

Beyond the Kitchen
Strategies for Overcoming L.A.'s 194X-196X Sitcom-Suburban Domesticity

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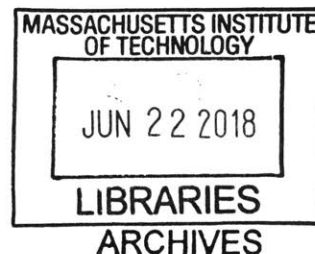
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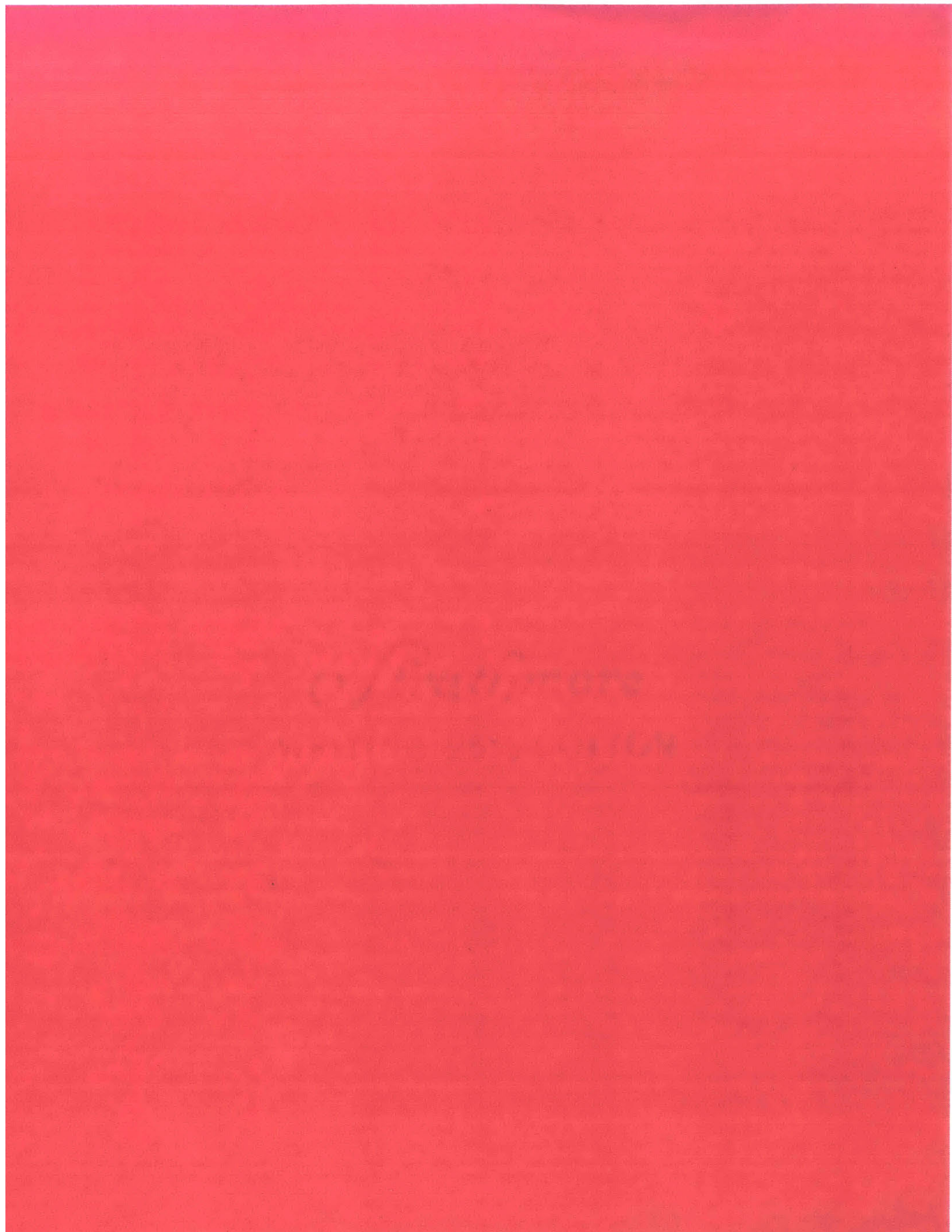
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ABSTRACT

Beyond the Kitchen aims to propose an alternative view of thinking suburbia by suggesting the cultural and spatial consideration of its domesticity. Therefore, the thesis initiates by hypothesizing upon suburbia's contemporary popularity and proceeds through the understanding of the ranch-style typology as well as the urban and cultural forces that are at play. In this light, the research attempts to answer the following question: Can we find alternative, suburban models of living? The rationale behind this work lies in the recognition that the mid-century ranch-style house still characterizes the everyday life of the majority of suburban residents. To theorize a proposal of this nature, this thesis a) performs an instigation of the above-mentioned typology's various domestic facets and b) grounds a design proposal in Lakewood, California. The thesis begins with the proposition that the postwar ranch-style typology was a commodity, and chapter one is dedicated to an analysis of this position. By focusing on the suburban development of the city of Lakewood as a case study, my analysis reveals the methods through which the studied typology was commodified. This process, I argue, was threefold and involved: the myth of 'California Dreaming,' the construction techniques used for the building of the modern ranch-style, and the use of pattern catalogs for its marketing. Bound upon this recognition of commodification and hypothesizing on television's increasing popularity after the Second World War, the second part of the research asks: In a historical period steeped in technological innovation and progress, how did television influence the organization of the interior space of the suburban house? The third part of the thesis is dedicated to the analysis between aspects of commodification and spectacle, focusing on the domestic areas of ranch-style's kitchen and front lawn. Methodologically, the thesis draws evidence from literature, archival research, online surveys, site visits, interviews, and the design proposal. It employs drawing in three ways: for archival material analysis, for argument augmentation, and for design implementation. With its design, the research investigates the possibility of two strategies: the restructuring of the suburban domestic space and the reconsideration of the plot's property line. Conditioned upon this apparatus, a new domestic suburban form comes to question—among other design exercises—the possibility of a collective living project.

Keywords: postwar suburbia; ranch-style house; Los Angeles; Lakewood, California; television (TV); interiority.

Thesis Supervisor: James Wescoat, PhD
Aga Khan Professor, Professor of Urban Studies and Planning.



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*Beyond
the
Kitchen*

STRATEGIES FOR OVERCOMING L.A.'s
194X-196X SITCOM-SUBURBAN DOMESTICITY

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SMARCHS IN ARCHITECTURE & URBANISM
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Colorado Springs Series, Colorado; Robert Adams, 1968. Source of original image: MoMA.



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PREFACE

Worshipped and beloved, suburbia advances in popularity. Orchestrated, among others, by the Atomic Age's massive stock of political and mass media propaganda, sitcom-like domestic imaginaries, customized Formica kitchen innovations, and Barbie doll fantasies, the canonization—if not idealization—of a particular domestic ethos still characterizes today's suburban living. If suburbia remains popular, what are today's new domestic models of living?

Although the current thesis is mainly driven by this question, it would still be wrong if the future student of this work understands this research piece as solemnly investigating the areas of housing, suburbia, or domesticity. I did not start with the intention to do a thesis about the aforementioned, nor did I intend to write a thesis about L.A.'s suburban development. These research fields may indeed have a high degree of importance here, but they all somehow came together at a much later stage.

Behind every piece of research, deeper reasons are always concealed. Speaking, necessarily, from a personal stance, I intended to write about these acts, social aspects, ideas, and personal obsessions I had wanted to write about for an extended period of time but never had the opportunity, the knowledge, or the time to do so—events that were taking place around me but which I could not explain; afterthoughts or disagreements I had during conversations that I was engaged in but did not have the maturity or the linguistic capacity to verbally express or organize on paper.

Keeping these in mind, and always trying to perform research with objectivity, I decided to structure the thesis around neither antiquated nor out-of-date questions but instead around diachronic problematics—not problems, which in a mathematical essence anticipate solutions, but instead, conditions. Out of the myriad conditions that the human race has developed over the centuries, that of dwelling is fundamental: an act with timeless importance that, nevertheless, in our epoch more than ever impacts the city scale. These observations form both the hypothesis and the research question of this project and are the foundation upon which I condition my thesis. Moreover, here design does not come as a panacea, as an urgently needed solution to a problem, but instead as a question.

Given these thoughts, I tried to tailor my theoretical and historical investigations around the relationship of architecture with the urban. This methodology of

scholarship expresses questions that were born over the years of my professional and academic training, at MIT and elsewhere, and that have stayed with me through these years. I decided to institute this way of thinking and apply it to my thesis because it expresses appropriately my understanding of what constitutes the urban via the knowledge of the architectural: ultimately, and most importantly, the recognition of—and if I may be permitted to say so, respect for—the importance of the relationship between building and the urban. This way, I aimed to develop a thesis that has a design research “dogma” in its core and performs with specificity yet with an understanding that certain examined architectural phenomena and cultural trends should be viewed in a broader—but still chronologically and geographically specific—context.

ACKNOWLEDGMENTS

First thanks go to my advisors: James L. Wescoat, Jr., without whose guidance, intellectual depth, scholarly experience, kindness, and tranquility this work would not be possible; Roi Salgueiro Barrio, whose sharp observations generated conversations that only deepened my thinking; and Timothy W. Hyde for his initial willingness to read my thesis and his thoughtful comments over the course of the semester. The term *televisuality* belongs to him.

Thanks also to Hashim Sarkis, who was the first to plant the seeds of this work, and to Lara Ramez Baladi, Lauren Jacobi, and Rafi Segal for their generosity to involve me in their teaching processes; notes I took during their lectures, images they showed, and their quotes have a unique position in this work.

I have to acknowledge the numerous organizations that financially supported my studies: the Fulbright Foundation of Greece, the Onassis Foundation, the Harry D. Triantafyllu Scholarship Fund, the Cyprus Children's Fund, and the Gerondelis Foundation. Their generous contributions provided me the essential peace of mind needed to complete my studies.

Because of the nature of this work, a visit to Los Angeles was necessary, and it would not have been possible without the aid of the Harold Horowitz Research Fund. Along these lines, thanks to Robert Chambers and Peggy Cain from the Office of the Dean of MIT's School of Architecture and Planning.

Ultimately, thanks to Marilia Kaisar and Ilias Oikonomakis for their timeless intellectual and emotional support, to Thalia Rubio and Katerina Downward for their careful corrections and observations on parts of the manuscript, and to my family.

If suburbia remains popular,

what are today's new domestic models of living?

Introduction

FIGURE 1: Richard M. Nixon (center), cuts the tape officially opening the American National Exhibition in Moscow. Source: USIS/Bumgardne



In July 1959, Richard Nixon, serving then as the U.S. Vice President, visited the American National Exhibition in Moscow. [FIGURE 1] Together with the respective Soviet exhibition which has taken place earlier the same year in New York, this exhibition was part of a mutual agreement between the two super-powers in order to foster a better cultural understanding. The prototype of a characteristic American suburban model house of the 1960s including an all-electric kitchen, fully equipped with more than a dozen of handy appliances, mass-produced can food and even coke-style soda drinks occupied a central position at the expo. Vice President Nixon met with the Soviet Premier Nikita Khrushchev inside this Cold War-era typical American kitchen. [FIGURE 2] Their feverish yet staged¹ conversation went down in history as the ‘Kitchen Debate.’² While Nixon pointed to the dishwasher, he argued that it represented the respect of American society for women—by making their everyday life easier through the use of advanced technology—and that most importantly it was clear evidence of the advantage that American people had to equally enjoy the fruits of capitalism, as every American willing to work hard enough could afford the privileges and comforts that such a house could offer.³ The next day the argument continued, this time inside a television studio and millions of spectators across the United States and Soviet Union had the opportunity to watch the recorded impromptu exchanges, as the ‘Kitchen Debate’ was broadcast on TV.⁴ [FIGURE 3]

To a modern listener, Nixon may sound like an antiquated, typical postwar house salesman, though, in the context of the postwar years, his argument made sense. At the beginning of the 1940s, mass media—the printing press, and later television—were promoting a peaceful, family-oriented lifestyle; as film studies scholar Erin Lee Mock aptly observes, “the nation needed this readjustment and security after the tumult of the war years.”⁵ Owning a house had become a feasible dream, and a life goal which was necessary for the pursuit of an idyllic, peaceful, and stable family life—a lifestyle that many were looking forward to experiencing, after decades of economic instability and global warfare.

Beyond the Kitchen is a thesis about the interior and exterior private space of the postwar ranch-style suburban house.⁶ The research focuses both on the spaces enclosed by walls but also on the area exterior to the house surrounded by a fence. That is to say, this study considers as private both the indoor and the outdoor venues of the house, with the property line of the plot serving as the exterior boundary. Methodologically, this follows from the reasoning that the domestic landscape of the suburban house—the front lawn and the backyard—have equal importance to the

sheltered, interior domestic spaces of the home such as the living room and the kitchen. Having the interior of the ranch-style house as a framework, I build my thesis upon two concepts. The first concept is the perception of the ranch-style house as a sellable product; as a commodity. The second concept is the perception of the house as a stage set, as a space for show; as a spectacle.

Three chapters, an introduction, and a conclusion make up my thesis. Chapter one—*Selling Fantasies, Buying Homes from Magazines*—analyses why and how the ranch-style was commodified. The hypothesis here stems from the fact that the typology was constructed in vast numbers and with extraordinary speed during the Cold War years. By questioning the consequences of commodification, I attempt to establish a parallel between the house as commodity and the house as spectacle. Hence, in chapter two, *Selling Televisions like Selling Homes*, based on evidence that television became more and more popular during the mid-century years, I ask, “In an era steeped in technological innovation and progress, how did television organize the domestic space of the Cold War house?” Chapter three, *Mowing and Cooking: Domestic Rituals of the Atomic Age*, discusses elements of spectacle and commodification in the ranch-style’s kitchen and front lawn.

The research draws evidence from literature on architecture, geography, and urban, visual, and media studies; archival research; field research; site visits; interviews; personal diaries; and my design proposal. My thesis employs drawing in three ways: as an analytical tool, as an argumentation tool, and as an instrument for design. Each method corresponds to one of the three chapters.

The conclusion and last chapter of the thesis addresses my response to the analyzed form of domesticity. In an attempt to answer this question, I propose two strategies: First is the redesign of the domestic space. I argue that this new typology should a) organize the domestic areas linearly with the private spaces towards the street and the public spaces of the house at the back and b) incorporate a circulation corridor adjacent to the domestic spaces, all enclosed by c) a standardized wall on one side and d) a porous façade on the other. My second strategy is the reconsideration of the property line. In this vein, though the typology I investigate could form one or two housing projects in Lakewood’s traditional lots of 50 by 100 feet, I unite 18 of them. Now, the backyard has become a courtyard, all the domestic spaces face inwards, and an entrance door then a foyer replace the picture window. I propose new domestic spaces such as the communal kitchen, the workspace, the shared garden, living room,



FIGURE 2: Richard M. Nixon (center), cuts the tape officially opening the American National Exhibition in Moscow. Source: USIS/Bumgardine
FIGURE 3: Soviet Premier Nikita Khrushchev and United States Vice President Richard Nixon debate the merits of communism versus capitalism—photo by Thomas J. O'Halloran. Source: Library of Congress.

and pool. Consequently, the design aims to question the forms of domestic life that can emerge in the given context of Lakewood.

In the fields of sociology, and media and gender studies many recent commentators have worried, both with annoyance and nostalgia, about the domestic conditions and relationships that the suburban house has created. Since its emergence, suburbia has confronted both passionate advocates as well as critical opponents. On the contrary, little has been written about the domestic architecture of suburbia. A small number of commentators have speculated on the typological or stylistic aspects of the suburban house, perceiving it as an artifact. As Dolores Hayden asserts, “these places have not attracted architectural historians, because few well-known architects were involved, or planning historians, because they were not usually planned by noted practitioners.”⁷⁷ Moreover, arguably little has been designed in regards to the postwar sitcom-suburban domesticity.

We surely do not live in the 1950s anymore, but, in Lakewood and many other suburbs, millions still experience architecture of the past, a domestic condition designed during and—arguably—for this era. If the first urban layer of metropolitan Los Angeles was an ensemble of ranch-style tract developments, highways, and fantastic architecture⁸ what could a new housing project in this context entail? *Beyond the Kitchen* attempts to answer this question and aims to fill this gap in the literature by proposing a careful reconsideration of the interior of the ranch-style house, proposing that a research of this nature—which methodologically combines the cultural, historical and spatial aspects of domesticity—may be helpful in the discourse regarding the future of the suburban living condition.

1 The fact that the ‘Kitchen Debate’ was staged is mentioned by in Beatriz Colomina’s *Domesticity at War*. Characteristically, Colomina mentions the subject of the debate is remarkable, to go on and quote historian Elaine Tyler May: “instead of discussing ‘missiles, bombs, or even modes of government ... [the two leaders] argued over the relative merits of American and Soviet washing machines, television and electric ranges;” Beatriz Colomina, *Domesticity at War* (Cambridge, MA: The MIT Press, 2007), 200 quoting Elaine Tyler May, *Homeward Bound: American Families in the Cold War Era* (New York: Basic Books, 1988), 16.

2 “Nixon vs. Khrushchev—The 1959 Kitchen Debate,” Association for Diplomatic Studies and Training, accessed January 6, 2018, <http://adst.org/2015/07/nixon-vs-khrushchev-the-1959-kitchen-debate/#.WmibpiOB1Z0>.

3 “The Kitchen Debate-transcript,” Central Intelligence Agency, accessed January 10, 2018, <https://www.cia.gov/library/readingroom/docs/1959-07-24.pdf>; U.S. Vice President Richard Nixon in dialogue with Soviet Premier Nikita Khrushchev: “I want to show you this kitchen. It is like those of our houses in California. [Nixon Points to dishwasher] [...] This is our newest model. This is the kind which is built in thousands of units for direct installations in the houses. In America, we like to make life easier for women... [...] This house can be bought for \$14,000, and most American [veterans from World War II] can buy a home in the bracket of \$10,000 to \$15,000. Let me give you an example that you can appreciate. [...] any steel worker could buy this house. They earn \$3 an hour. This house costs about \$100 a month to buy on a contract running 25 to 30 years.”

4 Elena Lisanyuk, “Argumentation, R. Pavilonis’s Meaning Continuum and the Kitchen Debate,” *Problemos* 88 (2015): 97.

5 Erin Lee Mock, “The Horror of ‘Honey, I’m Home!’: The Perils of Postwar Family Love in the Domestic Sitcom,” *Film & History* 41, no. 2 (Fall 2011): 31.

