)

Location: Kenwood Park, Md. Builder: Bennett Construction Co. Architects: Keyes & Lethbridge. Area: 2,810 sq. ft. Price: \$47,000 with lot.



**Balcony** is an extension of an inside balcony. With their traditional exterior materials, the balcony and terrace show how good designers can learn from forms of the past and still achieve a contemporary building. Grilles at ground line provide ventilation for crawl space area.

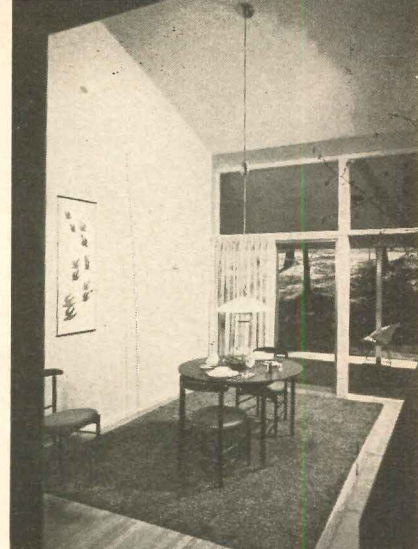


*View from entrance is past the living room to the small terrace shown on preceding page. Stairs lead up to bedrooms at right and to balcony overhead. Fine detailing, as in stairs, helped this house win first place in a recent Potomac Valley Chapter A.I.A. competition.*

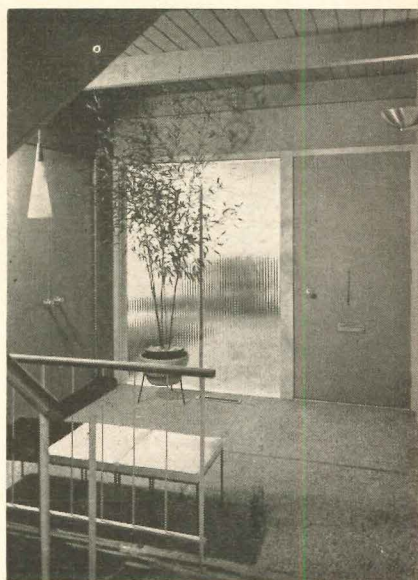


House 1 con't.

... This handsome split  
also has a fine plan  
and lots of style

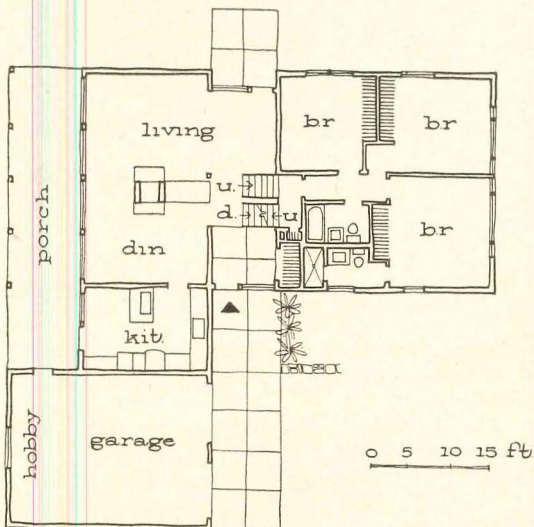
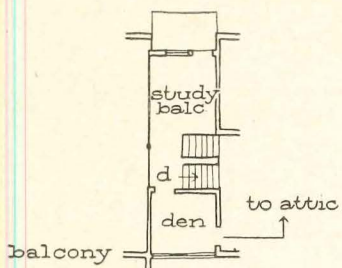
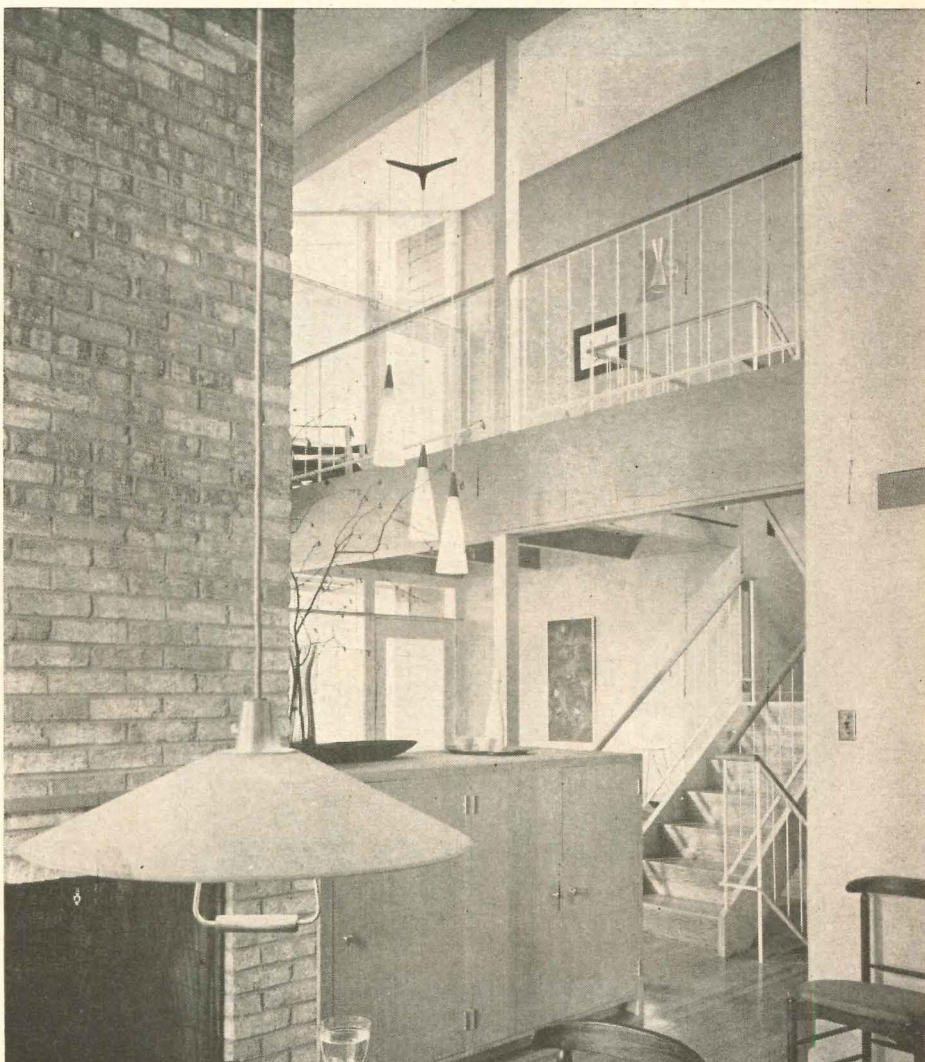


Living and dining rooms (above) are separated only by a low storage unit and a fireplace open two sides. Floor to ceiling glass walls oriented southeast are shaded by terrace roof.

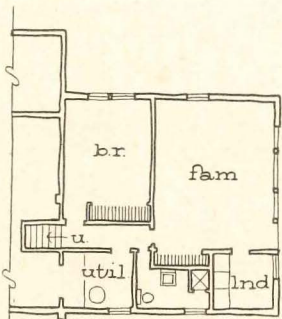


Entrance (right) is the opposite of view shown across page. Here again good design comes from good use of materials and fine handling of details.

View from dining room (below) to stairs and balcony shows how rooms gain space by height and openness of the design. Balcony under pitched roof's ridge has secluded study off it.

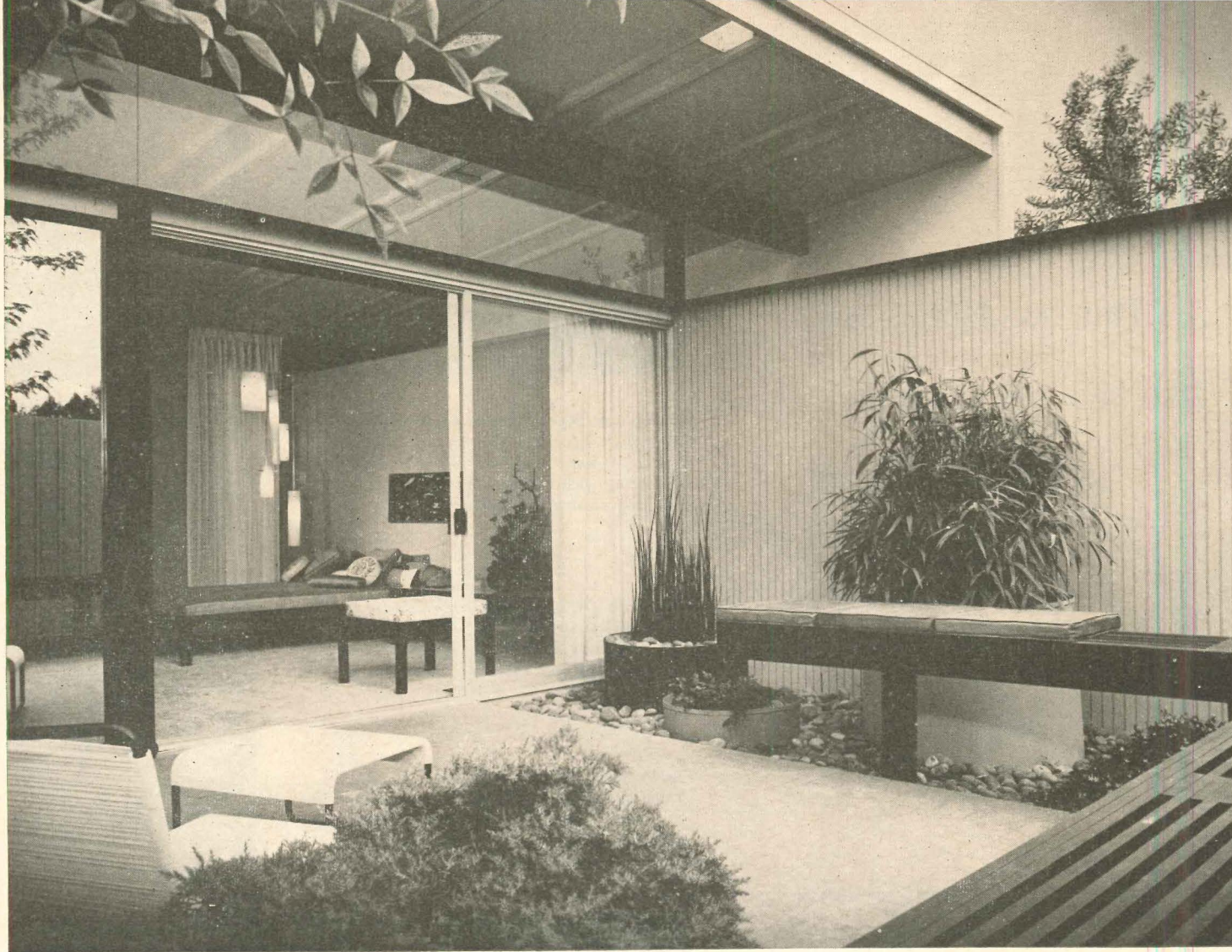


first floor



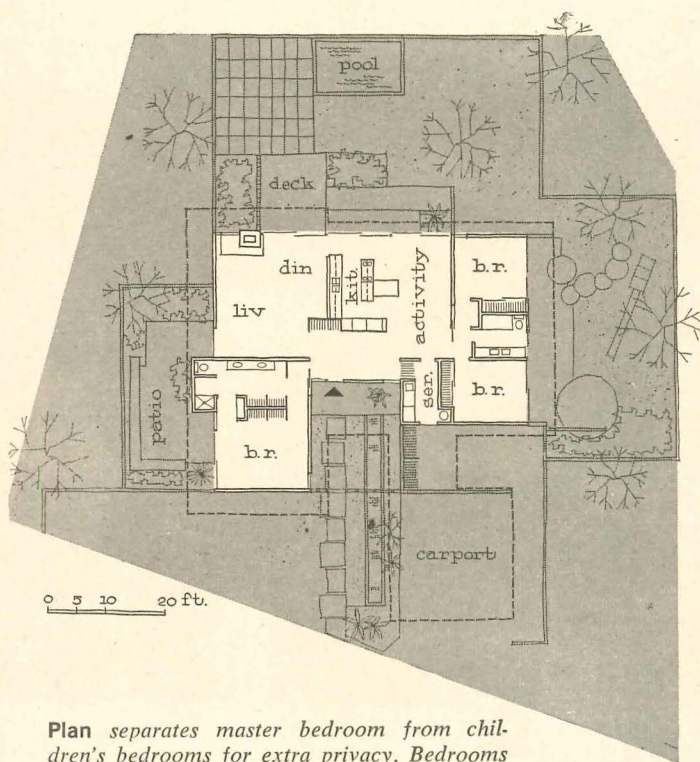
ground floor

The plan works well with a minimum amount of corridor because of the central entry and stairs. Bedrooms are well separated from kitchen, living and dining rooms. Balcony is open on living-dining room side. A fourth bedroom, with bath, is next to recreation room, may be used as a separate suite for guest.



Every room is made to seem twice as big by a private patio outside. This one is off the master bedroom

## 2 Here's an architect's \$27,000 tract challenge



Plan separates master bedroom from children's bedrooms for extra privacy. Bedrooms and baths have house's only full partitions.

"We think the custom-designed house for under \$40,000 is a thing of the past. We think the merchant builder must soon learn to fill the gap between his present volume-built top around \$20,000 and the custom-built minimum above \$40,000.

"This house is an experiment to that end!"

So say architects Palmer and Krisel, who have more builder clients than any other firm in Los Angeles.

This particular model was built for the Los Angeles Home Show, but Palmer and Krisel now plan to prove its sales appeal by building several copies themselves. In 25-house tracts they would price it around \$26,000 on a \$3,000 lot. A slightly smaller version with a swimming pool sold out in Palm Springs at \$32,000. Besides this, two 40-house tracts which they've designed are using variations of this model.

The Home Show house is of post and beam construction. It uses no plaster; finish walls and ceilings are plywood with batten strips. (Con't. on page 126.)

Location: Los Angeles. Builder: Midwood Construction Co. Architects: Palmer & Krisel. Area: 1,850 sq. ft. Estimated cost with lot: \$25,000-27,000.



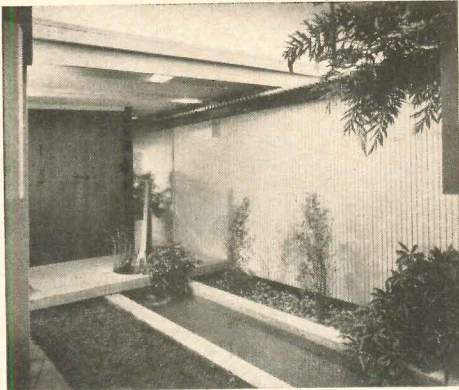
*Formal living room furnishings and dark mouldings reflect the Oriental influences now gaining popularity.*

## **o the twice-as-expensive custom house**

*Family room and open kitchen share their patio with the living room. Family room uses "indestructible" materials wherever possible.*

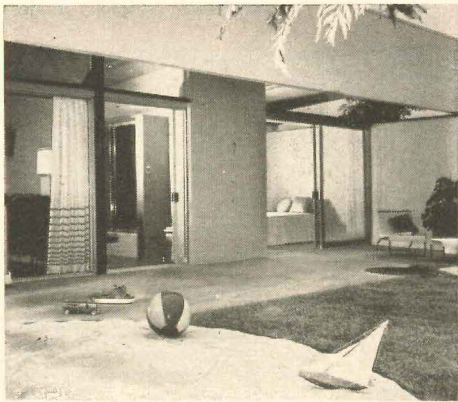


(House 2 con't.)



Pool and planting soften the windowless front. Door is set flush in a wide walnut panel.

In Los Angeles,  
90,000 people  
paid to see  
this Home Show model



Children's bedrooms have their outdoor play area. Even bathroom windows run to the floor.

Kitchen (right), with sliding glass doors, gets same indoor-outdoor feeling as the other rooms. Odors are carried off by exhaust fan.



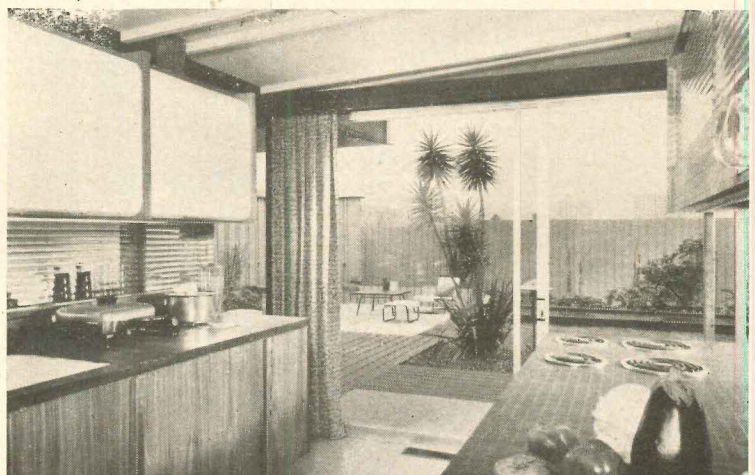
Living room wall texture continues through the glass out into the court. High window runs around three sides of house, shaded by overhang.

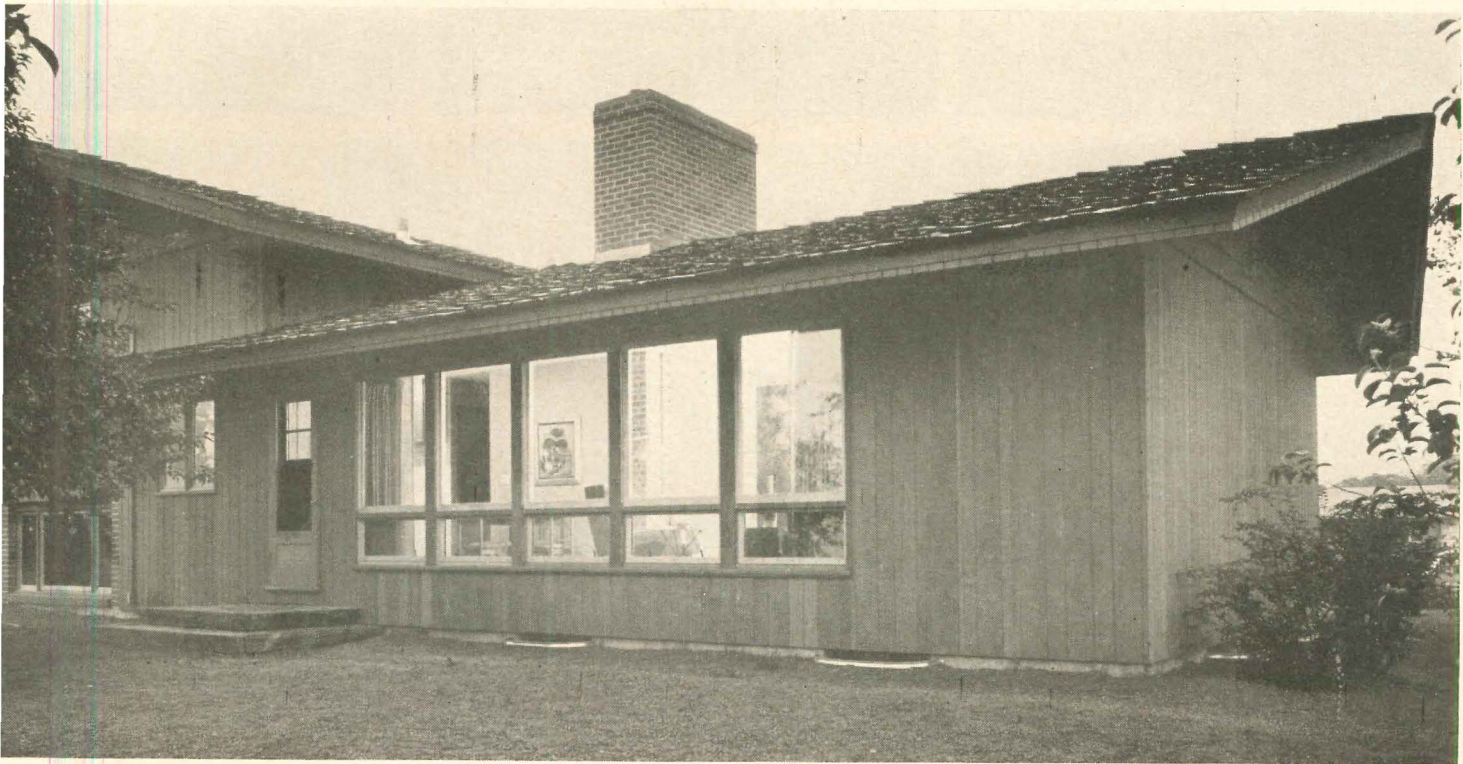


Master bedroom, like every other room in house, has one whole wall of glass. (Exception: fireplace interrupts glass in living room, top photo).



Family room (right, above) might better be called a living kitchen. Neither doors nor ceiling-high partitions are used anywhere in the daytime area.





Rear view shows strongest Wright influence: massive roof and chimney, grouped windows, native materials, wide overhang.

## Look how this builder borrows from Frank Lloyd Wright

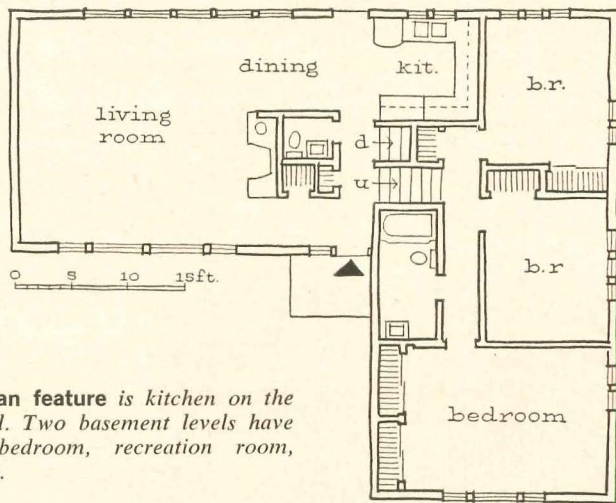
Builder Erdman learned a lot of sound ideas building custom houses designed by his neighbor Frank Lloyd Wright. Result: this Erdman house was a hit of the Madison Parade of Homes and the first Parade house to sell.

Among the Wright features home buyers liked:

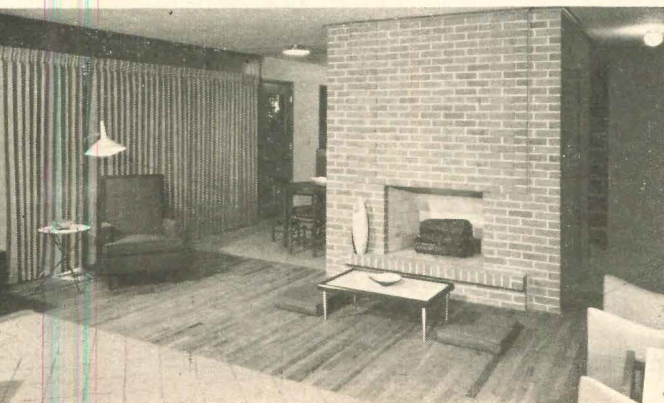
1. The massive sheltering roof
2. The strong, ornamental fascia, lifted with permission from a Wright blueprint
3. The deep (2'-6") overhang
4. The pointed gable end
5. The wood-paneled living room
6. The oversized chimney
7. The strong fireplace mass (see below)
8. The long, continuous windows (up to 18½')

Buyers also liked the price—about \$6,000 less than for most splits this big in Madison.

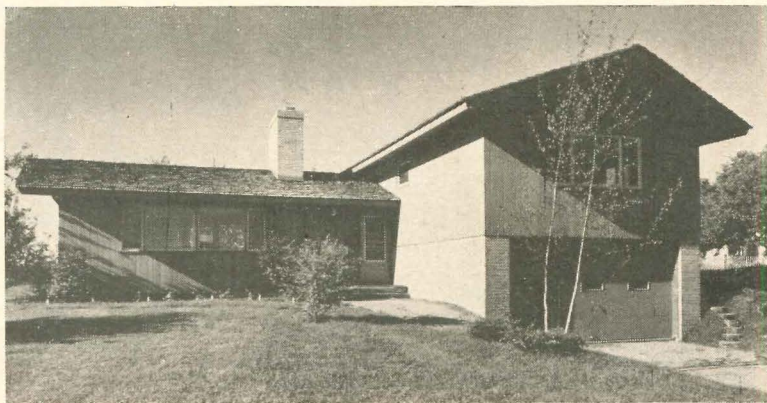
Location: Madison, Wis. Builder: Erdman Homes. Area: 1,400 sq. ft. Price: \$23,900 with half acre lot.



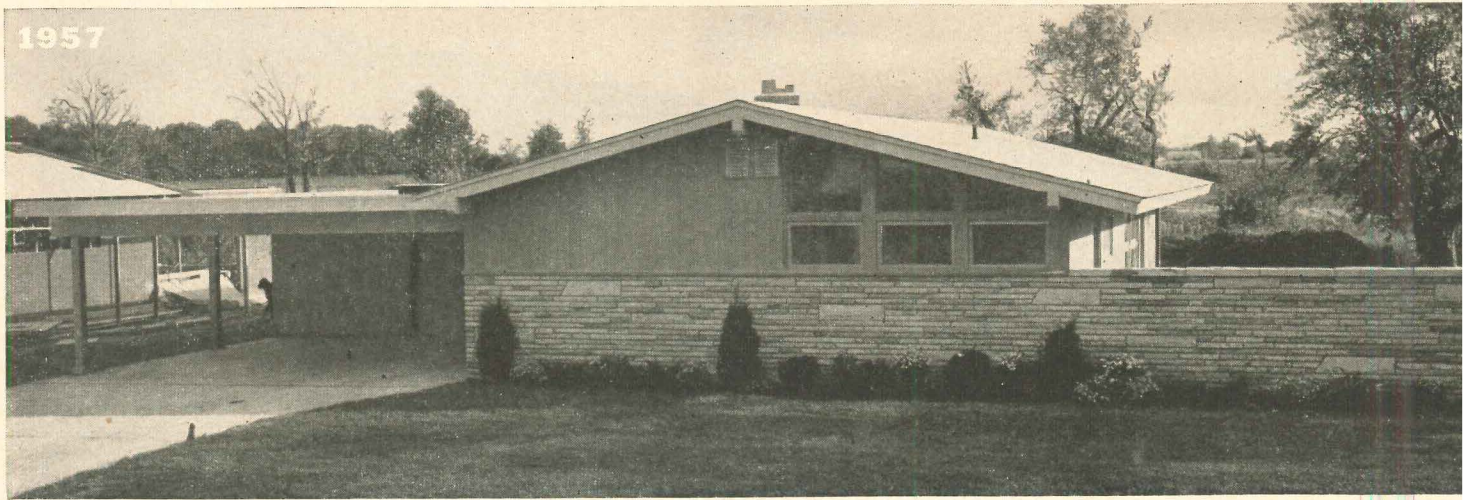
Unusual plan feature is kitchen on the middle level. Two basement levels have an extra bedroom, recreation room, and utilities.



8' square fireplace mass 1) encloses inside lavatory and two closets; 2) partitions off entry (right) and dining area (left); 3) screens stairs; 4) forms passage to kitchen.



But in a Wright House you would never find: 1) unimpressive front door; 2) single small window in a big wall area; 3) wood used flush above masonry; 4) such conspicuous garage doors.



Series of photos shows how Gerholz has progressed from conventional 1 1/2-story house in 1953. Master bedroom in 1957 model opens on patio

## 4 Every year Bob Gerholz makes a good house even better

And this year's house is the best of them all because of three big improvements.

*The first big improvement* is in the size of the house:

The entire living room-kitchen-bedroom wing is 2' wider.

The family room is 6 sq. ft. larger than the living room.

The terrace is 400 sq. ft.—double last year's size.

The garden room is a completely finished and insulated room, fit for a fourth bedroom with no conversion.

The rear roof overhang is 8' wide (increased from 4').

The carport is big enough for two cars instead of one.

*The second big improvement* is in choice of optional items.

Last year's optionals (such as air conditioning) are this year's standard items. This year's optionals are:

A fireplace in the family room.

An exposed beam ceiling over the family room wing.

A rotisserie out on the terrace (set in the back of the family room fireplace).

Screening for the master bedroom's patio. (Patio platform, equal in area to the master bedroom, is standard.)

*The third big improvement* is the increase in the number of new items Gerholz includes for a quality house:

A plastic laundry tub in the laundry area.

An automatic vent fan in the kitchen.

Valance lighting throughout the house.

A built-in incinerator off the hallway.

Prewired telephone outlets for the terrace, bath, family room, kitchen and master bedroom.

Vinyl tile (instead of asphalt) in kitchen and baths.

Carpeting in living-dining room, hall, and two bedrooms.

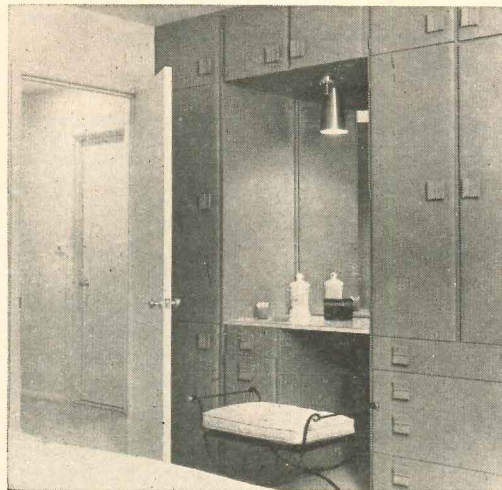
Two 2'6"x4' plastic-covered skylights in the carport roof above the bedroom windows.

Color styling for the entire tract.

Gerholz had salesmen plus tape recorders spotted in last year's model to catch buyer comments, then conferred with his architect and land planner to improve the model wherever the comments showed it should be changed. Total difference in cost, for all the improvements (including standard items like air conditioning): \$4,000.



**Efficient kitchen** has extra counter and cabinets. Open to the living-dining area, kitchen has room for informal meals.

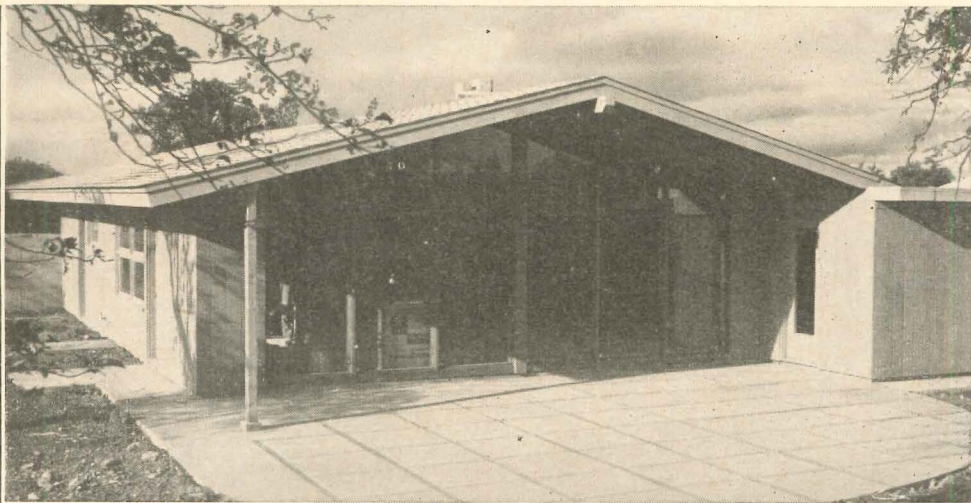
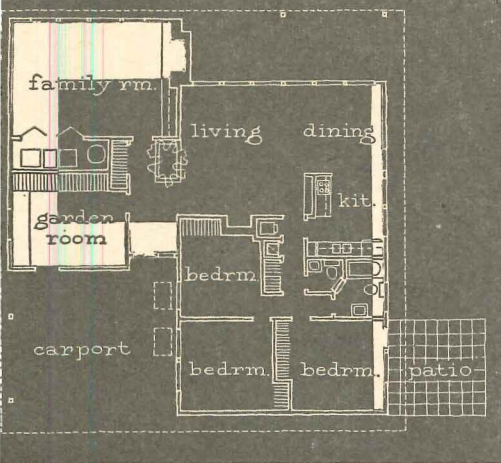


**Master bedroom** has built-ins along most of one wall. These were continued from last year's model as one of its best features.



**Family room** above has exposed beam ceiling. This model carries pitched roof over the entire family room-carport wing.

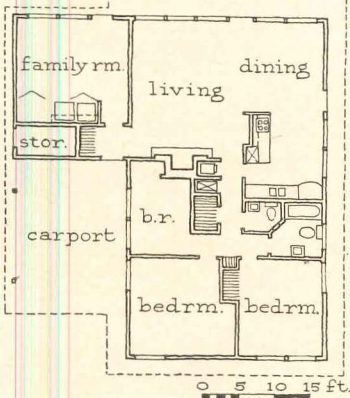
1957



Compared plans show where major size increases occur. Garden room was merely a storage room (below), now in deluxe model it has 185 sq. ft. of space. Increase of 2' width of living-bedroom wing gave master bedroom 195 sq. ft. (was 143), second bedroom, 144 (over 120), and third bedroom, 130 sq. ft. instead of 90. Family room is 22' x 15', double its previous size.

Rear view shows another option: this one replaces family room fireplace with door to terrace.

1955

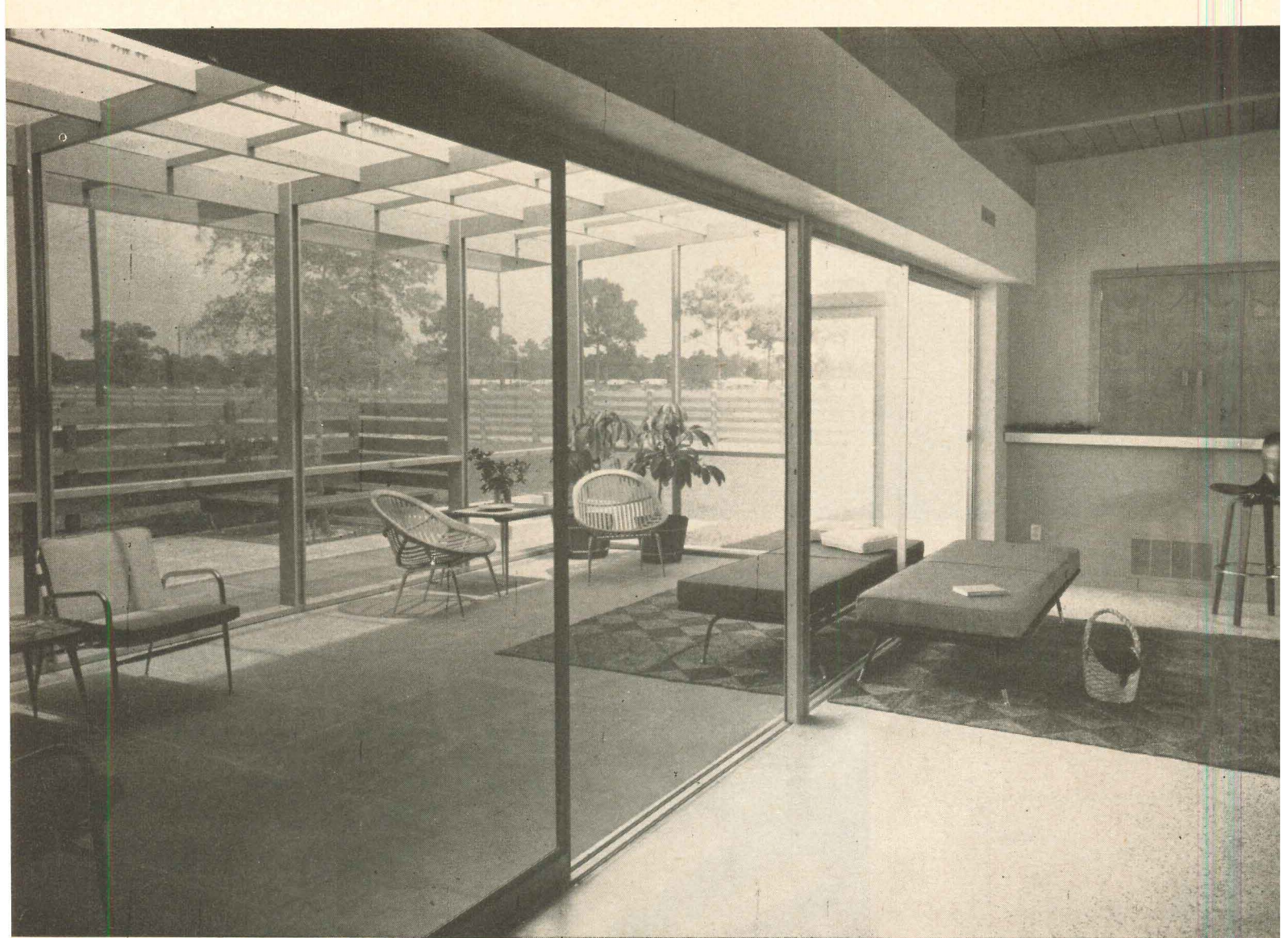


Last year's model had a 70' x 100' lot.

Location: Flint, Mich. Builder: Gerholz Community Homes, Inc. Architect: William K. Davis. Land Planner: Carl L. Gardner. Area: 1,949 sq. ft. including garden room. Cost: \$26,950 on 75' x 100' lot.

Living-dining room is like last year's except for greater room width. Carpeting shown at right is standard this year.





810 sq. ft. outdoor living areas added only \$1,138 to cost: \$154 for sliding glass wall, \$480 for paving, \$400 for trellis, \$104 for screen

## 5 You can have three stages of indoor-outdoor living

This is the first Miami tract house where you can enjoy the Florida climate all the time in one big indoor-outdoor living area.

In a single integrated space you can sit outdoors in the sunshine when it's cool; indoors behind an all-glass wall when it's chilly or stormy; on the screened porch when the bugs are out.

This house is in an above-average price class—\$24,890 for 1,770 sq. ft. indoors, plus 290 sq. ft. screened porch, plus 520 sq. ft. patio, plus carport, plus \$1,230 worth

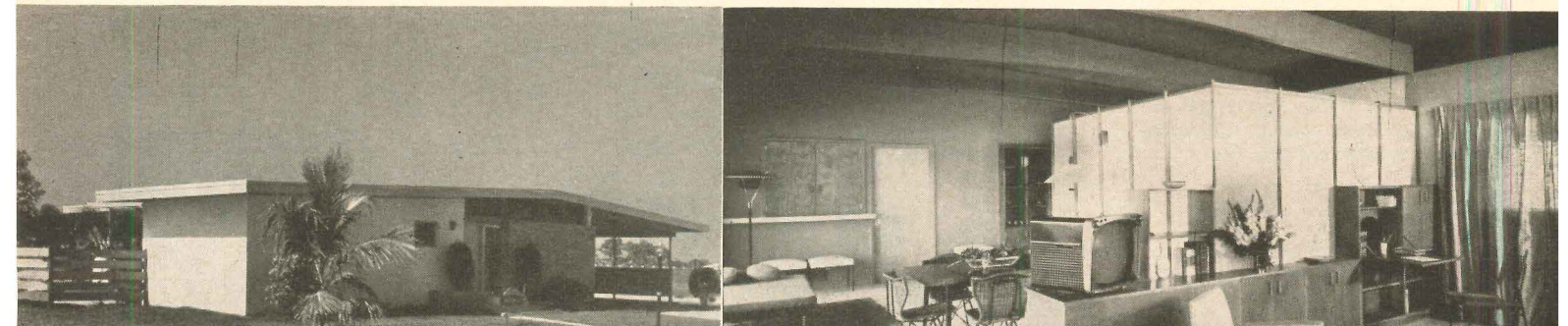
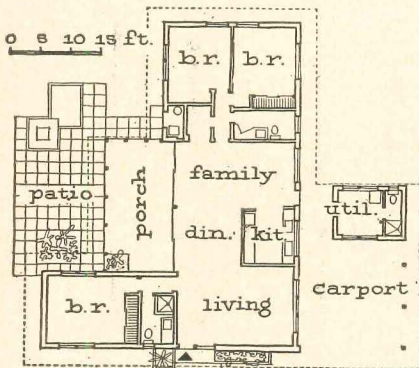
of built-ins on a \$5,000 lot 80' x 110'.

This house is doubly important because FHA agreed to finance the built-in furniture. The built-ins shown below—storage unit and desk, front; bar-cabinet, left rear; breakfast unit with drop-down table, partly hidden at right rear—cost \$1,230. Later models will include more built-ins.

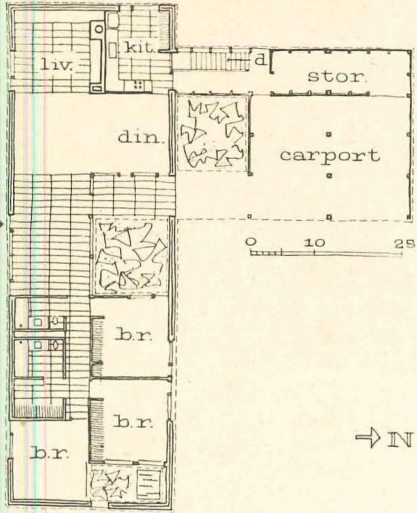
*Location: Miami, Fla. Builder: Fleeman Brothers. Architects: Plevitsky, Johnson & Associates. Designer of built-in furniture: Farakas & Griffin.*

**Plan is zoned for two-generation living.** Children enter through family room to reach their bedrooms beyond. Front bedroom and more formal half of living area is for parents.

**Four glue-laminated beams in ceiling of living area (below), cost \$325 erected, including 8' overhang over porch, 4' overhang on other side. Kitchen is behind 8' drywall screen at center.**



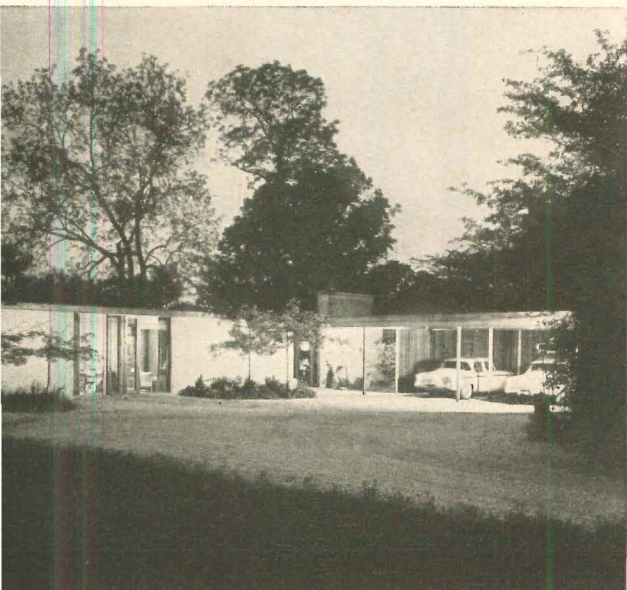




**Garden court (right)** is located between carport and house (see plan). Wood strips are removable wood lath covering glass. This court is the only one with one completely open wall.



## 6 Garden courts give a house distinctive character

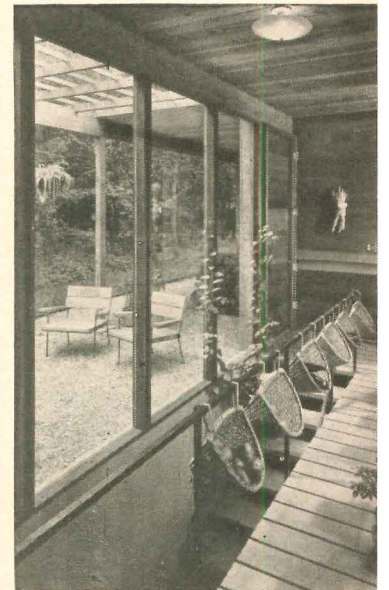


From a distance, only court visible is one at entrance. Big windows in wing at left are for two bedrooms.

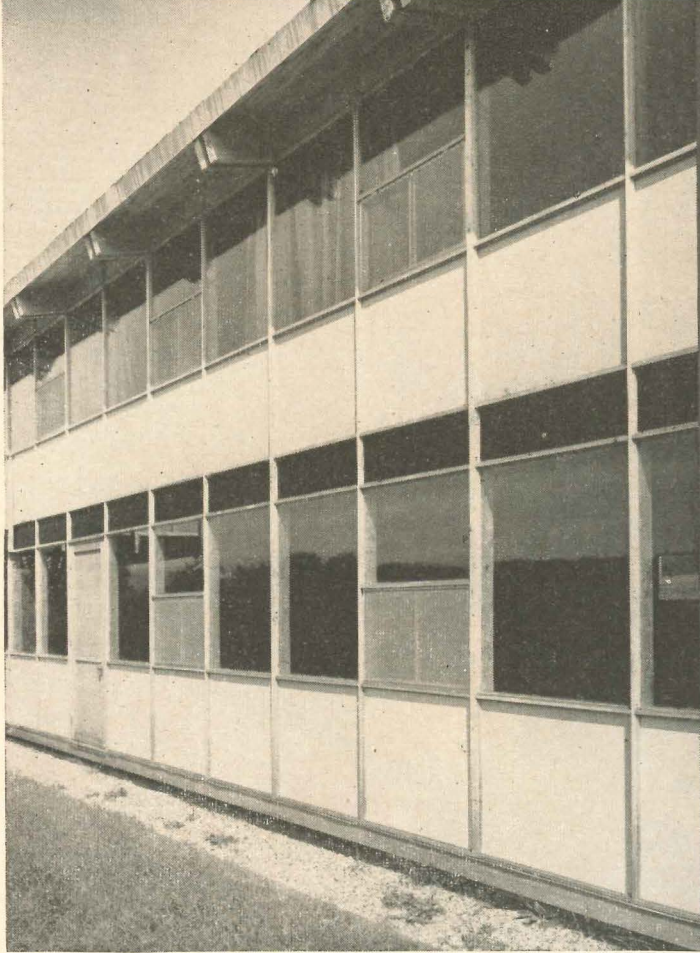
This house is notable not just because of its fine use of natural materials and its clean contemporary lines, but because three garden courts are set within its walls.

Entrance to the house is past the first of the courts (above) and a second court separates the entry from the bedroom wing. The third court, at end of bedroom wing, is only 90 sq. ft. (others average 170) but it has a small reflecting pool and a screened roof. All three bedrooms get at least one wall almost entirely of glass because each opens on a court.

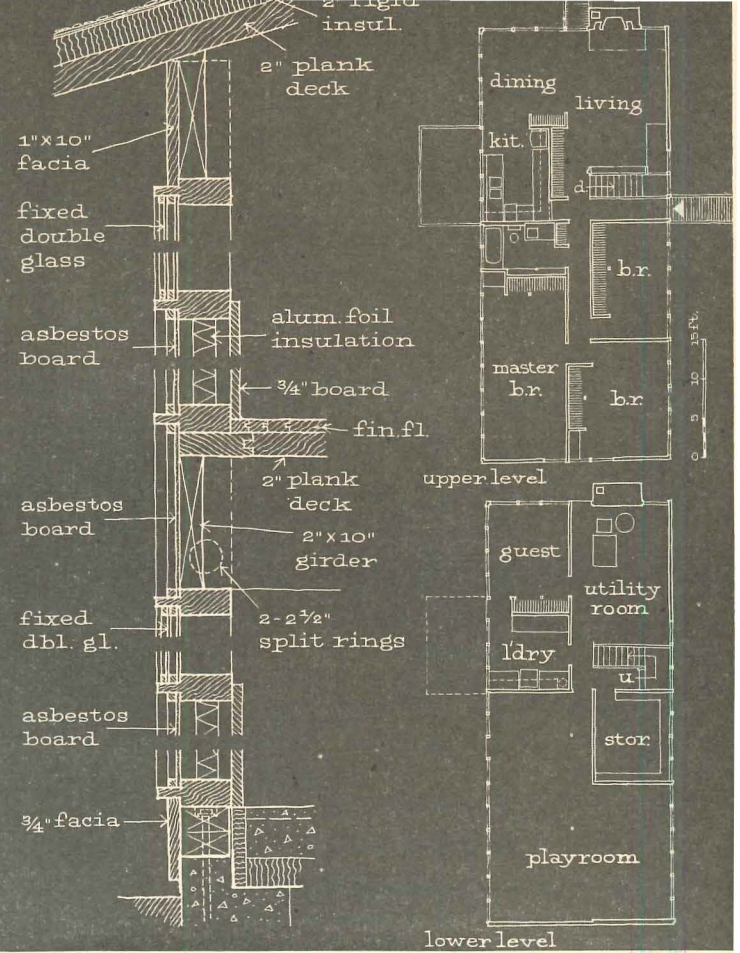
*Location: Wayne, Ill. Architects: Schweikher and Elting. Contractor: G. Peterson and Sons. Owners: Mr. and Mrs. Joseph J. Frazel. Area: 3,550 sq. ft. including courts and carport. Cost: \$47,500.*



Stair rail is lined with storage baskets. This is the service entry; carport is beyond the end wall.



**3'-1" module** was developed to receive stock doors, stock aluminum sliding glass units. All fixed glass is double. Downhill side of house (shown here) is full two stories high; uphill side shows only 1½ stories above grade, has window sills just above level of the ground.



**Section through grid wall** shows simple system of rabbetted mullions and muntin bars, designed to receive variety of materials. Plan is characteristic hillside solution, with entry to upper floor by way of ramp from uphill side. Lower floor has playroom, guest bedroom

## 7 This two-story house borrows its walls from a skyscraper

Curtain walls make a lot of sense in skyscrapers. Can they make sense in houses as well?

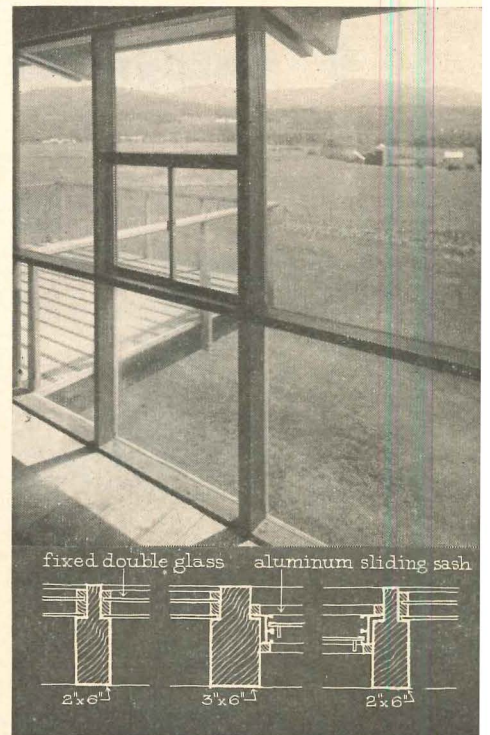
Architect Dan Kiley thinks they can—provided you modify them a little. This house shows what he means.

While a *skyscraper* curtain wall (as its name implies) is a curtain hung from a structural skeleton, Kiley's house curtain wall is strong enough to act as both skin and structure: every

other vertical member is a 3" x 6" strong enough to carry floor and roof girders. The lighter mullions are non-structural 2" x 6"s.

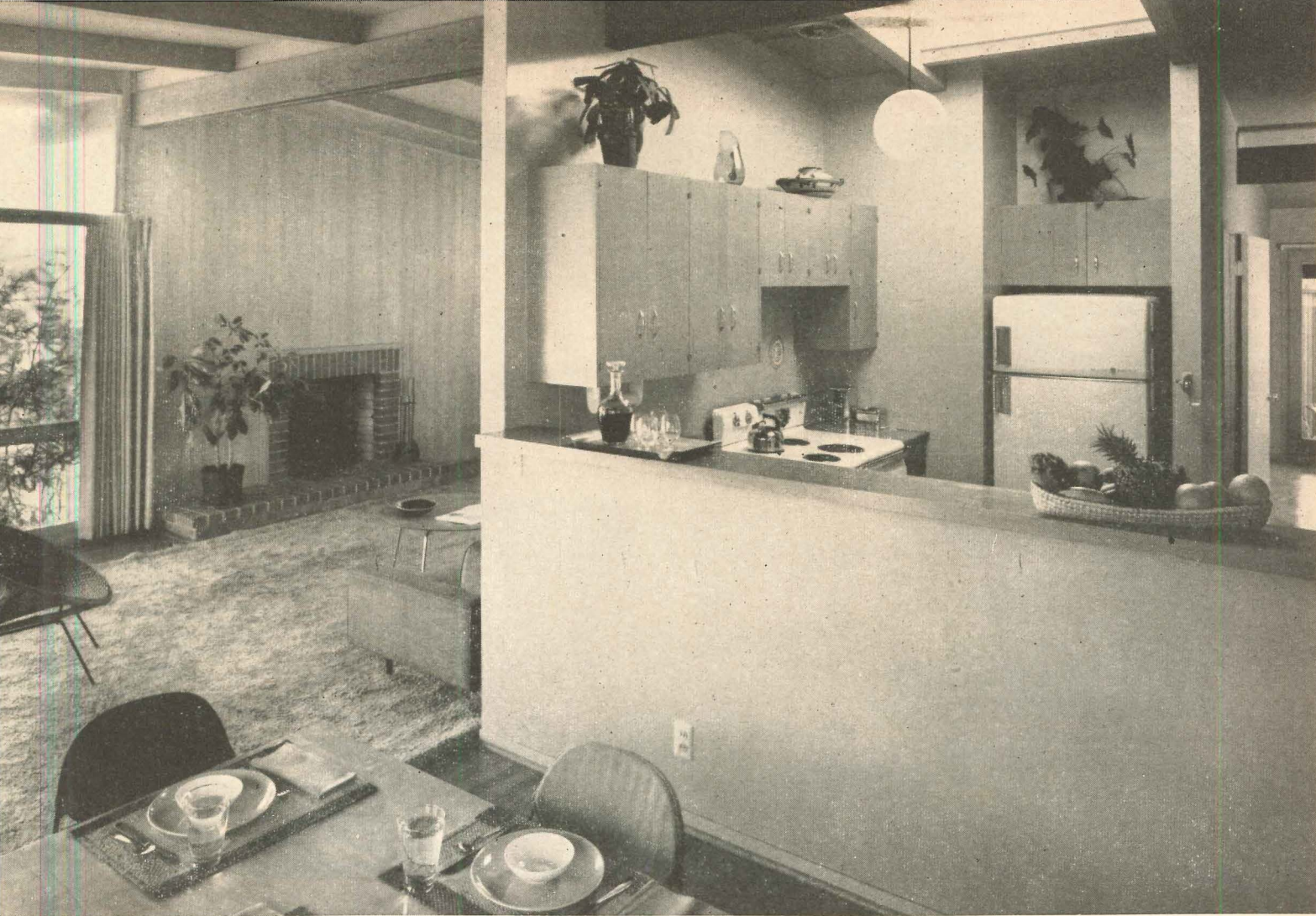
The resulting grid wall is filled with sliding sash, double-glass, flush doors or asbestos board to give pattern and variety to the simple facades.

*Location: Stowe, Vt. Architect: Dan Kiley. General Contractor: Wayne Ayers. Area: 2,800 sq. ft.*



**Cantilevered balcony** gives upper level of hillside house a 100 sq. ft. deck outdoors. This glassy facade faces south, works well even during harsh Vermont winters.

**Structural mullions** (above right) 6'-2", o. c., are made from 3" x 6"s, carry floor and roof girders. Intermediate mullions and muntins are rabbetted 2" x 6"s.



Skylit kitchen is open to dining area, closed off from living room. Visible at far right is part of the family room with play yard beyond; both are effectively controlled from kitchen, as is the front door of the house (see plan at right).

## 8 Here's the case for an inside kitchen

This is an inside kitchen that should—and did—silence the most hardened skeptics.

The skeptics were sure that inside kitchens must be dark and gloomy—but this one is the most brightly lit part of the house (in fact, the architect had to top off his plastic skylight with a sunbreak).

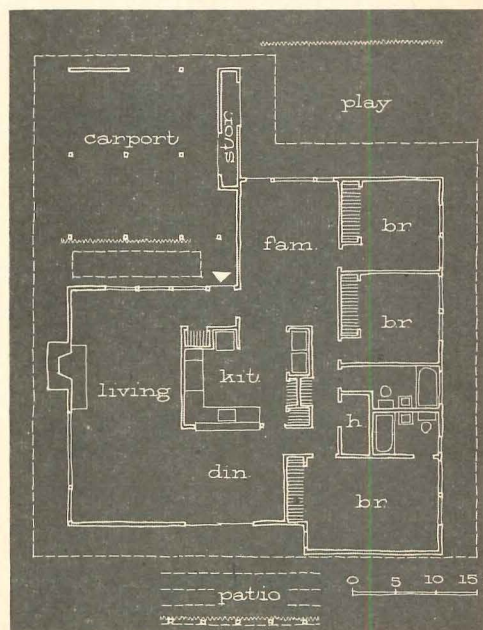
The skeptics were sure that inside kitchens must be blank-walled and cramped—but this one has views of two patios and a greater sense of spa-

cioussness than the living room itself.

And the skeptics were sure that inside kitchens must lack ventilation—but this one has the highest ceiling in the house, plus an exhaust fan to draw off kitchen odors.

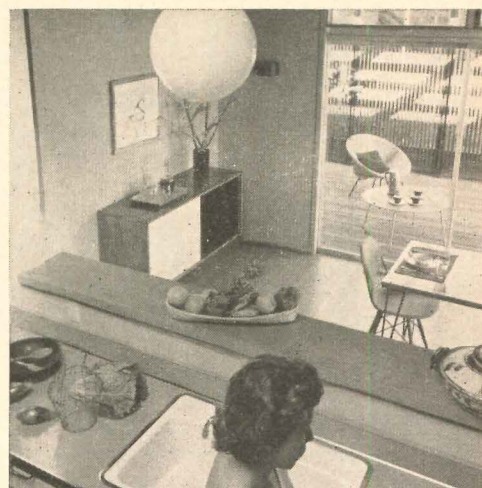
That is why the buyers of this house think their inside kitchen is one of the best features of the plan.

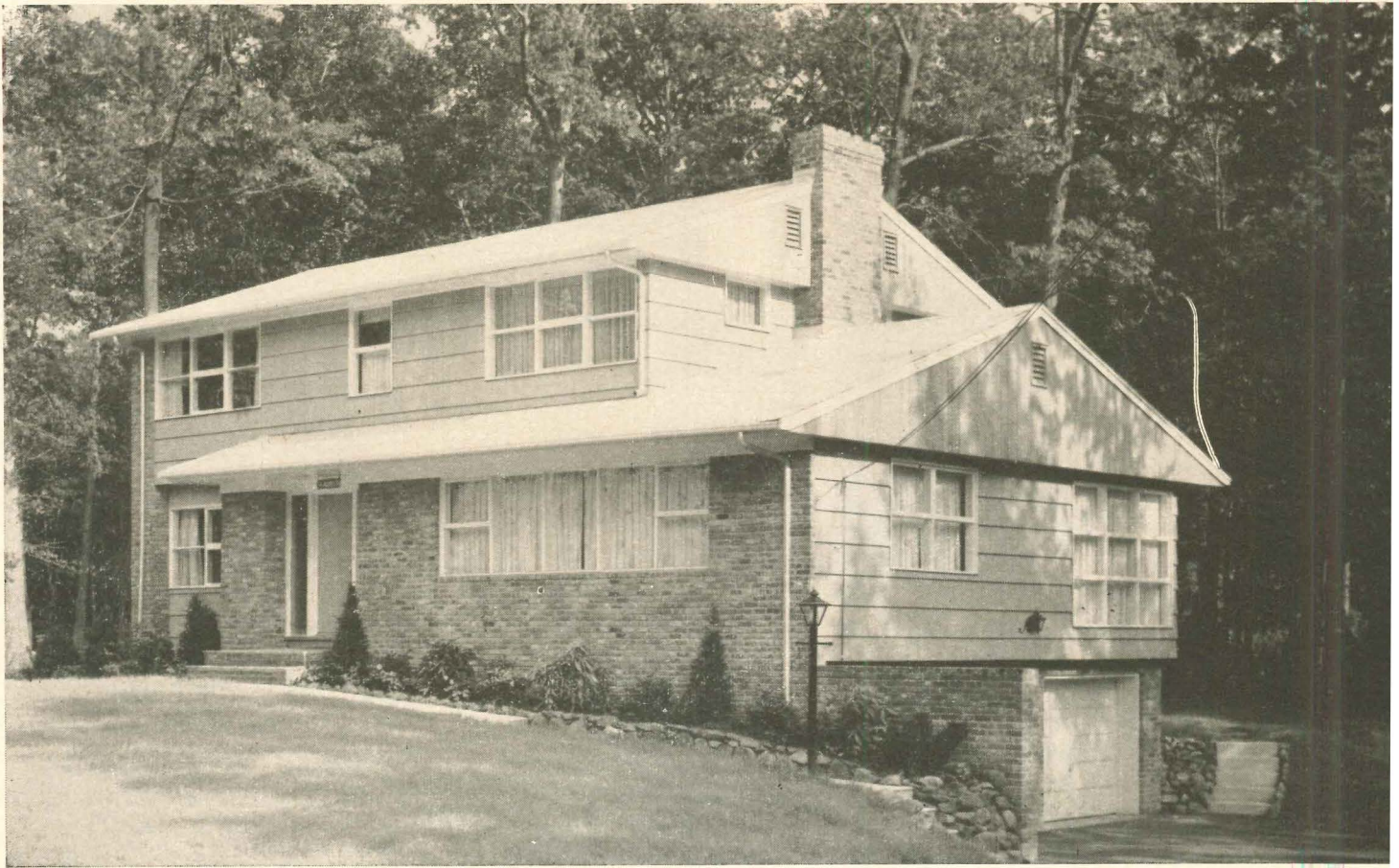
*Location: Tiburon, Calif. Builder: P. A. Bates. Architect: Robert B. Marquis.*



1,650 sq. ft. house sold for \$24,500. Builder plans to put up more. Fireplace and patent flue are housed in redwood-covered stack at center of facade.

