

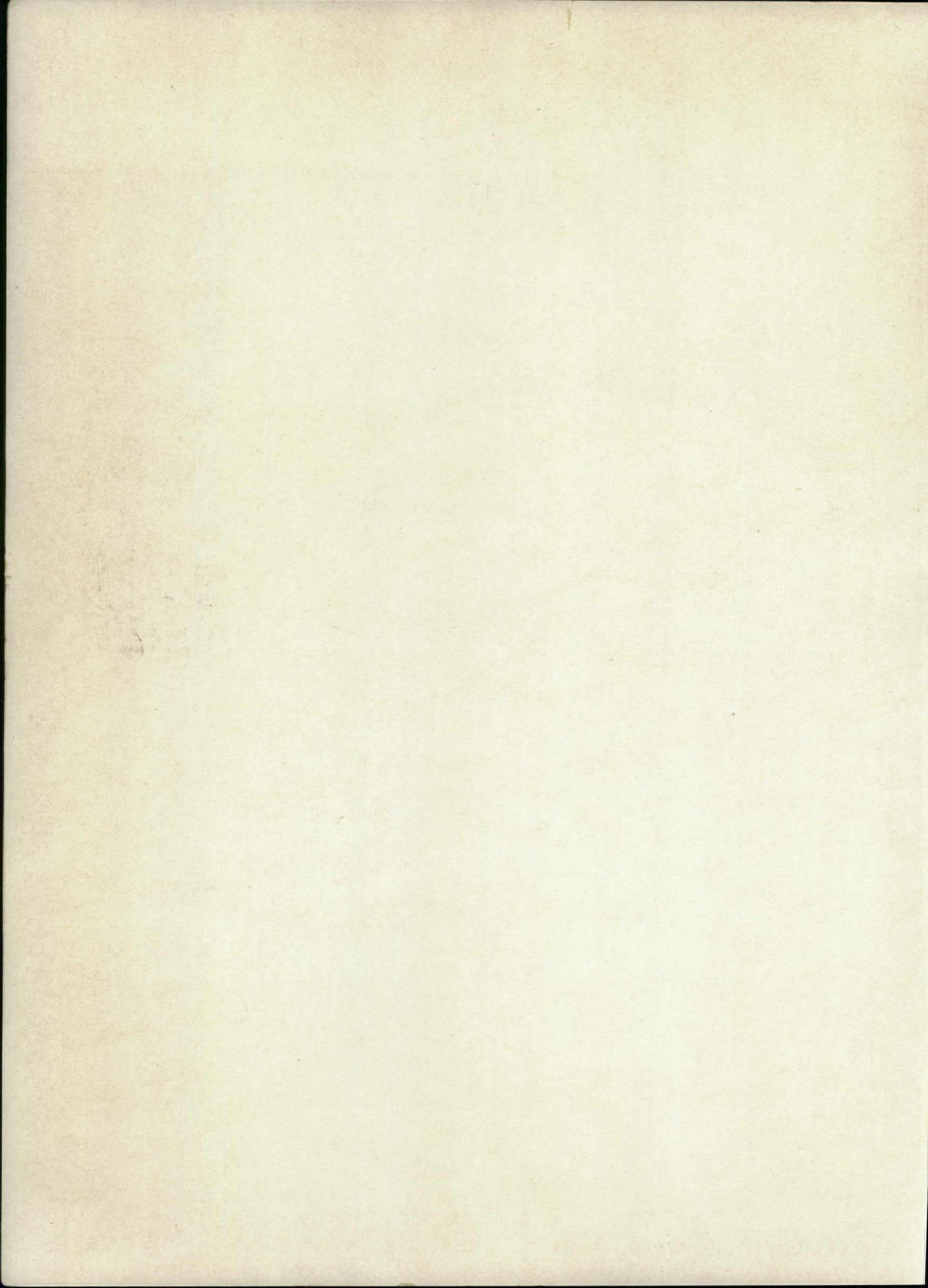
NEW HOUSES

AND OTHER BUILDINGS

FROM OLD

LIBRARY OF THE MINNEAPOLIS
COLLEGE OF ART & DESIGN

EDMUND J. PRONZINSKI
ARCHITECT



ARCHITECTS ARE MAGICIANS

LIBRARY OF THE MINNEAPOLIS
COLLEGE OF ART & DESIGN



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ARCHITECTS ARE MAGICIANS

When you look at a run-down old house or an outmoded old house or a ramshackle old house or an ugly old house or, heaven forbid, an old house which has all of these faults, you turn from it as quickly as possible—unless yours is the misfortune of living in it. Then what do you do? If you are like most people you do nothing. But if you are one of those somewhat rare, smart, progressive people, sooner or later you ask yourself whether you and your family have to go on living like that. And then if you are one of those even more rare, superlatively intelligent people, you admit that you do not know the answer yourself but that you do know the man who does—the architect.

So you ask your architect what can be done to the old house—whether the old structure is still sound—whether it would pay you to remodel it—whether it can be made into a modern, livable, attractive, convenient, salable house, a real asset to you and your neighbors?

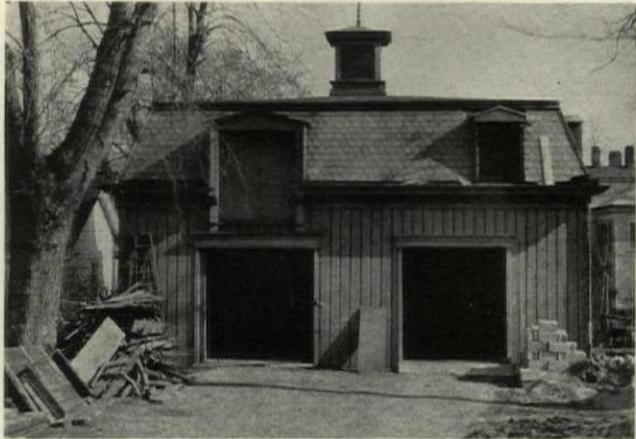
And your architect tells you frankly. He may tell you it isn't worth attempting, which is often the case. Or, he may tell you it is, because when he looks at your old house he not only sees what you see, he sees (because he is trained to) the house it can be made into. He sees unpleasant and unnecessary ornament removed; he sees a change here and a change there which will cost little but mean much. He may see how to add a needed, new bathroom where an unneeded, unused clothes closet now is. He may suggest adding a wing with a commodious guest room or a library which you have always wanted. No matter how seemingly futile your wants may appear, do not assume they are impossible; do not dismiss them unless your architect tells you to after studying the property.

This situation may not exist in your case. Possibly you are one of those people who has spotted a once lovely old home on a beautiful site with fine old trees which often are found on old places. It's a real bargain and you would snap it up but the house seems hopeless for your needs. Again, and by all means, ask your architect.

Or perhaps your interest is from a wholly different angle. Perhaps you have invested in mortgages and today have old property on your hands either as an individual or as an institution. In either case, it's a dead loss and a great worry. Perhaps the loss can be converted to income; the worry to satisfaction. For architects are magicians (as even this little book proves) and no matter what kind of property you hold, or where it is, if it is a sour liability today, it might be converted to a paying investment tomorrow. At least it costs nothing to inquire. Architects have turned the trick in hundreds upon hundreds of cases. They are doing it every day. Not every building is worth improving, but at least expose its possibilities to the trained eye of your architect. He may suggest completely changing the character of the building. He may want to change a church into an office building (see page 46) or a brewery into a law school (a smart move when it was done three years ago; see page 43) or a bank into a restaurant (see page 57). Probably no one but an architect would have thought of doing such things—certainly no one else did in these cases. But they were done and it has paid handsomely to do them.

So, first of all, this is a plea to overcome your natural skepticism. Maybe it cannot be done. But this book is convincing evidence that almost anything can be done. That is why we repeat and urge—consult your architect!

SKEPTICS BEWARE!



BEFORE



AFTER

When you saw the black and white drawings shown on page one probably your first thought was that you were looking at an artist's fantasy, and not at reality. But here are flesh and brick photographs which prove that architects are magicians—and artists, too!

A

business man would never think of pleading his own case in court, he hires a lawyer. The most brilliant lawyer would never try to cure himself of blood poisoning, he goes to a doctor. Similarly, when an intelligent person—business man, lawyer or doctor—has a building problem, he goes to an architect.

Strangely enough, many people take architecture for granted. Why? There is no more complex and difficult calling. Architects go through training as long and as arduous as any professional men. They not only have to absorb the teachings of this oldest of arts but must today keep fully informed on the myriad developments which industry is providing for modern building. They must be versed in engineering, in finance, and a host of other technical subjects which are essential equipment to the man who plans, designs, and supervises the building of everything from skyscrapers to sun porches.

Many people have never had occasion to use an architect's services, many have never even consulted an architect. Here, then, is a brief description of how an architect works. Whether the project under consideration be the remodeling of an old building or designing a new one, the procedure is essentially the same.

Experience shows that architects' clients are usually of two types. One knows what he wants and how and where he wants it; the other has few specific ideas except that he knows he wants something.

Even though you belong in the first group, give your architect plenty of latitude, at least to the extent of making suggestions. Training and experience are great teachers and your architect knows precisely the things which few laymen have opportunity to study. Any suggestions you have will be welcome and useful. His own are likely to prove so too. Incidentally, if you happen to be contemplating the purchase of a house or building with remodeling in mind, be sure to have your architect see it before, not after you have bought it. He may be able to save you more money than he can later on.

The first time the architect sees the building to be remodeled, don't expect him to

pull out a pencil and design a building on the back of an old envelope. And don't expect him to tell you how much it will cost to do it. If he does, by all means get another architect!

Leave him to his own devices for a few days. Let him mull over it, give his imagination a chance. Just about the time your patience is exhausted, he will be ready for you again. This time HE will be specific. Very. He will give you a pretty accurate idea of what he thinks can and cannot be done and also a pretty accurate idea of what it will cost. Then is YOUR turn to be specific, your turn to say "yes" or "no" — or "maybe." Remember that the mulling-over process is not a one-way street. Take your time. It's an important decision, and make up your mind quite fully that you want to go ahead. Even if you have a few doubts it's all right to go ahead, but if you have serious reservations, get rid of them before you start — or don't start. That suggestion is a kindness to the architect as well as to you.

So far, you have spent nothing and the architect has matched a lot of his time and thought against a little of yours. Surely that's a sporting proposition with the odds all in your favor. From this point it starts to cost you money.

Having agreed on what will be done, you make a contract with the architect which particularizes what he is to do — furnish designs, complete plans, working drawings, specifications, and supervise construction. Perhaps, if you haven't had experience with architects, you won't think of him as being as practical as he is. Among his other virtues he is the man who sees to it that the contractors do the work and use the materials which the plans and specifications call for.

There is no way even to suggest the amount of time involved in any individual project. Your architect, however, can tell you within reasonable limits how long the work should take to complete. If speed is essential, it can generally be had just as long as you are willing to pay the difference between the cost of normal procedure and the cost of — "It's our wedding anniversary on the Fifteenth and everything must

be spick and span by then." Just remember you picked the date of your nuptials—not the architect.

In our rambling way, we have almost neglected to tell you what the architect has been doing. Here are just a few of the things. He's been studying a plan and changing it and changing it. He's been designing and changing his designs a good many times. He's been tapping walls, studying the foundations, looking up the plumbing repair records and your furnace bills. He's been thinking about materials, considering which ones will look best, last longest and cost least. He's been working with contractors, trying to get the best man for each part of the job and the best price for each part of the job. And of course he's been talking with you and your wife (or your husband). He's been scheming how to make the closets larger or how to put in more of them, where to relocate the bathrooms so that existing plumbing and piping can be fully utilized. He's even been figuring out whether you need six or eight little electric outlets in the living room and where each one of the six or eight should be put. He's been making over the kitchen; in fact a great deal of study has gone into that—for modern kitchens, like modern bathrooms, are a triumph of science and he is bound to give you facilities you can be triumphant about. Yes, your architect has been staying up nights with your house and when he gets all through, if it looks easy just remember that logical plans and appropriate design are arrived at only in one way in architecture—by elimination. He's tried all the complicated schemes and thrown them away in a final solution which is direct and honest and esthetically satisfying.

And now we come to the strangest part of all in this narrative.

Actually the architect costs you nothing! Nothing, for the very simple and very true reason that if you try to remodel or try to build without benefit of architect, the mistakes you will inevitably make will cost you more money—not to mention heart and headaches—than the moderate fee the architect earns many times over.

RECENT EXAMPLES OF
SUCCESSFUL REMODELING

RESIDENCES

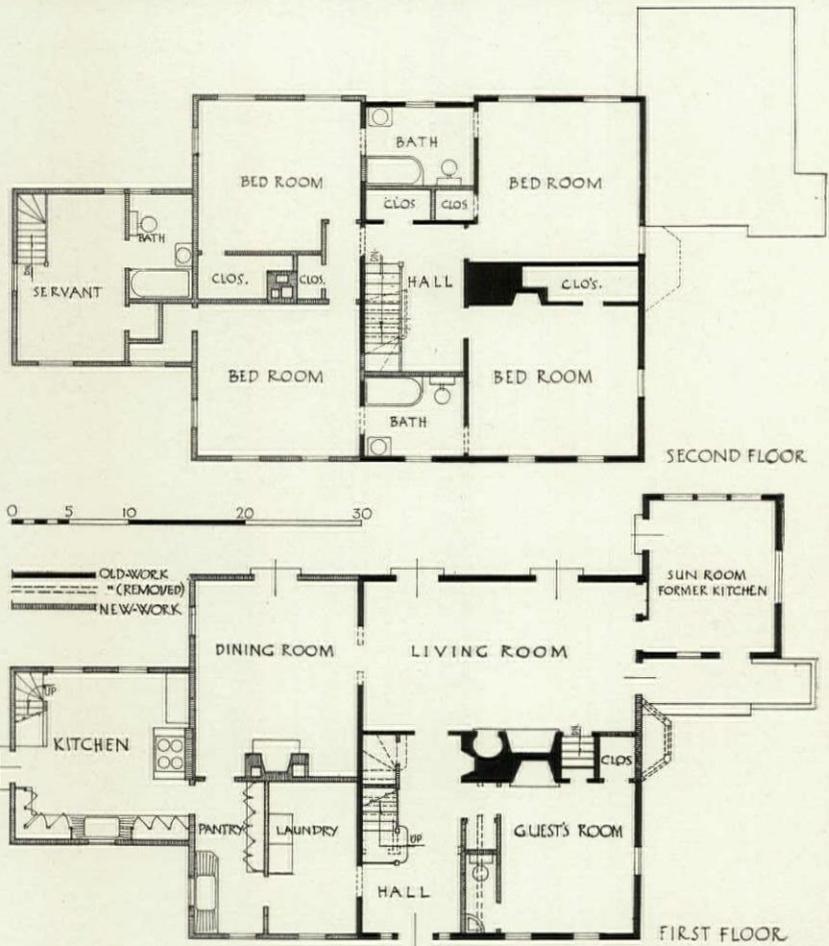
TWO CLASSIC EXAMPLES OF THE AMERICAN



Robert Tebbs



In this example, as in others illustrated in these pages, ripping off the front porch is the first master stroke of the architect. If you are in the market for an old place to remodel keep your eye peeled for possibilities concealed behind this kind of hideous disguise. In a case like this your architect can help you more than Aunt Susie or neighbor Jones, both of whom have had "building experience."



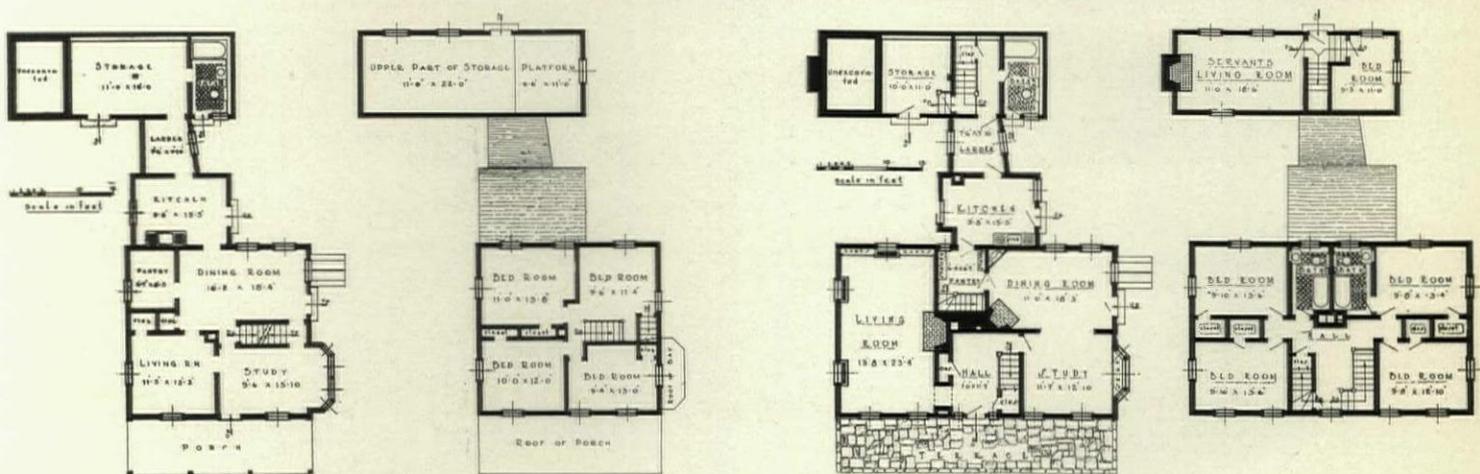
If you know of a house that looks as badly off as this one with its rickety picket fence, one of those good old axe murder houses on the edge of town, and it is a darned good buy then study these two pictures and plans. Practically no changes were made in the old building except in the interior, and even here the plan modifications were easily and reasonably accomplished. The original doorway, the original cornice, windows and siding-shingles have all been retained, and an addition to the left of the old structure with a little kitchen and servant's wing have been added. A simplified painting and color scheme have helped to bring the house "together."

HAUNTED HOUSE GET DE-GHOSTED



Van Anda

The stairs were relocated in an entry hall corresponding with the former living room, two baths were installed upstairs. The addition consisted of a wing having a single room for living on the first floor and two new bedrooms on the upper floor. Note the effect of removing the front gable and the projecting eaves. Total cost of operations \$10,000.

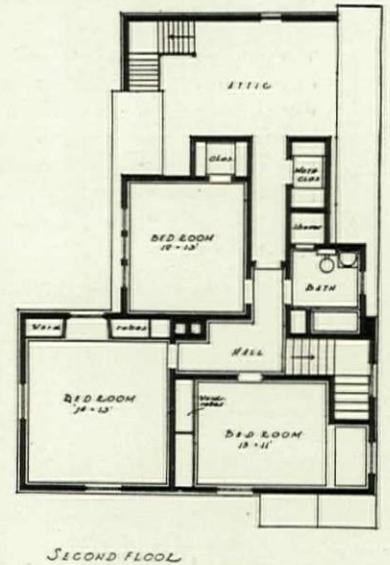
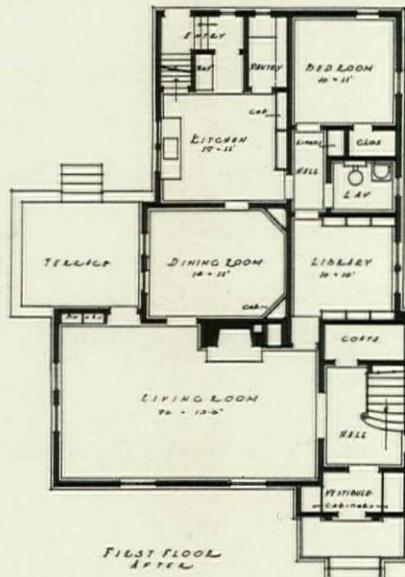
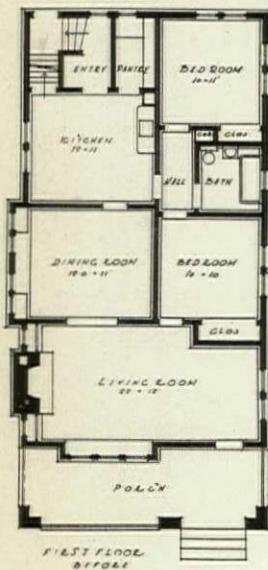


Plans Before

Plans After

The original structure, with its meaningless jig-saw bracketed veranda standing forth from the front of the house like evil eyebrows well calculated to frighten away your neighbors, is typical of thousands all over America. The problem here was to adapt the existing atrocity to something the owner could live in with reasonable twentieth century comfort and also to create a cultivated but unaffected air in the modernization. These requirements have been economically complied with. This variety of building prevalent in the late 1800's, lent itself well to a New England adaptation of Colonial design with but few radical changes in the old building.

A BUNGALOW BECOMES ARCHITECTURE AND AN ASSET



The living room was extended to the left, a new stair hall at the right, and the former attic has been radically expanded to become practically a new floor.

Out of the fundamentally bad design of the original house has grown a home of exceptional charm and attractiveness, and the new valuation of this property is far in excess of alterations costs.



Milwaukee Comm.

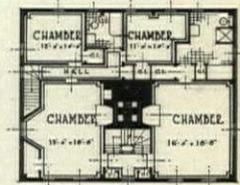
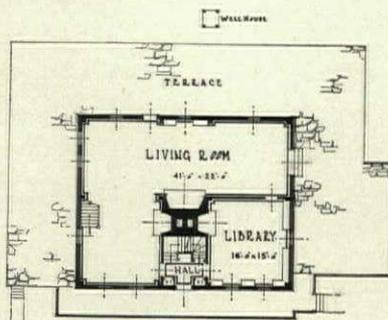
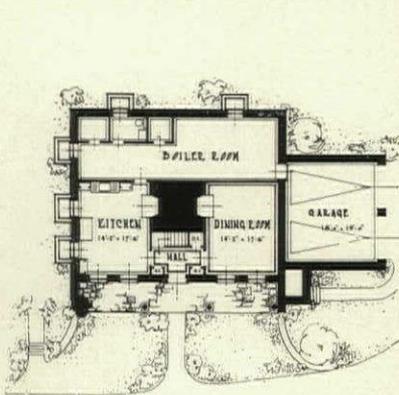
A midwestern bungalow type of blight house that has been successfully altered at the nominal cost of \$6,000. A study of the plans shows the economical rearrangement and addition. The interior finish was reconditioned throughout and also insulated. An oil burning furnace and humidifying equipment and electrical kitchen equipment were added. Note that this remodeling is mostly an addition to the plan, rather than modifying the existing one.