6 Two were the types of model houses that gained enormous popularity in the suburban developments after the Second World War: The ‘rambling’ ranch-style house, native of California and the Revised Colonial Cape Cod style house which was more popular in states on the East coast; James Wentling, *Designing a Place Called Home: Reordering the Suburbs* (Cham, Switzerland: Springer, 2017), 16; Virginia Savage McAlester, *A Field Guide to American Houses*, (New York: Alfred A. Knopf, 2017), 602-603.

7 Dolores Hayden, *Building Suburbia: Green Fields and Urban Growth, 1820-2000* (New York: Pantheon Books, 2000), 129.

8 Reyner Banham, *Los Angeles: The Architecture of Four Ecologies* (Berkeley and Los Angeles, California: University of California Press, 2001), 93-118.

The Commodification of South California's Ranch Style.

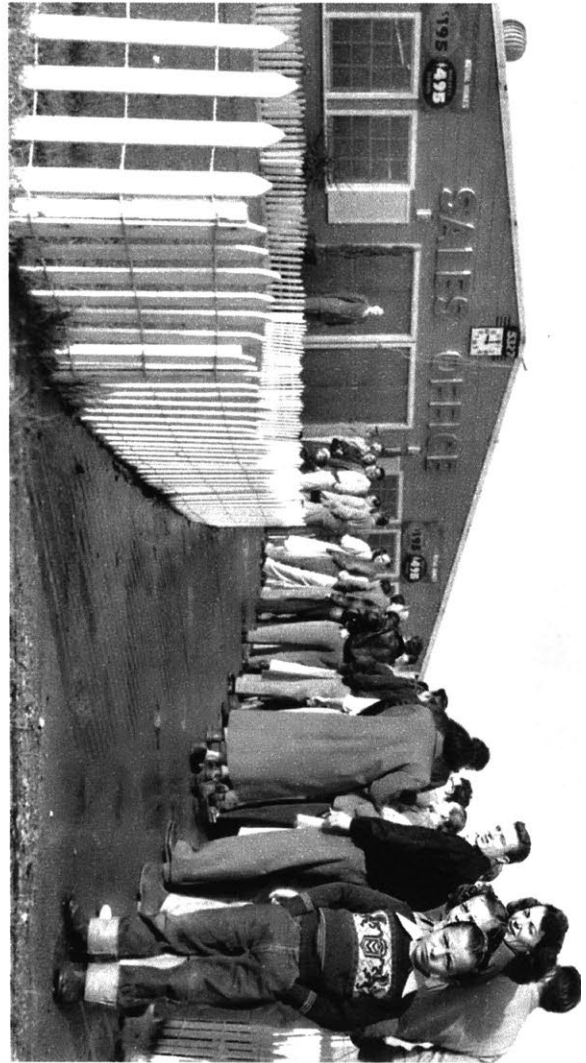
Chapter I

SELLING FANTASIES
BUYING HOMES FROM
MAGAZINES

Until 1933 it was all an empty, muddy land. A flat surface to the south of downtown Los Angeles, near the border with Orange County. In the west, the first stretch Long Beach; in the east, what would later become Disneyland Park. Farmers were cultivating the land producing beans and dairy farms were scattered around. Few major circulation arteries were visible, and the city grid had just started taking shape. The first World War was over, the economy had crashed and Great Depression was around the corner—a trip to the moon was still a sci-fi film scenario. A few decades later, thousands were migrating here either returning from the war or escaping the city center paralyzed by the fear of an atomic bomb attack. This would be the warm, safe shelter of their dreams; its name was Lakewood.

The sales office of Lakewood began its operations at the beginning of 1950. Seven house models were laid outside: they were freshly painted, fully furnished and with neat lawns. Six months later the developers would add another two. At the warm day that the sales office opened, more than thirty thousand visitors queued for hours to visit the exhibition of the seven model houses,¹ amongst them male bread-winners, veterans; housewives wearing long dresses and balancing on high heels; all of them white. [FIGURE 4] The office was open from 9 a.m. to 10 p.m. Thirty-five salesmen promoted the houses which were still under construction,² or as the salesmen called them “just a pin on the map.”³ The historical archive informs us that following the first month of sales, the number of visitors had exceeded twenty thousand and more than a thousand families had bought a house in Lakewood. Lakewood was undeniably a success. The first resident of the new city was Jim Huffman, a Navy veteran, who together with his family moved in on July 16, 1950.⁴

The houses were simple. Each one measured around one thousand-square-feet or ninety square meters. One story, without a basement. A slightly inclined roof, stucco walls around, and minimal ornamentation. The garage measured one-fifth of the house size—enough space to fit one automobile; in most of the houses, the garages were designed to fit two cars. The kitchens were fully equipped with stainless steel counters. The furnishing was limited, minimal and impressive. Kitchens were at the back of the house facing the yard, the dining room in the center and the master bedroom most often located at the front. A large, screen-like front picture window accompanied the living room. In this way, the outdoors turned into the indoors rendering the private sphere of the house exposed to the public. The newcomers of Lakewood had nothing to be afraid of and nothing to hide—a genuine camaraderie among the residents of this new city was what its creators had imagined. As the saying



4: The line of prospective home owners at the Sales Office of Lakewood, ca 1950. Source: Lakewood Historical Archive.

on the brochure declared: “There is no better investment in your family’s happiness, stability and security than the purchase of a house in Lakewood [...]”⁵

The houses of Lakewood were ranch-style. The ranch-style is a low, horizontal housing typology, typical in the Western United States. In ranch-style houses, all domestic spaces are organized over one floor under a slightly tilted pitched roof. Traditionally it was designed with wide openings and it encouraged a casual indoor-outdoor living. A native of southern California, the ranch-style originated from the Spanish Colonial houses. The modern version of the ranch-style house hails from the 1950s, this golden age of the automobile when the rise of social and economic mobility “in combination with a benign climate created a mythic good life, accessible, it seemed to almost everyone.”⁶ As such, the ranch-style house symbolizes “California Dreaming.”⁷ [FIGURE 5] The fantasy of California was an essential cultural motif for developers regardless of where they were building; polls showed that, while a lot of people had moved to California, “millions more wanted to.”⁸ The myth of California is crucial to the understanding of the commodification of the ranch-style.

CONSUMPTION, SUN, AND BEACH ELEMENTS OF A FANTASY

In 1963, a young artist, recent graduate of the Royal Academy of Arts, landed in Los Angeles. His name was David Hockney. He did not have a car but within a week from his arrival “in this strange, big city, without knowing a soul,”⁹ he passed his driving test, got a license, bought a car, practiced driving on the highways, drove to Las Vegas, got himself a studio and started painting—as he later suggested “it was how [he] imagined it would be.”¹⁰ In the summer of 1966 and 1967 Hockney produced some of his most iconic work.¹¹ *A Bigger Splash* is a square canvas painting which depicts a typical day in California; “hot, still, [...] with the sun at its highest in the sky, the heat at its most intense [...]”¹² The sky is blue, cloudless. Two palm trees stand in the background of the painting. A turquoise swimming pool dominates the frame. At the front of the painting, a yellow diving board directs the viewer’s eye towards a delicately painted splash of water in the middle of the frame—someone, still underwater, “gone forever,”¹³ had just dove. In the middle of the canvas, a pink stripe and a director’s chair indicate that we are looking at a private, domestic patio. Behind the director’s chair between the sky and the pool, a building—it is the façade of a modernist house, a rectangular block composed of horizontal lines and large, sliding glass windows. The shadows are small and sharp, with clear outlines. [FIGURE 6]. With his brushes, Hockney paints a mythological Los Angeles of “swimming pools and crisp blue skies



PRIVATE ROOM IN HOUSE

Mid Century Home Near Disneyland and Convention

Anaheim



Shahan

\$68 per night
★★★★★ 63

Dates

[...], languorous sexuality, [a] life reduced to its simplest, sharpest schematics.”¹⁴

The fantasy of yearlong, comfortable, healthy living was an underlying motif which reached its apogee during the postwar years and has been sustained until today.¹⁵ The climate *is* the region—argues American journalist Carey McWilliams—who goes on to add that “it has attracted unlimited resources of man power and wealth, made possible intensive agricultural development, and located specialized industries such as motion pictures.”¹⁶ The birth of Hollywood’s Film Industry was associated with the weather, a notable example being Sunset Boulevard. Not only did the pleasant climate of Southern California give it its rare beauty but the climate was itself a commodity; a product that was marketed, labeled and priced.¹⁷ In the mid-nineteenth century, many affluent Americans started migrating to the West in search of a comfortable place to invest their capital and pleasurably enjoy a domestic life harmonically divided between indoors and outdoors.¹⁸ Lakewood, almost a century later exemplified this tendency; many were keen to obtain a new house in the community because of the year-round comfortable living.¹⁹

The promotion of mild climatic conditions was present even from the end of the nineteenth century. In years where tuberculosis was decimating the masses, Los Angeles was promoting itself to be “the [ideal] city for those with one lung” whilst in the 1890s advertising brochures promised health miracles.²⁰ The pleasant climate and the fresh, clean air of the area did cure a variety of diseases and illnesses—not only tuberculosis but also:

rheumatism, asthma, sleeplessness, even impotence. [...] In the winters, as many as 20,000 tubercular and rheumatic patients would take the air, or the hot springs in the Los Angeles area, often within a mile of downtown itself.²¹ Health foods and sanatoriums were already a major industry.”²² The sun of California, in combination with the breeze from the ocean, was associated with a healthy lifestyle.

Since the beginning of the twentieth century, Long Beach was a popular destination for vacation, surfing, sunbathing or a daily trip, a place where visitors were fleeing to escape the city and enjoy a day of sunshine.²³ The beach was indeed such a robust geographic characteristic of the region that it made architectural historian and theorist Reyner Banham include it in his argument about *Surfrurbia* as one of Los Angeles’ ecologies in his ground-breaking book from the sixties, *The Architecture of Four Ecolo-*



6: David Hockney, A Bigger Splash, Oil on Canvas, 1967. Image Source: Tate Modern.

gies. As he argues,

Angelenos (and others) hurried down to the beaches for health and recreation, then decided to stay when they discovered the railways had made it possible to commute to work-places inland [...] an air of health and pleasure still attached to the beaches,²⁴ partly for good physiological reasons, and partly because the cultivation and cult of the physical man (and woman) is obviously a deeply ingrained trait in psychology of Southern California. Sun, sand, and surf are held to be ultimate and transcendental values.²⁵

However, the association of California with a relaxed lifestyle was contradictory to the emerging consumption values. Returning to Banham's *Architecture of Four Ecologies* we read that "the culture of the beach is in many ways a symbolic rejection of the values of consumer society, a place where a man needs to own only what he stands up in—usually a pair of frayed shorts and sun-glasses."²⁶ Materialism had come to the forefront as a new way of life that would deposit and guarantee happiness and pleasure—in the same way as sunshine or a trip to the beach did.

In the first decade of the post-War period, the diversity of products available for consumption was unprecedented. These were the decades of colorful furniture, televisions, and cars. Myriad electronic appliances, canned food, and TV-dinners. Laundry machines, dishwashers, customized kitchens and Barbie dolls. Thomas Hine, a history, culture and design writer, carefully observes that what is so essential about Barbie is not Barbie herself, but all these other things that come together with her—what you could buy for Barbie and even more, what you could add to the doll.²⁷ And there was—and is—always something new you could add to her life: a new set of fashionable clothes, a new car, a new partner, a new house. Barbie was not a product anymore, but rather she represented an everyday fantasy and—important here—a new way of life.²⁸

Consumption was the new trend. After years of scarcity, instability, financial depression and warfare, consumption represented freedom—that of the freedom of choice. Consumption came to also represent affluence and abundance, and it emerged as an act that defined the individual within the mass. The products that a family chose to purchase and consume defined its personal style, its social image, and happiness. Material abundance completely transformed the daily life of the American family. In

1951, the popular domestic magazine *Better Living* published an article entitled *Why We Eat Better: Industrial Advances in U.S. Open the Way to Rich, Varied Diet*. The argument here was apparent, yet abstract. To better illustrate its thesis, a large image—covering three quarters of the page—accompanied the essay. It depicted Czekalinski family—Steve Czekalinski, his wife, his son and his daughter—surrounded by piles of cans and fresh food products, representing—with what irony and propaganda—a year’s supply of food that the average American working class family could consume. [FIGURE 7] On the bottom of the page, the same image was replicated five times. The image was altered, with blank spots hiding the food that other typical families in countries such as Belgium, the United Kingdom, and West Germany, could not purchase. American History scholar Steven Sheehan, professor at the University of Wisconsin, argues that “the pictorial provides an excellent example of [...] developing a complex abstract argument through the strategic juxtaposition of simple photographs and illustrations.”²⁹ He concludes by arguing that “the material abundance literally spread out before the American worker in this photograph distinguished him and his family from the rest of the world’s workers. His standard of living made him an American.”³⁰

Materialism was promoted as the absolute essence of American patriotism and in the mid-century years, buying products was advertised as a fundamental element of American Democracy. Suburbia became connected with this lifestyle and, in particular, with the ownership of property:

The issue of property (and ownership of it) has been fundamental in defining American history. The American Revolution and the Civil War were both largely the result of disputes over property rights, and the U.S. government has consistently sought to create conditions to facilitate and promote land ownership. Possession of property is also a core value of America’s republican ideals, as reflected in the writings and beliefs of founding fathers such as Thomas Jefferson and James Madison. During the Great Depression, homeownership was stressed as a fundamental right of all Americans [...]³¹

In parallel with consumption, the value of personal freedom and independence spiked during the post-war years. The houses of the suburbs represented parodies of leisure and independence, and ownership came to make these two possible.³² Thus, the salesmen of suburban houses were depicting their role as essential guards preserving the foundational right of Americans to home-ownership.³³ This was not, of course, a

FIGURE 7: The Czekalinski family surrounded by the food that the average American family consumed in a week. Source: Library of the Congress.



spontaneous and innocent act of patriotism but instead a calculated advice designed to persuade prospective home buyers. The following quote from a 1955 publication of the Houston Home Builders Association provides evidence of this:

The right of the American to own his home and to be free and secure in it is one of the most fundamental guarantees of our liberty. The breach of this right was one of the causes of the American Revolution. The preservation of it assures us the responsible citizenship so essential to the success of our republic and our city and state government.³⁴

In the cultivation of this dream, the ranch-style played its own, essential role. Mass media were also promoting the ranch-style as part of this fantasy. In May 1951, the editors of fashionable domestic magazine *House Beautiful* argued that “[the ranch-style] symbolizes what the average American now has, or can reasonably expect to achieve by his own endeavors under the American democratic system.”³⁵

In a republic where consumerism and property ownership had become the new zeitgeist, the house became a commodity to be traded like a car.³⁶ By the same token, the perception of the house as an accessible product played a crucial role in reinforcing the Californian mythology, while in parallel it reflected the hedonistic character of the region.³⁷ The ranch-style, in particular, had a unique position within this emerging trend because it was sold as the ideal domestic environment suitable for the relaxed, laid-back, carefree Californian lifestyle. The association of pleasurable living with a specific housing typology was the first and most crucial step towards its commodification.

BUILDING, MARKETING, AND SELLING THE RANCH-STYLE

The commodification of the ranch-style house affected the growth, form, and identity of the American city—especially the urban centers of the New American Frontier. In the postwar years, the built landscape of the United States changed rapidly with the homogenous “sprawl becoming the national housing policy, reflecting the power of the real estate, banking, and construction sectors, and the relative weakness of the planning and design professions.”³⁸ Urban sprawl became an emblematic representation of post-World War II urban development; one of the most characteristic cases was that of the city of Los Angeles. Between 1945 and 1955, Los Angeles ex-

panded more than 60 percent.³⁹ According to the 1970s U.S. Housing Census for the county of Los Angeles, the number of structures built before 1940 was one-fourth of the suburban structures constructed in the years between 1940 and 1969.⁴⁰ In the metropolitan area of Los Angeles, cities such as Lakewood, Rossmoor, Anaheim, and Panorama City are among these particular cases. Los Angeles became a status symbol of suburbia, a suburban metropolis, a place that could not be found elsewhere in the United States, a territory where it was difficult to draw a line between city life, suburban life, and country life.⁴¹

With regard to mid-century America, it can be argued that the United States had found a successful way to create affordable housing for the increasing demand via suburban development. Following the end of the war, there was an immediate need to shelter the returning veterans, and houses needed to be built rapidly and inexpensively. This—I argue—required two elements: first, fast and methodic production and second, the use of cheap construction material that in combination with cheap labor would result in both quickly produced and economically accessible housing. Simultaneously, the abovementioned techniques would guarantee profitability for the investor. In the case of the Californian ranch-style home, all these criteria were met successfully because its design echoes the principles of modern architecture: efficient plans, slab foundations, prefabricated or machine-made elements, plastics, and composite sheeting.⁴² The majority of the material used in construction was industrialized products that came from factories that had previously been used to produce war equipment. As many recent commentators have proven, the relationship between the second World War and domestic architecture is profound:

After World War II, factories used for war production were quickly adapted to the manufacture of domestic products and a profusion of window types [together with additional elements of the house] was made possible by applying production methods perfected during the war.⁴³

In addition, the construction of the unit of the house adopted a logic of factory-like production.⁴⁴ [FIGURE 8] Developers started assembling homes the same way mechanical engineers were assembling dishwashers. Not only the industrial products used for the construction of the new houses but also the construction techniques instituted the logic of a factory-like assembly line. The relationship with war techniques is here, once again, profound; the efficiency perfected during the war years drove the



FIGURE 8: Waiting to buy a Lakewood home. Source: Lakewood City Archives.

fast-paced construction.⁴⁵

Donald J. Waldie is one of the most ardent chroniclers of Lakewood, and his pen portrays how the suburb was built in the mid-century years. “The suburb was thrown up on a plowed [sic]-under bean fields beginning in early 1950.”⁴⁶ The houses were all built the same way. Between 1950 and 1952 as many as 100 houses per day were constructed, more than 500 per week.⁴⁷ Lakewood was heralded as “‘the city built in six months,’ with a new house completed every 7 1/2 minutes, 40 to 60 houses per day, with a record 110 completed in a single day.”⁴⁸ The houses were built by teams of men, and foundations were hardly a foot deep.⁴⁹

Some men poured concrete into the ranks of foundations from mixing trucks waiting in a mile-long line. Other men threw down floors nailed with pneumatic hammers, tilted up framing, and scaled the rafters with cedar shingles lifted by conveyer belts from the beds of specially built trucks.⁵⁰

The developers were proud of their achievements, and they hired photographer William Garnet, who at the age of thirty-four documented the birth of Lakewood. He flew over it in a single-engine plane multiple times: when the foundations were first poured, when the framing was done, and when the roofs were almost finished. This was his alma mater and the stepping-stone of his career. [FIGURE 9]

Mesmerizingly monotonous as seen from above, the grid is beautiful and terrible;⁵¹ these images gained popularity as they were published in a series of commercial periodicals and appeared in *Fortune* magazine.⁵² Arguably, the houses shown in these images were not the most successful representation of the California fantasy that their sellers had in mind. They were stucco houses, identical, repetitive, very close to each other, in small lots, quickly produced and with the use of basic, necessary cheap material: “Little boxes, made out of ticky-tacky.”⁵³ Critics also complained about the new homes of Lakewood, mentioning that they were small, ugly and dull, questioning if the new residents of the city would be able to build a genuine community in what the developers called suburban development.⁵⁴

The creators of Lakewood used various methods to confront these concerns. One approach was the careful presentation of the houses; they were staged the same way as cars or everyday food products on the shelf of a grocery store. The developers



FIGURE 9. Aerial Images of Lakewood under construction, Ca 1950, Gelatine prints, William Garnett. Source: Getty Research Institute.

marketed the new houses so well that they even had stage lights illuminating them during the evening hours.⁵⁵ The model houses were furnished and decorated with modern equipment provided by the May Company and the Aaron Schultz furniture store; different decorative styles were available including maple, traditional, modern, and provincial.⁵⁶ A visit to the sales park would bring to the hands of prospective buyers numerous brochures and home catalogs marketing the houses and promoting the overall development.

