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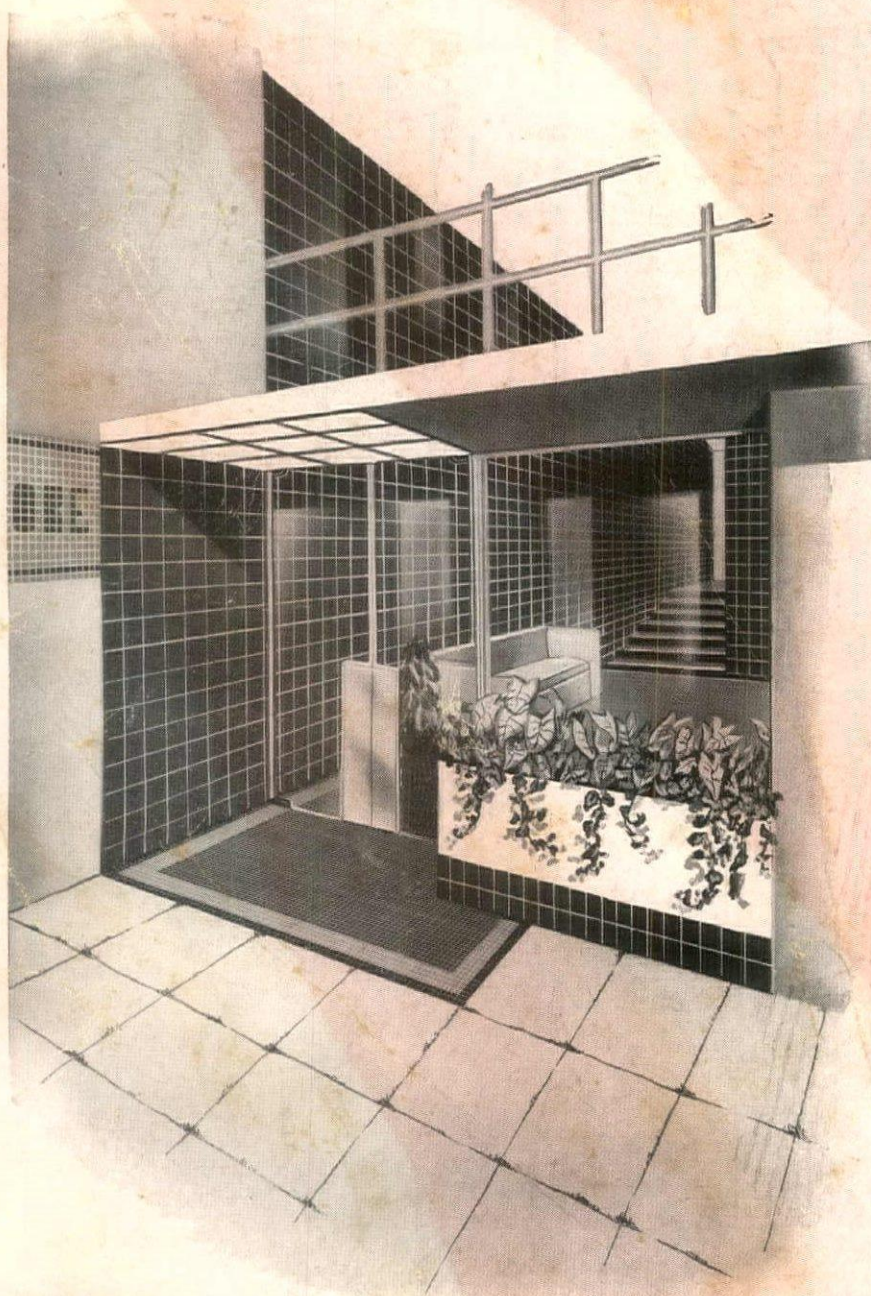
FRANK
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JANUARY 1948

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101 DISPLACED PERSONS

IN A STRANGE NEW LAND they stood—these displaced persons. Silent men with grim tasks ahead worked purposefully and with little thought of the fatigue that racked their weary bodies. They were building a new community—their community.

Women, hollow-eyed, their white drawn faces mirroring pain, went about setting their humble homes in order. On every side was hunger, privation—the plight of desperate people—"A picture of Europe, 1948?" . . . you ask.

No—a picture of America, 1620.

For here, 101 displaced Pilgrims—men, women and children of the new America—freedom-loving people all, were beginning a new way of life. They were meeting critical shortages, and overcoming them—shortages of all the things that make for decent living—food, clothing, shelter . . . shortages that relatively were the greatest our nation has *ever known*.

There was a 100% shortage of almost everything on that day, 328 years ago, when their storm-battered ship nosed into the quieter waters of rock-studded coastal bays. Yes, a shortage of everything except **COURAGE**—a belief in the dignity of man—a passionate desire on the part of each to live as he liked.

Perhaps it was the strong driving force of the urge to be free men that enabled them to solve the critical shortages of their day. For you see, no one could pass a law providing new homes or schools . . . nor were there any homes here ready for them to occupy.

So, with bare hands and primitive tools, they individually dug from the earth and cut from the forests their own homes and schools. Ceaselessly and endlessly they worked at their simple tasks, struggling for necessities . . . looking ahead, not behind . . . building a heritage for millions of Americans to come.

Are we less courageous than they?
Is war-scarred Europe more
destitute than they were?
Is there less hope in our time than theirs?
Are our shortages more acute than 100%?

There is a simple answer to those questions and to the problem they pose. It is a **WORD**. A short word, without glamour, but a virile word of dynamic force . . . a word, that in its simplicity, might be overlooked, but a word so powerful as to be virtually magic.

It isn't a new word to Ceco thinking, for in January 1947 we said this word was the key to better times—to security for all.

May we say it again?

It is **W-O-R-K**—a four-letter word for continuing prosperity, for preserving freedom in America and for providing hope throughout the world. As we said before, *everyone* must work more . . . produce more—*management* and *labor*.

Suppose we look at the simple mathematics of the problem. There just aren't enough homes, schools, hospitals, roads, to satisfy the needs of all—not enough steel, automobiles, freight cars, food . . . for America and the rest of the world. How can more of these scarce things be made available sooner, and at **LOWER PRICES**?

We, like you, have heard many so-called cure-alls. Some say too many have too much money . . . they bid against each other for scarce things and thus keep prices ever moving upward, so taxes must be raised, not lowered—must be kept high to draw off excess money. Credit must be curtailed so buying will be slowed down. Or prices must be regulated and goods rationed.

Others say don't buy unless your needs are desperate, quit eating certain foods certain days, don't build now . . . don't . . . don't . . . don't . . . verboten. It all has a familiar ring somehow. It's a creed of hopelessness—of negation.

Let's hear a new voice in America, raised high in a mighty crescendo, drowning out those voices of fear. Yes, a new voice of hope, which will say in clear unmistakable tones of triumph . . .

"Let's **DO** something . . . yes, let's trade **DO** for **DON'T**."

We of Ceco believe the American way to solve the problem of shortages and high prices is one of action . . . one of *doing* . . . of *making more things*, not buying less of what we have, of increasing prosperity . . . not dividing misery. And prosperity comes from *making a lot* for all . . . not *dividing a little* with all.

vs. 60,000,000 EMPLOYED..

Look at it this way. There are some 60,000,000 adults—men and women—employed in the nation today, making things for the more than 140,000,000 Americans and the many, many millions in all the other countries of the world. Now we can't increase our 60,000,000 employed to any great degree very fast. They just about represent today's manpower capacity—but, if everyone of those 60,000,000 . . . executives . . . managers . . . labor . . . white collar people, *ALL* of America's working force, produced more *individually*, things would become more plentiful and prices would be reduced.

It's basically that simple.

Yes . . . we 60,000,000 Americans must work more, produce more, instead of less, and that goes for EUROPE and EVERY OTHER PART of the world. Everywhere we must increase man-hour output . . . bricklayers must lay *more* bricks, architects create *more* buildings, miners dig *more* coal, farmers raise *more* produce, stenographers write *more* letters, managers do *more* managing . . . and this must go clear back through the entire economy from raw materials to manufactured products.

Then, and only then, will scarce things be plentiful . . . will money stop bidding up prices . . . will inflation be halted and a sound basis be established for the security of all, both *labor* and *capital*.

Given a freer rein this past year, the building industry made real progress in cutting down building shortages. For example, twice as many homes were completed in 1947, as compared to 1946 . . . plant expansion is getting closer to demand. Ceco salutes construction men for the job they are doing.

We like to feel that in some measure we have been helpful in this progress. Here are some of the things we have done to help the building industry in 1947.

Our production in 1947 nearly absorbed manufacturing capacity, which was doubled in 1946 • New fabricating plants were erected in Hillside, New Jersey and Houston, Texas • Personnel in plants, offices and sales force increased more than 50% • More than 100 improvements were effected in our products • More than one-third of our new products developed since the war were put in production.

But what about the future?

Today, as was true a year ago, the building industry faces an imposing demand for all types of construction. People want more homes, schools, roads, and will get them if an *unhampered* building industry is permitted to provide them . . . could get them at lower prices, too, if *ALL* would *WORK* to produce *MORE*, not less.

We of Ceco believe in America's future, in its ability to meet the challenge of world leadership—for after all, a way of life that has given Americans more of the good things of earth than any other people anywhere doesn't have to be *proven* . . . it is proven . . . *it is working*.

As for the building industry, Ceco has confidence *we can* count on our architects, engineers, contractors, builders and industry labor, to provide the structural needs of our nation. To this end the industry—America—can count on Ceco.

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GOLD SEAL

Award Winners

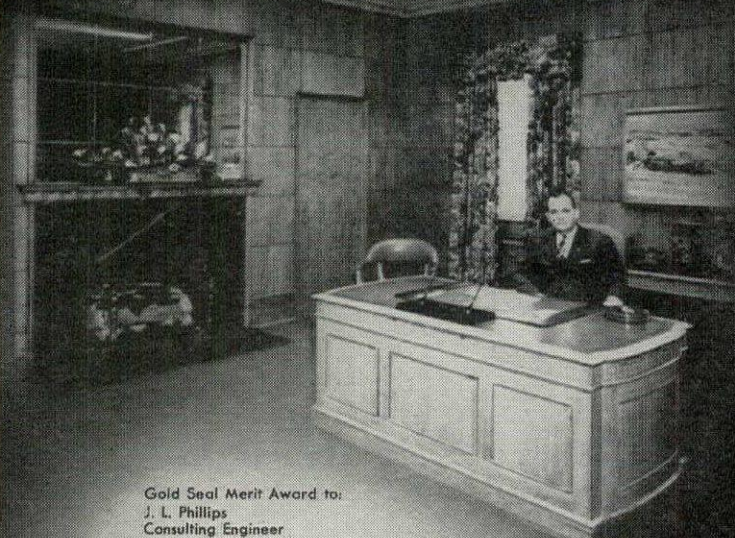
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Entry: Royer's Dept. Store
Architect: Brandon Smith



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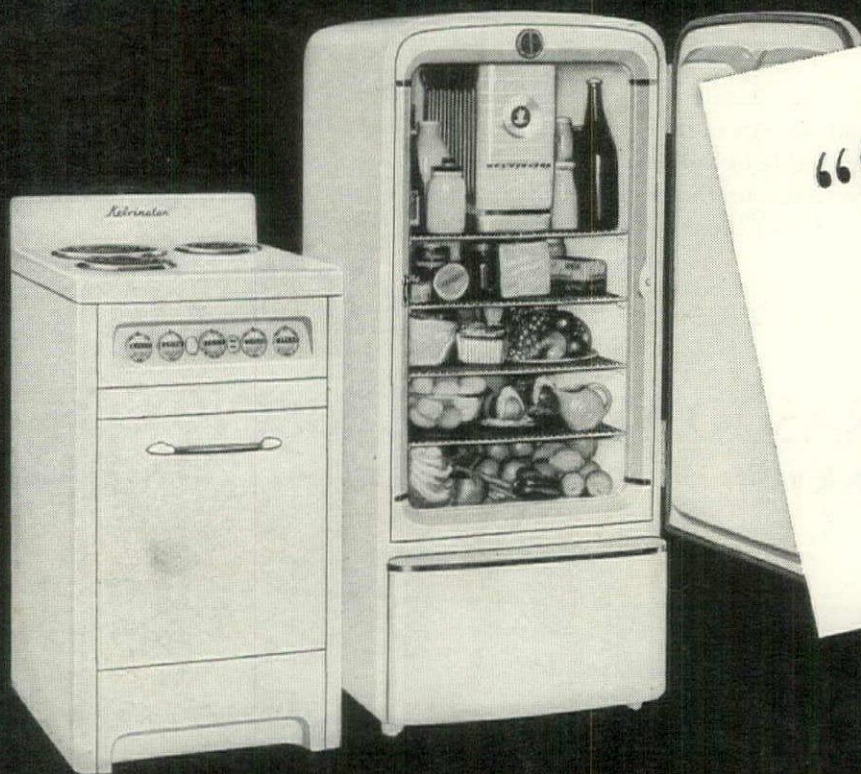
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BUILDING MONTH. Last month as a record snowfall rapidly reduced metropolitan New York to the level of a snowbound village, the already substantial saga of wayward buses, ferryboats, etc. was enlarged by a wayward railroad train. The train, which all aboard believed bound for Port Washington, took a wrong turn and carried everybody rapidly out to Jamaica instead. As the New Year opened with both employment and the price index at a record level, the Building industry—and the nation—felt something like the passengers on the wayward railroad train: peering anxiously through the blinding snow, they continued to try, without any success, to make out familiar landmarks as they were carried inexorably and at top speed to a destination none of them had anticipated.

The question for everybody was still the same: Can we stay where we've got to so rapidly—or will we have to turn around and go down hill again? The month's most cheerful answer came from a Twentieth Century fund economist, who pleased everybody by announcing that we are all probably on the upgrade to stay. This sanguine economist, W. S. Woytinsky, thinks the postwar boom is being painlessly liquidated right now. He finds purchasing power and savings more evenly distributed than after World War I, says future production may rise beyond anything yet seen.

In Washington, it was clearer than ever that nobody wanted to be responsible for pulling the anti-inflation switch, if indeed, this switch could now be found at all. But the thickening confusion on just where—if anywhere—the strategic switch was to be found last month nearly threw housebuilding off the road entirely. With interest rates firming and mortgages once more looking for takers, Congress uneasily listened to the several authorities who urged braking FHA's Title VI mortgage insuring authority to a dead stop. Fortunately for the housebuilding business, Congress was finally persuaded that this was the wrong switch to pull. But the discussion that accompanied lifting the Title VI insurance ceiling by another \$750 million showed what is likely to happen when the legislation creating this government insuring authority expires in March. Renewal of Title VI will precipitate the whole question of whether high percentage loans, made directly to builders, are pushing house prices to dangerous levels. Insiders said that Congressional leaders were last month convinced of the merit of the direct-to-builder feature of Title VI loans (see below) and will extend this legislation next spring but reduce maximum loan percentage (now 90 per cent on a \$9,000 house) as an attempt to curb prices.

Elsewhere in Congress, the Joint Housing Committee was winding up its investigation of what else might be done to pull house prices down—and to get more houses started. Representative Ralph Gamble, in a progress report last month, expressed confidence that supply of soil pipe, nails, gypsum products would be adequate for increased housebuilding over the next year. Price and supply outlook for heating, and plumbing supplies and for lumber is, however, less reassuring. Inquired Representative Gamble: "Why has the wholesale price index of lumber risen to 285.7 since 1939 (1939-93.2), whereas the price index of all building materials has risen to only

183.3 (1939-90.5)? It may be necessary to examine our entire lumber export checking machinery. It may be desirable . . . to look further into the profits of lumber manufacturers and also to establish to the Committee's satisfaction that a retailer's service is necessary to mass construction of housing, particularly where some manufacturers own or control their retail outlets."

Although housebuilders themselves would welcome this and any other devices to reduce—or at least to stabilize—the price of their product, they could not help but feel the comfortable glow of accomplishment—and of even greater expectations—as they looked back on the busiest fall building season on record. The seasonal fall-off had not hit until November, and the November tally of 82,000 new starts and 86,000 finished houses had not even remotely been approached in any other fall month since building activities were chronicled. Another favorable sign: rental housebuilding (although some big investors seemed to be stumbling, see page 14) was increasing, accounting for 15 per cent of all nonfarm housing started in October as compared with 11 per cent last January.

Government experts forecast a 30 per cent increase in public works this year. Most communities had waited as long as they could for needed schools and hospitals. And 1948 would be only the beginning of a building job that will last for many years to come. Sample: a federal tally of the war baby boom discovered that there will be three times as many children in primary school by 1955 as there were in the 1920's. Thoughtful educators believe this will mean, not only a lot of school building, but a new design approach: more flexible buildings, adaptable to various uses and ages.

All in all, the way ahead for Building looked clearer than it had for many a year. In spite of many uncertainties and some undoubtedly dangerous curves ahead—nobody thought we would have to bump down hill again.

WASHINGTON

PROBLEM IN INFLATION

Congress decides not to throttle financing of big housebuilding.

FHA's Title VI, the instrument by means of which more than one-third of all current housebuilding is financed, was very nearly caught in the anti-inflation drive of the special Congressional session. But, with some timely prompting from the American

Legion, Senate Republican leaders decided that Title VI was more deflationary than inflationary, after all.

One trouble was that few Congressmen were masters of the intricate machinery of Title VI. They had heard such authorities as Federal Reserve Board's Marriner Eccles and Edward F. Brown, board chairman of Chicago's First National Bank, decry government-backed mortgage loans. Said Brown: "They are in excess of the cost of the property mortgaged, and can only result in loss to the buyer and to the government."

Title VI critics had one legitimate gripe. As every housebuilder knows, Title VI differs from regular Title II mortgage financing in its recognition of "reasonable current costs"—considerably higher than the "long-term stabilized values" that are the basis of Title II mortgage appraisals.

But it also differs in a far more important respect. Title VI is the first step toward production financing ever taken in an industry almost exclusively built on consumer financing. Under Title VI, the housebuilder becomes the mortgagor. He can take out the papers for a hundred mortgages at a time—which means that he can start 100 houses at a time. Under the old Title II plan, the housebuilder must sign up a customer for each house before he can get the financing to start building. To throw out Title VI would mean throwing out one of the few steps toward large-scale production yet taken by the laggard housebuilding industry.

Once this had been explained by housing bosses Foley and Richards (see below), Congress quickly agreed to lift the Title VI insurance authorization by another \$750 million. But only \$250 million will be immediately available. The President will have to say when it is time to dip into the remaining authorization of \$500 million. FHA officials say there is not much doubt that this will be very soon.

PERSONNEL

Foley team lines up in Washington housing jobs, with only one vacant.

In its busy special session, Congress found time to approve the President's choice of the two chief housing bosses. Confirmed were Raymond M. Foley as Administrator of the over-all Housing and Home Finance Agency, and Franklin D. Richards as Commissioner of the Federal Housing Administration.

Appointed by the President (but not yet confirmed by the Senate) was William K. Divers, to replace veteran John H. Fahey as chairman of the Home Loan Bank Board. Divers had been Foley's chief assistant in the Housing and Home Finance Agency. His appointment means that housing boss Foley will have the lieutenants of his choice in both key agencies (Richards was Foley's right-hand man when the housing boss was FHA Commissioner) and that the housing

agencies will be "coordinated" in fact as well as on paper.

The President also reappointed John Alston Adams to the three-man Home Loan Bank Board. Conspicuously not reappointed was Nathaniel Dyke, Jr.—Fahey's heir apparent. Insiders said that Dyke was a side-line victim of the attack savings and loan associations had made on Fahey's policies; Fahey had resented Dyke's at-



FOLEY

tempts at appeasement.

Tighe E. Woods was re-appointed as Housing Expediter, but there was not much left of his job. In the New Year, the remaining government building restriction on amusement and recreation structures will be dropped, the guaranteed market and premium payment programs will be abandoned—only the veterans' preference requirement on new housebuilding will stick.

Housing job not yet filled: Commissioner of the Public Housing Administration. Everybody in Washington expected this to go to John Dobbs, head of the Housing and Home Finance Agency's New England office. Meanwhile, Assistant Commissioner John Egan was named Acting Commissioner.



RICHARDS

MARKET

COST-OF-LIVING

It varies among the cities mostly because of housing, BLS says.

Housing, as the National Association of Manufacturers found out last month (see page 11), is one commodity that an age of mass production has conspicuously failed to produce on a standardized and nationwide basis. The extent to which housing is a uniquely local product was illustrated in the City Worker's Family Budget, released by the Bureau of Labor Statistics.

The Bureau figured out how much money a family of four must spend in 34 cities to buy needed goods and services. The purpose of the study: to see how price rises had affected the family budget in the period between March 1946 and June 1947.

In the course of its research, the Bureau was surprised to discover how widely family expenditure for housing varied from city to city. (Since the Bureau lacked enough information about the monthly cost of home ownership, it figured what the worker's family would have to pay to rent an adequate dwelling in the various cities.) Housing expenditure, in fact, seems to be the

main reason why the cost-of-living varies from city to city.

Adequate food for a family of four costs almost as much in Kansas City, one of the lowest cost-of-living cities, as in Washington, D. C., the highest cost city. The cost of clothing varies more—but in direct relation to climate. A family in Minneapolis, the coldest city on the Bureau's list, would need to spend almost \$64 more a year for adequate clothing than a family in Jacksonville, the warmest city. But the cost of adequate housing varies most of all. In June, 1947 the annual cost of adequate housing and home maintenance for a family of four amounted to \$868 a year in Washington and to only \$598 in Kansas City.

Said the Bureau: "The cost of housing is distinctly less in the smaller cities throughout the country." But exceptions—such as Richmond, Va., near the top of the high cost list—illustrated what every real estate man knows: cost of housing also varies in relation to the amount of housing available on a local basis.

The seven highest housing cost cities, according to the Bureau's index: Washington, 100; Chicago, 91; New York, 90; Richmond, Milwaukee, Mobile, Birmingham—all 89.

The five lowest housing cost cities: New Orleans, 65; Kansas City, 70; Houston, 73; Los Angeles, 75; Scranton, 76.

MATERIAL

NAILS

Beauty parlors and delicatessens have them—or try Puerto Rico.

Kegs of nails were stowed under delicatessen counters, stacked up in beauty parlors, standing on the coops in poultry markets. They seemed to be everywhere, in fact, but in the builders' supply stores. Nail shortage was unquestionably the sorest spot in Building: so sore that one subcommittee of Congress' Joint Housing Committee (page 9) was doing nothing but look into it.

One witness told Senator Flanders' inquiring committee about the 19,000 keg shipment to Puerto Rico (no export license needed) which came right back to sell in the gray market at triple price. Flanders promised to do all that an investigation subpoena could do to stamp out the speculators who are raking in cash through loopholes in the nail distribution system. In return, representatives of the companies producing 90 per cent of the nation's nails shook hands on a four-point program:

- ▶ Stepped up production—with plants to go on a 24-hour basis if necessary.
- ▶ Increased production by non-integrated plants—independents not producing their own steel to be allocated more steel rod.
- ▶ Better policing by the industry to locate and close up loopholes to the gray market.
- ▶ Concentration on production of nails of housing size.

HOUSES

NAM VIEW

We can get low-cost houses by opening door to industry competition.

Adding its impressive weight to the already substantial ranks of those contending with the Housing Problem, the National Association of Manufacturers has come up with one of the most cogent and factual reports yet seen. More than a year ago NAM set up a housing committee composed of leading manufacturers in the field, appointed National Gypsum Co. president Melvin H. Baker its chairman, and tapped two experts—FORUM consultant Miles Colean and ex-trust-buster Corwin D. Edwards—to help out. Last month NAM offered the findings of these high-powered and strategically placed investigators, in 32 closely printed pages.

As to what's the matter in housebuilding, NAM found little that would make news to Building men. The trouble, said NAM as many had said before, is that housebuilding is a small-scale, localized operation, bypassed by the techniques of mass production. The reason, said NAM as many had said before, is that no one factor, big enough and powerful enough to control the housebuilding operation, had emerged to create price and product competition by fighting down entrenched restrictions.

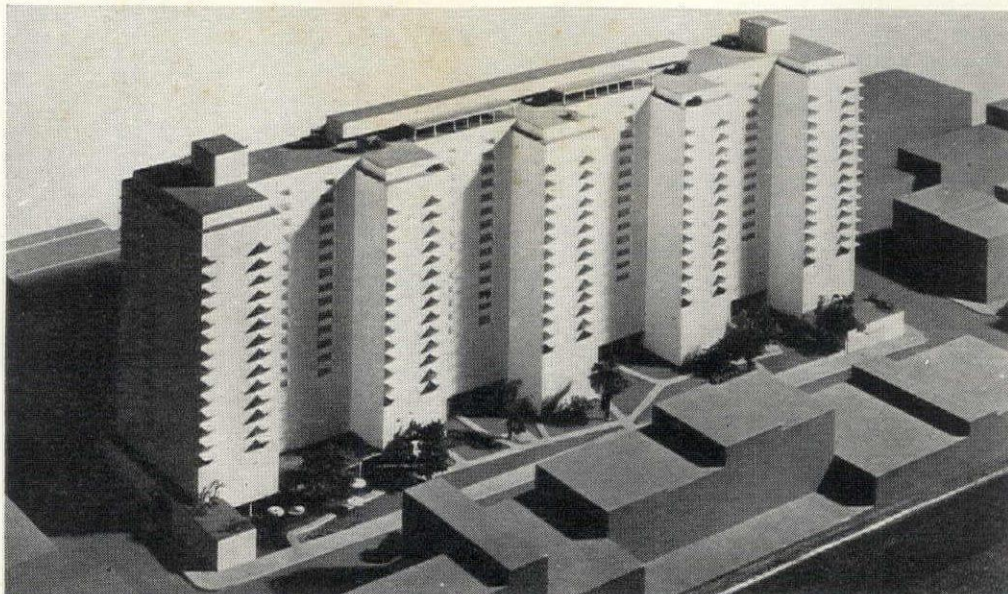
The report put this rather delicately: "The number of persons whose interests are actually competitive is ordinarily quite small in even a relatively large city. It is rare for any one party to assume, from the standpoint of the ultimate consumer, full responsibility for the proper erection of a house in the sense that a single concern is responsible for making an automobile. As a consequence, no single activity has a very large effect on the final cost of the completed structure, and since the total cost is not affected appreciably by any one price policy, it is reasonable for each group to think that there is a fixed amount of work to be done in supplying a fixed demand for houses, and that high prices and practices which raise the charges for that work must necessarily be profitable. Because of its nature, the construction industry thus comes to be based on relatively small volume with activities tending to be entirely upon a segregated local basis and some resultant practices designed to exclude outsiders and to eliminate competition among established concerns."

But NAM, unlike many of the investigators who have reported before, did not stop with a what's-the-matter list. NAM also offered some outspoken suggestions on what to do about it:

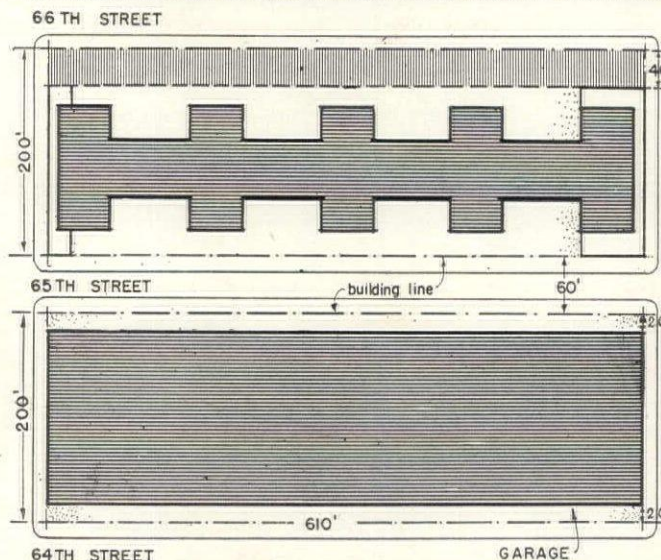
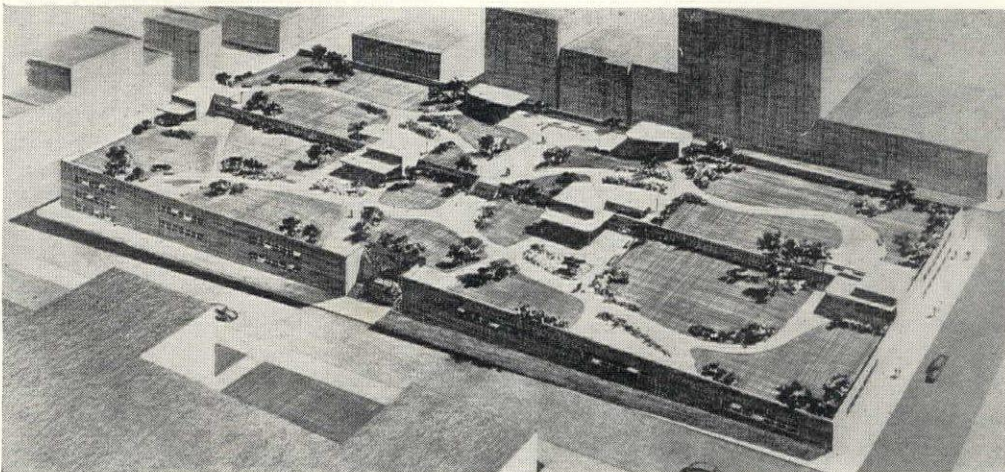
- ▶ Outlaw labor restraints on competition, the jurisdictional strike and the closed shop.
- ▶ Repeal local laws providing preference for local contractors or locally made build-

(Continued on page 12)

MORE INSURANCE COMPANY HOUSING FOR NEW YORK CITY



This apartment development to house 600 families is planned by the New York Life Insurance Co. for Manhattan's upper East Side. Plans call for a single 19-story building, set well back from the street. A 1,400-car garage will be built on the adjoining block. Architects: Mayer & Whittlesey with Skidmore, Owings & Merrill.



Apartments in the project will range in size from two to seven rooms. Plans reverse conventional practice of interior court, call for wide landscaped area at sides. Glass walls at four sections of the first floor permit a clear view through the structure to the garden on the opposite side. Since the development is located on the site of the old Third Avenue car barn, a Civil War landmark, New York Life faces no relocation problem. The company has made no announcement on rentals, but says it is planning for middle-income families.



Solving three pressing municipal problems at one whack, New York City condemned the land for this insurance company project. The public purposes served are 1) slum clearance housing; 2) a public parking garage (only 300 stalls will be reserved for apartment tenants); 3) widening of three cross-town streets (see diagram at left). Garage will be partly underground. Drawing above shows how its roof will be landscaped as a recreational area. The project is a good example of how public aid in land acquisition can stimulate large-scale urban redevelopment and coordinate it with other city needs.

ing materials. "The only purpose of this kind of law is to serve as the equivalent of a local protective tariff."

► Repeal contractors' licensing laws. "Intended to reserve the market for a local group . . . Where necessary building codes and systems of building inspection can replace licensing systems."

► Hold workingmen license requirements to a minimum. "Such requirements when perverted become devices to limit the number of men entering a trade."

► Develop model codes which can be generally adopted. "Codes are restrictive through their diversity for they are so numerous that even if each individually were satisfactory, the diversity of requirements from one town to another creates obstacles to the mass production of uniform types of building material for a national market and to development of centralized prefabrication of portions of structures."

► Write performance instead of specification codes.

► Develop authoritative standards of performance. "This might be undertaken by the National Bureau of Standards. Standards of safety and health as distinct from engineering might be handled through the U. S. Public Health Service."

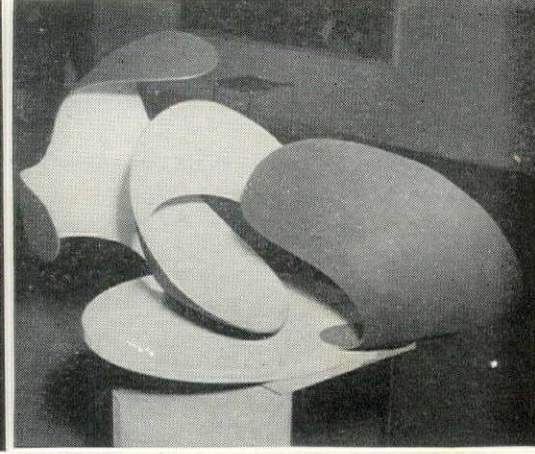
► Develop standardized testing of building materials. "The American Society for Testing Materials might, having determined the accepted standards, permit private and institutional laboratories to actually conduct the specific tests in accordance with uniform procedures subject to inspection and certification. This would make the results universally acceptable, for a certificate of approval thus issued by any one certified laboratory would be good anywhere."

► Simplify code amendment procedure.

► Pass state legislation establishing a state authority empowered to review and modify local codes.



MILLER CO. ART SHOW opened in Hartford. Sculptress Helen Arch and Henry Russell-Hitchcock view Mary Callery's *Amity*. Miller president Tremaine's favorite—Jose de Rivera's metal sculpture, *Black, Yellow & Red*—at right.



DESIGN

PAINTERS AND ARCHITECTS

Lighting equipment manufacturer assembles prize collection of modern art.

The Miller Co. of Meriden, Conn., which knows which side of the pitched roof argument most of its lighting fixtures are found under, has launched a public relations gesture ambitious enough to make its competitors seem very dim bulbs indeed. The firm's \$250,000 gesture involves a prize collection of the biggest luminaries in modern art. Miller's intention: to show the footprints the contemporary artists have left across the face of contemporary architectural design. Miller's sensible public relations hunch: to make friends among the vanguard of the architectural profession who specify lighting equipment for the top of the market.

Late last month Connecticut socialities gathered at the Hartford Atheneum, filed attentively past some 40 canvases and

sculptures, heard critic Henry 'Russell-Hitchcock tell how the cubists, the abstractionists, the non-objectivists, etc. had all had a hand in what they might someday find themselves calling home. The Hartford opening started a two-year swing around the country for the Miller collection. Next stop: the architecturally minded Walker Art Center of Minneapolis.

The Miller collection, started in 1942 under the skilled eye of Emily Tremaine, wife of Miller president Burton Tremaine, Jr., is solidly based on Picasso, Mondrian, Braque, Leger, van Doesburgh, Klee, Miro, etc. But, since the Tremaines happily believe that U. S. designers can find new inspiration in newer work, it also includes such men as Jose de Rivera, Stuart Davis, I. Rice Pereira, Carlos Merida.

While in process, the collection hung on the walls of the Meriden plant, where, according to company officials, it set off all sorts of creative activity. President Tremaine, for example, got so attached to the de Rivera metal sculpture in his office (see cut) that he has been using it as a company trademark. But the fact that the sculpture also resembles an important part of a new Miller oil burner is mere coincidence, company engineers say.

Hitchcock has prepared a catalog of the collection, to be published in January, which traces the influence of contemporary art on contemporary architecture. Whether it will also canvas the reverse of this proposition, Hitchcock did not say.

HOMES FOR THE AGED

New British bill spotlights planning requirements for old people.

More than 6 per cent of us are over 60 and living alone; another 6 per cent are aged and lonely couples. For the housing needs of this 12 per cent, America has long failed to provide. Unlike many a European nation, the U. S. has depended either upon private purse or private pity to provide institutions—or else has simply looked the other way.

Not so Laborite Britain. Speaking in 1945, in the early, excited days of the Attlee Government, Aneurin Bevan, Labor's



THESE HOMES for 1,440 families may not get built in Chicago, since hot municipal controversy centers around their lake-front site. The Chicago Park District has filed proceedings to condemn the site—two blocks of lake frontage—as a public recreation and beach area. The syndicate backing the development is fighting condemnation on the basis of housing emergency and points out that this single project would exceed by 400 the total number of apartments for veterans built in Chicago last year. Architects are Loeb, Schlossman, & Bennett.

fiery Minister of Health (responsible for housing) hoped that "the old people will not be asked to live in colonies of their own—after all, they do not want to look out of their windows on endless processions of the funerals of their friends; they also want to look at processions of perambulators..." Translating his hopes into action, Minister Bevan, two years later, presented to Commons the National Assistance Bill, which will become law next June. Its purpose: To provide housing for old people. Its chances of *immediate* success in impoverished Britain: Somewhat slim.

But, impoverished or not, Britain's planners, long determined to take care of the cradle as well as the grave, were buckling down to taking care of what lies in between. They had read venerable Seeborn Rowntree's report on "Old People" to rediscover what they had known for some time: that special problems exist in Old Age housing and that, in all decency and humanity, it was high time that they be tackled. Few changes had been wrought since Queen Elizabeth's Poor Relief Act 350 years ago—which instituted the big, miserable "Poor-houses." Protested Bevan: "Bigness is the enemy of humanity." Homes for old people, thought Bevan, should house not more than 20 or 30. They should not be set aside from communities, like leper colonies, but form a part of every neighborhood. To achieve all this, Bevan's National Assistance Bill called upon Local Authorities "to provide residential accommodation for persons who, by reasons of age... are in need..."

Thus faced with the reality of Old Age Housing, British designers and architects got busy working out new design standards to fit the needs of old people. Obvious requirements: short stairs, balconies in the sun, double rooms to avoid loneliness. Less obvious needs: non-slippery bath tubs, closets within easy reach, clubrooms, dormitories for the infirm, bell systems to summon help, communal kitchens (plus small, minimum kitchenettes, enough to warm up some milk)—in fact all the things which, Bevan said, "well-to-do people have been accustomed to in residential hotels." The Tories, never a Party known for its reckless youth, offered no serious resistance.

Enumerating these delightfully human touches in Laborite planning, houser Charles Abrams last month sternly warned the U. S. that, in this respect, "America is among the most backward nations in the world." Many another nation, notably, of course, clean-living Denmark and Sweden, has long pointed the way toward decent homes for old people. With at least half of American science working hard to prolong life, the U. S. would be getting a good deal older. Cried Abrams: "Let us launch this campaign for the emancipation of the elderly. Let us write for them a new Bill of Rights..." If scarcity-ridden England could tackle the problem, the U. S. should find it a cinch.

MARSHALL FIELD ROOMS

Robsjohn-Gibbings furniture is shown in Chicago department store house.

Marshall Field, pace-setter for home-makers in the Midwest, has turned its impressive back on Chippendale in favor of the rather lavish contemporary pieces designed by T. H. Robsjohn-Gibbings. The Field store gave Gibbings furniture a handsome setting in its model house, suggesting interiors of some elegance and formality. Chicago shoppers were likely to find the Gibbings furniture more distinguished by good looks than by any new design notions.



GIBBINGS' CARD TABLE IS EXTENDABLE



OAK FURNITURE STANDS COOLLY IN THE LIVING ROOM



Hedrich-Blessing Studio

FORMAL SIMPLICITY IS THE DINING MOOD



AREAS OF GLASS EXTEND SOME ROOMS



IN THE BEDROOM, NATURAL CHERRY FURNITURE AND TRIM STORAGE FACILITIES



EQUITY HOUSING: Banks find yesterday's golden opportunity turning into today's expensive headache as only

To the almost-forgotten postwar planners of the early forties, equity housing, the investment invention of the Metropolitan Life Insurance Co., looked like a sure cure for an already bothersome housing stomach-ache. Unlike many another housing nostrum, equity housing seemed to taste as sweet to the social reformer as to the over-stuffed fiduciary agent. It promised size, solidity and long-range planning in a field bedeviled by pint-sized operations, speculation, and a general obsession with a quick turnover. For the big investors of the little man's money, it also promised a long-term return of up to 6 per cent—as compared with earnings of 2½ per cent on government bonds or 4 per cent on FHA mortgages.

As the life insurance companies moved briskly into direct housing investment to general applause, the rich (assets \$10.6 billion) savings banks of New York State eyed their nimbler competitors longingly. By 1945, when the savings banks succeeded in getting their go-ahead from the state legislature, the rosy glow of equity housing was already somewhat overcast by rising construction costs, labor troubles and the anti-discrimination issue. By last month, the record of the hopeful savings banks in this hopeful field had made at least one thing plain: more than a lot of money and some good intentions is required for equity housing.

Seven Stalled. The banks could point to one project completed, one underway; seven projects, for which land had been acquired, were stalled. Some of the banks, wondering why in the world equity housing had ever seemed like a good idea, were beginning to look for the nearest exit. One banking group had burned its fingers on a cost-plus construction contract; another had run smack up against a New York City ultimatum to start building. All were finding out that in building housing a board of directors is no substitute for a boss.

Last month, as the city's effort to get the banks to start work on their long-delayed Brooklyn project, Concord Village, spotlighted the banks' troubles, sharp-tongued Park Commissioner Robert Moses summed up what was the matter: "The banks simply do not like equity housing. It involves not only some risk, but some work. It is much easier to buy government securities and file them away."

Dime Savings Bank president George C. Johnson's reply had a familiar ring: "It would be a sorry day for 7,000,000 depositors in the savings banks if their responsible officers were to delegate their duties to safely invest the banks' funds to Mr. Moses." The rest of Johnson's defense was not encouraging to those who hope the banks will find a way to get on with their job of equity housing: "In spite of the

bombast and buncombe, the savings banks are, as usual, accomplishing the lion's share of relieving the housing shortage by making thousands of loans to legitimate, experienced builders who are fast overcoming this shortage." Big merchant housebuilders in the New York area, who have accused the savings banks of boosting everybody's construction costs by their inability to supervise labor and their competitive materials buying, said a jubilant amen. Fearful of the competition of the giant housing investors, the housebuilders now hoped for a better break on mortgage money.

Doubtful Aid. The row over Concord Village illustrated every aspect of the problem in a rather exaggerated form. In the first place, it demonstrated that the equity houser who accepts even the slightest form of public aid must be ready to take the consequences.

Intended to be a slum clearance job, Concord Village is linked with the proposed Downtown Brooklyn Civic Center, nucleus of what New York hopes will be its first completely rebuilt area. The Concord Village site had been acquired by the city under excess condemnation; it had been re-sold at auction with the proviso that the successful bidder must put up a "park-like" housing development of between 2,800 and 3,800 rooms with buildings not more than 14 stories tall. Acquiring the land as high-bidder, the banking group also acquired a possible penalty: failure to complete the project would mean re-sale of the land—with the banks liable for any cash deficiency.

Long before the deed was stamped, the banks found that almost every civic and housing group in New York had something to say about the Concord Village site—and most of it was no compliment to banking perspicacity. Situated between the Brooklyn and Manhattan Bridges, the site was rather generally held to be surrounded by traffic hazards and unsafe for children. But it was incontestably centrally located, and the New York City Planning Commission gave the nod.

Bids Rise. Then the banks hustled out to get bids. Their own figures had persuaded them that this 968-unit development would cost about \$6 million. The few bids they were able to entice convinced them that the figure would be nearer \$10 million.

This meant that the bankers would be obliged to go to the State Banking Board, hat in hand. The board's regulations (issued three years ago) had set maximum rent permitted bank housing investors at \$25 per room. Current cost estimates on Concord Village, the bankers said, meant that a rent boost of at least \$10 per room would be required.

Although powerful Commissioner Moses was smoothing the way, although the bank-

ing board ceilings, set three years ago, could hardly be said to be in line with current costs—a request for a boost in the bank's rent ceilings would touch a critical point in state G. O. P. policy. New York State Republicans are anxious to protect the small builder; they are equally anxious to limit state expenditures for public housing. Reflecting the controlling Republican policy, the banking board had adopted the principle that the banks should build in housing's "no-man's land"—that is, between the trenches of the private builder and the public housers. With the rise in building costs, nobody was quite sure where no-man's land now lay.

The question last month, however, was not for whom the banks would build Concord Village but whether they would build it at all. The *Brooklyn Eagle*, which has devoted itself to coverage of Concord Village, had splashed a page one headline warning that rising costs were likely to put the project on the shelf. Last month some of the banks involved privately admitted that they were ready to drop this hot potato altogether. Even if an attractive firm bid were in hand, the banks complained, there was still the matter of relocation. Some 100 families are still occupying property on the site, and there seemed literally no place to move them.

Ultimatum. All this made the bankers champ on their cigars when Brooklyn's Borough President John Cashmore summoned them to a meeting in November. Either make up your minds to go ahead by December 15, he told them, or the city will look elsewhere for "men of vision."

But when the December deadline arrived, the banks made no move and showed no signs of making one. Cashmore, evidently despairing of locating "vision," extended the deadline without marking a new date.

Concord is one of the four New York City "Villages" which the banks planned in 1945. The others: Sedgwick Village, a 784-unit development, planned for a site in the Bronx; Arlington Village, 600 units, Queens; Colonial Village, 1,332 units, Harlem, planned on the basis of tax exemption under the Redevelopment Companies Law. Construction of Arlington and Colonial has been "indefinitely postponed." Only Sedgwick now seems to have the slightest chance at a building start.

On their suburban and out-of-city "garden developments," the banks have made somewhat better progress. Parkway Village, the 687-unit garden development in Queens built to house UN personnel, is finished and occupied. But the banks now feel they contributed rather heavily to international amity when they signed the cost-plus contract. Construction costs reached close to \$4,000 a room. The banks figured that to get their money back at 4 per cent

two projects get started

they would have to hike rents to above \$30 a room. But Parkway is already full of UN tenants at \$25 a room, all happily holding three-year leases and two-year renewal options.

Much to their surprise, the bankers got a firm, acceptable bid for University Gardens, a 184-unit development to house University of Rochester faculty. Construction is underway.

Attractive bids have not, however, shown up for the three other "garden" developments: Waverly Homes, 750 units, Westchester County; Beacon Apartments, 50 units, Beacon, N. Y.; Niskayuna Gardens, 108 units, near Schenectady, N. Y.

Tight Reins. When the New York State legislature passed the law permitting savings banks to form corporations to build and own housing projects in 1945, bank deposits were piling and mortgage portfolios shriveling. The law opened a door to housing investment with these limitations: 1) no bank could invest in housing more than 5 per cent of assets or 50 per cent of surplus; 2) all activities were to be supervised by the State Banking Board.

The board immediately showed its intention of keeping a white-knuckled grip on the reins. Its regulations 1) set maximum

(Continued on page 16)



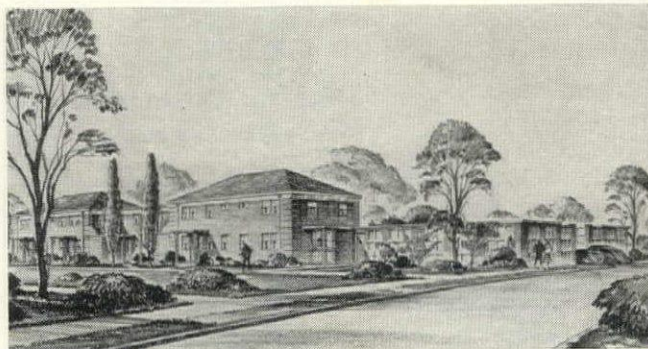
SEDGWICK VILLAGE is planned for a site in the Bronx. Skidmore, Owings & Merrill is the architect. Savings bank group paid \$900,000 for site, formerly occupied by Convent of the Sacred Heart, resold a portion for \$283,678 to New York City for the Bronx Expressway.



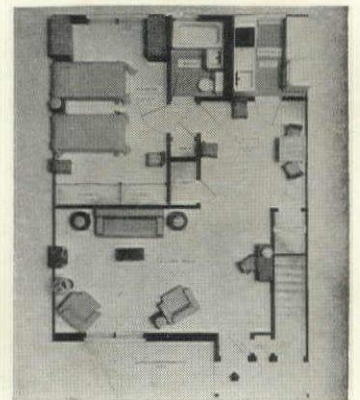
NISKAYUNA GARDENS, to be located in Schenectady, was also designed by Skidmore, Owings & Merrill. Bankers liked plan, calling for generous fenestration, until they saw estimate of room cost (about \$4,000; Madigan-Hyland). S. O. & M. were told to whittle down.



PARKWAY VILLAGE (above) is occupied by United Nations employees. Architect was Leonard Schultze. Banks seem ready to drop Brooklyn project, Concord Village (below) for which W. T. McCarthy & Rosario Candela are associated architects.



WAVERLY HOMES (above) is a Westchester development intended to house 750 families in 61 buildings. W. F. R. Ballard is the architect. The photo of Ballard's model (r.) shows one-bedroom unit layout. Development (below) for Beacon, N. Y., 216 units, is also designed by Ballard.



rents at \$20 to \$25 per room according to community size; 2) set the maximum number of apartments per project at 50 to 200, according to community size; 3) diluted the risk by requiring at least three banks to invest in each housing corporation, but also diluted control by barring any one bank from controlling more than 40 per cent of the stock; 4) limited the amount each bank could invest in a single project to 1 per cent of assets or 10 per cent of surplus; 5) imposed a 40-year ceiling on amortization.

Twenty Bosses. The banks had a ready-made headquarters for their housing operations—the Savings Bank Trust Company, set up in 1933 to provide a central pool of funds for hard-pressed members. Since then, on the Yankee axiom that it's smart to do business with yourself, SBTC had sprouted into a general factotum: depository, correspondent, confidant, information center, research bureau. A housing agency was tacked on to SBTC's many roles and Richard J. Olds, experienced in savings bank real estate departments, was named as head. A sub-bureau to advise on equity housing outside New York City was set up under Paul T. O'Keefe.

Although the banks blamed most of their troubles on rising construction costs, their critics said that a large part of the trouble lay in the mechanics of their housing operations. There were just too many banking fingers in each housing pie. Decisions on Concord Village, for example, have to be made by 20 banks. Snorted Commissioner Moses: "When you multiply the number of banks involved by the number of trustees of each, it becomes grotesque. Nobody can work with that kind of group, especially as most of them don't know anything about housing."

Some thought the banking colossi (31 state banks have assets of \$100 million or more) ought to reduce the confusion by going into housing singly. But SBTC's president, August Ihlefeld, readily admitting that one-bank control of project development is more efficient than the conference table method, doubted that any of the big New York banks would be interested in a lone-wolf role under present conditions. "Even for the big boys, it's too risky. A project in the metropolitan area has to create its own community, hence, has to be king-size."

Massachusetts Trys. The experience of savings banks in New York State has done nothing to convince their colleagues in the 16 other savings bank states that equity housing is an alluring opportunity. Massachusetts is the only other state to give savings banks a legal go-ahead on housing. Passed last year, the Massachusetts law has started only one project: a low-rent development for veterans being built in Worcester with a little help from the city and FHA mortgage insurance. Nothing else is in the works, and the banks are seeking the help

of five-year tax exemption on improvements.

In New York, the bankers, their feet on their desks and their blue prints gathering dust, admitted helplessly that they had no formula for reviving their housing program. They shuddered at current construction costs, but they feared a falling cost trend even more. If construction cost should fall sharply in the future, projects built now would face heavy going in later years as cheaper, newer apartments spring up. As long-term investors, the bankers stressed, they are more vulnerable than the builder who turns his money over quickly.

While the bankers bided their time on housing, they were busy studying other markets. For in the last analysis, the strength of the bank's housing effort depends on what kind of bargains they find on mortgage and corporate bond counters, the traditional items on their shopping list. Interest rates were beginning to lift somewhat. Over the past few months, long-term government bond yields had gone from 2.18 to 2.34 per cent. High-grade corporate liens were up to 2.7 per cent compared to 2.4 per cent last year. There was still mortgage money available in the 3.5 to 4 per cent range—but there were rumors of widespread advances of up to 75 points.

For the New York families desperately in need of housing, the picture was not an encouraging one. If the around \$520 million housing purse held by the banks could not produce housing, what could? As the banks last month asked themselves whether they needed housing, it was still painfully clear that housing needed the banks.

POLITICS

HOT COLLARS

Dewey and Stassen exchange round-about punches on housing.

Whatever Harold E. Stassen hoped to accomplish with his fairly unique housing program, he was at least raising steam under other prominent Republican collars. One of them belonged to Governor Dewey of New York.

Governor Dewey's concern, naturally shared by his State Commissioner of Housing, Herman T. Stichman, was not hard to understand. Mr. Stassen's views on housing, plainly set down in *Where I Stand*, are bounded on the left by: "I specifically propose that the Federal Government use a billion dollars a year for . . . a major large scale (home) construction effort." On the right by: "But the important thing is for the government men to disappear on the proper cue."

The proper cue, Stassen believes, is the completion of the building, at which point it should be sold to private capital—at a loss to the federal government, if necessary. This determination to keep the federal government out of the role of landlord means—and Stassen says he wants it to mean—that new government-built hous-

Stassen on Housing:

I specifically propose that the Federal Government use a billion dollars a year for a major large-scale (home) construction effort . . . When the units are completed they should be offered for sale immediately by the government, one half of them in single units or in cooperative units, on the Swedish plan for owner occupation, the other half to insurance companies and other capital investors for rental purposes . . . The cities to receive the first attention should be those that are not only tightly congested, but in which the building ordinances are streamlined and modernized to eliminate petty jurisdictional rules and featherbedding practices . . . Rent for the indigent should be handled just like any other facility needed by the indigent and should be purchased and paid for as part of the indigent program . . .

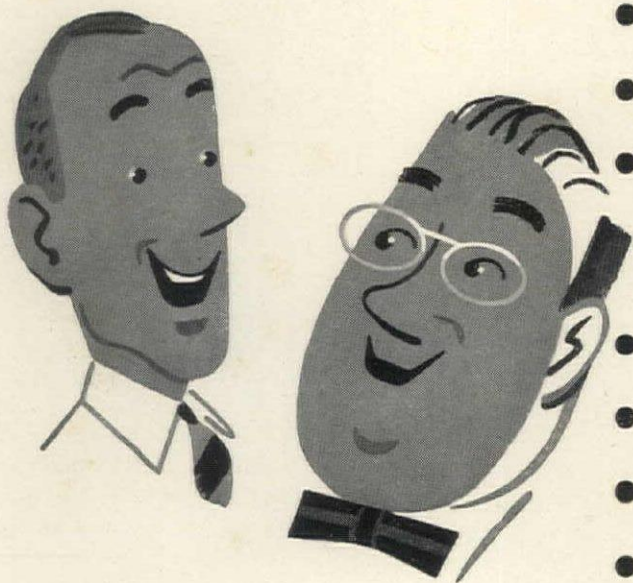
It would seem sound that while rent control should be continued for at least two more years, ceilings should be removed on any rental housing unit of more than two average rooms occupied by one individual . . .

ing would not be intended for the nation's poor. Get enough housing built, he says, then let citizens occupy it according to their means, and existing housing will thus be emptied for the normal relief channels. Another observation: "I state flatly that if existing houses were effectively used, there would not be a housing emergency."

As Dewey's housing spokesman, Stichman savagely attacks these views. "Nationalization or socialization of all housing" is one sure result of such tactics, he insists, since builders would no longer be able to work profitably for anyone but the federal government. This is "not the philosophy of the Republican Party."

Cooler observers pointed out that Stassen's plan represents a nice compromise between the divergent opinions of the delegates whose votes he hopes to line up by convention time. For example: Stassen's campaign for delegates in the pivotal state, Wisconsin, is lead by Senator Joseph R. McCarthy, chummy with the real estate bloc in Washington and riding the headlines with his own housing investigation (see p. 9). On the whole, Stassen's position on housing did nothing to change his status in the party as a rash young man with safe old ideas.

But Governor Dewey's lofty wall of confident tolerance might be showing small seams, if Commissioner Stichman's recent speeches are a measure. Stichman has been concentrating heavily on an unnamed "man who has occupied high public office in one of the states and now seeks higher office." (When an AP man asked Stichman if he meant S-T-A-S-S-E-N after the commissioner's address at the 9th Assembly District Republican Club in New York, Stichman rumbled, "Use your own judgment.") Meanwhile, Governor Dewey made no rash statements on housing.

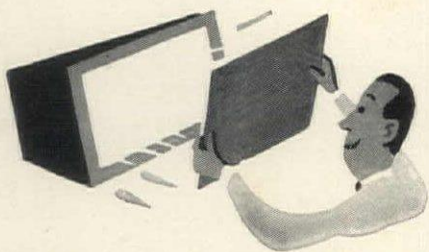


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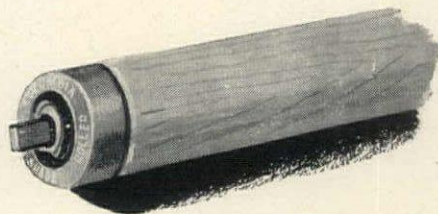
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Columbia
WINDOW SHADES
AND VENETIAN BLINDS

These are just a few highlights of "CCC" . . . what it means to you in terms of a superior window shade that's easy to care for, serves you long and economically. There are many Columbia grades. Perhaps yours is Columbia Pyroxylin, actually scrubbable for low maintenance, good looks. Or VELLMO, an ideal light-proof shade. Whatever your needs, there's the right Columbia shade! Ask us for name of the nearest dealer.

*"CCC" means Columbia-Controlled-Construction



Use all 3 products—Walls, Ceilings, Floors— for Johns-Manville Unit Construction . . .

With this new method of interior construction, you can meet the problem of ever-changing space needs.

You can provide for endless revisions of space-use—at low cost. You can keep expanding, converting, or subdividing rooms as often as conditions require . . . with little or no interruption to routine activities!

Moreover, the J-M Unit Construction system now makes

the complete interior available under one specification, one manufacturer's responsibility.

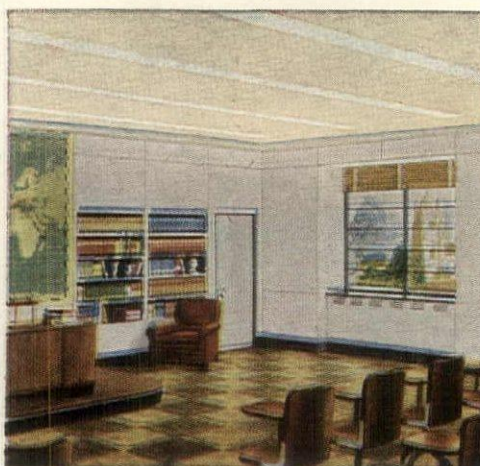
Three Johns-Manville materials, described at right, are the basis of this revolutionary development. The asbestos Transite Walls are *movable*, 100% salvageable. The Acoustical Ceiling Units are *demountable* . . . can readily be taken down and re-located as desired. And the Asphalt Tile Floors consist of small units which permit easy extension of the floor to meet changing conditions.

Write for colorful brochure, giving full details on the remarkable *flexibility* of J-M Unit Construction.

... for Offices

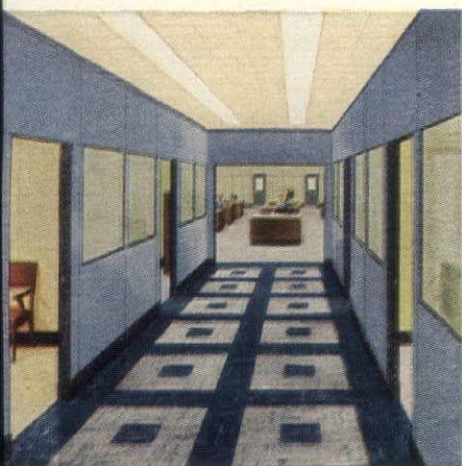


... for University Lecture Rooms



... for Laboratories

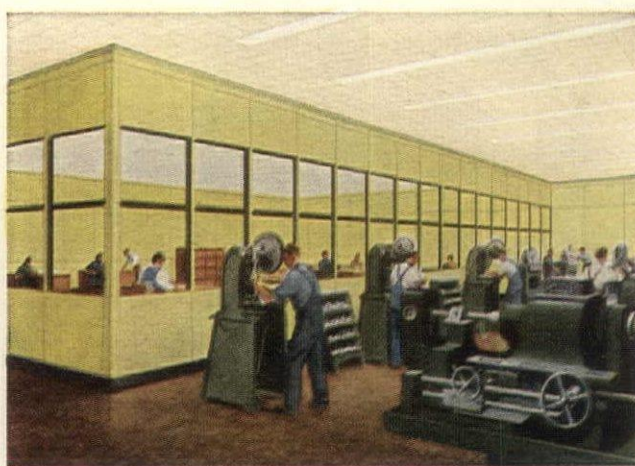




... for Institutions and Hospitals



... for Schools



... for Factory Areas

Interiors today that provide for tomorrow!



1. TRANSITE WALLS—Movable!

Rooms when and where you want them . . . that's the magic of Johns-Manville Transit Walls—the attractive and sturdy asbestos walls that are *movable*. Now you'll never again need to send partition walls to the dump every time space changes are required!

With the least inconvenience—almost *overnight*—you can enlarge, decrease, or rearrange areas as often

as your needs require. Transit movable panels are easy to handle, readily assembled, interchangeable, and can be used over and over again. Made of asbestos and cement, Transit Walls have all the qualities of solid and permanent construction. They provide rigid, double-faced partitions, and can also be used as the interior finish of outside walls.

To make sure your interiors will provide for *change*, write for booklet, "J-M Transit Movable Walls."



2. ACOUSTICAL CEILINGS—Quieter!

There's a Johns-Manville acoustical material to give you the best in sound control, no matter what the type of interior.

To assure you the maximum in noise-quieting, Johns-Manville not only provides the correct acoustical materials for each specific condition, but follows through by *installing* the materials *properly* with its own con-

struction crews. In other words, you get "J-M materials installed by Johns-Manville" for best results.

That's the all-inclusive service . . . the *undivided responsibility* Johns-Manville gives your projects.

For further details, send for brochure, "J-M Sound Control." Describes such J-M acoustical products as demountable Sanacoustic, Fibracoustic and Fibre-tone, Transit Acoustical Panels, and special materials for Broadcasting Studios.



3. ASPHALT TILE FLOORS—Colorful!

You spend no more to have *quality* floors like these—attractive and resilient . . . extra-long wearing . . . reinforced with indestructible asbestos!

That's the kind of flooring you get with Johns-Manville Asphalt Tile. It's easy on the eyes, easy on the feet, and easy on the budget, too.

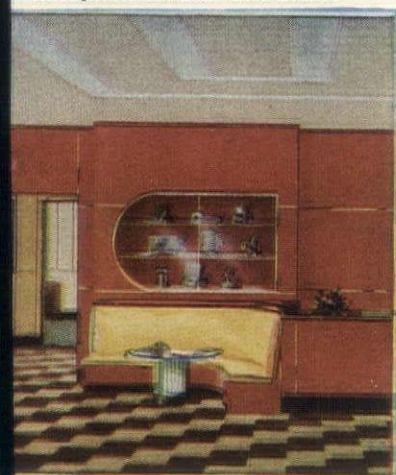
Yes, you'll like *everything* about this modern floor-

ing, including the unlimited range of color combinations—from striking patterns with strong contrasts to solid fields of marbleized colors.

J-M Asphalt Tile does not originate dust . . . stays fresh and unmarred with practically no maintenance. Individual units permit easy repairs.

For areas exposed to oil or grease, use J-M *Grease-proof* Asphalt Tile. Send for full-color brochure, "Ideas for Decorative Floors."

for Reception Lobbies and Stores



Production of Johns-Manville Building Materials has now been greatly increased to meet unprecedented demands. So the chances are better than ever that you can get the materials you want when you want them. Write Johns-Manville, Box 290, New York 16, N. Y.

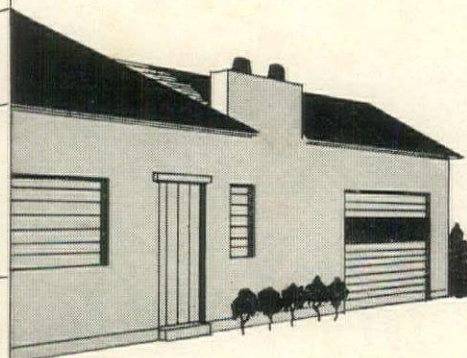
Johns-Manville
Walls - Ceilings - Floors



SEAL MOISTURE OUT
SEAL SATISFACTION IN

WITH

BONDEX
CEMENT PAINT



Use on basement walls...
exterior walls, foundations

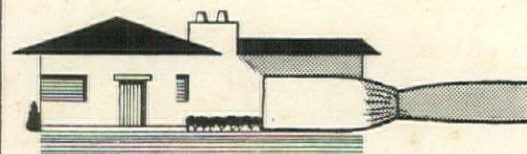
Moisture seeping through walls is a major annoyance to home-owners. To prevent this penetration in new houses, or check it in homes already built, call on Bondex. The world-wide reputation of this patented Cement Paint has been won in the face of all types of climates. From every viewpoint — performance, acceptance, economy — Bondex is a product which justifies your complete confidence.

A **BONDEX** treatment checks moisture,
adds color distinction preserves

• Stucco • Concrete or Cinder Block • Brick • Masonry
• Building Tile • Stone • Asbestos Siding

For color chart write —

THE **REARDON** COMPANY, St. Louis 6
Chicago 9 • New York 6 • Los Angeles 21 • Montreal 1



PUT PERSONALITY INTO
YOUR HOMES WITH THESE
12 **BONDEX** COLORS . . .

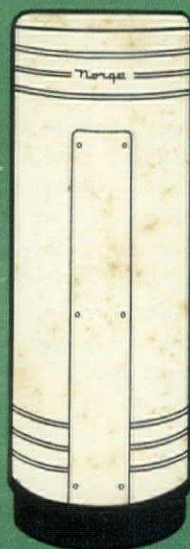
Dutch White
Old Spanish White
Oyster Shell
Antique Ivory
Carthage Cream
Adobe
Tropical Coral
Spanish Buff
Monastery Gray
Grotto Blue
Ivy Green
Brick Red
also
Pure White

BONDEX

THE *Patented*
CEMENT PAINT
that outsells all other
cement paints combined

GOOD EQUIPMENT... GOOD COMPANY

In suggesting or recommending Norge major appliances, you are keeping your client in "good company"... his home will further reflect his good judgment, and yours. Norge Division, Borg-Warner Corporation, Detroit 26, Michigan. In Canada: Addison Industries, Ltd., Toronto, Ontario.



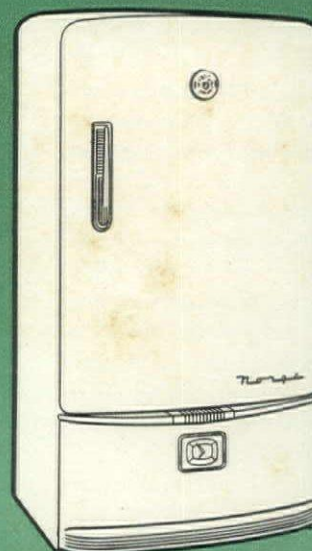
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WATER HEATERS



GAS RANGES



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REFRIGERATORS

Products of
BORG-WARNER



Norge products, distributed worldwide, are typical examples of the values made possible by the American system of free enterprise.



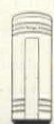
Refrigerators



Electric Ranges



Washers



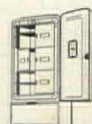
Electric Water Heaters



Home Heaters



Gas Ranges



Home & Farm Freezers

SEE
NORGE
BEFORE YOU BUY

The Palace, the Bridge and the Tower . . . More on Beaux Arts . . . The Decorator tells the Architect . . . Reply to William Levitt . . . FHA Title VI . . . Stock Plan Controversy . . . Fire Control . . . Postwar Germany.

PALACE, BRIDGE AND TOWER

Forum:

Thanks for Jim Fitch's stimulating chapter from his book in the October issue. First rate thinking and writing.

G. E. KIDDER SMITH
Springfield Center, N. Y.

Forum:

I read *The Palace, the Bridge and the Tower* and was heartily impressed. I hope you are enjoying an orgy of justified pride.

ALFRED LUBIN
Norfolk, Va.

Forum:

. . . The chapter from James Fitch's book in the October FORUM. Swell!

VICTOR HORNBEIN
Denver, Colo.

BOZART BUMBERSHOOT

Forum:

In trying to patch up a case for Dean Meeks and the U. S. wing of "bozart" ("Letters," Sept. '47), Mr. Cromelin is simply soldering seams in the rusty old bumbershoot that the "mckim-mead-and-whiters" riveted up, along about 1899, against Louis Sullivan's machine gunning. None then ever found an answer that would hold water and few care very much any more, except that the old thing apparently isn't going to die 'til the sun goes down.

Let John Cromelin read Viollet le Duc. He started a battle against the *Ecole* in 1859 which was only finished off by the uncontaminated kids of this day. In his "Lectures on Architecture," the chapter on the Gallic heritage vs. Neo-classicism is as fine as anything in architectural literature.

Let's really learn the history of our great Art. Stop all these design mining operations in either the detritus of Louis XV or in "modern" moraines.

WILLIAM GRAY PURCELL, Architect
Pasadena, Calif.

SOME LIKE IT HOT

Forum:

Some time ago I wrote a letter (FORUM, Sept. '47), commenting on the coldness of published interiors; the fact that the interiors did not seem planned to go with the building itself, and a request that architects seek the services of an intelligent decorator. Beneath the letter you inserted a note stating FORUM readers might criticize certain lush decorator-designed interiors.

I would like to clarify my statements. The majority of published interiors either show furniture that is upwards of 20 years old (but not antique) and hardly in keeping with the building housing it, or furniture so devoid of warmth and life that it is functional to the extreme.

I feel that the furniture which is out of date could be inexpensively restyled with proper color and pattern, and the new things could have a less boxy look with better accessories and some sort of simple pattern to offer cheerful relief.

Apropos your note, my accusing finger is as strong on overly lush interiors as it is on the lifeless ones.

FRED SHRALLOW
Career Builders
New York, N. Y.

VESTED GRATITUDE

Forum:

This subscriber has noted your reference to Messrs. Nelson and Cortright (FORUM, Oct. '47) and just wonders what you think there is to be gained by such "wise cracking." After all, I think that these two gentlemen have done more for the 40,000 Realtors and more for the advertisers in your magazine, than have you. . . .

E. A. BUTLER
Summit, N. J.

We regret that reader Butler thought we were wisecracking. We have never been more serious than in our opinion (apparently shared by a number of real estate men) that what Messrs. Nelson and Cortright may be able to do for 40,000 realtors is considerably less important than what the Building industry does for 130,000,000 Americans.—Ed.

BUILDERS VS. DEALERS

Forum:

When Mr. Levitt classifies electrical wholesalers and dealers with Mr. Petrillo (FORUM, Oct. '47) my blood pressure is in danger. No one should criticize Mr. Levitt or any large builder for wanting to buy his appliances and other materials at the lowest possible cost. And I will venture the statement that he probably bought those 3,000 automatic washing machines at no more than 5 per cent above the factory franchised distributors' regular cost. In fact, I suspect the difference may have been even less. Over a long period of years we have observed similar transactions where, regardless of whether billed by a franchised dealer or a franchised distributor, the margin of profit on an order of that size was pathetically small. . . .

By now, Mr. Levitt and thousands of others ask in all sincerity: "Why, if I am able to place an order for 3,000 automatic washers, and am willing to install and service those washers, shouldn't I be eligible for appointment as the manufacturers' distributor, and buy at the same price he does?"

Has Mr. Levitt labored through the years to convince dealers and public that this complicated gadget known as an automatic washer, is really dependable and will do a better job? . . . Now that Mr. & Mrs. Public want it, and its inclusion in a new home makes that home more salable, Mr. Levitt and other large builders are eager to become distributors. . . . But were it not for the franchised dealers and distributors, there would not today be the relatively low factory production costs brought about by volume of sales. . . .

Large builders of houses have been prone to move with the tide. Suppose they become direct factory distributors on the basis of ability to purchase 3,000 units in a year, and along comes a depression or war. Their tendency is to rove or to shift to construction of some other type. At any rate, the manufacturer must depend on his distributors and dealers to be there *always* to supply service, and even more important, to maintain and increase consumer demand, come depression, war, or boom.

Would Mr. Levitt, I wonder, care to swap net profits with some distributor or dealer, (in his same volume class) whom he classifies with Petrillo?

H. M. LONG
L & K Electric Co.
Binghamton, N. Y.

Mr. Levitt suggests that if General Motors bought every component part going into the manufacture of an automobile through the same tortuous channels that builders go through, he would be interested in hearing Mr. Long's comment after paying \$3,500 or so for a Chevrolet. FORUM feels that the complaints of dealer Long and builder Levitt are both justified, both indicate the same thing i.e. the need to overhaul an increasingly unwieldy and unprofitable distribution system.—Ed.

CLIENT EDUCATION

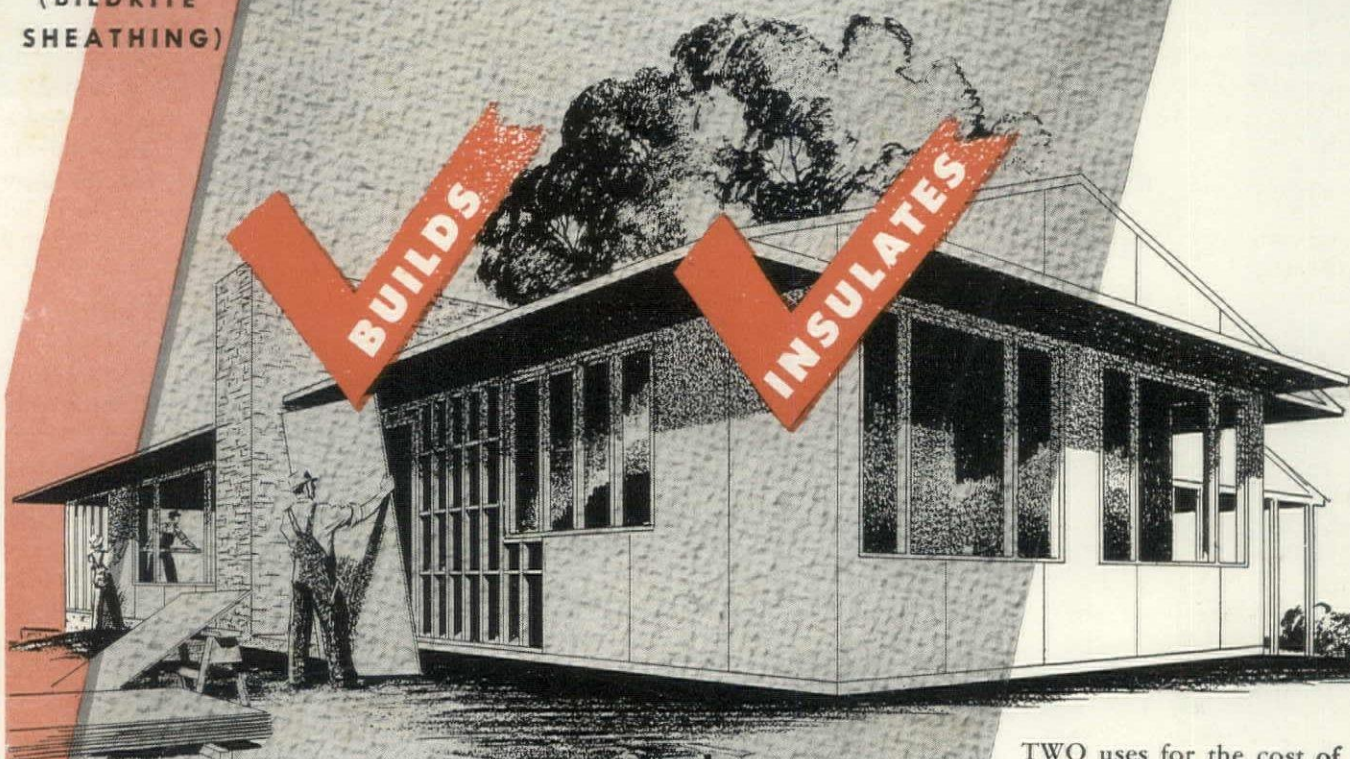
Forum:

Relaxing this evening with a stack of FORUM's at my left side, a glass of sustenance by my right side and an easy chair under my—, I was proceeding to catch up on products, practice, architecture, etc., and tear things to pieces with which to fatten my files. . . .

(Continued on page 20)

DOUBLE DUTY INSULITE

(BILDRITE
SHEATHING)



TWO uses for the cost of one. Sheathing PLUS *in-sulation*. This is the smart, progressive, economical way of planning better construction. Results in more satisfied clients. Specify double-duty INSULITE.

INSULATES AS IT
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PAPER COMPANY
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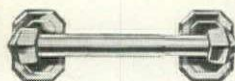


LETTERS

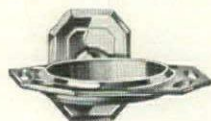
HALL-MACK

THE SMARTEST IN BATHROOM ACCESSORIES

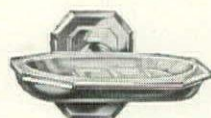
TOILET PAPER
HOLDER No. 370
Chrome Roller



TUMBLER AND
TOOTHBRUSH
HOLDER No. 330



SOAP HOLDER
No. 322—With Un-
breakable Crystal Tray



ROBE HOOK
No. 381—2½" Long



SQUARE TOWEL
BAR No. 394—¾"
Square Bar. Lengths:
18", 24", 30", 36"



CONCEALED
LAVATORY UNIT
U. S. Patent No.
2,039,065



No. 338—OPEN
Soap Dish, Tumbler and
Toothbrush Holder
exposed for use.



No. 338—TURNING
Turned at the touch
of a finger.

No. 338—CLOSED
Toothbrushes, Soap
and Tumbler hidden
from sight.

ARISTOCROME accessories are made of solid brass, nickel plated and then heavily chromium plated to add distinction to the finest bathroom.

HALL-MACK COMPANY
(FORMERLY HALLENSCHIED & McDONALD)

1344 WEST WASHINGTON BLVD., LOS ANGELES 7, CALIF.

... The war interrupted my usually efficient methods and the FORUMS piled high but now, in the Feb. '46 issue I find a letter so caustic and dripping with venom, that I had goose bumps when I finished. It was by Helen D. Ince and deplored the fact that as a non-professional she could not subscribe to the FORUM. However, the thing which really startled me was the comment by ye Ed. If true, it fits one piece to the jigsaw of the general attitude of doubt most clients have toward houses designed for the living of today and tomorrow.

Why is FORUM circulation limited to those who create for Others? The Others, the potential home builders, most of whom would take full advantage of new ideas, methods, etc., if they could but travel and visit the advanced architecture which exists—why should they be denied the opportunity to do so through the pages of this, Our FORUM?

The more educated an individual is, the broader the viewpoint; the mind is open to guided suggestion and there is less of the "I don't like spinach because Joe said it's bad." Give them a chance to taste it, let them savor all the tints and shades—let's devote more time to teaching!

The architectural profession does itself no good by retiring to the Inner Sanctum and wailing about the lack of public appreciation of its really fine efforts; and when I refer to the profession I definitely include all publications presenting good architecture.

How can we educate without providing the text? The more legitimate the information furnished the consumer, the more rapid will be our progress.

A. BENNETT BROWN

Baltimore, Md.

FORUM agrees with Reader Brown, but points out that the work of many top-rank architects is now featured in consumer magazines. It is a hard business fact that advertisers in professional journals pay for professional circulation.—Ed.

WHAT IS A ROOM?

Forum:

I have read with interest the excellent review of FHA Title 6 (FORUM, Aug. '47). While not wishing to detract from a clear and succinct presentation of this complicated administrative law, I venture to point out that FORUM has failed to include its basic system of evaluation. On this system hinges the entire administration of the law.

As you have explained correctly, the law states that the loan insured by the government shall not exceed so much a room, but you do not then explain the next logical step: namely, what constitutes a room.

(Continued on page 24)

Modernization Progress — a Continued Story



Administration Building (left) and Shrine, Our Lady of Victory Homes of Charity, Lackawanna, New York. Mortimer J. Murphy, Architect.

A seven-year program to obtain maximum comfort and low cost heating operation with Webster Moderator Control is a feature of the successful management of the heating plant at Our Lady of Victory Homes of Charity.

During this period, Webster Moderator Control was installed in six buildings in this group.

In each of these "Controlled-by-the-Weather" Webster Moderator installations, Webster Radiator Supply Valves were fitted with expertly-sized Webster Metering Orifices. Automatic heating was assured by an Outdoor Thermostat and Webster Central Controls.

Founded by the late Father Baker, this great Catholic institution cut heating costs \$3,000.00 in one heating season and enjoyed better heating service with the Webster Moderator System of Steam Heating.

The long-range program for effective heating control is supplemented by a careful heating maintenance program which includes prompt replacement of inoperative trap interiors.

L. A. Cherry, of the Industrial Planning Company, Buffalo, has acted as Consulting Engineer in the modernization of Our Lady of Victory Homes. George E. Schank, Buffalo, served as heating contractor for many of these Webster Moderator installations.

We are ready to work with you as we have with this Webster Customer.

WARREN WEBSTER & CO., Camden, N. J. Representatives in principal U. S. Cities : Est. 1888 In Canada: Darling Brothers, Limited, Montreal

Webster
HEATING SYSTEMS

A new achievement in *Planned* store lighting

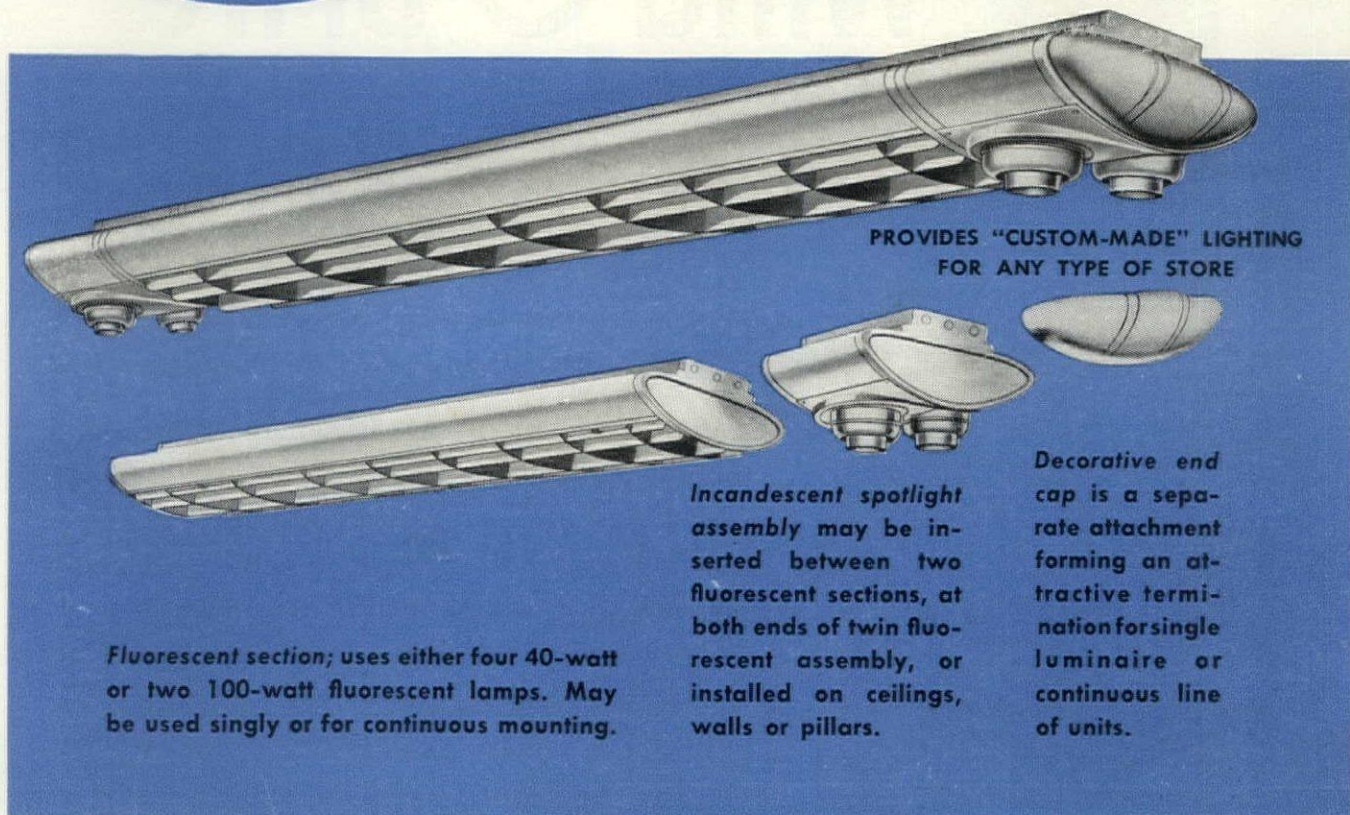


... the Westinghouse *Merchandiser*

Now, in one attractive luminaire, you have the basis for a complete, modern, planned lighting system for any type of store.

The MERCHANDISER combines the best qualities of fluorescent for general illumination with incandescent for highlighting of featured merchandise. Through various combinations of fluorescent sections, spotlight elements and decorative end caps, you can obtain a wide variety of planned lighting effects in sales areas.

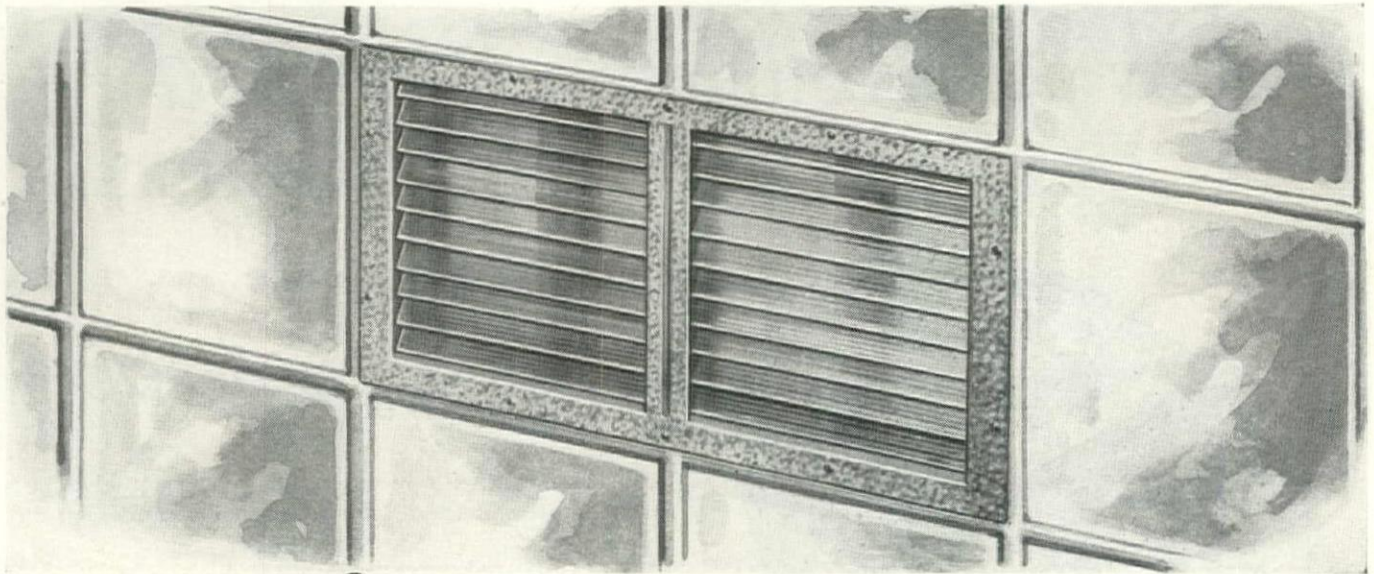
Get all the facts on the MERCHANDISER before planning store modernization or new construction jobs. Ask your nearest Westinghouse office or distributor for a copy of Folder B-3788. Or write Westinghouse Electric Corporation, P.O. Box 868, Pittsburgh 30, Pa.



Westinghouse
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

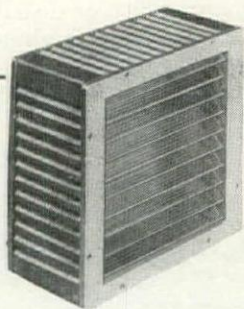


AVAILABLE THROUGH 127 WESTINGHOUSE ELECTRIC SUPPLY OFFICES AND INDEPENDENT DISTRIBUTORS



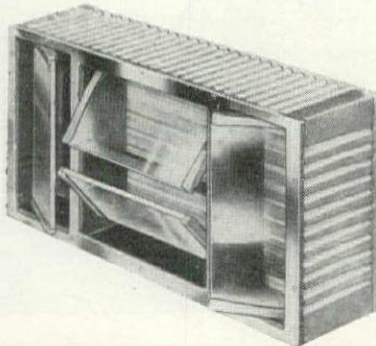
Now! **A NEW POST-WAR DEVELOPMENT
FOR GLASS BLOCK VENTILATION...**

Wind-O-brik



EXTERIOR VIEW OF WIND-O-BRIK

Both the one and two-unit Wind-O-Briks are constructed of cast aluminum... with channels or louvre pilots and body cast as one piece for added rigidity. The front frame is held securely in place by nickel screws, and may be easily and quickly removed for cleaning or inspection. Louvres are constructed of top-quality glass and are designed to harmonize with standard glass block. Corrugations are designed to provide maximum mortar adherence.



INTERIOR VIEW OF WIND-O-BRIK

Inside louvres or vanes are made of thick, durable glass... perfectly balanced and arranged to provide complete ventilation, up and down or left and right with just the flick of finger. The rear frame is also securely fastened with nickel screws and may be readily detached for cleaning. An all weather resistant fine mesh screen is located in the body of the unit to retard snow, rain, dust and dirt particles, or annoying insects.

Now you can enjoy all of the advantages of modern glass block construction **PLUS CONTROLLED VENTILATION!** Simply add one or two units of WIND-O-BRIK to any glass wall and presto! You've got fresh air when you want it... as you want it, with no sacrifice of architectural beauty or design!

Made of top-quality cast aluminum... thoroughly tested for rigidity and durability... **WIND-O-BRIK** is standard sized to fit snugly and gracefully in any glass block construction without danger of air seepage or unsightly appearance. Once installed, WIND-O-BRIK operates simply and quickly... just the flip of a finger gives you ventilation in any desired direction... in any desired amount. WIND-O-BRIK is the biggest addition to glass block construction in years. Investigate this top-quality Ventilator today. For full details, contact your local glass block dealer, or write

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Your Client Sees a Visual Plan-A-Kit Presentation of Your Blueprint

At last your clients can know *exactly* how the kitchens you plan will look *when completed*! They can *see* their future kitchens—in miniature—on the marvelous Plan-A-Kit at any American Kitchens' Dealer's.

Think what this means to you. No longer need you attempt to "interpret" a blueprint of the kitchen to your client. Simply take your client and your plan to the nearest American Kitchens Dealer. He'll do the rest. He'll set up the

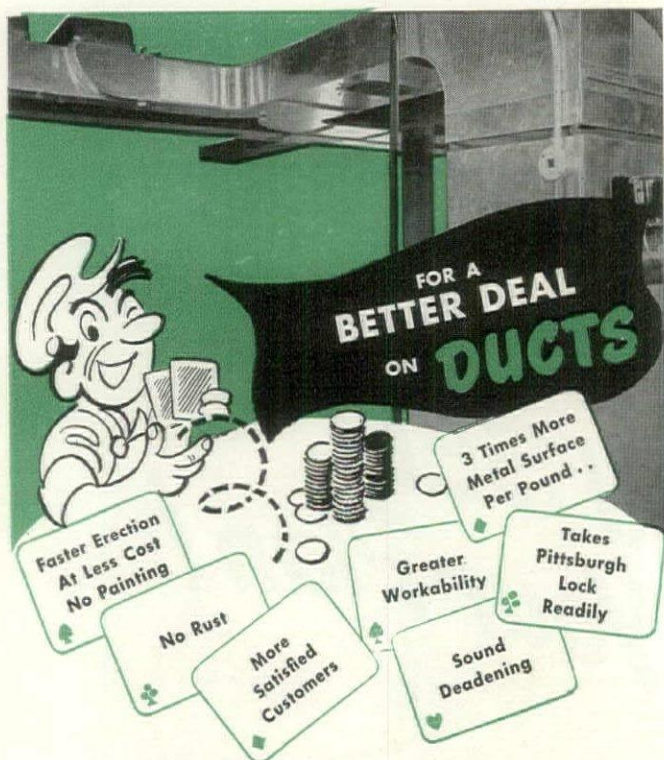
miniature kitchen, complete, with every cabinet right in place! And your client will quickly see how your plan means real beauty and greater utility in the most lived-in room in the home!

Get acquainted with the wonderful Plan-A-Kit now. See it, use it, at the American Kitchens Display at the Builders' Show . . . or visit our permanent display space—Room 1476, Merchandise Mart, Chicago.

AMERICAN CENTRAL

DIVISION — *AVCO* MANUFACTURING CORPORATION
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LETTERS



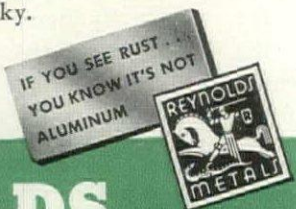
Get REYNOLDS ALUMINUM...hard to beat on costs...obtainable from your local jobber

● The cards are stacked in your favor when you use Reynolds Aluminum for duct work. It's a better deal for you for several reasons, here's why. You get three times more metal, pound for pound, when you buy Reynolds Aluminum instead of conventional material. And look at these other advantages which are bringing about the biggest change in the sheet metal working business in years... a change to Reynolds.

Because aluminum is lighter jobs go in faster. It's easy to fabricate and erect, which means less labor per job with this modern metal. Your present equipment, Pittsburgh Lock Seam machines, shears and riveting equipment handles this lighter, more workable metal with less wear. Customers are happy with the long, trouble-free service—no rusting out, quieter and more efficient heating.

Don't wait for old-fashioned metals that only seem to cost less. Look to Reynolds Aluminum to help you bid a better job at better profit. Structural angles and aluminum rivets are available. Deliveries from near-by local jobber's stock, or write Reynolds Metals Company, 2528 South Third Street, Louisville 1, Kentucky.

Visit Reynolds at Booths 554-5, International Heating & Ventilating Exposition, Feb. 2-6, 1948.



REYNOLDS

Lifetime **ALUMINUM**

This is important, for FHA by no means holds the ordinary concept of a room. Herein lies one of the primary weaknesses of Title 6 in adapting itself to the country's housing needs.

What constitutes a room in the government mind is set forth in the official room count formula... It requires no great study to realize that this formula is both highly arbitrary and restrictive; that a full 90 per cent insured loan can be obtained only on very special types of architectural planning. Insurance companies and other private lending institutions using similar methods of evaluation would do only a fraction of their normal business. The result of this rigid system is that commitments are made by the government ranging from 50 per cent to 100 per cent on different types of construction of the same economic value. In other words, full value is received only on a few limited and set types of planning. Others not agreeing with the formula are penalized to the point of making the secondary financing impractical.

ROBERT M. SNYDER

Clearwater, Fla.

OVER-THE-COUNTER PLANS

Forum:

I have been reading, with considerable interest the correspondence concerning "Home Planners, Inc.," and recently had the opportunity to see a letter addressed to C. Godfrey Poggi and signed by Joseph C. Hazen, Jr., Associate Editor. For your information I would like to quote a portion of the letter:

"But The FORUM also believes that the addition of a 5-15 per cent architectural fee to the cost of each small house will not produce the desired result. Until a better solution is devised, service offered by Home Planners, Inc., including completed working drawings for well designed homes at \$5 per set, has much to commend it."

Advocating such a policy is bad enough, but to make such a brazen statement would lead one to believe there has been a sudden and definite change in the policy of The FORUM—one that should receive the attention of those who hope for better construction and design generally....

LAUREN V. POHLMAN, A.I.A.

Elizabeth, N. J.

Forum:

... It is difficult to comprehend how anyone connected in any respect with the profession of Architecture, much less anyone dependent upon the good will of that profession, could condone the sale or use of "stock" or "over-the-counter" plans.

(Continued on page 28)



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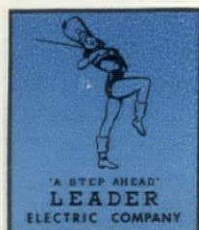


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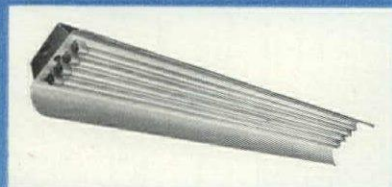
in Leader

NEW HORIZON Fixtures for use with Slimline tubes

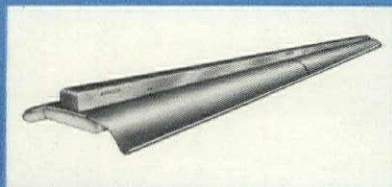
New Horizon fluorescent fixtures offer new beauty and new advantages to the architect and designer of lighting installations. Since these new units are thinner in proportion to their length, they create new opportunities for modern styling and higher lighting efficiency, with low maintenance costs and versatility of surface brightness.



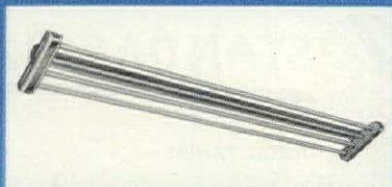
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PARTITIONS

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ROOFS

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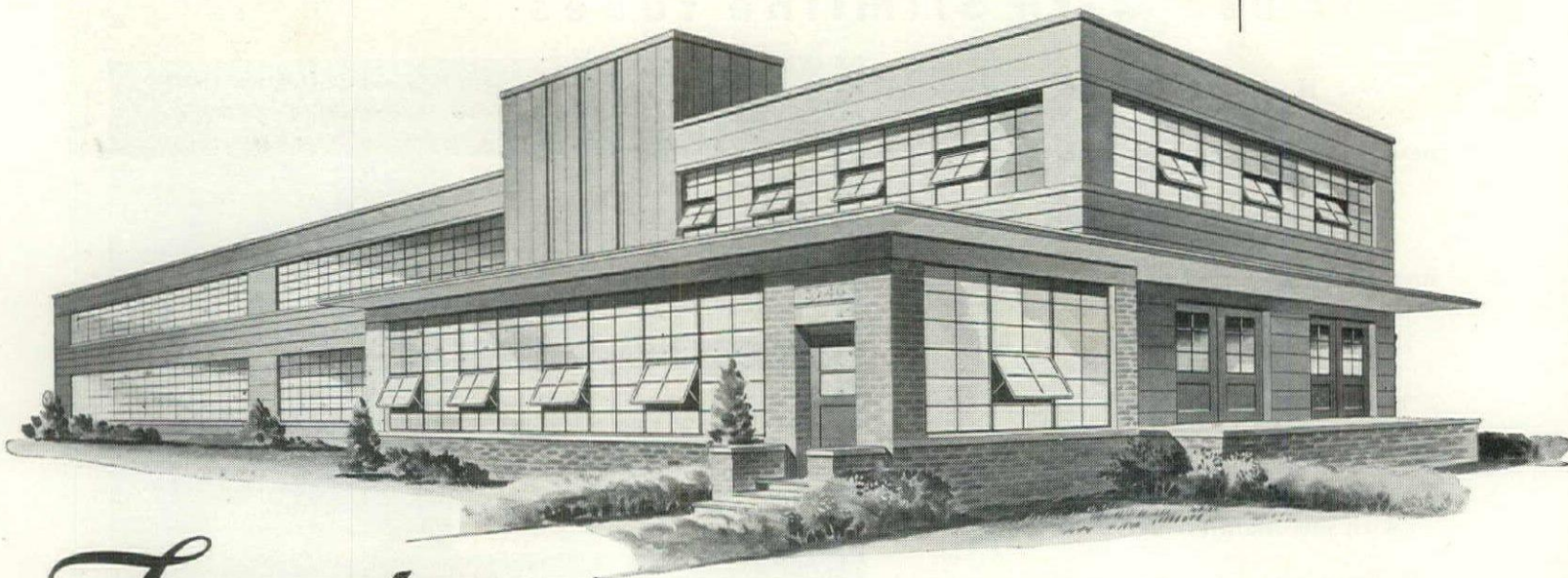
WINDOWS

+



DOORS

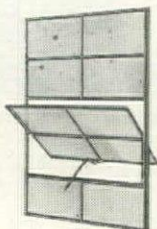
...completing the enclosure



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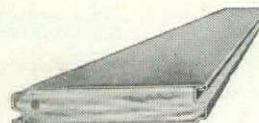
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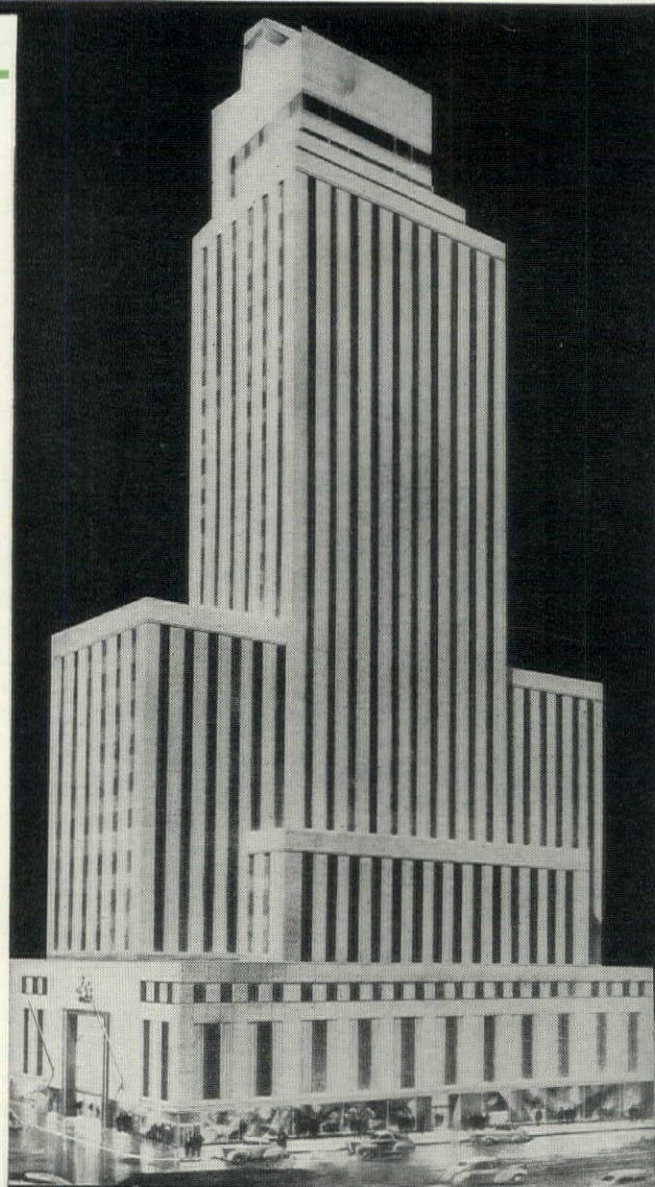


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Walter Ahlschlager—Architect
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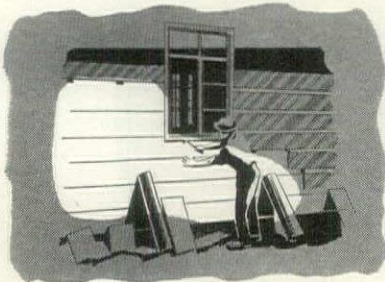
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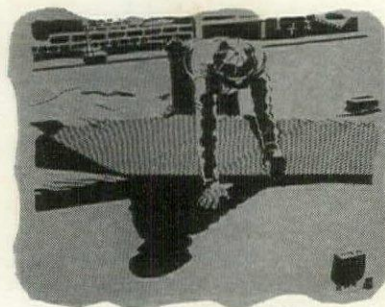
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Being suburban architects, our practice consists largely of the design of homes, and we are firmly of the opinion that the design of every home, no matter how small, whether for private client or for operative builder, is an individual problem; its solution dependent upon terrain, local codes, and other factors which require a personal survey by an architect conversant with these factors and problems.

We are not concerned with the actual encroachment of stock plans on our practice, because most users of stock plans have no understanding of the value of an architect's services, but we are concerned in that we believe impersonal, over-the-counter plans at any price cheapen the profession in the eyes of the general public.

E. M. GALLOWAY, A.I.A.
W. C. HENRY, A.I.A.

Westfield, N. J.

Forum:

I must continue to disagree with you on the propriety of your seeming endorsement of the sale of commercial plans for small houses.

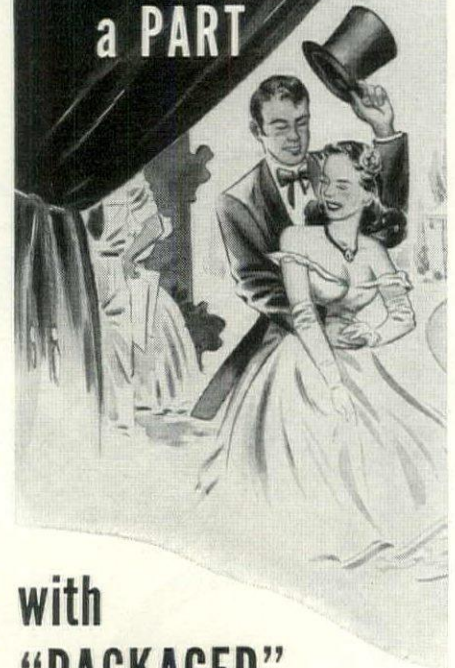
It may be true that a majority of them *throughout the country* are not architect-designed, but so far as New Jersey is concerned this situation is being rapidly overcome, largely because people have awakened to the fact that such plans do not produce proper results—in short are an abomination and a snare.

In my humble opinion you are again wrong in your premise when you say that "Tailor-made houses built under individual contracts are too expensive for the average family." This has not been the case in New Jersey except in rare instances. Wise planning on the part of the suburban architect has, to a large extent, overcome this hurdle. Furthermore the suburban architect plans and supervises the small house at a 6 per cent rate, not the 15 per cent you mention. Surely the architect is entitled to the small sum of 6 cents on the dollar (within which is included his overhead) when compared with the builders profit of 10 per cent, plus 5 per cent for overhead, not to say anything of the mechanic who charges \$20 per day. There may be some exceptions, but I don't know of any suburban architect solely planning small houses who is able to make a clear profit of \$20 per day. Besides the employment of an architect for the planning and supervision of any project has, time and time again, proved to be the best investment an owner can make. So why pick on the architect?

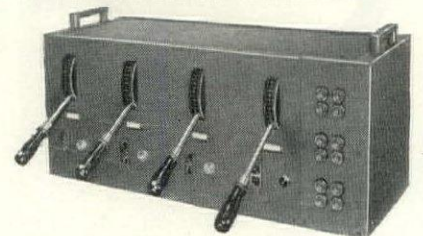
Generally speaking I think that all architects look to all architectural publications

(Continued on page 32)

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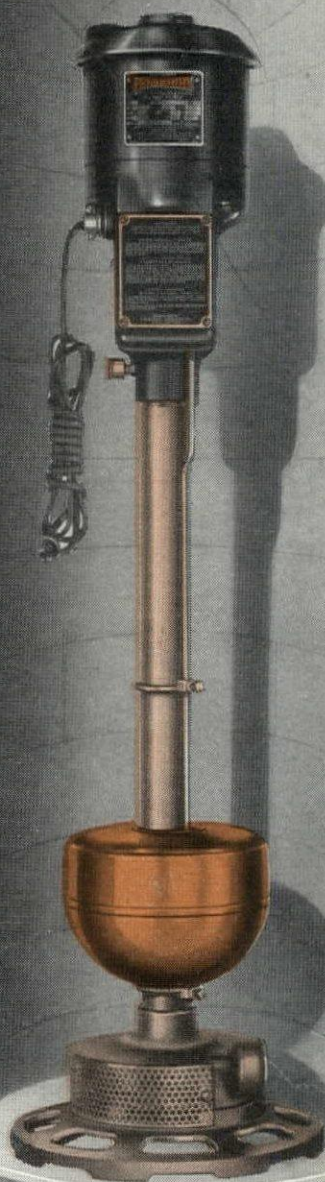
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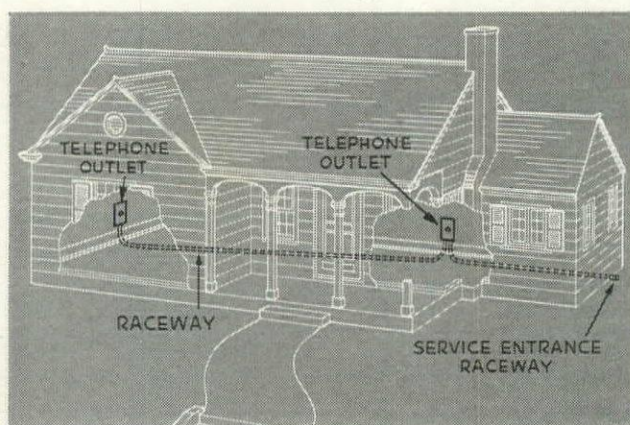
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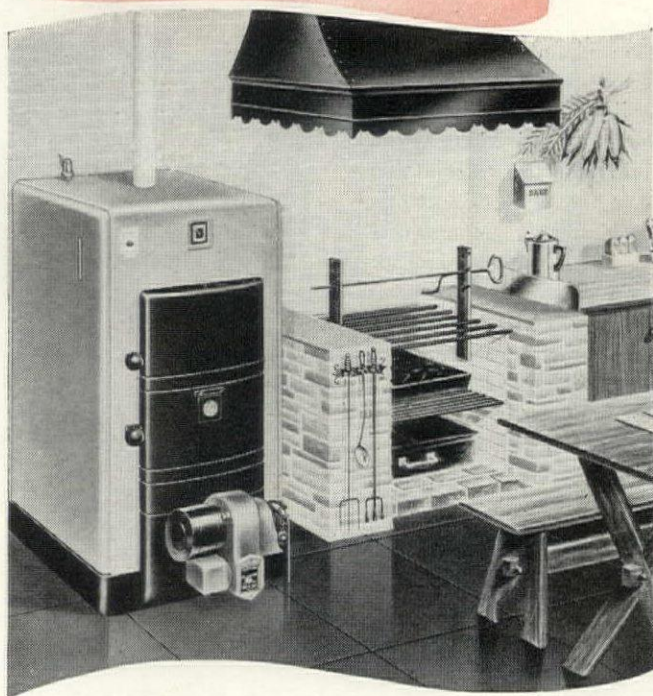
It is easy and costs little extra to install a raceway during construction. A few sections of pipe or electrical conduit will provide an entrance for telephone wires and passage within walls to convenient telephone outlet locations.