RENOVATING THAT IS RENEWING, NOT REDOING

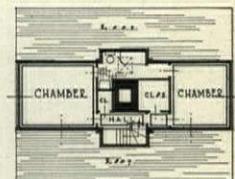


Exterior after remodeling

Knell



Left, Basement Plan
Above, First Floor
Right, Second Floor & Attic



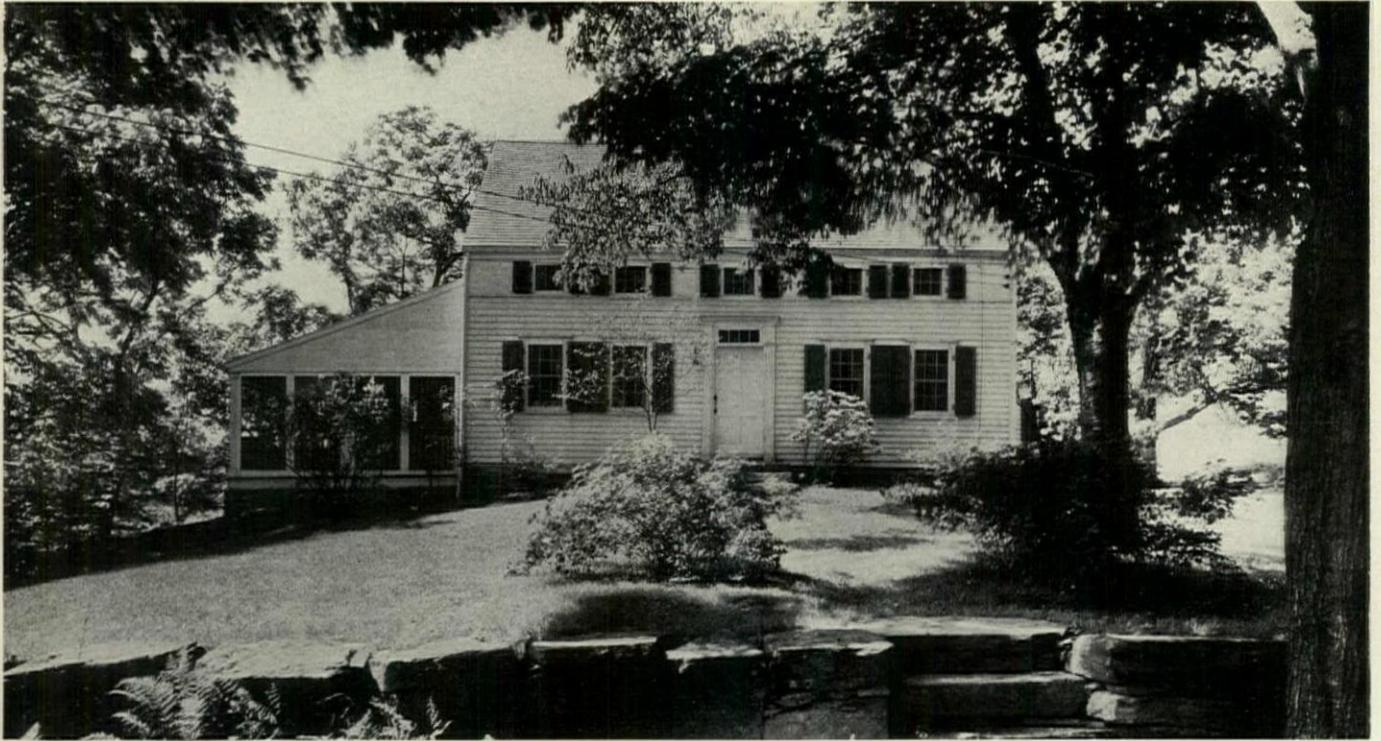
Exterior before remodeling

Smedley

This is a special type of reconditioning that is more in the nature of a restoration with modern mechanical equipment added. When the original architecture is of a fine old historic kind, as in this case, the assistance of an architect is absolutely essential in order to retain the original character of the building.

This remodeled house conforms in every important construction detail to the original old eighteenth century tavern, and the remodeling operations have been confined almost entirely to refinishing and general renovation, including new installation of mechanical and sanitary facilities. The original exterior, two-inch thick black walnut planks in perfect preservation, was retained. Cost of entire operation, about \$13,000.

JUDICIOUS "CHISELING" IS OFTEN HALF THE TRICK,



Above, front view of remodeled house
Left, house before

Here again a nineteenth century veranda-ed monstrosity has undergone a magic change, yet with very little exterior alteration. Note the original windows and sash are retained, and the original position of the front door as well, but with new trim. The evil central gable has been whacked off, and the two delightful little second story windows have set the style for three

— BUT IT TAKES AN EXPERT AND STEADY HAND



J. W. Gillies, Inc.

Above, rear view of remodeled house
Right, interior, the living room



Glasgow

more of their kind. The awful veranda, of course, was removed and in lieu of its function the commodious and really useful screened terrace was added on the left. Reshingling, repainting and some shutters do their bit to help. The interior work was largely limited to refinishing.

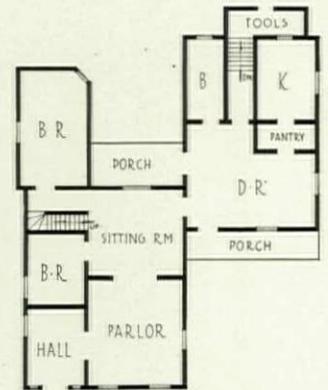
A PLEASANT EXTERIOR BUT OUTMODED PLAN



House after alteration



House before alteration



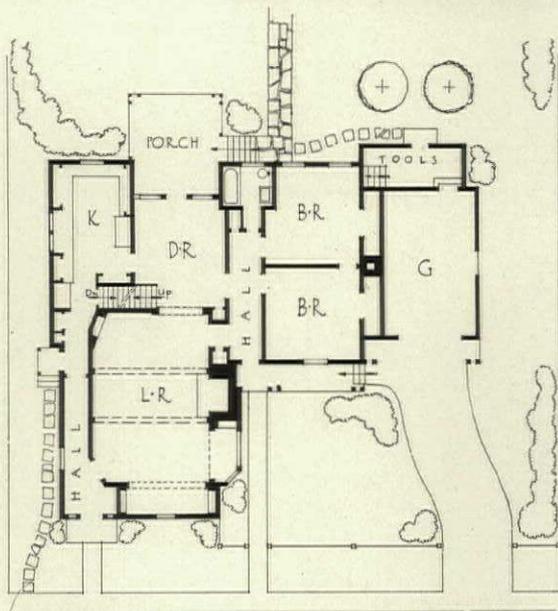
FIRST FLOOR BEFORE ALTERATION

In this case the original house was not lacking in charm and architectural interest, but the plan was completely outmoded. The kitchen and dining room were brought to the opposite side of the house, near the living room, and a hall connecting the kitchen with the entry was added. Two comfortable bedrooms with a common bath, replaced the two disconnected, badly illuminated, badly proportioned bedrooms. A garage and garden tool house were added.

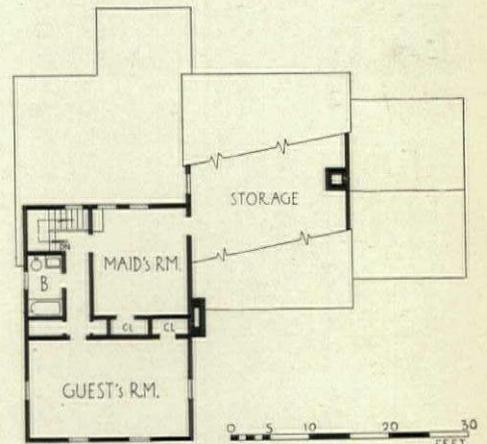
GAIN IN ATTRACTIVENESS AND USEFULNESS



Living room after alteration



FIRST FLOOR AFTER ALTERATION



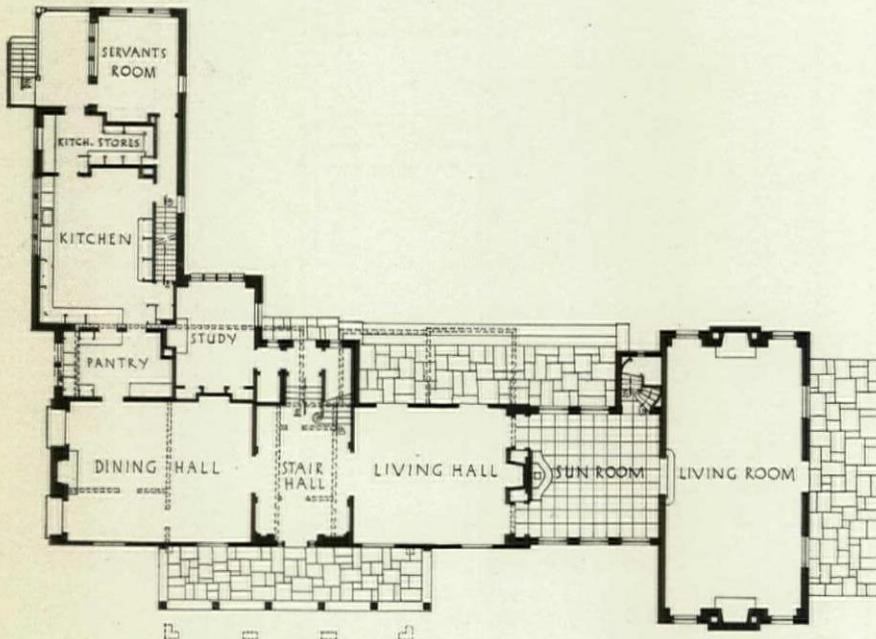
SECOND FLOOR AFTER ALTERATION

The massive new fireplace, with the adjoining bay window, contribute to the interest of the living room. A feature of the revised plan is the detachment of the two bedrooms with their bath, hall and separate entry, forming a distinctive unit independent, if need be, from the rest of the house.

A GRACIOUS COLONIAL MANSION EVOLVES



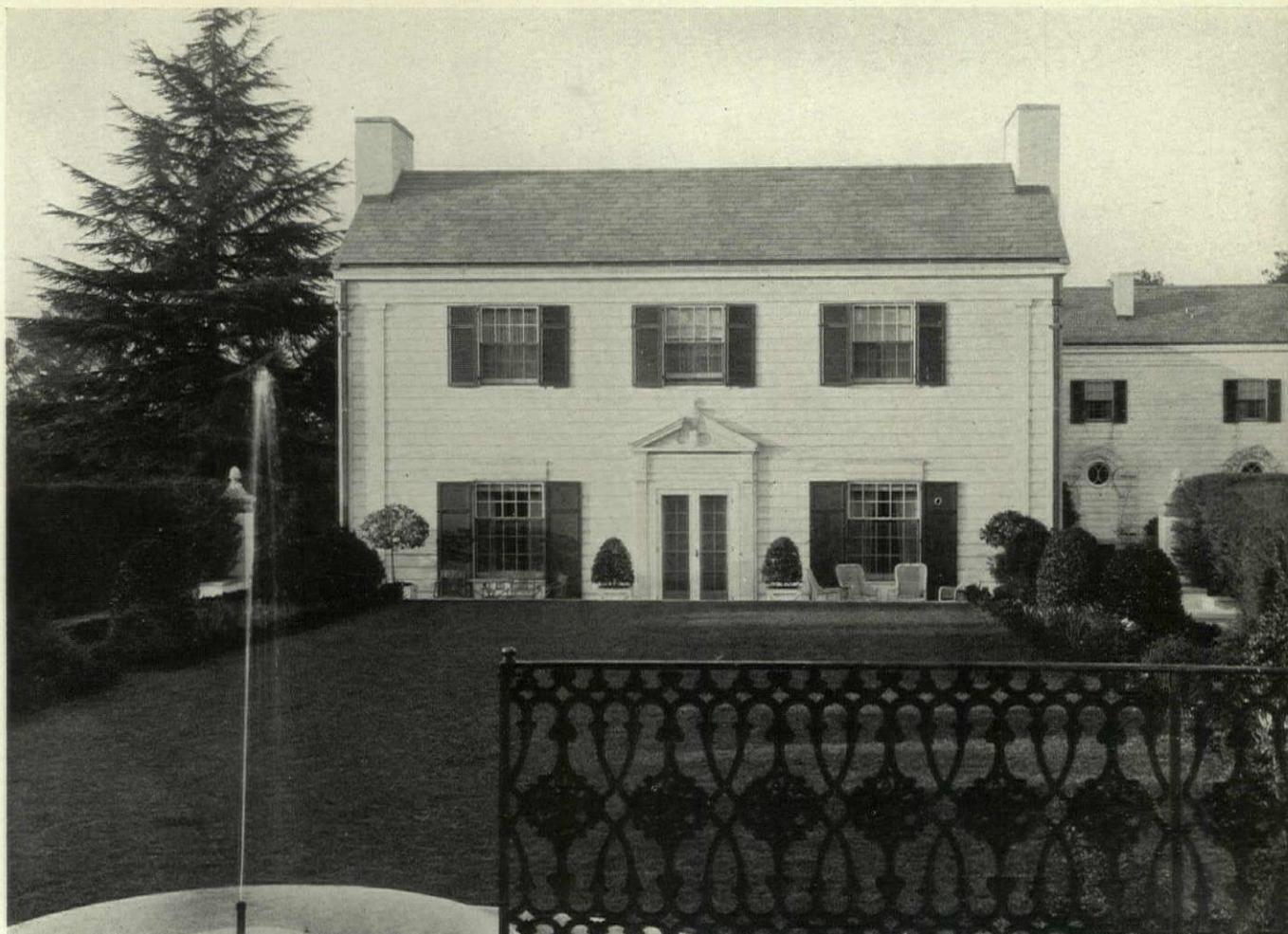
Above is the new entrance porch with terrace. The plans show before work in outline and new work in black



First floor plan

The original house was well built and structurally sound, but of a nondescript type, out of character with the architecture of the district, and inadequate for the needs of the owner. The alteration consisted of encasing the existing house with clapboards, tearing off the overhanging cornices, and adding kitchen and living room wings. The interior of the house was

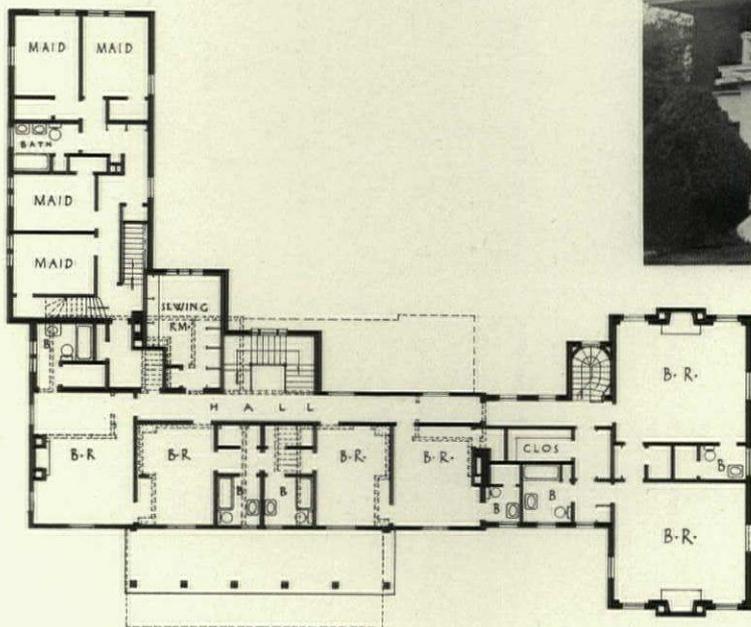
FROM A SQUAT FORBIDDING HYBRID



Same house living room wing from garden



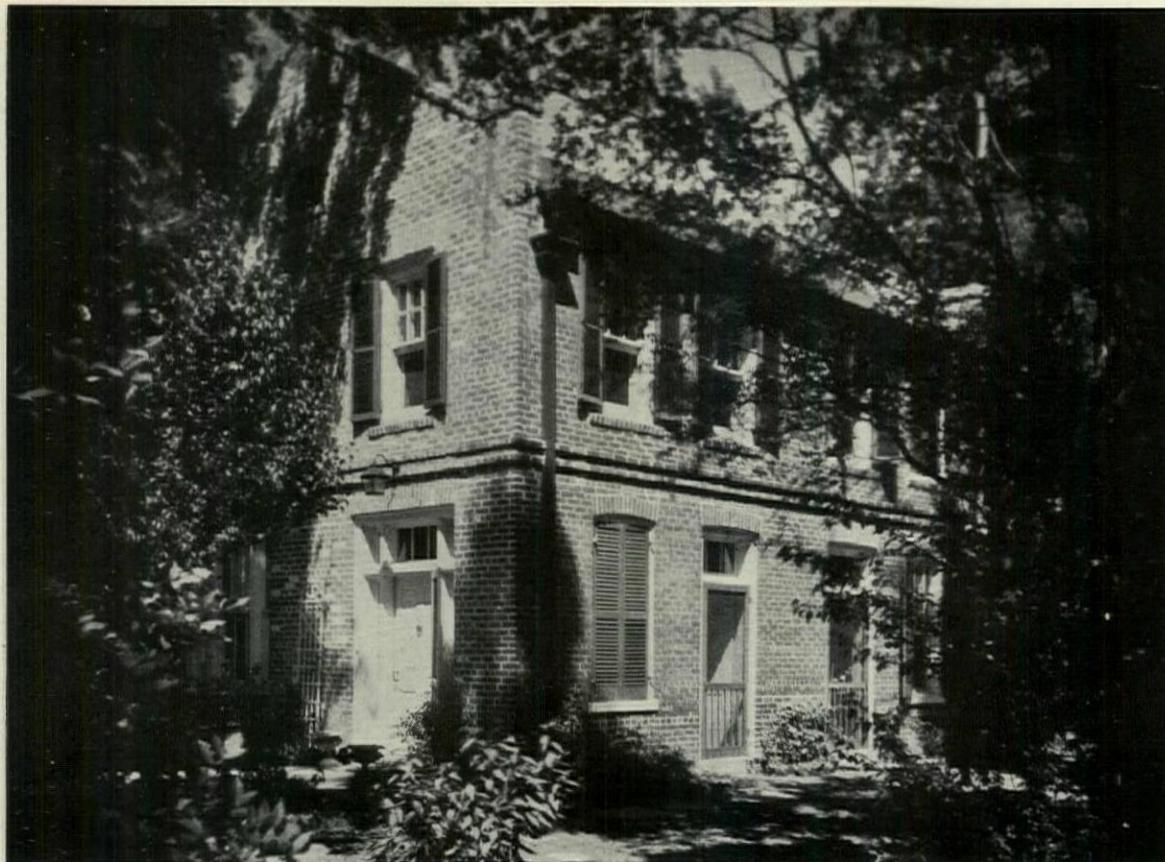
Above is a view of the building before alteration



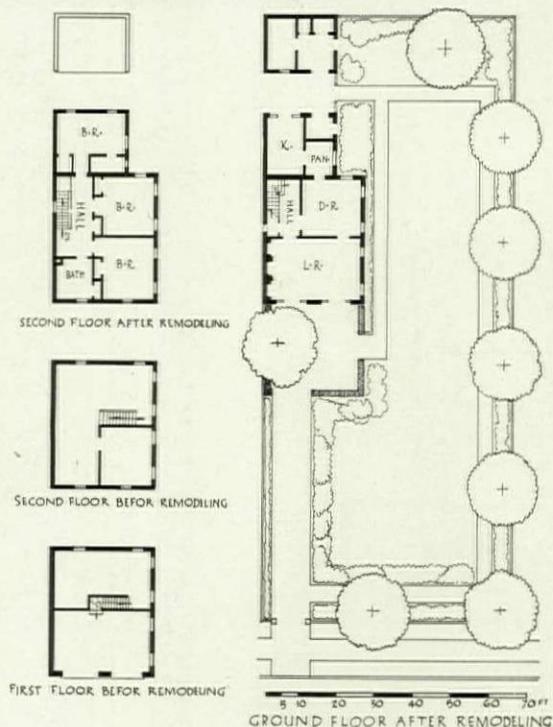
Second floor plan

entirely redone to accord with the new exterior design. The original house was set in a beautifully planted park, and great care was taken not to disturb its main features during alterations. The new front entry porch acts as a fine focal point for a long curving driveway approach.

BRICK UGLINESS, CIVIL WAR BRAND, VANISHES

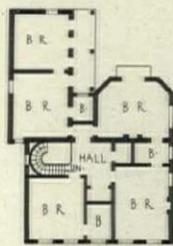
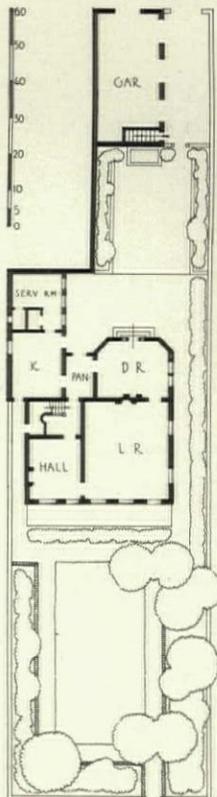
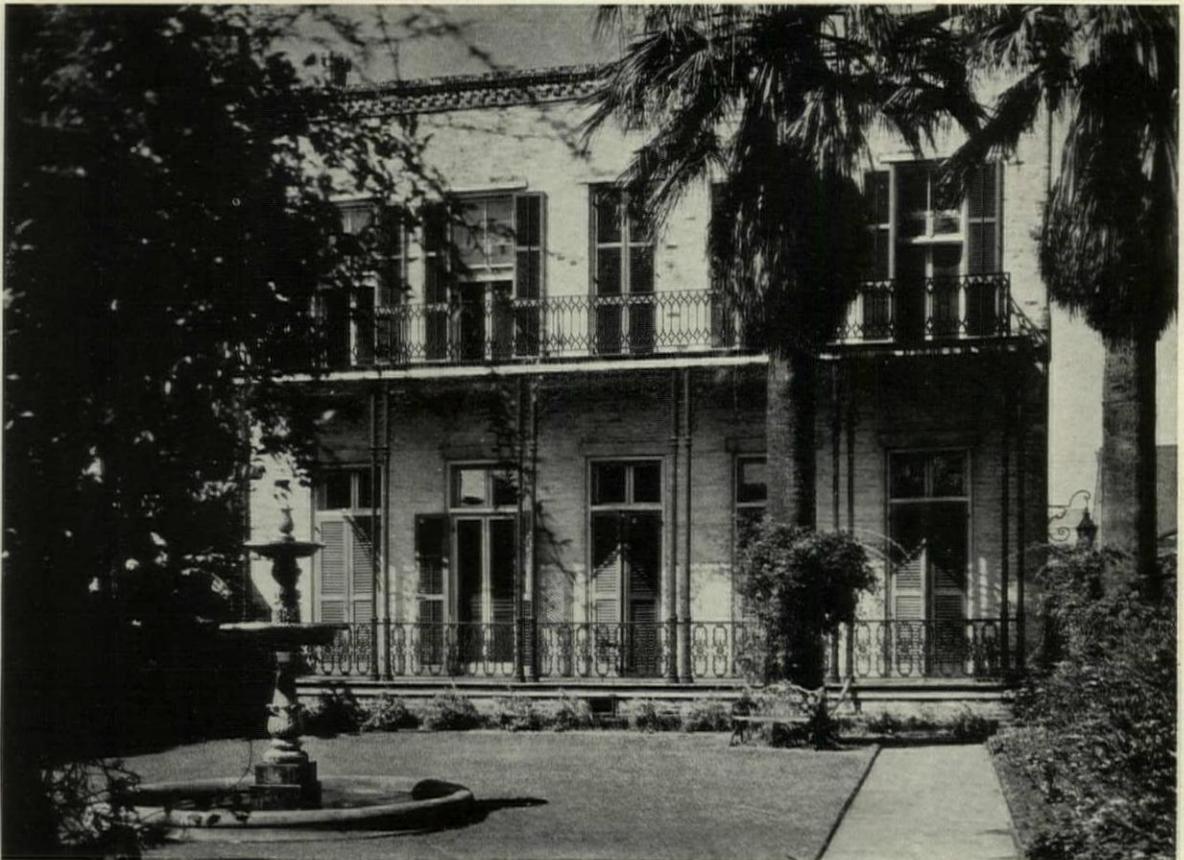


Above are before and after views of the exterior. In replanning there has been a rear addition of kitchen facilities and tool house added.