The production and distribution of these housing catalogs and brochures was another way to advertise the house. The purpose of the documents was twofold: first and foremost, to inform prospective buyers about the product—in this case, the house; second, to promote the homes of Lakewood as the necessary product they had to purchase, a product ideal for the pursuit of their happiness, safety, and family stability. In the same vein, these mediums intensified the process of commodification of the ranch-style suburban house. Let's have a closer look at the catalogs to understand how the builders, developers, and salesmen communicated these pieces of information. For the purpose of this analysis I use three pieces from archival research: brochures and housing catalogs from Lakewood, housing catalogs of big lumber companies, and one housing catalog of Cliff May, the famous mid-century architect who is widely considered the “father of modern ranch style.”⁵⁷

With a housing catalog in hand, the future residents of Lakewood could choose their own house out of more than twenty available ranch-style models; similar to Levittown, “the houses offered to buyers [...] variations of layout and color, like commodities.”⁵⁸ In many of the surviving catalogs and brochures, penciled traces are legible. Some have a mark over the living room arguably indicating that this area could be replaced with a garage or an additional bedroom; other marks illustrate an alternative design for the porch. In all probability, these are suggestions and variations drawn by a salesman in line with the clients' preferences and recommendations. The builders were responding to the new culture of consumption.⁵⁹ Numeric notes are written on the brochures calculating down payments, monthly contributions, mortgage rates, and years of repayment. [FIGURE 10]

Paul Duncan designed the houses of Lakewood,⁶⁰ and his watercolors presented idyllic domestic scenes in the setting of California. The full catalog of Lakewood houses, which is available to us today, begins with a peaceful, captivating image. The perspective drawings represent the houses in three-quarter views. The modern ranch style

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- Exterior painted in harmonizing deep decorator tones
- Clearing key windows
- Steel sash windows
- Sheltered entrance porches
- Cedar shingle roofs
- Beautifully detailed trim—shutters, trellised porches, handsome doors
- Hardwood slab doors throughout
- Full double garage even in 2-bedroom homes
- Front, side and rear lawns in landscaping and shrubbery
- Rank wood installation
- 57,000 B.T.U. Base furnaces in both 2 and 3-bedroom homes
- Electric bathroom heaters in 3-bedroom homes
- Columbia all-steel kitchen exhausts
- Double drain sinks with laminated hard-wood, stainless plastic top drainboards
- Waste King Pulverator
- Infall kitchen
- Separate service porch with laundry facilities
- Hardwood floors

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\$49,95 monthly
Down Payment \$199 down
\$49.95 monthly

MODEL B
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Down Payment \$199 down
\$49.95 monthly

MODEL C
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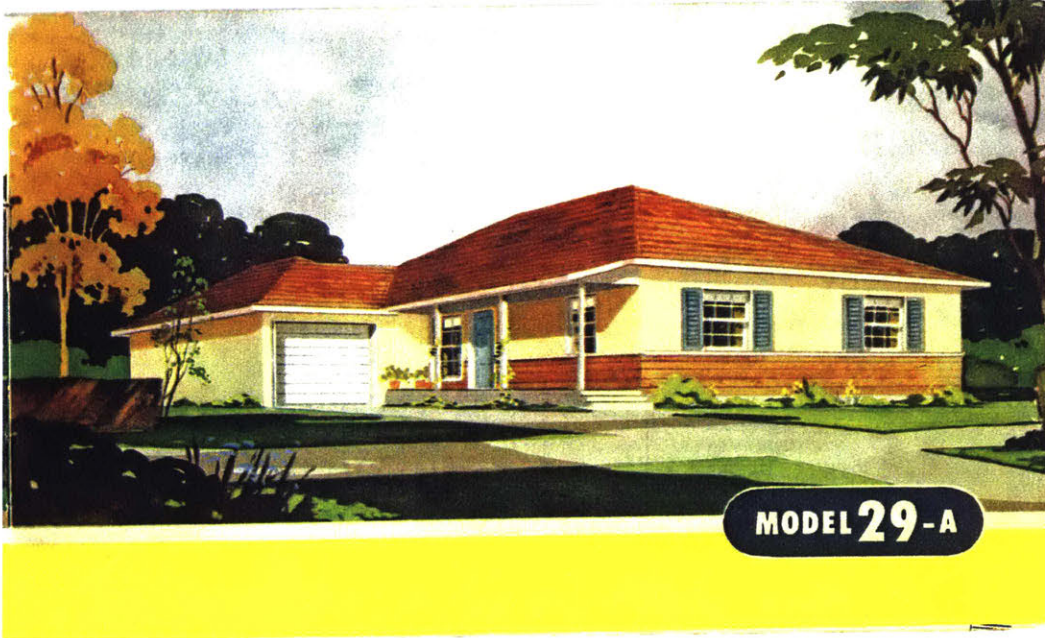
FIGURE 10: Housing Brochure, Lakewood. Source: Lakewood City Archives.

was born with the intention to bring to mind life in the countryside of California. The design was simple: “a shoe box with a roof’ nested comfortably and unobtrusively into the surrounding landscape.”⁶¹

The same logic organized each spread of the catalog. On one side of the book a floorplan of the house explains the arrangement of the rooms. Furniture is absent from the plan, except for the essential equipment in the bathroom and the kitchen. A number codes each plan, and on the same page, small cutout perspectives demonstrate possible iterations of this same model. A sidebar of text reveals critical characteristics of the Lakewood houses to the prospective buyers. In some of these pages, we read about “large living rooms and bedrooms,” “automatic hot water heater” and elsewhere “convenient room arrangement...easy circulation through the house, saves time and steps.”⁶² On the next page of the spread, one of the usual watercolor perspectives depicts an image of the presented model. [FIGURE 11]

Most of the plans present a similarly organized domestic space. The garage faces the street, as does the main entrance to the house, which in most cases is under a small porch. Walking inside a postwar Lakewood house, we first find the living room facing the front, with the dining area nearby and the kitchen facing the back. The designers placed the bathroom and the laundry space next to the kitchen. One can exit to the backyard from either the kitchen or the laundry space nearby. The couple’s bedroom is placed next to the living room along the front of the house, on the street side, while the other bedrooms are along the back of the house.

The housing catalogs of Lakewood were in line with the myriad publications of these years, in which lumber companies promoted their designs of prefabricated and ready-cut, easily installed multi-room dwellings. These well-designed magazines targeted middle-class housewives, GIs, or even developers, promising that a new house could be shipped to one’s doorstep—almost like today’s Amazon deliveries—and then assembled like today we bring together an Ikea couch. The only difference from the mid-century Rambler is that, in comparison to today’s commodities purchased online, prospective customers needed to fill out an order sheet that was included at the end of the catalog.



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- Paved streets, curbs, sidewalks and driveways
- Multibreaker switch control
- Wide variety of exteriors and floor plans for selection

MODEL 28-A

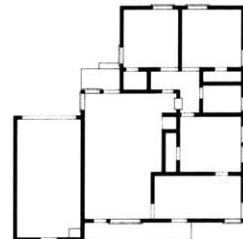
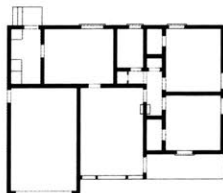
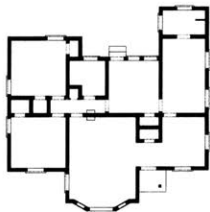
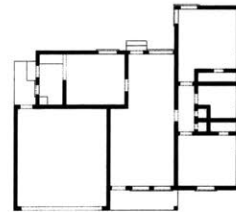
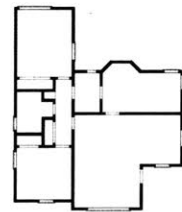
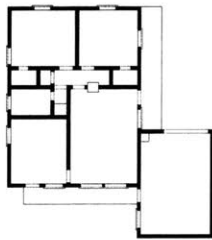
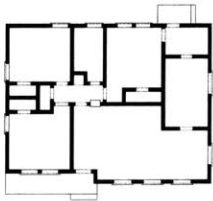
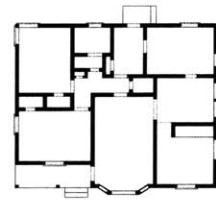
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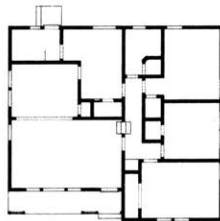
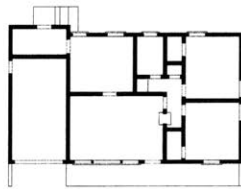
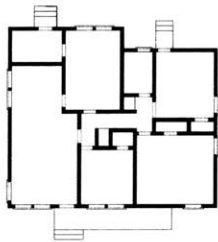
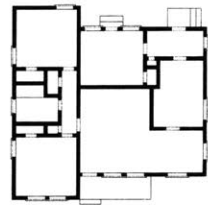
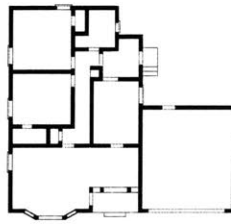
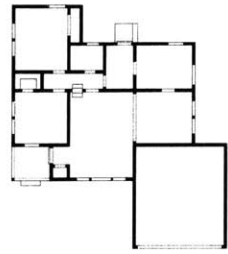
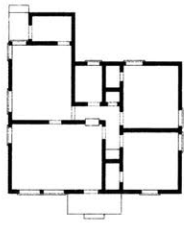
PLAN 28

MODEL 28-C

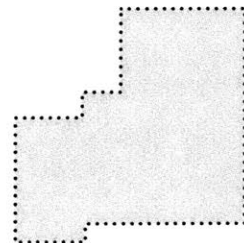
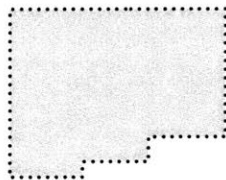
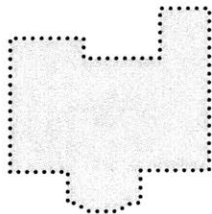
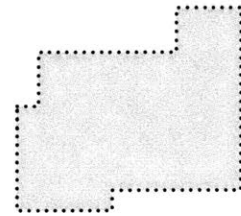
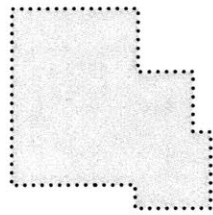
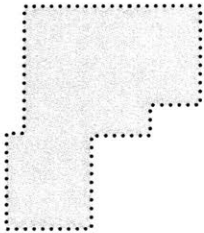
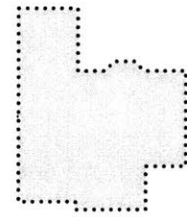
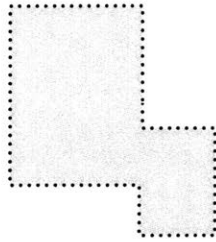
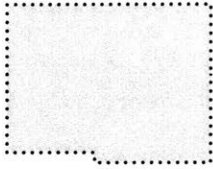
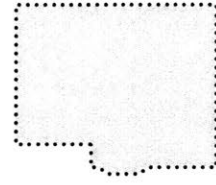
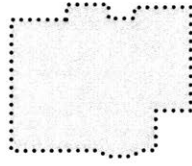
FIGURE 11: Housing Catalogs, Lakewood. Source: Lakewood City Archives.

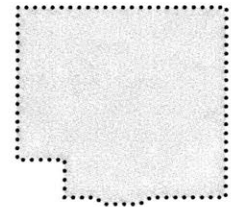
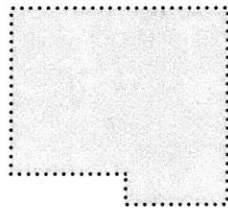
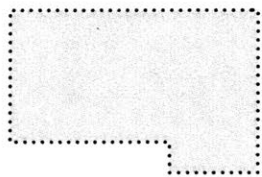
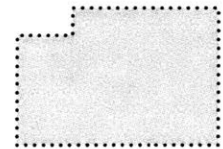
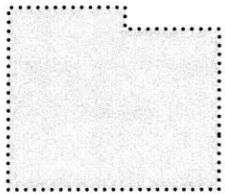
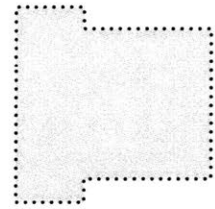
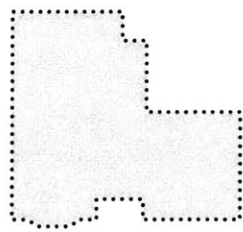
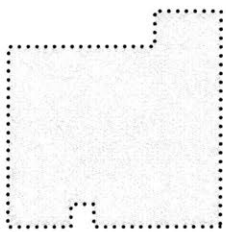
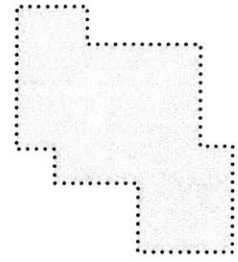
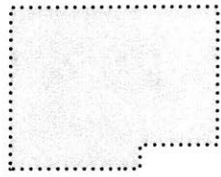
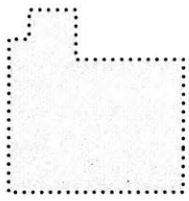
LAKEWOOD CATALOG HOUSES
DEVELOPERS' LAYOUT
(note: Drawings are out of scale)



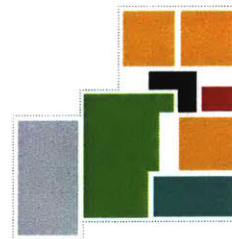
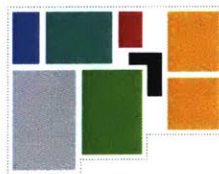
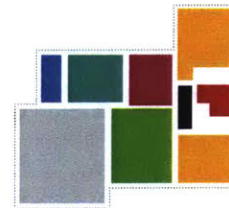
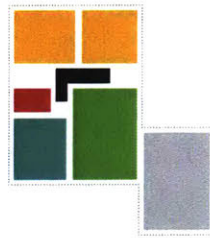
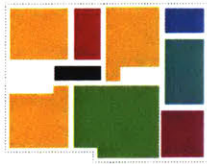


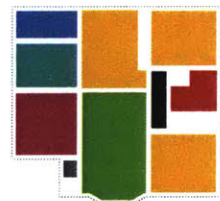
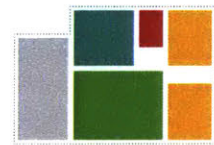
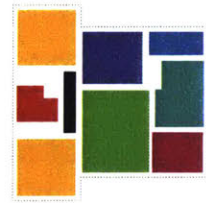
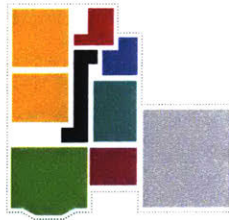
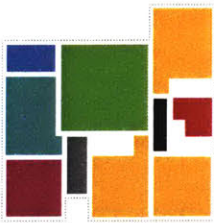
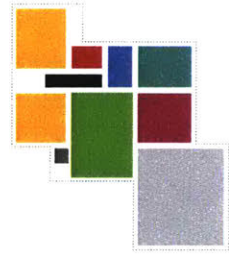
LAKEWOOD CATALOG HOUSES
UNITS' OUTLINE
(note: Drawings are out of scale)



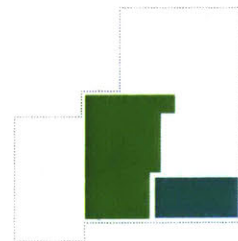
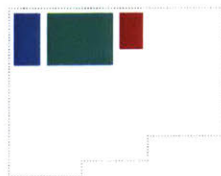
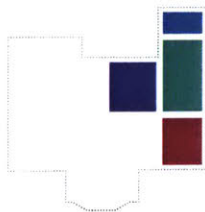
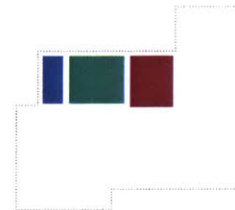
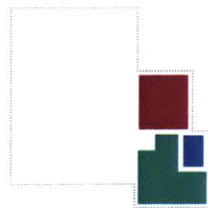
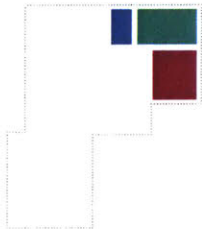
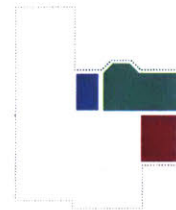
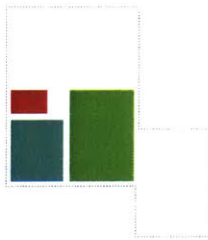
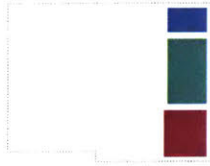
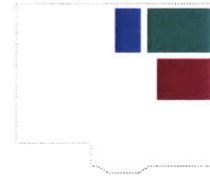
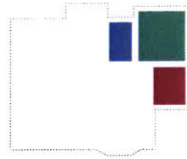


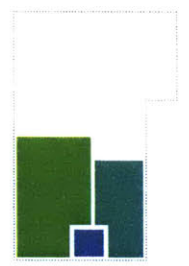
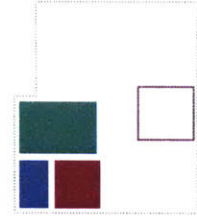
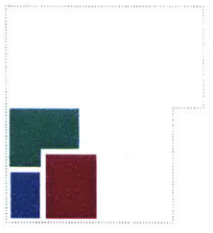
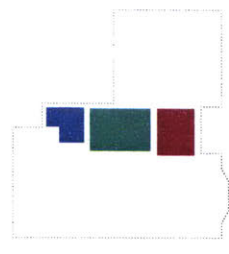
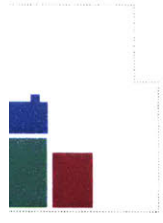
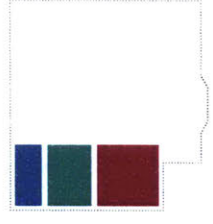
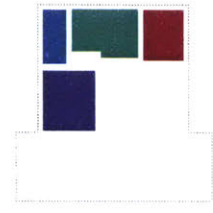
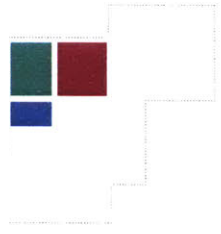
- BEDROOM
- KITCHEN
- LIVING ROOM
- DINING ROOM
- DEN
- BATHROOM
- LAUNDRY
- GARAGE
- FAMILY ROOM
- FOYER
- CORRIDOR





- BEDROOM
- KITCHEN
- LIVING ROOM
- DINING ROOM
- DEN
- BATHROOM
- LAUNDRY
- GARAGE
- FAMILY ROOM
- FOYER
- CORRIDOR





I conducted additional research on the housing catalogs of fifteen leading companies whose activities flourished in the mid-century years, specifically in the 1950s. It is worth mentioning two of these publications because I believe that they provide additional light in understanding how the ranch-style became a commodity.