View from kitchen (right) extends all the way into dining patio. Backsplash of counter is high enough to hide work surfaces, not too high to block patio view.





Today's big overhangs, today's fenestration, today's low roof pitch, today's off-center look, today's varied materials

## 9 WOULD YOU TOO LIKE TO BUILD **Neo-traditional with today's trimmings!**

Every merchant builder dreams of the perfect best seller. He dreams of hitting the jackpot with the double sales appeal of a house that is both traditional and contemporary—a house that has everything people like in the new, plus everything people like in the old.

Here is an interesting experiment to make this dream come true—an experiment sometimes successful, sometimes disappointing, always worth studying.

The builder advertises the result as "Contemporary Colonial." It is a pleasant well-finished house—a house well worth its \$36,000 price, a house that would please many of the clamorous women who told HHFA what they wanted builders to offer (H&H, June '56).

*The pictures and their captions show some of the popular new features the architect and builder put into the house.*



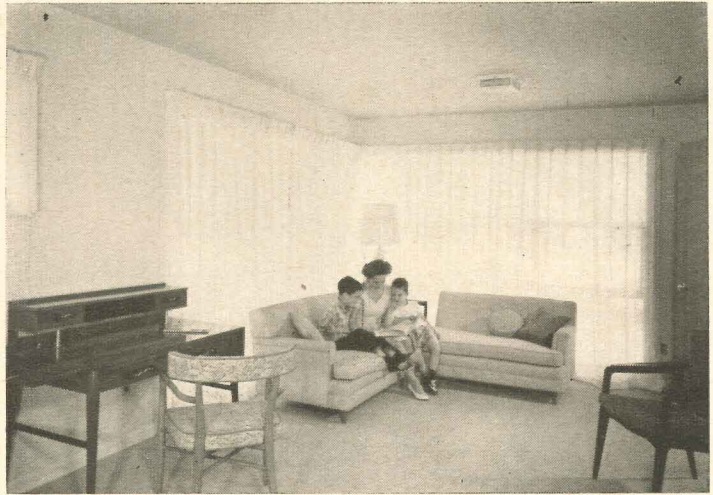
**Today's mantel-less fireplace.** Living room, seen from entrance hall, has a massive walnut-stained fireplace, with storage bin for firewood. Fireplace bricks are painted white, hearth stone is blue slate. The door beyond fireplace opens to family room.



**Today's labor-saving devices.** Kitchen equipment includes a wall refrigerator, range, wall oven, dishwasher, clothes washer, dryer, wall desk telephone, radio-intercom control panel, indoor-outdoor pack receptacle. Ceiling has acoustical tile.



**Yesterday's raised fireplace.** Family room, 21'4" long and 12'4" wide, has a fireplace. Next to it, close to door into kitchen, is a service bar with two folding louvered doors. Below the bar space is provided for built-in record player and radio.



**Today's large windows.** Part of family room is called porch because of big corner windows. Windows are high over the ground because room is above the garage. Each unit has one opening sash for ventilation, but house is air-conditioned with 3-ton year-round unit.

**But these modern musts are missing:**

**Orientation**—so the heavy front overhangs are mostly decorative and the big floor-to-ceiling windows face due East and West without shading.

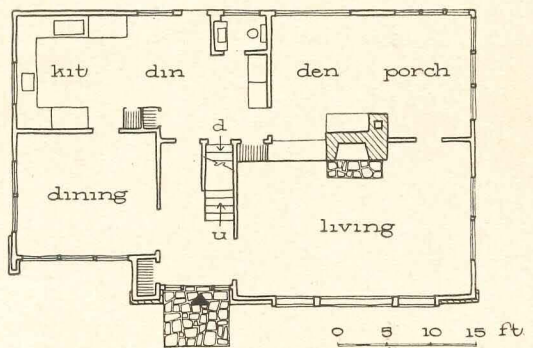
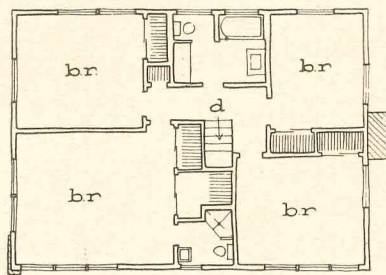
**Open planning**—so no room can grow by borrowing the illusion of space.

**Planned storage**—and nowhere near enough storage.

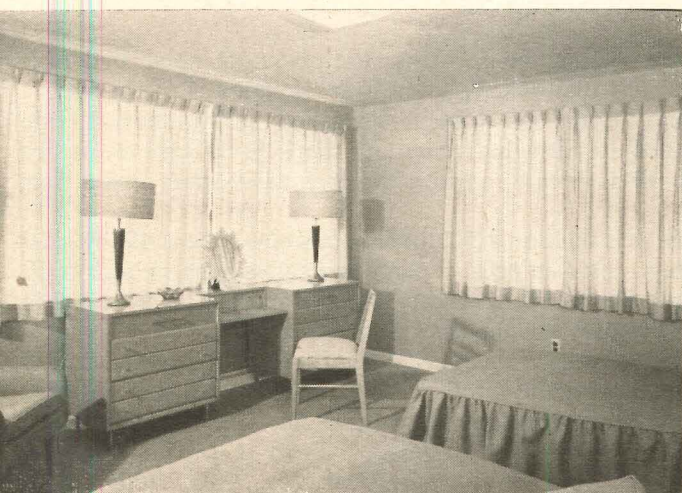
**Open kitchen**—so the housewife in this servantless house is shut up with her wonderful appliances and cannot share the life with her family and guests in even one of the four living areas—living room, family room, dining room or rumpus room. She cannot even keep her eye on the children at play—indoors or out (for contrast, see page 133).

**Integration with the site**—so there is no place for indoor-outdoor living and no room can double its livable area with an "outdoor room" outside. (For contrast, see pages 122 and 154.) Even the so-called "porch" is just an air-conditioned room with a corner window.

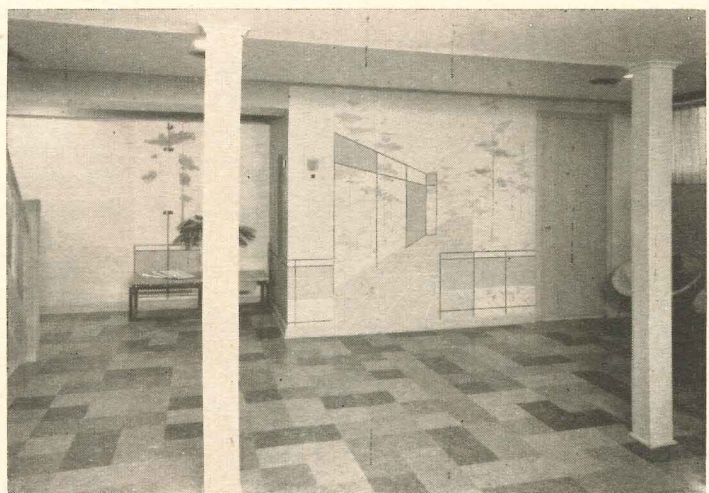
**Location:** Allendale, N. J. **Builder:** Bier-Higgins. **Architect:** Harvey Clarkson. **Area:** 2,800 sq. ft. **Price:** \$36,000 (including \$5,000 half-acre lot).



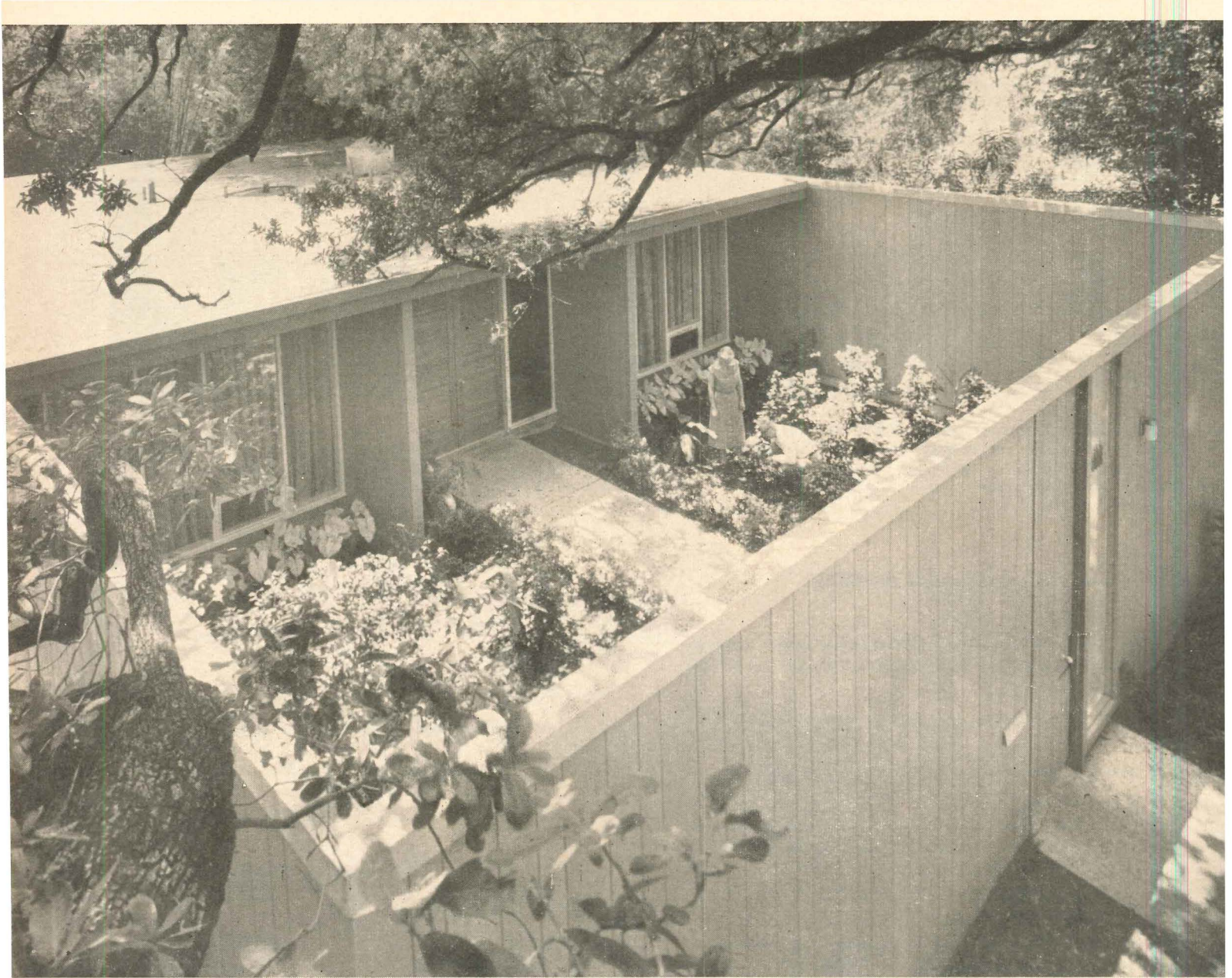
**Yesterday's plan** provides about 2,800 sq. ft. of floor space in nine rooms, including basement recreation room. All rooms are closed from each other. There are no indoor-outdoor living areas.



**Yesterday's corner window placement.** Master bedroom has large windows on both outside walls. Room cantilevers more than 1' over first floor. This room has two closets, one rather large, and its own full bathroom. Built-in wall safe is part of \$5,000 of equipment in house.



**Today's livable basement.** Finished recreation room in basement is well lighted, by long windows 2½' high and by electric controls regulating lamp brightness. Basement also includes storage and utility area. Fire-alarm system is provided.



Entrance court, 20' by 40', is reached through gate in blank wall. Parking area for two cars is between wall and street.

## 10 To achieve complete outdoor-indoor privacy

This little New Orleans house makes use of one of home building's oldest and best ideas: the walled garden with the house in the middle.

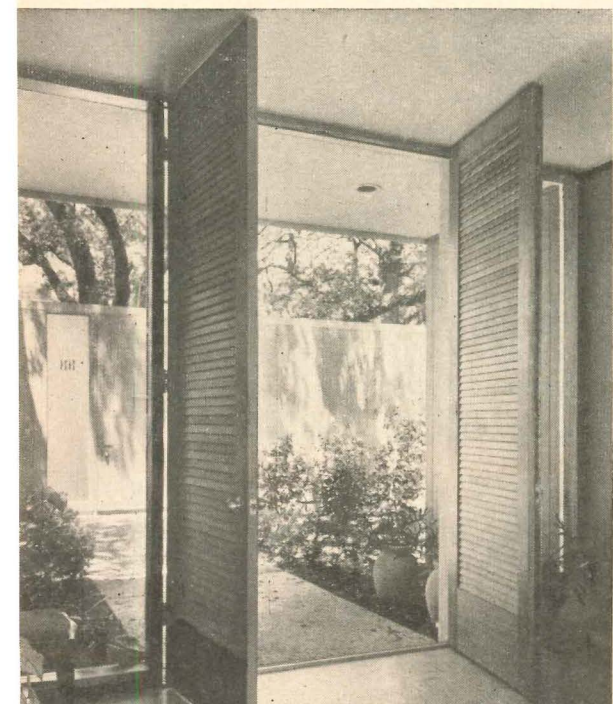
It's an idea the Greeks and Romans developed, an idea that all Latin countries accepted, an idea that came into the U.S. through towns like Charleston and New Orleans, an idea that was never more useful than it is today.

For this house was built on a 50' lot (cut down to a mere 40' by side-yard restrictions)—and yet, because that lot is surrounded by high walls and fences, the house has more privacy, indoors and out, in front and in back, than most houses on one-acre plots.

Increasing land shortages combined with the increasing popularity of outdoor living will inevitably produce more and more logical solutions like this one. Let's hope they will be as handsome too.

*Location: New Orleans, La. Architects: Curtis & Davis. Associate: Leo F. Wagner, Jr. Contractor: Huger-Geer, Inc. Area: 1,800 sq. ft. Cost: \$25,239 (with air conditioning and all kitchen equipment).*

← Shuttered doors lead from entrance court into foyer of house. Glass-walled rooms have complete privacy from street because of high wall around the front garden.

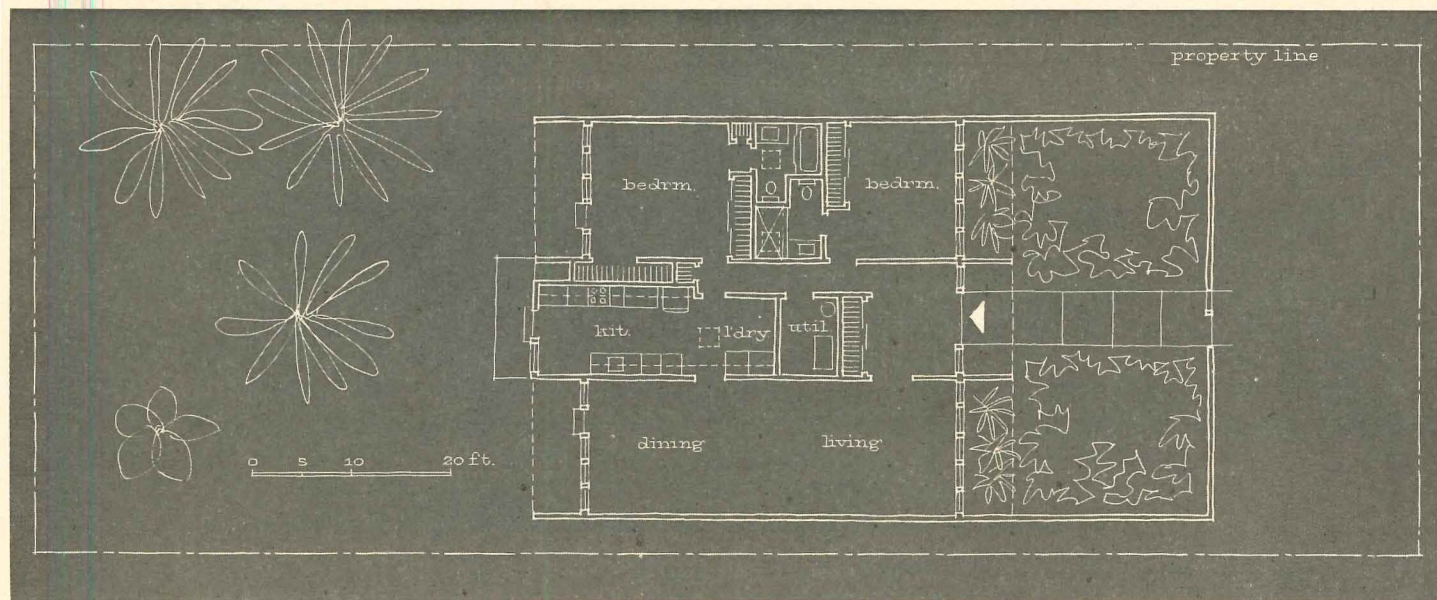




Dining area is part of 33' long living space that extends all the way through the house, from entrance court to rear garden.

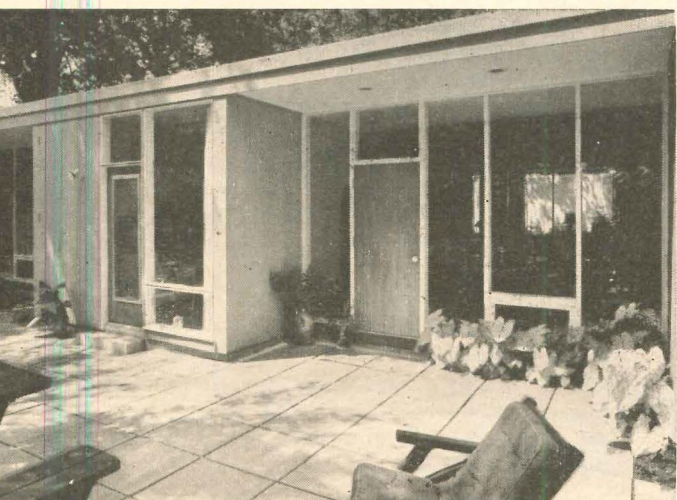


Floor-to-ceiling glass walls make interior spaces seem larger than they are. Rear garden is protected by 6½' high split rail fence.

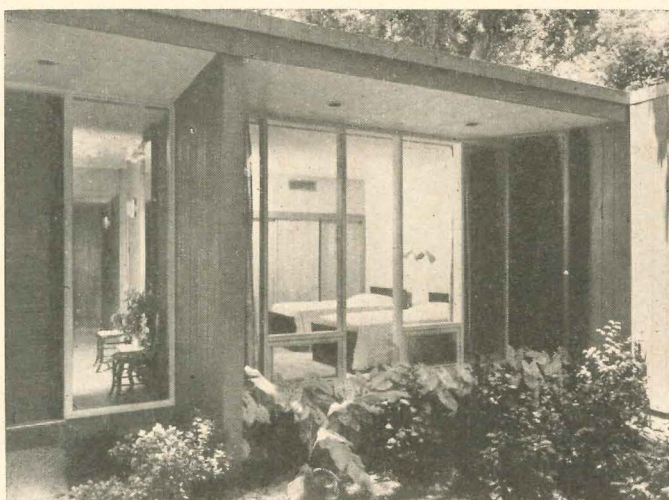


Plan of house and lot was carefully developed to preserve big trees. Interior baths and kitchen are skylit and ventilated.

## This house was built inside a walled garden



5' deep overhangs control glare, cut down air conditioning load. Exteriors were finished in T&G cypress, stained greenish-grey.

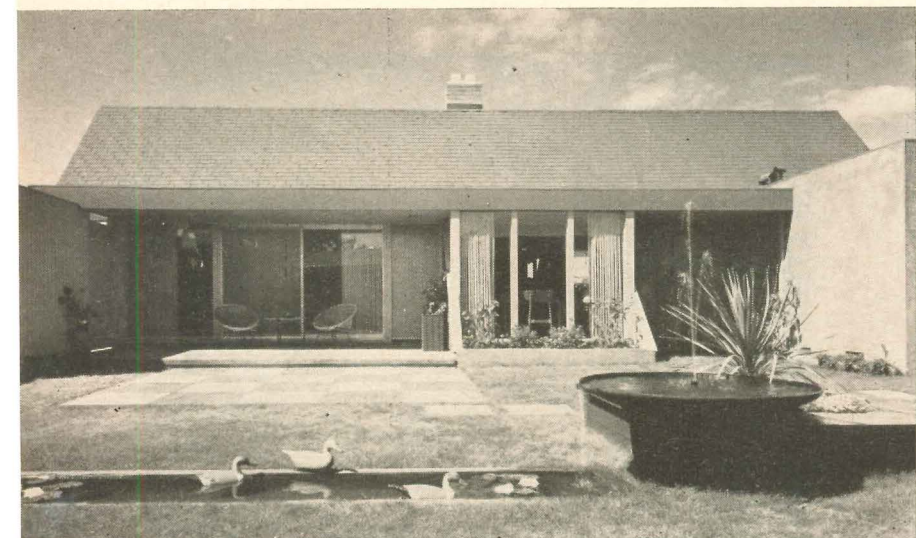


Projecting walls on sides of main entrance help shield bedroom. Lights in overhangs cut down reflection in glass at night.



Street elevation has its severe lines broken by the sharp angle triangle of the roof. Glass-filled gable lights the living room.

## 11 A steep pitch roof makes an arresting exterior



Side yard has terrace of living room. Fountain and pool are unexpected in tract houses, do much to increase the pleasure of outdoor living.

Every prospect who sees this house remembers it—even if he has visited a dozen other tracts.

Reason: Unlike most modern tract houses, this one has a really bold, steeply pitched roof—and makes the most of it.

It makes the most of it in two ways: first, by giving the living room the big lift of a high ceiling; and, second, by contrasting the steep pitch over the living area with a dead flat roof over all other rooms—a device that makes the pitched roof look even more dramatic than it would if it sheltered the entire house.

For Architects Anshen & Allen this new \$18,250 tract house represents an important departure from the low silhouette that has marked their previous builder houses. They took this step in part because they felt people wanted to get away from the “sameness” of so many tracts. Extra cost of the roof: about \$900.

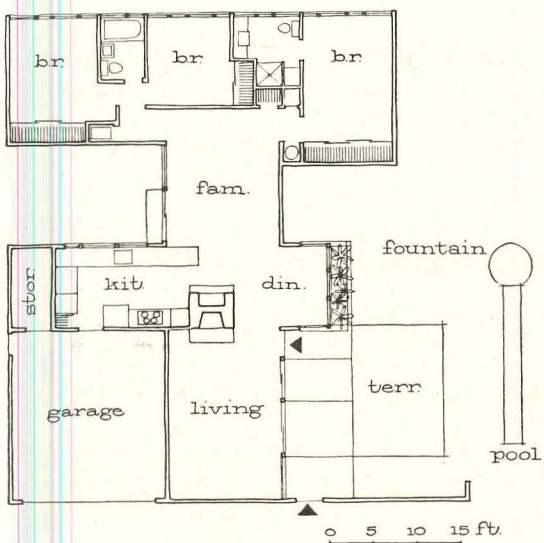
*Location: Sunnyvale, Calif. Builder: Elmer Gavello. Architects: Anshen and Allen. Area: 1,460 sq. ft. Price: \$18,250, including \$3,500 lot.*



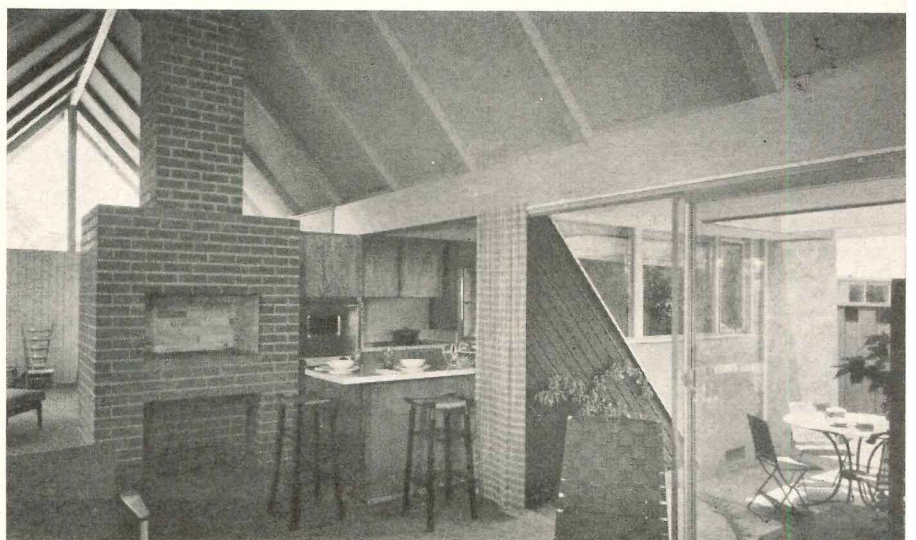


Living room is separated from the family room only by the fireplace. Big opening between the two rooms adds to spaciousness.

## and a spacious interior for this one-story house



Plan gets variety with its irregular double-T shape. All rooms but family-living are covered by flat roofs.



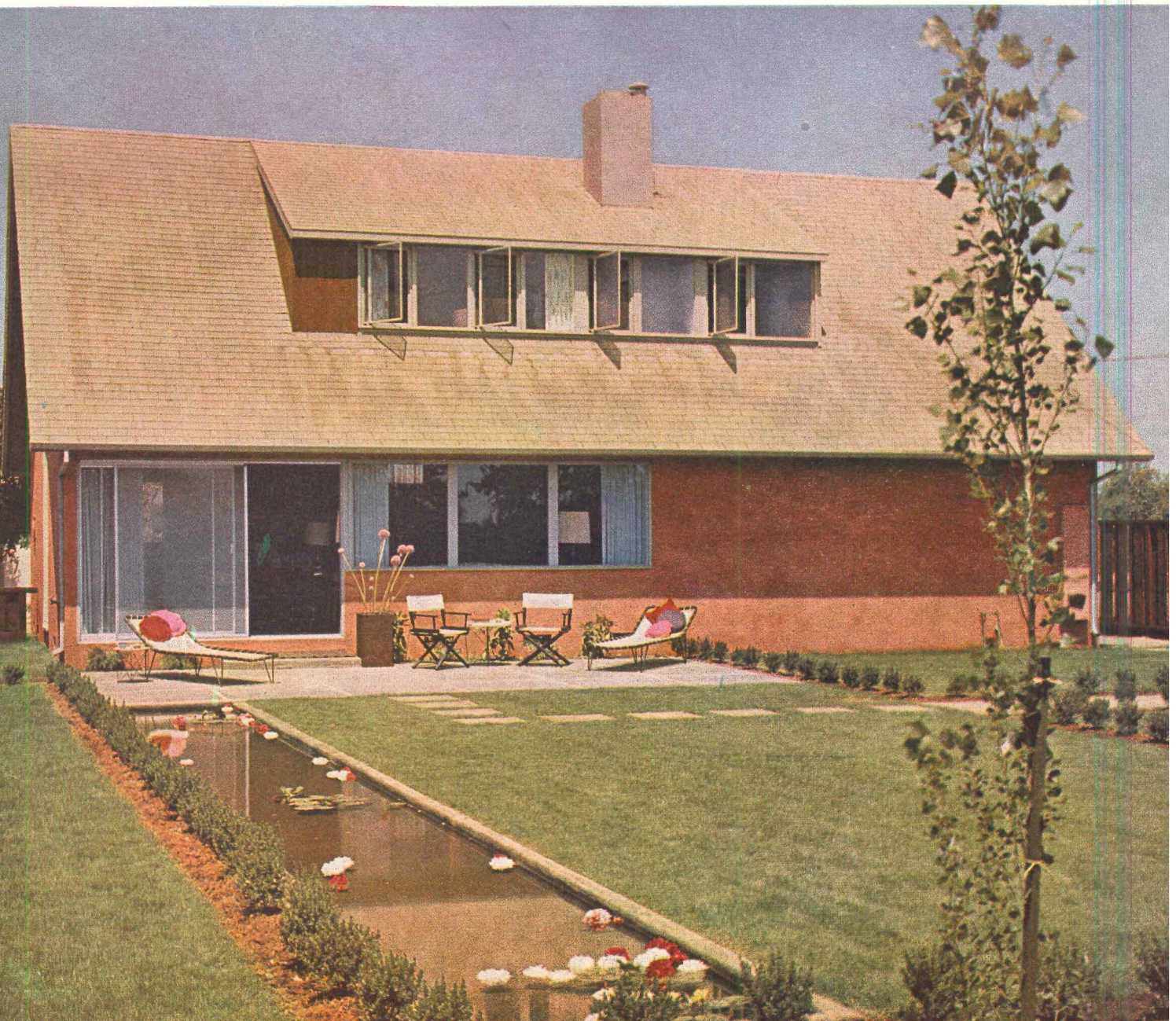
Family room has its own barbeque, with a quick-meal counter off the kitchen. Dining (not shown) is opposite kitchen and across family room.

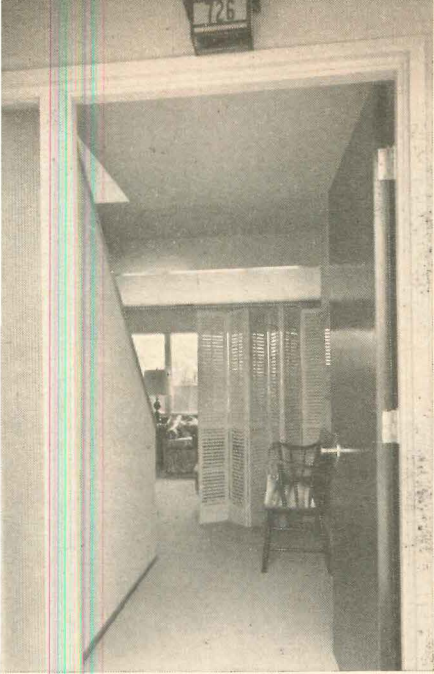


*Steep roofs are so unfamiliar to today's workmen that special scaffolding was required in the construction of this and the house shown on pages 138-139. These houses are located on the edge of an orange orchard.*

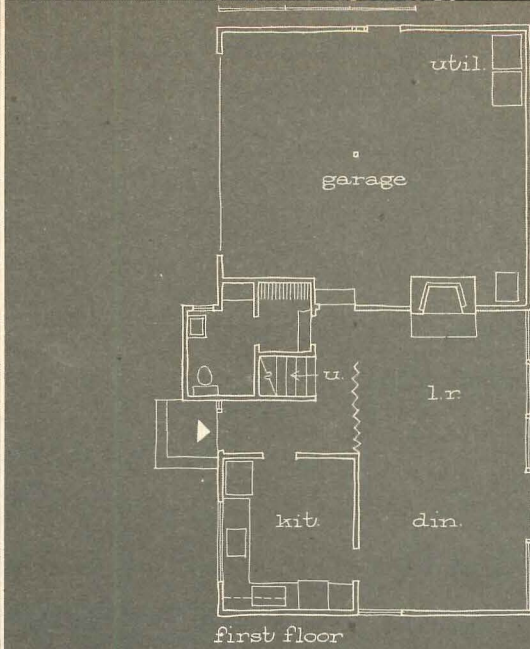
## **12 Here a high and steep roof is use**

*Stuccoed exterior's strong color is new in California. Bright hues will be used throughout tract. Fences in background continue around lot.*

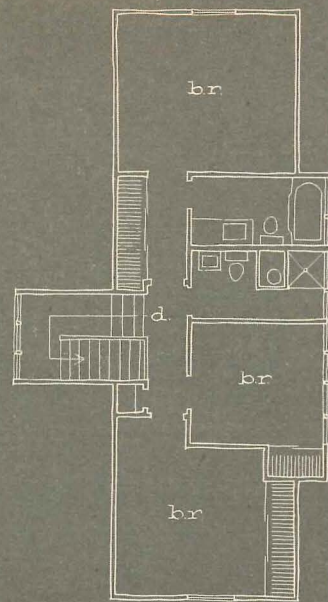




Entrance hall leads directly to living room. Vertical siding is on exterior of stair well.



first floor



second floor

Traffic lane (see plans above) between garage, kitchen and upstairs bedrooms can be hidden from living room by wood shutters, which unfold to form an enclosed corridor.

## to create a modern version of the expansion attic

Architects Anshen & Allen like their new, steep-pitch roof for more than design reasons: it can also be a source of inexpensive space.

That is shown clearly in this expansion-attic house which manages to put all three bedrooms and two baths right under the roof. As a result, the ground floor is left entirely to living areas and a big, 2-car garage.

A good-looking dormer window gives light and ventilation to the upstairs baths and one bedroom, but unfortunately, end bedrooms get only one window each.

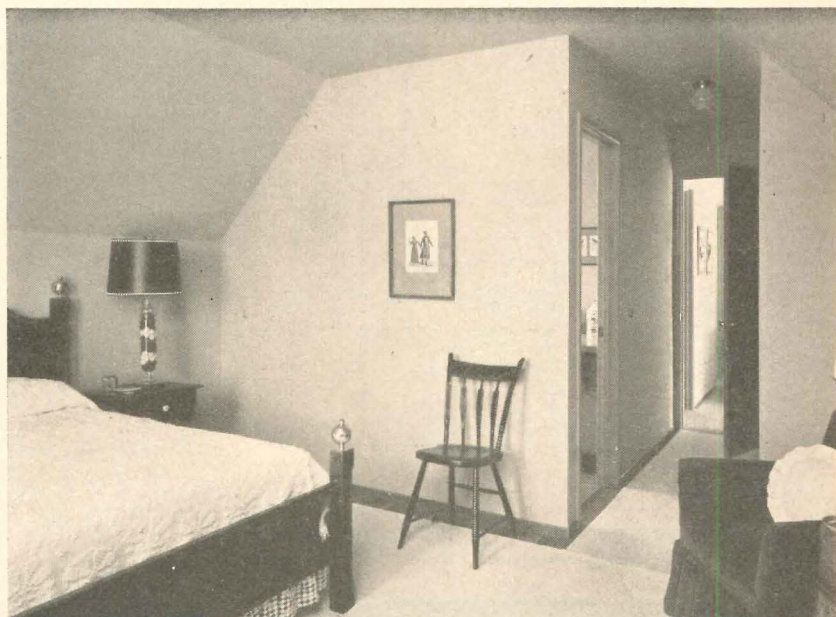
Both this and the one-story house (pages 138-139), were designed for the same tract. One reason for steep roof pitches on both models was the desire for unity within the project where both one- and two-story models add variety.

To make the fullest possible use of each lot, the builder placed the houses as close to the property lines as local zoning regulations would permit—3' in most cases. Fences were used to screen lots from each other, create privacy for the glass-walled interiors as well as the outdoor living areas. The pool and landscaping shown in picture opposite are not included in the price of the house.

The steep-roof houses are attracting buyers who like contemporary and those who like more conventional houses. The builder also expects the old-world flavor of the steep roof to make them popular with older buyers who have more money.

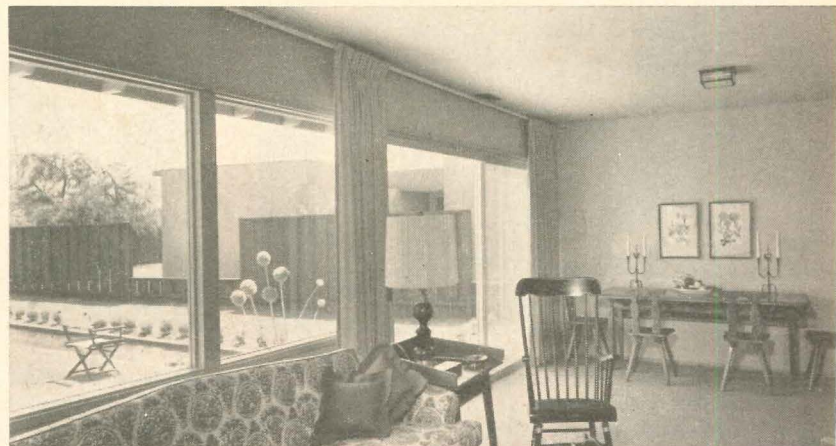
Current plans are to build 150 houses, 100 of them one-story houses and 50 two-story. At present, 27 houses are under construction, and 25 have been sold.

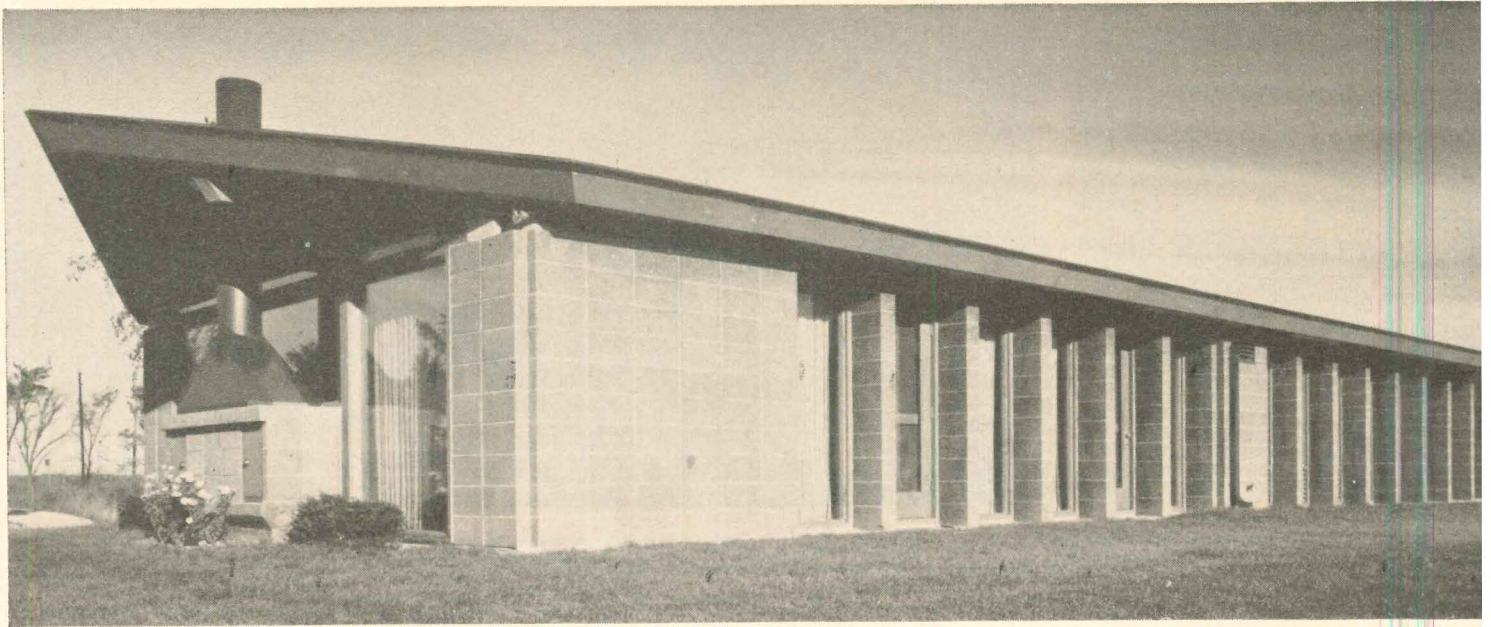
*Location: Sunnydale, Calif. Builder: Elmer Gavello. Architects: Anshen and Allen. Area: 1,350 sq. ft. of living space. Price: \$17,250, including land.*



Master bedroom (above) has typical expansion attic ceiling. Closets are opposite private bath. Hall door closes suite from rest of house.

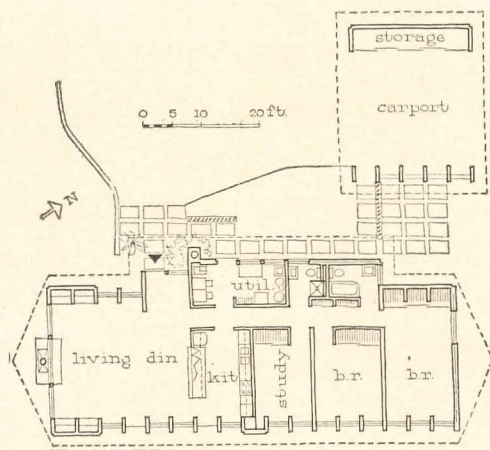
Living-dining room (below) has sliding glass door which leads to terrace. Additional dining space (not shown) is provided in the kitchen.





Concrete block exterior was designed on a 4' module. All glass is fixed; ventilation is through louvered hoppers, above or below glass.

### 13 Masonry piers give this house its texture and rhythm



Plan adheres to 4' module, has all utilities grouped along north-west wall of the house.

There is a renaissance of concrete block in home building—even north of the Mason-Dixon line. This Wisconsin house suggests some of the reasons.

For the block used here—a greyish-brown, ground-face, light-weight, shale-aggregate unit—has excellent color and texture. Laid up with continuous vertical and horizontal joints, it makes pleasant patterns (and simple corner details). Its insulating value is good, especially if used in cavity walls, as on the north side of this house. And it has superior strength—actually as well as visually.

Architect Maynard Meyer used a rather traditional masonry pier system to support his beam-and-plank roof. The piers are 4' on centers and give the facades a distinctive rhythm. All masonry stops at a 7' (door-head) line; everything above that line is either glass or wood.

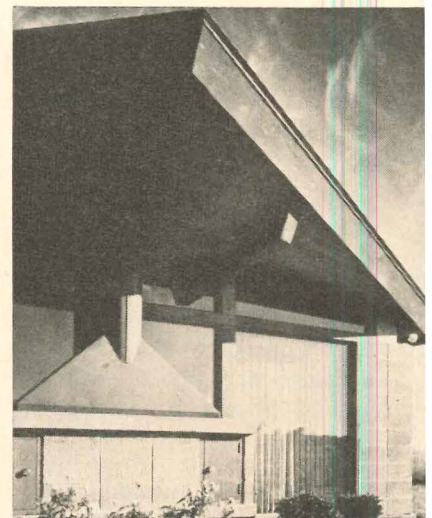
*Location: Mequon, Wis. Architects: Maynard W. Meyer & Associates. Area: 1,888 sq. ft. (plus 546 sq. ft. carport). Cost: \$27,000 (without landscaping, lot, fees, etc.).*



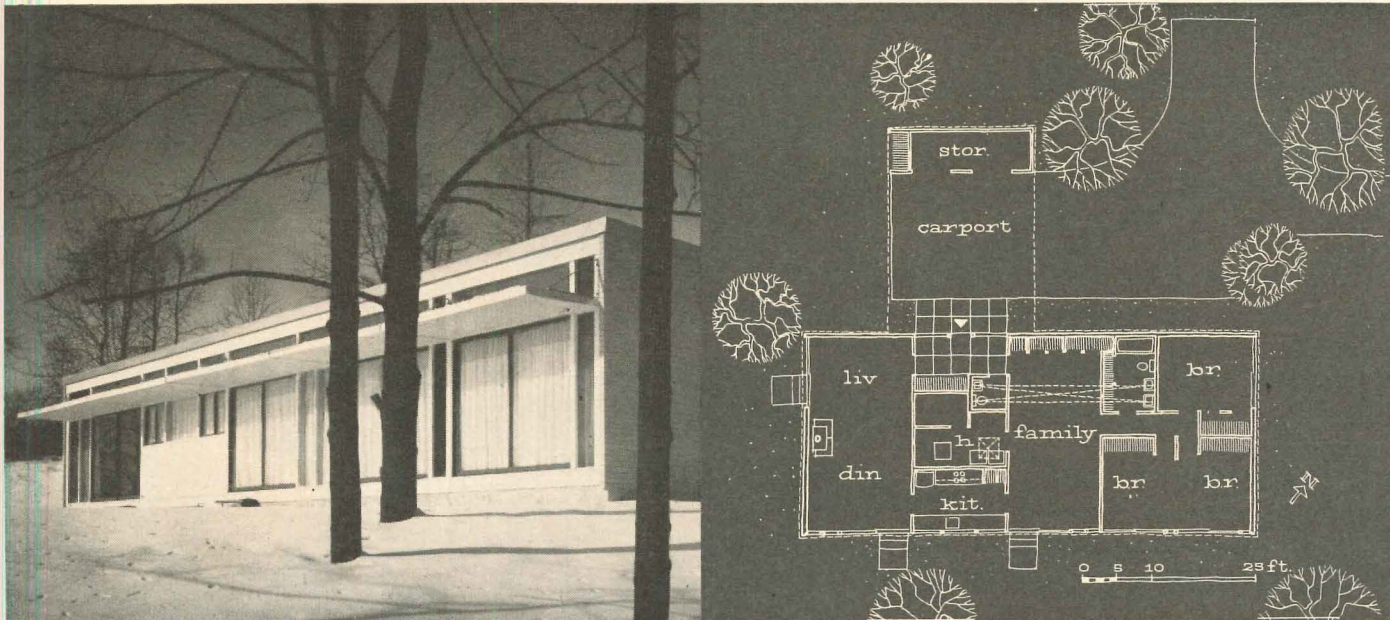
Space between masonry piers was detailed to take stock double-glazed units. This accounts for slightly raised sill.



Masonry-and-sheet-metal fireplace in glass wall cost about \$400, is faced with tile on inside for easier cleaning.



Firewood can be put into wood boxes from the outside, through small doors on either side of masonry hearth.



Glass facade faces south-east, is protected by sunshade (see cover). Two-zone living area (see plan) is divided by sky-lit utility core.

## 14 Today's family-needs shaped this simple plan

If a good architect were to sit down and plan a house for a "typical" U.S. family, chances are that he would come up with something not far different from this excellent plan. It has just about everything a moderate-size, three-bedroom house should have:

It has a formal living area as well as an informal family room.

It has a kitchen in control of both.

It has a compact utility core, including a toilet near the main entrance.

It has a real entrance foyer.

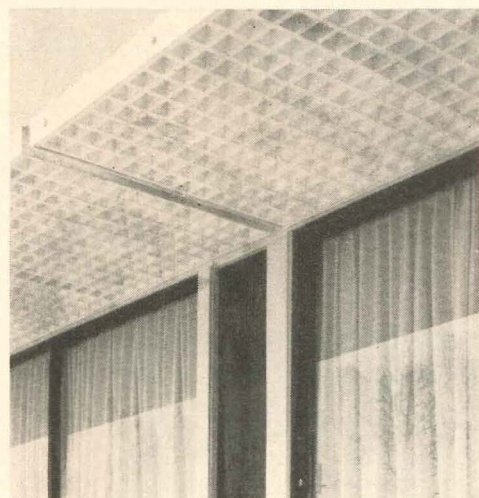
It has two children's bedrooms divided by sliding doors, so they can be used separately or together.

It has the right storage in the right places.

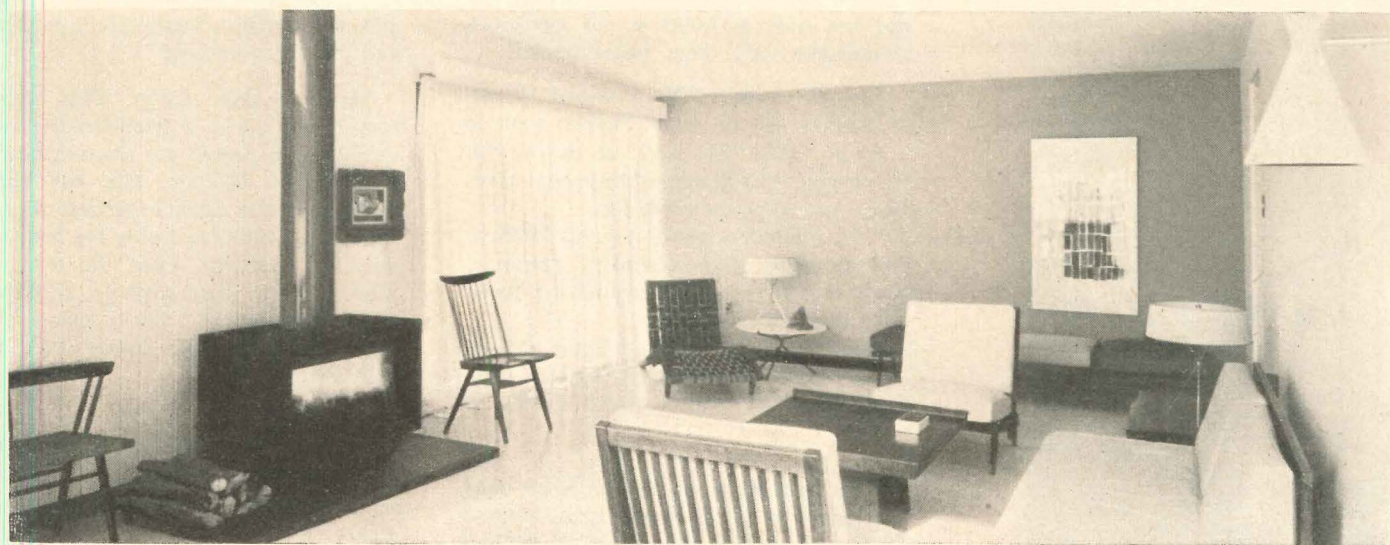
And it has good orientation, with most rooms facing south-east and away from the street.

Because the architects achieved all this in a simple, orderly structure, the AIA's Philadelphia Chapter last May awarded them its Silver Medal for design excellence.

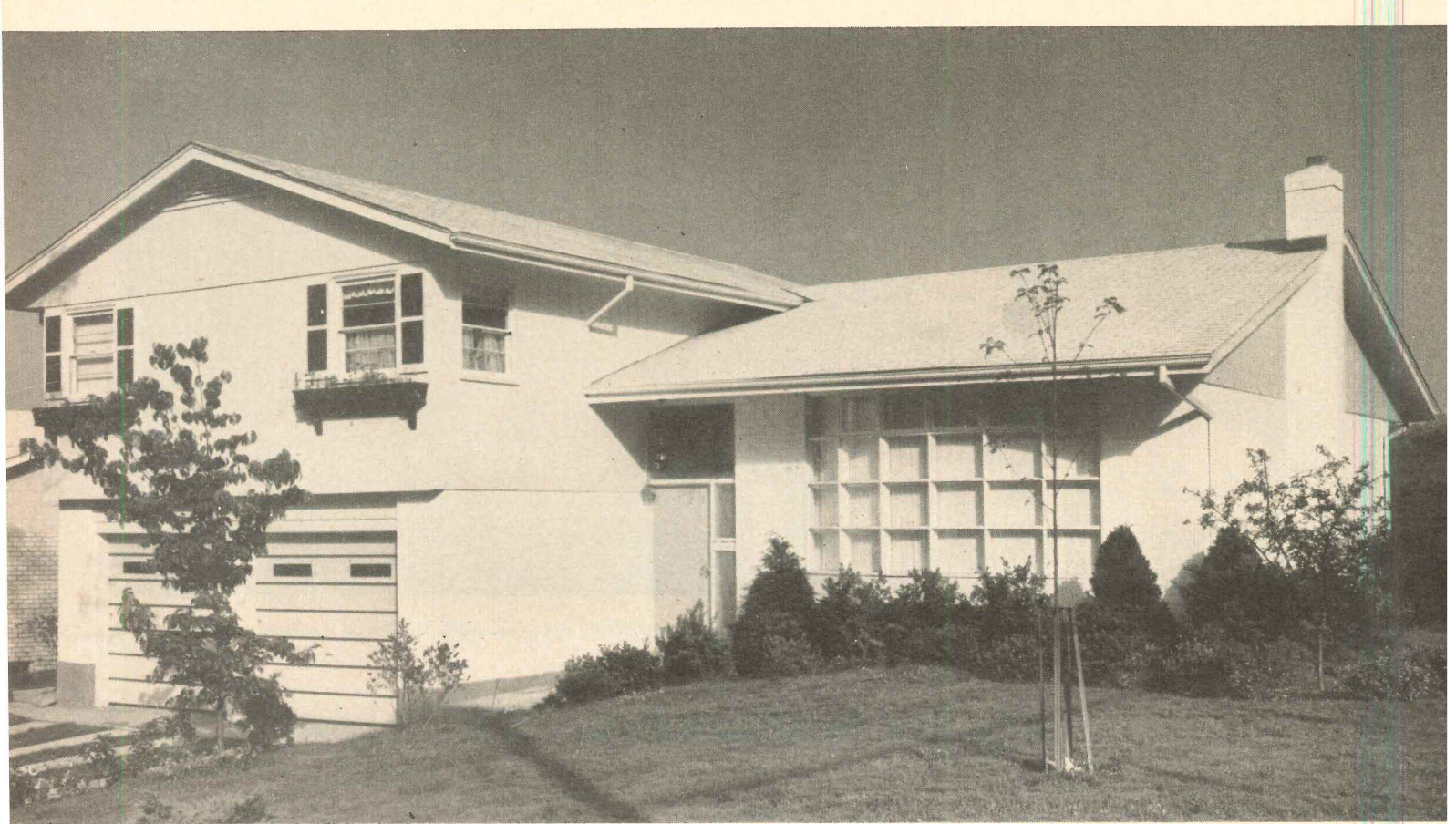
*Location: Gladwyne, Pa. Architect: William W. Eshbach, Associates: John Glass & Harry Kale. General Contractor: G. J. Supplee. Area: 1,820 sq. ft. (plus carport).*



Sunshade is wooden egg-crate made of 1 x 4"s, suspended with triangular steel strap hangers.



Formal living area has 450 sq. ft. centered on prefab metal fireplace. Ceiling (and roof) were pitched  $\frac{3}{4}$ " per foot.



Native to Long Island, this split level is built on gently sloping land as splits should be. Landscaping is included in price

## 15 Why is this trim \$23,900 split level

*The builder reports:* "We have been on the Island for ten years and we have had successes before, but we have never seen anything like the way this house sells. We opened on a rainy weekend and took 226 binders on a 168-house tract."

*Says the mortgage lender:* "The house is selling like wild fire. We feel it is the kind of a house that would appeal to a man who wants a \$35,000 house but has only \$23,000 in his pocket—champagne taste, beer pocketbook."

*Says the builder:* "We combed HOUSE & HOME's list of what buyers want in a house (May '54) and sat down with the architect to design a house that gives them just what they ask for.

"We offered a patio, a good kitchen, and amenities like a sunken entrance. Brick masonry goes all around the house instead of just in front.

"We were able to save some money on the kitchen by cantilevering it 4' over the foundation wall to avoid offsets in

the footing. We used a similar detail in the bow window in the front of the house.

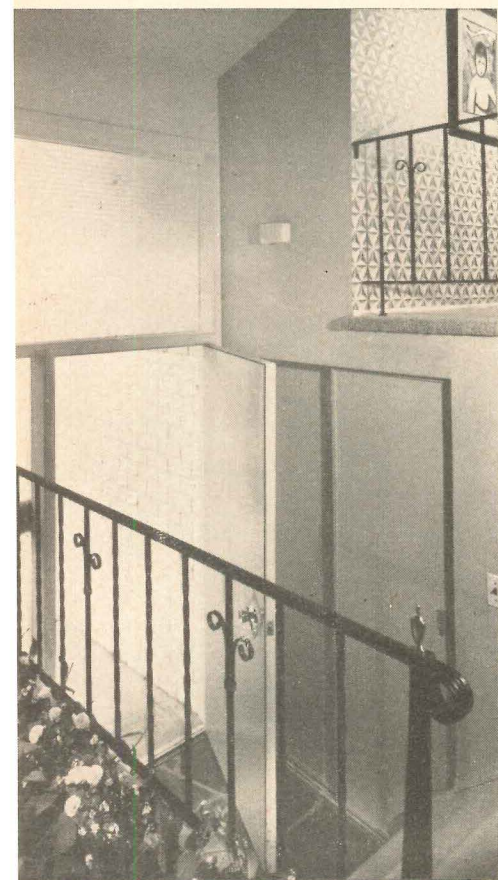
"Certainly one of the reasons the house sells so well is its location and selling price. It is a lot of house for the money and the price is really low for this area."

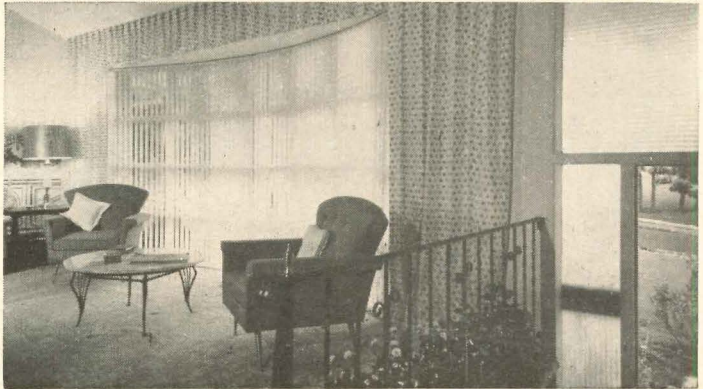
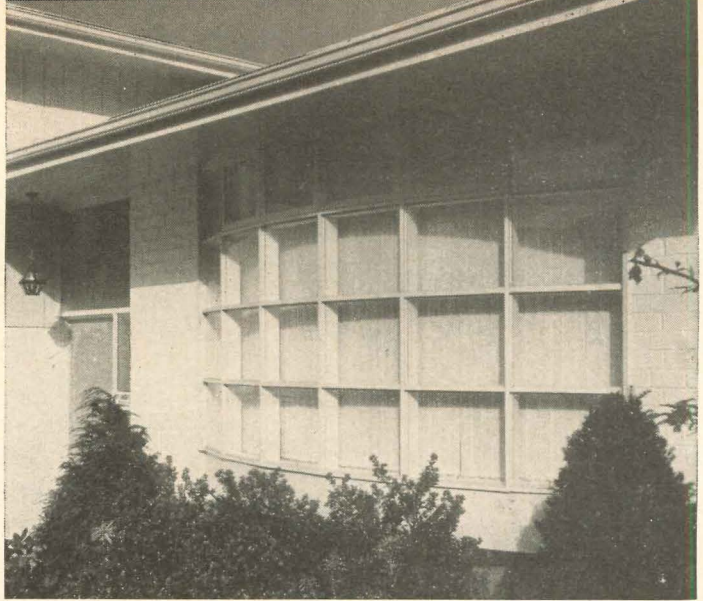
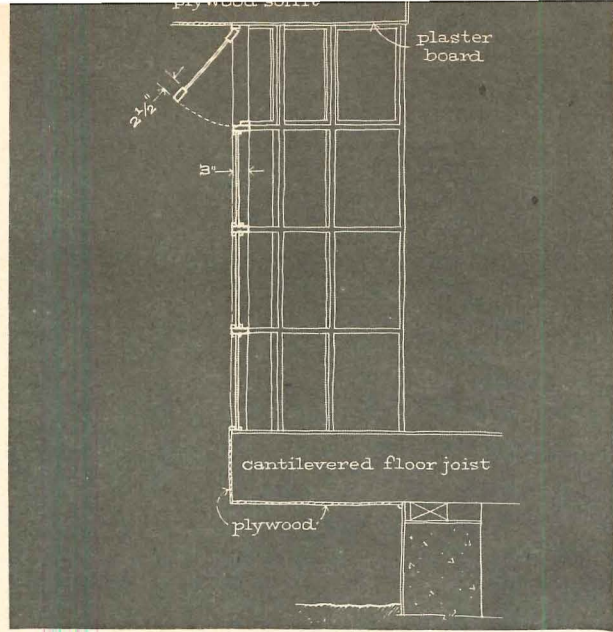
*Says the architect:* "There are two things about this house that set it off. 1. The use of an attractive new material on the exterior, the scored plywood. 2. Although it is a tried and true split, we gave the design a fresh look, nice details, and a wide overhang."