This sturdy old brick building has been wisely and attractively altered and extended. The alterations involved removal of the heavy overhanging gabled roof at the gable end and in its place was constructed a parapet wall gable. In this end or gable wall the ugly brick arches have been replaced with horizontal arches, a simple alteration, which has radically enhanced the appearance of the entire structure. The side wall fenestration was but slightly changed. The interior, practically a barn, was entirely reconditioned with required facilities for modern living, in this case an economic procedure.

RETAINING THE OLD CHARM WHILE ADDING NEW



SECOND FLOOR.



Before and after views from the garage toward the dining room. The view at the top of the page is taken from the front garden and shows the unaltered facade of a century ago.

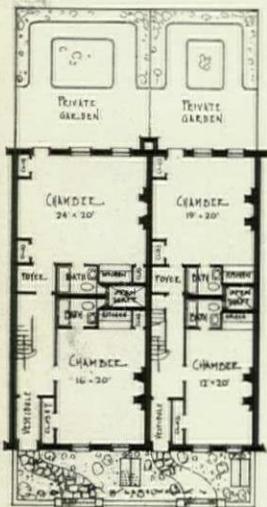
This building, originally one story, in other days was the garconniere of the neighboring house. The garage was a coach house and the two story rear building was used as slave quarters. The interior was entirely modernized, except the large square living room, considered an outstanding example of Greek revival architecture. The garden is completely surrounded by brick walls, typical of the city, an harmonious enclosure for the garden. In a case like this, as in the example on page eleven, the architect has displayed excellent taste and fine judgment in keeping hands off the interesting typical architecture of great days vanished.

A SOCIAL CONTRIBUTION THAT IS A FINANCIAL ASSET

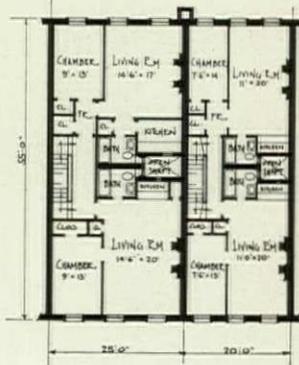


Rothschild

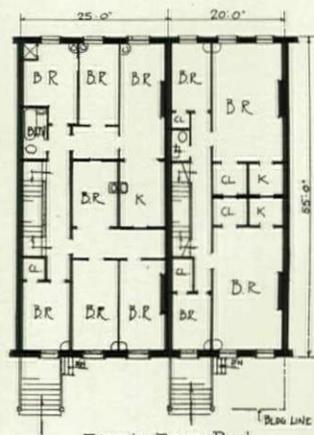
Sunken "Terrace" Entrances After Remodeling



- BASEMENT FLOOR PLAN -



- 1ST TO 4TH FLOOR PLAN - INCLUSIVE -



- TYPICAL FLOOR PLAN -



The plan and elevation (sketch) illustrate the condition of the building before remodeling when \$900 per year was required to carry it. Alterations were completed August 1932, and the present net income, after allowing 5 1/2% interest for improvement costs, is \$8150. Alteration costs were \$35,900. The interior was completely modernized and made fit for people to live in. Note the bedroom in the center of the old plan without windows. Replanning of this kind is a real service to society and an asset to the owner.

PORCH, SHUTTERS, PAINT—AND AN ARCHITECT



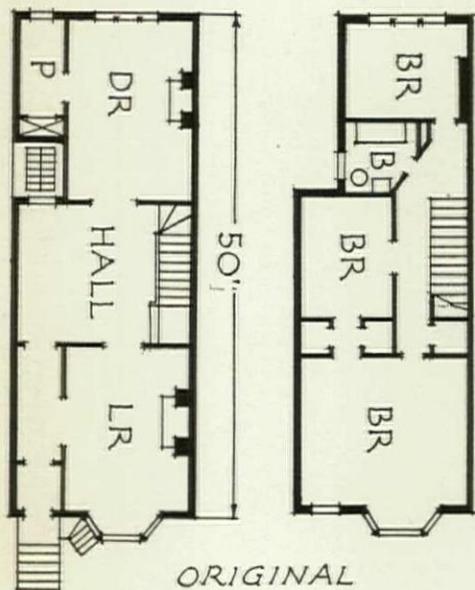
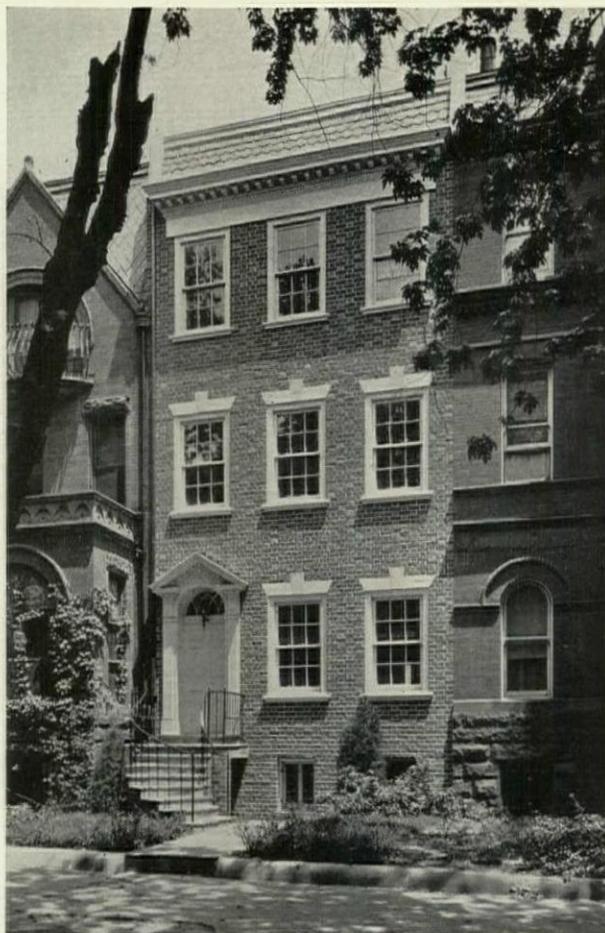
Building before alteration



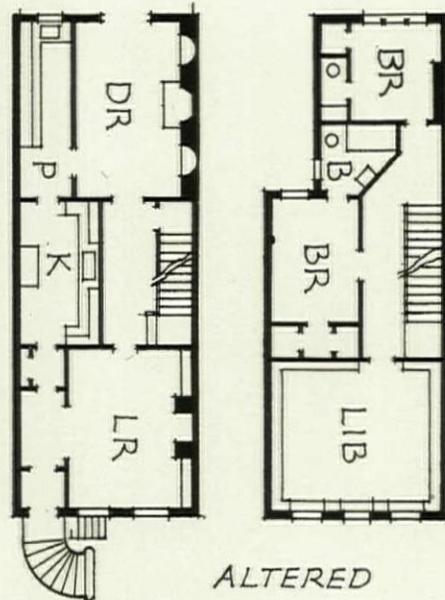
After alteration

This is a splendid example of how radical a change in the air and appearance of a building can be accomplished by the simplest means, when properly guided. A new stair and landing has been built and the wide overhang of the porch was removed although the porch is otherwise unchanged. Shutters were added to all the windows and the brick facade painted white. Note how the panels between windows are brought out as decorative elements when the brick is whitened. This is a case of taking rabbits out of a hat, rabbits that would never have been found without the architect, — and as everyone knows rabbits are not expensive.

QUICK PROFIT OF \$4,000 FROM REMODELING

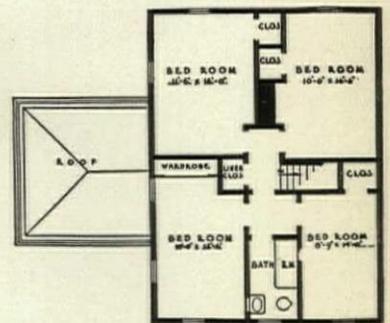
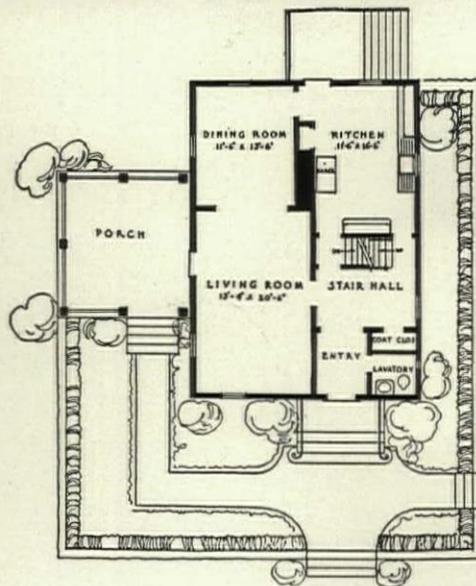
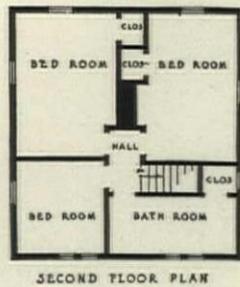
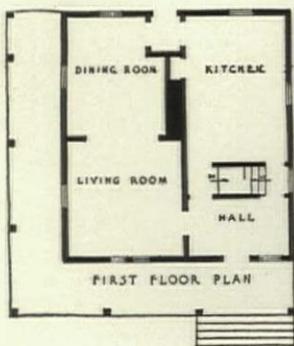


Blum Photos



The most radical change in this house was in the new treatment of the facade or "front" where simple design of Colonial extraction was substituted for the unappealing old Victorian design. Note how the silly little remnant of what might have been a mansard roof in the original design has been kept in the new design but with the addition of a cornice of good design. The former kitchen in the basement, now converted into a game room, was placed on the first floor, the front bedroom changed to a library on the second floor and no change was made on the third floor. Total operation costs were \$10,000. The house was bought for \$7,000 and resold for \$21,000 before remodeling was completed.

PROFESSIONAL PLANNING ESSENTIAL FOR SIMPLICITY



Before

After

This alteration involved adding a new facade some feet in front of the old house with a terrace to increase the apparent height and to give it a dignified setting. This results in a living-dining room of handsome proportions, ample stair hall and a new bedroom on the second floor, with a well-chosen relocation of the bathroom. The old cornice design was retained. The entire remodeling operation cost about \$7,000 in 1930. This example again is a splendid illustration of the fact that an architect is as economically essential in small house operations as in costly or extensive building schemes.

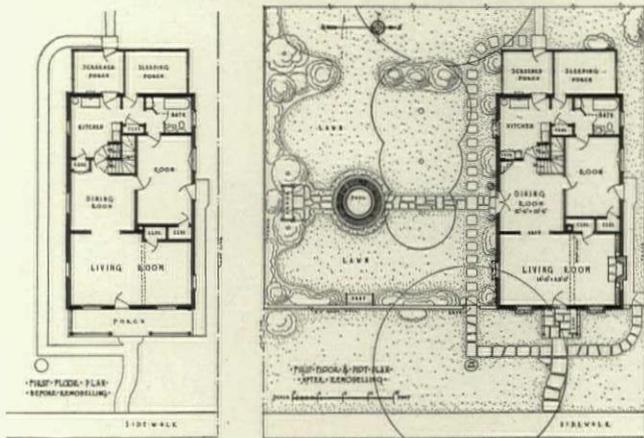
A DEFEATED VICTORIAN RESIDENCE IS TRANSFORMED



The funny little under-the-eave windows have been retained as well as the two old chimneys, while the useless old attic rooms were eliminated. For \$20,000 an \$8,000 house has been made into an investment worth even today \$32,000.

Another one of those terrifying houses with that sinking feeling that has been remade into a house that the family won't have to explain about. The ginger bread cornice ornament recalls the stuffed gold-fish over the mantel era, good enough in its day but out of harmony with a smart modern gown or the smooth efficiency of your automobile or automatic refrigerator. In remodeling, the mean stingy windows have been given a generous homelike appearance, and the front gable has grown into a handsome porch of classic proportions.

PROVING THAT ARCHITECTURE PAYS MORE THAN IT COSTS



A remarkably economical transformation was accomplished here for the very low cost of \$1,200. The work consisted mostly of adding a living room fireplace, junking the old porch and adding a new one, snipping off the projecting gable cornices, and adding a new garden wall and pool. It takes nothing less than genius to turn a trick like this, and just because it looks easy, when it is all done, don't think that with a picture clipped from a magazine — even this booklet — that you can do likewise unaided.

THIS HOUSE, WITH MORE THAN ONE



Gottscho

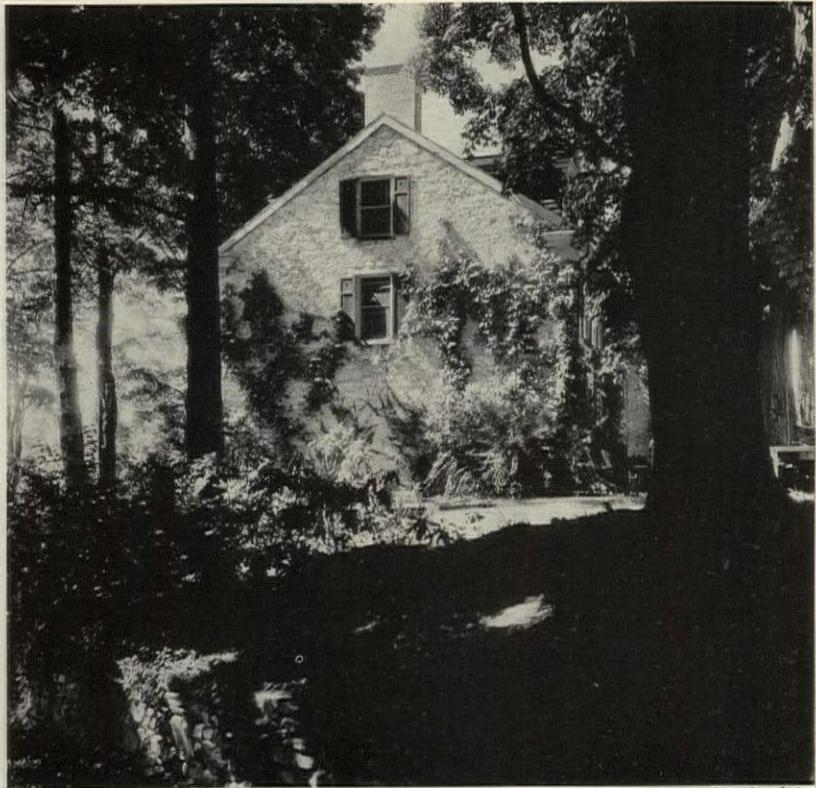


Above, house after remodeling

Left, same facade before remodeling

In this case the original house was an old stone structure dating from the beginning of the last century, with the typical central hall and flanking rooms. Then in Victorian times the house was messed-up in the taste of the period but fortunately many of the original details, such as the mantelpieces and the main staircase were left untouched. The house built in the sturdy manner of the day that saw its origin was still structurally sound, warranting remodeling again.

L I F E , T H R I V E S O N R E I N C A R N A T I O N



Gottscho photos

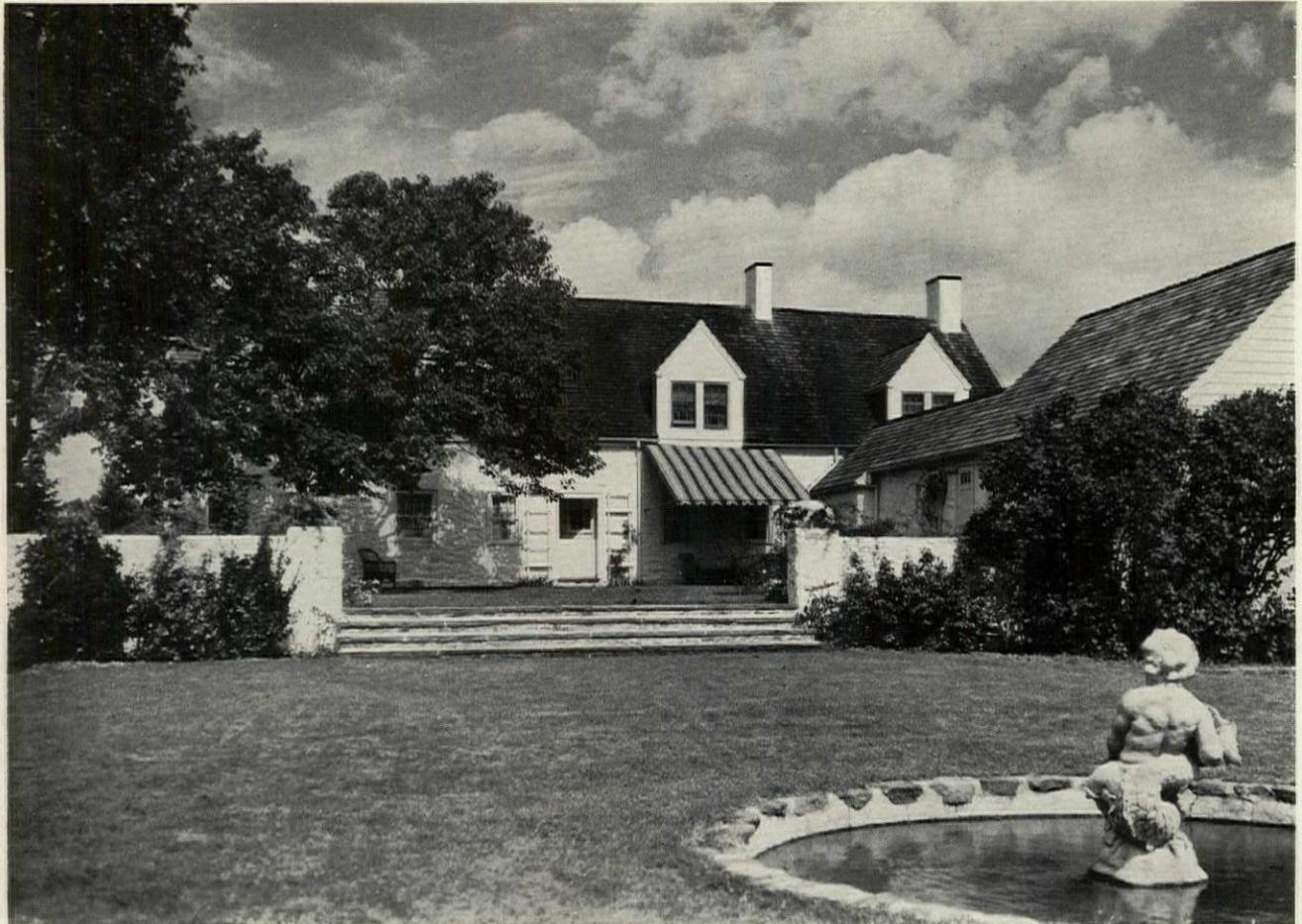
Above, facade shown at right before remodeling

Right, interior after remodeling

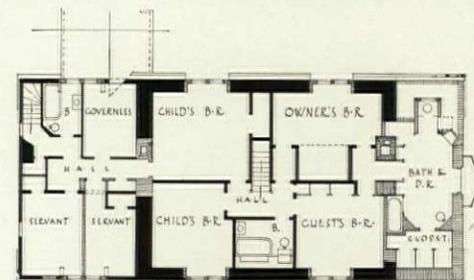
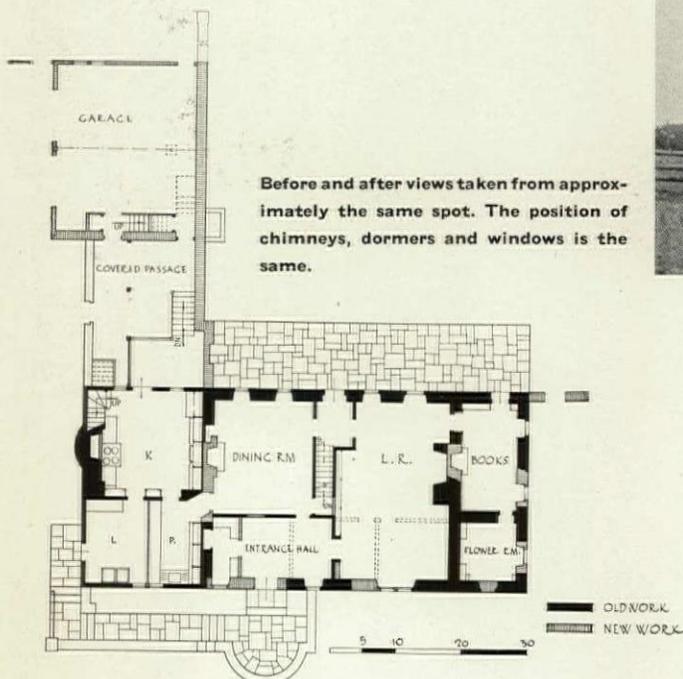


The present rejuvenation consisted of completely replastering the walls and ceilings, the removal of certain partitions, and installing the necessary bookcases, cornices and concealed radiators. The original floors were scraped and retained. A wing was added to the left to provide necessary additional space. Beneath the living room was built a tap room for parties since the house is primarily designed for week-end use. Sleeping accommodation for 32 guests is provided in the new wing and in the remodeled attic. The kitchen and garage are in the new wing.

WHAT A GARAGE WING AND LANDSCAPING



Garrison



Second Floor

This old stone farmhouse possessed inherent architectural character very little of which, on inspection, has been changed, the work being mostly confined to additions in order to make the plan usable for modern requirements of living, with the necessary mechanical facilities also added. The unattractive dormers obviously of later date than the old stone building were redesigned in fine spirit with the rest of the renovation. Filling and grading to fit into a landscaping plan were judiciously placed, practically transforming the approach to the site.

D I D T O A N O L D D U T C H F A R M H O U S E



Garrison



The creation of the court by the addition of the garage wing is a most happy feature with which has been incorporated a low wall with terrace and steps. The same simplicity and cleanness of taste in the exterior has been carried throughout the interior most of which involved refinishing and repainting. The important interior change was providing the owner's new large bathroom on the second floor. Some old partitions on the second floor were removed but all the stairs were retained without change, and two new fireplaces added, one in the book room and one in the dining room. Here as in the examples on pages 18 and 19 the most has been made of a building that was essentially good but clearly outmoded.

A FRATERNITY HOUSE SWAPS POOR FOR GOOD TRADITION



The original mansard roof of bad design has been cleverly wiped out by masking it with an attic treatment above the cornice that comes around and "ties in" to the new portico. A splendid solution which should prove heartening to the myriad victims of full-blown Victorianism.