In 1953, National Plan Service Inc. published the housing book *Modern Living Homes*, in collaboration with Webber Lumber Co., based in Atlanta, Illinois. The catalog is dedicated to “the Rambler [house]—a leader in national popularity.”⁶³ Presentation wise, the document does not vary significantly from the abovementioned catalogs of Lakewood. Text accompanies the pages, and the phrases are on the same wavelength as the ones from Lakewood: “A Modern Fireplace Adds to the Charm of This Hip Roof Design!” advertises the title for model W-400 toward the end of the book.⁶⁴ Indeed, all the designs displayed in *Modern Living Homes* include fireplaces in the living rooms—an arguably luxurious addition which was missing from the houses of Lakewood. Furthermore, interior sketches of domestic spaces accompany the perspective three-quarter exterior watercolors and the plans of each model. Cartoon-like sketches of a male, smoking his pipe in tranquility, and the happy faces of three children or a well-dressed mother adorn the in-between white area of the paper, advertising the carefree lifestyle that the houses can offer—among other advantages. On the front page of the brochure, the company proudly mentions the three common characteristics of all these domestic designs: attractiveness, economy, and efficiency.⁶⁵ The last two—argues the company—are in close relationship with the construction methods it institutes, explaining that they are achieved (among others) via “efficient engineering of the plans for use of stock lumber sizes, standard material and equipment” and “dimensioning of plans for use of framing lumber in even lengths, thereby minimizing material and labor waste.”⁶⁶ The publication concludes with a watercolor of a house under construction.

Aladdin Company proudly advertised its achievement of a patent for unique, fast, and economical construction. Each of the numerous pattern books that the construction company published at the end of the 1950s and the beginning of the 1960s started with a four-page explanation of its unique techniques in which the houses are cut and then easily shipped and assembled. It is worth a closer observation of one of the pattern books of Aladdin Company. I use a characteristic example of a catalog that was published in 1958. The first of the four pages provides the company’s profile and invites the interested reader to visit its headquarter offices and factory in Bay City,

Michigan. An aerial image and a picture from the interior of the factory depict the “home of Aladdin’s Ready-Cut Homes.”⁶⁷ The corporation emphasizes the amount of effort and capital it invests to obtain perfection of both design and manufacturing while at the same time reducing costs. The next image of this spread, on the right-hand side, illustrates how the company ships the individual parts of the house. The illustration shows a railway car with all the necessary material.

The use of tactics such as the production of housing catalogs or factory-like logic in production and construction of houses was common to more than lumber companies and commercial architects. Even prominent architects of the era, such as Cliff May treated their projects in a similar fashion.

CLIFF MAY BEYOND *SUNSET* MAGAZINE

Born in San Diego in 1909, Cliff May was a self-taught architect and designer who started his career by designing Spanish colonial-style ranch houses for family friends after the war was over. By the 1940s, though, his interest turned to the modern ranch-style, and with the postwar boom of suburban development, he moved from San Diego to Los Angeles. For him, L.A. was the place to be and do business in the suburban ranch-style industry.⁶⁸

His designs gained popularity mainly through *Sunset* magazine. *Sunset* was a domestic periodical published in California that gained enormous popularity in the decades after World War II.⁶⁹ Focusing on western living, the magazine addressed subjects such as home, cooking, and gardening. The publication began as an advertisement of the New Frontier,⁷⁰ and in the years following the end of the Second World War the editors turned their attention to the promotion of a casual western indoor/outdoor living. The ranch-style house was used as a vehicle to actively advertise this lifestyle.

Cliff May was a protagonist figure in *Sunset*’s promotion of the ranch-style. May started working with the magazine, presenting plans and watercolors of his designs. He collaborated with *Sunset* by publishing his drawings in a period when the magazine was aware of the mythology cultivated around the ranch typology and was trying to define this new model of living through its pages. It is widely accepted that May’s participation with *Sunset* and the advertising of the ranch style to the masses shaped the contemporary identity of this housing typology.⁷¹

The architect was also involved in the development of a small portion of Lakewood. In the southern part of the city, May participated in the creation of Lakewood Rancho Estates. However, he did not undertake this project by himself; instead, he participated under the title of the designer. This project's team additionally included an architect and a developer, who was the major investor. Rancho Estates was designed as a residential area and built with ranch-style single-story houses, using May's designs.

The development of Lakewood Rancho Estates was promoted through catalogs containing captivating phrases as well as depicting the different patterns of the houses. The documents demonstrated drawings of the properties and marketed their features. [FIGURE 12] They also presented perspective illustrations of the houses, in the same vein as the Lakewood ones, and some interior views scattered among the pages. Cliff May's houses of the Estates were promoted as the epitome of Californian carefree living. One catalog reads:

You'll be carefree and happy in Lakewood Rancho Estates where a home like the Californian offers you so many luxuries for so little.⁷²
[...] The Californian was built for you—a modern Western Family.⁷³

The architecture of Cliff May's houses was also in the vein of commodification. The architect used various alternations in his designs; however, most of them were created with the same domestic space patterns. May used two or three basic alternations for the bedrooms and, in most cases, one for the kitchen; he almost always designed the bathrooms the same way. There was an advanced degree of design care for the living room, and usually the major communal and gathering areas of the living room were structured around the fireplace. He treated his designs like commodities by copying, pasting, and mirroring domestic patterns from one housing model to the other. Yet, what stayed characteristically identical in his designs were the wide openings; the clear, long, rectangular shape of the residential unit; and the drawing of plants in the interior.

The ranch-style house rose to fame in the years after Great Depression and is widely considered the most popular housing typology of American vernacular domestic architecture. Even today the typology streams the romantic, dreamy, good life of the West—California style. The mythology cultivated in the mid-century around the ranch style is very much alive, and the everyday domestic life of many still occurs

NEVER BEFORE... has a builder offered an 1108 sq. ft. home with **3** bedrooms and a 1341 sq. ft.,

4 bedroom home, both with 2 FULL BATHS, at these amazing prices. Now, for the FIRST TIME in Southern California, the CALIFORNIAN breaks all precedent by stepping forward with the DESIGN OF THE FUTURE.

The 16' master bedroom opening onto the patio, for example, has its own private bath and a dual wardrobe and dressing table.

All the bedrooms were designed for twin beds, and both baths contain beautiful colored fixtures to blend with the interiors. You'll be carefree and happy in Lakewood Rancho Estates where a home like the CALIFORNIAN offers you so many luxury features for so little. Best of all are these down-to-earth prices for all, including the NON-VETERAN. Terms on the CALIFORNIAN are unbelievably low... both VA and FHA...



FIGURE 12: Housing Catalogs and Brochure, Lakewood Rancho Estates, 1954. Source: RanchoStyle.com.

inside a commercially designed ranch-style home.

Yet, why is an argument around commodification valuable?

The postwar suburbanization of the American land worked in synergy with the commodification of the house and produced illegible cities,⁷⁴ places that in the words of Frank Lloyd Wright were everywhere and nowhere—sprawling metropolitan areas that “[flew] across the landscape changing with the terrain and needs of the individual citizen.”⁷⁵ Wright himself instituted and expressed the value of this lifestyle for most of his life. He intended to put miles and miles between his studios and the city in order to sustain his solitude.⁷⁶ “Find your ideal country location, and then go ten miles further on out,” he has said.⁷⁷ In postwar suburban America, it was not only Wright’s vision that came true, but also—in an ironic twist on history—Le Corbusier’s fantasy: miles away from Paris, in the metropolitan area of Los Angeles—if not in South California as a whole—with almost no towers at this time, suburbanization expressed part of his vision for urban development:

I shall live thirty miles away from my office in one direction, under a pine tree; my secretary will live thirty miles away from it too, in the other direction, under another pine tree. We shall both have our own car. We shall use up tires, wear out road surfaces and gears, consume oil and gasoline. All of which will necessitate a great deal of work—enough for all.⁷⁸

The commodification of the house, in combination with the rise of mobility—two conditions that inflamed the suburbanization of America—resulted in a continued sprawl of suburban housing development expanding miles away from the urban core.⁷⁹ [FIGURE 13]

In 2000, Harvard University published the twelfth edition of *Harvard Design Magazine*; the title of this fall issue was—as always—concise: *Sprawl and Spectacle*. “Sprawl to Spectacle, Spectacle to Sprawl”⁸⁰ welcomed us co-editor and architectural writer William S. Saunders; neither causes the other, yet they are still related. The innate capacity of the spectacle to offer satisfaction—if not an astonished degree of stupefaction—makes the masses more tolerant to the ugliness of sprawl, argued this special issue.⁸¹ Architect and theorist Mario Gandelsonas argued that the audience of the illegible American city is—borrowing from Guy Debord—a *spectacular society*.⁸² The

spectacle, Debord reminded us, “corresponds to the historical moment at which the commodity completes its colonization of social life.”⁸³

The spectacle is present in the aerial images of Lakewood taken by William Garnett; at the sales center where the model houses were theatrically staged and illuminated; in the speeches of the salesmen trying to convince breadwinners and homemakers to submit their down payments; in the phrases of the housing catalogs of Lakewood, Cliff May, and other companies; in the watercolors of Paul Duncan. Spectacle and commodification became two sides of the same coin. The ranch-style became not only a commodity, but also an element—if not an expression—of a spectacular society. This emerging, consumeristic, spectacular society was of course expressed and represented through various mediums; television was one of them.

Did the tolerance of sprawl initiate from the consumption of tasteless sitcoms and Julia Child cooking shows? Did “the impoverishment of the ordinary built world [make] more seductive the ubiquitous, go-down-easy delectations of prepackaged fantasies?”⁸⁴

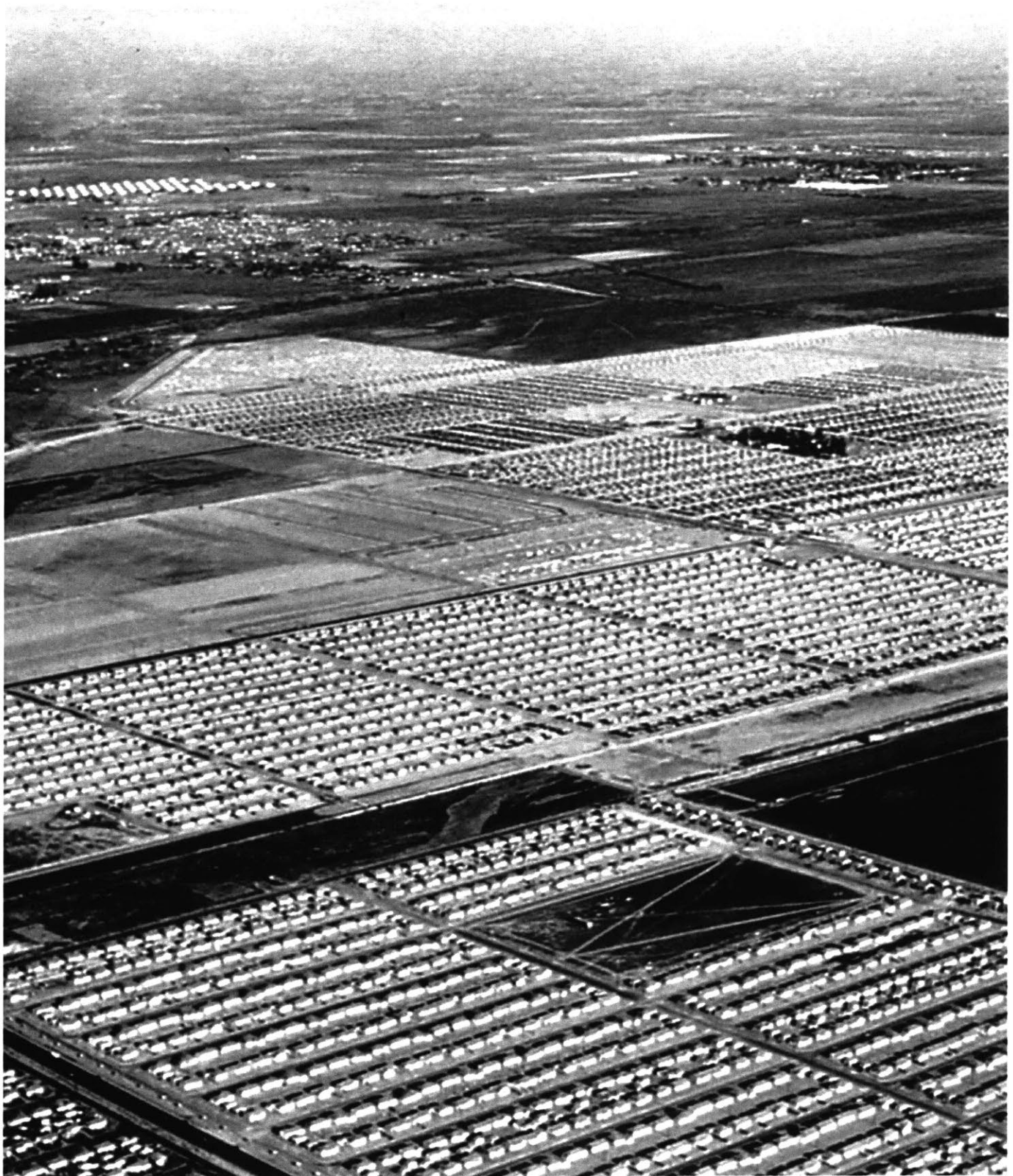
In this light, television is the second component of my argument. Television gains such a central role in this study because it became, together with the automobile, one of the most popular pieces of postwar technology that revolutionized everyday suburban life. Then as now, television arguably had the same importance to the suburban home as the automobile does to the suburb. The same way the automobile and its highways connected the isolated suburb with the urban core, television with its radio waves wired the isolated suburban resident with the world. Because of its residential stasis, television may not have affected the suburb the same way the automobile did, though it did affect everyday suburban life—debatably having the same degree of influence as did the car—through the cultivation of a certain domestic ethos.

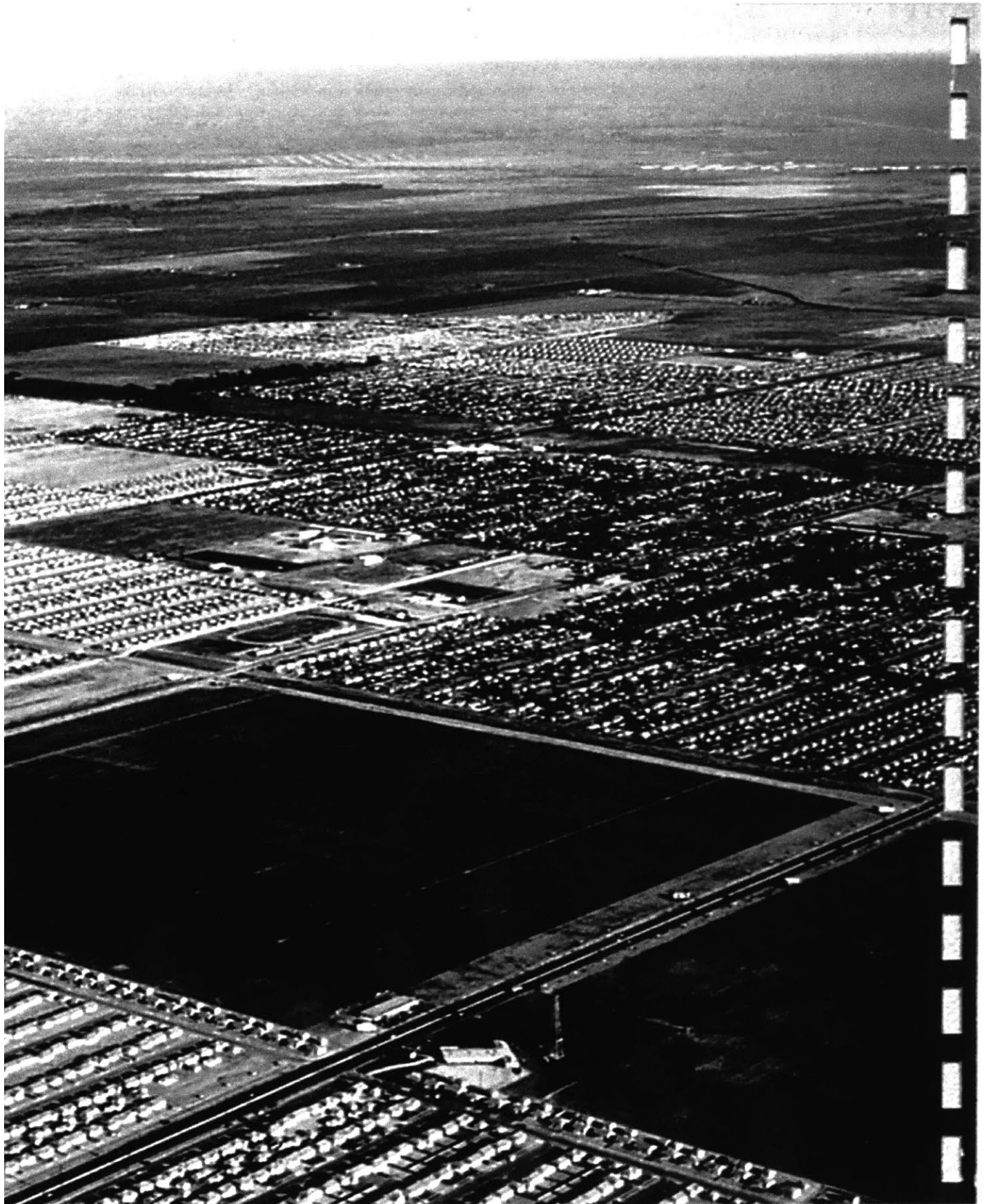
Numerous recent observers have argued about the relationship of the postwar domestic sphere to television; however, I focus my interest on TV as a technological artifact. I hence ask: In an era steeped in technological innovation and progress, how did television influence the interior of the Cold War American suburban house?