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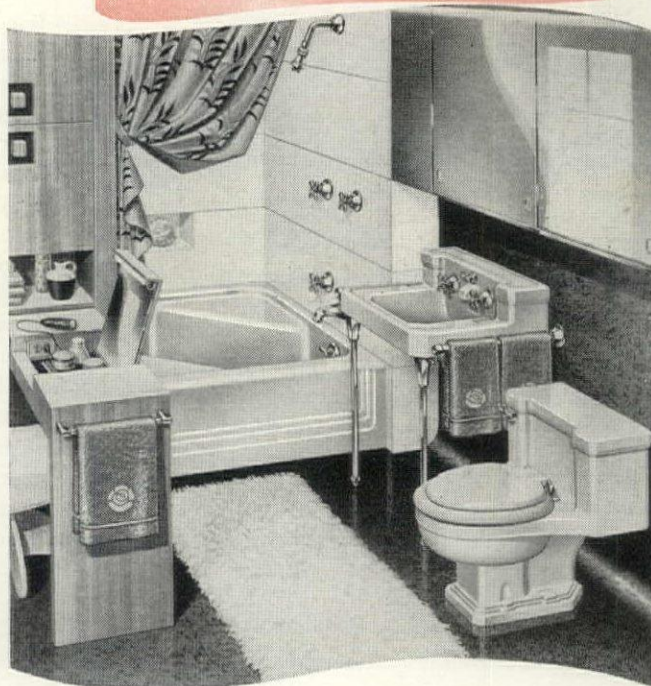
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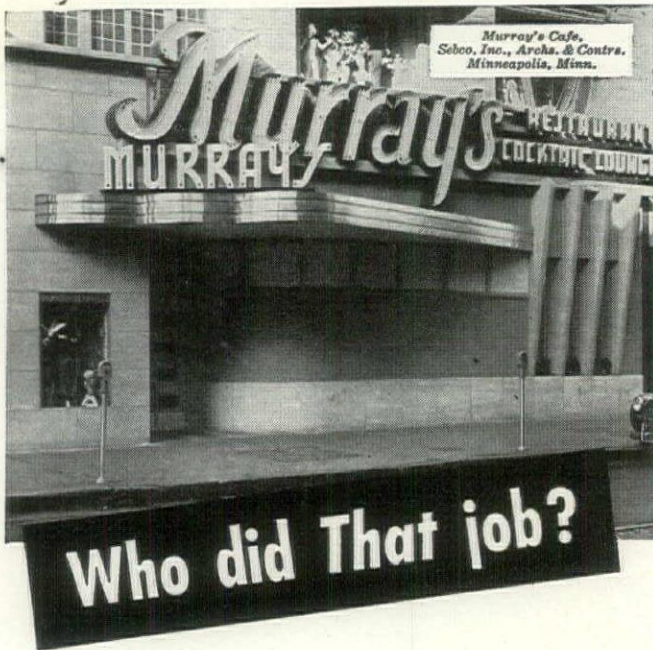
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to uphold their profession, rather than to throw obstacles in the way. . . .

C. GODFREY POGGI, Architect
Elizabeth, N. J.

FORUM agrees with Reader Poggi: 1) That employing an architect is the best investment any house owner can make. 2) That small house architects seldom earn enough money to live in the style to which mechanics have become accustomed. These two contradictory facts indicate in themselves that something is wrong with architecture as now practised. While not advocating "stock plans" as even a stop-gap solution for any site rougher than a billiard table, FORUM feels that providing good homes for the low-income groups must be faced as a real problem and attacked with boldness and imagination rather than dismissed on ethical grounds.—Ed.

FIRE PREVENTION

Forum:

Much has been said and left unsaid since the Hotel Winecoff disaster (FORUM, Apr. '47) regarding the faults and merits of vertical draft in multi-story building fires. While it is true that an open stair did carry the fire upward in the Winecoff, yet other vertical shafts—elevator and pipe shafts—showed no signs of fire on their interiors. Even in this case of the open stairwell, if there had been means such as a heat-breakable skylight over the stairs on the top floor, it is very probable that the flash fire would have consumed the interior surfaces of the corridors and stairs but would not (as was the case) have mushroomed back down and then through the corridor doors and rooms to reach the outer air.

The proposal of cellular fire stairs (FORUM, Nov. '47) has some merit, but while stimulating thought it also has faults not readily apparent to the designer's mind.

Fire towers—while imperative for the exit of guests—are also used by the Fire Department to get at and extinguish the fire. Imagine if you will the chagrin of a fire officer sending his men up to say the sixth floor by means of a stair which only went to the fourth floor!*

Enclosed is a sketch of the same hypothetical hotel plan which would provide four separate stairs in two enclosed fire towers and would I am sure be more acceptable to those concerned with rentable floor area.

Incidentally, from time to time various contributors to The FORUM claim this double scissors stair as their own baby. To the best of my knowledge, the first multi-story application of this stair was made by Charles B. Ferris, engineer and Ray Hughes, architect for the Mutual Life Insurance Co. of N. Y. in the alteration of

* Since each stairway could be clearly labeled at the ground floor exit, only an extremely rattled fireman would go up the wrong flight.—Ed.

(Continued on page 36)

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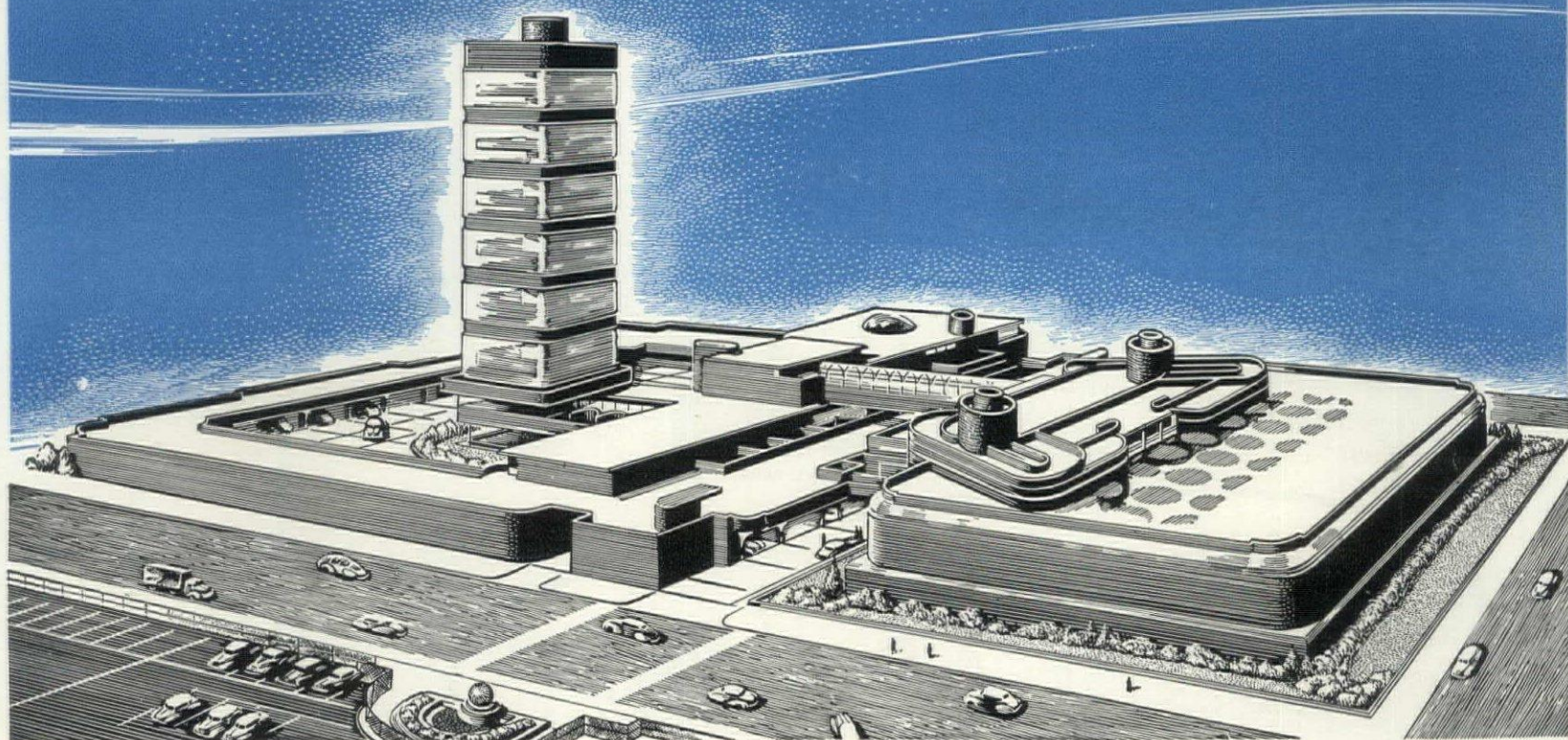
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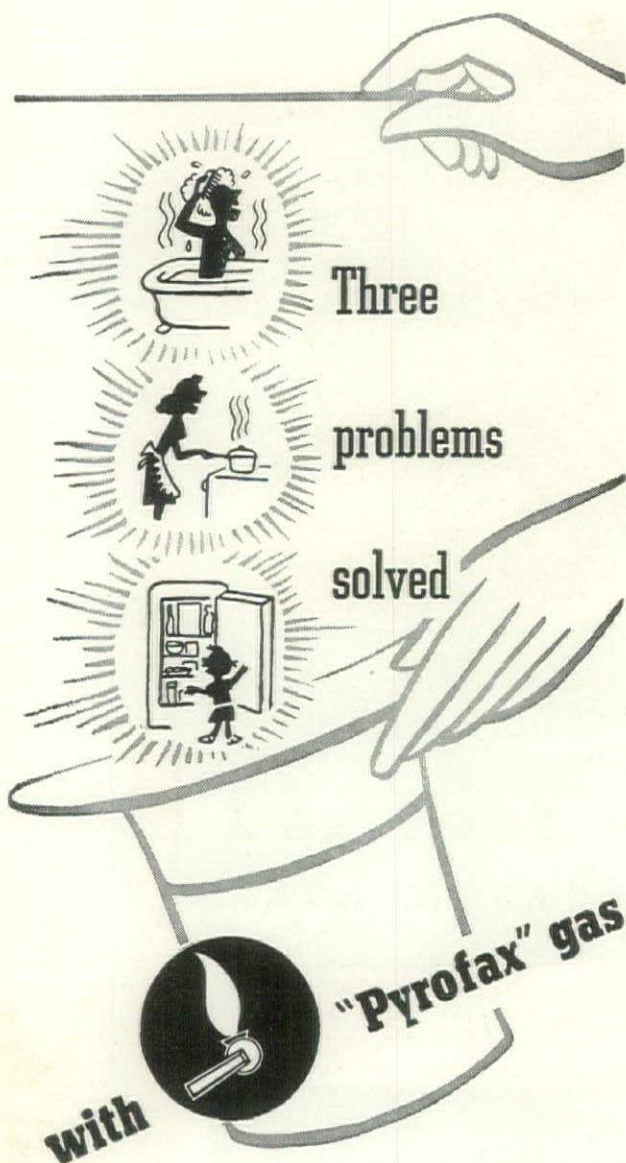
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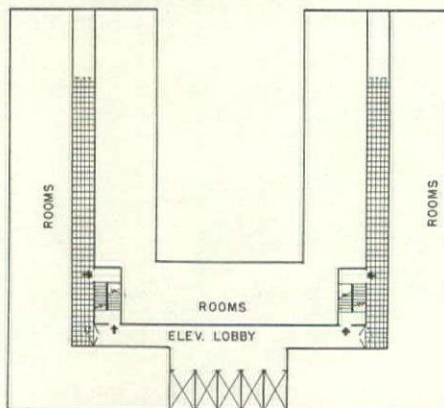
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the Winecoff type and not only providing the required additional stair but a truly fire-safe exit facility.

JAMES R. WARD, Designer and Volunteer Fireman

Stamford, Conn.

REPORTS ON GERMANY

Forum:

The letter by your reporter Peter Blake, (FORUM, Sept. '47) concerning the building situation in Germany is misleading.

In the first place, Kassel was 82 per cent destroyed, Nuremburg, 75 per cent, and neither the 96.7 per cent which the letter reports. See *An Introduction to Germany*, written by Headquarters, U. S. Forces, European Theater, published by the Theater Adjutant General. Further, this damage was not all sustained by a couple of air raids, as implied, but includes damage from minor air raids, artillery shelling, dynamiting by the Germans, etc.

In the second place, the description of the German construction worker is non-representative, in that the exception has been cited and no mention has been made of the true status of the average worker. The most exceptional conditions are those of Kassel. It was the most severely damaged and has by far the worst reconstruction record. Kassel is a poor choice for the basis of an over-all description.

Admittedly, construction is slow and agonizing. Little machinery is available. Most land owners refrain from clearing their land. The rubble of brick and concrete is used for the manufacture of *Baustoffe aus Trummern*, a poor brick material, and most owners seem to be awaiting an increase in value of their particular pile of rubble. Production is slow, but most cities are working at rebuilding and cleaning.

The German construction worker also works slowly, a result of postwar depression of morale, a lowered calorie consumption.

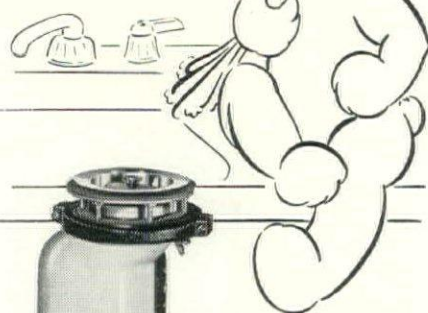
(Continued on page 40)

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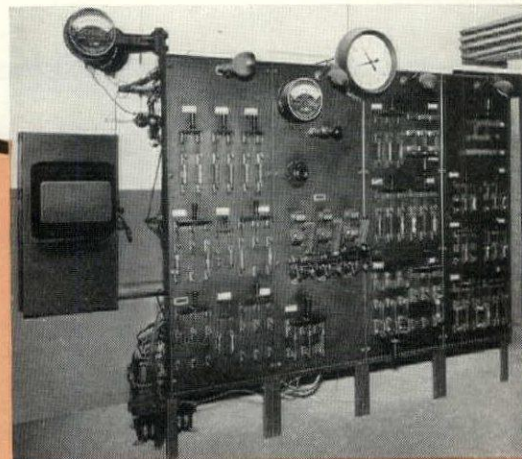


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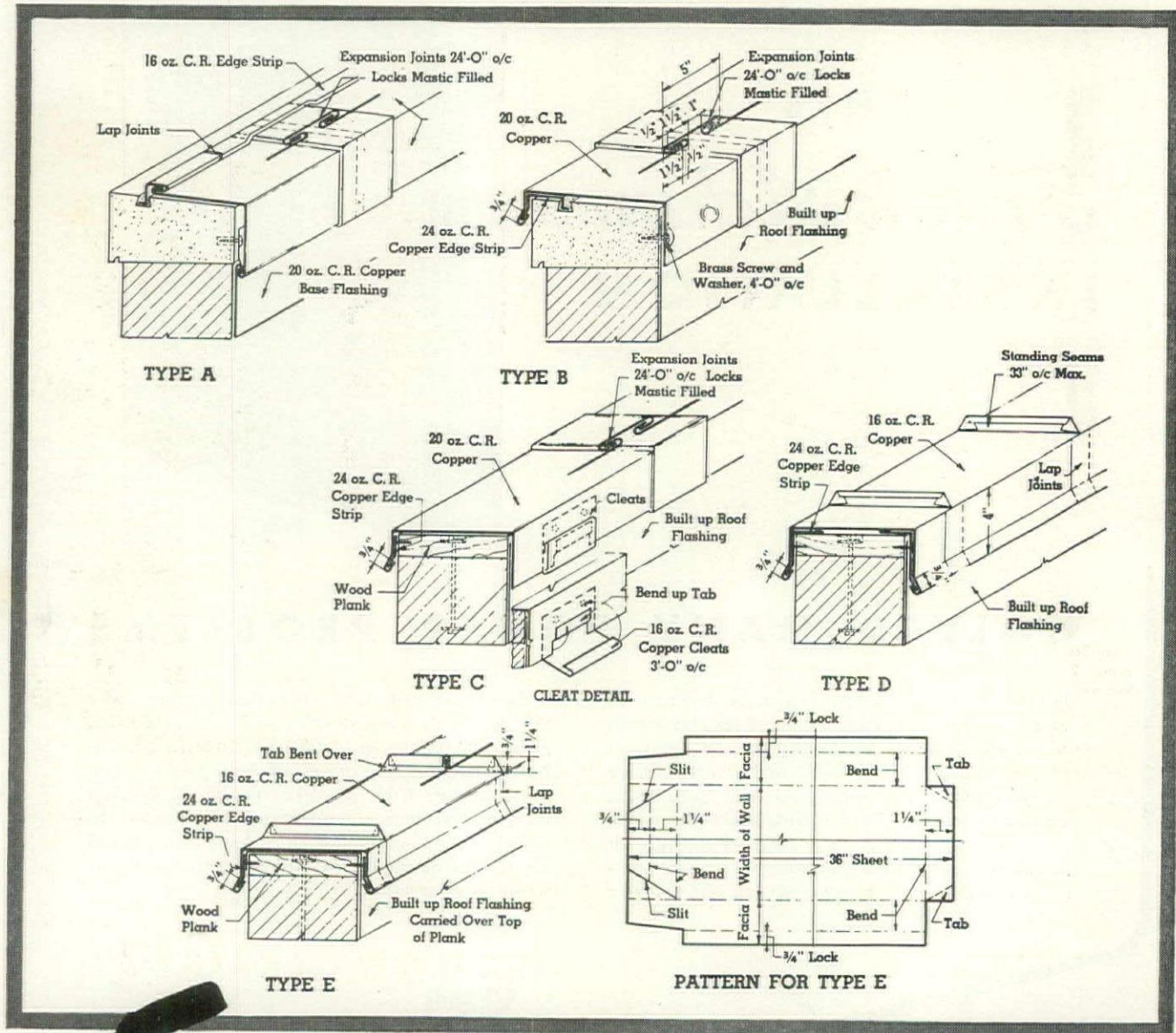


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5

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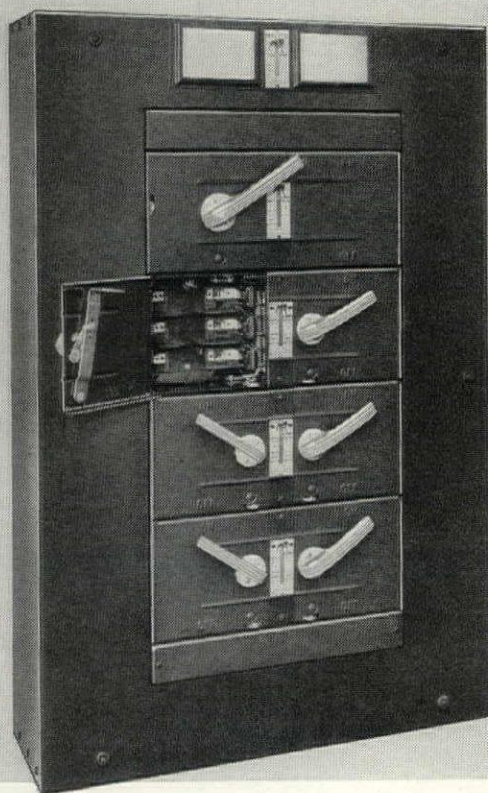
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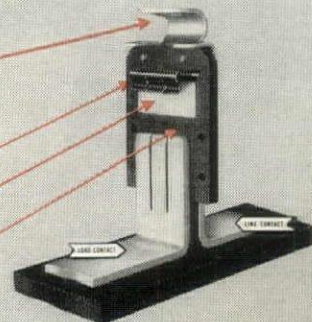
Vacu-Break Switchboards are available in 30 Amp. to 600 Amp., 2 & 3 pole circuits, 575 volts and less. Bulldog manufactures Vacu-Break Safety Switches • SaffToFuse Panelboards • Superba and Rocker Type Lighting Panels • Switchboards • Circuit Master Breakers • "Lo-X" Feeder BUStrIBUTION DUCT • "Plug-In" Type BUStrIBUTION DUCT • Universal Trol-E-Duct for flexible lighting • Industrial Trol-E-Duct for power tools, cranes, hoists.

1 Switch head bracket attached to operating lever pushes the head (enclosing moving contacts) in and out on the stationary contacts.

Steel spring for pressure contact.

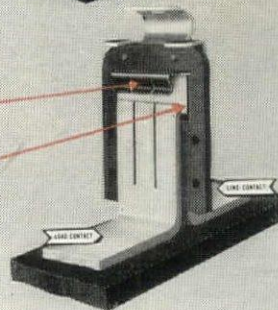
Moving contact (copper slug).

Close-fitting, partitioned arc chamber confines and snuffs out incipient arcing.

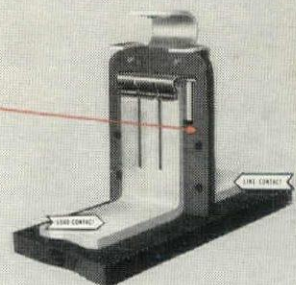


2 When operated to the OFF position, the Clampmatic spring accelerates upward (disconnect) action.

When operated to ON, the moving contact first engages the stationary contact prongs, before the spring moves down.



3 In full ON position, the moving contact fits tightly between stationary "line" and "load" contacts under full pressure by the Clampmatic spring.



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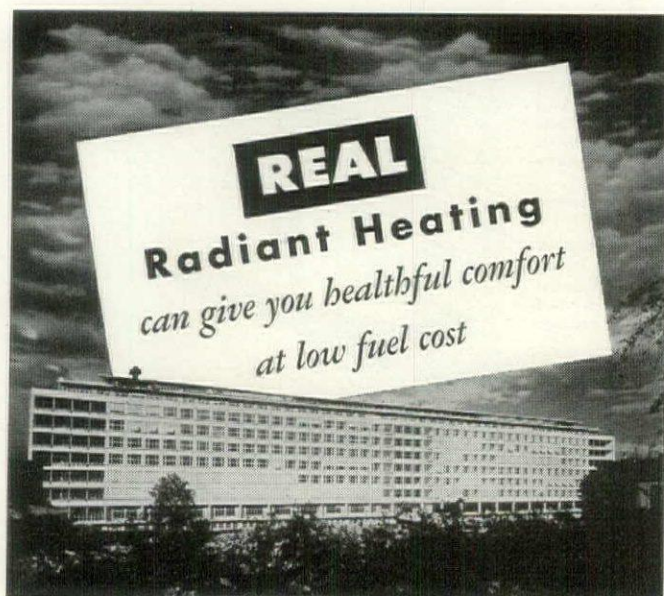
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tion, and possibly force of habit. But relatively few have taken off to the country to the "undamaged villages and well-stocked farmyards." The German worker does not engage in an abundance of black market construction because without his work card the worker cannot obtain a ration card. Black market wages are high, but black market food prices are even higher. Most workers plod along doing legitimate construction. Most consider the black market something of a scourge . . .

I feel that the letter is superficial, void of solid facts, and not up to good journalistic standards.

DANA B. LEE

Architectural Student

Stuttgart, Germany

Peter Blake comments: (1) The figures on Kassel were obtained from the Military Governor for Kassel, and the Kassel City Architect, in October 1945. The 96.7 percentage includes part-destruction of buildings still largely in use. (2) Though Kassel and Nuremberg were very severely damaged, I suggest that the following important German cities sustained similar damage: Pforzheim, Darmstadt, Wuerzburg, Cologne, all Ruhr cities, Hannover, Bremerhaven, Hamburg, Dresden and, of course, Berlin. This list is very incomplete. (3) While worker demoralization plays an important part (as noted in my original letter), most Military Government reports for the period of, roughly, the summer of 1945 to May 1947 place the blame for much of the manpower shortage and displacement upon large-scale black marketeering. Because of the desperate seriousness of this, black market suppression became one of the principal U. S. Counterintelligence missions in Germany around the middle of 1946. In the following letter Architect Ferdinand Kramer who, like myself, speaks German (and therefore did not have to rely too heavily upon the army's routine indoctrination pamphlet for his facts) elaborates on several important points which I was unable to make for lack of space:

Forum:

Quite recently I returned to Germany for several weeks and saw not only my former hometown, Frankfurt a/Main, but also travelled widely through the rest of the country. While I realize that Mr. Blake's report was intended to be only a brief survey of the matter, I feel that the following points should also be made:

First, there should be the formulation of a program for:

- Provision of minimum housing for the population of destroyed cities.

(Continued on page 44)

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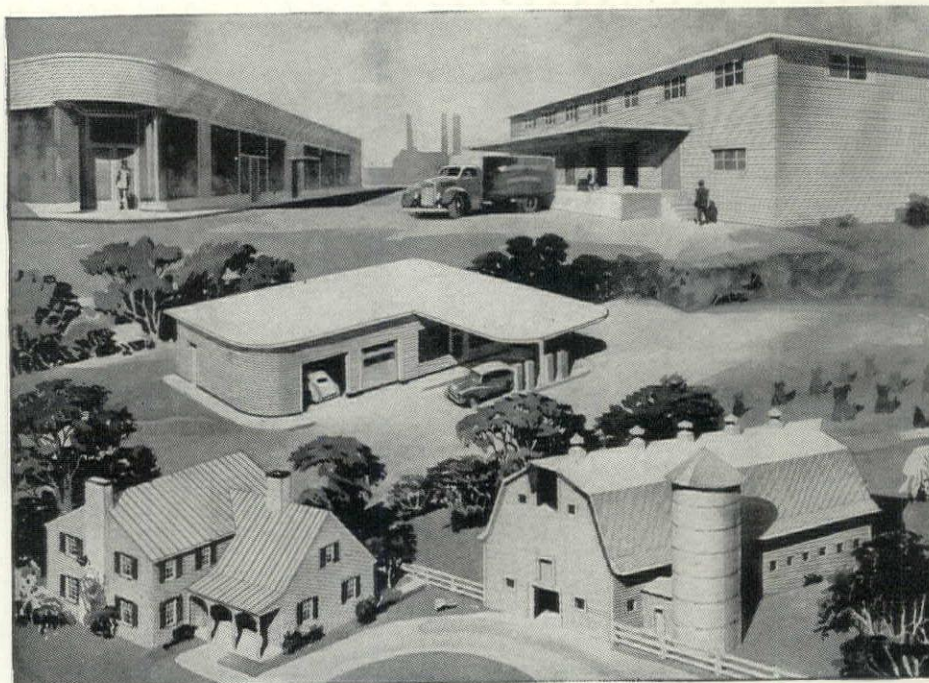
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● WALL TILE (8 COLOR COMBINATIONS)

● WINDOWS RESIDENTIAL CASEMENT, PICTURE

● STUDS

● TRUSSES

● REFLECTIVE INSULATION (METALLATION)

● ALUMIDROME (FARM & COMMERCIAL UTILITY BLDGS.)

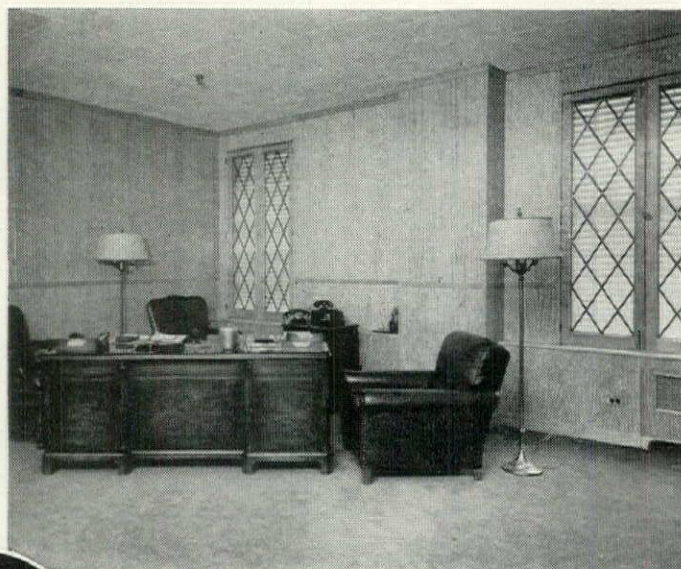
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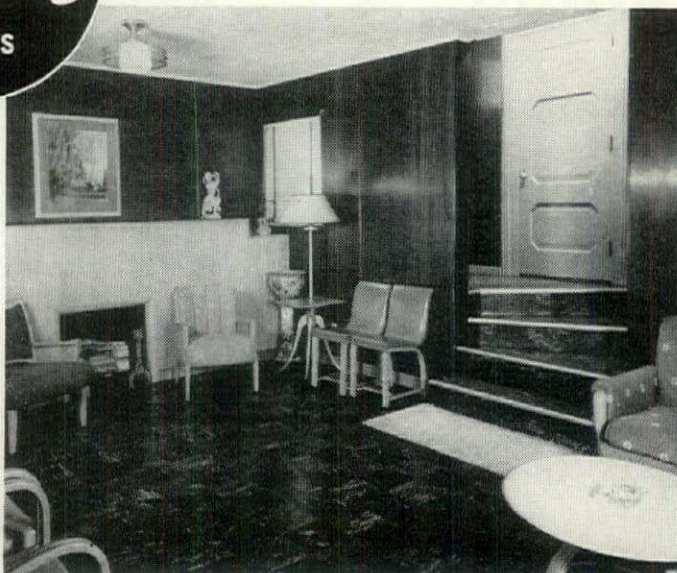
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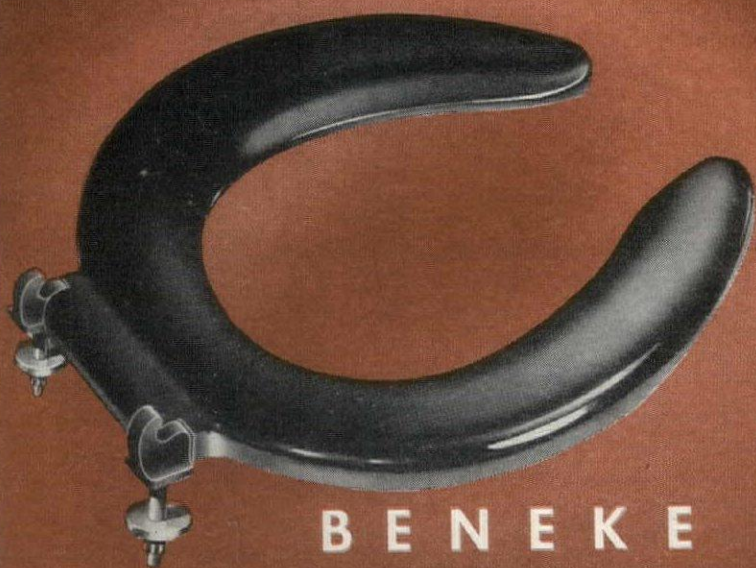
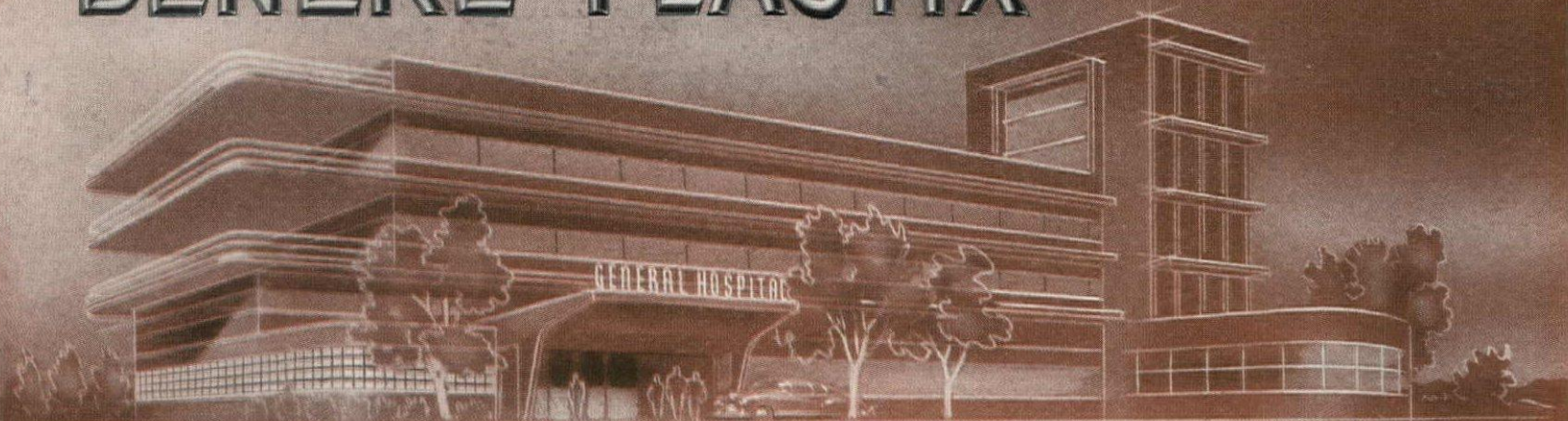
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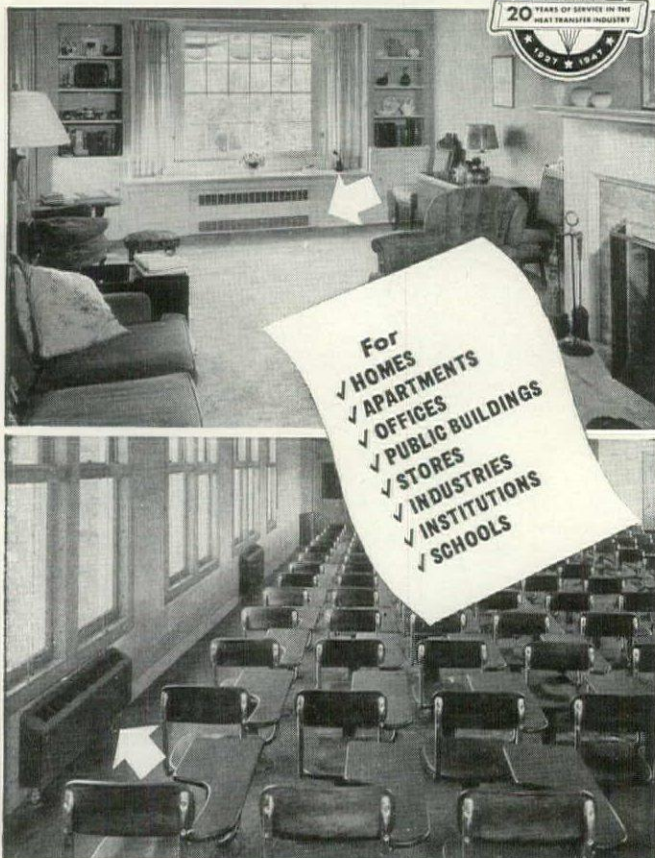


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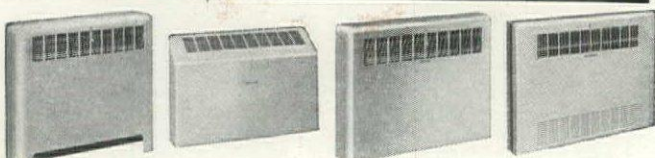
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- b. Resettlement of refugees.
- c. Reconstruction of utilities and industries in accordance with the Military Government.
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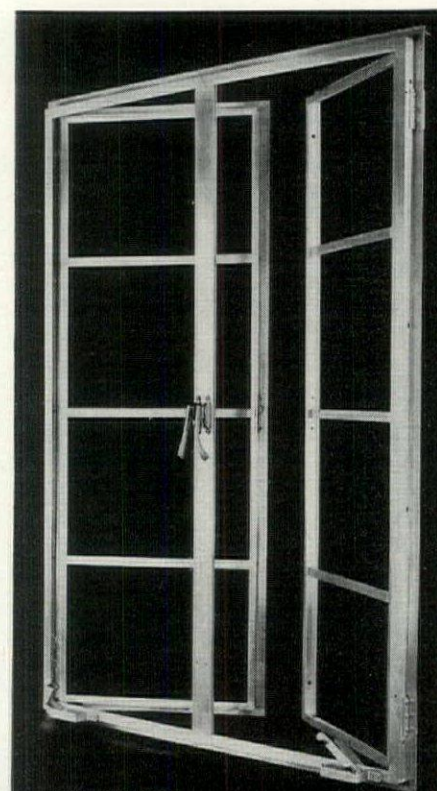
Secondly, I think forceful mention should be made of reasons why practically none of the obvious program has been started.

The following are a few of the basic steps which only partly concern the building industry, and which must be undertaken before the above mentioned program can be properly begun:

- a. There is no coordination of administration and only promise of a vague political future.
- b. There is no proof that the Germans can carry their own responsibilities since for nearly a generation their steps have been rigidly controlled.
- c. There are no expropriation laws of real estate, necessary for City planning.
- d. There are no laws to settle mortgages on property which no longer exists. Interest must still be paid on a house even though it is a pile of rubble. At the same time the rubble belongs to the State and cannot be removed by the owner for rebuilding.
- e. There are no studies on the correct sizes of the rebuilt cities. This is important since the life pyramid is now at the top, with 100 per cent more deaths than births and a 25 per cent surplus of females.
- f. There have been no surveys as to the industries and trades by which the inhabitants will support themselves.
- g. There have been no decisions as to whether reconstruction should be along old street layouts, whether old quarters should be abandoned, or whether building should be in new decentralized sections. One fact which might influence this decision is that existing street utilities constitute 3 per cent and foundations 15 per cent of the total value of the building.
- h. Lastly, there have been no decisions on either emergency or permanent housing.

Coal is a vital necessity for the production of building supplies. Since the production of this key material is not at prewar level and is used mostly for reparations, nothing has been accomplished. The few existing stocks of building materials are kept under priority. The main source of material is the rubble since it has to be removed anyway and its use saves coal. If this rubble is going to be used efficiently, the production, digging, transportation to

(Continued on page 48)



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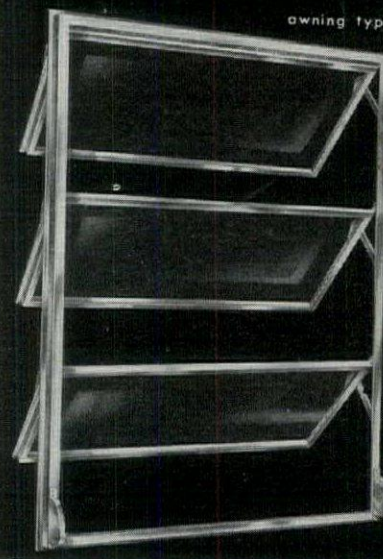
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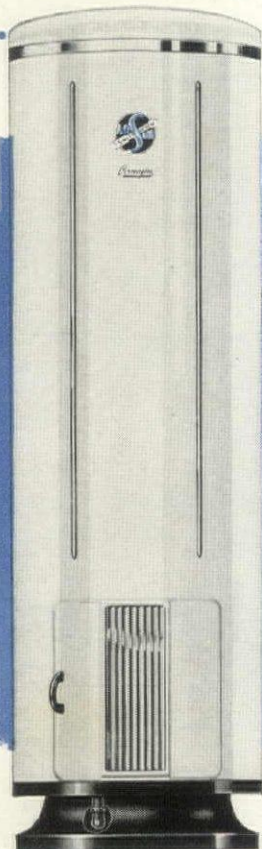


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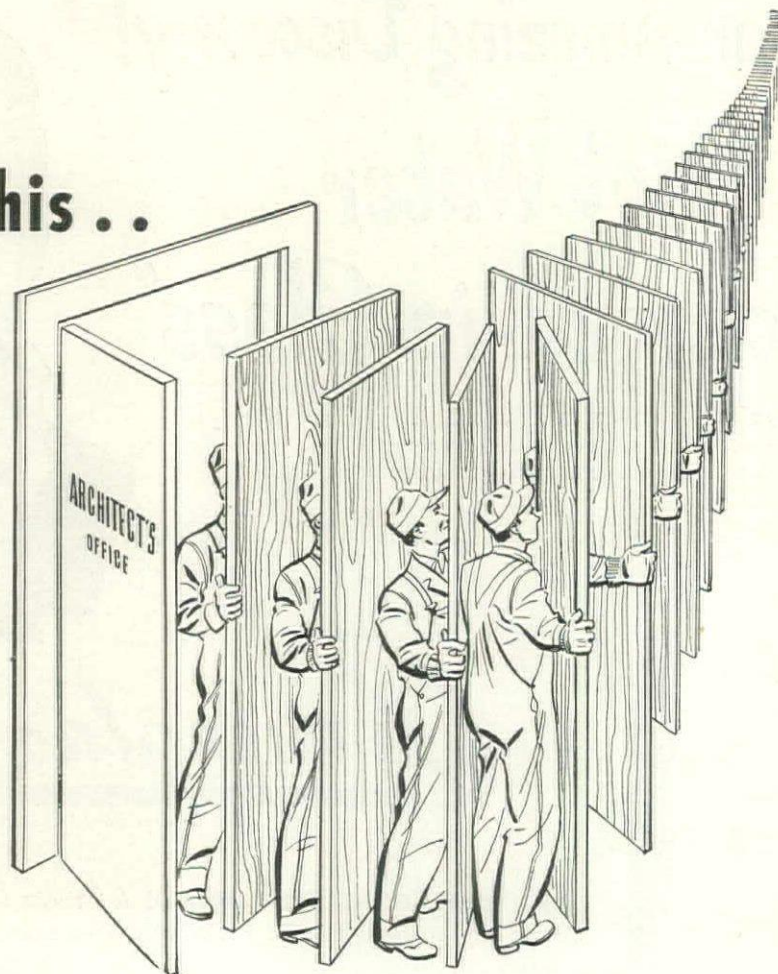
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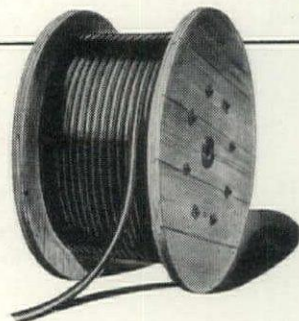
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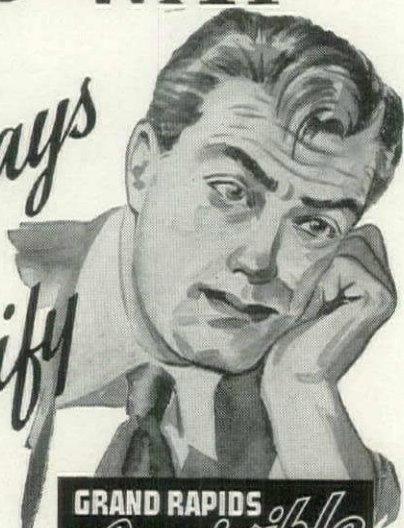
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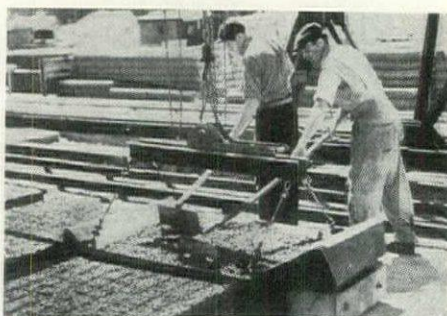
No. 103 face plate, cone bearing type and Nos. 175, 109, 110 sawtooth drive type sash pulleys cover 95% of all sash pulley requirements.



the factory, manufacture of new material and return to the original site must all be timed in a non-stop production cycle.



Special Trains for carrying rubble form a network across almost every German city.



Rubble and Mortar is mixed and set in prefabricated forms for use in new building.

The German nation itself will be unable to finance reconstruction as long as the cigarette is a symbol of value and taxes are sky-high. An average laborer gets 35 marks a week. At this rate, it is better for him to lavish all his time upon the care of one chicken since he can barter 2 fresh eggs a week for a package of cigarettes having a value of 125 marks, thus avoiding payment of taxes. The only source for all buying is the black market. Prices range from 5 marks for a package of matches to 2,000 marks for a pair of shoes, 8,000 marks for a suit, 500 marks for a pound of coffee, etc. The wage of 35 marks a week is not apt to encourage honest labor at these prices. As a result, all Germans are living on their substance. Each day they stand in long lines in front of exchange stores to barter their bric-a-brac for supplementary food necessary to keep alive.

As for the destruction, it is impossible to visualize a devastation so complete without actually seeing it. The lowest estimate of the amounts throughout the country is 400 million cubic meters of rubble. . . .

The average living space per person before 1938 was approximately 30 square meters. At present, if this standard were reduced to a minimum of 8 square meters, the reconstruction time for basic housing and utilities, using all available German labor, material sources, and machinery, would be between 25 and 30 years.

FERDINAND KRAMER

New York, N. Y.

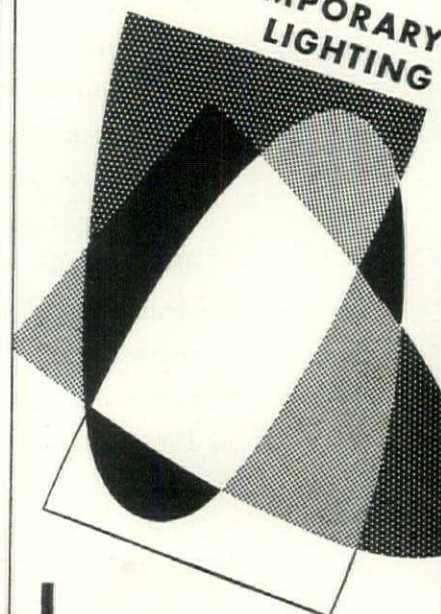
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Byers Wrought Iron pipe was used . . . and in line with its policy of informing designers and engineers of new developments, A. M. Byers Company ran an advertisement on the subject as the building neared completion. You may have seen it . . . but certainly would never have dreamed of how far-reaching its effects would be.

A flood of inquiries came from technical men, interested in the new method of heating. From this beginning in 1937 the Byers organization collected all available data, developed additional information, and put the result between covers in the first complete, authoritative bulletin on radiant heating. This—and succeeding editions, in which additional facts and findings were included—has

been accepted as the "Bible" of radiant heating by thousands of architects, engineers, and heating contractors. In succeeding years, Byers engineers worked with hundreds of designers on specific projects, continued to gather data, and today have accumulated more complete and practical information on the subject than can be found anywhere else on the globe.

This "experience pool" covers information on the use of radiant heating in almost every type of structure: homes, churches, schools, hospitals, railroad stations, hangars, garages, brooder houses, theaters, telephone exchanges, laboratories, dog kennels . . . the list is far too long to itemize. This wealth of data provides practical answers to almost every question that can arise in connection with radiant heating . . . and it is available to all architects, engineers,

and heating contractors interested in applying this modern method of heating.

It is significant that with thousands of installations already made, over 90% of those of which Byers has record have used Byers Wrought Iron pipe. Byers Wrought Iron pipe offers the exact combination of qualities and properties needed for radiant heating: ease of fabrication; high heat emission; almost identical thermal expansion characteristics with concrete, and proved resistance to corrosion. For a "progress report" on this ten years of radiant heating progress, ask for the booklet, "What we have learned from 1000 radiant heating installations."

A. M. Byers Co., Pittsburgh, Pa. Established 1864. Boston, New York, Philadelphia, Washington, Chicago, St. Louis, Houston, Salt Lake City, Seattle, San Francisco.

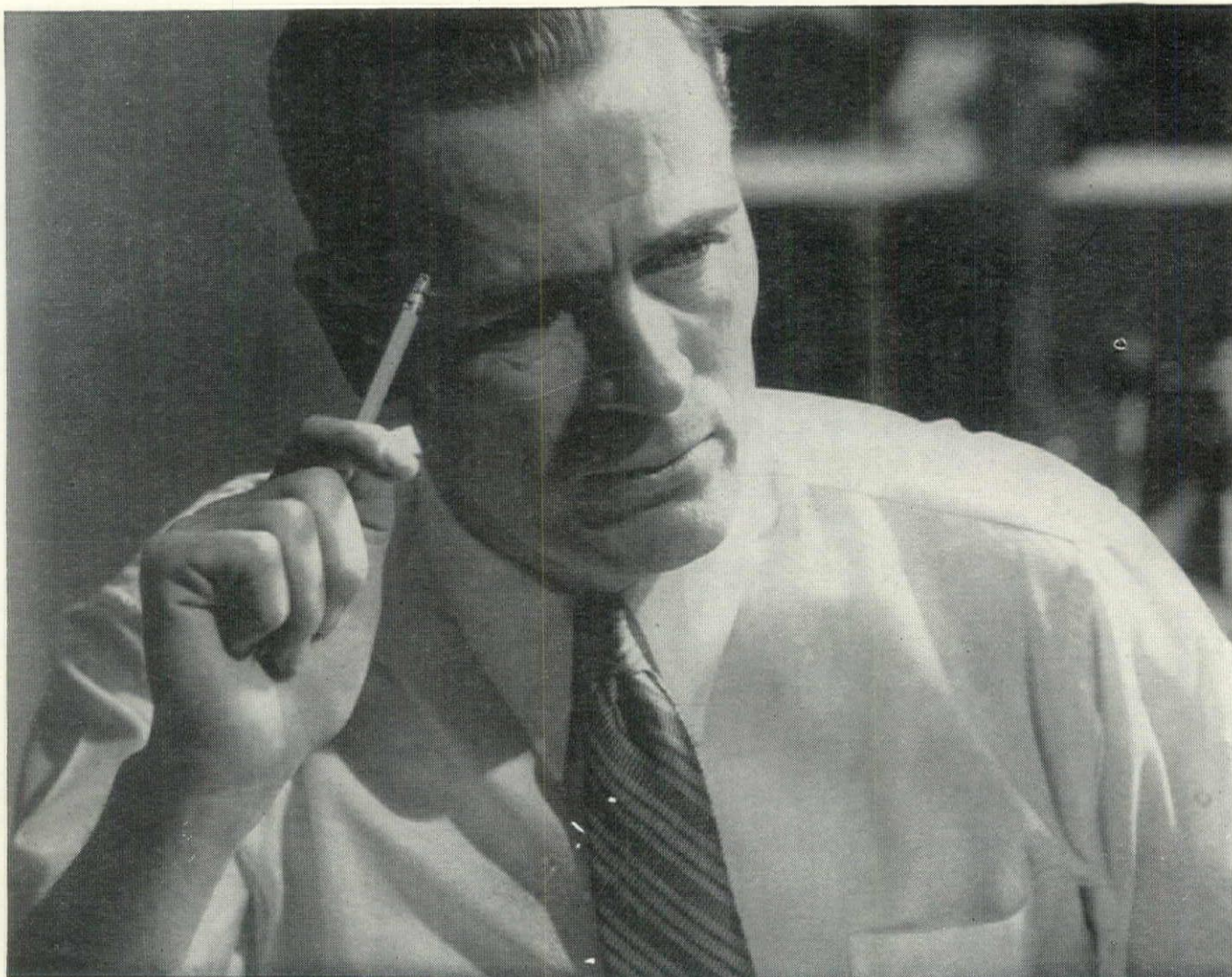
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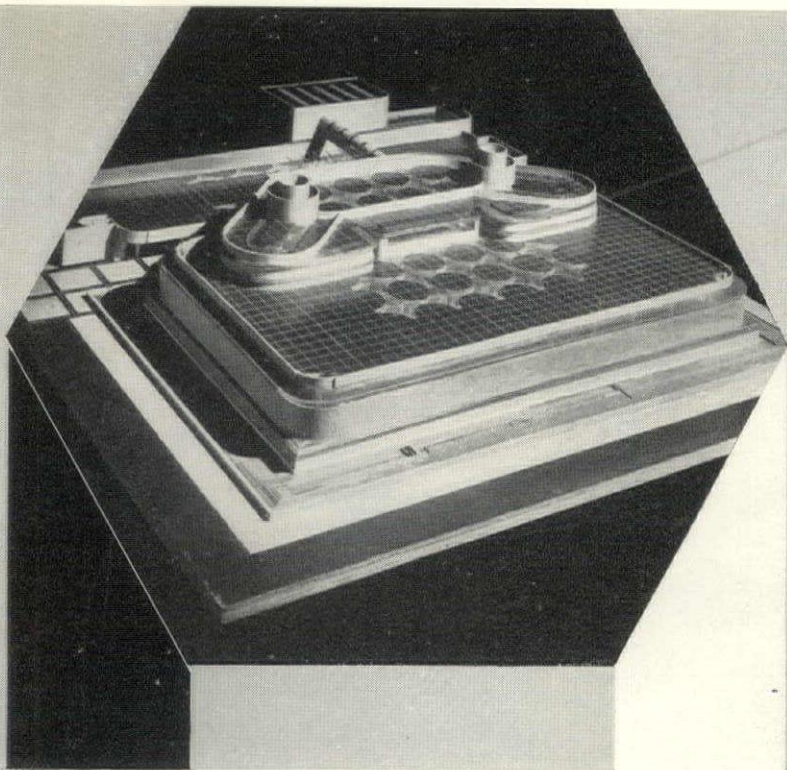
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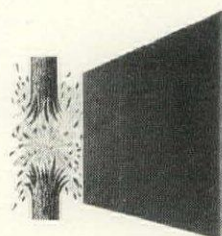
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Mueller Type 107 Cast Iron Gas-Fired Winter Air-Conditioner — Type 106 unit plus Mueller forced-air circulating and filtering unit.



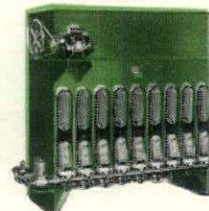
Mueller Series SHP Steel Gas-Fired Winter Air-Conditioner — Vertical cabinet type for utility room or basement installation.



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Mueller Type 20 Gas-Fired Boiler — Steam, hot water, or vapor heating. For larger residences, commercial and industrial buildings. Also for domestic hot-water supply.

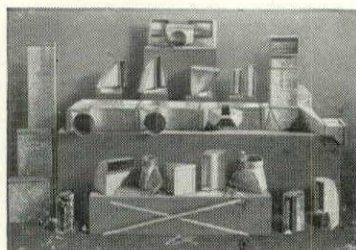


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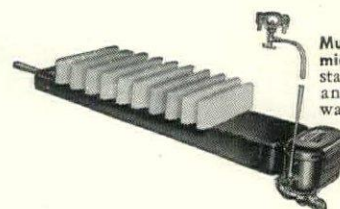
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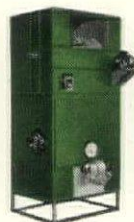
Mueller Type 201 Oil-Fired Gravity Furnace — Two sizes, available with pressure-atomizing or vaporizing oil burner. Convertible to AGA-listed gas-fired unit.



Mueller Type 202 Oil-Fired Winter Air Conditioner — Type 201 plus forced-air circulating and filtering unit. Also convertible to AGA-listed gas-fired unit.



Mueller Type 209 Oil-Fired Winter Air Conditioner — Vertical design for basement and utility room installation. Blower assembly mounted in exclusive Roll-a-Drawer. (Patent applied for.)



Mueller Series OH-57 Oil-Fired Unit Heater — For industrial applications. Equipped with pressure-atomizing burner.



Mueller Type 450 Oil-Fired Conversion Burner — Pressure-atomizing type. Nozzle-capacities from 1 to 5 gallons.

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Mueller Type 701 Steel Coal-Fired Gravity Furnace — Available in three sizes — 20", 22", and 24".



Mueller Type 702 Steel Coal-Fired Winter Air Conditioner — Type 701 plus forced air circulating and filtering unit.



Mueller WG-42 Cast Iron Coal-Fired Gravity Furnace — Capacity 42,000 Btu output at register.



Mueller WR-72 Cast Iron Coal-Fired Winter Air Conditioner — Type WG-42 plus blower. Capacity 72,000 Btu at bonnet.

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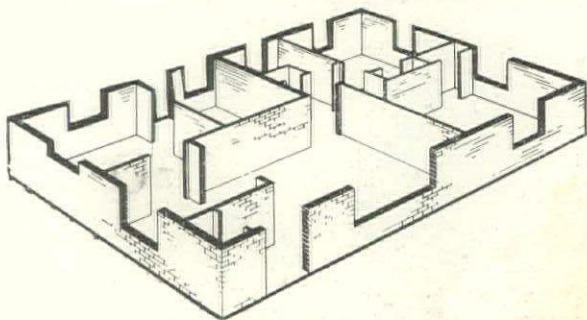
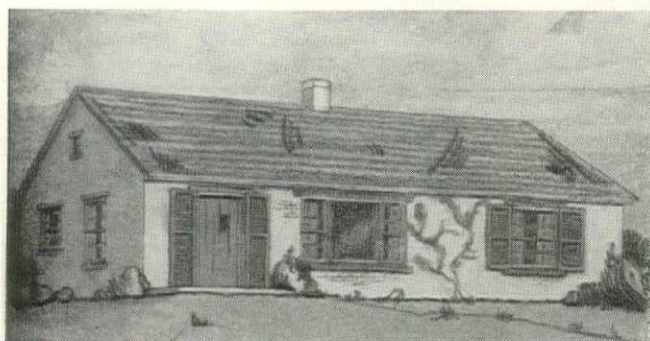
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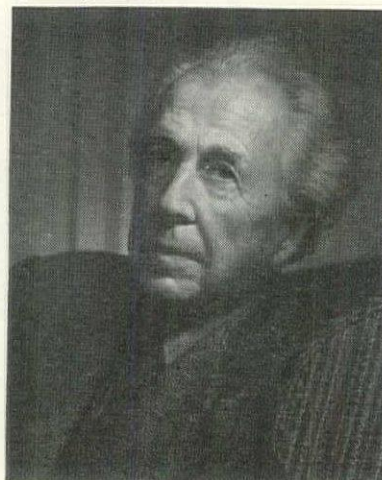
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Anybody who has had the unforgettable—and very nearly incommunicable—experience of living for a while in one of Frank Lloyd Wright's masterpieces (as several members of the FORUM staff did during the preparation of this issue) is likely to have acquired a recurrent dream. It runs like this: In the year 2,048 the builders of a decentralized U. S. will turn to the buried archives of a place called Taliesin near Spring Green, Wis. and dig up the plans for homes, theaters, art galleries, garden restaurants, whole cities. And then Frank Lloyd Wright's great spatial visions will finally become a living

environment for millions of Americans.

For a magazine conspicuously devoted to the notion that every age must create its own building pattern, this may seem like reaction. But we will dodge the brickbats by immediately pointing out what we believe equally: that Frank Lloyd Wright is designing (and this is much more our tragedy than his) not for life as it is in our own perilous time, but for life as it can be—and someday will be.

Creative personalities are frequently ahead of their time, but the artist whose medium is structure faces special limitations. In the first place, his work is not reproducible or transportable: it cannot be run off on rotary presses for millions of readers; it cannot be shipped around to art galleries. Merely to see such an artist's work, its audience must seek it out; they must, for example, undertake a pilgrimage to the Falling Water House or the Johnson Wax Building or one of the Taliesins.

But an architectural experience is much more than seeing. Architecture is perhaps the most powerful and pervasive of the arts, but the building has to be actually used before the emotional experience it involves can really happen to anybody. Thus about the only chance the U. S. public in any quantity will have to *experience* a Wright building is the Guggenheim Museum, a project now indefinitely deferred by uncertain building costs. It is to be hoped that the project's sponsor, distinguished by a long record of public service, may decide to absorb some of this current cost as one more public service, so that Wright's masterpiece can happen while the sponsor, the architect, and all the rest of us all still here to enjoy it.

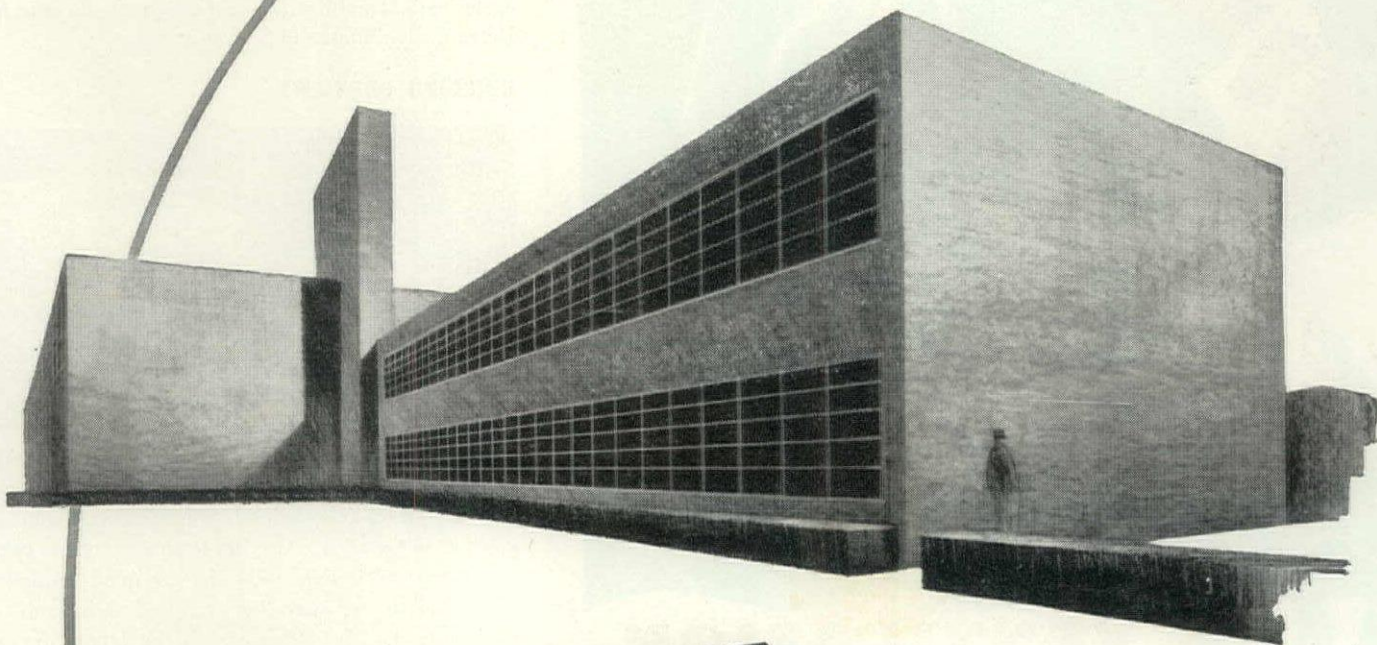
We like to think that the next best thing to building Wright is publishing him and proudly present this issue completely devoted to his new work, on the anniversary of our original Frank Lloyd Wright issue of 1938. Like the first one, this issue was completely designed and written by him; the plans and sketches appear as they were drawn by the 50 young men who now compose the Taliesin Fellowship.

Taliesin is very busy now; once more apprentices are there from all over the world—Sheng Pao from China, Salah Zeitoun from Egypt, Rana Mansinhji Mahobatsinhji from India, Gershon Kohn from Palestine, to name only a few. It was pleasant to see again top hands Jack Howe, Wes Peters and Gene Masselink, whom we met way back in 1938.

They're using jeeps in the farm work now, but otherwise things haven't changed much. Everybody still gets up for breakfast at six; everybody washes his own dishes and takes turns cooking. There is still a movie in the theater on Saturdays, dinner and music in the Wright living room on Sundays, lots of good talk every day when the drafting room knocks off for tea at 4:30.

All the work in this issue was done in the great Taliesin drafting room, where the Fellows come in from the snowy hills and their current job of re-shingling the barn to turn out the drawings. Here the silvery-haired Master sits at his own drafting table, in front of the roaring wall-size fireplace, deciding on the winter pasture for the Guernsey herd, and all the while turning his enormous dreams of life for Free Men into the reality of structure—his force and vitality undiminished at 76, his confidence that Americans will yet find a way to come into their inheritance unwavering.

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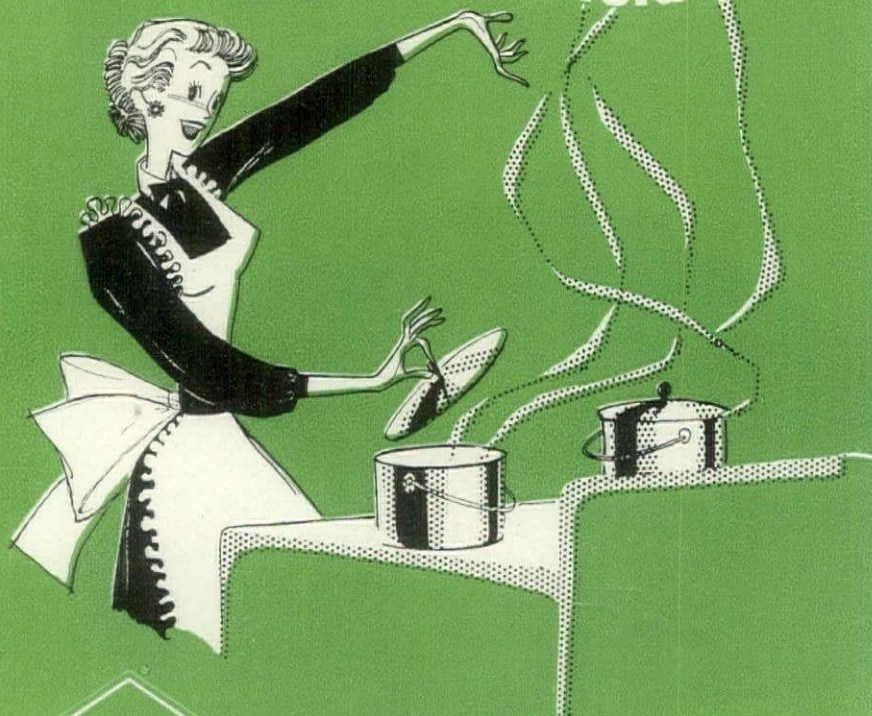


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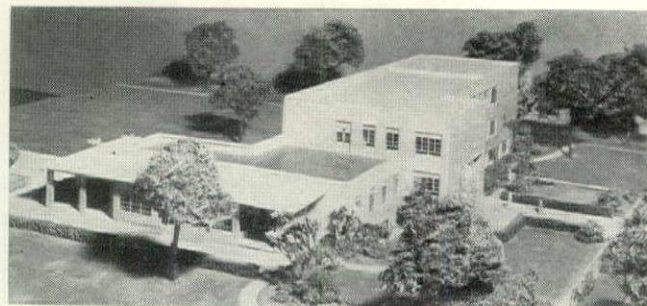


AN INSTITUTE OF PROFESSIONAL TOWN PLANNERS has been formed in Canada to promote the science of city and community planning. Officers in the new group are: Tracy LeMay, President; John Kitchen, Vice President; and E. G. Faludi, Secretary-Treasurer. Its headquarters are at 24 Bloor Street East, Toronto.

HERMANN FIELD, AIA has been appointed Director of Building Plans for Cleveland College, a post in which he will develop an overall plan for a new downtown college center. Mr. Field will also serve as a member of the architectural faculty of Western Reserve School of Architecture.

MAGUOLO & QUICK, architects and engineers, (formerly P. M. O'Meara Associates) will continue their practice of ecclesiastical and institutional design at offices in Minneapolis, Detroit, Cincinnati and St. Louis.

BUILDING PREVIEWS



FELS RESEARCH INSTITUTE LABORATORY for the Study of Human Development is now under construction at Antioch College, Ohio. The brick-faced, steel and concrete building will house the widely varying testing activities required in the Institute's continuing study of a group of people from conception to maturity, including study of their family and school environment. The 80 rooms in the laboratory will provide biochemical, psychological, physiological and genetic laboratories, an observation nursery-school wing and X-ray, dental and medical examining rooms. High and low temperature rooms will be used to test individual resistance to extreme environments. Louis Magaziner, Philadelphia architect, designed the building; Charles Leopold acted as mechanical engineer; Max Mercer, supervising architect. Wermuch, Inc. are builders.

THE NEW \$2,000,000 SPALDING PLANT at Willimansett, Mass. effected such savings by its coordination of the company's separate manufacturing facilities, that even today's high costs were underwritten. In one operation alone at least ten handlings of lumber were eliminated. Office space and cafeteria are provided on the second floor for the company's 300 employees. Adjacent to the main building is a laboratory for material research. Lathrop Douglass, architect, and Guy Panero, engineer, designed the building which will be completed in the Spring.

A NEW ELEMENTARY SCHOOL at Atascadero, Calif., will incorporate a number of good design features. The classrooms, all on ground level, have direct access to individual play areas on the south side of the building. A wide overhang covers part of this space for protected play and also obviates building heat in late spring and early fall. Room lighting is bilateral, but predominantly from the north with semi-direct artificial lighting for dark days. The Latistee method of construction, used by designers Daniel, Mann & Johnson, provides modular wall panels of light steel with concrete fill—a method which met requirements for safe, economical and rapid structure.

(Continued on page 58)



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EXHIBITS



THE AMERICAN DESIGNER'S INSTITUTE in Philadelphia is sponsoring an exhibit of work conceived, designed, executed and installed by Pratt Institute students. Its purpose is to acquaint the businessman and layman with the aims and methods of contemporary design education by presenting a first-hand glimpse of designers in the making. After the preliminary showing in Philadelphia during December the exhibit will be sent to various cities through the country.

A RETROSPECTIVE EXHIBITION OF SCULPTURE by Jo Davidson is being sponsored jointly by the National Institute of Arts and Letters and the American Academy of Arts and Letters, from December through February. The collection of over 175 pieces (including statues, portrait busts and sketch models of Monuments) will be on view at the American Academy of Arts and Letters Gallery in New York City.



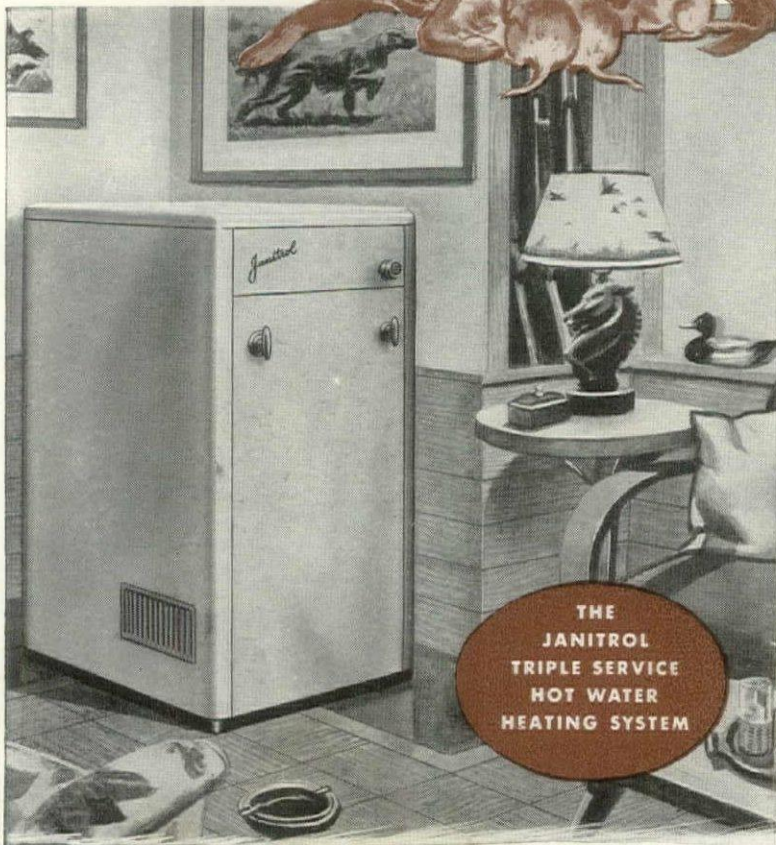
"MODERN SCULPTURE FOR ARCHITECTURE" is the New York Architectural League's addition to this year's exhibitions on the correlation of the arts. Its primary aim is to acquaint architects with trends of modern sculpture as seen in the work of nine outstanding practitioners. Isamu Noguchi's sheet-stone compositions (see left) and David Smith's hard-bitten metal designs might well be used to humanize an ultra-placid facade or interior with a touch

of contemporary fury. Photographs of effective sculpture-architecture coordination from Greece in the 5th Century B. C. to Phoenix, Arizona in 1947 reinforce the exhibit's message. Other modern sculptors represented in the show are: Henry Moore, Jacques Lipchitz, Ossip Zadkine, Jose de Creeft, William Zorach, Hugo Robus, and Alexander Calder.

COMPETITIONS

THE LINCOLN ARC WELDING ENGINEERING UNDERGRADUATE AWARDS will be given this year for the best papers written by resident students on designs for arc welding of parts of machines, complete machines, trusses, girders or structural parts; or on the maintenance and repair of existing machines and structures by arc welding. Closing date for the contest is May 15, 1948. In addition to the first three prizes of \$1,000, \$500 and \$250 there are four awards of \$150 each; eight of \$100 each; 12 of \$50 each; and 50 of \$25 each. The following scholarships are also offered: to the institutions in which the first winner is registered: four scholarships of \$250 each; to that of the second winner two scholarships of \$250 each; and to that of the third winner a single (Continued on page 60)

3 way
Service



THE
JANITROL
TRIPLE SERVICE
HOT WATER
HEATING SYSTEM

From a New, Single, Modern HEATING UNIT

*Supplies all household needs for
hot water and heating*

FROM a single Janitrol unit you get three separate supplies of hot water at the right temperatures... one for efficient, automatic home heating... one for automatic dishwashing and laundry appliances... one for bath, shower and lavatory.

This complete Janitrol system, gas or oil fired is so compact and highly efficient, it can be installed in any convenient place in the basement... the first floor, in a closet, utility room or adjoining garage... even in the attic.

Comfort Heating: The Janitrol hot water system is a complete factory tested package. When used with modern convactor radiators the temperature of each room can be individually controlled. Hundreds of radiant panel heating installations in ceilings and floors have also been made, utilizing Janitrol's advanced design for low cost of installation and proved performance.

YOUR OPPORTUNITY TO REDUCE BUILDING COSTS—This new Janitrol heating and hot water system offers you a wonderful opportunity to reduce building costs... by giving your clients what they need with extra advantages... giving them modern house heating and a hot water heater in one efficient unit, complete, ready for quick, economical installation.

Write today for complete specification data and information on typical installations.

Janitrol
SURFACE COMBUSTION CORP., TOLEDO 1, O.

TRIPLE SERVICE HOT WATER HEATING SYSTEM



Comfort Heating



Kitchen and Laundry



Lavatory and Bath



Floor-to-ceiling areas of plate glass or *Thermopane* let people see into the store. Built-in cases spotlight small items. American Home Appliance Co. in San Francisco. Architects: Igaz & De Martini.

ATTRACTIVE



...in more ways than one!

Store owners want more than fine appearance alone ... they want stores that fulfill the *second* meaning of attractiveness—having the power to attract business.

The Visual Front has won wide acclaim for this purpose. It makes the entire store a "walk-in showcase". It calls attention to the merchandise the owner wants to sell. It is truly functional architecture.

Colorful *Vitrolite** glass facing on solid areas attracts attention. Large areas of plate glass reveal the store interior. Where window condensation is

a problem, *Thermopane** should be specified. *Tuf-flex** tempered plate glass doors extend a cordial welcome ... are now readily available. Because it's all glass, a Visual Front can be kept new looking by cleaning with water and a squeegee. Your L·O·F Glass Distributor has prices and data on all glass products for storefronts.

You'll find our Visual Fronts book helpful in suggesting ideas and color combinations. It contains many designs by leading architects. For your copy, write to Libbey-Owens-Ford Glass Company, 4418 Nicholas Building, Toledo 3, Ohio.

*®

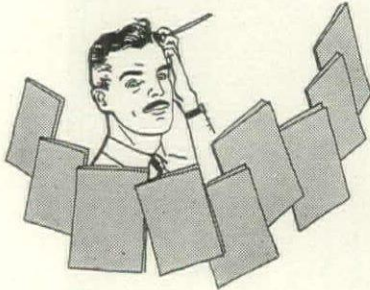


LIBBEY · OWENS · FORD




a Great Name in **GLASS**

ANNOUNCEMENTS

easy, sure way to
quality heating



specify
Weir-Meyer
equipment
for all fuels

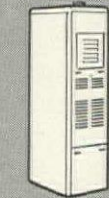
GAS 
OIL 
COAL 

for all
installations -
RESIDENTIAL
COMMERCIAL
INDUSTRIAL

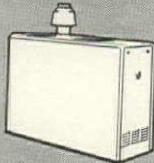
There is dependable, fine-
performing WEIR-MEYER
heating equipment for every
job. Write for literature
and specifications.

Weir-Meyer means modern heat

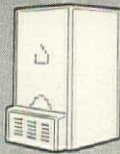
THE MEYER FURNACE COMPANY
Weir-Meyer Furnaces & Air Conditioners for GAS, OIL, COAL
Offices: Peoria 2, Ill. • Factories: Peoria 2, Ill. and Peru, Ill.



Gas-fired Hi-boy



Gas-fired Air Conditioner



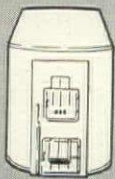
Gas-fired Gravity



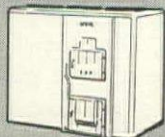
Oil-fired Hi-boy



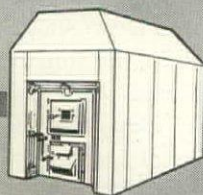
Oil-fired Air Conditioner



Weir Steel furnace



Coal-fired Air Conditioner



Industrial & commercial
heating equipment



\$250 scholarship. Further information about the contest may be obtained from the James F. Lincoln Arc Welding Foundation at Cleveland 1, Ohio.

THE JAMES HARRISON STEEDMAN MEMORIAL FELLOWSHIP in Architecture, to be awarded this Spring under the auspices of Washington University, Mo., offers \$3,000 for a year's travel and study abroad. Requirements for candidates are: 21-31 years of age; an architectural degree from an accredited college; one year of practical office work; American citizenship; good moral character; at least one year's residence in St. Louis. Application blanks must be in the hands of the Chairman of the Department of Architecture, Washington University, St. Louis, Mo. not later than January 31st.

NEW OFFICES

GEORGE NELSON, AIA announces the opening of offices for the practice of architecture and industrial design at 343 Lexington Ave., New York, N. Y.

CLARENCE SMITH II, architect and engineer, has resumed his private practice in offices at 1000 Peachtree St., NE, Atlanta, Ga.

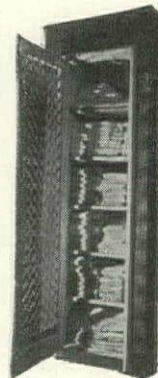
RICHARD HANSEN will practice architecture and community planning at 1201 E. 63d St., Kansas City, Mo.

LEON HYZEN has opened his office as consultant in architecture, store planning and industrial design at 53 W. Burton Place, Chicago, Ill.

F. ALBERT HUNT, architect, announces the opening of his office at 4 Purdy Ave., Rye, N. Y.

ARCHITECTURAL MODEL BUILDERS, Frankfort, Ill. offer services in field of three-dimensional displays—exteriors, floor layouts, dioramas, etc.

(Continued on page 64)



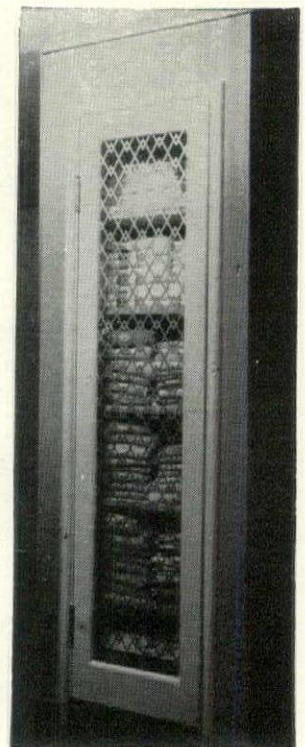
Hendrick Grille in linen closet door

In the Futura House, Portchester, N. Y., the architect used Hendrick Grilles (without glass) in doors of linen closets to permit full circulation of air to prevent mildew. Note attractive decorative effect.



Perforated Metals
Perforated Metal Screens
Architectural Grilles
Mitco Open Steel Flooring,
"Shur-Site" Treads and
Armorgrids

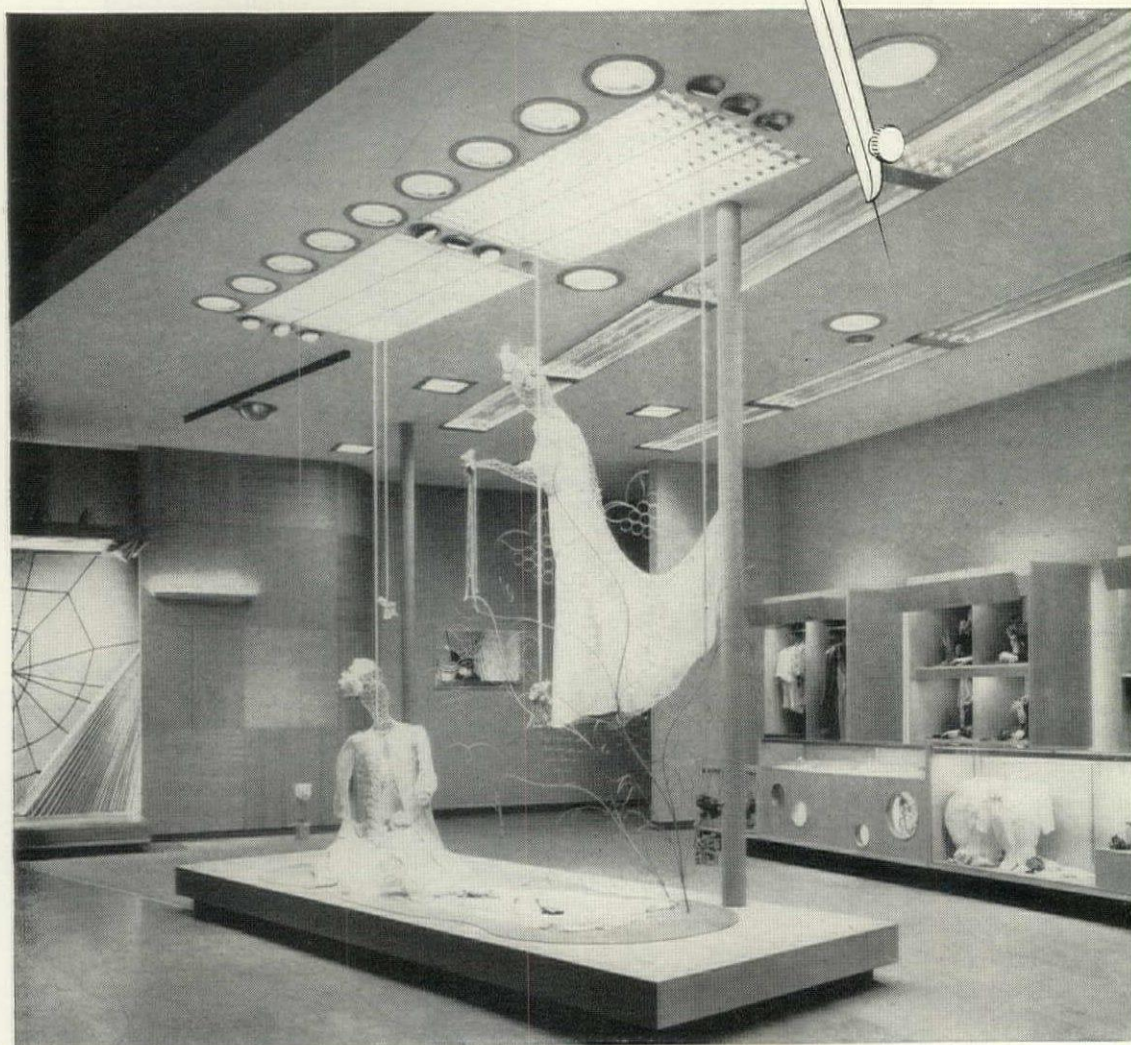
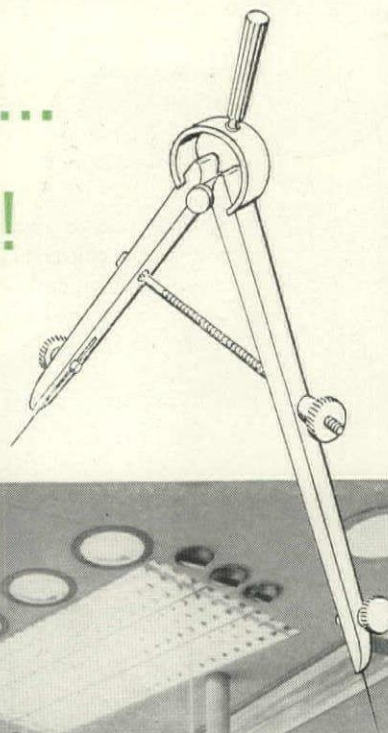
HENDRICK
Manufacturing Company
35 DUNDAFF STREET, CARBONDALE, PA.
Sales Offices in Principal Cities



How G-E lamps make merchandise

easier to see...

easier to buy!



This specialty shop exhibit at the General Electric Lighting Institute, Nela Park, Cleveland, shows dynamically how the "3 A's of Store Lighting" may be applied to move merchandise.

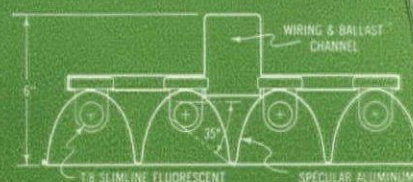
1. ATTRACTION is achieved by emphasis lighting with G-E fluorescent lamps in floor and wall case displays. Accents and highlights are superposed with reflector and projector spot lamps mounted in recessed fixtures.

2. APPRAISAL illumination, using both fluorescent and filament lamps, may be set from 30 to 120 footcandles, providing correct conditions for quick, accurate buying decisions.

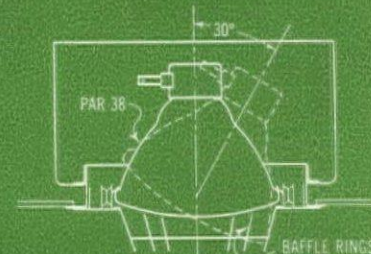
3. ATMOSPHERE lighting combines blue, gold, pink, daylight and 4500° white fluorescent lamps housed in the wall case tops. Perimeter lighting creates feeling of spaciousness.

For the latest in lighting ideas, tools and techniques, architects are invited to visit the G-E Lighting Institute. Make arrangements through your nearby G-E Lamp district office.

SIXTH OF A SERIES
FEATURING DISPLAYS AT THE
G-E LIGHTING INSTITUTE



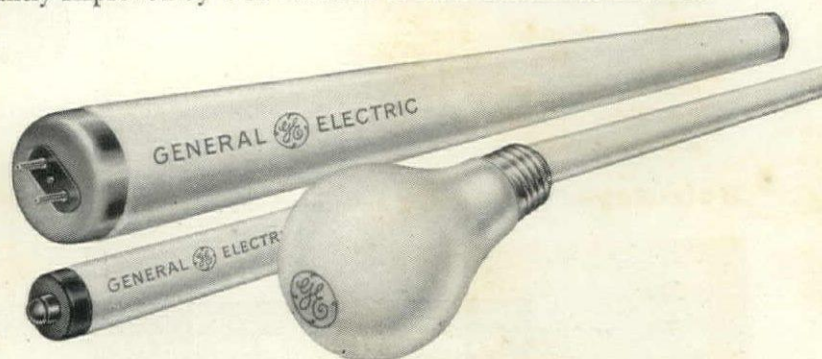
Section of ceiling luminaire. Reflectors are designed to distribute light both over selling areas and over vertical displays in wall cases.



G-E projector spot lamp with side prong base in shallow box used for flexible spotlighting in show window arrangement.

For successful lighting, always specify **G-E Lamps** . . . constantly improved by G-E research to **STAY BRIGHTER LONGER**

G-E LAMPS
GENERAL  **ELECTRIC**





announcing
the first
threadless
malleable iron
fitting

MALLEABLE IRON FITTINGS, STD., EX. HVY. AND AAR • CAST IRON FITTINGS • DRAINAGE FITTINGS • FLANGE UNIONS • FLANGES

*A giant step forward
of major importance
to every architect, engineer
and piping contractor...*

Now, for the first time, you can join iron pipe without threads or welding—and have a “one-piece” system as strong as the pipe itself — by using FLAGG-FLOW Threadless Malleable Fittings.

These basically new and better fittings are precision-machined for brazing to standard black steel or wrought iron pipe. Simply CLEAN-FLUX-HEAT and the silver brazing alloy flows by capillary action to form a seamless, permanently bonded joint.

QUALITY FEATURES AT MINIMUM COST

But beyond this simplicity of fabrication you gain important advantages never before available. FLAGG-FLOW means *free-flow* through smooth, unbroken, pocketless channels that are, in effect, continuations of the pipe itself. Thus FLAGG-FLOW gives to iron pipe the streamlined, low-friction loss advantages of copper tubing or welding — at *substantially lower cost*.

In fact, you get qualities previously found only in the costliest piping installations at a cost no higher than for threaded jobs.

MAKES TOUGH PIPING JOBS EASY

Moreover, FLAGG-FLOW gives you *complete* freedom in layout. No longer need you worry about tight, inaccessible spaces — or making rights and lefts come together — or forcing fittings to face properly by wrenching them into position. FLAGG-FLOW will fit wherever pipe will go, giving you tubing flexibility with piping strength — easily, permanently, cheaply.

EVERY FITTING AIR-TESTED

This is THE FIRST AIR-TESTED, 150-POUND MALLEABLE FITTING EVER TO BE SOLD FROM STOCK. Every FLAGG-FLOW Threadless Malleable Fitting is air-tested under water. Truly, FLAGG-FLOW

introduces a new era in piping. And it is not surprising that the *originator* of the threaded malleable fitting in America should be the first to produce the *threadless* malleable fitting — for the name Stanley G. Flagg has been associated with leadership in the quality fitting field for nearly 100 years.

The whole story, with engineering and installation data of value, is yours for the asking. Write today for your copy of the new descriptive catalog.

FLAGG FLOW

Ends these piping bugaboos

No pockets to create turbulence . . . No threads to weaken pipe wall . . . No distortion strains from strong-arm wrenching . . . No loose joints from vibration or water-hammer . . . No special skill required for installation . . .

and remember—

No increased cost over screwed pipe installations.



PIPE FITTINGS SINCE 1854

STANLEY G. FLAGG & CO., INC.

1421 Chestnut Street, Philadelphia 2, Pa.

GROUND JOINT UNIONS • BRONZE THREADED FITTINGS • BRONZE SOLDER FITTINGS • UNDERGROUND TANK FITTINGS

ANNOUNCEMENTS

CHANGES OF ADDRESS

WILFRED KEEL, AIA announces the removal of his office to 843 Peachtree St., NE., Atlanta, Ga.

MARTIN BECK, AIA is now located at 10 Nassau St., Princeton, N. J.

ROY SCHOENBROD & ASSOCIATES, architects and engineers, have moved their offices to 1253 N. LaSalle St., Chicago, Ill.

HAROLD PERRY, architect, announces that his office is now located at 1 Main St., N. J.

JOHN CAPONE, AIA is continuing practice at 505-7 Orange St., Newark 7, N. J.

MILLS CONSTRUCTION Co. has moved to the Financial Center Bldg., 405 Montgomery St., San Francisco, Calif.

CHAUNCEY RILEY, architect, has moved to 52 W. 46th St., New York, N. Y.

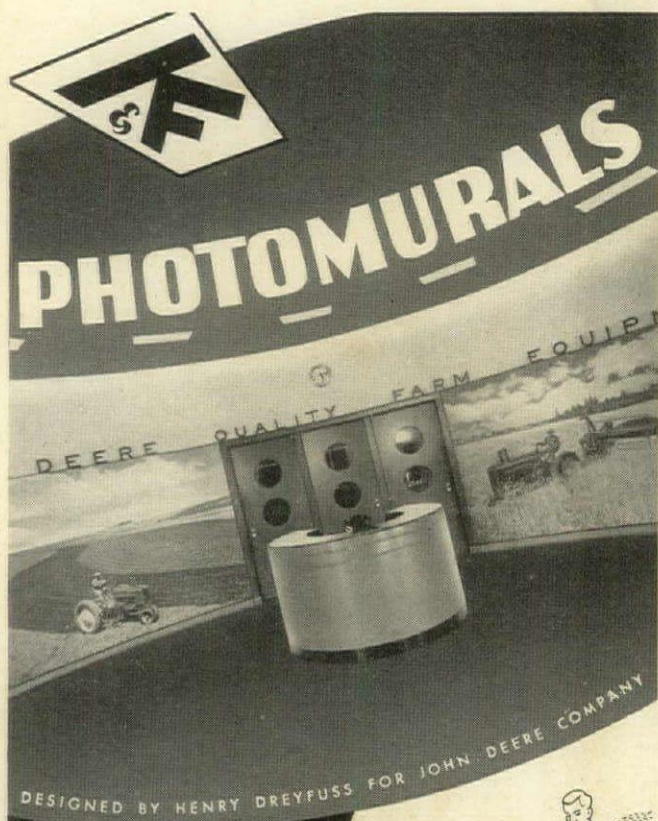
MILLS & PETTICORD and ASSOCIATES, architects and engineers, are now in offices in the Riggs National Bank Bldg., 14th St. & Park Road, NW, Washington, D. C.

LEOPOLD HAUF, JR., architect, has changed his address to 101 Walsh Road, Lansdowne, Pa.

CLARENCE PETERSON and WENDELL SPACKMAN, architects, announce the removal of their offices to 45 Second St., San Francisco, Calif.

NATHANIEL SAXE, consulting engineer, announces the moving of his offices to 122 E. 42d St., New York, N. Y.

MARTIN SCHNUR, industrial designer, has moved his offices to 9 Warren St., Newark, N. J.



THE
ONE MEDIUM
THAT MEETS
THE NEEDS OF
A MULTITUDE OF
DECORATIVE PROBLEMS
SUPERLATIVELY WELL



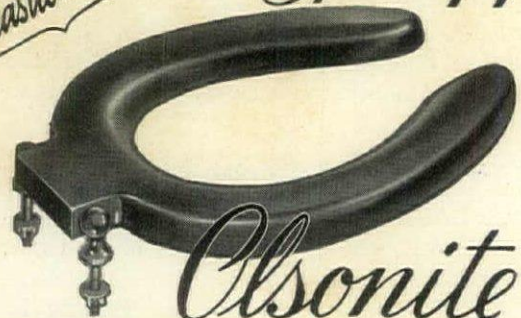
★ OUR COLOR BROCHURE "MAKE BLANK WALLS LIVE," TREATS THE SUBJECT COMPREHENSIVELY. WRITE FOR COPY TODAY

Kaufmann & Fabry Co.

ORIGINATORS AND DEVELOPERS
OF THE PHOTOMURAL
425 S. WABASH AVE. CHICAGO 5, ILL.



*Always
Specify*



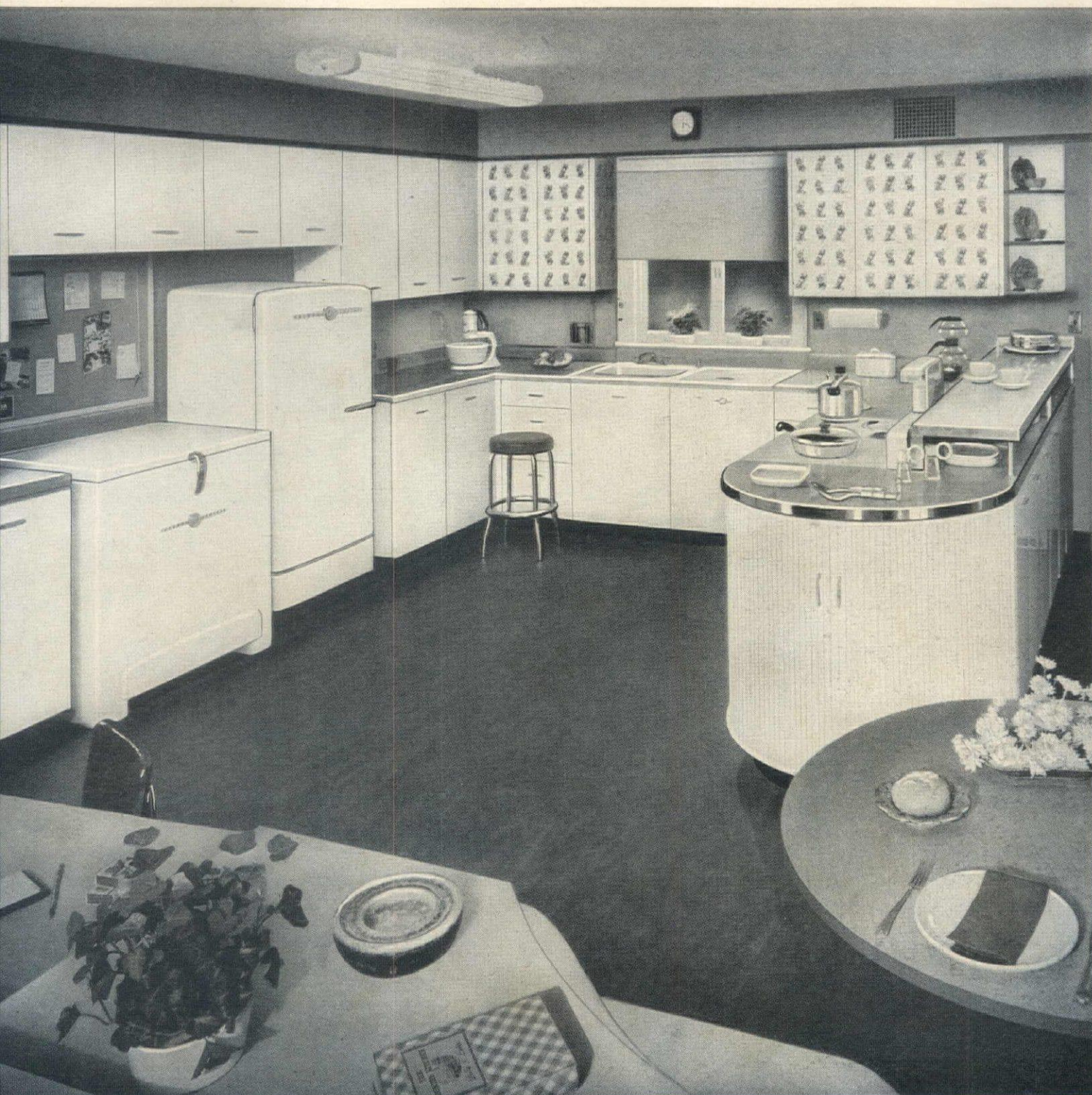
COSTS LESS Latest electronic manufacturing methods plus high volume production put Olsonite ahead of the field both in low unit cost and in speed of delivery.

LOOKS BETTER Olsonite will not chip or mar and resists acid or cigarette burns. Non-corrosive brass hinges are covered with Olsonite so that no metal is exposed.

LASTS LONGER Solid homogeneous plastic construction has no core to split or warp. There are no joints, seams or crevices to give way.

WRITE DEPT. AF 6 FOR INFORMATION

Swedish **CRUCIBLE STEEL COMPANY**
PLASTICS DIVISION
8561 BUTLER AVENUE • DETROIT 11, MICHIGAN



One of the many beautiful kitchens designed in co-operation with the General Electric Home Bureau

GENERAL ELECTRIC HOME BUREAU offers years of practical experience and a coordinated technical and sales service in helping architects and builders achieve better homes and bigger profits.

GENERAL  ELECTRIC

LET GENERAL ELECTRIC HOME BUREAU

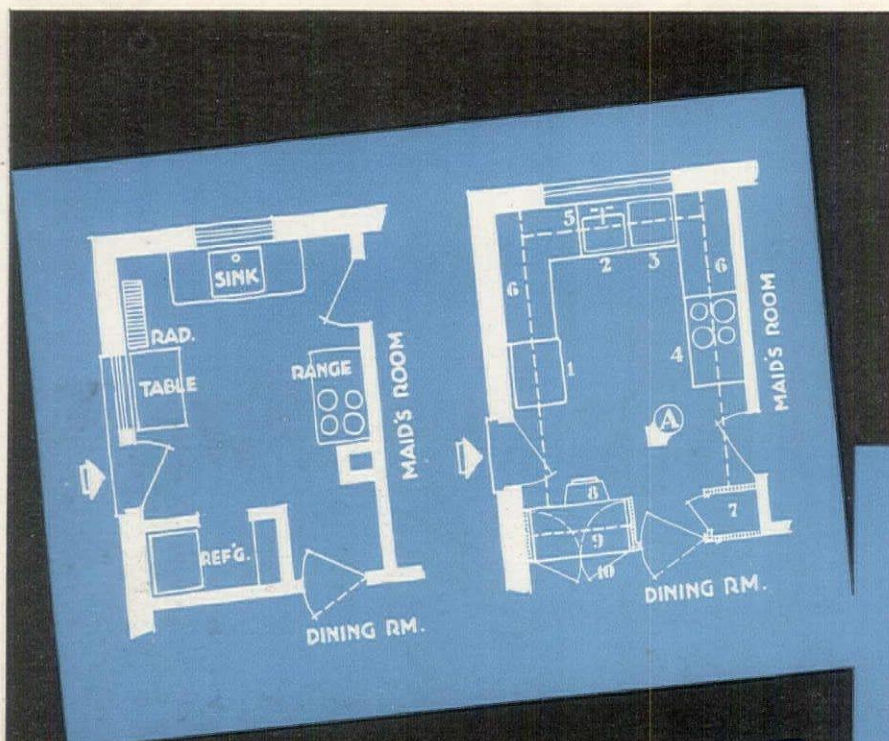
It takes skill and experience to plan a good kitchen or laundry.

Yes . . . there's more to kitchen and laundry planning than just allotting space for appliances.

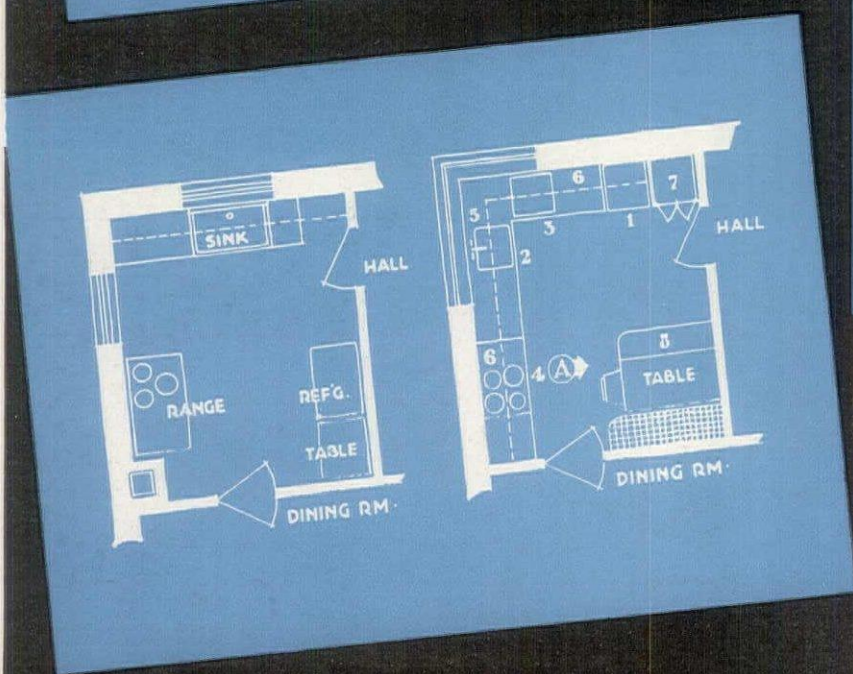
All General Electric kitchens are designed around the "work center" idea — a Refrigerator Center, a Range Center, and a Sink Center. But every home is different, has a different space and

shape allotted to the kitchen, and requires a different solution.

The plans on this page show the General Electric Home Bureau's suggestions for revising two average kitchens, using the same floor area and the same appliances.



A few relatively simple changes in the cut-up plan at the left result in the efficient, attractive U-shaped kitchen on the right. The door has been moved and the small pantry for the refrigerator has been eliminated. A built-in planning desk and buffet is provided, with a pass door opening into the dining room for service purposes. The dining-room side has storage space for china, linen, etc.



- 1 Refrigerator
- 2 Disposall*
- 3 Dishwasher
- 4 Range
- 5 Soffit Lighting
- 6 Work Surface Lighting
- 7 Utility Closet
- 8 Planning Desk
- 9 Serving Bar
- 10 China Cupboards

*General Electric's registered trade-mark for its food-waste disposal appliance.

Inefficient use of space is shown in the plan at the left. By moving the door leading to the hall only a foot, an attractive, step-saving L-shaped kitchen with space for a breakfast nook is provided. The electric range makes it possible to eliminate the flue, giving still more work surfaces.

GENERAL  ELECTRIC . .

HELP YOU WITH YOUR HOME PROJECTS

...and there's more to good planning than arrangement

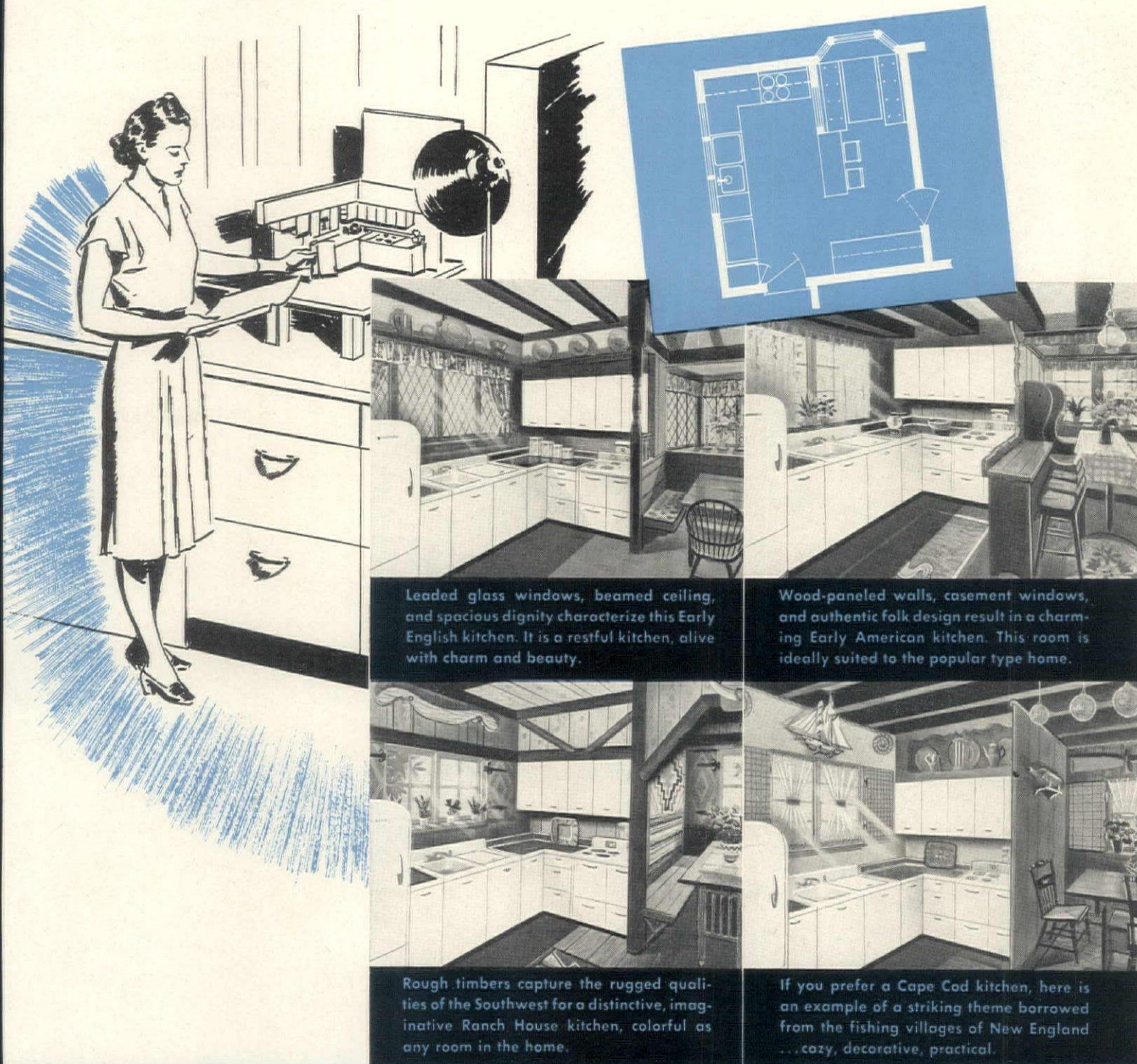
How one kitchen can be fashioned in four ways with no change in equipment or space.

Once the kitchen plan—the location of appliances and cabinets, of doors and windows—has been decided upon, then it's time to give the kitchen its "character."

Kitchens should be designed not only for effi-

ciency, but for charm. Because it is one of the most-used rooms in any home, the kitchen should also be one of the most cheerful, most livable rooms in the home.

The pictures on this page show how one basic kitchen plan can take on four different — yet equally charming — characters.



Leaded glass windows, beamed ceiling, and spacious dignity characterize this Early English kitchen. It is a restful kitchen, alive with charm and beauty.

Wood-paneled walls, casement windows, and authentic folk design result in a charming Early American kitchen. This room is ideally suited to the popular type home.

Rough timbers capture the rugged qualities of the Southwest for a distinctive, imaginative Ranch House kitchen, colorful as any room in the home.

If you prefer a Cape Cod kitchen, here is an example of a striking theme borrowed from the fishing villages of New England... cozy, decorative, practical.

Everything Electrical for Every Home You Build

for faster sales and extra profit...

BRING THE LAUNDRY OUT OF THE BASEMENT!