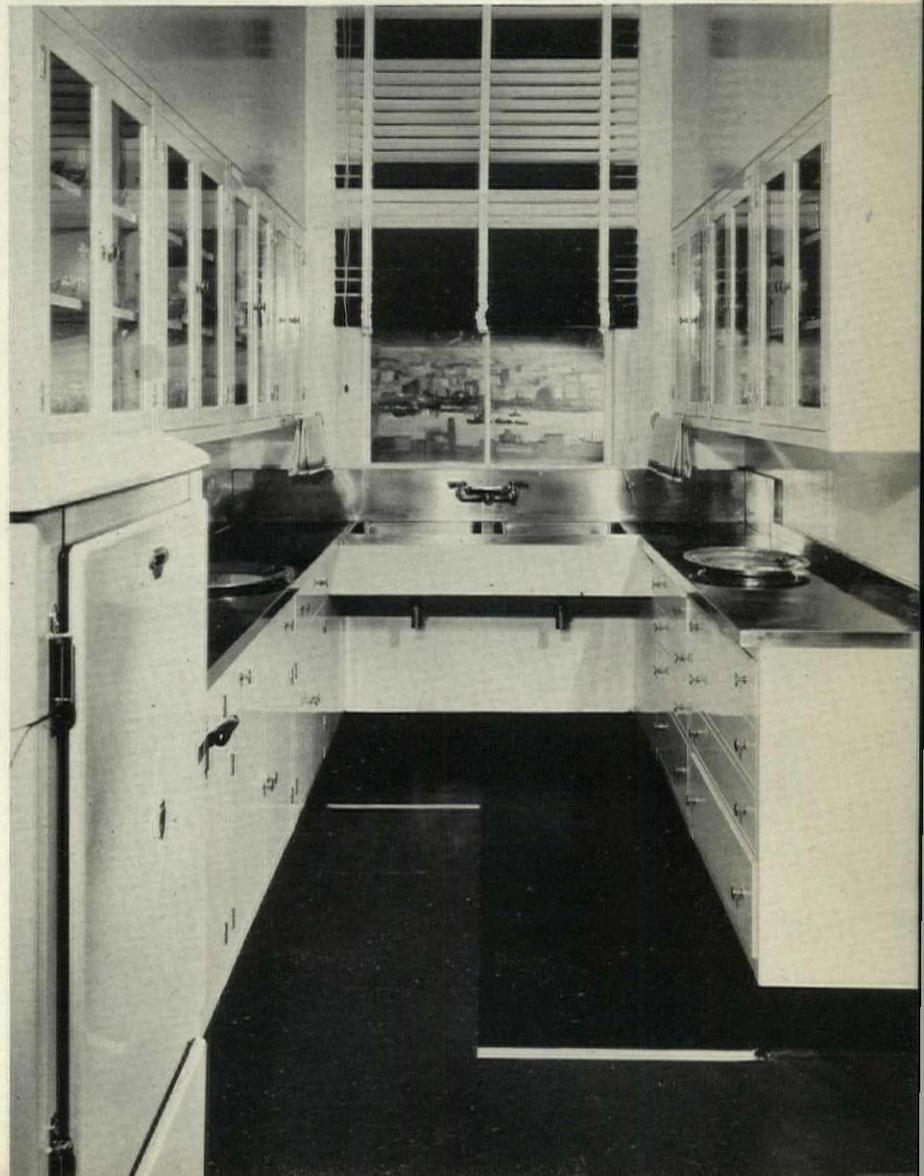
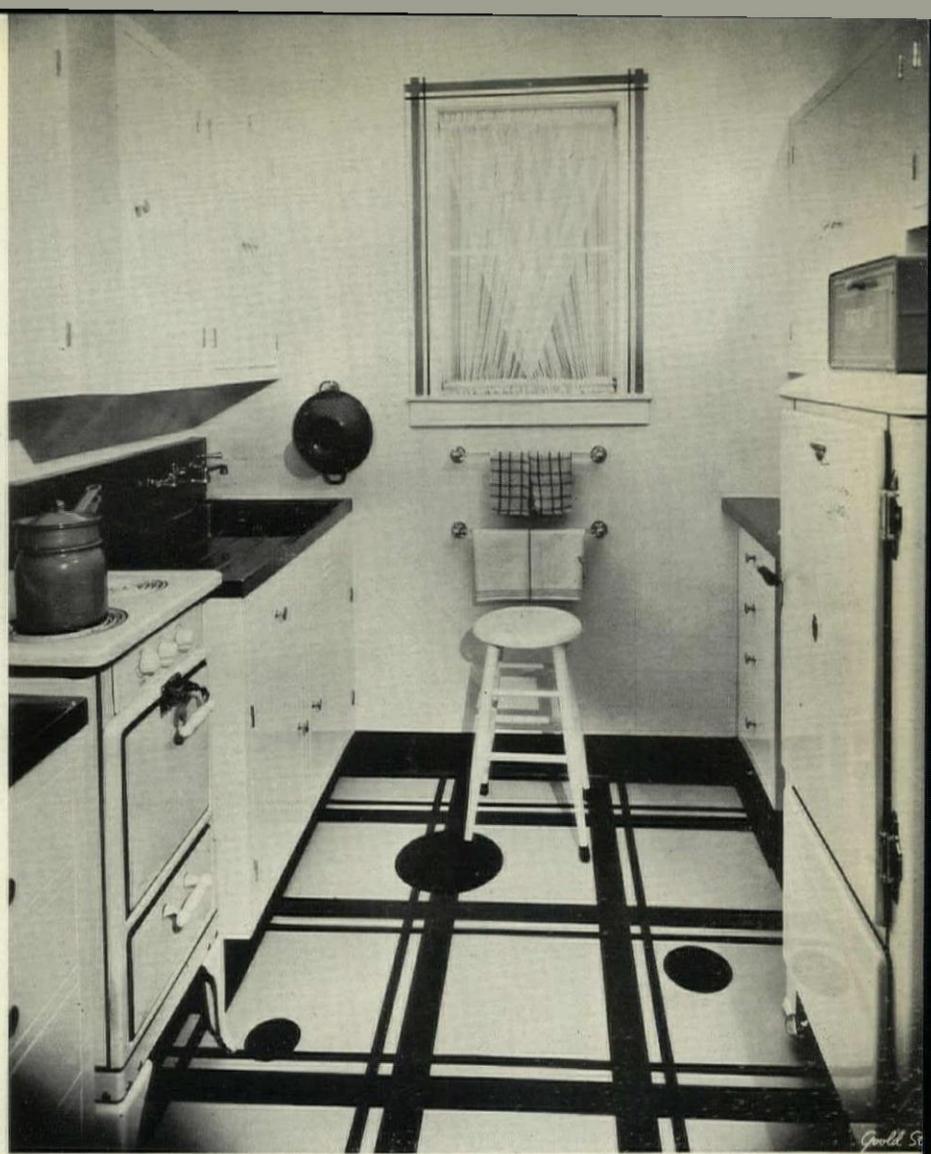
Another disagreeable old structure of bad proportion, restless detail, and general ugliness, has been simply and effectively modernized by the addition of a handsome portico of good proportion. Note that the original cornice, before so bad, in new garb is quite acceptable, a revealing fact only disclosed to the discerning eye of an architect. Sash with small lights (small panes of glass) replace the original double hung windows. A skillful use of white paint has done wonders to conceal certain unfortunate existing details, evidence again of the necessity of professional advice on even the "simplest" problem.

KITCHENS
AND BATHS

CAN LOOK LIKE THESE



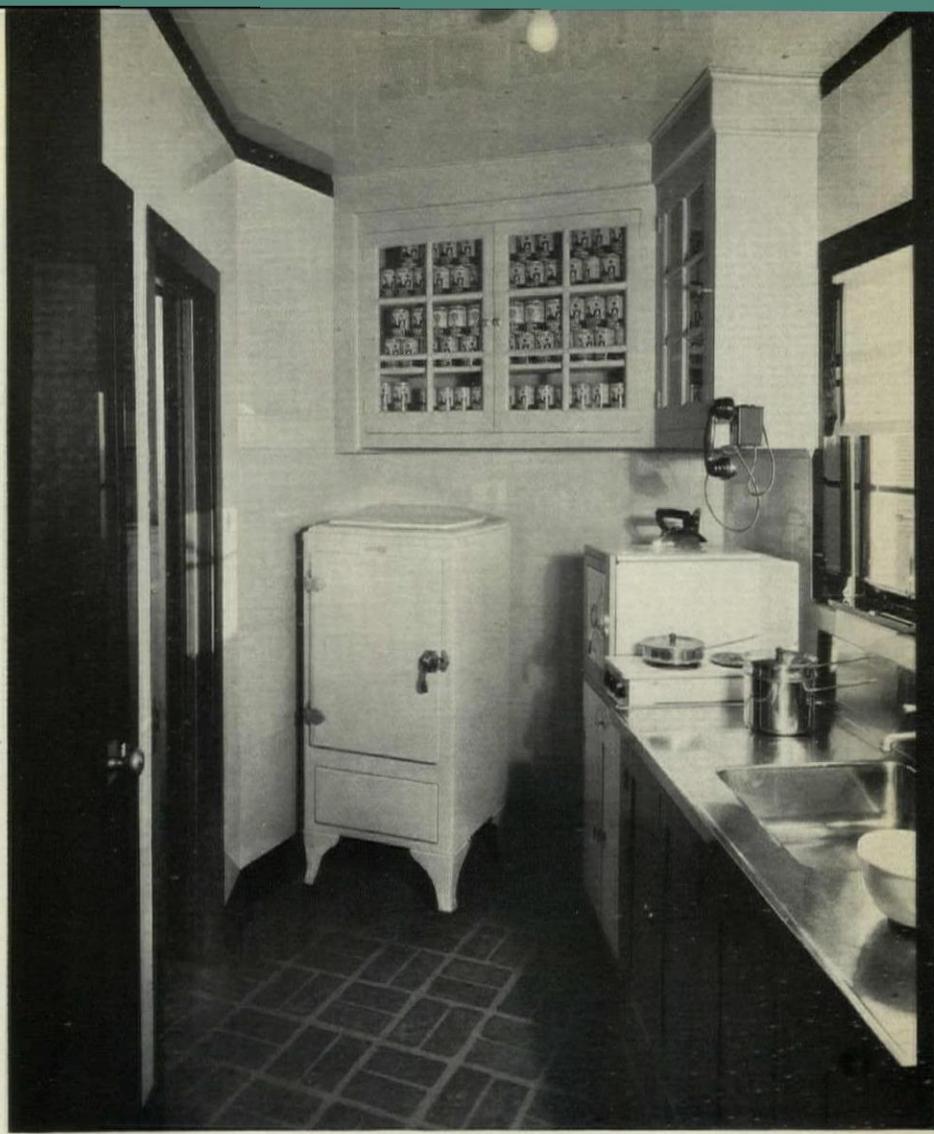
Too many steps may not spoil the broth but they raise hob with the cook's disposition. Modern mothers and their modern daughters are done with taking long walks and making hard work out of what can be a reasonably pleasant occupation. Today's kitchen is compact, orderly, clean-lined and attractive. These kitchens show sensible arrangements of efficient equipment. Work spaces are adequate. The business of cooking moves in a logical progression. "Within-reach" kitchens are to be had at within-reach prices. Small insert. — The use of steel drawers similar to office filing equipment for kitchen bulk food storage is a marked advance and solves the potato question.



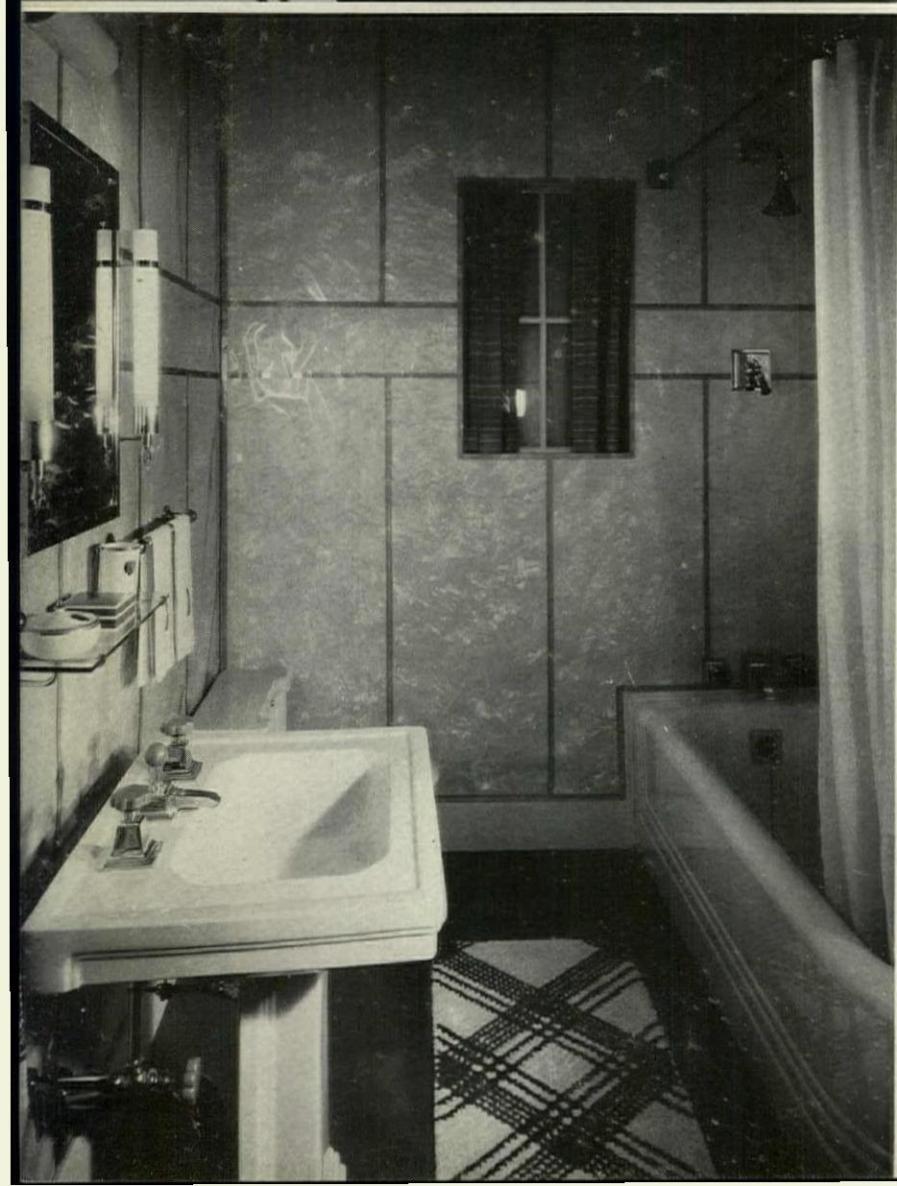
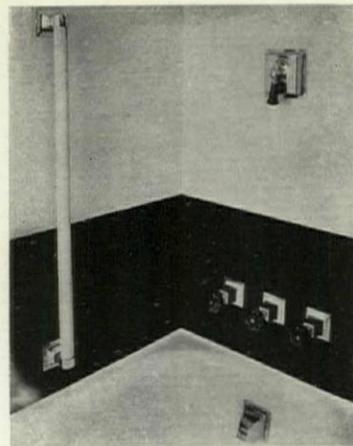
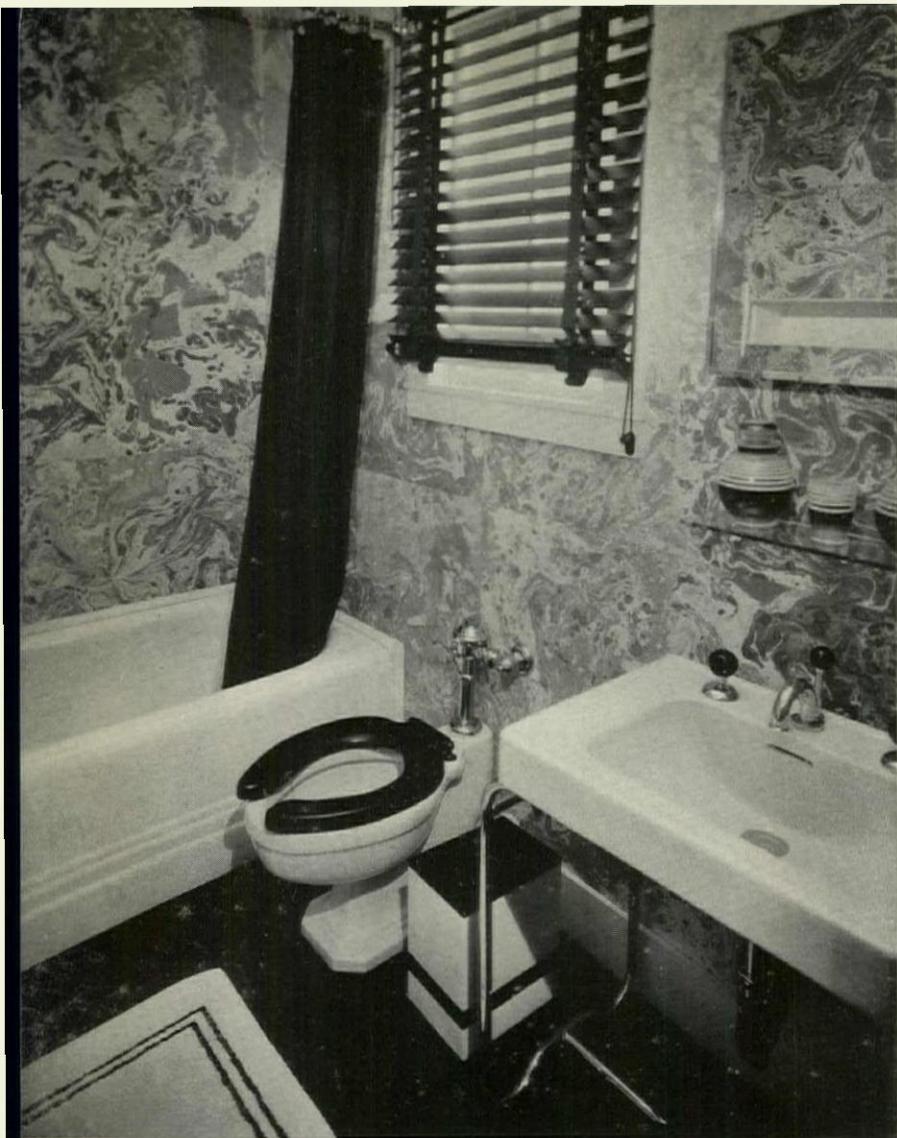
Range, refrigerator, sink, cabinets and accessories are marvels of engineering and design, may be combined in any number of ways to fit the shape and size of the kitchen. Working surfaces shine and stay bright with the minimum of effort. Venetian blinds grow in favor since they admit or reject light at will and are extremely decorative. Note small insert — 1, Upper strip lighting above cabinets; 2, The glass shelves permitting view direct to rear of shelf; 3, The under cabinet light giving direct illumination on working surfaces; 4, The work surfaces on same level and abutting cooking space.



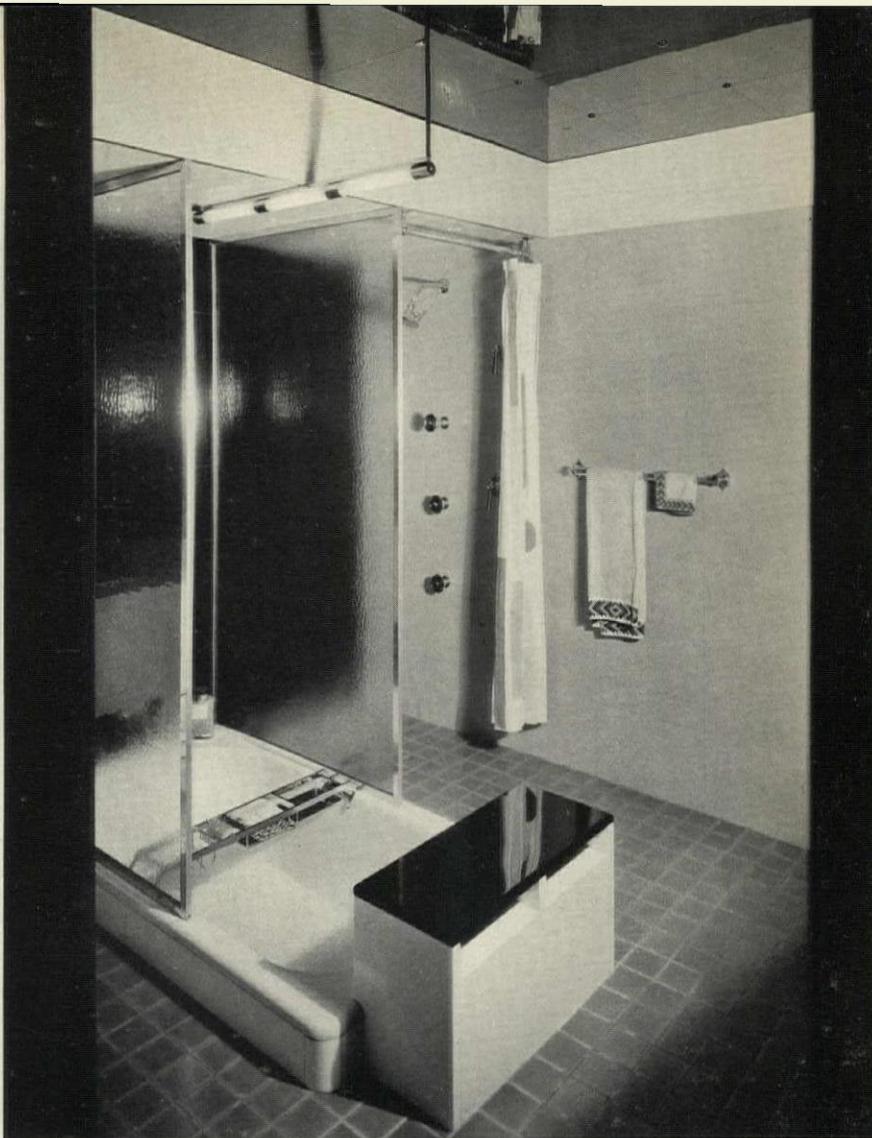
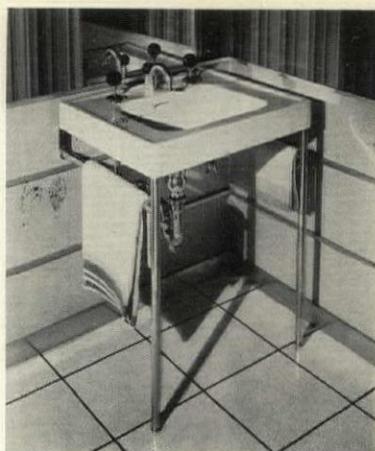
Floors meet every utilitarian demand, look well and are comfortable to stand on. Plain colors and patterns both have their admirers. Floors and walls may be severely plain or of interesting design. If midnight marauding is encouraged, a little gayety in the kitchen color scheme is a pleasant idea. Small Insert. — Space to dry towels and cloths, keeping them out of sight is one of the new kitchen wrinkles. The composition surfaces are easily cleaned and come in various colors — and white.