In order to redesign the domestic condition in the suburban context created by the ranch-style domestic typology, which came about in the mid-century, an understanding of the symbiotic relationship between spectacle, commodification, and the ranch

house's domestic space is fundamental. The examination of this relationship involves the consideration of numerous parameters, a multi-layered understanding that traces evidence from sociology, media and visual studies, and, of course, architecture. Along these lines, the study of the ways through which this typology became a commodity is the crucial first step for a complete understanding of the ranch's domestic space.

FIGURE 13: Lakewood Park, Image by William Garnett, Ca 1950. Source: Lakewood City Archives.





NOTES

- 1 Lakewood City Archives, *This is Lakewood! An Exhibition of Photographs and Documents Displayed at Lakewood City Hall*, accessed March 29, 2018, <https://lakewood-ca.smugmug.com/Other-1/This-is-Lakewood/i-Mwqqr4S>.
- 2 “Model Home, 1950” <https://lakewood-ca.smugmug.com/Other-1/Lakewood-History-Book-Gallery/i-WzkPqhs>
- 3 “Waiting to Buy a Lakewood Home”
- 4 Ibid.
- 5 This phrase appears on the cover of one of the first housing catalogs of the city, and a watercolor of a three-quarters view of a typical Lakewood house accompanies the quote; I will return to this evidence for further analysis later in this chapter. The cover of this catalog can be accessed in the online archive of historical documents of the city of Lakewood; “Dream House,” *This is Lakewood! An Exhibition of Photographs and Documents Displayed at Lakewood City Hall*, Lakewood Historic Archives, Accessed April 4, 2018, <https://lakewood-ca.smugmug.com/Other-1/This-is-Lakewood/i-PWQLxng>.
- 6 John Chase, *Glitter Stucco & Dumpster Diving: Reflections on Building Production in the Vernacular City* (New York & London: Verso, 2000), 3.
- 7 Faragher, John Mack. “Bungalow and Ranch House: The Architectural Backwash of California.” *The Western Historical Quarterly* 32, no. 2 (2001): 172-3.
- 8 Thomas Hine, *Populuxe*, (London: Bloomsbury, 1988), 49.
- 9 Nikos Stangos, *David Hockney by David Hockney* (London: Guild Publ., 1985), 97.
- 10 Ibid.
- 11 Hockney did not produce the famous paintings of Los Angeles at the studio he rented in Venice, California when he first arrived in Los Angeles. During this first visit he only spent some months in California, whilst also traveling to Iowa. After a brief return to England in 1964, he returned to Los Angeles in 1966 where he stayed for nearly two years. The *Bigger Splash* was painted between April and June 1967; Christopher Simon Sykes, and David Hockney, *David Hockney: The Biography, 1937-1975* (New York: Man A. Talese, 2012), 97-100, 149-150, 158.
- 12 Christopher Simon Sykes, and David Hockney, *David Hockney: The Biography, 1937-1975* (New York: Man A. Talese, 2012), 188.
- 13 Ibid.
- 14 Gabriel Coxhead, “David Hockney,” *Art in America* 105, no. 5 (May 2017): 122.
- 15 The way the Los Angeles’ Organization of Tourism promotes the city today is characteristic. Recent commercials portray a certain urban ethos which revolves around a laid-back, hedonistic lifestyle with daily experiences that include the sun, palm trees, beaches and swimming pools—among others. Phrases such as “Your L.A. Story is Waiting” (from the 2016 touristic campaign) accompany these scenes.
- 16 Carey MacWilliams, *Southern California: An Island on the Land* (Layton, UT: Gibbs Smith Publisher, 1946), 6-7.
- 17 Ibid.,6.
- 18 Robert Fishman, *Bourgeois Utopias: The Rise and Fall of Suburbia* (New York: Basic Books, 2008), 159.

- 19 Lakewood City Archives, *Lakewood History Gallery: Over 200 photographs from the City of Lakewood Historical Collection*, accessed January 2, 2018. <https://photos.smugmug.com/Other-1/This-is-Lakewood/i-Mwqqr4S/0/33efd541/1682x1152/Standing%20in%20Line%201951-1682x1152.jpg>.
- 20 Norman M. Klein, *The History of Forgetting: Los Angeles and the Erasure of Memory* (London: Verso, 2008), 32.
- 21 Ibid.; with a mention on the endnotes of John E. Bauer, *The Health Seekers of Southern California, 1870—1990* (San Marino, 1959), pp.16ff (*sic*).
- 22 Norman M. Klein, *op. cit.*, 32.
- 23 Unique evidence is a postcard from the turn of the century depicting Long Beach vacationers under the title “Surf Bathing, Long Beach, California;” Long Beach was a popular winter vacation destination at the turn of the 20th century. The post card is available at the Library of Congress Collection and published online at the Historical Archive of Lakewood; *Lakewood History Gallery: Over 200 photographs from the City of Lakewood Historical Collectio*, Lakewood Historic Archives, accessed January 2, 2018. <https://lakewood-ca.smugmug.com/Other-1/Lakewood-History-Book-Gallery/i-Lj7Xzcl>.
- 24 Banham is here referring to the beach culture of the seventies, the period when he wrote the *Architecture of Four Ecologies*. We can arguably find many of these elements even today.
- 25 Reyner Banham, *Los Angeles: The Architecture of Four Ecologies* (Oakland, CA: University of California Press (2nd edition), 2002), 38.
- 26 Ibid., 38-39.
- 27 Thomas Hine, *Populuxe*, (London: Bloomsbury, 1988), 6.
- 28 Ibid.
- 29 Steven T. Sheehan, “Better Citizens through Better Living: Consumer Culture and Corporate Capital in Employee Communications and Public Relations at Du Pont Chemical, 1945-1960,” *Iowa Journal of Cultural Studies* 12, no. 1 (2010): 70.
- 30 Ibid.
- 31 Michael P. Marino, “Looking for History in ‘Boring’ Places: Suburban Communities and American Life,” *The History Teacher* 47, no. 4 (August 2014): 492-3.
- 32 Ewen, Stuart and Elizabeth Ewen. *Channels of Desire: Mass Images and the Shaping of American Consciousness*. Minneapolis: University of Minnesota Press, 1992; Mary Beth Haralovich, “Sit-Coms and Suburbs: Positioning the 1950s Homemaker,” *Quarterly Review of Film and Video* 11 (June 2009): 61.
- 33 Samuel Dodd, “Parade of Homes: Salesmanship and the Post-war American Housing Industry,” *Journal of Design History* 28, no. 4 (2015): 396.
- 34 Home Builders Association, *Parade Plan Book*, (Houston Home Builders Association, Houston, Texas, 1955), 1; Samuel Dodd, “Parade of Homes: Salesmanship and the Post-war American Housing Industry,” *Journal of Design History* 28, no. 4 (2015): 396.
- 35 “Defining the American Way of Life Executed in the American Style,” *House Beautiful*, May 1951, 107; quoted on the endnotes of Cynthia Lee Henthorn, *From Submarines to Suburbs: Selling a Better America, 1939-1959* (Athens, OH: Ohio University Press, 2006), 320-1.

- 36 Lizabeth Cohen, "Is There an Urban History of Consumption?" *Journal of Urban History* 29, no. 2 (December 2003): 96.
- 37 John Chase, *Glitter Stucco & Dumpster Diving: Reflections on Building Production in the Vernacular City*, 32.
- 38 Dolores Hayden, *Building Suburbia: Green Fields and Urban Growth, 1820-2000* (New York: Pantheon Books, 2000), 131.
- 39 Dana Cuff, "Domestic Speculation. Architects and Builders in Postwar Los Angeles," in *Overdrive: L.A. Constructs the Future 1940-1990*, ed. Wim De Wit and Christopher James Alexander (Los Angeles: The Getty Research Institute, 2013), 137.
- 40 George Hay Brown, and Robert L. Hagan, Conrad Taeuber, Daniel B. Levine, David L. Kaplan with Arthur F. Young, *1970 Census of Housing; Series HC(2): Housing Characteristics; Part 7: Los Angeles-Long Beach, Calif. SMSA—Modesto, Calif SMSA* (U.S. Bureau of Census: Washington DC, August 1972), 120-137; *Ibid.*, *1970 Census of Housing; Volume I: Housing Characteristics for States, Cities, and Counties; Part 3: California*. (U.S. Bureau of Census: Washington DC, August 1972), 1-10. See also Trudy A. Suchan and Marc J. Perry, James D. Fitzsimons, Anika E. Juhn, Alexander M. Tait, Cynthia A. Brewer, *Census Atlas of the United States* (Series CENSR-29, U.S. Bureau of Census: Washington DC, 2007), 237.
- 41 Carey MacWilliams, *Southern California: An Island on the Land* (Layton, UT: Gibbs Smith Publisher, 1946), 13.
- 42 John Mack Faragher, "Bungalow and Ranch House: The Architectural Backwash of California," *The Western Historical Quarterly* 32, no. 2 (2001): 168.
- 43 Virginia Savage McAlester, *A Field Guide to American Houses*, (New York: Alfred A. Knopf, 2017), 598; see also the argument of Beatriz Colomina, *Domesticity at War* (Cambridge, MA: The MIT Press, 2007).
- 44 James Wentling, *Designing a Place Called Home: Reordering the Suburbs* (Cham, Switzerland: Springer, 2017), 20.
- 45 "Building homes on a [sic] assembly-line basis, 1950," *This is Lakewood! An exhibition of photographs and documents displayed at Lakewood City Hall*, accessed January 2, 2018. <https://photos.smugmug.com/Other-1/This-is-Lakewood/i-Fs2FPcK/0/a92fc49e/X3/Model%20Home%201951-X3.jpg>.
- 46 D. J. Waldie, *Holy Land: A Suburban Memoir* (New York and London: W.W. Norton & Company, 2005), 21.
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- 48 Lakewood City Archives, *This is Lakewood! An exhibition of photographs and documents displayed at Lakewood City Hall*, accessed January 2, 2018. <https://photos.smugmug.com/Other-1/This-is-Lakewood/i-Fs2FPcK/0/a92fc49e/X3/Model%20Home%201951-X3.jpg>.
- 49 *Ibid.*, 41.
- 50 *Ibid.*
- 51 D.J. Waldie, "Beautiful and Terrible: Aeriality and the Image of Suburbia," *Places*, February 2013, <https://placesjournal.org/article/beautiful-and-terrible-aeriality-and-the-image-of-suburbia/>.
- 52 *Ibid.*

- 53 Malvina Reynolds, “Little Boxes,” Genius, accessed May 21, 2018, <https://genius.com/Malvina-reynolds-little-boxes-lyrics>.
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- 55 Lakewood City Archives, *Lakewood History Gallery: Over 200 photographs from the City of Lakewood Historical Collection*, accessed January 2, 2018. <https://lakewood-ca.smugmug.com/Other-1/Lakewood-History-Book-Gallery/i-Hr6rtwG>.
- 56 Lakewood City Archives, *Lakewood History Gallery: Over 200 photographs from the City of Lakewood Historical Collection*, accessed January 2, 2018. <https://lakewood-ca.smugmug.com/Other-1/Lakewood-History-Book-Gallery/i-KvMm5DM>.
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- 60 D. J. Waldie, *Holy Land: A Suburban Memoir*, 12.
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- 63 National Plan Service Inc., *Modern Living Homes*, 1953, 2.
- 64 Ibid., 28.
- 65 Ibid., 2.
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- 68 Mary A. Van Balgooy, “Before LA: Cliff May’s Beginnings in San Diego,” *The Journal of San Diego History* 57, no. 4 (September 2011): 268.
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- 70 Robert Alexander Gonzalez, “Sunset Magazine: In Search of a House for Western Living” (Master Thesis, Massachusetts Institute of Technology), 24.
- 71 Virginia Savage McAlester, *A Field Guide to American Houses*, (New York: Alfred A. Knopf, 2017), 603.
- 72 Lakewood Rancho Estates, *At Last What You’ve Been Looking For...*, 1954, 3.
- 73 Ibid., 6.
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- 77 Ibid; Quoting Docent at Taliesin West, conversation with Robert Lang, Scottsdale, January 30, 2001. (page 181, on the endnotes).
- 78 Le Corbusier (Charles-Edouard Janneret), *The Radiant City: Elements of a Doctrine of Urbanism to Be Used as the Basis of Our Machine-Age Civilization* (New York: Orion Books, 1967), 74.
- 79 [Author Unknown], “Locating the Suburb,” *Harvard Law Review* 117, no. 6 (2004): 2010.
- 80 William S. Saunders, “Entrancing Media, Blank Buildings,” *Harvard Design Magazine* no. 12 (Fall 2000): 2.
- 81 Ibid.
- 82 Mario Gandelsonas, *X Urbanism* (New York: Princeton Architectural Press, 1999), 64.
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Why and how television shaped the American Cold War House.

Chapter III

SELLING TELEVISIONS
LIKE SELLING HOMES

In 1953, *Life* magazine published a portrait-oriented black-and-white image depicting a typical move-in day in the newly constructed Lakewood. [FIGURE 14] The image, taken from above, was shot from Centralia Street, looking west from Hayter Avenue.¹ The subject of the photograph was a typical street of the suburb with numerous moving company trucks parked along the sides of the streets, crowds of new residents unloading their belongings; new residents carried cardboard boxes and chairs, tables scattered around. The image was indeed impressive, yet it was staged.² As the years went by, the image became a symbol of mid-century suburban living. *Life* magazine's move-in shot from Lakewood was tied to a broader propaganda undertaken by the mass media, promoting a certain domestic ethos tied to a suburban lifestyle. During the second half of the twentieth century, the mass media, with the press on the forefront, promoted a peaceful, family-oriented, idyllic lifestyle; homeownership was at the core of this thinking and the suburbs were advertised as ideal environments to fulfil this domestic fantasy.

Since *Life* magazine's image was taken back in 1953, Lakewood has stayed alike. It has an all-American grid of streets. Stucco-walled houses are organized in rows; most of them are freshly painted, bringing to mind the model houses at the sales center. Cars, instead of moving trucks, are parked in the driveways, and neat lawns frame the living rooms' picture windows. Occasionally, an American flag looms over a small porch. The houses still aptly represent the values of the Cold War years. "Times change, values don't," proudly herald today's authorities of Lakewood.³

One of the most polemic contemporary critics of suburbia, journalist James Howard Kunstler, has successfully observed that one cannot walk around a place like Lakewood today without thinking of television. His point, illustrated clearly in his revolutionary novel *The Geography of Nowhere*, is worth our attention:

The American house has been TV-centered for three generations. It is the focus of family life, and the life of the house correspondingly turns inward, away from whatever occurs beyond its four walls.⁴

In the midst of the Cold War, television was domesticated, and it developed a symbiotic relationship with the American suburban house. Americans were purchasing TVs at record rates, and families made domestic adjustments to incorporate the new medium into their internal environments.⁵ It is notable that "between 1948 and 1955, television was installed in nearly two-thirds of the nation's homes,"⁶ and by the end of the decade, 90 percent of households owned at least one television.⁷ Concurrently,

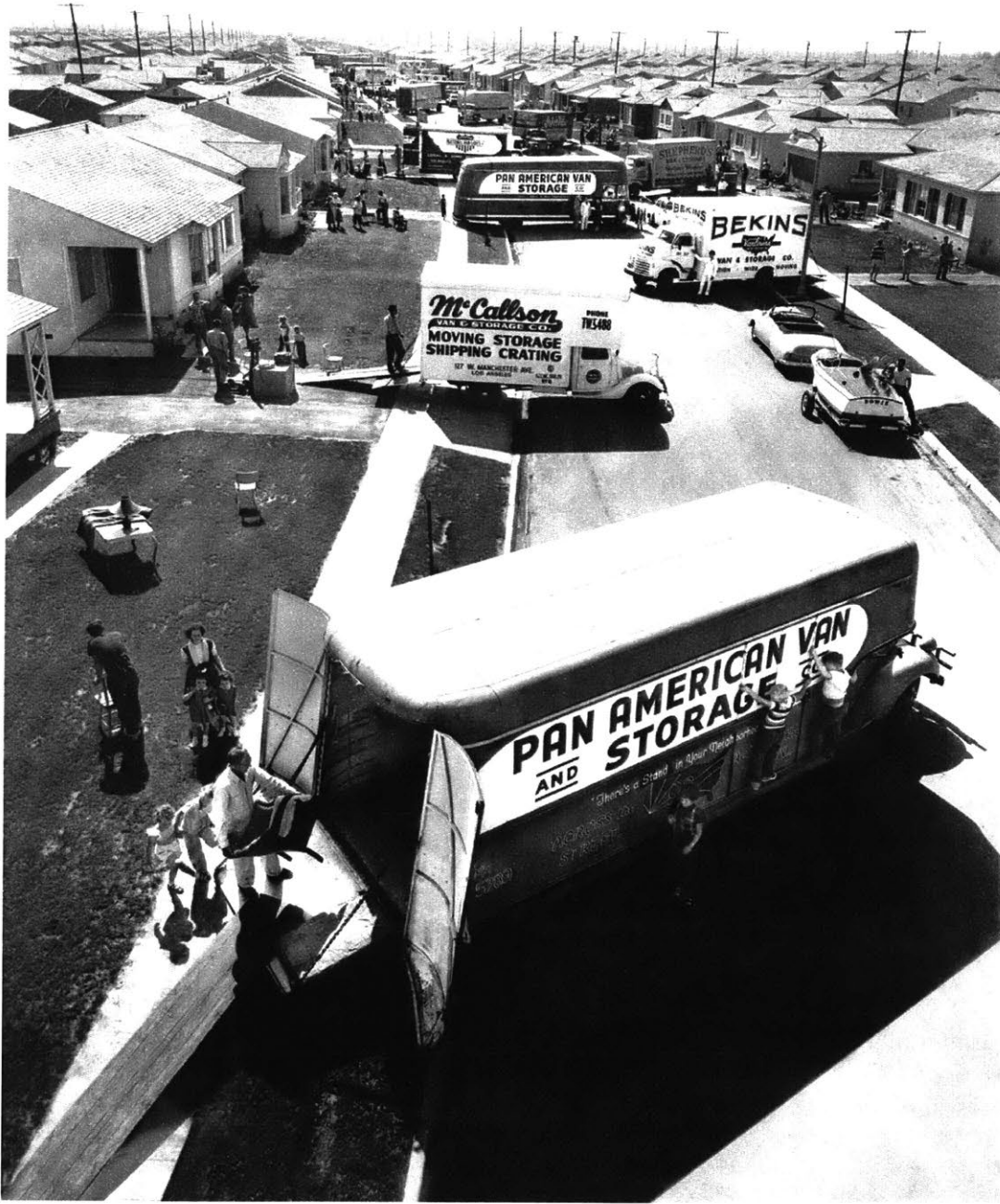


FIGURE 14: A typical move-in day in booming Lakewood, 1953.—Photo by J. Everman Source: Lakewood City Archives.

in that decade, the number of hours that the average US citizen spent in front of the screen more than tripled.⁸ Television became a piece of technology that organized domestic space, and domestic life was, in turn, organized around it.