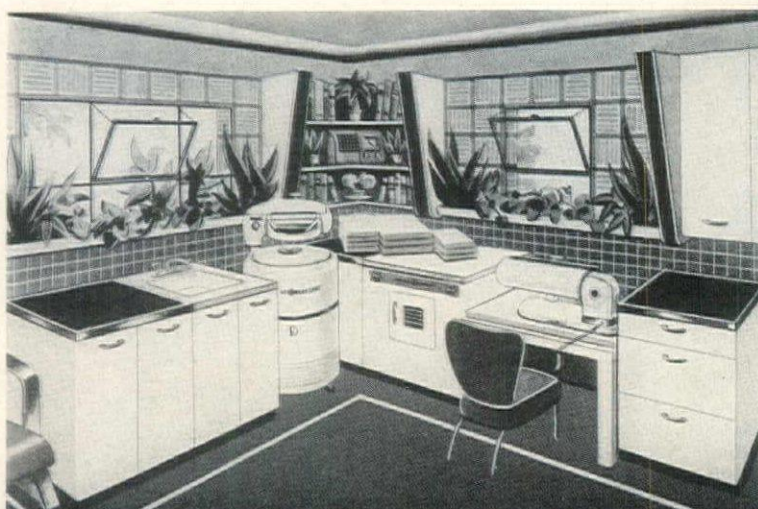
No longer need the laundry be a wet spot in the cellar. Today, the "most-wanted" homes are those with bright and cheerful all-electric laundries — upstairs!

And did you know that reliable studies have shown that the average family will realize direct savings of *more than \$200 a year* through electric

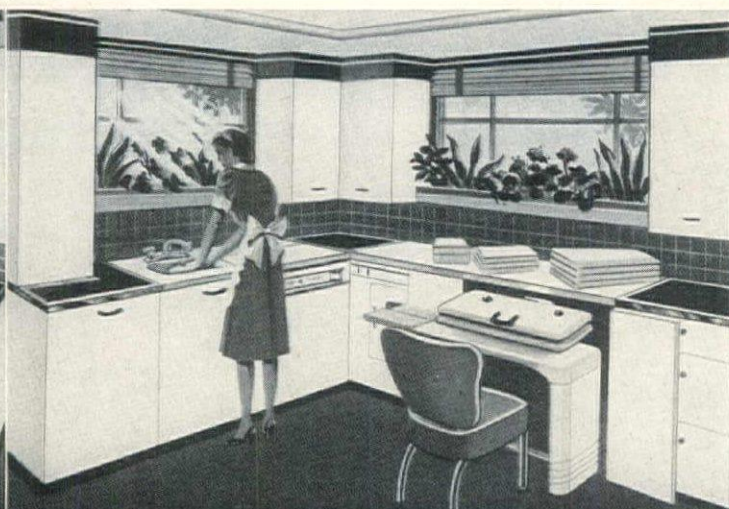
home laundering?

Think what a selling point that can be for your new homes!

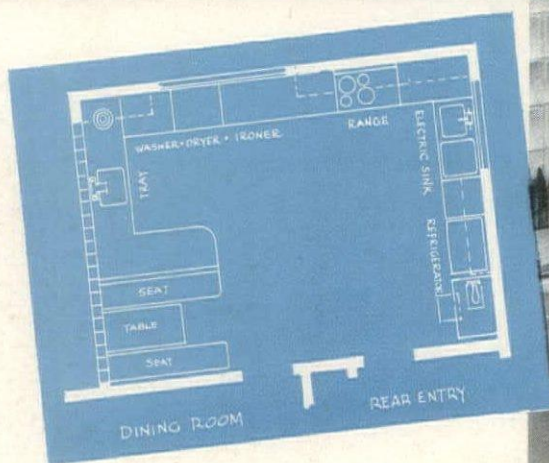
A separate laundry in a room of its own . . . a room that can become an extra room for living. Attractive, compact General Electric equipment leaves plenty of room for other home activities.



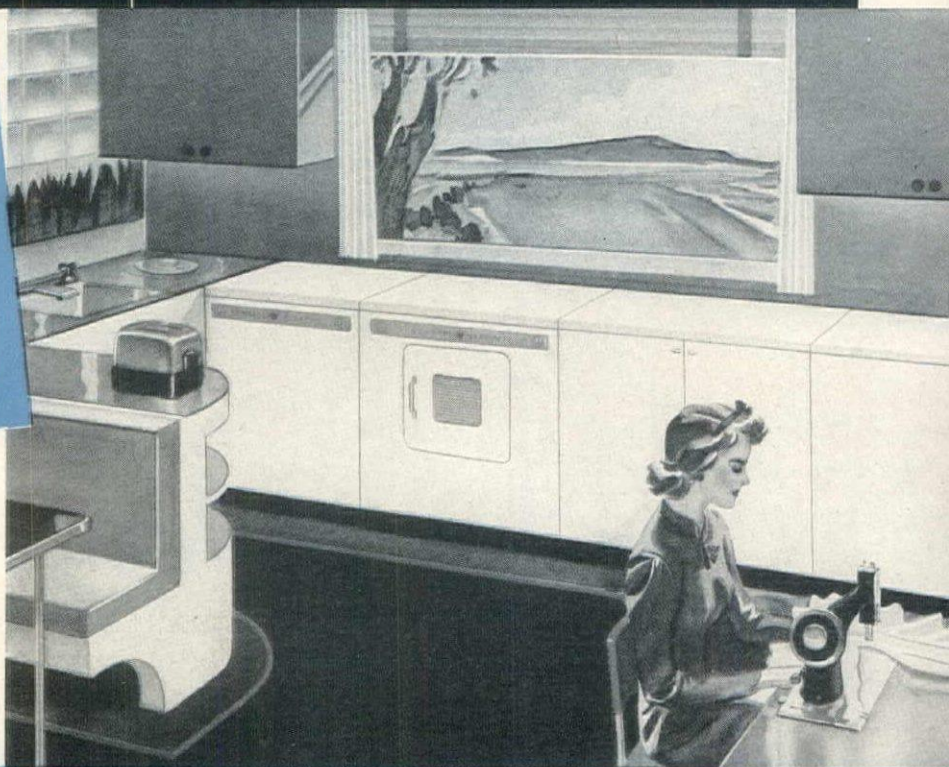
The Standard Laundry includes wringer washer, automatic tumbler clothes dryer, and rotary ironer—arranged to avoid all unnecessary handling and lifting of clothes.



The Automatic Laundry has an automatic washer, automatic tumbler clothes dryer, and flatplate ironer. Here electricity takes *all* the drudgery out of washday.



A Kitchen-Laundry combination. Where space for a separate laundry is not available, two-in-one plans like this are still far better than the old-fashioned basement laundry. The General Electric Home Bureau can help you plan a combination like this.



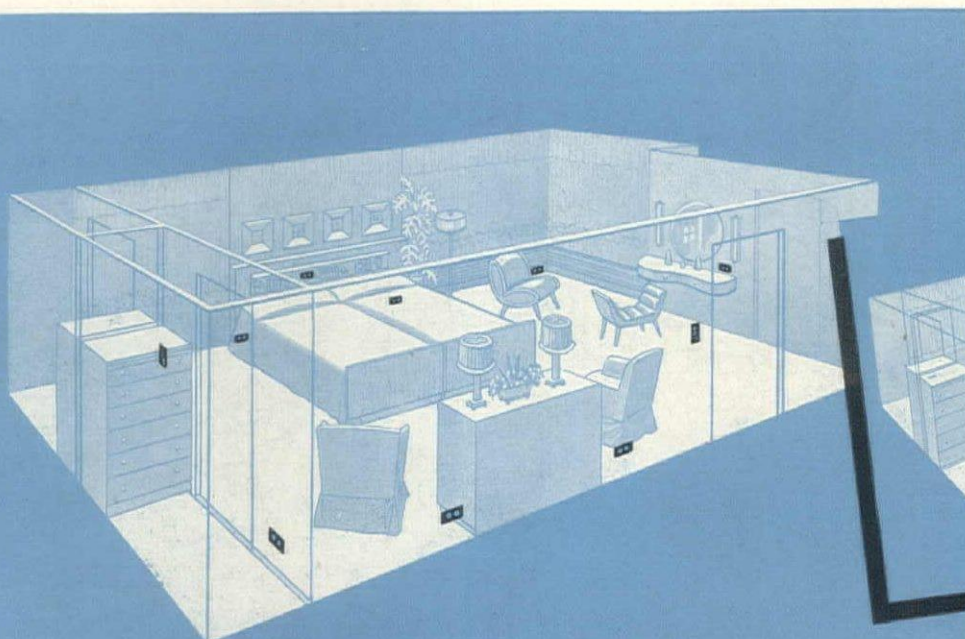
GENERAL  ELECTRIC . .

adequate wiring costs so little more . . . MEANS LOTS MORE SATISFIED CUSTOMERS!

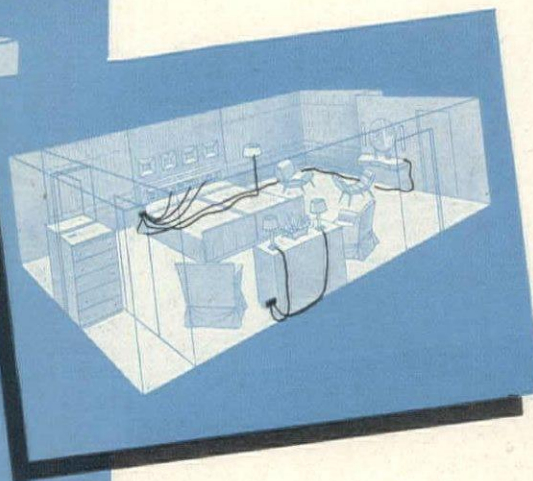
After all, the goal of every builder is to win more satisfied customers and that, to a builder, means satisfied owners in every one of his homes.

One of the best ways to win satisfied owners is to impress them with the adequacy and the

quality of the wiring and the wiring devices. Your customers see and use these daily. Silent switches . . . weatherproof outlets . . . and plenty of convenience outlets in every room will fairly shout, "Quality!" for the entire home.



This room is adequately wired. There are plenty of convenience outlets, well spaced, so that furniture can be arranged as desired. Outlets are located where they are easy to reach. Switch at the door controls any desired outlets. Separate switch for closet lighting.

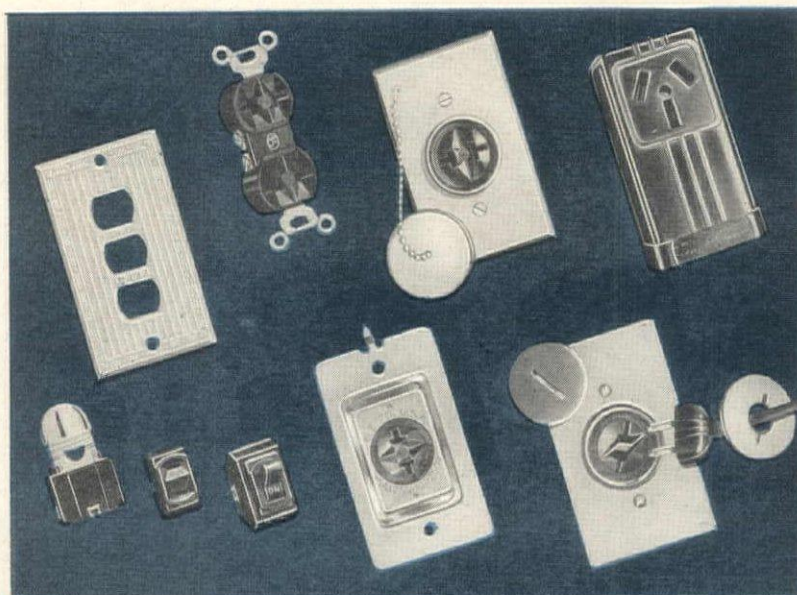


This room is poorly wired. Not enough outlets mean a tangled network of unsightly cords. Too many appliances on one circuit mean poor operation. Poor electrical planning doesn't provide lights for closets.

General Electric has a complete line of wiring devices, including many for special uses, such as silent switches for bedrooms, clock outlets with hangers for electric clocks, and weatherproof switches for use outdoors.

And the Home Bureau has a thorough knowledge and understanding of what people need and want in home wiring today.

So, when you're sending us your kitchen and laundry plans, why not let us look over your wiring plan, too? There's no charge and no obligation on your part, and we may be able to suggest some important improvements.



Everything Electrical for Every Home You Build

...THERE'S PROFIT FOR YOU IN THESE



The General Electric Company organized the Home Bureau to meet the constantly increasing demand for technical help in planning truly up-to-date homes.

Today, professional planners and builders will find that the Home Bureau offers a fully coordinated technical and sales service...insuring proper arrangement, installation, and use of electrical appliances. Here's how it works:

Kitchen and Laundry Planning Service

Before you build, make sure that your kitchens and laundries are *right!*

When your plans are sent to the Home Bureau, a skilled staff of experts checks every detail, and suggests improvements, if needed.

After the final plan is decided upon, the room is actually set up in the Home Bureau, using exact scale models, including General Electric equipment. It is then photographed, and the picture is hand-colored, so that you can *really see* just how your all-electric kitchen or laundry will look in your homes.

This helpful service is free to the professional

builder and planner, through General Electric distributors (listed herein).

Do such homes cost more to build?

It doesn't cost you a dollar more, Mr. Builder, to put in G-E All-Electric kitchens and laundries, because you are buying for resale. In fact, you make an *extra profit* on every bit of equipment sold.

And the BUYER profits, too!

The owners of your new homes will require this electric equipment in any home they buy...but when they buy from you, they buy their appliances in a package, already installed and ready to use.

Home Planning Consultant Service

The General Electric Home Bureau does not originate or sell house plans. However, at your request, the Home Bureau will have its skilled staff of experts review your plans and offer suggestions for their improvement. Many architects have found this Home Planning Consultant Service helpful in designing up-to-date homes.

GENERAL  ELECTRIC...

GENERAL ELECTRIC HOME BUREAU SERVICES

Helping You Sell

General Electric's Home Bureau service to you doesn't stop when the plans are complete.

It's a selling service, too! It's designed and operated to help you turn your plans into homes marked "SOLD" — into satisfied customers — and into money in your own pocket.

Here are some other parts of the Home Bureau "package," each of which can be a mighty big help in your selling plans.

When you send us your plans, this is what you get back. A special brochure with your customer's name (or with your own name, if you prefer) on the cover. Inside there's a beautiful, hand-colored picture of the kitchen or laundry, with *complete blue prints, specification sheets, and lighting suggestions*. Extra copies of the pictures are available upon request.

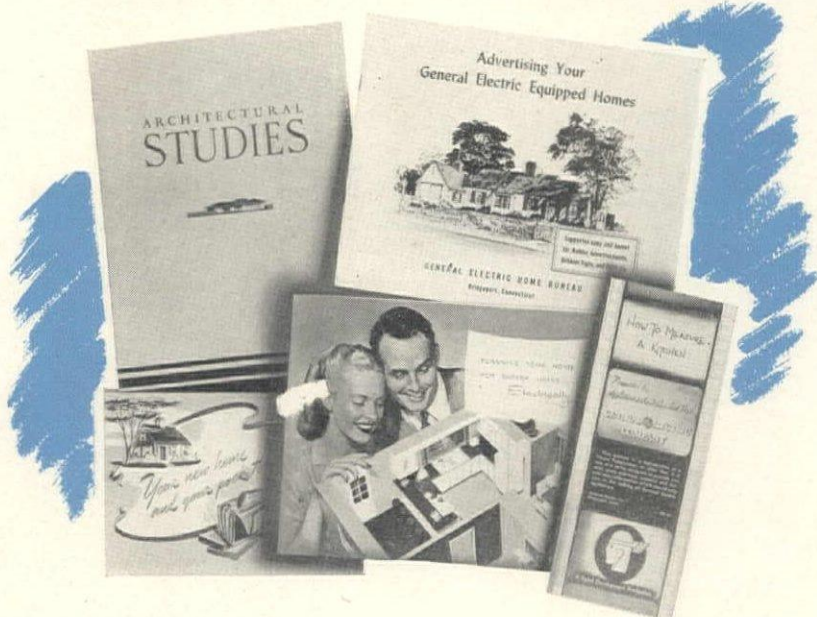
Architectural Studies—a 32-page book of architectural hints, illustrating the importance of good design and ingenious planning.

How to Measure a Kitchen—a handy guide to taking room measurements the right way. An invaluable aid for all remodeling jobs.

Advertising Your General Electric Equipped Homes. A book of eye-catching, hard-selling layouts and advertising ideas that you can use for your own promotions.

Your New Home and Your Pocketbook. Facts and figures which prove that it can *cost less per month* to live in an all-electric home.

Planning Your Home for Better Living, Electrically. A 64-page book of full-color illustrations of beautiful rooms, electrical ideas, remarkable new appliances. Complete information on electrical planning for every room in the home. There is a 25-cent charge for this booklet.

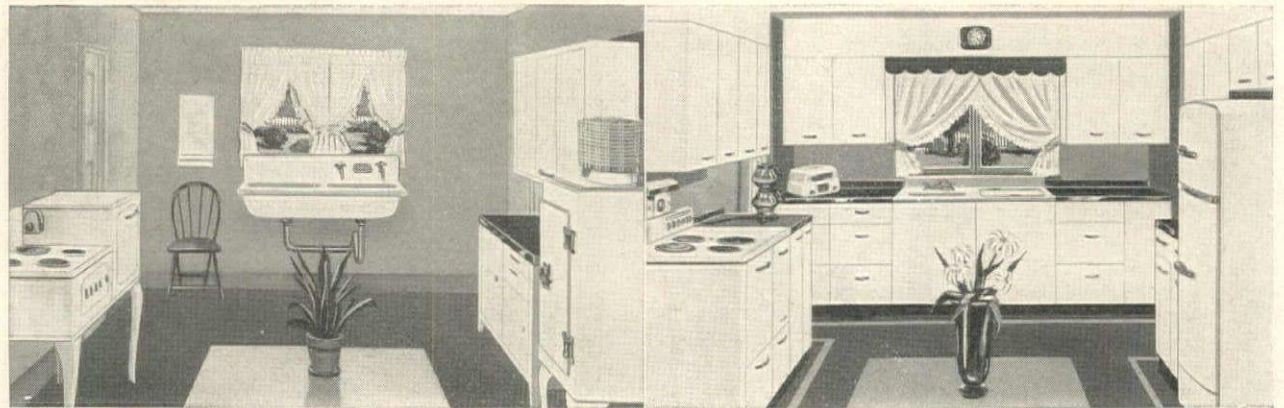


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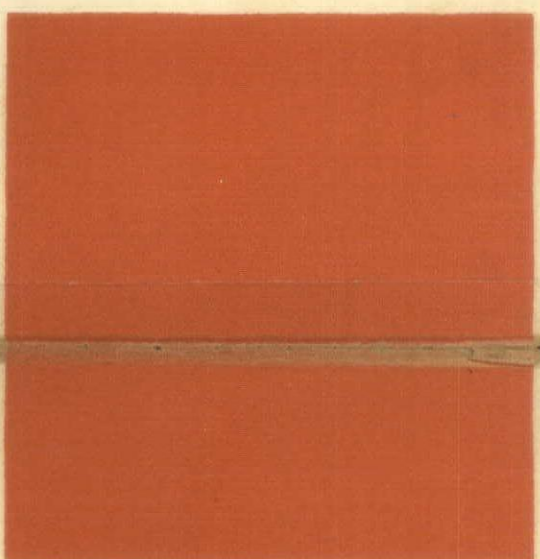
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FRANK LLOYD WRIGHT



TO HOWARD . . .

Just as The Forum of January 1938 was yours so this issue of January 1948 is yours. We were working on it together when I last saw you a day before you left and whatever this number of your magazine may mean is here dedicated to you. I saw no indication that you were going so soon, so had no chance and now have no need to say Goodbye. In truth I am unable to believe that you have gone—sure that what is you will see this work, as always, with the sympathetic and approving vision of an even greater spirit. We who loved the humor in your eyes and wit upon your tongue shall miss you but Architecture will not lose you. While fashioning a magazine for “profit” in equivocal times you steadily upheld the standards of Freedom and Truth. For a needy profession you greatly served despite its sense of itself.

A heart as deep as yours we see but seldom coupled with the fine discrimination you possessed or such loyalty to friendship.

Your helping hand reached this work some ten years ago at a time when something resembling neglect at home confronted it and you helped to change all that to something resembling appreciation. The end is not yet. You made The Forum on paper a Forum in fact. Your devotion to Architecture as a great Cause held true to its course as you steered your charge between the shoals of avarice and false-pride toward a more generous end.

And now young men in Architecture, everywhere, owe to Howard Myers more than to any journal or any school anywhere. They looked to what you were and did with brightened hope. They look upon you now with gratitude, sure of the sympathy and understanding that is as surely, love. To them you were and are the Future that is Now.

Frank Lloyd Wright

Taliesin

November 16th, 1947

TO build to suit some individual taste is an enforcement of the principle of vitality in Art.

Art is not fully appreciated unless it is true to contemporaneous Life.

Not that we should ignore the claims of posterity, but we should seek to enjoy and enrich the present more.

Nor should we disregard the creations of the Past but we should try to digest and assimilate them into our consciousness.

Slavish conformity to traditions and formulas fetters the expression of individuality and so of vitality in Architecture. We can only weep over those senseless imitations of European buildings which one beholds in progressive foreign nations. We marvel why Architecture should be so devoid of originality, so replete with repetitious obsolete styles. Perhaps we are now passing through an age of the Democratization of Art, while awaiting the rise of some princely master who shall establish a new dynasty.

—OKAKURA KAKUZO, THE BOOK OF TEA, 1925

Would that we loved the ancients enough so that we might copy them less!

To a Japanese accustomed to simplicity of ornamentation and frequent changes of decorating method, a Western interior permanently filled with pictures, sculpture and bric a brac gives the impression of vulgarity.

Who can exist day after day in the midst of such confusion of color and form as is seen in the homes of America? In the tea-room the fear of repetition is a constant presence. In Western houses we are continually confronted with what appears to us useless reiteration.

Simplicity and freedom from such vulgarity make a sanctuary from the vexations of the outer world.

In these days when industrialism is making true refinement more and more difficult the world over do we not need a true Architecture more than ever?

The masterpiece is a symphony played on our finest feelings. The sympathetic communion of minds is true art

appreciation. Mind speaks to Mind.

Our mind is the canvas on which the artists lay their designs. The Masterpiece is of ourselves as we are of the Masterpiece. Do not praise the masters but praise yourself for liking what the masters would have you like.

We go hungry solely because of lack of appreciation. The more human the appeal the deeper is the response. The nearer science the further from humanity. We clarify too much and enjoy too little. The sacrifice of the esthetic to the so-called scientific has been the bane of art exhibitions.

Contemporary art cannot be ignored in any vital scheme of life. The Art of today is the art that really belongs to us: it is our own reflection. In our self-centered century what inspiration do we offer?

The Past may well look with pity at the spiritual poverty of our civilization, the future will laugh at the barrenness of our Art.

THE Usonian House began to be a democratic dwelling on the Oak Park prairie so many years ago that it takes an effort to think back to that time. It began as a campaign against the senseless complications most domestic life met at that period when a respectable house was a series of compartments within boxes.

Every house consisted of a basement, numerous compartments for nearly every activity imaginable in connection with domesticity, and an attic usually graced with dormers or ruffles of some kind. We got rid of the attic first and began throwing out compartments. Finally after a general struggle we abolished the basement.

In those days the "guillotine" window was the "practical" window. We lost a number of clients who came to say that they would "take everything except those swinging windows." That feeling gradually disappeared and we planned houses there on the prairie with big living rooms and commodious fireplaces, all eventually turning toward the great single room, dining room, and work space—in other words, the open plan that we now call Usonian.

In those early days when nearly everybody who wanted to build a house asked what "Style" our houses were, it would have simplified matters greatly if we could have said "this is the Usonian Style." But the name came much later from the great originator of the modern realistic novel, Samuel Butler. In the work he called "Erewhon," he pitied us for having no real name for ourselves. He suggested the word Usonia as embodying the real meaning of the word union—the States United—and as having also desirable euphony. The name is for us, I suppose, an eclecticism. But nevertheless one that seems to serve excellently will in place of nothing at all.

In these houses we had reached a great simplicity. To know how great, we need only to compare them with the houses of the period in which the work was done. I think the houses of that period used to be called "General Grant Gothic." There were much worse names.

Today the Usonian house has a simple concrete mat, as we call it, laid upon 5 or 6 in. of broken stone ballast with no foundations other than shallow trenches dug to drain, then filled with broken stone. The walls rise directly on this stone ballast of the foundation belt.

Then came the matter of how the walls should rise. It seemed that laminated wood, three thicknesses with paper-insulation between them, would be most economical (wood not at that time being a precious material), as well as practically fireproof and verminproof. An inner layer of insulation any thickness could be inserted within the two layers of wood at no great expense. We planned the outer walls and interior partitions together as the support of the roof.

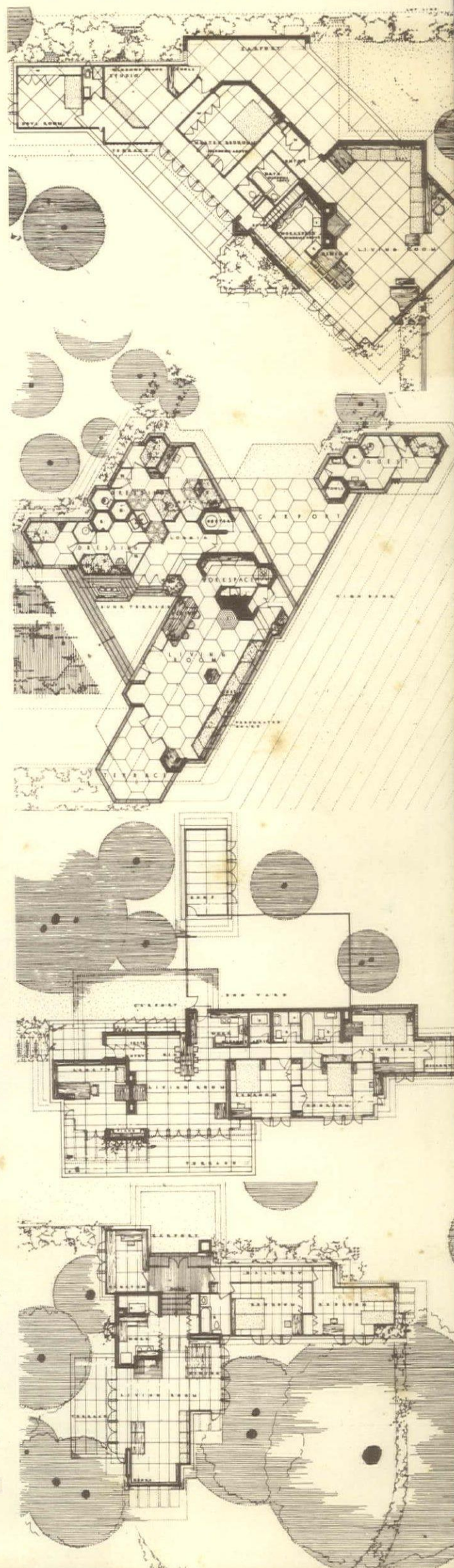
Then came the matter of the roof itself. There are three types we have made available in Usonian houses: ▶The flat roof projecting over the outside walls to afford general protection to the wood, and where passing above windows often becoming trellises carrying vines. ▶The low-pitched gable or visible roof, where some slightly kind of material could be used for covering the roof surface, a slightly more expensive type. ▶The hipped roof, a still more expensive type, but extremely becoming to either flat or hilly country, and permitting rooms to be carried up into the roof space with a very fine interior result.

Floor heating is characteristic of all these houses, of which we have some 65 in about 28 of our states. This type heat is referred to here as gravity heat, that is to say, the kind of heat rising naturally from the floor slab itself.

We can never make the living room big enough, the fireplace important enough, or the sense of relationship between exterior, interior and environment close enough, or get enough of these good things I've just mentioned. A Usonian house is always hungry for ground, lives by it, becoming an integral feature of it.

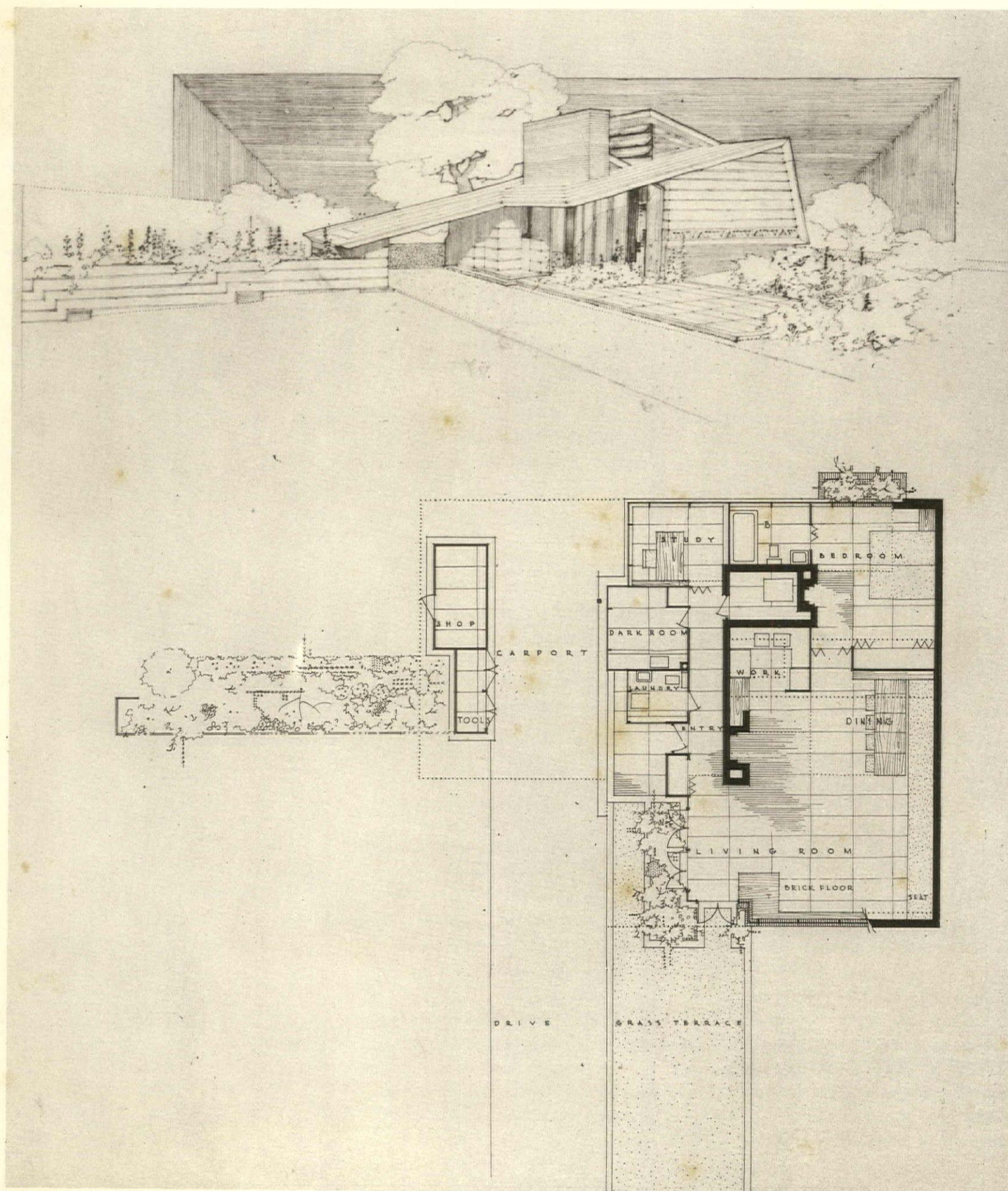
It has been said of these individual houses that the individuality of the owner has been sacrificed to that of the architect. But if you will examine the small sequence here, the variety of which has been kept no matter how many of them are built, you will see that each man's house is his home. There is but one house like it and that house is his. His own devices, tastes, limitations are present in each instance, intelligently interpreted for him as an individual.

In the ten examples of Usonian houses selected from some 60 or 70 and presented for consideration, you may judge of these things for yourself.

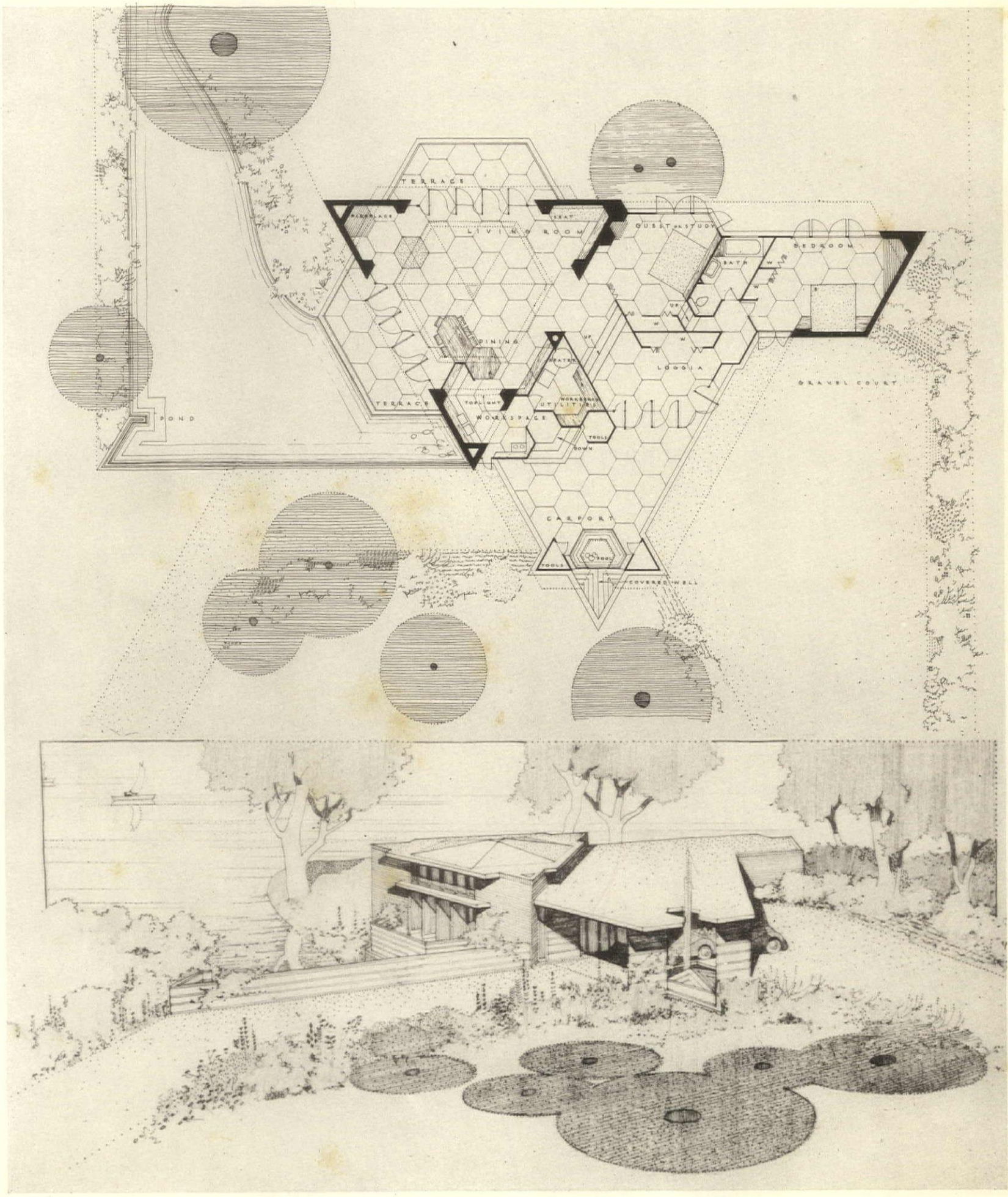


THIS moderate-cost Usonian was planned for the lakeshore. Its large living room has the lantern for cross sunlight that characterizes many of these dwellings. Corner features of brick take care of the utilities; otherwise the house is of wood except for pre-cast concrete tile floors. The sash are wood also.

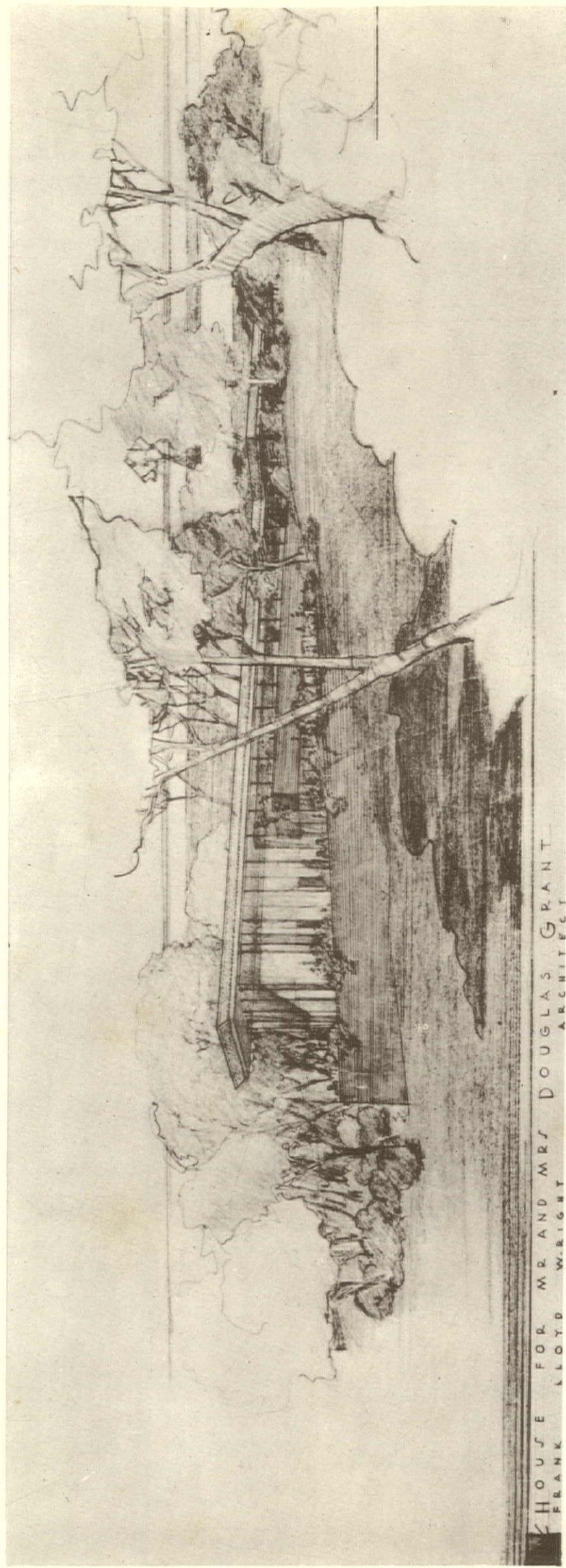
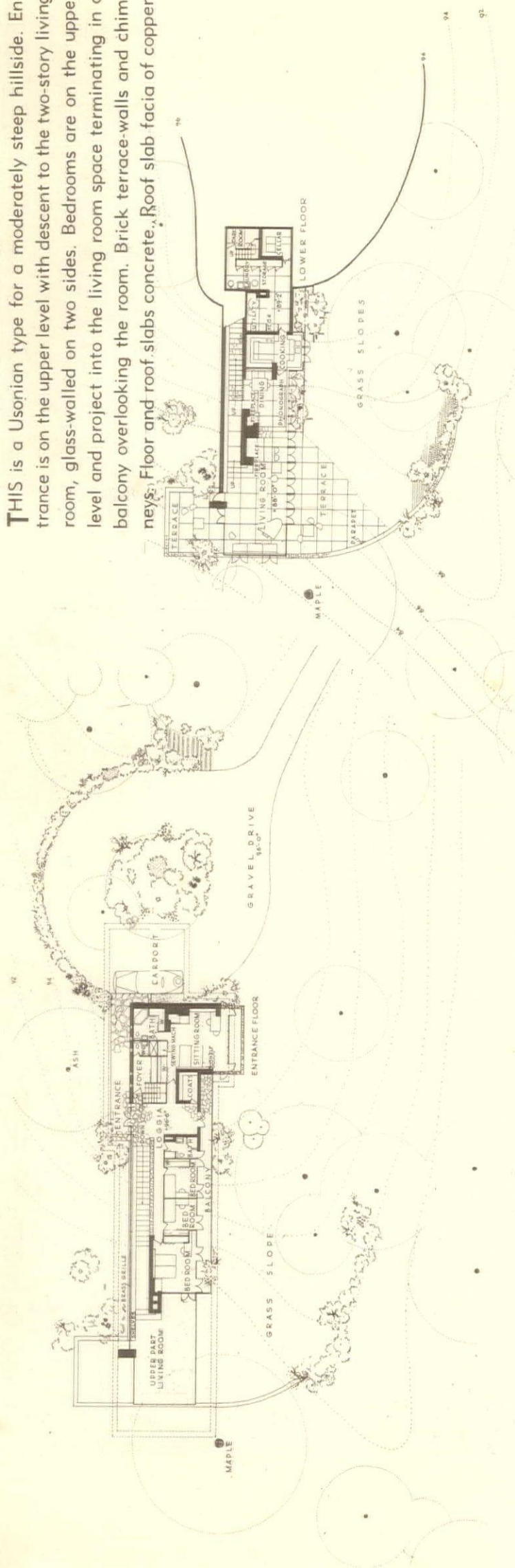
PHOTOGRAPHIC REPRODUCTIONS OF DRAWINGS AND PLANS BY MAX M. KLEIN AND BROTHERS



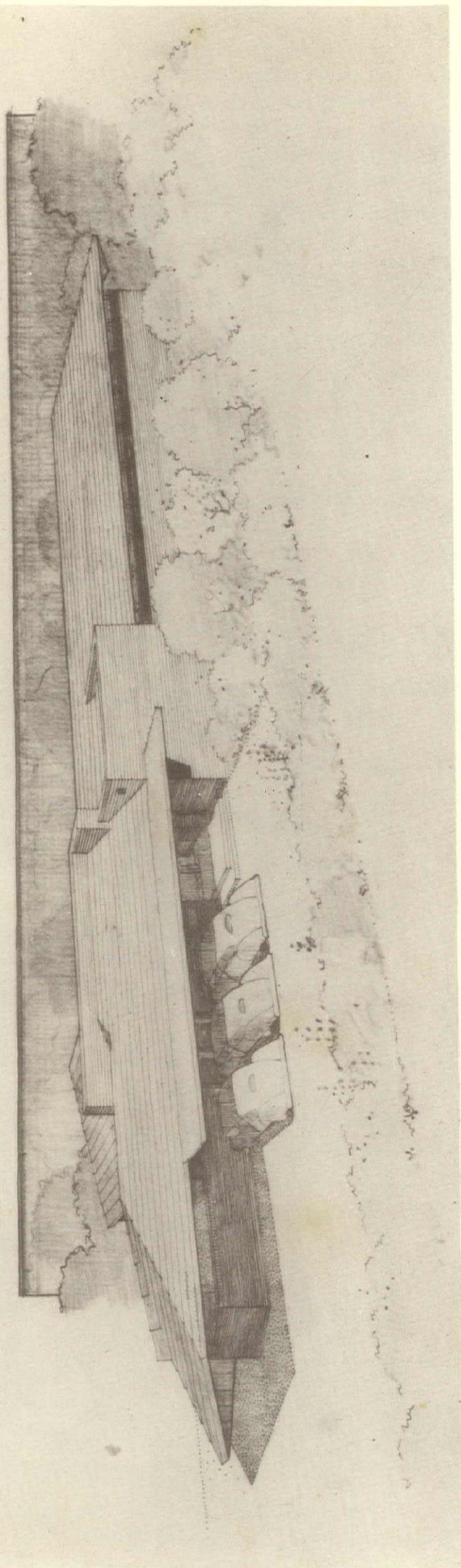
THIS house for the Northern woods has a roof to carry snow and the decoration of icicles in winter. The high ceiling of the living room slopes under the roof. Broad boards are used for outside and inside walls and for ceilings. Concrete pre-cast tile floors. Brick chimneys and stabilizing wall masses. Gravity heat.



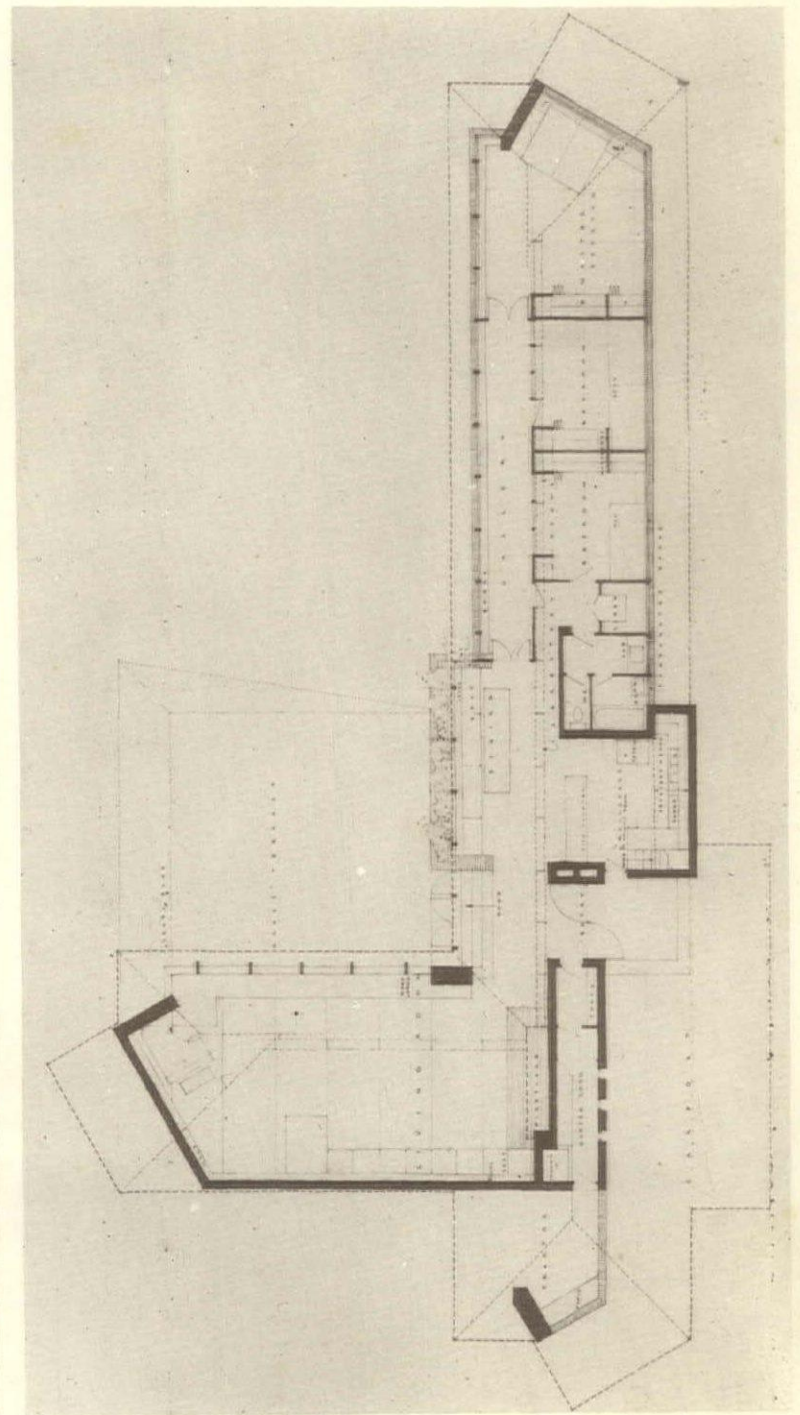
THIS is a Usonian type for a moderately steep hillside. Entrance is on the upper level with descent to the two-story living room, glass-walled on two sides. Bedrooms are on the upper level and project into the living room space terminating in a balcony overlooking the room. Brick terrace-walls and chimneys. Floor and roof slabs concrete. Roof slab fascia of copper.

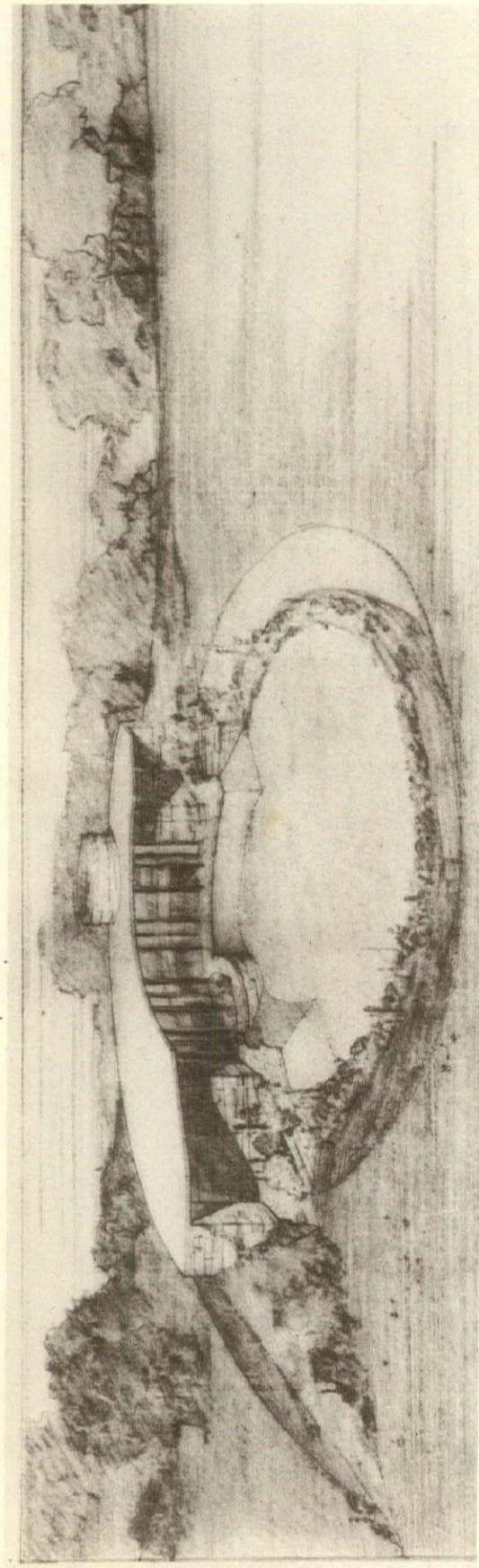


HOUSE FOR MR. AND MRS. DOUGLAS GRANT
FRANK LLOYD WRIGHT ARCHITECT

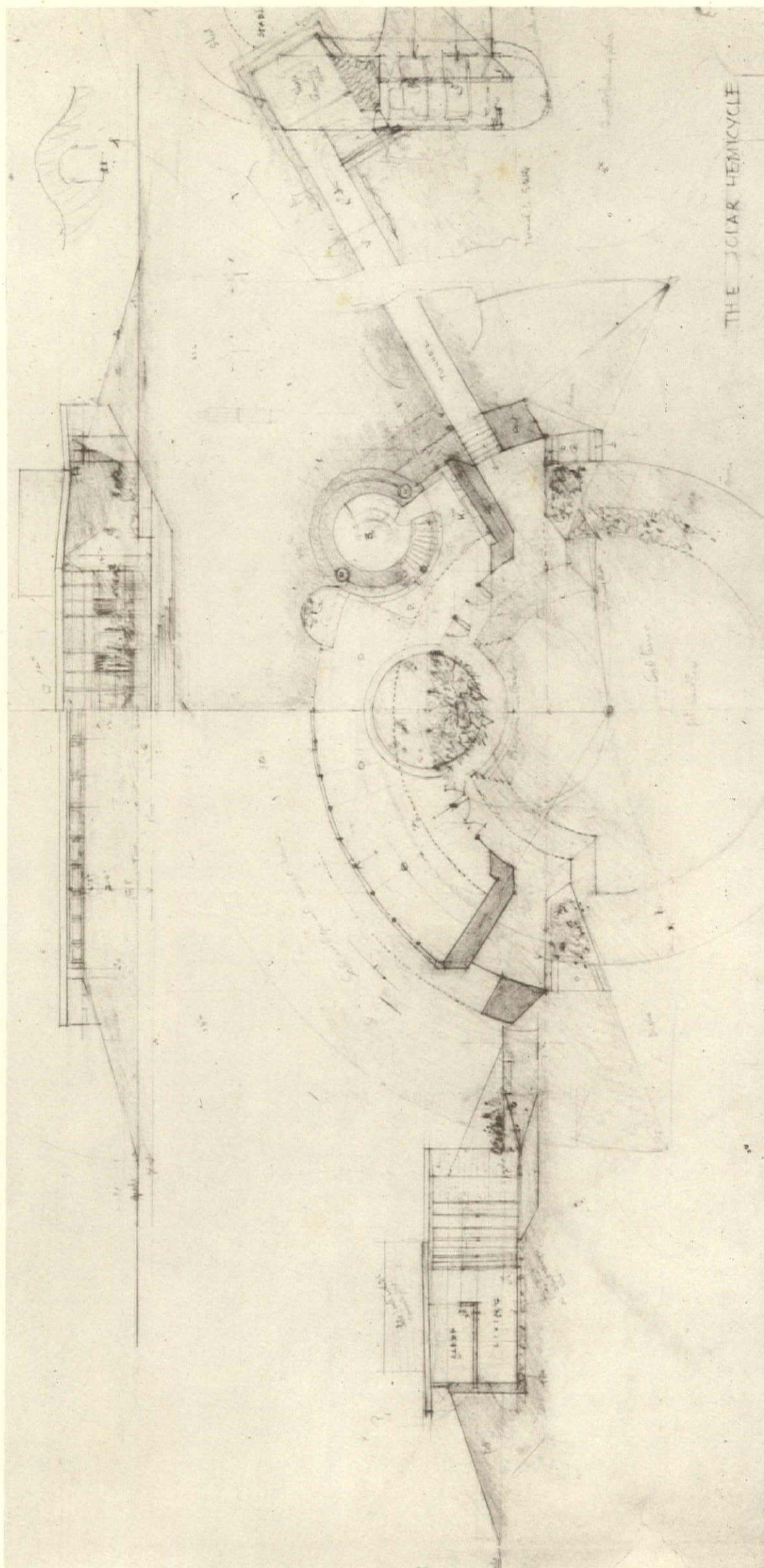


THIS Usonian type is closed toward the highway, open toward the bordering wood. The house is placed on a horizontal flat green field and is partly in the wood. It has the quiet domestic aspect shared by most Usonians. Gravity heat.

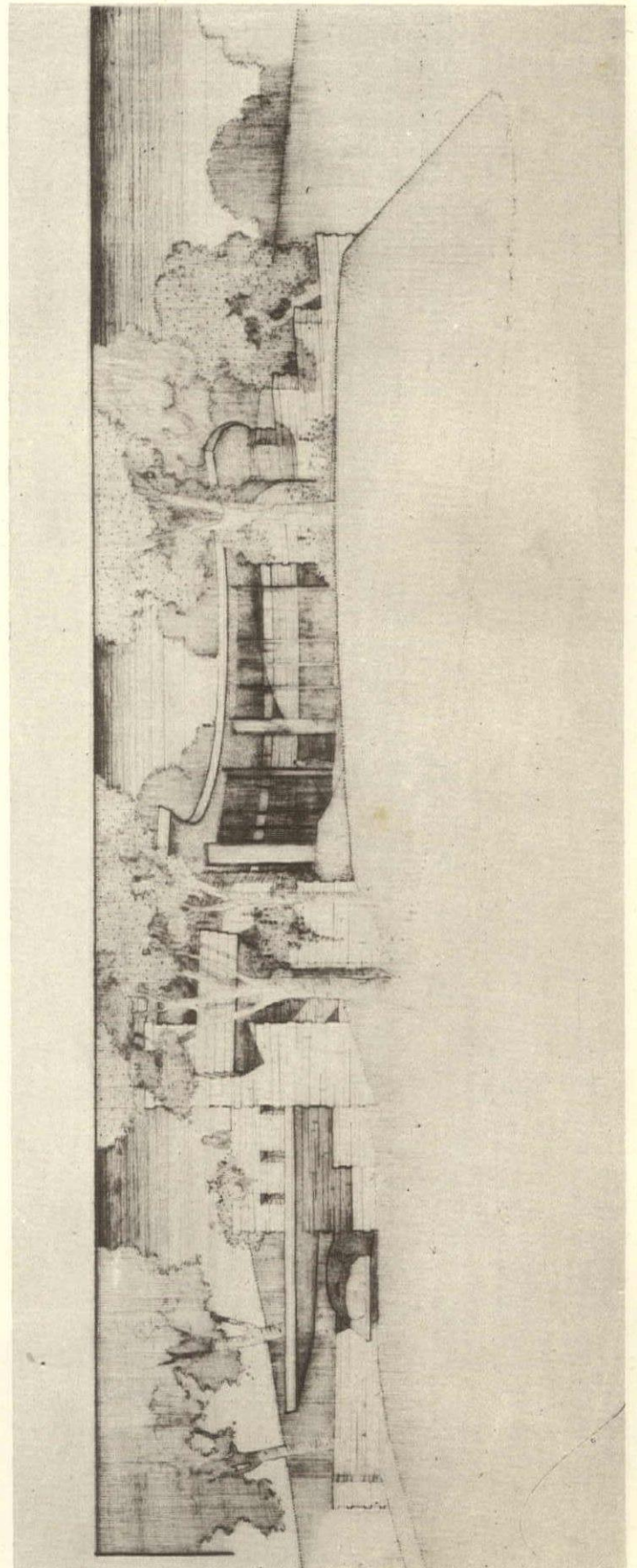
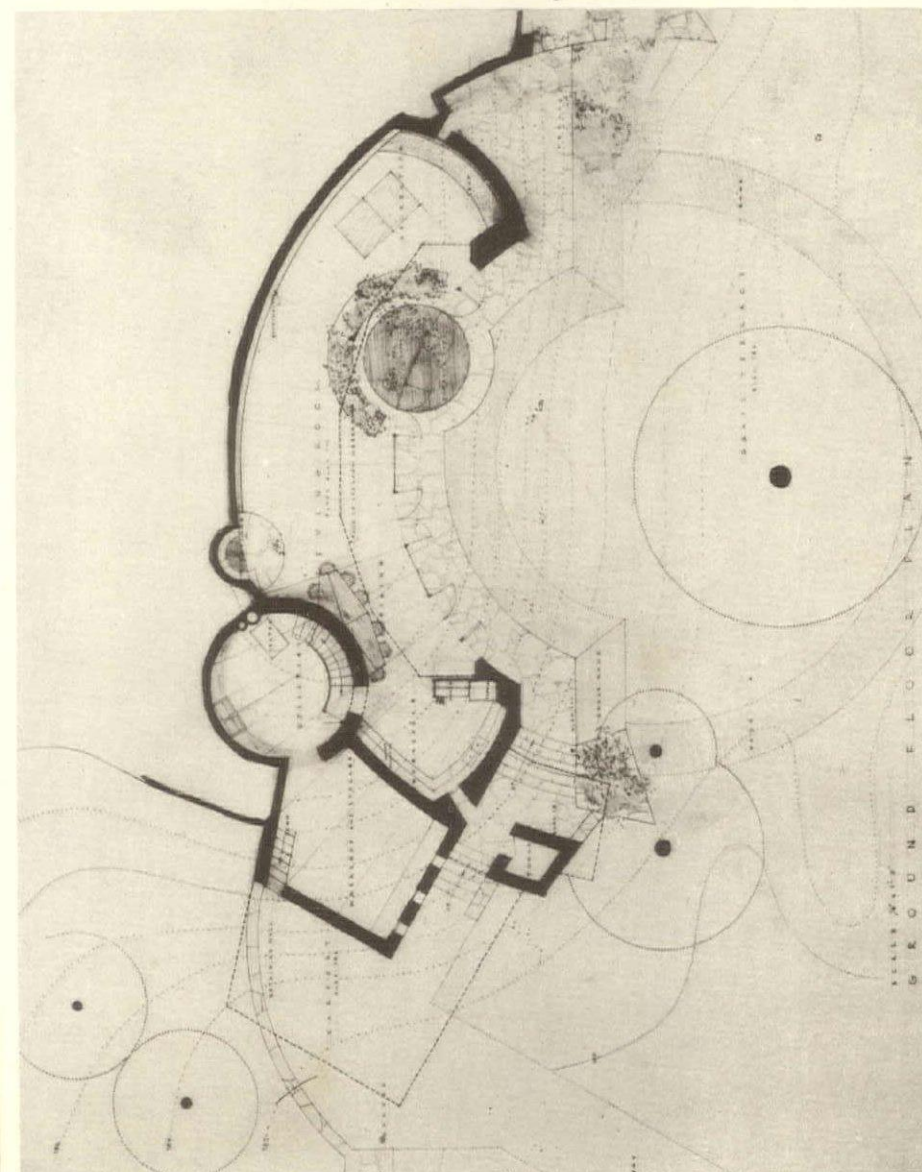
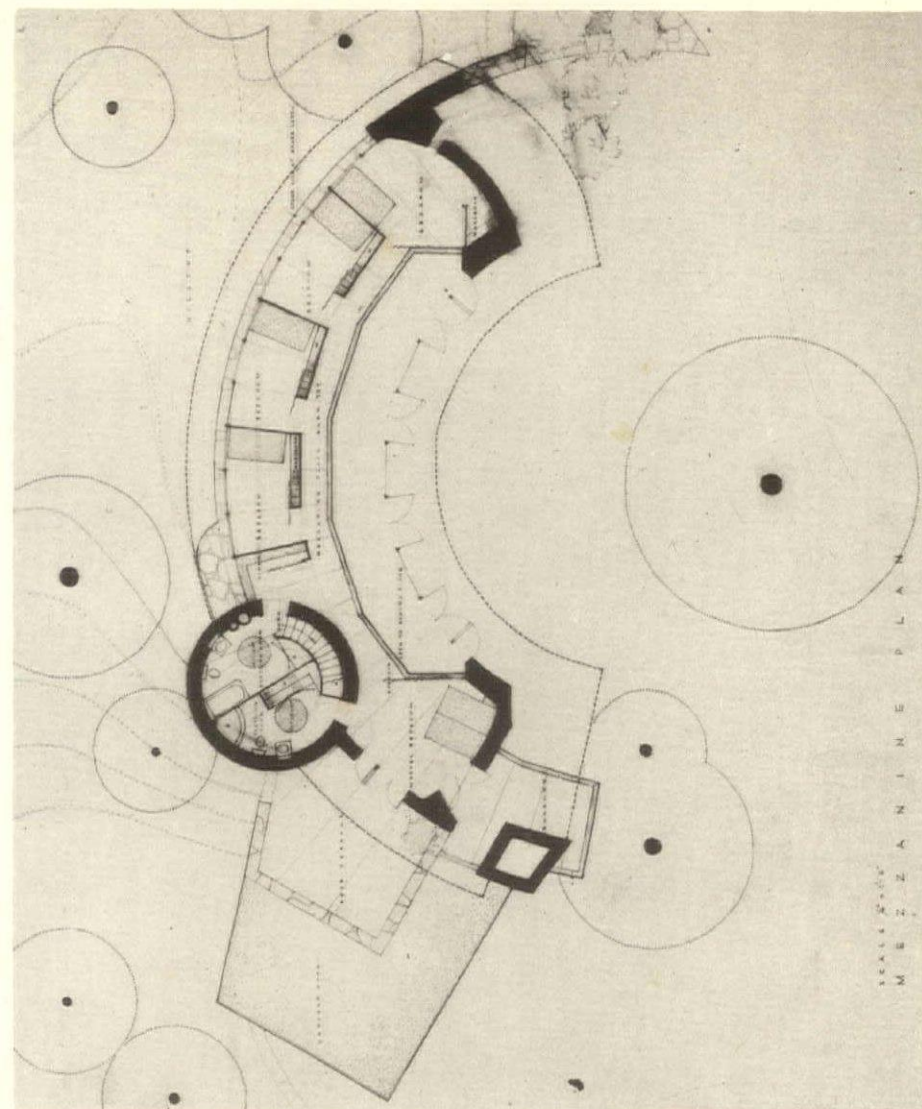




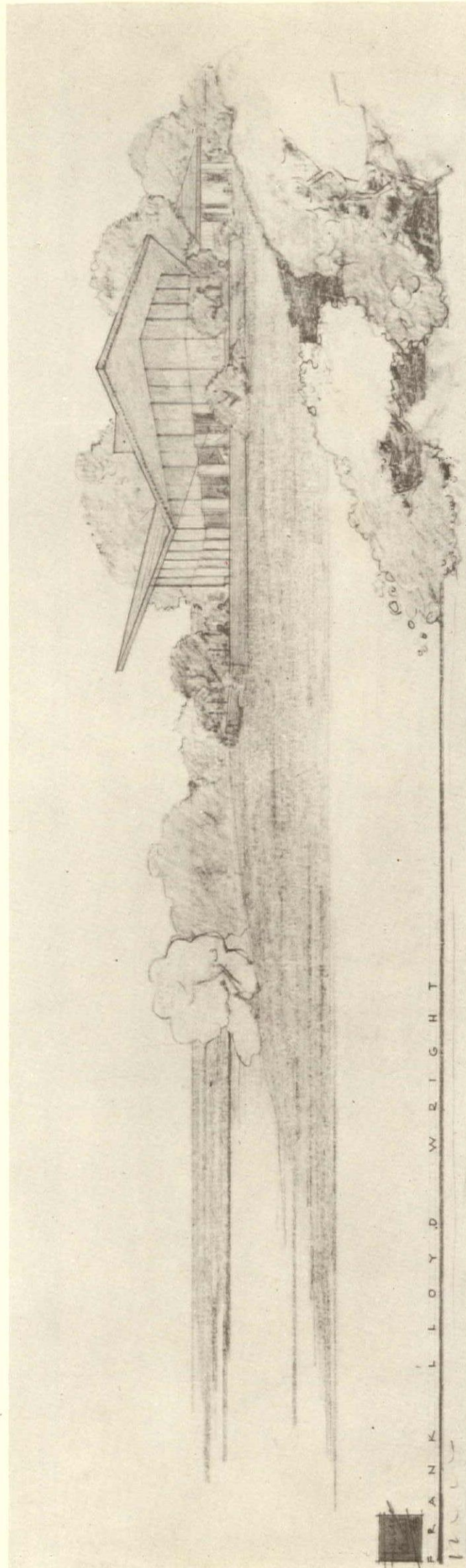
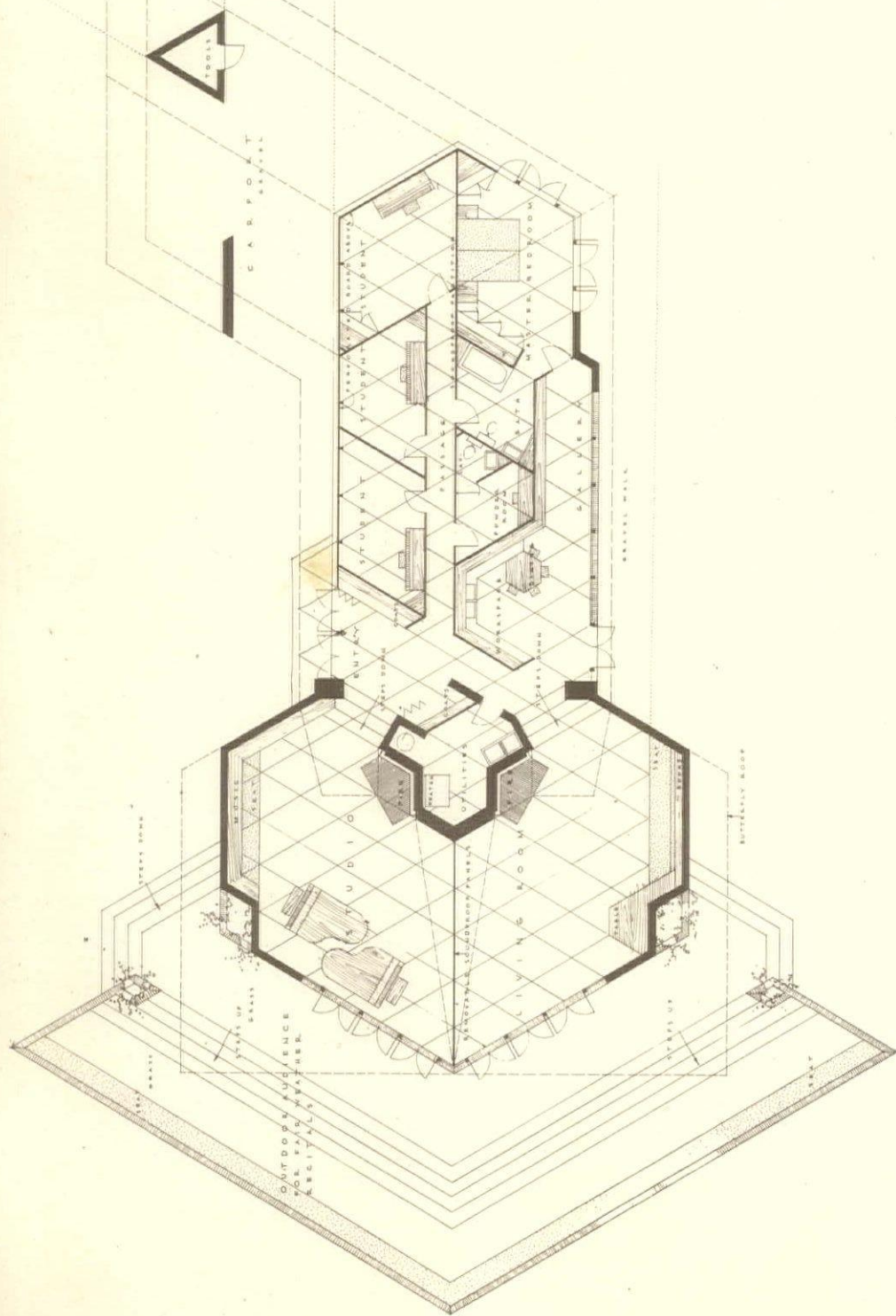
THIS second house for Herbert Jacobs on a farm near Middleton, Wis. is a berm-type dwelling similar to the Detroit cooperative on pp. 82-83. On the exposed hilltop site, excavation of the sunken cycle in front of the hemicycle facing to the South furnishes the earth-bank surrounding the building to the North. The sunken cycle partly protects exposed glass surfaces from winds and affords sheltered space in which children will play. Bedrooms are on mezzanine overlooking the living room.



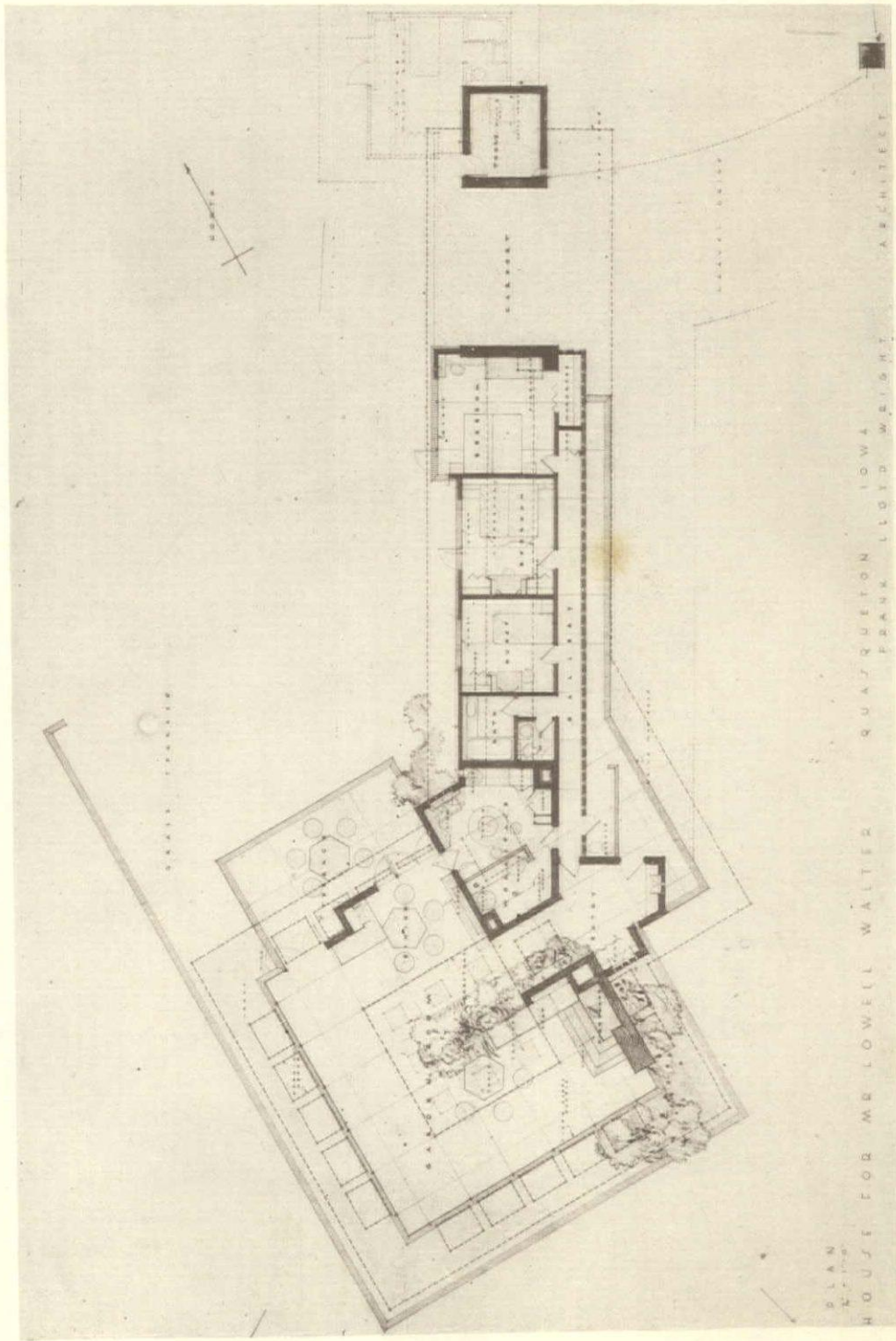
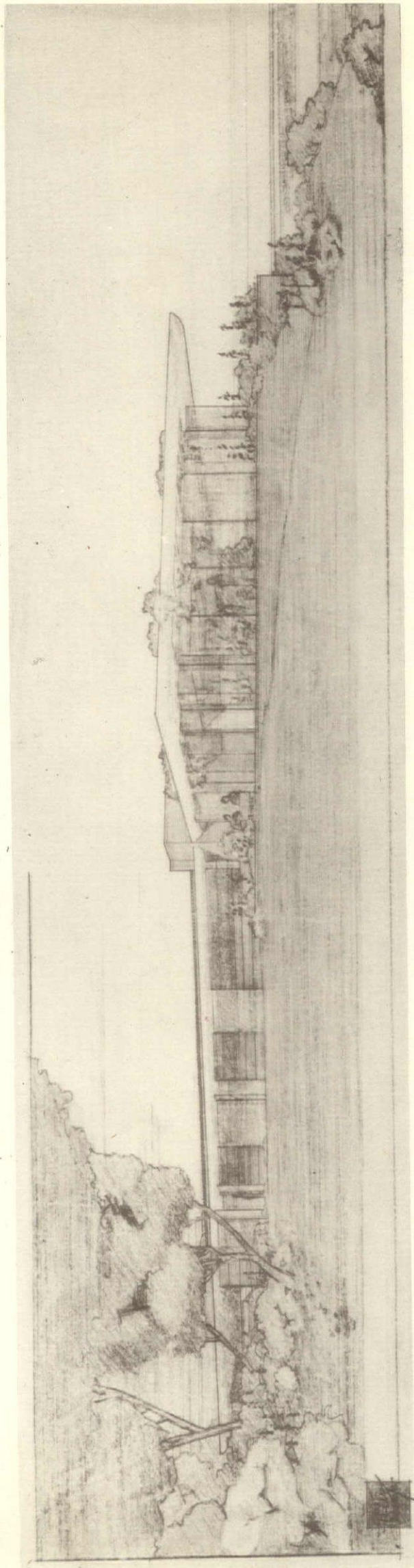
THIS is an extension of the Usonian solar-hemicycle similar to the Jacobs House, No. 2. It is a type we are building at moderate cost on several exposed and steeply inclined sites in different States. It is suitable for southern exposures in temperate zones where native building materials are still accessible. Native stone wall-masses and chimneys. Concrete pre-cast floor slabs.



THE butterfly roof I suggested to Frankfurt, Germany in a brochure published in Frankfurt in 1913 is here adapted to a combination music-studio and cottage living room. The cantilevered roof shelters both—tall windows opening to a garden so terraced that comfortable seating may be had using the studio and living room as a stage. The two rooms may be thrown together by means of a sliding partition.

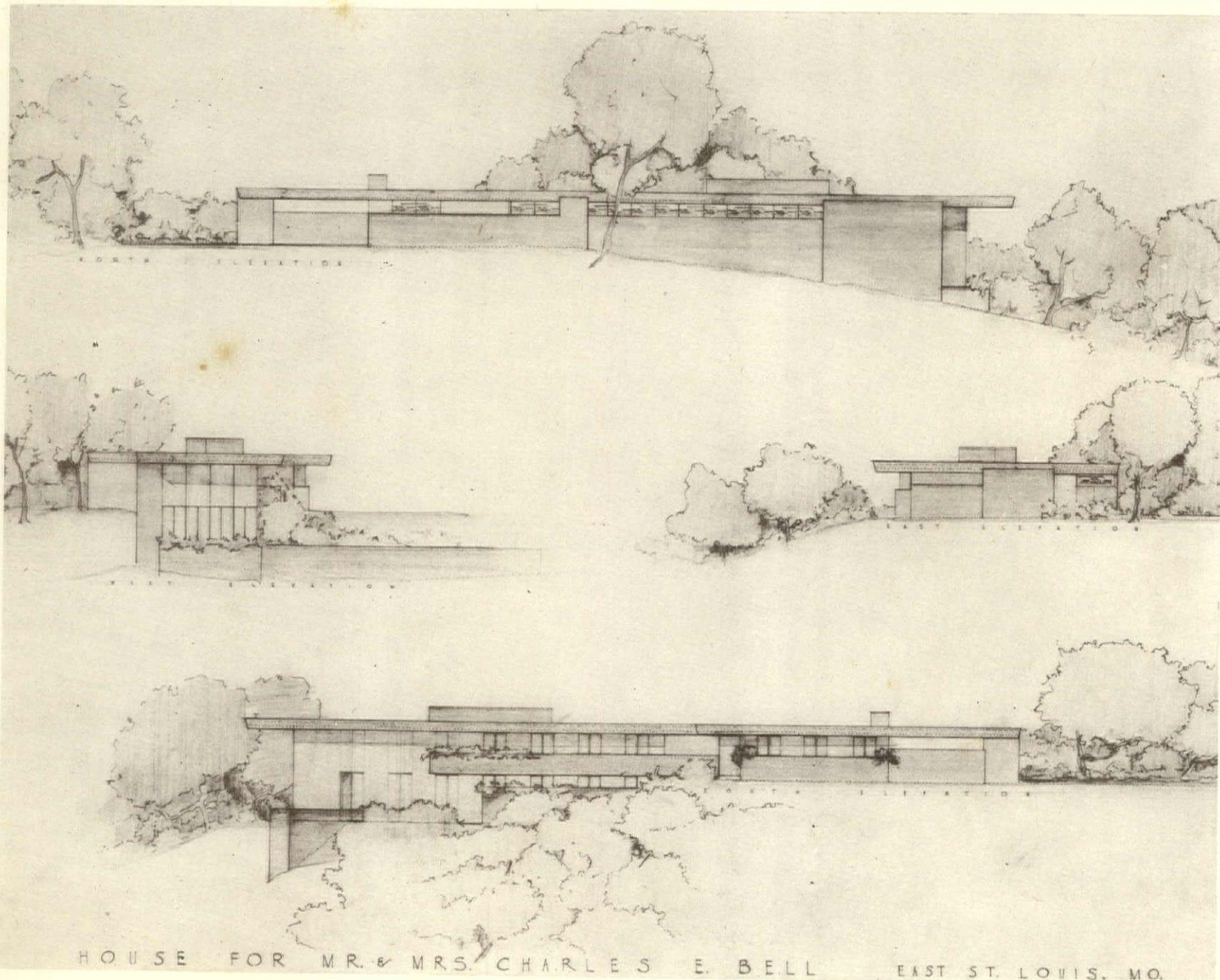
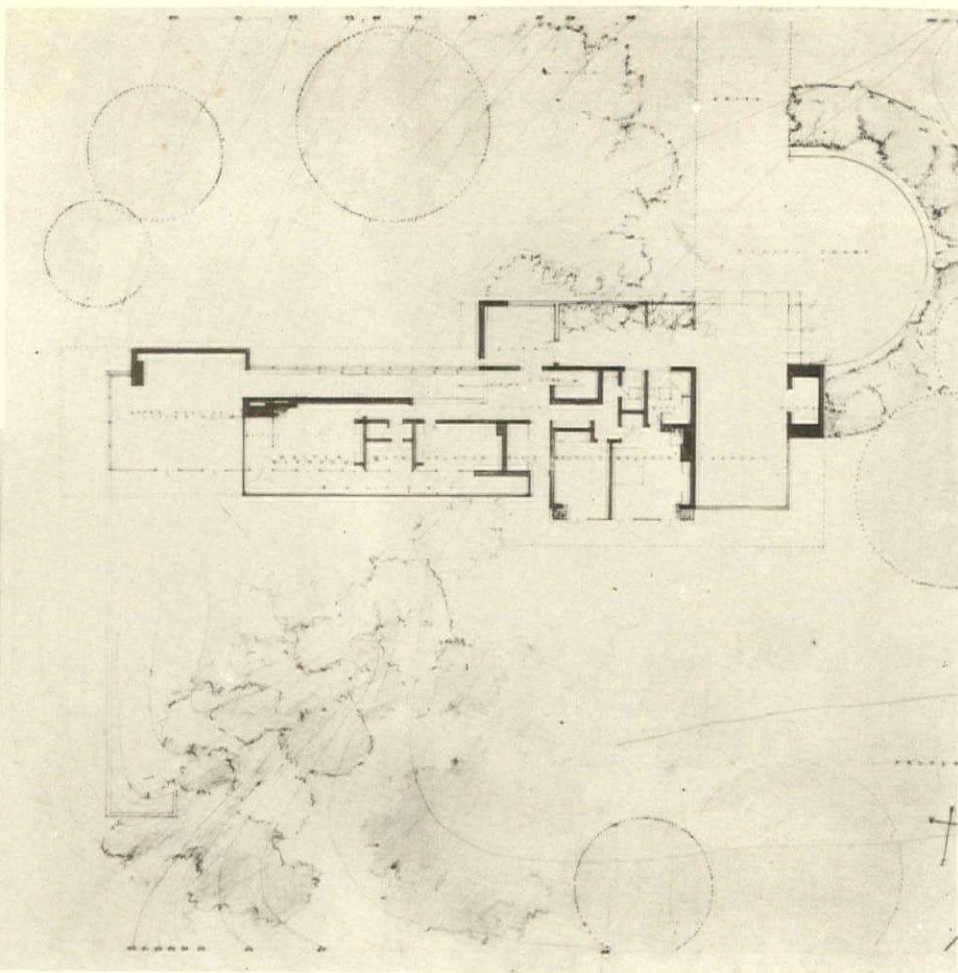
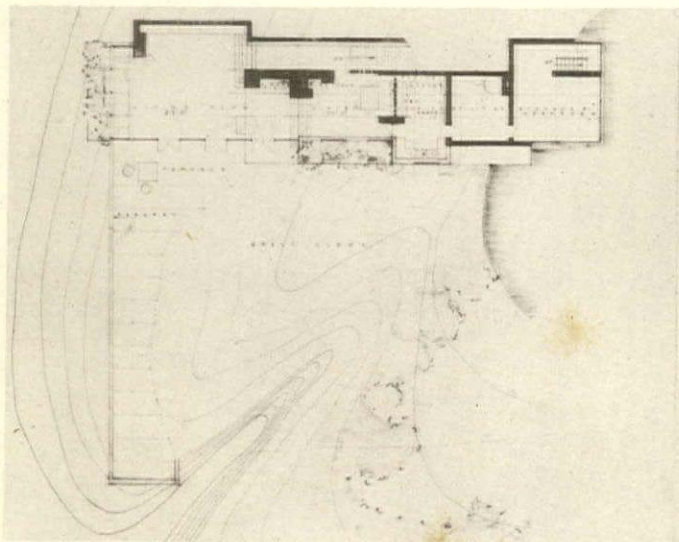


FRANK LLOYD WRIGHT



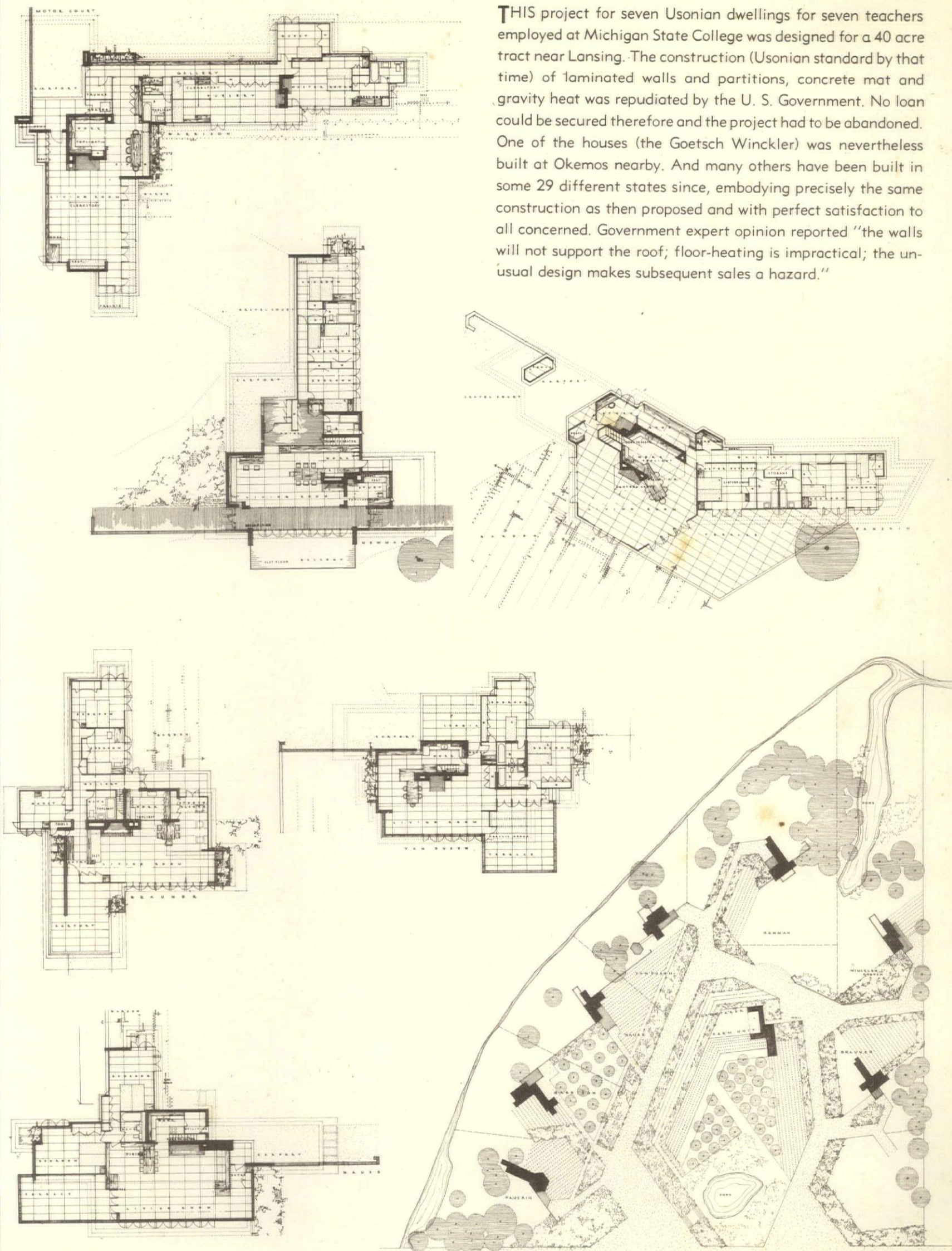
THIS masonry-type Usonian glass house has concrete slab roofs with turned up eaves. No wood is used in the construction, exterior or interior. Partitions are of solid plaster, doors and sash are metal, floors usual precast tile. Gravity heat.

DWELLING for Dr. Bell is a type useful where wooded slopes form the site. Entrance is on the upper level, with bedrooms and stair down to tall living room placed on the lower level, together with dining room and work space. The upper bedroom floor projects into the living room, eventuating there as a balcony. North wall is closed, south and east exposures are chiefly glass. The living room floor extends as outside terrace.



HOUSE FOR MR. & MRS. CHARLES E. BELL EAST ST. LOUIS, MO.

THIS project for seven Usonian dwellings for seven teachers employed at Michigan State College was designed for a 40 acre tract near Lansing. The construction (Usonian standard by that time) of laminated walls and partitions, concrete mat and gravity heat was repudiated by the U. S. Government. No loan could be secured therefore and the project had to be abandoned. One of the houses (the Goetsch Winckler) was nevertheless built at Okemos nearby. And many others have been built in some 29 different states since, embodying precisely the same construction as then proposed and with perfect satisfaction to all concerned. Government expert opinion reported "the walls will not support the roof; floor-heating is impractical; the unusual design makes subsequent sales a hazard."



A LONG distance call, from housing administrator Clark Foreman in Washington, said: "I don't see your name anywhere on our roster. Why don't you contribute something?" "I'd like to," I said, "but I've never been asked."

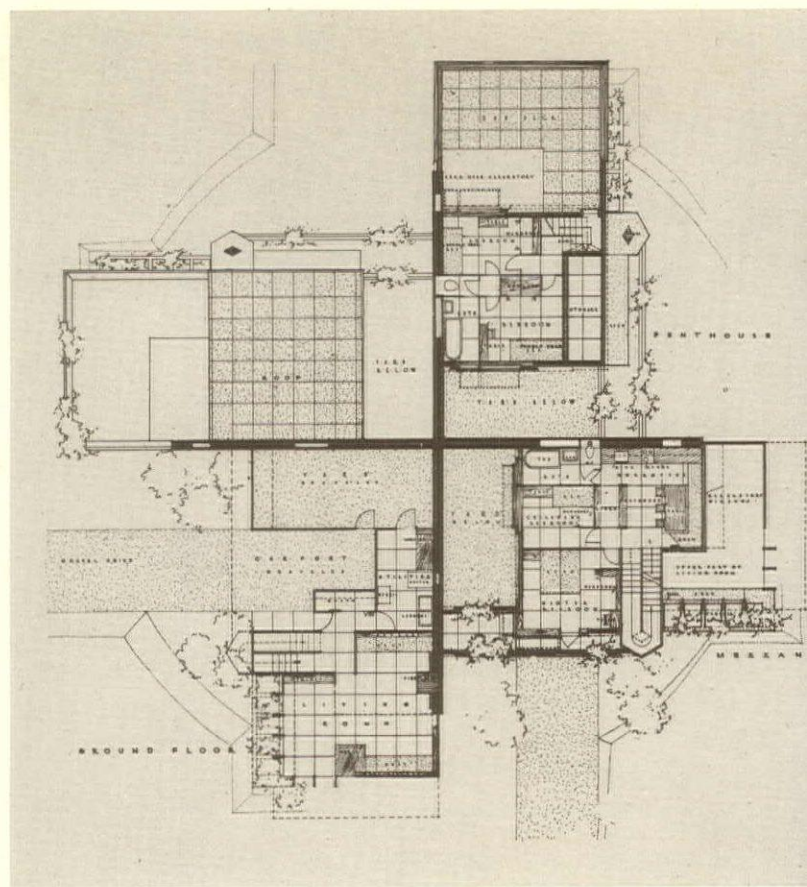
"Well, I guess I understand that oversight but I think we ought to end it. Will you do a project for us?" I said I would.

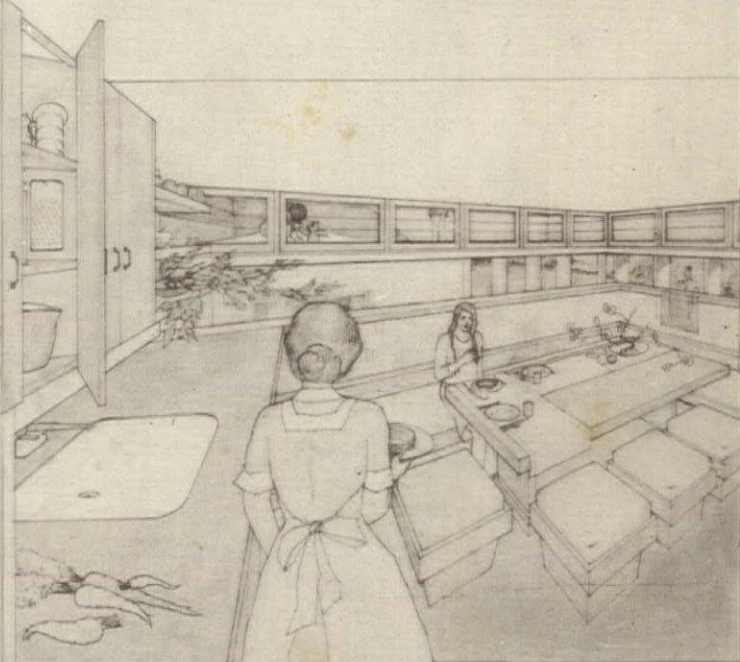
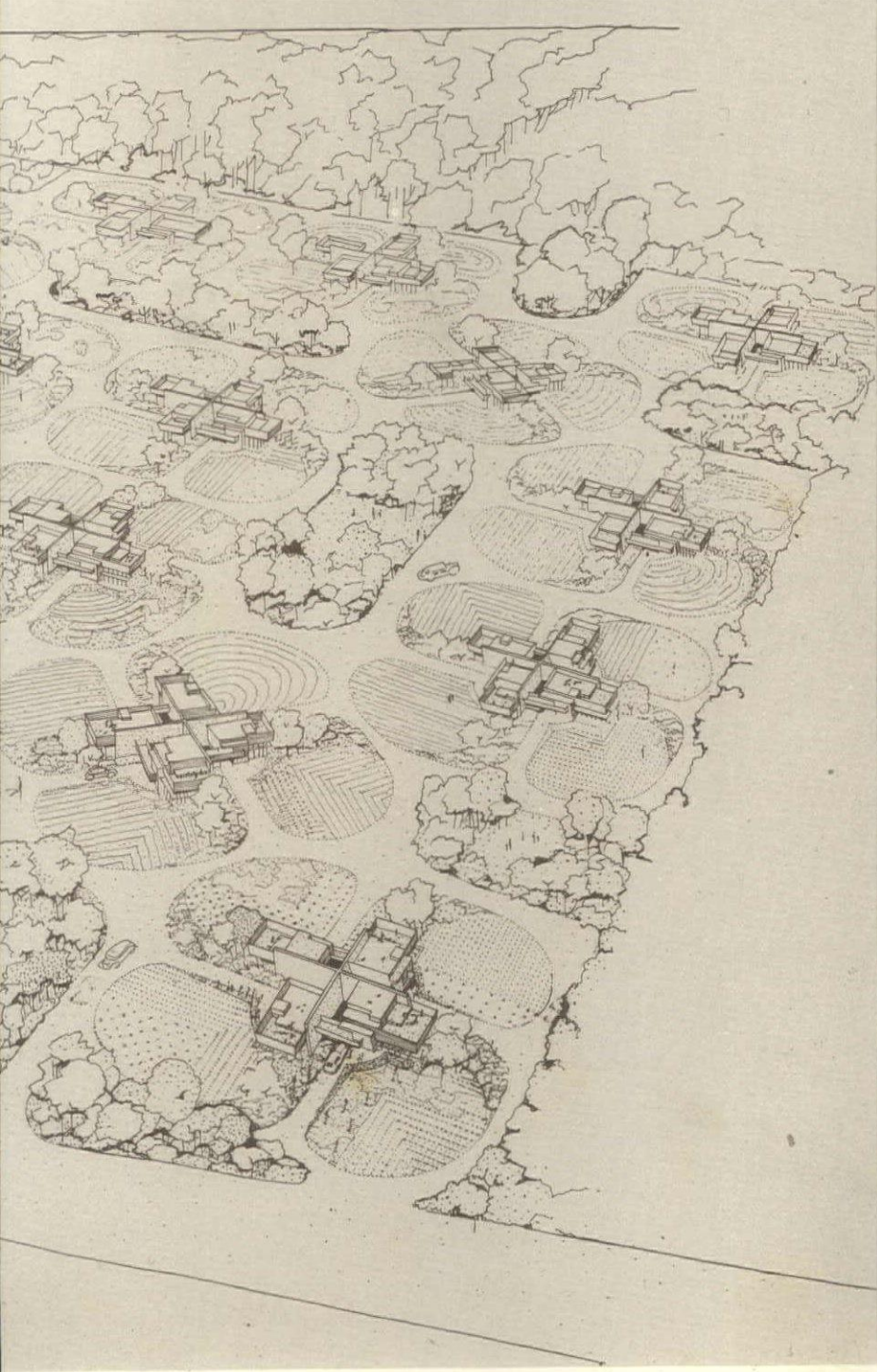
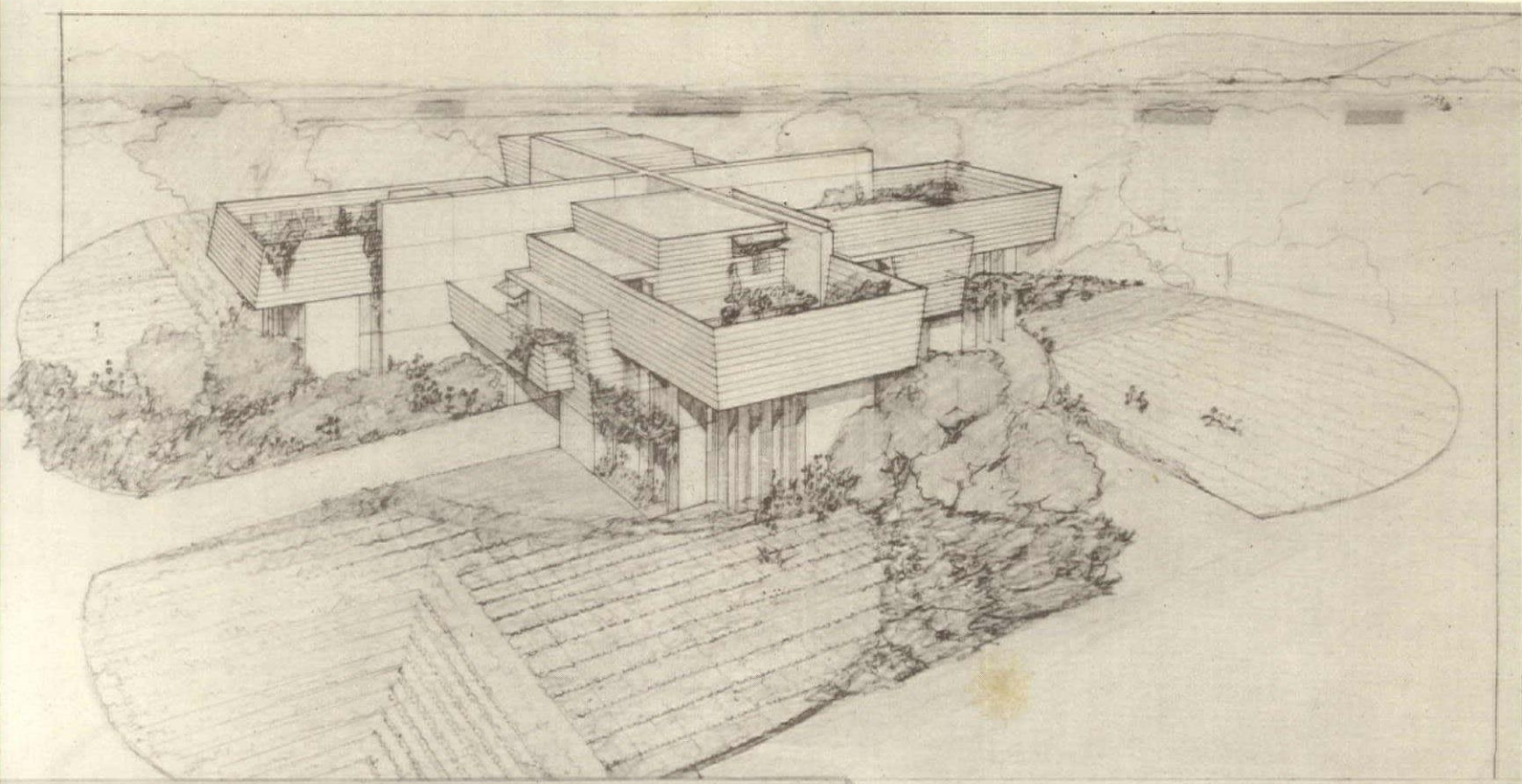
Finally, 100 houses in Pittsfield, Mass. were told off to me and after I visited the site, I went to work. When the plans were nearly finished, a telegram came telling me to stop. It seems Mr. Foreman had been superseded by another. But since the project was nearly completed, I was authorized to finish it.

In Washington all were quite generally delighted with it. Some doubts as to detail had to be resolved. But sometime later word reached me that the local architects of Massachusetts had taken the matter up with their Congressmen and that only local architects as provided for in a statute covering the matter would be allowed to handle the project.

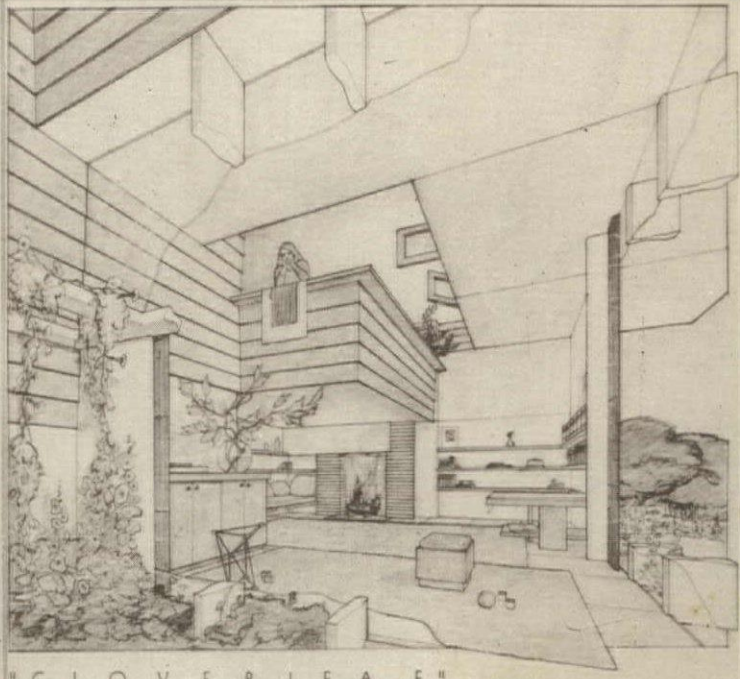
Although the government offered to buy what I had done, I declined to sell it because I would have no positive control over execution. And so this project is still one of the best shots in our locker. In this scheme, standardization is no barrier to the quality of infinite variety to be observed in nature.

No entrance to any dwelling in the group is beside any other entrance to another dwelling. So far as any individual can know, the entire group is his home. He is entirely unaware of the activities of his neighbors. There is no looking from front windows to backyards: all the private functions of family life are here independent of those of any other family. Playgrounds for the children, called sun decks, are small roof gardens placed where the mother of the family has direct supervision over hers. Family processes are conveniently centralized on the mezzanine next the master bedroom and bath, where the mistress of the house can turn a pancake with one hand while chucking the baby into a bath with the other, father meantime sitting at his dinner, lord of it all, daughter meantime having the privacy of the front room below for the entertainment of her friends.