*Says the sales agent:* "This house is easy to sell. It is a good-looking house outside, and people are amazed how big it is inside. Mothers like the central location of the kitchen because they can watch their children inside the house and outside. Everyone likes the extra features, like the bow window, and everything is well-built. But I guess it's so much space for the money that really sells them."

*Location:* Port Washington, L.I., N.Y.  
*Architect:* Herman York. *Builder:* Seymour Malman, Stanley Michaelson and Harry Weisburd. *Area:* 2,100 sq. ft. *Price:* \$23,900.

**Popular feature** is sunken entrance (left) with flagstone floor, frosted glass around door. **Less popular** are the steep steps, a drawback common to many splits.



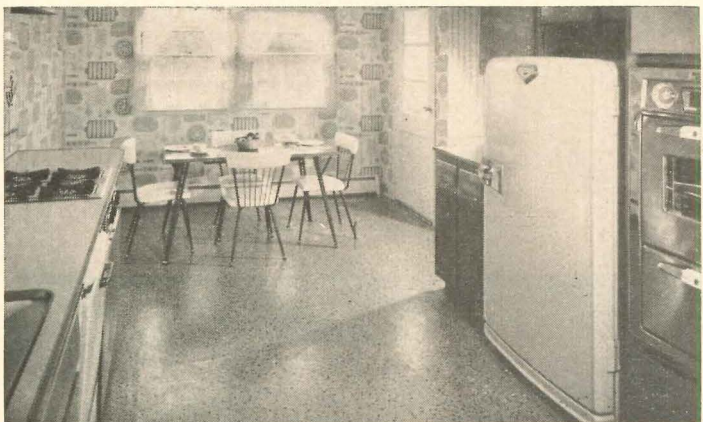
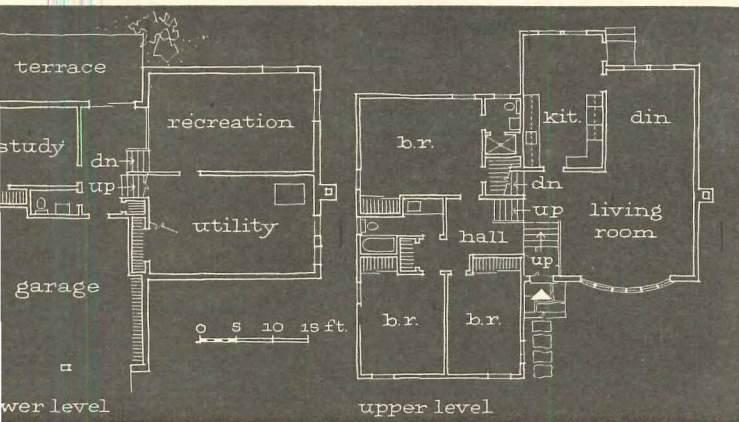


**Big bow window added only \$16 to cost**

This is one of Architect York's most successful details (see H&H, Aug. '55). The floor to ceiling version cost the builder only \$16 more than a picture window with a case-ment each side, gave the house an individual touch that is a real sales asset.

Floor joists are allowed to extend over the footing, are then faced with plywood. The window unit is fabricated of seasoned wood, dovetailed and assembled in a shop. It is then trucked to the job and fitted into place. Living room (right) has no other window, gets sun, distinction and spaciousness from the bay.

**a sensational bestseller on Long Island today?**

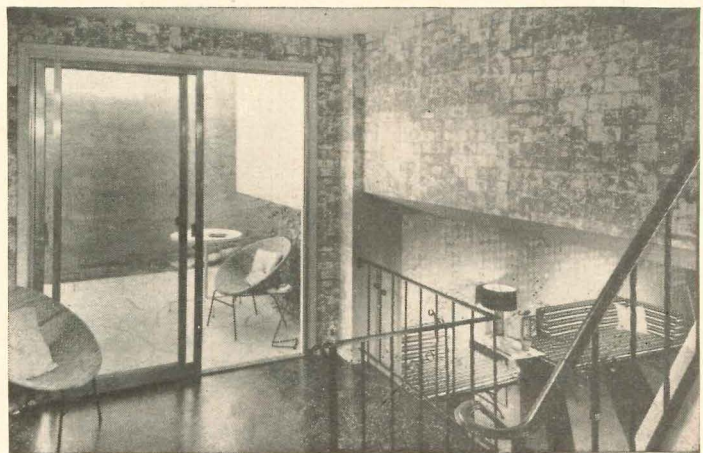


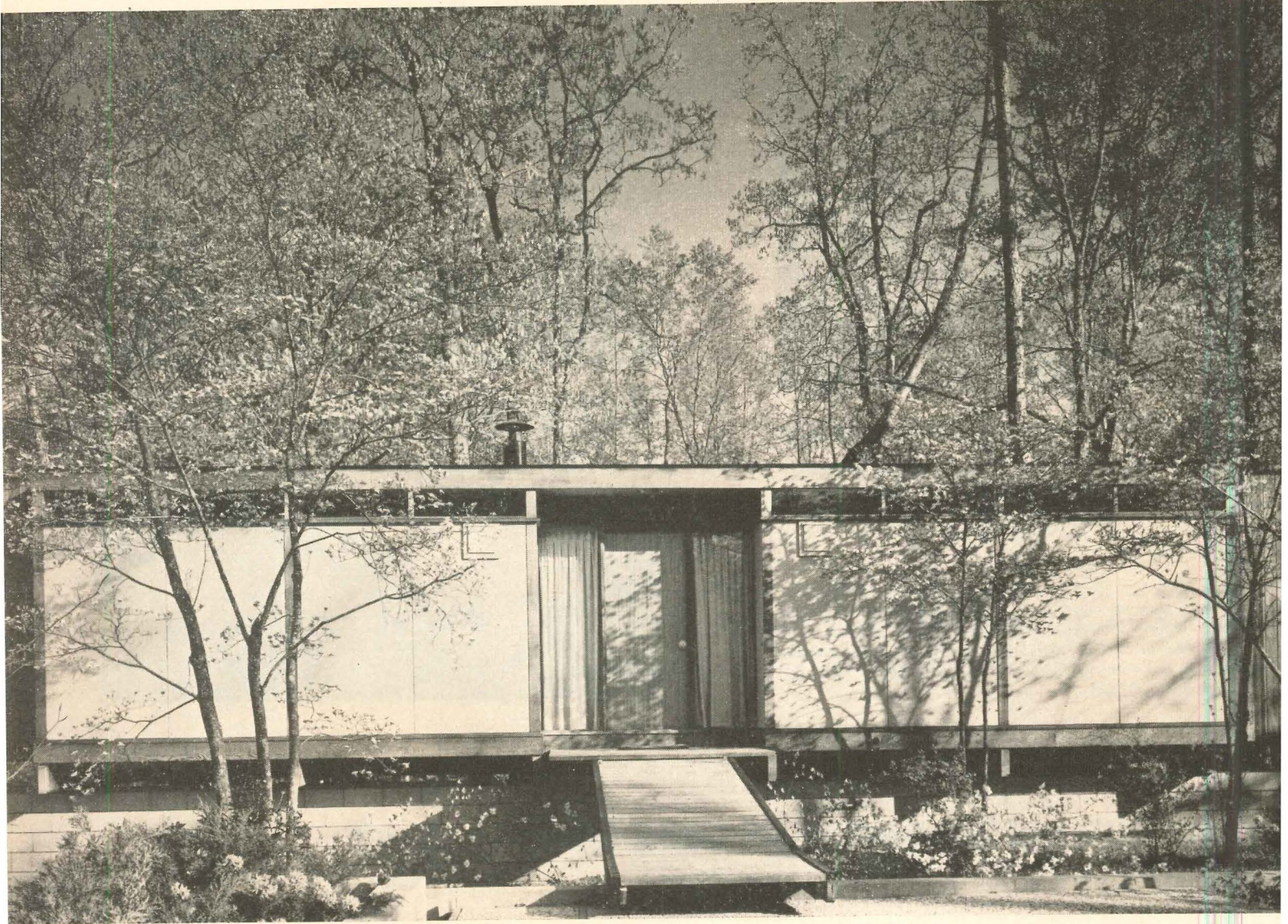
**Big rooms, special features sell house**

Buyers' demands shaped this house all along the way. Rooms are large and have cross-ventilation. There is adequate storage space. There are blank walls for easy furniture arrangement.

Women talk a lot about the kitchen (upper right). They like its central location and they like its separate entrance. The breakfast area and the built-in equipment (dishwasher and refrigerator are optional extras).

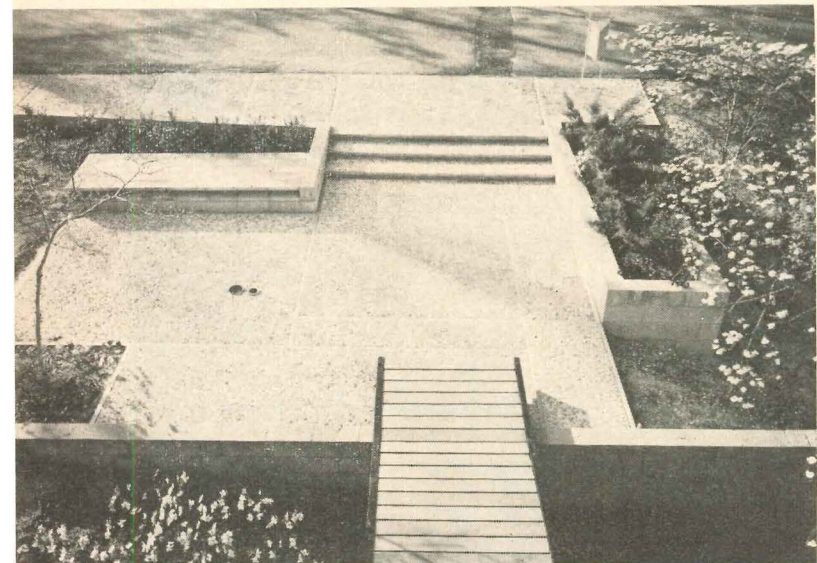
Unusual for a split is the lounge room and fourth bedroom on a lower level. Some buyers ask that the bedroom be left open to the terrace room (lower right) to make one large room with access to the patio.





Entrance facade is symmetrical, approached across wooden ramp which further emphasizes floating character of upper floor.

## 16 This hillside pavilion reaches for perfection



Entrance terrace makes a charming "outdoor lobby," is linked by ramp to front door. Floor is paved with pebble-surfaced concrete.

Not many houses are built nowadays that make a major contribution to architecture *as an art*. This, however, is such a house.

It was designed by Architect George Matsumoto and built for himself. And when a good architect builds for himself, he tries to make his house a complete statement of his beliefs.

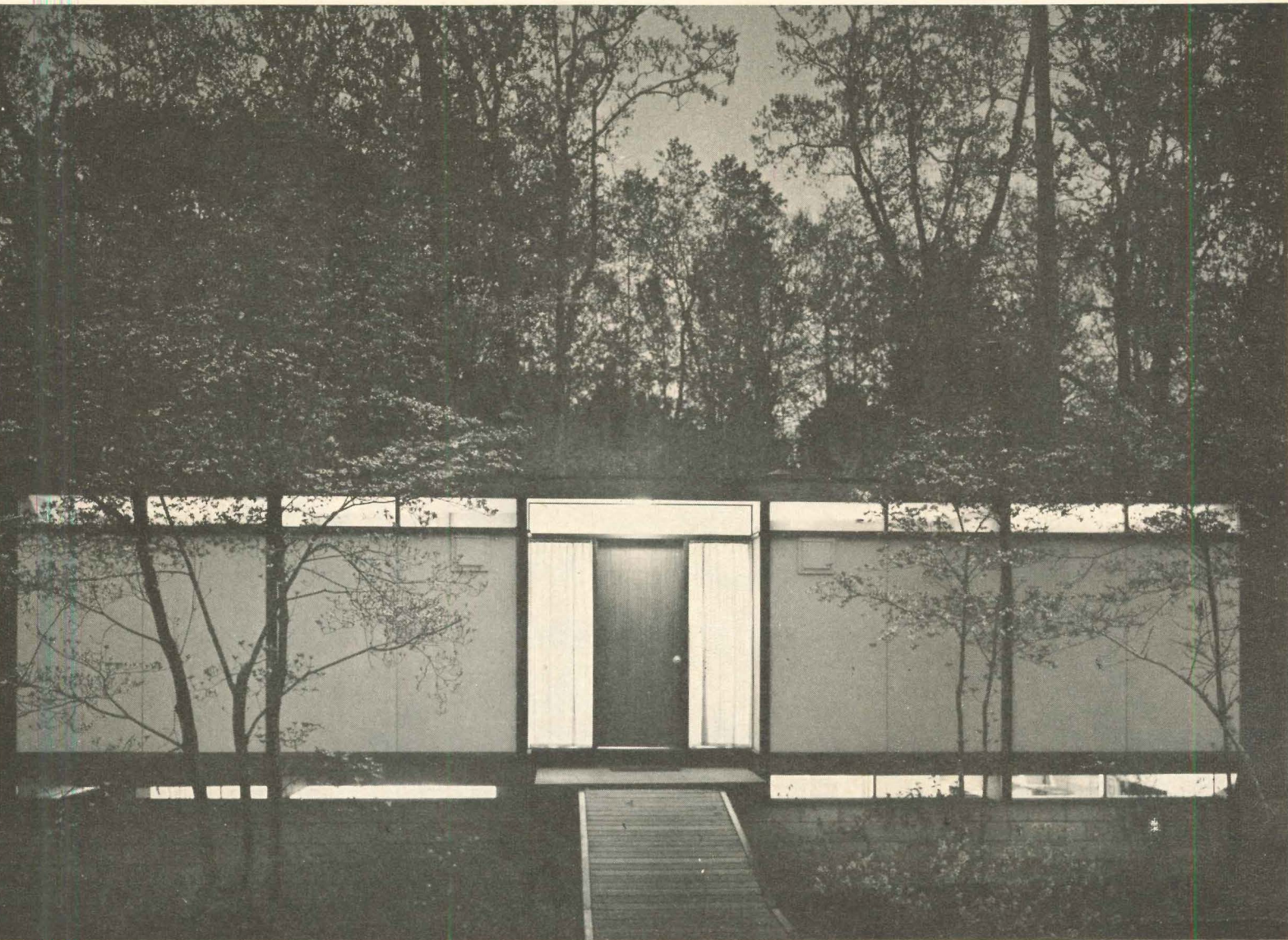
This house is a statement about several matters important to architecture: it is a statement about structure—modular post-and-beam structure arranged in precise 8' bays, and exposed to give the house an orderly discipline as well as a decorative rhythm. It is a statement about planning on a hillside—taking advantage of natural grades at both levels. It is a statement about detail—slim and neat throughout, revealing the structural pattern and refining it.

And it is a statement about form: for this wood-framed pavilion seems almost to float about its masonry base; and, like all floating objects that are surrounded on all sides by light and air, this house reveals its simple form from all sides and from all angles.

*(Con't. on page 148)*

*Location: Raleigh, N.C. Architect: George Matsumoto. General Contractor: Frank Walser. Area: 2,000 sq. ft. (plus carport). Cost: \$18,000, without landscaping or 1-acre lot.*



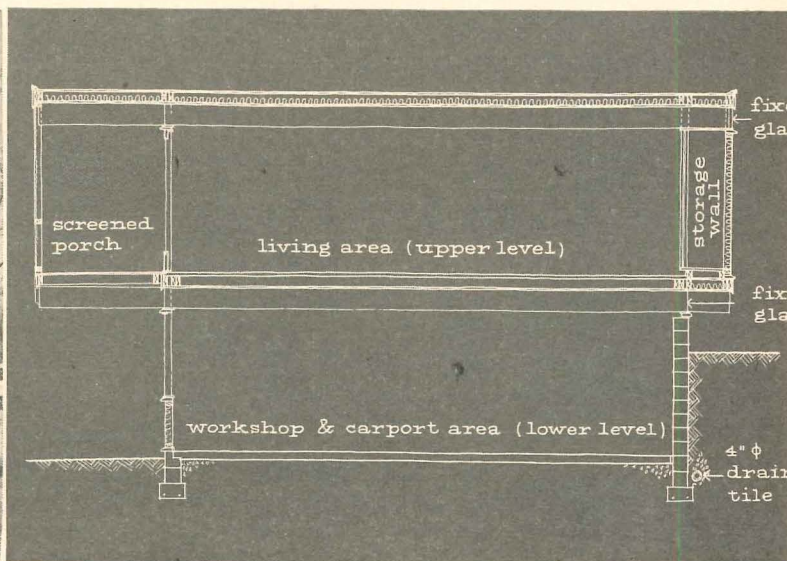


...e a Japanese lantern the house glows at night. Glass-slots between girder-ends separate roof from walls, floor from foundations.

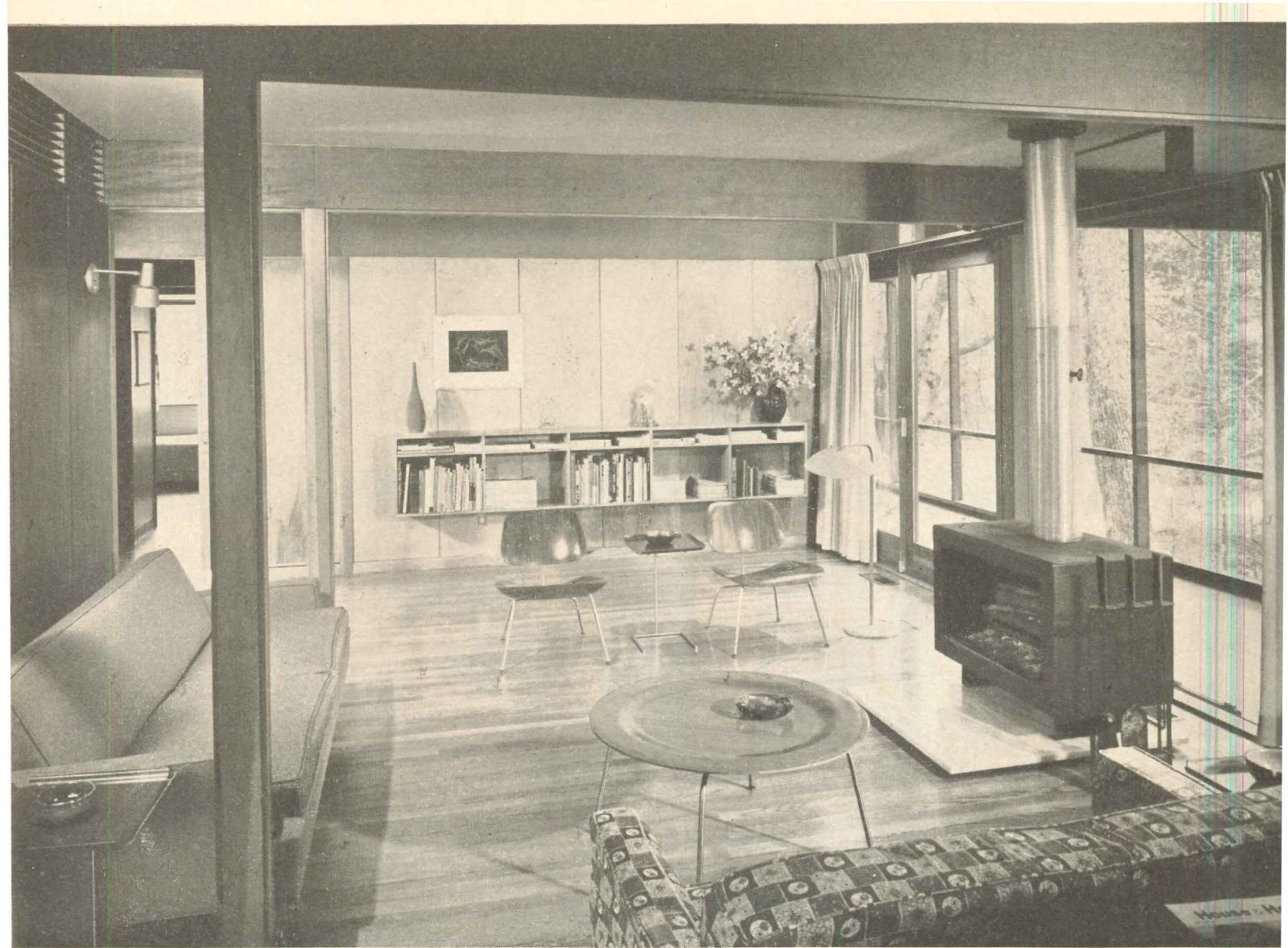
## ...n structure, plan, detail and form



...e view shows carport in lower level. Upstairs, a 40' long, 6' p screened porch faces downhill. Vertical siding is redwood.



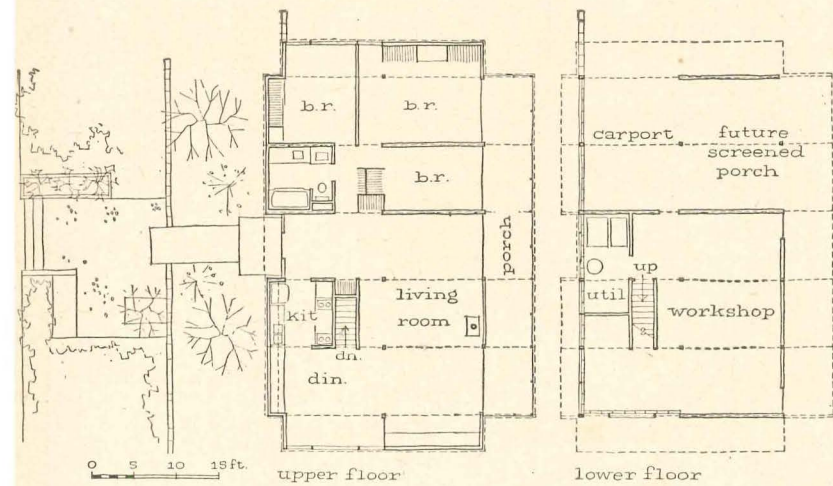
Section demonstrates advantages of hillside: access to outdoors on each level, inexpensive space gained between foundation walls.



Living area is 28' long, faces downhill across screened porch. Fireplace is in direction of view. Flue has 2" thick glass wool li

(House 16 con't.)

... and in its interiors, this hillside pavilion is full of practical solutions to common home building problems.



Upper floor plan adheres strictly to 8' module, adds space to bedrooms and dining room at both ends by use of 4' cantilever. Lower floor contains carport, utilities, architect's drafting room.

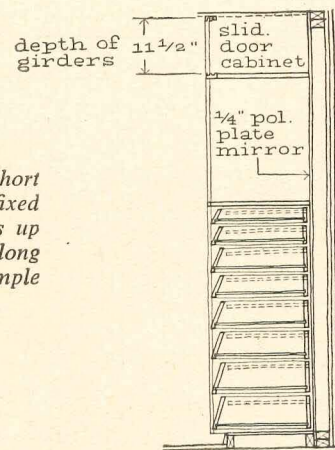
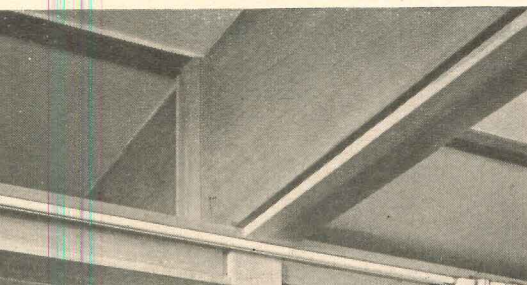
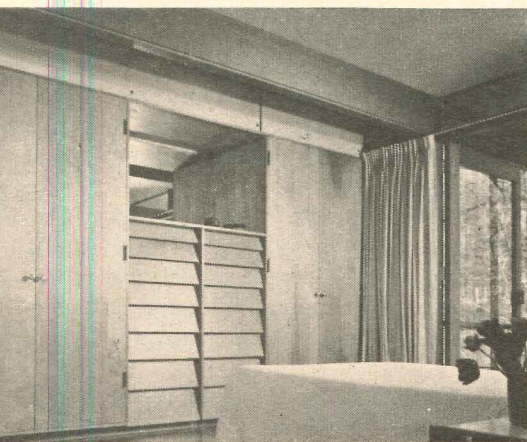
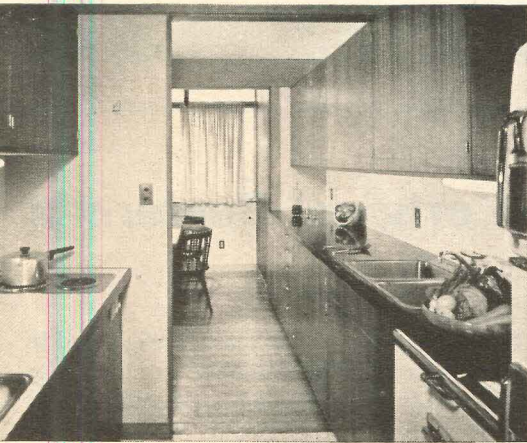
It is hard enough to design a beautiful house when cost is no object; it would seem almost impossible to design and build a beautiful house for \$9 a sq. ft. (including a 3-ton air conditioning system). Yet that is exactly what Architect Matsumoto has done.

He did it by always keeping one eye on carpentry costs. Modular planning and detailing allowed for the use of standard 4' by 8' sheets of plywood and hardboard *without cutting*. When cutting the sheets was unavoidable, Matsumoto's details called for re-using the waste strips in the casing around posts and girders. Other trim was eliminated as much as possible. The ceiling framing, for example, consists of dropped girders topped with a narrow, 3/4" thick strip of wood on which the joists rest. Purpose: to provide a slot along both sides of each girder in which the sheetrock could be slipped so the rough edges would not show.

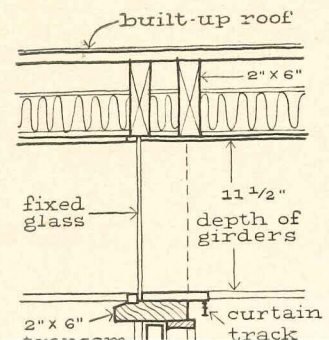
The result is a custom house of cabinetmaker precision and elegance—at a cost many production houses can not match.

...ining area (right) has kitchen-counter extension along rear wall. High windows above cabinets fill in space between girder ends.

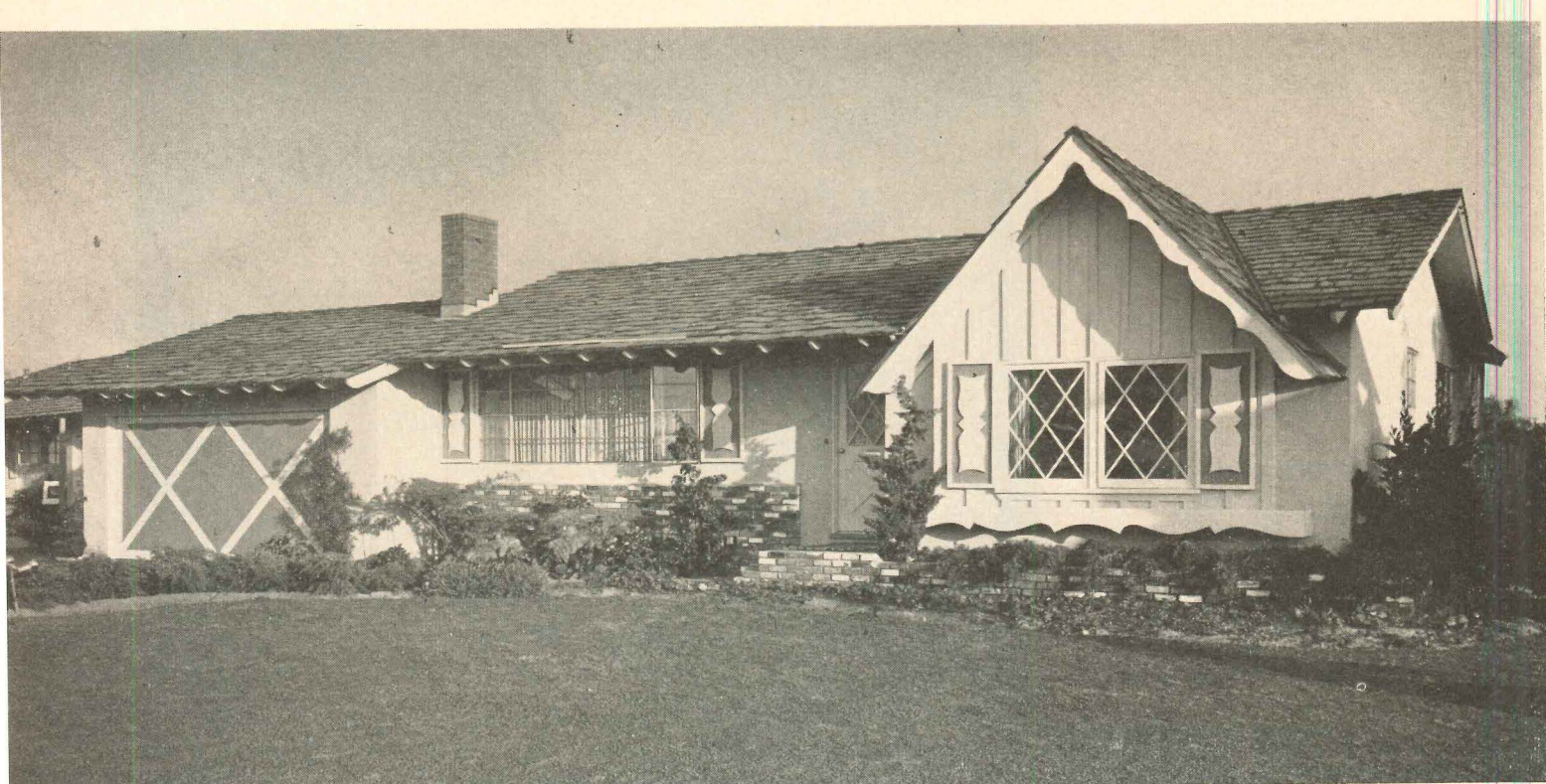
...compact kitchen (below) is only 8' long, but cabinets at right extend another 8' into dining area. Counter top, left, is of mosaic tile.



**Built-ins** along long walls of house stop short of undersides of dropped girders, have fixed glass strips above that line. This unit goes up to full ceiling height since it is located along short wall of house. Chest is typical of simple detailing used throughout.



**Dropped girders** are full, standard door height above floor level. Resulting horizontal grid-line establishes head for all interior and exterior openings. This detail shows head at porch doors, with fixed glass strips filling in space above between ends of girders.



*Cinderella touches include shakes, scallops, decorated shutters, windows, doors*

## 17 Here is the original Cinderella

This is one of the most influential houses of the year. It originated in Southern California and is now being built under franchise as far East as Oklahoma (where NAHB past-president Bill Atkinson is the builder).

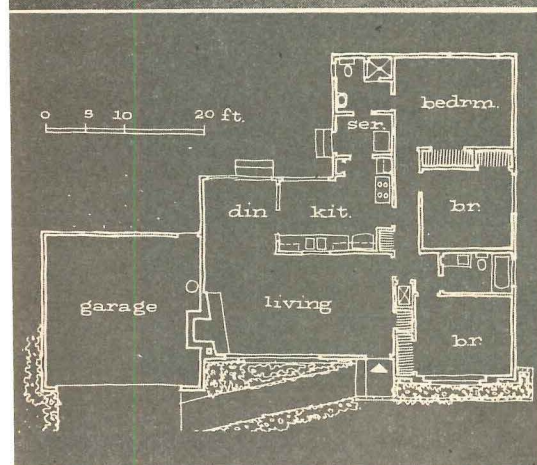
Reason for its rapid success is simple: buyers like it. When the Los Angeles market grew tired of many another design, Cinderella's sales went on merrily.

People like the folksy, story-book qualities of the heavy shake roof, the scalloped fascias, the diamond-shaped window panes. The house shown here has one of the plainest fronts in the builder's line of thirteen exteriors. Some of the others have roof lines that swoop nearly to the ground, complex dormers, and other Swiss chalet touches.

The sales success of this kind of house has special significance in the present buyers' market. People like it for the same reason they like chrome on their cars. The Cinderella represents the revolt against plain and undecorated surfaces—especially against the plain stucco or bare board fronts of many other Los Angeles models. (See page 55.) Cinderella looks like the kind of house that many people early in life promise themselves someday to own. The Cinderella model also represents something different—and in an age when cars, TVs and refrigerators are redesigned nearly every year, people want changes in home designs, too.

Plans and exterior designs are copyrighted by Vandruff Homes, Inc., Anaheim, Calif. The Vandruff brothers build in several areas themselves and they also sell plans, data on cost-cutting techniques and a merchandising package to franchised builders.

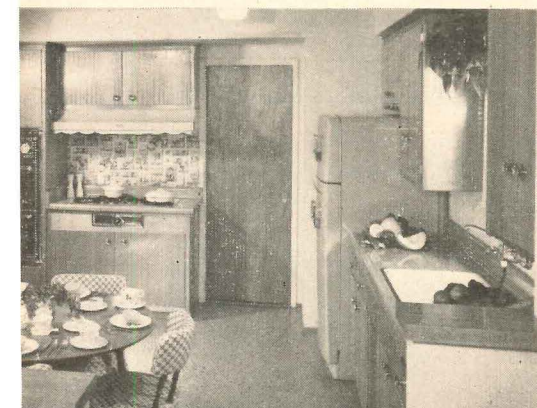
*Location: Anaheim, Calif. Builders and designers: Vandruff Cinderella Homes. Area: 1,300 sq. ft. Sales price of this model: \$15,250.*



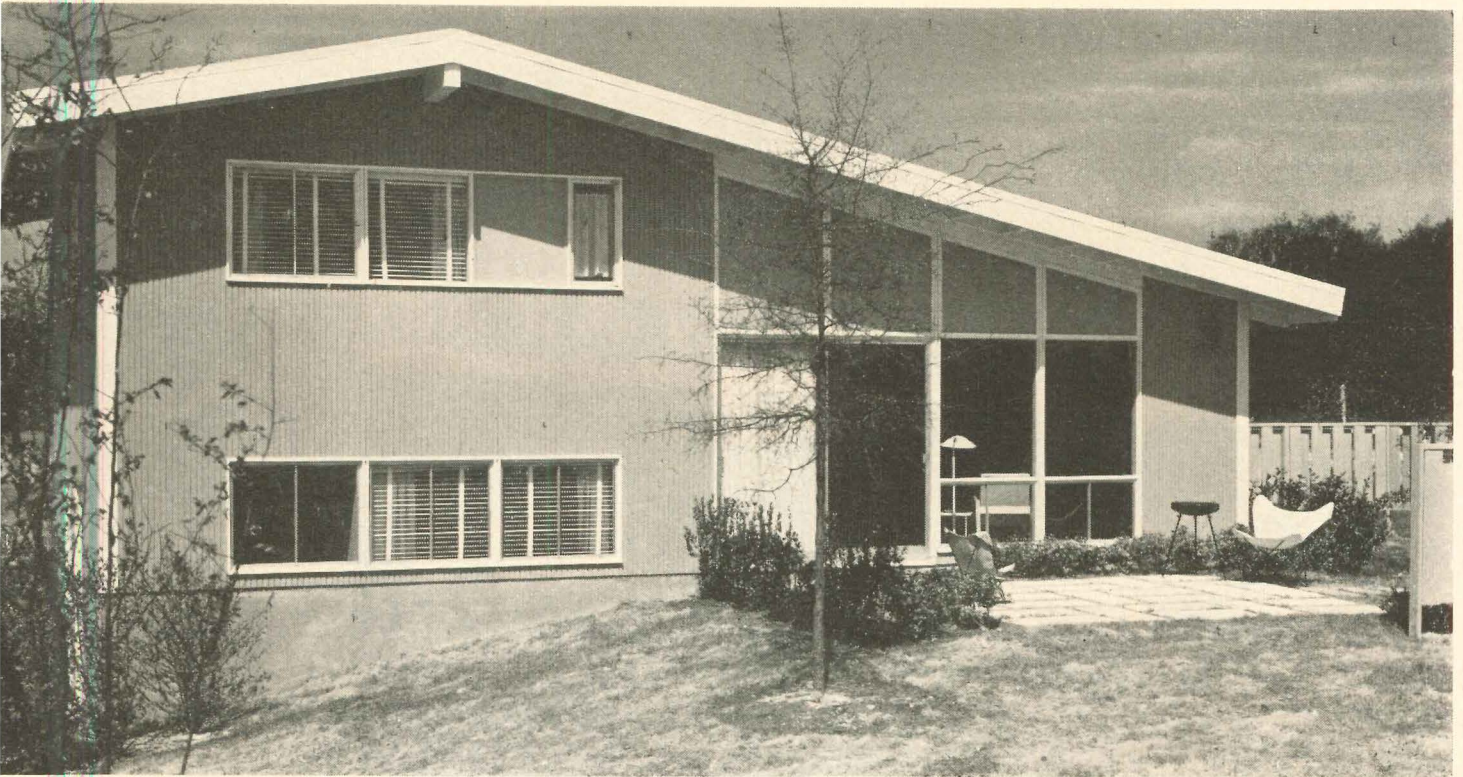
*Plan is more open than exterior suggests*



*Sliding glass door leads to rear terrace*

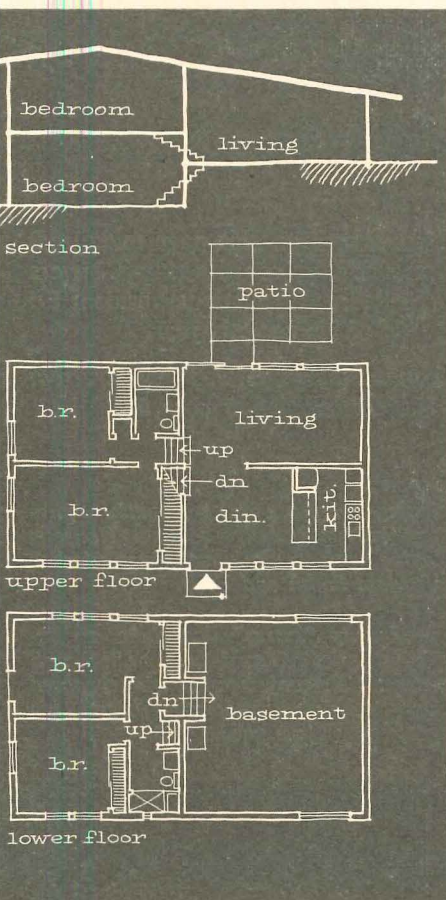


*Open kitchen (left) is seen from dining end of L-shaped living room. Kitchen itself has ample eating space, built-ins.*



Front of house has glass wall and large terrace. Buyers like this side so much, about half of them have had it faced toward the street.

## 8 New idea in splits: put the bedrooms top and bottom



Plan and drawing show how architect puts four bedrooms and two baths into compact area. Either side of house can face street.

This split level is selling briskly in the Washington area because it offers four bedrooms and two baths, plus an 85' lot for \$16,900.

Builder Carl Freeman is able to give so much house for the money because he puts two of his bedrooms and a bath on the ground floor—space given over in many other splits to a garage and recreation room. He locates two more bedrooms and a bath in the top level.

Freeman believes that to make a split economical, the roof line should be kept simple. The model shown here does not have a carport. Buyers can have one for only \$350—a low price because it can be built by extending the roof. Sixty per cent of buyers take the carport.

Freeman's split also makes news because either front or back can be faced to the street.

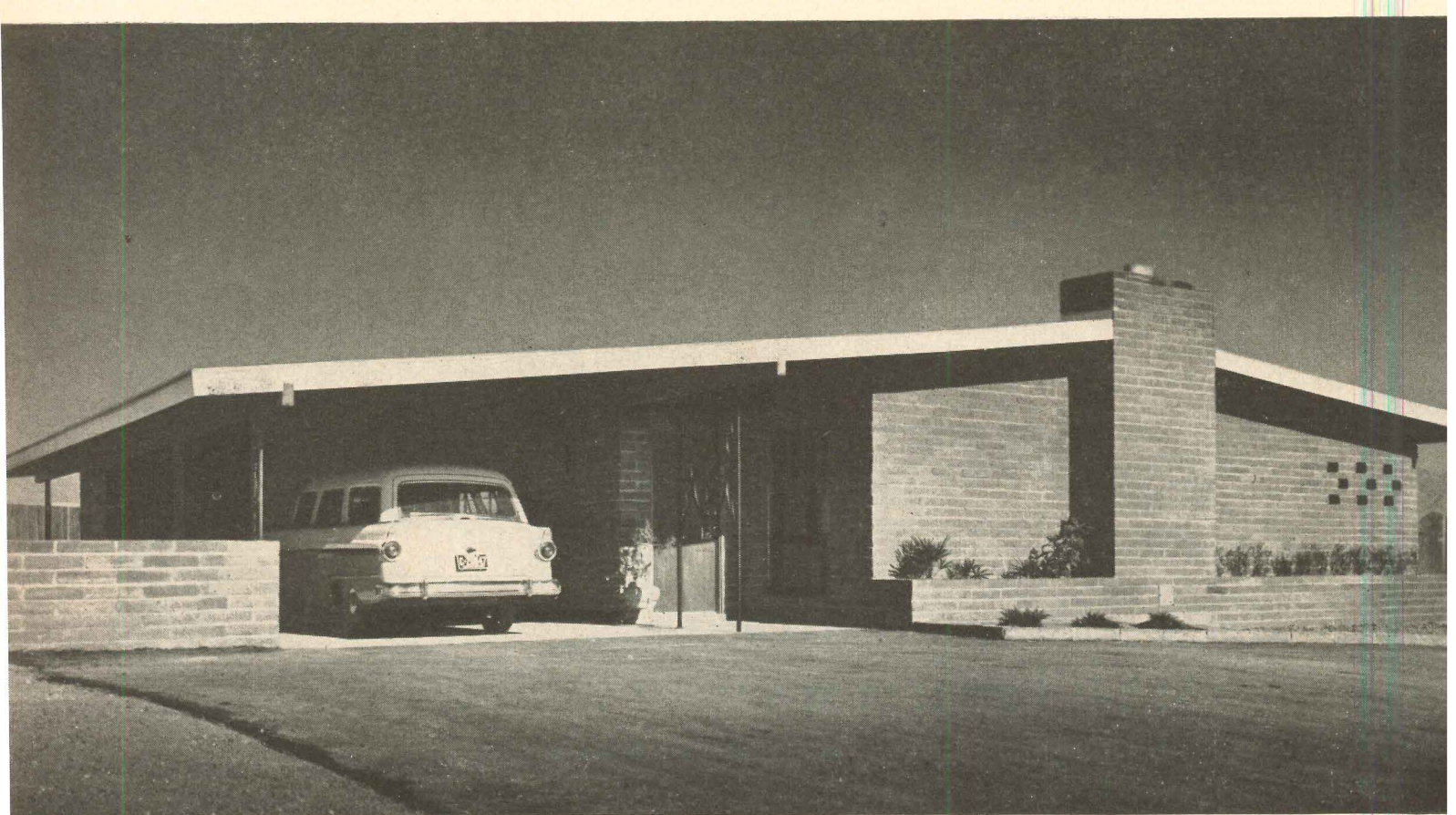
*Location: Bethesda, Md. Builder: Carl M. Freeman, Inc. Architect: Joe Miller. Engineer: Arnold Kronstadt. Area: 1,350 sq. ft. plus basement. Price: \$16,900.*



Dining room flanks central stairs on one side, living room on the other. Ceilings in living area gain height by following roof pitch.



Living room with its glass wall and sliding door faces front in some plans, or to a paved rear terrace, like this, in others.



**ONE**—Impressive exterior of ruddy, burnt adobe brick catches buyers' eyes. House looks wider than it really is because roof extends over carport. The raised planting boxes keep the chimney from looking too tall, make gardening easier.

## 19 Five counts make this house a success in Arizona

The five excellent features shown on this page make real sales sense in Arizona, because they are the things buyers want most. Tucson Home Builders Association President Ed Manley built it for the Parade of Homes this year.

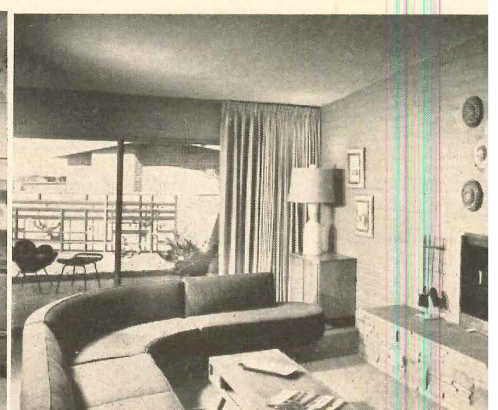
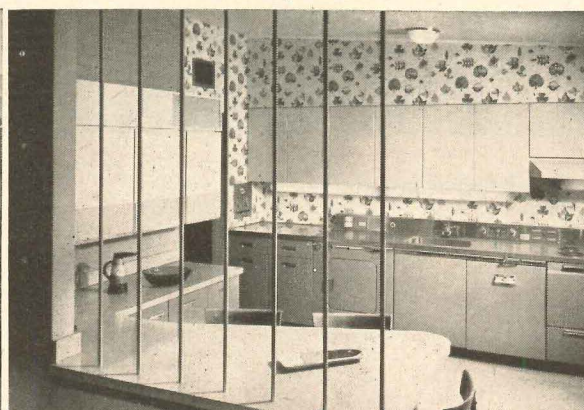
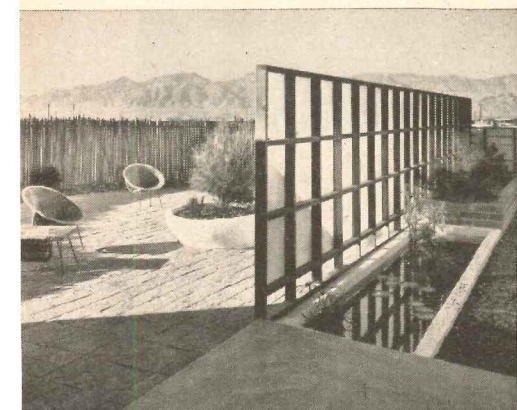
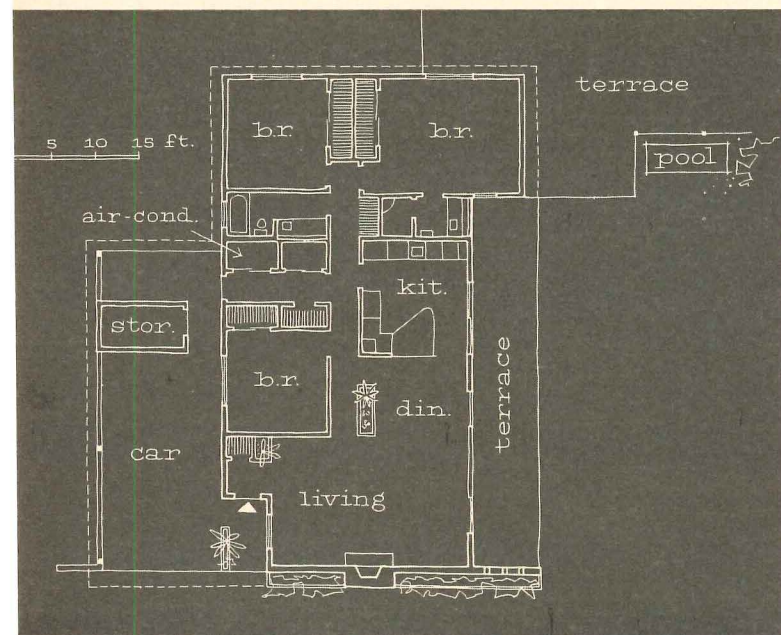
*Location: Tucson, Arizona. Builder: E. J. Manley. Area: 1,750 sq. ft. Price: \$26,290 including half acre lot.*

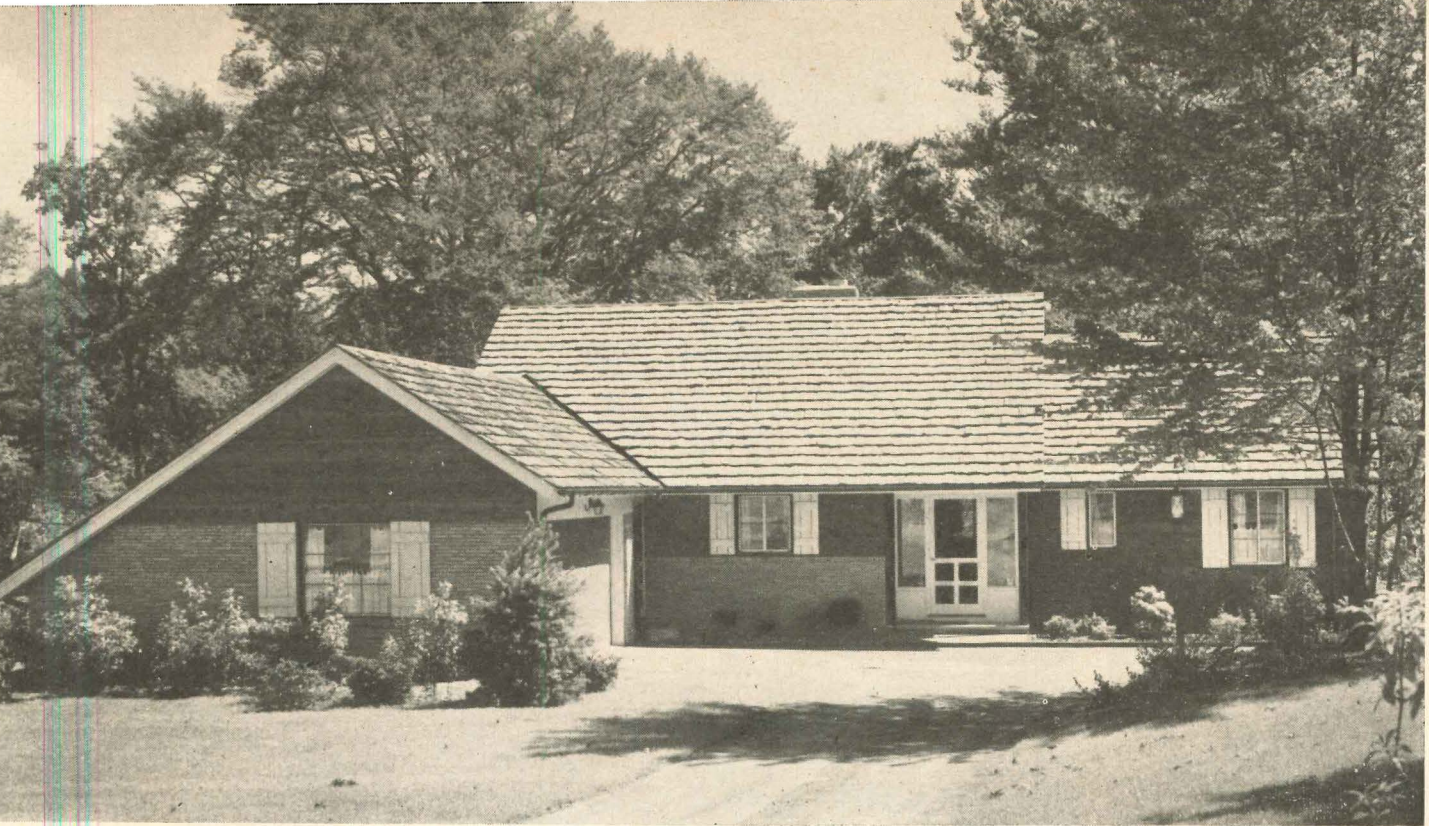
**TWO**—Year-round air conditioning (see plan, left) is standard equipment, a definite sales advantage over evaporative cooling. House is well planned for air conditioning with its deep overhangs (dashed lines) and minimum of glass toward South and West.

**THREE**—Outdoor living is provided for. Large, well oriented terraces feature accents like planters and a pool. Reinforced plastic panels on 2" x 4" frame define rear terrace and give it real privacy.

**FOUR**—Fully equipped kitchen appeals to women. Colored appliances include dishwasher, combination washer-dryer and built-in refrigerator. Note novel shape of breakfast counter (foreground).

**FIVE**—Luxury "extras" like these are included at no additional cost: wall-to-wall carpeting, mahogany interior trim, exposed masonry walls and raised stone hearth, big expanses of sliding glass.





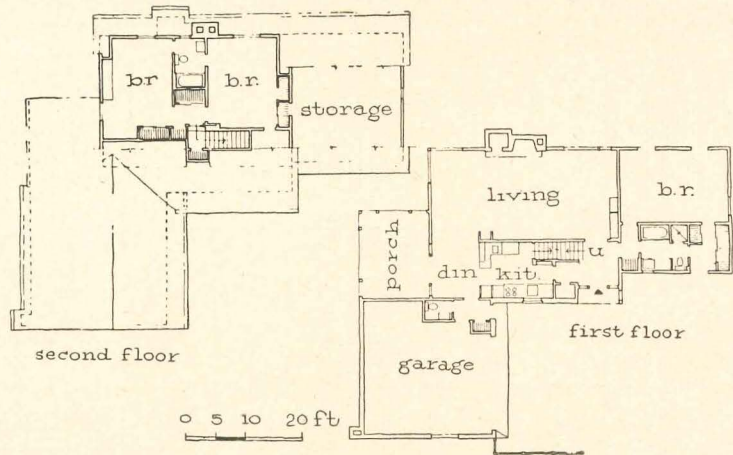
From street, house appears to be completely conventional. Garage of line is like roofs of old New England "salt-box" houses.

## 20 Now the traditional house is beginning to open up its plan

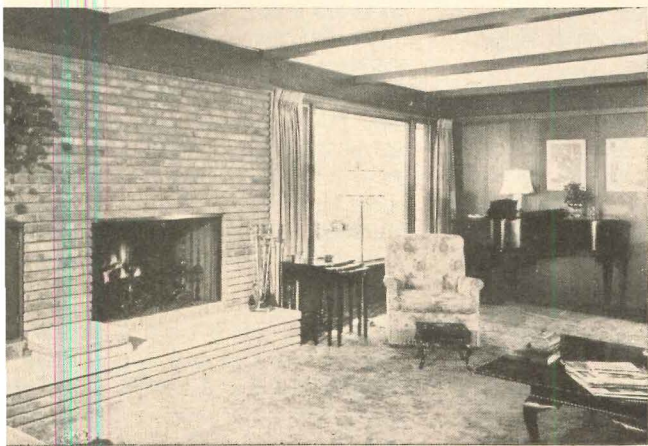
Even where the market demands traditional exteriors, the inside of the house is beginning to show the influence of contemporary planning.

This house, in Cleveland's largest high-priced development, is a semi-open plan, along with very efficient circulation. And just as important, it got this openness and efficiency without making any serious sacrifice of the traditional character of the exterior. In fact, exterior materials are cedar and brick with a hand-split cedar shake roof.

Location: Cleveland, Ohio. Builder: Keyes and Treuhaft. Architect: Maxwell A. Norcross. Area: 1,900 sq. ft. Price: \$11,000 with landscaping and \$5,000 lot.



Wood fireplace has raised hearth, lacks conventional mantel. Wood storage is at left. Wood beams spanning living room are 6x4's.

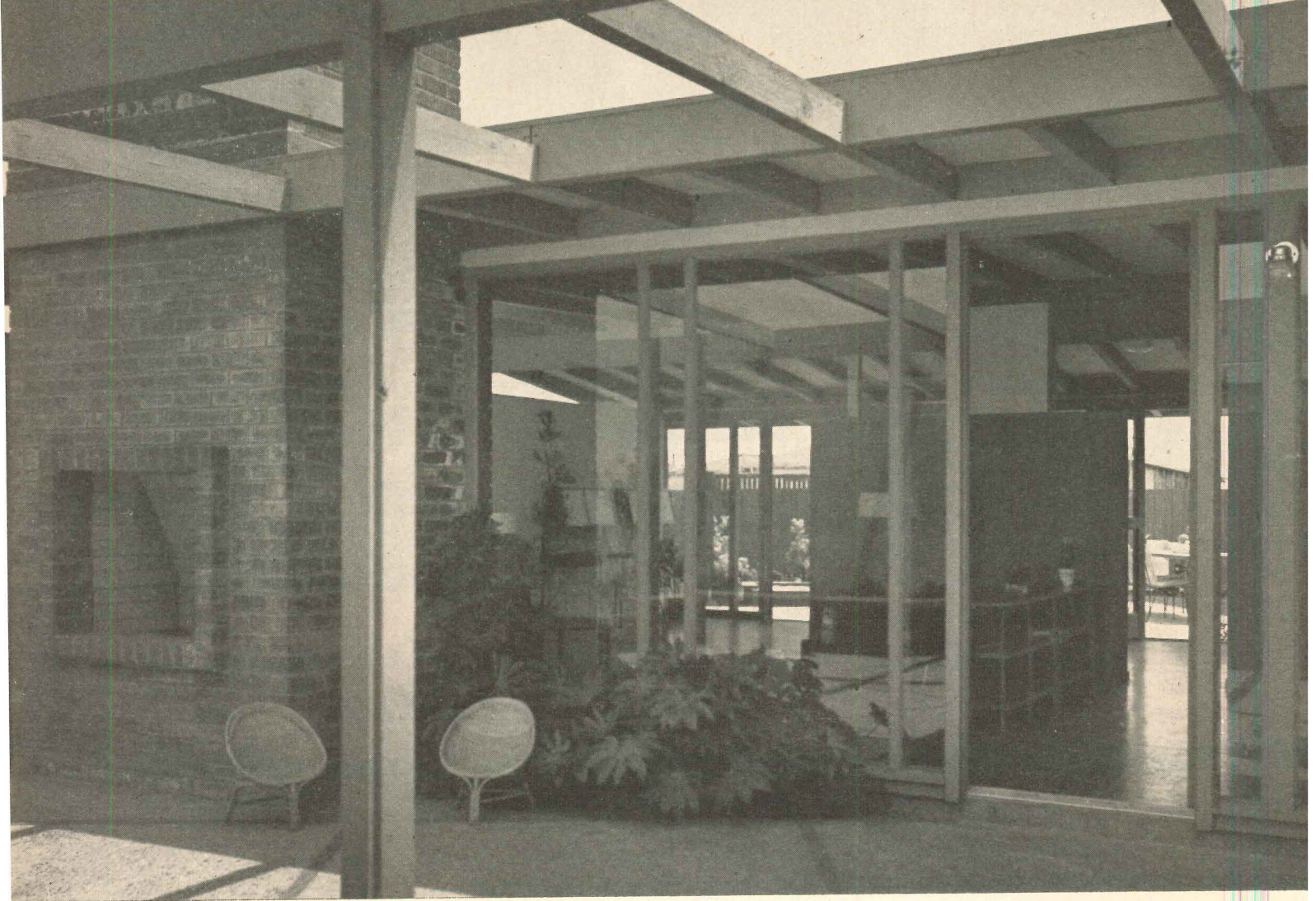


Most of openness is between kitchen and dining (below) and dining and living room (plan). Central entrance eliminates unnecessary halls.



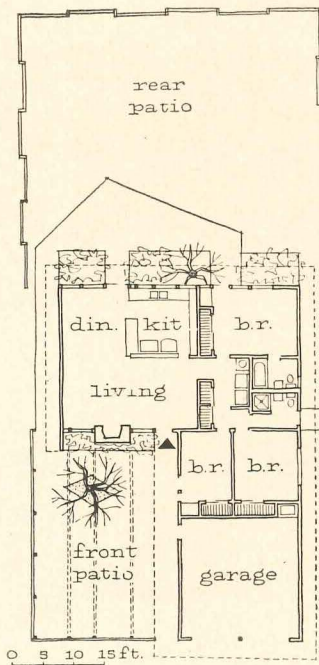
Dormer windows and screened-in porch, seen from the side and rear, make the house look much larger. Dormer gives extra light and air to upstairs bath and bedrooms. Screened-in porch opens off the dining area.





Sandwiched between two patios, this glass-walled house has plenty of privacy. Picture shows pilot model which won First Honor Award A.I.A.-H & H-SUNSET Competition last May. Later models (opposite) are narrower, fit 60' lots.

## 21 This two-patio sandwich proves a surprise best seller



Here is a house no real estate man thought would sell—a house sandwiched between two patios, with blank, 6' high walls facing street and neighbors. And yet, this house not only sold; it was so overwhelmingly preferred by homebuyers that Builder John MacKay had to limit the proportion of patio houses in his development to 60% in order to get variety along the street.