Hand in hand with the organization of daily domestic rituals, television was also an advertiser and promoter of suburbia. Mostly through its shows, it contributed critically to the massive urban exodus that pushed Americans to the suburbs during the twentieth century.⁹ The increasing popularity of the television brought new everyday domestic trends. TV dinners and TV trays were invented. In these years, the domestic sitcom was born. As observed by art and film historian Laura Morowitz, “of the 400 sitcoms aired between 1948 and 1978, over half were domestic in focus, with the sub-genre reaching its peak year in 1965.”¹⁰ Television had become “part of a materialist, consumer culture.”¹¹ In 2000, Yale urban historian Dolores Hayden coined the term ‘sitcom suburbs,’ arguing that the term describes “the model houses on suburban streets, such as the ones in Levittown or Lakewood [that] held families similar in age, race, and income, whose lifestyles were reflected in the nationally popular sitcoms of the 1950s and 1960s.”¹²

If the suburb as a whole was the theater in which the illusions of a sitcom-like popular imagination were established, the suburban house was the stage. On this stage, those illusions had the potential to grow and evolve. The domestic space—whether it was part of a real Lakewood house, a futuristic experimental prototype, or a stage set in one of Universal Studios’ backlots—became a platform for architectural experimentation and inspiration for visual representation, or even for criticism. If we take a look at the architectural, artistic and visual production of the Atomic Era, we can observe critical examples in regard to how television informed the interior space of the house. Precedents of this trend appeared even before the Second World War. This is evident in the following example.

MID-CENTURY TELEVISION CULTURE OUTSIDE THE SITCOM SUBURB

In 1927, American architect Buckminster Fuller presented his futuristic Dymaxion House. The term Dymaxion was coined by Fuller himself, and it is a combination of the words *dynamic*, *maximum*, and *tension*.¹³ Dymaxion House was a one-hundred-square-meter octagonal, hexagonal, or round family dwelling, a house for the future, made out of metallic and glass frames suspended from the ground and supported by one pillar at the center of the structure. It consisted of prefabricated, aluminum parts.

Nevertheless, Fuller also envisioned its mass production and distribution; according to his proposal, the house could be easily shipped on flat packages around the world. His design gained popularity; however, only a few prototypes of this proposal were constructed. One of the first models of the Dymaxion House was presented to the public in 1929, in Chicago's Marshall Field's department store as part of the store's modern furniture display.¹⁴ Television quickly found its position inside this imaginary house of the future: Media studies scholar Lynn Spigel began her groundbreaking *Make Room for TV* by explaining how retailers took advantage of Fuller's design to promote the television set, as well as radios and record players, by placing them in the room that Buckminster Fuller himself used to call the "get-on-with-life-room."¹⁵ Spigel concludes by carefully observing that only a few decades later in Levittown, a case of suburban development similar to that in Lakewood, developers proudly advertised their newest invention for the house: a built-in feature, where an Admiral television would be permanently installed inside a wall of the living room.¹⁶

Some decades after the Second World War, another stylistically similar, futuristic dwelling made its appearance. In 1968, American architect Richard T. Foster designed his own private residence in the outskirts of Wilton, Connecticut. The project, known as the Round House or the Carousel House, was a unique dwelling that could rotate 360 degrees, providing spectacular views of the surrounding landscape from all the rooms, just by pushing a button. Like Fuller's Dymaxion house, the Round House was also elevated from the ground and supported on a pillar. However, this project was made out of concrete, and it was not intended to be a prototypical suburban future house. Furthermore, it was not prefabricated, nor was mass distribution at the core of its thinking. The house, however, attracted international attention particularly because of its unique mechanism that made the rotation, hence the provision of panoramic views of the surrounding landscape, possible. In the Round House, the relationship with television is present, though abstract. Television does not dominate one of the living spaces because of its material form. Instead, as the architect argued, they (the architect and his family) could change the view of each room "as easily as [they] could change the channel of [their] TV set."¹⁷ With a profound number of viewing choices, the only thing that one had to do was to go to the small control center at the core of the house and dial any room to any view, making the rotation between views as simple and convenient as turning a TV rotor antenna.¹⁸

Meanwhile, the same year Foster's residence was completed, the Monsanto House of the Future—part of Walt Disney's *Tomorrowland* theme park in Anaheim, Califor-

nia—was demolished. Its demolition signaled the dramatic conclusion of an ambitious project. The Monsanto House of the Future showed how architects envisioned domestic life in 1987. The Monsanto House was an anthem to plastic. Sponsored by plastic manufacturer Monsanto Company and designed by MIT researchers, the house was a residential cross-like structure suspended from the ground that was advertised as a technologically progressive residency for the typical, nuclear, Cold War American family. The house became a popular attraction, and more than 400,000 people visited the futuristic dwelling within the first six weeks of its opening.¹⁹ Everything inside the Monsanto House was automated, colorful, and fun. Life in the future was here portrayed as carefree, easier, more convenient, and above all, happier—like in the surrounding suburbs of Los Angeles. And the TV was, indeed, an important element of the house. Inside the Monsanto House, both the idea of television and television as a technological artifact had a considerable presence. [FIGURE 15]

The interior of the house underwent various renovations over the years, with attempts to enhance its relationship with the plastics.²⁰ Evidently, in one of these renovations, a large television-like plastic screen got installed in the living room, and it dominated the space. Attached to one of the plastic walls, the screen orchestrated the room's furniture so that everybody using the Monsanto House's furniture got a comfortable view of the screen (if looking on the inside of the house) or towards the window view across (if looking outside towards Cinderella's Castle). But television was no longer only part of the living room life; it expanded to other rooms of the house as well. As the promotional video of the Monsanto House informs us, a small television-like screen was also placed in the bathroom, right next to the sink. The narrator says:

And here is something we would all like to have: The same push-button phone we saw on the dressing table, but with the added attraction of a closed-circuit television receiver. The picture on the screen? Oh, that's of whoever is standing at your front door. You see him, but he doesn't see you.²¹

The masses were becoming more and more familiar with these popular ongoing futuristic productions, and television manufacturers did not seem to be unaware of that. Characteristic evidence is the case of Motorola's advertising strategies. In 1961, the company created a series of print advertisements to promote its latest versions of televisions and record players. It collaborated with graphic designer Charles Schridde, who prepared portraits of futuristic architecture depicting another version of the



“House of the Future.” The project seemed to be ideal for his background experience as we read:

“Schridde was a painter [who] loved depicting the Wild West, but he had previously done automotive ad work. He was assigned the Motorola account while working at New Center Studios in Detroit after winning an in-house contest to depict ‘a neat place to watch TV’.”²²

Inside the futuristic domestic environments Schridde created, Motorola’s radio wire devices, such as stereos and televisions, had a pivotal position. Colorful architectural perspectives, although creations of fantasy, nevertheless rendered the emerging importance of the presence of these pieces of technology inside the domestic space. We can assume that this representation strategy occurred mostly for promotional reasons and to illustrate the importance of the product; still, all the domestic environments are turned inwards, and the life is centered around a music stereo or, in most cases, a television. More importantly, in this case, it is not that television functions as a catalyst to organize the domestic space, but what the company arguably wants to communicate is the importance of the television—among the other products—for the pursuit of this idyllic, peaceful, and carefree life that many Americans were looking for during the mid-century years. Based on this ideal, the house may not be the suburban ranch-style but futuristic, yet it portrays the domestic lifestyle and ethos that the developers of the ranch-styles were promoting: a family gathered together around their round, colorful, warm sitting room, watching an evening show on a television that was hanging from the ceiling; a couple relaxing, watching television under a Fuller-like geodesic dome, or while enjoying the view of the wilderness that surrounds the home behind the television set; or even under the pergola of a domestic patio; or by the side of the swimming pool, following exercise instructions from a television show. In short, for Motorola, television could be placed anywhere inside the house of the future—it was not any more television that mattered but the new domestic life that the new owner would have once she or he decided to purchase one of the company’s televisions.

[FIGURE 16]

As I have demonstrated, the TV had an important degree of influence on the artistic and architectural production of the Atomic Era. Television had an increasing importance as a technological artifact and as a creator of a certain way of living. But how did it influence the layout of the interior of the vernacular American house?

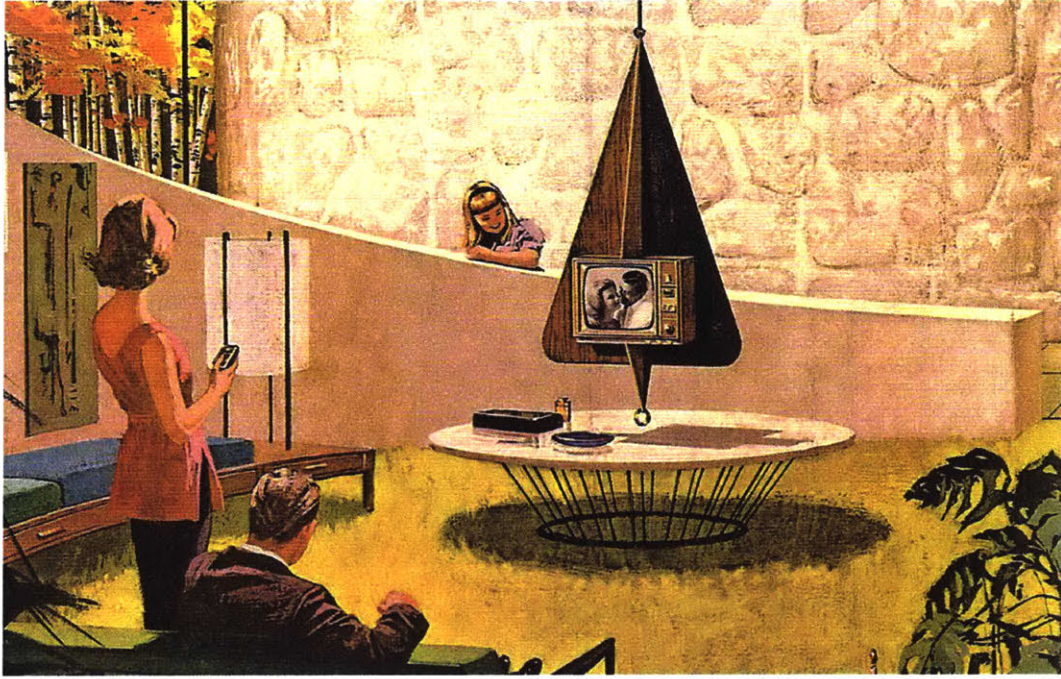


FIGURE 16: Motorola House of the Future Series, 1961. Source: Motorola.

FROM THE PICTURE WINDOW
TO THE FAMILY ROOM
TELEVISUALITY AND TELESPIATIALITY
IN THE AMERICAN RANCH-STYLE HOUSE

One may argue that the most profound way by which the TV spatially influenced the ranch-style suburban house was through the orientation of the living room's furniture towards the TV. The organization of domestic life around television happened to a great degree via the gradual turn of sofas and armchairs towards the set. We can observe that with a second, deeper view and careful study of the era's housing catalogs.

The pattern books that I mentioned in the preceding chapter are evidence of the importance of television to the interior space of the postwar house. Still, in almost none of these catalogues will a researcher observe any representation of furniture apart from some elementary, necessary equipment in the spaces of the bathroom and the kitchen. With this finding in mind, I conducted additional archival research on catalogs of more than fifteen major companies of the years between 1945 and 1960, and the results validated my hypothesis. My findings showed that that almost all the housing plans were drawn without any furniture on the inside. Intrigued by this trend, I tried to come up with an explanation for this strategy, and I concluded that the emptiness of the domestic space in the drawings was strategized, among other reasons, arguably to give the freedom of personalization to the future buyers. To put it simply, as geographer Robert Sack argues:

Allowing the interiors to be flexible makes the assignment of events and space more open [...] this is not a sign that space is abstract and impersonal because the flexibility permits the occupant to arrange and design the interior of the house as he or she likes. [...] How often do [the personal taste and personal stamp] come from others: from television, from neighborhoods, from fashion magazines.²³

However, the importance of television in the housing pattern books of the mid-century becomes obvious when companies decide to actually draw the interior spaces with furniture. Even though this is something that rarely occurs, two examples show a paradigmatic change. From the more than 700 pages of house catalogs I perused, I only found two companies that drew or indicated an organization of the interior domestic space: the Pease Woodwork Company, in its *Book of Pease Homes for 1954*,

and National Plan Service Inc. in its *Choice Homes...for your Selection* pattern book. In the drawing of these catalogs, the audience is encouraged to organize the living room furniture around the era's up-and-coming technological artifact—the television set.

The *Pease Book of Houses* clearly shows armchairs looking toward the set. In most cases, television is placed in a central position, usually in a central position of the living room. If the catalogue does not illustrate television in the center of the living space, it instead places it in a corner of the room, still standing as its own entity with a three-seat sofa across from it and surrounded by armchairs that are carefully rotated in order to provide proper views of the set.²⁴ [FIGURE 17]

In the case of the *Choice Homes* housing catalogue, the strategy is different. Here, furniture is again absent from most of the drawings, following the general trend of leaving the interior empty in order to give the freedom of personalization. Yet, the company indicates a suggested position for the television set: According to the company's designers, one specific point inside their houses was ideal. This way, prospective residents were convinced that they could enjoy a view of the TV from all the surrounding rooms, all of them placed amphitheatrically around the proposed television point. Graphically, this influence of the overall house plan that television had was represented by drawing radius lines from the suggested position of the set towards the nearby rooms, illustrating the proximity to the set and the possibility of comfortable viewing.²⁵ [FIGURE 18]

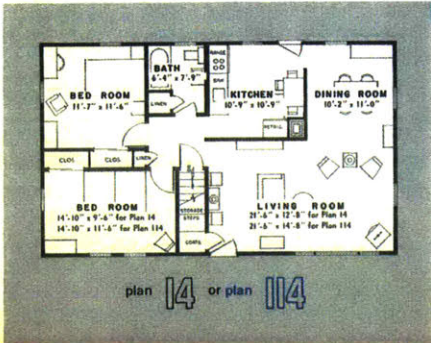
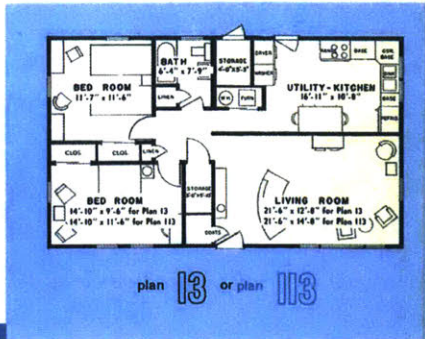
Back in Lakewood, in the years that the abovementioned pattern books were published, the new residents were using credit to buy their new furniture and personalize the interiors of their homes. Notably, by 1953, nobody had any money, yet 98 percent of the households had a television set.²⁶ In an era steeped in technological progress and innovation, the abovementioned examples indicate the importance of television to the domestic space of the house. Yet two fundamental questions still hang in the air: More than half a century later, is television still present inside Lakewood's houses? And if it is, how does television influence the interior domestic space today?

Bound by these questions, I decided to institute a different set of working tools and perform site-specific research. I performed an online survey where I collected data about Lakewood residential properties, and specifically ranch-style houses, that were for sale. This online investigation took place from January until May 2018.

FIGURE 17 (TOP): *Book of Peace Homes for 1954*, Pease Woodwork Company's, 1954. Source: Building Technology Heritage Library.
 FIGURE 18 (BOTTOM): *Choice Homes...for your Selection*, National Plan Service Inc., 1959. Source: Building Technology Heritage Library.

A choice floor plan, with larger living and bedrooms and the convenience of one floor living has made this a popular home. In Plans 14 or 114, the living-dining area is thrown open by eliminating the wall between these rooms. It is close to the kitchen, too! If you like to entertain, you will like this arrangement.

Those preferring a basementless home, have the handy utility-kitchen as a concentrated "work center" and dining area combined. Formal dining can be a living room activity. The bath is larger and has an extra linen closet with bathtub along the sidewall.