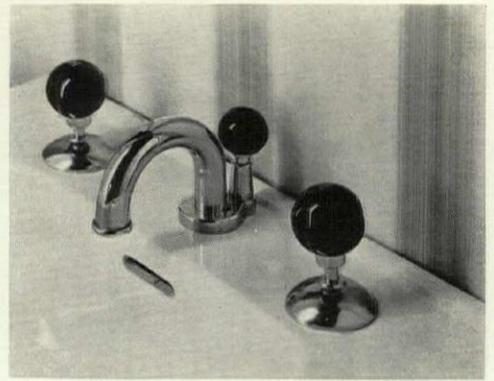
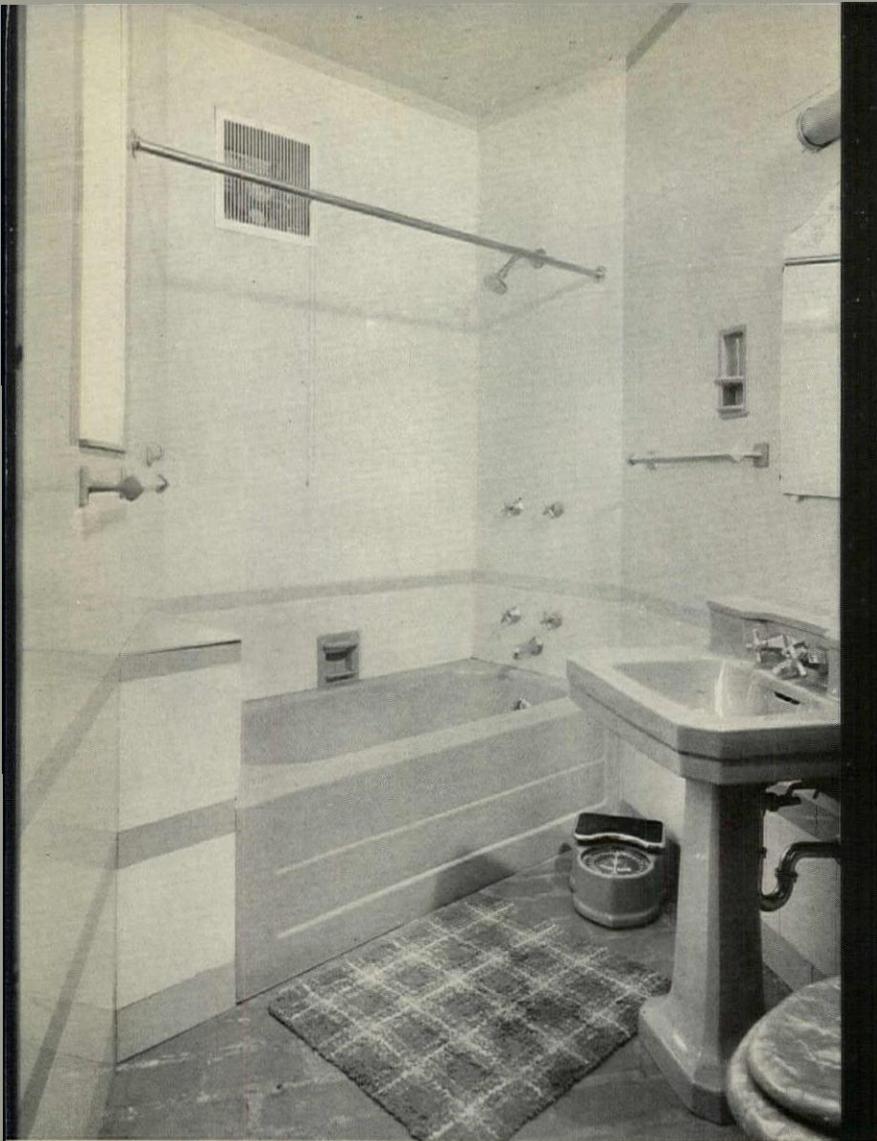
Study these kitchens closely. They didn't just happen that way. Manufacturers and designers have laboriously evolved today's kitchen. Note how the various parts go together, note how standard steel cabinets have been introduced. And note how the architect has skillfully assembled the units into fine working arrangements. Small Insert. — The floor curves up under the cabinets, forming a cove base, — providing toe space to workers, eliminating dirt-collecting corners or crevices. All bespeak the modern time-labor-saving kitchen.



Unlike kitchens, baths are growing larger. Where space permits, there is no more luxurious feeling than that provided by the roamin' bath in which you can roam while you scrub, shave and sing. Even in small houses this illusion of grandness is worth going for — worth cheating off a little space elsewhere in the house if necessary. The above insert shows a brilliant invention, — the vertical grab rail. The small insert on page 37 shows a smart, reasonably priced lavatory.



A less psychological but equally plump reason for spacious baths is found in the combination dressing room-bath. The numerous advantages include: (1) Raking unnecessary furniture out of the bedroom. (2) Substituting convenient and inexpensive built-in dressers for less convenient, more costly "bedroom suite" pieces. (3) Privacy. (4) A warm dressing place after open-all-night bedroom windows have admitted an abundance of morning frigidity.



Bathroom fixtures and accessories have gained vast new beauty and efficiency. Doing without them is carrying self denial to the limit. Lighting, mirrors, floors and walls are today available in myriad types, each specially designed for its purpose. The bottom picture illustrates the newest idea in bath-unit construction — a floor to ceiling panel which incorporates basin, mirror, lights, cabinet and pipes concealed — a tight and tidy little job. In the insert, tubular lavatory fittings created by a famous designer are as beautiful as jewelry — chromium plated metal parts and knobs in black or color — help to smart-up the basin.

AND ARCHITECTURAL MAGIC

IS NOT LIMITED TO RESIDENCES
IT WORKS EQUALLY WELL ON

BANKS

CHURCHES

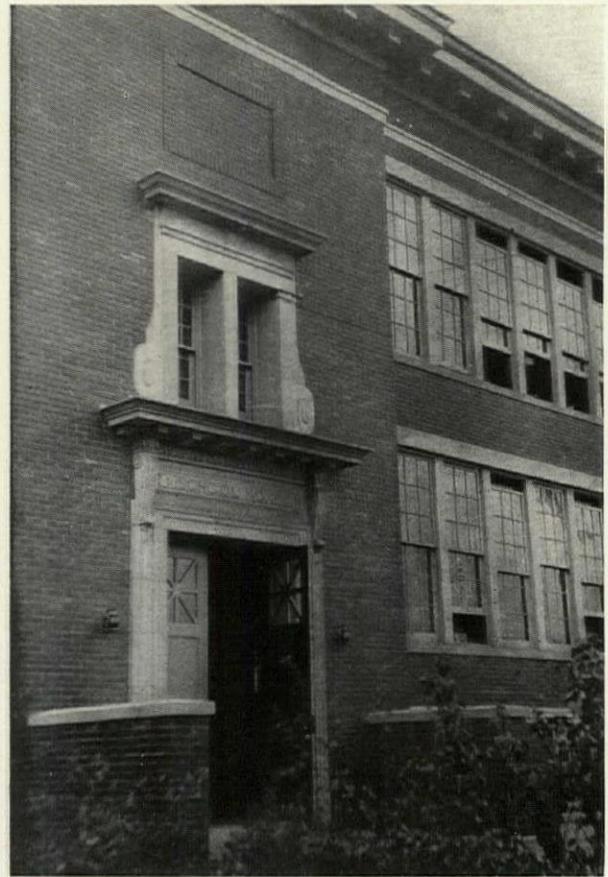
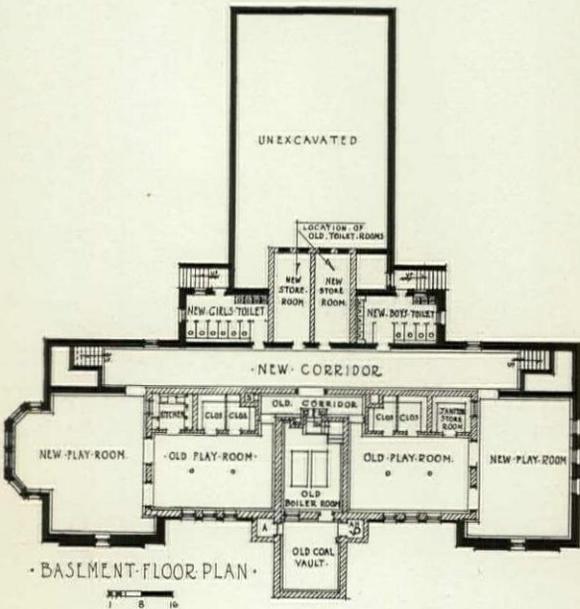
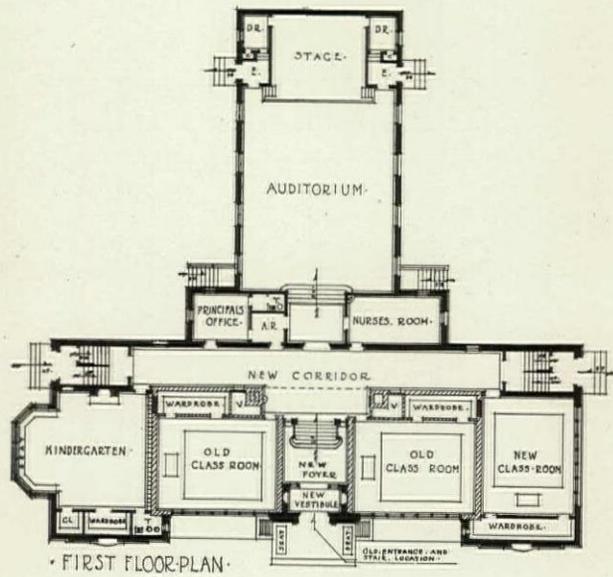
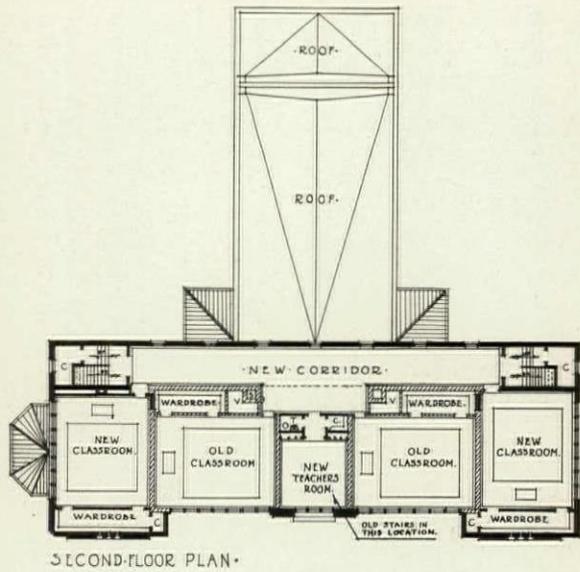
STORES

RESTAURANTS

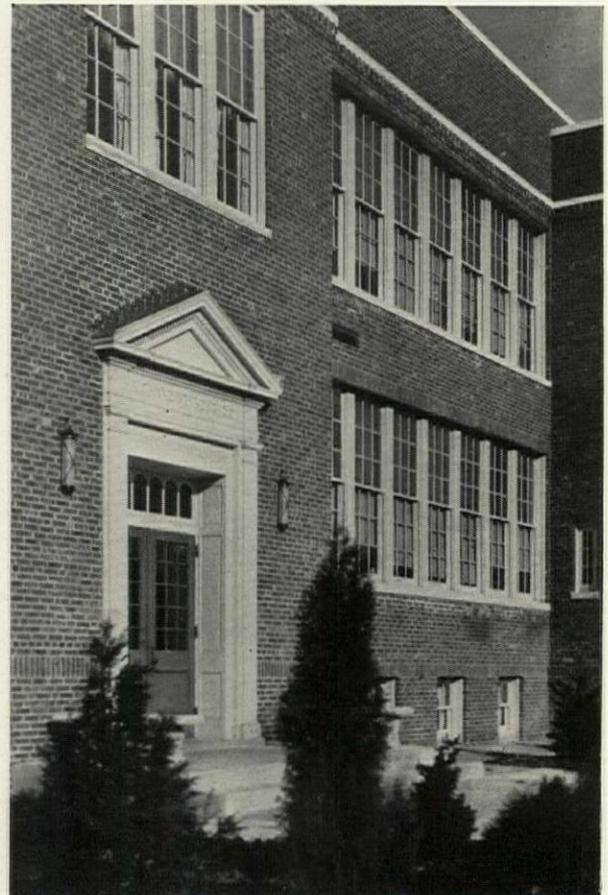
HOTELS

EVERY KIND • EVERY SIZE
OF BUILDING EVERYWHERE

A PUBLIC SCHOOL DOUBLES ITS



Entrance before remodeling



Entrance after remodeling

Here the old building was incorporated into the new, surrounding it rather than attaching to it in the way that is common to most work of this kind. This gave a much finer form to the exterior mass and suggested the removal of several unpleasant details, among them the main doorway. The exposed parts of the old building were re-surfaced in

CAPACITY THROUGH THE 4th "R" — REMODELING



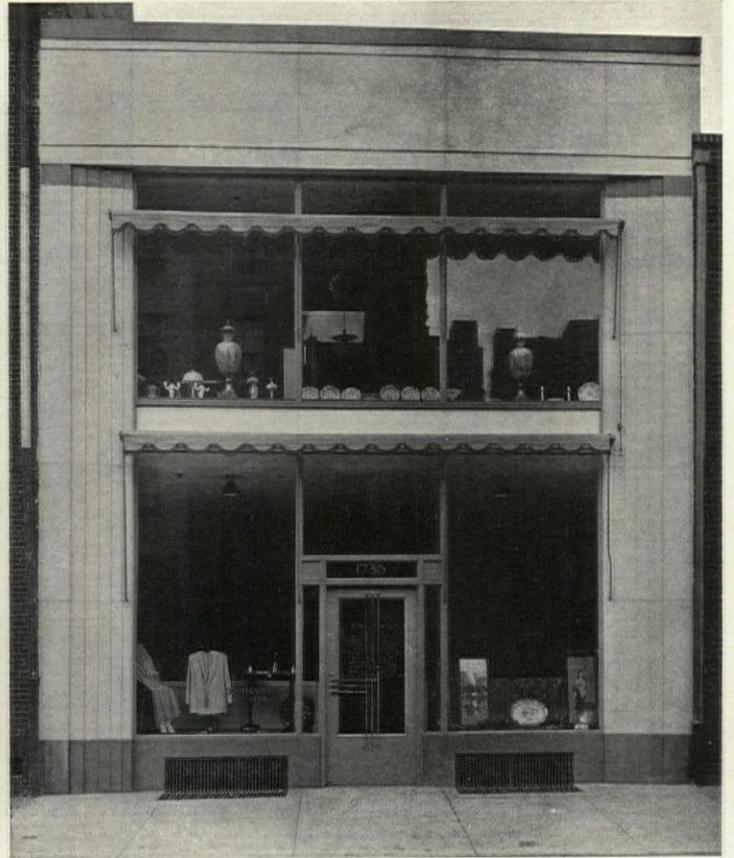
General view of main facade after alterations and additions



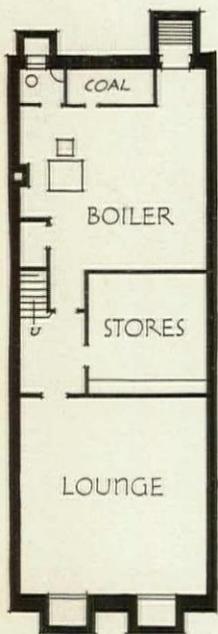
A view of the new auditorium wing

common brick with wide white mortar joints, providing an agreeable and interesting exterior surface. The fenestration remains the same throughout except in the windows over the door, which were relocated. The new added space required an extension to the heating plant and a ventilating system introduced into the auditorium. All structural additions are built of fireproof materials. The work was completed in 1931, October, and cost including equipment and fees \$87,000.

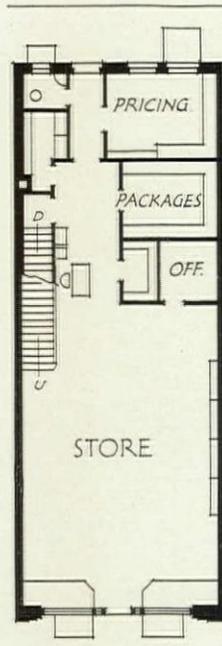
A VACANT STORE BECOMES AN UP-TO-DATE RENTED SHOP



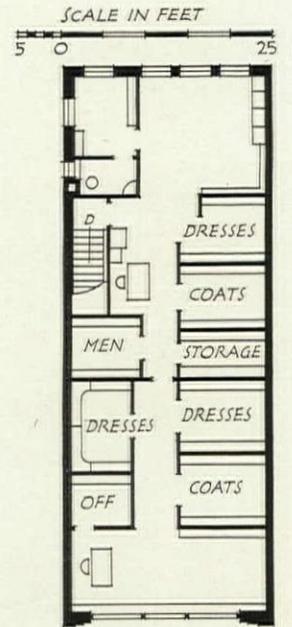
Evans



BASEMENT



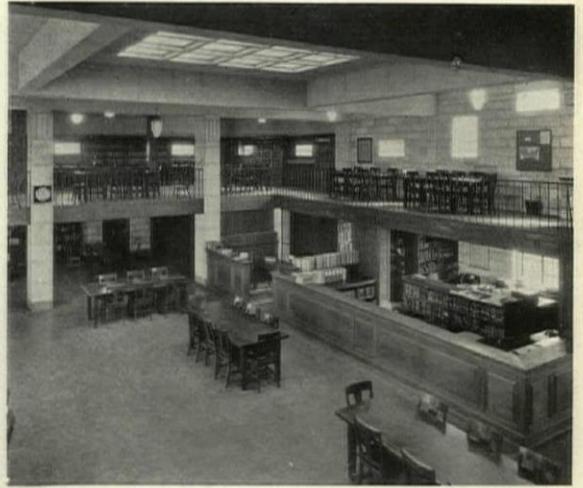
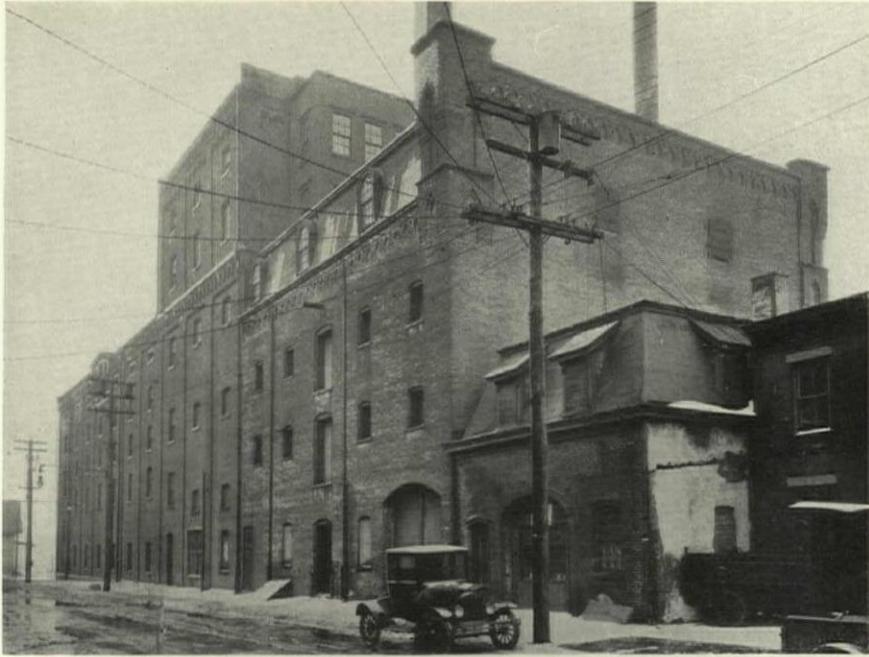
FIRST FLOOR



SECOND FLOOR

Originally a stable, then a plumber's office, today a smart little shop. The problem presented to the architects in this remodeling operation was to develop a completely equipped store, with an exterior providing for maximum display and an interior giving efficient use of restricted space. A study of the pictures and plans indicates the success of the architects' efforts. On completion of the alteration a tenant was immediately secured at a higher rent than had been thought possible.

F R O M B R E W E R Y T O L A W S C H O O L



French Photos

For many years the old structure above was used as a malt house, and before 1918 was a manufacturing plant for a lager that was famous throughout America. The building was remodeled in 1930 into a law school. As is shown in the above picture, good use was made of the imposing mass of the old building and the good proportions of the original facade. The facade detail was redesigned and a dignified and appropriate entrance trimmed with Swedish granite was added. The lobby interior is surfaced with granite and trimmed with aluminum. Think of the law schools that today could be remodeled into breweries!

SELLING MODERN MACHINES WITH MODERN ARCHITECTURE



The building after remodeling.



The building before remodeling. Notice how the new facade above has been based upon the fenestration in this before picture. The spandrel areas between upper and lower window has been designed to give a feeling of height and dignity to the windows. The old-fashioned transoms over the display windows are omitted in the new design.

In this case a tenant was secured and the building remodeled to suit his special requirements. Special attention was given to the design of both exterior and interior to bring them into character with one another and with the cash registers sold here. Properly used architectural design becomes an important element in modern advertising. Corporation plans today should provide for proper architectural treatment of plants, stores and offices since they create the first impression on the buyer.

REMODELING RECLAIMS RESPECTABILITY AND RENTS

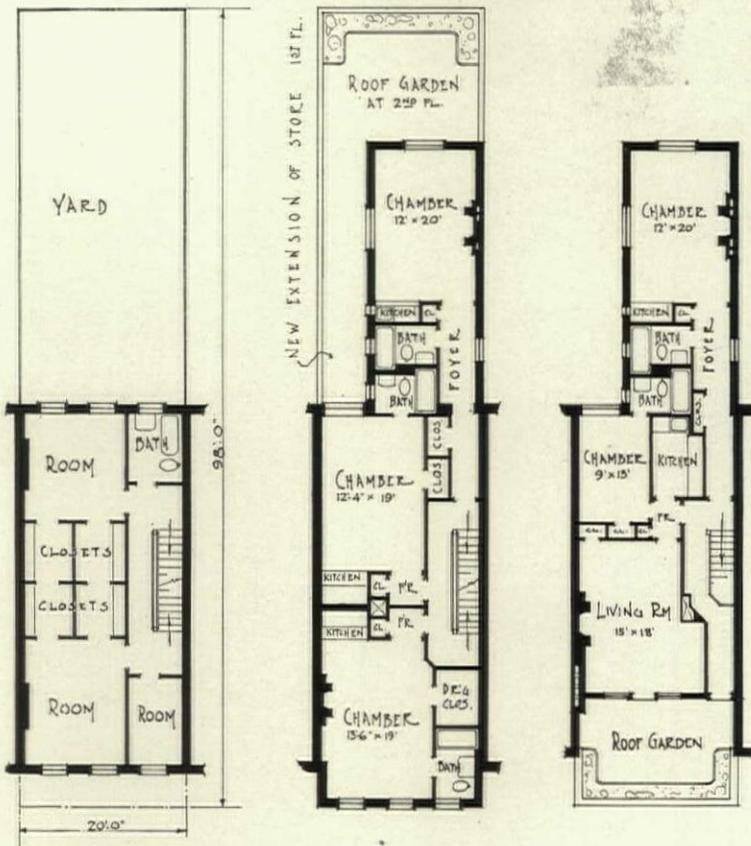


Building before remodeling.



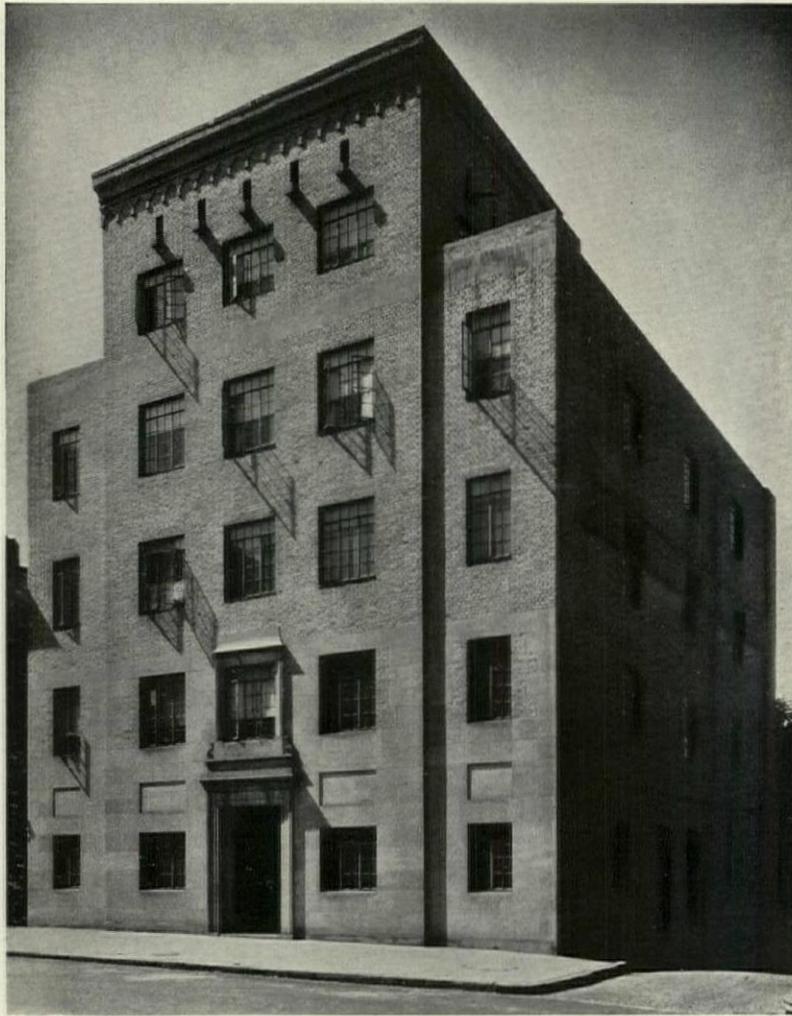
Rothschild

Above is the building after modernizing with a shop on the first floor and four floors of apartments. Left, plan typical floor before remodeling. Center, plan typical floor after remodeling. Right, plan top floor after remodeling.