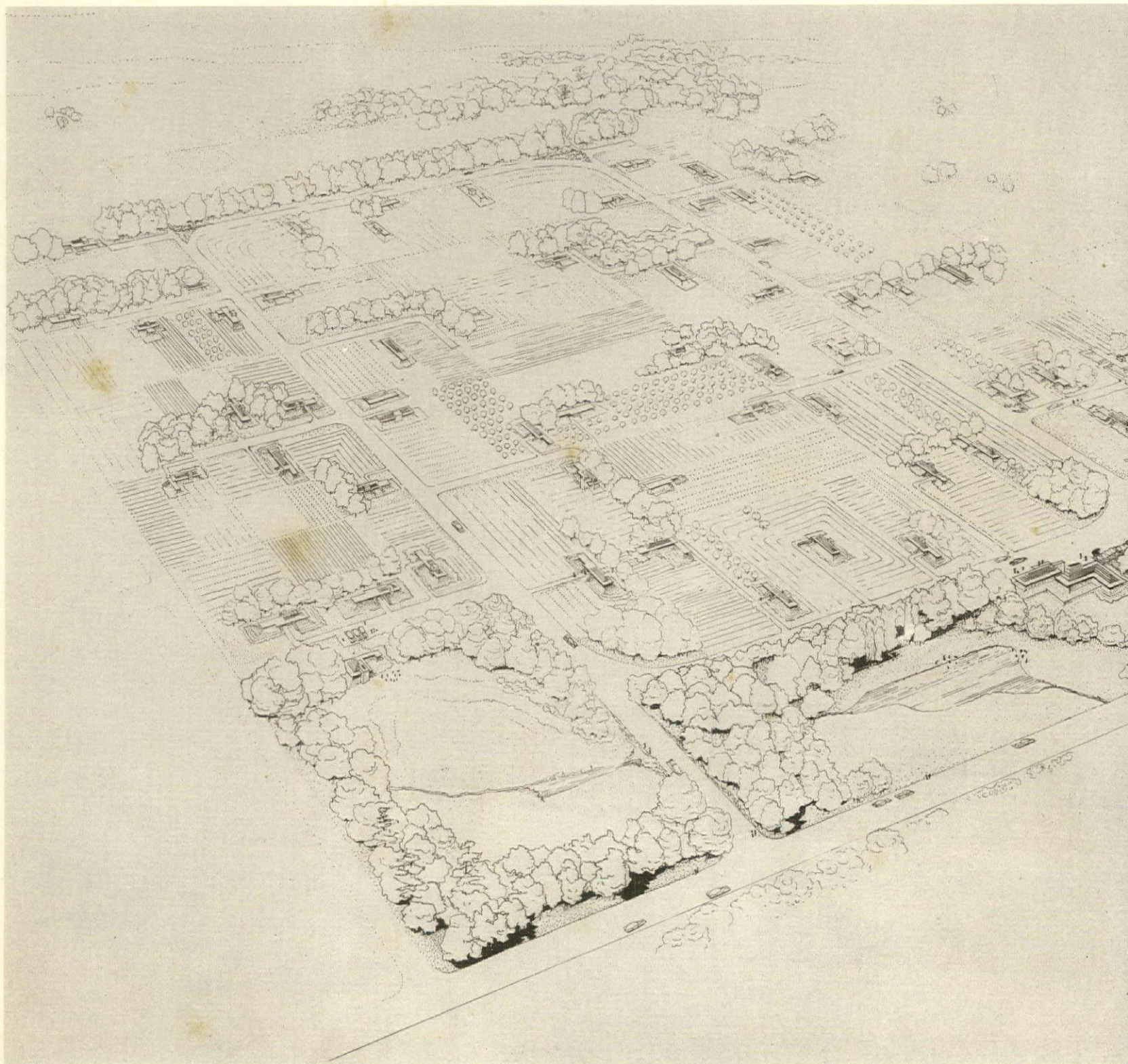


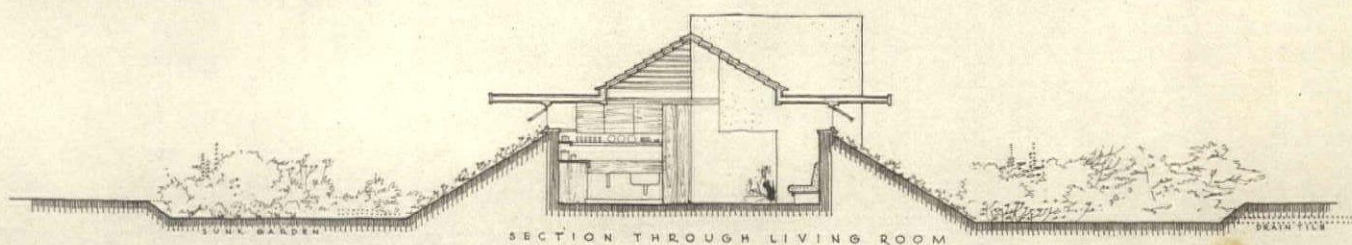
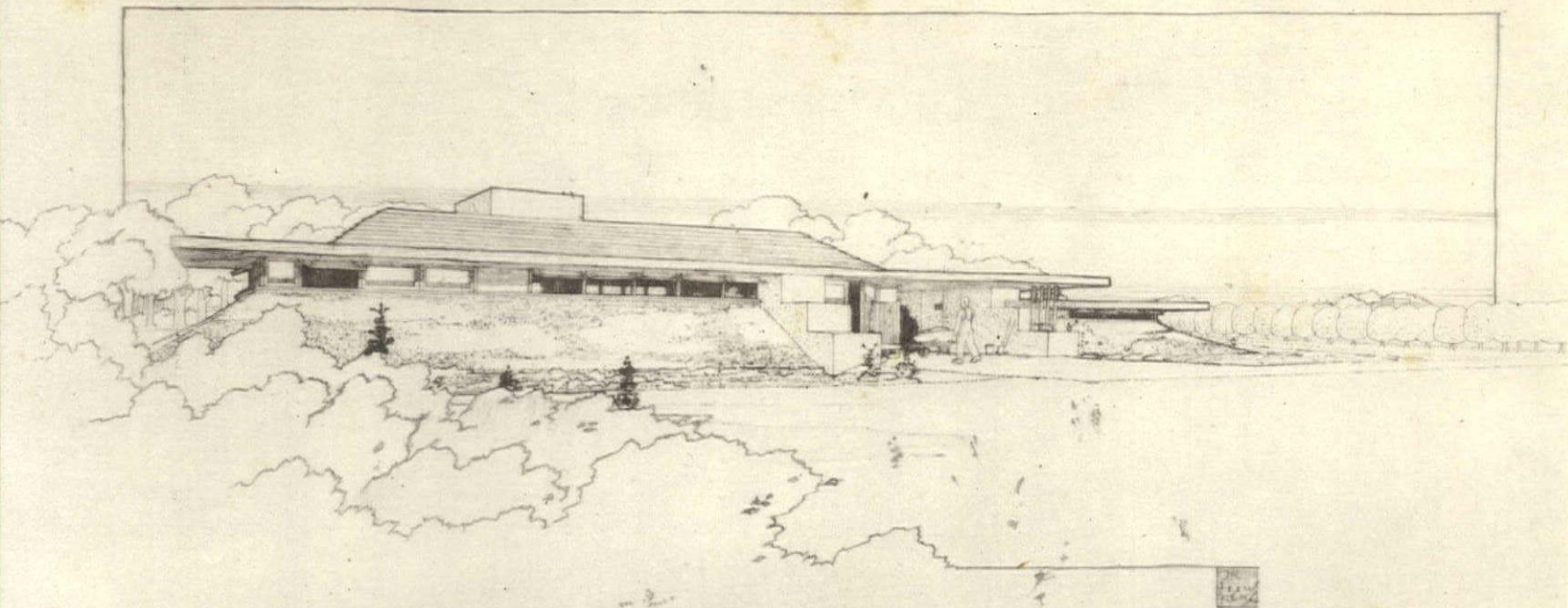
THE HEART OF THE HOUSE THE 'MEZZANINE'



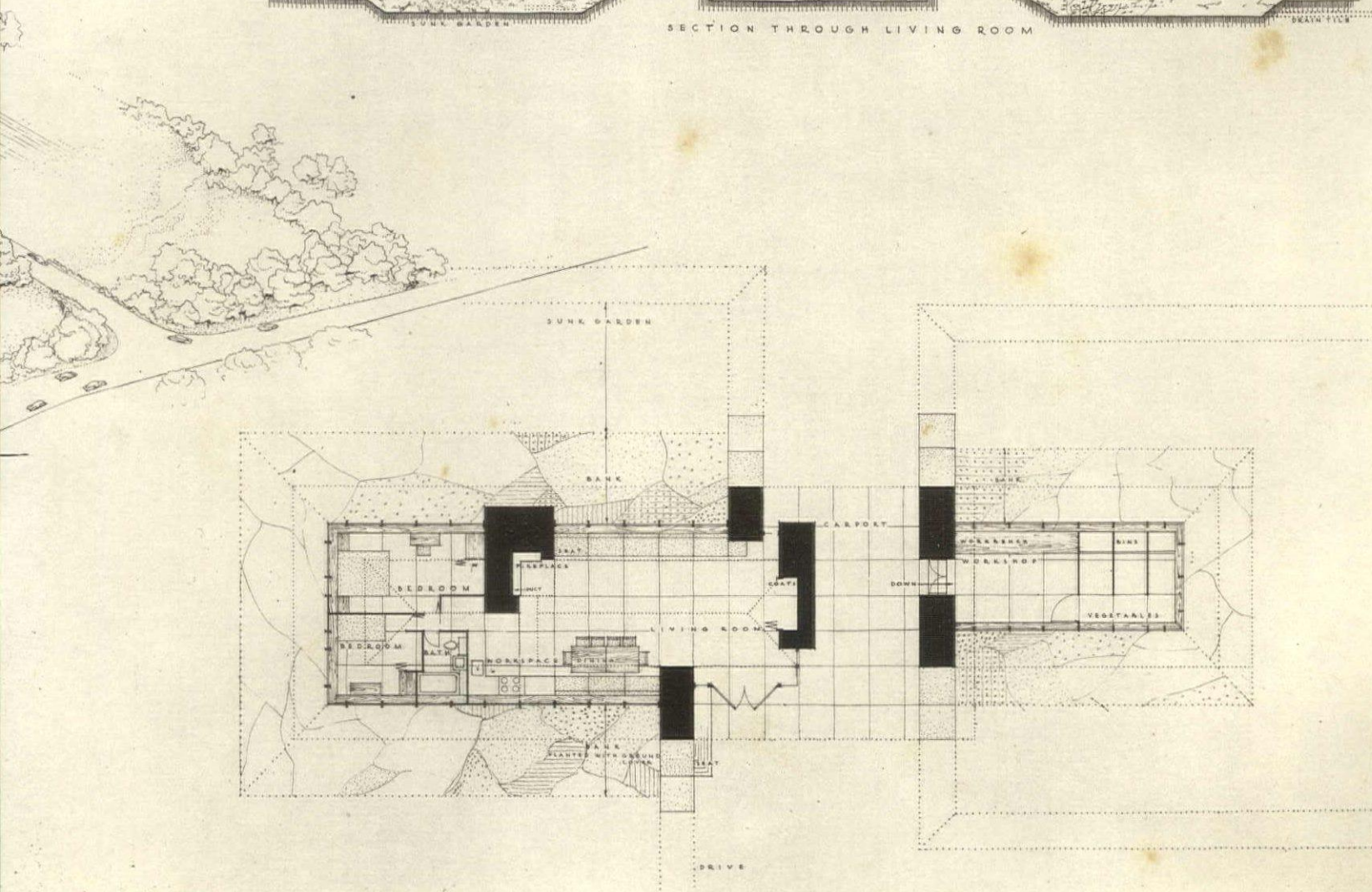
"CLOVERLEAF"
TYPICAL LIVING ROOM
LOOKING IN THROUGH WINDOWS

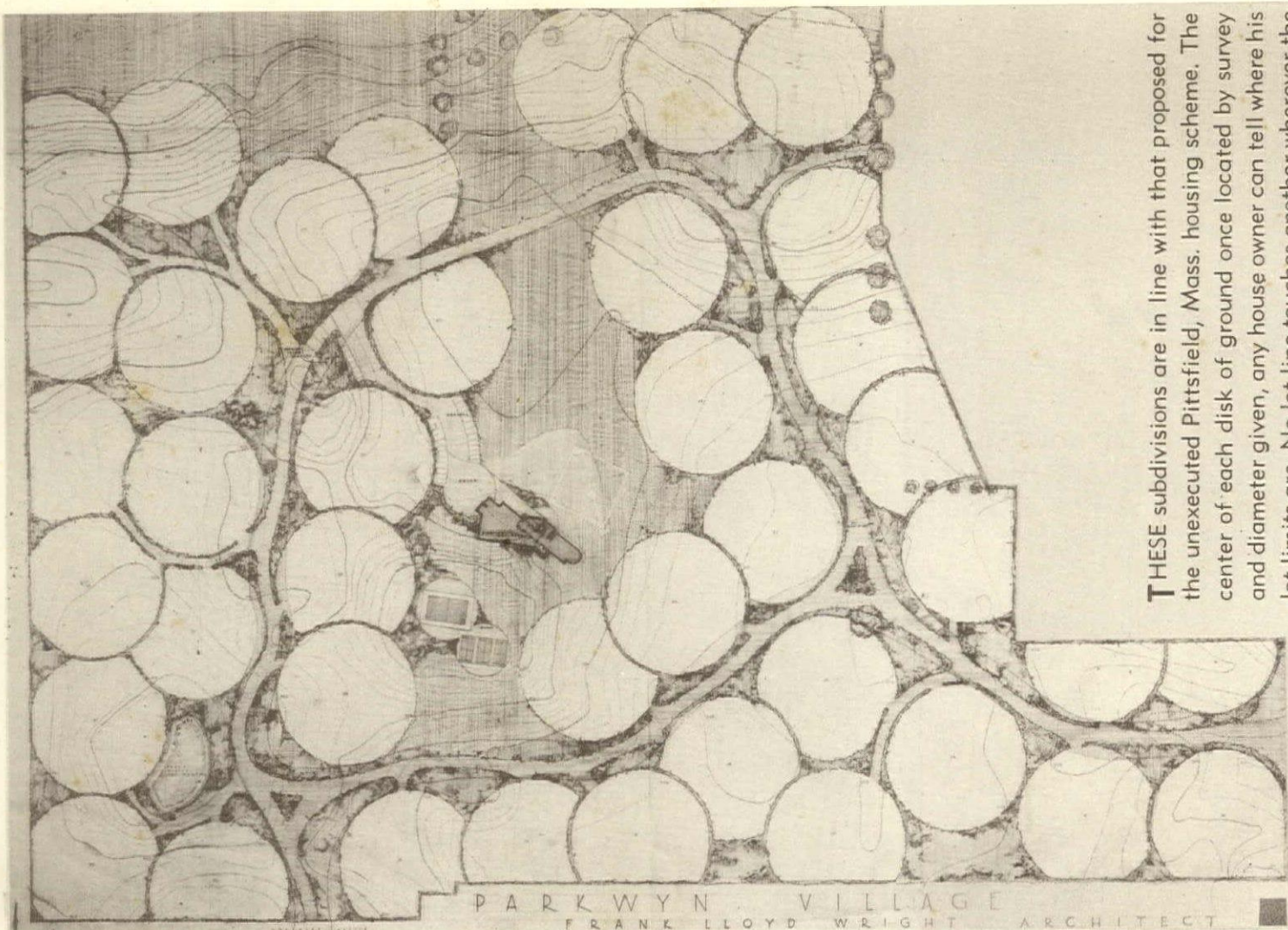
THIS berm-type project was begun with the assumption that the work upon the buildings would be done by the Detroit auto workers who intended to live there. It was mainly a drainage and landscape problem. But the times were such that the group could never get together with much effect on progress. The affair languished for a year and died. But the nature of the scheme is apropos to so much of the building problem in our country today that it is on record here for what it may be worth.



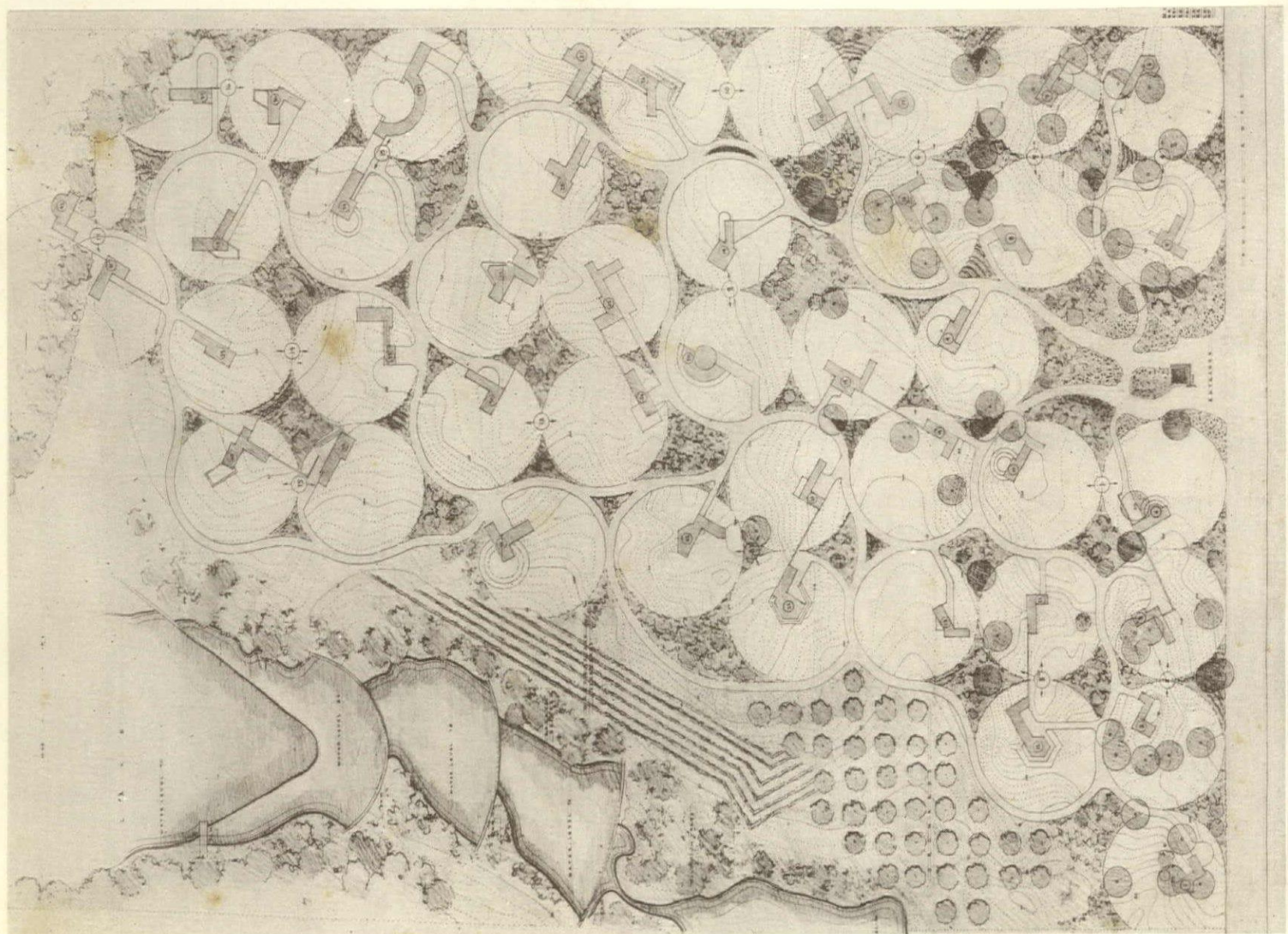


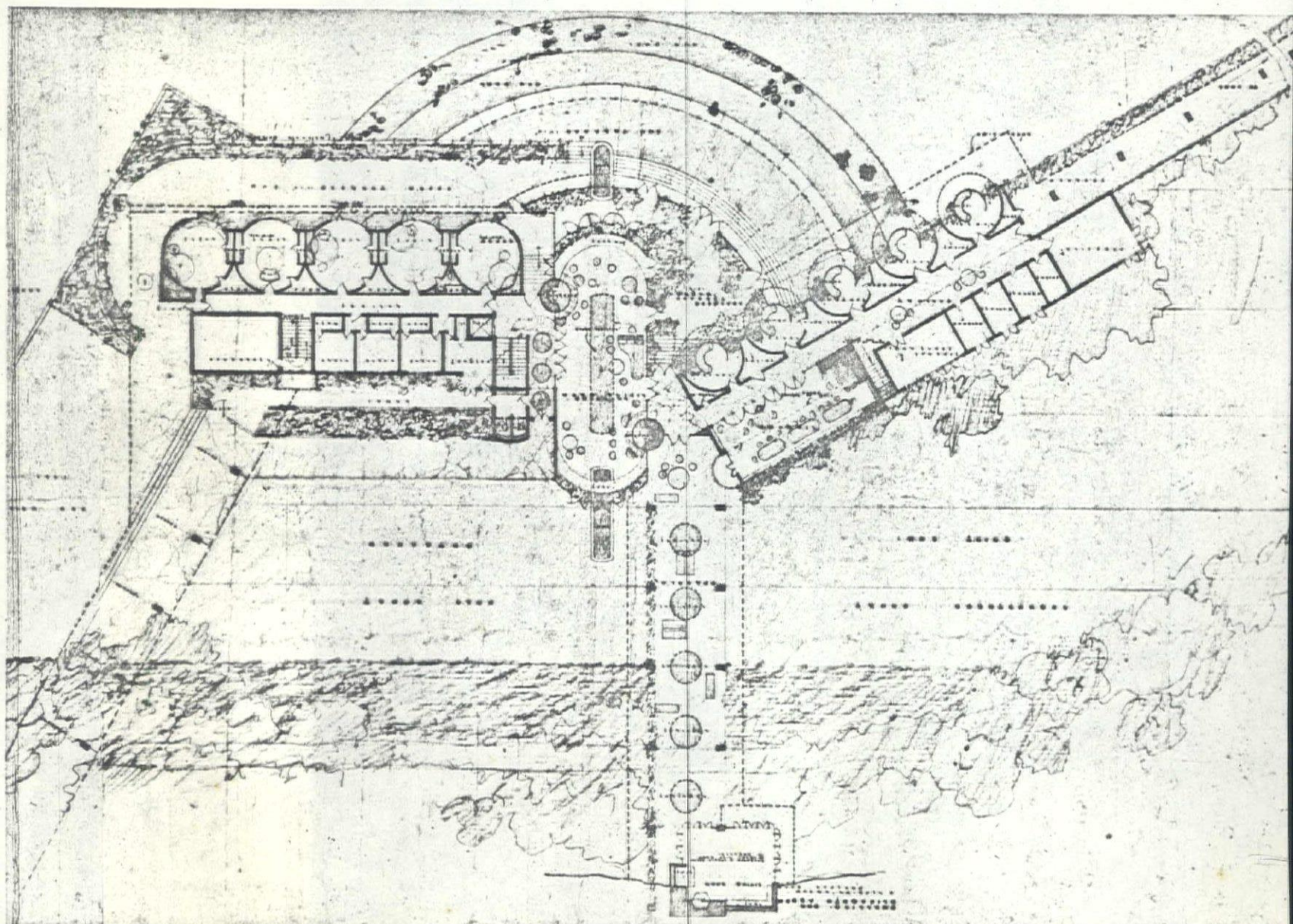
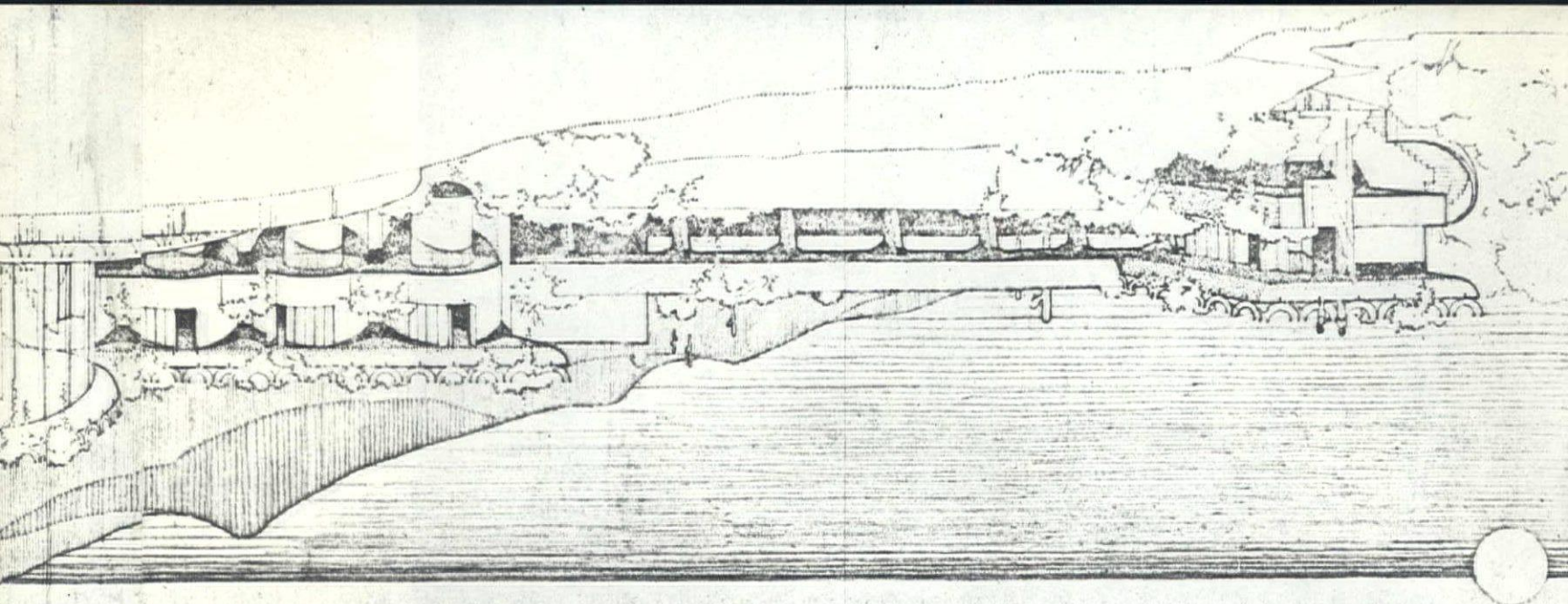
SECTION THROUGH LIVING ROOM





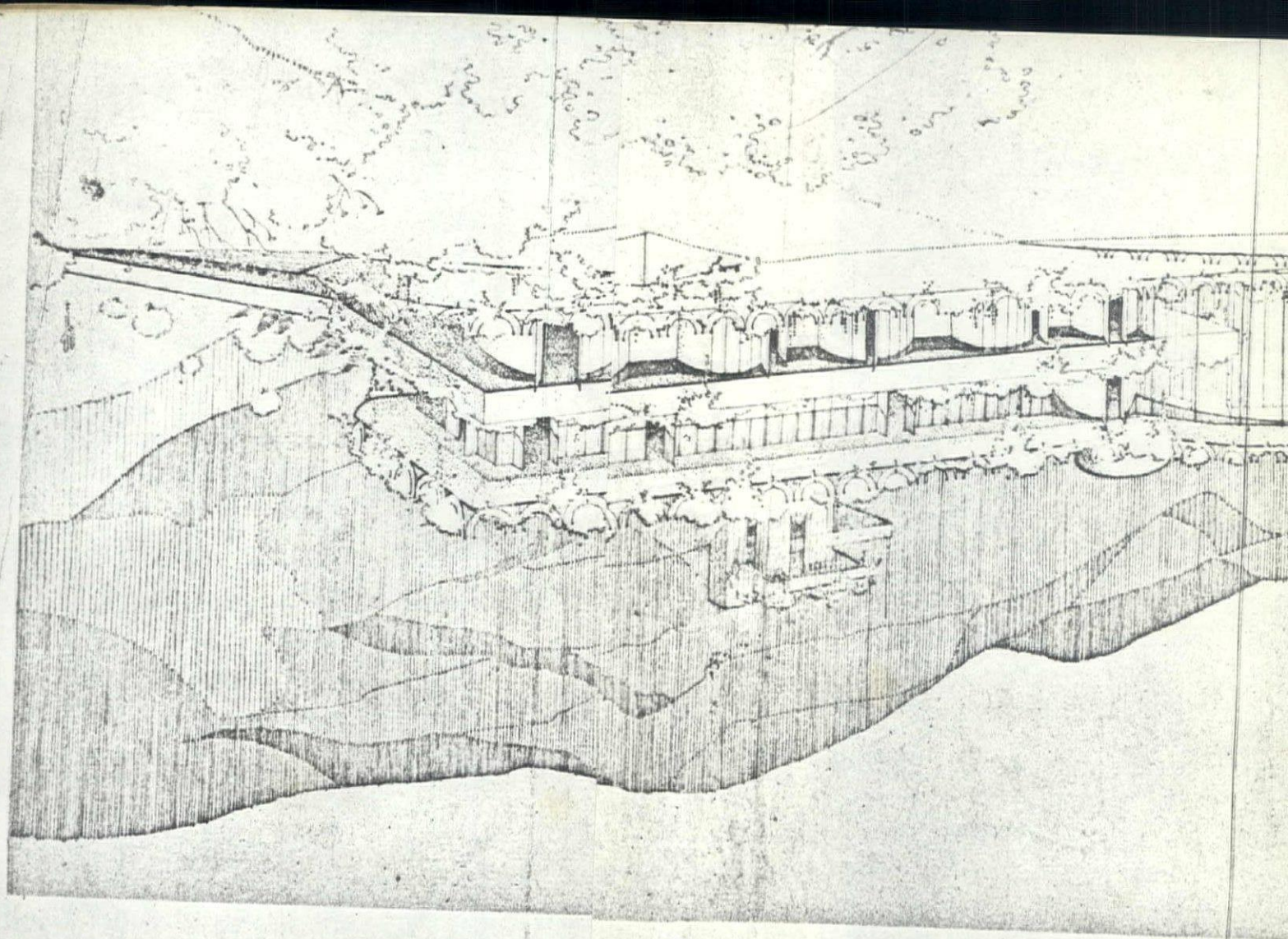
THESE subdivisions are in line with that proposed for the unexecuted Pittsfield, Mass. housing scheme. The center of each disk of ground once located by survey and diameter given, any house owner can tell where his lot limits are. No lot line touches another wherever the scheme is perfect. All interspaces are to be planted to some native shrub like barberry or sumach, throwing a network of color in pattern over the entire tract.

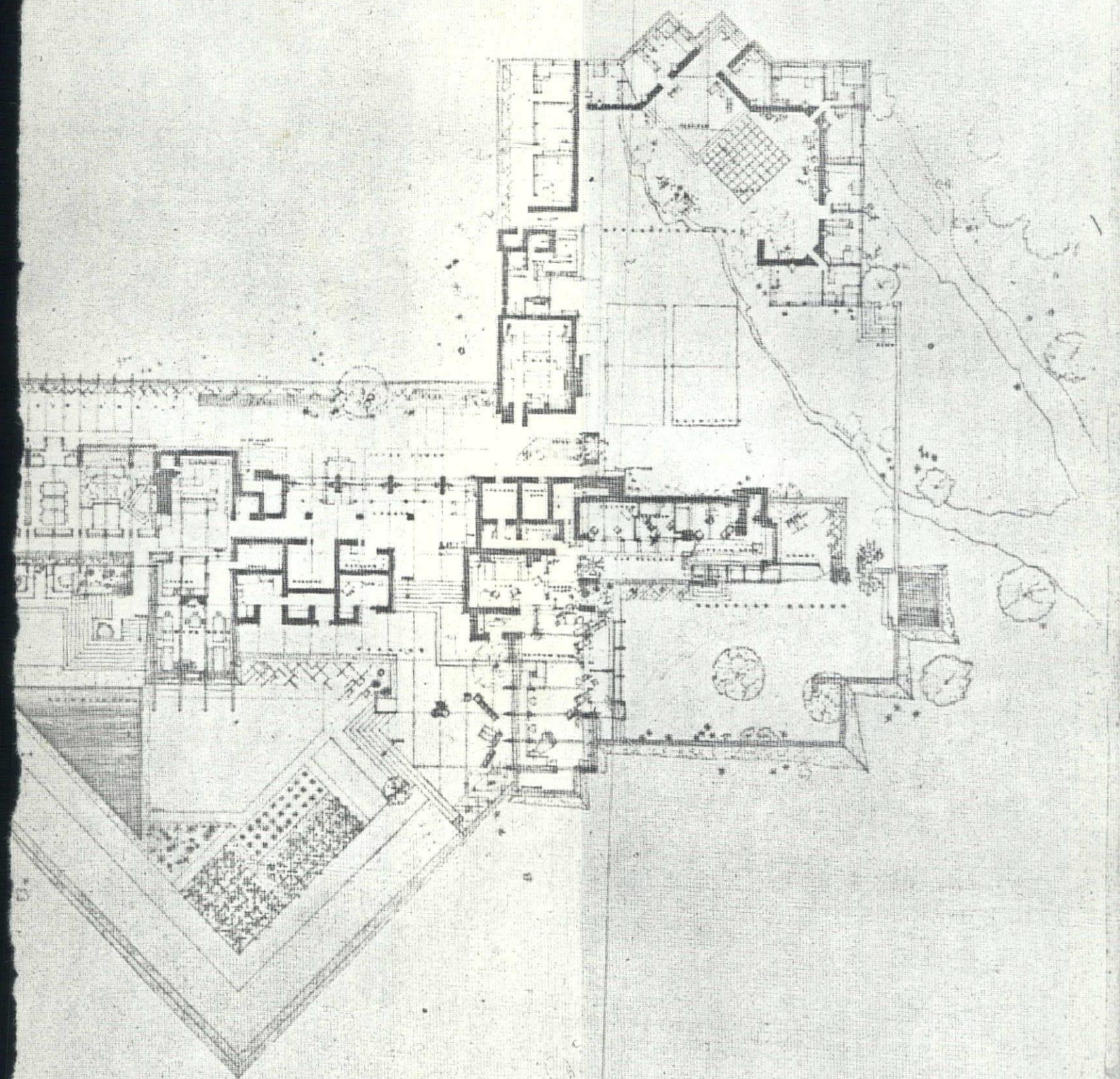






ELIZABETH ARDEN made an excursion to Taliesin West with the high purpose of doing something for her clientele in the Arizona desert as inspiring in point of appropriate relationship to environment as is her practice with female reconstitution. Soon, all mixed up where that affair was concerned, we lost sight of her. But what we did for her, on the spur of that moment, is included here for your entertainment. The arrangement is sufficiently obvious, the roof in this instance becoming earth-on-terrace and developing as an over-all garden, the owner in residence bringing up the rear. It would seem that the fundamental error in this essay lay in the emphasis placed on sunlight when twilight or moonlight was preferable. Project abandoned.

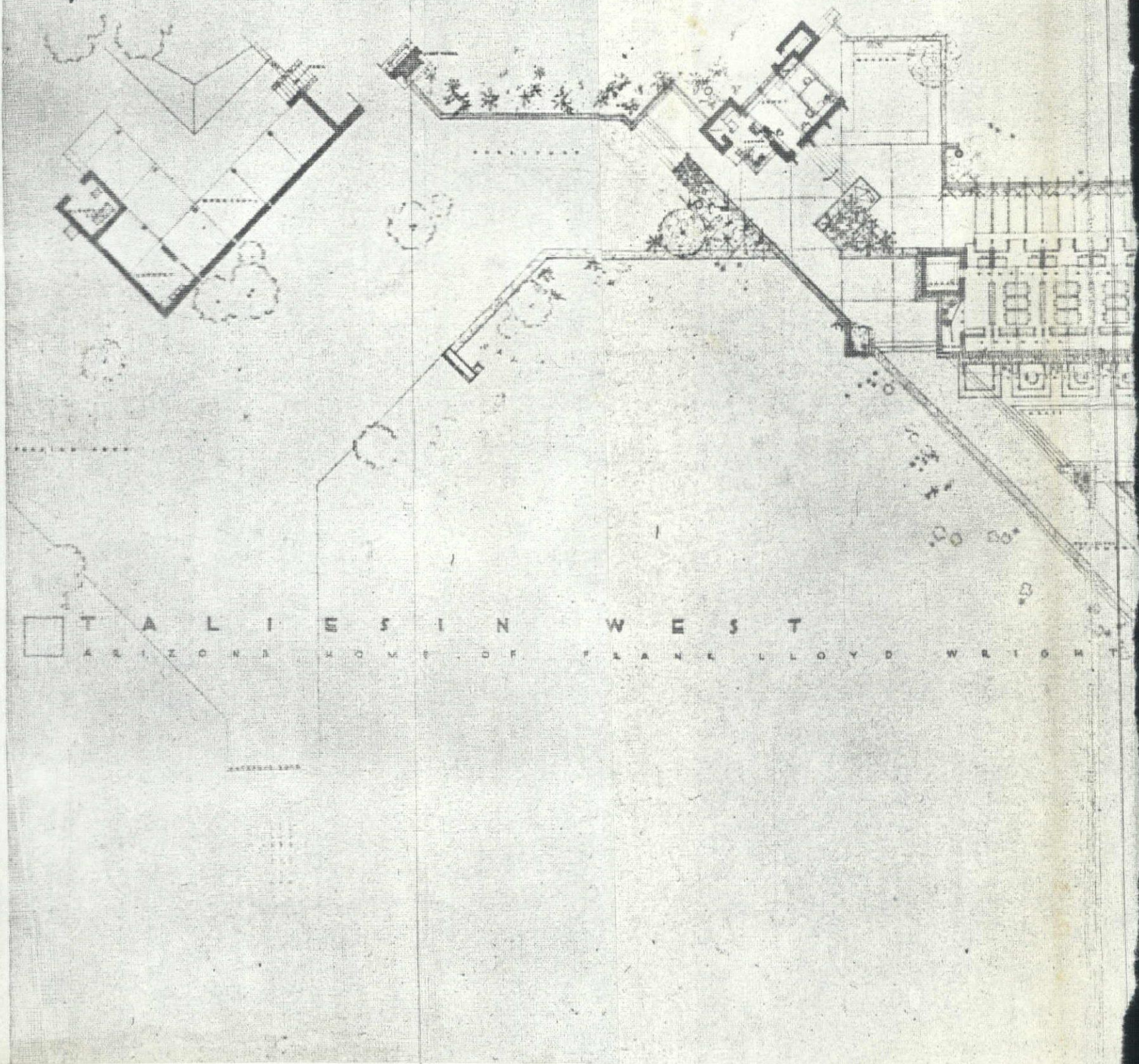


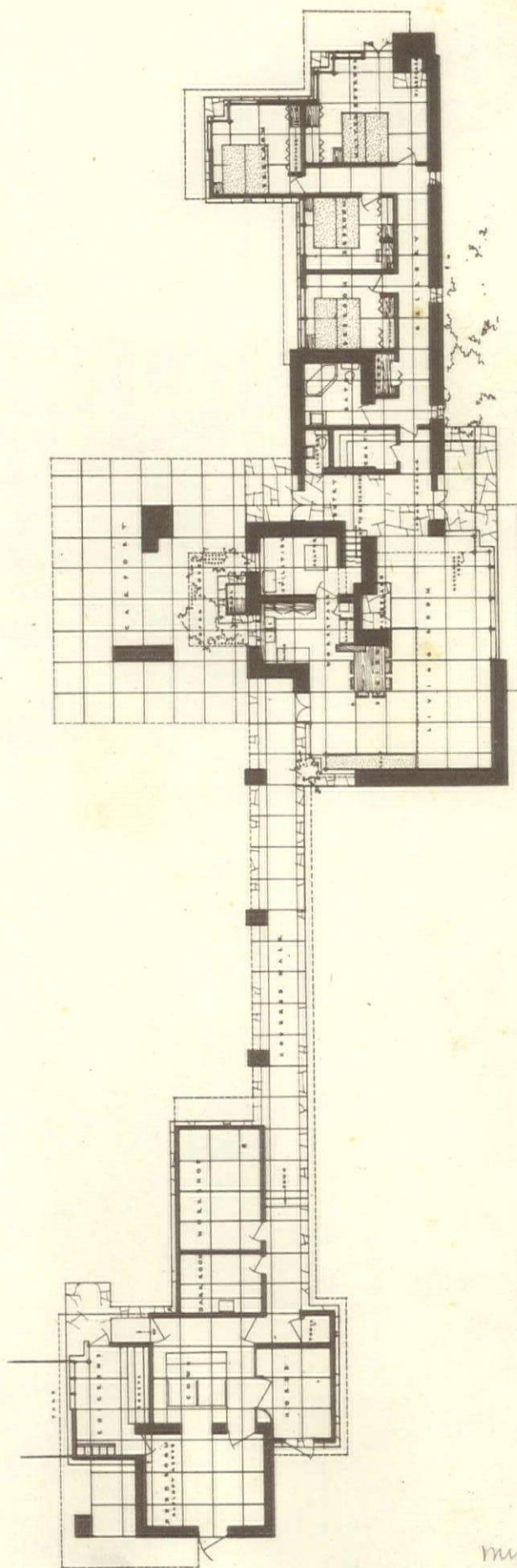
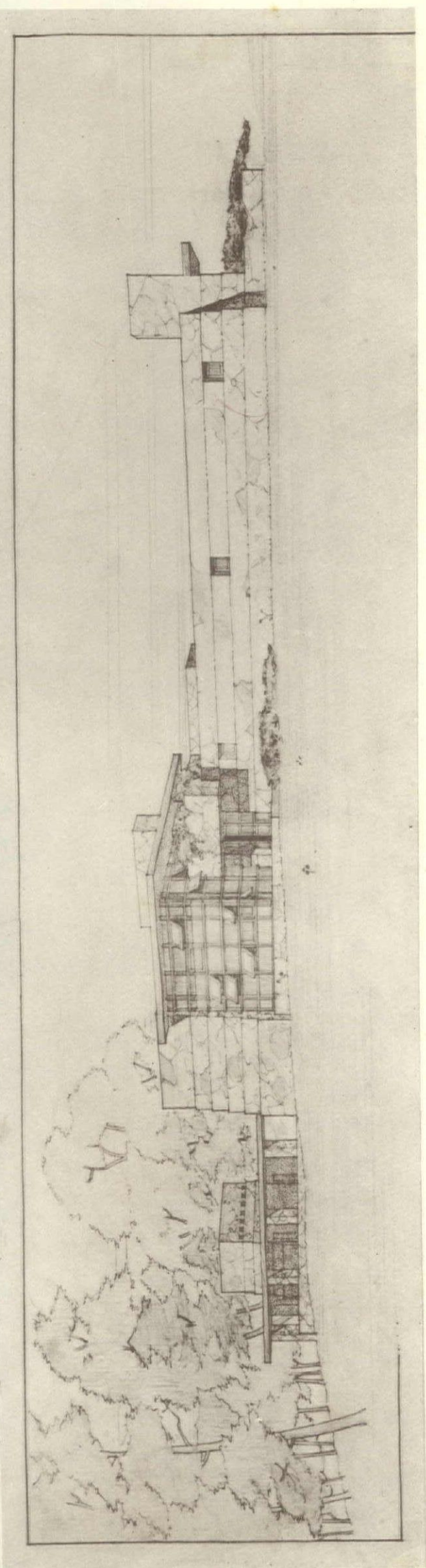


TALIESIN West is another one of those ventures in the general direction of the unknown in which this architect has so often indulged. It was clearly undesirable (even impracticable) for the Taliesin Fellowship to live indoors for half a year because its members are devoted chiefly to building, farming and the preparation and eating of good fresh food—mostly an outdoor affair. And having once made the acquaintance of Arizona by way of the Arizona Biltmore and work for Dr. Chandler, we, compelled to take a step toward winter quarters, naturally gravitated in that direction.

There is probably more instruction concerning construction in the desert ways of plant life than in any books ever written. Also, there is salutary effect upon the human imagination in transferring our design activities from one place where all is pastoral and in domestic scale to a place such as we chose there on the Maricopa Mesa near the ranges of McDowell Peak.

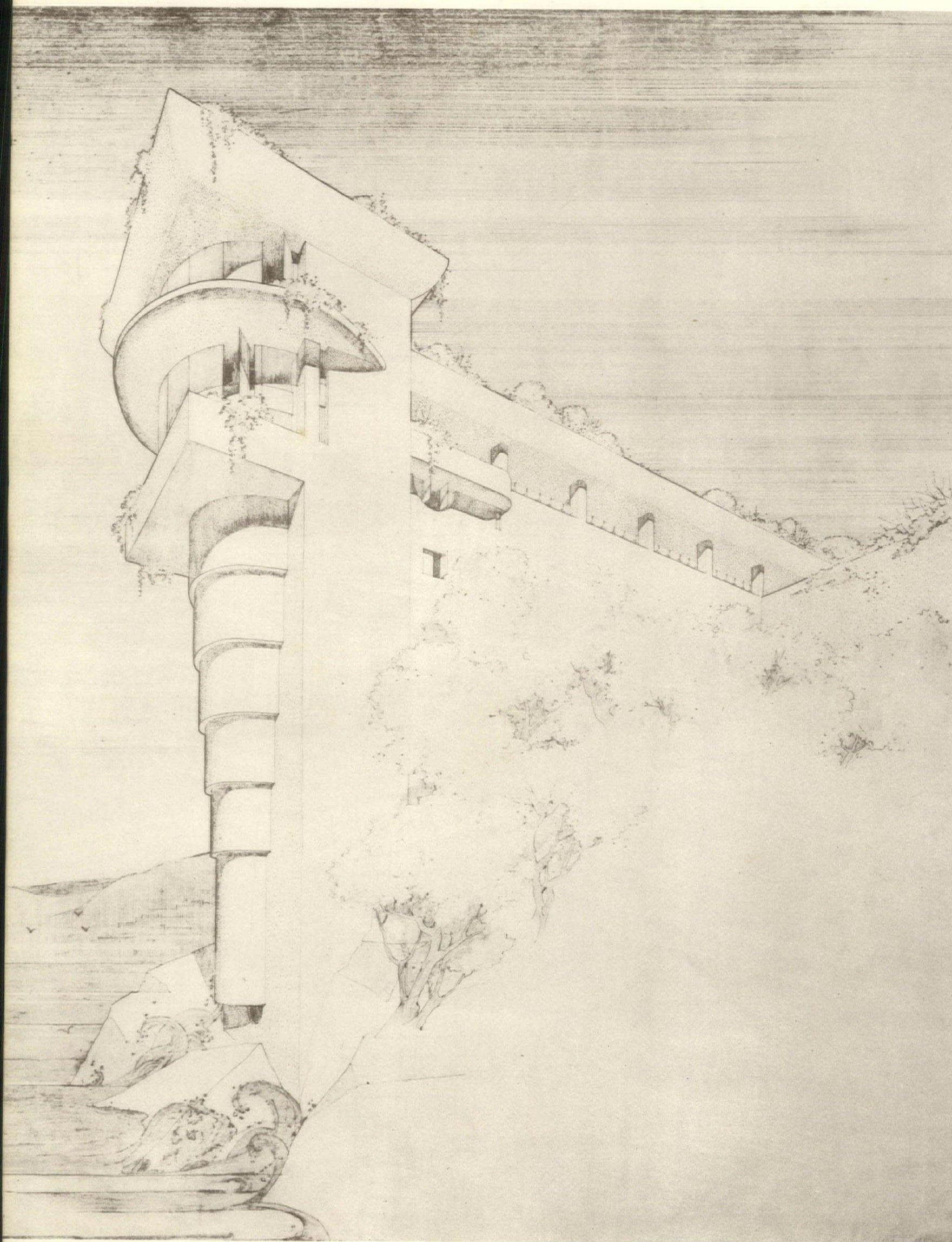
The camp structure was almost entirely made by the apprentices themselves. Probably \$10,000 would represent the cost of all required outside their efforts as directed by myself. The Arizona camp presents a bold experiment in the use of textiles for overhead. If ever a suitable fabric could be found for comparatively permanent use in construction such as we have adopted here, a pressing building problem could be easily solved for many purposes beside residence. Available to us at the time, however, was only a heavy canvas, which we find good for only about three years under the extreme desert heat which takes the "filling" out of the canvas in time and lets water through. So our overhead, while translucent and attractive beyond expression and serving as interior lighting, still is subject to renewal every three years. However, the permanent walls and framing itself make this a not-too-great hazard. The illustrations in the photograph section following speak for themselves.



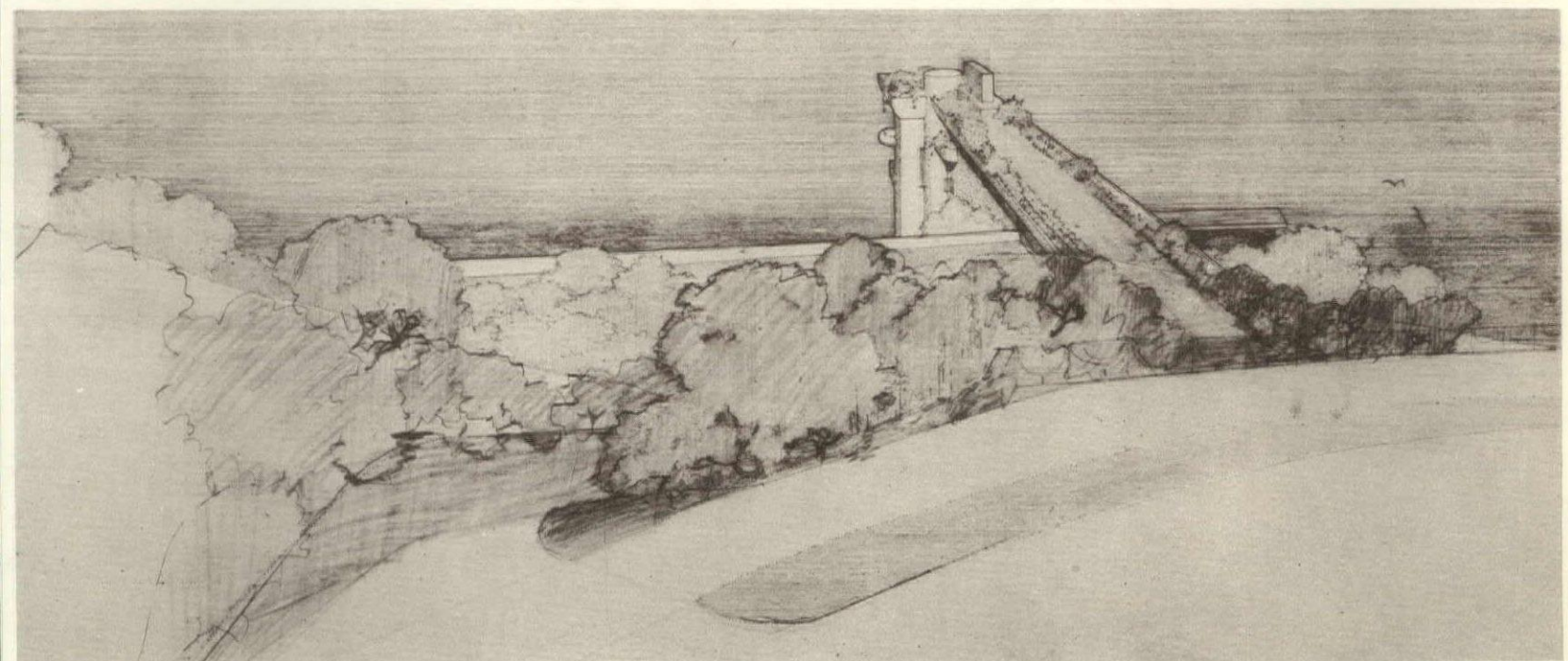
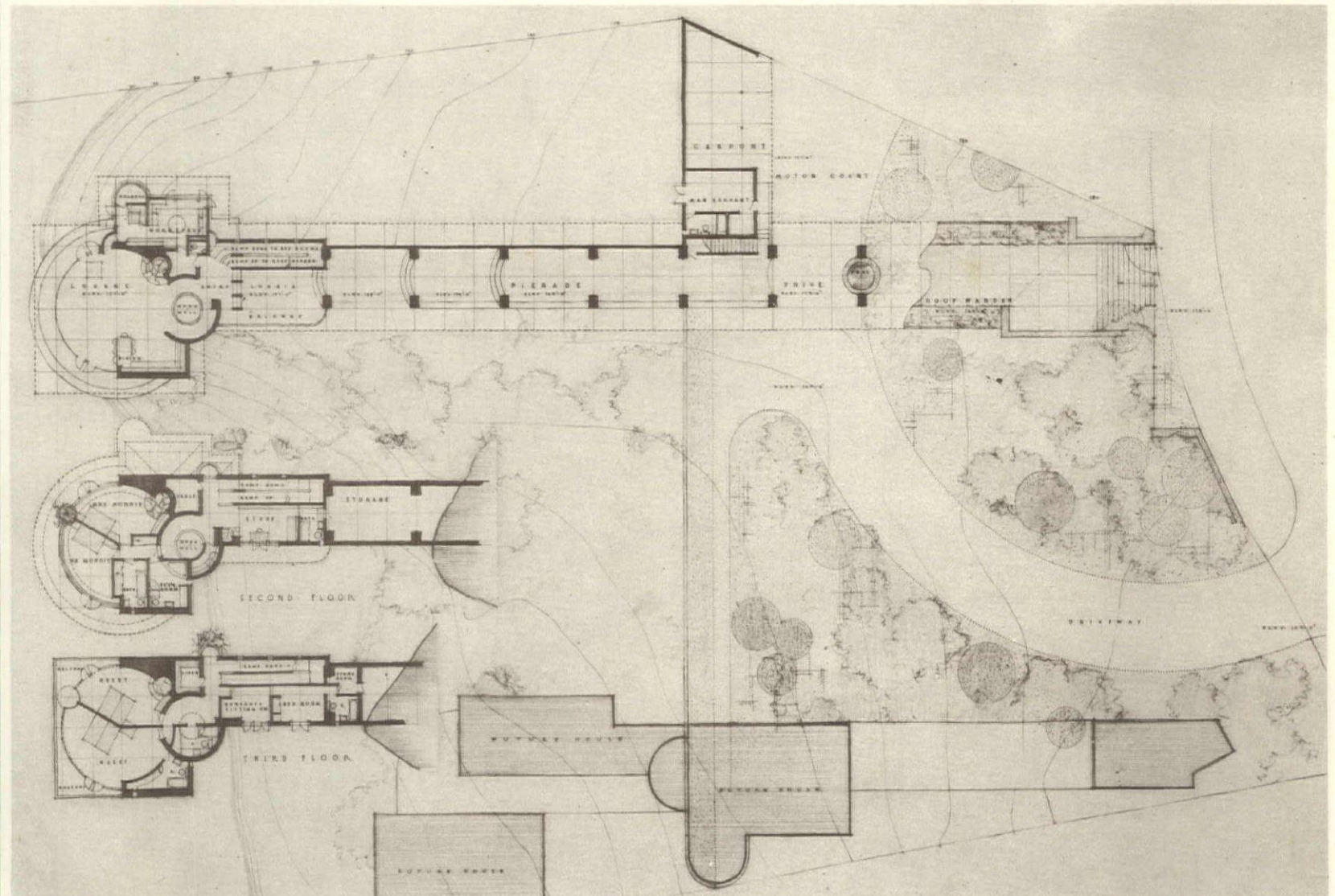


THIS house is entirely of native stone found in the countryside of Northern Wisconsin. It is the usual Usonian in plan but constructed with interior-insulated stone walls showing the same inside as outside. A semi-detached stable is a feature necessary to such houses in the country.

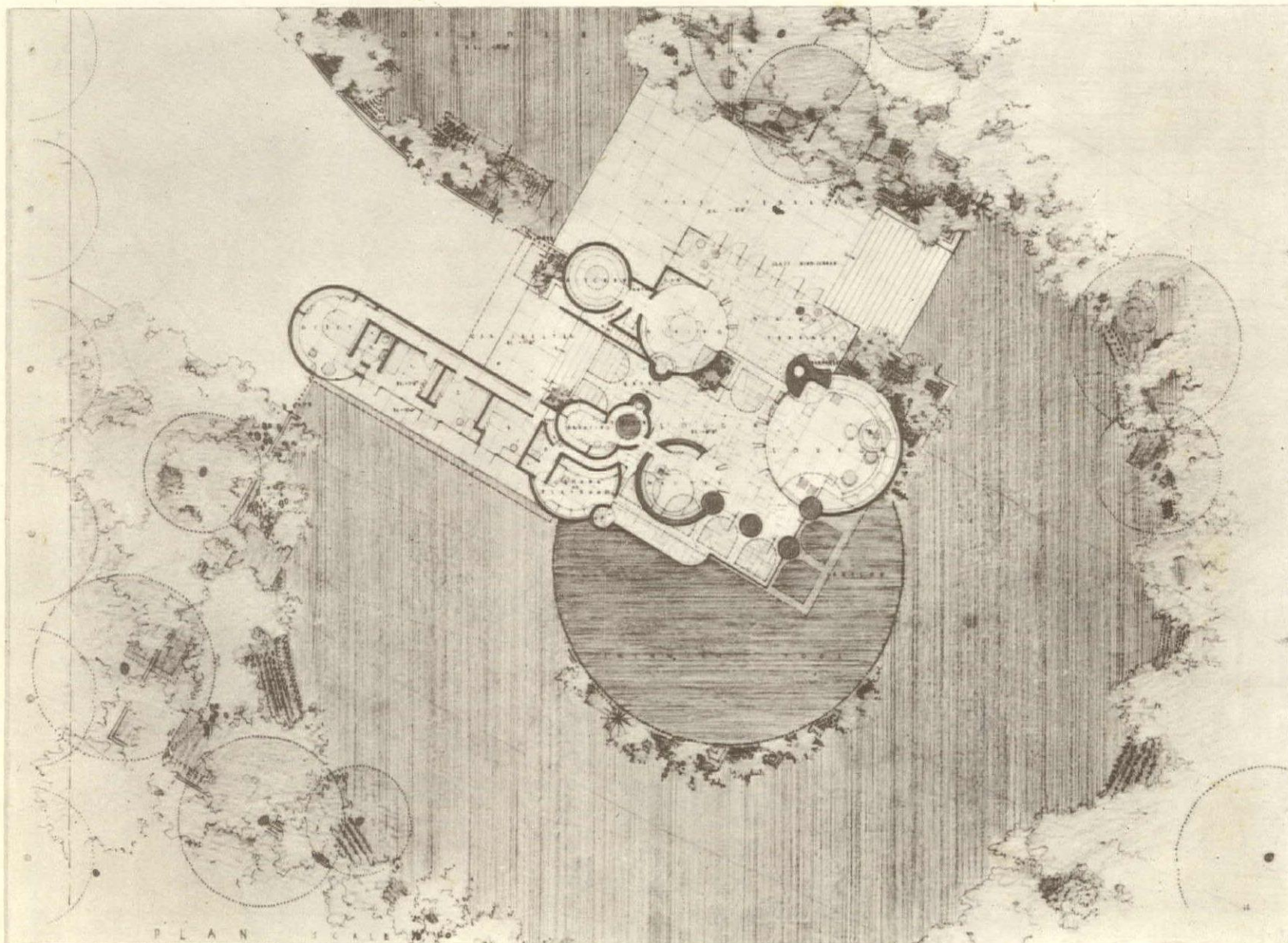
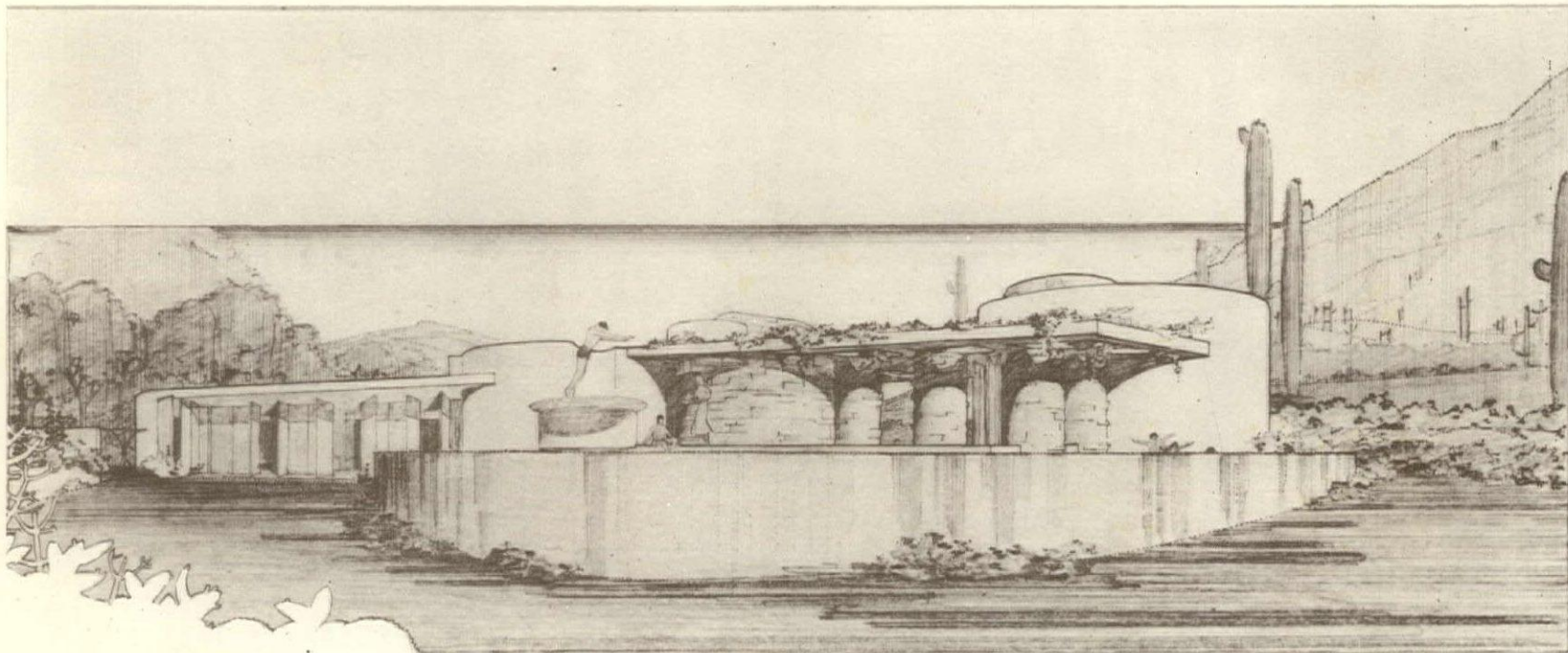
utilization noted
9-3-74 etc



THIS ocean front house at San Francisco is planned for a cliff site dropping sheer about 110 ft. from lot level to tide water. The structure is earthquakeproof, built of reinforcing steel and concrete. Concrete top slabs, throughout, are waterproofed and covered with 16 in. of top soil, planted to grass, flowers, and shrubs. A house to the ocean, a garden to the neighbors.



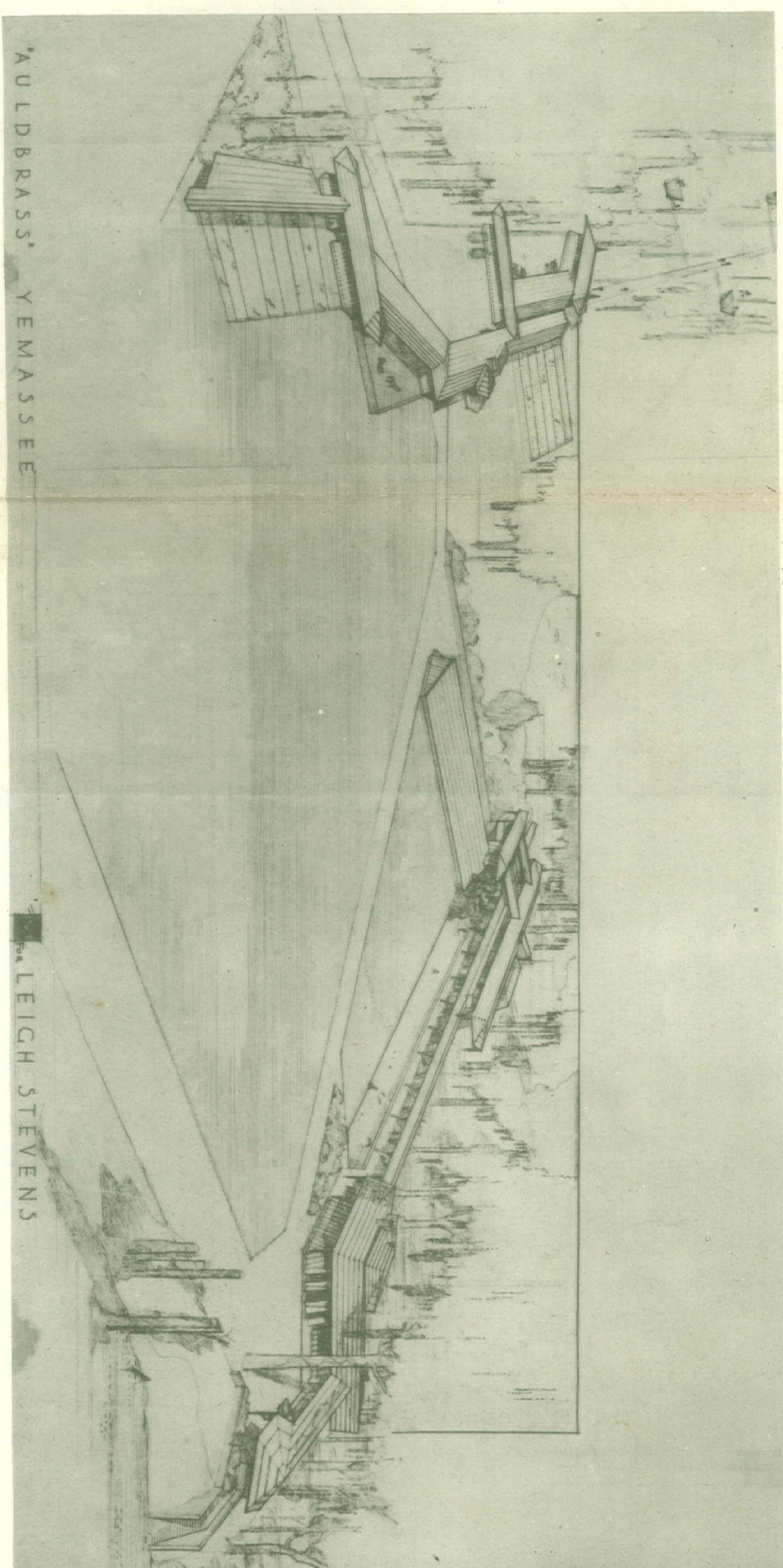
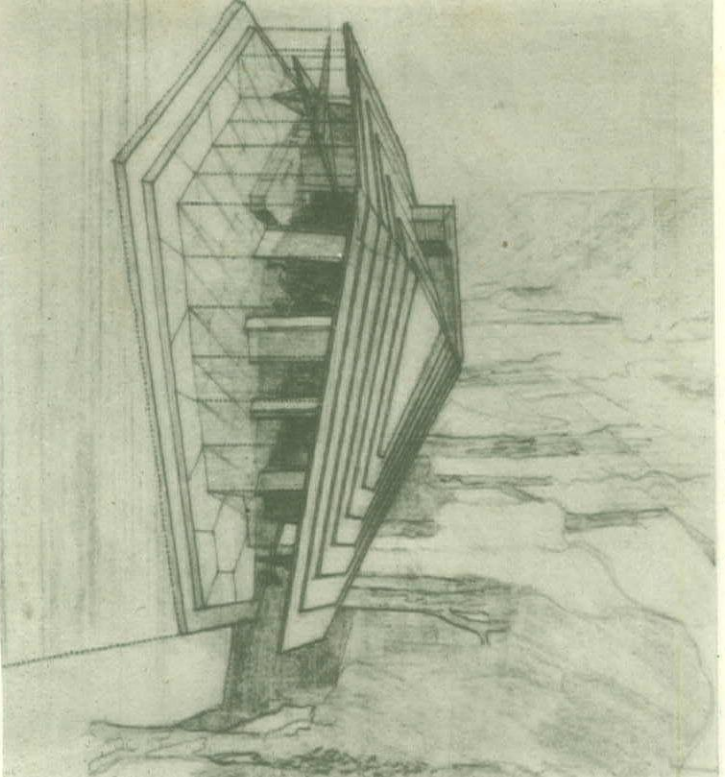
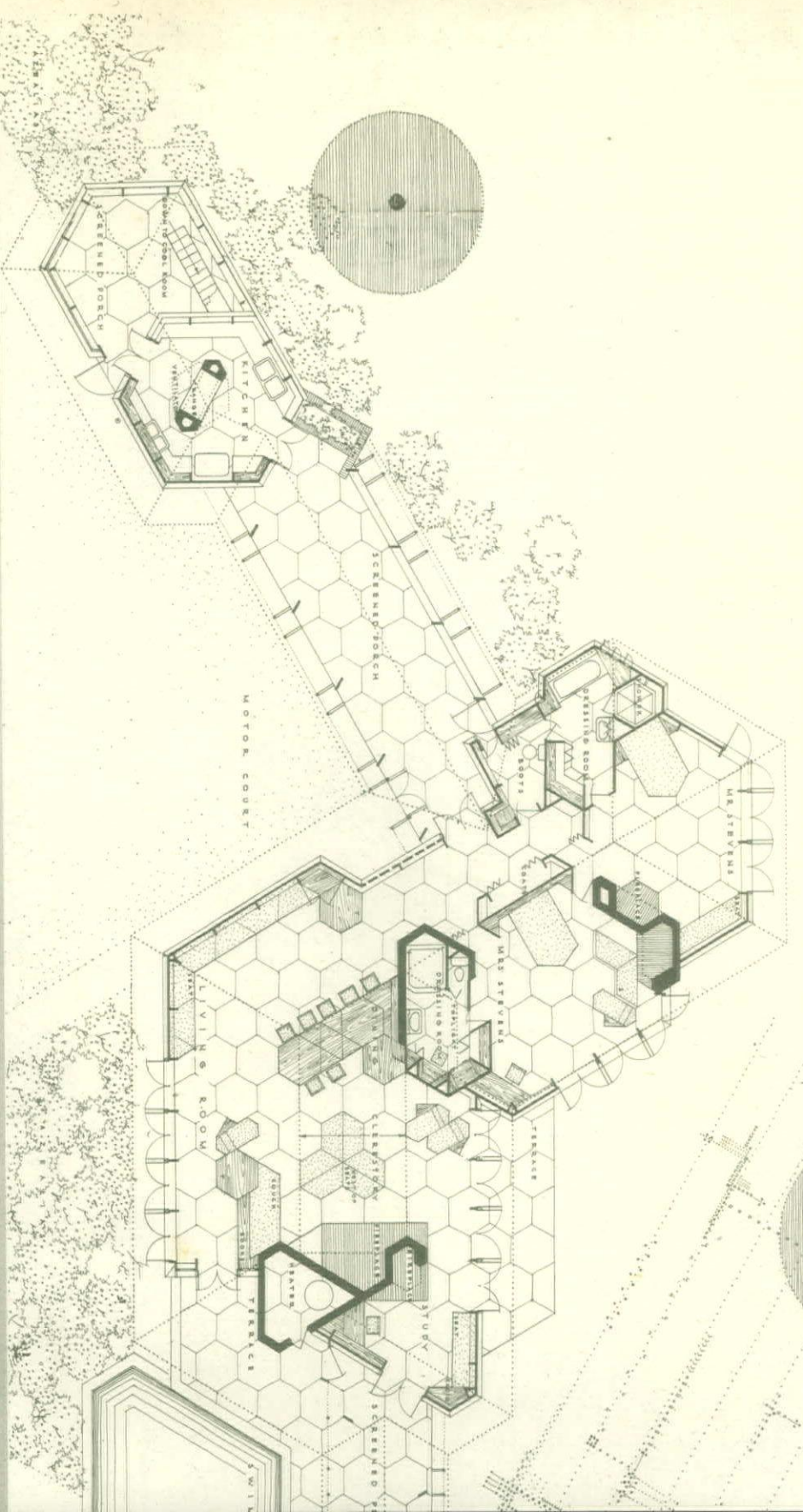
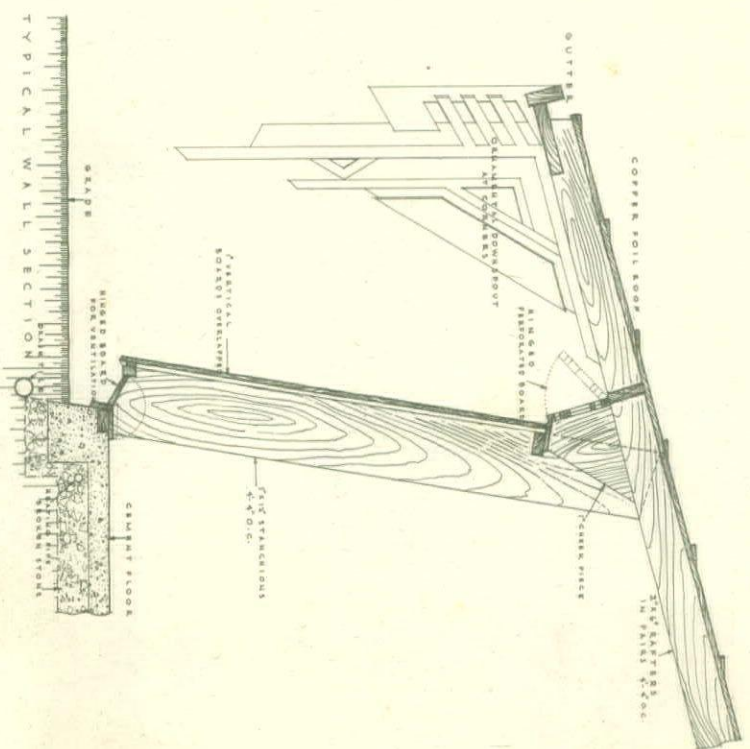
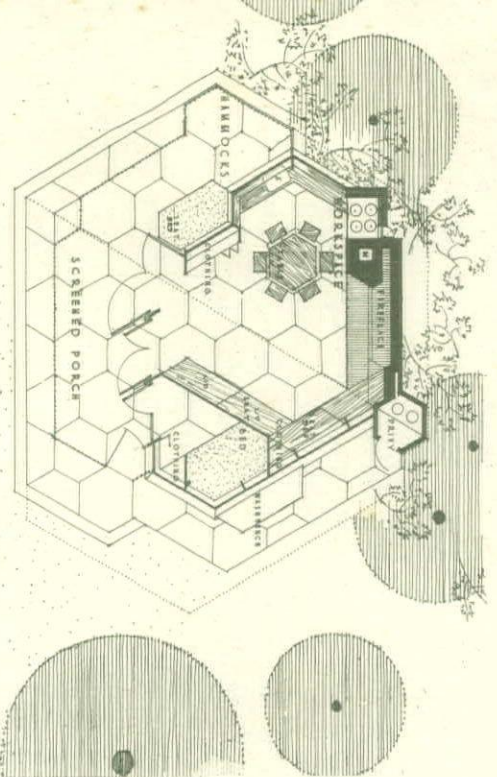
THIS romantic dwelling in southern climate is for a young Phoenix doctor and his family in the Arizona desert. Water, always a grateful circumstance in the desert, is here part-feature of the house. There are views of Camelback Mountain to the rear. The house is surrounded by orange orchards. It is a good-time family place of concrete. Other features characteristic of Usonian houses including gravity heat are incorporated.



"AULDBRASS" is the historical name given this southern plantation scheme by Leigh Stevens because Auldbress was the name of the old place ruined there by Sherman's march to the sea. The ranch type scheme spreads out beside a typical Southern swamp. The grade level of the fields is about 7 ft. above water-level, with large moss-hung trees round about the whole area on which the rambling cypress buildings are placed. The place is designed for country life involving Negro farmers, tables, cattlesheds, dog kennels, bird houses as well as machine sheds and barn.

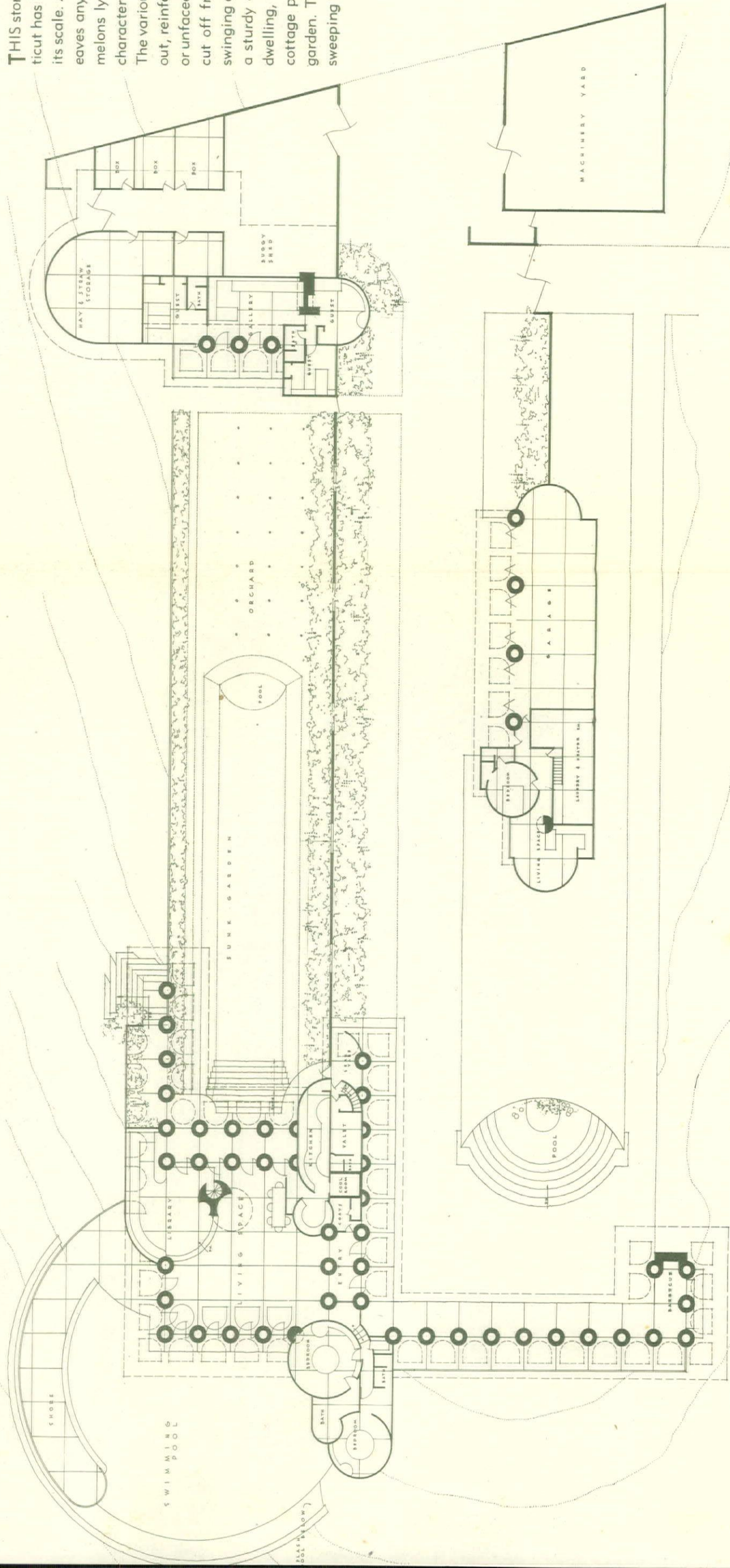
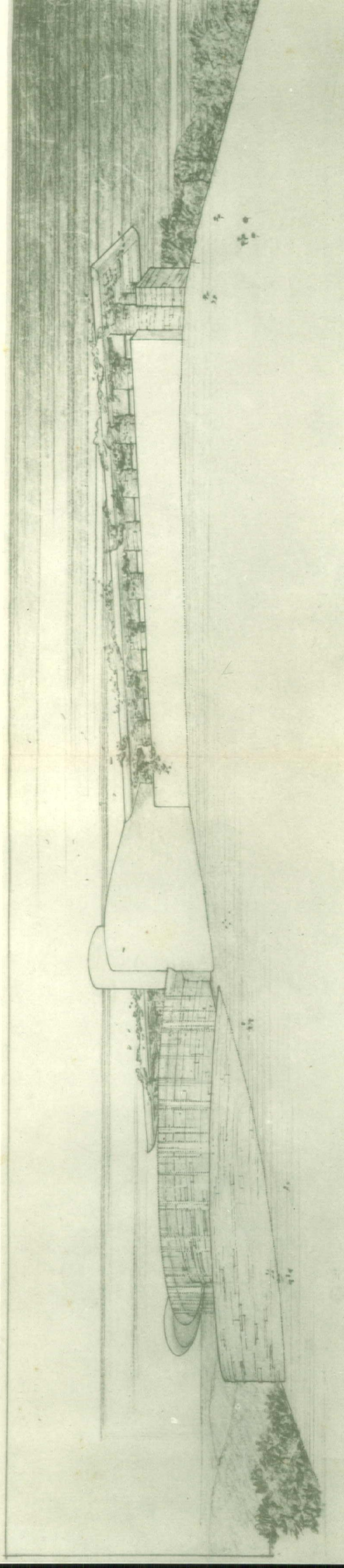
Guest house and caretaker's cottage are adjacent to the commodious residence of Mr. and Mrs. Leigh Stevens themselves. The materials of construction were naturally cypress plank walls standing on gravity heated concrete floors. The copper roofs are treated blue by way of a simple process. The sloping walls are natural to the kind of framing used (or vice versa) and the general plan-form is of a type yielding greatest intimacy with the beauty of the surrounding forest-glade.

If there is anything needed to complete this domicile for Southern plantation life it is because neither Mr. Stevens nor his architect could imagine it. Construction is completed.

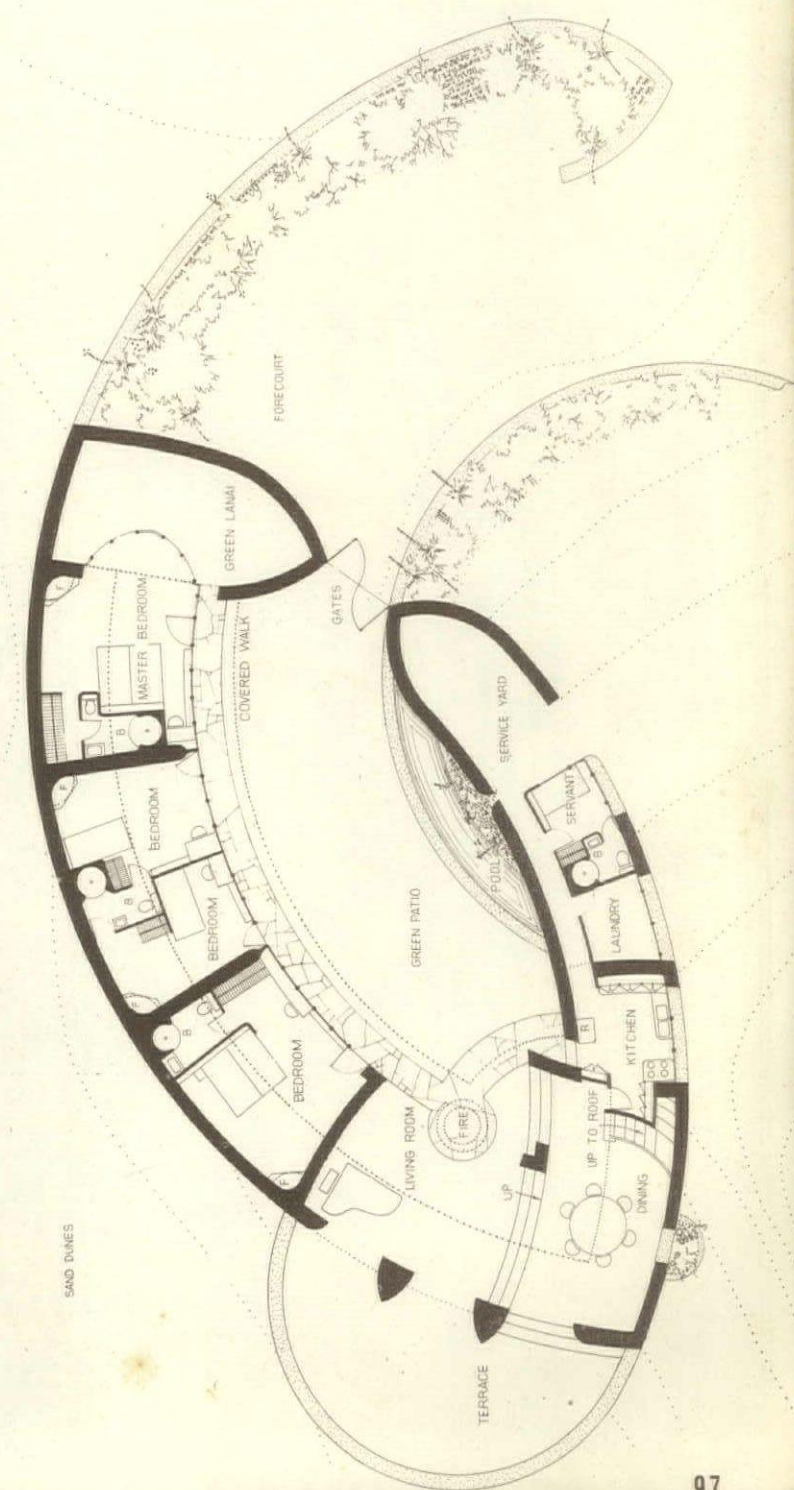
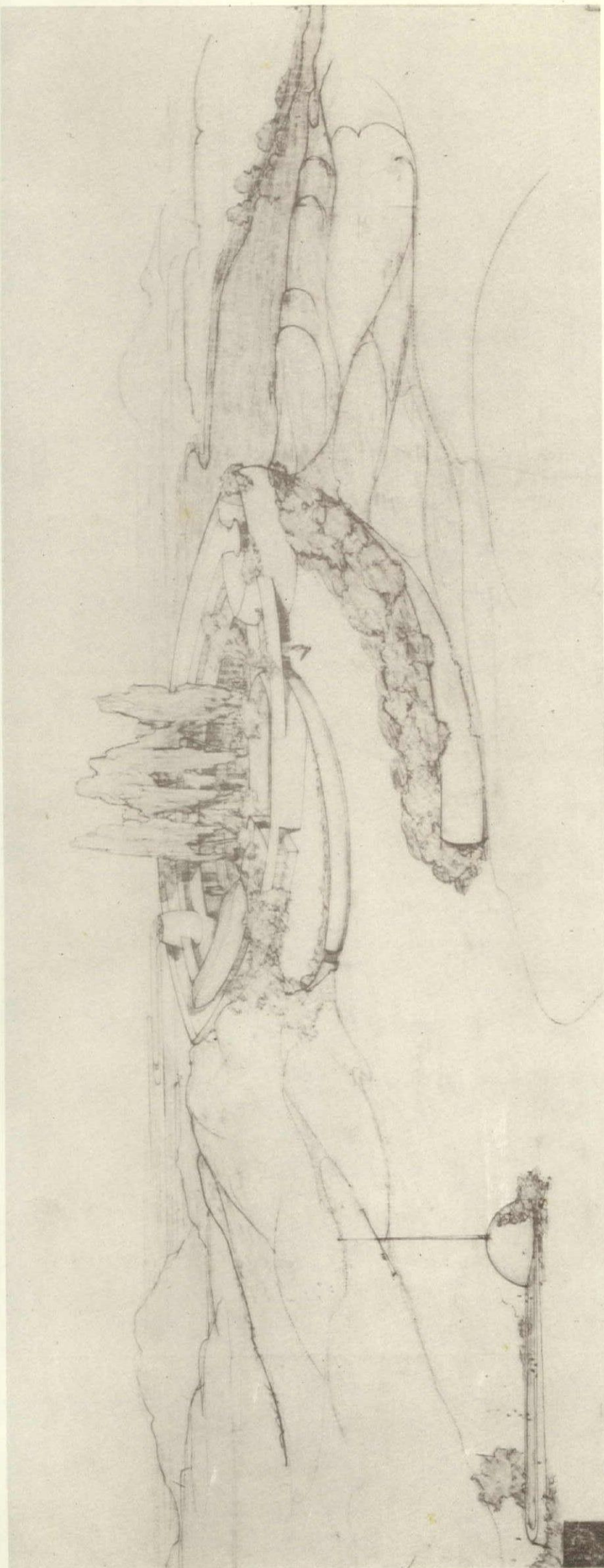


"AULDBRASS" YEMASSE

LEIGH STEVENS

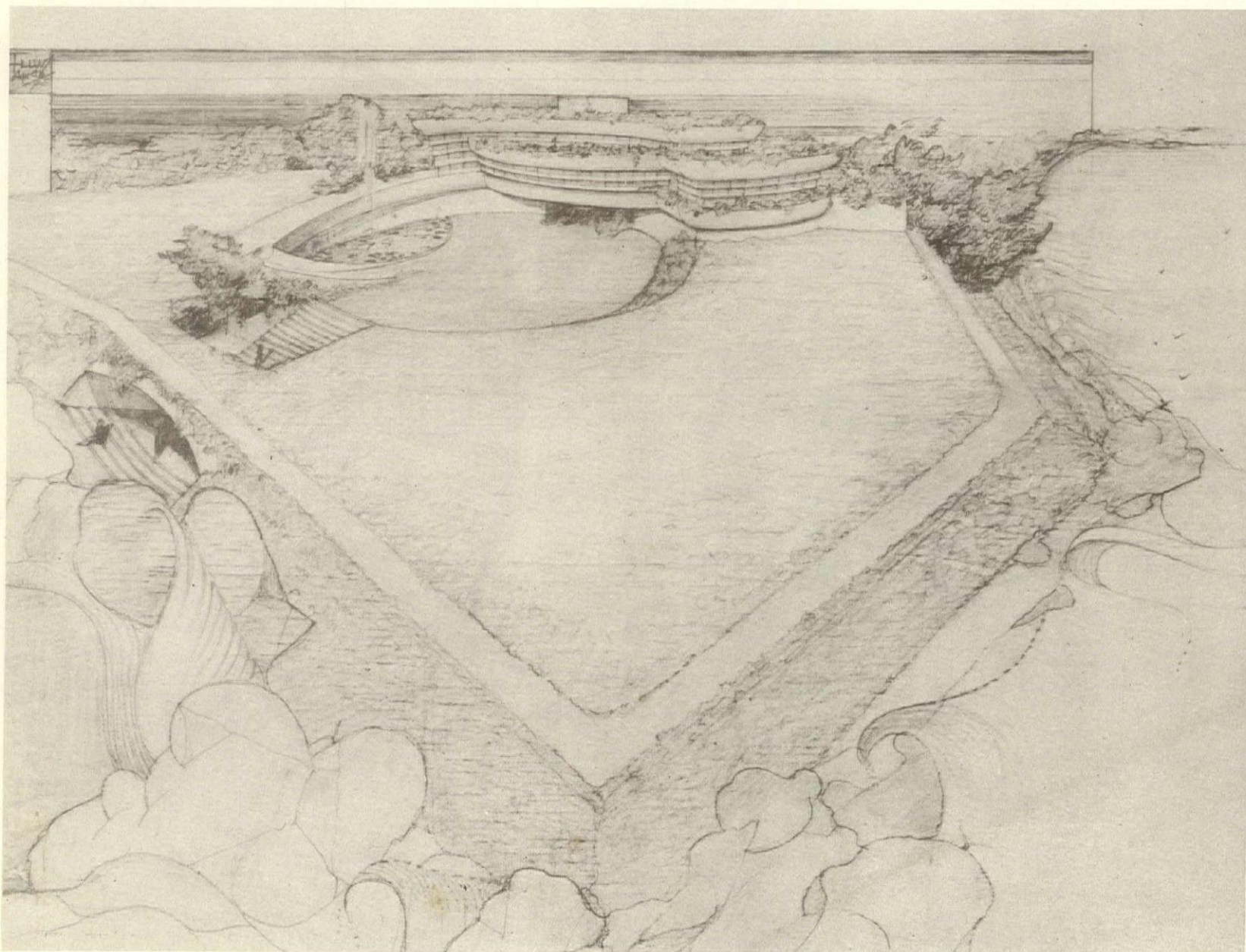
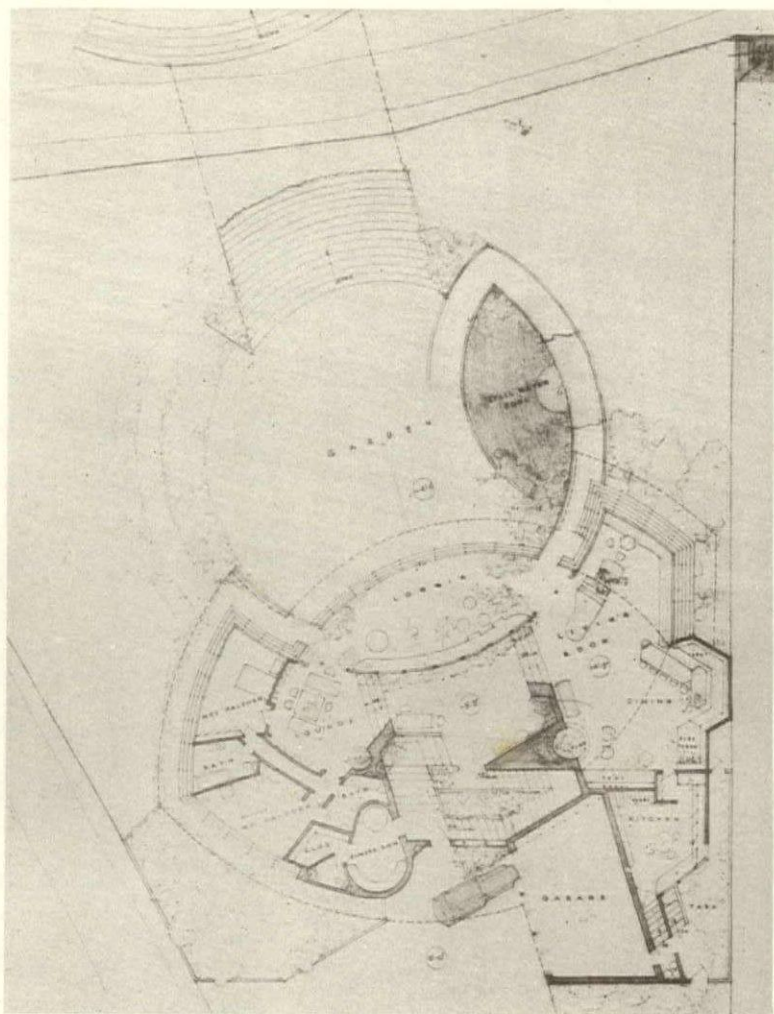
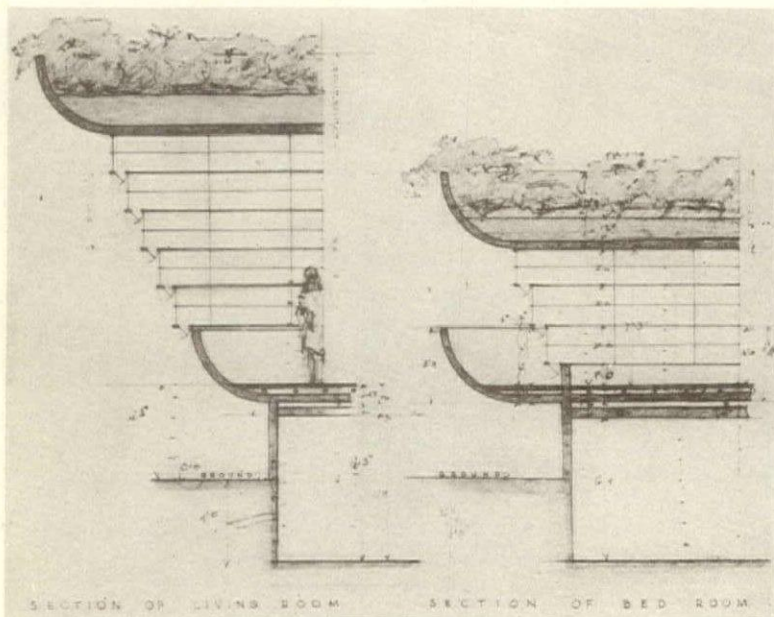


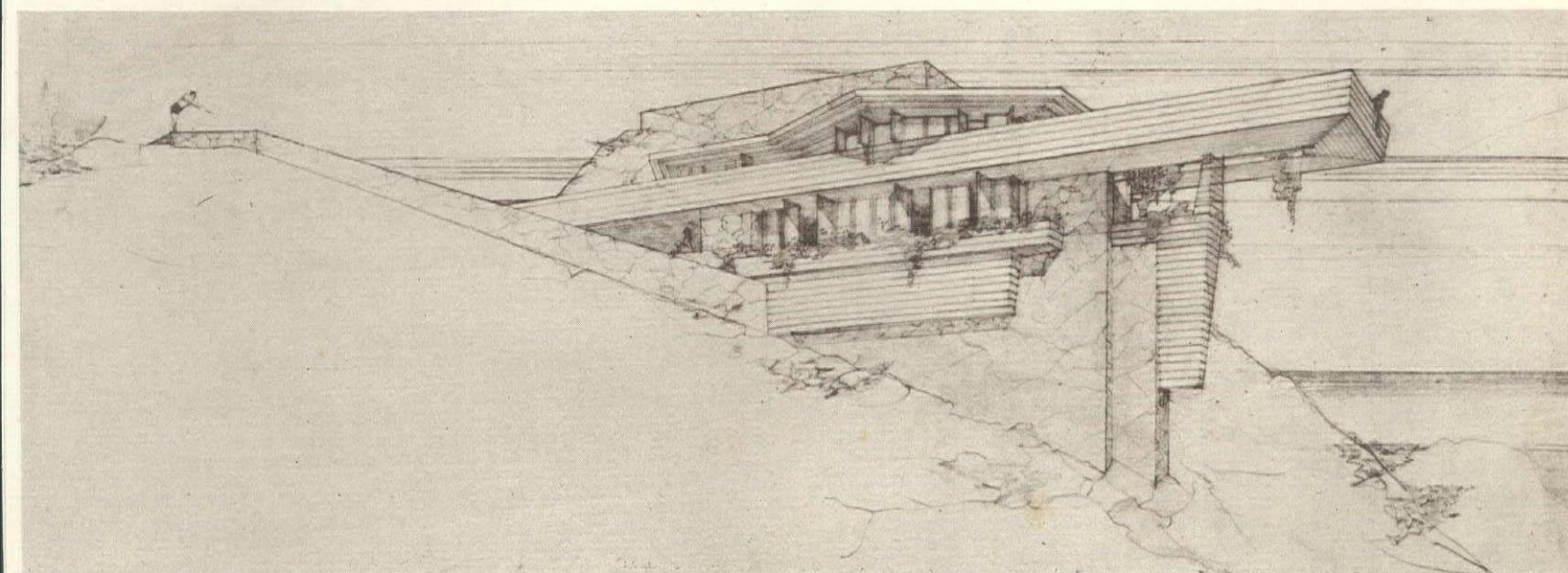
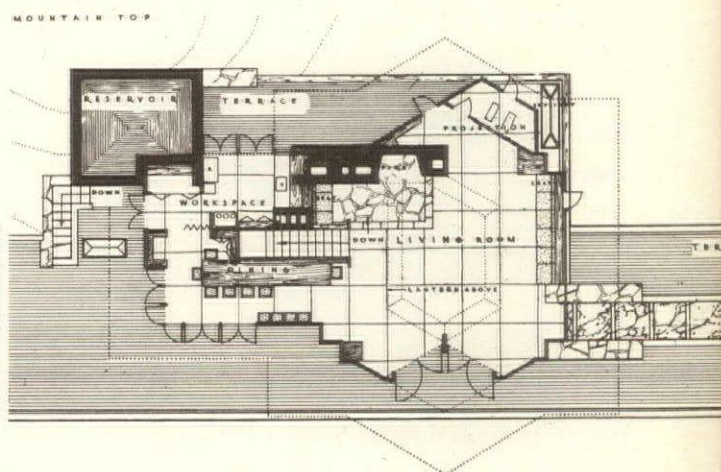
THIS stone pergola rambling on the crest of a ridge in Connecticut has been widely misunderstood and chiefly on account of its scale. A man of average height may reach up and touch the eaves anywhere. If you have seen a watermelon vine with the melons lying at rest in it, you may glimpse something of the character (and significance, too) of this low, spreading opus. The various units comprising the group are of concrete throughout, reinforced with steel rods: concrete spools faced with stone or unfaced as the case may be. The rooms themselves are simple cut off from the pergolas by glass windows floor to ceiling swinging on pintles. The bedrooms are skylighted. The whole a sturdy country house group of the type comprising master dwellings, caretaker house, garage, stables and detached guest cottage placed on one side of the lanai in which is a sun garden. The whole design is a kind of shelter from the wind sweeping the hilltop.



THE Burlinghams have a place near El Paso piled with sweeping sands, continually drifting in swirling lines that suggest waves of the sea. This is a design for a pottery house, that is to say, adobe. As contemplated here, the walls are molded accordingly. The general plan is a patio surrounded and protected by house and walls overlooking an immense valley.

"THE WAVE" is a suggestion to the Haldorns for an appropriate, luxurious, steel-and-masonry shelter on a completely exposed ocean front where heavy surf breaks high over great rocks piled on the shore. The steel fenestration opening only beneath on account of wind, the sunken garden (excavated earth transferred to the top of the house for insulation) and the terrace for recreation are its main features. The public road along the sea was a drawback hard to overcome. This plan is in sketch form only.

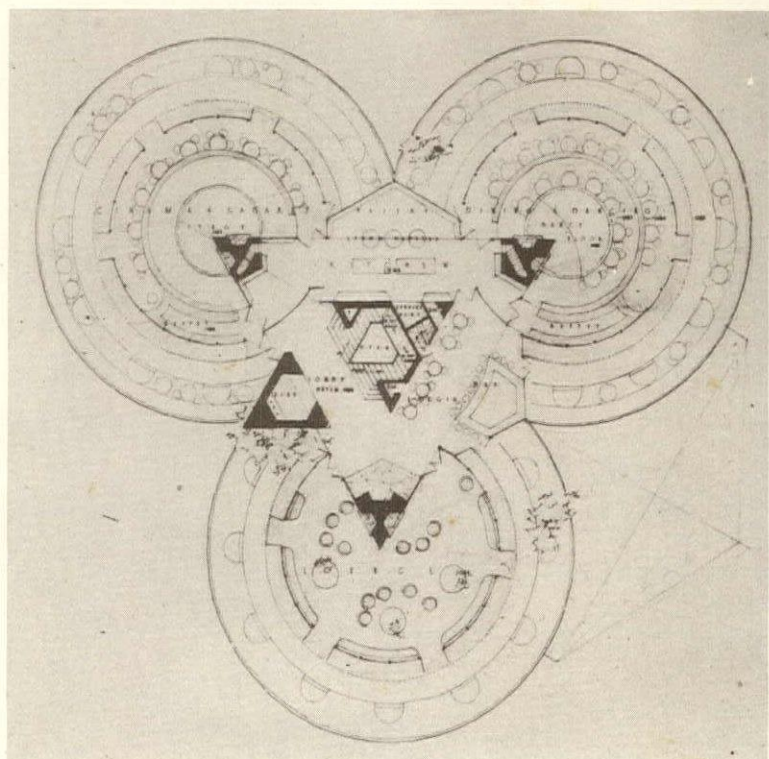
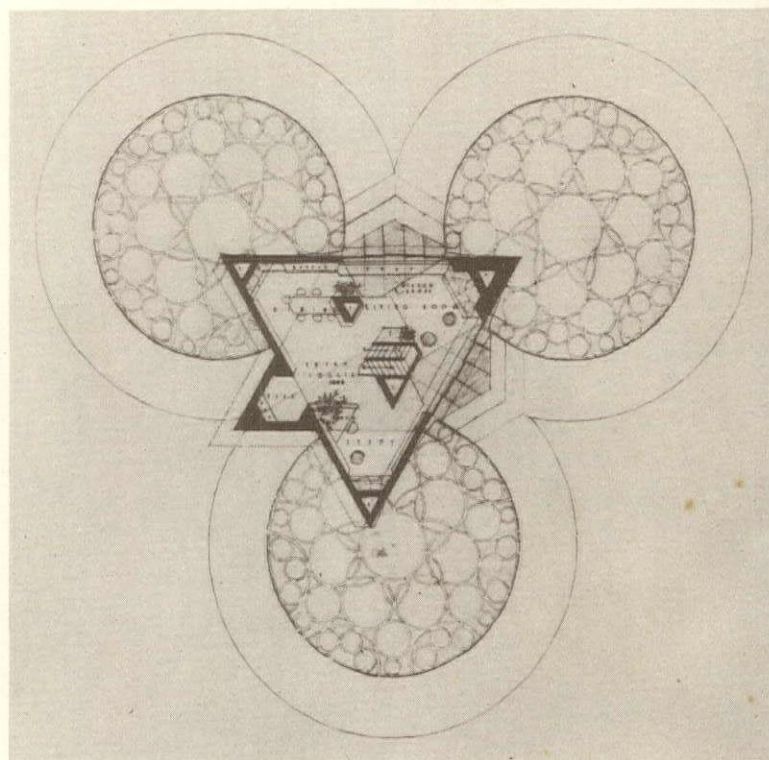
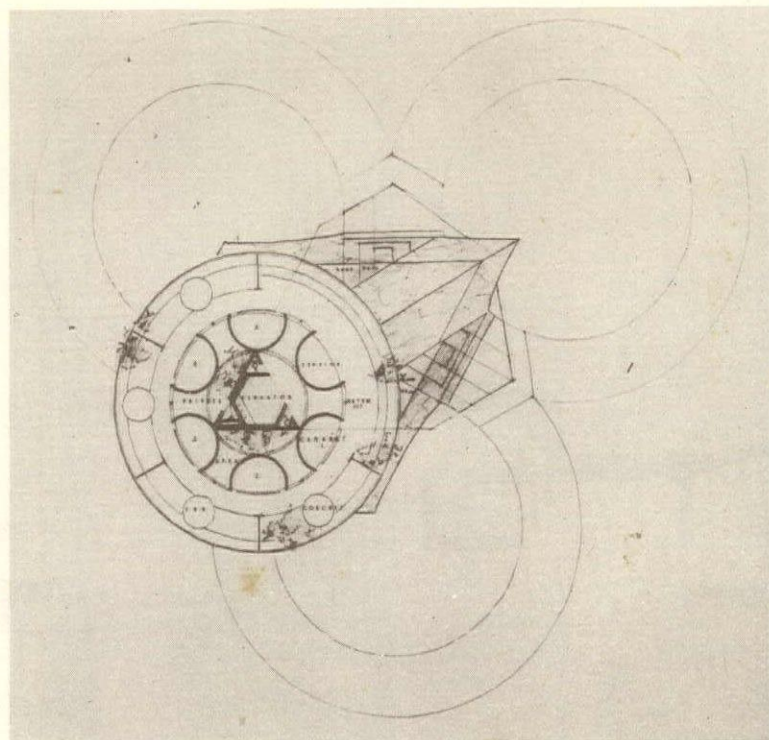


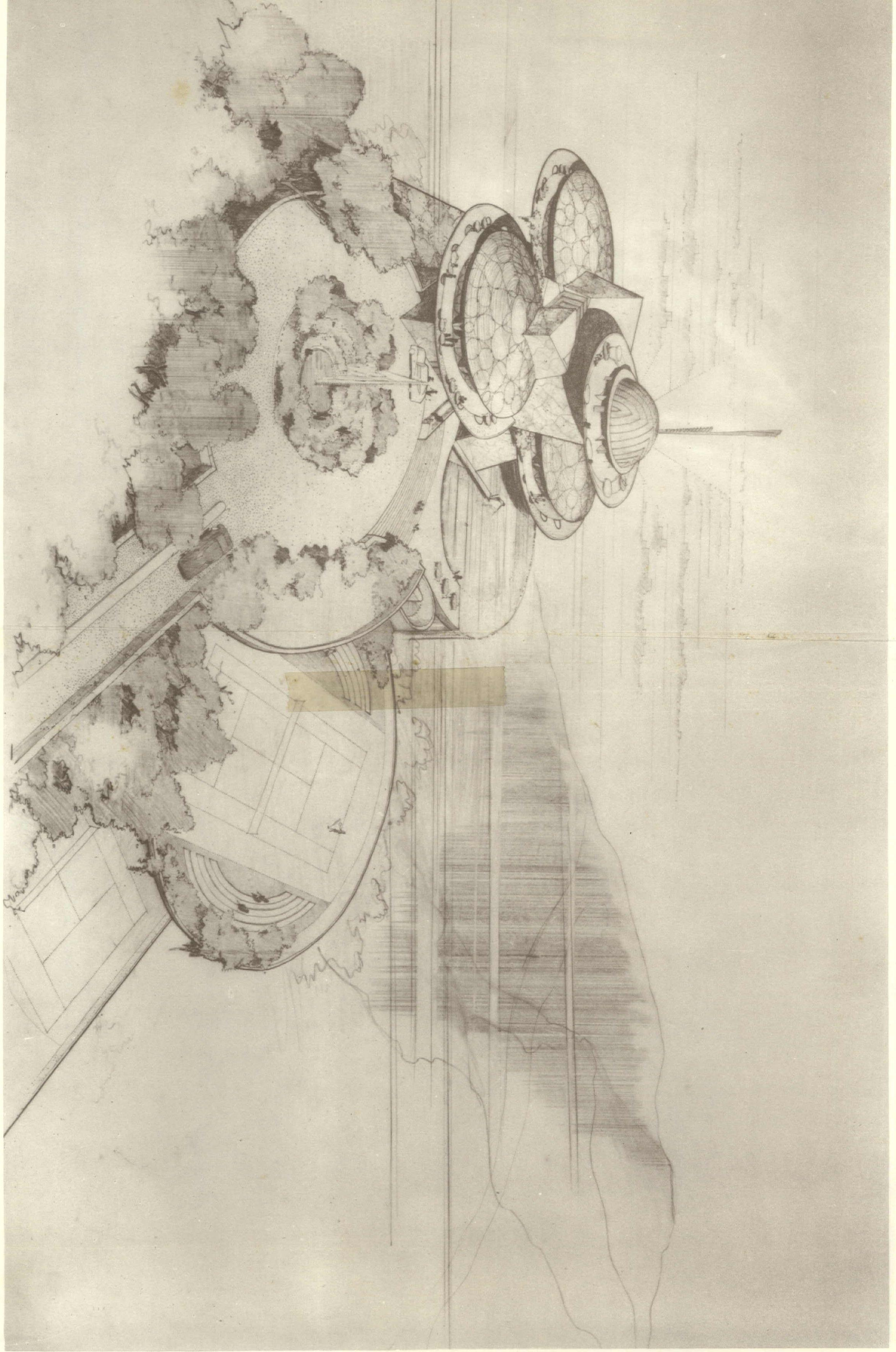


HUNTINGTON Hartford's sports club is the recreation unit of the otherwise complete hotel in the canyon below. The structure, a natural for prestressed steel and concrete, terminates a high ridge in the Hollywood hills. In design and construction it is an example of earthquakeproof cantilever construction. The central supporting unit is a heavily built stone-faced reinforced concrete shaft. Like the trunk of a tree with a taproot, it stands firmly rooted at the end of the high ridge above the hotel.

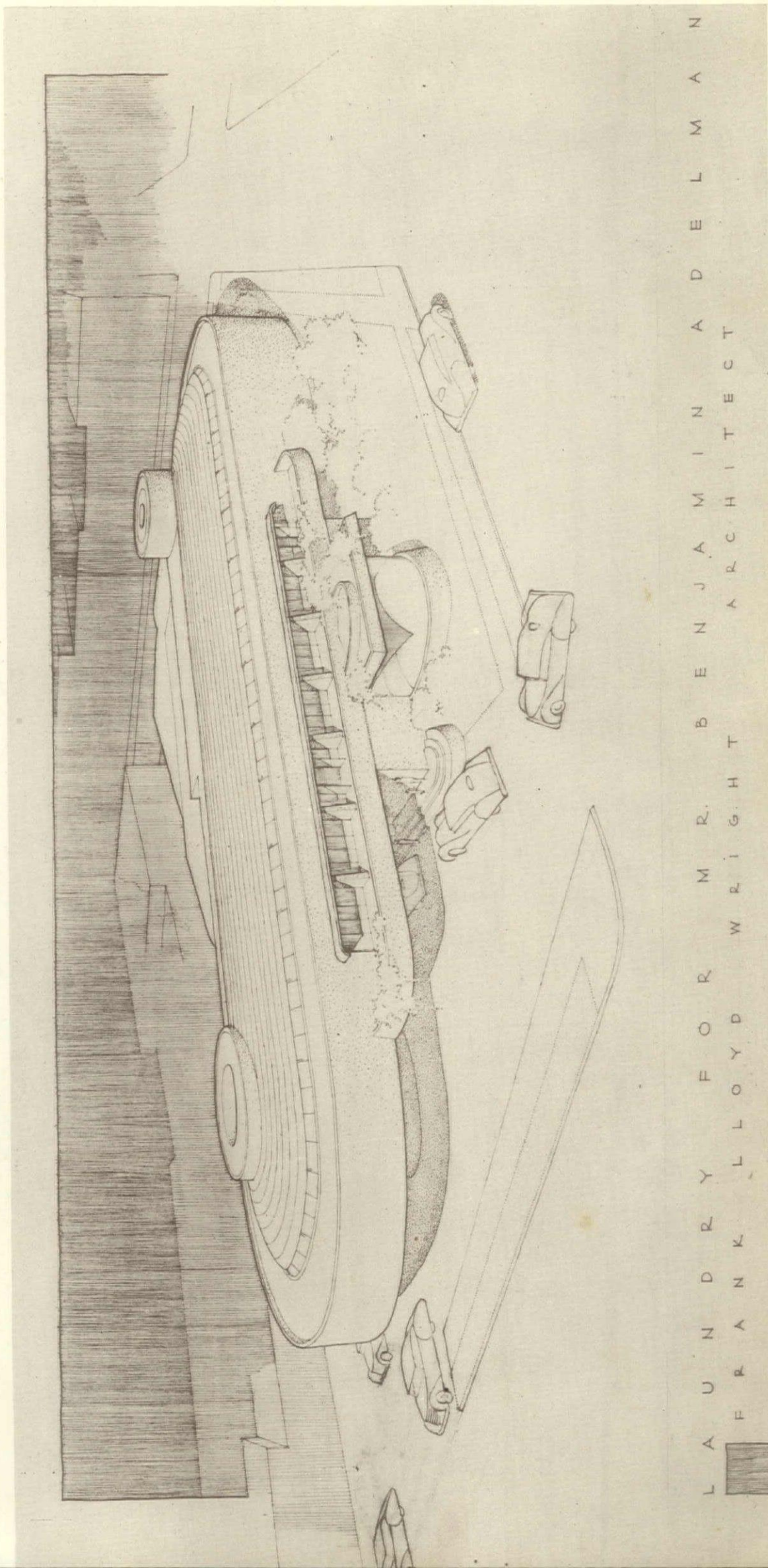
Springing from this central shaft, the trefoil of cantilevered shallow bowls of vertical concrete balance each other: a cantilevered tripod carrying three clubroom glass enclosures, capped by shallow glass domes constructed of stainless steel tube-rings and glass tubing. The service portion of these lies in the central shaft as do the main accommodations for club members and guests. The match-court and swimming pool are also cantilevered from supporting stone bastions and so related to the upper clubroom spaces that activities on either are plainly visible from the terraces forming the edges of the shallow concrete bowls in which the clubrooms rest. A fourth bowl, dome-capped, is reached by the main elevator and provides a sunbathing terrace overlooking the surrounding country.

All is mainly in sunlight and, in structure as in effect, is an economic use of the materials of which it is built. The construction would have the same chance in a tremblor as a tree with a taproot. The dramatic character of the edifice is achieved at no sacrifice of either economy or good sense but actually makes a good-time place natural to environment and purpose. Work in plan stage.