And that's not all: the house first sold well in suburban Palo Alto, 33 miles south of San Francisco. That was surprising enough, for the walled garden seemed more urban than suburban in character, and salesmen were sure buyers would prefer a more "countryfied" site. They were really confounded when the house next became the best-seller in MacKay's rural Santa Clara development, 48

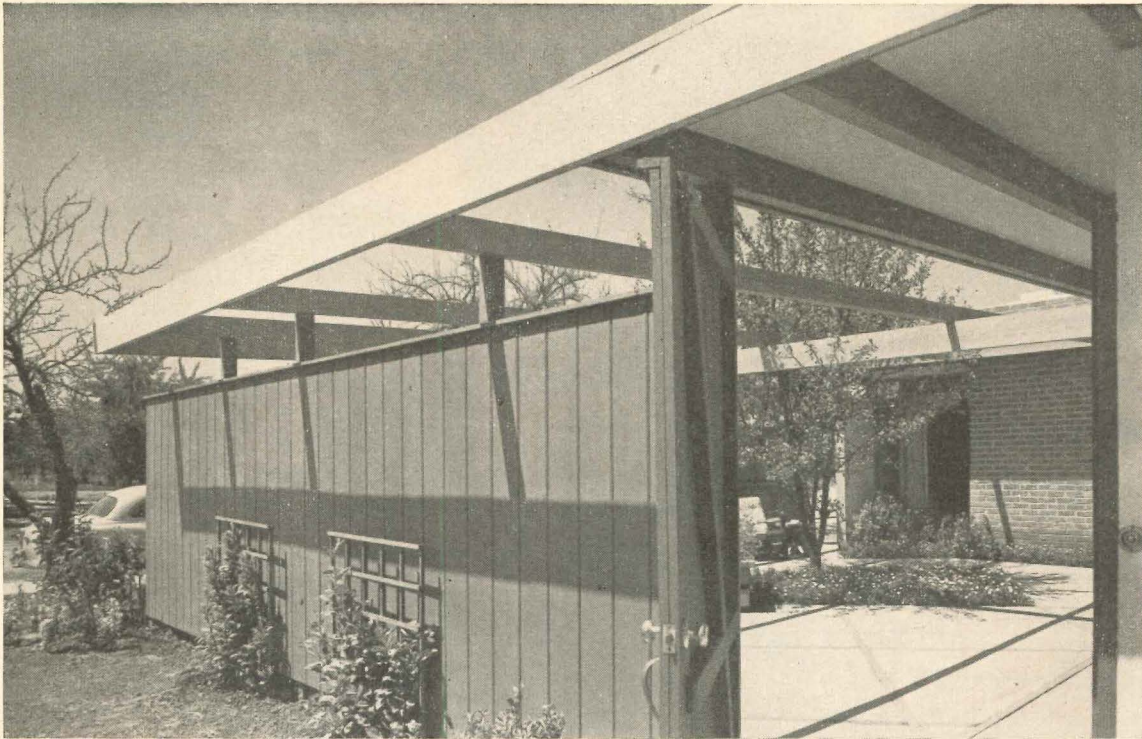
**L-shaped plan (left)** has 700 sq. ft. front patio surrounded by high fence, another patio in back. Paving is not included in price.

miles outside San Francisco. Here MacKay sold 118 of his "urban" two-patio houses, only 25 others.

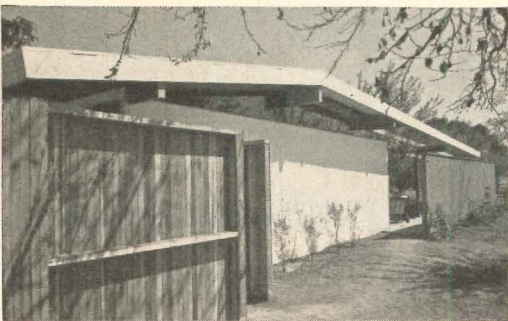
Anshen & Allen, the architects, were sure that this type of house is a fine answer to outdoor privacy on a small lot and to privacy indoors as well if your walls are glass. They wanted for years to build such houses, but few builders were willing to go against their salesmen's advice until MacKay took the big chance. Now builders as far away as Sacramento are picking up the idea. About 800 of these Anshen & Allen patio houses have been built (with slight variations) by MacKay and others. And wherever they were built, they became an immediate success.

*Location: Santa Clara, Calif. Built by John C. MacKay & Associates, Inc. Architects: Anshen & Allen. Area: 1,100 sq. ft. (plus 2-car garage). Price: \$16,000 with fences, but without paving in pa*





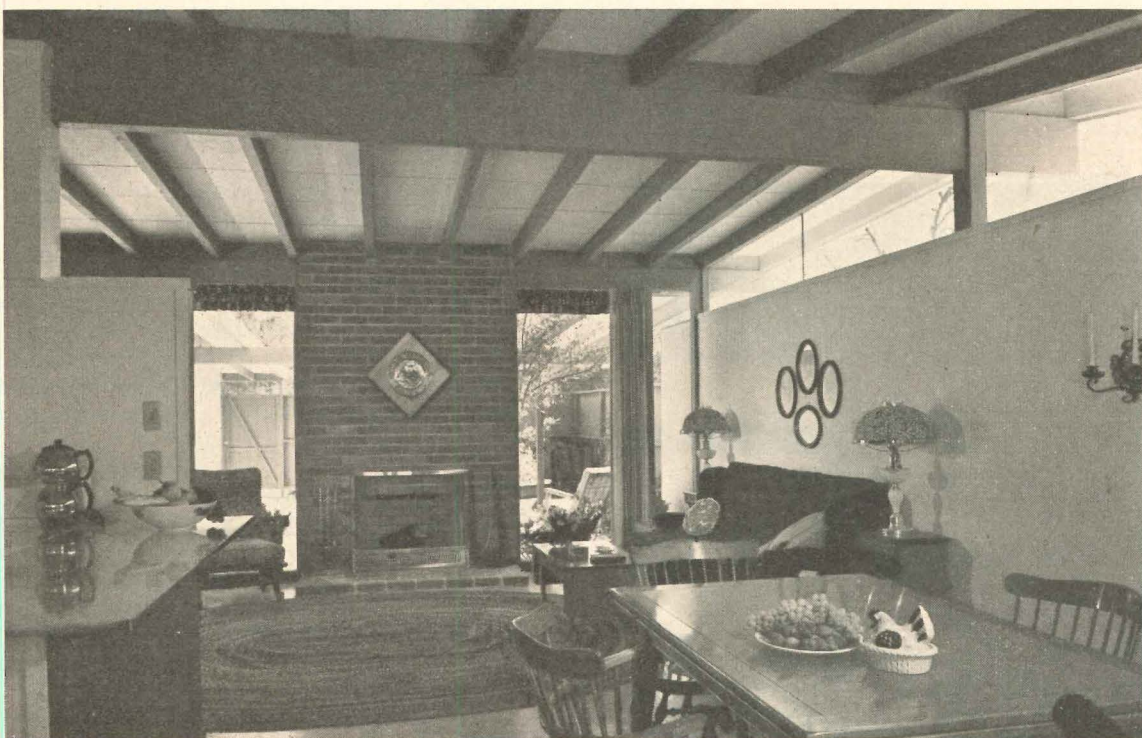
**New model has "rustic" fence in place of stuccoed wall of Pilot Model. All front fences were set back 25' from road to permit off-street guest-parking, have only two openings: a gate (shown open) and a two-car garage door.**



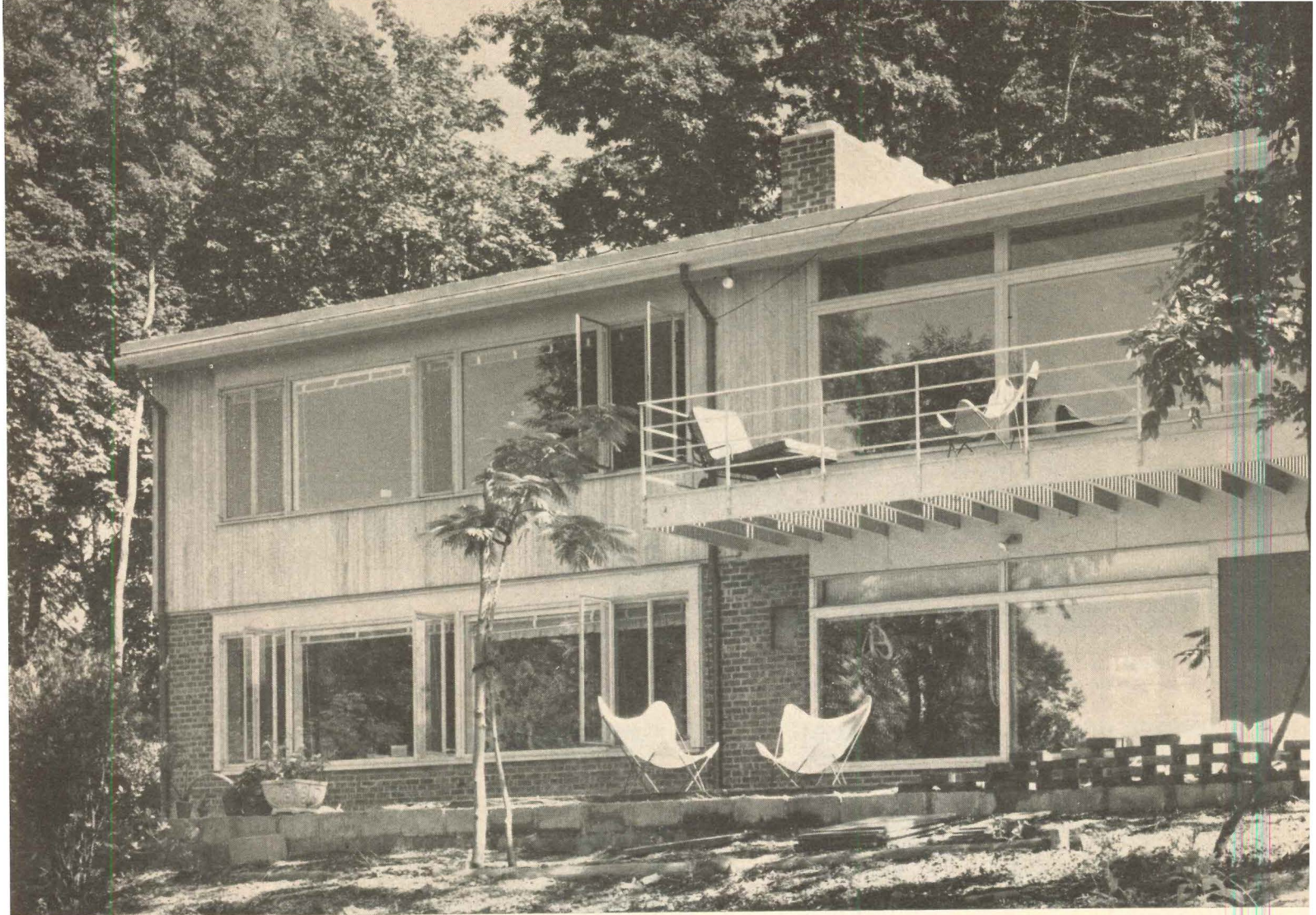
**Side of house has privacy walls and fences just like the front. Fences are included in price.**



**Rear patio serves as play yard. Kitchen has "Dutch" door made by cutting stock door in half.**



**Glass-walled living room needs no curtains because entire lot is surrounded by wooden fences. Other models of same house have fireplace between living area and kitchen, full glass wall opening out to front patio.**



The north side of this house faces the view. Every important room opens on this side. Cantilevered balcony is outside living room.

## 22 Here's how to face a view to the north . . .

If your view faces north—even though it may be the downhill side of your lot—you can still get lots of sunshine into most of your rooms if you open up the south side with a sun-well.

That's what Architect Grossi did in this house.

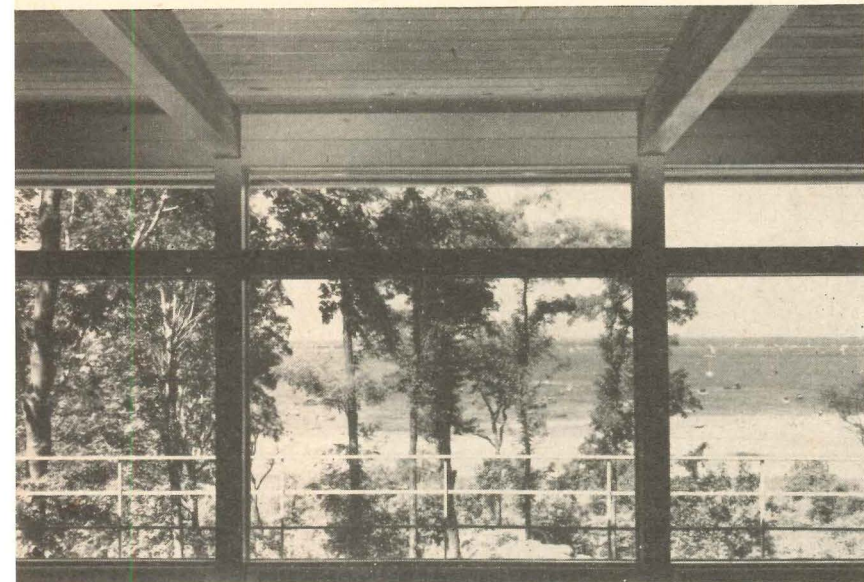
His sun-well is a two-story shaft located on the south side of the house, open on one side to the living room, dining room, play room and library, and on the other side to a high expanse of glass that lets in an abundance of sun to all adjacent areas.

Then Grossi opened the north side to the view, with double glazing for protection from cold winds.

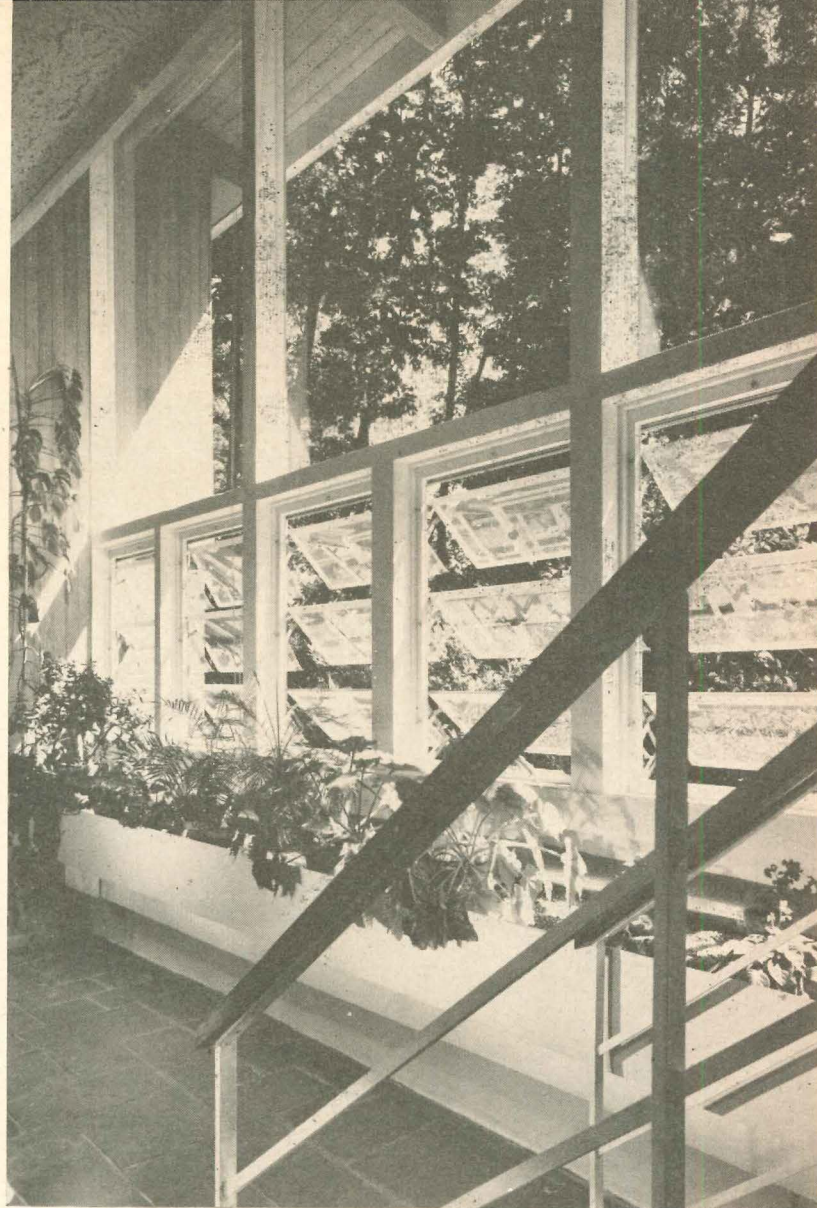
Even with glass almost to the floor in both the living room and playroom the house is comfortable in the winter because of the baseboard heat installed beneath it. Grossi kept the overhang on this side of the house to 8" to let in as much light as possible.

(Con't on page 158)

*Location: Port Washington, Long Island, N.Y.  
Architect: Olindo Grossi, Dean, School of Architecture, Pratt Institute. Consulting Engineers: McGuinness and Duncan. Area: 5,000 sq. ft. Cost: \$60,000.*

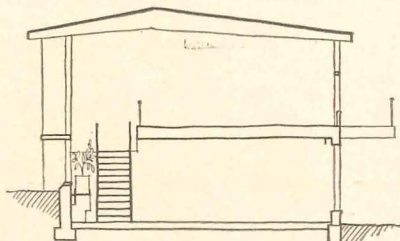


View to north is from living room. Trees break north winds.

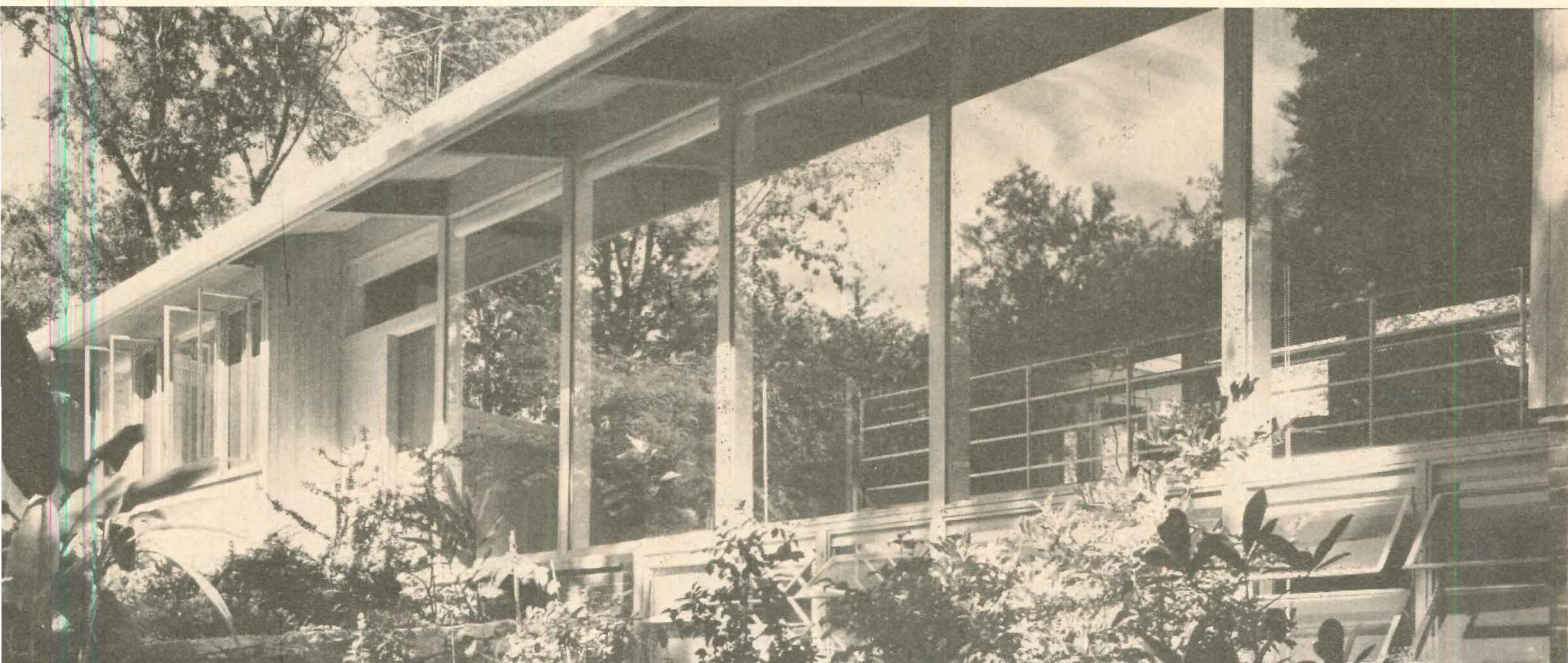


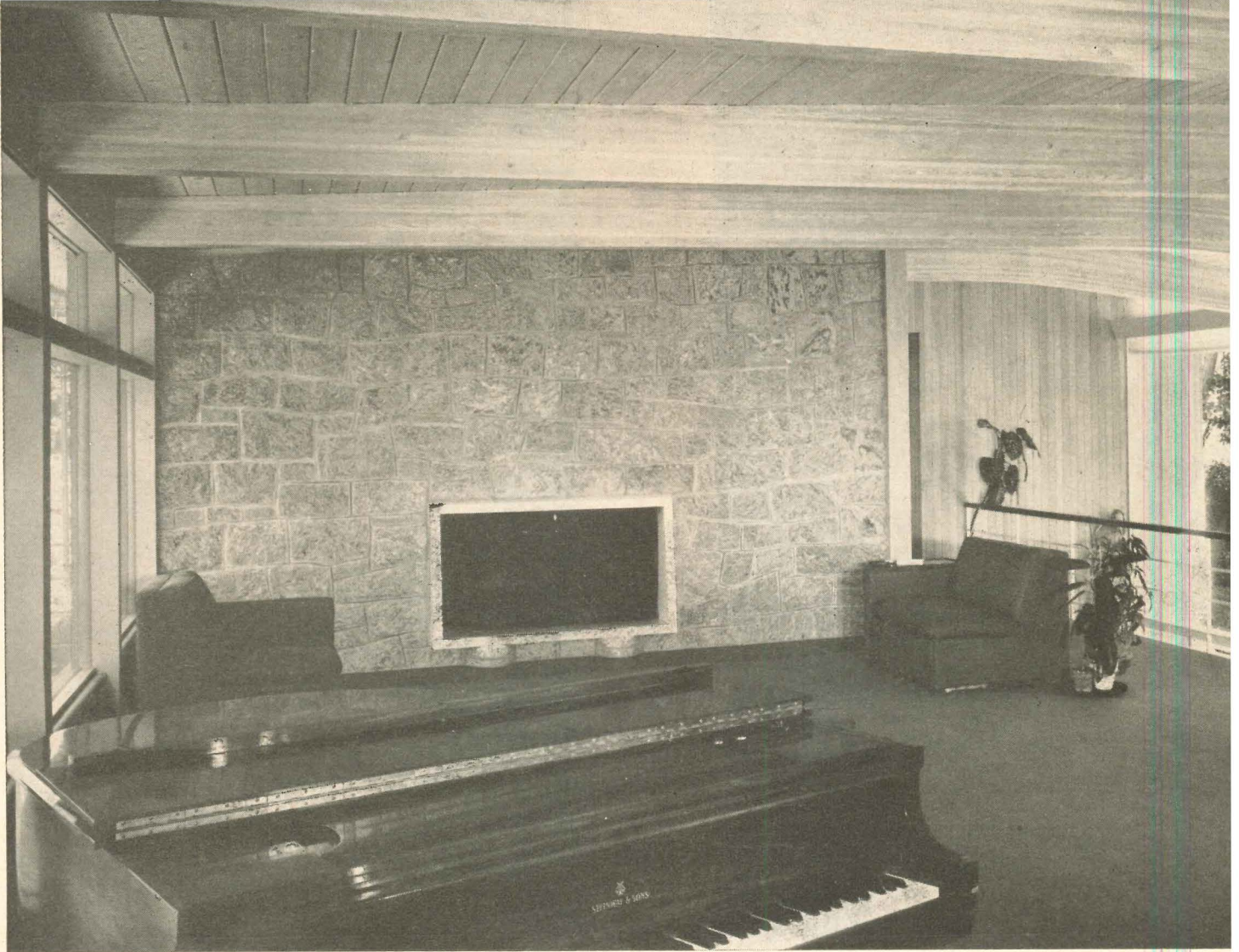
*Sun-well lets sunlight pour into house, makes this a fine place for plants.*

## **and still trap plenty of southern sun**



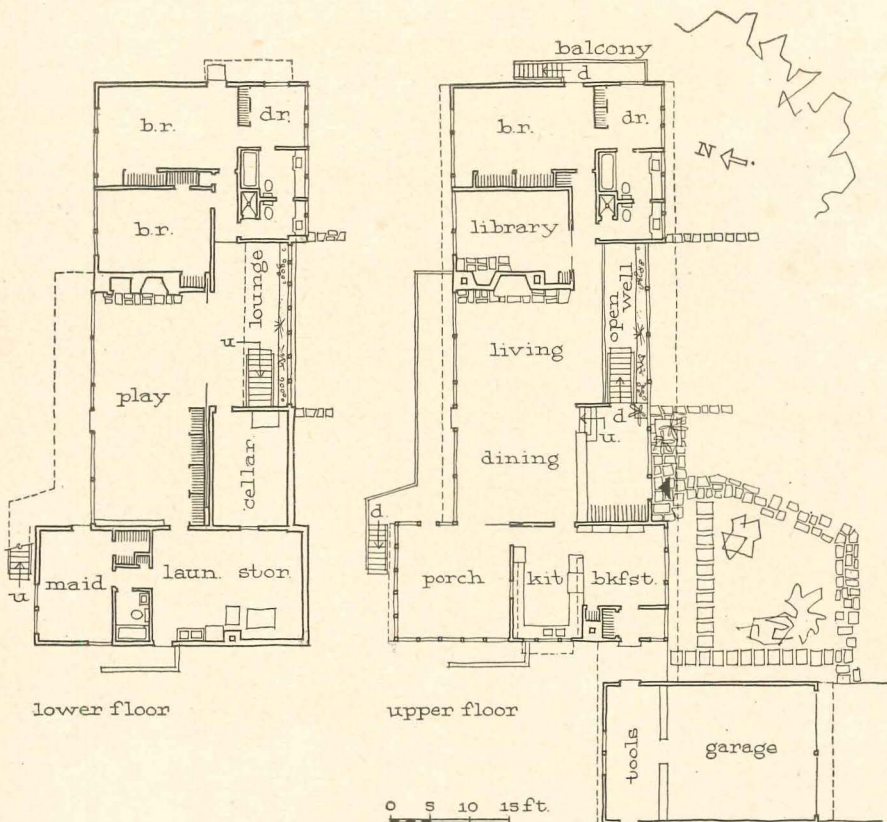
*h side of house shows sun-well from outside. Retaining wall keeps grade at entrance, at left of glass, at street level.*





Handsome glued-laminated beams enhance the pattern in the wood ceilings, span 28' over living room. Beams cost \$275 each.

(House 22 con't.) ... and these details show how to unite design



Structural elements are a major design asset in the inviting interior of this fine house.

The 30' long glued-laminated beams were chosen to carry the roof load, but the sleek appearance of the wood is just as important to the good looks of the house.

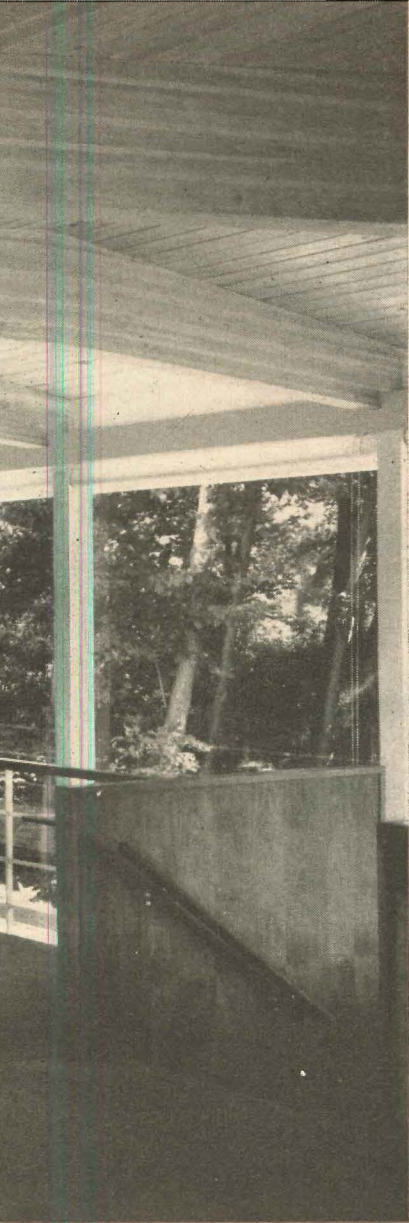
If you plan to use these beams, follow Architect Grossi's advice. Supervise their erection closely, because crews often allow chains (used with cranes hoisting beams into place) to slip burlap wrapping and mar the beams' soft wood.

Grossi feels they are an economy: "They can be put in at one clip and no plastering or wall-board is necessary—they are a finished product," he says.

Tongue-and-groove decking 2" thick spans the 7' between the beams to form the roof deck and finish ceiling at the same time. There is also rigid insulation and a built-up roof with marble clips.

This house gets plenty of texture by contrasting its plank-and-beam construction with the native stone walls.

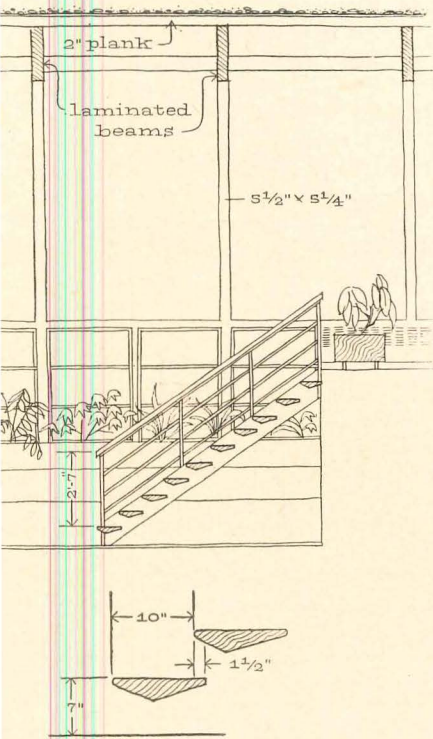
**Economical two-story plan** (left) uses sloping site to best advantage. All rooms are above grade except utility basement, which is cut into bank. Sliding wall closes playroom from lounge.

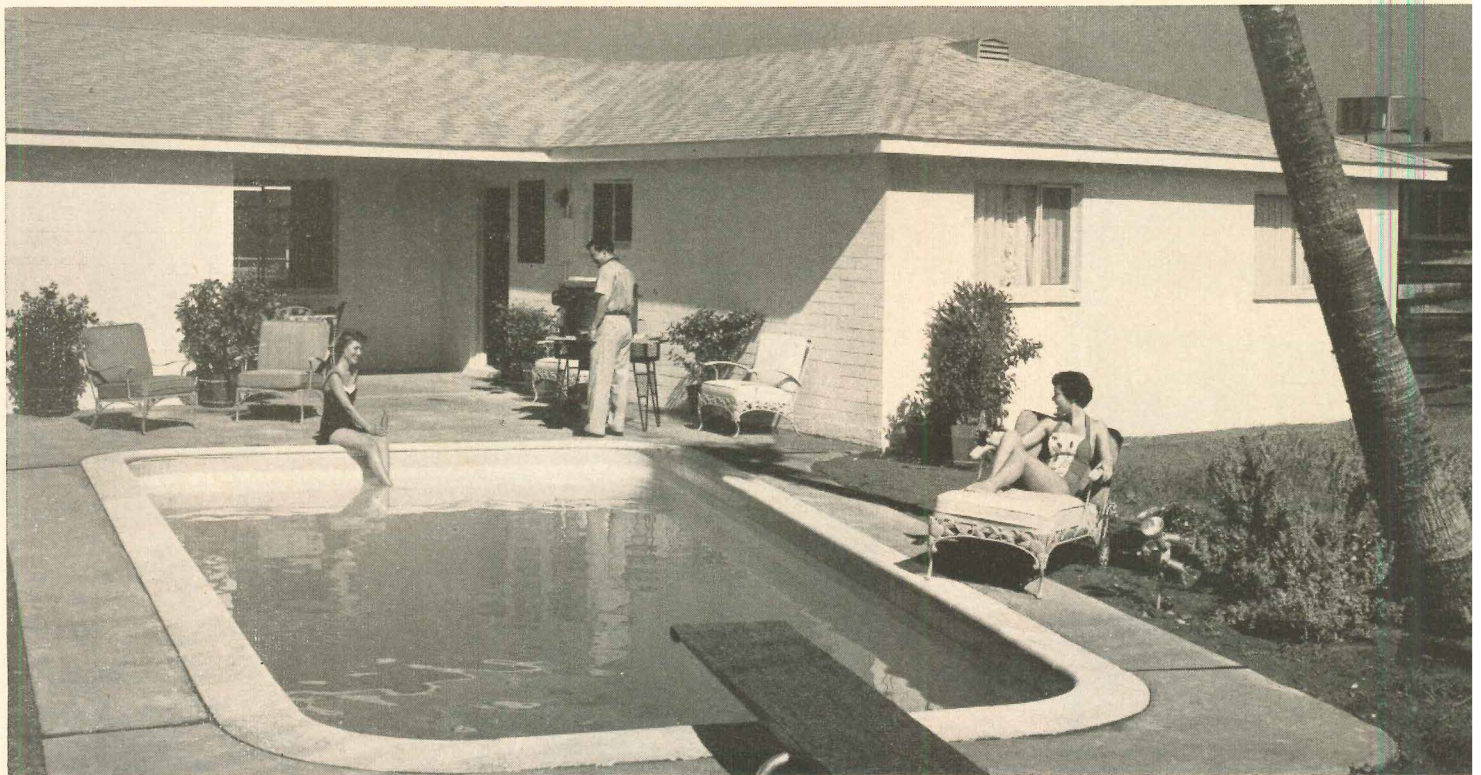


High (22) glass wall of sun-well carries up to second story ceiling

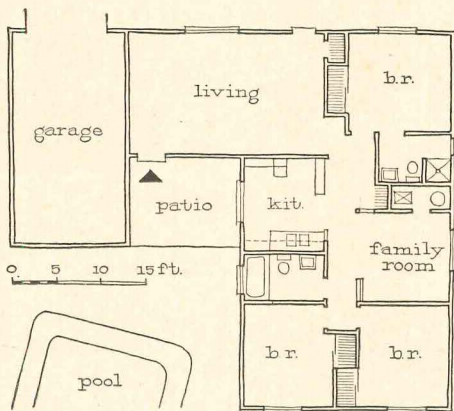
Trim stairs lead up to entrance. Balusters are metal, handrails and treads are oak.

nd construction





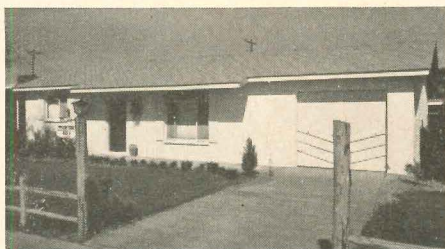
Pool, covered patio and terrace are behind Long's "Santa Barbara" house. Pool is \$1,800 part of sales price. Pool contractor was able to save \$700 because of mass production.



Legs of L-plan are equal width, making all shop precut roof pieces the same.



22' living room has doors to both street and patio. Ducts (but no cooling) are in.



Street side of house shows full garage, rare in Phoenix even in expensive houses.

## 23 "LIVE LIKE A MOVIE STAR FOR \$9,800"!

### Is this the biggest bargain in the U. S.?

Phoenix has the third lowest construction costs of any U.S. city. So says FHA (see page 75). Builder John Long offers the best buy in Phoenix. This is Long's best offering and it may be the most house for the money anywhere in the U.S.

FHA figures that even in low-cost Phoenix house and pool have a replacement value of \$12,000, but Long sells the whole package for \$9,800, the house alone for \$8,000. The three bedroom house has 1554 sq. ft. under roof, including the 310 sq. ft. garage and a 100 sq. ft. porch! The pool is 14' x 28', and the price includes diving board, underwater light, and filtering system.

Long is perhaps the only U.S. builder whose 1956 price is below 1952. Four years ago he was getting \$7,000 for 1092 sq. ft. on narrower lots, with only one bath, no sidewalks, and a carport instead of a garage.

One reason Long can offer such a bargain is his low profit margin. He is satisfied with only \$250 a house. A second reason is low selling cost.

Two results are:

1. Even now Long has no trouble getting mortgage money. "I have to turn mortgage lenders down," he says.

2. Long at 35 is moving up to the Big Ten. With Phoenix starts of 20%, Long's July sales hit a new peak (before credit checks) of 186 units. He broke his record again in August with 207. Asked how he does it, Long says, "I arrive on the building site before my men and stay after they have gone home."

Optimistic about the future, Long is now starting eight houses a day and installing an Olympic-size swimming pool in his subdivision.

Location: Phoenix, Ariz. Builder: John Long. Area: 1,144 sq. ft. Price: \$9,800, including pool.



Best-selling split-level in Delaware is this front-to-back model with clerestory windows. House has many built-ins, is air-conditioned.

## 24 COULD YOU USE THIS NEW Clerestory roof line for splits?

This roof offers two real advantages for splits, especially front-to-back splits.

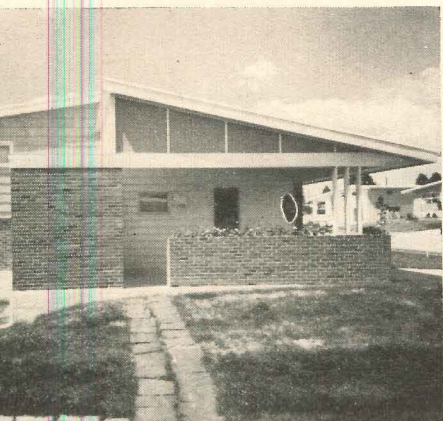
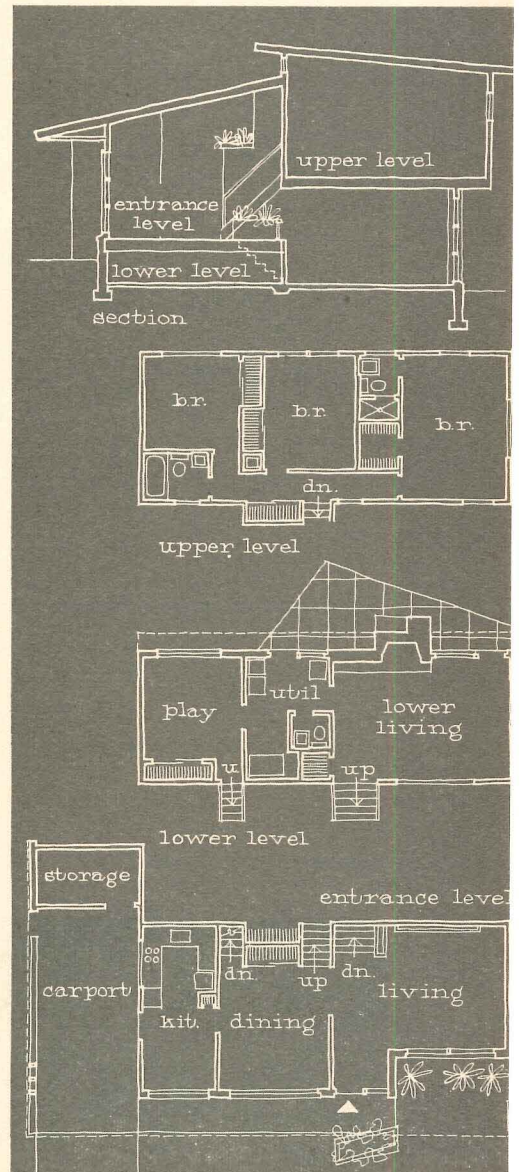
1. It permits two-way light and air for the top level (and for part of the middle level, too, though not with the plan shown).

2. It permits a lower roof pitch than the usual salt-box front-to-back split, and this lower roof pitch:

- A. Wastes less cubage.
- B. Permits a better overhang.

Later models will take fuller advantage of the clerestory roof line, the architect says.

*Location: Wilmington, Del. Builder: Franklin Builders Homes. Architect: Theodore Brandow. Area: 1,720 sq. ft. Price \$23,500, including \$3,500 lot.*

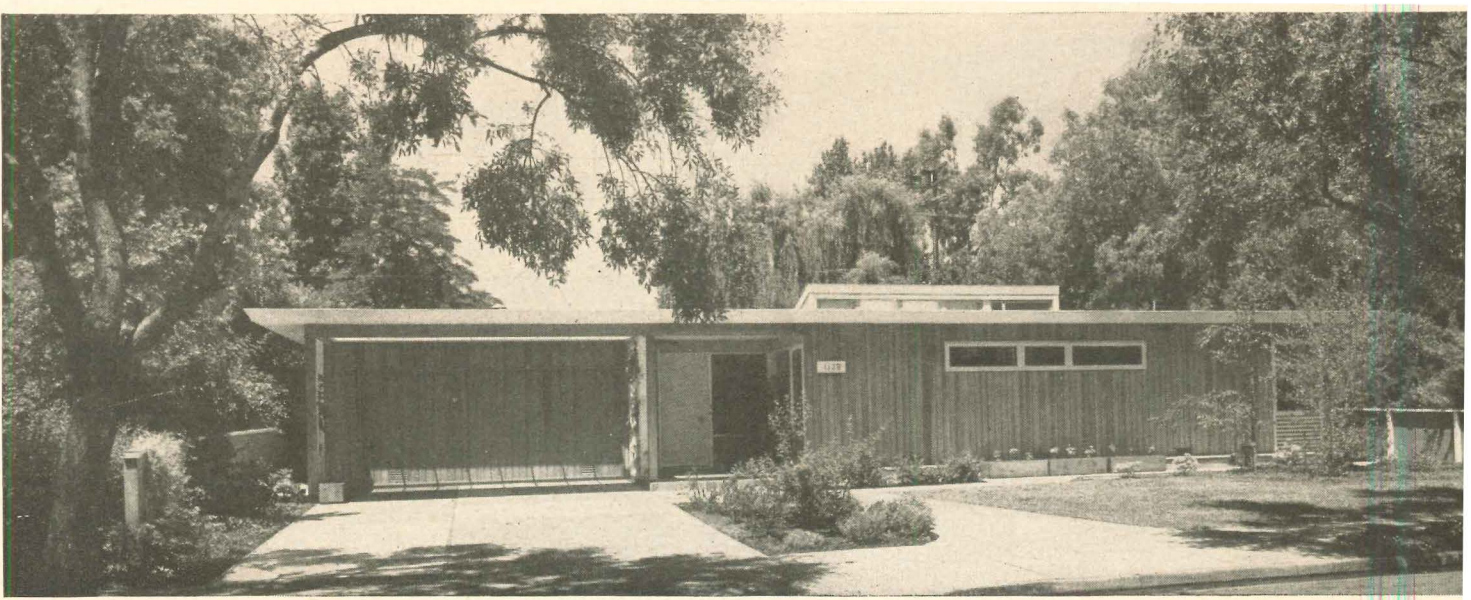


Clerestory roof line looks like this from the carport side.

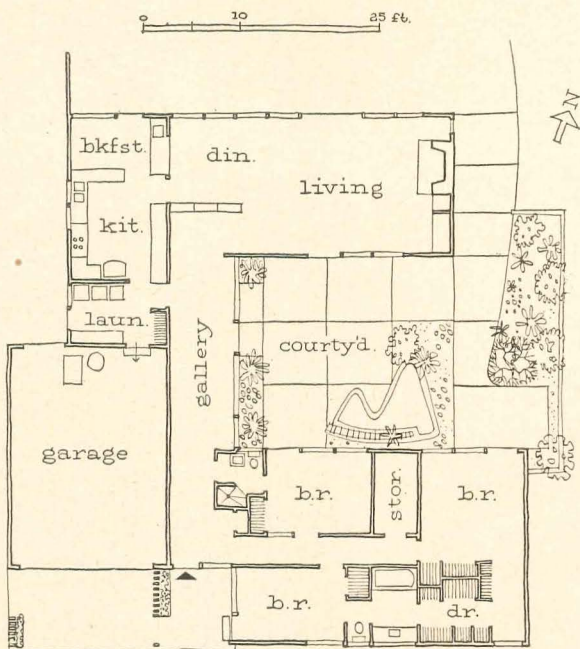


Living room seems larger because the low fireplace opens up the wall between living and dining rooms.

Other good ideas in plan include two staircases to lowest level, two exits to rear patio.



## 25 You can exploit the full width of your city lot . . .



The plan groups living, sleeping and service into three areas. Living and bedroom wings are connected by a specially-lighted picture gallery that runs past garage, utility room and kitchen.

Rear terrace is unusually large due to depth of lot. It is luxuriously landscaped and fenced in on its open sides.



Most lots left in cities today are narrow (though sometimes deep), and it is almost always a problem to achieve spaciousness and privacy when you build on them.

The architects of this fine custom house faced this kind of problem. Here's how they solved it:

1. The house is built as close to the property line as local codes allow. Campbell and Wong spread this plan out to the setback line at either side of the property to make the house as wide as possible. They also left the exterior walls on both sides of the house as windowless as possible.

2. The house has a limited amount of window area on its street side. The only windows here serve one bedroom, a bath, and a dressing area, and these windows are held as close to the roof line as possible. Roof line continues straight across to tie the whole design together.

3. The house has a big patio in the center. The U-shape of this house wraps itself around 1,140 sq. ft. of center court. This gives an extra view (and a private one) to all the rooms that face it, makes them more airy, light and spacious.

4. The house has plenty of glass and a fine garden at the rear. To take advantage of the long lot, the big (35' x 17') living-dining room has windows along its entire length. These, and a pair of sliding glass doors, open on a garden.

Location: Stockton, Cal. Architects: Campbell & Wong. Contractor: Don Clark, Inc. Landscape Architects: Eckbo, Royston and Williams. Owners: Dr. & Mrs. Eric Rosenberg. Area: 2,340 sq. ft. Cost: \$45,000 with lot.

Living room, with 12-foot ceiling, walnut paneling, shelf-like hearth and big window walls, opens to terrace and patio.





**House (left) extends across the whole front of the lot**

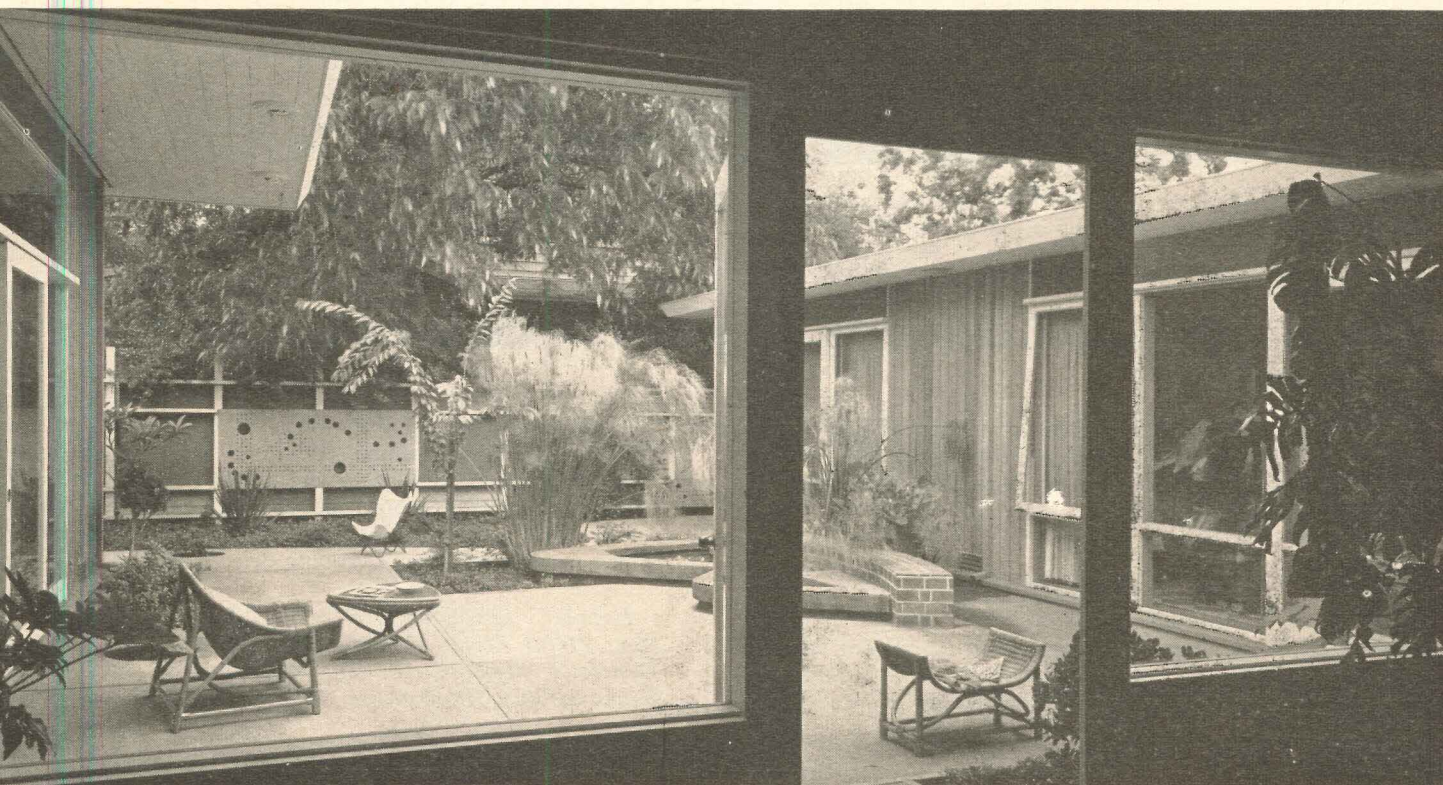
*From the street this house presents an almost closed front. But the set-back garage, the entry and the clerestory window above the flat roof, keep the facade from becoming dull and boxlike. Privacy is insured by taking advantage of the lot's depth (it is 75 x 300') to set the house well back from the street.*

**Inside, house opens around a center patio (right)**

*The U-shaped house surrounds three sides of the patio, but a paved walk joins it to the rear terrace. The patio can be entered from the picture gallery, center, from both the bedrooms at left, and from the living room, right.*



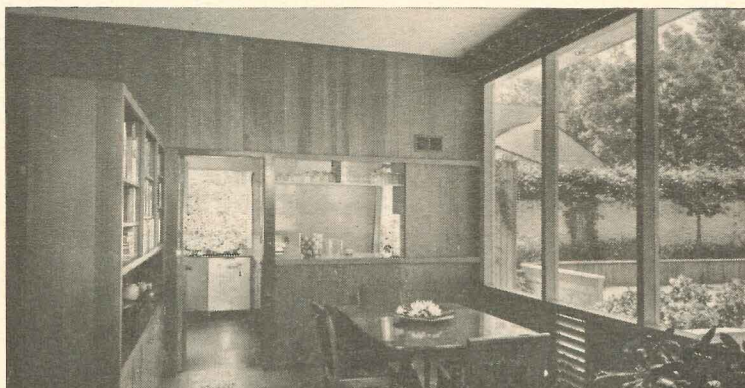
**you open up the center of your house this way**

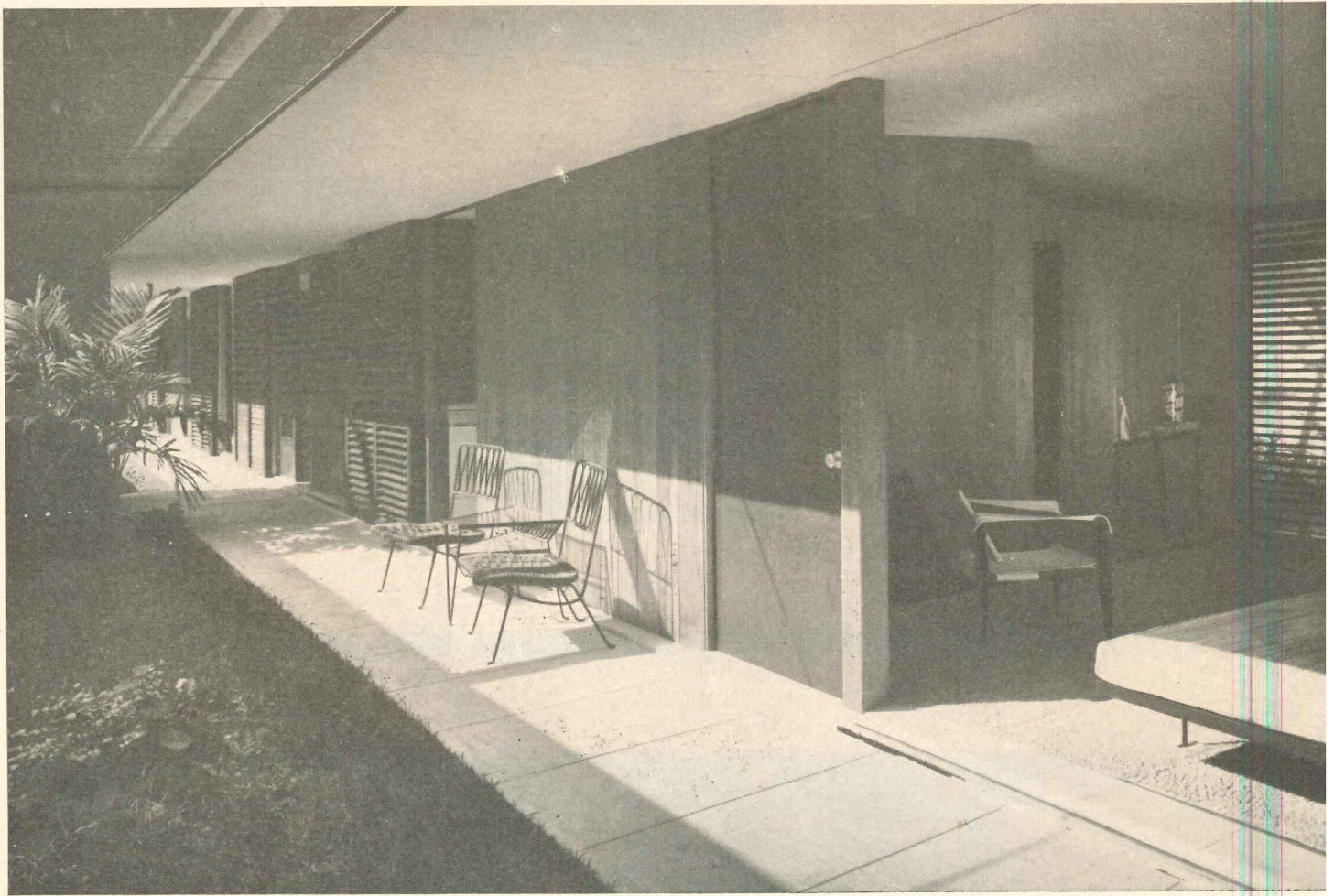


**Patio seen from gallery, shows decorative lot-line fence. The fence insures full privacy at open end of the U-shaped plan.**

**Kitchen is separated from breakfast area by open shelves. Room is gold-yellow and grey with grey and black linoleum.**

**Dining room has panel pass-through from kitchen. Open for informal living, it can be closed on other occasions.**





**Main corridors** is along street side and makes a garden space outside bedrooms. The cantilevered overhang is wide enough (5½') to cover

the corridor and keep straight-down tropical rains from splashing into rooms. Jalousied walls slide shut for complete privacy.

## 26 In a hot climate, why not build a house that's real

Most northern houses are built for indoor living, with a porch to go to when it's hot. But in Florida some of the nicest houses are planned for outdoor living most of the time, with indoor space to retreat to only

1. when it storms
2. when it's cold
3. for sleeping and privacy

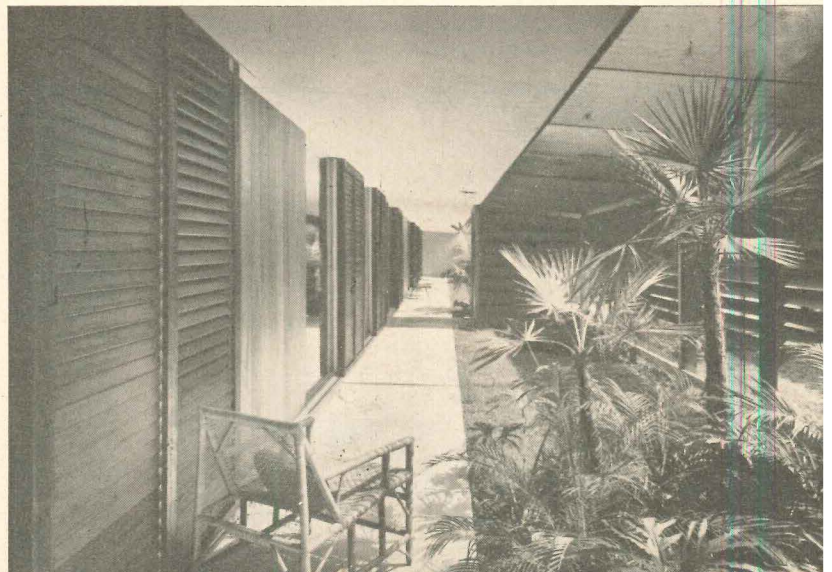
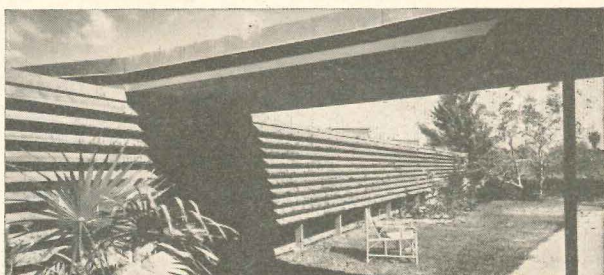
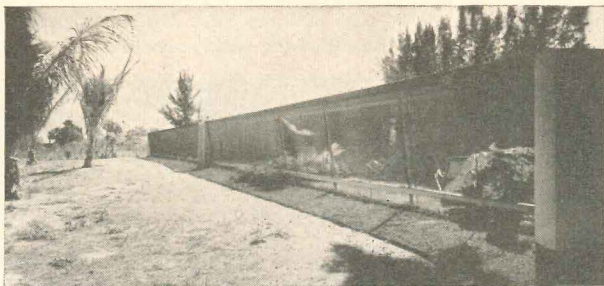
The Florida house shown here runs 117' from end to end of what's really a big, screened-in porch which it divides into two outdoor living areas, each as big as the house itself. Built one-room deep, with walls of wood jalousied panels that slide back,

the house can be left wide open to let the almost constant breezes blow right through. With the house so open, breezes can then cool the outdoor living spaces on either side. The areas get protection from sun and rain because of deep overhangs covering the two open corridors. The glass fiber screen which carries out from overhang, lets in sun, keeps out bugs

*Location: Redington Beach, St. Petersburg, Florida. Architect: Rufus Nims. Owners: Mr. and Mrs. John Messmer. General Contractor: Alois Steinwachs. Area: 1,740 sq. ft. indoors; 3,480 sq. ft. outdoors. Contract price: \$30,800.*

**Bay side of house** (top) has open screening for a better view. Street side (bottom) has long louvers for privacy.

**Garden walk** under street side overhang is not only house's main corridor but also alternate outdoor living area, used for privacy or when sun or rain is from the north.