- plan 113 40'-7" x 24'-3" / for concrete slab..... \$ 3076
 for crawl space..... 3756
- plan 113 40'-7" x 26'-3" / for concrete slab..... 3231
 for crawl space..... 3981
- plan 114 40'-7" x 24'-3" / for basement 3632
- plan 114 40'-7" x 26'-3" / for basement 3835

PLAN 1 WITH BASEMENT

PLAN 2 WITHOUT BASEMENT

DESIGN 7703

HERE IS THE CONVENIENCE AND COMFORT of modern living at its best. A huge fireplace wall is used to separate the activity area . . . the family room . . . from the formal living room and, of course, to provide a fireplace for each of the rooms. The TV shown in the plan can be viewed from either living or family room. Convenient to the family room is an open planned kitchen which includes a built-in oven and range plus a snack bar and dining nook. Adjacent laundry and the full bath are other attractive features of this part of the house. Three bedrooms and bath, located in the quiet area, complete the plan.

DATA
 Living Area
 Plan 1 or 2 - 1,666 sq. ft.

Here is a view of the family room fireplace and the sliding doors which open onto the large porch at the rear.

Considering that a traditional block in the city of Lakewood consists of thirty-eight lots, each with one single-story house, I decided to collect my data from a sample of 190 ranch-style Lakewood houses, which equals five average traditional blocks. Examining this sample, I collected photos of how houses were advertised to prospective buyers. The results confirmed my prior findings from the literature and demonstrated a great degree of importance of television in today's suburban ranch-style house, this time specifically in the context of Lakewood.

Out of my sample, 18 percent included images only of the exterior; and 22 percent depicted the empty interior spaces. The interesting fact, however, is that in the remaining real estate advertisements, the agencies decided to advertise the properties including the furniture and belongings of the existing property owner or by carefully staging the interior of the house—exactly like the developers did when they exhibited the model houses of Lakewood in the first sales office, back in 1948. A television was included in 78 percent of these properties. In all of these real estate advertisements that included a television set in the living room, the furniture was orchestrated around the set, adhering to the idea that the living room should, first and foremost, provide a comfortable view of the television screen. [FIGURE 19,20]

Armed with this research, I decided to incorporate the above arguments into the design part of the thesis by taking advantage of the material I drew from the archival research and analyzed for the first chapter. Having already drawn the layout variations of the empty houses of Lakewood in the same way they were presented to the prospective buyers through the catalogs during the 1950s, I took this research a step further by drawing—in a different color—the missing interiors. Thus, I pursued a better understanding of Lakewood's domestic spaces through this investigation of the possible interior organization options that these mid-century residential designs could offer. I chose to draw my additions in a different color both to make my argument visually stronger and to visualize the impact the new inhabitants could have on their domestic spaces. Moreover, I also pursued a further understanding of this argument, acknowledging thus that the relationship between the “domestic” and the “architectural” impacts the “urban.” Hence, by taking advantage of the drawing material I created to support this part of my argument, I pursued this comprehension of the urban-scale impact of domestic space by carefully assembling my chosen site. Therefore, I drew it thrice—in the scales of 1:500, 1:1000, and 1:2000.

In addition to this design methodology, my online research revealed three additional domestic characteristics. These involve the picture window of the living room, the family room, and the open-plan kitchen. As I would argue, these three elements enrich aspects of mid-century's modern ranch-style that I name *televisuality* and *telespatiality*.

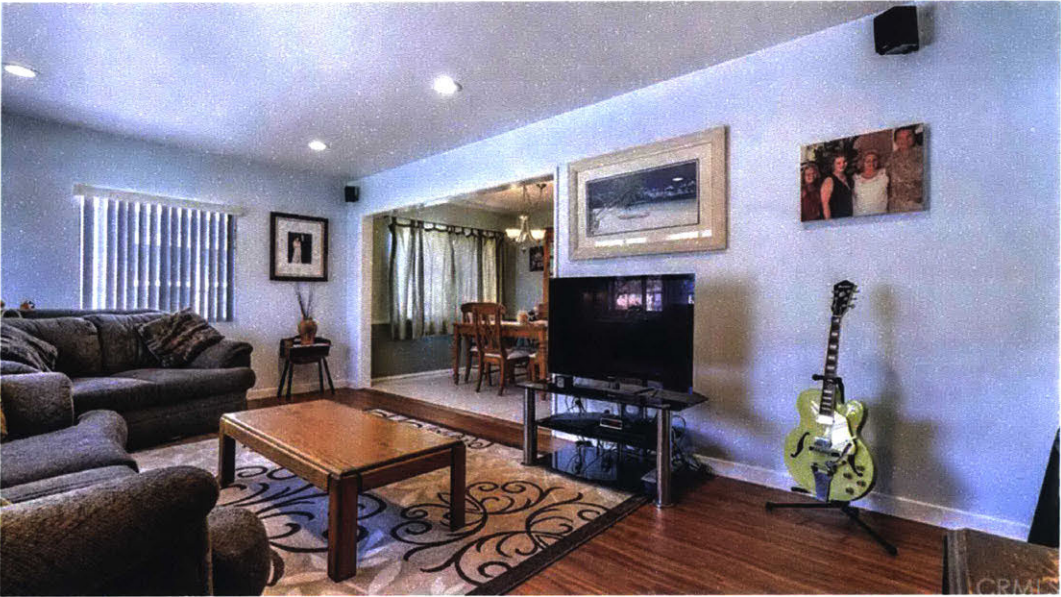
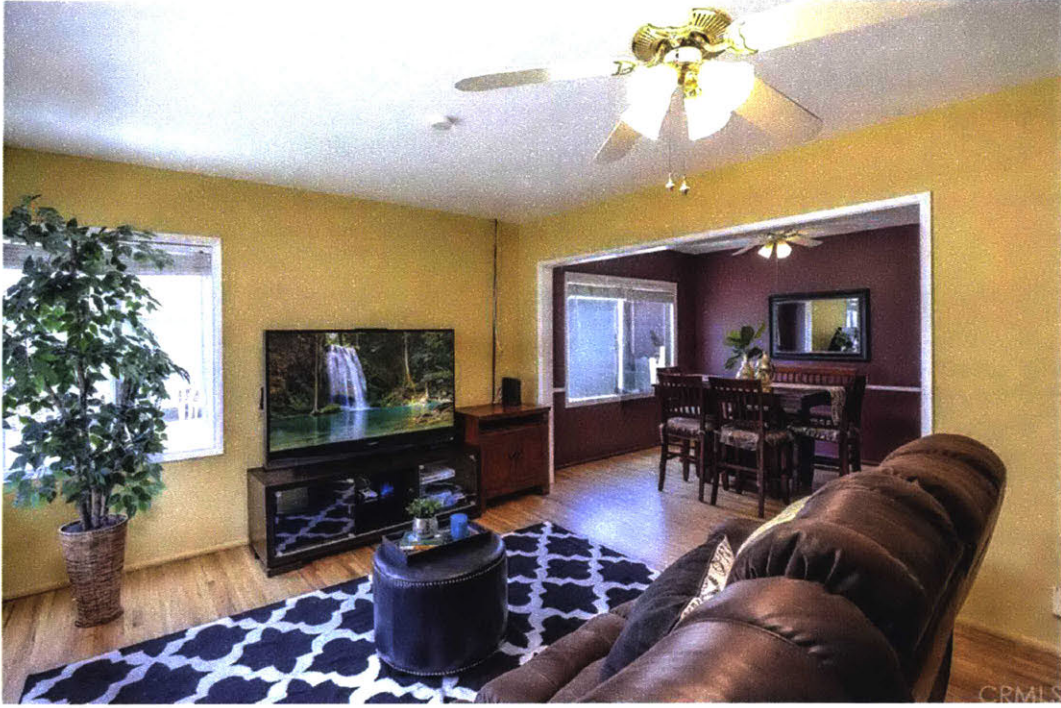
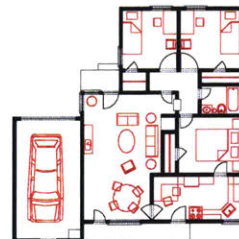
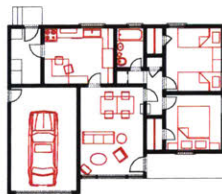
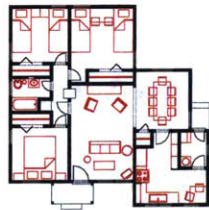
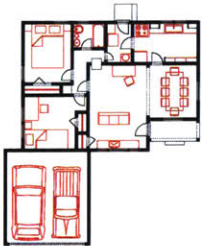
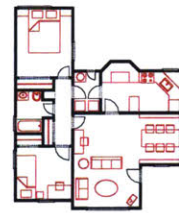
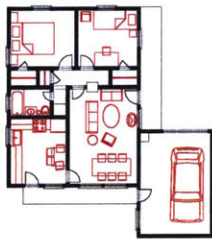
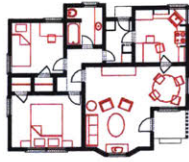
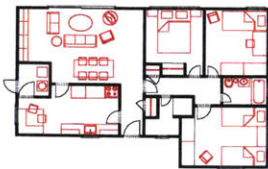
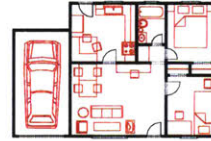
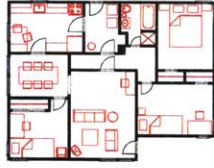
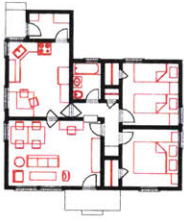


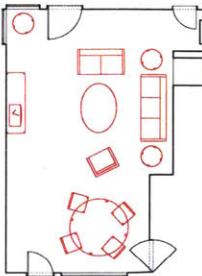
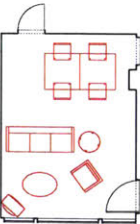
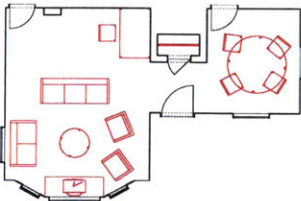
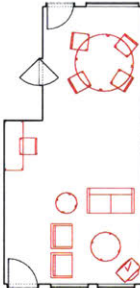
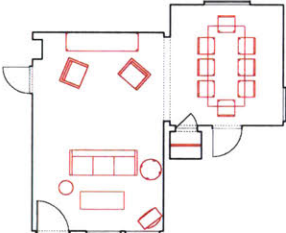
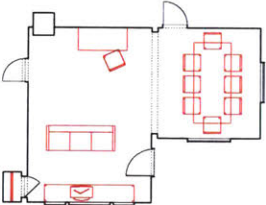
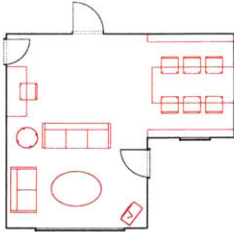
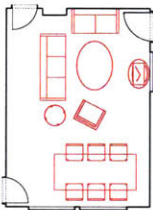
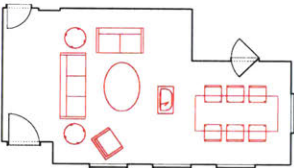
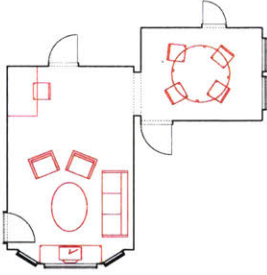
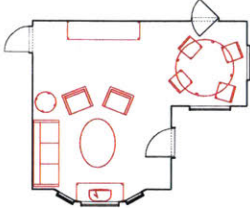
FIGURE 19 (TOP): 5153 Downey Ave, Lakewood. Source: Zillow.
FIGURE 20 (BOTTOM): 5132 Downey Ave, Lakewood. Source: Zillow.

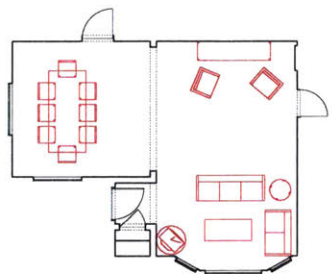
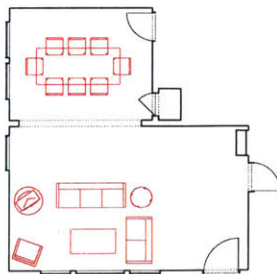
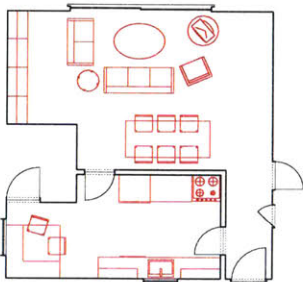
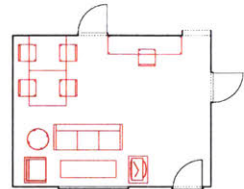
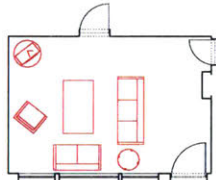
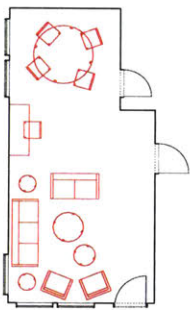
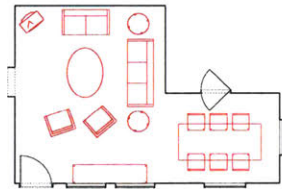
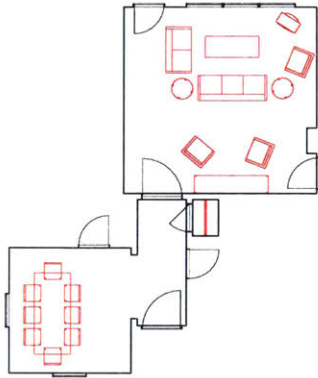
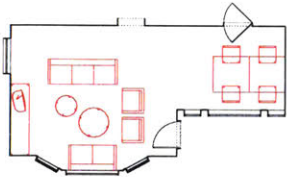
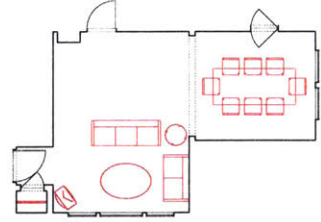
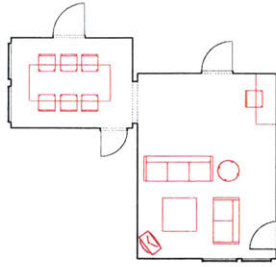
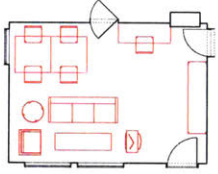
LAKEWOOD CATALOG HOUSES
FURNITURE
(note: Drawings are out of scale)



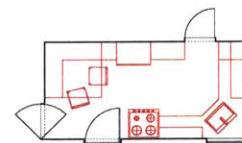
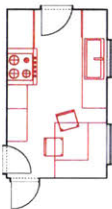
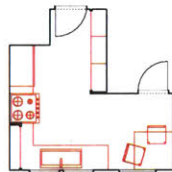
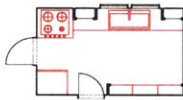
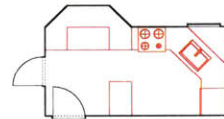
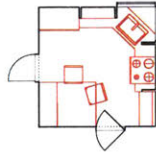


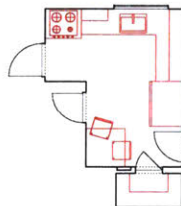
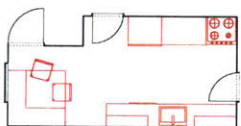
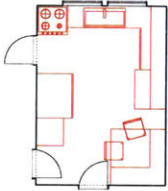
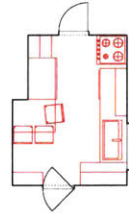
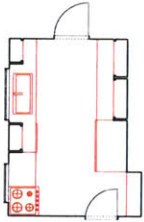
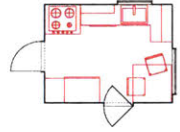
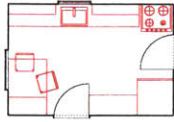
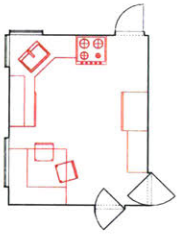
LAKESIDE CATALOG HOUSES
LIVING ROOMS/DINING AREAS
(note: Drawings are out of scale)



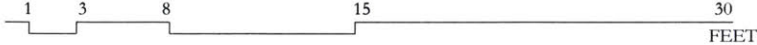
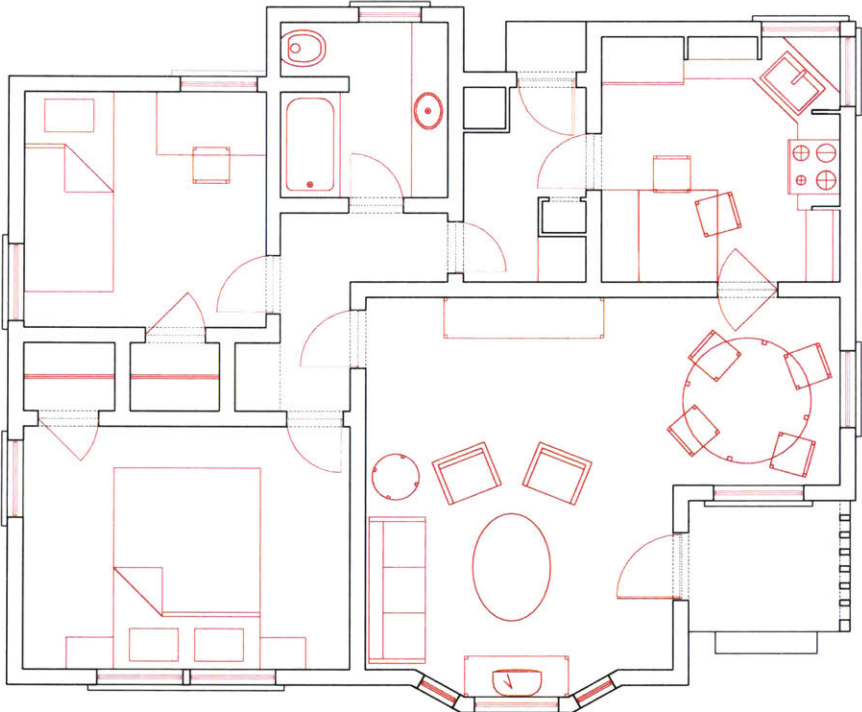