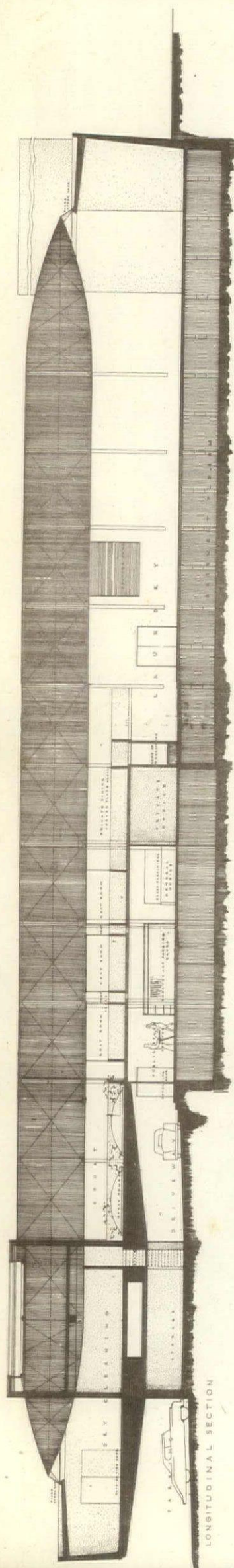




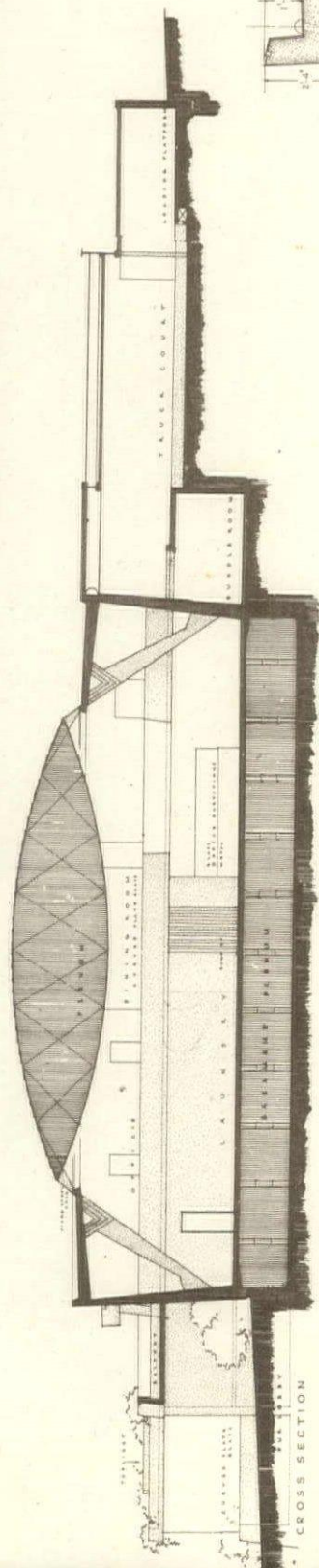




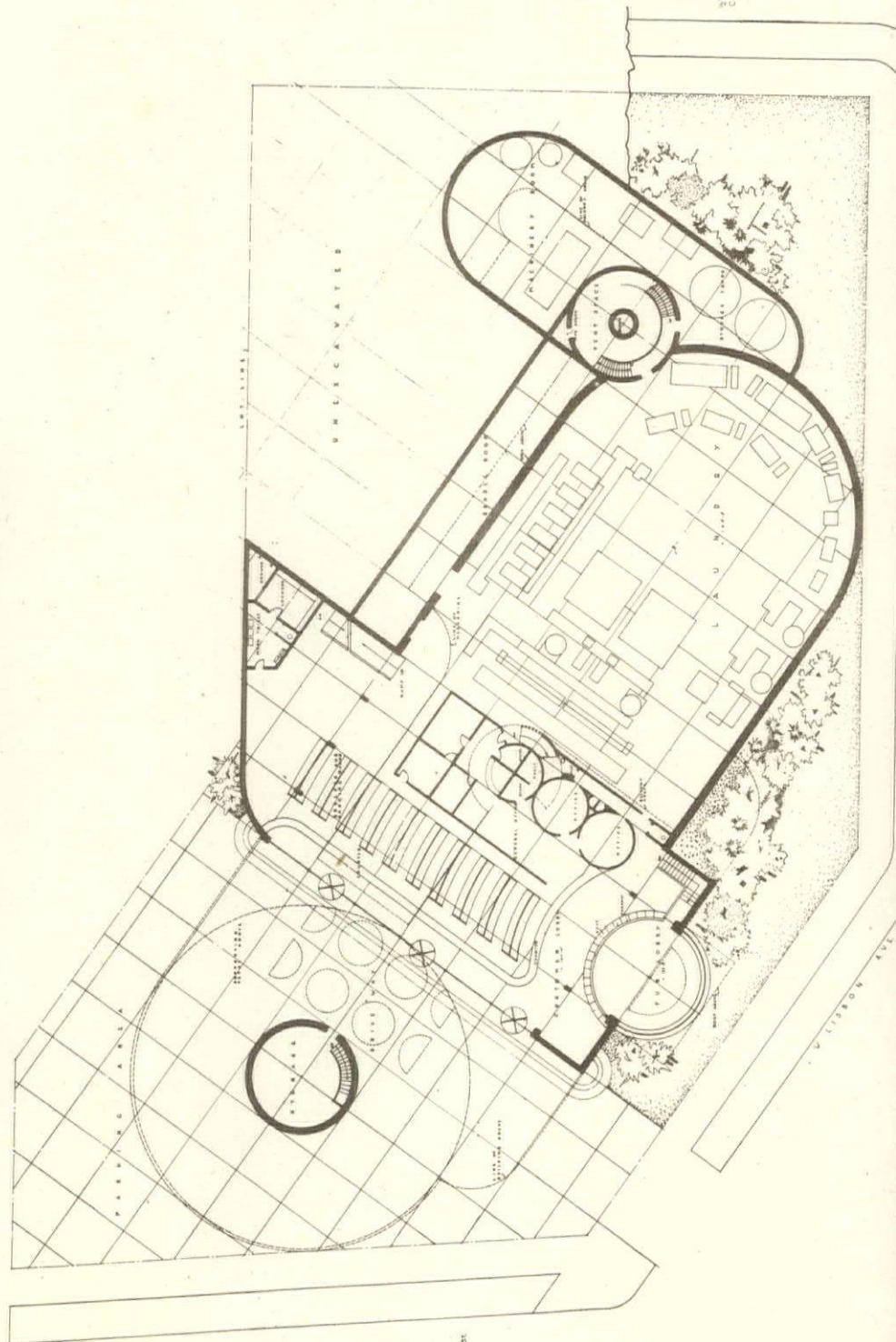
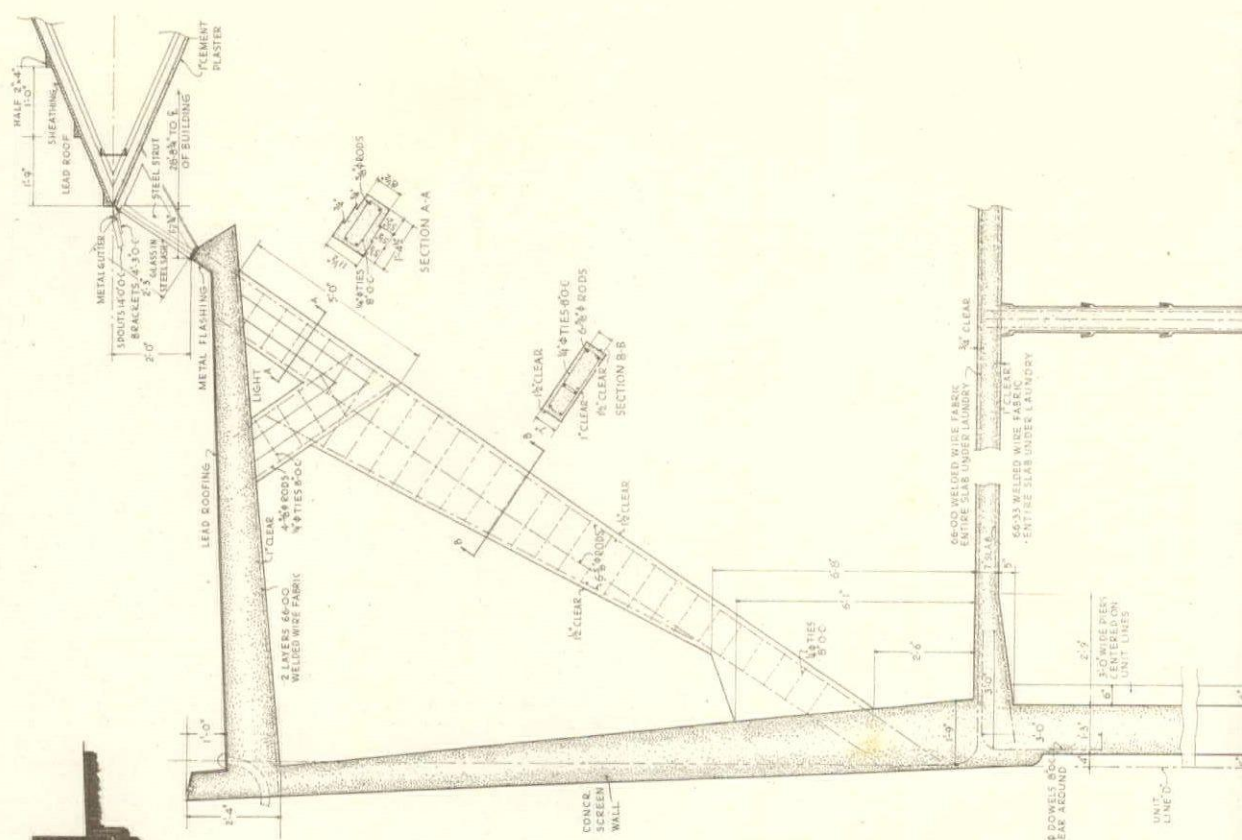
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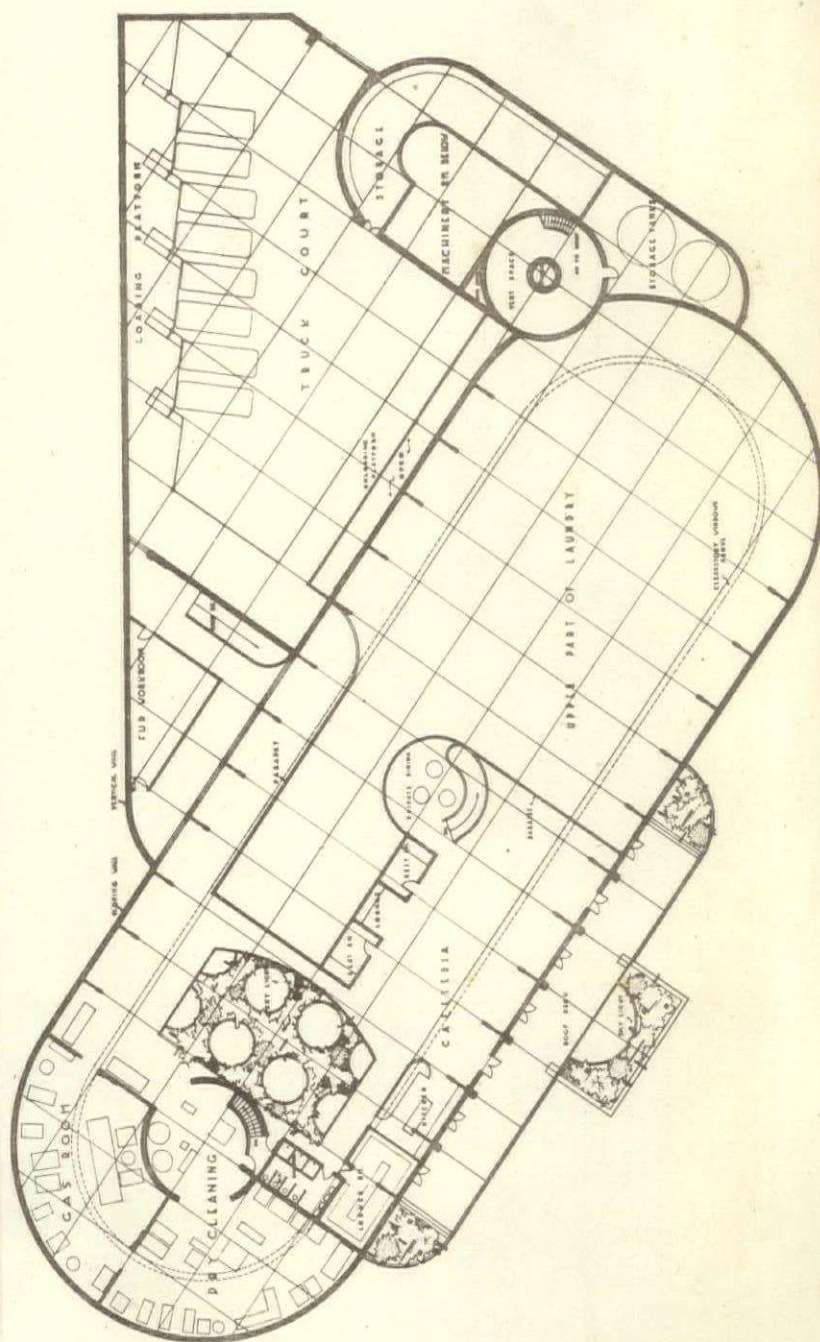
LONGITUDINAL SECTION



CROSS SECTION



THIS "Drive-in" laundry for Benjamin Adelman & Son, planned to be built in Milwaukee, Wis., was an attempt to put a novel idea in the laundry business into the perfect shape, ideal for its purpose. The establishment comprises complete steam-laundry with arrangements for collection and delivery of the wash and for the wash storage. The executive offices are near the main entrance where the packaging is done. The dry-cleaning establishment surrounds a central vent-shaft standing in the parking space provided for drive-in patrons. All stands upon a busy thoroughfare in Milwaukee where much traffic passes every moment of the day. The building has been planned as a great open center, with a plenum-chamber overhead, filled with warm air in winter, cool air in summer, the air drawn into the workrooms themselves by the suction of the basement exhaust to which the boiler room is connected. Rest room and toilet accommodation, dining room and service accommodations are in the mezzanine, above the private offices of Mr. Adelman and his son. The drive-in feature has been amply provided for by sheltered approaches to delivery room.



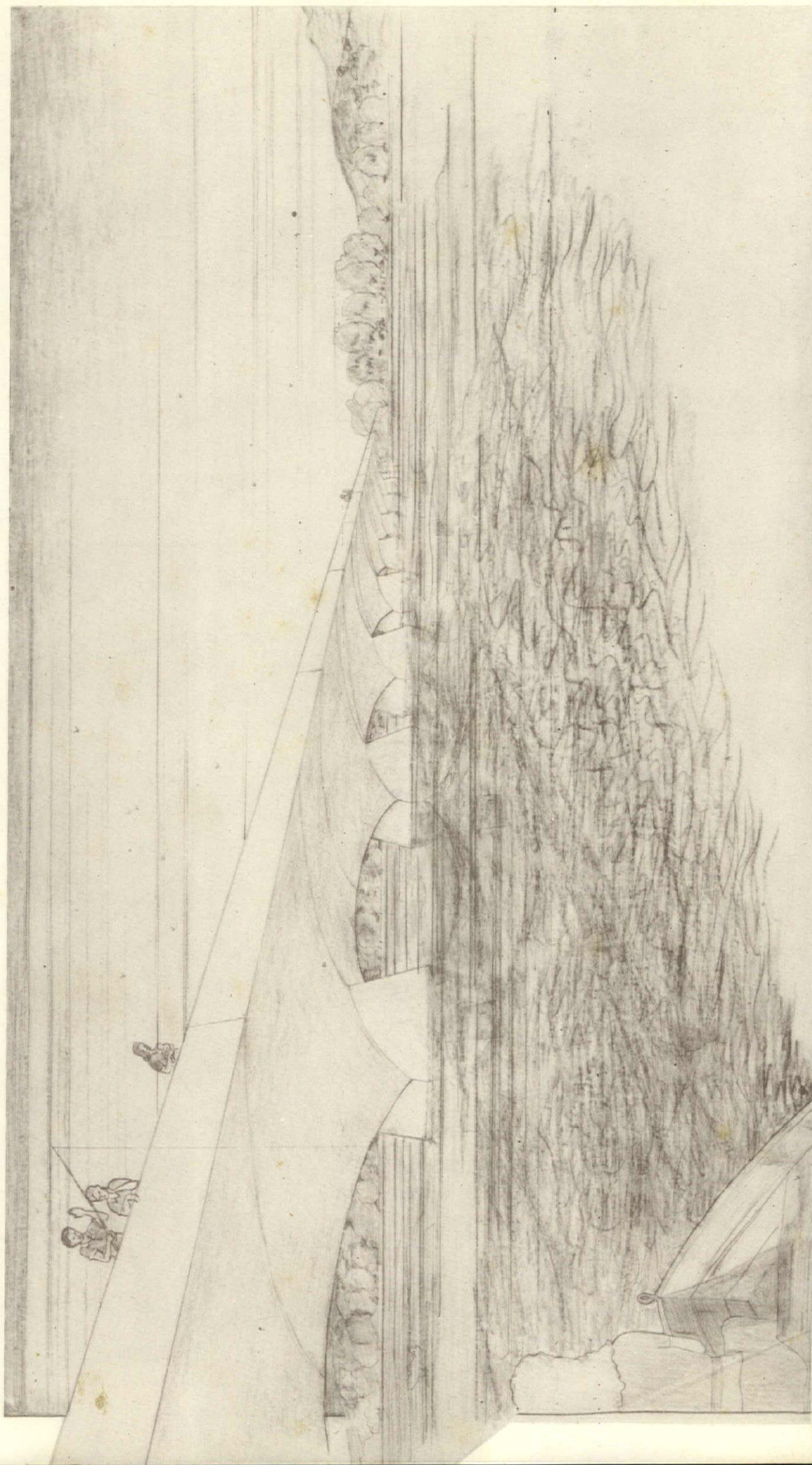
WITHOUT success our Foundation made an attempt to change the routing and the design and placing of the Wisconsin Highway Commission's projected bridge over the Wisconsin River near Spring Green and Taliesin. The citizens most affected by the bridge rallied 600 strong to our support. But other towns—the nearest 17 miles away—regarded this scheme as favorable to Spring Green at their expense (a long-range civic jeal-

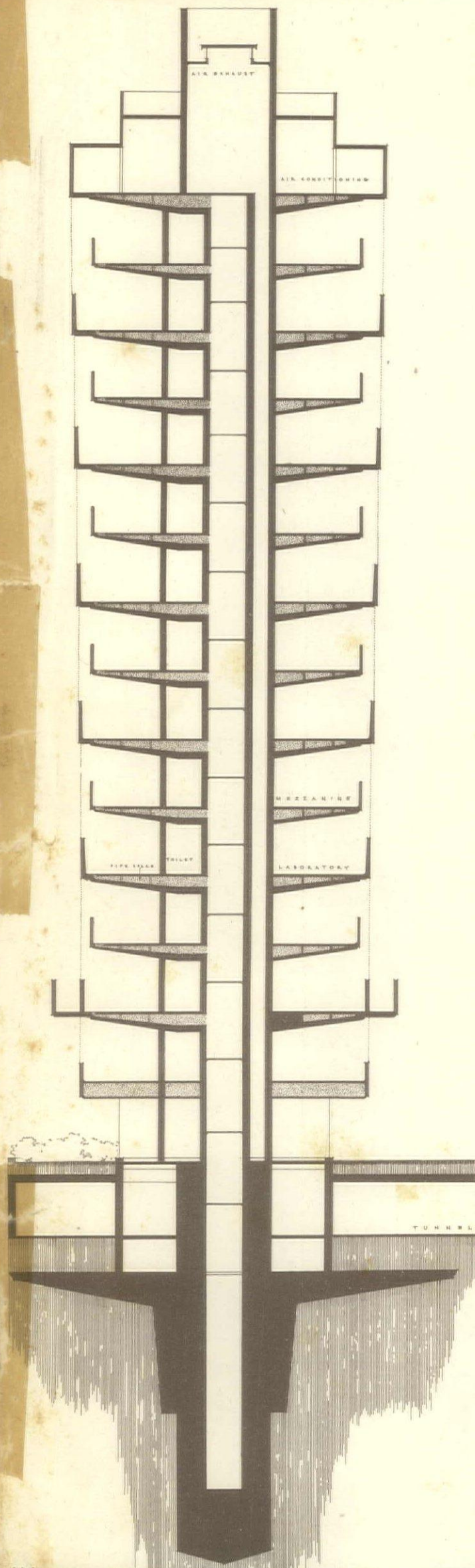
ousy!) and the proposition was defeated by a bureaucracy previously established.

We prepared a standardized unit system cantilever bridge, staunch and easy to repeat any number of times anywhere—either independent of shop fabrication or employing it.

The type is called the Butterfly because the wingspread of the spans concentrates the load upon a deep central

girder economical up to spans of 200 ft. The low sweeping arches become an asset to any landscape; whereas the commercialized high steel-truss main-bridges of the Highway Commission are about as becoming to the landscape as the poles and wires of utility companies—an outrageous imposition pardonable only in a pioneering era. Where civilization has succeeded we have a right to more enlightened consideration.





THE S. C. Johnson Company's new research-laboratory is a natural extension of the original administration building. In effect, it is a tall (14 stories) ventilating shaft, surrounding which all research activities of the laboratory have direct, all-around access.

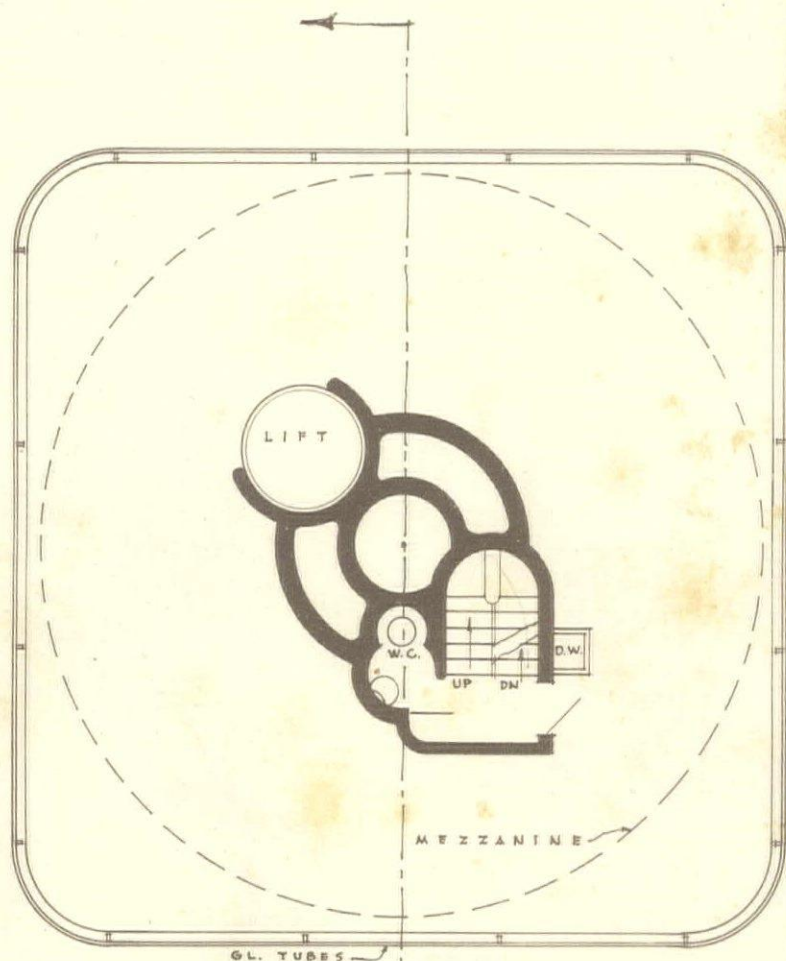
The endless duct ramifications unavoidable in a building spread over the ground are here avoided, and the segregation of various departments is effected vertically instead of horizontally with the great advantage of light on four sides of each department. Communication between departments is also shortened and direct. Heating, ventilating and the appurtenance systems usually running into miles of complex piping and connections are here standardized vertically with direct take-offs from all supply systems to 14 operating floors.

The structure again is a trunk with a taproot, carrying lateral floor-slabs like branches, the glass shell hanging firm from each alternate floor slab. This glass envelope, like that of the original administration building, is formed of tubes outside but with a plate-glass wall inside, movable for cleaning purposes. The exterior of the building is provided with live steam outlets so the glass walls may be easily kept bright and clean.

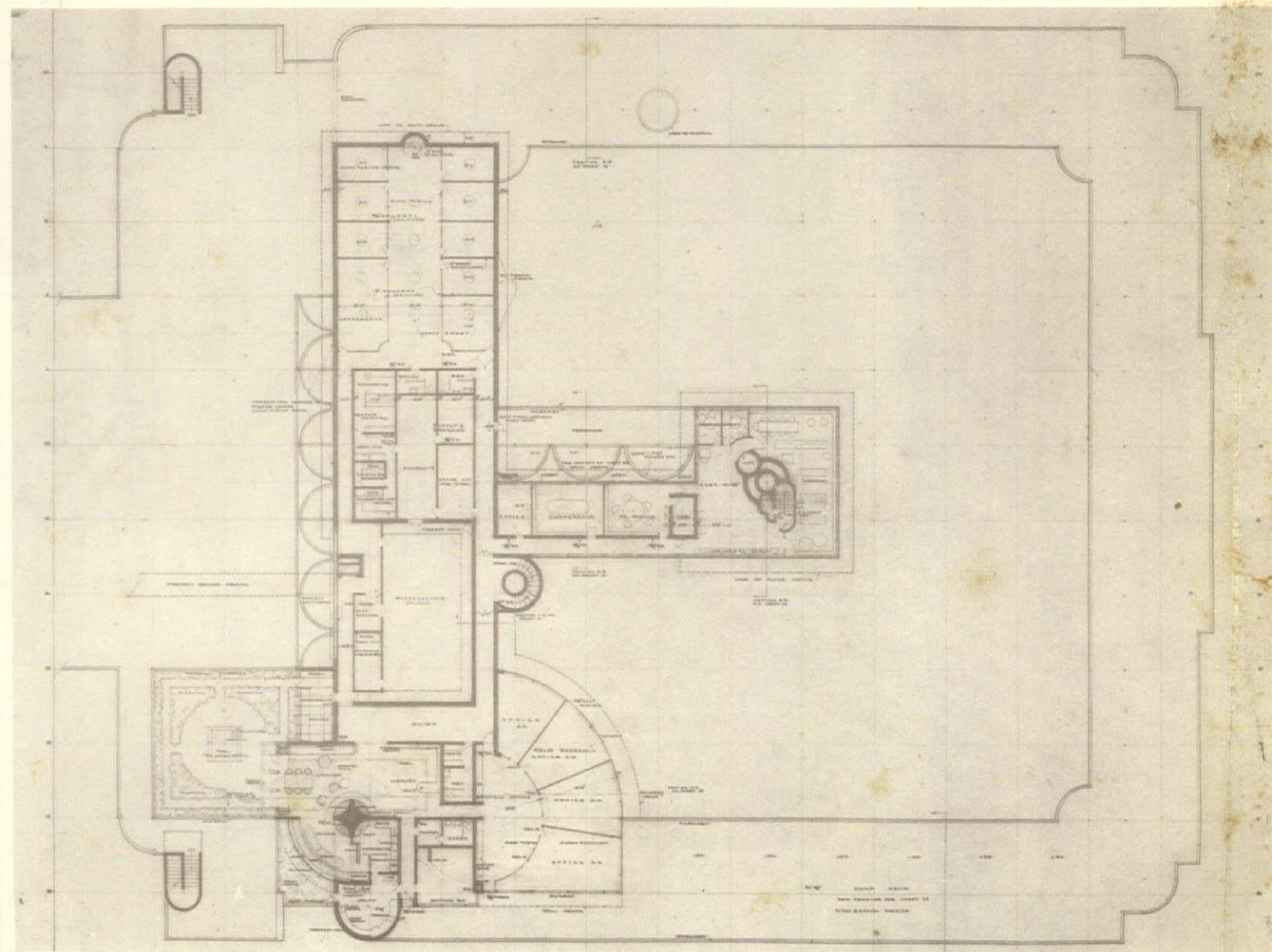
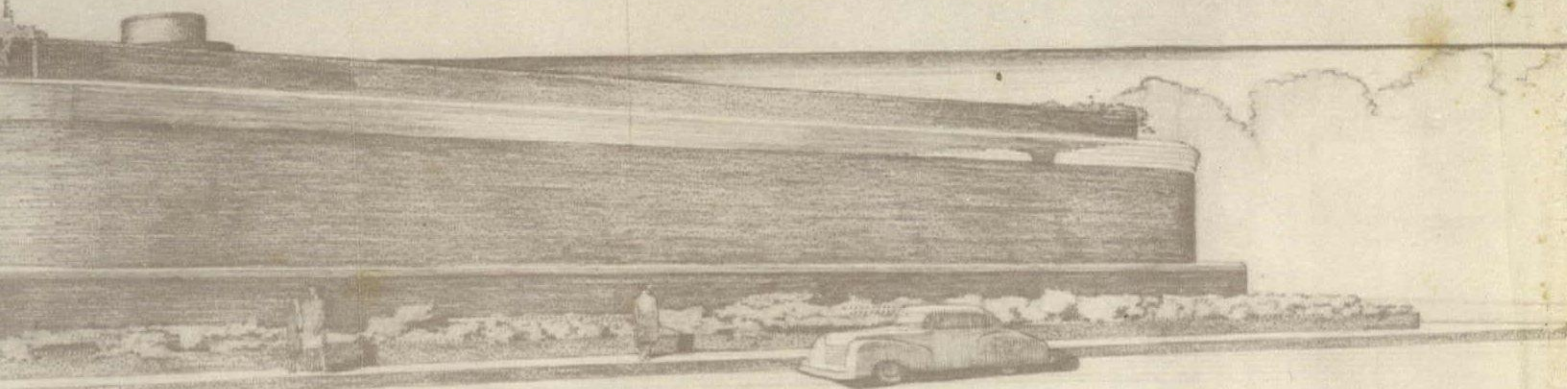
Each story projects over the one below enough to form a drip which helps keep the glass clean and provides additional space on the best floors of all: those going up in the air.

Every appropriate appurtenance known to science has been sought in this building by Herbert F. Johnson, the originator and owner of the project.

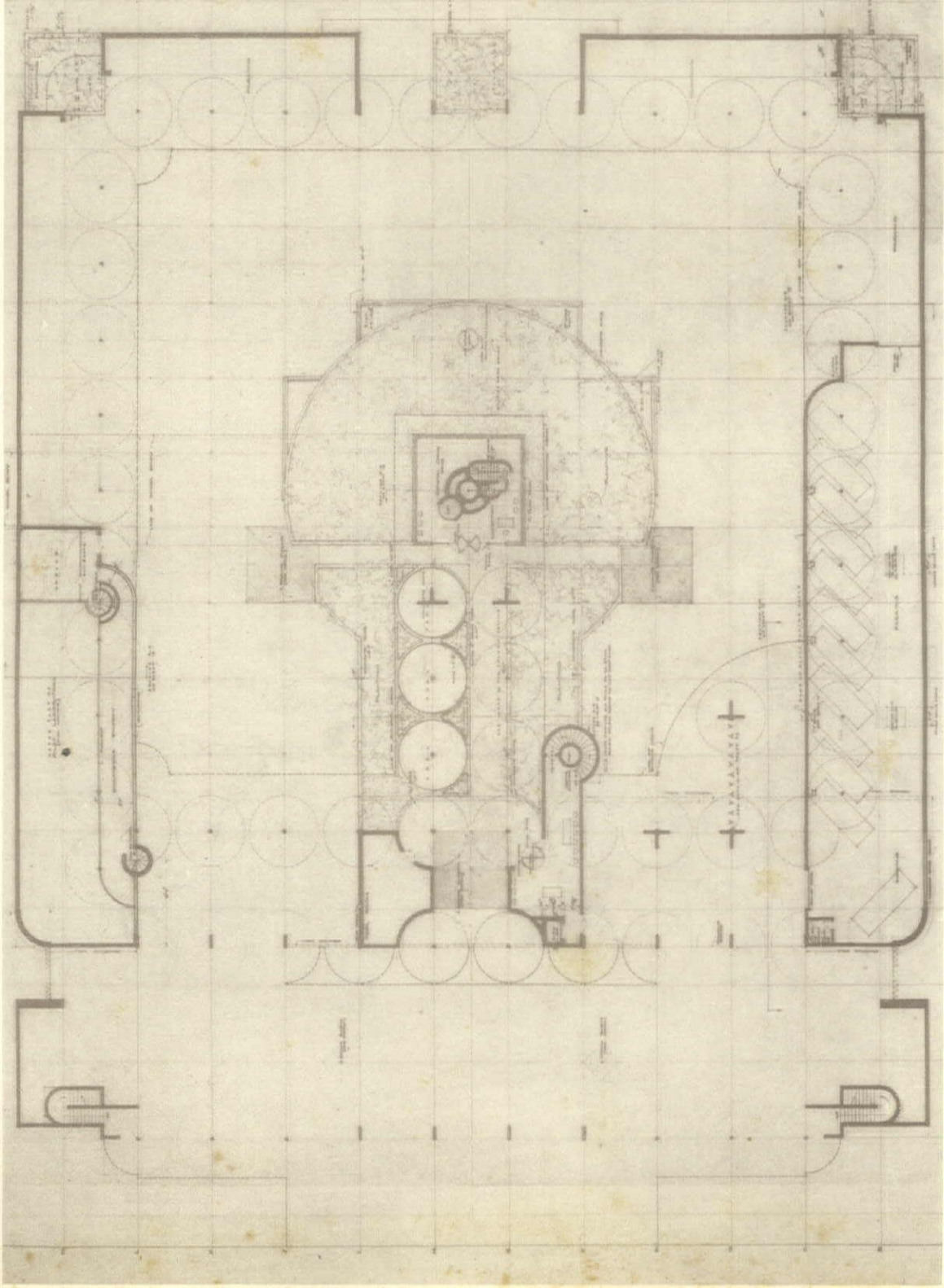
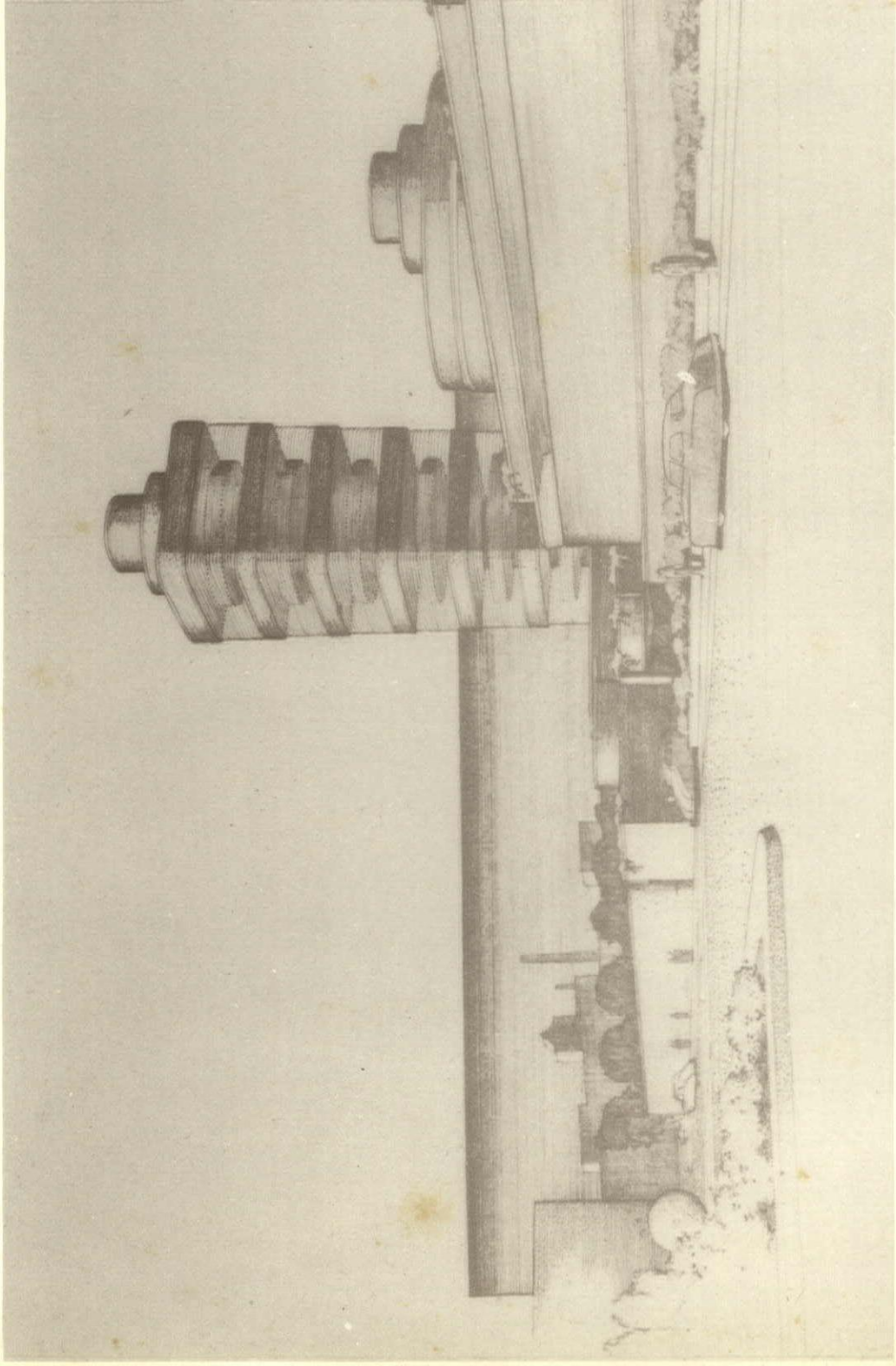
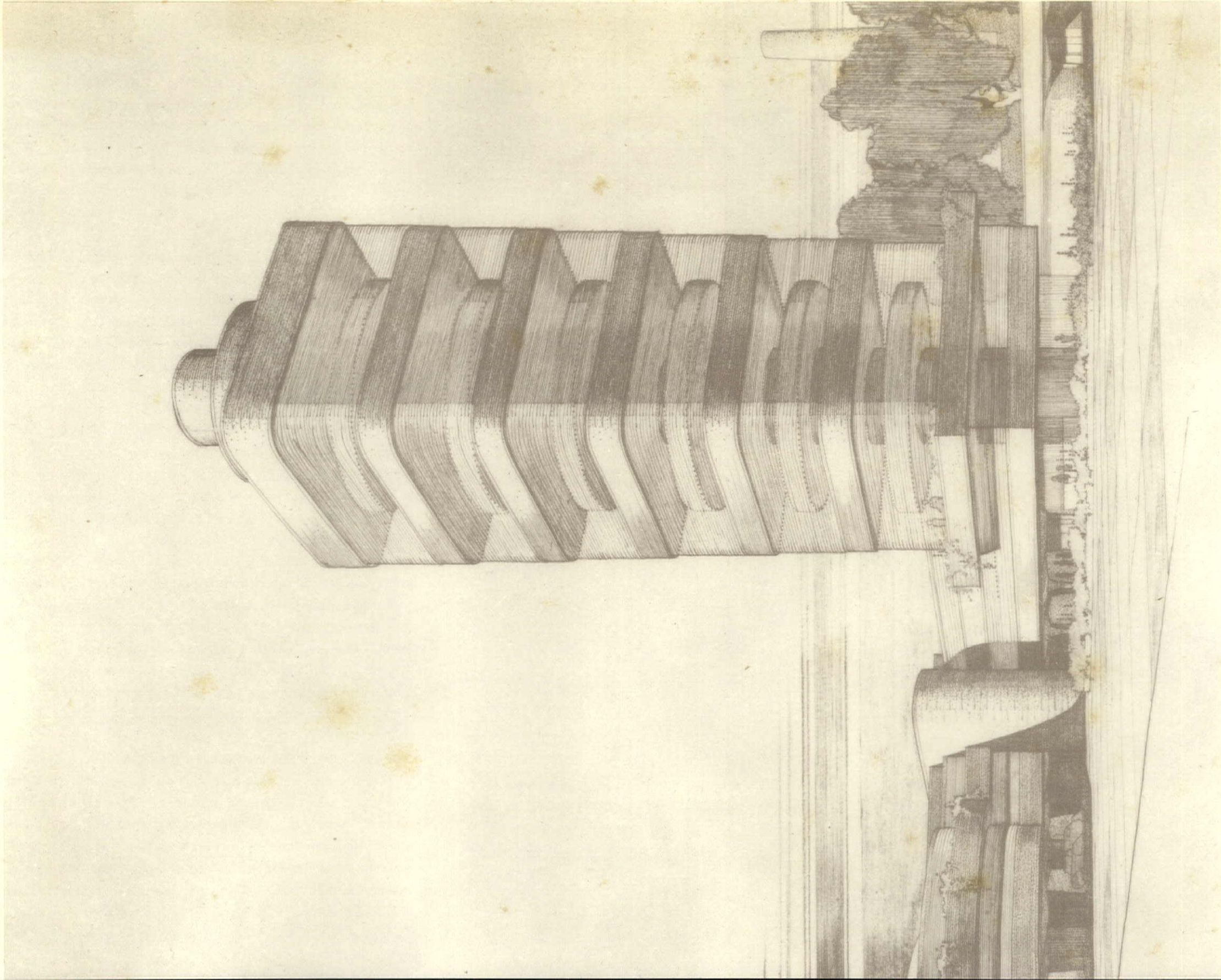
It may be truly said in every sense in scheme and structure that here is an organic building. Construction is proceeding.

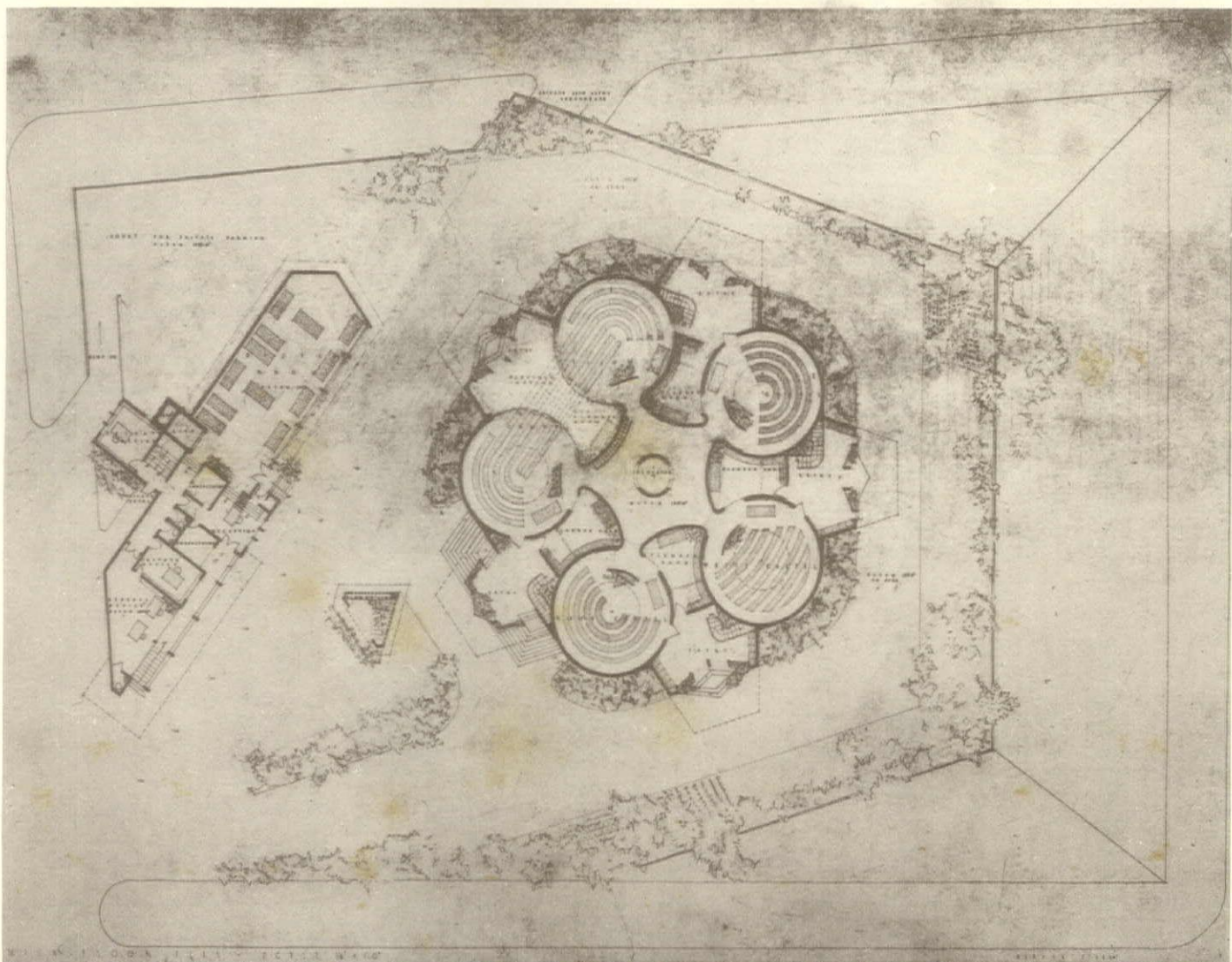
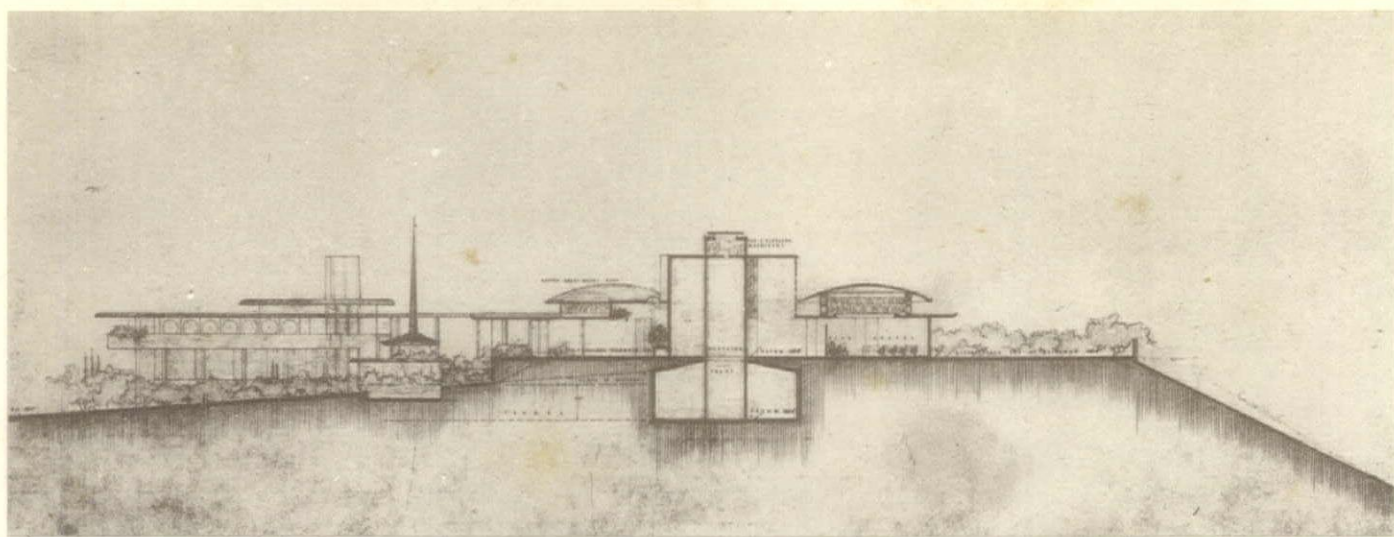
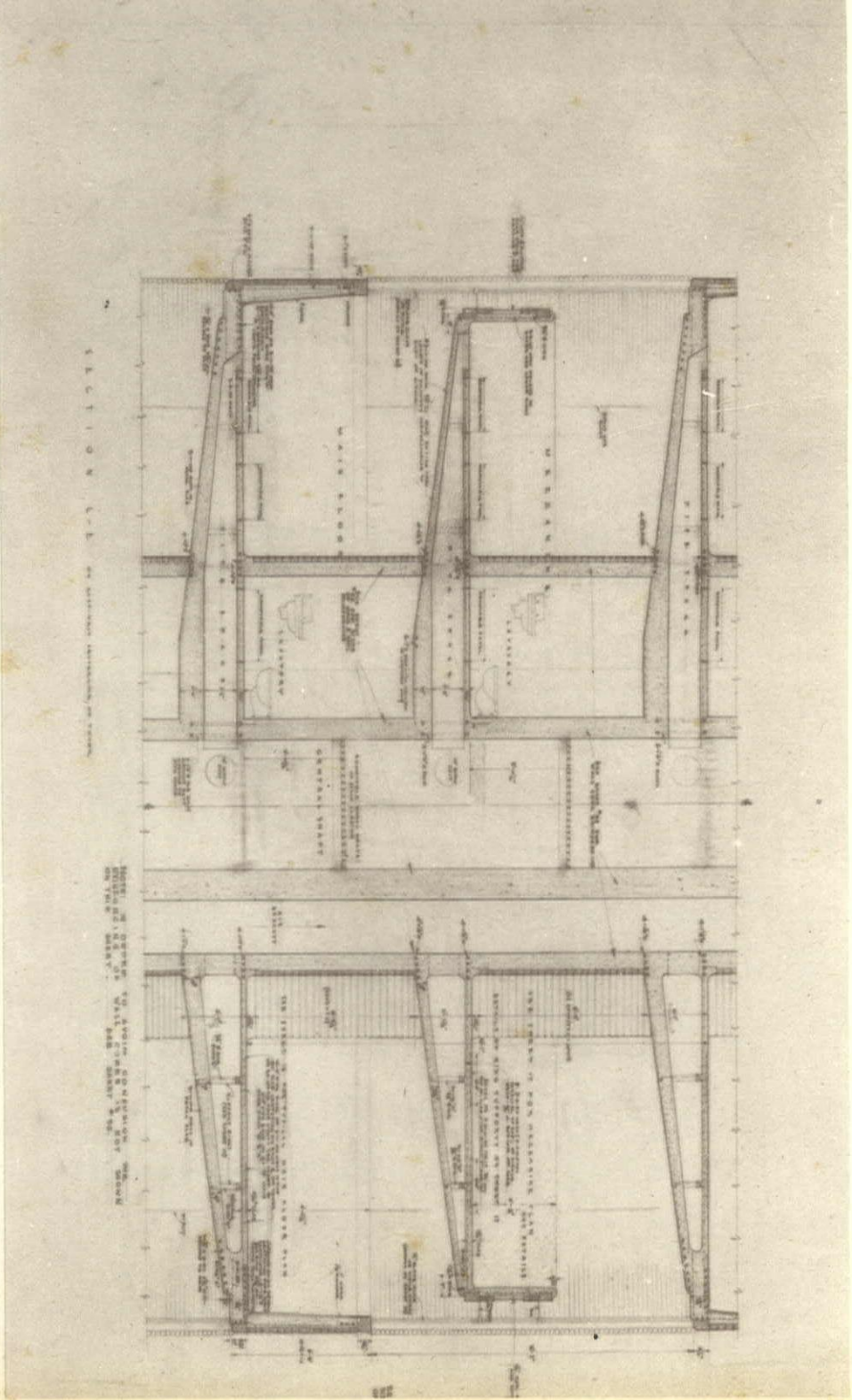
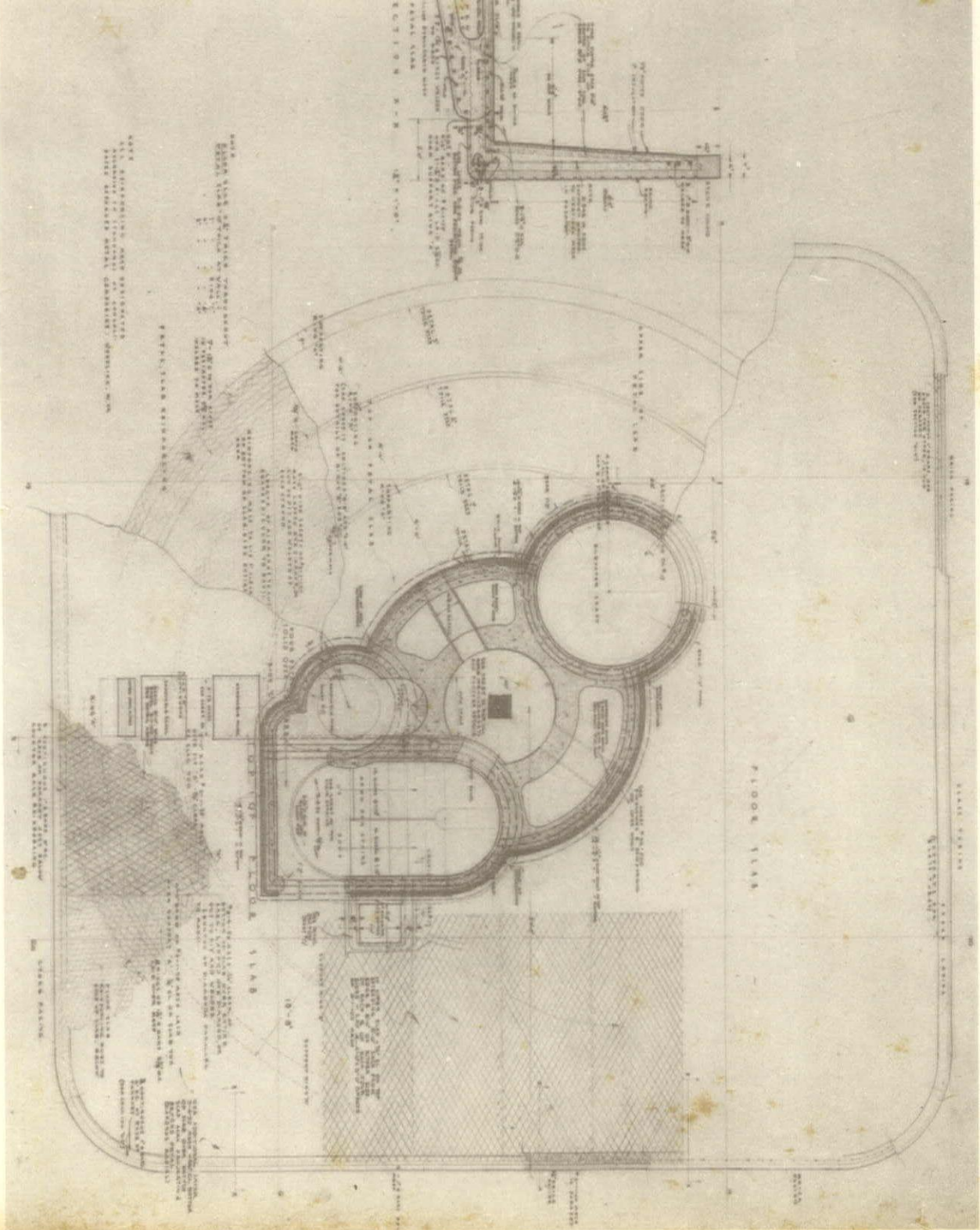


TYPICAL TOWER PLAN



LABORATORY TOWER HAS 14 STORIES, BASEMENT AND ATTIC WITH TERRACED TOP. CONNECTED TO INDUSTRIAL PLANT BY TUNNEL. CONSTRUCTION SAME GENERAL TYPE AS ORIGINAL ADMINISTRATION BUILDING: BRICK WALLS ENCLOSED BY



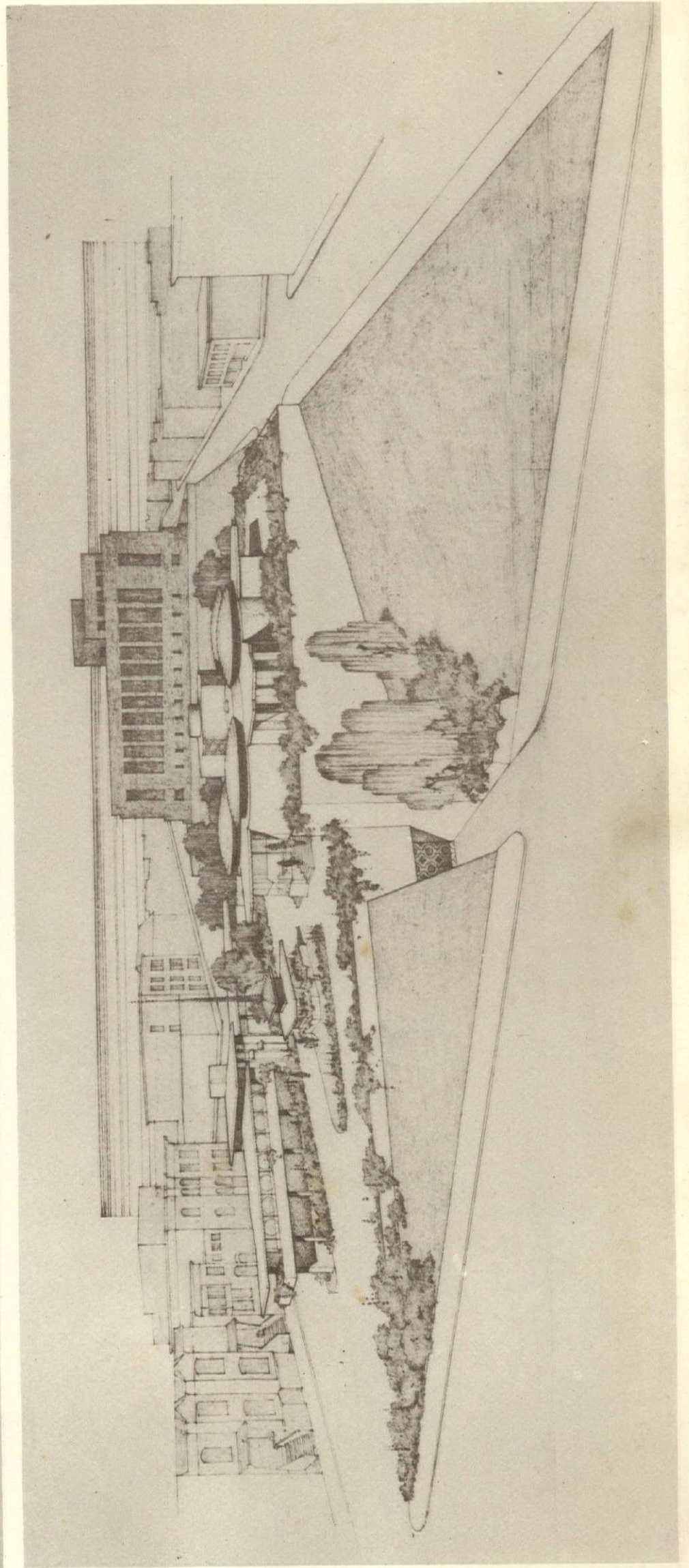
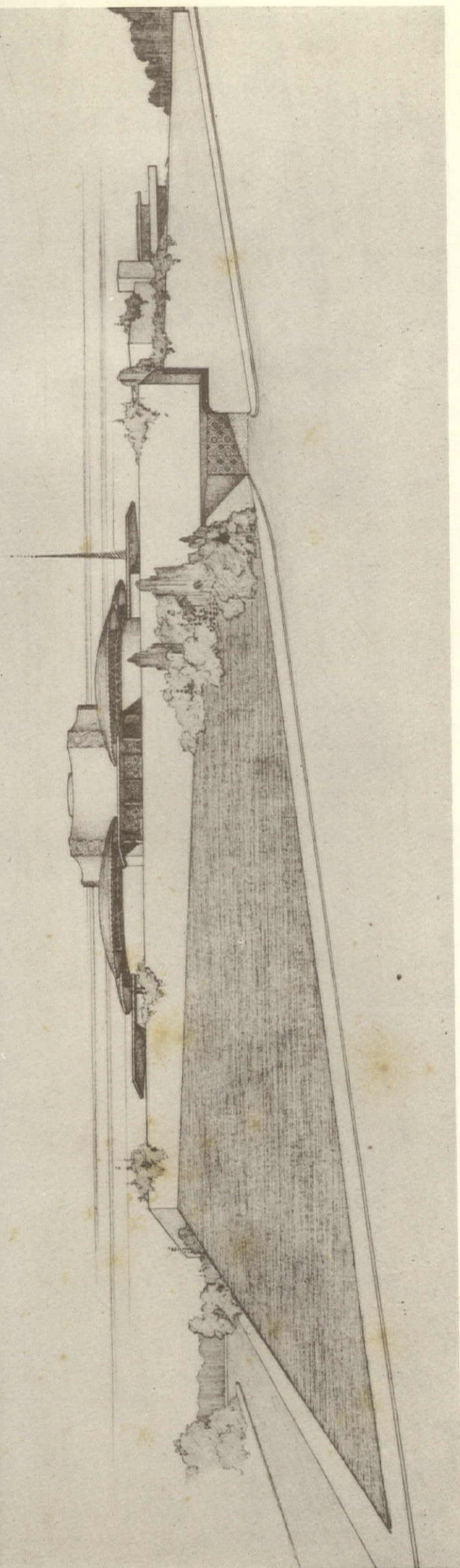


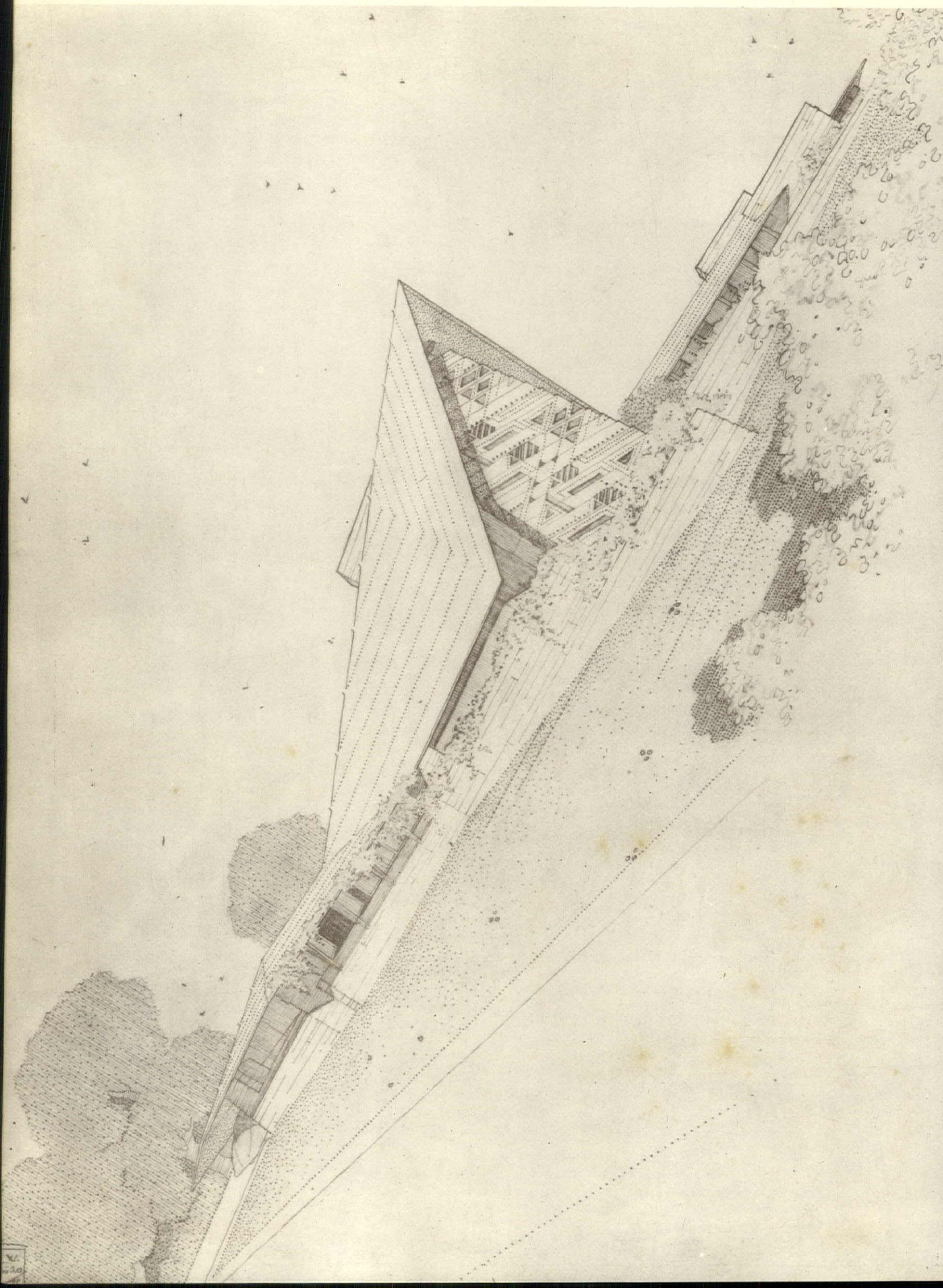
THIS series of small chapels (seating 75 to 100 people), each chapel with its own garden (all gardens in a garden) stands elevated upon the mass of shale now composing the unique site. The plan of the whole was an attempt to take some of the curse off the customary undertaker's official proceeding. I didn't expect to make even the funeral of one's enemies exactly cheerful, but I did think I could give the obsequies some beauty without destroying their integrity.

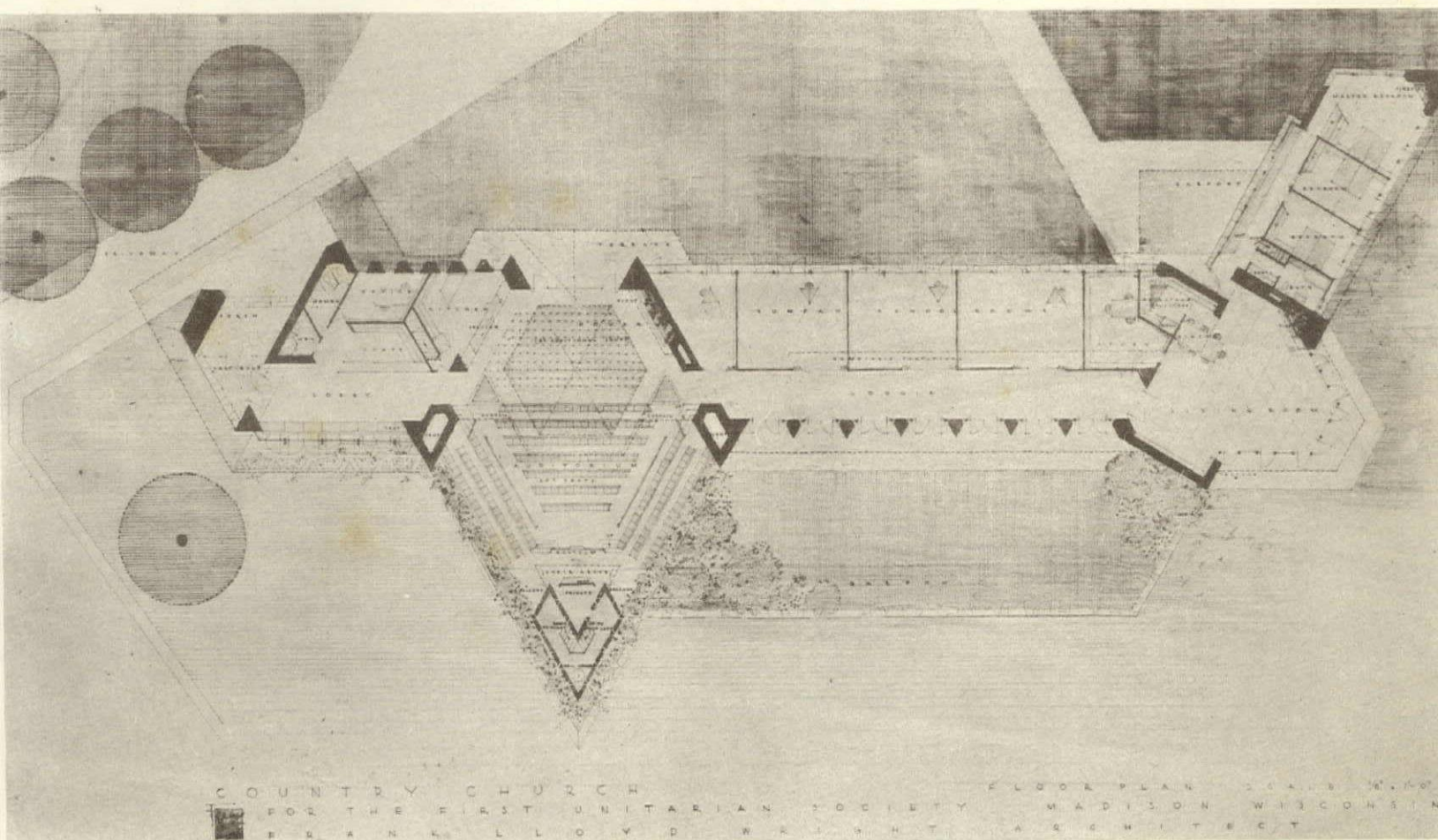
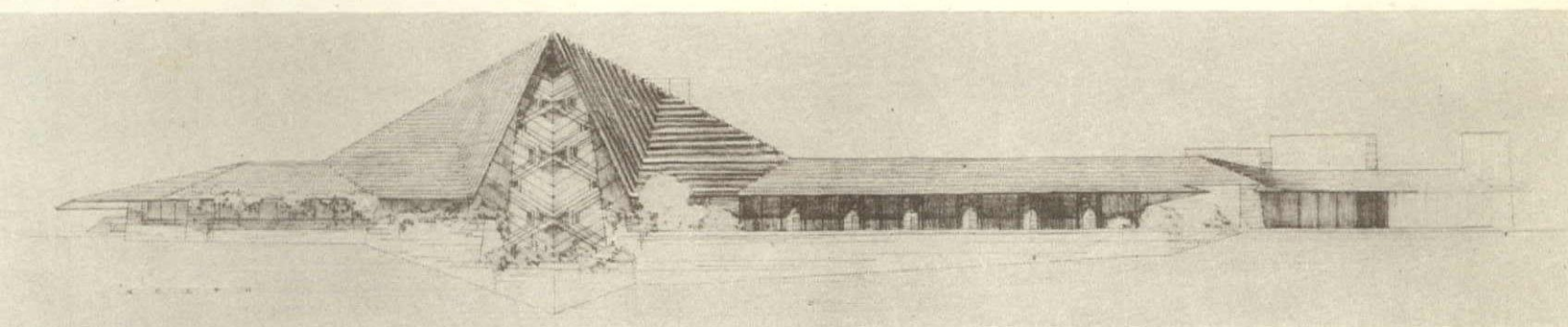
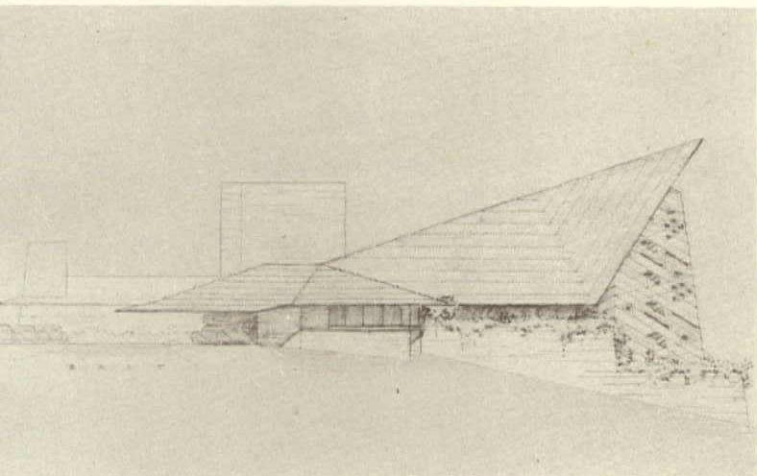
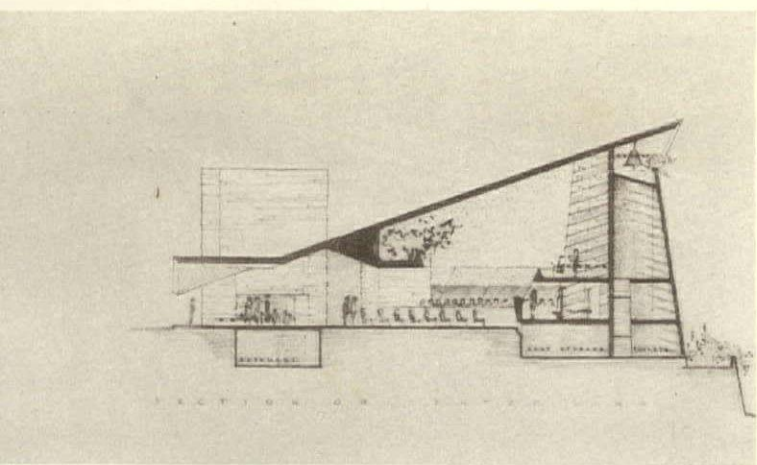
Here five simultaneous funerals may be so conducted that one is not too aware of another. All preparation and disposal of the deceased is from down below in chambers independent of the ceremonial arrangements for special mourners. The place of mourning for the families called the "slumber room" caused most trouble, as the chief mourners do not care to be seen, though they do want to see. And, inasmuch as for some time before the funeral the deceased must lie in a private room at their convenience as mourners, the processes of one funeral immediately following another, the proper allocation of this space became a major problem. Here the synthesis is fairly complete and the business of the undertaker's funeral arrangements, choice of caskets, flowers, etc., is located in an independent building at the entrance to the chapel yard.

The practice of following the hearse through city streets to the burying ground after services has been dropped. The period of mourning has been somewhat shortened and a colorful, happy environment abundant with music; dignified, sound-proofed, well-lit space and reasonable segregation for each occasion has been provided. Every possible convenience designed to make the place helpful to the bereaved is here incorporated. The emphasis is here laid not on Death but on Life. In plan stage.

(Note: Nicholas P. Daphne called me after midnight a year or so ago to say that because he had bought the finest lot in San Francisco he wanted the best architect in the world to build a mortuary on it. Nick asked me if I had ever built one. I said no, and I thought that was my very best qualification for doing one. So he gave me the job. Of course I had to "research" a good deal and that nearly got me down. I would come back home, now and then, wondering if I felt as well as I should. But Nick had a way of referring to the deceased, always, as "the merchandise," and that would cheer me up. I pulled through and you behold the result. ELLW)





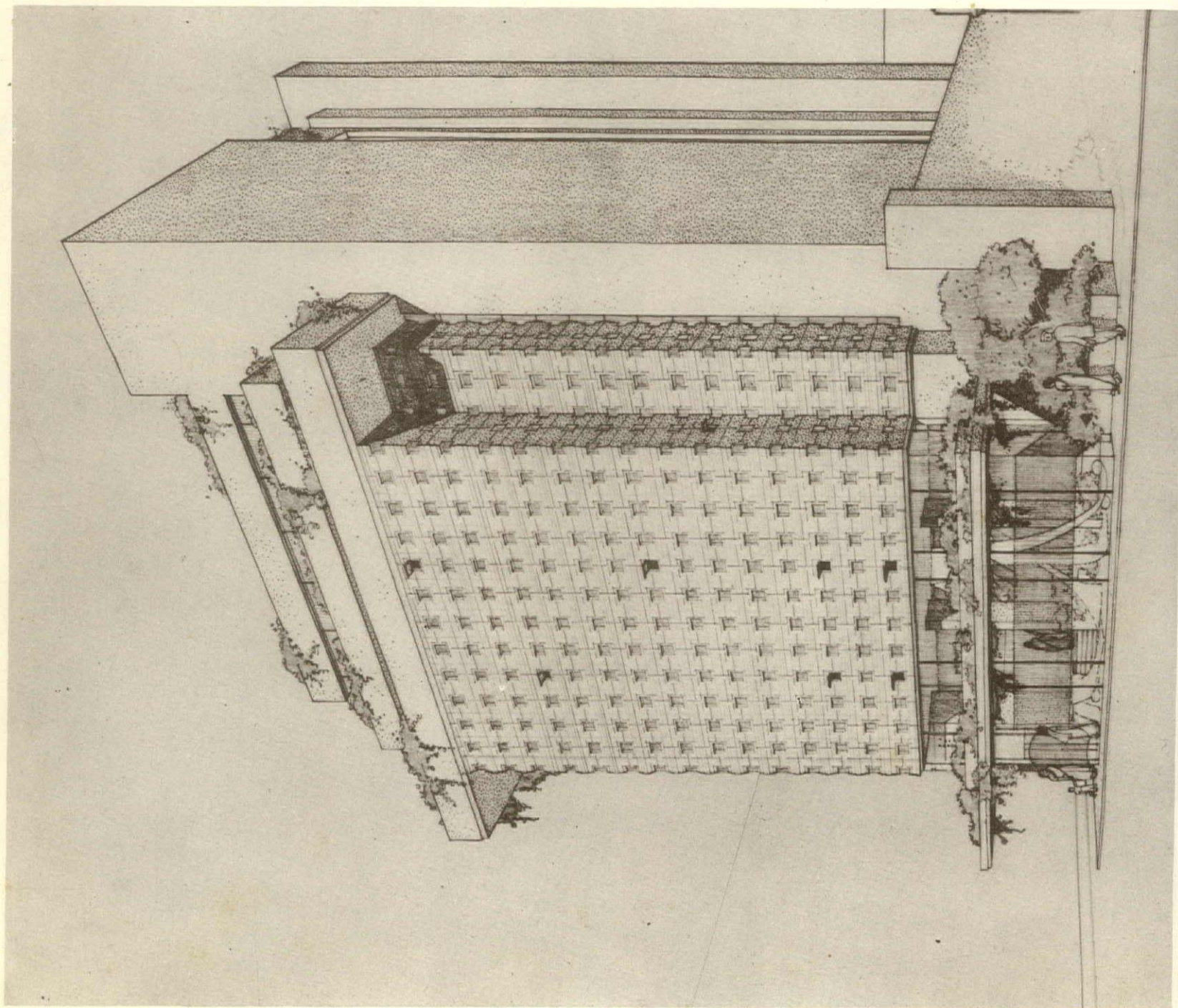
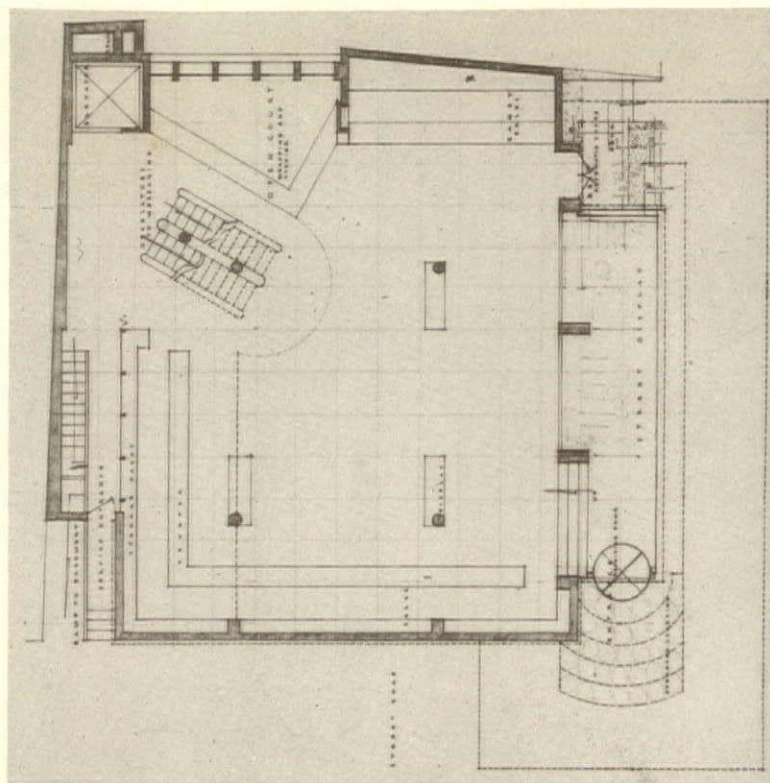


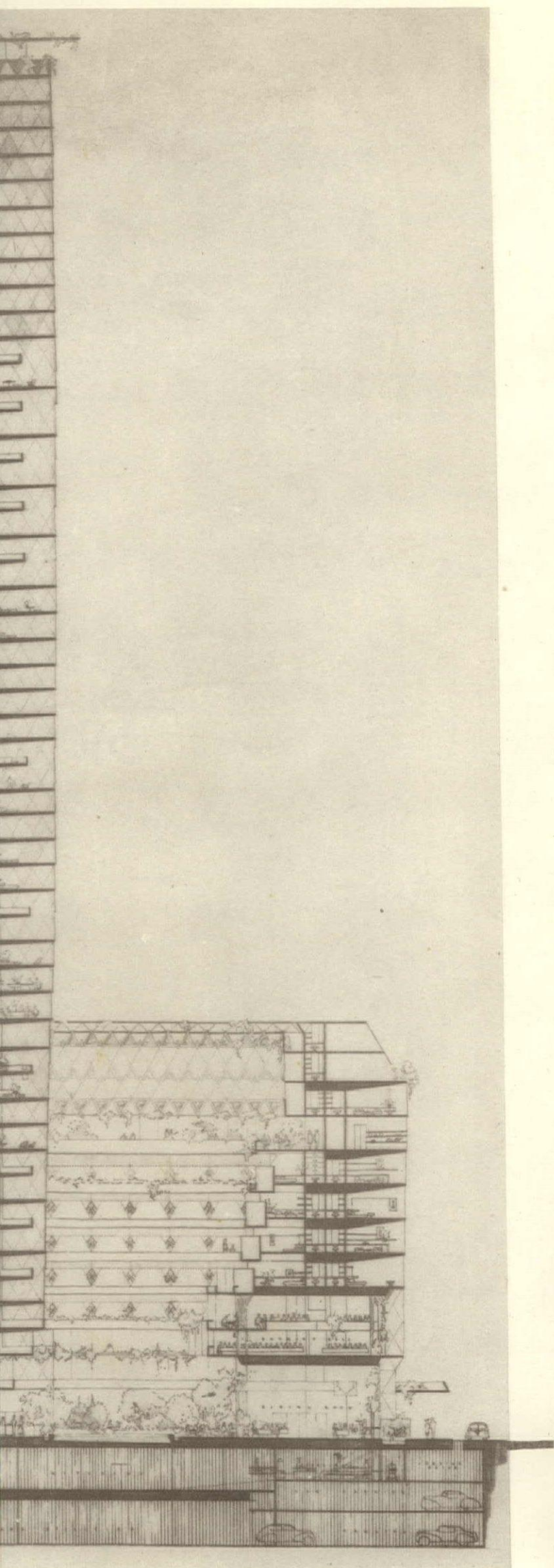
THE Unitarian church in Madison, Wis. is a step the Unitarians have taken toward Decentralization. At first intending to build upon a city lot in Madison, they decided to move into the countryside nearby and build a church in the country where going to meeting on Sunday would be an event with charm comparable to, say, a morning at the country club, with the difference that here they would enjoy an atmosphere dignified and inspiring.

The structure is unitarian in character, trusting to a sense of the altogether as more beautiful than the aggregation of steeple, meeting house and parsonage could ever be. In this design, the social activities of the members of the congregation are served by the Church Auditorium itself.

In the front of the Auditorium, beautiful views of distant Lake Mendota frame the pulpit on either side. The preacher and the choir are at this apex of the main triangle. The whole triangle is the center of the plan, and the apex of the triangle is a stone mass of perforated pattern. The perforations are closed by colored glass making the mass resemble the rose window of an antique church. Otherwise, it is the mass of the structure that is depended upon to give the impression of aspiration usually left to the steeple. The walls are to be made of native stone, the interior framing wood, and the roofs copper. Construction to proceed next Spring.

THIS small department store in India for the Sarabhai family, proprietors of Calico Mills, is a simple and direct solution of their individual merchandising problem. Concession to the character of the climate is found in the carrying of all floors independent of direct contact on the outer wall shell, the shell itself being a perforated screen allowing inlet and exit of air on all floors. Top floors are for rest and private dining rooms. A very tall two-story show-window permits the display of the printed calico fabrics which the mills produce. The construction is reinforced concrete block, earthquakeproof and fireproof.





THIS is a design for an urban hotel without interior corridors, regular windows on the street, or stores below to add to congestion and deprive the hotel of its best asset: the comfort and entertainment of its guests. It is somewhat less commercial than has become standardized in our states by chain systems exploiting guests for profit. The building is planned to be built at Dallas, Texas for Rogers Lacy, an oil capitalist.

The structure is as completely organic as we can make it, weighing about one-tenth what skyscrapers of the Rockefeller Center type weigh, stabilized at this great height by a great single feature lacking in most similar buildings. This is the impressive mass of an adequate air-conditioning intake and exhaust, to which all parts of the great hotel have direct access.

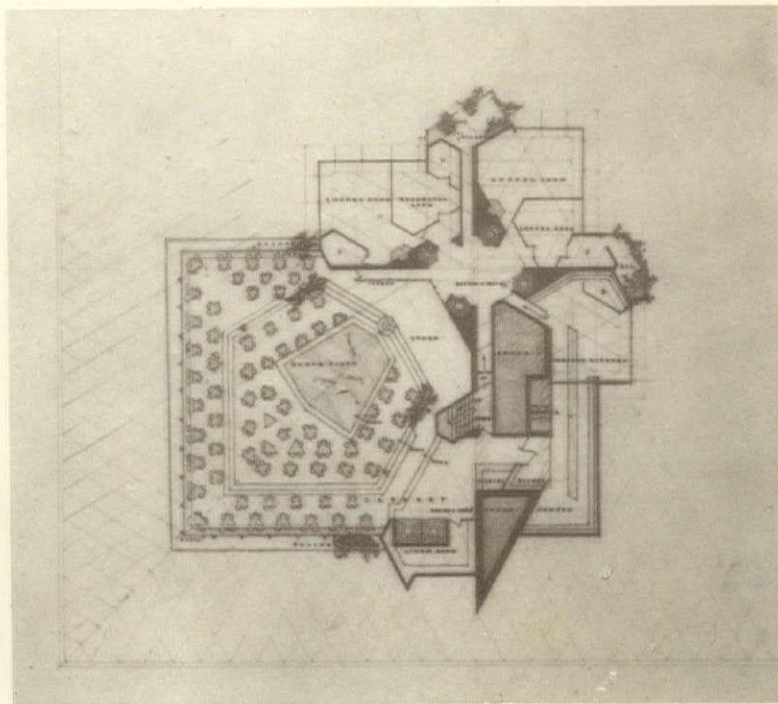
All supports are set back from the property lines to allow clear glass surface all around the street frontage, the entire ground floor being transparent from side to side of the entire ground area. Because the building is in the form of an open court, the center of this space will be in bright light and become a large water basin over the service features below.

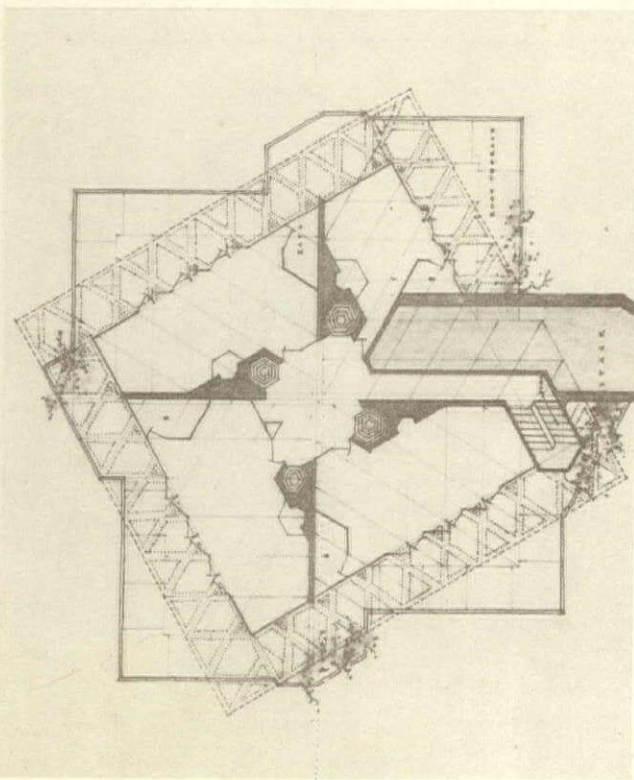
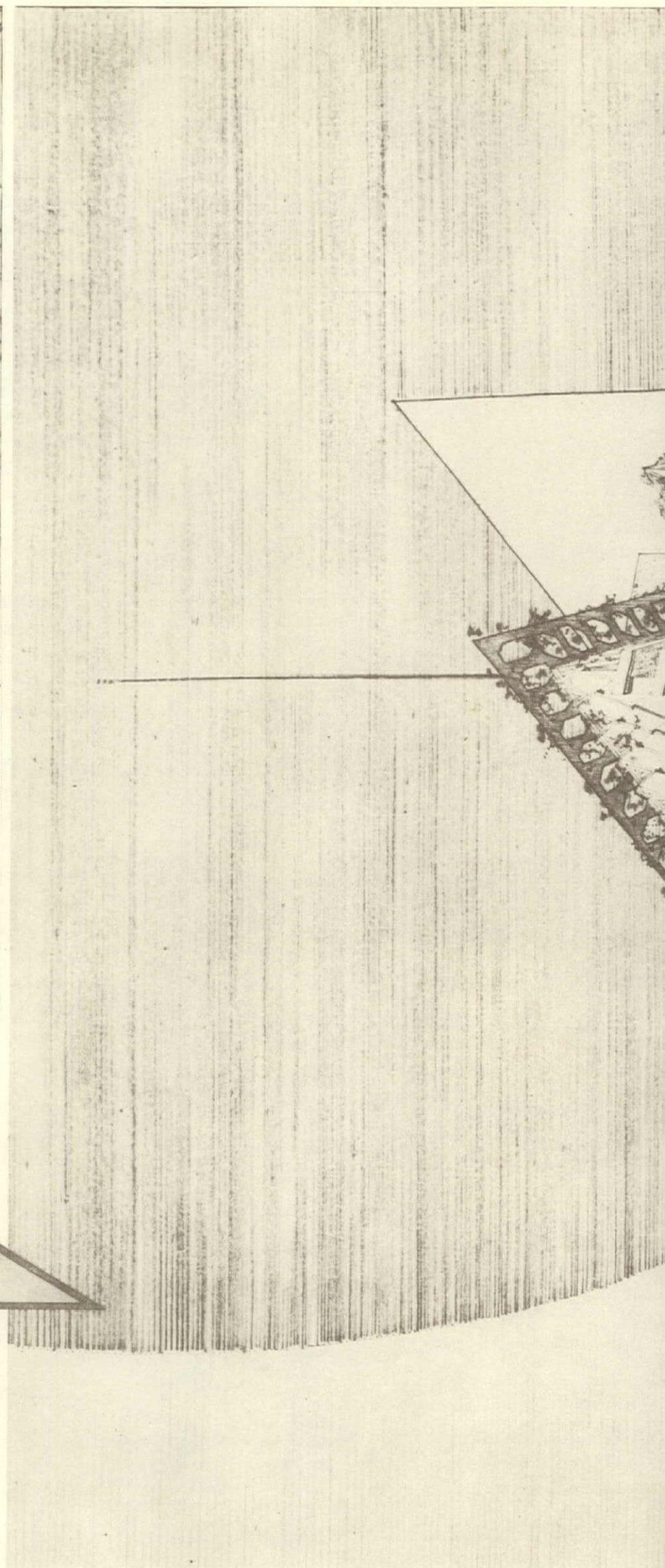
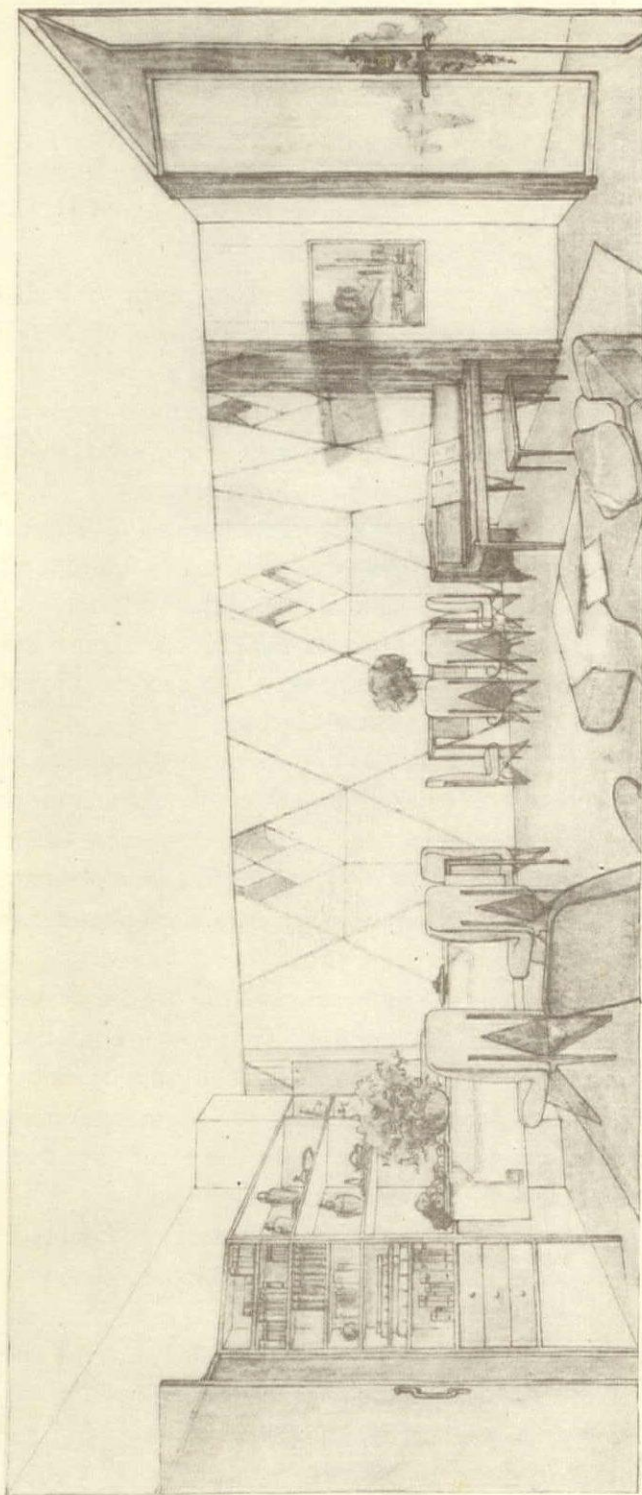
Various parts of the lower stories and mezzanine protrude as pergolas into this central court. From one corner of the interior court the tall shaft rises, placed to cast no shadow on the court. In plan the life of the hotel is in the patio. By this simple means, its to-and-fro, ordinarily humdrum, is here dramatized and made interesting in spite of itself.

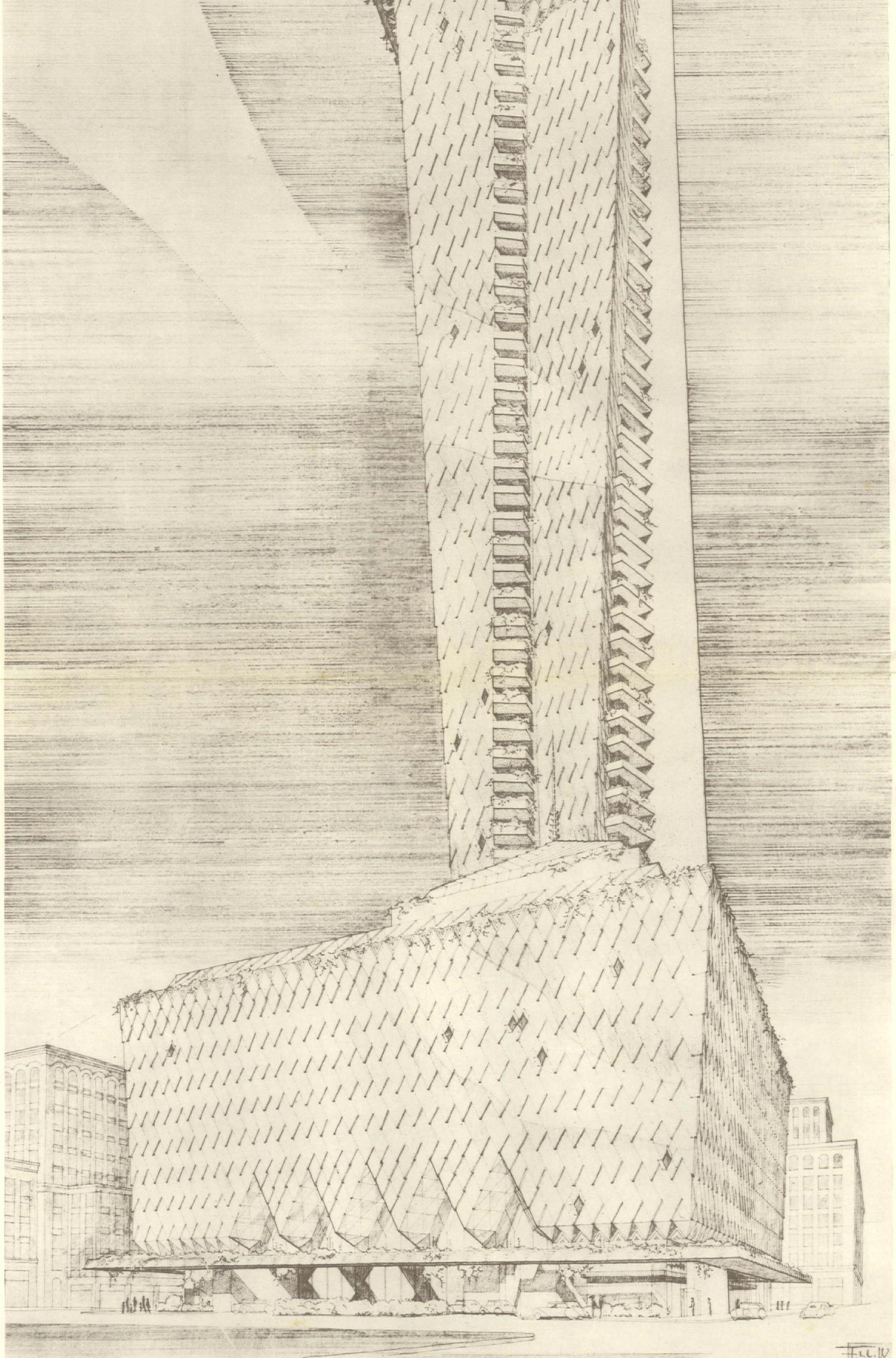
The features required by the best cosmopolitan life are all here simplified and expanded. The building is not only fireproof but so are the furnishings. There is a bathroom belt running around the building on each floor, ceilings dropped to carry piping and air conditioning, each belt connected to the giant vent shaft enabling the whole interior space to breathe freely.

Should any guest prefer to turn from the dazzling beauty of this interior to view the street, the view is available by openings provided for that purpose.

The plans make all this more or less evident. If our cities are to continue habitable, something like this turning inward, over ample parking facilities, all avoiding competition with surrounding mercantile establishments, introducing an element of repose and real harmony into building, is absolutely necessary. Construction is awaiting favorable building conditions.

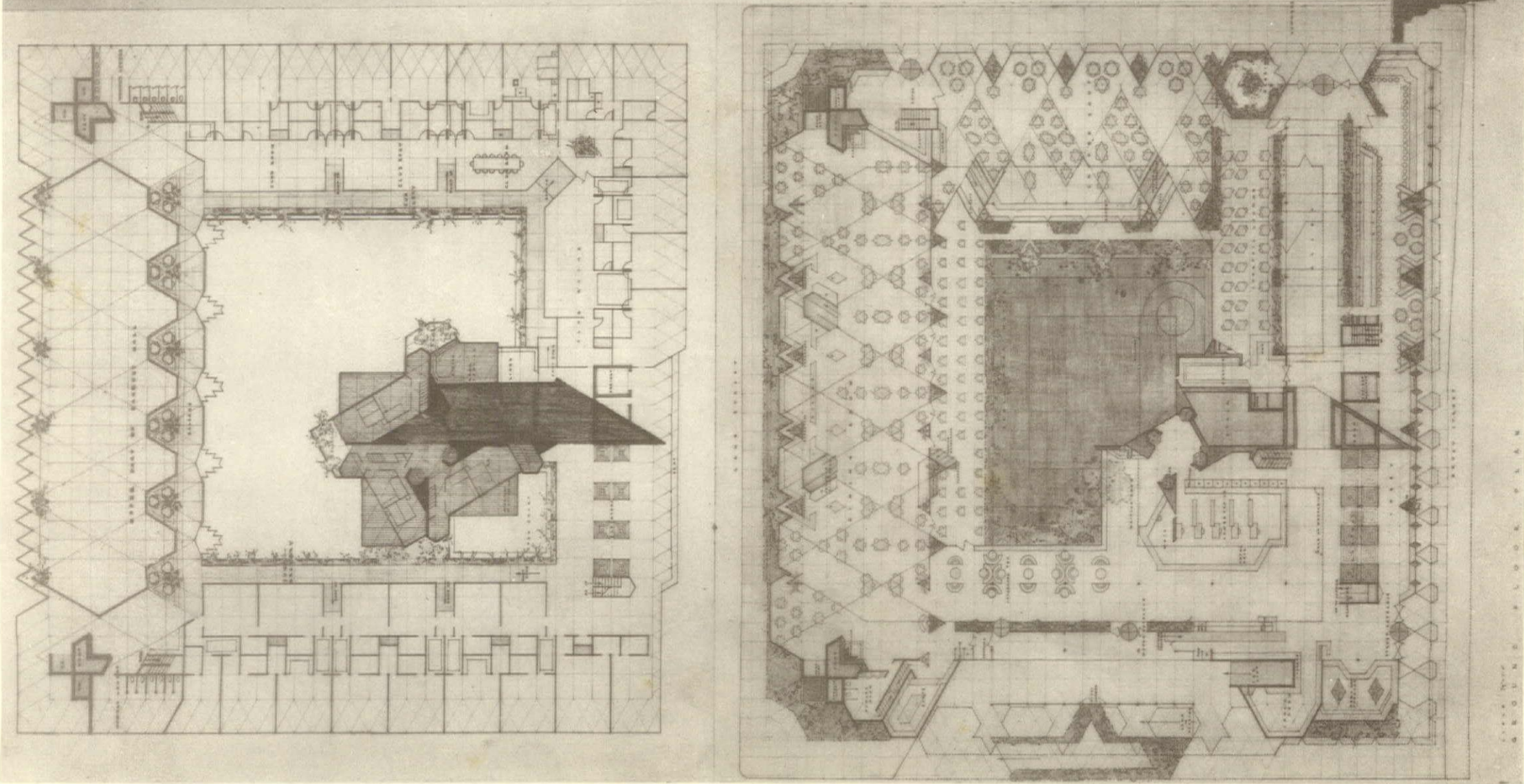
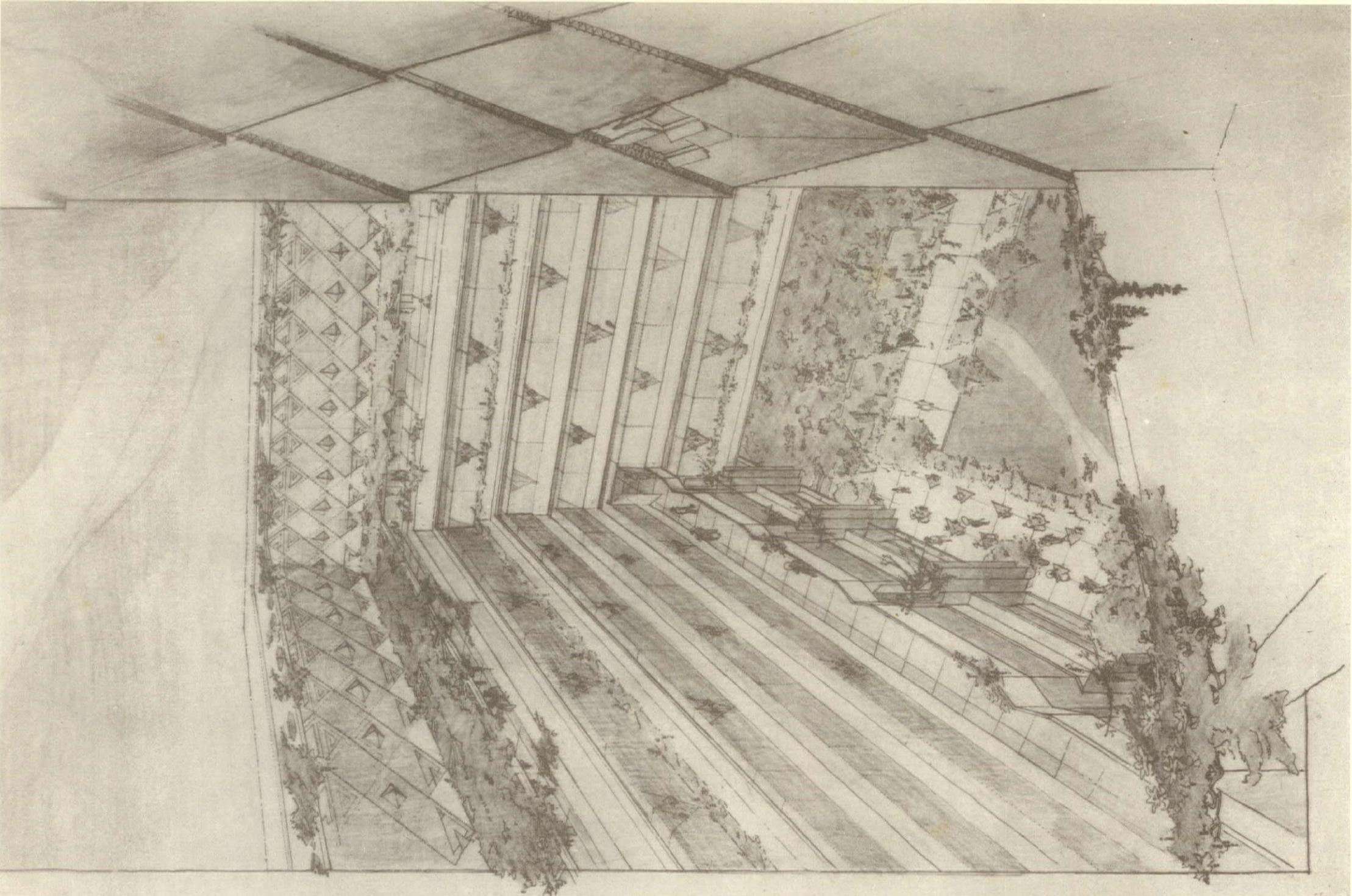


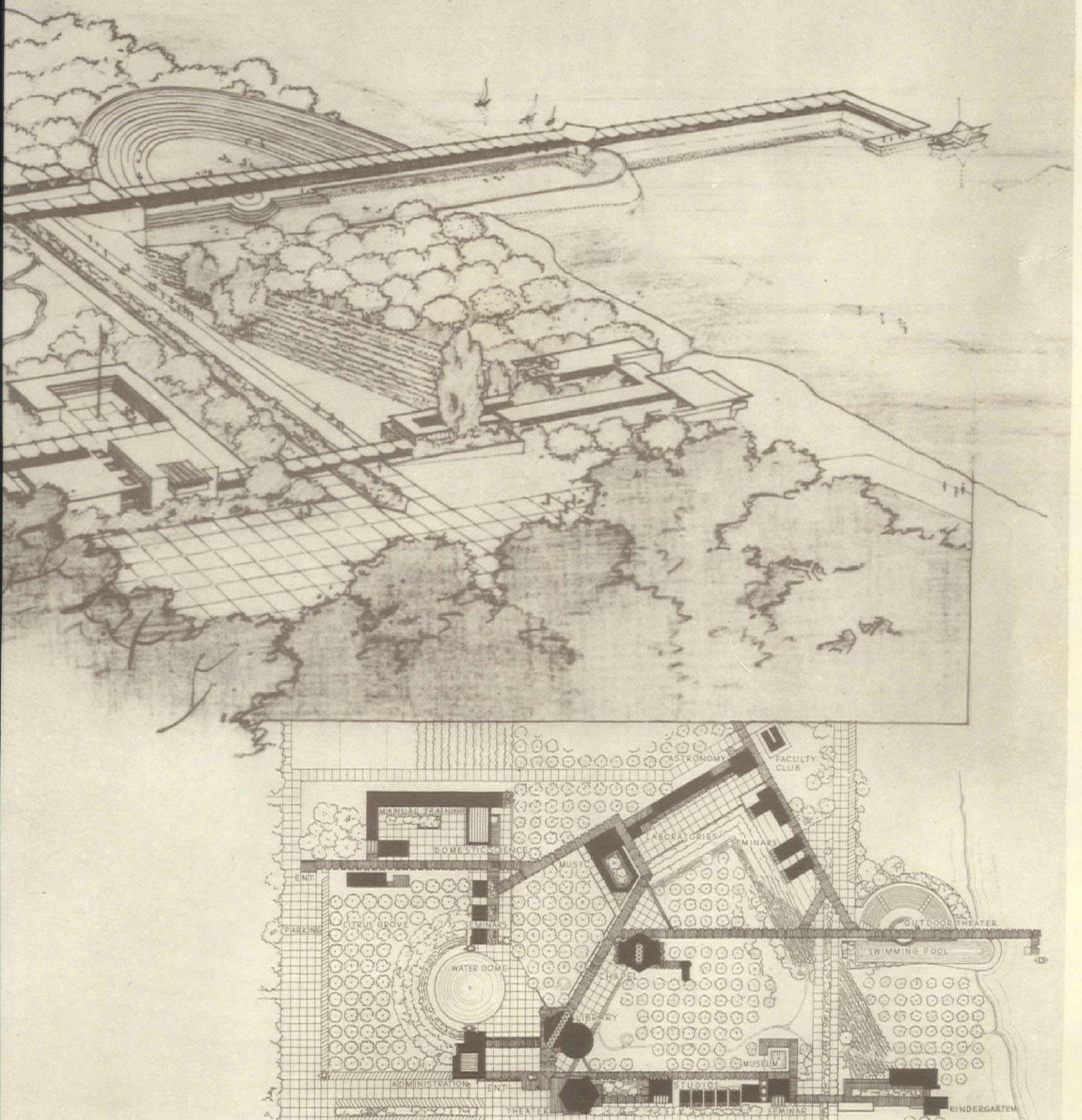


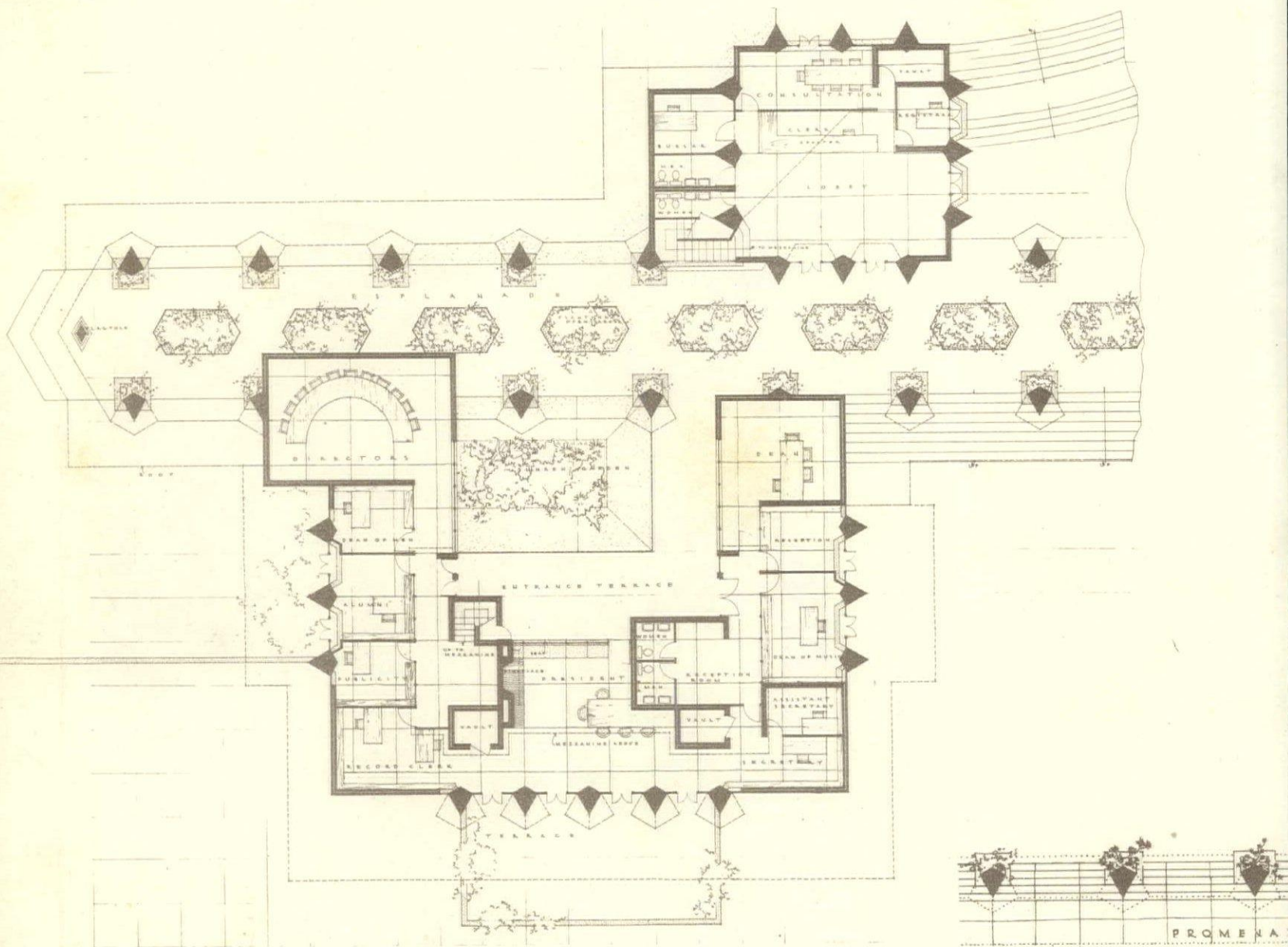
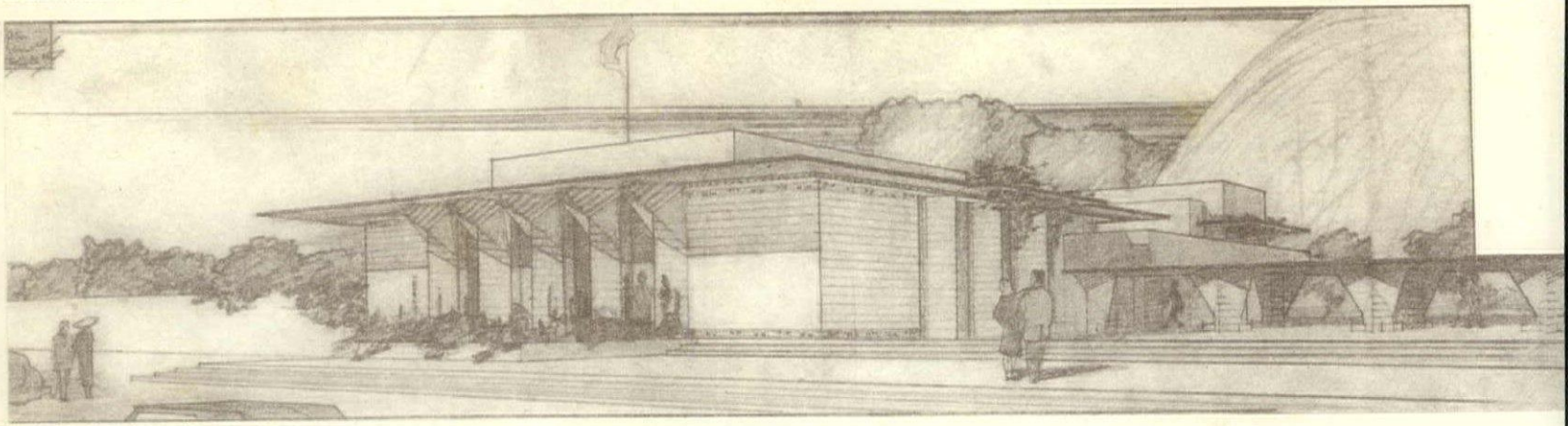


NEW COMMERCIAL ESTABLISHMENTS ARE INCLUDED. EACH LUXURIOUS APARTMENT FRONTS ON BOTH COURT AND STREET. THERE ARE INSIDE CORRIDORS. LIFE OF HOTEL PROCEEDS OUTWARD UNDER GLASS FROM INNER COURT OPEN TO SKY.