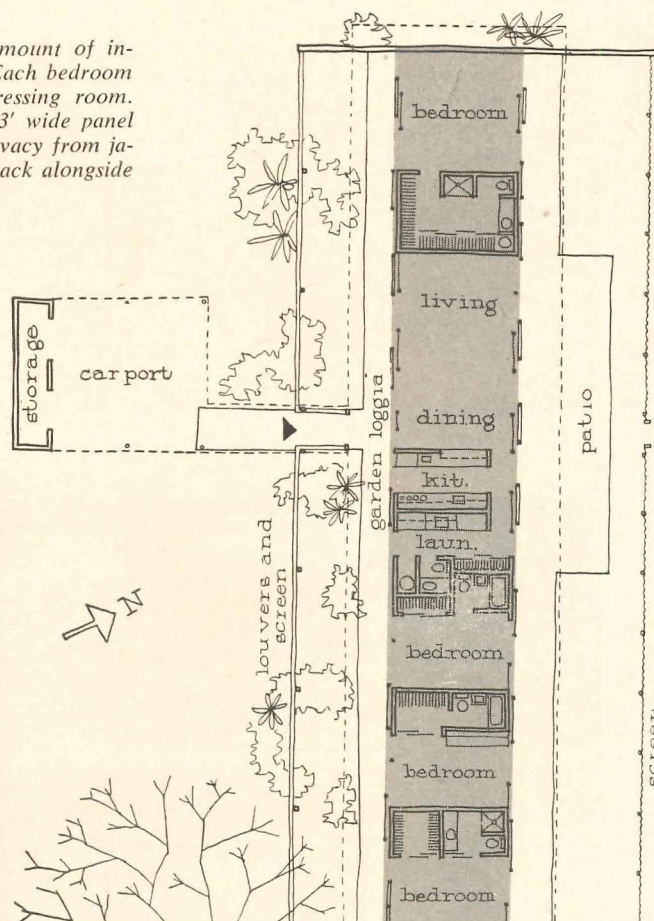
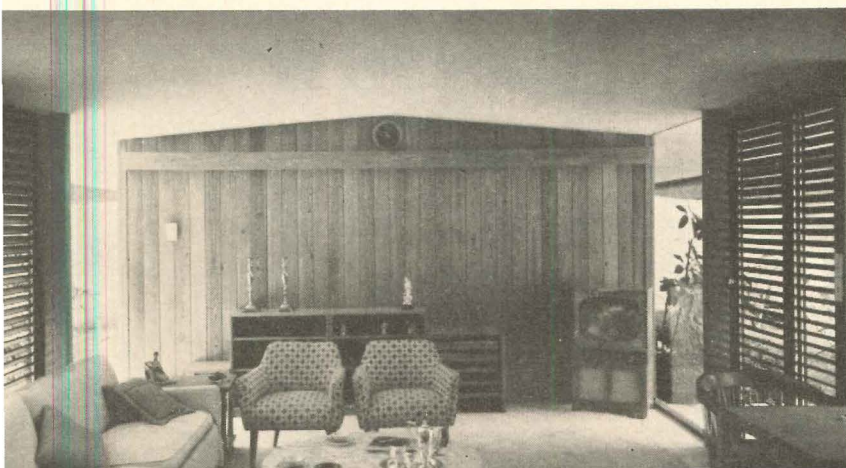
ear terrace on the north gets some shelter from its overhang but otherwise is open to breezes and view of the bay. Screening extends

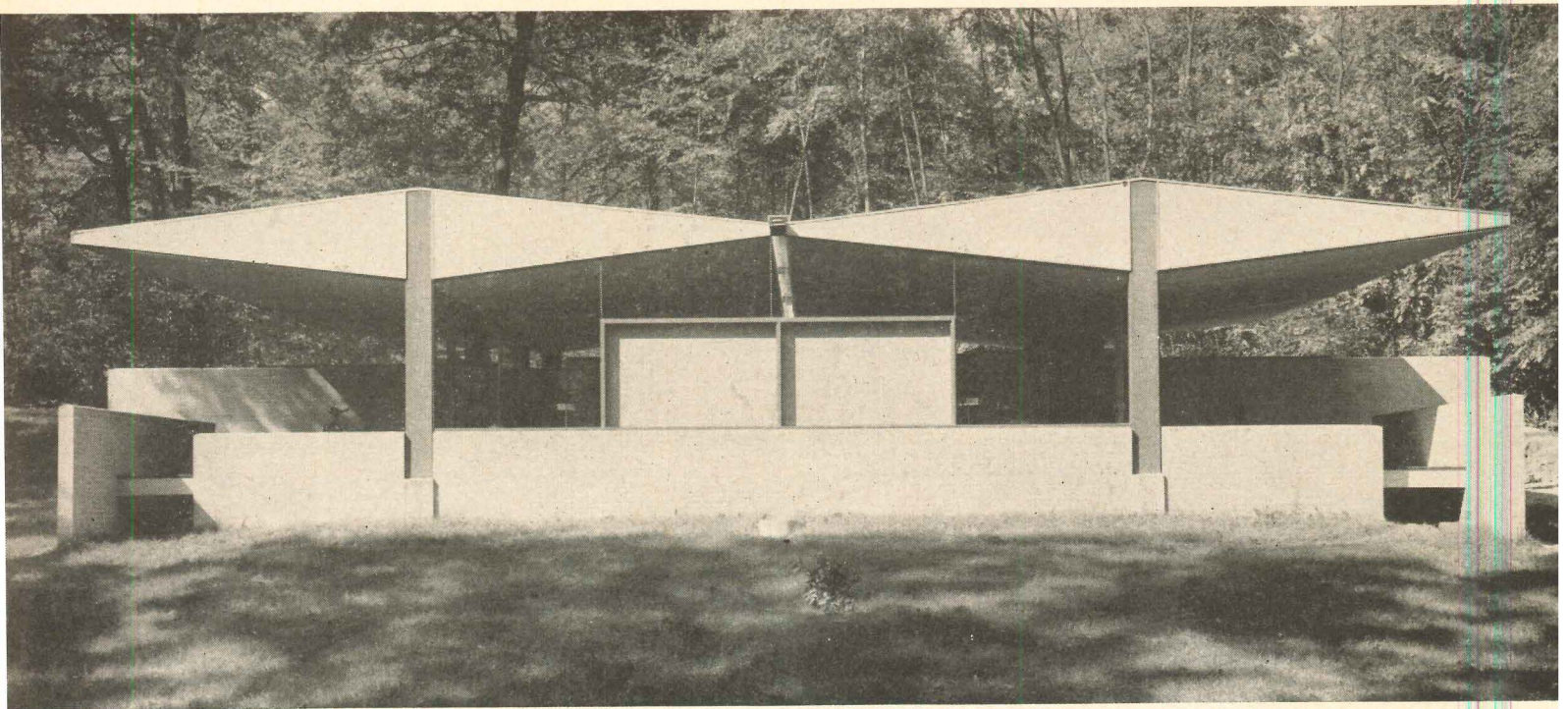
12' from roof edge before it is carried to the ground. These screened outdoor areas double the indoor living space of the house.

## A shaded breezeway in a big screened-in porch?

Plan at right compares amount of indoor and outdoor areas. Each bedroom has its own bath and dressing room. Bedrooms have only one 3' wide panel of fixed glass; get their privacy from jalousie panels which slide back alongside bath or dressing room.

iving room walls alternate fixed glass with sliding wood jalousies to let in breezes and the view. Jalousies make rooms private and can be closed against storms.





Double diamond roof is made up of rigid steel frames, connected at center. House has open porch at either side; center is glazed

## 27 Engineering is creating new forms for tomorrow

The 2,665 sq. ft. roof of this house is supported by only eight 6" x 12" WF columns. It spans a clear 32' at the center and cantilevers out as a 16' overhang on each side.

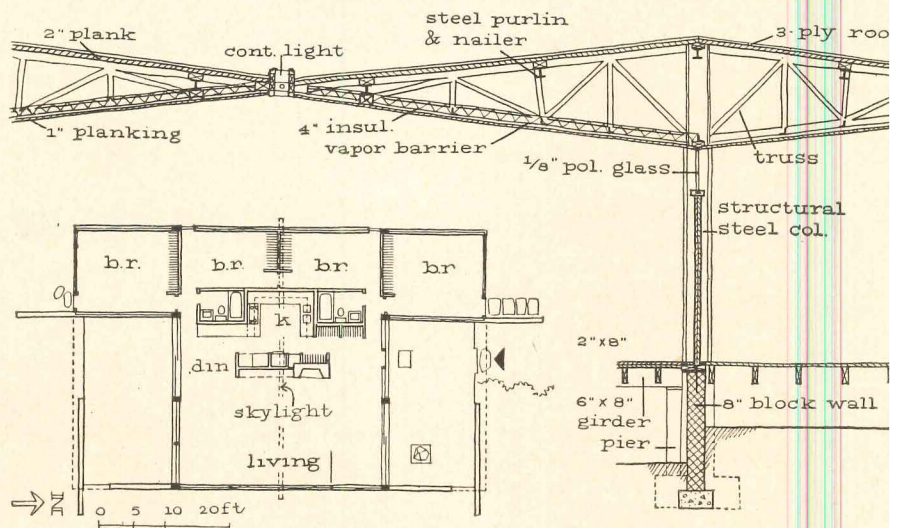
Because there are only eight fixed points on which the whole structure rests, you can: 1. Plan floor space with almost unlimited freedom; 2. Completely open the outside walls.

The entire structure took about 12,000 lbs. of steel. Its cost, in place, was approximately 22.5 cents a pound—relatively low, considering the advantages gained. Not the least of these is time: the structural steel went up in one day. This means no interference with masons, carpenters, and other trades.

With its assets as yet barely explored, today's engineering may indeed create new concepts for tomorrow's house.

*Location: Rye, N. Y. Architect: Ulrich Franzen. Contractor: Rayback, Inc. Area: about 1,930 sq. ft. Cost: \$35,000.*

**Living room, (below, left)** seen through glass wall from the entrance porch, has T&G wood ceiling that follows the slope of the roof truss.

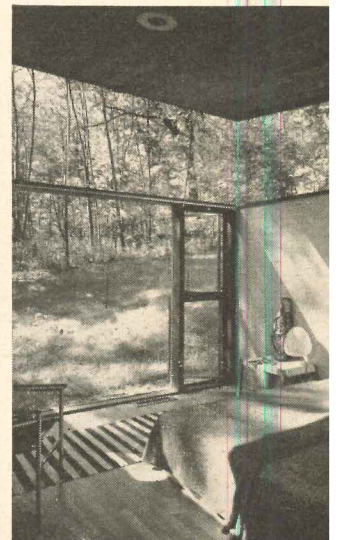
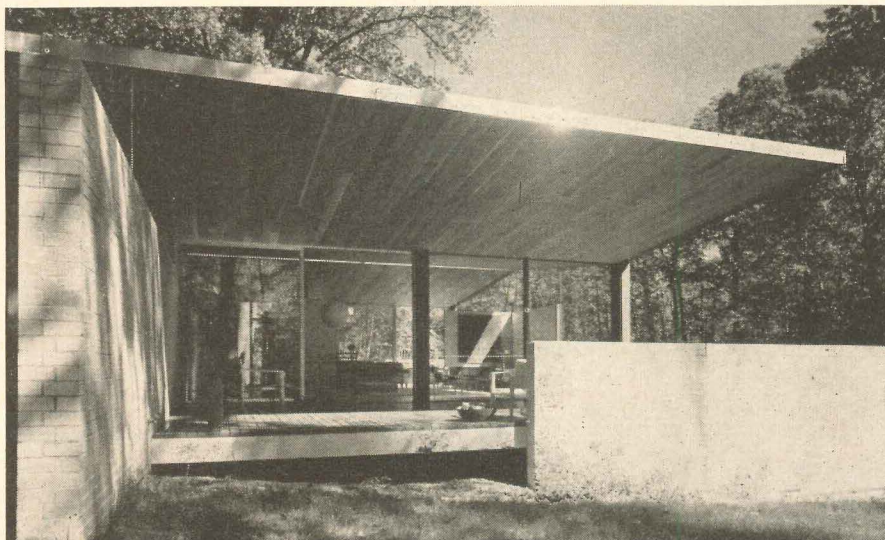
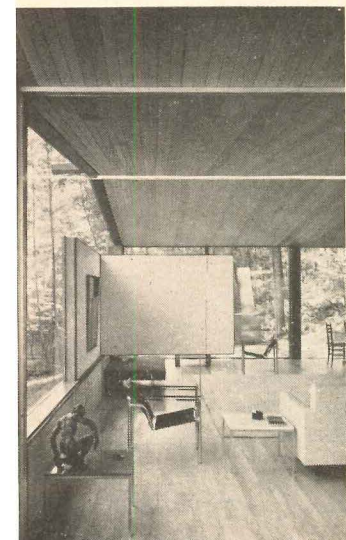


**Wide open plan** has eight fixed structural points, plus utility core. Skylight 10" wide runs along center line of roof.

**Open porch (below)** for dining is sheltered by 16' overhang. Brick wall at left provides privacy for the master bedroom.

**Trusses, hinged at center,** help balance each other. Double-diamond reflects changing stresses of continuous structure.

**Master bedroom (below)** is under cantilevered section of roof, requires no structural mullions. Note mitered glass corner.





main entrance is next to carport, midway between upper L-plan level and lower floor with recreation and laundry rooms

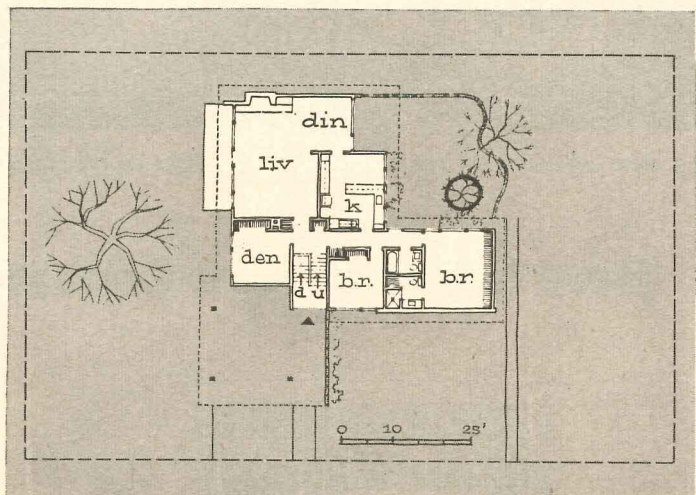
## 8 Custom house turns a hillside corner to advantage

Readers who sometimes face the problem of a small, steep, corner lot can study this design to their profit. The house provides a lot of privacy, has a handsome appearance on both its street sides, and its living area is open to catch the view.

A major feature of the plan is the double-door entrance off the carport, midway between the two floors. The house hugs the slope so well because the first floor is 3' below ground. This allows all the height needed for daylight in the recreation and laundry rooms, yet keeps the two-story west elevation (below, right) from appearing box-like.

The main upper level has about 1,800 sq. ft. of floor space, and the lower has 650. Total cost for this house figured out to a modest \$9 per sq. ft.

*Location: Seattle. Architect: Benjamin F. McAdoo, Jr. Contractor: Saylor Black. Area: about 2,450 sq. ft. Cost: \$22,500 plus lot.*



L-plan shields terrace from streets and makes full use of lot. Three rooms face terrace. Study can also serve as bedroom.

living room's air of luxury derives from 1x4" red T&G cedar boards on ceiling, massive wall and fireplace of used common brick. far right is curtained glass wall and door leading to terrace.

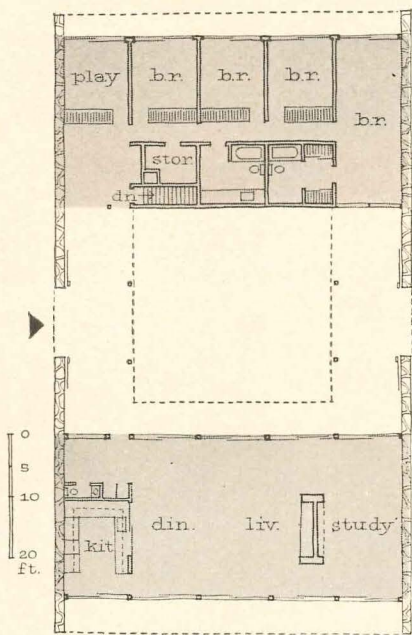
Cantilevered porch off living room shades windows of recreation room below, provides strong horizontal line that aligns with carport roof. View faces west toward large lake.





Living area faces patio on one side, Connecticut woods on the other. Downlights in roof overhangs reduce reflections in glass at night.

## 29 Here is one of New Canaan's most admired new houses



Two houses under one roof are connected only by open passages—a solution few New Englanders will be brave enough to copy.

Few towns in the U.S. can match New Canaan, Conn. for the number and quality of its experimental modern houses. And few New Canaan houses of recent years have attracted as much attention as this one Architect Eliot Noyes built for himself.

One reason: the house is an uncompromising demonstration of two major planning concepts—the concept of the two-zone plan, and the concept of the patio house.

No more radical two-zone plan could be devised than this one, which makes two entirely separate houses out of the formal and informal living areas. The two houses are under one roof, but you have to go out of doors to get from the living room to the bedrooms. All through last winter, the open passages remained snow-free: sun and heat radiated from the house saw to that. (Still, less intrepid souls could always glass in the passages.)

And no more radical patio plan could be devised than a "square doughnut," which turns the whole house into a walled garden—a private and formal outdoor space in effective contrast with the heavily wooded landscape that surrounds the house on all sides.

*Location: New Canaan, Conn. Architect: Eliot Noyes. Lighting Consultant: Richard Kelly. General Contractor: Borghum & Meek, Inc. Enclosed living area: 3,600 sq. ft.*



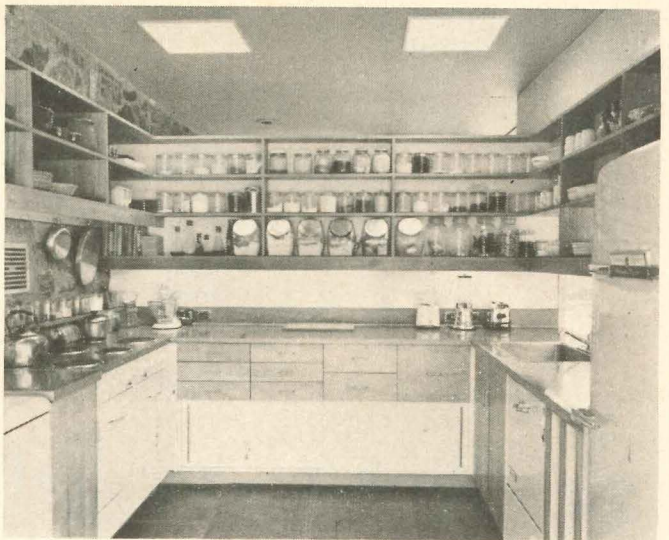
**Entrance to house** is through one of two gates that lead into walled garden. Sliding doors can close off gates, keep out storms.



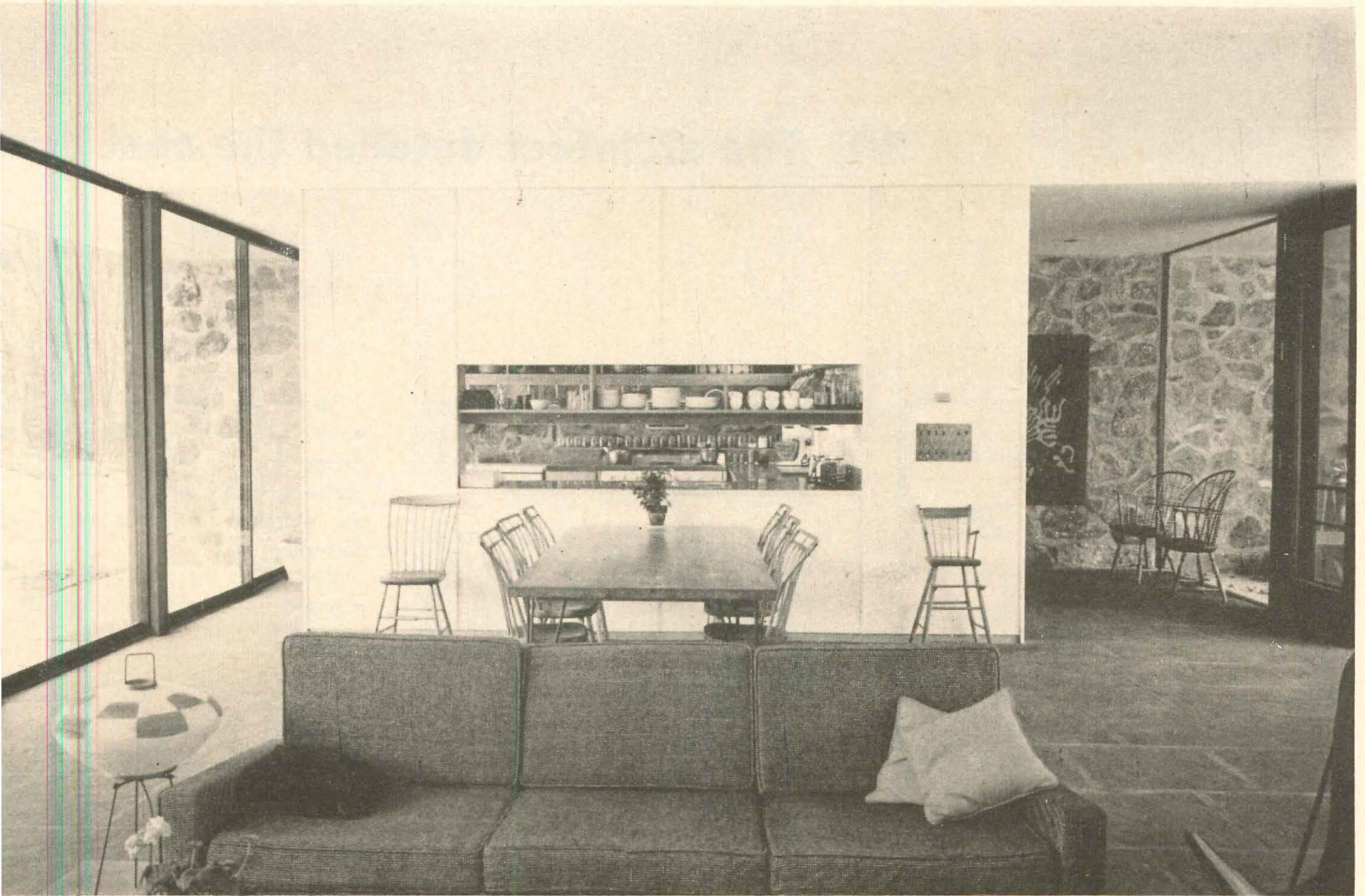
**Inside walled garden**, covered walks lead from living area to bedroom area. These walks could be glass-enclosed if desired.

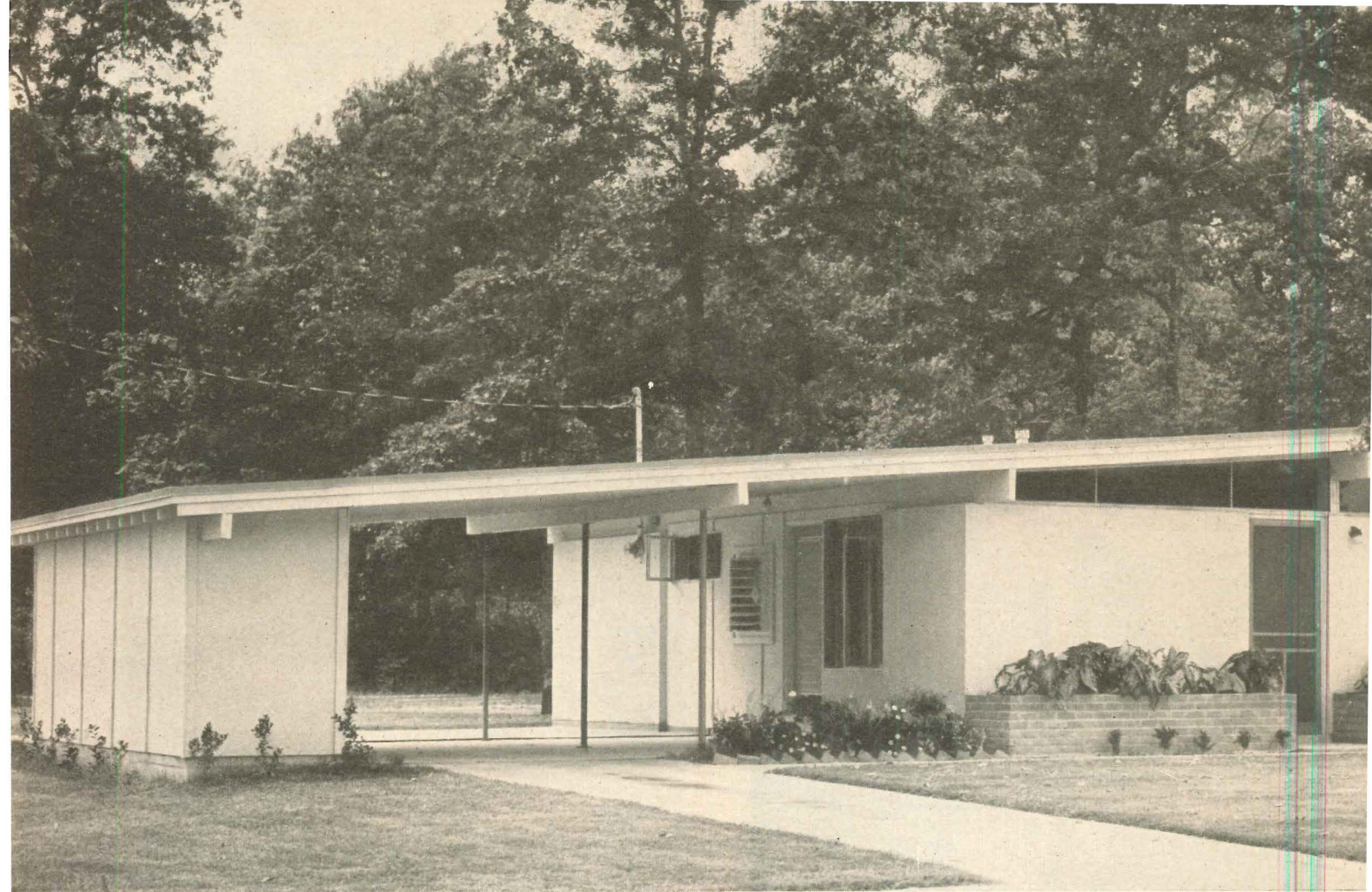


**Stone-and-plaster fireplace** is focal point of living room, screens study in rear. Plywood sculpture is by Ray Eames.



**Sky-lit kitchen** is U-shaped, has open shelves for easier access. Pass-through to dining area is at right, near built-in sink.



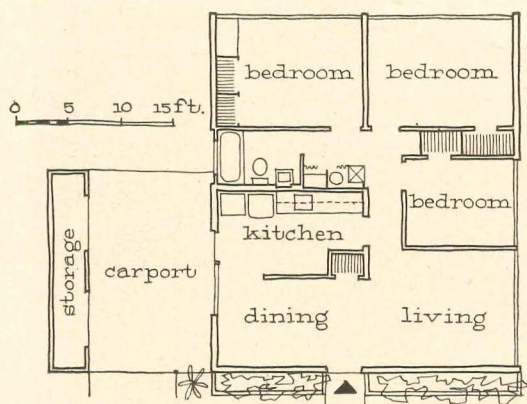


130 houses like this are starting a 1,000-house Negro development. Some later units will be bigger, others will sell for under \$7,000.



## 30 The architect detailed the cost down

VHMCP got three big insurance companies to finance these Negro houses at 98. There have been no defaults and no re-sales.



All houses have three bedrooms, 939 sq. ft. and carports, the latter positioned many ways. Houses meet FHA's full MPR requirements. Lots average 60' wide.

The sponsor won't tell how little these houses cost. Built on a fixed price contract, they sell for \$7.30 a sq. ft., plus land and carport.

The houses cost so little mostly because the architect was paid enough to do an all-out job. He was paid enough so he could figure and refigure every detail for economy. He could make all the mistakes on paper, where they cost nothing. He saved most by wasting least, supplied 50 sheets of specs and details to show just how each item should be bought, pre-cut, and used. Workmen had to do almost no cutting and measuring on the job.

So far the architect has been paid some \$20,000, including his base design fee of \$6,000, a small house royalty, and a per diem site planning, color selection, FHA consultation, etc.

For some of the economies planned into the houses, see the tails on p. 260.

Location: Shreveport, La. Contractor: R. P. Farnsworth Company, 1 Orleans. Architect: Tom Scott Design. Sponsor: Texas Industries, Inc., Dallas (to demonstrate its concrete block Area: 939 sq. ft. Price: \$9,500 to \$10,500, including carport on lots average \$2,100. FHA valuation: the same





*Wall-to-wall window makes small living room seem bigger. Furnishings suggest the pride owners take in these homes. Builders absorbed cost of draperies to overcome buyer hesitation over so much glass.*



*Dining room and kitchen, right, share door and window unit*

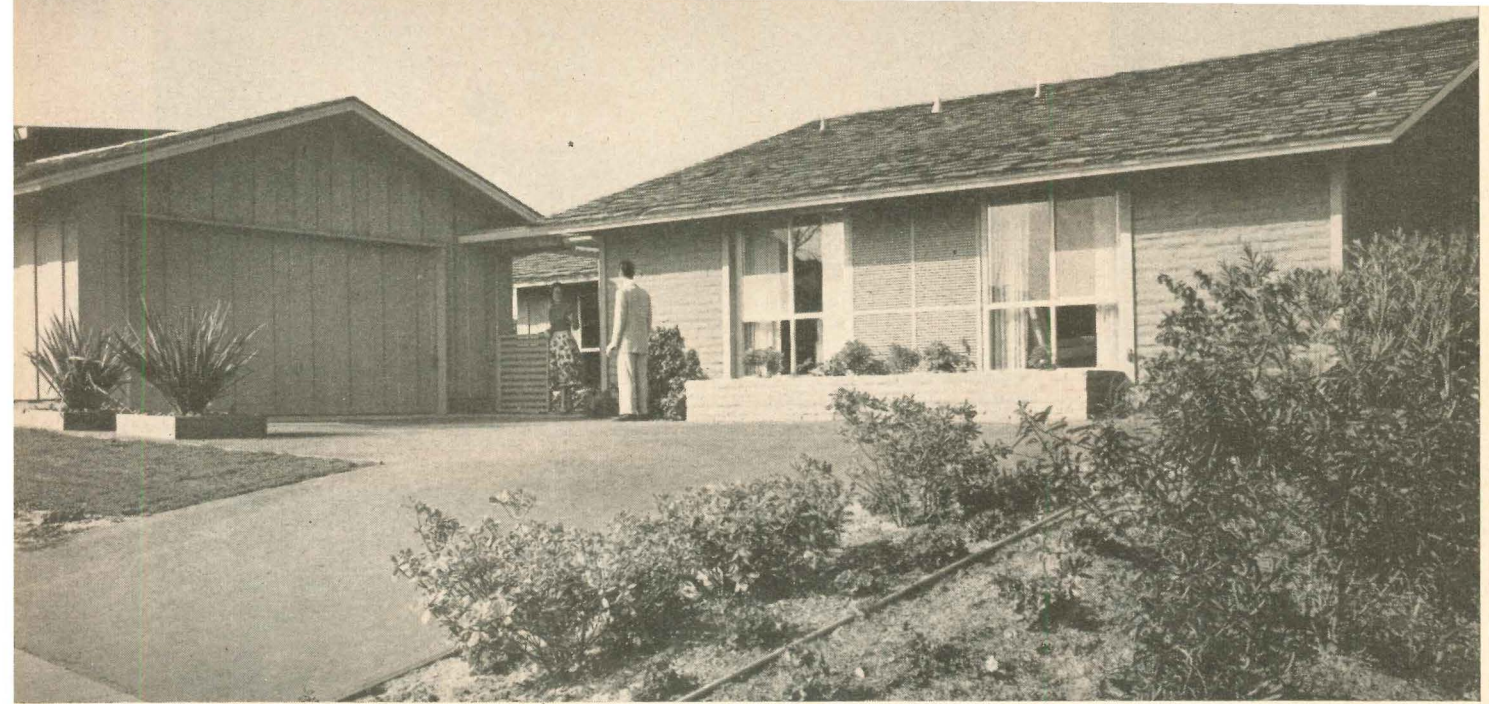
**block by block to under \$7.30 a ft.**



*Entire rear wall is filled with windows prefabricated in six floor-to-sloping roof sections. Cemesto replaces glass at bottom.*

*Cheapest good way to get variety is with paint, so tract was very carefully color-coordinated in earth tones. Only strong colors used are on doors, columns and gravel guards. Setbacks were often changed to get variety and save old trees.*





Farm-like exterior has many nostalgic touches like roof shakes, irregular block walls, board-and-batten siding, shutters

### 31 Modern design can create a nostalgic setting

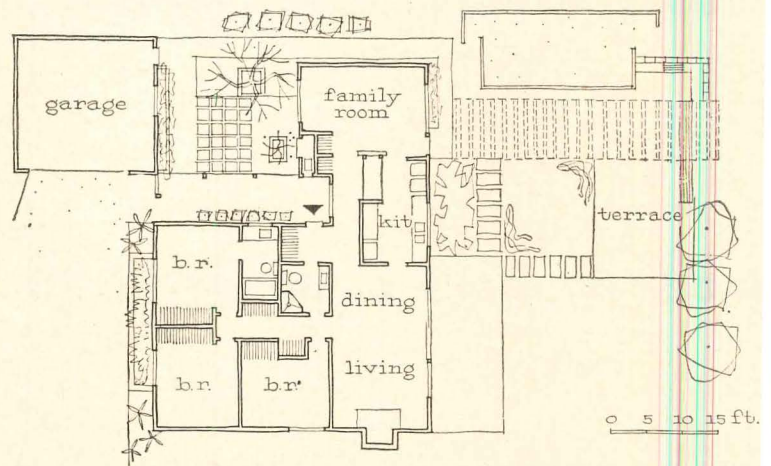
One reason this house sells well is that it reminds people of the pleasant informality of a group of farm buildings: casual, warm, well proportioned and securely placed on the ground—a far cry from the boxiness that some people associate with tract houses.

Architect Ed Fickett picked “rustic” looking materials like roof shakes and board-and-batten walls to achieve this relaxed effect. Yet he never lowered his standards of design.

Good planning, however, is just as important. Next to the pleasant exterior (and the nice entrance patio) people liked best the family room which can also double as a formal dining room, and the fine control exercised by the kitchen.

*Location: Palos Verdes, Calif. Architect: Ed Fickett. Builder: Walter R. Sant & Sons. Owner: The McCarthy Company. Price: \$20,000 to \$24,000.*

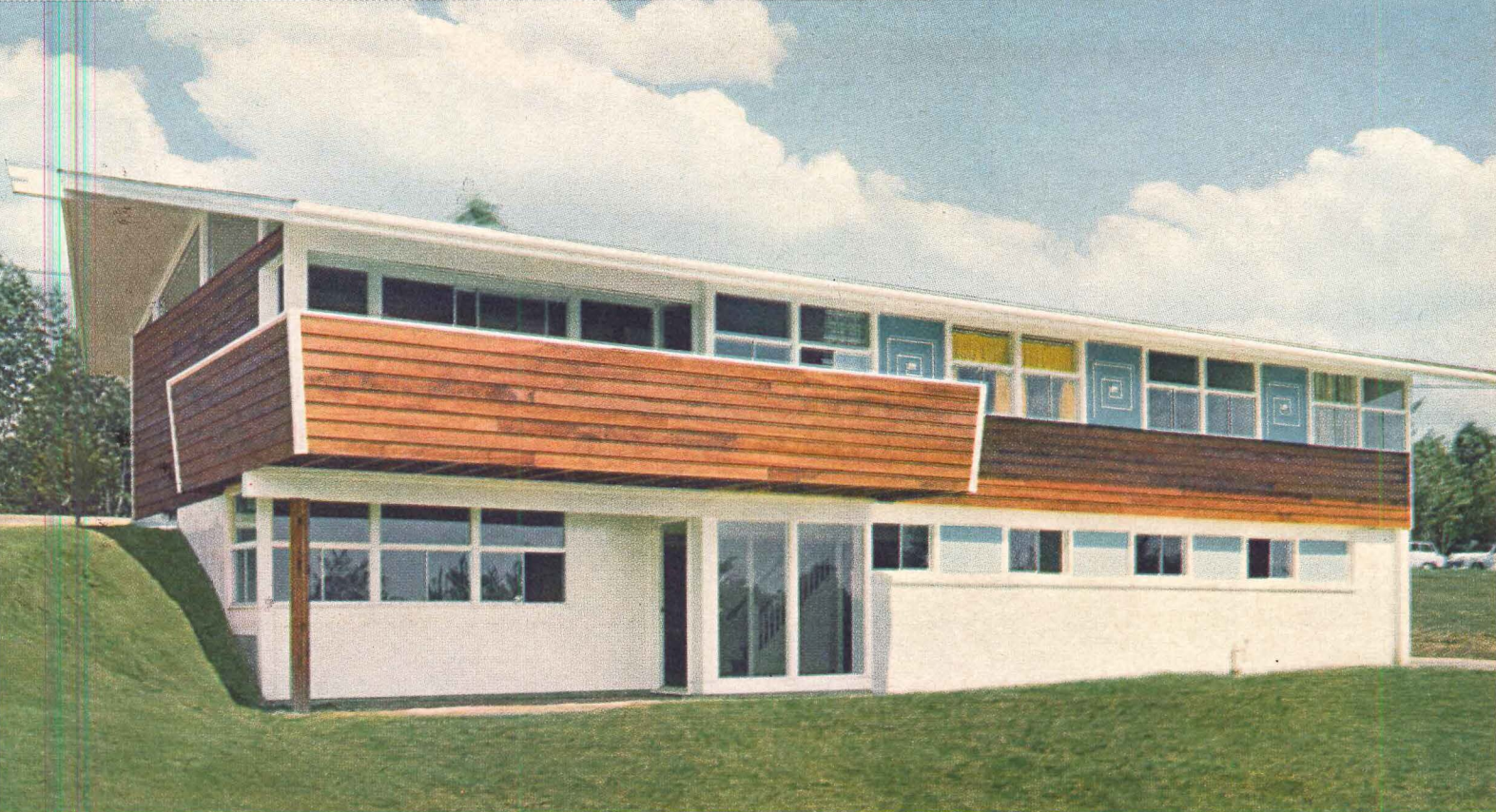
*Good landscaping (below) helped to make all outdoor areas useful, pleasant. This trellis is an extension of the family room (right).*



Rambling plan has separate garage structure, L-shaped main house. Informality recalls scattered farm buildings.

Family room, next to kitchen, can double as formal dining room. Buyers liked height of beamed “cathedral ceiling.”





Downhill side has large glass wall in downstairs playroom, guest-bedroom windows at left. Base of painted concrete block is recessed.

## 32 This house puts an expansion basement into the hillside

Section (below) shows major advantage of hillside house: although it is two stories high, both floors have direct access to the garden.

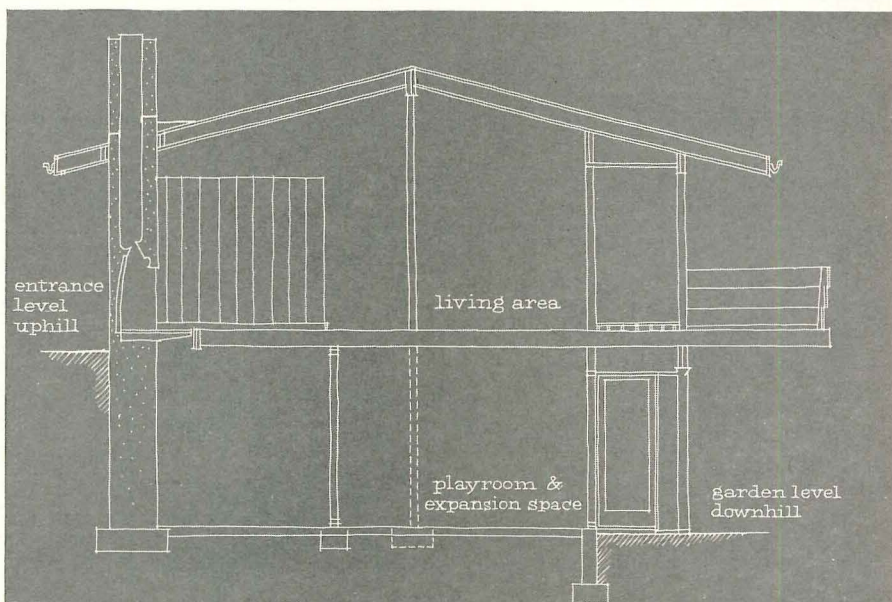
The cheapest space you can build into any house is the space between foundation walls. And the best place to use that cheap space is on a hillside. Reason: On a slope basement space can be opened up on the downhill side and turned into attractive, useful and immensely salable living area.

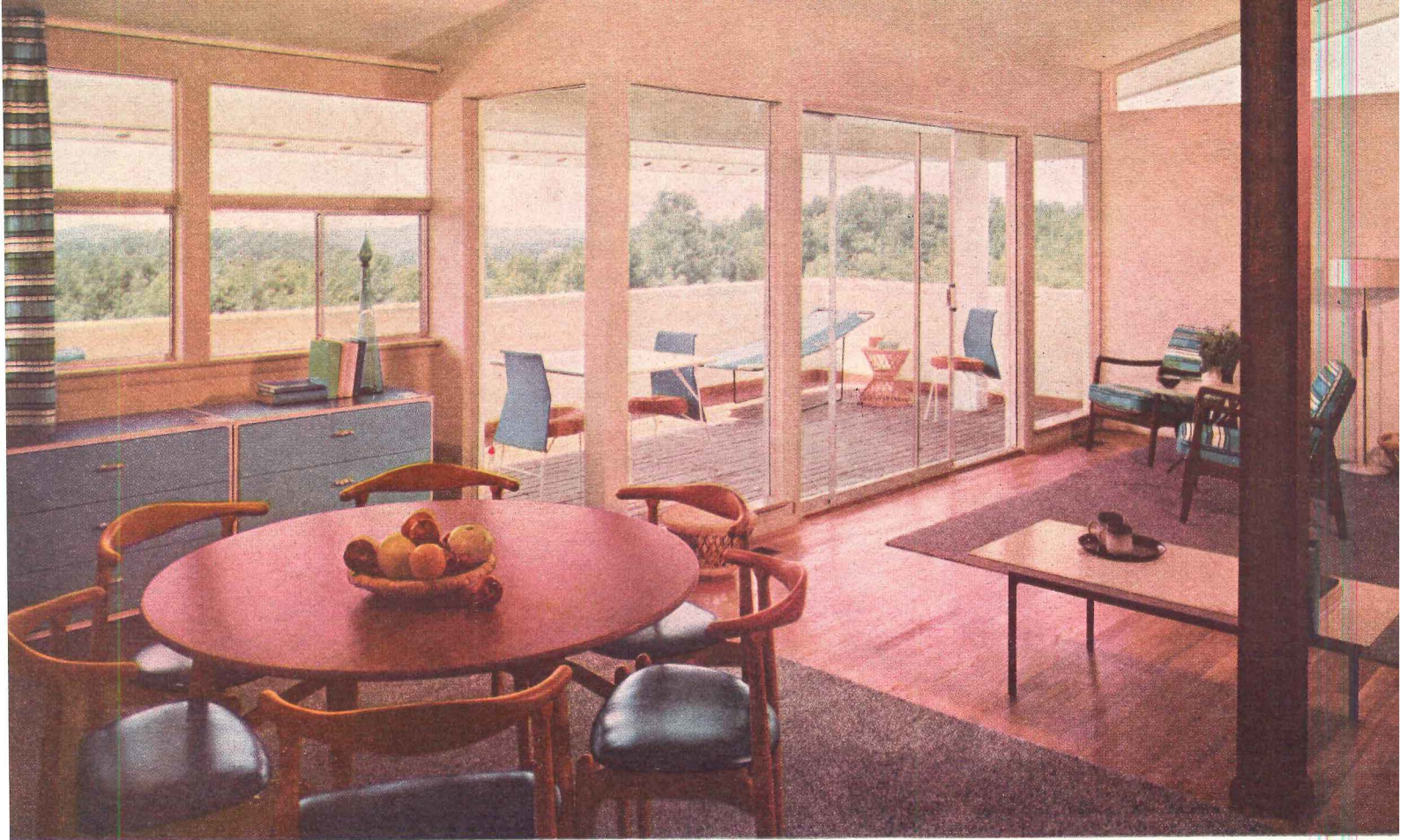
That is exactly what Architect Roy Johnson did in this handsome builder house. For he gave his customers a complete 1,500 sq. ft. house on the upper level, plus a 1,500 sq. ft. bonus downstairs—which includes space for a guest bedroom, bath, utilities, playroom and two-car garage. The lots are an acre in size.

In the first three months, the builders sold six of these houses, 24 others of three different designs. People liked this model despite its higher cost, more modern look (which is relatively new in conservative Westchester). The builders will vary the basic design at an additional cost, since they feel that prospects in this bracket are second-house buyers, want a semi-custom home. Among the variations: a fourth bedroom, third bath downstairs (\$2,700 extra), additional width or length to the plan (at \$15 per sq. ft.). (Cont. on next page)

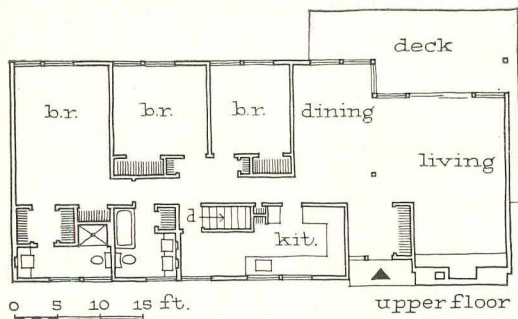
Location: Pleasantville, N.Y. Builder: The Shroder Co. Architect: Roy Johnson. Interiors: Emily Malino. Price: \$30,500.

Uphill side (right) is long and low-slung, looks



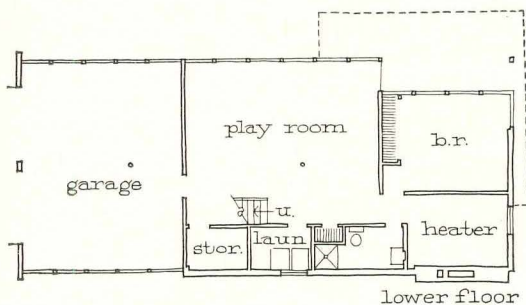


Open plan of upper level includes balcony that permits outdoor living a full story above grade. This is view from main entrance.

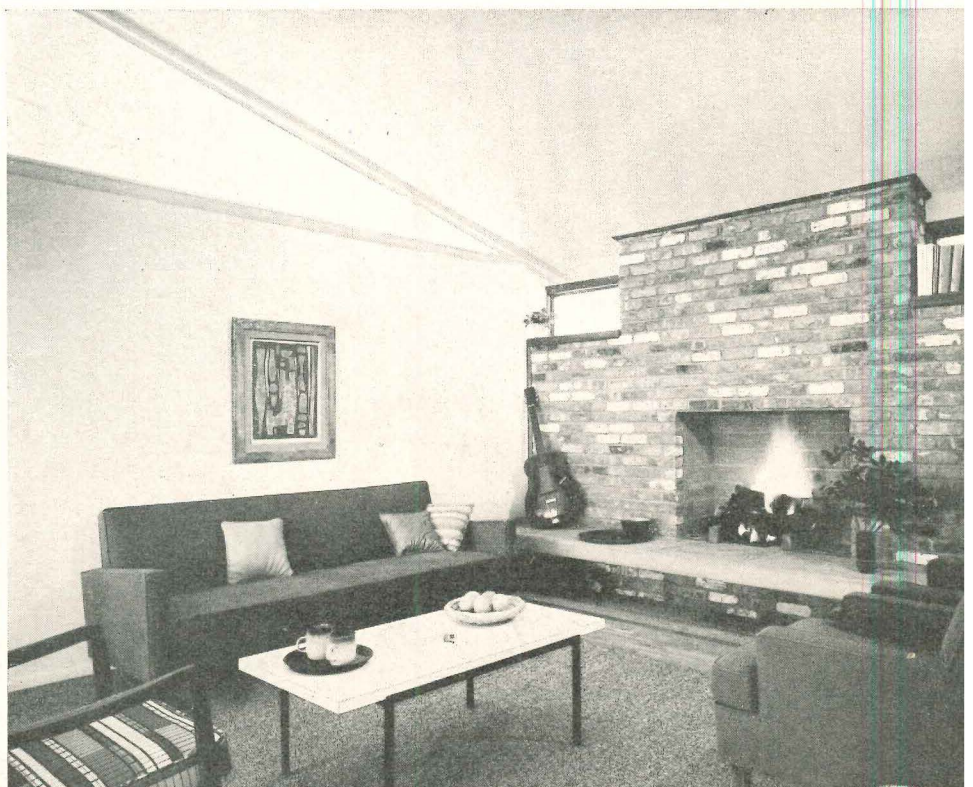


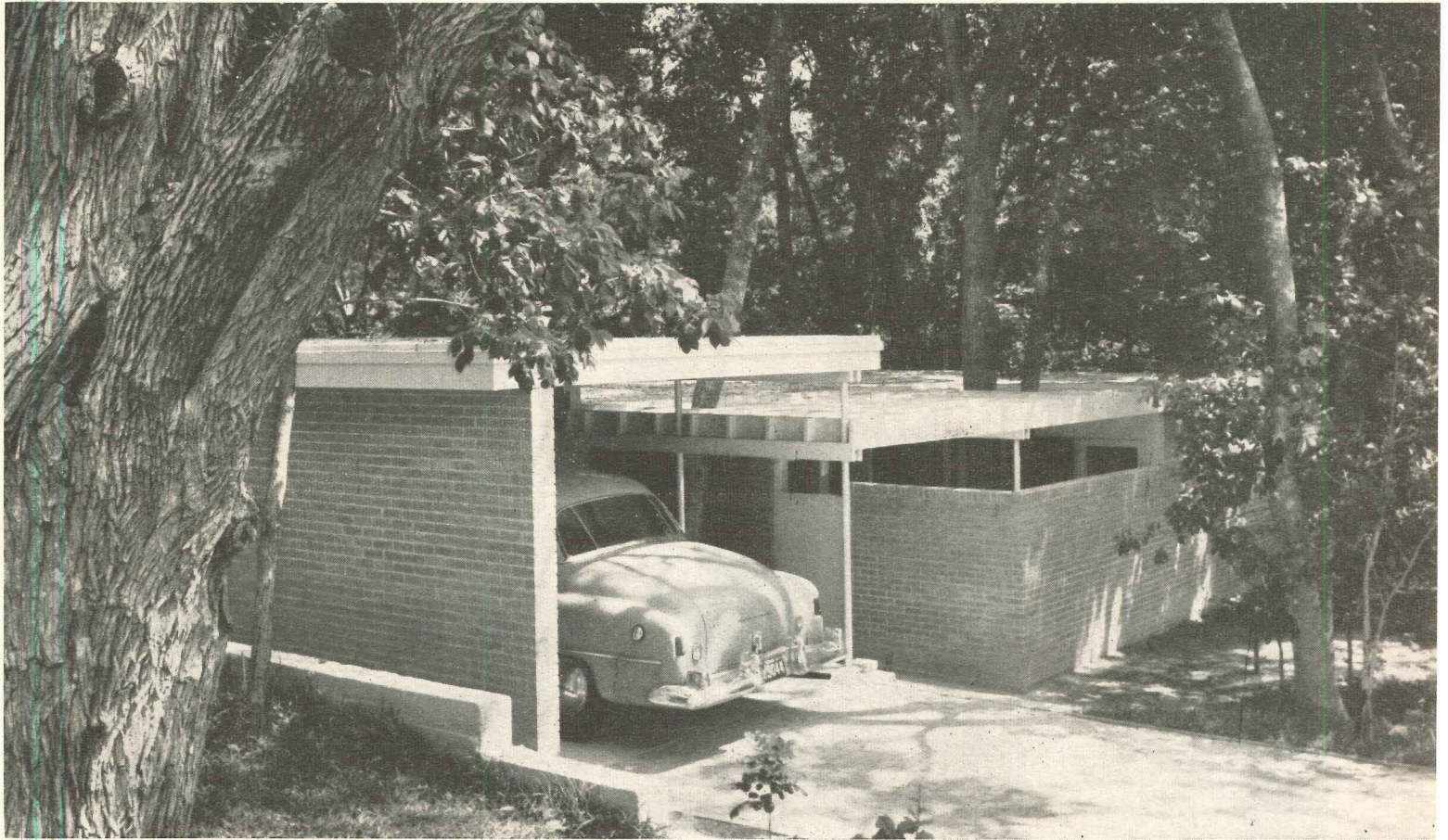
House 32 cont'd.

... and the uphill floor is both open and intimate



Intimate fireplace corner is located just off the main living area, away from the openness of the downhill view and in deliberate contrast with it (see plan above). To give this fireplace nook a cozier feeling, Architect Johnson specified used brick. Glass gable end lets streaks of sunlight play across brickwork. This main living area is supplemented by a generous play-room downstairs, which permits children to walk out directly into the garden. Entire house has 3,000 sq. ft. of usable space, sold for about \$10 per sq. ft. including an acre of land.





This 48'-wide flat top, built speculatively on a 60' lot, saved the trees that made the land worth \$5,000

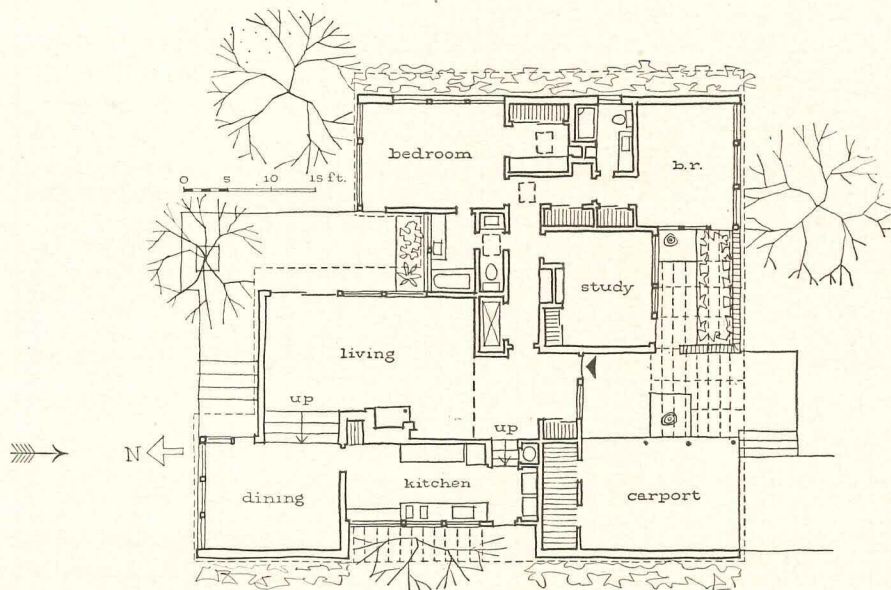
### 33 Look what you can do with a flat roof under the trees

The flat roof lets you have an irregular plan at small extra cost, so you can fit your house to your trees and save (in this case) all but one of them. The trees let you light the center of the house through well-shaded skylights, let you eliminate overhangs, let you use 559 sq. ft. of floor-to-ceiling glass and still cool 1,900 sq. ft. in hot Dallas with a 3-ton unit (without insulation).

*Location: Dallas. Builder: Lloyd Smoot & Son. Architect: Tom Scott Dean. Area: about 1,900 sq. ft. plus carport and front patio. Price: \$20,000, plus tax.*

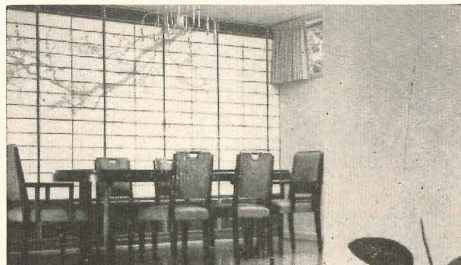
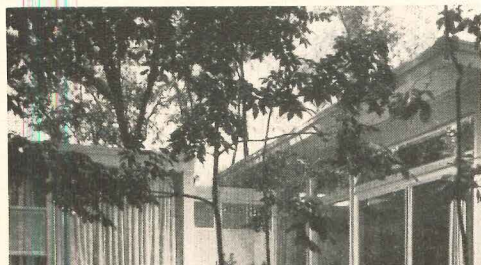
You can put 20 corners on a house to fit it snugly among the trees (see plan, right). You can put the entrance at the very center of the house, just a few steps from carport, kitchen, living area and 66 sq. ft. bedroom hall. Note how one compartmented bath serves both master bedroom and guests. House has three skylights and a living room clerestory.

You can give every room an all-glass wall (master bedroom at left).



You can match two floor levels economical-ly with two flat levels above.

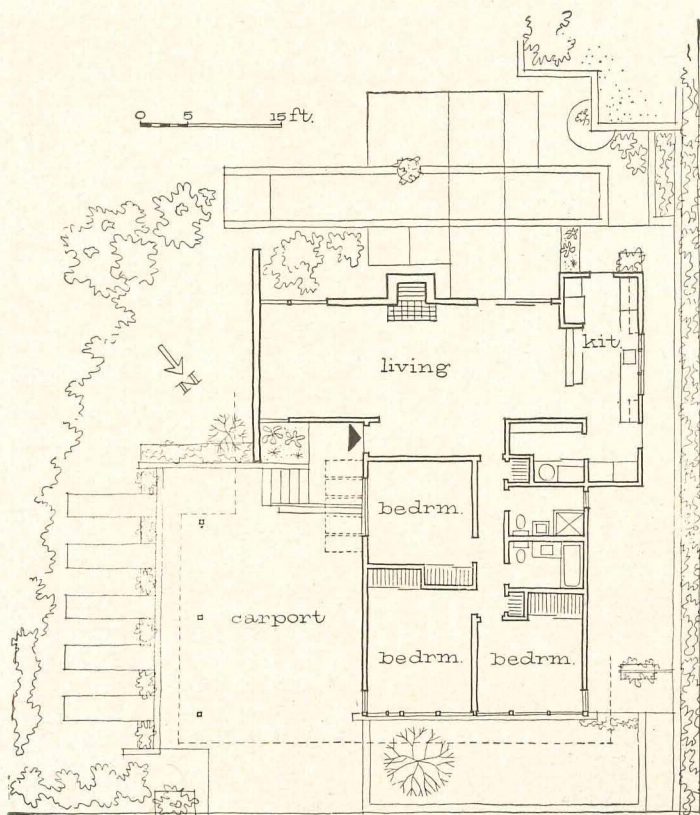
You can give every room a door onto its own patio or garden.





From the street, the wide pitched roof ties the carport in with the rest of the house. Carports are 2'-3' below floor level of house.

## 34 A handsome house like this solves many lot problems



This house will fit many left-over lots. It can be put on a small lot. It can be put on a lot with a grade above street level. It can be put on a lot in the midst of a tract of traditional houses.

It was developed especially to do all those things. Architects Jones and Emmons were given the problem of designing a single floor plan that could be used on 21 different problem lots, scattered through a tract of traditional houses.

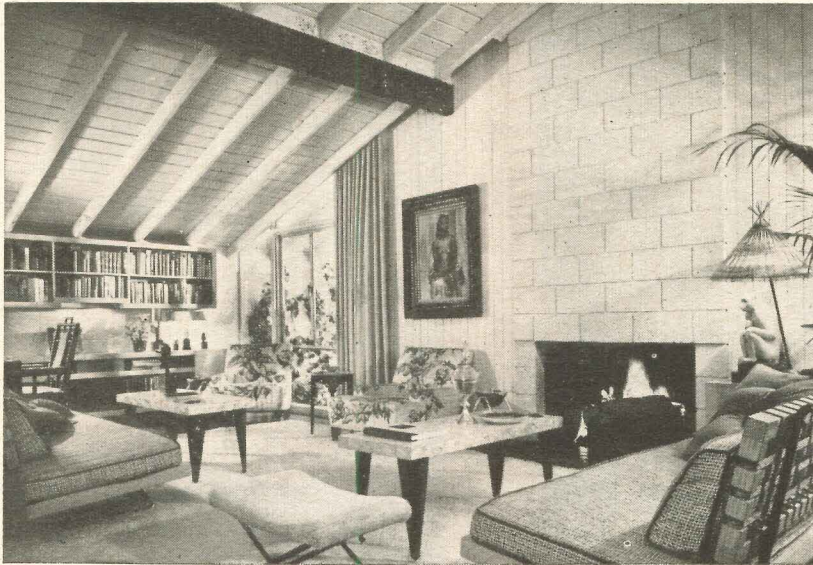
Like most of the others, the lot shown on the left has a grade that's 3' to 4' above the street level. So the architects made the carport lower than the floor level of the house and put the entrance to the house through the carport area.

Large scale studies were made of each lot to check the various tree locations, grades and orientations. By changing the position of the carports and shifting the house site, four variations were developed from this single plan.

(Cont. on page 178)

Location: Pacific Palisades, Calif. Builder: Pardee-Phillips Construction Co. Architects: Jones and Emmons. Area: 1,346 sq. ft. Approximate cost: \$24,000, with lot.

Plan (left) shows how house makes good use of its problem lot. Living room is turned to rear for complete privacy, while bedrooms face street. High windows give bedrooms air and light.



**Living room** (left), at rear of house, has a concrete masonry fireplace, exposed sheathing and a rafter ceiling, both painted white. Same ceiling treatment is carried through entire house.



**Dining room** (above) is part of large (32' x 16') living area. Dining part has uncarpeted asphalt tile for finish flooring. Counter is convenient divider. Sliding glass door leads to terrace.



**Narrow kitchen** also opens directly to rear terrace. Work counters are marble-topped; cabinets, metal. Counter's highly-finished wood top and sliding screen were added by owner.