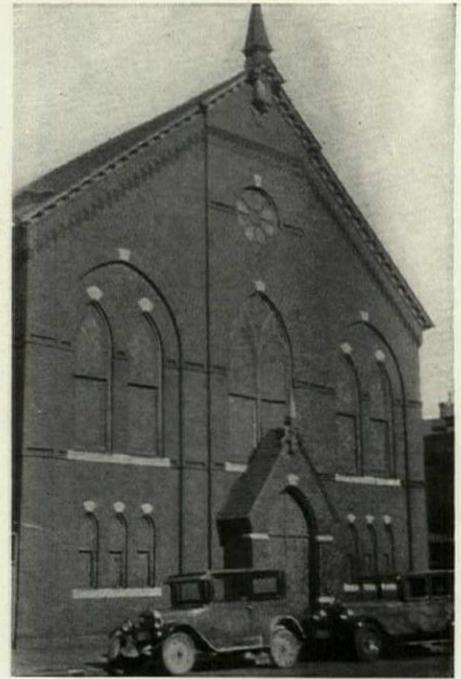


The present apartment building is a type peculiar to large Eastern cities, especially New York and Boston. The antiquated building shown at the top was formerly a private house which has been remodeled into small apartments. Part of the alteration involved bringing the new facade in alignment with the previously remodeled building adjoining, a problem nicely handled by the architect. These pictures indicate the possibilities through remodeling of lifting a rejected neighborhood back to fashion and higher rentals.

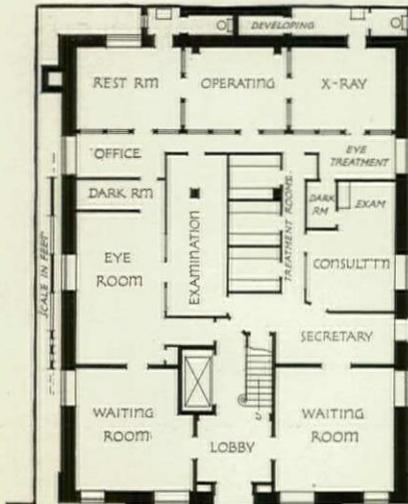
A DOCTOR'S OFFICE BUILDING FROM A CHURCH



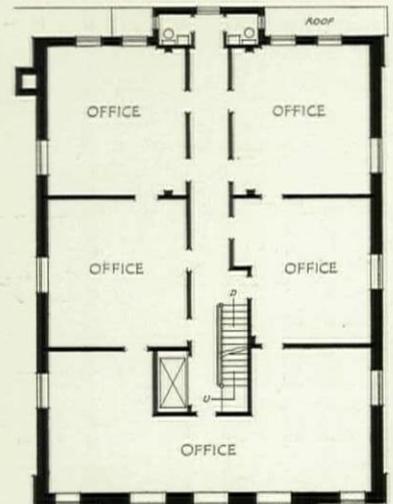
Leopold



Above is the old church and to the left is the same structure after remodeling into a professional office building. The site lent itself well to this use receiving daylight on four sides. This is illustrated in the plans below which show how the area was subdivided. On the left is the first floor plan and the right shows a typical upper floor.



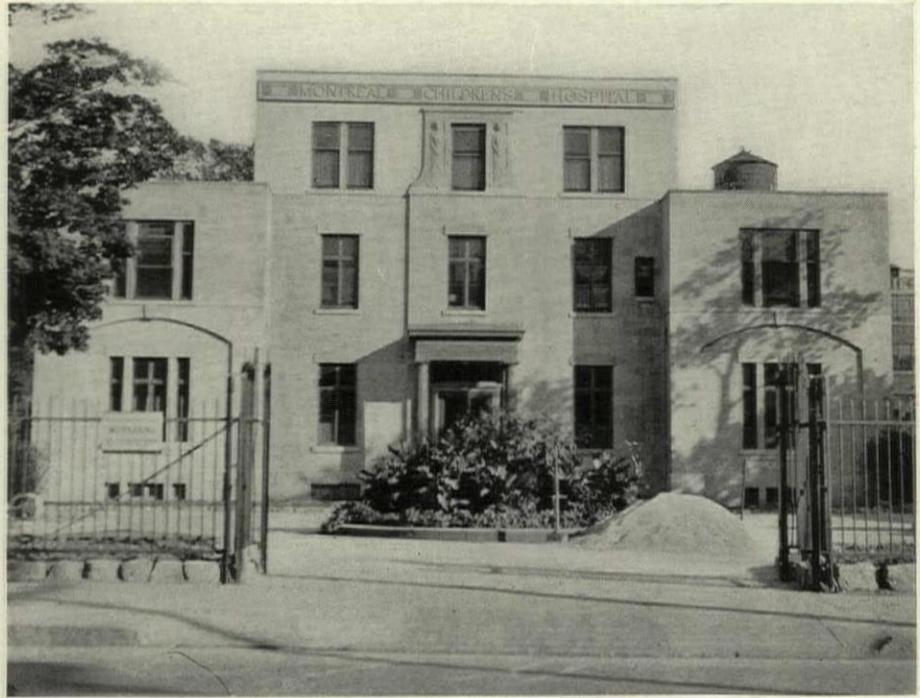
First Floor Plan



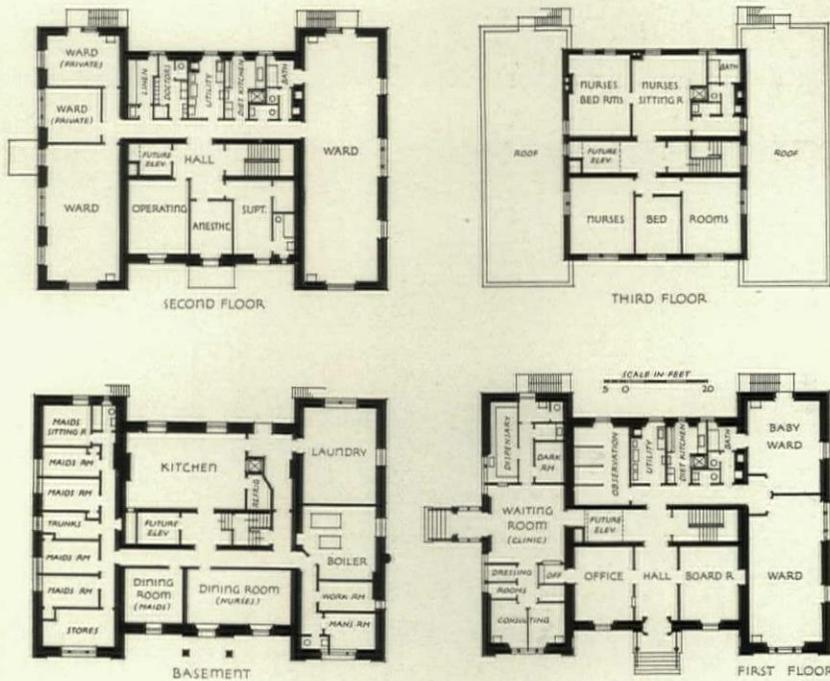
Typical Floor Plan

This building which was altered from the small two story church shown above has proved so successful financially that the owner is considering an addition of two stories. In the alteration all four walls of the old building were used, the front wall being resurfaced with cream colored brick and limestone trim. The owner, a doctor, occupies the first floor and rents the space above. All the interior walls have been plastered and the floors are edge grain yellow pine. The entire operation cost \$70,000.

REMODELING USED AS A THERAPEUTIC AGENT

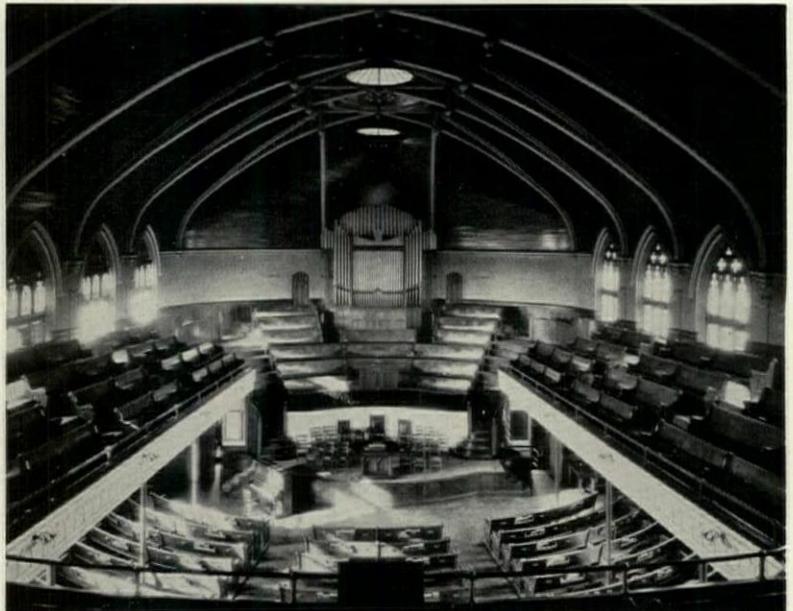
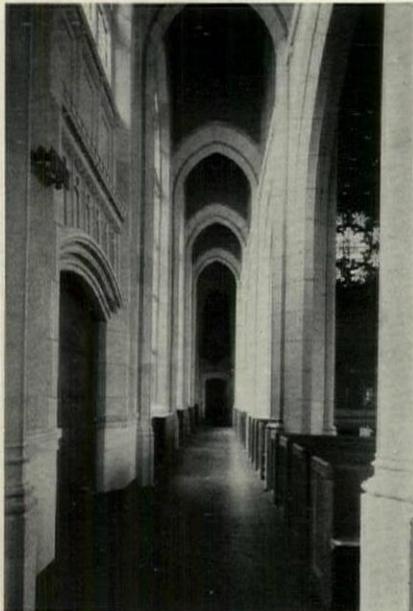


Compare the confidence inspiring cleanness and efficiency of the new building above with the old run-down Heebie-Jeebie institution at the right. It had, though, certain basic architectural form which the architect made brilliant use of in his renovation. The plans shown below indicate the new wards added on the second floor and the nurses quarters on the new third floor.



The original structure shown above was built over 70 years ago as a private house though it had been in use as a hospital for many years previous to remodeling. The operating room and the other large front rooms in the central portion were not changed. The large wings were divided to form wards with a clinic on the left side. The basement was completely remodeled to include service facilities and a staff dining room. The original structure had about 9,400 sq. ft. and the enlarged structure has about 13,200 sq. ft. These improvements cost about \$61,000.

A S E R M O N O N R E M O D E L I N G

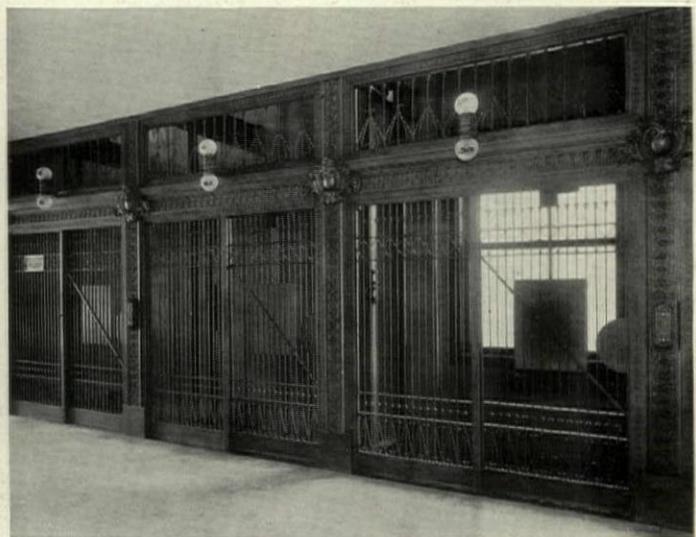
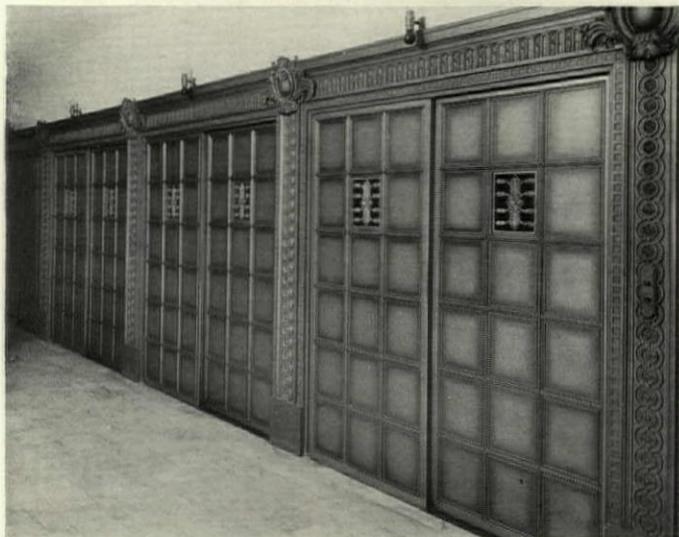
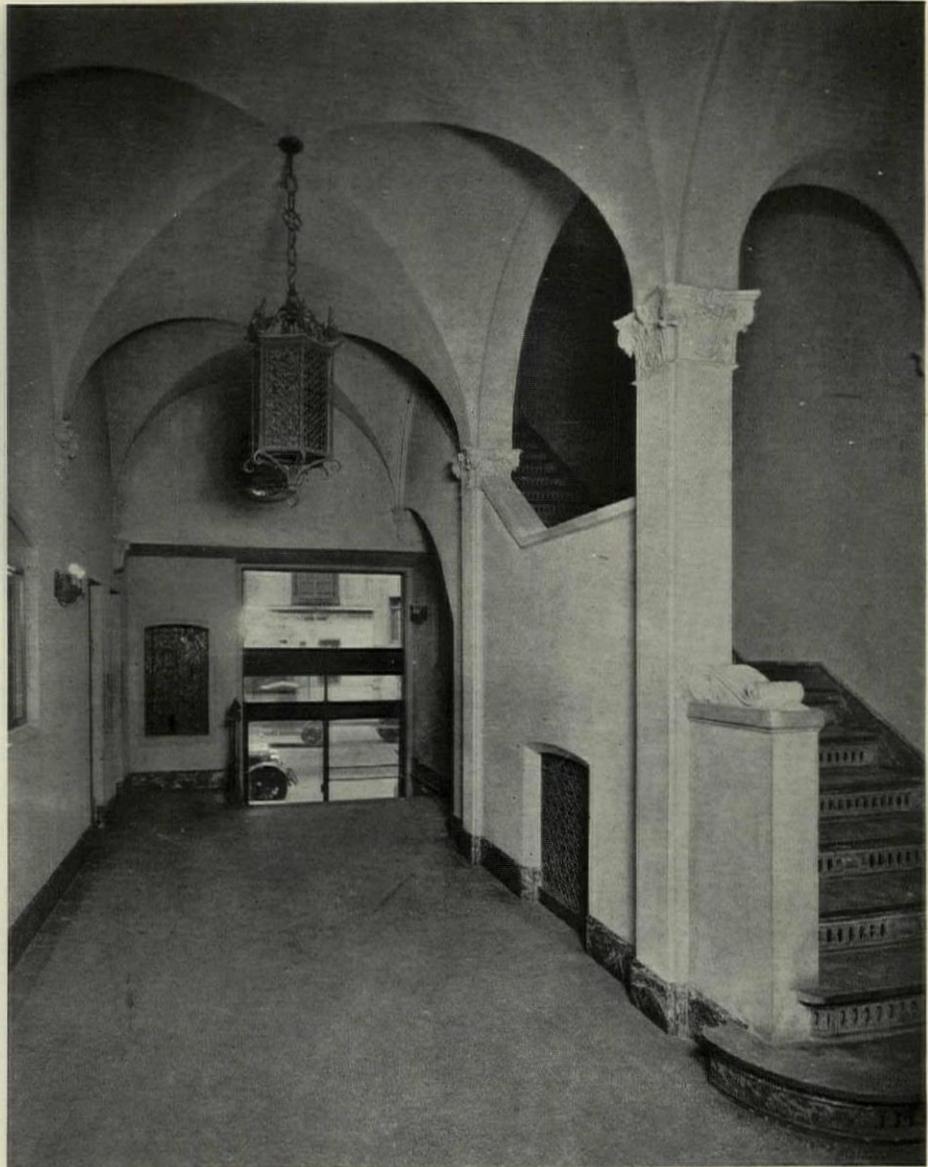


All over America in the latter 1800's were built churches of this forlorn type utterly lacking in architectural character. Of all architectural interpretations of their time they are perhaps the saddest and we wonder today how they could ever have been built as places of worship. For that reason it is little short of miraculous to see what can be done by an architect who re-designed one of these old churches and transformed it into a structure of unusual architectural merit. The balconies were eliminated and side aisles developed and the interior was entirely refinished and new pews built. The success of this example of church remodeling should prove suggestive and inspiring to many parishes throughout the country.

NO ALTERATION, — JUST REFINISHING



Above is the old entry hall before remodeling, at the right is the same after remodeling. Below, left, elevator lobby after modernizing. Below, right, the same before.



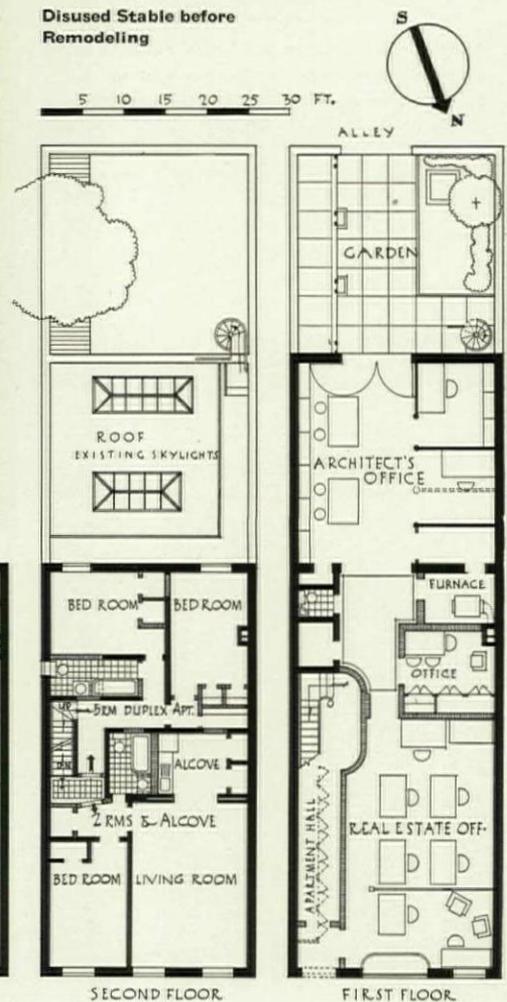
These two examples show what can be done to modernize stair halls and elevator lobbies in our older buildings, when complete modernization is not warranted. In the upper example the stairs were left unchanged, the result being achieved solely by cleverly masking the unsightly form of the old lobby. In the lower example, substituting solid doors in place of the older metal grille doors and plastering over the upper part of the grille above the door does the trick. In both cases a radical improvement is accomplished at little cost. Thus can old buildings hold their tenants and their profits.

ARCHITECTURE AND REAL ESTATE IN CLOSE COOPERATION

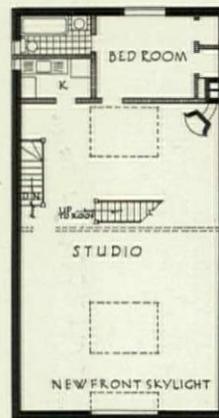


Keller Const. Co.

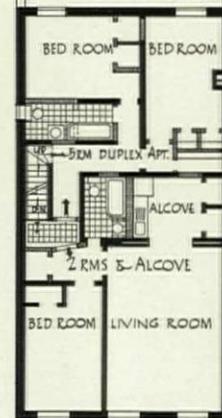
Disused Stable before Remodeling



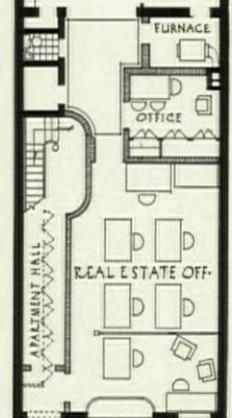
This building formerly a stable and adjacent to the Whitney Museum of American Art, shown at the right and described on the opposite page, though but slightly altered in fact has been radically changed in architectural character and atmosphere and is with the museum now the most outstanding building in the neighborhood for attractiveness and interest. The brick work has been painted a tan-gray and the shutters light blue. The grille over the door is from one of the old stalls in the rear, and this stall space has been ingeniously adapted to the use of the architect for his drafting room and office.



THIRD FLOOR.



SECOND FLOOR.



FIRST FLOOR.

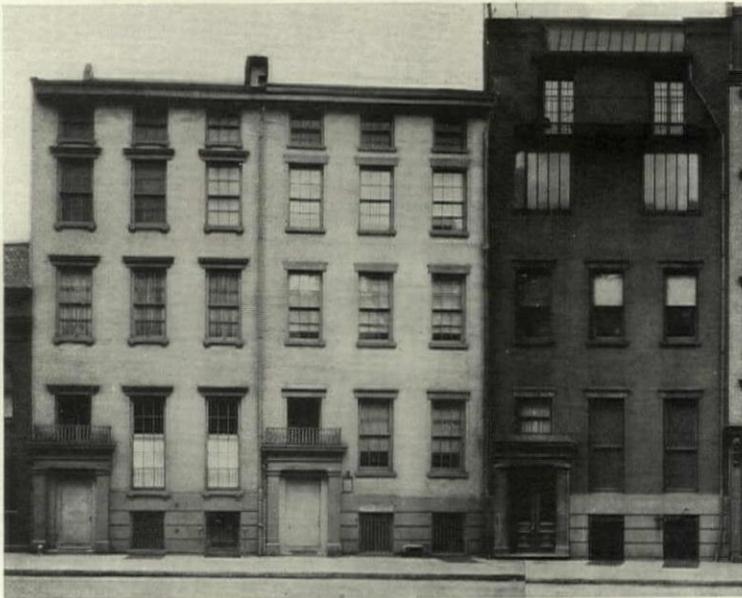
An alteration of leased premises by two brothers — one an architect, the other a real estate man, — for their own offices and residence, with one apartment to rent out. The cost of alterations and additions was about \$3,600 (October 1933) toward which the landlord conceded part of the rent. The alterations included three bathrooms, new one-pipe steam heating system and changed space subdivisions as shown on the plans. The governing factors in layout, 1. Business street in front, quiet residential atmosphere in rear. 2. Rear garden and view through to it from street window. 3. Existing chimney, stairs and soil pipe.