F.L.W.
Aug 10





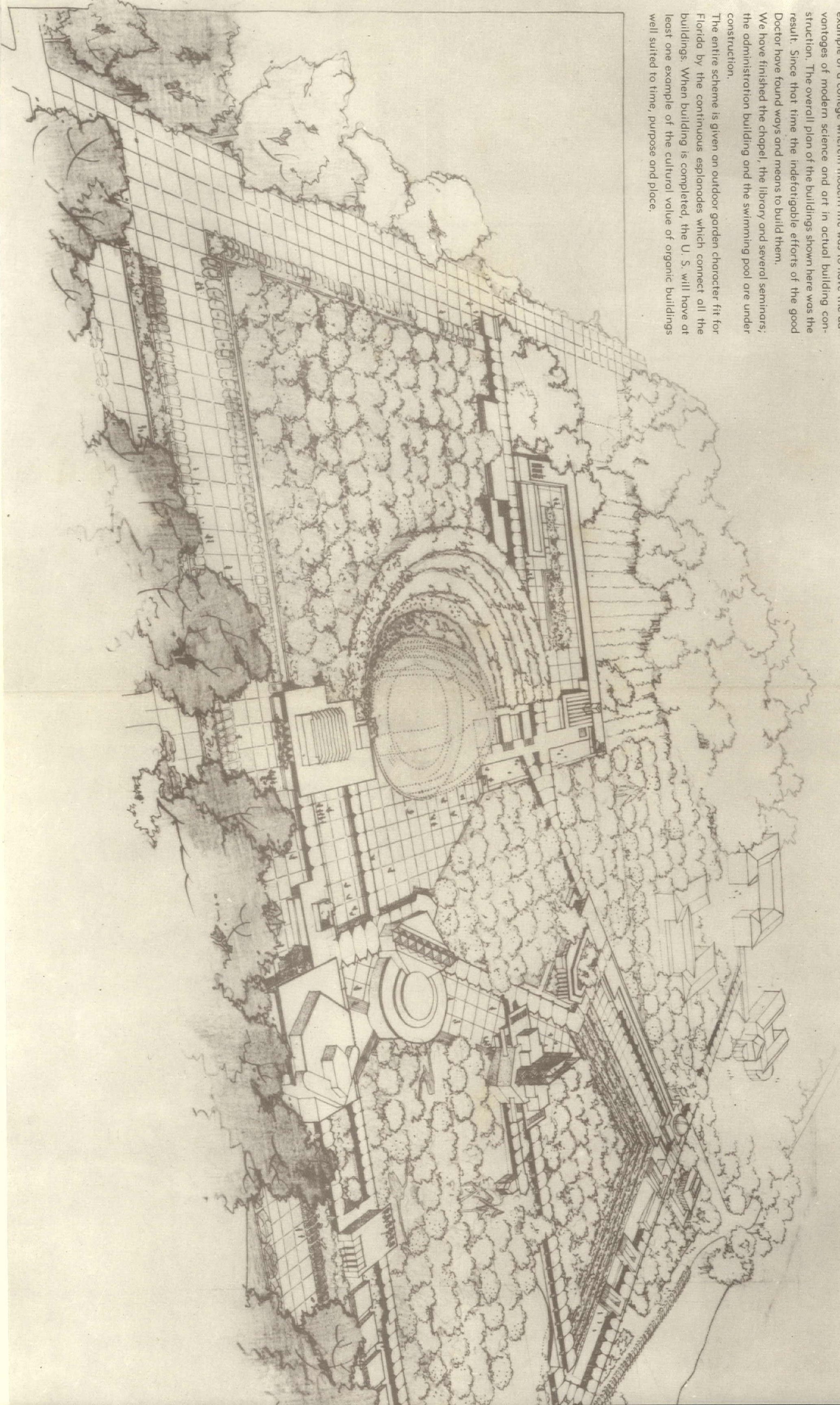


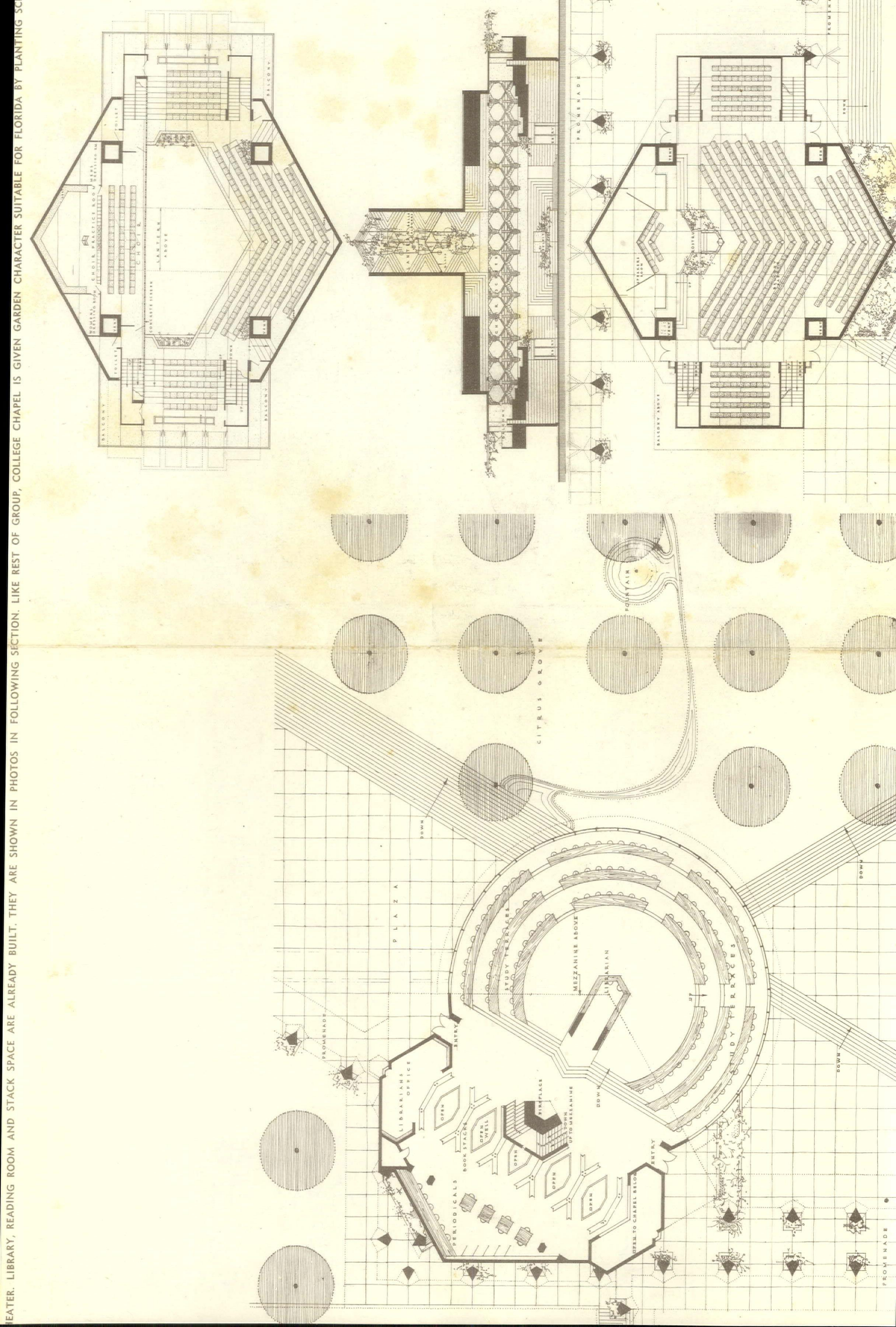
FLORIDA SOUTHERN COLLEGE, LAKELAND, FLORIDA, DR. LUDWIG M. SPIVEY, PRESIDENT. GENERAL PLAN AND PLANS OF SOME OF THE BUILDINGS MAKING UP THIS ORGANIC CAMPUS GROUP. ALL CONSTRUCTION STEEL-REINFORCED CONCRETE BLOCKS.

DR. Ludwig M. Spivey is the hero of Florida Southern College. When he flew from Lakeland to Tallahassee about ten years ago he came for the avowed purpose of giving the U. S. at least one example of a college wherein modern life was to have the advantages of modern science and art in actual building construction. The overall plan of the buildings shown here was the result. Since that time the indefatigable efforts of the good Doctor have found ways and means to build them.

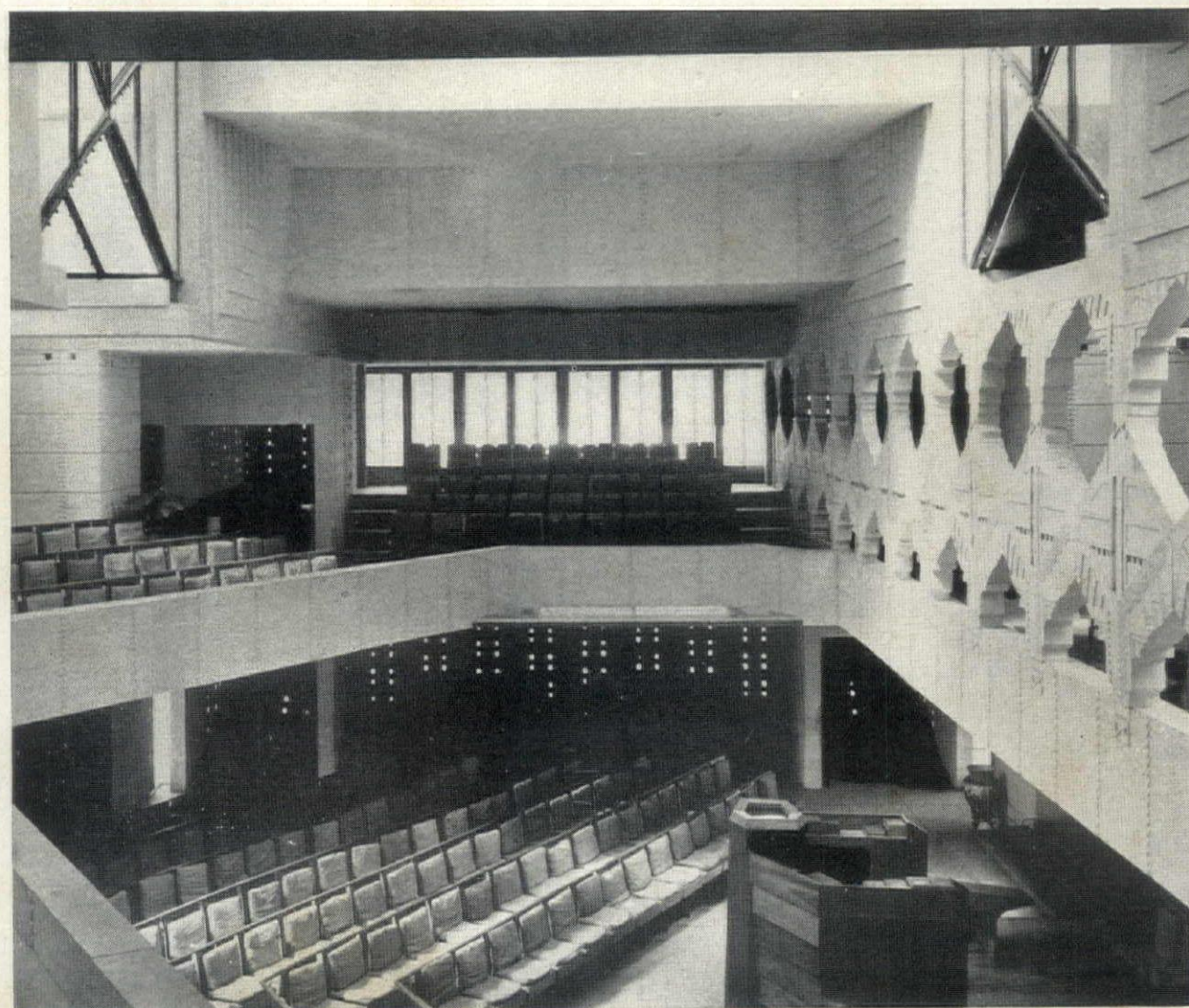
We have finished the chapel, the library and several seminars; the administration building and the swimming pool are under construction.

The entire scheme is given an outdoor garden character fit for Florida by the continuous esplanades which connect all the buildings. When building is completed, the U. S. will have at least one example of the cultural value of organic buildings well suited to time, purpose and place.

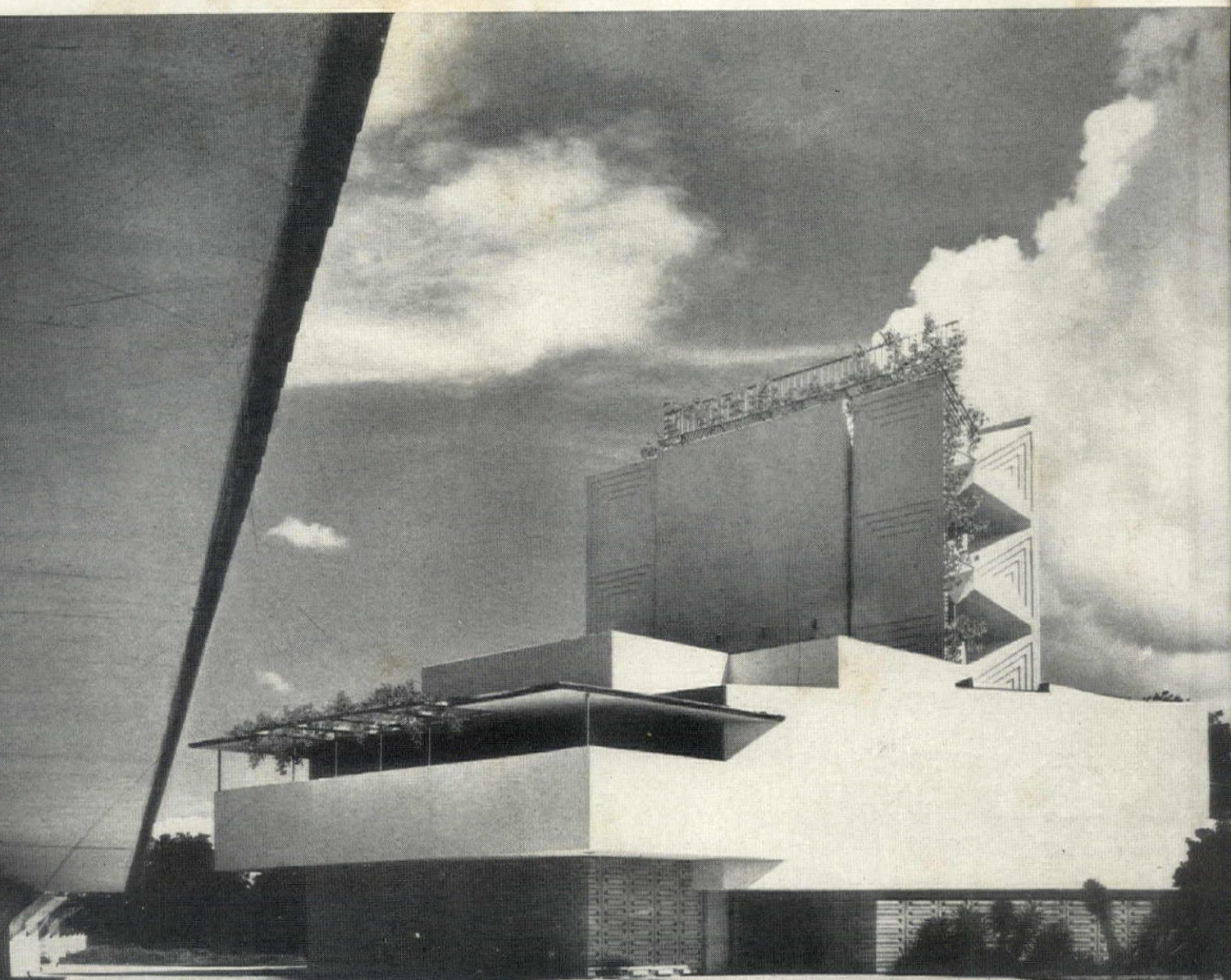




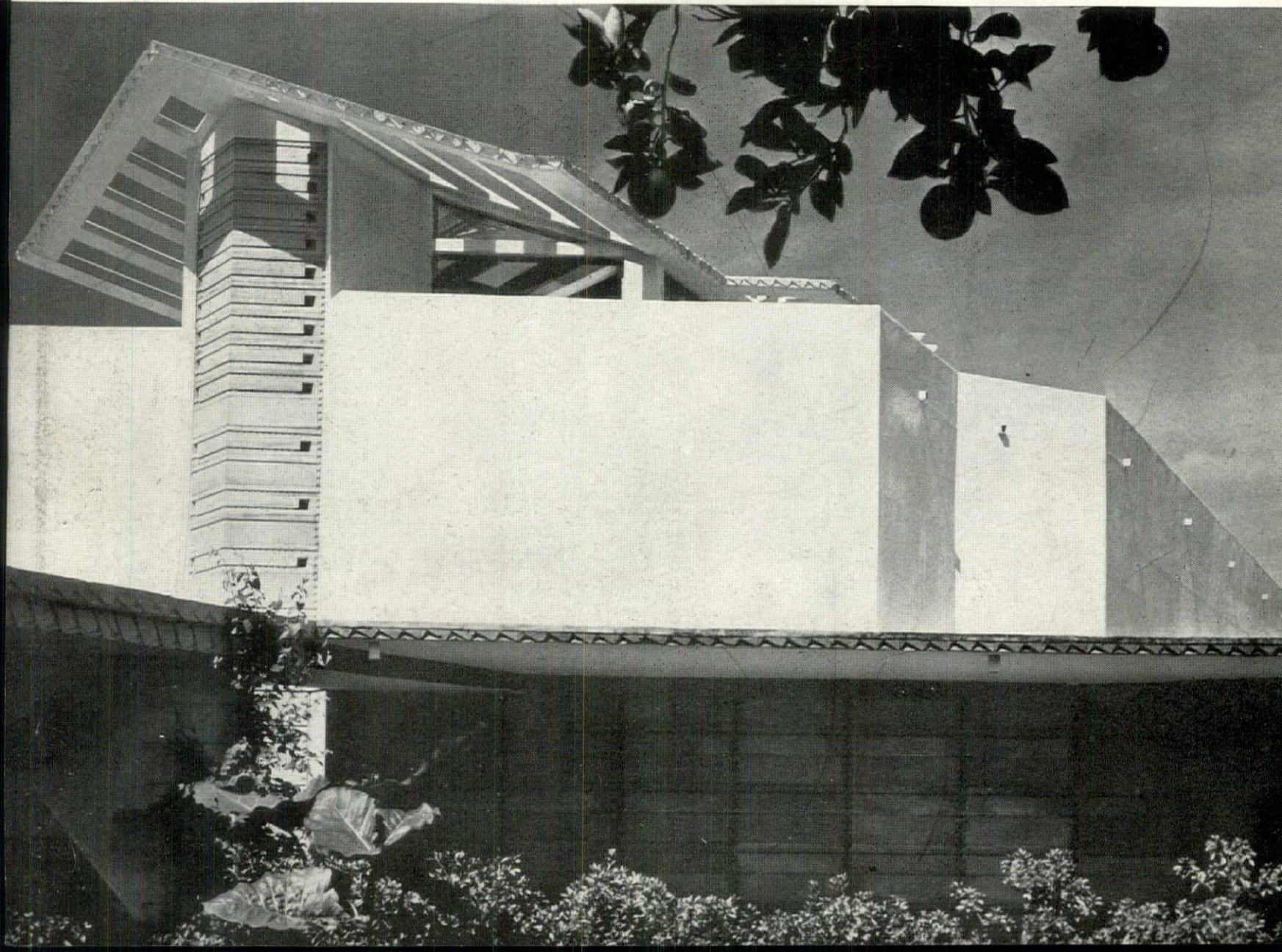
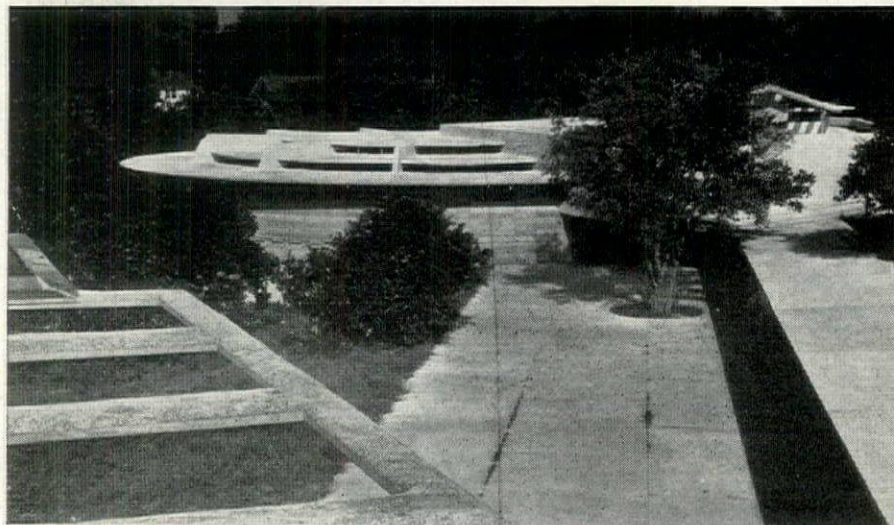
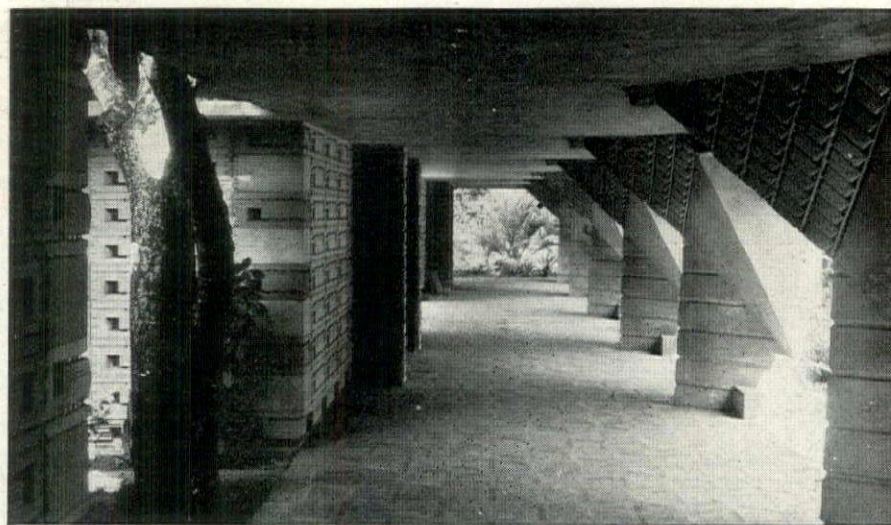
THIS brief selection of views necessarily omits many of the characteristic features of the constructions herein illustrated. Moreover, photographs of buildings are inevitably unsatisfactory because the third - dimension — "depth" — cannot be reached by the camera. Upon seeing the buildings, after having seen the photographs, invariably comes the expression: "Why, we didn't know it was like this." The photograph leaves the essential reality still to be grasped. Horizontal planes are those best revealing space relationships, and they defy photography. These particular buildings are all more truly imagined from drawings than from the short-hand of the camera-eye. So this "photographic section" is an addenda at random—to be read between the lines.



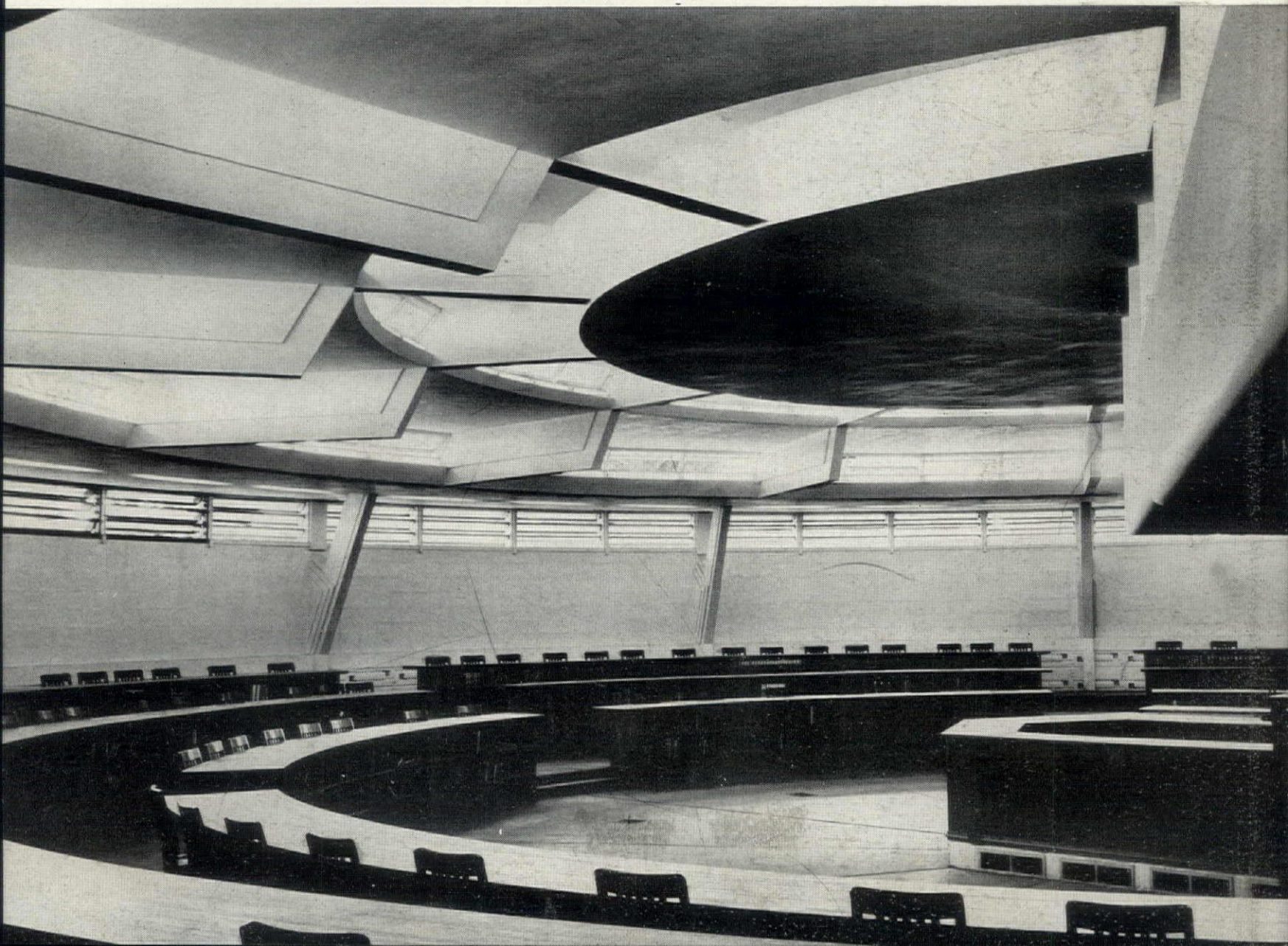
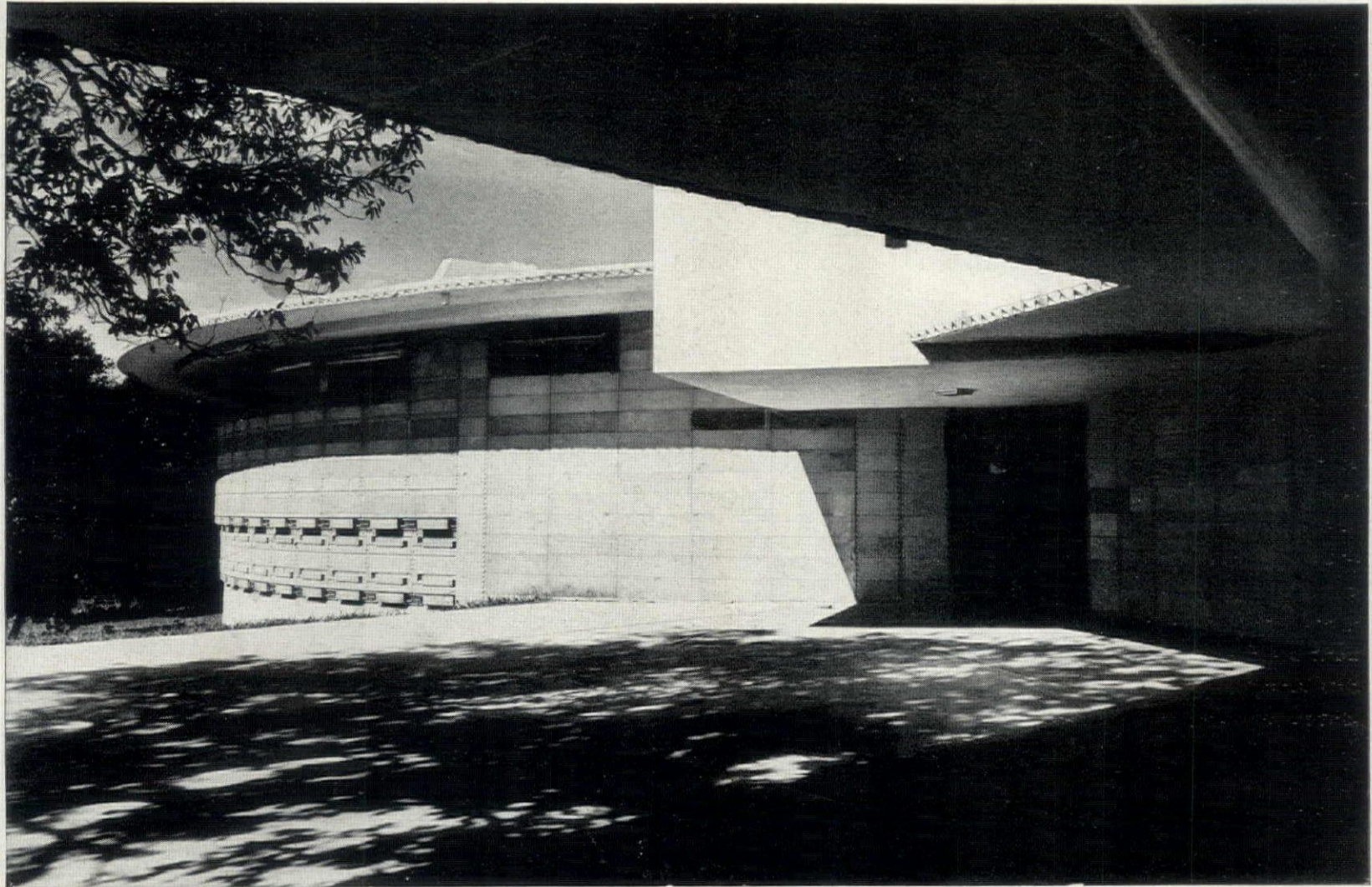
P. E. Guerrero

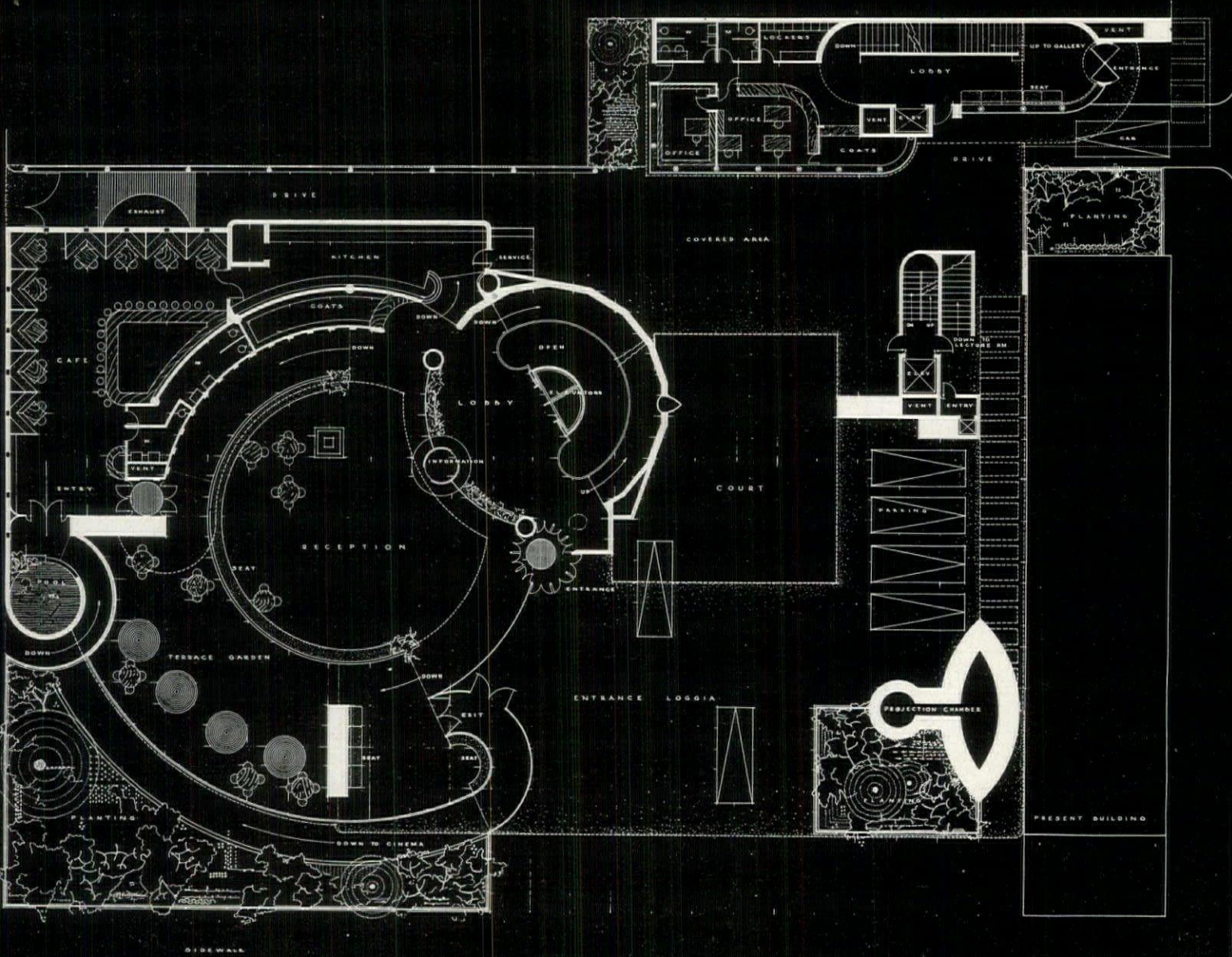
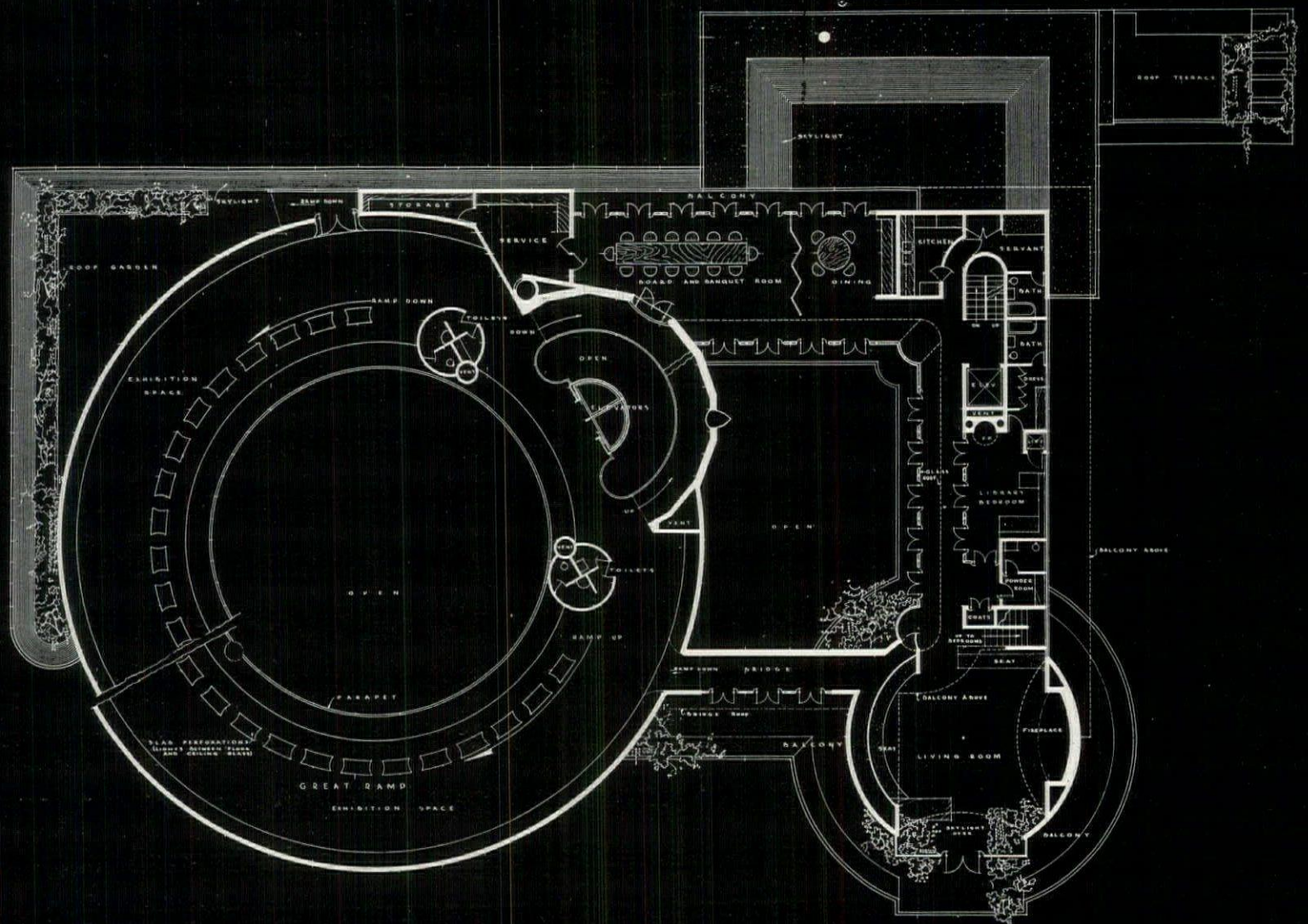


AT the top of this page is a glimpse of the esplanade which connects all buildings, enabling one to walk to and from each in shade or protected from rain. Below is a view of the library; at bottom a close-up of the stack-room. Opposite, are shown the exterior and interior of the library reading-room built of double-block walls. All walls and structural members are reinforced cast-concrete. Roofs, eventuating into trellises, are too new to be vine-covered as intended. Color of the buildings inside, as out, is a warm tan—lighter on the plain surfaces. Roofing edges down over the eaves are in verdigris bands of copper detailed to drip, so that no gutters are needed. Acoustics are especially fine. The buildings do not crowd each other as might be inferred from the paging here, but each has its own stretch of esplanade and intervening trees. The library is similar to the chapel in construction but the chapel is more airy and "Floridian" in character, with a poise that bespeaks the spirit in the letter. Concrete wall-perforations are filled with cut-glass jewels. Flower-tower sifts sunlight into the auditorium, seating 1000 persons in out-door light.



LIBRARY OF FLORIDA SOUTHERN COLLEGE. EXTERIOR OF READING ROOM FROM ESPLANADE. INTERIOR VIEW OF READING ROOM





for the Solomon R. Guggenheim Foundation will be on the block bounded by Fifth Avenue, 89th Street, New York City. As a project the design has had the same fate usual to an idea, since time began. Regarded from fright to enthusiastic approval.

to be taken by the uninitiated seems to be the solid continuous floor surface, winding about space, beginning on the second floor and extending to the great dome at the top above that central space within this central space is where the majesty and atmosphere of this building can best be

whole is primarily an interior one. From it the building itself expands skyward in a flood of sunlight, the grand ramp from the interior as well as the flood of bright daylight from the exterior.

that people looking at pictures on this unelastic wall-space will be aware of any positive arrangement of the pictures or in their own viewing them, is erroneous. As a whole the entire interior is so gently proportioned that made upon one is of complete repose similar to a calm sea, never breaking, never offering resistance to vision. It is this extraordinary quality of the building known only in movement that characterizes it, making it a more sentient and spiritual expression of feeling by way of building materials and pro-

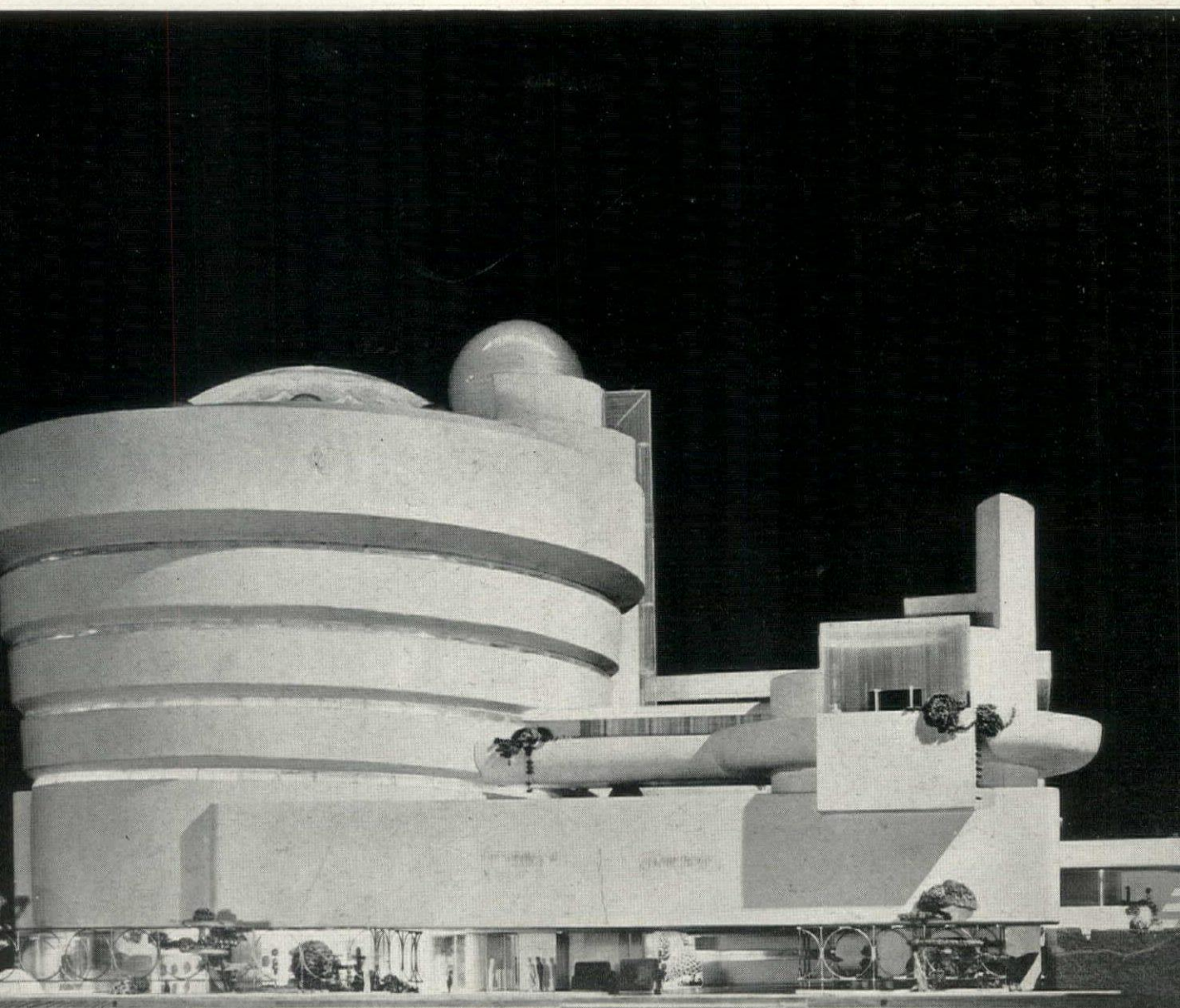
cesses than has yet been achieved.

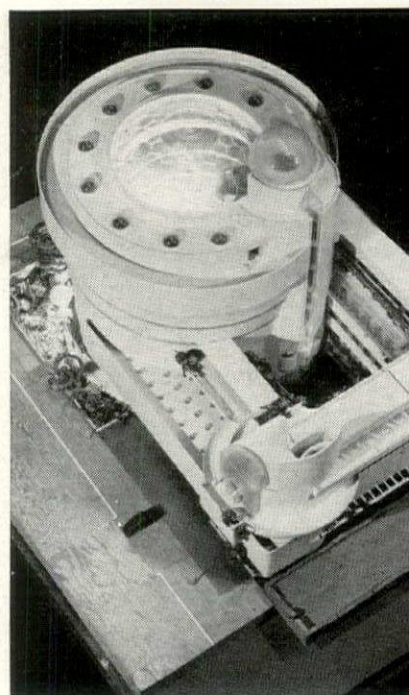
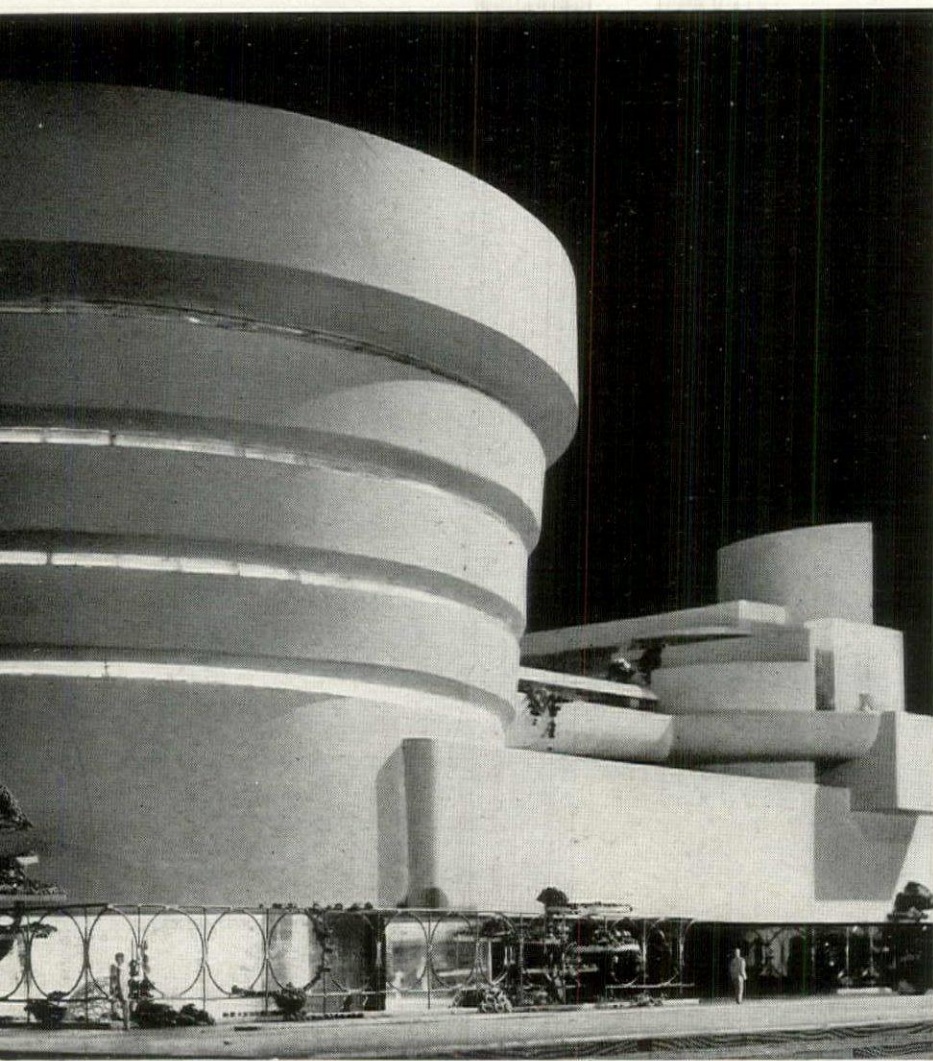
Possibly it is the simple commonsense of the idea that confounds its critics. The construction of the great ramp, like that of a sea-shell, is clear of interior supports of any kind, the fibrous floors being carried throughout from the outer walls. The glass dome, covering the interior space and protecting it from excessive heat, is double, the space between heated in winter, cooled in summer. The dome is translucent rather than transparent.

The simple arrangement for handling pictures is not only labor-saving, but picture-saving as well. No glass will be required upon them because of the complete air conditioning of the building interior, a proper degree of humidification being maintained the year round, and all entrances and exits guarded by dust-collecting vestibules. Nor will pictures require more than a negative frame because of the nature of the lighting.

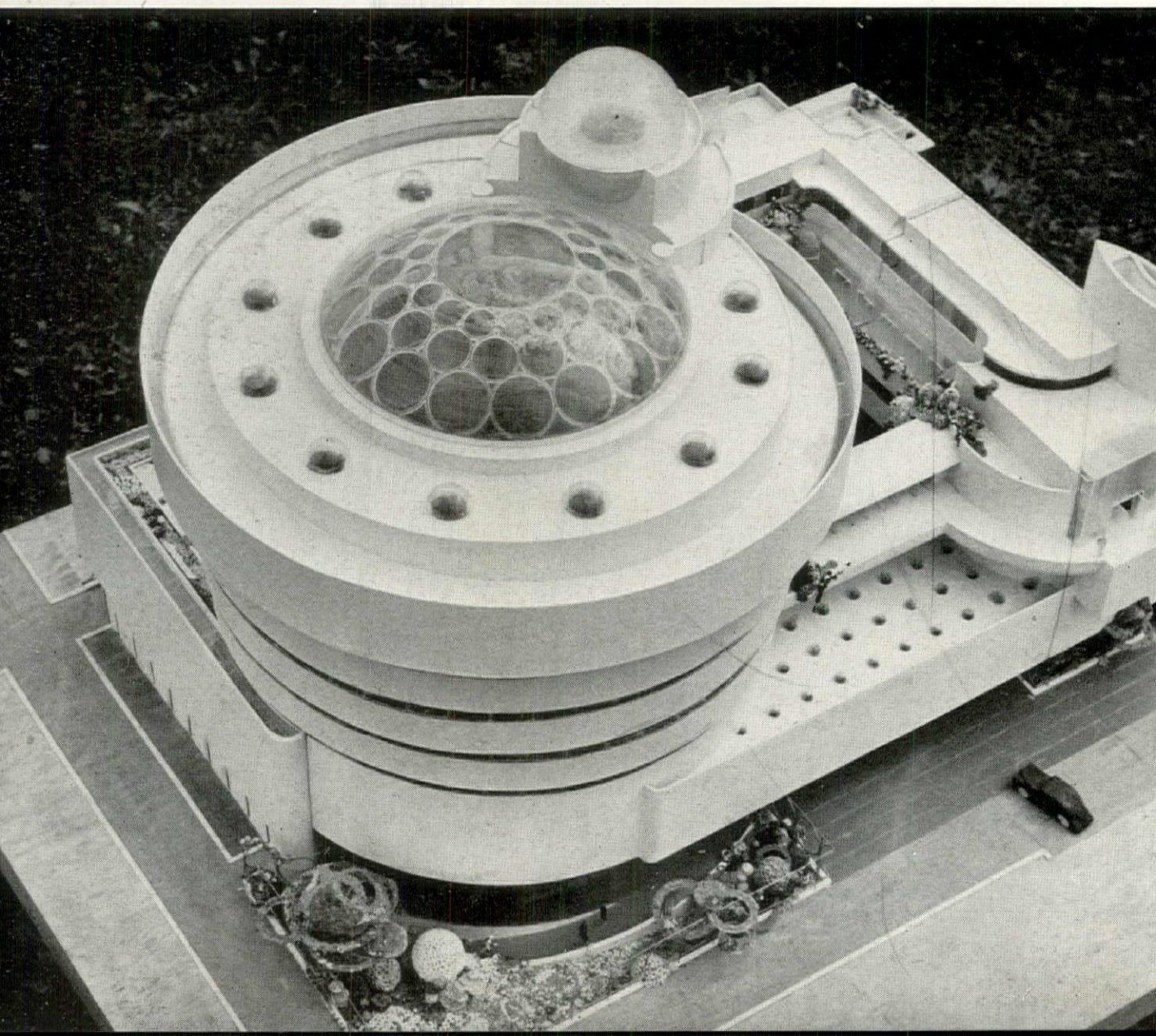
Entering into the spirit of this interior, you will discover the best possible atmosphere in which to show fine paintings or listen to music. It is this atmosphere that seems to me most lacking in our art galleries, museums, music halls and theaters.

Since the first studies of the Museum were published, additional ground has been purchased and the building changed not so much in constitution as in proportion: an annex extending to 88th Street, and 30 feet on Fifth Avenue added. At present the Solomon R. Guggenheim collection is being moved into temporary quarters as designed by the curator. Construction of the building is awaiting favorable building conditions.

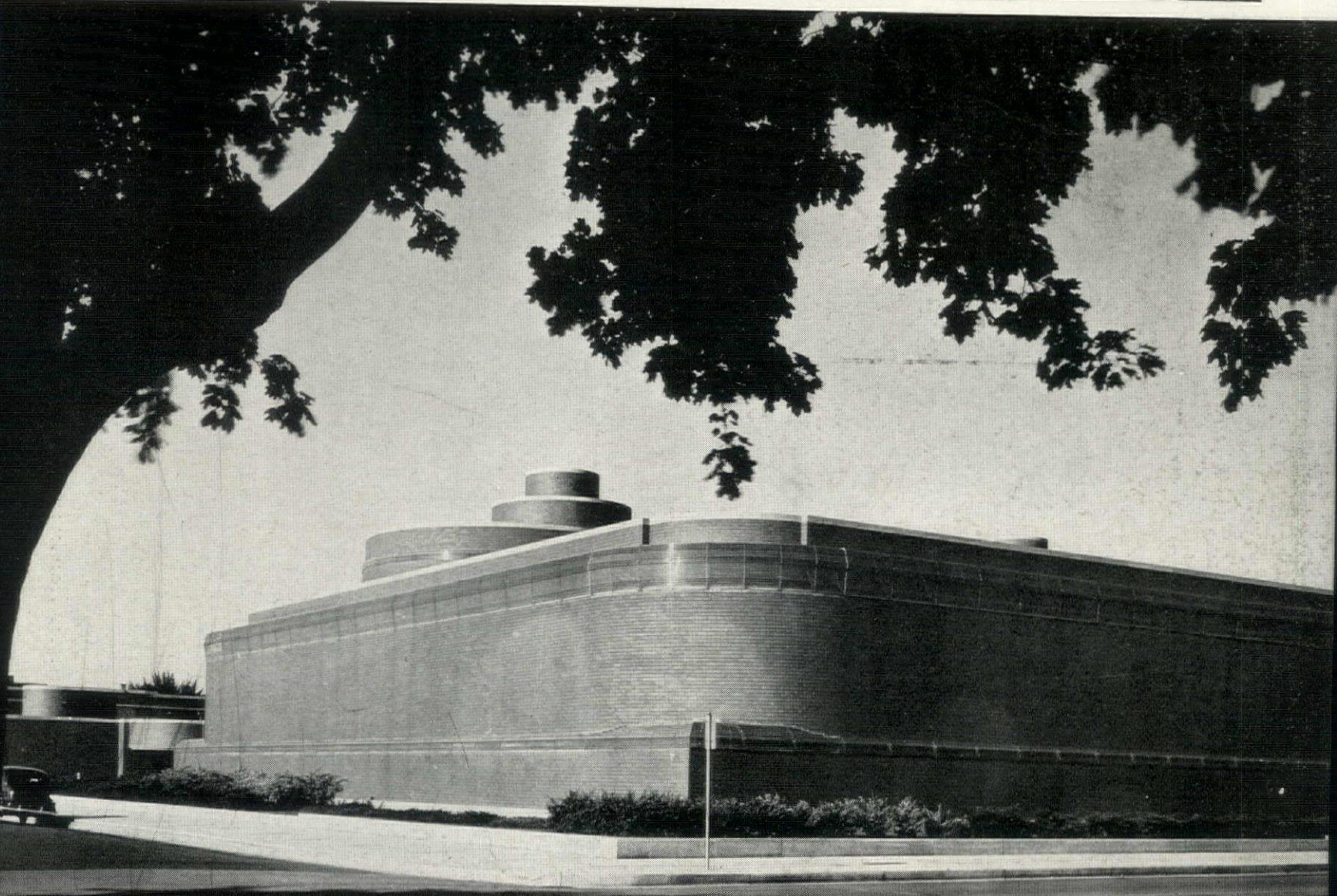
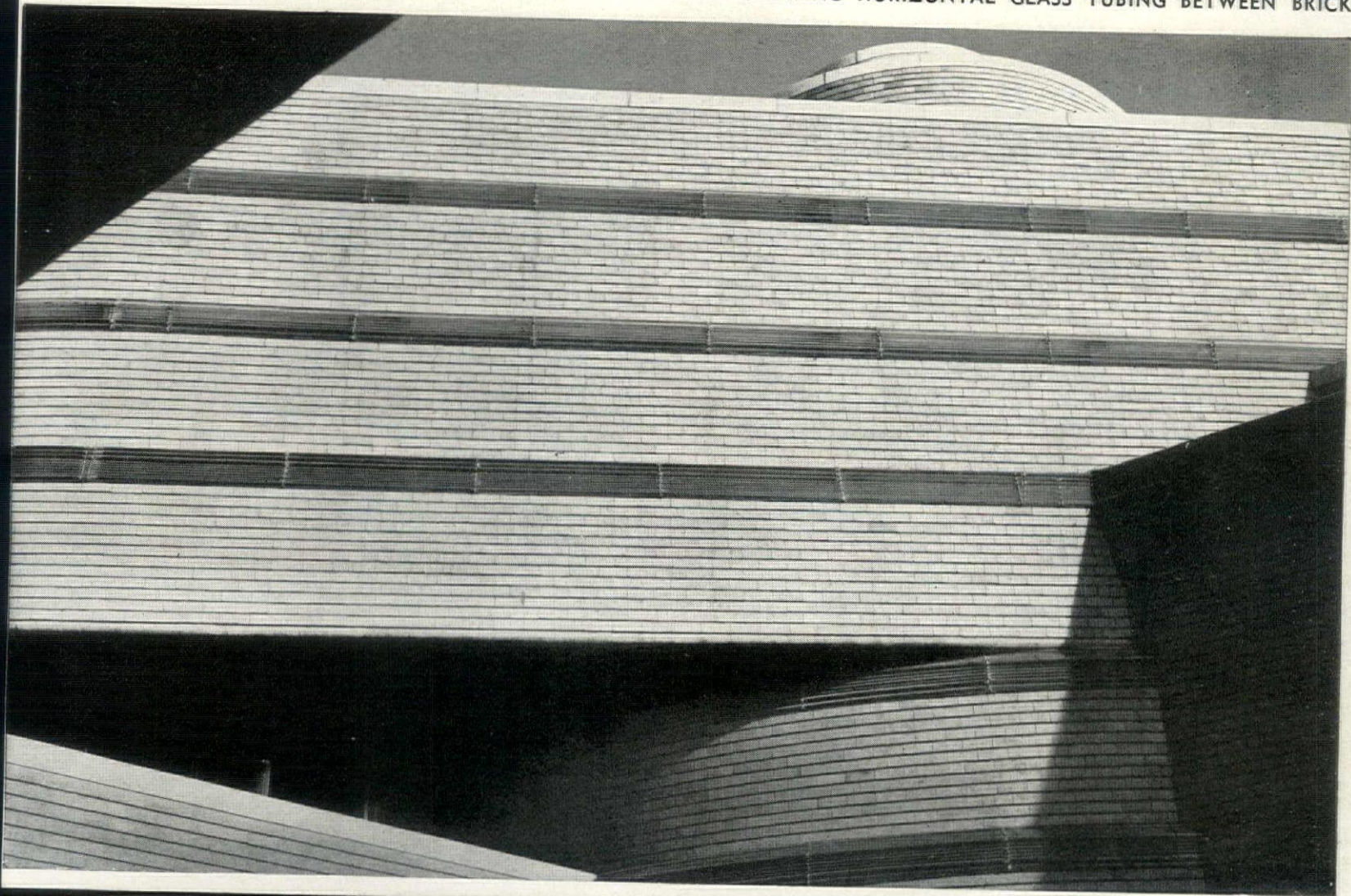




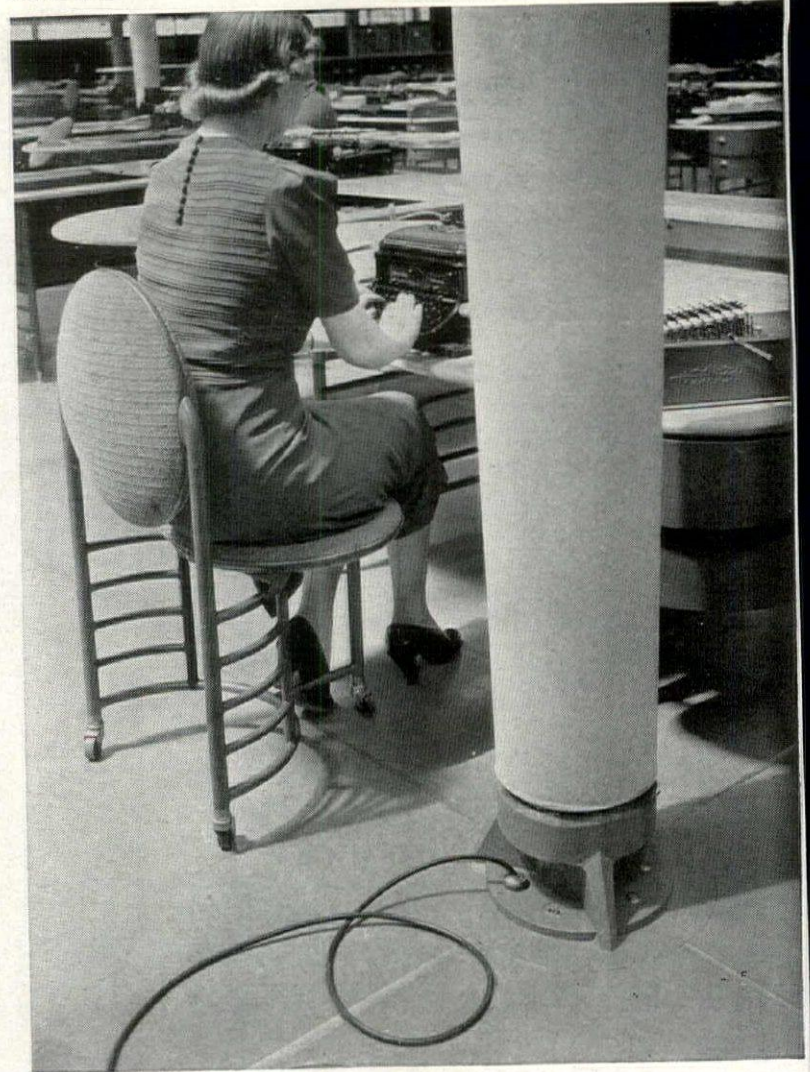
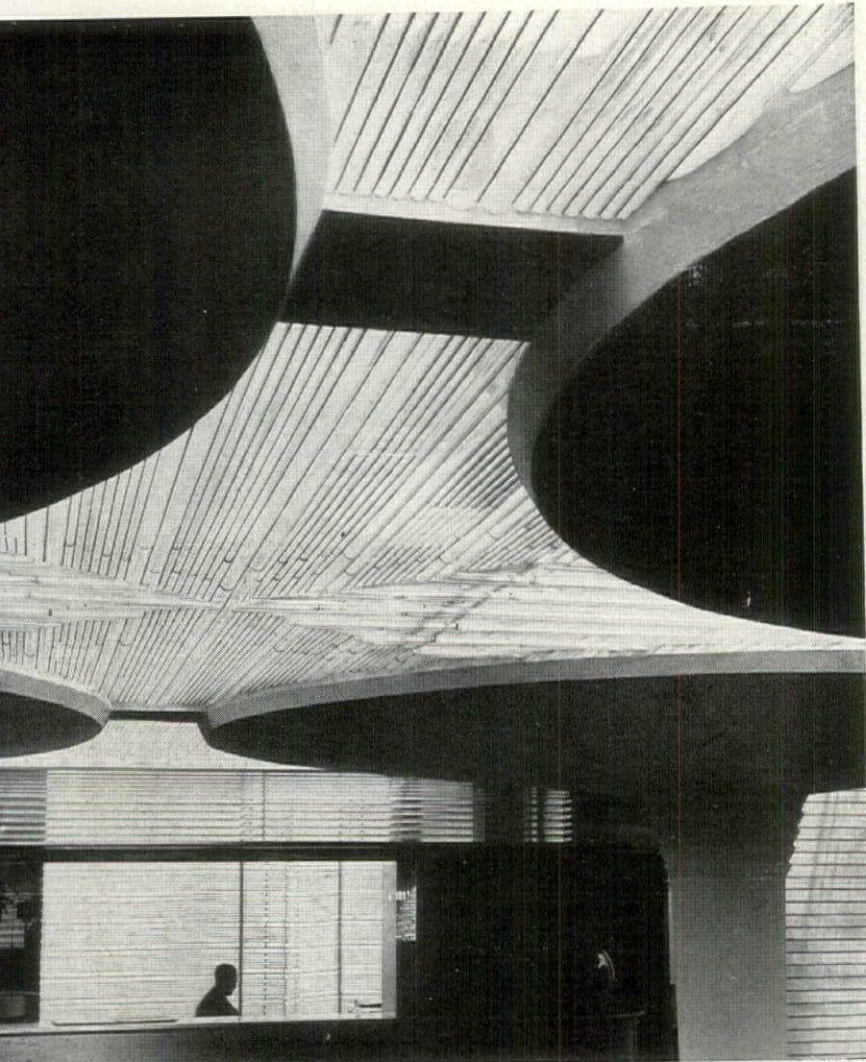
GLASS tubing, closing the interior walls of the Museum, is similar to the Johnson office-building at Racine. The dome is constructed of two thick layers of glass tubing spaced 5 in. apart with air conditioning. Striated bands of tubing lighting are constructed likewise. The effect is translucent; not transparent.



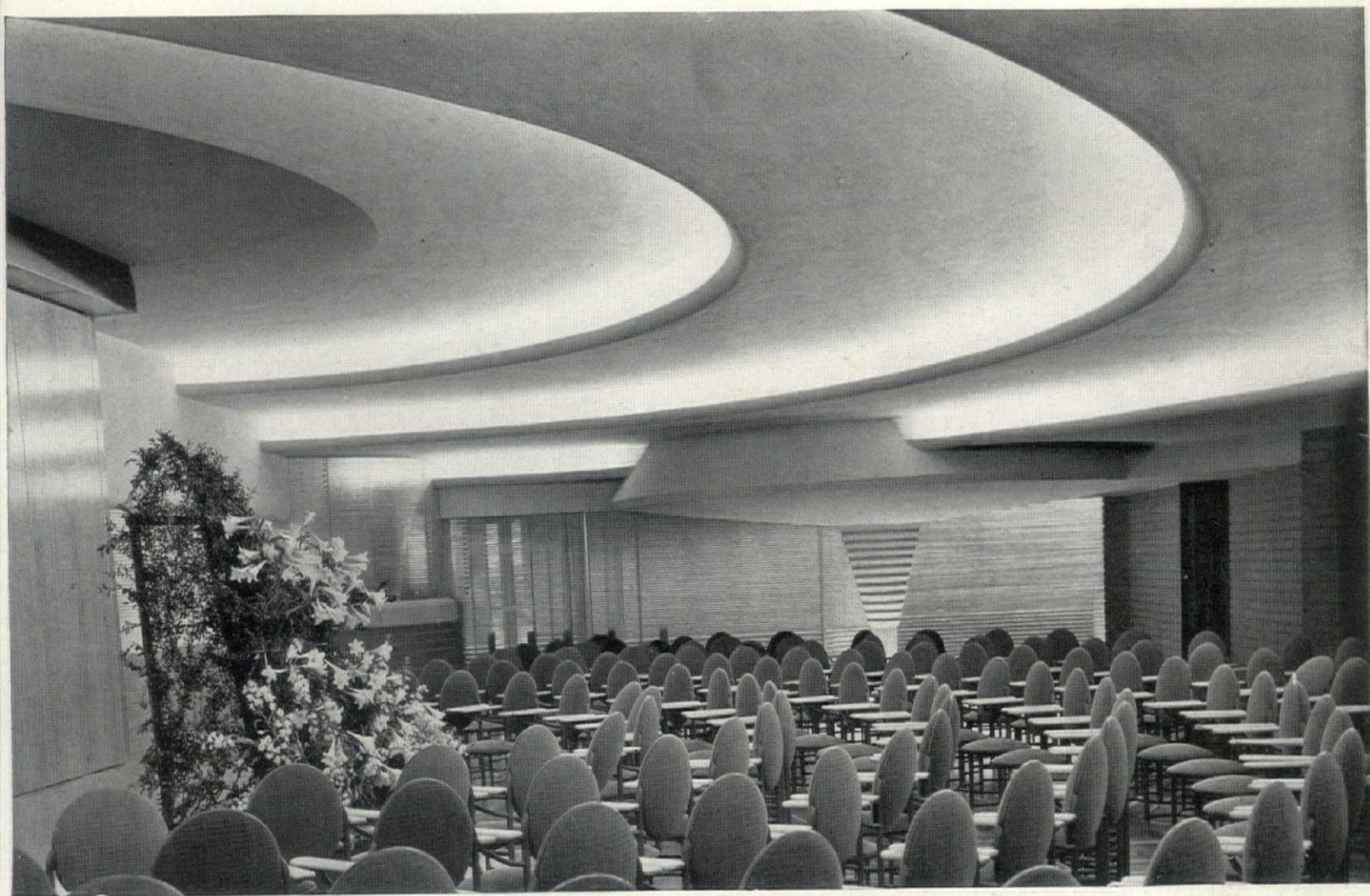
S. C. JOHNSON ADMINISTRATION BUILDING, RACINE. CLOSE-UP SHOWING HORIZONTAL GLASS TUBING BETWEEN BRICKWORK



DENDRIFORM COLUMNS OF JOHNSON BUILDING. DETAILS ABOVE; GENERAL VIEW BELOW. CEILING AND COLUMN ARE ONE

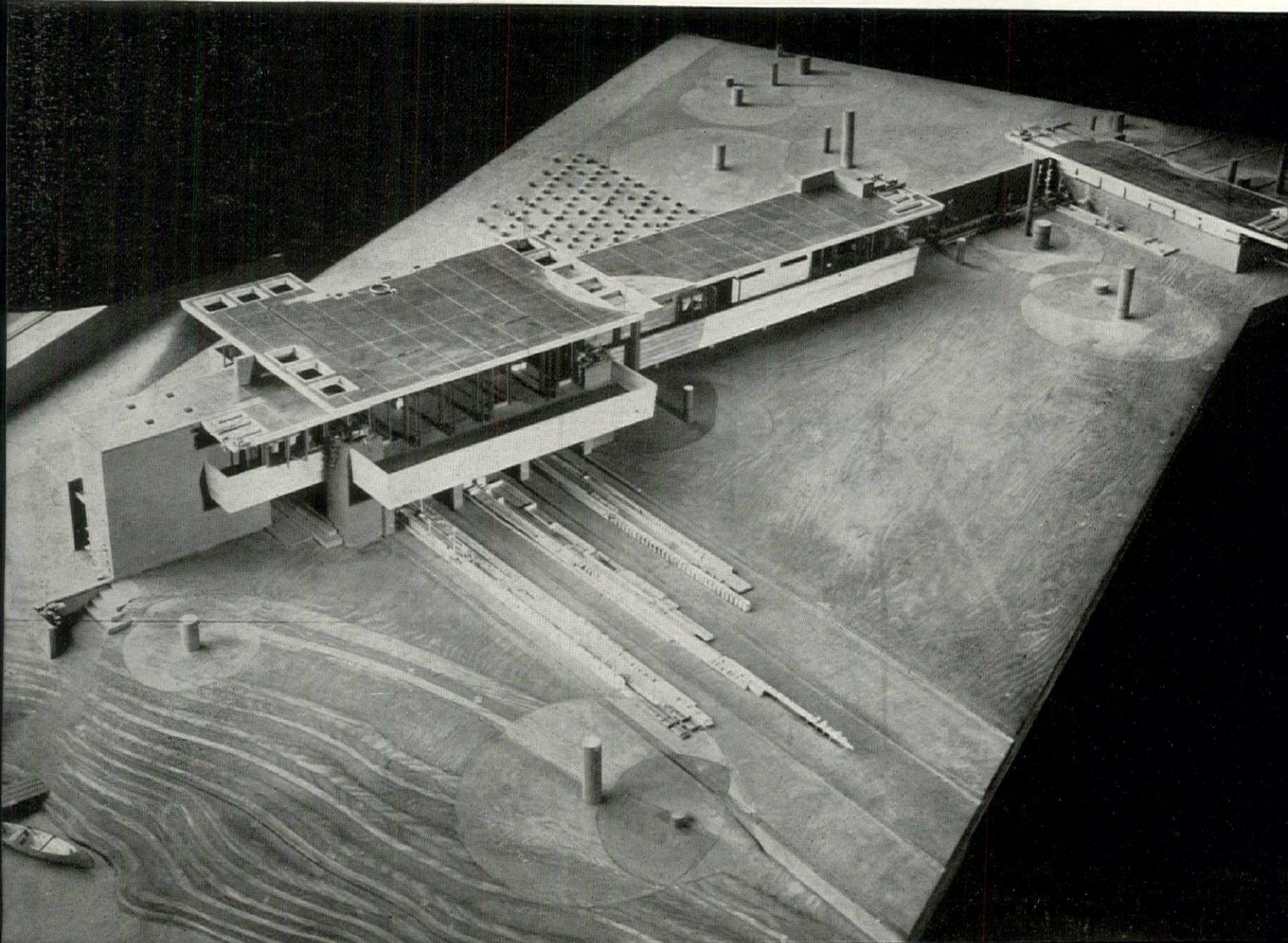
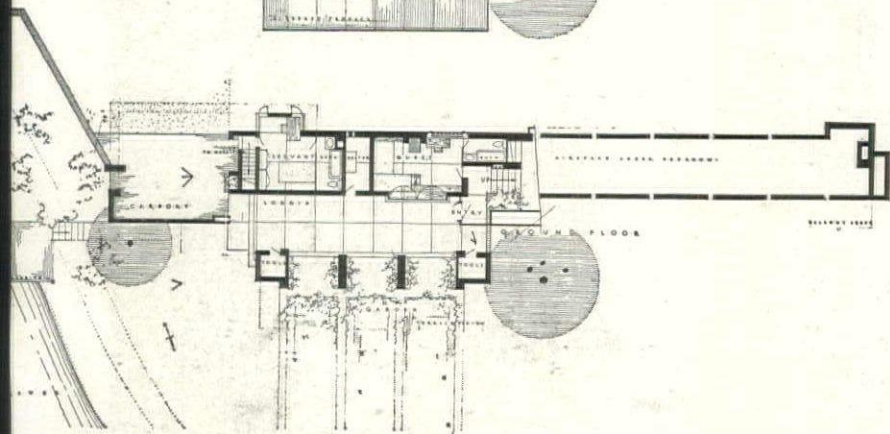
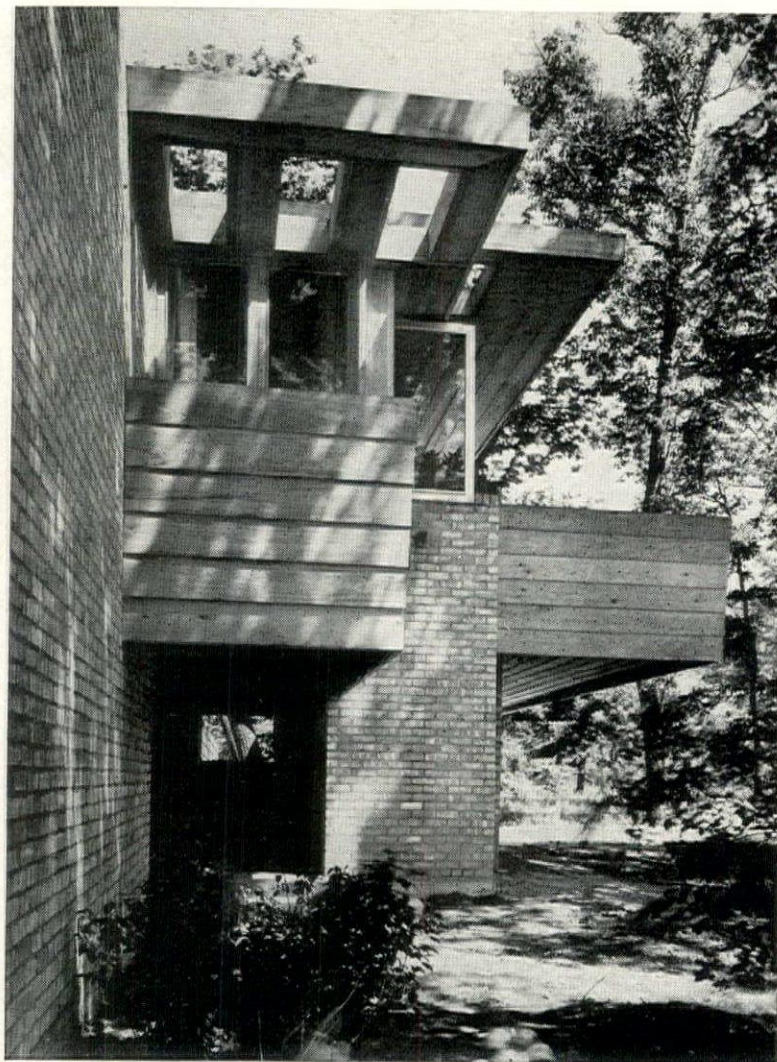
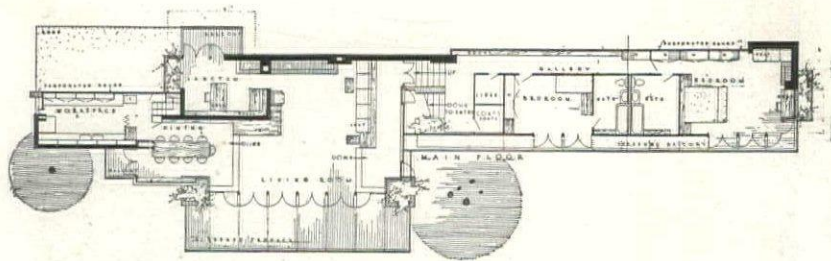


LECTURE ROOM USED AS CINEMA OR DINING ROOM. BELOW, GENERAL EFFECT OF BRICKWORK AND TUBING LAID SIMILARLY.

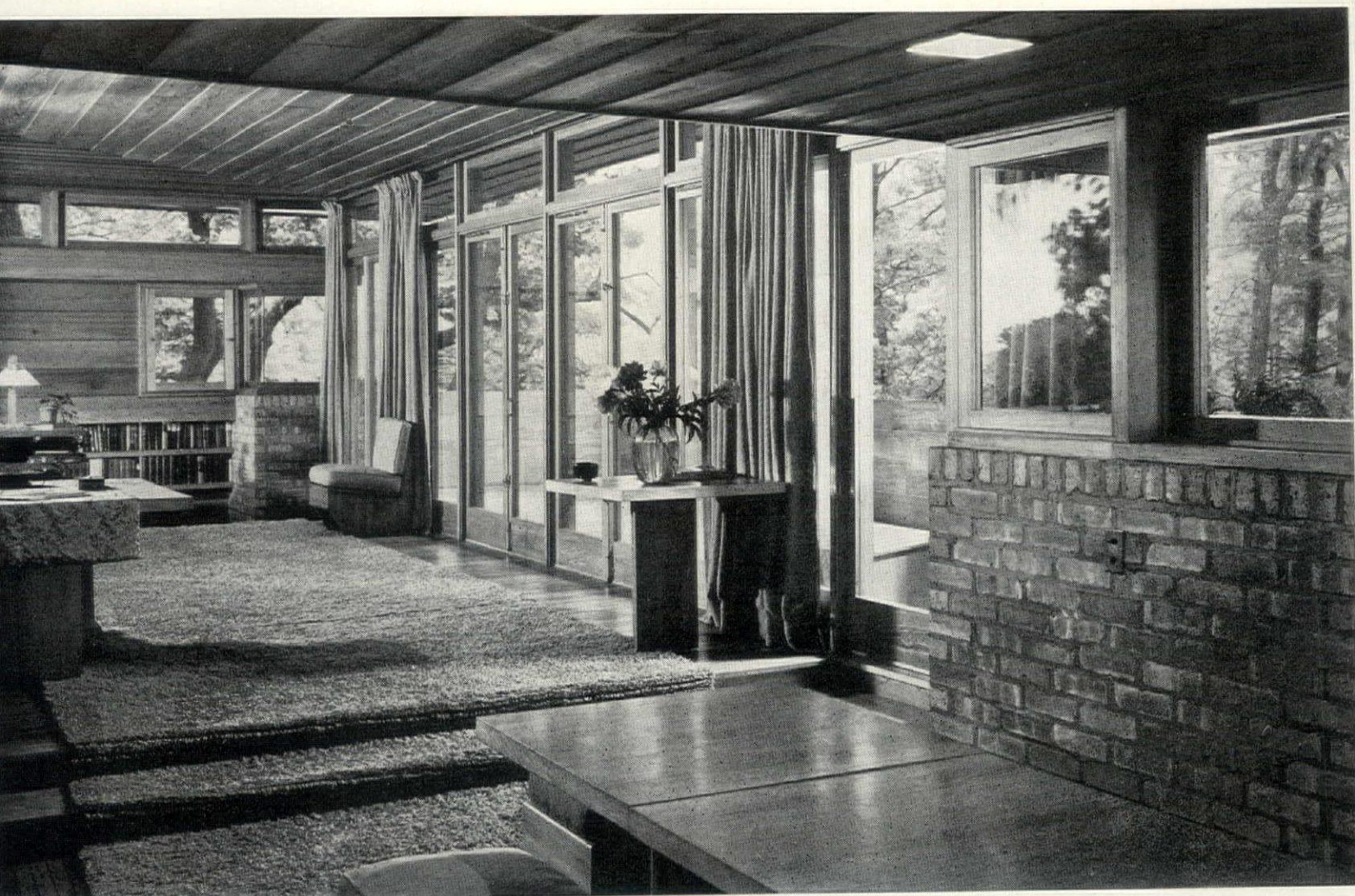


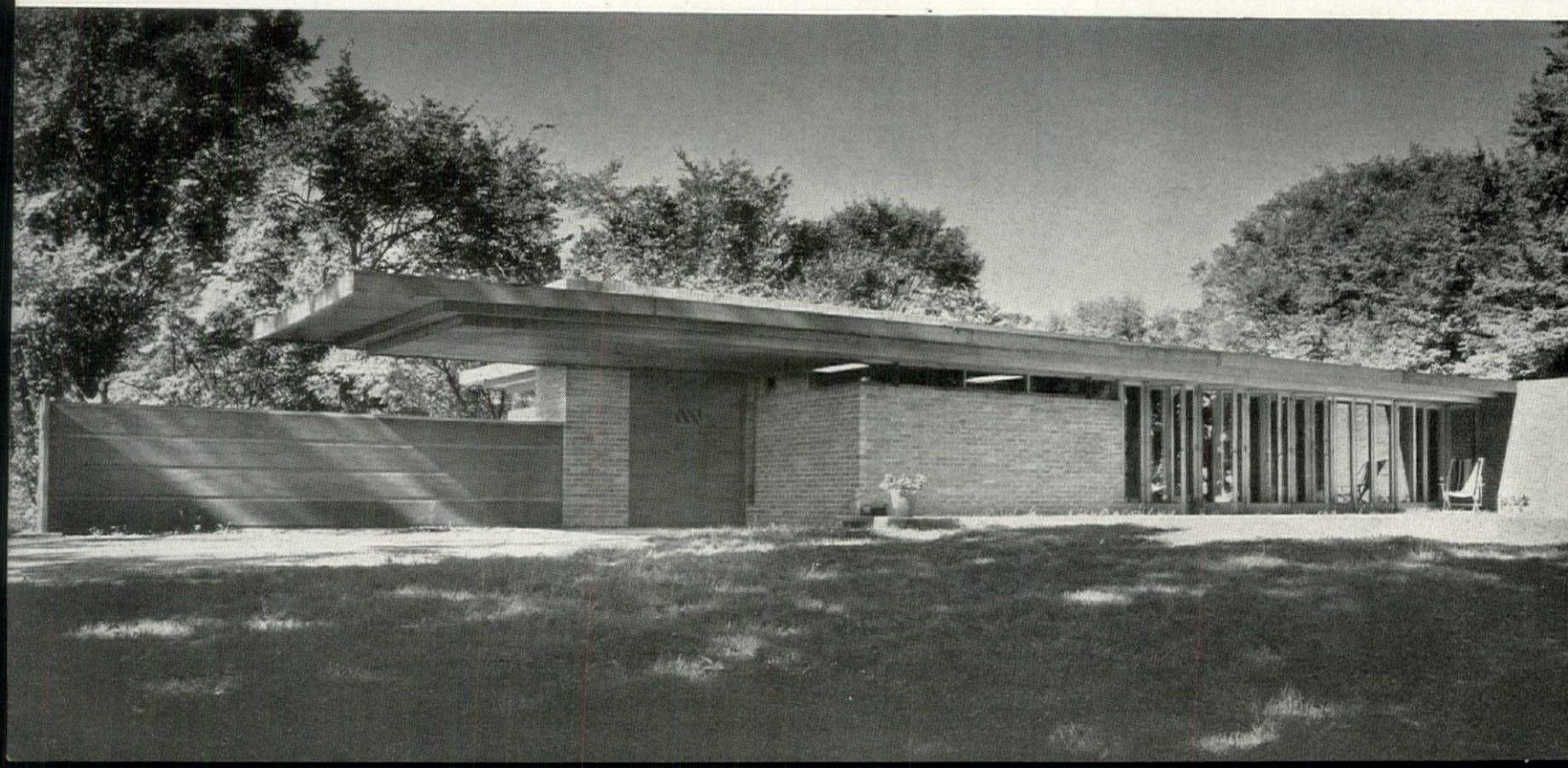
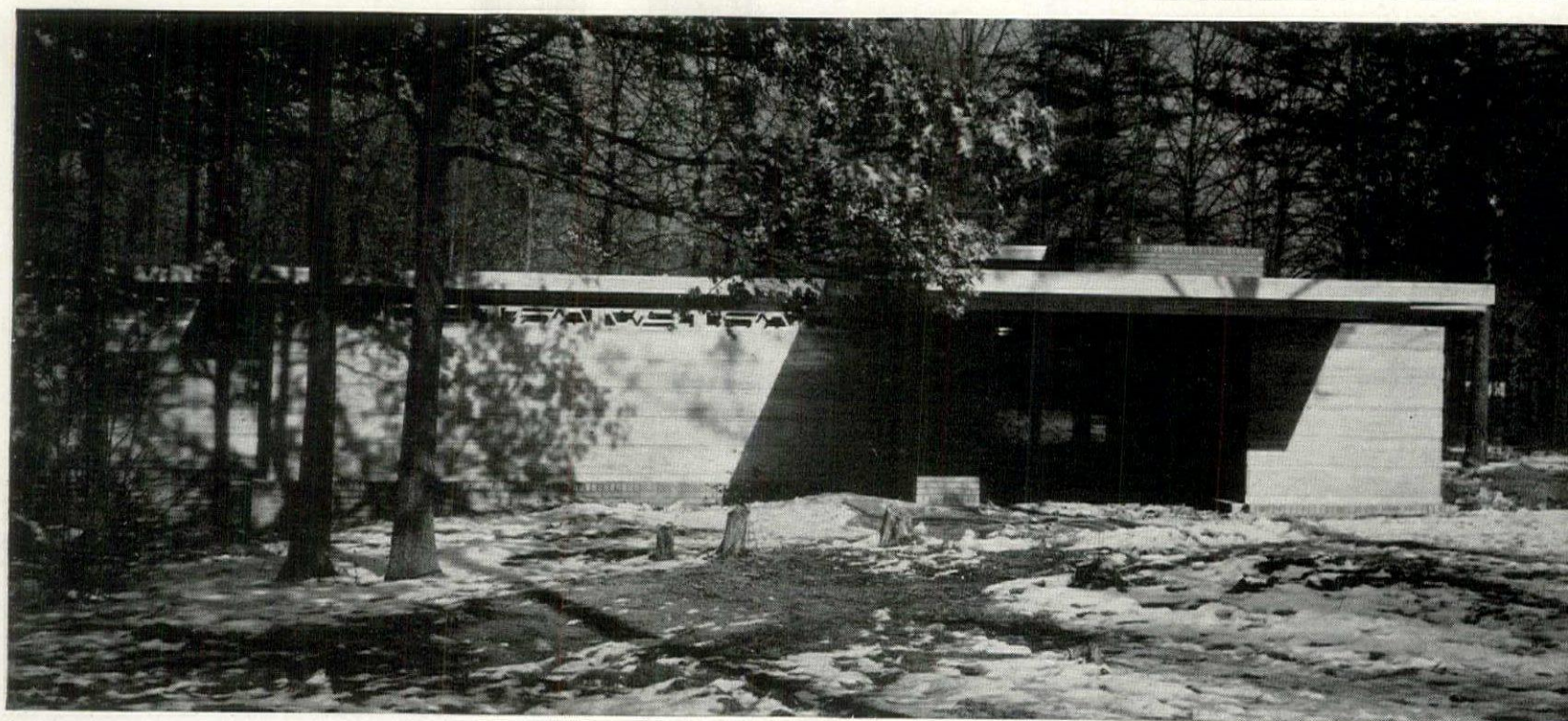
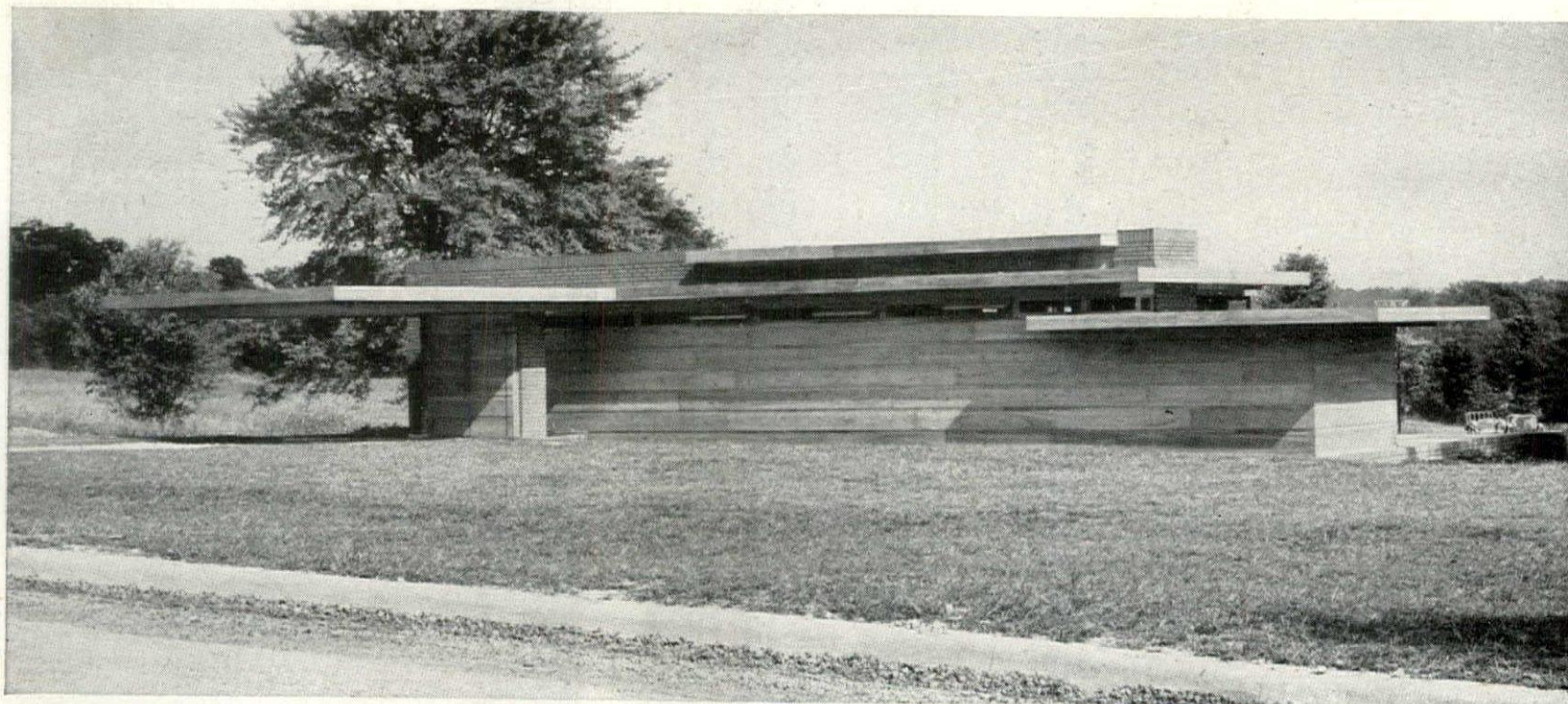
GROUND PLANS, DETAIL AND ORIGINAL MODEL OF THE HOUSE FOR MR. AND MRS. LLOYD LEWIS, LIBERTYVILLE, ILLINOIS

THIS prairie house for the Lloyd Lewis' is located on the low lands of the Desplaines river. It seemed desirable to lift the living rooms of the house a low story-height above the ground level. The view down the river is thus enhanced and the humidity of the region rendered less objectionable. The river flows alongside the house and a garden extends beside the river from the Entrance Loggia. A screened-in porch extends the spacious living room into a wide balcony overhanging and sheltering the entrance Loggia. Floor heated.

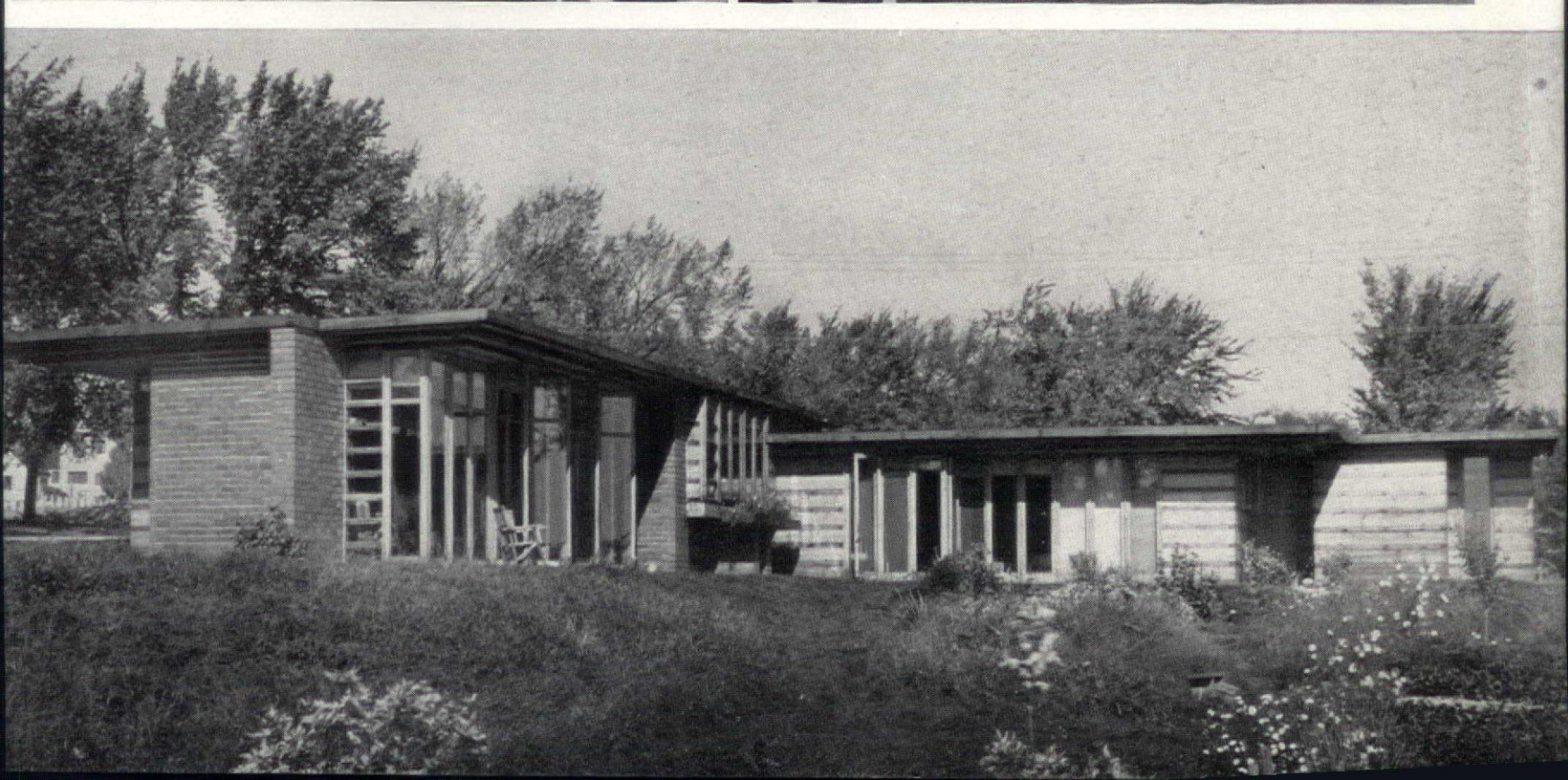
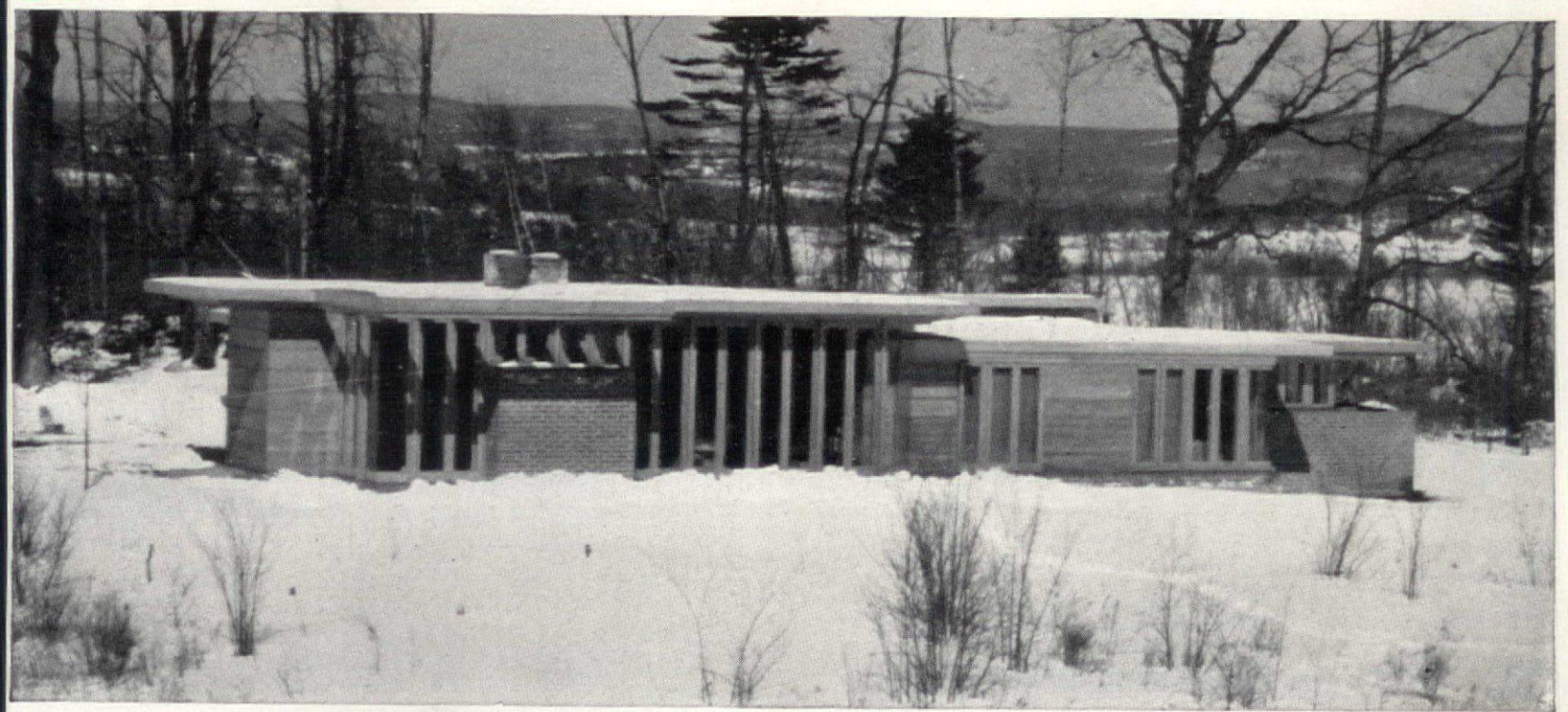


VIEWS OF LIVING ROOM AND DINING-ALCOVE. CYPRESS BOARD CEILINGS AND FURNITURE. ROSE COLORED COMMON-BRICK



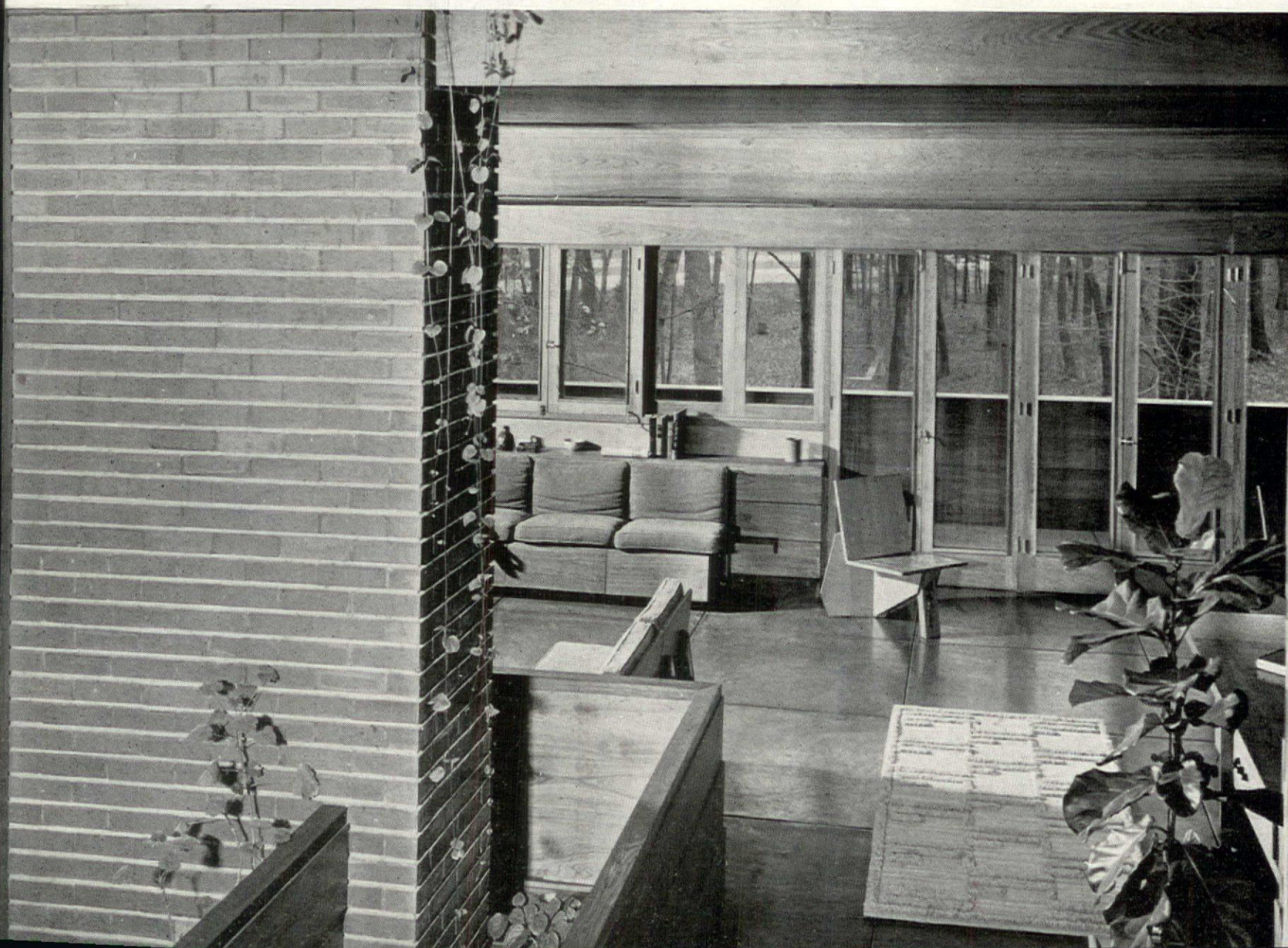


THEODORE BAIRD'S AT AMHERST, MASSACHUSETTS. HERBERT JACOBS' AT MADISON, WIS.