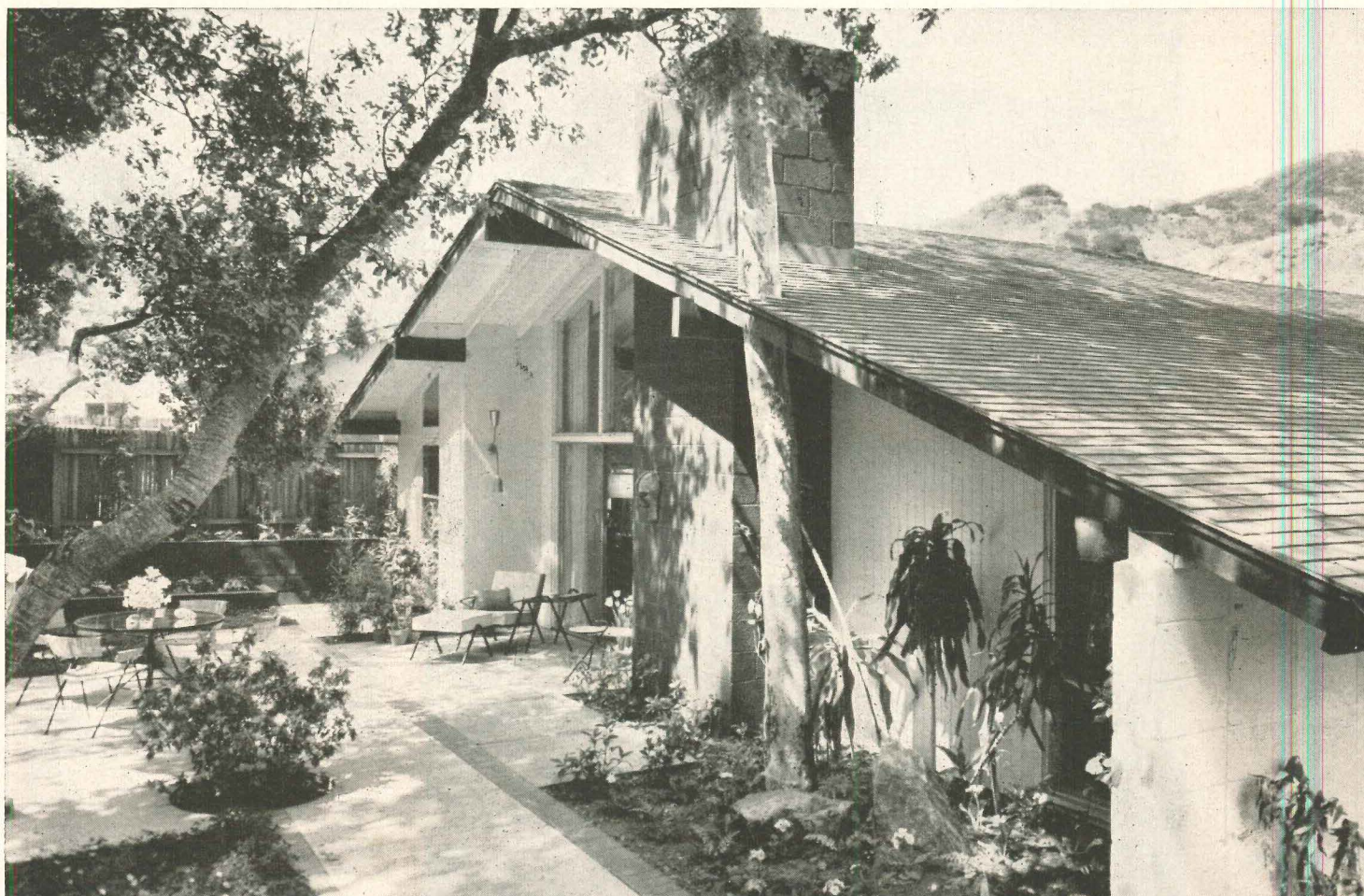


*(House 34 con't.)*

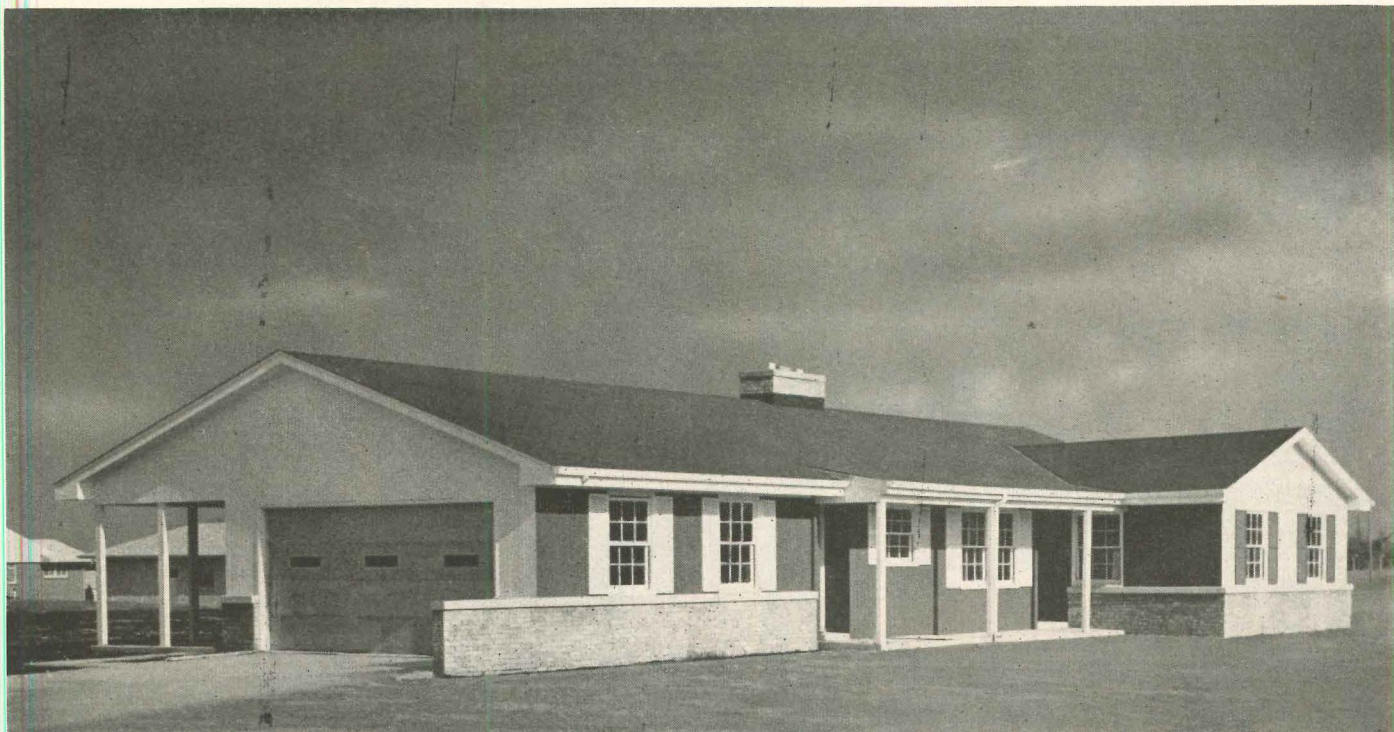
With a terrace at the rear, the house adds private outdoor living

Whether seen from inside or out (above), this terrace makes a natural use of its difficult lot. Terrace and living room have a southwest exposure, but are protected from the late afternoon sun by a steep wooded bank at the back of the lot.

The house's shingled roof (below) was required because of the traditional character of the houses in the neighborhood. Otherwise there were no style restrictions on the design.







Exterior gets its "Colonial Ranch" flavor from vertical clapboards, shutters and covered front porch.

## 35 Here's how Milwaukee bridges traditional and modern

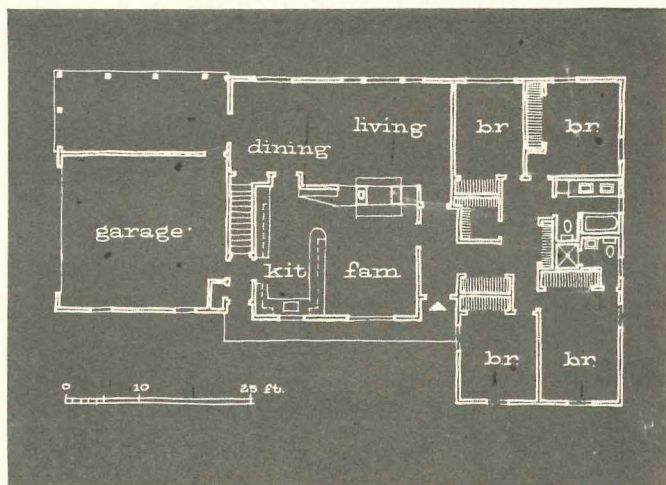
When it comes to design, Milwaukee is one of the most conservative markets in the U.S. Most of its building men will tell you: "Modern just won't sell here."

For the Parade of Homes, Wisconsin Builders Inc. answered this challenge with a house that has a good modern plan and pleasantly open interiors, but still retains a semi-traditional exterior.

How successful was the compromise? The house sold immediately: "We could have sold it three times," the builders report.

Buyers especially liked the privacy of the bedroom area—a complete wing detached from the living part of the house. Also popular was the 10' x 20' porch which opens off the living room at the rear of the house. But most Wisconsinites who saw the house felt that the porch should have been screened.

Location: Milwaukee, Wis. Builder: Wisconsin Builders Inc. Interiors: Killa and Wiese. Area: 2,000 sq. ft. Price: \$39,500.



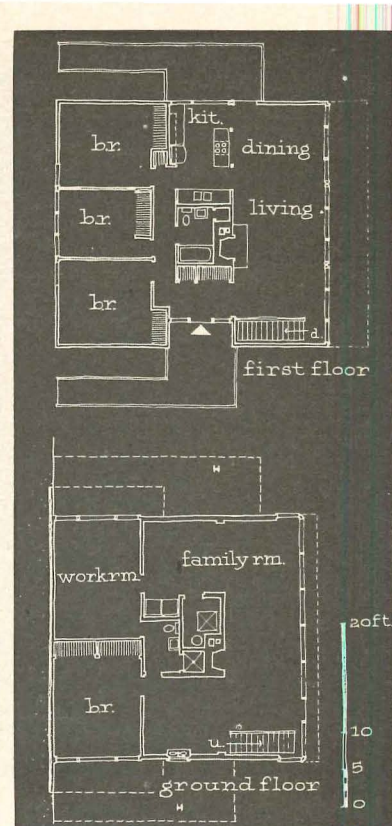
Up-to-date plan has open kitchen in front, living-dining room in rear, puts emphasis on family activities. House has a full basement.



Family-room shares two-way fireplace with living room, has high mantel, built-in book cases, and natural wood wainscoting.



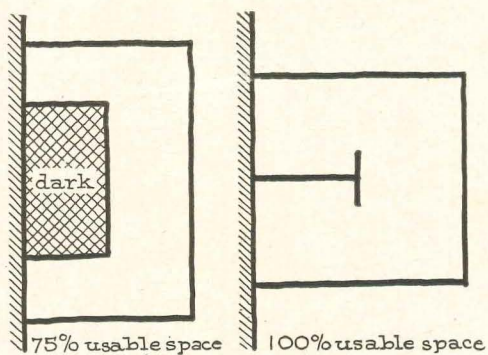
Fully-equipped kitchen features 12' long counter that doubles as breakfast bar and pass-through for informal meals in family-room.



Two-level hillside house has 1,300 sq. ft. upstairs, same below. Both levels are fully usable.

Utility core plan is compact, economical, works well within near-square.

## 36 What can the square plan do for a hillside lot?



28' by 46' hillside plan (left) has windowless "blind spot" in the center of lower space.

34' by 38' Goodman plan (right) has same area, no "blind spots," is thus fully usable.

Hillside models (below) were all oriented south toward downhill view, have 6' deep overhangs in that direction. Shed roof has  $\frac{1}{2}$  in 12 pitch.

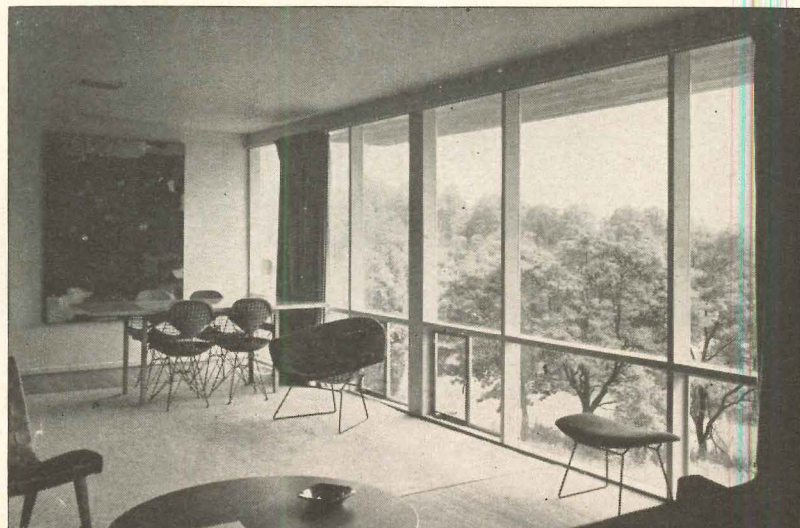
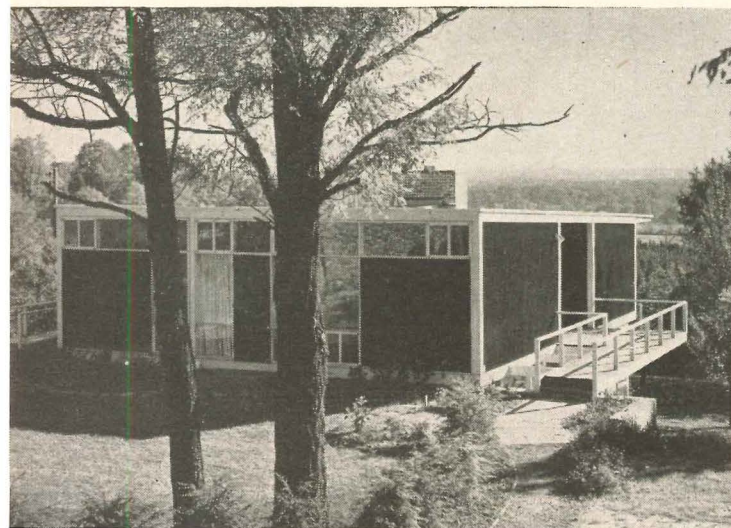
When you build a long, rectangular hillside house, chances are much of the valuable downstairs space will have no windows. Reason: it is likely to be smack up against the uphill retaining wall (see sketch).

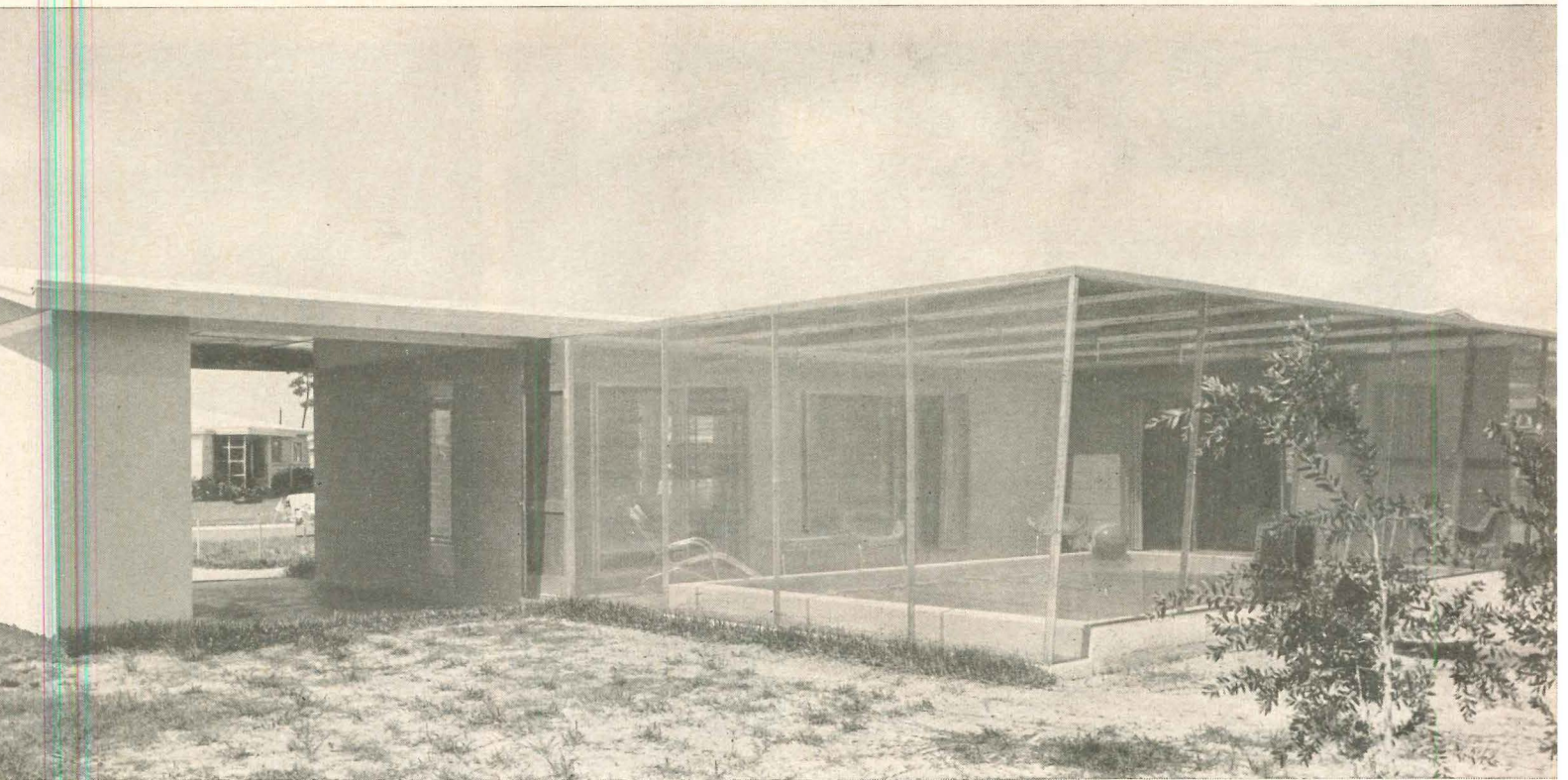
But when you build a square hillside house, you can give all your downstairs space plenty of light and air—as Architect Charles Goodman shows in this handsome builder house. For here he managed to get a fourth bedroom, second bath and second living room into the cheap downstairs space often vaguely allocated to "storage" or "utilities."

The upper floor—also a near square—has a familiar core plan, which divides the house into separate nighttime and daytime areas, 1,300 sq. ft. in all. Together with the fully usable downstairs space, this house (one of four built to date) has 2,600 sq. ft. at only \$9 per sq. ft.—including a  $\frac{3}{4}$  to 1-acre site! Part of the secret: Goodman applied panel-prefabrication methods to this semi-custom operation.

Location: Hollin Hills, Va. Builder: Robert C. Davenport. Architect: Charles M. Goodman Associates. Area: 2,600 sq. ft. Price: \$24,000.

Glass walls and frame walls were all prefabricated, assembled on site. Drywall ceilings go through, eliminate fitting around partitions.





Backyard swimming pool with under-water lighting has made this house a best seller among all age groups in St. Petersburg, Fla.

## 37 The screened-in pool sells the house—all for \$12,950

This Florida house offers bargains galore. To wit:

Buyers pay only about \$8.15 per sq. ft. of floor space for the two-bedroom house itself. And that includes a built-in oven and range, sliding glass doors and jalousie windows, terrazzo floors and 100-amp. electric service.

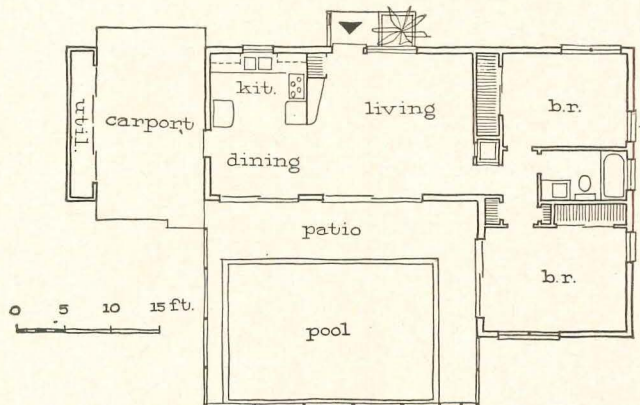
The 10,000-gal. filtered swimming pool costs only \$1,300 more, or about one-third less than pools the same size are selling for in the same area.

The 22' x 28' screened patio costs an additional \$550.

With everything included, the price is \$12,950.

The swimming pool option has proved as popular with retired couples as with young buyers, the builder reports. Only a few houses have been sold without it.

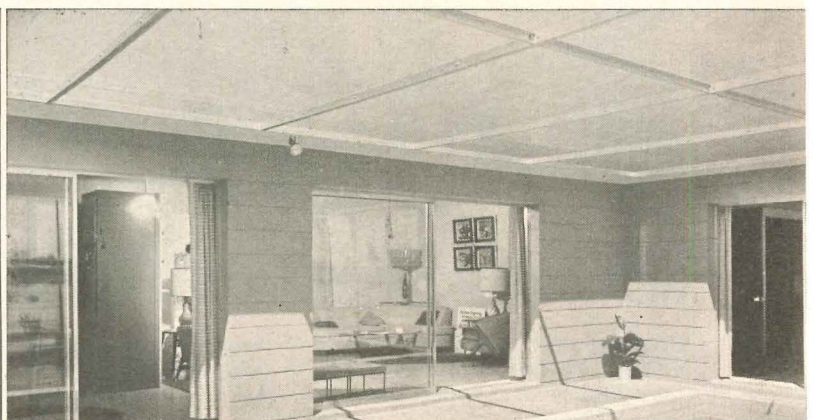
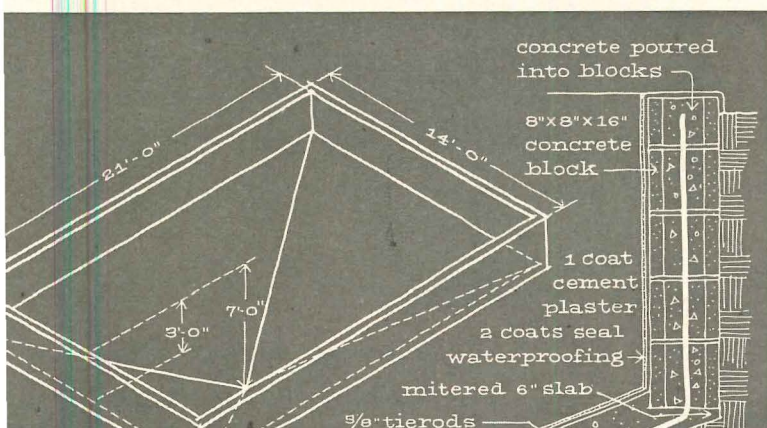
*Location: St. Petersburg, Fla. Builder: Florida Builders. Designer: Frank W. Ballard, Jr. Area: 926 sq. ft. Price: \$12,950 including pool, patio and \$1,700 lot.*

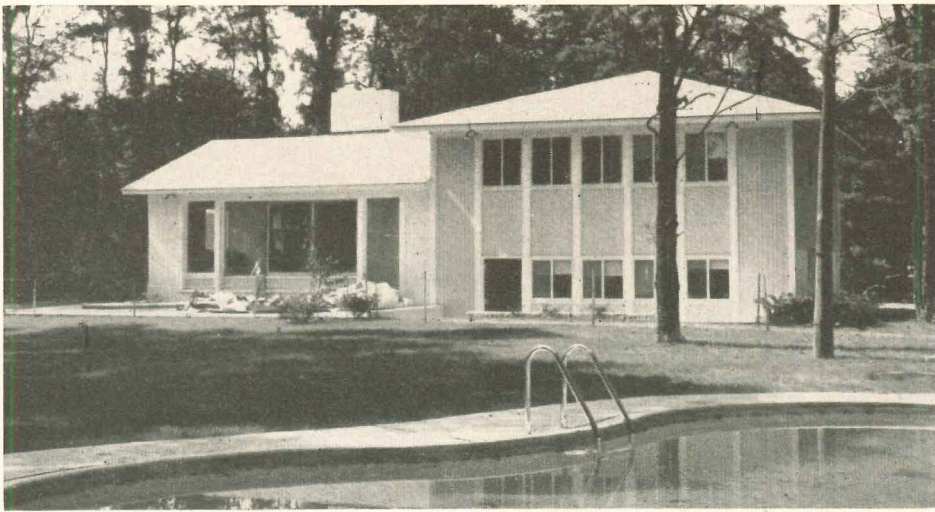


L-plan house with carport and outside storage unit extends 58' across lot. House contains 926 sq. ft. of floor space.

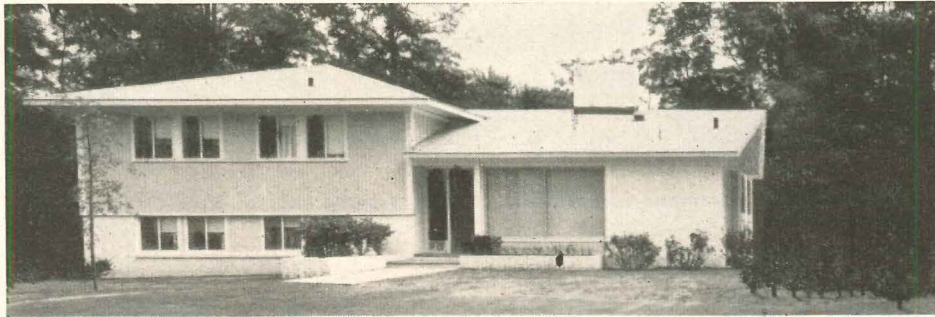
**Big pool** measures 14' x 21', is 3' deep at the sides and 7' in the center. This new construction method reportedly holds costs far below average for pools of this size.

**Sliding glass doors** open to pool from kitchen (left), living room (center) and bedroom (right). Vinyl-coated glass-fiber screen is supported by aluminum extrusions cut locally.

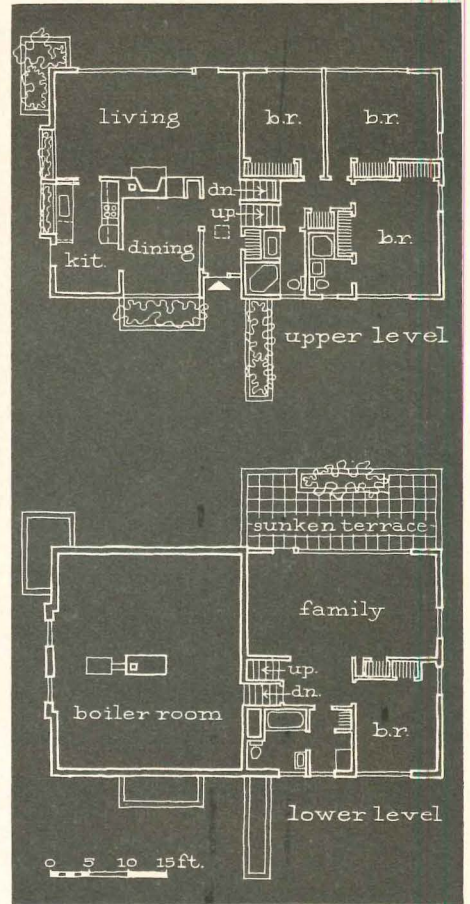




Rear view: living room (left) is on grade, lowest level 4' in ground



Front view: dining room and kitchen are at right off center foyer



Plan has four bedrooms, three baths

## 38 You can face this show house front or back

This split-level design looks almost equally handsome—whether seen from the street or from the rear terrace.

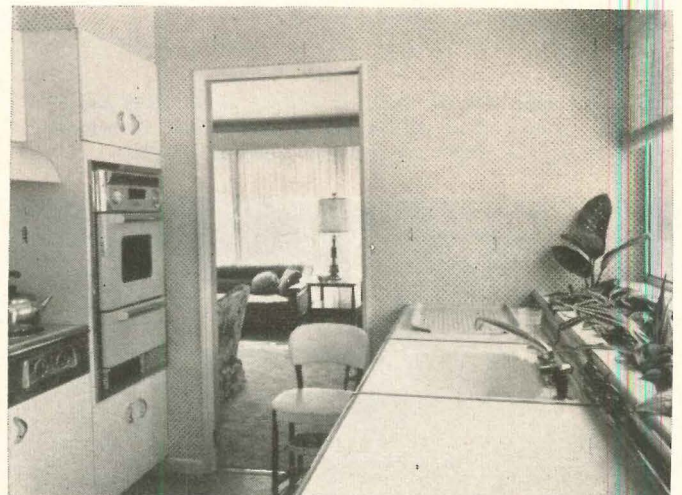
The architect designed it to hug the ground fore and aft. It has strong horizontal lines. A pyramid roof over the two-story wing permits a low roof pitch. Brick courses start at the ground. And the plan makes it a simple matter on flat land to sink the lowest level 4' in the ground. This has the added advantage, as the top photo shows, of providing a sunken terrace next to the downstairs recreation room.

With two such attractive elevations, this house can face any way on a lot for best orientation to sunlight and the view. This is one reason why NBC-TV chose this "House That Home Built" as one of three to be put in 35 cities this fall under the network's sponsorship. (The architect has drawn plans for garages to fit any driveway approach.)

*Location: Lattington, L.I., N.Y. Sponsor: National Broadcasting Company. Architect: Eldredge Snyder. Builder: Daniel B. Grady. Area: 2,085 sq. ft. Price: \$40,650, plus lot.*



Fireplace wall and one end of 24' x 13' living room are finished with pickled oak boards. One wall is brick, one mostly glass. Cove lighting is at ceiling line. Door shown opens to kitchen.



Decorative kitchen has 1'-wide planter extending length of wide window to match similar planter in living room, beyond. Serving bar (not shown) separates kitchen from 10' x 11' dining room.



Big terrace behind house is Kemp extra. Others are floor to ceiling windows, post-and-beam construction, privacy fences.

## 39 In St. Louis a fresh approach boosts today's sales

This contemporary-looking builder's house is almost unique in the St. Louis market. It is the big reason young (30) Builder Fred Kemp's sales kept climbing all through 1956 until he reached third place among the city's builders.

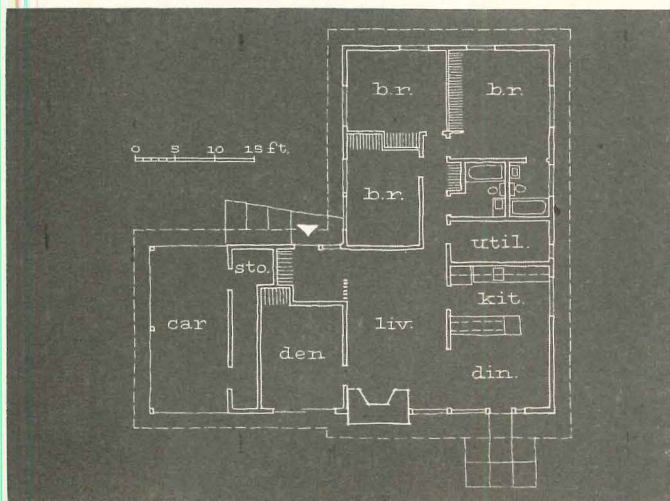
Contemporary design (which Kemp feels saves him money because of simpler detailing) is not the only thing that makes Kemp's house different:

*This house has no basement.* Even though St. Louis is a "basement city," Kemp finds sales are better if he puts the money a basement would cost into extra above-ground space.

*This house has both air conditioning and radiant heat.* It costs Kemp \$200 more than a forced air heating-cooling system, but he claims it's worth it to get heat in the slab and overhead cooling.

*This house offers more space per dollar than most.* Kemp says it costs very little extra to add a room and more storage. He thinks this extra space is today's biggest bargain.

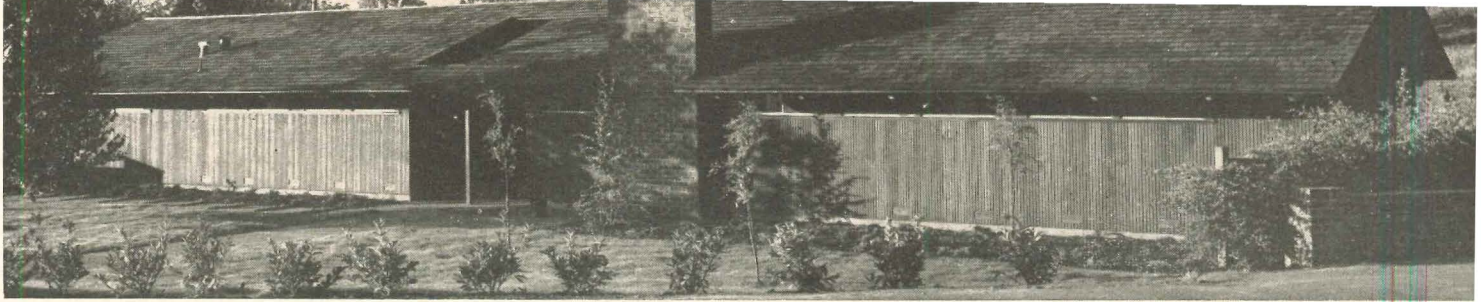
*Location: St. Louis, Mo. Builder: Fred Kemp. Architects: Wahlmann and Kemp. Area: 1,500 sq. ft. Price: \$17,100.*



L-plan tucks in den (or extra bedroom) and lots of storage space next to carport, keeps plumbing grouped at one side of house. House can be turned on lot to gain variation in the streetscape.



Dining room is partly open to kitchen, looks into living room and den. Shelves and cabinets are natural mahogany, an important selling point. Note overhead cooling duct beside ridge beam.



Street elevation is pleasant but plain, except for the vertical chimney which calls attention to the recessed main entrance.

## 40 This plain exterior works like a shield

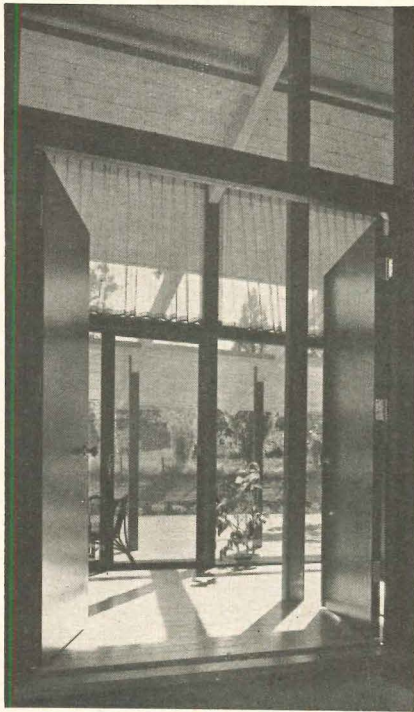
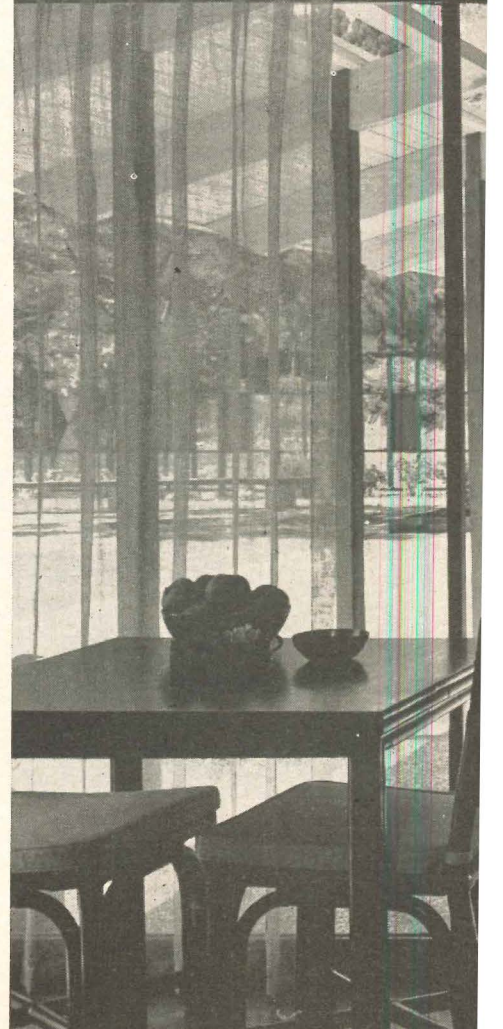
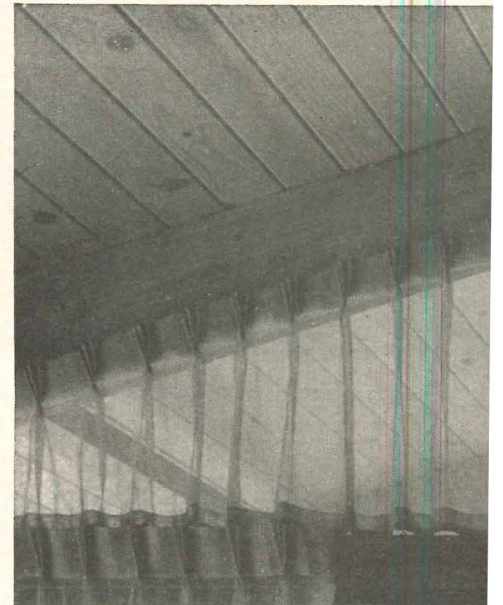
On the street side, this house is:  
*closed*, with its only windows kept high up under the eaves,  
*low*, with 108' of length to make it seem even lower,  
*and simple*. The restraint of its vertical redwood siding is broken only  
 by the bulk of the fireplace chimney, and the recessed main entrance.

But the inside of the house is a complete contrast to the street side. The inside is:

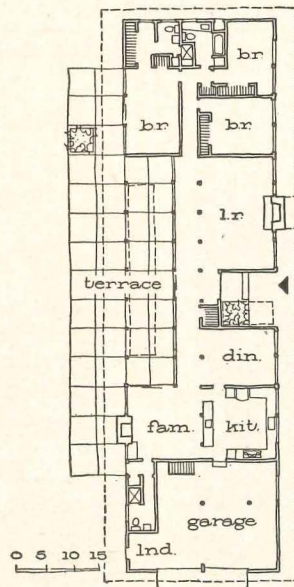
*open*, with floor-to-ceiling glass along most of the rear wall,  
*high*, with 13½' maximum at the ridgepole,  
*and sophisticated*. To keep costs down and still have the style of a  
 custom design, this one-of-a-kind merchant builder house had to get most of  
 its interest from its structure.

So the overall form of the house was kept as simple as possible, with its  
 structural system carefully detailed and then left exposed. As a result, long  
 clean lines give the inside of the house both pattern and elegance, yet the cost  
 was only about \$10 a square foot.

*Location: San Rafael, Cal. Builder: Herbert A. Crocker Co. Architect:  
 Anshen & Allen. Area: 3,016 sq. ft. Price: \$39,900 with \$10,000 lot.*



Front entrance is given extra importance by the use of double doors. Glass wall opposite entrance creates an immediate sense of open spaciousness.



In plan both wings of house are carefully balanced around the central open living area. Bedrooms are only completely enclosed units.



Far elevation is a glass wall from the bedroom wing, left, to the garage at far right. Paved terrace under roof overhang extends to yard.

## For a house that's really open and elegant

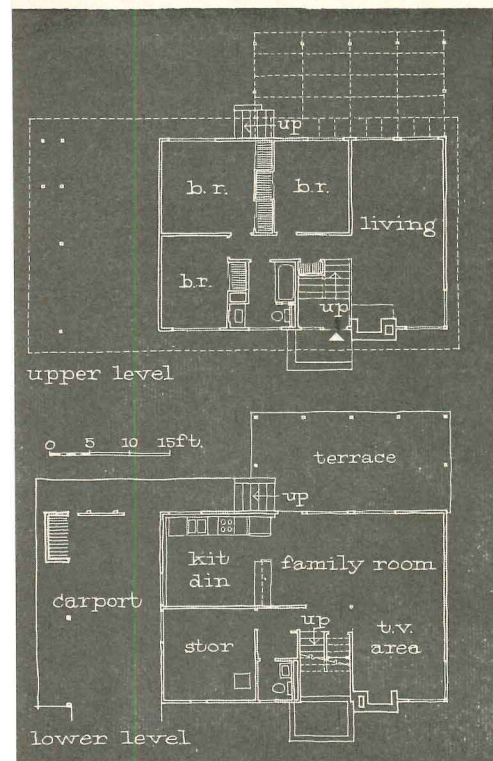
Far terrace and indoor corridor (below) seen from family room. Exposed beams and columns are major design motif.





Elevation seen from street shows strong resemblance between this version of two-story house and today's popular split level design

## 41 Two ideas make this two-story house a Minnesota pioneer



Plans put terrace at rear of house, on level with lower floor. Terrace is roofed with a corrugated plastic, has own stairs up to ground level.

This is a full two-story house, but its first floor is half-a-story below ground.

The first two-story tract house of its kind in the Minneapolis area, it is a type that is becoming popular in many parts of the country because the below-ground-level space costs less to build.

To make the most of the saving, the architects put the main entrance at ground level, halfway between floors, and made the first floor half a story below ground. This first floor has not only the usual kitchen, dining and family rooms, but also an ample (11 x 11') furnace and storage room.

Second new idea the house introduces to Minneapolis is the use of a glue-nailed truss in a second-story house.

The glue-nailed kingpost truss was chosen for four of the six models in this huge (2,600-houses) tract because (1) it saves lumber, and (2) costs can be pinpointed when a prefabricated truss is used.

The builders heard of glue-nailed trusses when the G. M. Stewart Lumber Co. picked up an article on them (H&H, Feb. '56), and started making the kingpost with VA and FHA approval.

*Location: Minneapolis, Minn. Developers: Winston Bros. Builders: Pearson Bros. Architects: Elizabeth and Winston Close. Area: 1,725 sq. ft. Price with lot: \$20,500.*

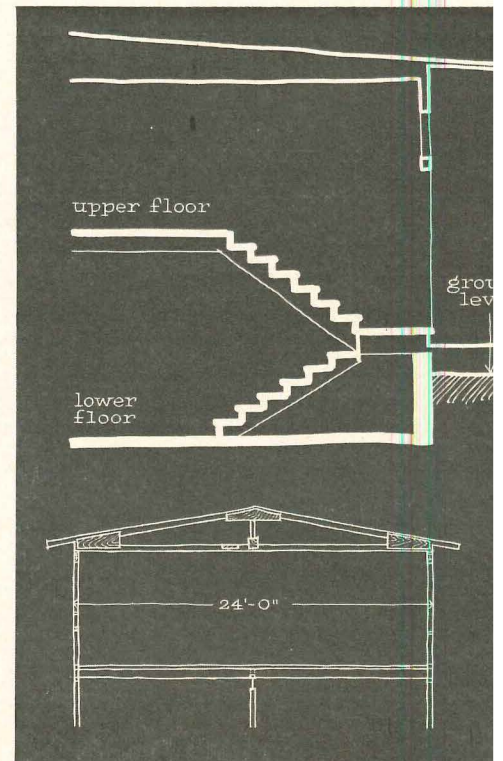


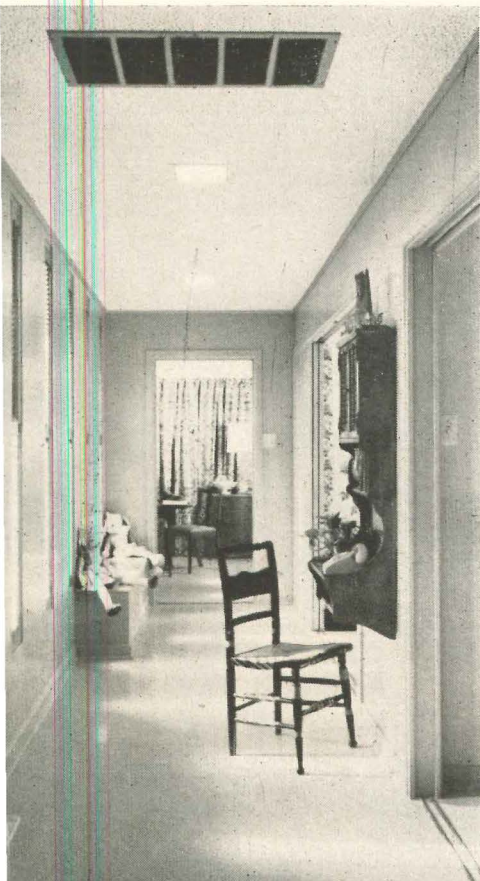
Diagram (top) shows how ground-level entrance works. In section (below) house is 24' wide so it will fit a standard 24' truss width.





Garden court between house and garage will be filled with roses. Windows beyond are in living room.

## 42 Slit windows in west wall help keep this house cool



Here is a different design answer to a question made newly important by air conditioning.

The question: how can you avoid a blank-wall appearance if you face as little glass as possible to the western sun?

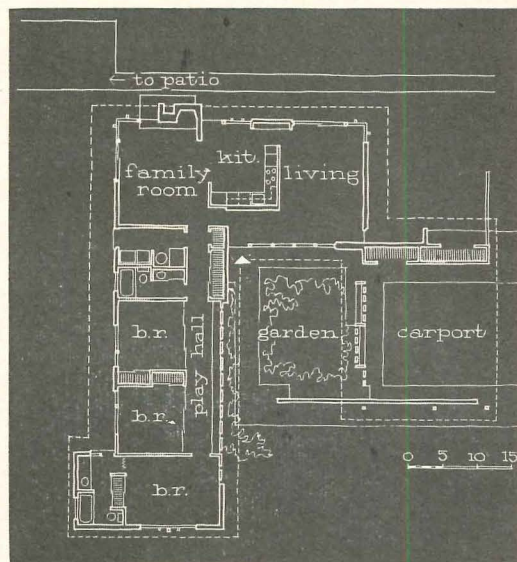
The answer suggested by the Tyler Home Show House: make your windows only 8" wide. Then you can safely use them to light the entire wing. Between the windows is a decorative applique lattice.

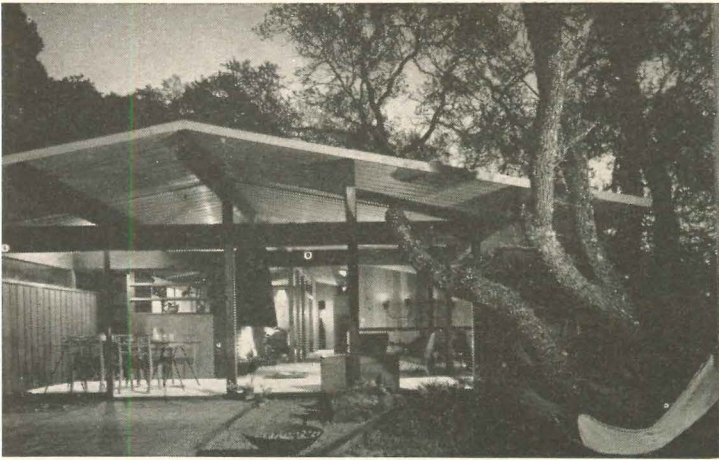
In this case, nine of the eleven slit windows light the 24'-long bedroom hall, which otherwise would be dark. Two windows daylight master bedroom.

*Location: Tyler, Tex. Builder: Home Builders Association of Tyler. Designer: George Hicks. Area: 1,550 sq. ft. plus carport. Cost: \$25,750 plus lot.*

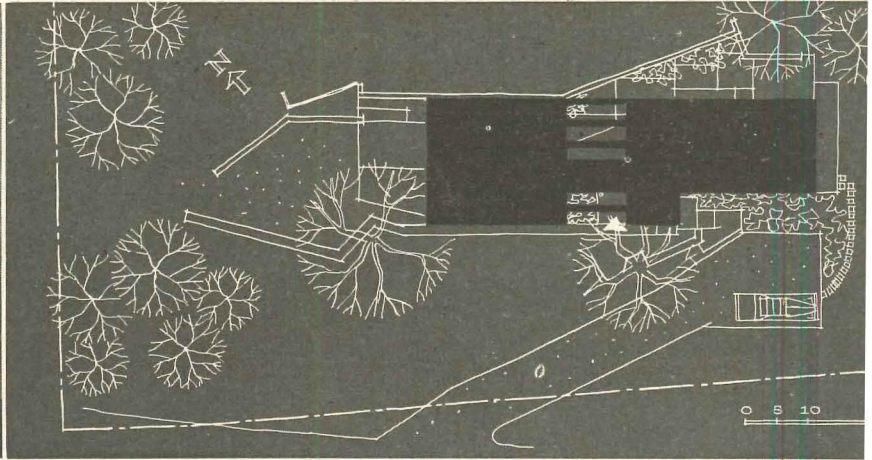
**Well-lighted bedroom hall (left) inside slit windows is a full 6'. When sliding doors of two children's bedrooms are pushed back it makes a fine playroom. Ceiling has acoustic tile.**

**Glass doors (right) and big windows on south and east are shaded by trees and wide overhang. Hot summer sun in Texas is from the north. Picture shows terrace outside family**





*Living area extends out onto terrace, is screened against road below by clusters of oak trees that were preserved on the site.*

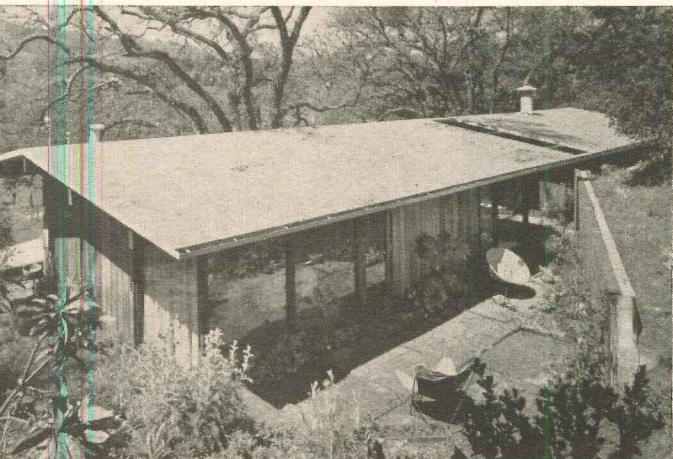


*Site plan shows retaining walls angled so as to create small patios all around the house. Narrow neck at center is entry.*

## 43 This graceful post-beam-plank house

*Brick-paved patio, open to the sky, is located between child's bedroom and kitchen. Transparency of house makes site seem more spacious than it is*





**Parents' bedroom** has paved patio facing south, with privacy for sunbathing. Retaining wall was faced with redwood.



**Narrow entrance link** in center of house forms two small courts between daytime and nighttime wings. This is view toward road.

## Shows a new way of treating a steep hillside lot



All you need to build on a seemingly impossible lot is a bulldozer and plenty of imagination.

That is the lesson of this beautiful little house, which won a unanimous First Honor Award from the jury in last May's AIA-H&H-Sunset Competition.

A bulldozer and plenty of imagination is just what Architect Roger Lee used when he faced this steep hillside lot: he simply cut a long shelf into the slope, retained the hill with a 6' high concrete wall, and then built the house on flat ground.

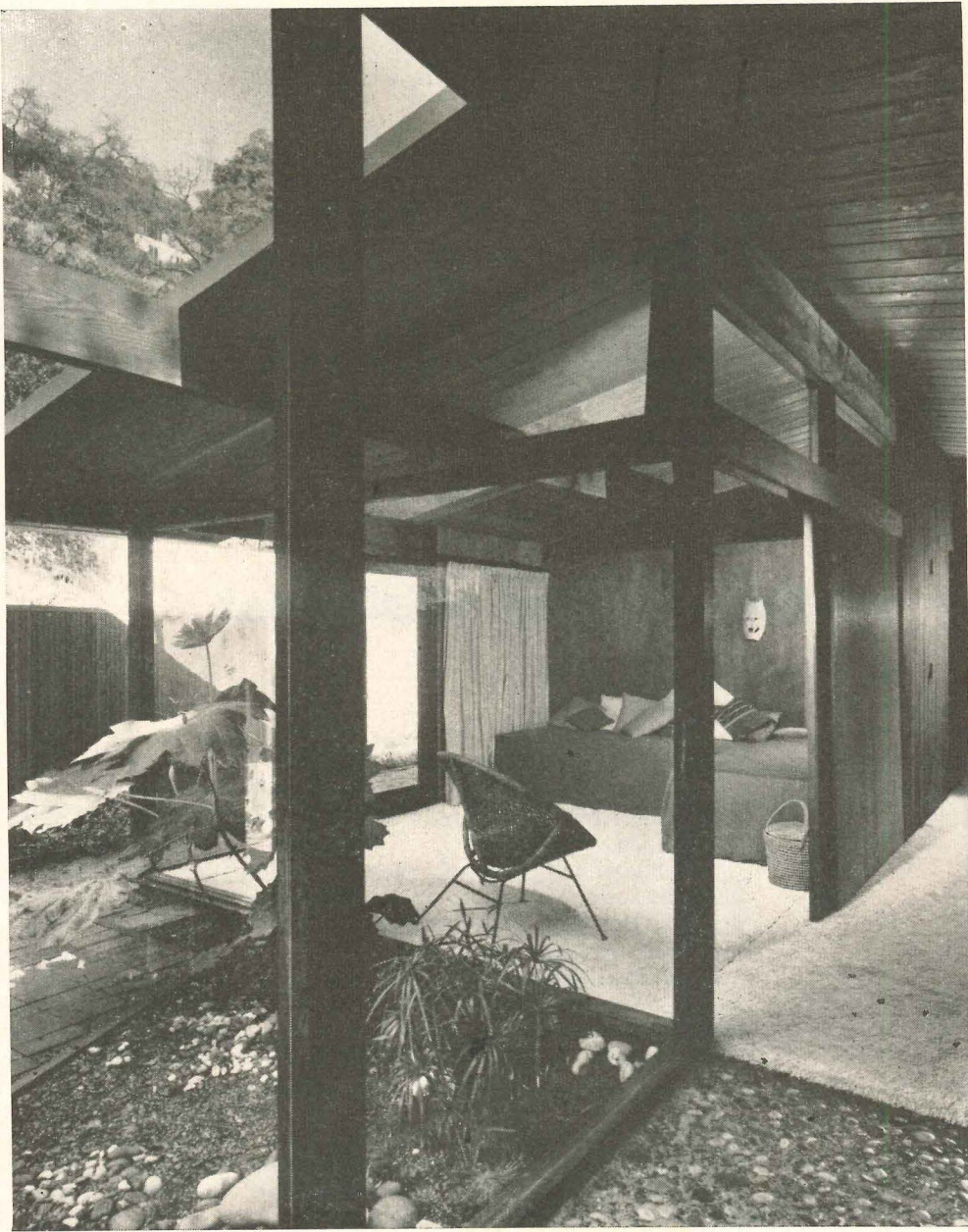
It sounds simple; but in placing the house on its shelf, Lee had to make sure of three things: first, that each room would have some little terrace or garden just outside its glass walls; second, that the beautiful oak trees to the west would be preserved; and, finally, that the house would not look crowded on its lot.

So he provided a spacious terrace for the living area—see picture opposite. The terrace faces north, is pleasantly cool in summer. He gave the child's room a little patio of its own (see below). And he angled the retaining wall so that the parents' bedroom would have still another terrace (above, left).

And by making his post-and-beam structure almost entirely transparent, Lee avoided any feeling of overcrowding on the narrow hillside shelf. For more evidence of this, turn the page.

**Hillside shelf** gives every room direct access to some part of the garden. View is across road toward golf course.



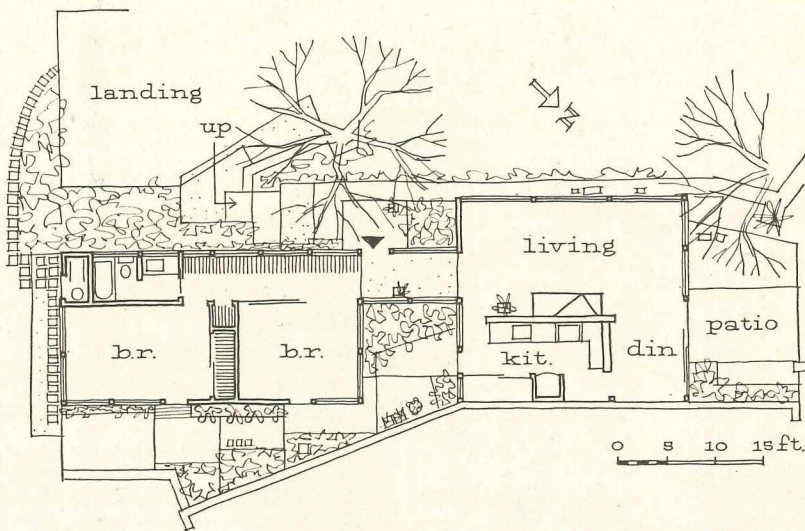


**Small patio** (left) separates child's room from kitchen area, brings light into center of house. Tricks like this make the house seem larger than it is.

**Raised hearth** (opposite) is center of living area, has a three-cornered sheet steel hood hung from brick wall. Kitchen is behind chimney.

(House 43 con't.)

... and the openness that goes with post and beam framing



**1,100 sq. ft. plan** was designed for young couple. Small outdoor areas supplement each room, almost double available living space.

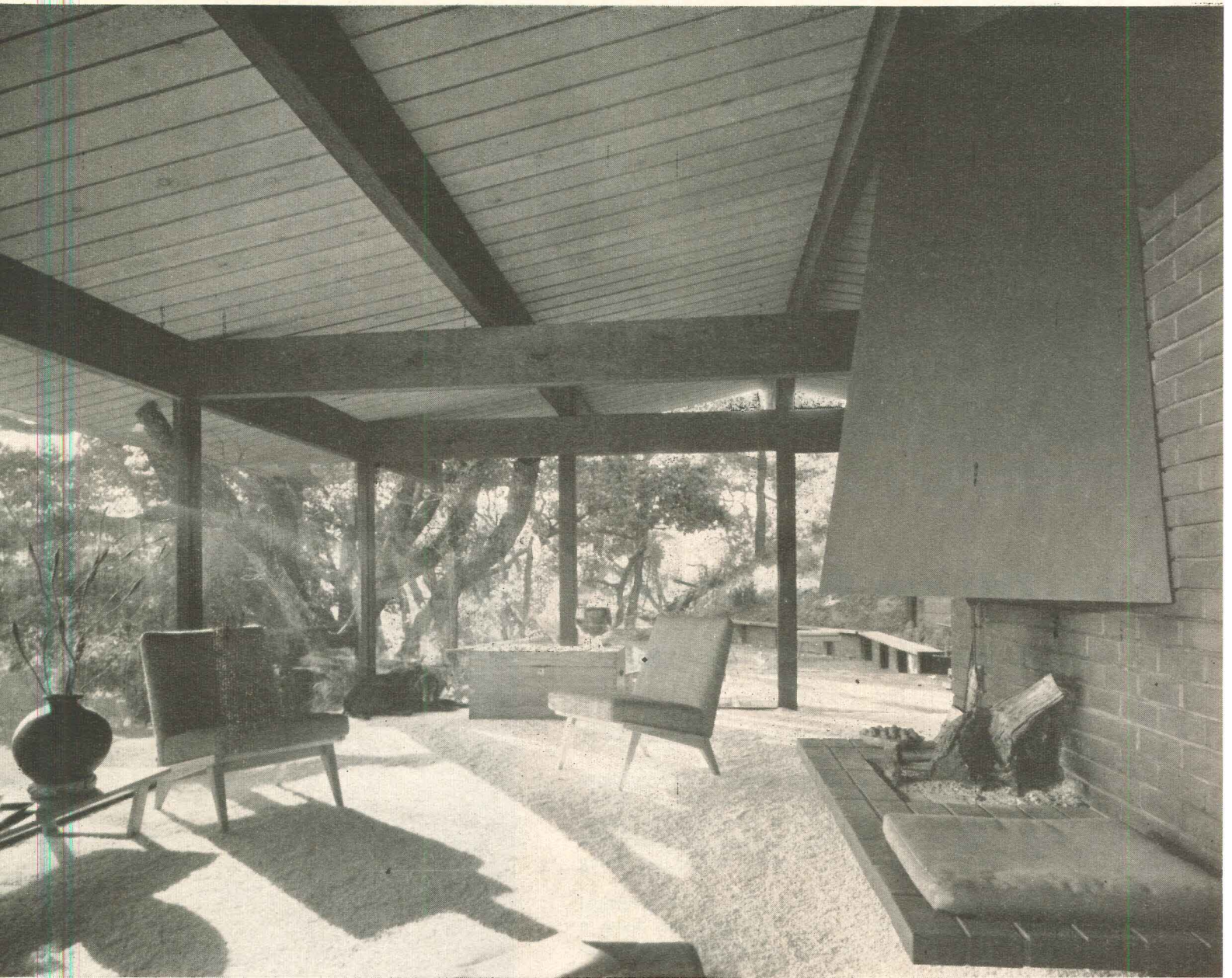
The big advantage of post and beam framing is that it does away with outside walls and opens up the plan inside.