REMODELING TO HOUSE A GREAT ART COLLECTION



Leo Hurwitts

Lower Part of the Remodeled Buildings



The Three Buildings Before Remodeling



Nyholm & Lincoln

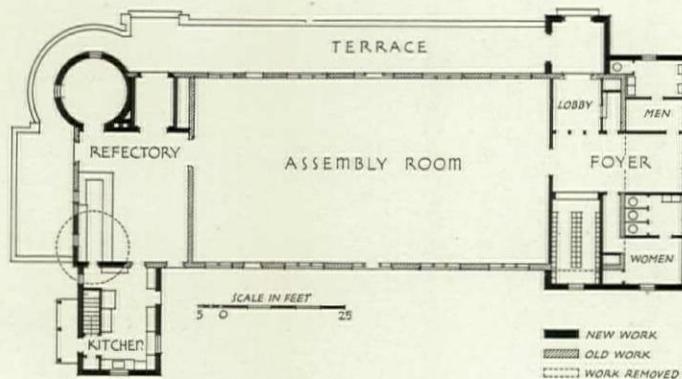
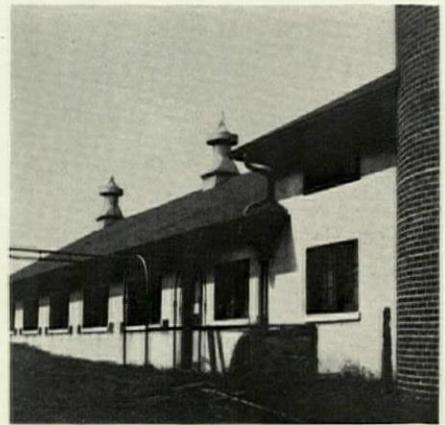
Detail of New Entrance

A patron of art and the founder of an art club, in order to house her large collection of American Art, purchased the two houses adjacent to her own property and converted these three houses into a museum of national reputation. Proper housing and display of these works was accomplished by remodeling. Many partitions and walls were removed and relocated and some new additional mechanical equipment was introduced, the whole of the interior being refinished and unified by a harmonious decorative scheme. The exterior is of stucco painted a subdued terra cotta color. The doorway is done in white marble with aluminum trim, this same metal being used for trim on the lower part of the revised facade.

A MUNICIPAL PARK PAVILION FOR



Verburgt



The original structure from which this unusual alteration was developed was built about 1915 as a large cow barn, one of the principal buildings on a farm of about 300 acres now utilized by the city of Racine, Wis. Part of the farm has been converted into a golf course and the barn was altered to serve as a public pavilion near the golf course. These operations cost about \$15,000, and are indicated on the plan in black.

GOLFERS GROWS FROM AN OLD BARN



Verburgt

The original hollow tile walls were retained, the floors were quarry tiled except in the assembly room where terrazzo was used over a concrete slab on cinder fill. The roof is supported by exposed beams under a matched board ceiling. Heating is by a forced hot air system and the entire building has been insulated with an efficient type of flexible insulating blanket. The silo was relocated and is now used for dining purposes as part of the refectory.

AN OLD HOTEL IN A GOOD LOCATION

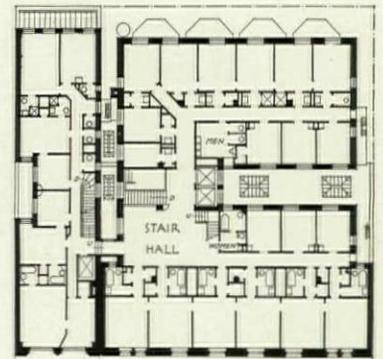
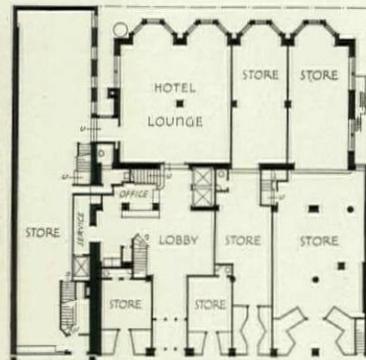


Van Anda

The exterior after modernization. Only the second floor fenestration and street level shop fronts are altered.



Ruby



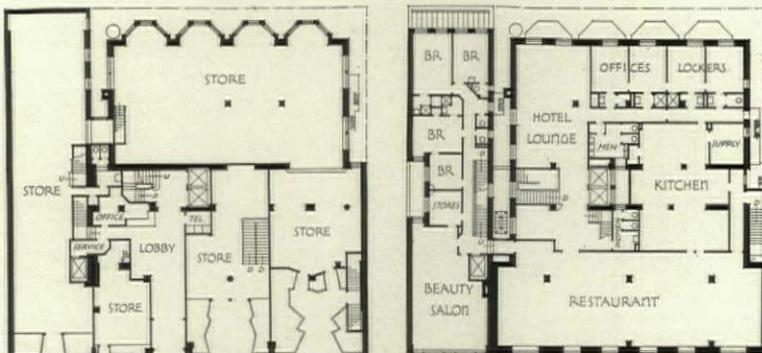
First floor and second floor before alteration

This alteration consisted of a redesigning of the shop fronts and hotel entrance and a drastic rearrangement of the first and second floors of the old building to increase the rentable area and to modernize the hotel lobby and lounge. Before alteration, which included the renovation of a large space in the basement formerly unused, the rents for this portion of the hotel totaled \$84,500. Due to complete modernization including an increase in the store show windows the present rent exceeds \$150,000 annually. Store and basement alteration costs amounted to \$100,000. The total cost of \$130,295 includes the mod-

LIFTS ITS FACE AND FORTUNE

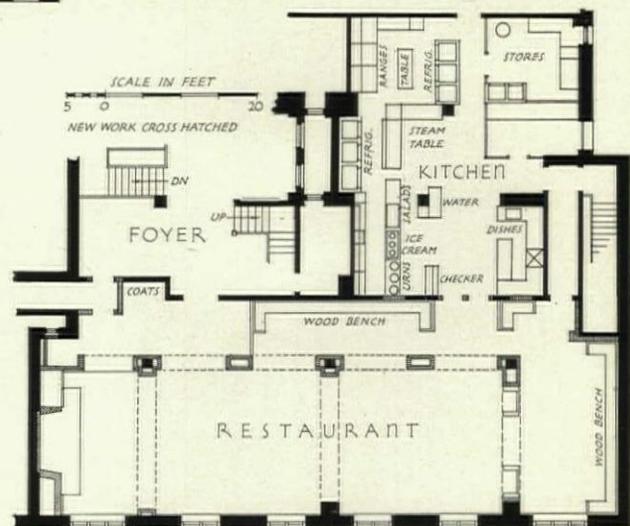


Gottscho



Same after remodeling

Above is a view of the new interior of the dining room. Below is a detail plan of the restaurant and kitchen.

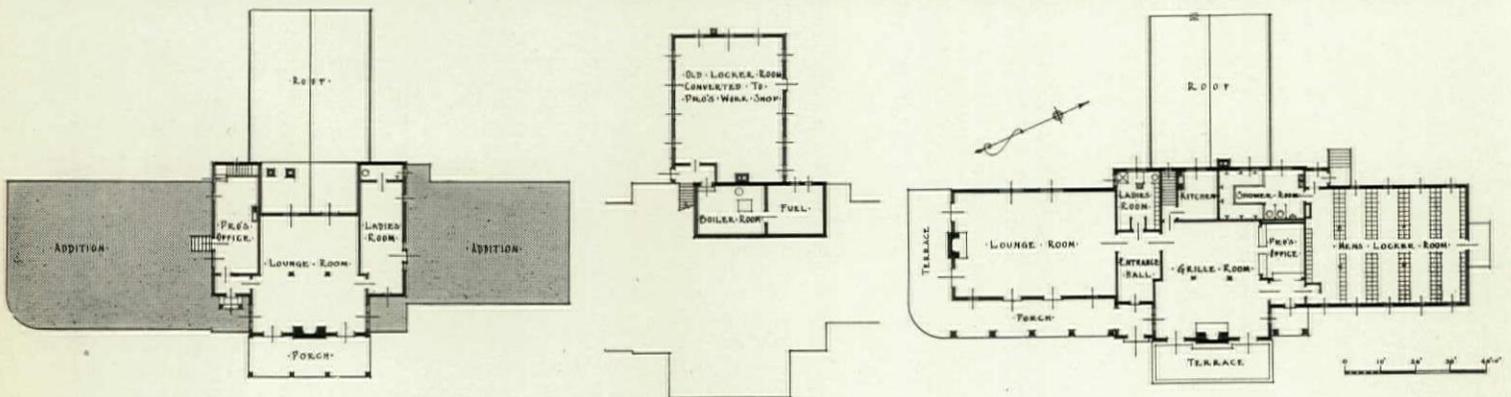


ernization of the hotel entrance, the lobby, the lounges and the elevators. Removing heavy piers increased street window frontage valued at \$1,500 per lineal foot by 12 ft. 4 in. Of particular interest is the rearrangement of the second floor where a comparatively non-productive area of dreary, unwanted guest rooms was changed to a beauty salon and restaurant with a yearly rental now of \$8,500 per year.

A GOOD BUILDING GROWS AND STAYS GOOD

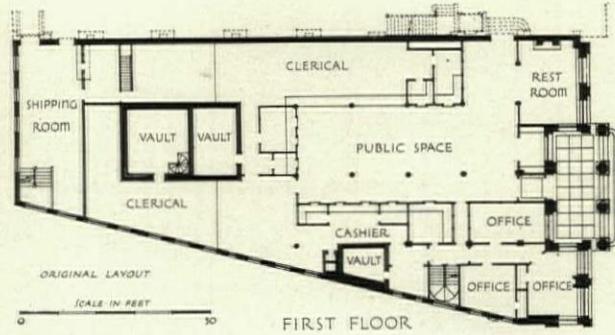
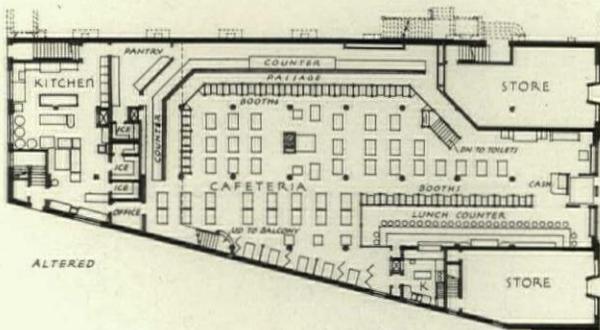


Tebbs & Knell



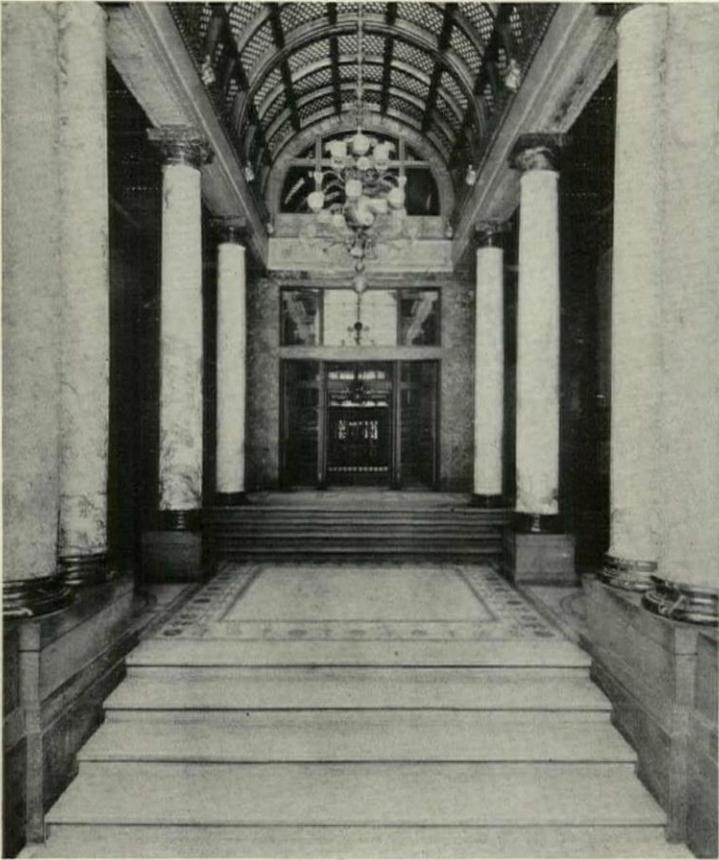
The present golf club was developed by adding wings to what was already an efficient small building. The alterations are evident by inspecting the plans. They comprise a new large lounge and terraces and porches on one side with new locker room on the other side, with a rearrangement of the central space. The alteration was comparatively inexpensive, totaling \$16,000 exclusive of fees. The foundation and chimneys are of granite. Terrace and shower rooms are paved with terrazzo, the men's locker room is paved with cement and the remaining floors with quarter sawn oak. A large unit heater is used for the lounge room and the men's locker room with direct steam radiation used elsewhere. The shower and locker room partitions are soundproofed.

BUILDING APPETITES WITH ARCHITECTURE

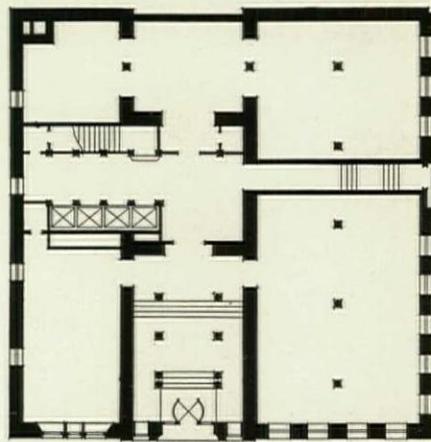


A public service corporation formerly occupied the small building from which this cafeteria was remodeled. The large unobstructed floor area, further expanded by a balcony, permitted ready adaptation to the new use of the building. The present trend in design for lower price restaurants is toward this type of interior where general attractiveness is not sacrificed for ease in cleaning, a happy compromise between the candle-lit Food-Shoppe and the glossy glazed whiteness of the sterilized eating places. Clever planning on the part of the architect is brought to a focus in the kitchens.

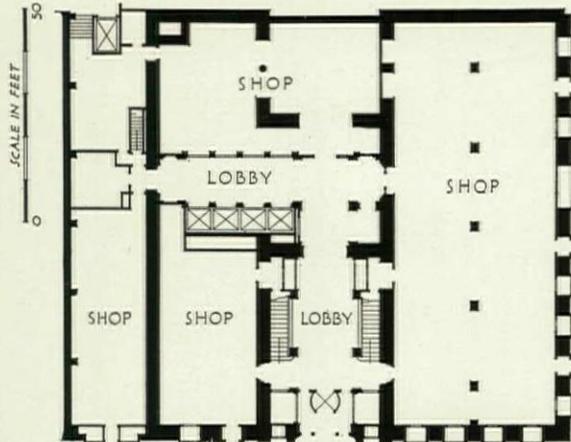
LOWERING THIS FLOOR 5 FEET CREATED 9000 NEW SQUARE FEET



Northwestern



ORIGINAL



ALTERED

The alteration to this building is an example of what may be done to increase the rentability of the Victorian type office building found in many cities. The first floor of the old building was five feet above the sidewalk. By lowering this to the sidewalk level, it was possible to gain a mezzanine floor and approximately 9000 square feet of rentable area. The creation of the new sidewalk level shops considerably increased the revenue.

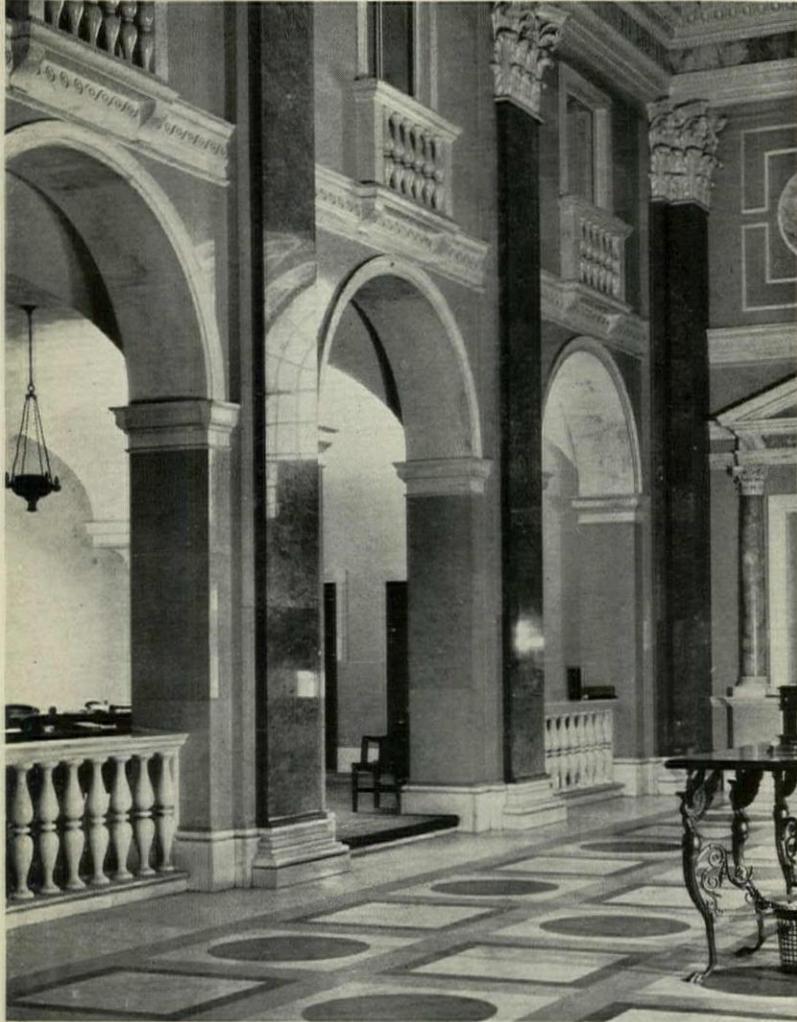
WHEN WASTED SPACE IS WASTED MONEY



Nyholm & Lincoln



The former banking room was three steps above the sidewalk, and arranged on an old fashioned circular plan as shown below. The alteration lowered the floors to the street level, and extended the bank space to include the entire first floor of the office building. Eight old columns were eliminated, and seven new ones added, in new positions. The alteration now provides the bank with growth reserve facilities for an estimated period of twenty-five years.



1



2

A GREAT SOUTHERN BANK MODERNIZES INSIDE AND

A great Southern Bank purchased a fourteen story office building and adjacent unimproved property to establish a permanent home for themselves through alterations and additions to the acquired building. The original building, erected 1901, equipped with a battery of hydraulic elevators, was fast approaching obsolescence while the structural elements were found to be sound and in excellent condition. Remodeling necessitated supporting a section of the building on girders over the large new banking room. Modern automatic signal control elevators were installed. Remodeling was so efficiently handled by the construction company that tenants were but slightly inconvenienced. No stress or settlement cracks resulted from picking up fourteen steel columns at the banking room ceiling. The old banking exterior up to the fourth floor was completely removed and rebuilt in limestone in a vigorous Italian Renaissance design. The bank-



5



3



4

OUT IN THE GRAND MANNER FOR A COST OF \$1,250,000



6

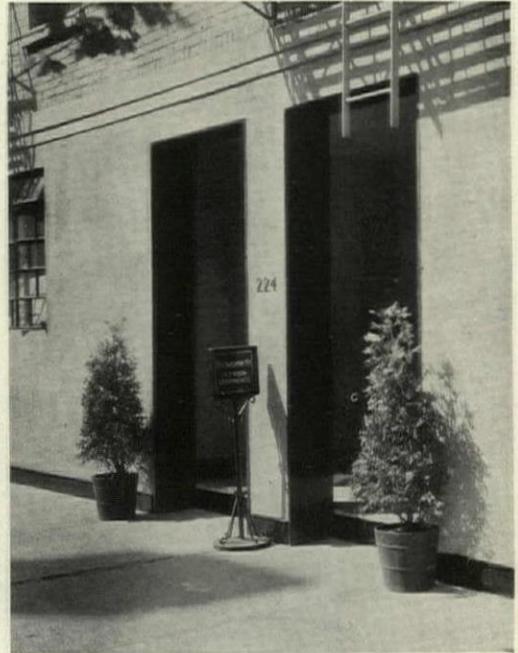
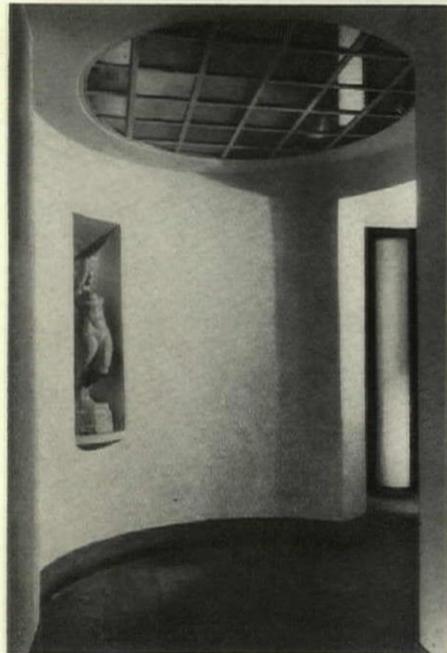
ing room is now a full block in length and two stories high and in design is based on the Pantheon at Rome. Interior walls and floors of the banking room are executed in a rich harmony of warm toned marbles. Five immense chandeliers designed in the Pompeian manner illuminate the room by reflection on the white ceiling. Other banking departments occupy the second and mezzanine floors. Vaults are placed in the basement. The entire banking section of the building is ventilated and air conditioned, the mechanical equipment being on the third floor. The typical floor of the old building provided only 57 per cent of the gross area as rentable space. Remodeling increased this to 70 per cent. 1 and 3 are details of the main banking room. 2—A hall in one of the special departments. 4—General view of the main banking room. 5 and 6 are before and after exterior views, respectively, and show the new limestone exterior of the banking quarters.

F R O M A R A T P A R A D I S E T O A P L A C E



This alteration was studied from its initial stages by a real estate agent, a contractor, and an architect in collaboration, and was based upon a thorough survey of the conditions existing in that section. Existing housing and building laws also dictated to some extent the kind, type and size of apartments. An eleven foot fireproof passage was built to an existing courtyard, and all entrances to the apartments are from this court which was made a feature of considerable charm, replacing the ugly clothes lines

FOR HUMAN BEINGS TO BE HUMAN IN



and criss-cross wires of a slum court. Original fire escapes were retained. Interiors were entirely modernized and replanned. Much has been done with little. A well-designed grille and simple smart entry was money well spent to establish tone to the otherwise modest renovation. 1, and 5, courtyard after alteration. 4, courtyard before alteration. 2, and 3, exterior, before and after. 6, 7, 8, details, all new.