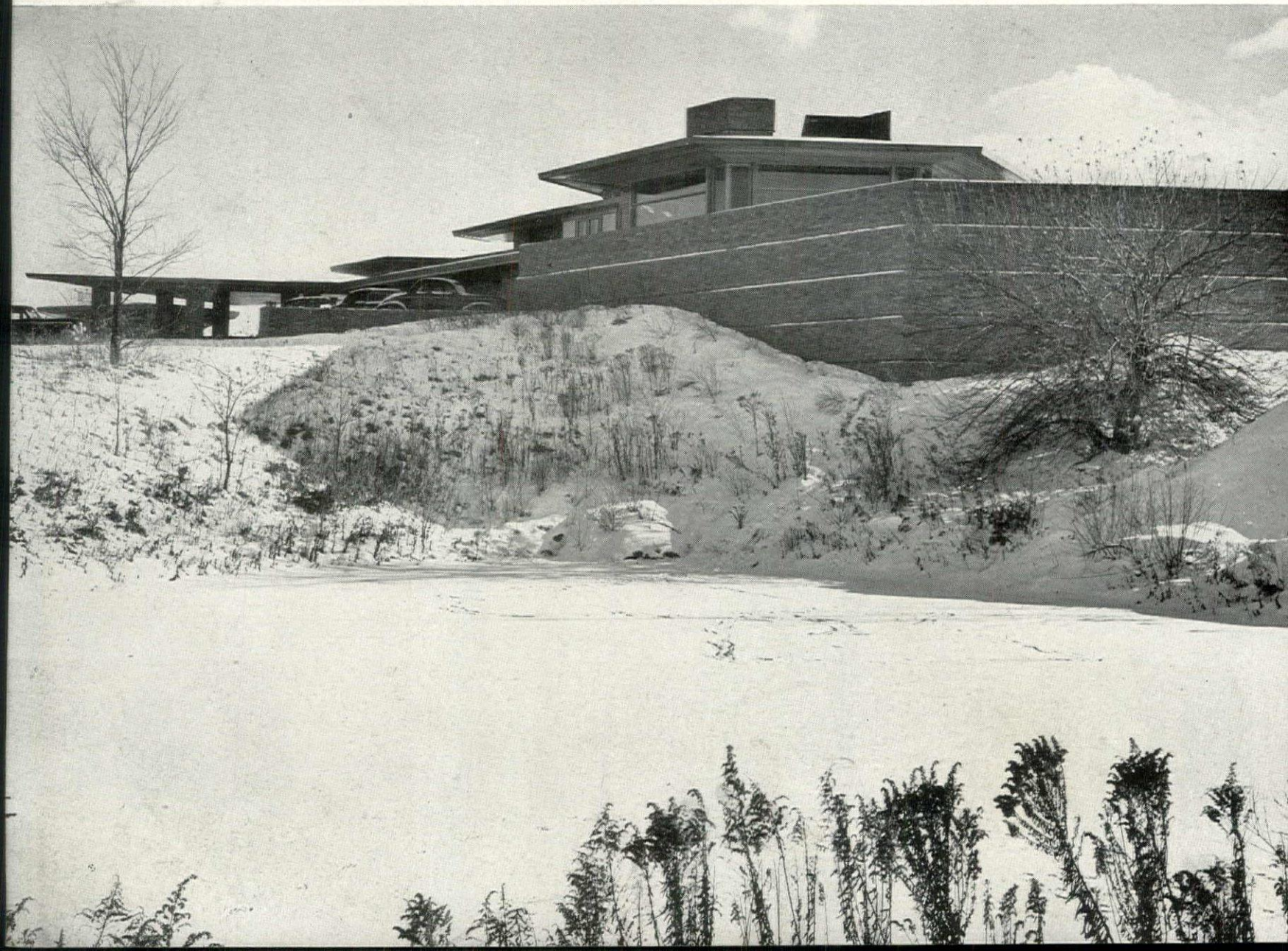
THREE DETAIL GLIMPSES OF CONSTRUCTION: FIREPLACE. SIDE ENTRANCE. (BELOW) ACROSS LIVING ROOM FROM

THIS brick and cypress plywood house at Bloomfield Hills, Michigan for Mr. and Mrs. Gregor Affleck, is another "up off the ground house" in a dense wood. It is nevertheless floor-heated and top-lighted. The plan is characteristic Usonian: one commodious room for general living purposes with bed-room privacy in an extended wing. In this case additional accommodation occurs in the ground floor basement.



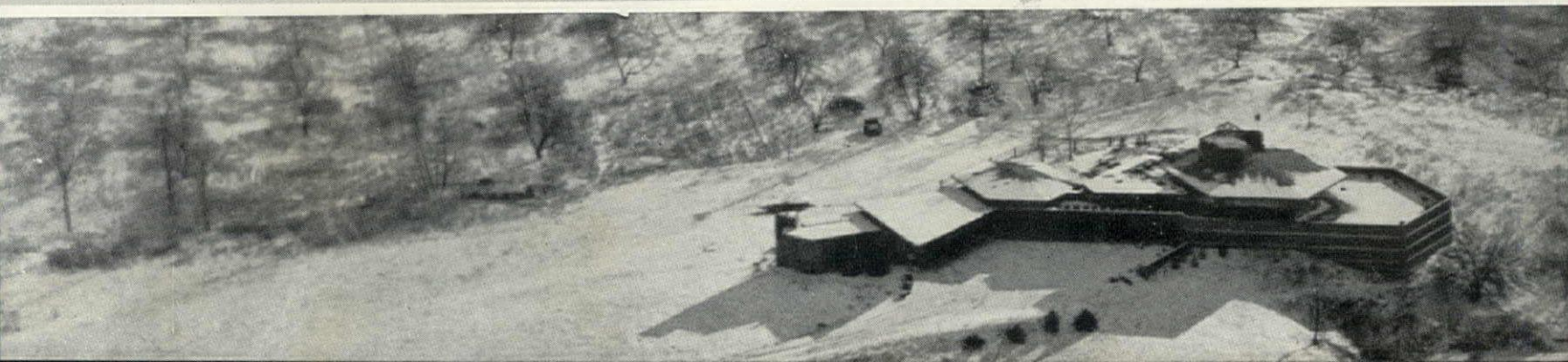
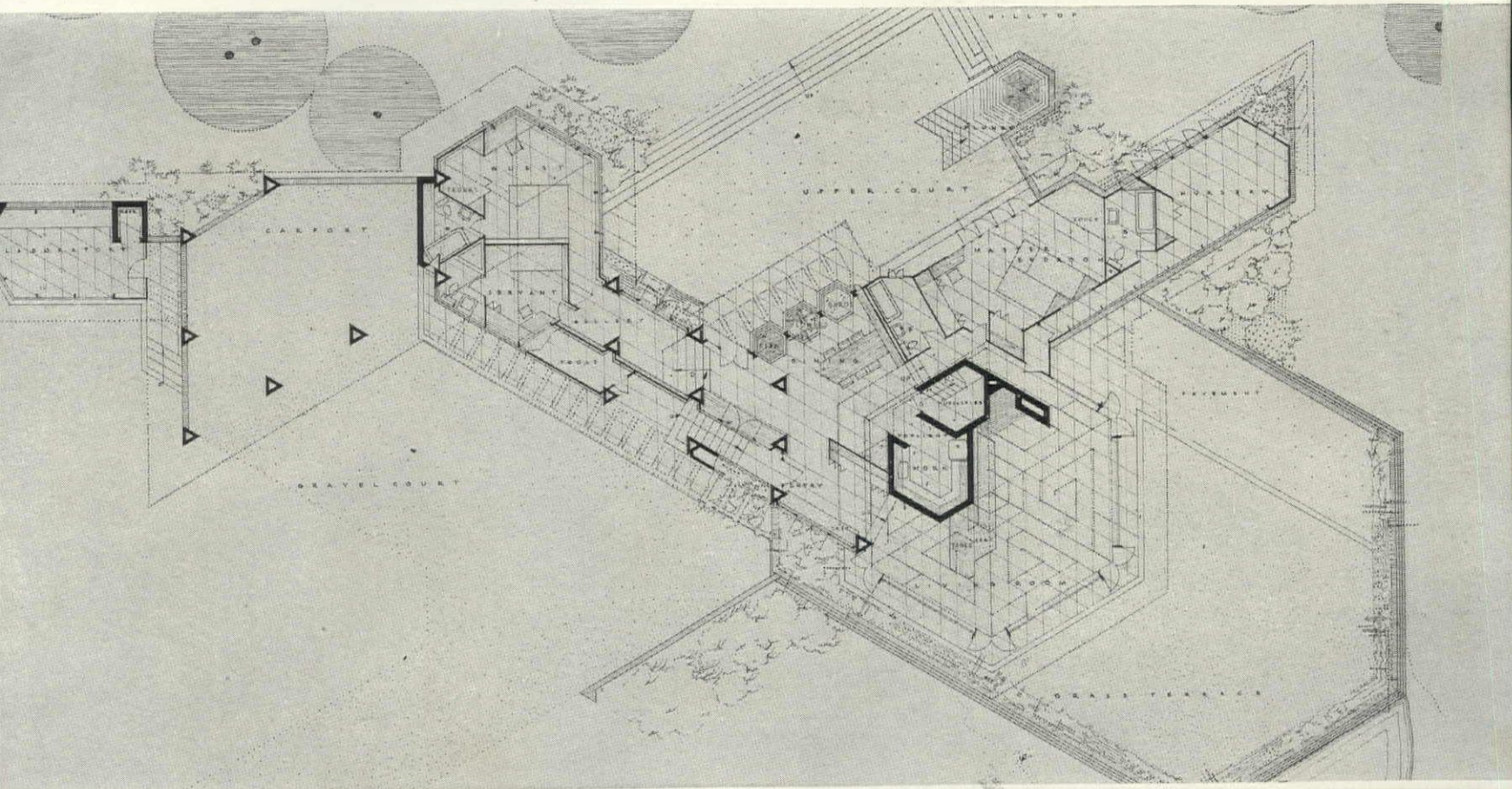
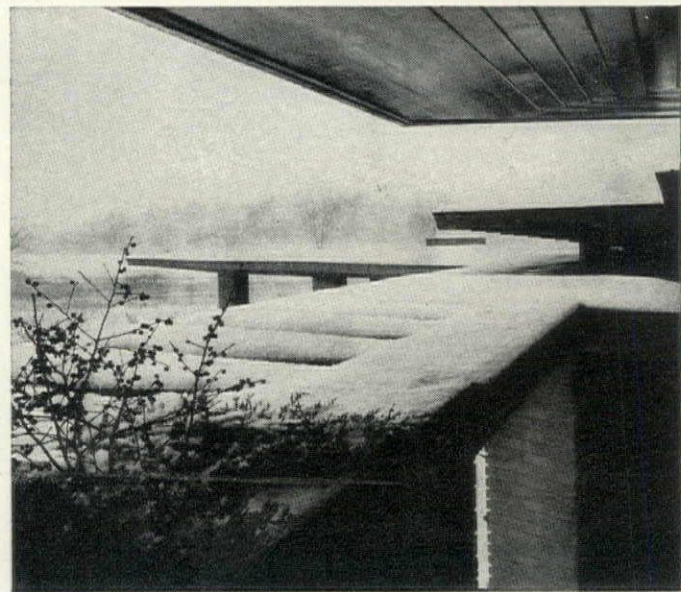
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"SNOWFLAKE" AT PLYMOUTH, MICHIGAN: FIREPLACE. DINING-ALCOVE WINDOWS. (BELOW) SUNLESS EXTERIOR WINTER VIEW



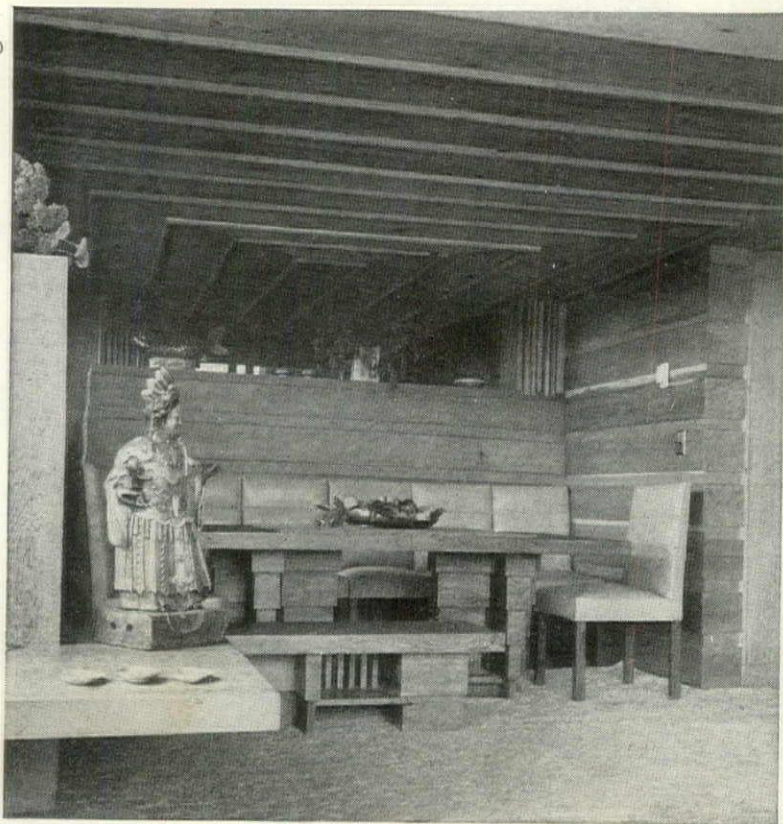


"SNOWFLAKE" is the name of the country home designed for Mr. and Mrs. Carl Wall at Plymouth, Michigan. One of the more elaborate Usonians, this dwelling like the Paul Hanna House at Palo Alto, California, is based upon a hexagonal unit throughout. The "hex," being more human than the rectangle, affords easier circulation and nestles more readily into its environment. The house is the usual three-ply board-wall and brick-wall type. The interesting adjacent lodge and country-stable are not included here owing to lack of space. Concrete floors are heated.



THREE VIEWS OF REDWOOD DESERT-DWELLING NEAR PHOENIX, ARIZONA BUILT FOR THE PAUSON SISTERS OF SAN FRANCISCO

THIS single redwood-board wall house was erected in the Arizona desert. An attempt at super-economy was given stability by heavy masses of desert-stone cast in wooden forms. The Pausons did well by their house, furnishing it and living in it with charm. Unfortunately, renting it for a season, the house was burned to the ground. It is now about to be rebuilt.



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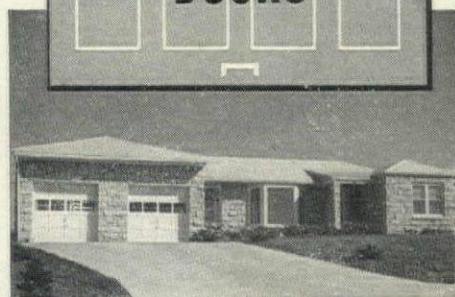
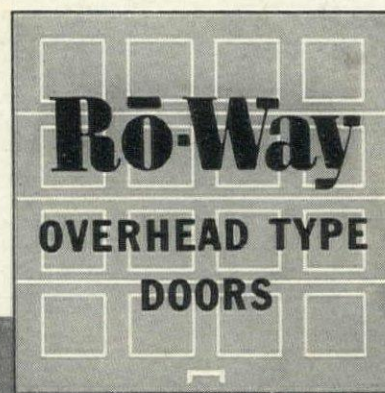
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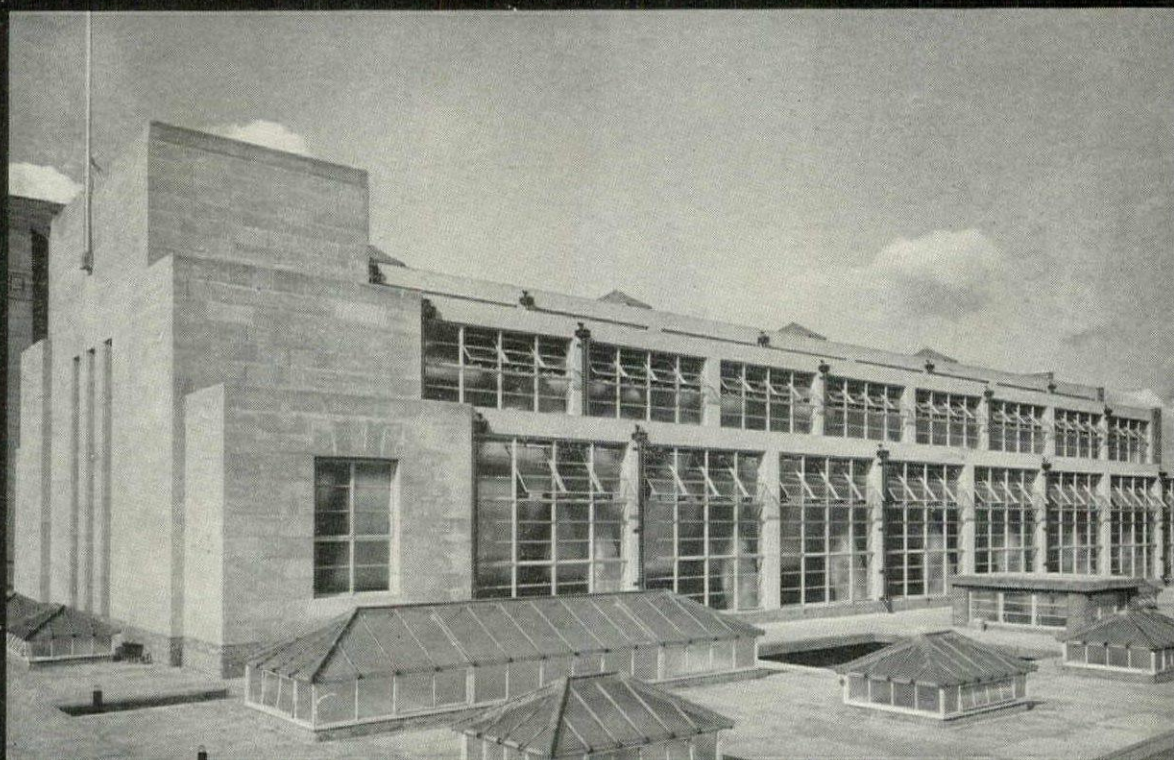
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The Lok'd Bar design creates a union of vertical and horizontal muntins that has twice the strength of ordinary sash bars, providing extra resistance to the shock of banging ventilators and the strain of wind pressure.

Lok'd Bar sash sections, with flanges rolled in one piece, do away entirely with applied weatherings and have no exposed cracks to invite rust from rain or corrosion from smoke and fumes.

Ventilators are either pivoted or commercial projected. Their integral weathering flanges, closing tightly on ample bearing surfaces, reduce wind infiltration to less than three quarters of one cubic foot air per minute at 25 m. p. h. wind velocity, giving greater interior comfort and saving fuel to the owner.

For the life of any building, especially in exposed locations in industrial or commercial districts, HOPE'S Lok'd Bar Factory Sash show less depreciation, cost less and demand less attention for upkeep and give lasting satisfaction to the owner. Write for Hope's Lok'd Bar Factory Sash Catalog.

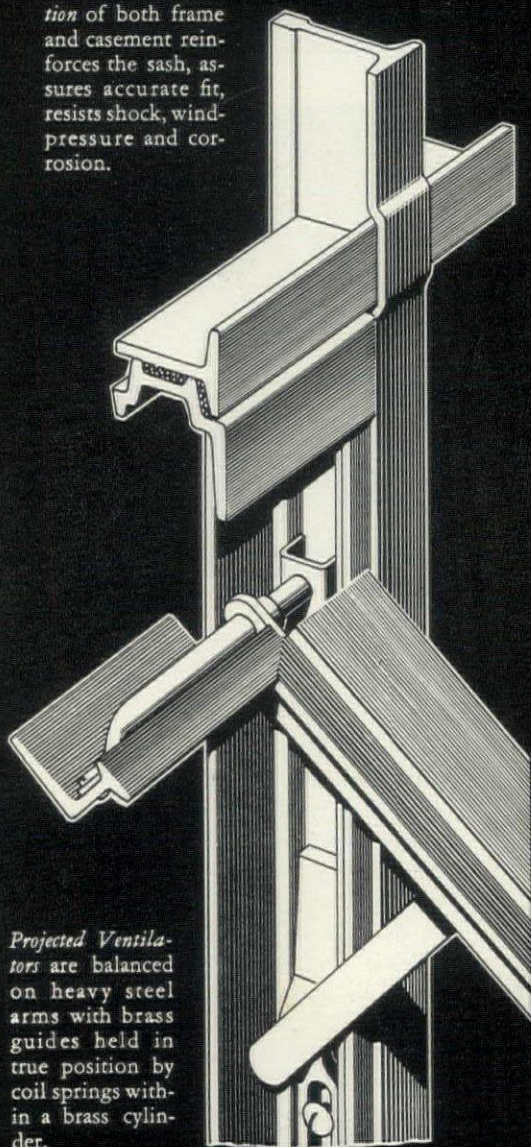
HOPE'S WINDOWS, INC., *Jamestown, N. Y.*

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS

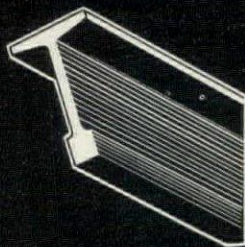
FACTORY SASH

PIVOTED OR COMMERCIAL PROJECTED DESIGN
AND CONSTRUCTION FEATURES

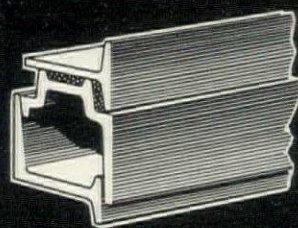
Solid Welded Ventilator Unit Construction of both frame and casement reinforces the sash, assures accurate fit, resists shock, wind-pressure and corrosion.



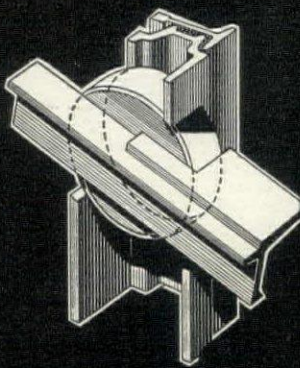
Projected Ventilators are balanced on heavy steel arms with brass guides held in true position by coil springs within a brass cylinder.



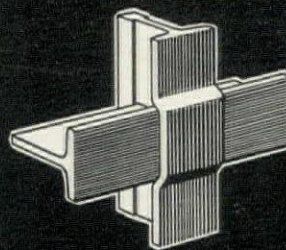
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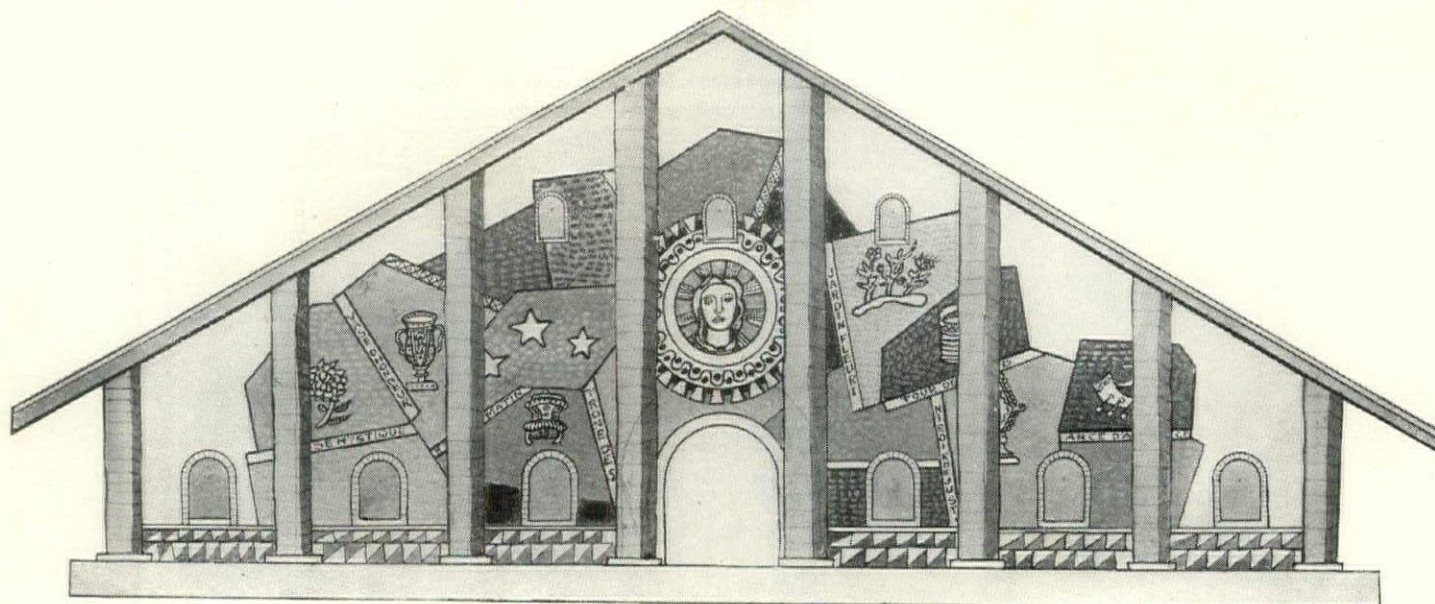
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Main facade is embellished
by Leger's vast mural.
Front elevation is shown below



Lurcat (left)
shown with his
tapestries

CHURCH AT ASSY

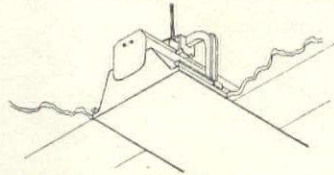
Located in Haute Savoie, a French department forming the south shore of Lake Geneva, this recently completed church nestles in a hollow in the mountains at an altitude of 2,000 meters. It was built under the direction of a Dominican Father who had the taste, courage and presumably the means to marshal the talents of some of France's leading artists for its design and execution. In keeping with its rugged and majestic surroundings, architects Novarina and Mallot evolved a bold modernization of the traditional style of the region. The result is a striking edifice which retains a certain rustic warmth through the use of rough wood and strong color. The main portico has exposed framing on the under side and the whole facade behind the columns is occupied by Fernand Leger's symbolic mural. Stained glass windows were executed by the painters Bazaine, Derain and Roualt. One of the latter's works is shown at left. The interior has a huge painting by Bonnard which was especially commissioned for this church and represents the last completed work by this artist before his recent death. The tabernacle is the work of Braque while the Stations of the Cross are depicted in tapestries by Lurcat.

The closest counterpart of such close collaboration among top flight artists in an ecclesiastical building is, of course, the church at Pampula, Brazil. The church at Assy, however, is the first outstanding European example and one which it is hoped will establish a precedent. (Continued on page 164)

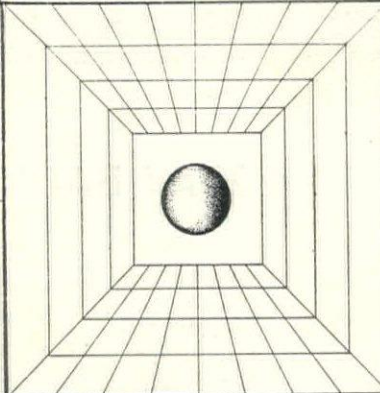


Original sketch for
madonna window by Roualt (left).
The artist at work (above).

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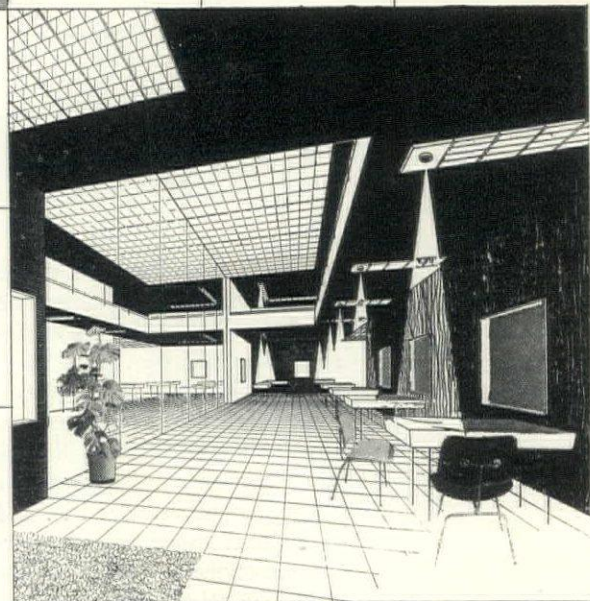
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JACOB BROMBERG

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TODAY, with families moving into apartments and housing developments as fast as they're made available, there's a greater appreciation for *silent* refrigeration than ever before. Tenants associate silence with modernity. They reason that every step away from mechanical noise is a step toward happier home life. And the owners and architects want refrigerators that give *dependable, year-after-year service . . . at low cost*. That's why more and more tenants prefer—and more and more owners are ordering—Servel.

Unlike other type refrigerators, Servel operates with no moving parts. A tiny, silent gas flame does the complete job of circulating the refrigerant through the Gas Refrigerator's simpler, basically

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IT'S THE ONLY REFRIGERATOR THAT—

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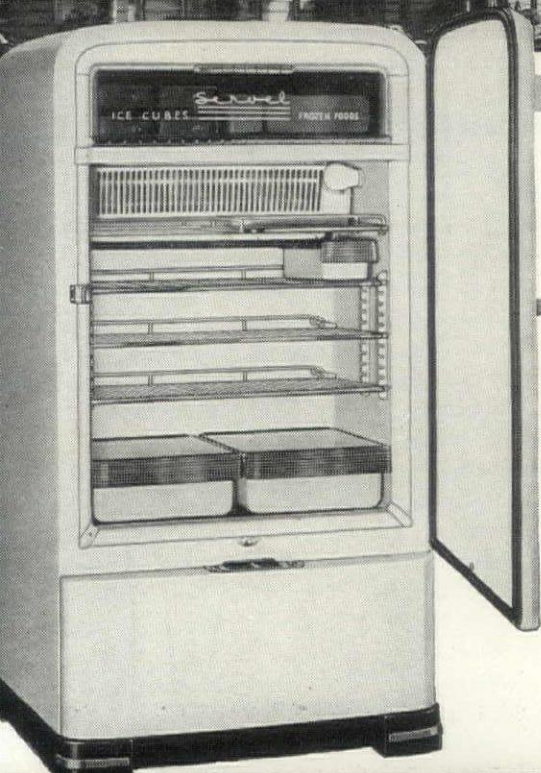
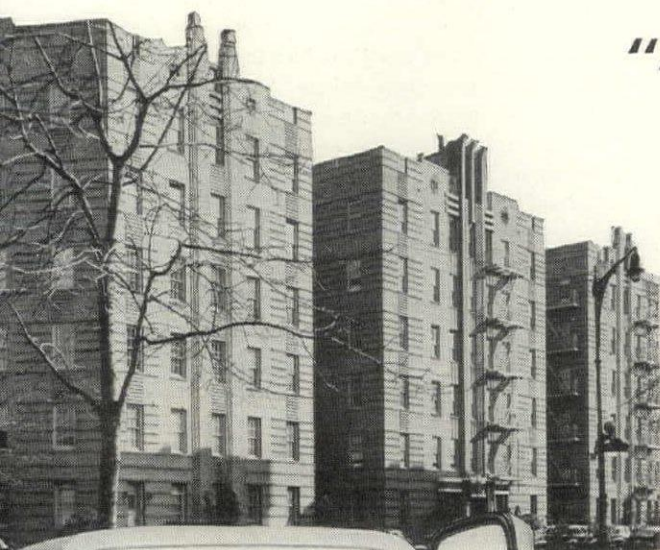
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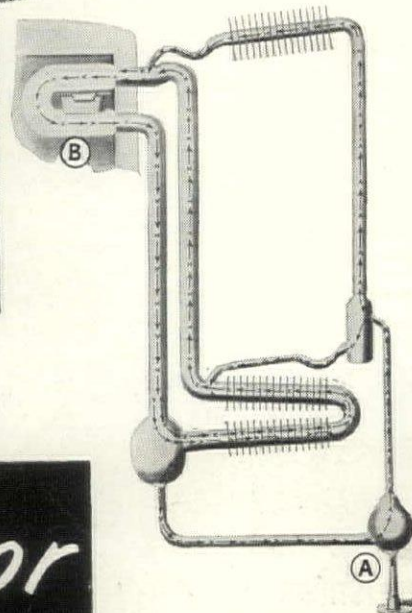
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BOOKS

PILLAR TO POST. By Osbert Lancaster. Transatlantic Arts, Inc., New York. 80 pp. Illustrated. 6½ in. x 9½ in. \$2.25.

Originally published in 1938 and aimed at the English layman, the undiminishing value of this book and its still timely relevance to American as well as British suburbiana puts a birthday celebration in order. Mr. Lancaster has written a wise and comic book. It is delightful and stimulating to find him so smoothly projecting the Horatian principle that a work of art should entertain as well as instruct. Moreover, it is essential that architects, as well as lesser mortals should occasionally indulge their sense of humor.

In his light-hearted fashion, Mr. Lancaster has something serious to say. He attempts "to induce an attitude towards

architecture less reverent and of greater awareness" in the private citizen. The universal awe and ignorance he blames chiefly on Mr. Ruskin, whose windy confusion of metaphysics and architecture frightened the populace away. This charge is perhaps, a little unfair, as Ruskin, surrounded by rapid industrialization and the consequent uglification of England's landscape, wished to make plain that taste reveals character and that a city's history is commemorated by her architecture—a sincere and valuable contribution, however responsible he may be for the unfortunate Victorian preoccupation with things Gothic.

The author outlines, in a crisp, clean and scholarly manner, the important legacies for which England must thank the Greek, Roman and Byzantine worlds, and traces the history of English architecture from Early English to the present day, with emphasis on contemporary houses, (22 of the 40 "chapters" are on the nineteenth and twentieth centuries). Mr. Lancaster's discrimination, his restrained tastes and his strong grasp of the practical blend into 80 pages of impish malice, and reverence—where reverence is due. Companioning his prose are the author's simple, microscopically clear drawings, one for each period described. These drawings represent no specific structure—"no reference is intended to any actual building living or dead"—but convey the important architectural fashions of the day. They are adorned with small human caricatures: a chubby monk complete with mop and bucket; a curate and a school-mistress, respectful before ruins; a burly Tudor mounting his horse; an organ-grinder with his monkey.

All this and much more is to be found in the pages of Mr. Lancaster's charming and informative book. Though deploring mass-produced Stockbroker's Tudor and Banker's Georgian, he closes with the hope that from the bare, functional, cubistic style, not yet completely successful, "will one day emerge a genuine modern architecture that need fear no comparison with the great styles of the past."—I.A.K.

AMERICAN INTERIOR DESIGN. By Meyric R. Rogers. W. W. Norton & Co., New York. 281 pp. Illustrated. Some color plates. 11¼ x 9. \$20.

It has been a long time since the appearance of a scholarly and authoritative book on the broad aspect of American interior design and furniture. Admittedly, publication of such as Mr. Franklin's admirable photographs of Colonial Williamsburg have contributed importantly in the traditional field, but they have, for the most part, dealt with isolated periods of our history. Books dealing with later and more general subject matter seem, on the otherhand, amateurish and definitely commercial alongside Mr. Rogers' opus. His is a study and a history with only one short chapter devoted to the aftermath of the industrial revolution. This will undoubtedly scare off a good many sworn modernists and, wrongly so, since the value of *American Interior Design* lies as much in its evaluation of relative significance through the years as in its objective analysis. Being no partisan, the author can calmly state that: "Our national conservatism, which runs as a counterbalance to our readiness for novelty and change, makes it easy for us to continue unthinkingly with well-tried and accustomed forms. This, however, is the way of stagnation unless we realize that the forms themselves—our beloved New England pine or our smart and dignified design of the Federal period—are in themselves of no dynamic importance to the present unless we understand the value and spirit that permeates them. This alone is immortal."

(Continued on page 168)

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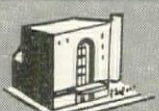
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THEATRES

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The dependability of the Meter-Miser, simplest cold-making mechanism ever built. Compressor has two simple parts that move . . . uses less current than an ordinary light bulb.

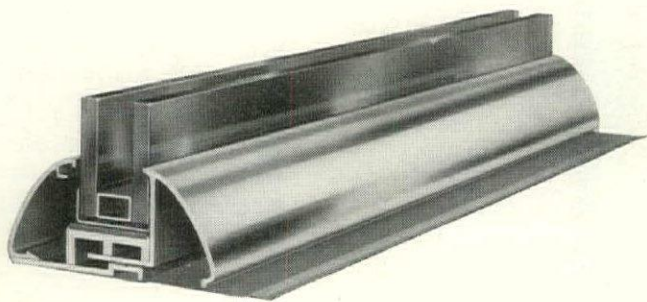
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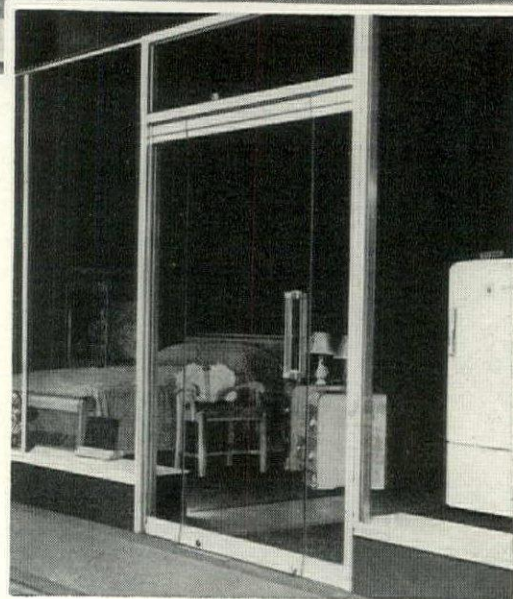
"The modern look" means *lots of Glass.*



MORE EFFECTIVE DISPLAY, more customer interest, and an increased volume of business follow the installation of an "open vision" store front. Sell a "Pittsburgh" remodeling job to merchants who want to add sales appeal to their stores. "Pittsburgh" is widely known as the leader in the store modernization field . . . its complete line of Pittsburgh Glass Products and Pittco Store Front Metal means modern shops and satisfied merchants.



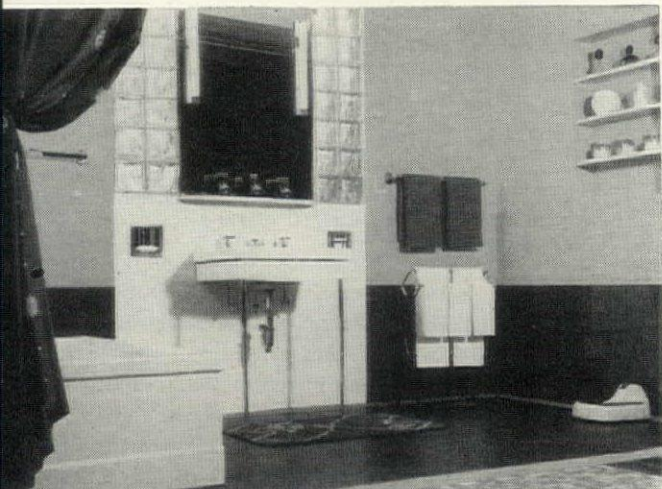
SPECIALLY DESIGNED members have been added to the Pittco line of Store Front Metal for use in setting Twindow, "Pittsburgh's" new window with built-in insulation. Because Pittco Twindow sashes have been insulated, Twindow is more effective than ever in cutting heat losses, and reducing down-drafts and window fogging. And like all Pittco Store Front Metal members, these special settings for Twindow have rugged strength, clear, sharp profiles, and a rich, lustrous finish.



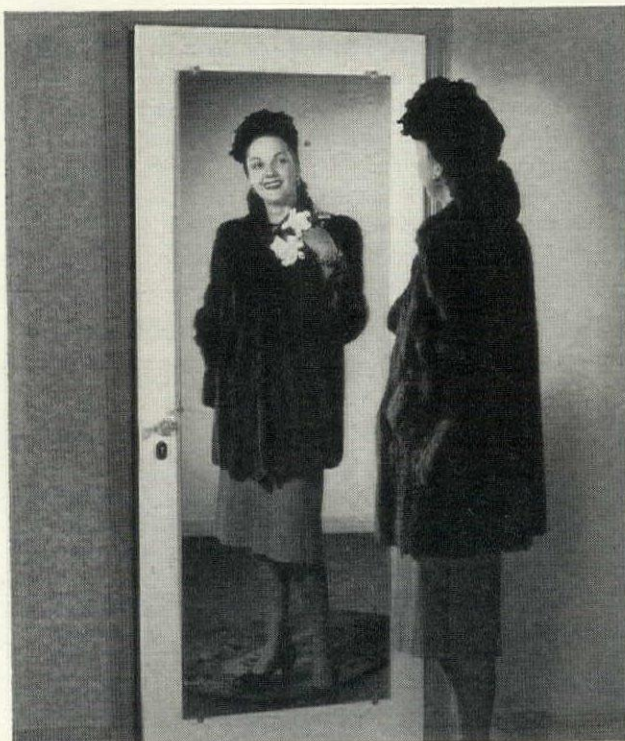
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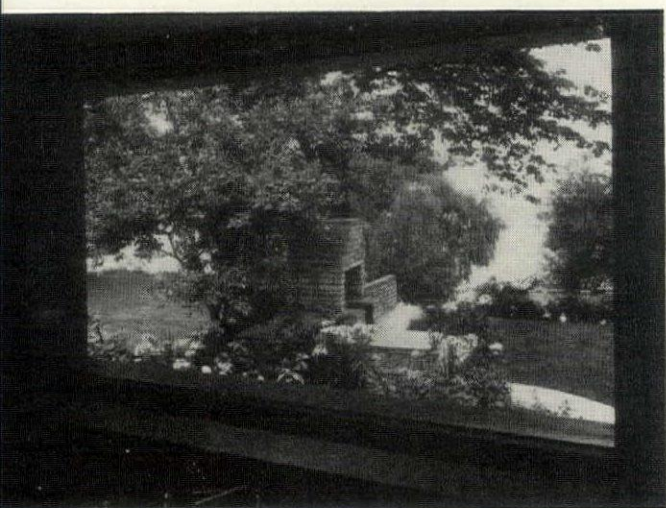
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A BRIGHT, CHEERFUL BATHROOM and a smart, modern kitchen are any housewife's delight. Walls or wainscots of Carrara Structural Glass help to give them to her. Carrara is colorful, easy to keep clean. Other uses: splash panels behind stove or lavatory, fireplace surrounds, shelves, window sills. Note the handsome built-in mirror and the decorative, light-transmitting Pittsburgh Corning Glass Blocks in this Carrara bathroom.



A MODERN HOME NECESSITY . . . a full-length door mirror of Pittsburgh Plate Glass . . . every member of the family will find it useful. And other Pittsburgh Mirrors add beauty and convenience which modern homemakers appreciate. A mantel mirror makes a living room seem brighter and larger. "Spruce up" mirrors are popular in entrance hall and kitchen. Suggest installations like these to your customers.



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The illustrations of contemporary design, which are limited in number but carefully and well chosen, indicate that if Mr. Rogers leans at all to one school, it is that of the revival of the handicrafts and, heaven knows, he is not alone in this feeling among moderns or traditionalists. He claims that: "As to economics and the handicrafts, we are beginning to realize that, within human scale and for certain ends, the machine can only defeat itself and become the most costly method of production in both the long and the short run. There is no necessity for us to restrict ourselves to the limitations of the machine, though we must, of course, use it within its limits to maximum capacity and the point of diminishing returns. The most efficient tool is not always the most complex or the most quantitatively productive. We are now learning the lesson that man is not to be fed by quantity production alone. Demand

for work produced with a minimum of mechanical aid is on the increase." It is scarcely necessary to point out that the author's sense of social responsibility is not costing him any sleep. But so far as the upper income bracket goes there is a good deal of truth in what he says. His book is in itself an opulent affair reminiscent of private publications of the Twenties. Productionwise it is a beautiful job. Supplemented by a complete and useful glossary as well as some biographical notes, it is just the thing for anyone seeking a sane and thorough account of the American evolution in the home arts.—M.S.

THE LAST LATH. By Alan Dunn. F. W. Dodge Corporation, 119 W. 40th Street, New York 18, N. Y. \$2.50.

Architects have always been noted for their high talk. But the great architectural jargon which a generation ago was largely emotional—*grand entrances, perfectly swell fenestrations, great huge cornices*—has turned and twisted into an intense intellectual language in recent years—a language of *organic syntheses, articulations, buffer zones, and flow lines*. Architects are no longer, in the popular mind, artistic gentlemen who stroll in moonlight gardens with lady clients, or ladies of clients. They are frenzied men snatching the great tortoise-shell claws of heavy spectacles from their temples and stabbing the air before them as they struggle to describe with mere words the taut mainspring of a machine for living. Where once it was a romanticized profession, architecture is now semanticized.



"Exactly! Where you want mutative continuity and design correlation, I want a closet!"

The best cartoons in Alan Dunn's new book, "The Last Lath," an *Architectural Record* book, are very funny presentations of phrases which have become architects' glibnesses. Clients militantly demand doors through *beautiful wall masses*, sit meekly shivering in an *outdoor living area*, gossip about what happened in a neighbor's *all-purpose room*. Even some of the captionless drawings are essentially satirization of verbal design. Dunn's pen strokes are as fluent and erratic as some of the architects he joshes, and never fail to make his ideas funnier.—W.McQ.

RECONSTRUCTION AND THE HOME. By Howard Robertson, F.R.I.B.A., S.A.D.G. The Studio Publications, Inc., 381 Fourth Ave., New York. \$3.00.

"England . . . is wont to act in a peculiar and personal way in all creative work, at least in peacetime. The method

(Continued on page 172)

WARM FLOORS for BASEMENTLESS HOMES

with the NEW INTERNATIONAL *Warm Air* OIL FURNACE

Compact... Easily installed in
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PROVIDES WARMTH AT THE FLOOR
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Especially designed for wood floors, cement slab or terrazzo floor basementless homes. Warm air is conducted underneath the floors and delivered at the base of walls to eliminate cold air washing down walls and windows. No condensation.

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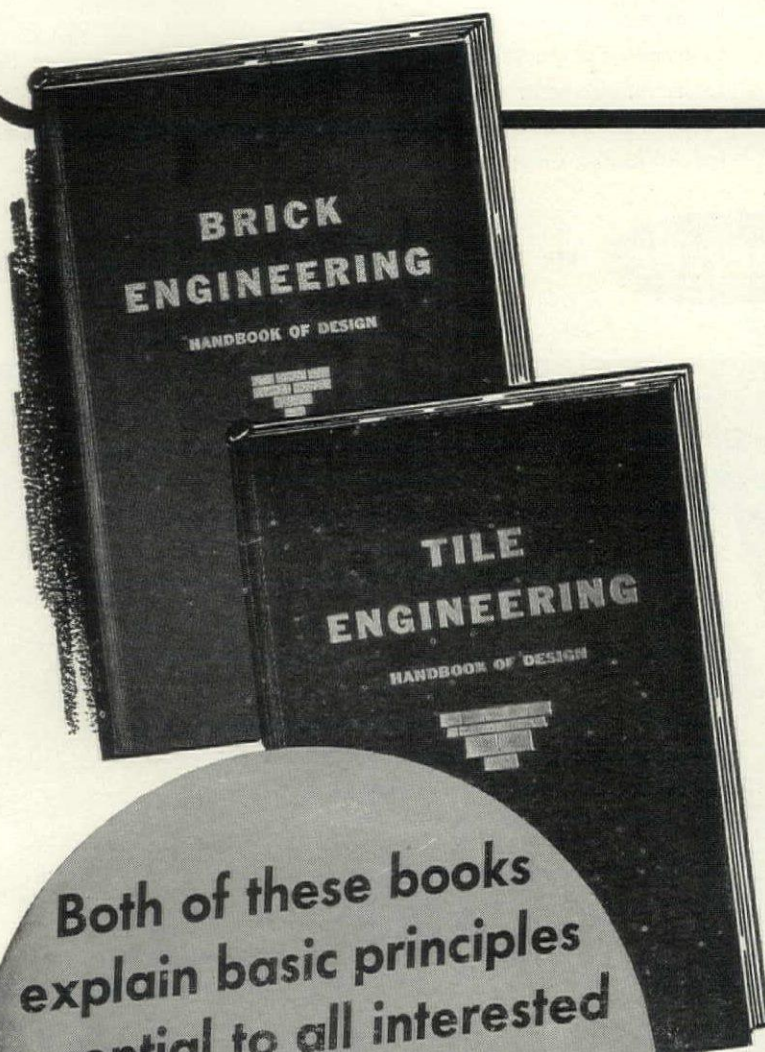
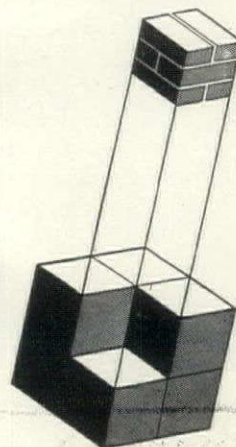
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—Here's What You Should Know**

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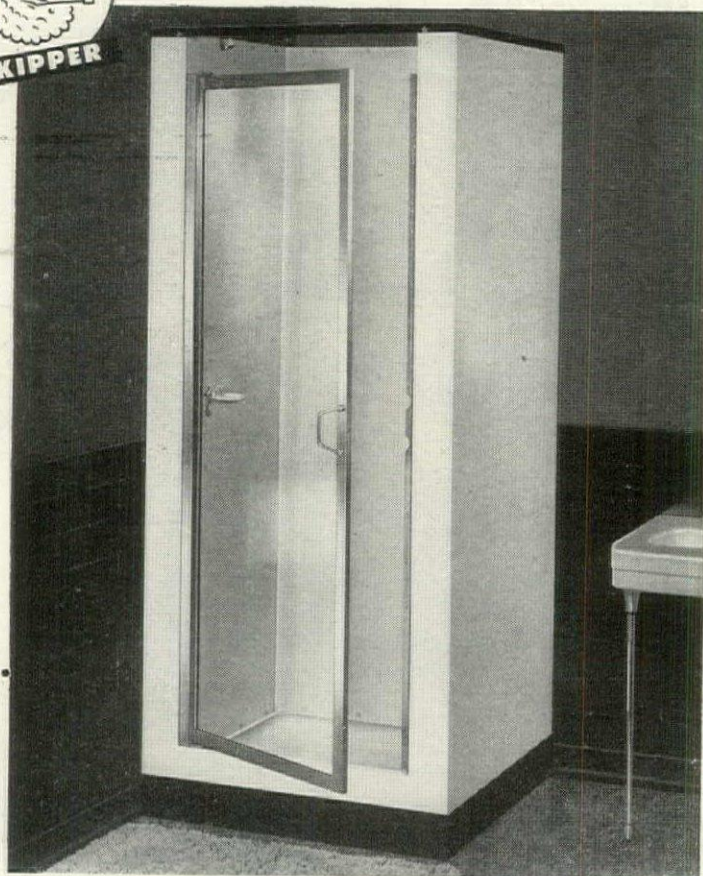
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SIZE—32 x 32 x 76.

WALLS—BONDERIZED GALVANIZED STEEL. Finished inside and out with baked-on-synthetic enamel.

RECEPTOR—Semi-flat Stonetex; slip-proof, leak-proof, non-absorbent. Brass drain for 2" waste connection cast integral with receptor.

VALVES—Combination hot and cold compression valves with shower head and arm.

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FRAME—One-piece heavy aluminum alloy.

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SIZE—24" x 64" for opening 24" wide.



In Canada—Fiat showers are made in Canada by The Porcelain and Metal Products, Ltd., Orillia, Ontario

Metal Manufacturing Company

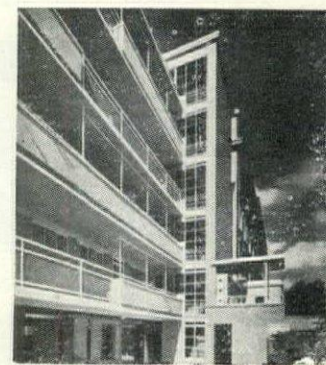
Long Island City 1, N. Y.

Chicago 13, Illinois

Los Angeles 33, California

includes recognition that invention and creative experiment are useful; but it prescribes a period of testing, during which the new thought is exported abroad for trial; and after full development there (or rejection as the case may be) it is reabsorbed, gradually re-naturalized and finally accepted as a phase of evolution."

Howard Robertson's new book, "Reconstruction and the Home," is a guide to the English who are constructing and reconstructing their homes.



Maxwell Fry's Ladbroke flats

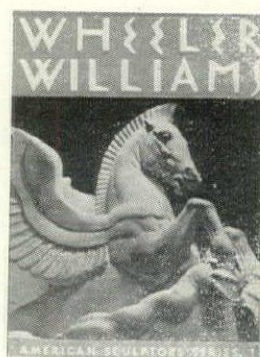
Mr. Robertson discusses houses and flats in chapters ranging from "Heat and Light" to "The Design of Accessories." As the leading quotation—from his section "The Building"—indicates, he does not expect the new homes of England to be of very advanced design, with the least assertive

generally the most widely approved. Some, but not all of his illustrations (see photo) demonstrate this. A good deal of Mr. Robertson's caution stems from realistic appraisals of government control and material availabilities, as in the case of bathrooms:

"The good bathroom, the kind we would covet, is likely to remain something of a mirage. It exists, but we can see it rather than approach it. We will all probably have to make do. Not because the perfect bathroom cannot materialize, but because we will not have the money to encourage it to be produced."—W.McQ.

AMERICAN SCULPTORS SERIES. Wheeler Williams, 1; Paul Manship, 2; Anna Hyatt Huntington, 3; Daniel Chester French, 4. W. W. Norton & Company, Inc., N. Y. Under the auspices of The National Sculpture Society. \$1.50.

In this new series of inexpensive photographic chapbooks on the work of leading American sculptors, No. 1 in the series is the most recent sculptor (Wheeler Williams) and the succeeding books work historically backwards, with Paul Manship



as No. 2, Anna Hyatt Huntington as 3, Daniel Chester French as 4. Just what will the publishers do when voracious readers of these handsome little picture albums will ask for examples of some of our younger modern sculptors (such as Noguchi, Heald, Robus, Smith et al)? Our only hope is that if they commence a new series with Roman numerals, they let the Roman influence go no further.

Whatever one's tastes in sculpture (and there is and has been in this country a tremendous variety to choose from), one can agree with Paul Manship that "the credo of an artist is the result of his education and environment." Sculptural education has its complications in this broad land of ours, due to the difficulties of shipping sculpture around for exhibitions. All the more reason, then, for having photographs of work in easily accessible form.

There is very little text in these booklets—only a brief

(Continued on page 176)

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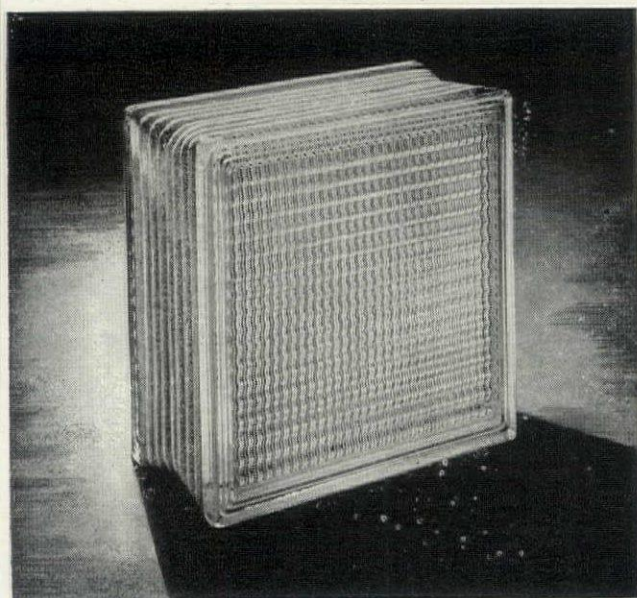
Put light to work on all your jobs by specifying Insulux Glass Block—wherever functional daylighting is desired.

Prominent architects are finding more new and ingenious uses for Insulux every day. This functional building material has become the architects' right hand man in helping to solve all kinds of daylighting problems. Perhaps it can help you, too!

For instance: Insulux daylight interiors and promotes privacy. It is fireproof and non-combustible, requires no painting and little maintenance. Its high insulating value helps cut heat loss in winter and heat gain in summer. Insulux adds light to usually dark corners . . . *is functional as well as distinctive!*

The Wrisley Company's new Chicago plant has used Insulux extensively for several reasons, all good: Insulux adds beauty, grace and simplicity to interiors and exteriors . . . improves working conditions with better lighting . . . costs little to maintain.

For complete technical data, specifications and installation details, see the "Glass" section of Sweet's Architectural Catalog, or write Dept. E-14, Owens-Illinois Glass Company, Insulux Products Division, Toledo 1, Ohio.



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GLASS BLOCK

Insulux is made in three sizes—many attractive and functional patterns. Investigate this modern material that has solved many complex daylighting problems.



Ground to roof facade of Allen B. Wrisley Company, Chicago, has continuous panels of Insulux Prismatic Glass Block. Three face patterns and approximately 4500 glass blocks provide the ultimate in daylighting this modern and progressive plant. Architects: Fugard, Burt and Wilkinson, Chicago, Ill.



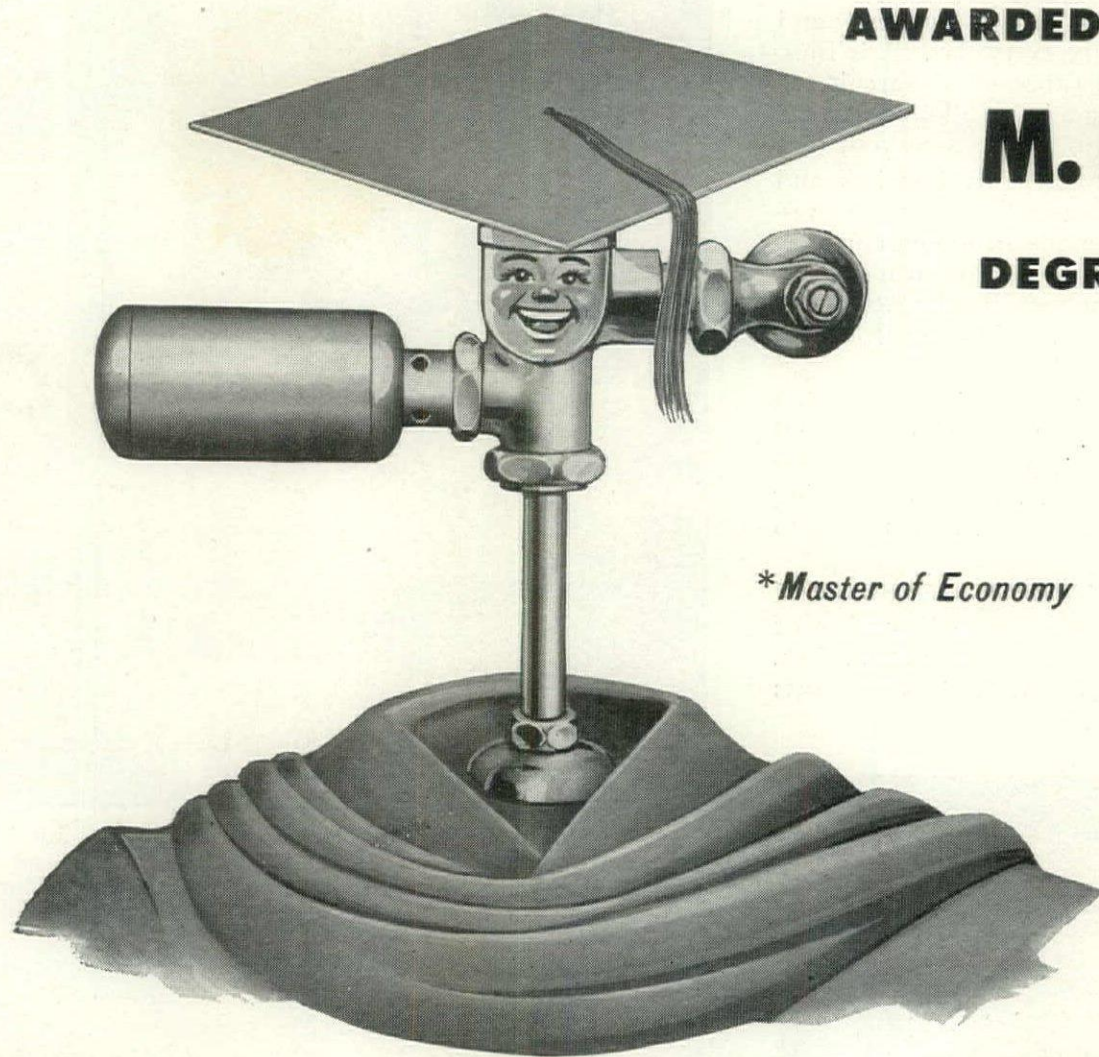
Insulux Prismatic Glass Block turns light to ceiling for re-direction into this second-floor display room. Drapes over window can be entirely drawn without loss of daylight in room. Same type panels give fine working light in factory areas.

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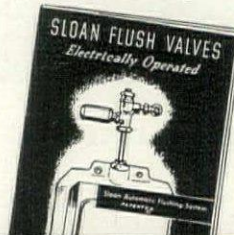
To replace an automatic flush tank which operates 24 hours per day with a Sloan Electrically Operated Flush Valve, set to operate only during business hours, will save as much as 100,000 gallons of water per year *per flush valve*. Multiply that saving by the number of flush valves used to replace tanks and you realize what Sloan economy can mean to you.

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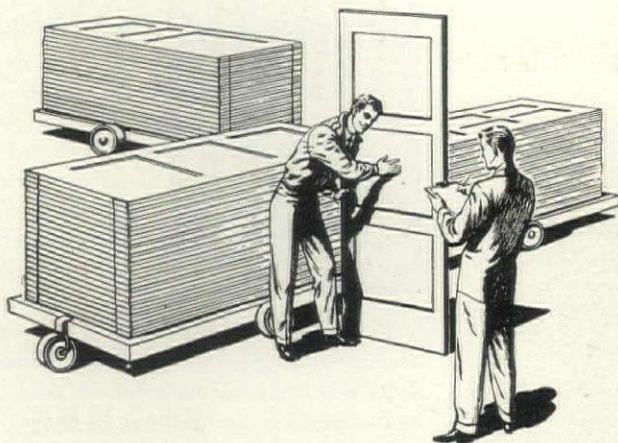
the k.w.h. required to distribute it, and you have a total that makes Sloan Flush Valves just good business.

Particularly is this true when Sloan Flush Valves require such low maintenance. Some records show this cost to be as low as $\frac{1}{4}$ th of 1-cent *per valve per year*. Maybe that's why more Sloan Flush Valves are sold than all other makes combined.

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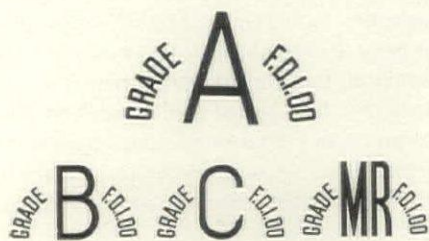
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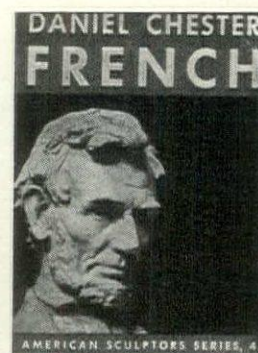
Foreground of main office area, S. C. Johnson Co., Racine, Wisconsin, Frank Lloyd Wright, architect.

IN KEEPING with the distinctive design and functional purpose of this modern office building, the floors are Wright Rubber Tile. This modern flooring possesses a lasting beauty, a quiet surface, a gleaming finish and a resistance to scuffing, stain, wear or denting that is almost unbelievable. Furthermore, its non-porous surface makes for the easiest maintenance — the lowest cost upkeep.

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WRIGHT RUBBER TILE
Floors of Distinction

biography in each, a list of honors, and of works. In some cases the works shown are in private museums and collections (notably Anna Hyatt Huntington's), while in others they are to be found on buildings or *in situ* (as with Daniel Chester French).



Most of each book consists of photographic reproductions (not too clear), and for each there is a brief caption of identification. A student of sculpture would not learn much technique from these pictures, but they give interest-

historical impressions as surveys of work done and popularly acclaimed. Indeed, we trust that neither architects nor students will study this material *too* assiduously. It has a place in any record of our past but (we hope) not too much importance for our sculptural future. As a matter of fact, it is unlikely that the careers of these particular representatives of leading (or successful) American sculptors is apt to be repeated. For, as the short biography of Daniel Chester French in No. 4 points out: "... His background was ... one of accomplishment, of hard work, of brains, of educated and cultivated minds. But nowhere in it had there ever appeared the slightest blossoming of artistic talent. Therefore it was a complete surprise to his family, and probably to himself, when the youth of nineteen, who hated school, who showed no inclination to go to college, decided out of so clear a sky to become a sculptor. ... He learned by doing."—E.B.

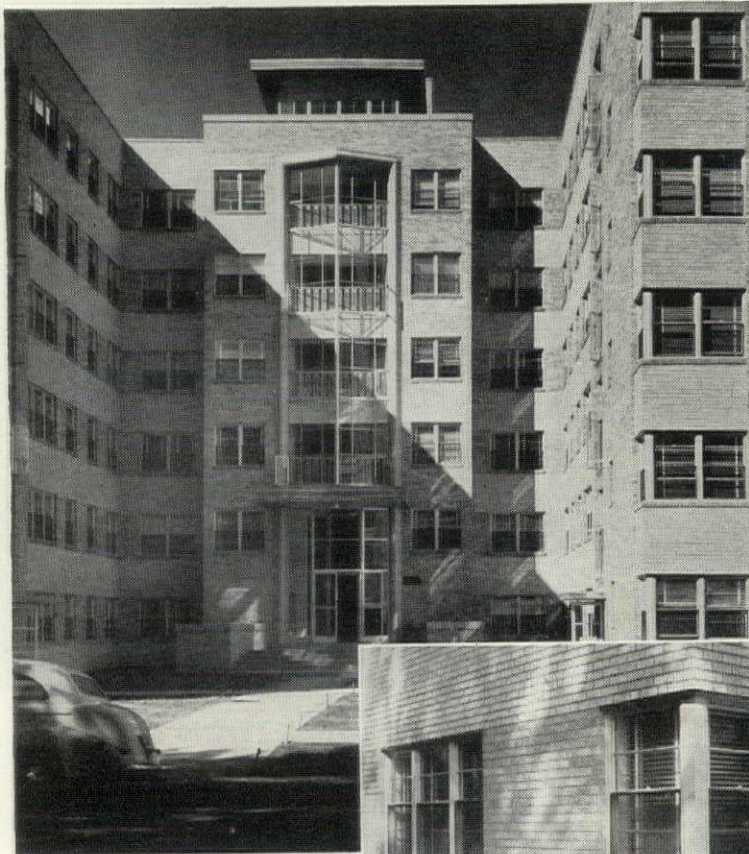
VILLAGE HOUSING IN THE TROPICS. By Jane Drew, E. Maxwell Fry and Harry L. Ford. Lund Humphries & Co., 12 Bedford Square, London, W.C.1, Illustrated. 5 in. x 8 in., 134 pp. Price: (paper-bound) 7/6 d.

This little book is at once a fascinating and terrifying addition to what must be an almost non-existent class of literature—that dealing with life and building conditions in Colonial West Africa. It is fascinating because it demonstrates the applicability of contemporary town planning and housing concepts to even the most primitive community. It is terrifying because it describes the actual conditions of such communities today. Although the authors—an English town planner and two architects—are careful not to draw any generalizations from their material, the generalizations nevertheless protrude, like the bones of a half buried skeleton. West African problems are numerous and severe and none of them do any credit to the "White Man." A full four centuries after his appearance, malnutrition, disease, ignorance and poverty hold the African in stupefying squalor.

Yet it is to their credit that the authors show little of that patronizing superiority which characterizes "civilized" men when confronted with the ruinous impact of their civilization upon defenseless primitive cultures. They went to Africa to prepare this handbook for the Resident Minister and they have reported with honesty and sympathy what they found. "Mirrors are still expensive and beyond the income of many village authorities" while "plates and cutlery are beyond the income of most villagers." As far as they could find, "no villages at all (have) water-closets and a proper water-borne sewage disposal system" while "the day of village electricity is still some way off." Such a catalogue of disaster might well have daunted less persistent designers but not the present authors. There is much that can be done right now and they

(Continued on page 180)

TRUSCON PLANNING BOARD



Camellia House Apartments, Denver, Colorado. Walter H. Simon, Architect; A. Perlmutter Construction Co., Contractors; Manhattan Builders, Inc., Owners.

CAMELLIA HOUSE BEAUTY AND SECURITY BUILT WITH TRUSCON STEEL BUILDING PRODUCTS

Handsome New Denver Apartment House Adds Bright Note of Modernism to Mile-High City

The generous use of Truscon Series 138 Double-Hung Steel Windows in Camellia House offers its residents an opportunity to enjoy Colorado's brisk air and bright sunshine as desired. Smart and sparkling, too, is the pleasing window pattern achieved by the ample number of the windows across each facade and around outside corners.

This outstanding window was an original development by Truscon as an answer to the insistent demand for an economically priced steel window in the popular double-hung design. To attain a production volume permitting sale and installation at a price level comparable to that of the conventional type residential window, it was necessary to design and construct special manufacturing equipment capable of high quality fabrication in mass output, with a resulting minimum of manufacturing cost.

Of major importance in the Series 138 Truscon Double-Hung Steel Windows is the fact that the sash members are of welded tubular construction. This adds greatly to the strength, durability and finished appearance. Weights and cords are not used. Operation is controlled by motor type spring balances equipped with tapes of Enduro stainless steel. Quiet, positive action and long trouble-free life are assured.

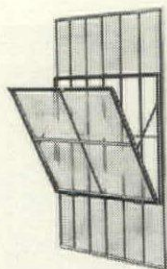
Each window is completely factory weather-stripped in stainless steel. Screening is easily and attractively accomplished.

The low cost is reflected not only in the window price, but in all accessories. Frames are prepared to receive screens and storm sash of the simplest and most economical type. Shade, drapery, curtain or venetian blind fixtures, of standard types are easily attached to the interior side, in holes provided in all units.

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Truscon Security Windows, Reinforcing Bars and Metal Lath Also Serve This Handsome Structure

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Rigidity of structure in Camellia House is

assured by the use of Truscon Steel Reinforcing Bars.

Truscon Steel Bars for reinforcing are applicable to a wide range of concrete work, such as concrete slabs, beams and girders, columns, walls and footings; in the construction of buildings, bridges, tanks, and all other concrete structures subject to tension and compression stresses. Write for details.



Truscon Metal Lath a Beauty Aid



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Truscon has a wide range of types of metal lath, corner beads, stucco mesh, corner reinforcements, hollow partition studs, base screeds, cold rolled channels and other products related to the plastering trades. All Truscon Metal Lath products are manufactured in accordance with U. S. Department of Commerce Simplified Practice Recommendation R-344. Write for free catalog showing the complete line, or refer to SWEET'S.

New Literature

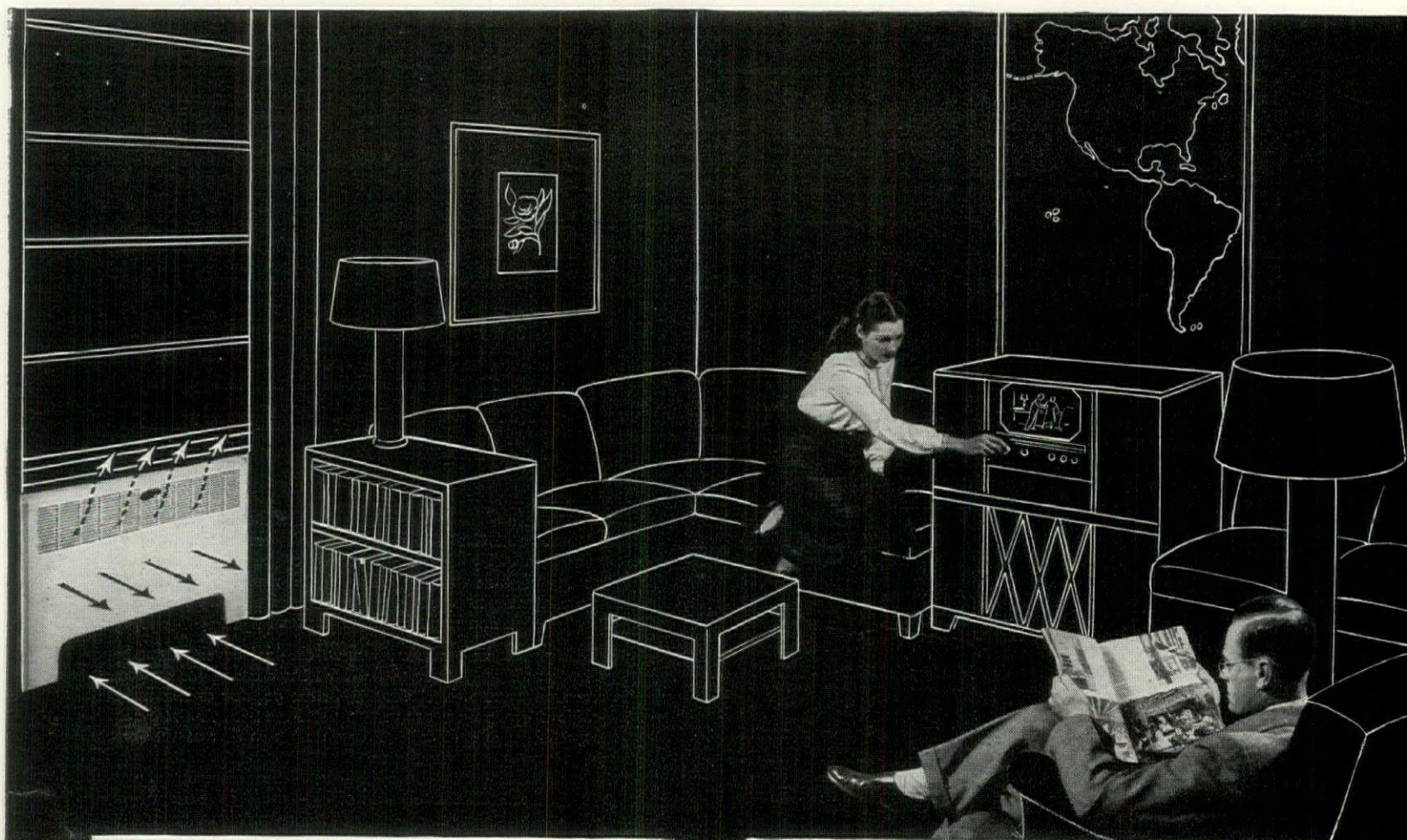
A 36 page catalog complete with installation details and specifications on Truscon Double-Hung Windows and Casements. Write for your free copy.



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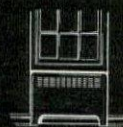
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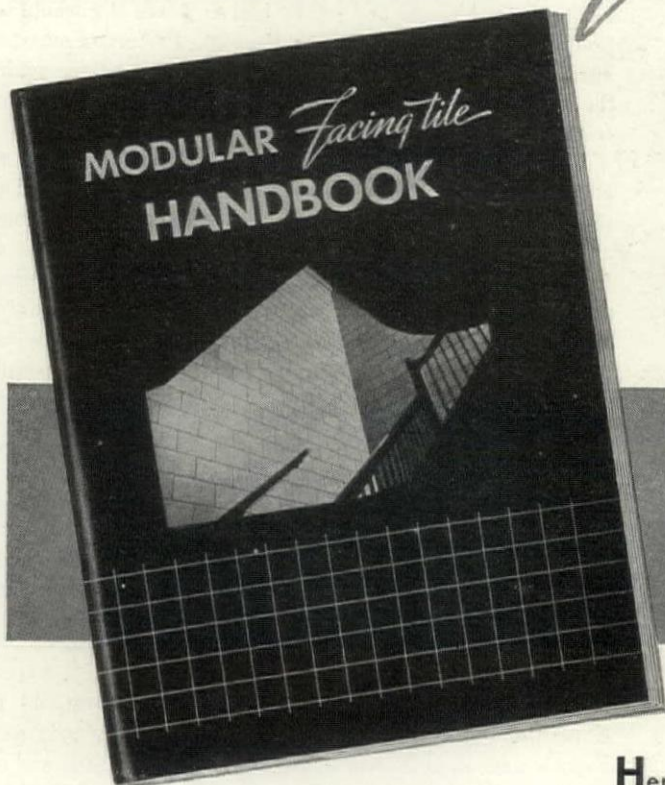


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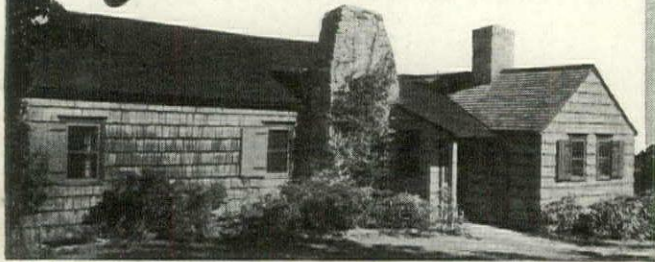
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have shown how to do it. With simple text and a wealth of good diagrams, they cover problems of adapting village layout to climate, topography and social structure; various types of housing are shown (including that for the polygamous Mohammedans), together with minimal designs for communal kitchens, washhouses and public baths. There is a whole section on water supply and waste disposal. Protective measures against insect life are described (to protect the village against the dreaded *tsetse* fly, keep the bush cleared 230 yds. away from nearest house).

What is most impressive about the book, however, is the attitude of the authors towards the natives themselves. They show both sympathy and respect for tribal cultural patterns as, for example, in their discussions of the social uses of the front porch, the street and the "palaver" grounds. It is certain that not only Africans, but the rest of us as well, would be a lot happier if the spirit as well as the letter of this little book were to serve as an effective policy for colonial peoples everywhere.—J.M.F.

FOREIGN PERIODICALS

MARG. 25 Cuffe Parade, Colaba, Bombay 5, India. A new quarterly devoted to national problems and achievements. Covers all fields of art with a beguiling, but not too oriental, flavor. As might be expected, the major issues are city planning and housing. Annual rate: Rs. 18.

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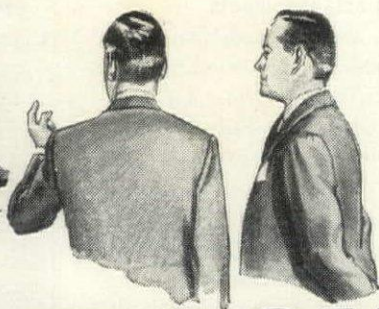
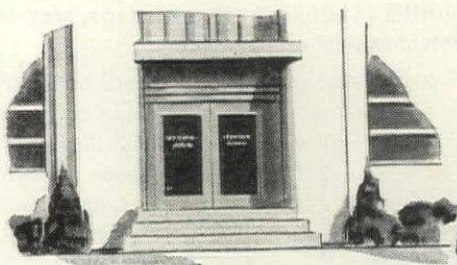
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There's an affinity, say designers of fine furniture, when discussing the relation between Kencork floors and walls and modern home furnishings. They appreciate how Kencork's golden browns and leafy tans flatter furniture, fabrics and accessories—the decorative contribution of its subtle squares and rectangles—and its interesting, unusual surface. Architects, too, note the physical appeal of Kencork: the comfort of Kencork's resilience—its sound-absorbing qualities—its tendency to insulate against heat and cold. And both architects and builders are often surprised to learn that this cork tile, popularly considered expensive, may now be compared with other floorings or wall coverings of equal durability and quality. To learn the entire story of today's Kencork, consult your flooring dealer. Or write the nearest Kennedy office for informative Kencork color folder and quotations. David E. Kennedy, Inc., 69 Second Avenue, Brooklyn 15, N. Y.—324 Fourth Avenue, Pittsburgh 22, Pa.—1211 NBC Bldg., Cleveland 14, Ohio—1355 Market St., San Francisco 3, Cal.—Bona Allen Bldg., Atlanta 3, Ga.—452 Statler Bldg., Boston 16, Massachusetts—Ring Bldg., 18th & M Streets, Washington, D. C.—58 E. Washington Blvd., Chicago 2, Ill.

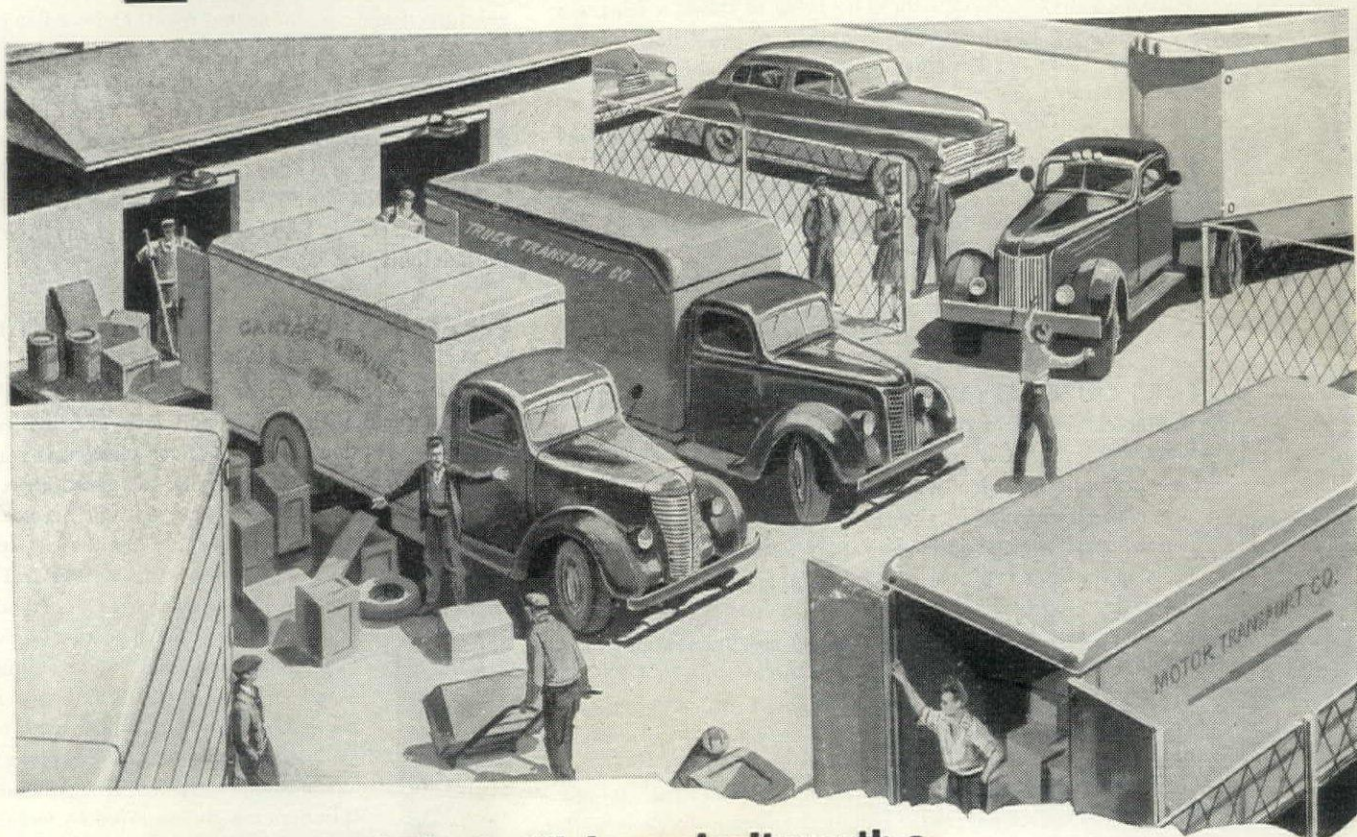




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PACKAGED ESCALATOR with maximum rise of 23 ft., for installation in smaller business establishments.

Measuring 32 in. between handrails and designed for a maximum rise of 23 ft., this new Escalator is engineered to meet the needs of business establishments where moving stairways have not previously been considered economically feasible. Its handling capacity is 5,000 persons per hour. The 32 in. width between handrails provides ample room on one step for an adult and child and because the maximum rise is only 23 ft., the use of lighter weight structural and mechanical members is possible. The new moving stairway is a self-contained package in that its operating machinery is built within the unit's truss. The usual machine room is eliminated and because the new Escalator is approximately 25 per cent lighter in weight, structural reinforcement can be minimized or eliminated. According to the manufacturer, there has been no sacrifice of safety devices or operating efficiency but design changes have lowered the price, cut installation costs and reduced power consumption. The price of the new conveyor is said to be approximately 33 per cent less than for the standard 4,000 per hour capacity Escalator which measures 24 in. between handrails and is heavily constructed for rises up to 60 ft. Quiet operation and the elimination of slack in the handrails are other features. Otis safety tread and comb plates, 180° extended newels, aluminum deck covers and mouldings, and interior panels of porcelain enamel are standard equipment. Speed rate is 90 f.p.m., angle of incline is 30°.

Manufacturer: Otis Elevator Co., 260 11th Ave., New York, N. Y.



FLUID DRIVE ELEVATOR reduces engine size, simplifies electrical control system.

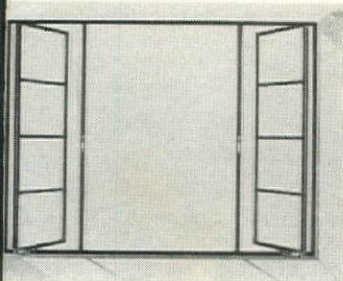
Warsaw Elevator Company's new "Gyrol" fluid drive elevator uses a coupling device similar to that on some automobiles to achieve economies in size, power and cost. According to Warsaw engineers, the new elevator's automatic acceleration and deceleration replaces present complex arrangements of heavy duty automatic switches with a two-switch control, one for up travel, one for down. Less service and maintenance is thereby required. A smaller elevator motor can be used because it starts under no load, being thrown on when the car switch is closed and gaining momentum before the fluid coupling takes hold. No heavy starting current is required and power costs thus are also decreased. Besides the savings of space and maintenance, the company estimates savings well over 10 per cent on installation. The unit shown is rated at 1,500 lbs. and 125 ft. per minute, with a 7½ hp motor, single speed, 1,200 rpm. Weight is 1,600 lbs.

Manufacturer: Warsaw Elevator Co., Warsaw, N. Y.

STEEL PICTURE WINDOW combines large fixed sash and two ventilating casements.

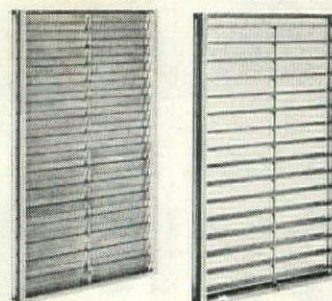
The new standard Fenestra picture window, an attractive three-unit combination with narrow steel frames and muntins, includes a large center fixed-glass area flanked on either side by an outswinging casement. The large fixed light sash is glazed with a single pane of plate glass set in non-hardening putty. The smaller ventilating casements which open out to catch the breezes and deflect them into the room are operated by Fenestra Roto-Adjusters. A locking handle clamps these vents firmly against the frame for a weather-tight seal. The new window may be used in a wall, bay or corner and may be equipped with storm sash and screens from inside the building.

Manufacturer: Detroit Steel Products Co., 3111 Griffin St., Detroit, Mich.



ALUMINUM JALOUSIES act as windows, provide ventilation, protect against rain and glare.

Developed primarily to meet the needs of the tropics, Thorn Tropic-al aluminum jalousies serve as a combination window venetian blind and storm sash without the use of glass. They

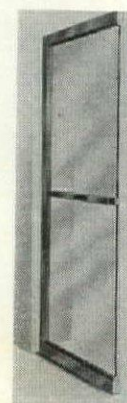


provide controlled ventilation, protection against rain and glare and afford complete privacy. Made entirely of non-ferrous materials, they are vermin, termite and rotproof, do not warp or swell, need no painting and are highly resistant to corrosion. Frames of Tropic-al jalousies have integral reinforcing ribs and water baffles designed to conduct water to the outside. The strong horizontal extruded slats, approximately 3½ in. wide, are rib-reinforced and are connected together by a flat rod. Top and bottom reinforcing ribs interlock when slats are closed to provide protection against housebreaking. A friction control on the bottom of the connecting rod at the sill holds the slats in any position up to 185° and locks them firmly when closed. Tropic-al jalousies come to fit standard size openings and are delivered to the site assembled ready for installation.

Manufacturer: J. S. Thorn Co., Allegheny Ave. & 20th St., Philadelphia, Pa.

DUAL-PANE TEMPERED GLASS DOOR with metal frame costs less than all glass doors.

This new Temprex Glass Door, which comes in standard sizes complete with handle and lock and drilled to receive



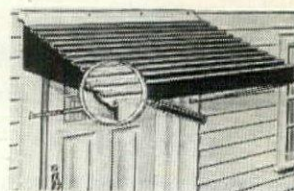
double action floor checks, is reported to be the first dual-pane tempered glass door on the market with a metal frame. It is also reported to cost considerably less than existing all-glass doors. Framework of the new unit is extruded 3/32 in. aluminum with an Anodized finish. It is assembled in two sections locked together by special extruded keys running the full length of the vertical and top and bottom rails. The door is equipped with two panes of ⅜ in. Temprex (tempered plate glass) and has a standard floor lock mounted so that the cylinders may be removed by loosening screws on the front lower edge of the door. The unit

may be had in any width up to 42 in. and in any specified height, or in standard units of 30 in., 32 in., 34 in. and 36 in. widths, with a 6 ft. 11⅝ in. height. The unit may be mounted on standard double action floor checks, or on butt hinges. Standard door closers may also be mounted on the top rail.

Manufacturer: Appleman Art Glass Works, North Hackensack, N. J.

ALUMINUM DOOR CANOPY is easily installed.

Designed to protect doorways from rain, snow, sleet and sun, the new Lumi-Shade all-weather door canopy features utility,



low cost and easy installation. The roof is constructed of interlocking aluminum sections and is designed to drain rain water and snow to the gutter and off the sides at the corners. It will not catch leaves

or dirt. The canopy is finished in (Continued on page 188)



QUIETER...

SAFER...

Samuel B. Dixon School, Detroit,
Michigan.
Architects: Lane-Davenport-Meyer
Contractor: H. B. Culbertson Co.

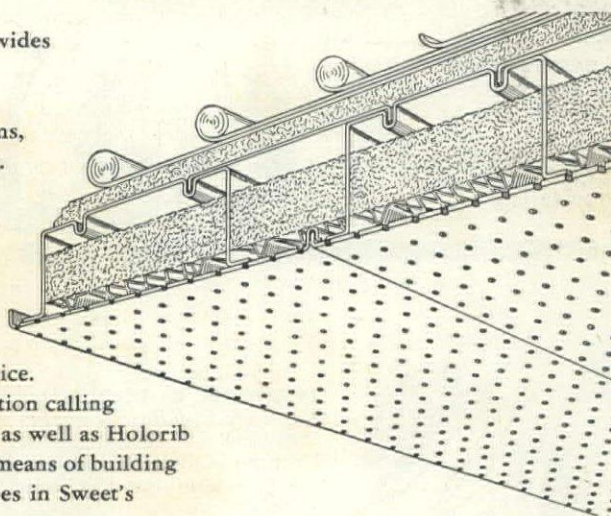
acoustical ceiling of noncombustible *Fenestra* **STEEL PANELS**

This Detroit school gymnasium illustrates the versatility of Fenestra Building Panels. Here is a combination ceiling and roof that provides desired quietness and firesafety, and does it by economical construction methods.

Fenestra Type AD Panels, 17' long, are laid directly on the beams, eliminating purlins and rafters. The result: a clean, unobstructed ceiling.

This long-span panel is capable of carrying either roof or floor load between beams. The smooth, bottom face is perforated and backed up with fibre glass or rock wool, inserted within the cells, for sound absorption. Wiring for lights is also concealed in these cells. Insulation and roofing, applied to the top surface, completes the roof unit. When used for floors, the Type AD Panels are combined with concrete or other floor surfacing materials of your choice.

Type AD Panels, available in lengths up to 20', are ideal for construction calling for two flat surfaces. Also available are Fenestra Type C and D Panels, as well as Holorib Roof Deck. These metal panels provide an economical and timesaving means of building floors, walls, ceilings, roofs and partitions. You'll find data on all types in Sweet's Architectural File. Or mail the coupon.



Fenestra
BUILDING PANELS FOR

ROOFS

WALLS

FLOORS

DETROIT STEEL PRODUCTS COMPANY
Building Panels Division
Dept. AF-1, 2251 E. Grand Boulevard
Detroit 11, Michigan

Please send me, without obligation, information on Fenestra Building Panels.

Name _____

Company _____

Address _____

A Great New Escalator

AT A NEW LOW PRICE!



WIDE ENOUGH for adult and child—or traveler and luggage. The new Otis "32" carries 5000 people an hour comfortably. It is designed for any vertical rise up to 23 feet.

It's big in capacity
It's Otis throughout

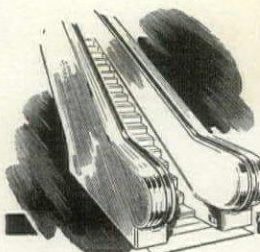
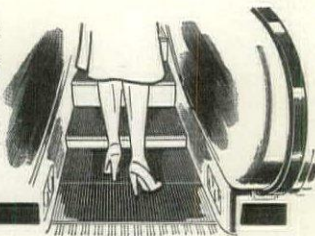
HERE NOW — the new Otis "32", designed especially for the medium-sized and smaller building. The result of many years' research, this modern Escalator has all the time-tested features of earlier models, plus a wealth of post-war design features... it is truly the last word in Escalator design.

Capable of carrying 5000 people an hour, the Otis "32" handles more persons per dollar investment than any other moving stairway. Wide enough to comfortably carry an adult and child on one step, it is the ideal size for most stores, stations, plants, banks and other public buildings. Yet for all its spaciousness, the "32" requires less space and structural work than narrower moving stairways.

Best of all there has been no compromise with quality. In eye-appeal, in safety, in the inherent ruggedness that makes for long life and low upkeep, the new "32" is the equal of any Escalator we ever built. And remember, only Otis makes Escalators.

NEW FREE BULLETIN B-700A tells the whole story. Write for your copy to Otis Elevator Company, 260 Eleventh Avenue, New York 1, N. Y.

SAFETY FEATURES include narrow-gage metal treads, semi-circular extended newels, continuous pinch-proof rubber hand rails... the world's safest transportation.



A LIFETIME OF BEAUTY. The modern Escalator's graceful lines and gleaming aluminum balustrade combine to give buildings the New Look in level-to-level travel.

"Escalator" is a U. S. Patent Office registered trademark of the Otis Elevator Company. Only Otis makes Escalators.



ELEVATOR COMPANY

Offices in All Principal Cities

There's insulation and there's INSULATION!

Many new homeowners boast that their places are insulated ...then get a terrific let-down when they learn that the insulation has been installed so thin that they will get only a fraction of the benefits that home insulation can provide.

That's why we have emphasized two important features about insulation in the ad shown below. In the name of good construction we believe that you will subscribe to these recommended specifications.

NATIONAL GYPSUM COMPANY, BUFFALO 2, N. Y.

(Appearing in full color in the February 21st issue of The Saturday Evening Post.)



You'll build or
remodel better with
Gold Bond

For the newest in building and remodeling products, see your local Gold Bond dealer first.

Puzzle: which house costs less to heat?

The house on the left costs a lot less to heat—the one with the snow on the roof. The snow is still there because this house is insulated with Fireproof Gold Bond Rock Wool. Furnace heat is kept inside instead of leaking through the roof to melt the snow. Heating costs are cut as much as 40%.

Naturally you'll want your new home insulated. But don't make the mistake of just saying you want "insulation". That's like going to the butcher and asking for a pound of meat—any meat. It will pay you to remember two points about insulation:

1. Specify Fireproof Gold Bond Rock Wool. This National Gypsum product is not just "fire-resistant", not just "fire-retarding" but as fireproof as the rock from which it is made.

2. Specify that you want full thick insulation—not 1 inch or 2 inches thick but full thick. With full thick insulation you get the full benefit that home insulation can and should provide. And because it completely fills the wall, only full thick insulation provides an effective fire stop.

Insulation is the one modern home improvement that pays for itself by reducing heating costs as much as 40% every year. Then during the summer it keeps rooms 8° to 15° cooler. The resale value of the house is automatically increased.

Old homes, too, can be insulated the Gold Bond way. Call your local Gold Bond applicator for a free estimate. He is listed in the phone directory under "Insulation". The easy payments will be

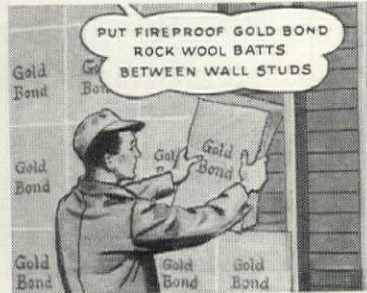
amazingly small because your fuel bills go down immediately.

Gold Bond Rock Wool insulation is only one of over 150 Gold Bond Products—engineered to help you build or remodel better at no extra cost. Included are Gypsum Lath, Plaster, Lime, Sheathing, Metal Lath, Insulation, Wallboard, Acoustical Products and Sunflex, the one-hour wall paint.

Your local Gold Bond lumber and building material dealer is headquarters for all that's new in building products. See him first!

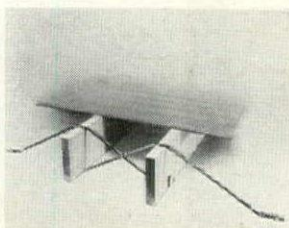
NATIONAL GYPSUM COMPANY
BUFFALO 2, NEW YORK

Gold Bond Building Products add greater fire protection, permanency, and beauty at no extra cost. These include fireproof wallboard, lath, plaster, lime, sheathing, wall paint, insulation, metal and sound control products.



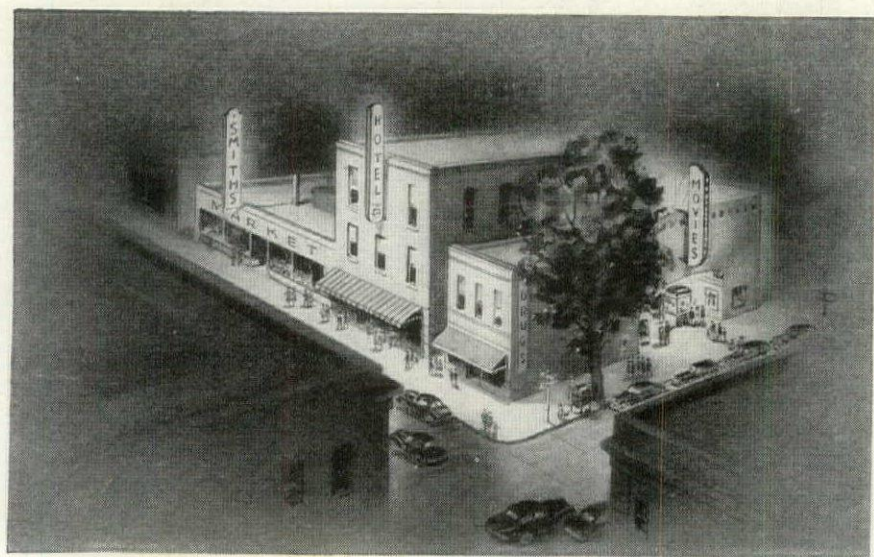
a variety of baked enamel colors and the colorfast enamel finish is chip- and crack-resistant. Lumi-Shade comes complete in one package ready for installation and, as there are only six different parts, is easily installed.

Manufacturer: Thabet Manufacturing Co., 626 Huron St., Toledo, Ohio.



STEEL BRIDGING for reinforcing floors reduces building costs.

Pioneer Tru-tye bridging is a new, tested steel bridging for reinforcing floors. Replacing the conventional wood bridging, it is formed from rust-proofed, high carbon steel and is ribbed to provide extra strength. In use it is secured to the top of each joist by two prongs and is countersunk with one hammer blow. The two ends are then fastened to the bottom of



How much air at 4th and Main?

You can't afford gold-braided doormen for that store at 4th and Main. No luxurious "extras" of any kind.

And yet you know, from costly experience, that air conditioning for this store is a *must*. You know that next summer will be hot and sticky... that shopping is wearying work... and that women will give their patronage to stores and shops that are comfortably cooled.

So it isn't a question of *whether* you need comfort cooling at 4th and Main. The question is: How much can your store afford?

USAIRCO has the profitable, business building answer in its 3 great comfort cooling systems... each a pre-engineered

package unit... each available in a variety of sizes to meet any requirement.

Refrigerated Kooler-aire delivers the ultimate in air conditioning... *Cold Water Kooler-aire* is designed for those locations where 55° water is available... *Evaporative Kooler-aire* gives washed and filtered air cooling at "pennies-a-day" costs. USAIRCO co-operating engineering counsel is available for correct installation.

Would you like to see exactly what these systems are and what each one can do for you? Write and we'll send you all the facts.

UNITED STATES AIR CONDITIONING CORP.
Como Ave. S. E. at 33rd, Minneapolis 14, Minn.

usAIRco

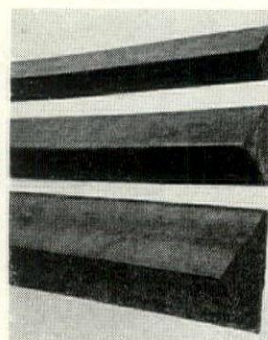
3 COMFORT COOLING SYSTEMS... AT 3 BUDGET LEVELS

the two adjacent joists with one nail in each. Ends are bent upward and the prongs driven into the wood for a permanent bond. According to the manufacturer the new unit effects savings in labor and nails which cut bridging costs in half. The unit comes in one standard size, fits 2 x 6 in., 2 x 8 in. and 2 x 12 in. joists.

Manufacturer: The Pioneer Co., Century Bldg., Pittsburgh, Pa.

RUBBER STRIPS attach to concrete forms to produce bevels and decorative treatments.

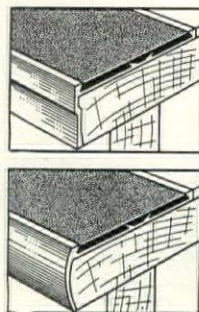
The U. S. Rubber Co. has recently introduced a new method of forming bevels and decorative grooves on concrete surfaces by means of rubber strips attached to the forms in place of conventional wood strips. These new strips, produced in various shapes and sizes, attach to the form with a waterproof adhesive and are easily removed without chipping the mortar. The rubber is said to produce a smooth finish and the strips can be reused many times.



Manufacturer: U. S. Rubber Co., Rockefeller Center, New York, N. Y.

SAFETY STAIR NOSING with colorful non-slip abrasive tread is designed for use with resilient floor coverings.

This new line of Tuff-Tred Safety Stair Nosings provides maximum safety, durability and enduring appearance to all types of stairways. Furnishing a wide, smooth, non-slip, non-trip surface which contains over 60 per cent abrasive grains, they are available in either square or round edge designs in a choice of four colors. Nosings can be installed with all types of resilient floor coverings, rabbeted into wood stairs or inserted into concrete or terrazzo stair construction.



Manufacturer: Goodloe E. Moore Co., Danville, Ill.

WASHABLE FLAT PAINT, applicable to fresh plaster, offers one-coat coverage, does not support flame spread.

Especially suitable for housing projects, Rubber Gard Velvet Flat is a washable, decorative flat finish that can be used on fresh, damp plaster walls as well as on existing surfaces. With excellent one-coat hiding qualities, it does not support flame spread even under intense heat, is resistant to staining and can be scrubbed like porcelain with ordinary cleaning compounds. It can be easily applied, dries in one hour and can be painted over with any type of paint. This new rubber base paint comes in white and ten colors.

Manufacturer: Wilbur & Williams Paint Corp., 43 Leon St., Boston, Mass.

FLUORESCENT LIGHTING FIXTURE for industrial installation is low cost.

According to the manufacturer, low cost is the main feature of this full-size Silv-A-King industrial fluorescent lighting fixture. Known as the Economical Unit, it is a two lamp, 40-w. open-end type fixture, completely wired with 6 in. No. 18 AF wire leads, ready to install. Reflector is full size, 13 in. wide, 52 in. long and comes in

(Continued on page 192)

GENERAL ELECTRIC Q-FLOOR WIRING ADDS FLEXIBILITY TO STORE LAYOUT

To provide an electrical system that can be quickly adapted to any changes in store arrangement, the new Abraham Drug Store in Burlington, Vermont, has been equipped throughout with Robertson Q-Floors and General Electric Q-Floor wiring.

Planned for Efficiency

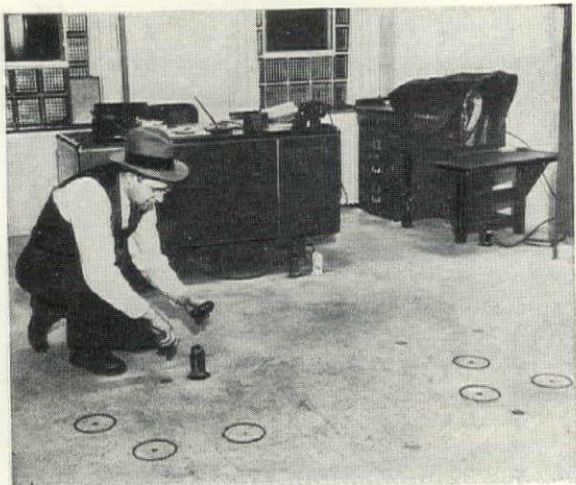
This attractive four-story building, like larger buildings constructed with Q-Floors, was designed for efficient service and economical maintenance now and throughout its life. Today, Q-Floor wiring provides ample facilities for general and showcase lighting, for cash registers, and other electrical needs. In the future, as layout changes are made, electric outlets can be moved and new outlets added wherever needed — quickly, and without the expense of ripping up floors or installing new raceways.

How Q-Floors Save

Any building, large or small, can be designed to stay electrically flexible with G-E Q-Floor wiring. The Q-Floor system — a series of hollow steel cells under the finished floor — provides raceways that can be tapped anywhere in the floor on six-inch centers. Thus, electrical facilities can be changed at any time, with little effort, and at low cost. When building, get Q-Floor planning assistance from your General Electric Merchandise Distributor or a factory underfloor specialist. For information, write to Section C59-14, Appliance and Merchandise Department, General Electric Company, Bridgeport 2, Connecticut.



All electrical requirements in the up-to-date Abraham Drug Store, Burlington, Vt., are provided for with General Electric Q-Floor wiring. This modern wiring system, making changes in electrical layout simple and inexpensive, will keep this building always electrically young.

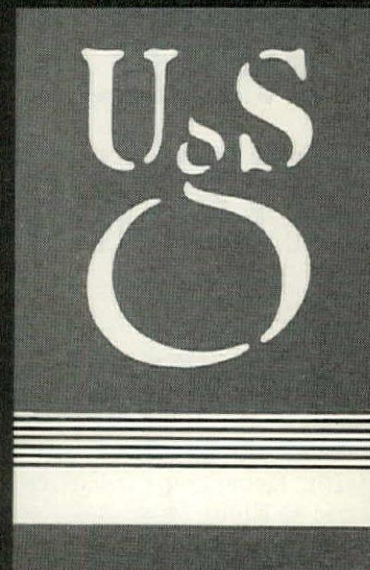


Left: Orin Lambert of Sherwin Electric Company, electrical contractors, demonstrates the ease with which new electric outlets can be installed in Q-Floors. Right: L. S. Newton, architect, proudly makes a purchase in the new Abraham Drug Store, which he designed to include General Electric Q-Floor wiring. Note accessibility of electric outlets.



GENERAL  ELECTRIC

MEN WHO BUILD AMERICA TRUST THIS TRADE MARK



USG is a trade mark which distinguishes the products of United States Gypsum. Architects and builders know it as a symbol of highest quality. They look for it on the bag, tag or label of today's building materials. They know that USG products are developed in the most modern of

research laboratories. In production, these products are checked against the highest standards in the industry. The trust and acceptance symbolized by the USG trade mark means more satisfied clients for architects and builders. It's a firm foundation for better business.



United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint



because of Steel Pipe
her drink is pure and clear...

She's the healthiest child in the world—this regular American kid. Pipe had much to do with making her strong, straight and sturdy, and in keeping her so.