That is why Architect Roger Lee chose it for this house. He wanted to create an illusion of space where there was, in fact, very little real space—only 1,100 sq. ft.

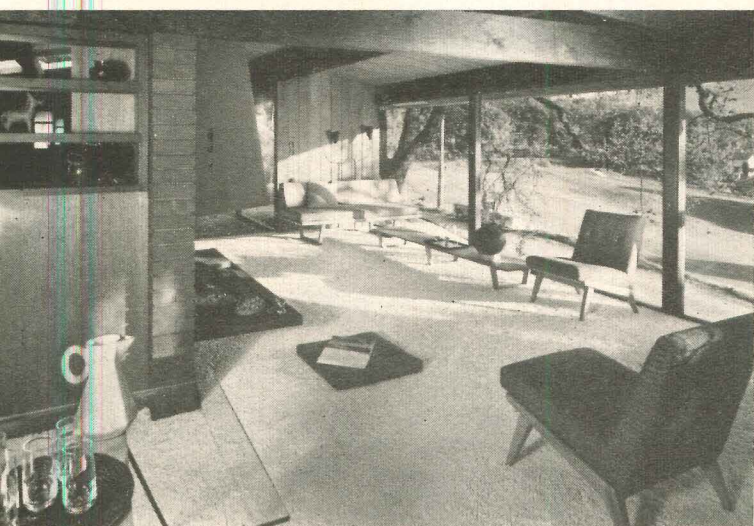
By making his walls almost all glass and by keeping his plan almost all open, Lee got a structure so transparent it is almost impossible to tell where one room ends and the other begins, where interior stops and garden starts.

Yet, because of the sharp drop toward the road, and because of the screen of oak trees left on the site, there was no loss of privacy.

*Location: Orinda, Calif. Architect: Roger Lee. General Contractor: Basic Homes Industries. Area: 1,100 sq. ft. Cost: \$15,000.*



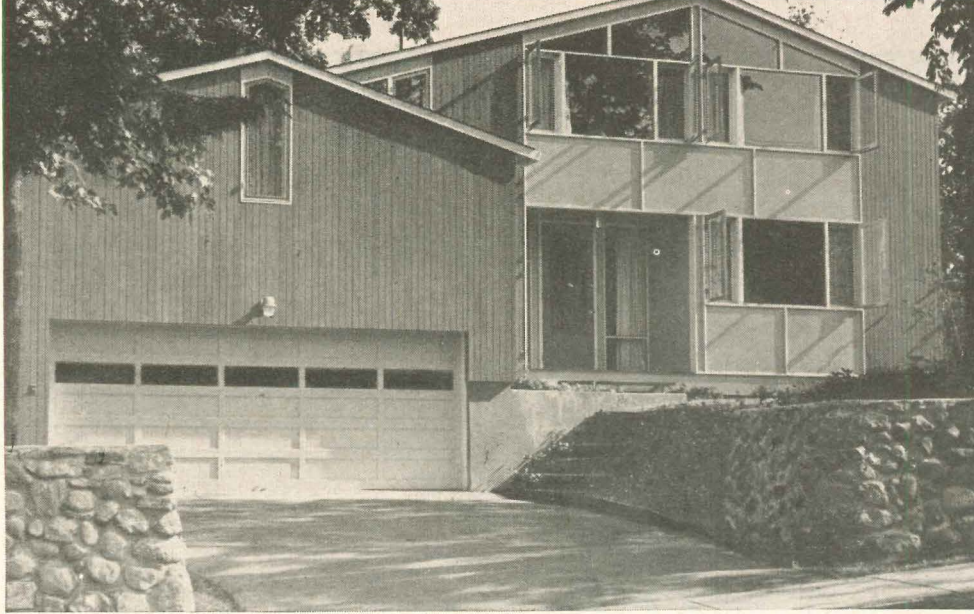
made the interiors spacious and light



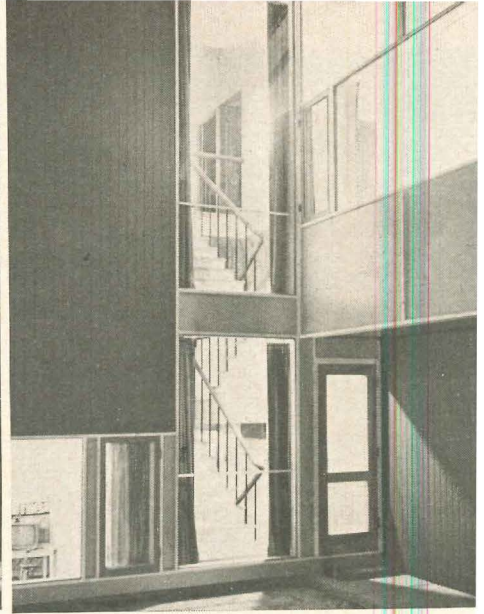
*View from dining area shows kitchen pass-through at left, golf course in the distance beyond the road. Hearth doubles as bench.*



*Brick and natural wood in kitchen play down colder finishes on equipment, make this room a pleasant part of the living area.*



Front elevation shows how the house takes full advantage of the sloping site by cutting driveway into bank. Panelized windows were custom-made.



Rear view shows how master bedroom (right) commands the open stairway.

## 44 This new five-way split works well for a big family

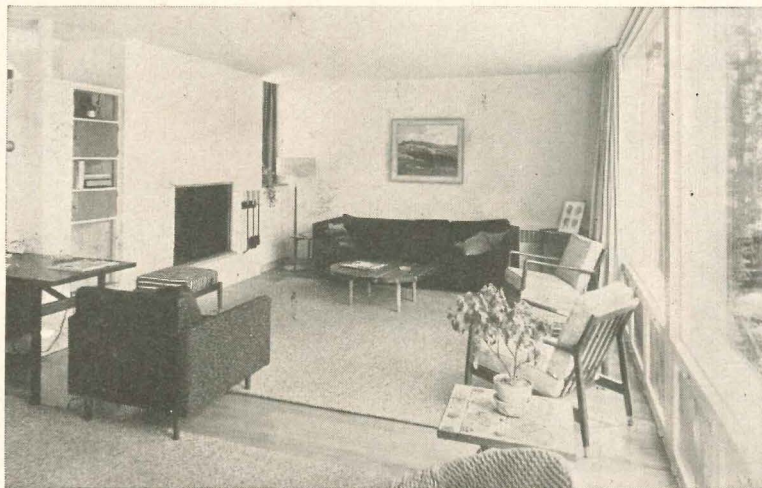
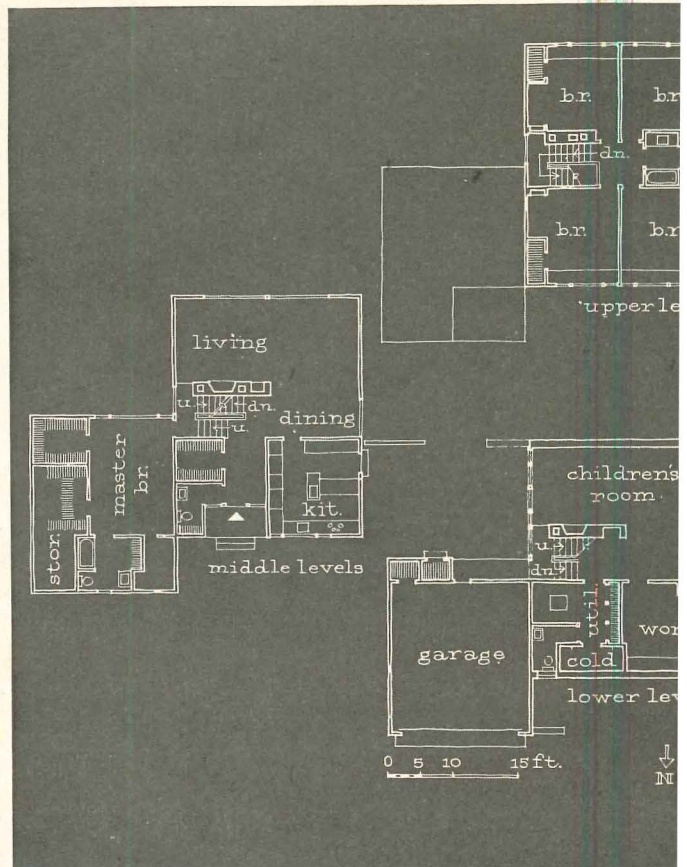
This fine custom house was designed to meet the problems of today's family with four or five children.

It puts four bedrooms on top for the children and the master bedroom halfway down the stairs for easy control of family activities. It opens one side of the house to a tall, sunny stairwell, and gives the children a pleasant playroom on the secluded lower level. And there are lavatory facilities on all four living levels.

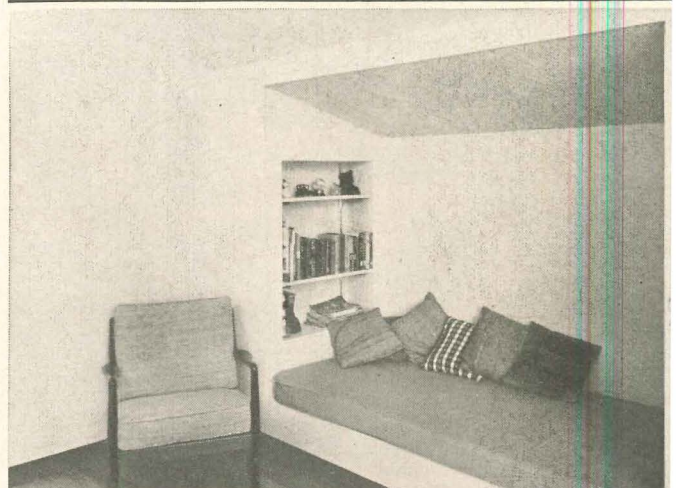
The architects made the most of the exterior, too. The vertical board walls with panelized windows and spandrels have a Scandinavian flavor and the proportions of the split are pleasing.

*Location: Providence, R. I. Architect: Cull, Robinson & Green. Builder: Louis Kolodziej. Area: 3,200 sq. ft. Price: \$56,500, including landscaping.*

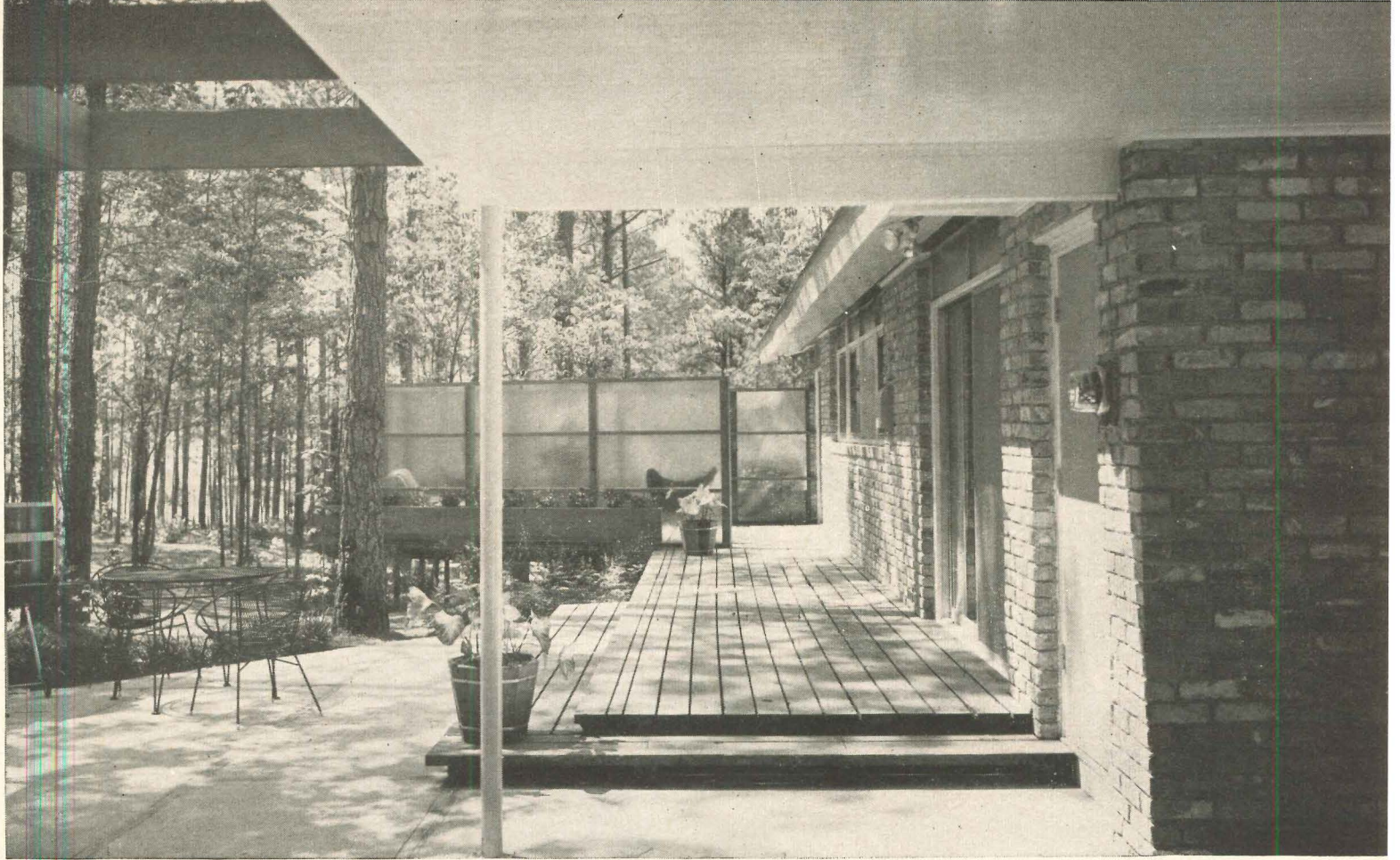
**Five-level plan (right) shows house built around needs of large family. Each of four children has own bedroom on top level, each completely fitted-out with a guest bed, desk and storage space.**



Living room has big windows to the back yard with fixed glass above the low, opening sash. Note opening to stair at right side of fireplace.



Daybed alcove in master bedroom is built-in under low sloping ceiling. Bunk is used as a daybed or as extra sleeping space.



Rear of house has redwood deck, concrete terrace, and a plastic screen to give bedroom privacy. All this costs \$900 extra.

## 45 People in Atlanta like the trees and the outdoor living

Only twenty minutes from downtown Atlanta, this house offers many of the advantages of living in the country.

By saving almost every tree, the builders were able to shade the large glass areas for efficient use of the air conditioning (which is standard equipment) and also keep the outdoor terraces at the rear of the house sheltered from the neighbors. And trees are always a real sales asset any way.

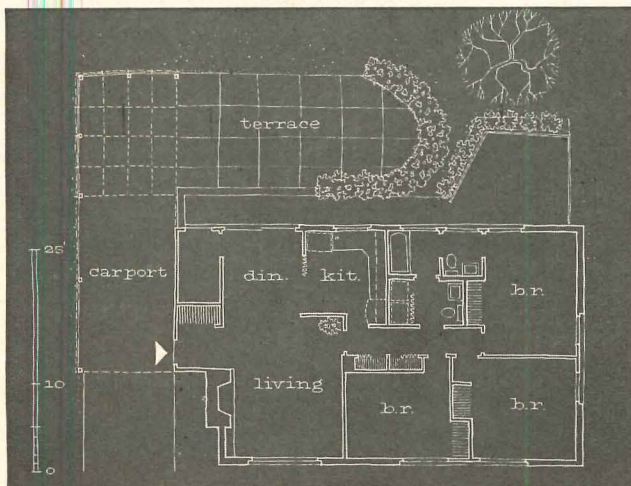
That the effort was worth while is proven in the sales record of this house: it is the fastest selling house in Atlanta in its price range.

Almost every house in the subdivision is different as a result of Architect Norris' careful attention to varied orientation and exterior treatment.

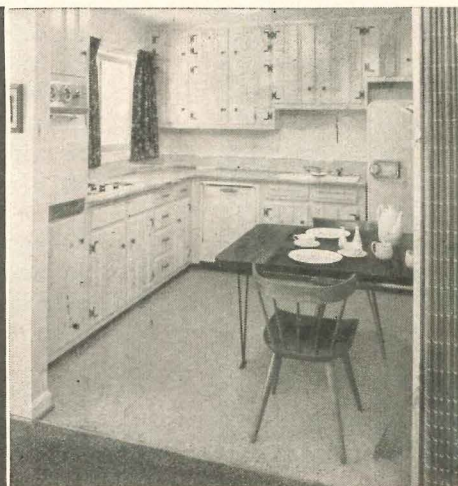
*Location: Atlanta, Ga. Builder: Boyd-Jackson Corp. Architect: Henry D. Norris. Area: 1270 sq. ft. Price: \$16,800.*



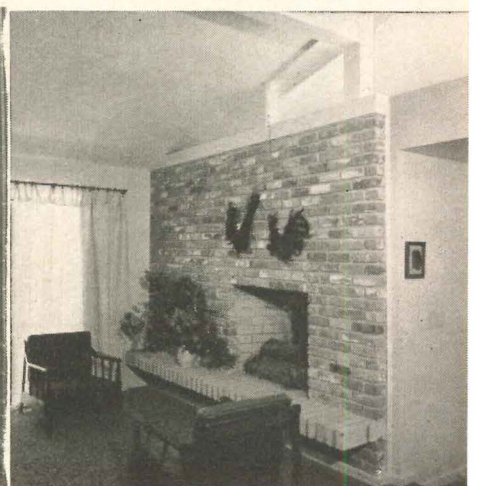
Front of house shows how well trees shade glass. Brick walls are insulated.



Plan gives central location to air conditioner. Note two-passenger bath.



Kitchen with knotty pine cabinets, can be closed off by sliding door, right.



Living room has high, pitched ceilings, a well-designed fireplace with raised hearth.



South side of house soaks up winter sun. Sliding glass doors and expansive terrace make for true indoor-outdoor living.

## 46 A small custom house shows you



Front entrance is shielded against rain outside, has obscure glass around it for light with privacy. Coat closet is behind accordion door at right.

If example is the best teacher, this small house by Architect Paul Kirk is worth close study. Consider these points about the house:

*There is no waste space.* Every inch of this house is useful and carefully placed.

*Traffic pattern is excellent.* The kitchen, in the controlling position of the "L" shaped plan, is directly accessible from the entrance, the living room and the carport.

*The functions of the house are neatly grouped.* The work areas are kept near the carport, the living area near the outdoor terrace, the bedrooms in a private wing.

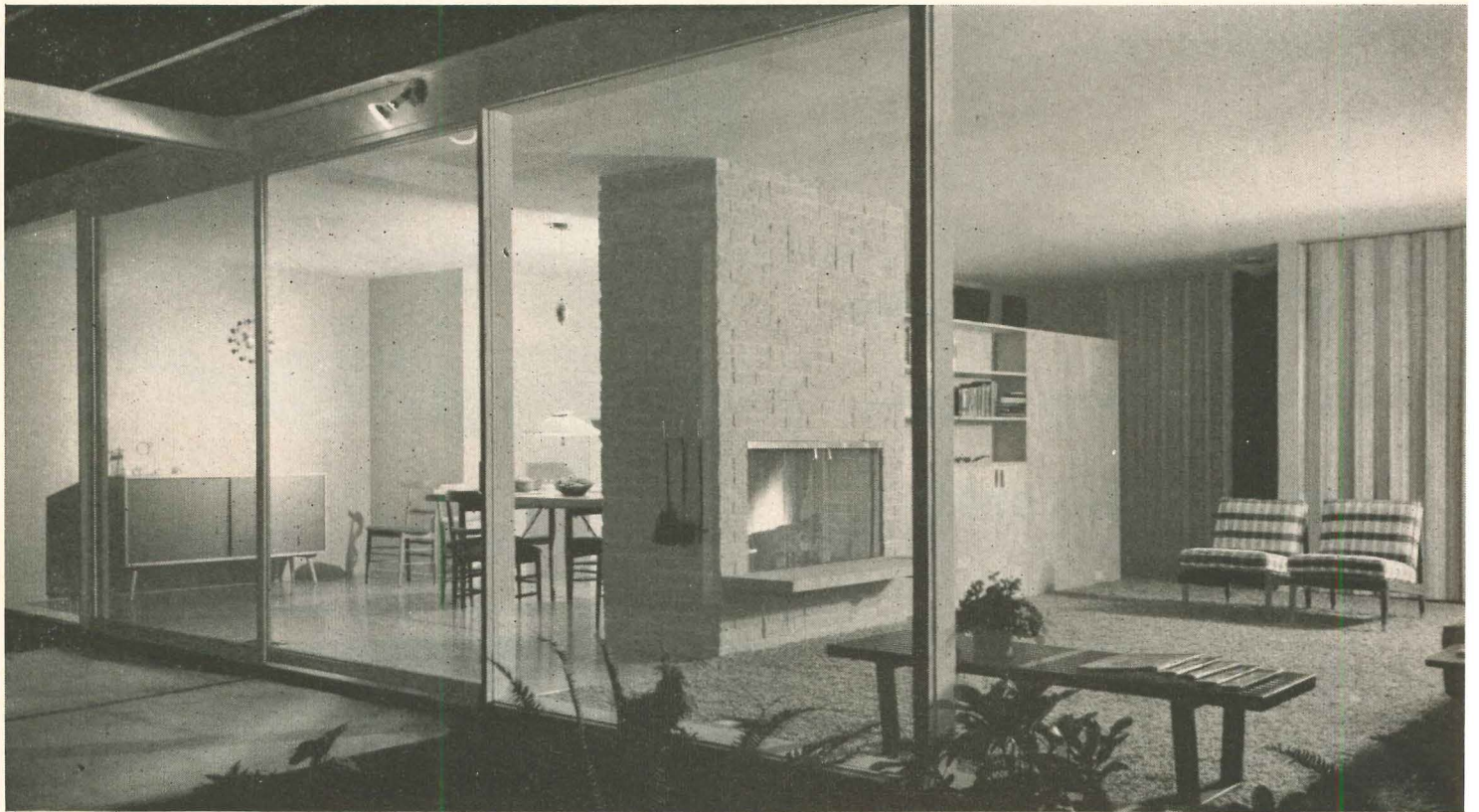
*There is a good relation between indoor and outdoor living areas.* Entire south wall is glazed toward the backyard, with a pleasant view of the terrace, while bedrooms have high windows for privacy.

*The house is nicely oriented for sunlight.* Being in the north, it takes full advantage of the sun with its huge south window with no overhang. In the winter months, the sun helps heat the house, reducing heating bills.

In doing all this Kirk got his cost down to about \$10 a sq. ft.

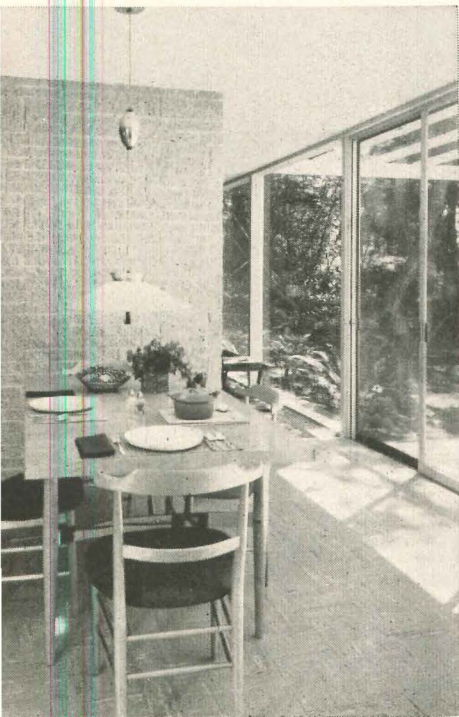
*Location:* Kirkland, Wash. *Architect:* Paul Kirk. *Builder:* Richard G. Robinson. *Area:* 1190 sq. ft. *Price:* \$12,000, excluding land and architect's fee.



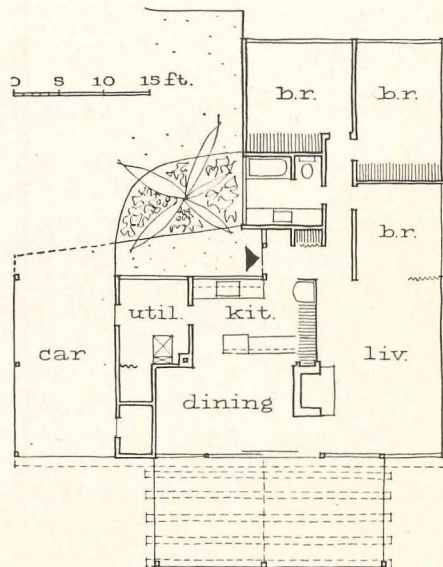


Living areas flow freely around central fireplace mass, although each has its own character. Entry is at center rear.

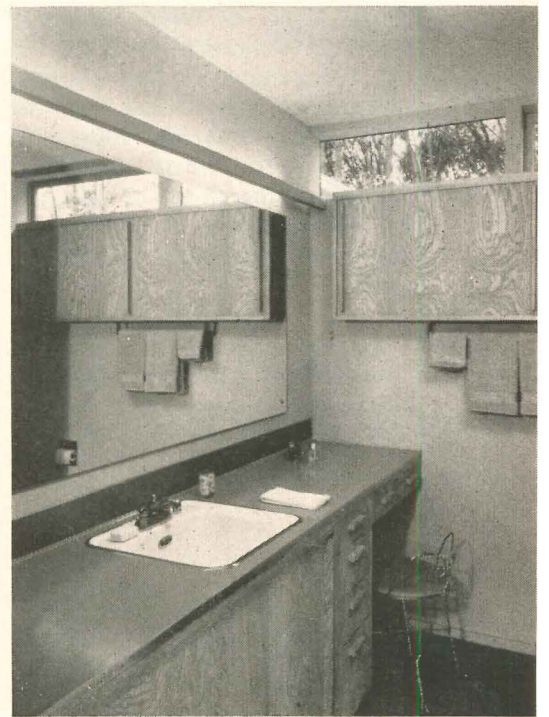
## How far the dollar can go when the plan is good



Dining area is open to cheerful sunlight and view. Kitchen is just to left, out of picture.

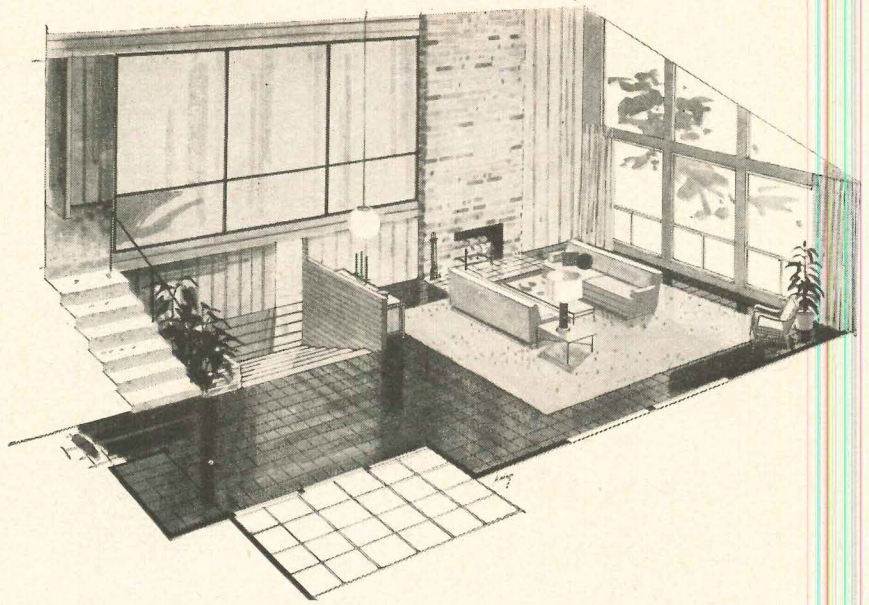


Well-knit plan has three bedrooms, one of which can be thrown open to the living room for entertaining large groups. Wardrobes act as sound baffles between bedrooms, living room and bath. House has plenty of storage space, including walk-in storeroom off carport, alcove in utility room.



Bathroom is simply but beautifully fitted with natural wood cabinets. High window opens for ventilation.

## 47 The front parlor is on its way back— witness this split



Today's "front parlor," unlike the older kind, is an open, spacious room. Windows rise to the ceiling line, making full use of room's height. Bedrooms are upstairs, left.

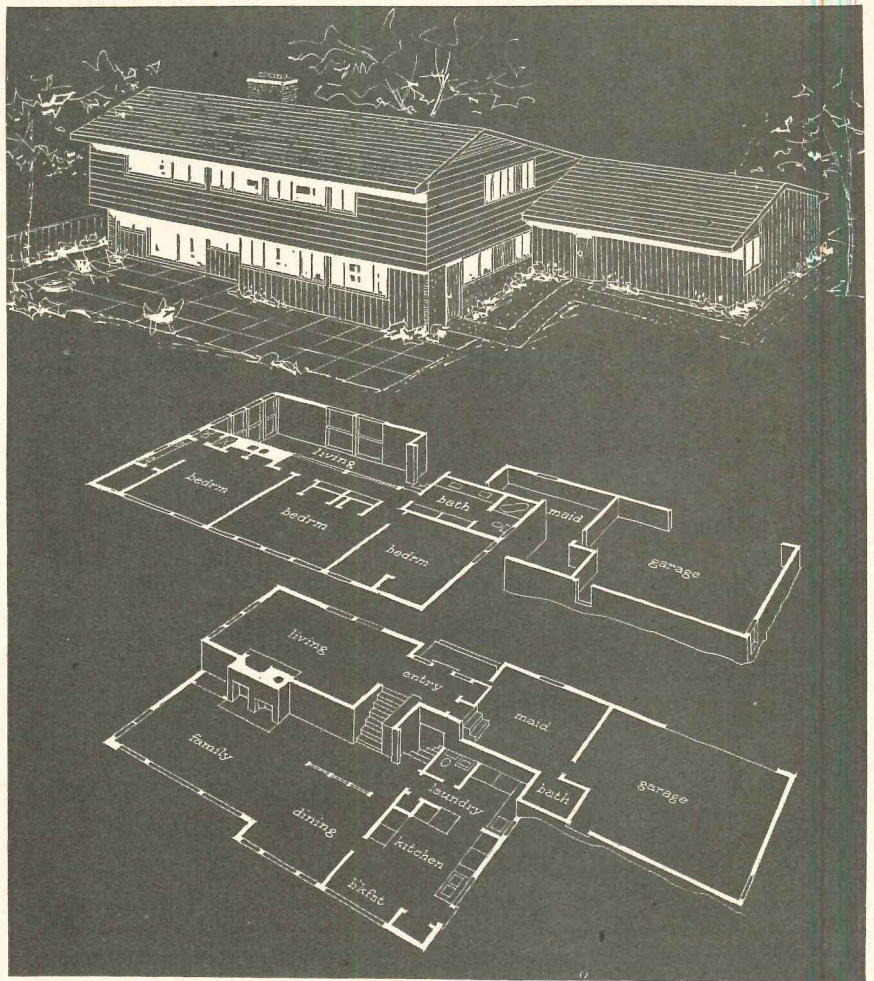
Today's house already has a place—the family room—for active, noisy living. Now, in this split level, it's getting a separate living room that answers the need for quiet and order—just as the old front parlor did.

This front living room is like yesterday's front parlor in several ways. It's a separate area at the front of the house. Guests can enter it without going through rooms filled with family clutter. It can be kept tidy and quiet, for formal entertainment. And it's also an answer for the Women's Housing Congress which asked especially for a "quiet room."

Almost all the other rooms in this big split—family room, dining and kitchen—are on the lower level, down a 5' wide stair. The 51' width of the house allows plenty of room upstairs for the bedrooms to line up across the rear, facing the garden. Sliding plastic panels separate the bedroom hall from the living room to give both areas extra privacy.

The split was created for Show-House (an advertising group) to give participating manufacturers of building materials and home products a showcase for their wares.

*Location: Brookville, N.Y. Builder: Show-House. Architect: Vincent Furne. Contractor: Jansson & Johnson. Area: 3,000 sq. ft., plus garage. Price: \$50,000.*



On street side (right) house has only two rooms: the living room and the extra bedroom, which can serve as maid's room (with its own bath) or "mother-in-law suite." The recessed front entrance is protected by the roof overhang. Both kitchen and family room have their own entrances from the rear (see plan and rendering). Six of the eight rooms face the rear garden, enjoy privacy and a pleasant outlook.





## 8 With a good basic design you can offer many choices



Porches and garages are two of many options offered for basic house shown at top. Photo at right shows rear terrace, another choice.

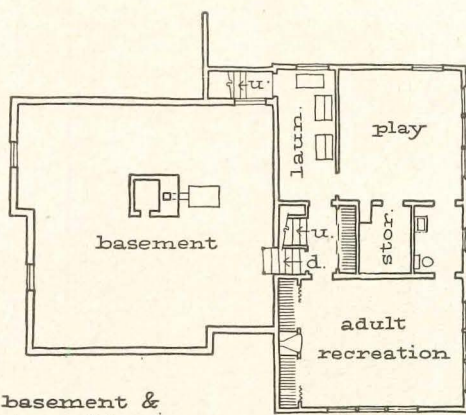
A wide choice in materials, additions and other options enabled the builder to sell this basic home to 20 buyers, most every one of whom wanted and at a custom-like version.

The basic house includes more equipment and so-called "extras" than are generally found in houses of its price class. So the buyers who pay from \$10,000 to \$15,000 extra for options are really seeking houses to fit their individual needs, not just rounding out their equipment.

Options are the builder's major merchandising idea and a major source of his profit on each house. He offers buyers a list of 60 priced choices and organizes his crews and schedules around the special problem of handling a large number of changes.

Options include: 5-ton air conditioning at \$2,500, chosen by 75% of the buyers; sliding glass patio door (instead of French doors), 50%; double wall ovens, 25%; extra-wide lots (127' instead of 85'), 50%.

Location: Baltimore; Builder: Hatton Homes. Designer: William A. Foreman. Area: 2,594 sq. ft. (not including sub-basement). Price: \$31,000, plus \$2,500.

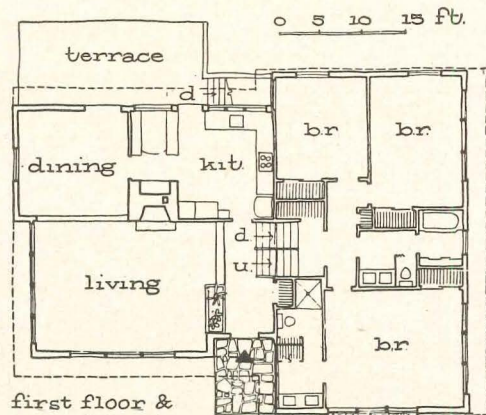


basement & ground level

Multi-level plan has 2,594 sq. ft. of floor space, not counting sub-basement under living room wing.



Foyer, two steps above living room level, is offered with a choice of tile or cork floors.



first floor & second level

Living room wing. Bath in upper level is compartmented; cedar room below is standard.

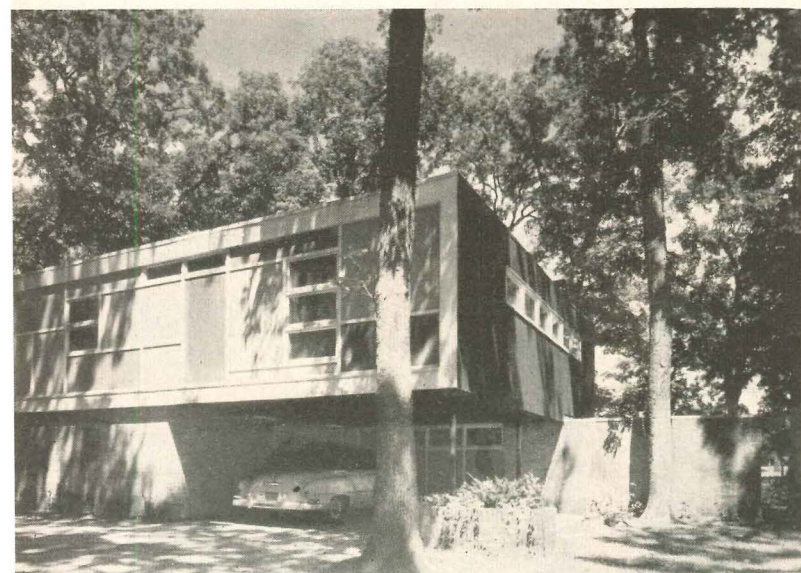


Barbecue in breakfast room is standard; double oven is optional substitute.



On view side second floor has entire wall of glass. First floor room at left is a boat shop. Recreation room and bedroom open off terrace.

## 49 To get a good view, try a second-story living area,



Second story gets colorful patterns on one side from painted asbestos siding. Other sides are black boxcar siding. First floor walls are pink common brick.

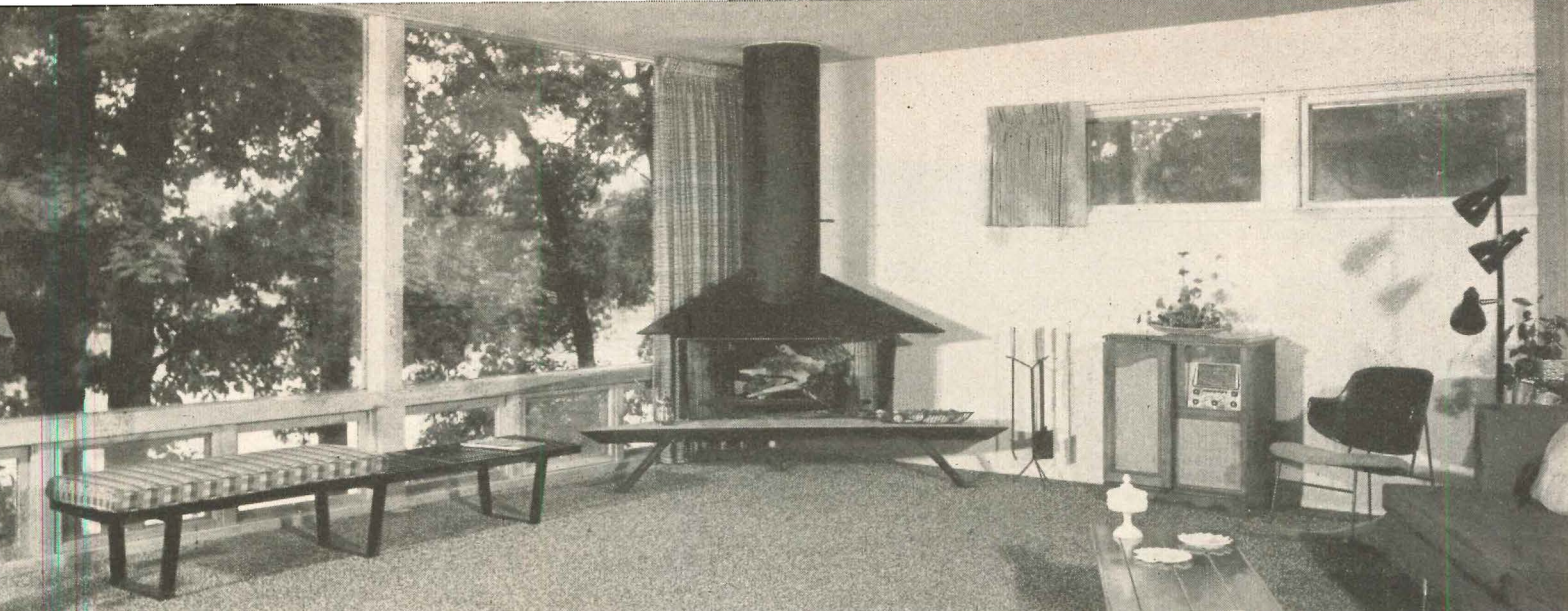
People who build grandstands know that you can get a better view if you are above ground level.

Here's a house that makes the most of a view across a broad river by putting its living areas on the second floor, with an all-glass wall facing the river.

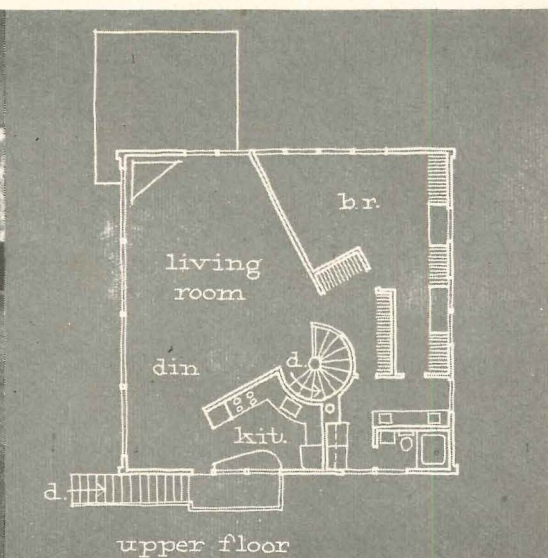
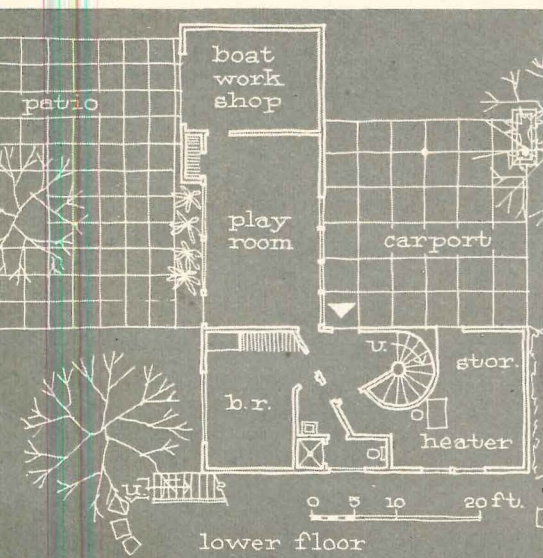
To focus the room toward this view, and to increase the actual floor space within the living area, the walls which separate it from master bedroom and kitchen are swept back at right angles to each other (see plan, opposite page).

A 10" 33 lb. WF beam spans the width of the house to carry the roof load, so the non-load-bearing interior walls can be placed at any angle. Steel beams and columns also support the part of the second story that's carried out over the carport.

*Location: Rockford, Ill. Architect: C. Edward Ware. Builder: Alfred Scott. Owner: Charles E. Barnes. Area: 2,663 sq. ft. Cost: \$40,000 without 100' x 200' lot.*

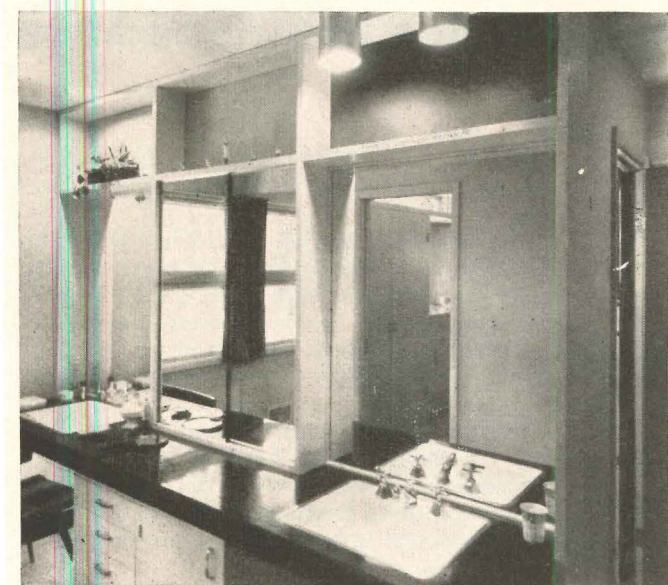


Living room has a free-standing metal fireplace as an alternate to the view outdoors. Furniture is kept low along the window wall.

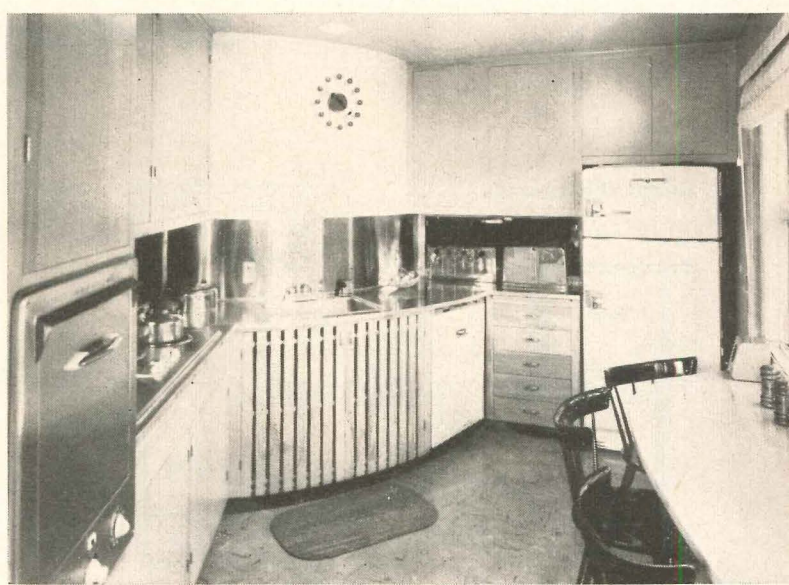


Circular staircase is at center of house, lighted from above by a (5' dia.) plastic dome. Pinpoint spots ring the dome for night lighting.

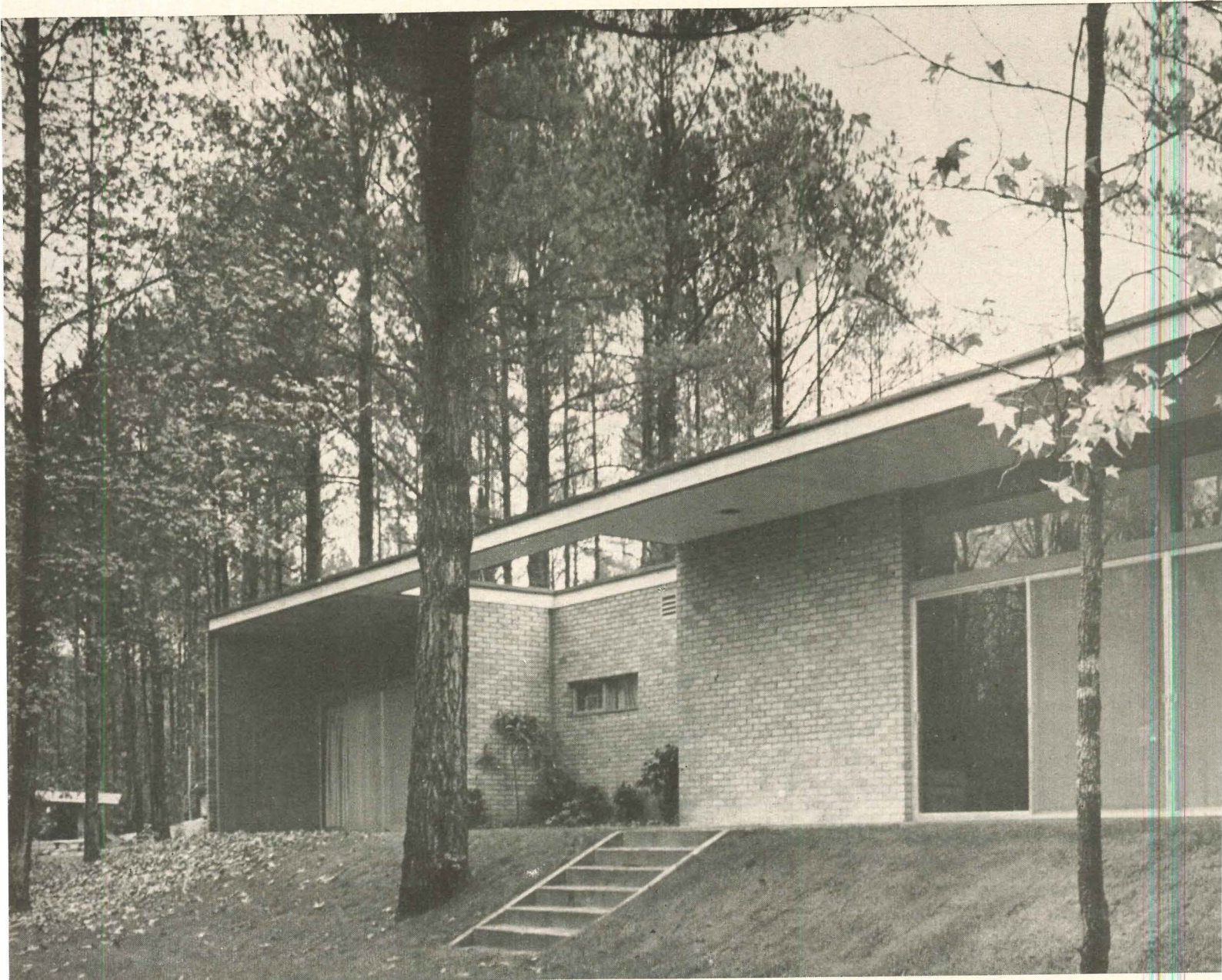
## with inside walls angled back to open up the rooms



Built-in counter with lavatory is at one end of the dressing room, outside of bath. Far end of counter has a bottom-lighted ground glass panel to improve lighting for makeup.

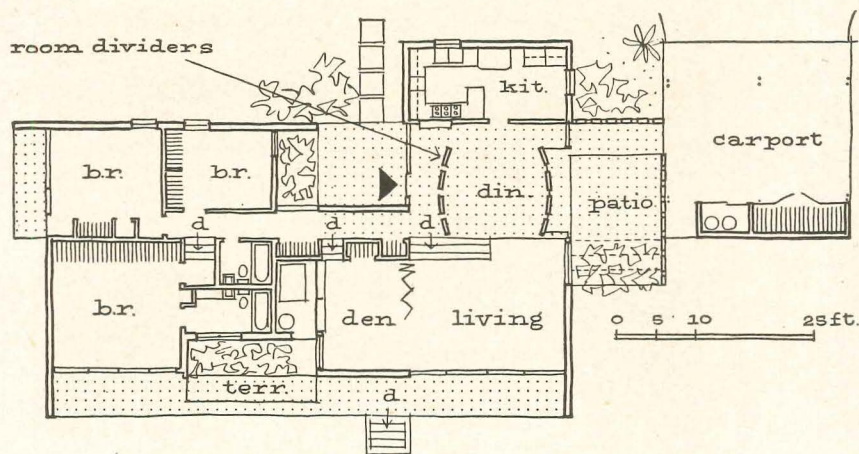


Kitchen is completely open to dining end of living room. Table, oven, range, and dishwasher are all built-in. Birch cabinets go to ceiling. Wood slats ventilate undersink space.



Setback garden is chief interest in rear view of house. Side walls are candidly detailed to show that brickwork is veneer. Roof has 5' overhang

## 50 You couldn't put this luxurious house



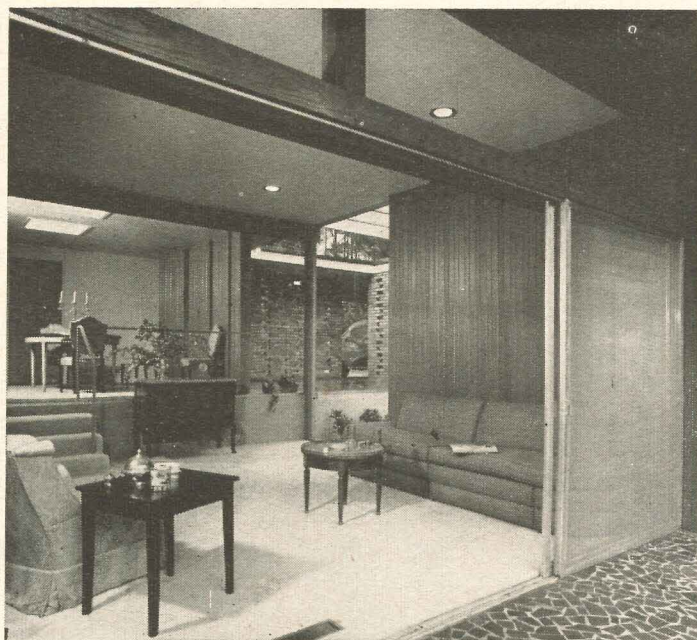
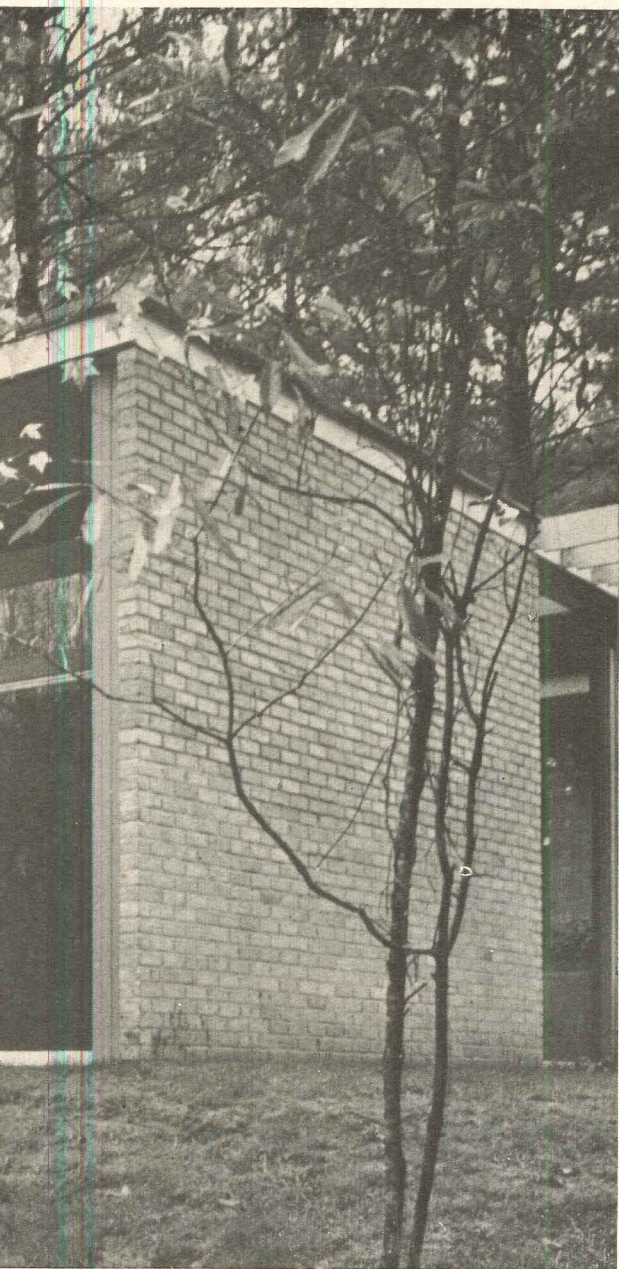
Rectangular plan shows how street side is at higher level than living room and master bedroom. Note ovaled wood screens in dining room.

One of the big advantages of a flat roof is that you can put both open and closed areas under it at random.

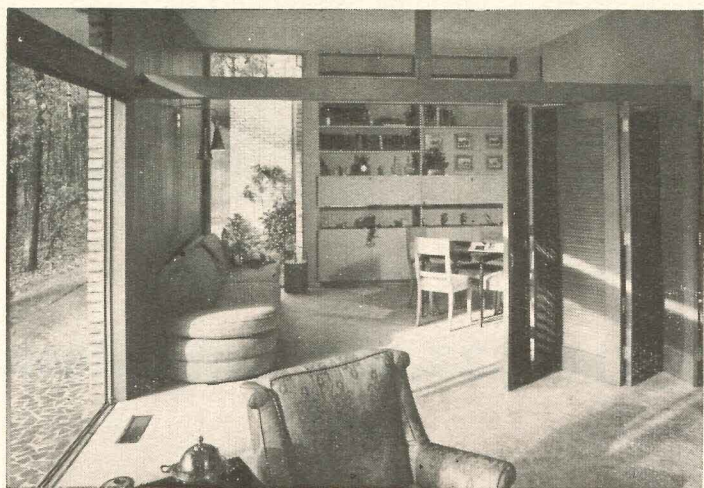
This house is a case in point. The architect broke up his interior space with three garden courts. A major feature of the design, they give an extra view and more daylight to almost every major room in the house. And where the architect couldn't count on the garden courts to bring in light, he put in skylights.

The seven-room house is also notable for the way the architect kept his material textures to a relatively small scale. Instead of big flagstones on the terrace, small pieces are inlaid in concrete. Wallpapering is kept to narrow strips, no wider than the bricks in the exterior veneer.

Location: Atlanta. Architect: John Portman. Builder: Henry R. Jackson Corp. Area: 1,900 sq. ft. enclosed (2,800 with terraces). Cost: \$32,750, plus \$7,000 for



**Living room** (above) opens on two terraces, foreground and rear right. Dining room, upper left, is screened by wood panels. Study (photo, below) can be cut off from living room by folding, louvered doors.



## under anything but a flat roof



**Street side house** preserves its privacy, gives little indication of its openness. White domes on roof are plastic skylights.



**Master bedroom**, just off terrace at rear of house, seems almost outdoors when drapes are open. Wall paneling extends out to terrace.



Front of house shows pleasant blend of white brick, shingles, and gaily painted shutters. Sloping site lent itself to good split level construction; the front door is on grade, while the lower living area is fully exposed to sunlight.

## 51 This \$33,000 split outsold its \$23,900 counterpart

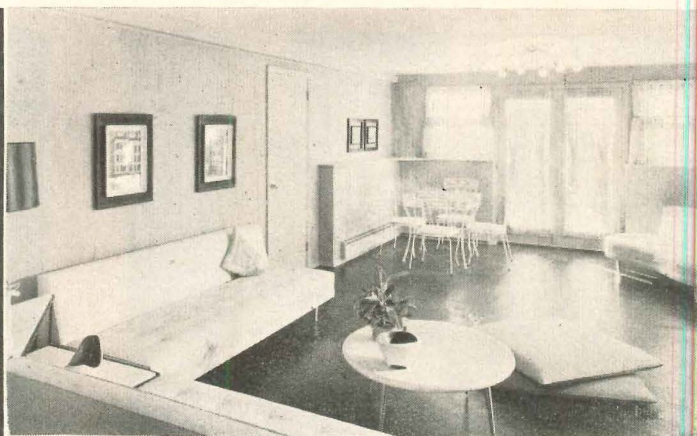
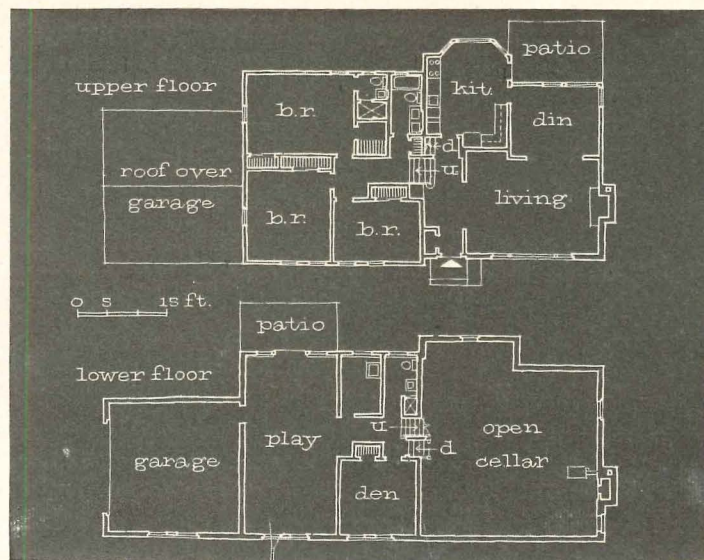
The builder calls this a "Colonial Split."

Built on choice one-acre lots, it is the most expensive of four models offered, but it outsold the lowest price model 11 to 2.

Builder Piccione attributes the unexpected success of this model to the buyers' feeling that big lots should have big houses on them.

Visitors also liked the huge playroom and extra bedroom (or den) on the lower level. There are outdoor terraces off both the playroom and the dining room upstairs.