Garrison Photos



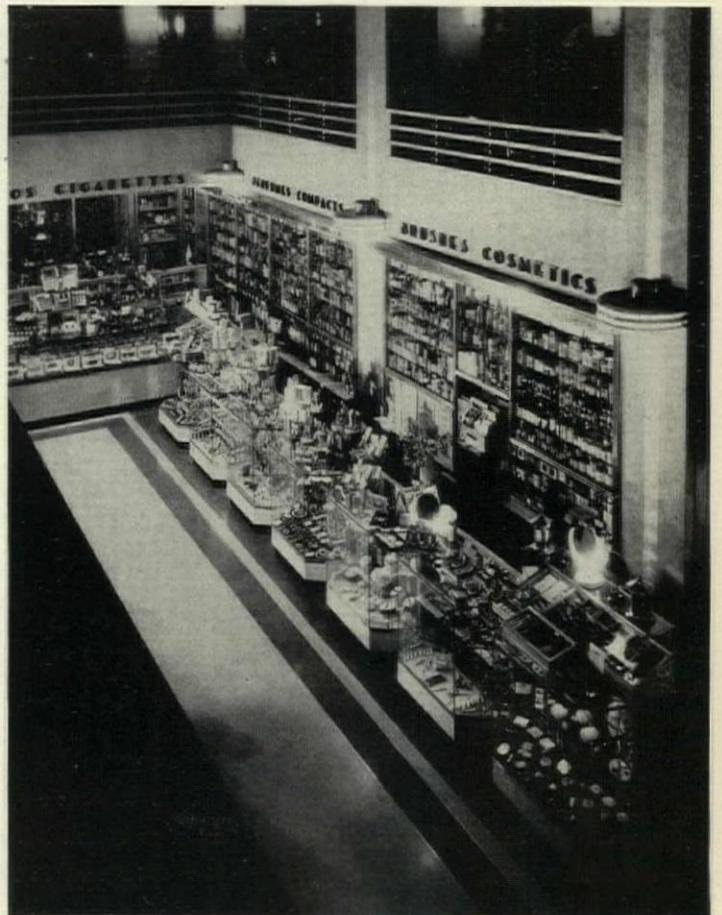
ARCHITECTURE BRINGS TO CUSTOMARY

This store was developed from three small nondescript shops. Anyone who has ever seen the usual messy little Broadway shops can picture the "before" photographs which we omit. The interiors of this drug-store, one of several by this architect who planned and developed the layout and designed all of the display devices and their illumination, were conceived with but one thought in mind — merchandising. In this case the architect was not TOLD HOW but ASKED HOW — this is the result. A brilliant piece of showmanship that sells.



**ORDER AND SHOWMANSHIP
DRUG STORE CHAOS**

Three dimensional publicity, overlooked by many merchandisers until recently, is becoming one of the essentials of modern selling, and is a new tool of the architectural profession. The illustrated remodeling job occupies a corner site. Two floors were taken over and part of the second floor cut away to form a dining balcony approached from the stairway shown. Millions of tiny drugstore gadgets had to be displayed, with unity instead of the customary confusion. A large soda and sandwich bar occupies part of the main floor. The best cure for a sick store is to have an architect write the prescription.



A TELEPHONE BUILDING GROWS HIGH



Mott Photos



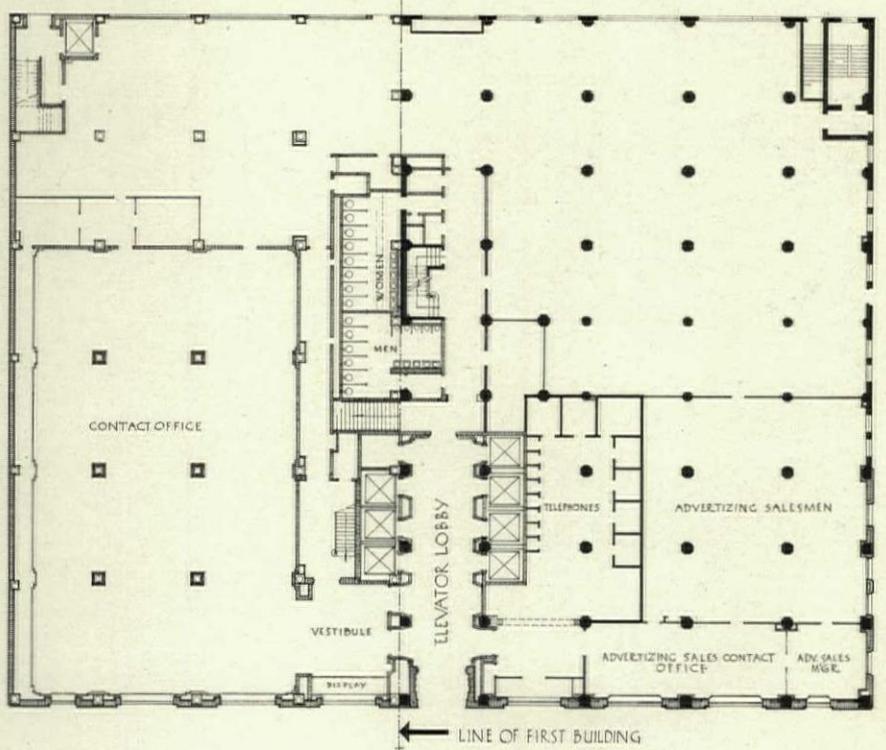
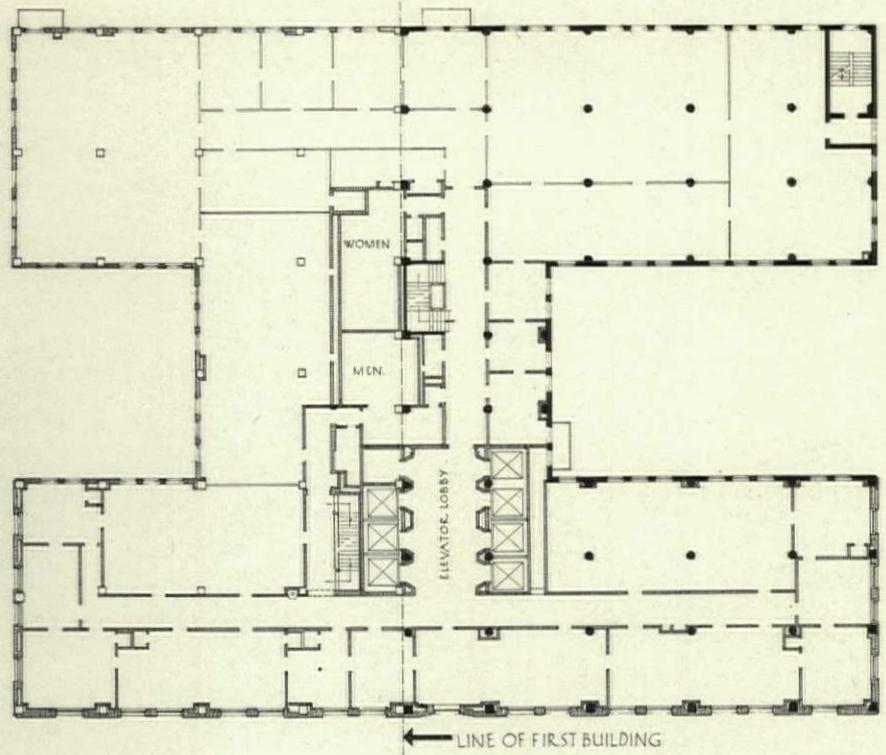
Before and after views of a telephone building in the West.

The original building, reinforced concrete frame ten stories high, designed to carry two additional stories, was faced with terra cotta and brick. The job consisted of an alteration and addition of the two new stories and a large new wing in steel frame. Alterations involved removing the old elevators and replacing them with seven modern high speed, signal control machines. New plumbing and mechanical equipment were installed, presenting a typical modern plant.

AND WIDER AND CLEANER AND LIGHTER

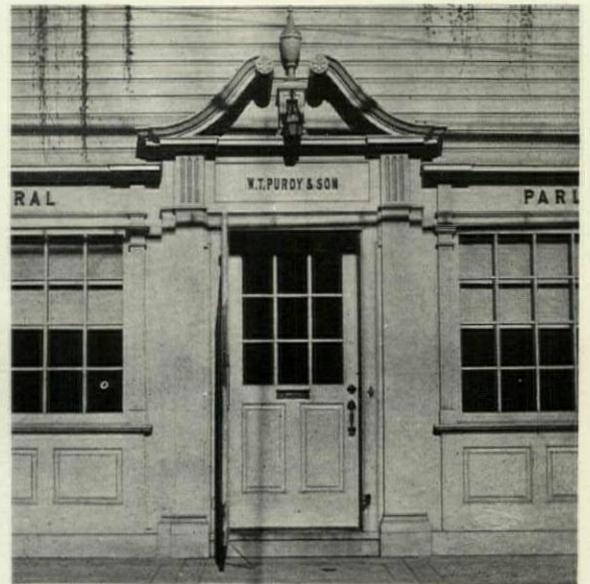


Mott
Detail of the new entrance which occupies the same plan position as before alteration.



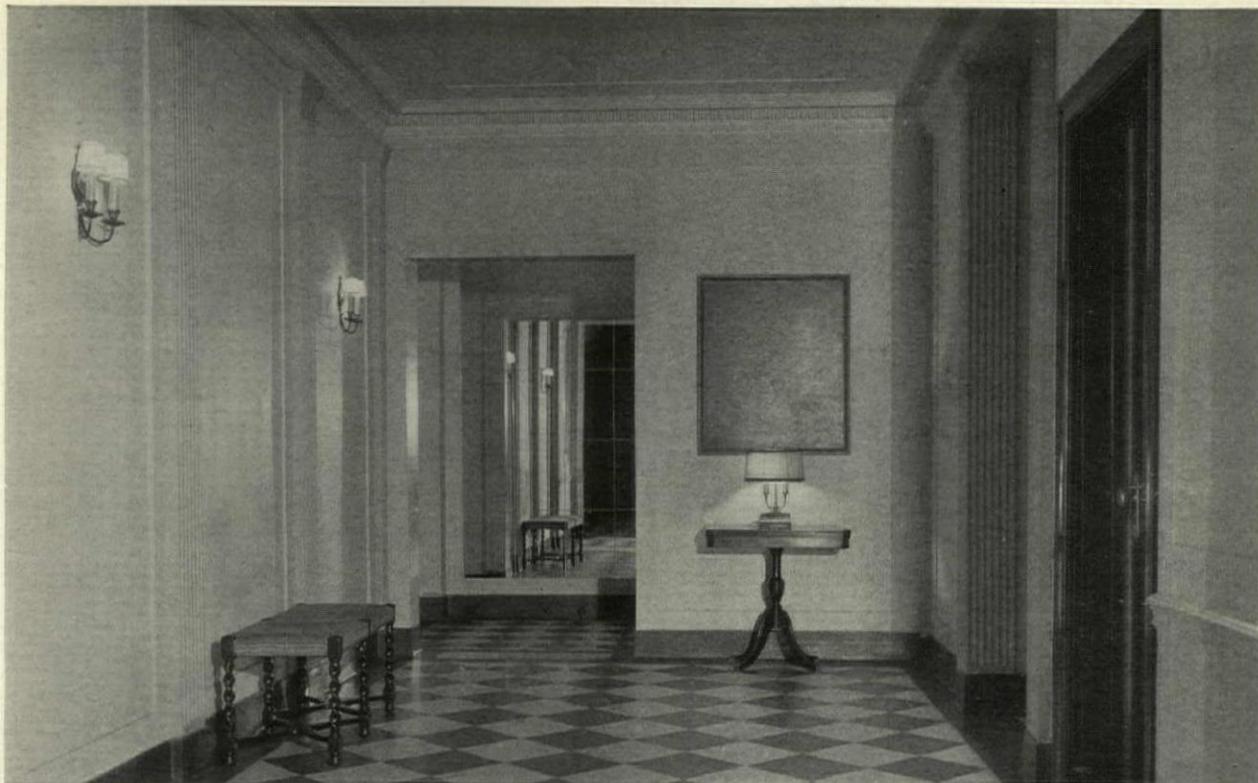
The building was treated for acoustics throughout. Alteration costs to the old building were \$650,000. The two-story addition cost \$150,000, and the large new wing cost \$1,200,000, bringing the total expenditures for alterations and additions to \$2,000,000. The new steel frame portion averaged about 60 cents per cubic foot. Above are plans showing the old building and the new additions.

A MORTICIAN REJUVENATES



A most happy remodeling and modernizing of an unsavory, rundown, old building into a clean bright adaptation of Colonial design. The pediment triangle formed by the roof was completed by carrying the cornice across the facade, and adding a pilaster at each side. The vicious porch shed was removed, a new door and windows, a new terrace and steps built. Some new paint completed the magic on this exterior.

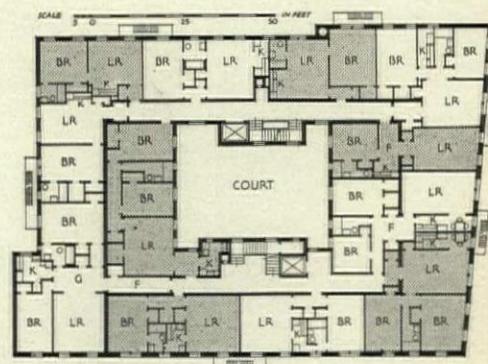
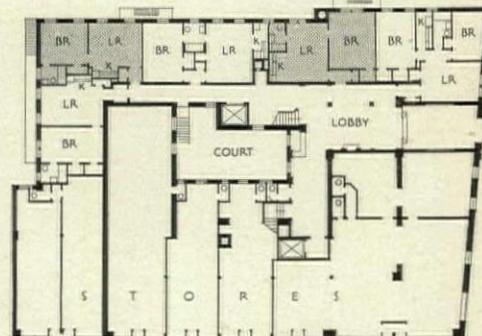
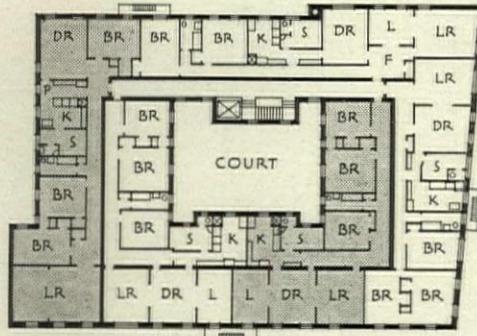
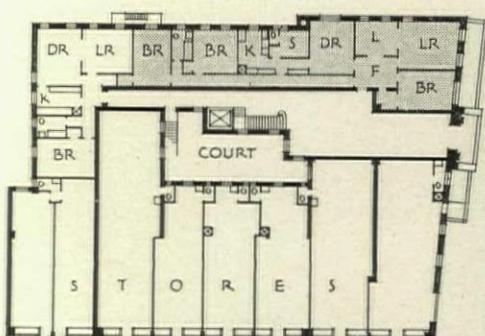
HOUSING 38 MORE FAMILIES IN THE IDENTICAL SPACE



Dryer Photos

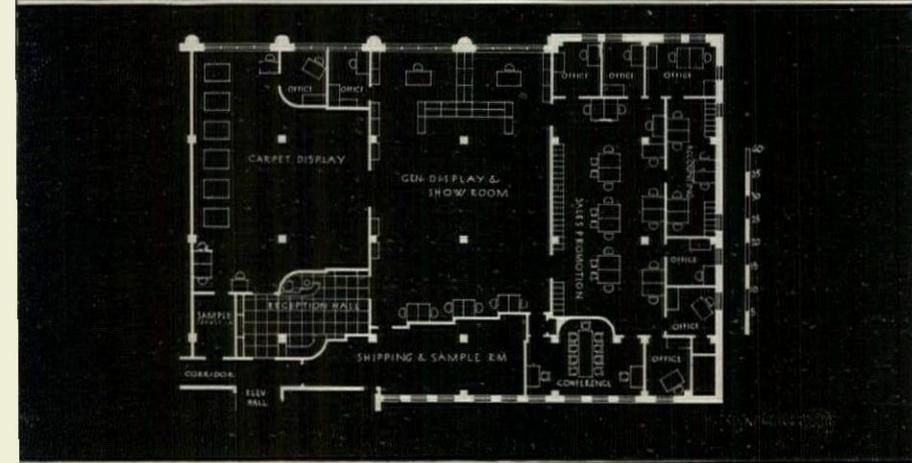
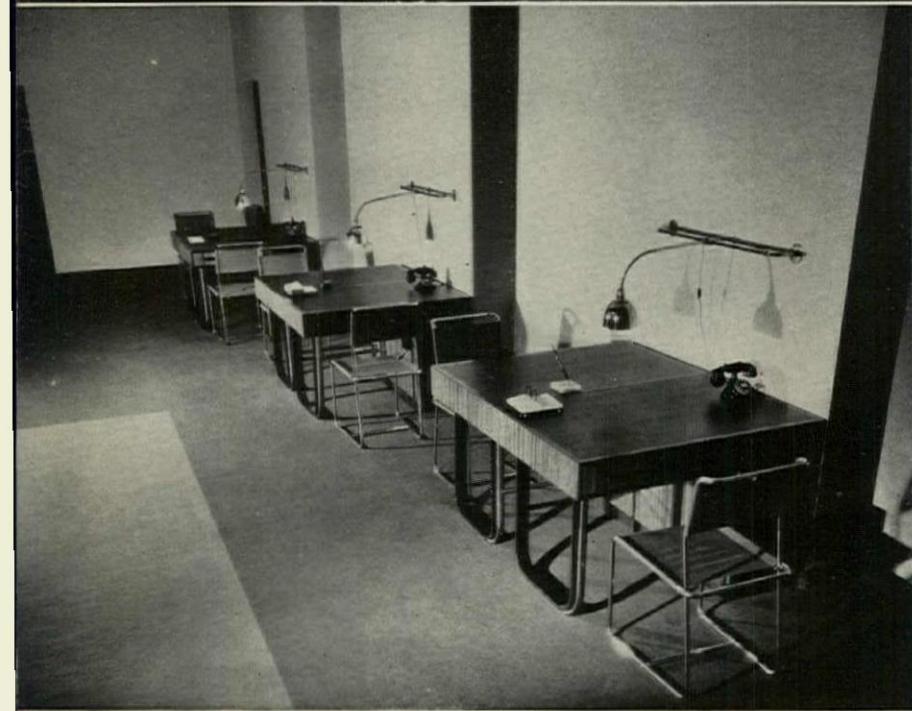
Before alteration

After alteration



Taking advantage of the trend toward smaller and more compact apartments this building, typical of thousands of obsolete city apartments, formerly housed 27 families, in seven and eight room apartments. It was remodeled to accommodate 67 families in two, three and four room apartments. Modernization included a new entrance hall, new elevators, and installation of incinerators and electrical refrigerators. Completed December, 1931, the approximate remodeling cost was \$150,000. The building seventy-five per cent rented on completion of the remodeling is now completely rented.

WHOLESALING WITH A



The days are ending of displaying wholesale merchandise in whitewashed lofts with cement floors and feeble, ineffectual illumination. Attractiveness of surroundings and excellence of presentation promote sales to buyers — as well as to the public. Buyers are now taking more time to study their goods, while sellers are finding out there is a technique in wholesale selling. The architectural treatment of the space and displays is only less important than the selection of the merchandise for which the surroundings furnish an intriguing background. The space occupied by these interiors was originally the usual office layout, cut up in small units of no architectural character whatever. The space and interiors were replanned after a

MERCHANDISING FLAVOR



careful study and analysis of the product, and the best methods of displaying it with respect to proper space enclosures, had been made. Pleasant relief, in the case illustrated, to the simple wall treatment is afforded by a careful use of color on ceilings and walls and in the carpeting of the floors. The upholstering of the furniture gave opportunities for powerful touches of brilliant color. 1—View of the carpet display room looking into the general display and showroom. 2—Salesmen's desks in the general display and showroom. Note the interesting treatment of this long wall by the three small breaks. 3—Reception hall looking into the display room. 4—Same room looking toward the entry.

In making final selection of the pages for this book, the requirements of a properly balanced content and space limitations regrettably left the Editors of The Architectural Forum with much material of architectural excellence. These projects are being held for future publication in the magazine itself.

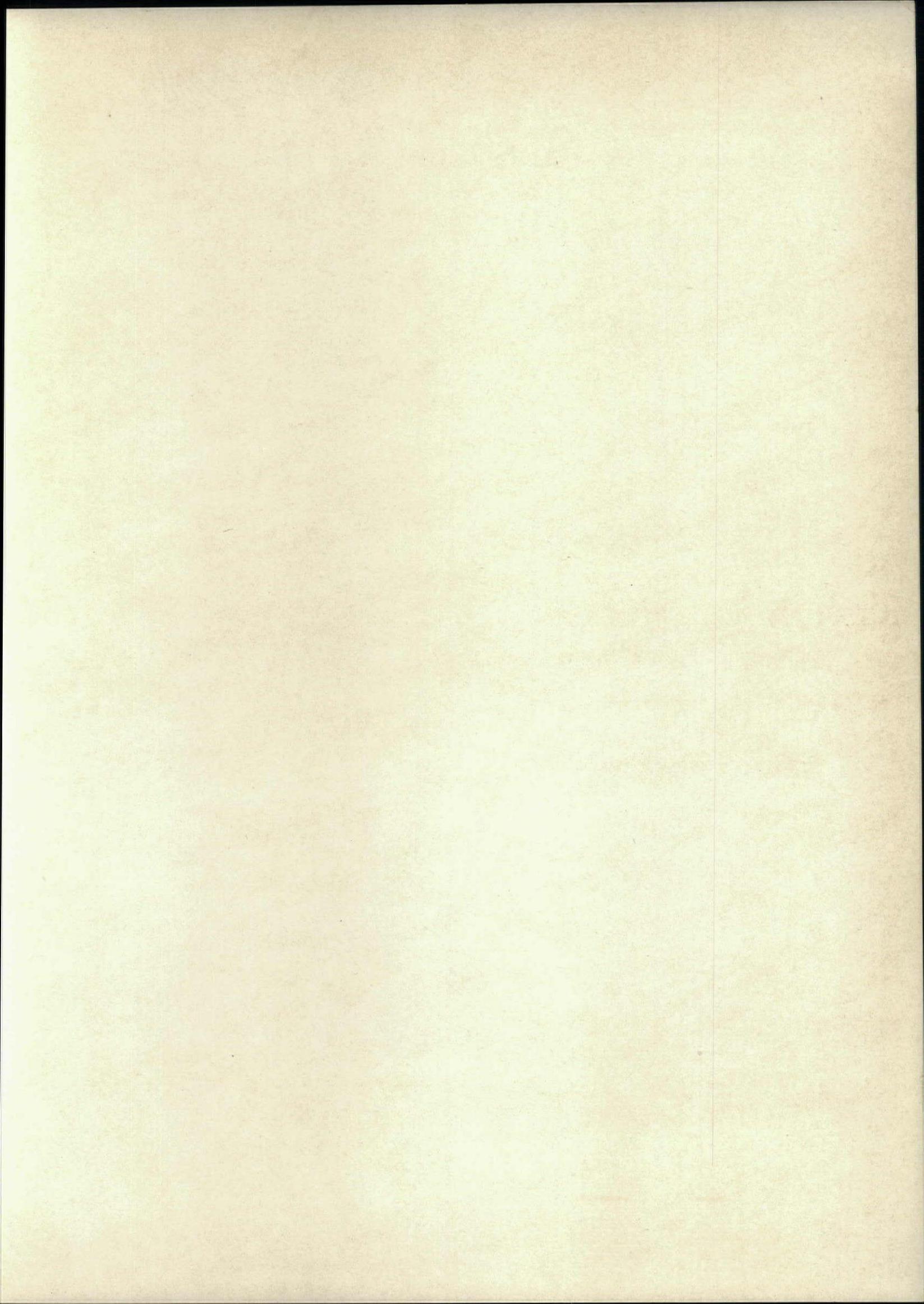
Appreciation is due the many architects who made available their projects so that we might place before the public a current exhibition of a new art — remodeling; an art which demands the most of those talents which architects offer — common sense combined with uncommon taste.

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