She drew her first breath in a modern hospital. Mile after mile of pipe made possible the sanitary and therapeutic facilities that gave her a head start over the children of other nations.

Her home sets the world's standards for comfort, convenience and healthful living, largely because of the thousand-or-so feet of

pipe that provides pure water, heat and sanitation.

All through her life, steel pipe in one form or another will help to assure her health and happiness. She can take it for granted—we all can.

The interesting story of "Pipe in American Life" will be sent upon request.

COMMITTEE ON STEEL PIPE RESEARCH of American Iron and Steel Institute, 350 Fifth Avenue, New York 1, N.Y.

STEEL PIPE MAKES IT POSSIBLE!

... better living through pipes of steel for plumbing and heating purposes.

If Clients
built houses..



...they'd include these

2 BIG IDEAS

1. Home Cooling

2. Kitchen Ventilation

If Mr. and Mrs. Client were building their own home, they'd be sure to "build in" two important comfort features—an Emerson-Electric Home Cooler Fan for a cool, "sleepable" house on hot summer nights—and an Emerson-Electric Kitchen Ventilator for an airy odorless kitchen.

Emerson-Electric is continuing to sell these two home-comfort ideas in more than a score of popular magazines, reaching thousands of present and prospective home builders. You're sure to please your clients and make your client-job easier, when you specify and install Emerson-Electric Kitchen Ventilating Fans and Home Cooler Fans.

For detailed specifications and complete information, write for free illustrated catalog No. B-30 **TODAY**.

THE EMERSON ELECTRIC MANUFACTURING CO., ST. LOUIS 21, MO.
Branches: New York • Chicago • Detroit • Los Angeles • Davenport



EMERSON-ELECTRIC HOME COOLER FAN

Installed in attic, this sturdy fan forces out the day's accumulation of hot air, pulls in cool night air through open windows and doors. Designed to give years of silent, trouble-free service in all types of homes.

KITCHEN VENTILATOR

Adjustable to wall thickness, this dependable fan whisks out kitchen heat and cooking odors, prevents spread to other rooms.



EMERSON ELECTRIC
MOTORS • FANS • APPLIANCES

either porcelain enamel or synthetic baked enamel on heavy gauge steel. The gray enamel hood matches in color the outside reflector. Ballasts are high-power factor, and starters separately mounted behind lamp-holders, allow for easy replacement. The unit is completely adaptable for single or continuous runs, chain or conduit suspension.

Manufacturer: Bright Light Reflector Co., Dept. EC-7, Fairfield and State Sts., Bridgeport, Conn.

NEW FLUORESCENT FIXTURE LINE offers variety of types and models.

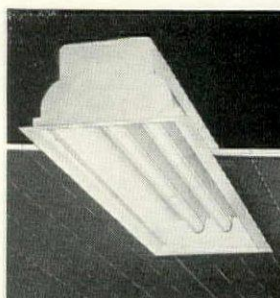
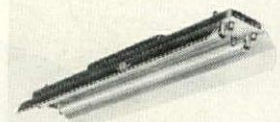
This complete new line of fluorescent fixtures, known as Trofferlite, includes a variety of types and models in 12 in. and 24 in. widths, and in deep or shallow construction. The 12 in. and 24 in. width fixtures are manufactured in the following types: open, glass enclosed, baffled and louvered. In deep construction these fixtures can be had for use with 96 in. and 72 in. Slimline tubes. The 13 3/4 in. width fixture is available only with Holophane Controlens. All of the new units are treated against rust and are finished in baked white enamel inside, gray enamel exteriors.

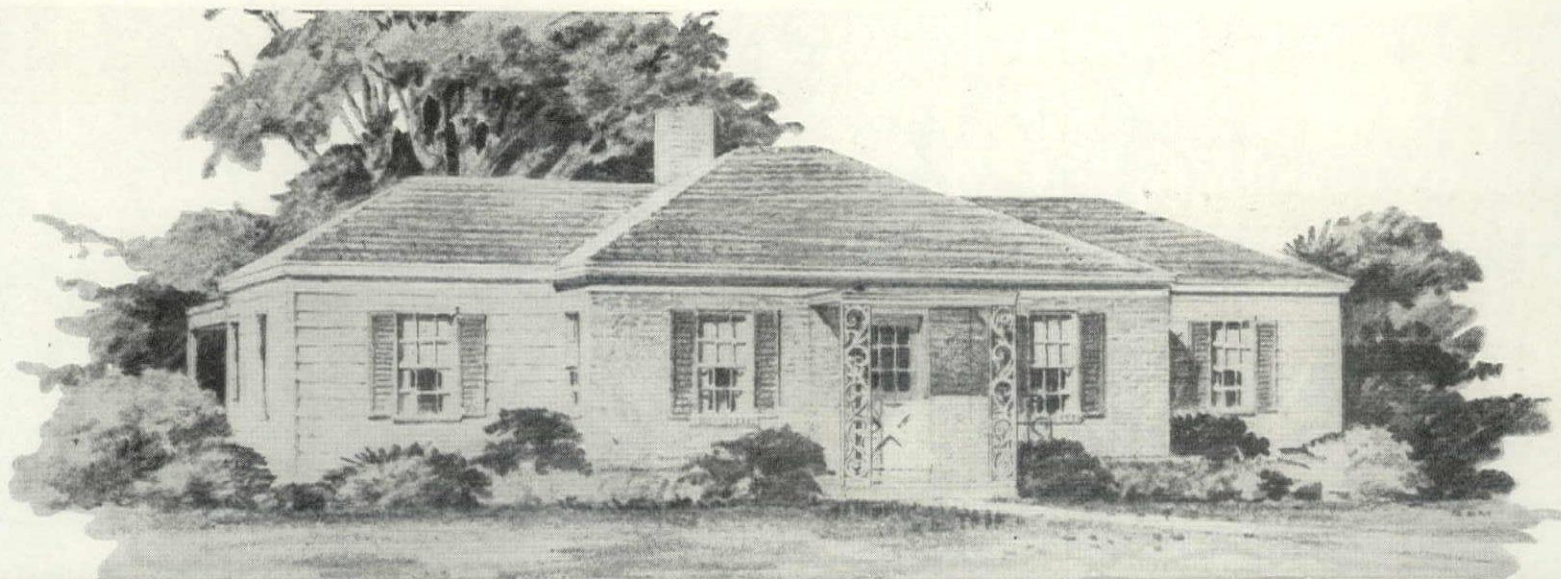
Manufacturer: Leader Electric Co., 6127 North Broadway Chicago, Ill.

DUPLEX REFRIGERATOR combines 7 cu. ft. deluxe refrigerator and 3.5 cu. ft. zero food locker in one cabinet.

Actually two appliances in one cabinet, the Frostair Duplex provides a 7 cu. ft. refrigerator above a 3 1/2 cu. ft. frozen food locker. The 40° refrigerator has a full 14.2 sq. ft. shelf area while the zero locker holds 130 lbs. of meat or 80 qts. of fruits or vegetables. Each compartment features a separate Dutch door and a separate refrigeration system. In the upper or refrigerator compartment the freezing coils are concealed inside the walls. Thus defrosting of the refrigerator area is eliminated. Humidity is kept at 80 per cent. Removable shelves glide out easily and because the refrigerator compartment has waist high reach to the lowest shelf, there is no stooping or bending. Other features of this compartment include a separate icemaker capable of making 90 cubes at one time, a special compartment for tall bottles and three wire baskets for fruits and vegetables. According to the manufacturer, the icemaking compartment needs defrosting only once or twice a year. The 3.5 cu. ft. frozen food locker, located behind the lower Dutch door, maintains temperatures at zero and requires no defrosting. The compartment has two aluminum-fitted bins equipped with automatic safety stops. The new Frostair Duplex is heavily insulated and employs two silent hermetically sealed refrigeration systems which are said to insure efficiency, few repairs and long life. Overall

(Continued on page 196)

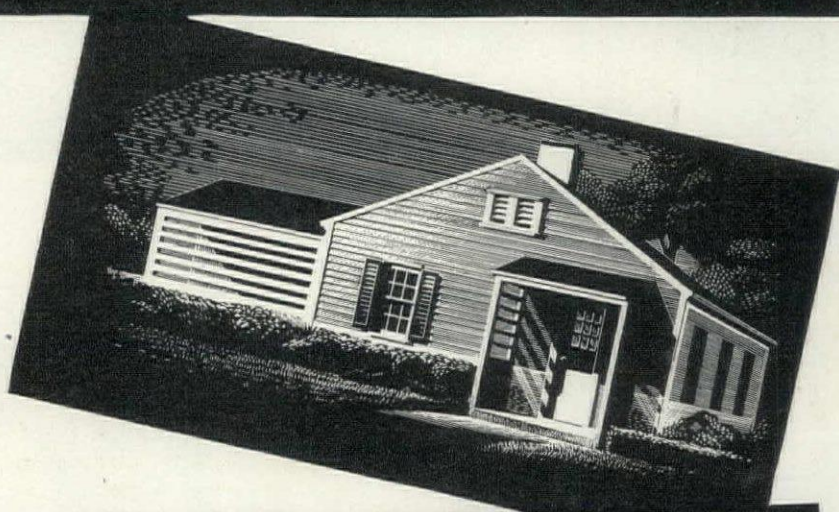




In aiding America solve her most drastic housing problem, KNOX — builders of good homes for 50 years — leaves nothing to chance; each operation from the selection of raw materials to final assembly is performed with the same skill . . . and precise workmanship which has been characteristic of Knox operations for half a century. Constructed in Knox's modern plant with *quality* materials throughout, all operations are precise, accurate, dependable. Knox builds modern homes that *will* endure.

TODAY'S KNOX HOMES ARE PLANNED BY CHAPMAN AND EVANS, NEW YORK ARCHITECTS. DESIGN VARIATIONS ARE MANY AND ATTRACTIVE.

For complete information and data on Sales Representation in your area, write Knox Corporation, Thomson, Georgia. Learn about advantageous marketing of Knox Homes still open to arrangement in many parts of the country.



KNOX CORPORATION

THOMSON,

GEORGIA

ANDERSEN *Windowalls* when the LOT includes a LAKE



HOME NEAR CLEAR LAKE, IOWA; HANSEN & WAGGONER, ARCHITECTS; ARNE HOLVIK, BUILDER

To remodel this lake home in Iowa, ANDERSEN WINDOWALLS* were a wise choice. For they frame the view of the lake, permit plenty of sunshine and fresh air to enter the home, and function both as walls and windows, protecting the comfort of the interior while opening up the attractive vista.

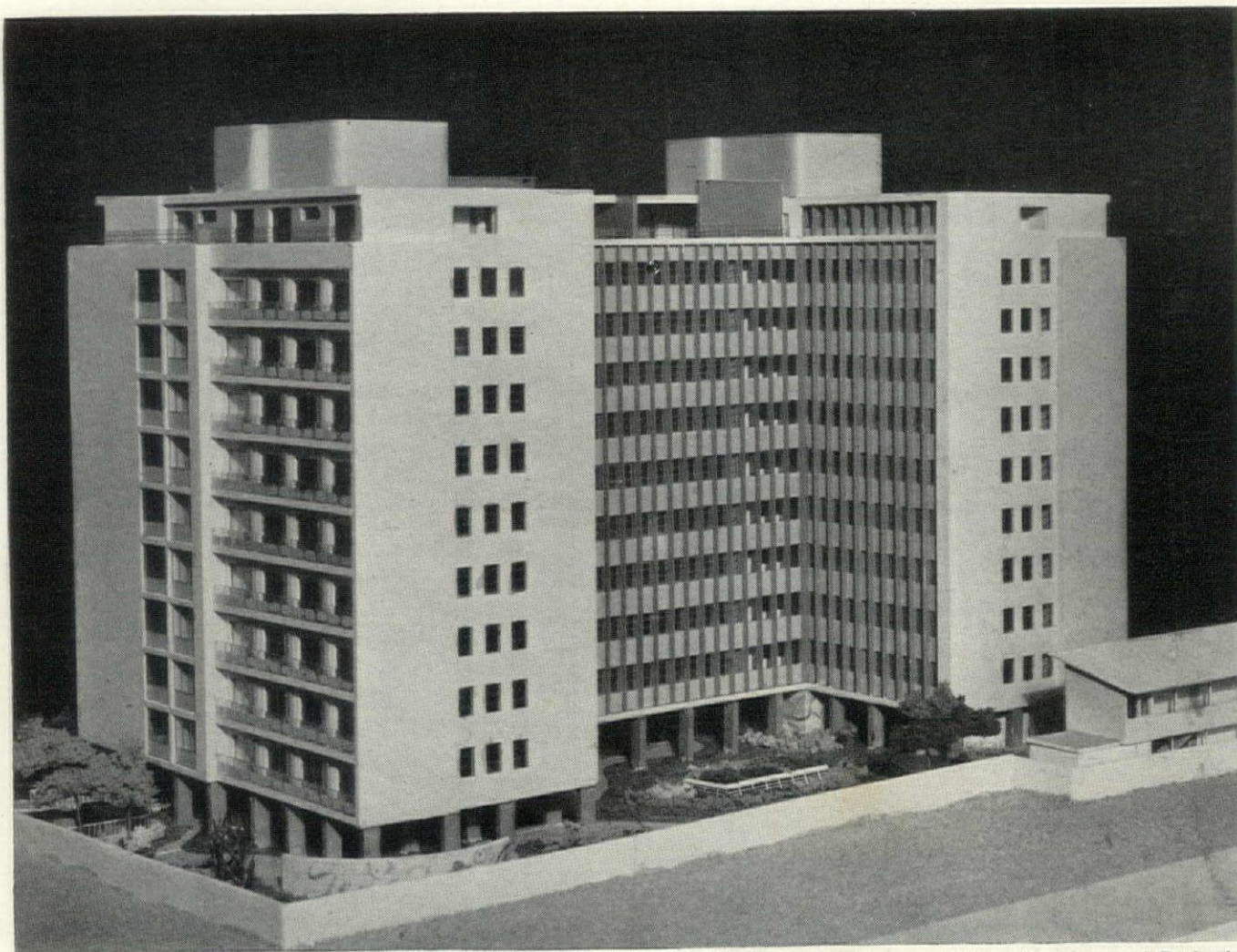
Here the designer has placed a picture window

between several Andersen Gliding Window Units, so that nearly the entire room is walled with glass.

Specification data is in Sweet's Architectural and Builders' Catalogs or will be sent by Andersen Corporation on request. See your local lumber and millwork dealer for prices and delivery information.

* TRADEMARK OF ANDERSEN CORPORATION

Andersen Corporation
BAYPORT • MINNESOTA



Model of a modern apartment house, the property of Prudencia Capitalizacao, being erected in Sao Paulo, Brazil, in which Silbraz joints made with Walseal Valves and Fittings have been specified.

This building is truly MODERN

**... because
the pipe joints
are Silbraz®**

Owners, architects, and builders of new buildings are using all the latest building techniques at their command. That's why the brass and copper pipe runs of truly modern buildings are specified Silbraz — the modern way of joining brass or copper pipe or Type B copper tubing. Silbraz joints are silver brazed—not soldered or threaded — and form a joint that is stronger than the pipe itself. They are leak-proof, permanent, and will not creep or pull apart under any condition which the pipe or tubing can withstand.

Silbraz joints actually make the brass or copper pipe or tubing into "one-piece pipelines" that save you money by eliminating leaky connections, costly maintenance, and repairs.

Walseal® Valves and Fittings for Making Silbraz Joints

The Walworth Company, produces a complete line of Walseal Valves, Fittings and Flanges for making Silbraz joints — the modern method of joining brass or copper piping. For further information, see your nearest Walworth distributor, or write for Circular 84A.



Make it a "one-piece pipe line" with Walseal

WALWORTH

valves and fittings

60 EAST 42nd STREET, NEW YORK 17, N. Y.



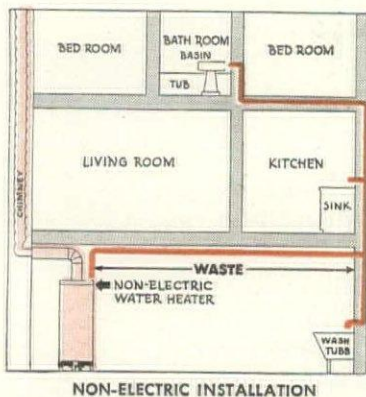
DISTRIBUTORS IN PRINCIPAL CENTERS THROUGHOUT THE WORLD

HERE'S A **new** STEER!



And this is really a good "steer." It's the trend of home buyers' preference for automatic Electric Water Heaters.

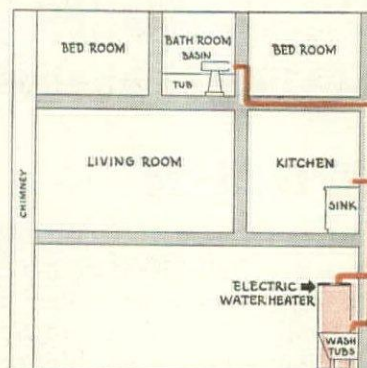
How to reduce construction costs and add customer features...



NON-ELECTRIC INSTALLATION

Construction costs can be reduced with Electric Water Heaters because there's no flue or vent, so installation can be made anywhere—in a closet, in the kitchen, in the bathroom, in the utility room. Hot water lines can be short, cutting piping cost.

Customers like Electric Water Heaters



ELECTRIC INSTALLATION

because they are: (1) **AUTOMATIC** (continuous hot water, no attention); (2) **CLEAN** (smokeless, sootless); (3) **DEPENDABLE** (short hot water lines; no flue or vent); (4) **TROUBLE-FREE** (as electric light); (5) **ECONOMICAL** (plenty of hot water, fully insulated storage at low cost); (6) **SAFE** (all electric); (7) **FLEXIBLE INSTALLATION** (can be located in living quarters; does not consume oxygen.)

Electric Water Heater Section NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION
155 East 44th Street, New York 17, New York

B & F • CLARK • FOWLER • FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT • HOTSTREAM • JUD WHITEHEAD • KELVINATOR • MONARCH • NORGE • PEMCO • REX • RHEEM • SEIDELHUBER • SELECTRIC • SMITHWAY • SUNBEAU • THERMOGRAY • THERMO-WATT • UNIVERSAL • WESIX • WESTINGHOUSE

IT'S EASY TO INSTALL an electric WATER HEATER!

...in a house wired for an Electric Range

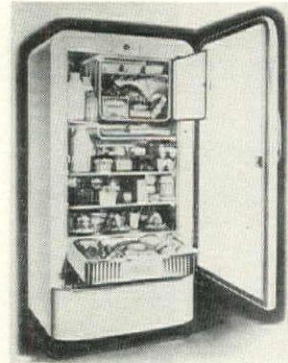
dimensions are height 68½ in., width 33 in., depth 29½ in. Price ranges from \$588 to \$593, depending on locality.

Manufacturer: Frostair, Division of the General Tire and Rubber Co., 332 S. Michigan Ave., Chicago, Ill.

COMPACT REFRIGERATOR of 7¾ cu. ft. capacity fits into small and medium size kitchens.

Designed to fit into small kitchens and apartments, Coolerator's new 7¾ cu. ft. "Kitchen Saver" refrigerator gives a maximum storage capacity in a cabinet requiring a minimum of floor space. The compact, streamlined cabinet measures only 56¾ in. high, 28 in. wide, and 25 in. deep. It provides 15.7 sq. ft. of shelf area and in addition a 25 lb. built-in frozen food locker. A separate shelf is included for three large ice cube trays or the freezing of 42 cubes at once. Other features include two special shelves for tall bottles, a fruit and vegetable crisper, defrosting tray, interior light and 3 in. of insulation. The new refrigerator is operated by a hermetically sealed freezing unit that does not require oiling or adjustments and has three zones of cold. List price of the new unit is \$239.75 f.o.b. Duluth.

Manufacturer: The Coolerator Co., Duluth, Minn.



ELECTRIC RANGE for apartments and builder projects requires minimum floor space.

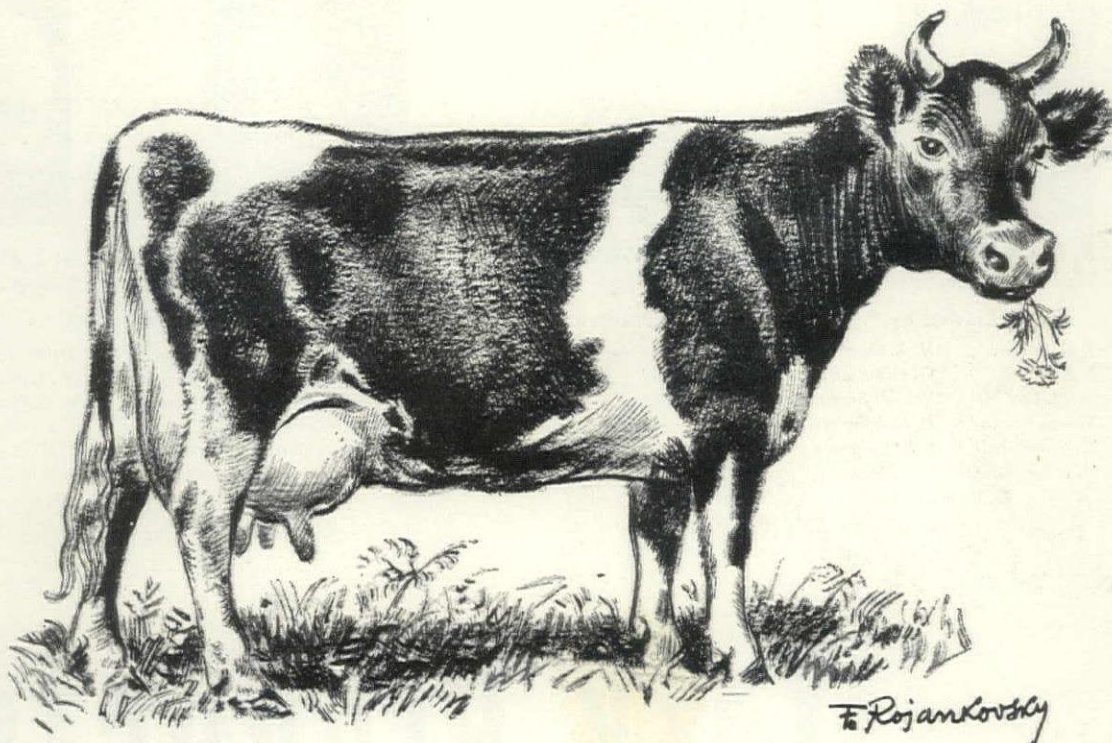
Designed especially for apartments and builder projects as a companion to the Kelvinator Space Saver Refrigerator (B.R. 4/47), this new 21 in. electric range provides important space saving and efficiency advantages for the small, modern kitchen. Only 21 in. wide, 25 in. deep and 36 in. high, it features a full size two-unit oven and three surface units. The two-unit oven with a 3,000-w. top unit for broiling and a 2,000-w. bottom unit for baking measures 16 in. x 16 in. x 19 in. Heavily insulated with Fiberglas it has a counterbalanced door and broiler stop and rounded corners for easy cleaning. A concealed vent provides an outlet for excess vapor. There is a manually operated oven selector switch for bake, preheat and broil speeds and a signal light to indicate when oven is in operation. The three surface units, an 8 in. unit with a wattage range from 130 to 2,100 w. and two 6 in. units with wattage ranging from 80 to 1,250 w., are of triangular tubular design. Each seven heat unit has two separately controlled cooking areas for greater flexibility and economy. Cooking units can be raised to allow easy cleaning of the reflector pan. The new range has a welded one-piece porcelain exterior with porcelain acid resistant top, recessed sloping switch panel and a handy appliance outlet. Connected load is 10,260 w.

Manufacturer: Kelvinator Division, Nash-Kelvinator Corp., 14250 Plymouth Rd., Detroit, Mich.



STAINLESS STEEL SINKS available in any number of units.

This new line of seamless utility stainless steel sinks is available in one, two, three or more (Continued on page 200)



HOW TO HAVE...

contented customers

To have contented customers, popular home-buyer trends must be recognized. Today the trend is to Electric Ranges. Another million American families switched to Electric cooking last year. Estimates indicate that this year over a million more Electric Ranges will be installed.

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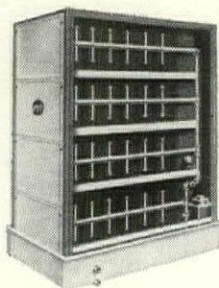
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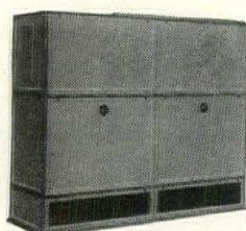
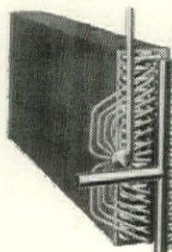
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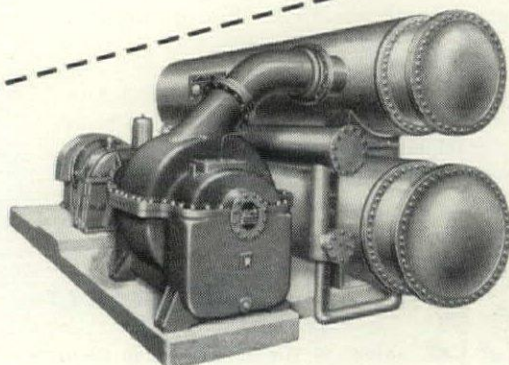
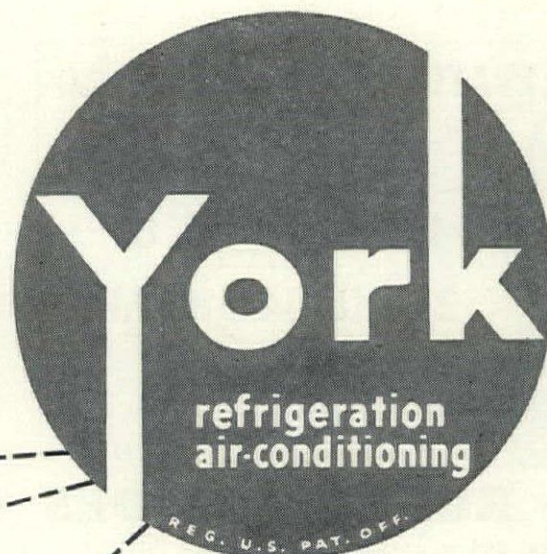
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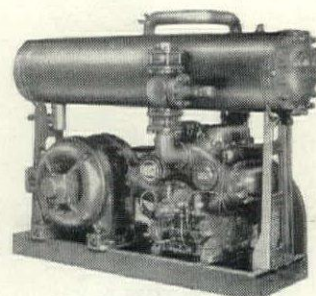
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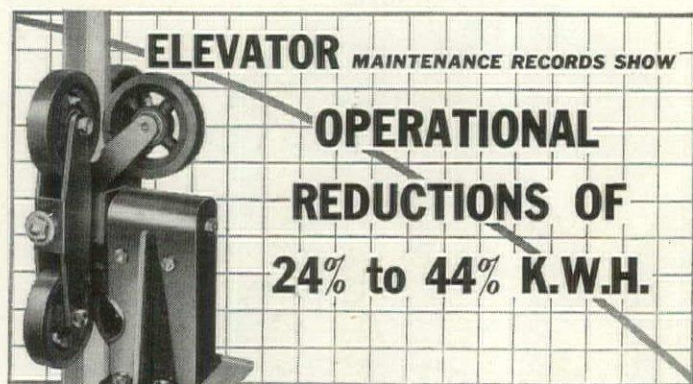
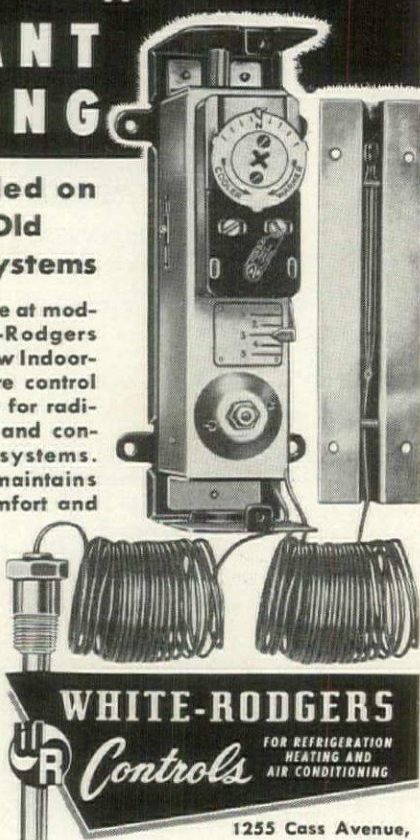
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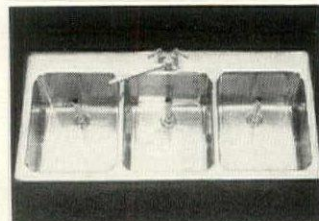
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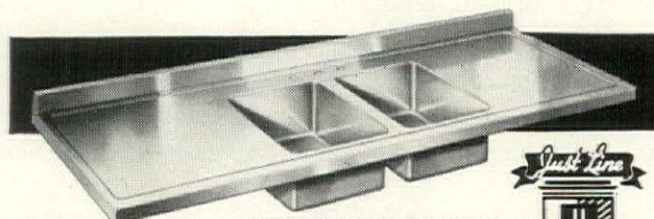
furnished in either flat or raised edge for tile or sheet metal drainboards and come with or without ledgeback. Following size sinks are available: single with ledgeback, 16 in. x 16½ in. x 8 in.; single without ledgeback, 16 in. x 14 in. x 8 in.; double with ledgeback, 18¾ in. x 26½ in. x 8 in.; double without ledgeback, 16 in. x 26½ in. x 8 in.; triple without ledgeback, 38¾ in. x 16 in. x 8 in.; triple with ledgeback, 38¾ in. x 18½ in. x 8 in. Four or more grouped units can be supplied on special order. Sinks are available in Monel metal at slightly higher cost, all are furnished less fixtures and strainer.

Manufacturer: Zeigler-Harris & Co., 2900 N. San Fernando Road, Burbank, Calif.

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Manufacturer: W. W. Ford, 505 N.E. 5th St., Oklahoma City, Okla. (Technical Literature, page 208)



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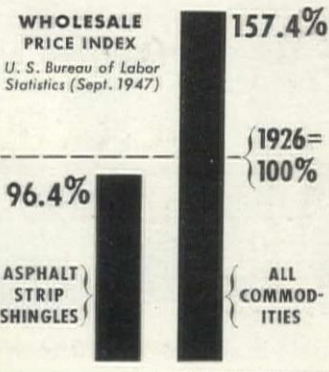
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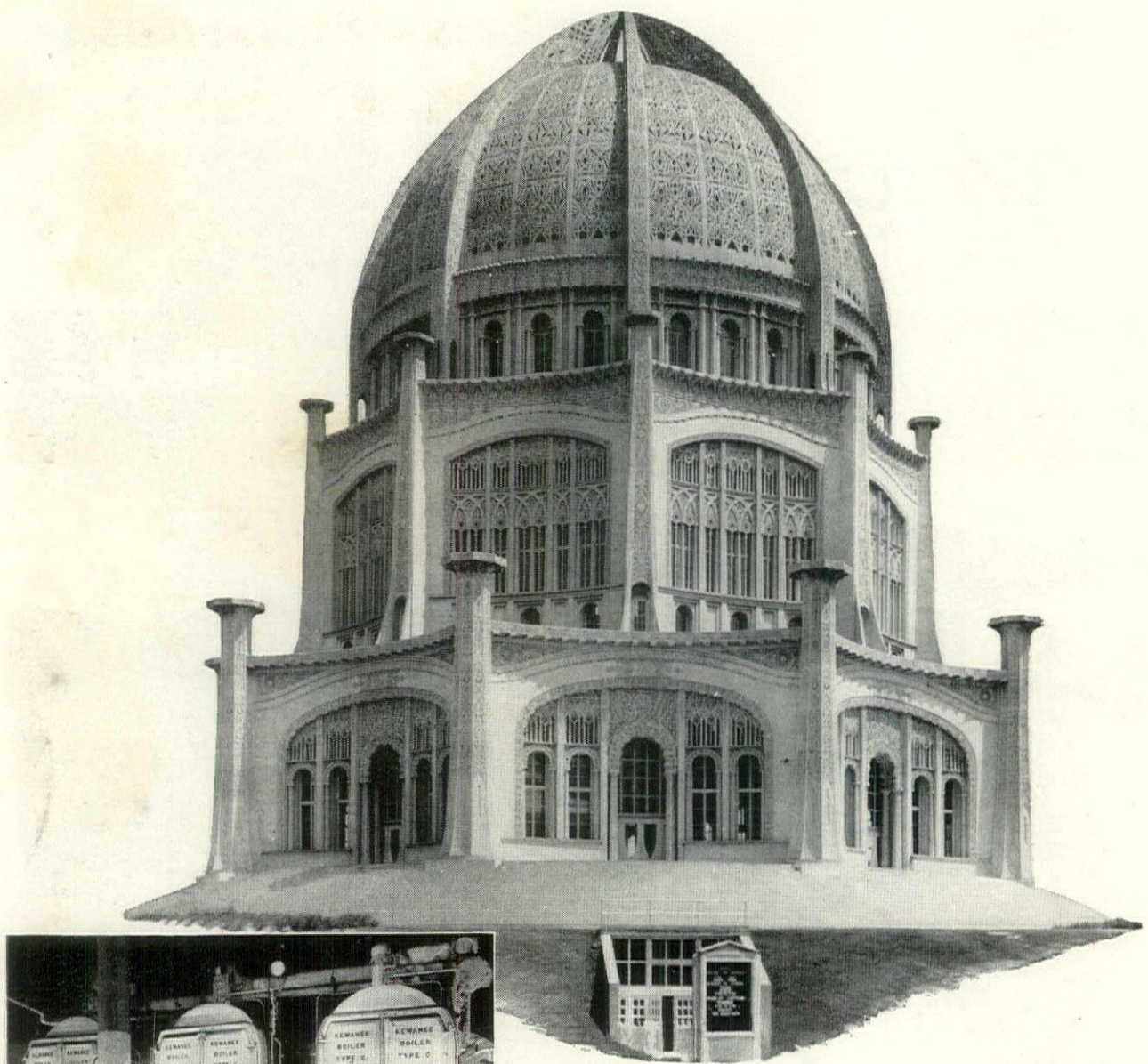
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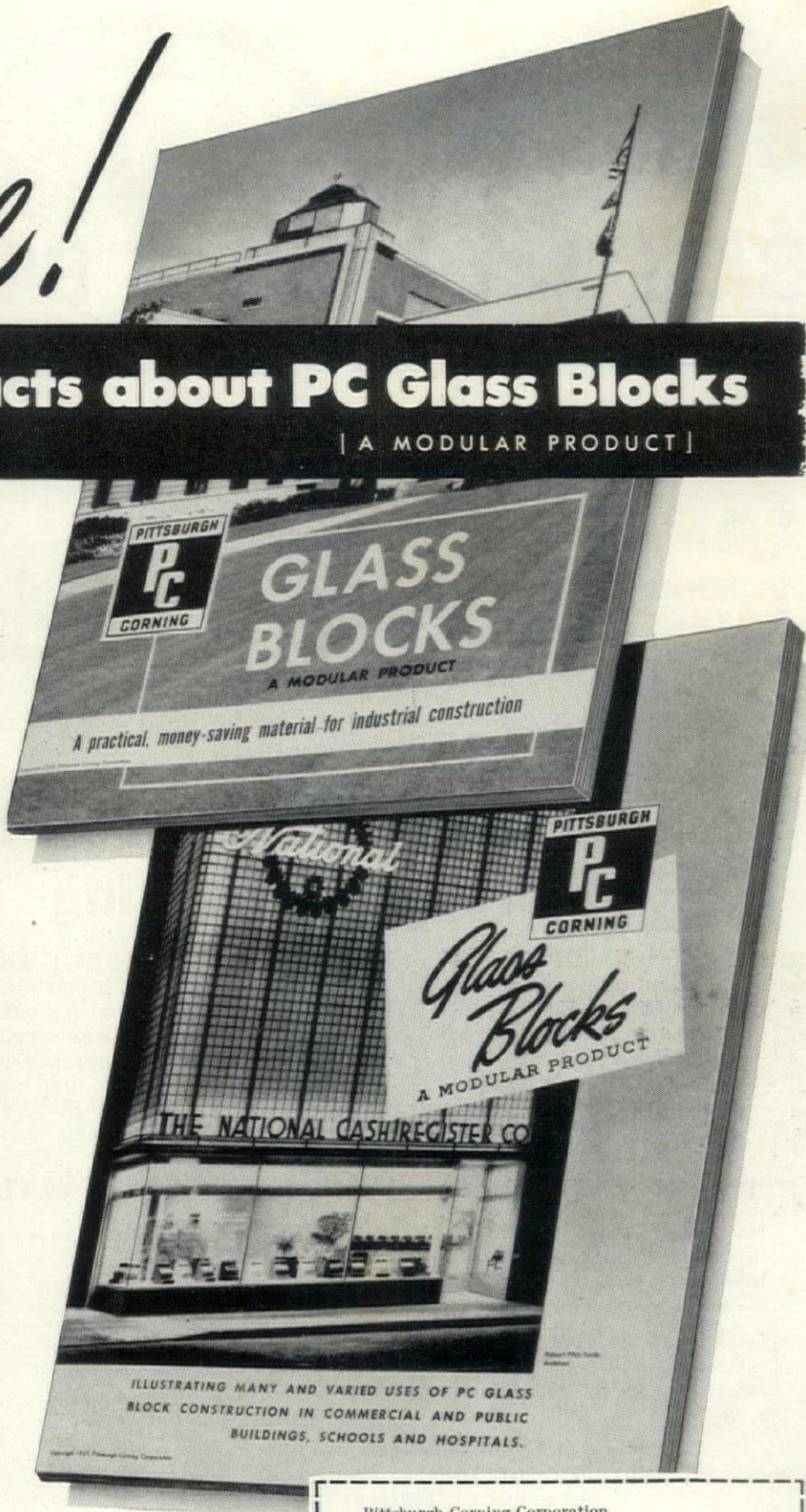


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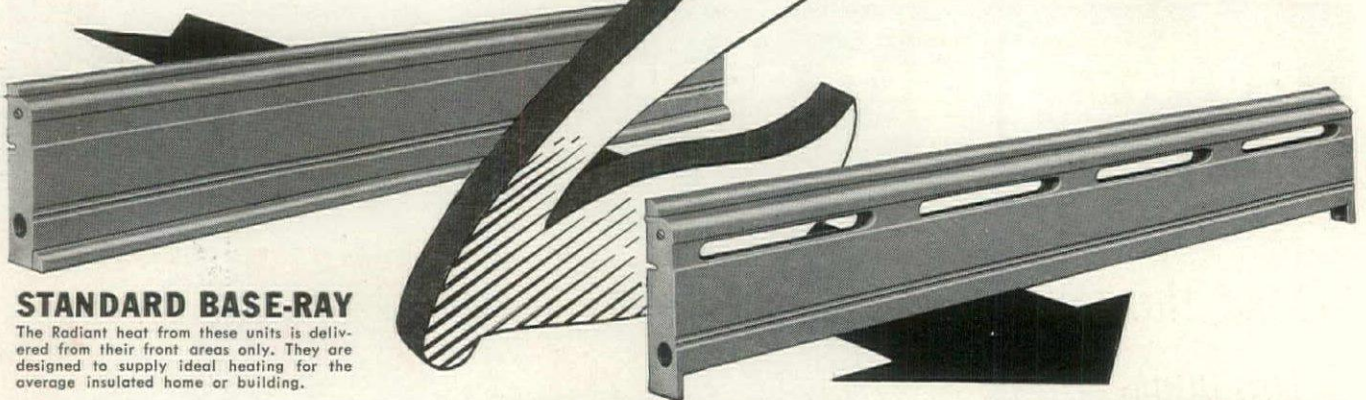
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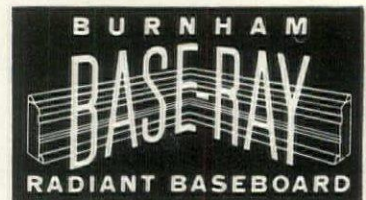


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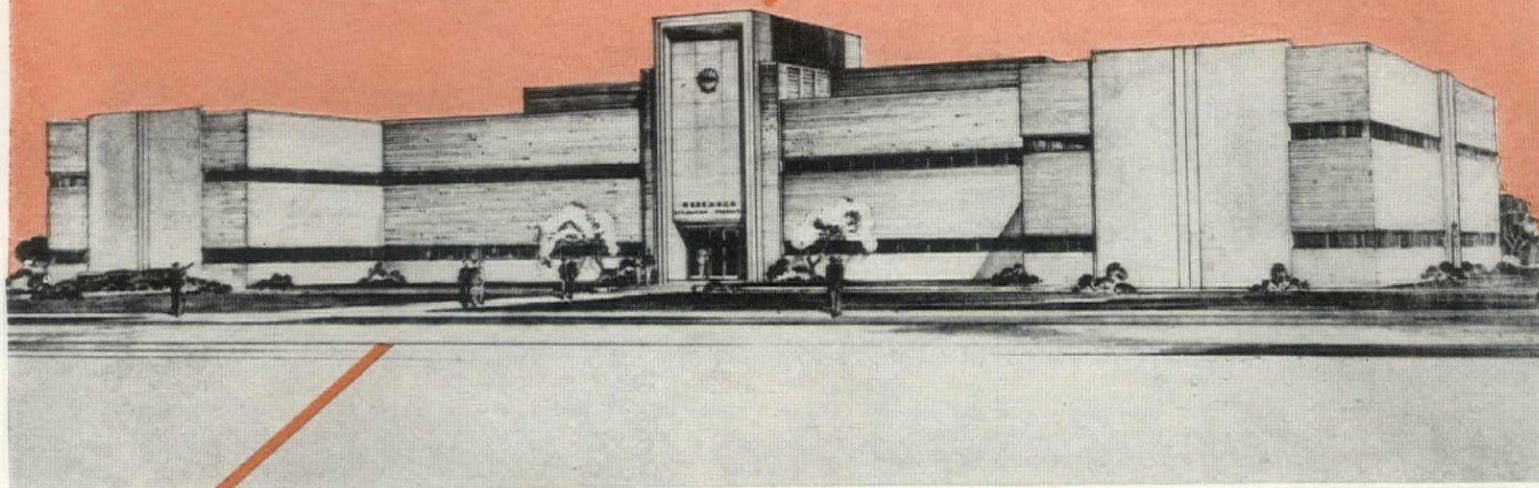
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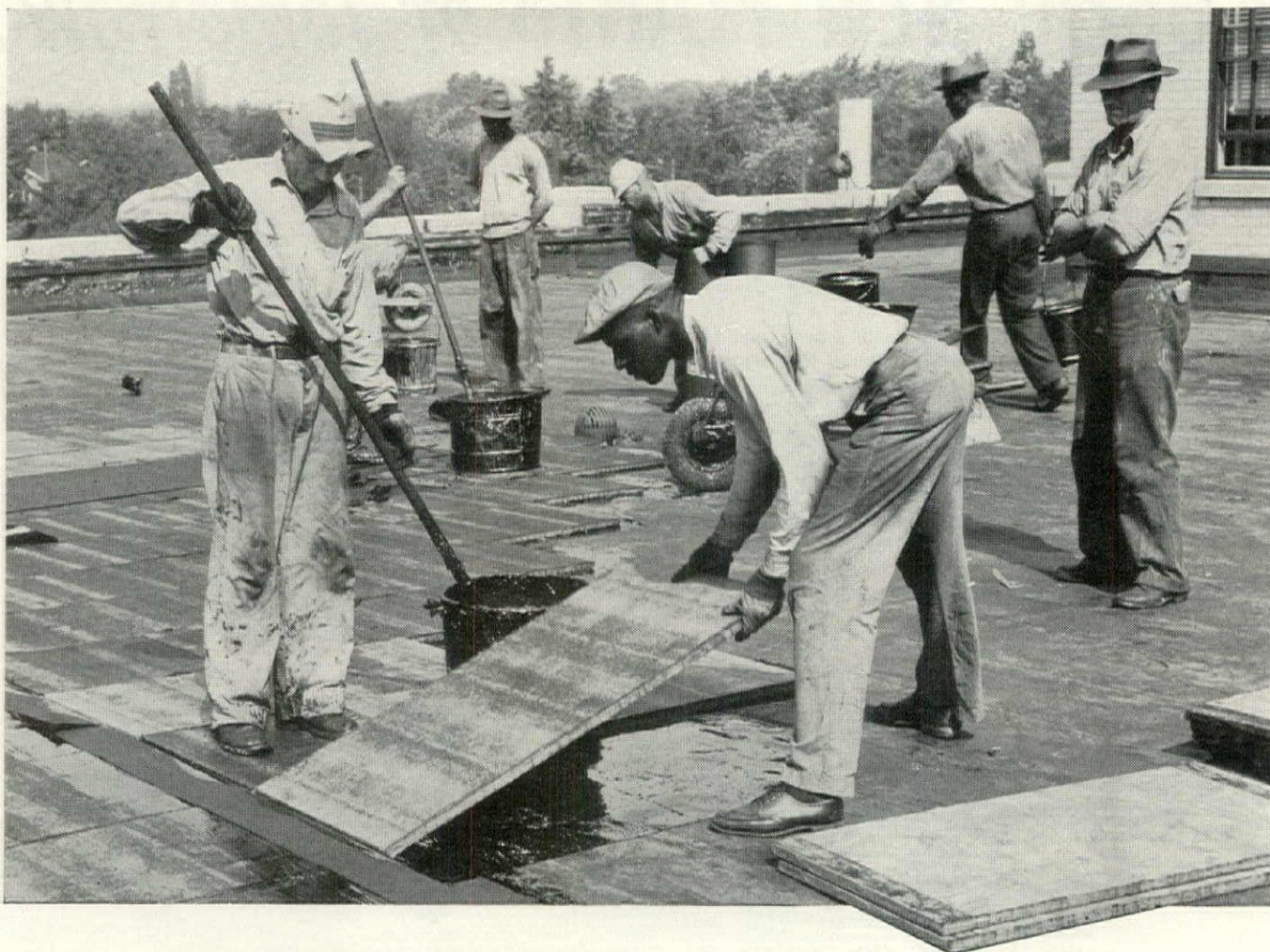
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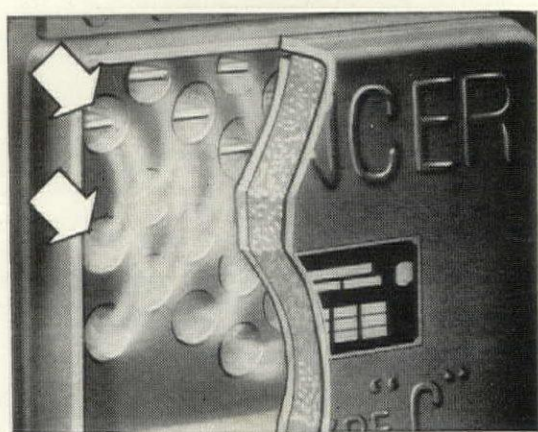


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High Quality Steel Tubes ... Easy to Clean

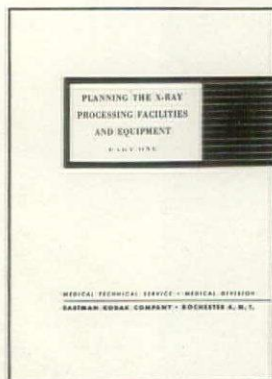
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SPENCER HEATER



Division—AVCO Manufacturing Corp.
Dept. AA-5, Williamsport, Pa.

TECHNICAL LITERATURE



X-RAY PROCESSING FACILITIES. Planning the X-Ray Processing Facilities and Equipment, Part I, II, III. Medical Technical Service, Medical Division, Eastman Kodak Co., Rochester, N. Y. 42, 28, 66 pp. 7 7/8 in. x 10 1/2 in.

Of special interest to hospital architects, these informative booklets offer much helpful data on the planning of X-ray processing facilities. The introduction points out that the flow of X-ray films from the radiographic room, through the processing facilities, to the viewing room may be expedited by the proper planning of the processing rooms within the X-ray department and by the efficient arrangement of equipment. The design approach is made from the standpoint of motion economy in routine procedures based on recommendations of time-study engineers. Part I "Planning the X-ray Processing Facilities" deals with the location of facilities, special purpose rooms, loading rooms, planning the floor

space, single room layouts, arrangement of equipment and light tight entrances. It also covers electric wiring, ventilation floor and wall coverings. Part II deals with illumination, the loading bench in the X-ray processing room and facilities for drying the X-ray films. Part III is devoted exclusively to X-ray processing tanks, their design, materials and construction, plumbing, temperature control and maintenance. The three volumes are fully illustrated with plans, diagrams, sketches, etc.

GOLF RANGES. Golf Range Operator's Handbook. The National Golf Foundation, 407 South Dearborn St., Chicago, Ill. 34 pp. 8 1/2 in. x 11 in. Price \$1.

The first publication to be printed on the subject of golf ranges, this handbook provides pertinent information on the construction, maintenance and management of golf facilities. Opening chapters give information on the area required for golf ranges, selecting the site, planning and laying out the range. Following sections discuss fairways and target greens, tees, illumination, retrieving of balls, balls and clubs. A "Golf Range Operator's Forum" offers reports of construction, equipment and operating developments contributed by cooperative range operators. Concluding chapters cover practice sand traps, range turf maintenance and miniature golf. Architects' drawings illustrate a contemplated golf range project, photographs show various types of buildings, tees and other golf range facilities.

CEILINGS. Leading The Trends, "It's Simple With Simplex." Simplex Ceiling Co., 552 W. 52d St., New York, N. Y. 16 pp. 8 1/2 in. x 11 in.

These pages adequately describe the advantages and installation of Simplex Ceilings, a flexible, adaptable, easily-installed type of metal panel ceiling construction. Large scale diagrams illustrate the system's application to various types of construction and structural conditions. Drawings show how Simplex ceilings can be used with fluorescent lighting, for blanket air distribution, noise reduction, radiant heating, invisible music source, etc.

STEEL. Warehouse Stocks. Allegheny Ludlum Steel Corp., 2020 Oliver Building, Pittsburgh, Pa. 72 pp. 8 1/2 in. x 11 in.

This list of tool and high speed steel warehouse stocks not only indicates types, shapes and sizes available, but shows the local warehouses in which each item is stocked. It contains 62 pages of indices of all high speed and tool steels marketed by the company through its warehouse system. Each page is laid out in tabular form with the company's 18 warehouses represented vertically and sizes listed horizontally. Symbols, used to designate flats, squares and rounds indicate whether a warehouse stocks the particular shape and size desired. Additional pages list warehouse and sales office locations and carry basic information on the product listed. Final pages are devoted to Carmet (sintered carbide) products available.

WOOD PRESERVATIVE. Chapman "Penta" Preservative. Chapman Chemical Co., 333 N. Michigan Ave., Chicago, Ill. 13 pp. 8 1/2 in. x 11 in.

Discussing the chemical nature of pentachlorophenol, the active ingredient in Chapman's "Penta" Preservative, this colorful booklet explains the many wood preserving advantages of the product. It also presents data on the treating equipment and treatment methods used, quantities of preservative needed and other outstanding features of the material.

(Continued on page 212)

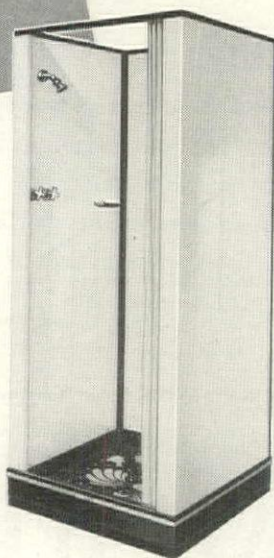
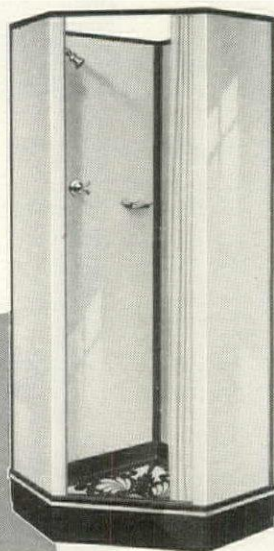
For Quality In
Every Detail

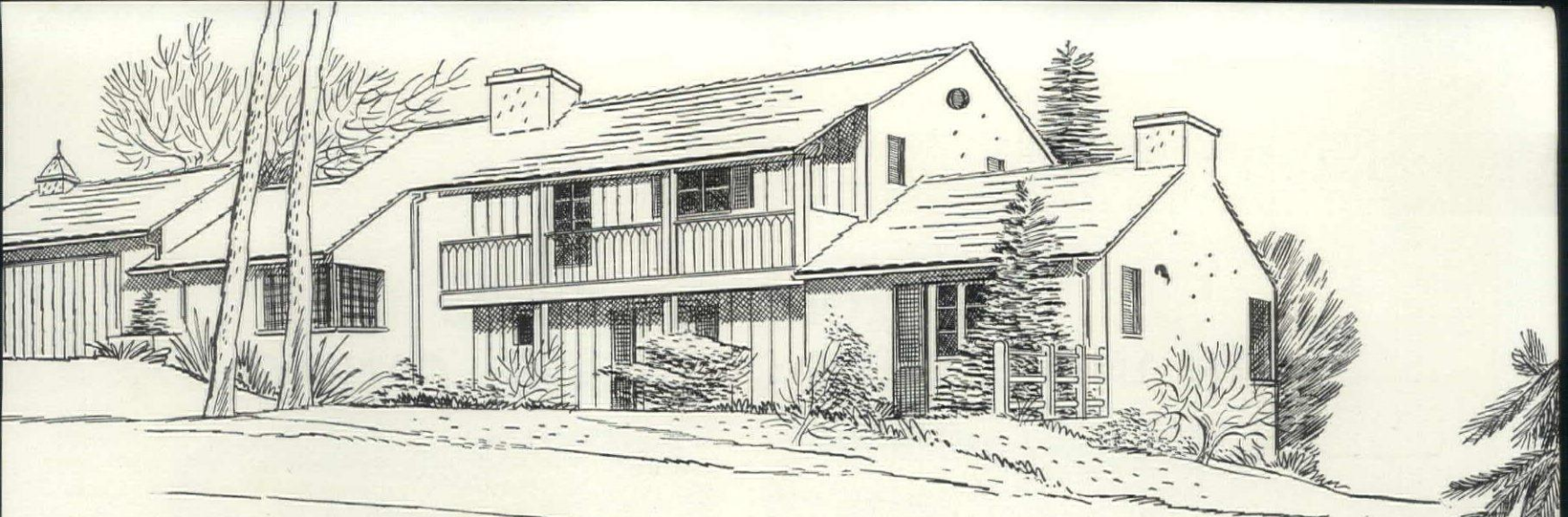
SPECIFY
THE
STANDARD

Your reputation is safe and your clients' best interests are served when you specify the Weisway Standard Cabinet Shower, now available in square or corner entrance models. Quality built, of service-tested materials, by the pioneer manufacturer in the field, Weisways are guaranteed leakproof, have Foot-grip, No-slip floor of vitreous porcelain enamel—safe, and easy to keep clean. For details write

HENRY WEIS MANUFACTURING CO., INC.
102 WEISWAY BUILDING, ELKHART, INDIANA

Weisway
CABINET SHOWERS





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equipment?

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It's all Post-
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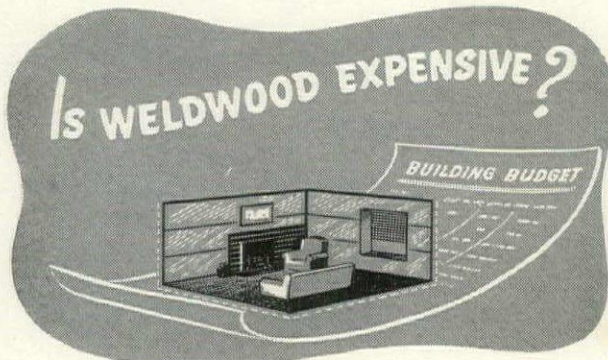


PEOPLE KNOW AND PREFER
POST-ADVERTISED PRODUCTS

THE SATURDAY
EVENING
Post

MANY OF YOUR CLIENTS CAN ANSWER THESE QUESTIONS...CAN YOU?

Is WELDWOOD EXPENSIVE?

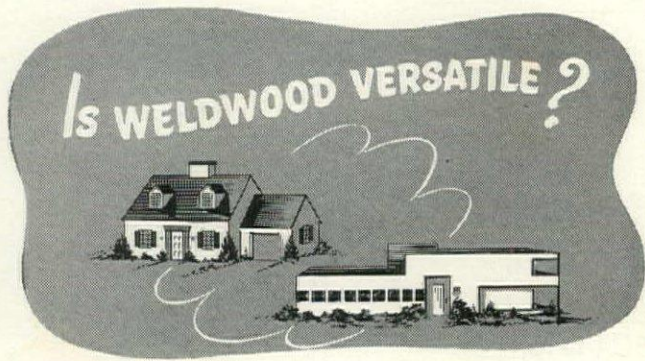


No. We'll readily admit a Weldwood-paneled room looks like a million. But when maintenance expense over the years is considered, a room paneled in Weldwood compares favorably in cost with ordinary plaster, paint and paper...both for new construction and remodeling.

Fact is, you can do a 12 x 18 room in Birch Weldwood for less than \$300**... materials and installation. Stop and think how little that adds to monthly FHA payments, with a home improvement loan.

Many of your clients know this!

Is WELDWOOD VERSATILE?

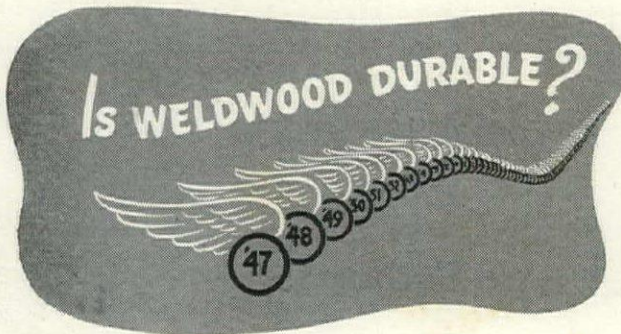


Yes, indeed. Choose your style, then choose Weldwood for the interior. There's a wood for every mood. You'll find exactly what's needed for traditional effects; also beautiful woods for sleek, modern twentieth-century surroundings. Use Weldwood in several rooms, or just one. Do all four walls, even one wall, or simply the dado.

And you can work many clever, "built-in" miracles with Weldwood, for it provides structural strength as well as decorative beauty.

*Many of your clients know this.**

Is WELDWOOD DURABLE?



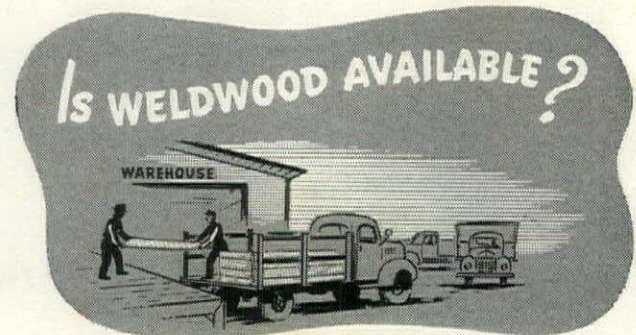
It is. Weldwood Plywood Panels are guaranteed for the life of the building in which they're installed.

And they'll remain luxuriously beautiful with a minimum of maintenance. No recurrent expense for papering and painting.

Durability like this makes Weldwood a good investment. Either in a new home or for remodeling, it adds a permanent value.

Many of your clients know this!

Is WELDWOOD AVAILABLE?



Yes, right now. Most grades and varieties of Weldwood... especially the decorative hardwoods... can be obtained immediately in the most popular sizes and thicknesses.

Fine domestic woods such as birch, oak, walnut, knotty pine and vertical grain cedar. Rich imported woods like de oro, mahogany, primavera. There's a wood to fit every taste and every pocketbook in the Weldwood line.

Many of your clients know this, too!

Why do your clients know these things? Because, in recent years, we've maintained a steady advertising program to tell them. We've hammered home the advantages of Weldwood in ad after ad.

Beauty. Durability. Versatility. Ease of installation. And Economy.

Has our effort had any effect? Well, a recent independent

survey indicates that 1 out of every 3 home-minded Americans wants wood-paneling in at least one room.

And Weldwood gives it to them at a price they can afford to pay.

Take advantage of this acceptance. You'll find a warm reception for plans that include Weldwood Walls. We'll be glad to send complete data.

**Prices may vary slightly in different sections of the country, due to local conditions.

Weldwood* Hardwood Plywood
Douglas Fir Weldwood
Mengel Flush Doors
Douglas Fir Doors
Overhead Garage Doors
Molded Plywood
Armoply* (metal-faced plywood)
Tekwood* (paper-faced plywood)
Flexmet
Weldwood Glue* and other adhesives
Weldtex* (striated plywood)
Decorative Micarta*
Flexwood*
Flexglass*
Fizrite*

*Reg. U.S. Pat. Off.

WELDWOOD Plywood

Weldwood Plywood and Mengel Flush Doors are products of

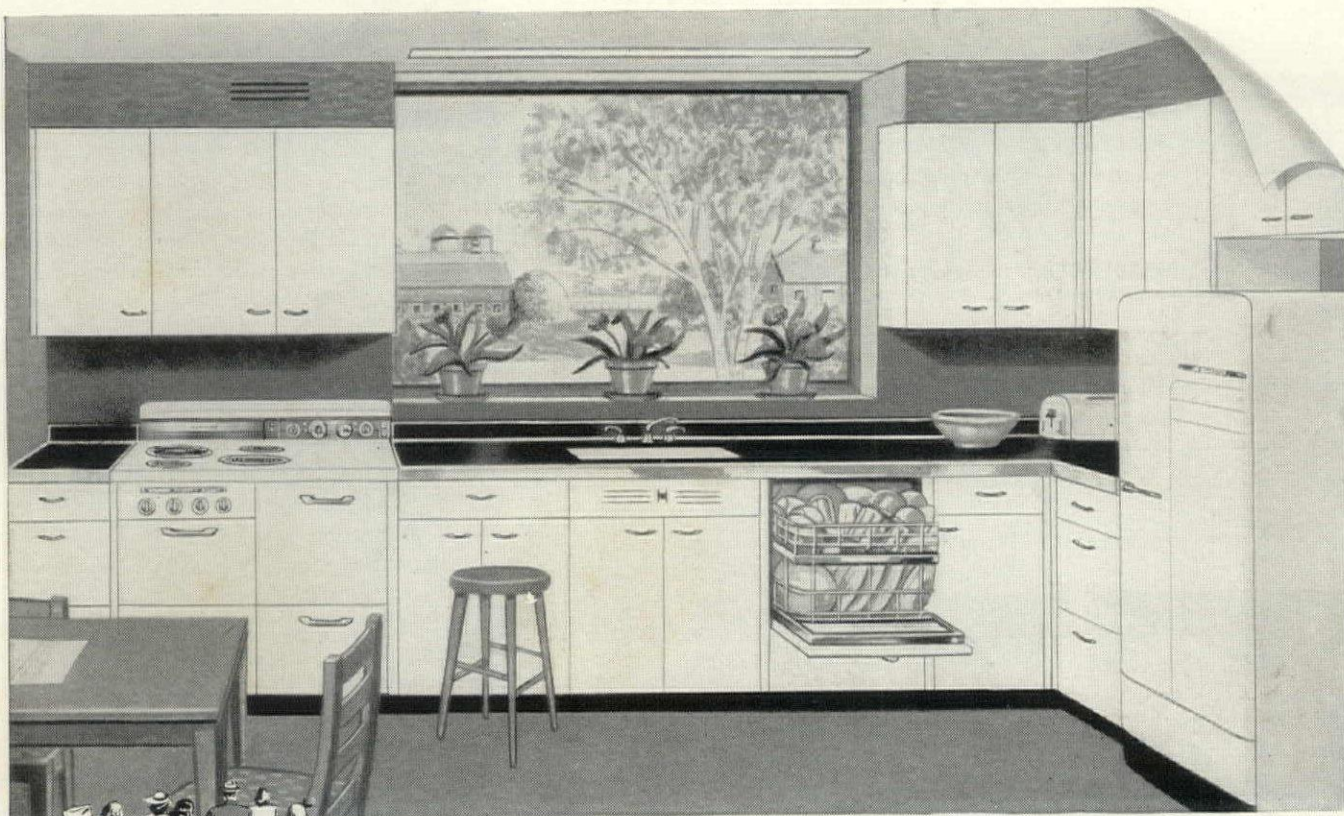
UNITED STATES PLYWOOD CORPORATION
New York 18, N. Y.

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Louisville 1, Ky.

Distributing units in Baltimore, Boston, Brooklyn, Chicago, Cincinnati, Cleveland, Detroit, Fresno, High Point, Los Angeles, Milwaukee, Newark, New York, Oakland, Philadelphia, Pittsburgh, Rochester, San Francisco, Seattle. Also U.S.-Mengel Plywoods, Inc., distributing units in Atlanta, Dallas, Jacksonville, Louisville, New Orleans, Houston, St. Louis. In Canada: United States Plywood of Canada, Limited, Toronto. Send inquiries to nearest point.



Weldwood Plywood is made in both Interior and Exterior types, the former bonded with extended urea resins and other approved bonding agents; the latter with phenol formaldehyde synthetic resin.



Here's the "MEADOWLARK" kitchen
... another reason why
"Everybody's pointing to Hotpoint!"

HOTPOINT's hard-hitting advertising of all-electric kitchens started a snowball that now pays big dividends to builders and architects. Public interest in, and desire for, the "Meadowlark" kitchen is proved by the thousands of inquiries received by the Hotpoint Kitchen Planning Service. This powerful trend for time and labor saving kitchens applies to every income bracket. And Hotpoint has a plan to fit every need, whether in building or remodeling.

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To help you do this, Hotpoint offers the Portfolio of Personalized Kitchen Plans. It's full of helpful suggestions and short cuts for planning and installing America's favorite kitchens. Send for this handy Portfolio today. Satisfied home owners with Hotpoint kitchens will be a decisive factor in adding to your prestige and reputation.

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Without obligation, please send me your Portfolio of Personalized Kitchen Plans. This offer available to architects, builders and contractors only — in the United States, Territories of Hawaii and Alaska.

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Firm Name _____
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City _____ State _____

DOOR FRAMES. Announcing the New Herculite Door-Frame Assembly. Pittsburgh Plate Glass Co., 632 Duquesne Way, Pittsburgh, Pa. 8 pp. 8½ in. x 11 in.

This booklet describes Pittsburgh's new complete, packaged metal door-frame assembly for use with Herculite glass doors. The 12 available styles suitable for practically any type of business or commercial building are illustrated. Variable dimension tables and typical section views are also included.

FIREPLACES. Successful Fireplaces How to Build Them. Thirteenth Edition. The Donley Brothers Co., 13900 Miles Ave., Cleveland, Ohio. 80 pp. 8¾ in. x 11 in. Price \$5.00.

This new edition of "Successful Fireplaces How to Build Them" describes the design and construction of both indoor and outdoor fireplaces which burn cleanly and give maximum

warmth. Beginning with a discussion of the factors involved in fireplace planning, such as location, size, etc., the book gives a brief step-by-step procedure for building a masonry fireplace. The following section elaborates upon the construction, includes tables of fireplace dimensions, flue lining capacities, etc. Another chapter fully treats the Donley Heat saver, a heat-circulating type of fireplace—its advantages, required equipment, installation procedure, etc. Additional sections discuss fireplace history; the Dutch oven fireplace; the outdoor fireplace; fireplace difficulties, their prevention, diagnosis and treatment; Donley fireplace products; etc.

HEATING. Winter Air Conditioning. Gravity Warm Air Heating Systems, Gas Heating. Surface Combustion Corp., 2375 Dorset St., Toledo, Ohio. 7 pp. 9¼ in. x 11¾ in.

The first in a series of ten heating guides for architects, builders and heating engineers, these two publications provide technical information relative to best applications for various types of heating systems, most suitable arrangements of ducting, furnace location, etc. The "Winter Air Conditioning" guide covers forced air systems with or without humidity control. The Gravity guide discusses all types of gravity systems utilizing either natural, manufactured, mixed or liquified gas. Both booklets include plans and diagrams illustrating the correct placement of the heating unit, stacks, risers, registers and return air intakes. Floor plans of residences to which the various types of heating are particularly suited are also included along with suggested specifications covering installation and other pertinent data. The remaining eight guides will be available shortly, will be titled: Conversion Burners for Remodeling, Fuels and Fuel Conservation, Heating Systems in Review, Hot Water and Steam Systems, Multiple Dwellings-Basementless Houses, Radiant Panel Gas Heating, Commercial and Industrial Systems and Janitrol Equipment-Gas Heating.

LIGHTING. Westinghouse Recessed Type TR Troffer Luminaires. Westinghouse Electric Corp., Lighting Div., Edgewater Park, Cleveland, Ohio. 12 pp. 8¾ in. x 10¾ in.

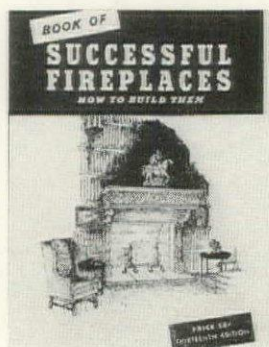
This booklet describes the advantages, uses and installation of Westinghouse's new recessed troffer luminaires. Pointing out the ease of installing and maintaining proper illumination by use of the versatile troffers, the book includes photographs, sketches, schematic diagrams, illumination design data and suggested layouts for various conditions.

ACOUSTICS. Sound Control. Johns-Manville Sales Corp., 22 E. 40th St., New York. 16 pp. 8½ in. x 11½ in.

Sound Control offers practical suggestions for quieting noise, correcting acoustics and isolating vibration. Describing the various sound absorbing materials produced by the company, it discusses their special advantages in solving sound control problems. Application recommendations, construction details and illustrations of commercial, educational and industrial installations are also included along with a description and data chart.

ARCHITECTURAL MODELS. Your Plans Come To Life in Mitchell Models. Mitchell Models, 112 Water St., Benton Harbor, Mich. 4 pp. 7½ in. x 11 in.

Many three dimensional models of various types of architectural projects are illustrated in this folder as examples of this model maker's work. Text discusses use of models in promoting industrial and commercial projects, public programs, city planning and residential use, how they are made and how they pay for themselves. (Continued on page 216)



They're the fountains
to specify... for 48

YEAR after year Halsey Taylor Drinking Fountains are the preferred specification of architects and school authorities who know and appreciate their unique advantages.

Modern in design, their distinctive features spell convenience and sanitation, and they are available in a wide variety of types. Write for latest literature.

The Halsey W. Taylor Co., Warren, O.

HALSEY TAYLOR
Drinking Fountains

S-1

"Like Going to Florida"

says this owner of a B & G
Hydro-Flo Panel Heating System



Here's a report on B & G Hydro-Flo Heating that requires no further comment: "In 1945 your company made a layout for a radiant heating job

which was to be installed in a new home which we were to build and occupy. To my knowledge, this was the first job of this kind in this immediate neighborhood.

"The house was completed and occupied in the Spring of 1946. We have now completed one full heating season and want to tell you how very much we enjoy this luxurious heating.

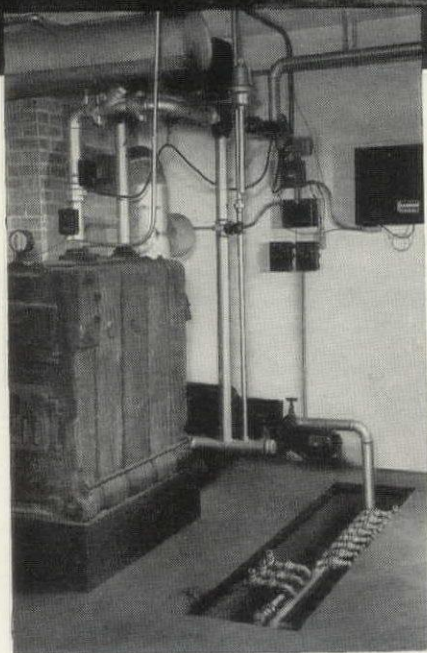
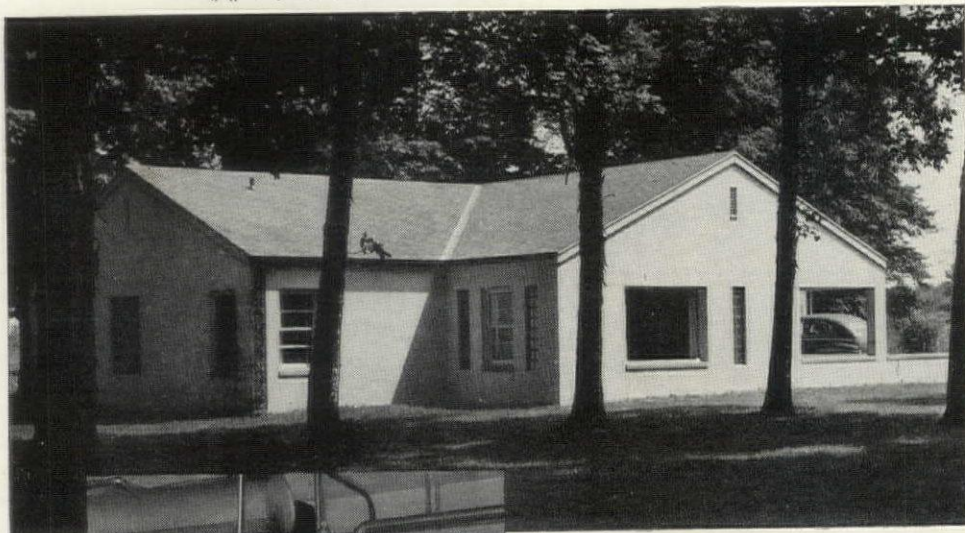
"To go home is like working in the cold all day and then going to Florida for the night. It is hard to describe the comfort that this type of heating provides.

"We have used much less fuel than we anticipated—at least a third less. The house has been comfortable, no drafts, less

dirt, and warm floors all of the time. The room temperature is carried at 68° to 70° and we were actually very comfortable.

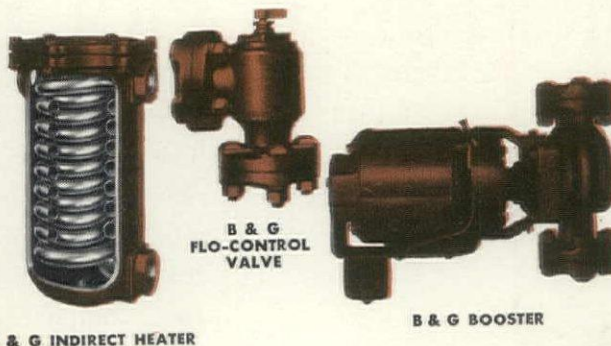
"Our boiler has been fired with a Winkler self-feed stoker, the coal bin being between the utility room and the garage which are connected together as one unit. We have a one-story house with no basement. We used wrought iron pipe with concrete floors throughout. The garage is heated also, although at a lower temperature than the house. The pipes in the bathroom are four inches apart and the balance of the house, twelve inches apart. They are eighteen inches apart in the garage.

"I appreciate the engineering information furnished by your company and want you to know all of the B & G equipment is performing 100%."



Boiler room photo shows the returns from the panels carried to a pit for draining the system if ever necessary. Square head cocks permit adjustment of water flow.

The Basic
Units of a B & G
Hydro-Flo
System

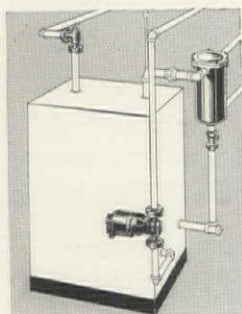


B & G INDIRECT HEATER

B & G
FLO-CONTROL
VALVE

B & G BOOSTER

B & G Hydro-Flo Heating equipment can be installed on any hot water boiler. Its simplicity is a warranty of dependable service-free operation. Send for descriptive literature.

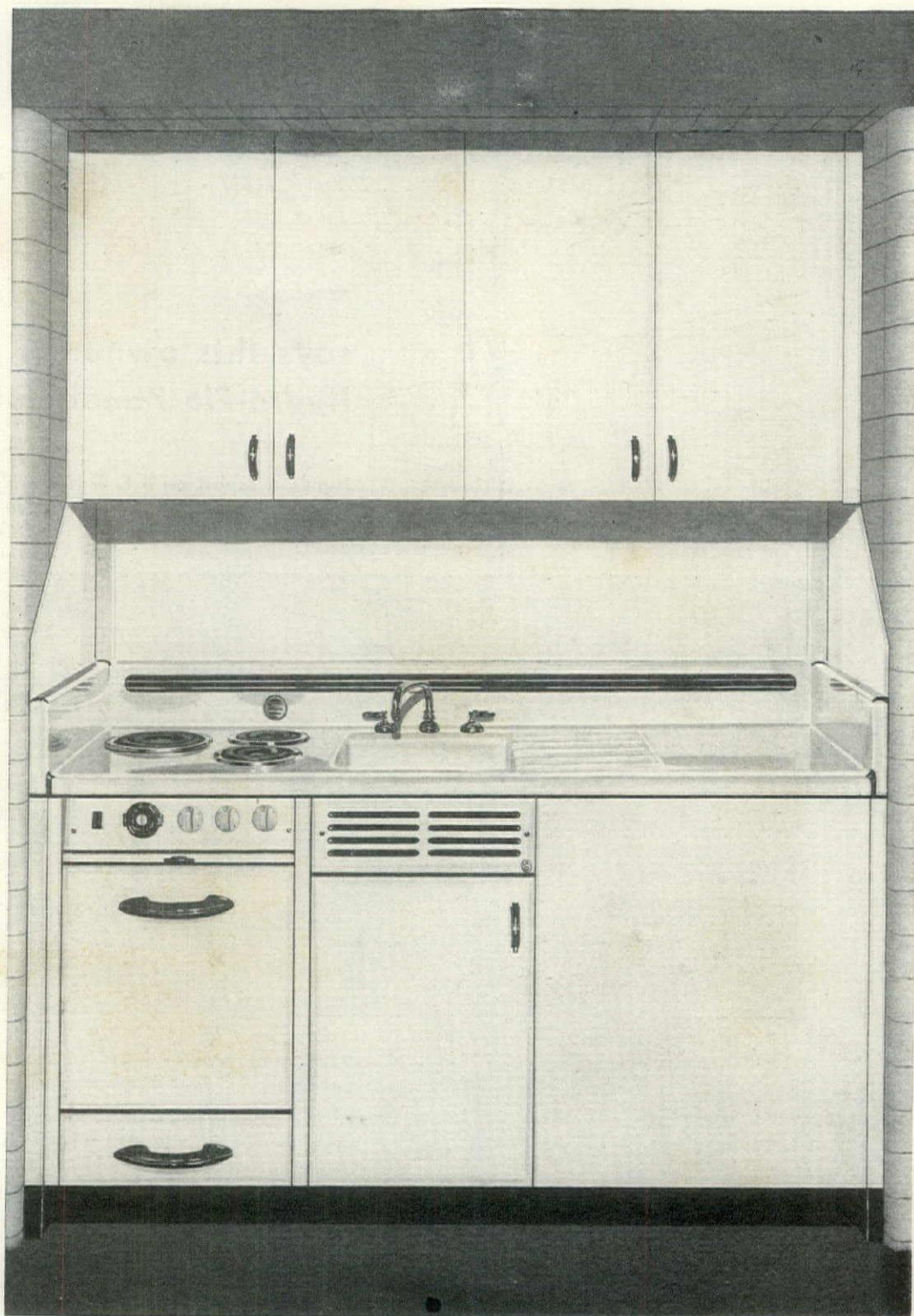
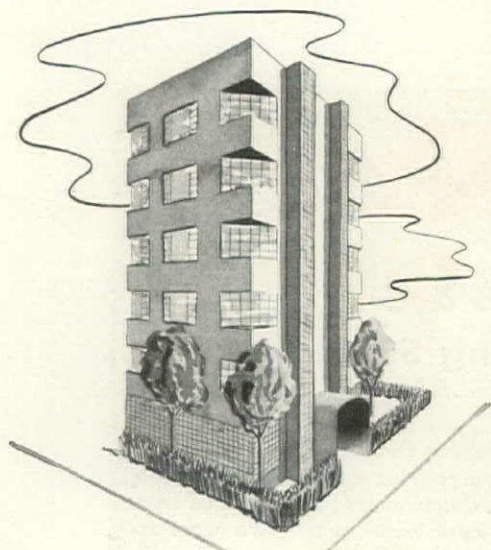


Hydro-Flo^{*} HEATING

BELL & GOSSETT COMPANY

Dept. AJ-10, Morton Grove, Ill.

^{*}Reg. U. S. Pat. Off.

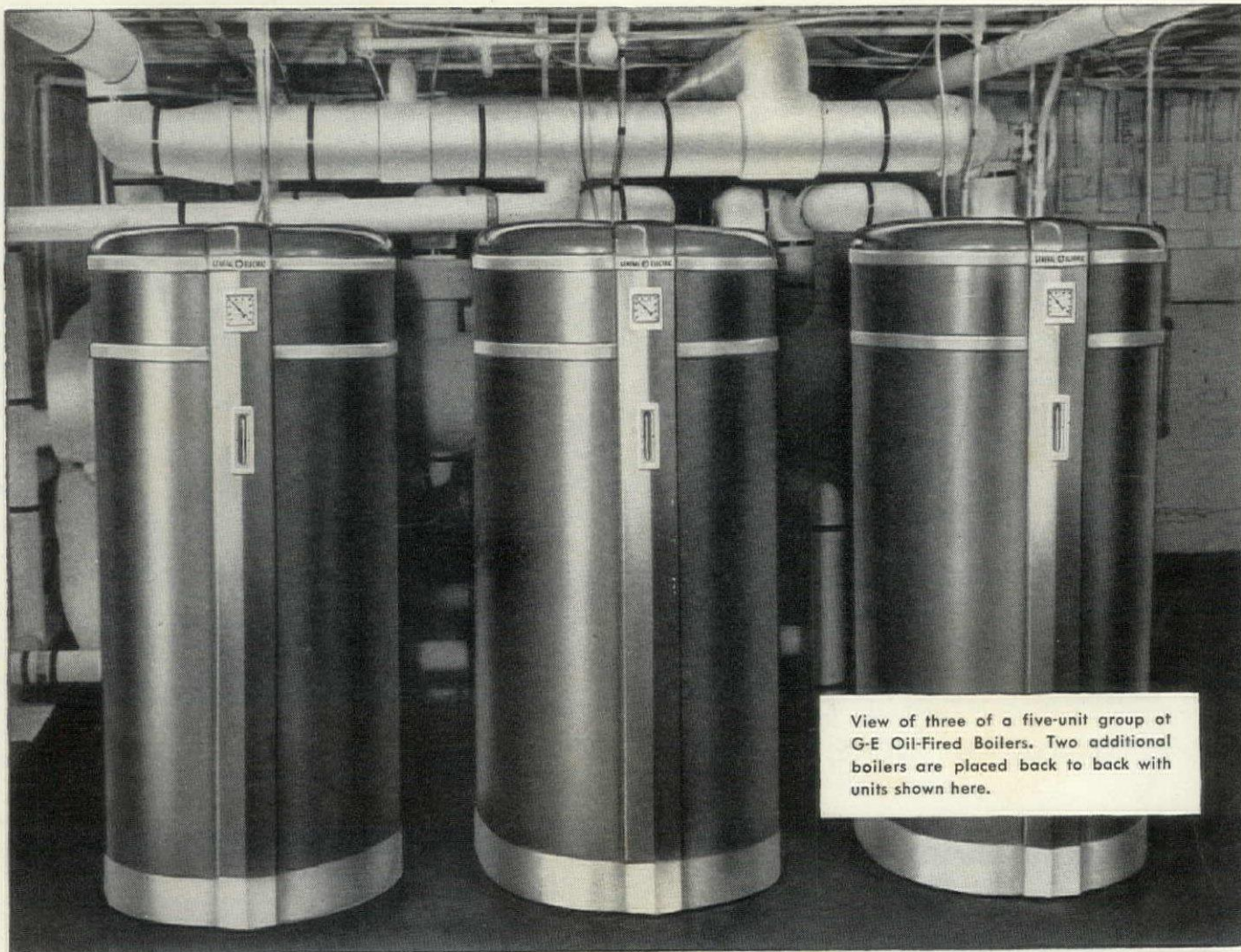


MURPHY CABRANETTE KITCHENS

PORCELAIN ON STEEL

The ultimate result of more than a quarter-century of design and manufacture in the specialized field of compact unit kitchens. 1948 models (four sizes) are characterized by clean, sweeping lines and such features as refrigerators with push-button doors and stainless steel frozen food compartments . . . gas or electric ranges of advanced design . . . one-piece sink and range tops. Best of all is the appealing, permanent beauty of genuine vitreous porcelain on all exposed surfaces. Murphy Cabranette Kitchens are recommended to those seeking tenant appeal, tenant permanence and absolute minimum of maintenance costs.

DWYER PRODUCTS CORPORATION • MICHIGAN CITY, INDIANA



View of three of a five-unit group of G-E Oil-Fired Boilers. Two additional boilers are placed back to back with units shown here.

Multiple Installations of Oil-Fired Boilers...

cut FUEL CONSUMPTION

You actually multiply fuel savings when you use several General Electric Oil-fired Boilers linked in series instead of a single large unit. Boilers are automatically cut out when higher temperatures decrease the heating load.

cut OPERATING COSTS

General Electric Oil-fired Boilers are fully automatic...operating without the continuous engineering supervision required for large industrial or commercial units. The G-E controls and safety features eliminate the need for an operating engineer.*

cut SHUT DOWN RISK

Service may be performed on one or more units leaving full output of remaining units available for heating. Call your General Electric dealer for full information. *General Electric Co., Air Conditioning Dept., Section 8131, Bloomfield, New Jersey.*

*Unless so required by local or state law.

GENERAL  ELECTRIC
Automatic Gas and Oil Heat

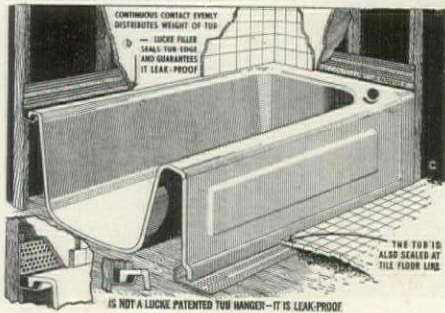
TECHNICAL LITERATURE

**"my architect didn't forget a thing
that meant a better home**

... for example he specified the

LUCKE LEAK PROOF **Bath Tub Hanger"**

Because it is the modern way to prevent leaks. There is no excuse for cracks, leaks, or repair expense in good building. That is why the Lucke Leak-proof Bath Tub Hanger was designed. That is why leading architects, contractors, and plumbers today use Lucke to prevent expense, spoiled ceilings and to guarantee tub edges free from leaks. End dirty, leaky, messy cracks at tub and wall line.

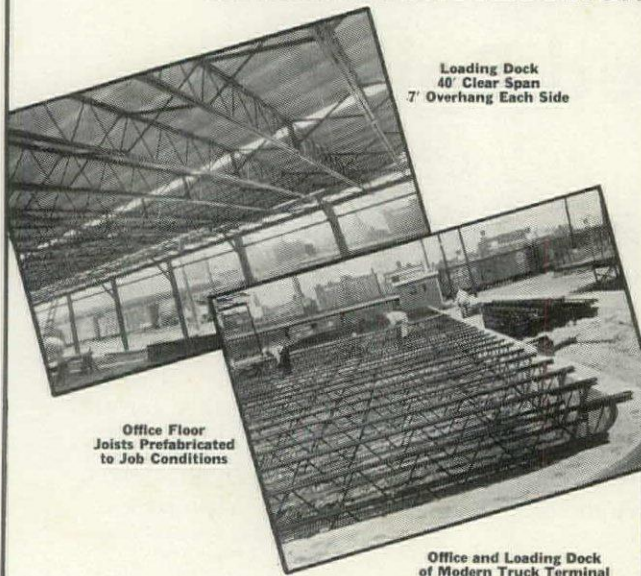


The Lucke Tub Hanger is quickly and easily installed on any type of wall or tub. It is not costly but saves money year after year. Once installed, it is impossible for tubs to sag or pull away from wall line.



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Manufacturer
WILMETTE, ILL.

LACLEDE STEEL JOISTS MEETING THE DEMANDS OF MODERN CONSTRUCTION



Loading Dock
40' Clear Span
7' Overhang Each Side

Office Floor
Joists Prefabricated
to Job Conditions

Office and Loading Dock
of Modern Truck Terminal

FAST • PERMANENT • VERSATILE

LACLEDE STEEL COMPANY

GENERAL OFFICES

ST. LOUIS, MISSOURI

REQUESTS FOR LITERATURE

S. A. ASHMAWY, electrical engineer, 6 Abu-Tamman St., Koubba Gardens, Cairo, Egypt.

WILLIAM J. BARRON, architectural student, Box 33, Elberta, Mich.
MARSHALL L. BIGGS, Box 1058, Palo Alto, Calif.

THE BUILDING UTILITIES UNIT Co., 666 Mission St., San Francisco, Calif.

RALPH E. CROOK, architect, Lancaster National Bank Bldg., 126 W. Main St., Lancaster, Ohio.

FLINN & SAITO, architects, 513 Lafayette Building, Waterloo, Iowa.
WILBUR GREEN, architect, 2403 San Jacinto, Houston, Tex.

J. LUITEN, JR., architect, Lod Houbenstraat 26, Eindhoven, Netherlands.

DONALD C. F. MILLER, architect & engineer, Box 350, Barberton, Ohio.

RILEY CONSTRUCTIONAL SYSTEMS DEPT., Messrs. Cawood Wharton & Co., Ltd., prefabricators, 1A, Cavendish Road, Leeds 1, England.

RICHARD E. STEIN, architectural student, 133-37 41st Road, Flushing, Long Island, N. Y.

S. STEINER, civil engineer, P. O. Box 609, Haifa, Palestine.

HOWARD E. WHITLOCK, contractor, 815 West 24th St., Pueblo, Colo.

REQUESTS FOR INFORMATION

PETER ALKEMADE, engineering student, Kerkehorst 33, Wassenaar (Z-H) Netherlands, desires literature and information on all types of building materials and equipment.

WALTER E. BOWDEN, builder, 124 East Ashby St., San Antonio, Tex., desires information on materials and equipment for residential construction. (Continued on page 222)

LUX-RIGHT AREAWALLS

**THE ORIGINAL
AND THE ONLY STEEL
WINDOW WELL WALL
HOT-GALVANIZED
BY HAND-DIPPING**



This good-looking, permanent steel wall will not rust, streak, corrode. All surfaces and edges are heavily galvanized by hand-dipping in molten zinc after all shearing, punching and forming is completed.

Lux-Right* Areawalls outlast your building. No expensive periodic replacements.

Speed of installation of one-piece units saves time and labor.

Made in wide range of standard sizes to fit any possible opening.

Ideal for side-hill jobs. Throw more light into basement.

Folder Free. See dealer or write. Buy the Best.

See Sweet's Arch. & Bldgs. Editions
*TM Reg. U. S. Pat. Off.

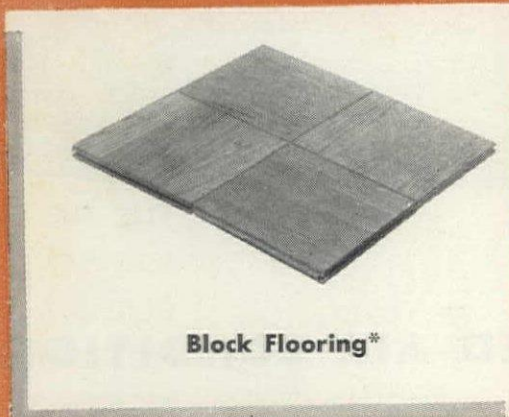
SAINT PAUL CORRUGATING CO.
Manufacturers of Sheet Metal Products since 1885
South End Wabasha Bridge AF1 Saint Paul 1, Minn.



Meet the family of Bruce Products



Strip Flooring*



Block Flooring*



Hardwood & Yellow Pine Lumber



Floor Maintenance Materials



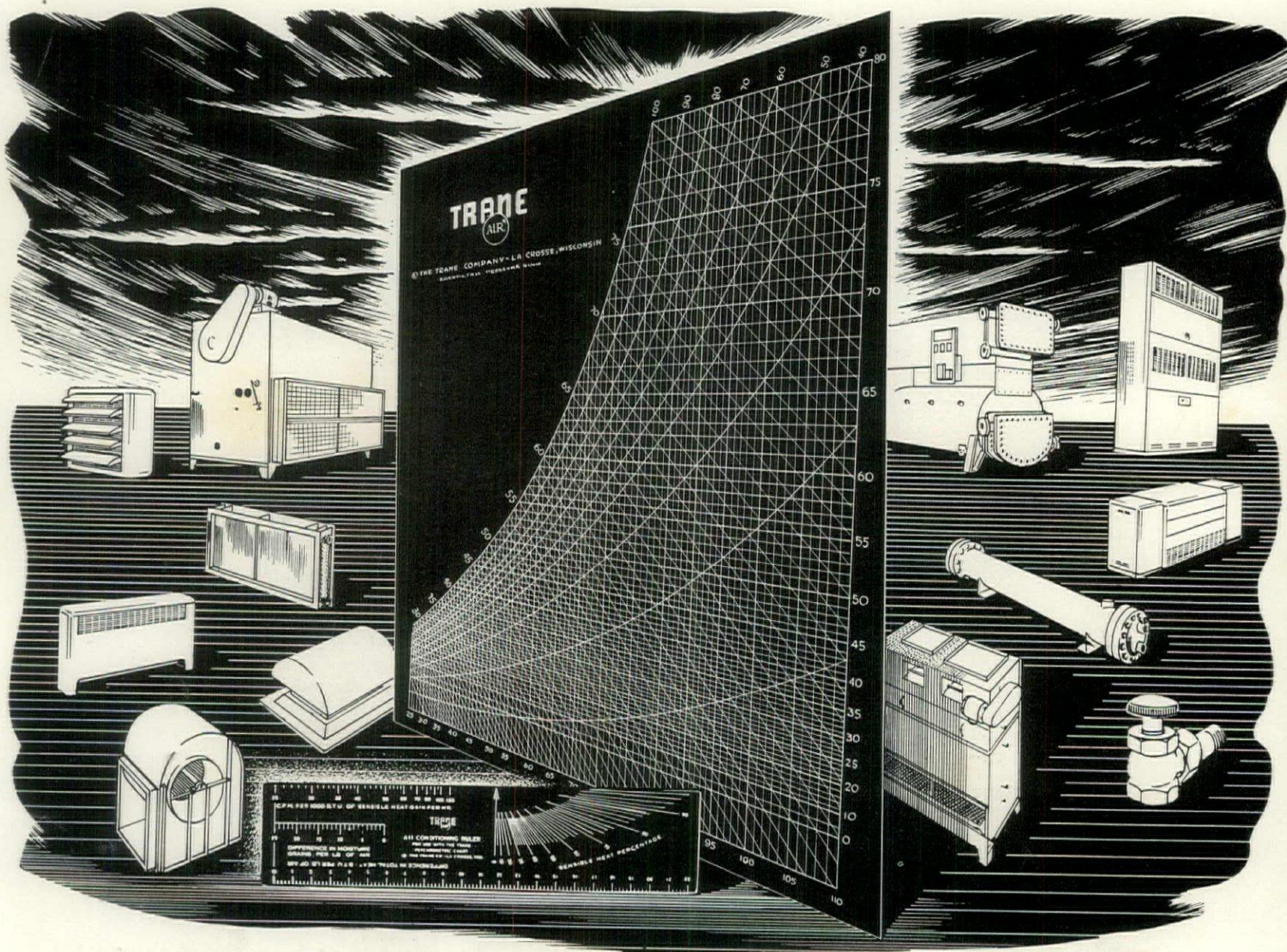
Terminix

■ "Just what all does Bruce make?" That question is often asked, so we're giving you the answer on this page. These Bruce Products have two things in common. One is that they are either made of wood or, as in the case of Bruce Floor Finishes and Terminix, developed for the maintenance and preservation of wood. The other is that they are right at the top in their fields. When you recommend or use any of these materials your judgment is backed by Bruce's 35 years of experience and research in flooring and wood products.

*Prefinished and Unfinished



Other Bruce Products: Random-width Planks • Hardwood Moulding and Trim
Ceda'line Closet Lining • Terminix Ventilator • Everbond X Floor Mastic
Furniture and Furniture Parts • **E. L. BRUCE CO., MEMPHIS, TENN.**



The Straight Line

to ENGINEERED AIR CONDITIONING

Achieving the desired temperature and moisture content of air are complicating factors in the design of air conditioning systems. Calculations were long and complex until Trane engineers developed the Air Conditioning Ruler to be used with the Trane Psychrometric Chart. Now professional men—and students as well—use the Ruler and Chart to solve the problems of air conditioning quickly and easily.

As the Air Conditioning Ruler and the Psychrometric Chart are made available by

Trane to aid the profession, so it is with Trane products. The complete line of Trane heating and air conditioning products is designed and built by manufacturing engineers to give architects, consulting engineers, and contractors a single source for the necessary elements in entire heating and air conditioning systems.

Trane heating systems and air conditioning systems—made possible by the complete line of Trane products—are designed for each application by architect, engineer,

or contractor. 85 Trane field offices are ready to help them.

* * *

The Convactor-radiator—modern successor to the old-fashioned cast iron radiator—has been engineered by Trane for universal application to steam and hot water heating systems, and is being produced in quantity so you can now secure it from local distributors' stocks.

TRANE

Manufacturing Engineers of Equipment for
HEATING AND AIR CONDITIONING

THE TRANE COMPANY, LA CROSSE, WISCONSIN • Also TRANE COMPANY OF CANADA, LTD., TORONTO, ONTARIO



Formerly Milcor Steel Company
...now

Inland Steel Products Company

...the same Milcor service and quality as always

From now on, you will continue to see the familiar Milcor trade mark on products of this company—but the *company name only* has been changed from Milcor Steel Company to Inland Steel Products Company.

This change is being made now for two reasons:

1. This company is not, and never has been, a steelmaker. The new name more accurately describes its business.

2. Since 1936, this company has been a subsidiary of Inland

Steel Company. The new company name merely gives formal expression to this relationship of more than ten years' standing.

The Milcor trade mark on material purchased from Milcor dealers will continue to stand for the same high quality and outstanding value which you have come to expect over the years. Remember, *nothing is changed but the company name.*

Specify "Milcor" as always in describing any of this company's products.



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DETROIT 2, MICH. • KANSAS CITY 8, MO. • LOS ANGELES 23, CALIF. • ROCHESTER 9, N. Y.



A Choice of Weather with Flexible Air Conditioning System

THERE'S NO DISPUTING about comfort...when you put G-E Personal Weather Control in every room. A flick of a switch or thermostat gives the desired temperature.

This versatile equipment is designed—not for one arbitrary system—but for *many* systems, to meet the wide variety of conditions encountered in the air conditioning of multi-room buildings.

In addition to individual weather control for every room, consider these other important advantages of General Electric Systems. The amount of ventilation air can be adjusted to meet the need in each space—

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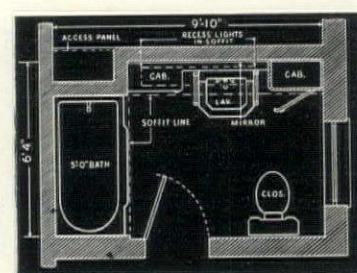
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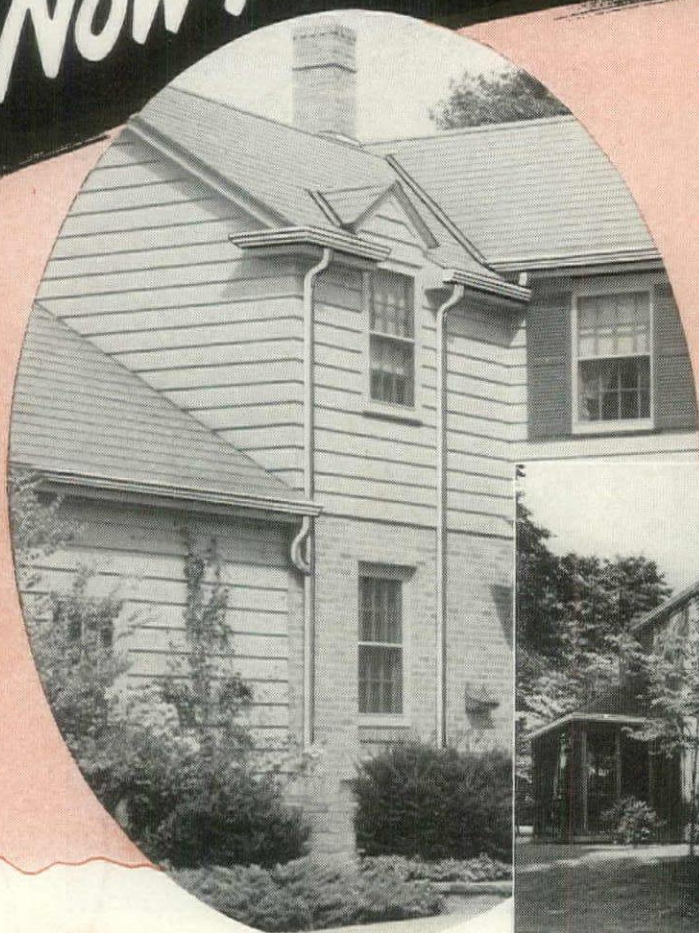
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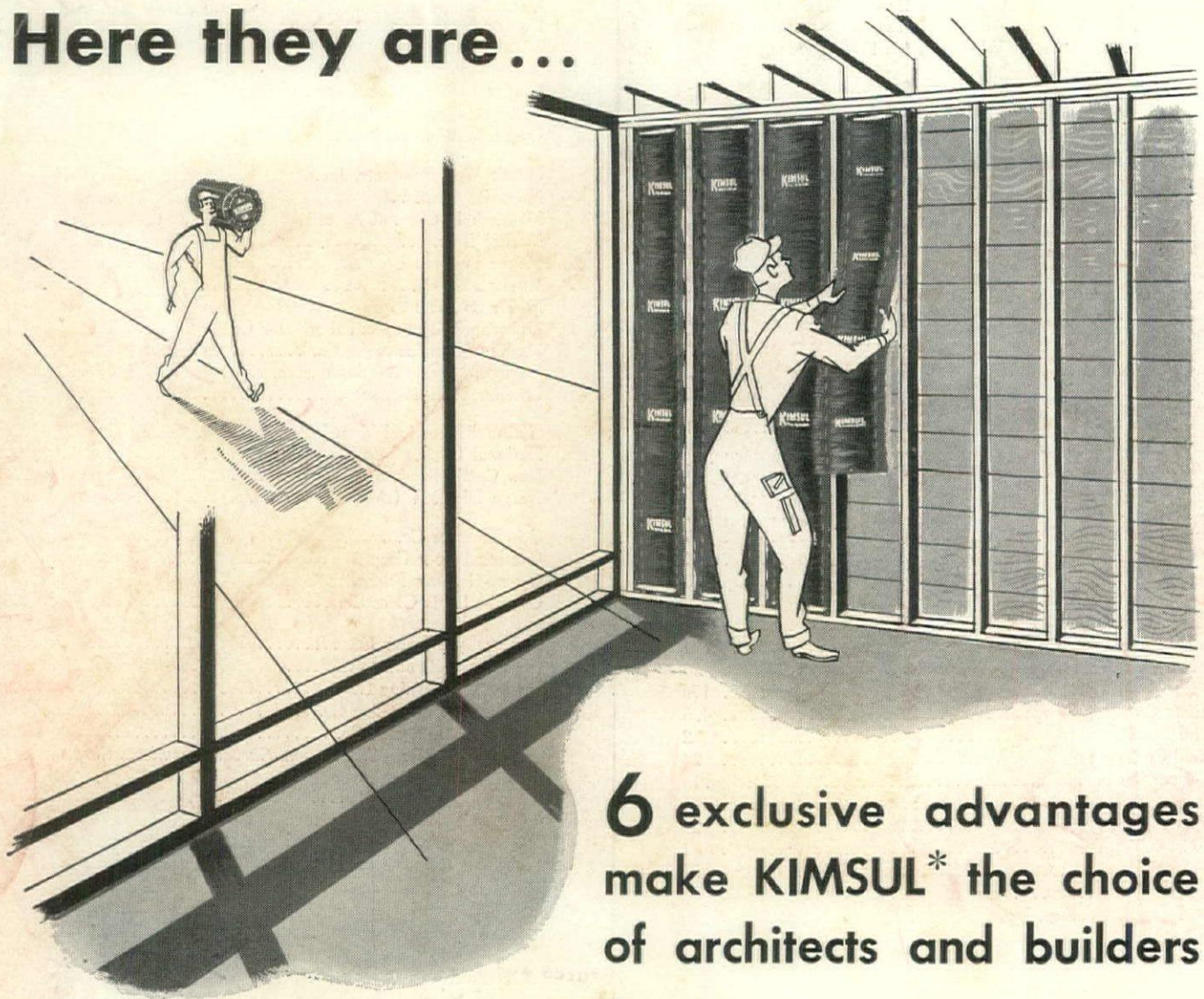
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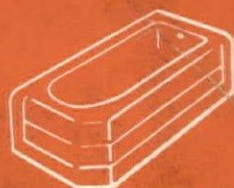
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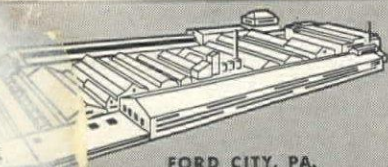
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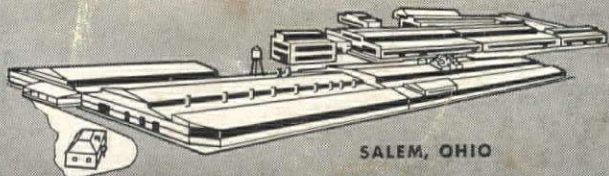
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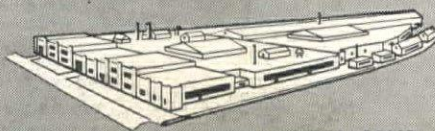
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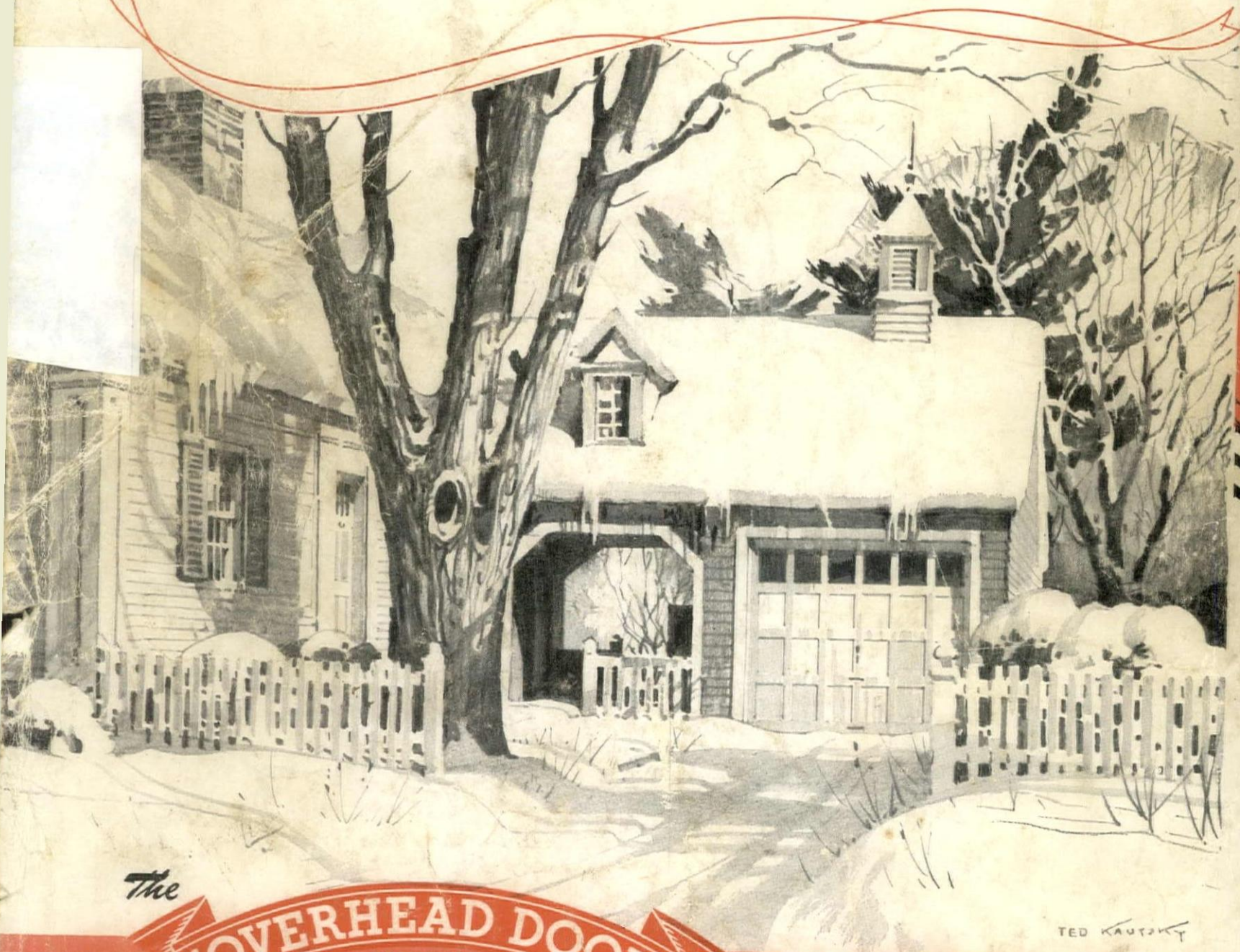
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1948

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May it be a Bright New Year
of Health, Happiness and
Prosperity for all!



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