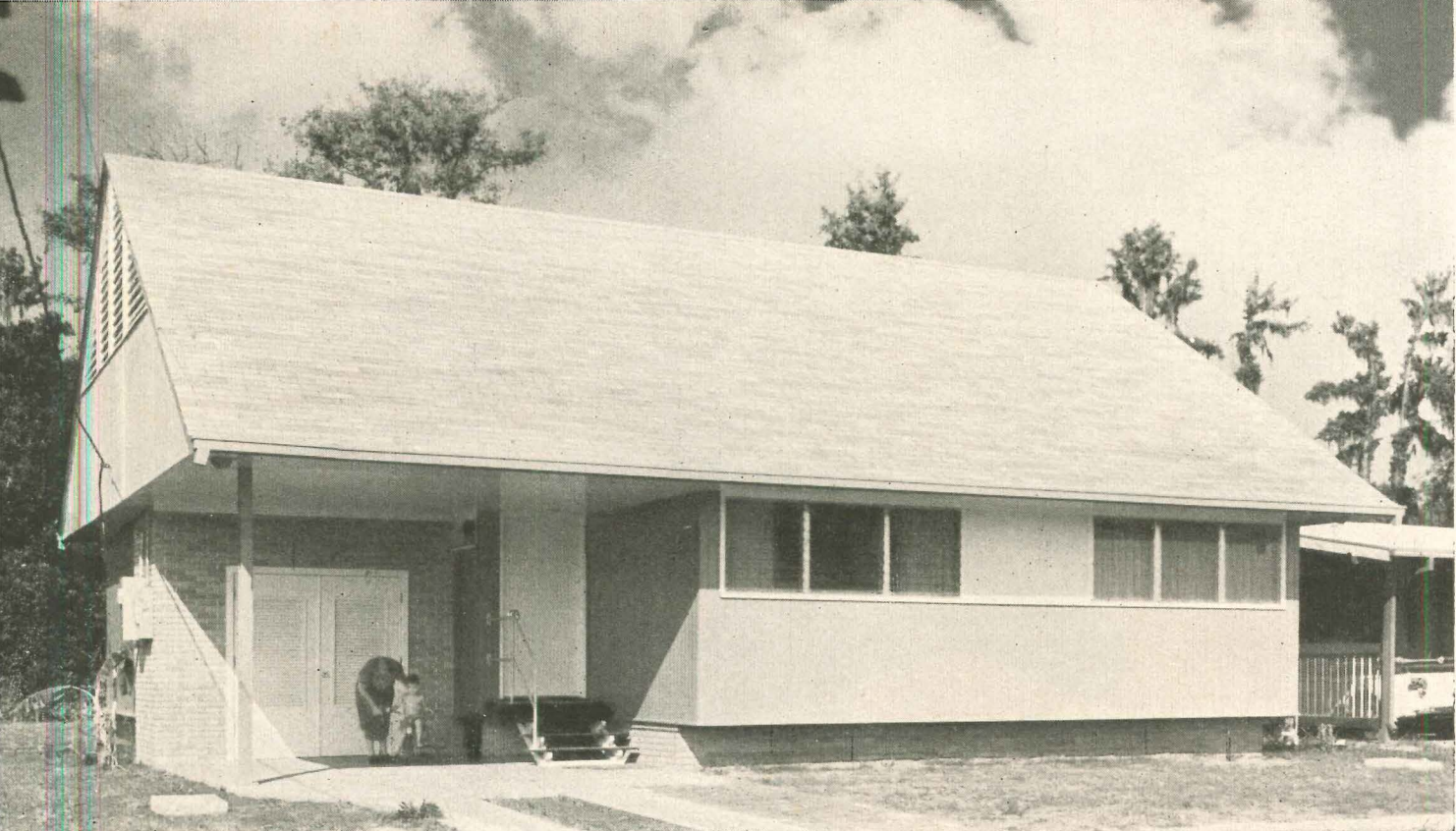
Location: Huntington, L.I., N.Y. Builder: Nicholas Piccione. Architect: Herman York. Area: 2,100 sq. ft. Price: \$33,000, including one acre lot.



Playroom gets lots of daylight and cross-ventilation from doors to terrace at one end and two big windows at the other.

Four-level plan is fairly formal, with a separate dining room, important to buyers in this price range on Long Island.





Story-and-a-half house has no dormers. Fixed wood louvers on gable ends conceal jalousie windows, are part of "climate-control."

## 52 Here is a wholly new kind of expansion-attic house

This 1½-story Louisiana house rates national attention on four counts:

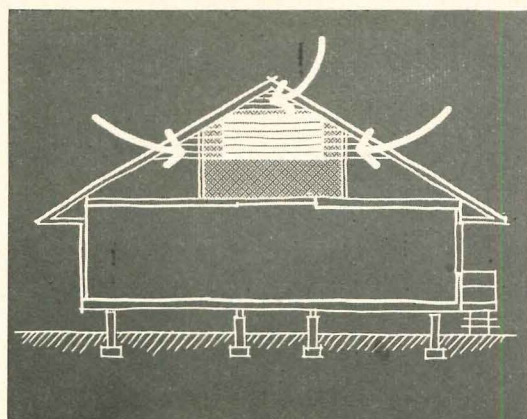
1. It meets the need for better ventilation in hot weather. The house was designed primarily to offer more comfort in sweltering Louisiana. Its extremely large, permanently fixed louvers at both gable ends admit air on three sides of the upper rectangle and into it through shielded jalousies.

2. This extra air circulation greatly reduces the danger of under the roof moisture condensation.

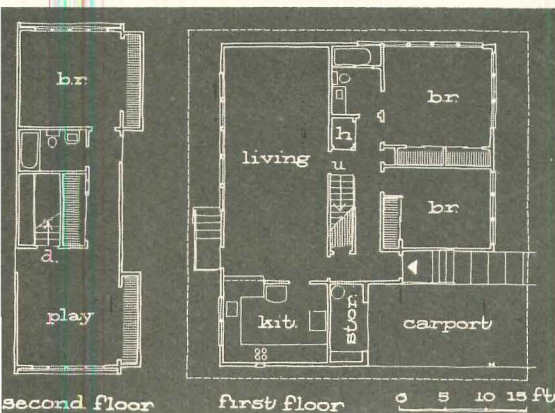
3. Raised construction on four concrete piers helps cool the house and protects it from termites, vermin and floods.

4. The resulting design avoids the unsightly, unshaded dormers so often seen on other expansion-attics and "Cape Cods."

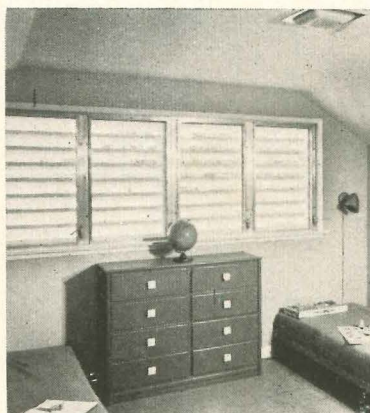
*Location: Metairie, La. Architects (and franchisers): William Ricciuti and J. Buchanan Blitch. Builder: O. U. Woodward, Jr. Area: 1,623 sq. ft. Price: \$18,700 plus lot.*



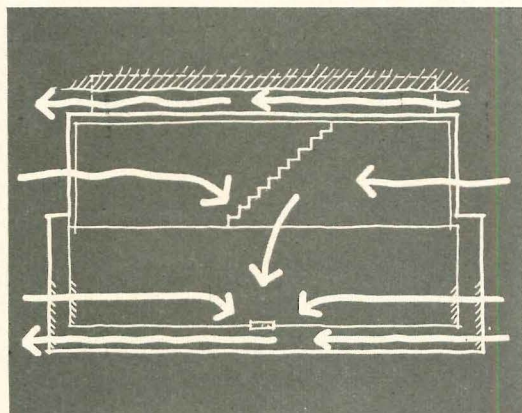
Wide louvers allow air to circulate on three sides of upper rooms (side view diagrammed). Raised construction also adds to coolness of house.



Large living area is provided downstairs, an unusual amount for an expansion-attic house. Living room is 29' 4" long. House has ample storage. Price includes built-in oven, range, dishwasher, garbage disposer.

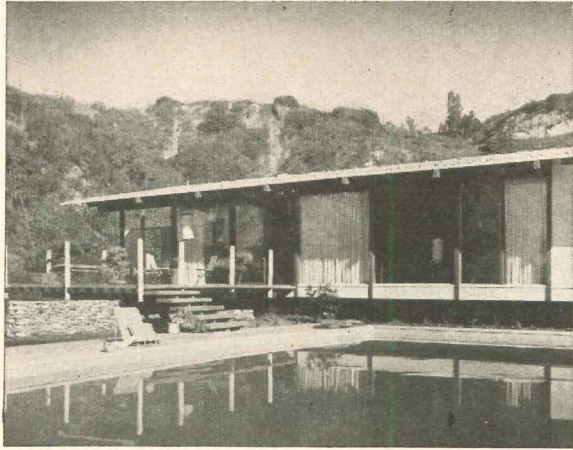


Upstairs bedroom has wide jalousie window. Fixed wood louvers in front of it are 1x4s, allow view outside but protect against sunlight from either east or west direction.



Ventilation system works as shown in front section. Attic fan draws air up stairwell into top part of attic. All windows are jalousies. Since house rests on four piers, air also circulates underneath house.

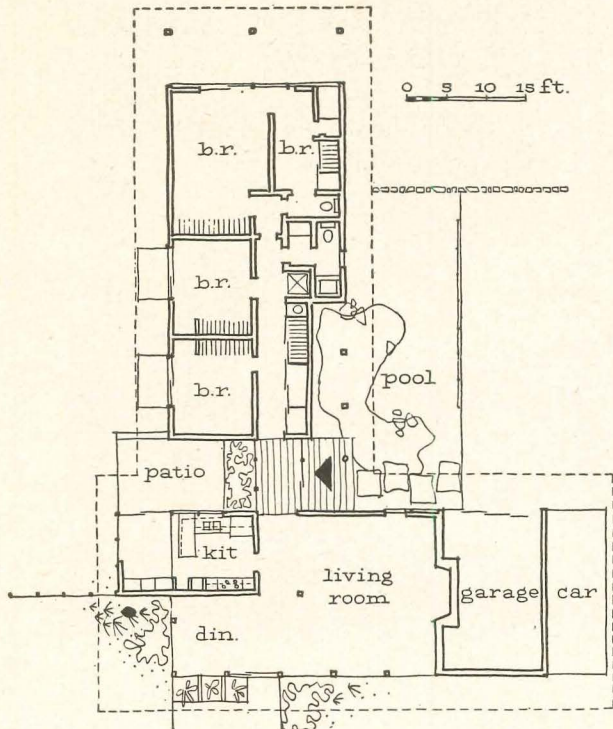




Pool outside living area is reached by way of terrace and open-riser steps. It added \$3,500 to cost of house.



Dark-stained beams and posts give living room interior an orderly rhythm. Plank deck is off-white in color.



Two-tone plan is entered in link between three-bedroom wing and living area. Patio is for dining.



Dining area is at far end of living room, separated from kitchen by door-high partition that keeps ceiling in view.

## 53 Japanese tradition is shaping a new American house

All over the U.S., "Japanese houses" are beginning to make news—and sense.

They are making news because to many Americans the Japanese house is still an unfamiliar product of an unfamiliar culture. And they are making sense because the Japanese house seems to answer so many demands Americans make of their new homes.

This Los Angeles house is a fine case in point: it is entirely Japanese in feeling, and yet entirely "modern American" in what it does for better building, better planning, better living.

Like many good, modern American structures, this house is modular in planning and framing—and it uses its modular patterns in a decorative way. Like good, modern American houses, it tries to relate every indoor space to some part of the garden—by

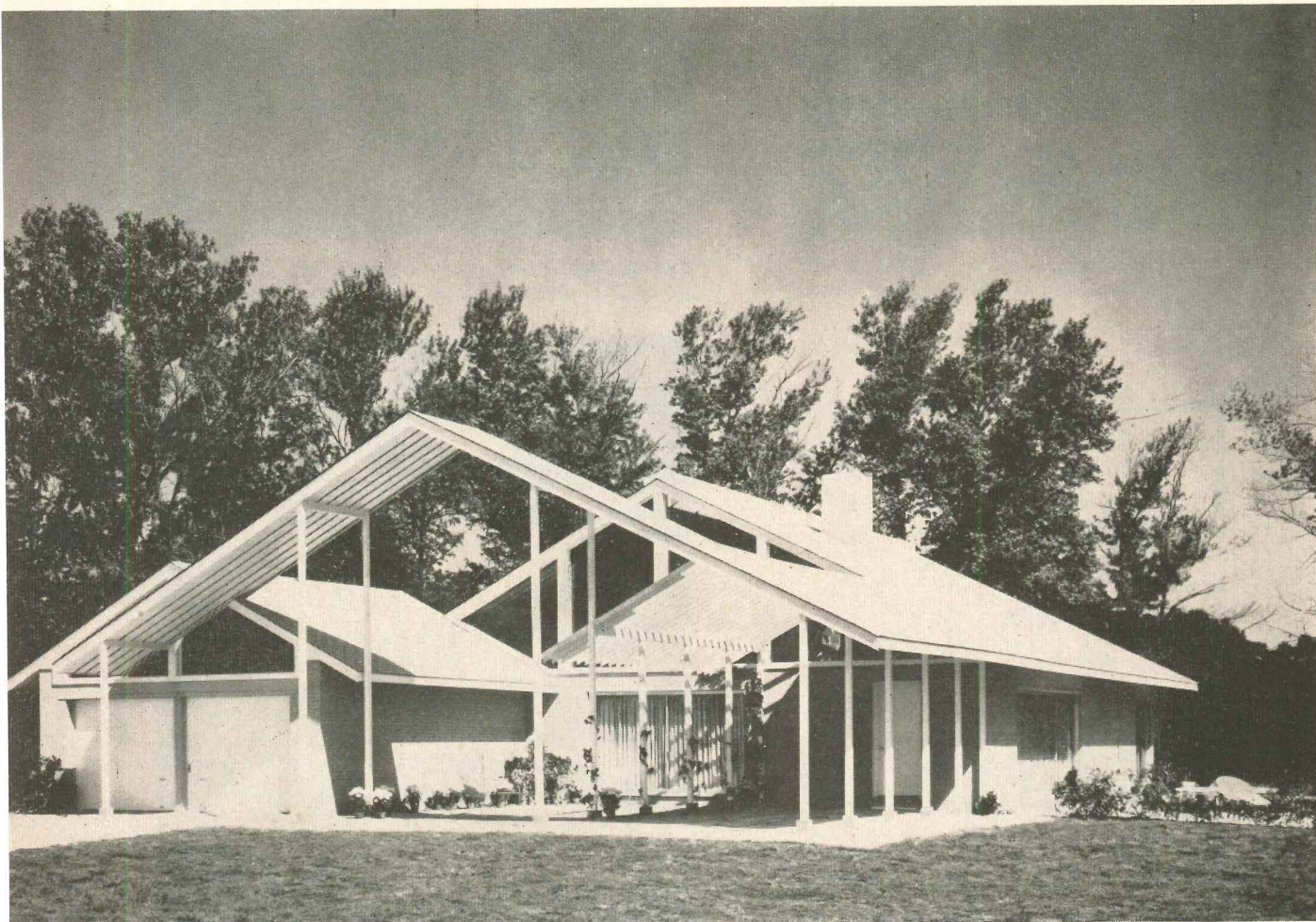
Use of water, rocks, stepping stones, stilted posts and sliding, translucent screens is typically Japanese. This is main approach to entrance of house.

opening up walls with sliding screens and glass doors. And like good, modern American houses, it is simple in its lines, surfaces and details.

As the Japanese house gains favor in the U.S., many of its traditional characteristics will change: the old proportions, so carefully related to the eye-level of people sitting on floor mats, will have to be heightened. And the roof structures are bound to be simplified (as in this house).

But the graceful structure, the sensitive joining of interior and garden, and the flexibility of partitions—all this will have a lasting influence on the American house. It had a major influence on *this* house which won a Merit Award in last May's AIA-H&H-Sunset Competition.

Location: Los Angeles, Cal. Architects: Dorman & Morganelli. General Contractor (& owner): Neal C. Lakenan. Area: 2,200 sq. ft. Cost: \$40,000.



Soaring roof and trellis lend protection to patio at entrance. Steep pitched roof is Paul Rudolph's first change from low silhouette.

Open gable and high roof give house spacious feeling. Balcony is under high ridge. Ceiling of red birch plywood has solid birch battens.

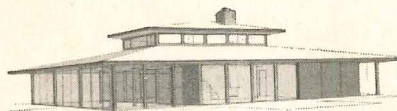
## 54 Everyone who sees this house say

In its first three days this *Woman's Home Companion* "Home for Family Living" drew 5,000 visitors to Builder Everett Schneider's St. Louis subdivision.

One of the most talked-about features of the house is the expansion balcony—a new idea for meeting today's increasing demand for lower cost, "expansive attic" space. Seven out of ten visitors said they liked the balcony solution—others objected to its unfamiliarity or challenged its practicality.

The builder feels the model is a great success, plans to put up several more like it. "But it's tough to build," he reports. His reasons: exacting detailing and the necessity for double scaffolding to reach the high ceilings.

*Location: St. Louis, Mo. Architect: Paul Rudolph. Builder: Everett Schneider. Interiors: Editors of Woman's Home Companion. Area: 2300 square feet including balcony. Price: \$50,000.*



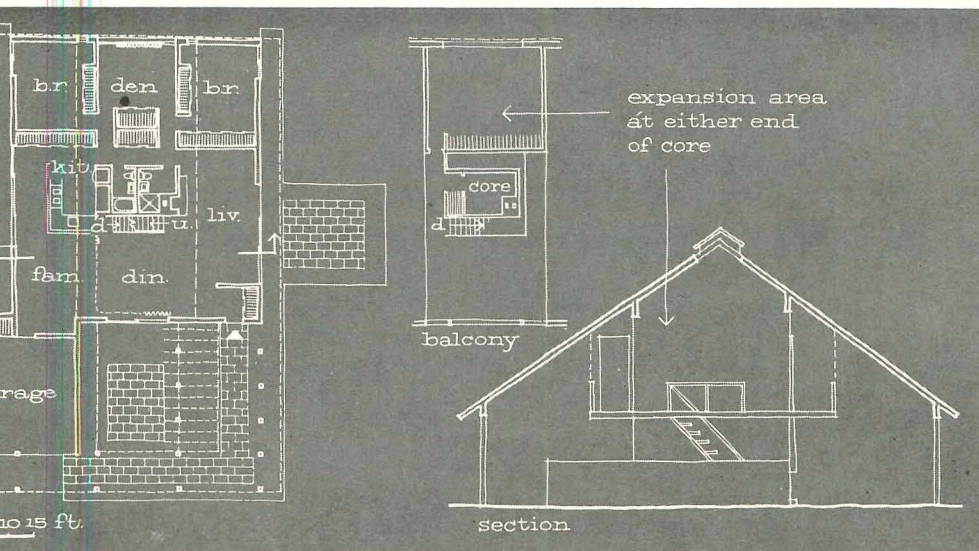
Variations possible with same plan include a hip-roofed, clerestory model (left) intended for arid regions, and flat-roofed version with wood siding for the Northwest (right).



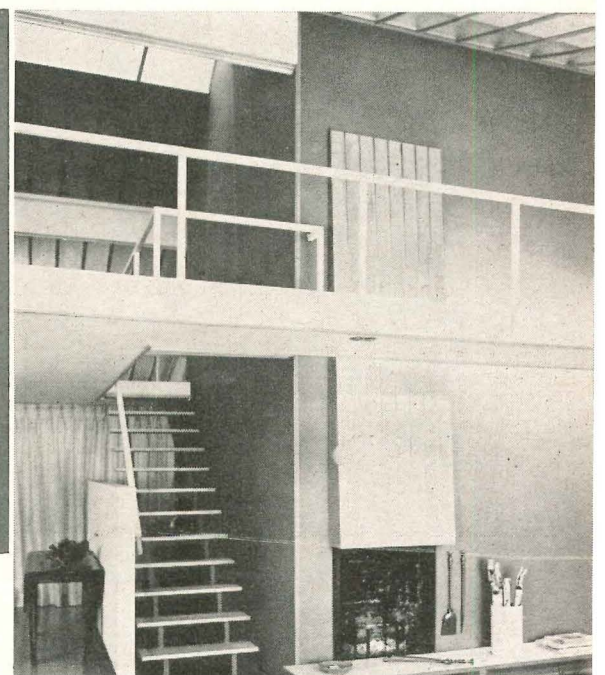
Island kitchen opens to family room, is part of central utility core. Subdued but warm color scheme is typical of interiors throughout house.

... "It's open, airy, light as can be"

Fireplace, in living-room (below) has elegant stainless hood. Balcony provides expansion space for one or two future bedrooms and bath.



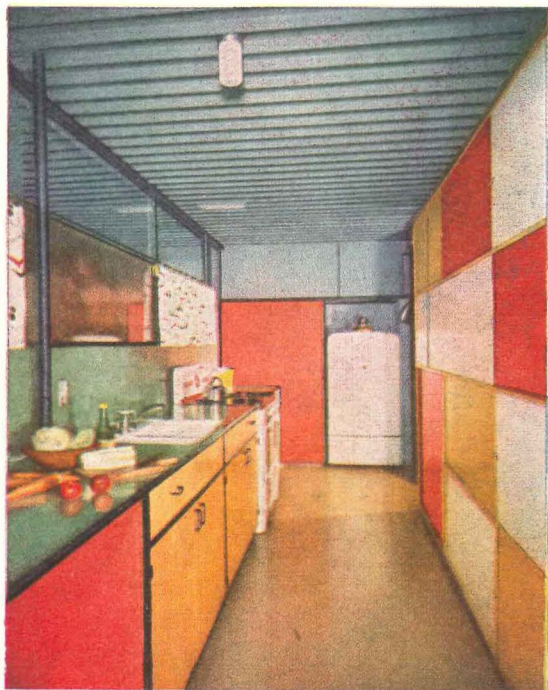
Balcony extends through center of square plan, supported by central utility core. The L-shaped living area (downstairs) can be divided with draperies as shown in photo at top.





Walls of steel-framed house are finished with painted plywood. Windows at far right are steel factory sash, those at left slide.

## 55 This glamorous steel house was built



Warm colors in kitchen relieve coldness of steel. Flooring throughout the house is of vinyl cork.

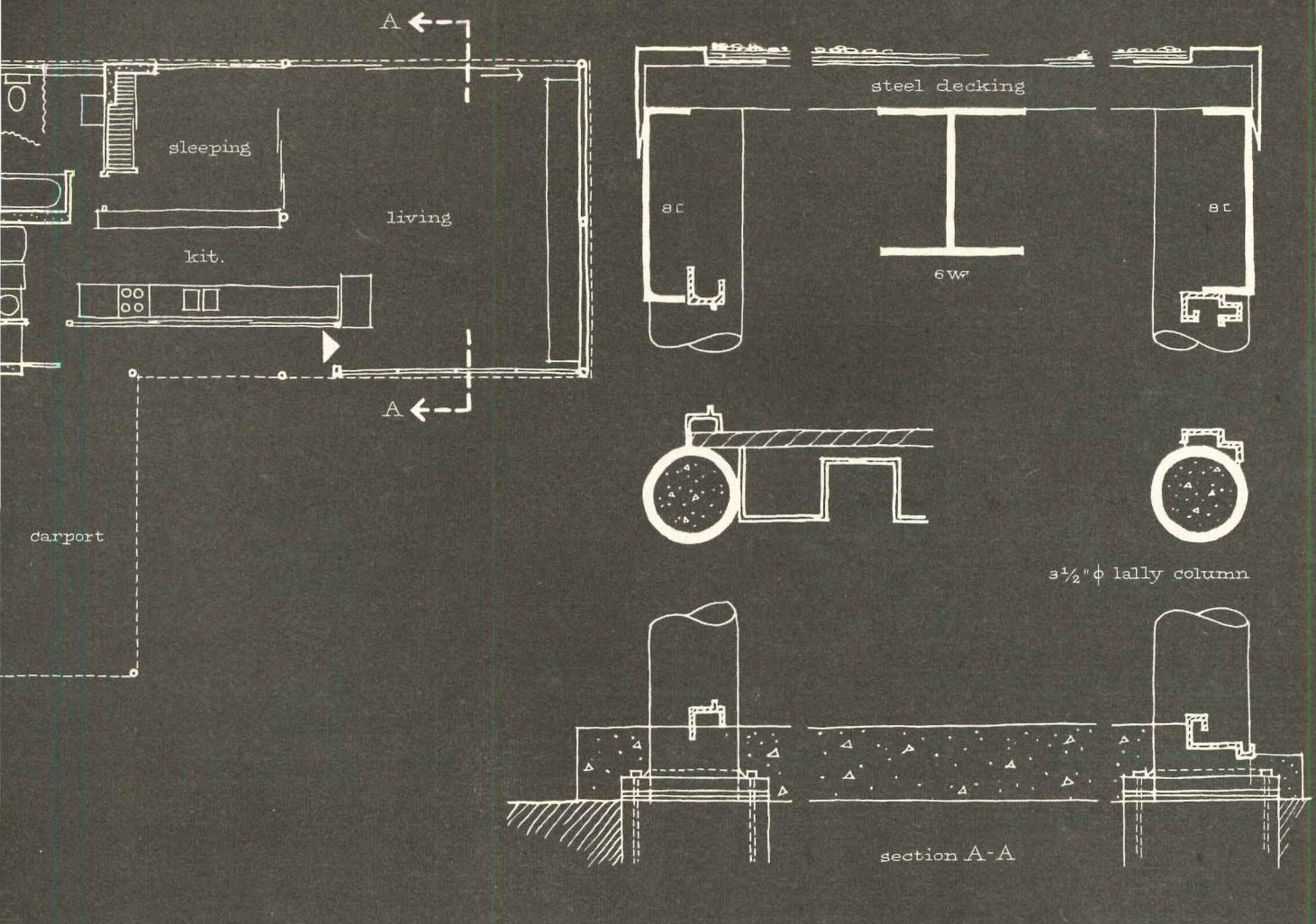
Few buildings can beat a modern factory for economy and simplicity of construction. Why can't houses be built just as simply and cheaply?

Designer Pierre Koenig believes they can, he has built several steel houses to prove it. This is his newest; like the others, it was made almost entirely from stock components used in industrial construction: steel decking, rolled steel sections, lally columns, steel factory sash and sliding steel windows and doors.

It took only two days to erect the steel frame, little more to close in the house. Some of the decking is galvanized, most of the exposed steel was painted. (Steel, according to the designer, presented fewer painting problems than wood.) Other advantages of steel: greater rigidity (important in a house of big openings, fewer supports), greater dimensional stability.

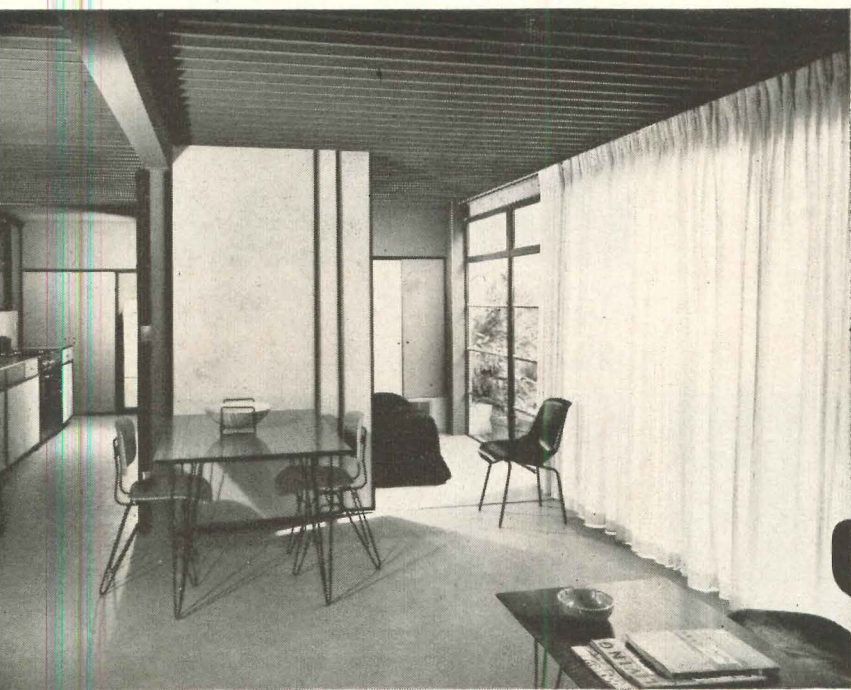
This house is noteworthy in another way: it may help answer the old question of how much exposed steel people will take in their homes. For when a major steel manufacturer gave this house wide publicity in popular magazines, the response was so great that the manufacturer decided it was high time to look further into steel's potentials in homebuilding.

*Location: Glendale, Calif. Designer & Contractor: Pierre Koenig. Area: 800 sq. ft. living space. Cost: \$12,000 with land.*

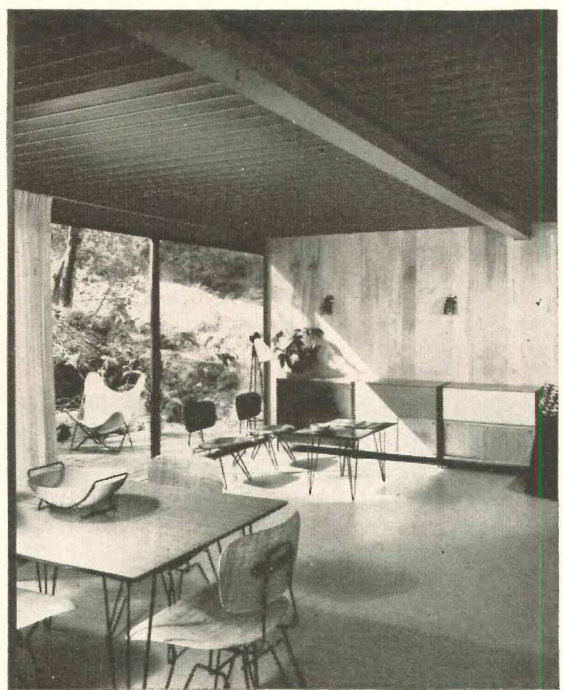


Structural system is a 10' by 20' grid of lally columns that carry light steel beams supporting an exposed, corrugated steel roof.

## out of stock parts used in factory construction



Sliding doors separate bedroom from living area. House was designed as a compact, 300 sq. ft., one-bedroom apartment, with an attached carport facing the street.



Veneer plywood on end wall of living room helps further to soften steel-framed, glass-walled interiors.



Living room is sheltered from main entrance by free-standing fireplace wall. Coat closet to right of fireplace faces entry, is backed with brick.

## 56 Fireplace screens entrance in this split level house

Split level houses have many plan advantages, but are rarely good looking. This split looks fine for two reasons: the architects adjusted the house to its sloping site; and they kept the exterior simple and uncluttered.

Located only 12 miles from downtown Boston, the Peacock Farms development now has 16 of these houses occupied, expects to triple that number by the end of 1957. The house contains 1,825 sq. ft. (incl. garage), sells for just over \$20,000 with 1/3 to 2/3 acres of land. For an extra \$1,500 buyers can have two additional bedrooms and a bath in the basement garage space and a separate garage outside the house.

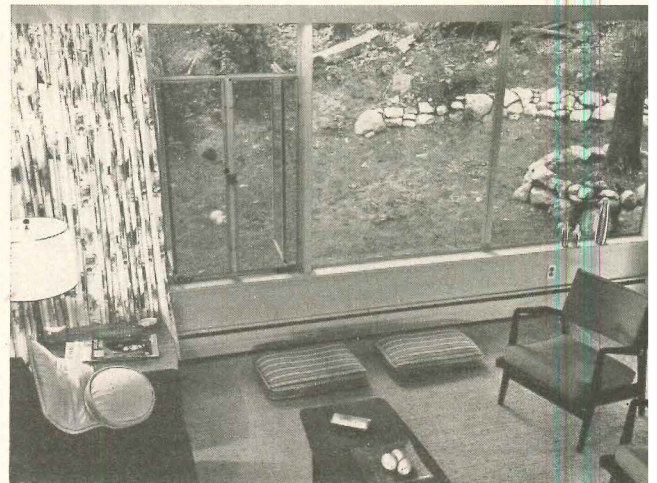
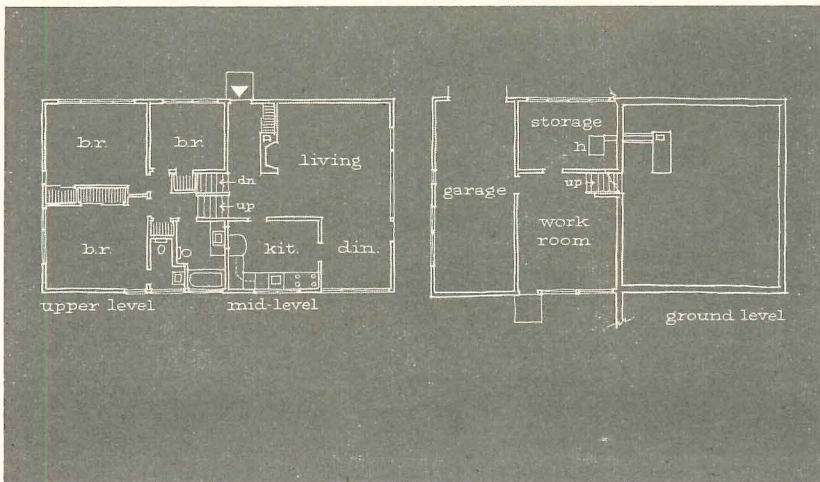
*Location: Lexington, Mass. Builders: Harman White & Edward Green. Architects: Compton & Pierce.*

**Split is well planned:** although it has a front living room (and, hence, a combined kitchen-bathroom plumbing stack in the rear), there is no loss of privacy because the living room windows face to the side. By using big glass areas on end rather than side of house, the architects simplified their facade design-problem.



Rolling terrain made split a natural. Part of development was set aside as "common land," controlled by home-owners.

End wall is glass, extends living room to the garden beyond.



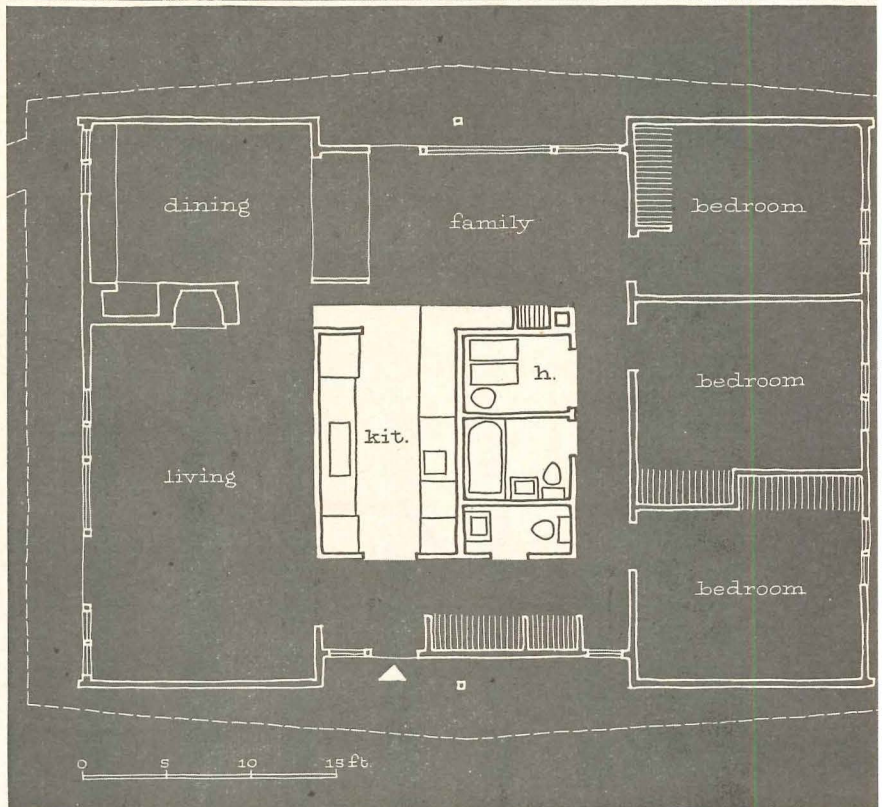


## 57 This popular house is planned around a central utility core

This model house, promoted by the Hotpoint Co. and *Living For Young Homemakers*, is a fine example of how to use a central utility core.

To make this type of plan work, you must provide light and ventilation for the inside kitchen and baths. The usual answer is a fan and skylight. But a big skylight generally lets in too much heat or cold, so you seldom see one as large and effective as this. This one works well because it was made of three separate sheets of plastic. The air between top and center sheets is ventilated by flue action, and the space between center and bottom sheets holds both incandescent and fluorescent lights.

*Location: Mt. Prospect, Ill. Architect: Norman C. Nagle. Builder: Town Development Co. Lighting Engineer: Richard Kelly. Area: 1,500 sq. ft. Estimated cost with land: \$25-30,000.*



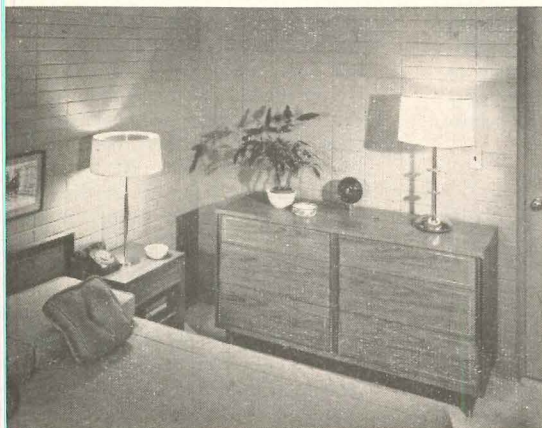
Plan shows how utility core controls the house from its central location, and is an effective buffer between the bedrooms and the living-dining rooms.

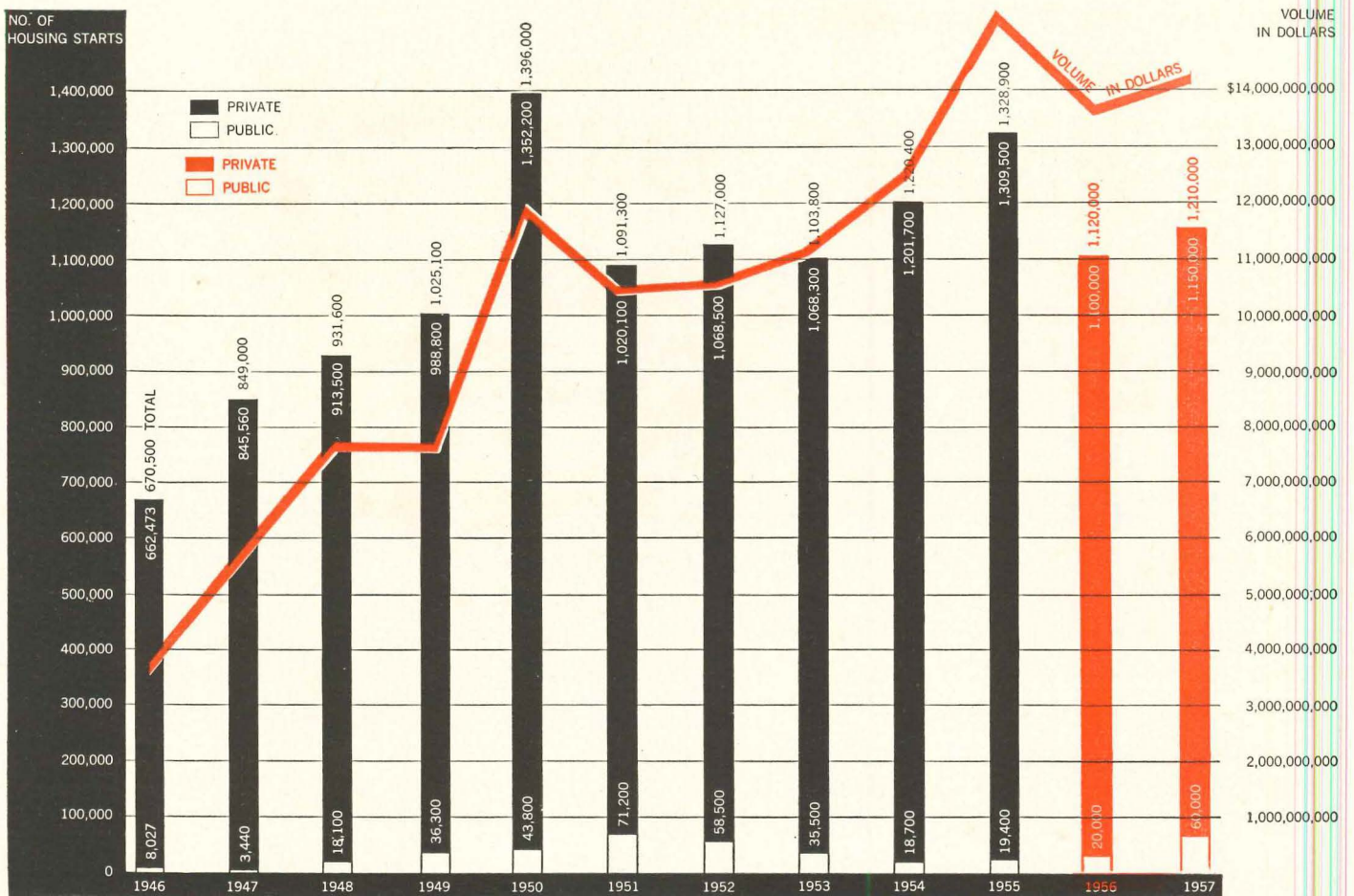


Living room gets extra space from the low fireplace wall between it and dining room, and extra daylight from the skylight it shares with the kitchen.

Kitchen work counters (right) get about 35 ft. candles of light on an overcast day; with lights on too, there are 55 to 60 ft. candles of light on the counter tops.

Bedroom (below) has exposed block walls with a pleasing, textured design. Nagle specified lightweight concrete block for its insulating value.





Housing starts (vertical bars) will reach a total of 1,120,000 in 1956 and climb to 1,210,000 next year, according to HOUSE & HOME's annual forecast prepared by housing economist Miles L. Colean. This would make 1957 the third best year since 1950.

Military and public housing units are indicated at base of each bar. Figure for private starts is at top of bar, third figure shown is the total of public and private units. Dollar volume of housing is charted by red line. Scale for dollar volume is at right.

## 1956 Review: What happened to upset the market?

Some decline in house building activity from 1955 to 1956 was generally expected, but only the gloomiest of pundits foresaw as big a drop as the 15 percent now in prospect.

So everyone is asking who killed Cock Robin? What happened to bring the number of new private starts down from a little over 1.3 million to around 1.1 million and dollar expenditure from nearly \$15 billion in 1955 to \$13.35 billion in 1956?

### Easy credit was short-lived

The expectation of a greater volume in 1956 than has occurred rested on the assumption that the business hesitancy that was developing toward the end of 1955 and the declining rate of house-building that was clearly evident by October would, by early spring, lead to an easier credit policy than had been pursued during the summer and fall of 1955. Actually an easier credit situation did develop during the winter, giving renewed reason for believing the drop would be moderate. But this confidence was short-lived.

Added to the expectation of easier credit, a tax cut was considered practically certain by all the wisecracks, and an increase in savings available for mortgages was contemplated. Stronger demand for business capital was expected, but it was not until after the turn of the year that its true proportions and impact were fully recognized.

What happened was that the year-end overhang of commitments kept the mortgage market from getting much warmth from the late winter credit thaw, while some of the worst building weather in construction history kept home builders from taking much advantage of whatever softening had occurred.

### Too many wanted loans

When at last the weather was favorable, the onrush of plant and equipment demands was flooding the financial markets. At the same time institutional savings were lagging, and, with a first quarter decline in profits, business found that its internal resources available for expansion were less than it had planned.

The result was a concentration of de-

mands upon the banks and insurance companies far greater than they could easily accommodate. Credit became exceedingly tight; and the Reserve authorities, fully aware of the inflationary potential of an excessive capital expansion, did nothing to make it easier.

### Mortgages could not compete

The home mortgage market was squeezed hardest. The slower growth in savings and loan institutions in the early months of the year as compared with last year, along with a conservative policy on the part of the Home Loan Banks, kept the savings associations from at once playing up their role in the conventional loan area. At the same time the rigid interest rates in the FHA and VA areas made it hard for mortgage borrowers, and tract builders in particular, to compete on equal terms with the other seekers of funds.

As the year wore on the pressures on the capital markets mounted rather than abated. To keep the squeeze from becoming a freeze, Federal Reserve came

1956 Review continued on page 215

## Ahead for home building in 1957:

# MORE HOUSES, MORE DOLLARS

by Miles L. Colean, *home building's No. 1 economist*

In 1957, house building expenditures will recover some of the ground lost in the 1956 setback and will again point toward the record level reached in 1955.

Expenditures for new private dwelling units will come to around \$13.8 billion compared with a probable \$13.35 billion in 1956. With government residential building for military and public housing added, the total should reach at least \$14.1 billion. The number of starts, in private houses and apartments, will also be on the upturn; the figure will mount to the neighborhood of 1,150,000, and could go somewhat higher, depending on credit conditions and other factors discussed below. On top of this, government housing activities may add another 60,000 starts, bringing the total up among those of the high volume years.

Next year will bring the opposite of many of the influences which bore down upon the 1956 housing market to cut volume more drastically than had been anticipated. The things that didn't happen in 1956, but will happen in 1957, combined with the things that did happen this year that will not occur next year, promise a better building climate ahead.

## Here are the signs of a better market for 1957:

***Inventories are in excellent shape.*** It is amazingly to the credit of both builders and mortgage lenders, that so drastic a readjustment as has occurred this year could be accomplished without a heavy accumulation of surplus stocks. With comparatively few exceptions, stocks are not excessive. Vacancies in houses for sale average, nationally, close to an irreducible minimum of less than 1% of all owner-occupied houses. During 1955 and 1956 the most common practice has been to sell from models and to keep production closely in line with sales. So builders' capital has generally remained fluid and the industry is in a position to launch its 1957 drive with no heavy overhang.

***Volume of demolitions will increase*** as the highway program gets underway. This will help an already favorable inventory situation.

***Rate of family formation will be stable.*** The years of declining rate appear to have been passed, and while no substantial uptrend is in prospect for

another nine or ten years, this factor will at worst be neutral rather than depressing.

***Population will continue to grow*** at a still gradually accelerating rate, adding its pressure to the market.

***The suburban push will continue unabated.*** While we shall begin to see some urban renewal, results in 1957 will not yet be statistically impressive. The urban renewal influence will still be mainly on the side of removing worn out buildings rather than adding new ones.

***Family income will be on the rise.*** Already the 1955 estimate of an average family income of \$5,520 (before Federal income taxes) has been passed. The rise during 1957 will be enough to assure further improvement in living standards on a per capita as well as a per family basis.

***The tax cut*** which was staunchly resisted in 1956 as part of the economic stabilization policy, is probable by mid-1957.

# Here is why there will be more money in '57

*The Federal government will not be a net borrower.* On the contrary, another budget surplus is possible despite the probability of a tax cut. In any form, a Federal surplus takes pressure off the financial market.

*Savings will increase.* By the middle of 1956, total personal savings were estimated to be at an annual rate of \$20.3 billion, the highest in any peacetime year. The prospect is for continued growth in 1957.

*Debt repayment will be accelerating,* pouring a constantly growing volume of funds back into the investment stream.

*The demands of industry for capital funds* will be less insistent. Although capital requirements are likely to be greater in 1957 than in 1956, the rate of expansion will be less and the program will be moving forward in a more orderly

manner than was characteristic of it in the early part of this year.

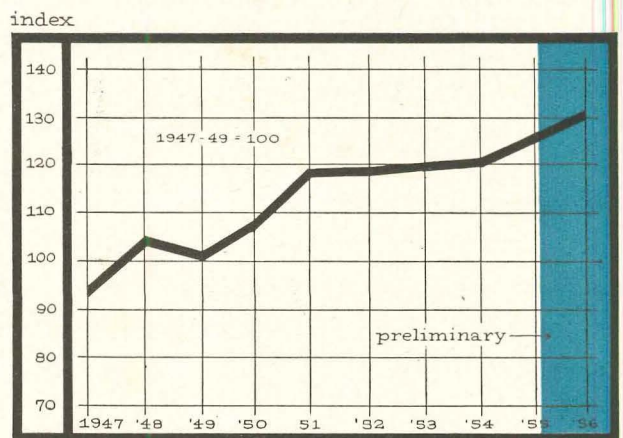
*Credit policy, as a result of all these circumstances, may lean on the neutral or easy side.*

This is not to forecast a soft money situation like the one during the recovery from 1954's mild business recession. On the contrary, the market will remain firm, compared to that time, and interest rates will keep close to present levels. But funds will be more available and the tone of the market will seem more favorable to borrowers.

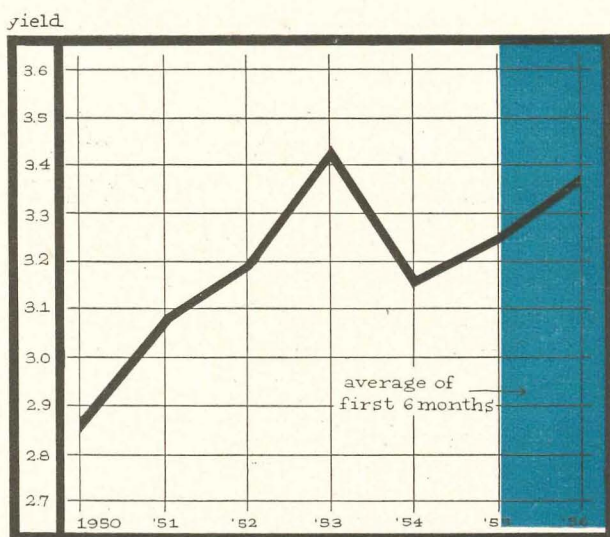
However, some change in FHA and VA interest policy will be needed if the mortgage market is to move forward with the rest of the economy. There are indications that this necessity is dawning on the political mind, and this forecast assumes that a change will be made before the 1957 building season.

## VITAL INFLUENCES

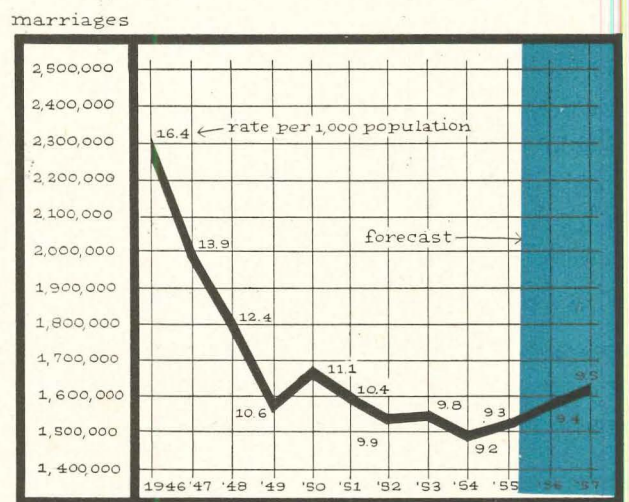
Three indices play a big role in shaping the housing industry's prosperity: Family formations (lower right) seem headed back up after reaching a trough two years ago, which should boost demand for more homes. The continuing rise in building materials prices (upper right) supports home builder's sales pitch that prices of houses are going to rise, so customers should buy now instead of later. But bond yields, mortgage's competition for long-term investment dollars, are climbing—which supports pleas for a boost in FHA and VA interest rates.



Building materials price index (Depts. Labor and Commerce)



Corporate bond yield (Federal Reserve Board)



Marriages and marriage rate (Office of Vital Statistics)

## Is there a chance to do better than this '57 forecast?

Since World War II, private house building has moved forward in two great waves: the first culminating in the giddy peak of 1,352,000 private dwellings in 1950, which took a combination of credit and materials controls to tone down; and the second reaching a lesser height of 1,309,500 private dwellings in 1955.

The drops have been sudden and sharp, while the buildups have been more protracted and generally less spectacular, taking five years in each case. On only four occasions since the end of World War II has the year-to-year gain been as many as 100,000 dwelling units. Two of these occasions were in the peak years 1950 and 1955. One other was at the very outset of the postwar building era, when the gain in private housing from 1946 to 1947 was 183,000 units. The fourth was in 1954, just before the 1955 peak. For the other uptrend years the average gain was a little under 64,000.

### *No signs of a new boom in the making*

While these instances do not give solid ground for forecasting, they do suggest that it takes extraordinarily expansive influences to produce an increase as high as 100,000. No such extraordinary factors will be present next year. There will be no such push from family formation as existed in 1946 and 1947. There will not be the prodigal mortgage credit that was available from 1945 through 1950, or as set off the 1954-55 bulge. Moreover, we may still have to contend with the unrealistic rigidity of government-administered interest rates.

### **1956 Review** (Cont. from p. 212)

to the rescue around the April and June tax dates and at the time of high cash demands around July 4; but, in face of the inflationary threat raised by the steel settlement, it generally kept a tight rein.

Not since the depression and Regulation X has house building lived through so long a period of credit restraint. The question may be raised, however, as to whether credit is the only dampening element in 1956 business. There are a number of indications that it may not be.

Reports are widespread of buyers' indifference, not to say resistance, compared with their eagerness in 1955. Although 1956 family income was higher,

so were debt payments; and no tax cut came along to make the burden easier to carry. Generally speaking, model houses have not been overrun with prospects, even where maximum term money was still available.

#### **Typical '56 house cost \$13,700**

The median price of new homes in the first quarter of 1955 was \$13,700. An analysis of costs in the first quarter of 1956 would indicate that the figure had risen; and the difference was by no means always reflected in improved quality.

The current housing market has many

In brief, the expansive forces, though solid, will be moderate. They can not be expected to produce more than a moderate increase of around 50,000 private starts, and even that pretty much depends on clearing up of the interest rate question. Probably not much over the current 10% will be in multifamily structures, with cooperatives in a relatively favored position. The major blocks to increased multifamily building remain, despite the Housing Act of 1956. Moreover the relatively high rate of vacancy in this type of housing is not conducive to risk-taking at this time.

### *Cost will be a big factor in '57*

Because of the increase in the average size of the house, in the elaboration of its equipment, and in land and building costs, the average price per house will continue to go up. Total dollar volume of expenditures for new dwelling units in 1957 will show an increase of about 3.5% from 1956 to a total figure of around \$13.8 billion.

Anything achieved in excess of the 1,150,000 figure will be the result of imaginative and vigorous action by builders. Builders must recognize that the year will bring more challenge than easy assurance. They will be in rough competition from other industries. If, however, they shrewdly analyze their markets, produce attractive models, hold prices in line, and sell as hard as their automotive brethren will be doing, builders should be able to make new houses the preferential buy. This may be a big order, but it is essential.

resemblances to the current automobile market. In both cases, 1955 sales were considerably higher than forecast on the basis of actual population and economic growth. In both cases, sales were souped up with an unsustainable volume of bank credit. In both cases, 1956 models were higher priced with relatively little added allure. In both cases, 1956 sales held up better for the used product than the new. Actually nothing killed Cock Robin. In all probability what happened was that he ran himself to exhaustion and had to catch his breath. The evidence is that he is now breathing easier and will be on his feet in another few months.

# Industry-wide debate continues hot over House & Home's editorial entitled...

NEW JERSEY SAVINGS AND LOAN LEAGUE

SECURITY NATIONAL BANK

H. CEDRIC ROBERTS & SONS

THE TITLE GUARANTEE COMPANY

DAVID D BOHANNON ORGANIZATION



COLONIAL MORTGAGE SERVICE COMPANY

LEBANON, KENTUCKY

WORTHMAN

CURTIS SMITHDEAL, INCORPORATED

NATIONAL LIFE INSURANCE COMPANY

HILL MORTGAGE CORPORATION

First Federal

Let's do something about

## MONEY!

*For six years our industry has bounced from one mortgage crisis to another.*

*For six years we have listened to pious talk—pious talk urging us to have faith in the free market for money, pious talk bidding us be patient and wait for added savings to provide the money we need, pious talk suggesting we follow Mr. Micawber's example and wait for something to turn up.*

*For six years we have listened to foolish talk—foolish talk saying we are already getting too much money, foolish talk calling our present rate of mortgage borrowing a menace to the whole US economy, foolish talk saying we ought not to be asking proportionately more money for mortgages than we got in the Twenties.*

*For six years we have also listened to wild talk—wild talk demanding that the Federal Treasury play Santa Claus to solve all our money problems, wild talk demanding that the Federal Treasury buy through Fanny May all the 4 1/2% mortgages the banks and insurance companies do not buy, wild talk demanding, in brief, the free and unlimited coinage of 4 1/2% mortgages at par.*

*For six years we have listened to pious talk, foolish talk, wild talk, but in six years nobody—but nobody—has done anything about it. Right now our mortgage money men is worse than ever, with no relief in sight.*

*Enough is enough. We have had enough wild and foolish talk. We have had more than enough mortgage money trouble.*

UNION FEDERAL SAVINGS AND LOAN ASSOCIATION

SECURITY-FIRST NATIONAL BANK OF LOS ANGELES

W. A. CLARKE MORTGAGE CO.

AMERICAN - Standard

FEDERAL HOME LOAN BANK BOARD

HOME FEDERAL

Savings and Loan Association

THE GREAT-WEST LIFE ASSURANCE COMPANY

Eberhardt Company

J.I. Kislak Mortgage Corporation

Housing Securities Inc.

JONES - WEST MORTGAGE COMPANY

It is most refreshing to read in so little space a summation of what is really wrong with the mortgage situation.

Certainly you will have disagreement, depending entirely upon the interest of the reader, for each reader is thinking in terms of how to get some no-down-payment money for the next six months or, if he is in the lending business, what will happen to the lush discounts. Certainly your article will get the cards out on the table and cut out a lot of horse-play that has done no good for the industry.

I extend my congratulations for a really courageous and statesmanlike approach to what I consider one of the most important problems affecting our whole economy and, of course, our industry.

DAVID D. BOHANNON, *Past President National Assn. of Home Builders*

I congratulate you upon the challenging directness of your editorial. I am in general accord with the theses you develop.

L. DOUGLAS MEREDITH  
*Executive Vice President National Life Insurance Co.*

Frankly, I was startled at the size of the problem as you presented it. I was happy to see you emphasize what you call the livest housing issue today. It would, indeed, seem worth while to have all persons connected with the industry endeavor to "transform the Home Loan banks into a major instrument for making more savings available to lend for better homes."

I was particularly impressed with the ways you suggested to cut costs so that we could build better houses for less money. We should hammer everlastingly at this portion of the problem.

Finally, I congratulate you on setting forth the reasons why the thirty-year mortgage makes our money problem worse instead of better.

GUY T. O. HOLLYDAY, *Chairman The Title Guarantee Co., Baltimore*

I have read your editorial with a great deal of interest. Here are my comments:

1. I agree we are due for a tight money problem for the foreseeable future, but

2. I see no way to put more money into the mortgage market without substantial inflationary consequences. We have neither the manufacturing facilities nor the manpower to handle more construction. Inflation, in my opinion, is worse than people living in old houses.

3. I agree that something can be done with the Home Loan Bank System and that FNMA, as now constituted, is all wrong and should be discontinued.

4. I agree that shortening terms will make mortgage money turn over faster.

5. The building business is divided among too many small builders ever to accomplish the cost cutting that can be done by, say General Motors Corp.

In summary, I think the mortgage market needs serious, intelligent study that I am discouraged enough to believe cannot come from Government without (1) great publicity on the subject, and (2) intelligent understanding of the problem by some of the great trade organizations (Home Builders, particularly). HOUSE & HOME will do the building industry a great service if it everlastingly pounds on the subject intelligently, which you will do as long as you stick to the collaboration of Miles L. Colean.

I congratulate you on what I hope is the start of a "Great Debate."

WILLIAM A. CLARKE, *Past President Mortgage Bankers Association*

Very logical in its presentation of our money problems, exceptionally well done.

STEWART MATTHEWS, *Past President Institute of Real Estate Brokers*

I think the editorial in the August issue of HOUSE & HOME, "Let's do something about MONEY!", is splendid.

JOSEPH A. GRAZIER, *President American Radiator & Standard Sanitary*

Your article does little to help the situation and much to confuse your reader.

On the first page you say no one has done anything to solve the problem and only pious talk has been heard. Quite to the contrary, many concerned, including the National Association of Home Builders, have offered many times a practical way to widen the sources of funds for mortgages. FNMA can be converted into a workable Central Mortgage Bank to operate on private funds under government control and without recourse to the Treasury or ultimate coinage, as you put it. Your article errs in many ways, and would be unfortunate not to call the fault to your attention in the hope you, in turn, will correct the impression that this outlook might have with some readers:

1. Most of the "foolish" talk has come from interests who would return us to the 6%-10-year mortgage and with the second mortgage of the gay twenties.
2. To talk sense about money, remember that housing along with all the products expanded too rapidly with the over easy money of 1954, following the 1953 tightness. Housing costs have not increased any more or less than other manufactured products.
3. Our principal problem is not lack of savings or investment funds. Our problem is that the modern mortgage, good as it is for the home buyer, an investment instrument of limited appeal. Only institutions willing and equipped to handle the monthly internal servicing and re-investment are interested in buying mortgages. Many other very large sources of money simply will not consider them. With proper Central Mortgage Bank mortgages could be financed by issuing debentures to tap almost unlimited sources of funds.
4. Let's recognize that, like the above

*Continued on p. 2*