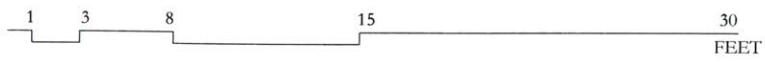
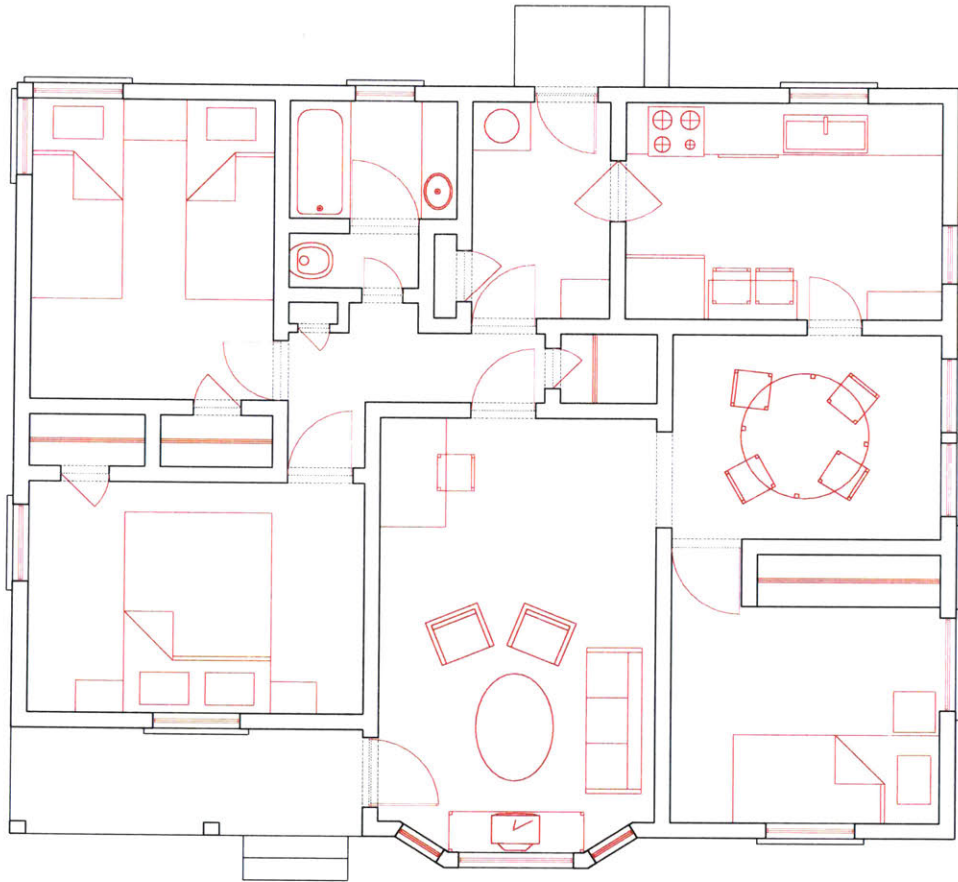
LAKEWOOD CATALOG HOUSES
KITCHENS
(note: Drawings are out of scale)



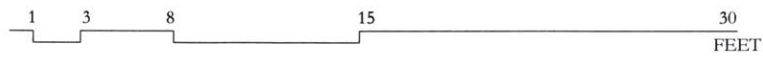
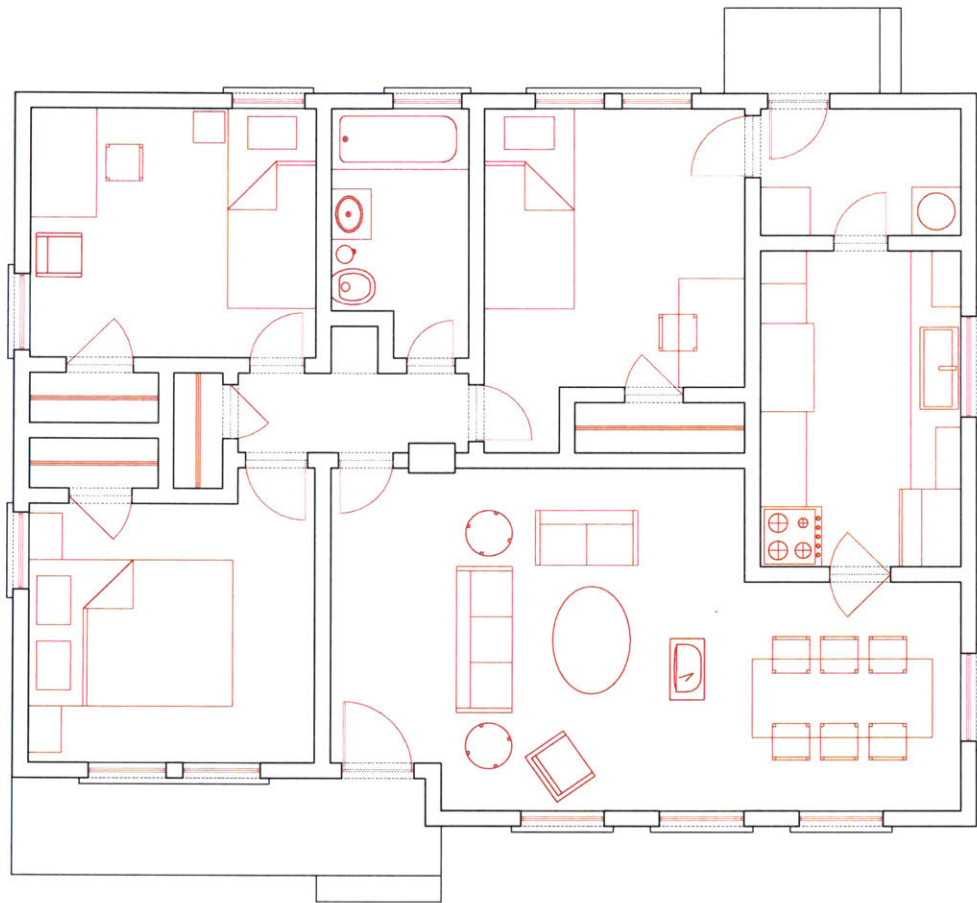


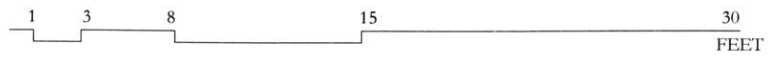
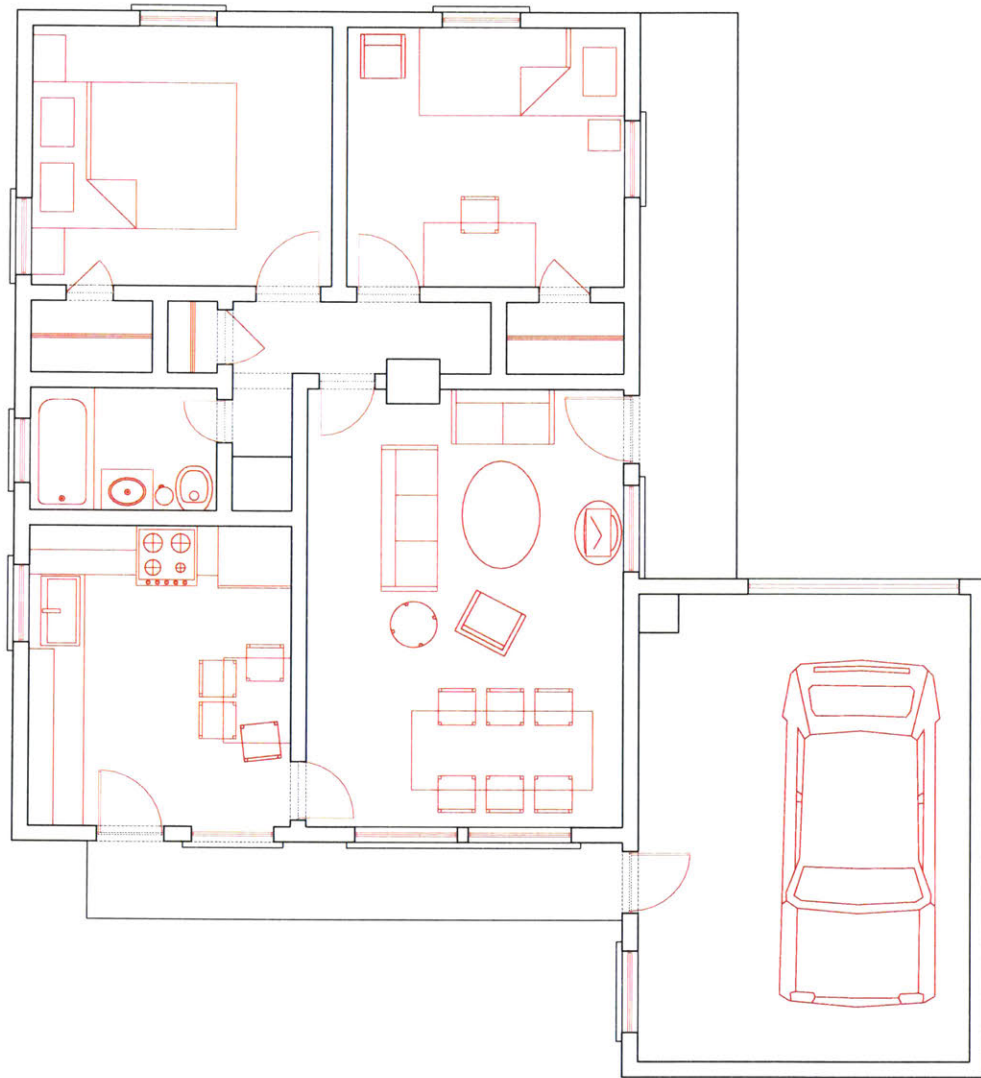
LAKWOOD CATALOG HOUSES
INTERIOR ORGANIZATION POSSIBILITIES
Scale 1:100.



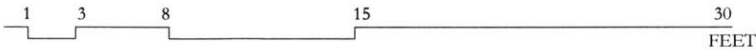
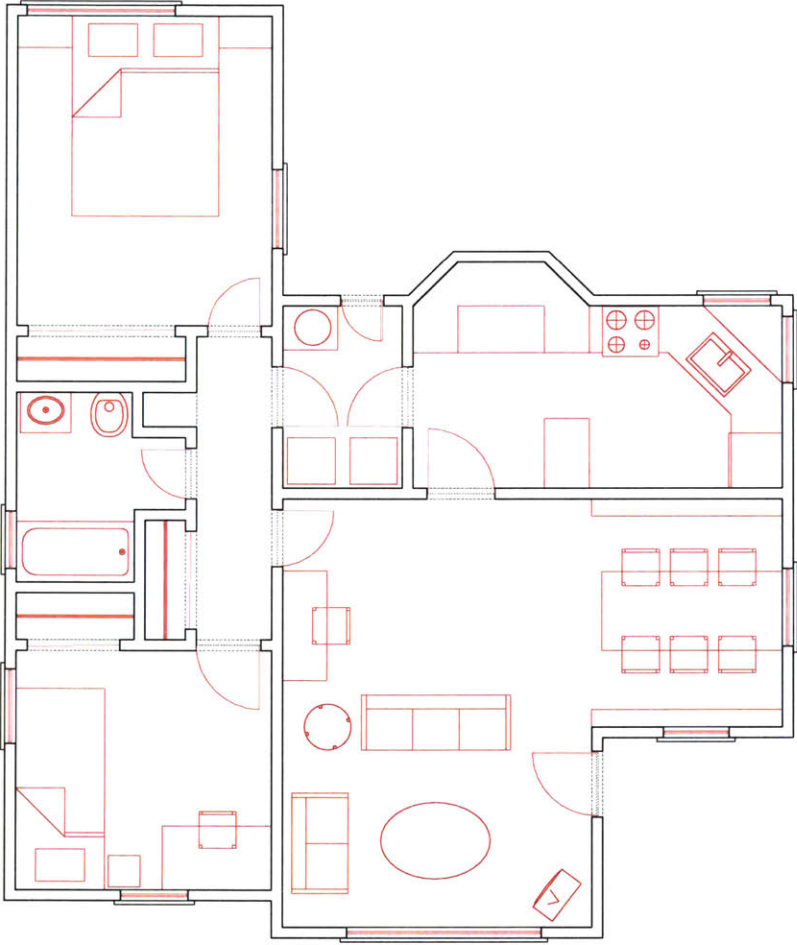


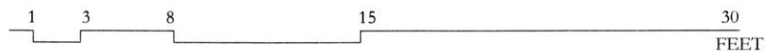
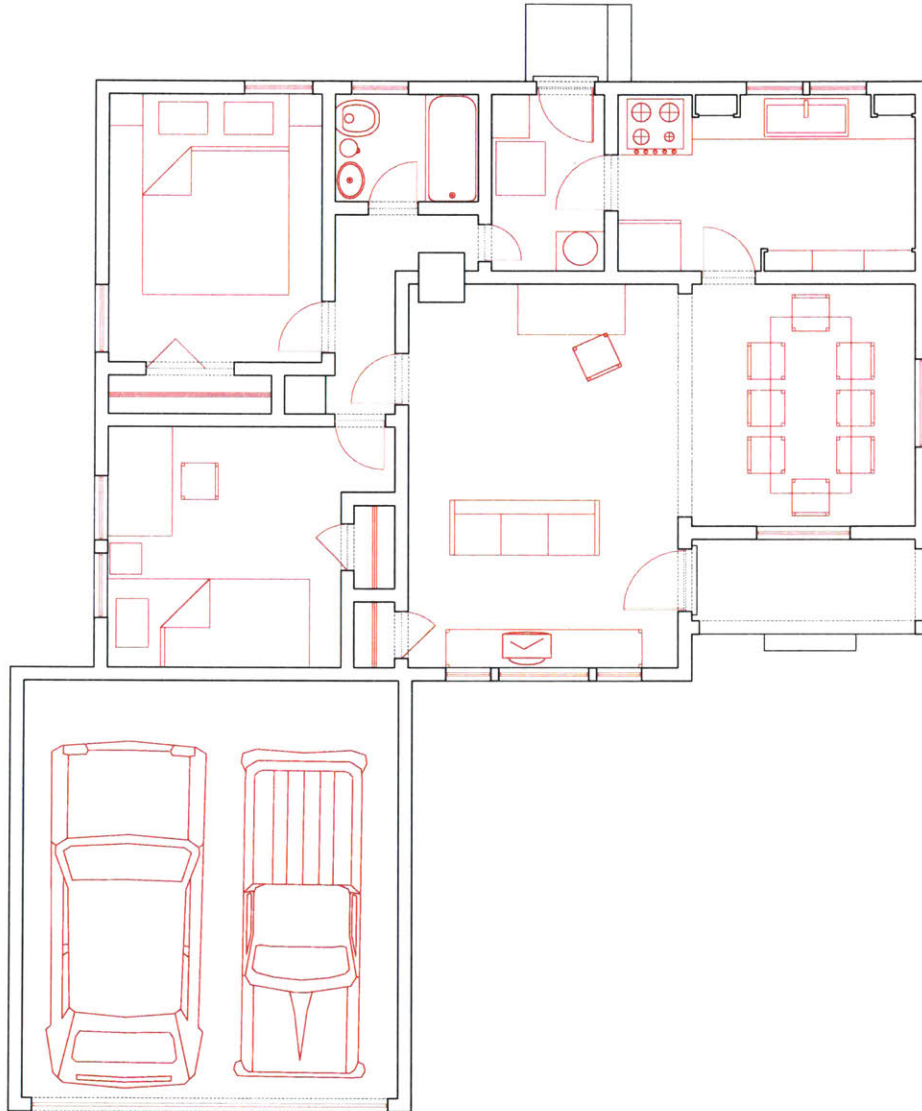
LAKWOOD CATALOG HOUSES
INTERIOR ORGANIZATION POSSIBILITIES
Scale 1:100.



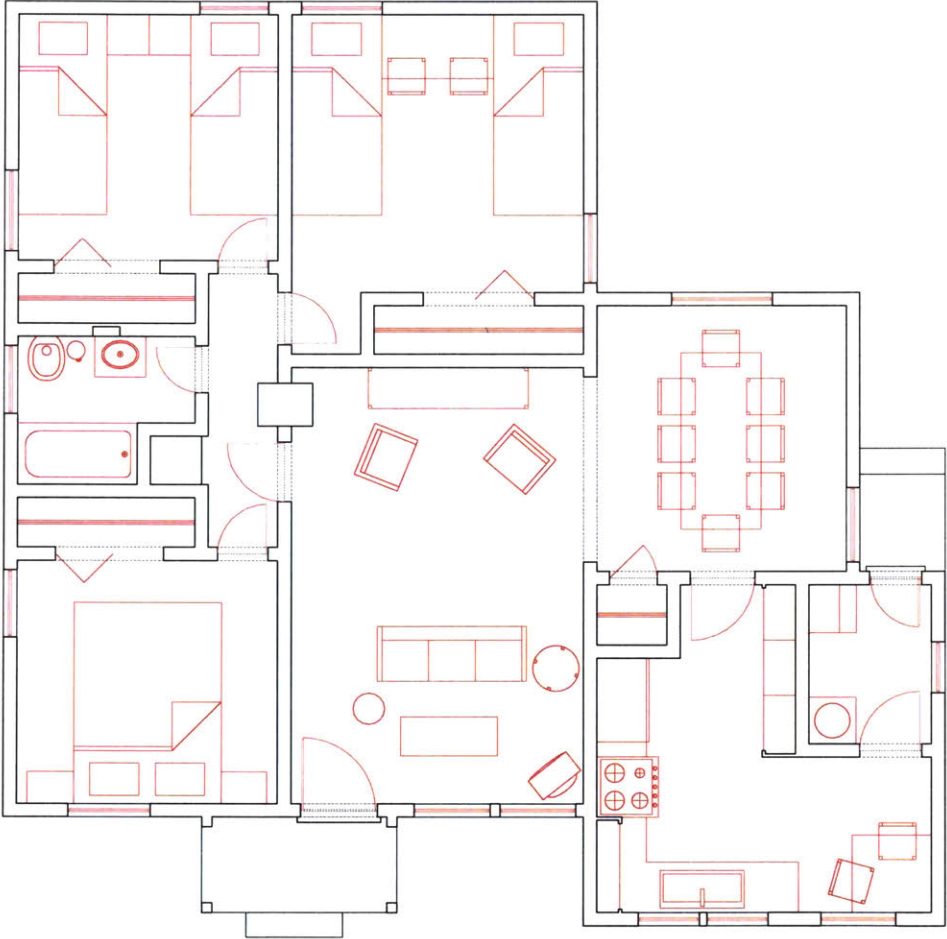


LAKESIDE CATALOG HOUSES
INTERIOR ORGANIZATION POSSIBILITIES
Scale 1:100.

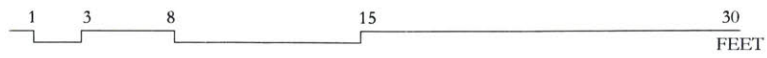
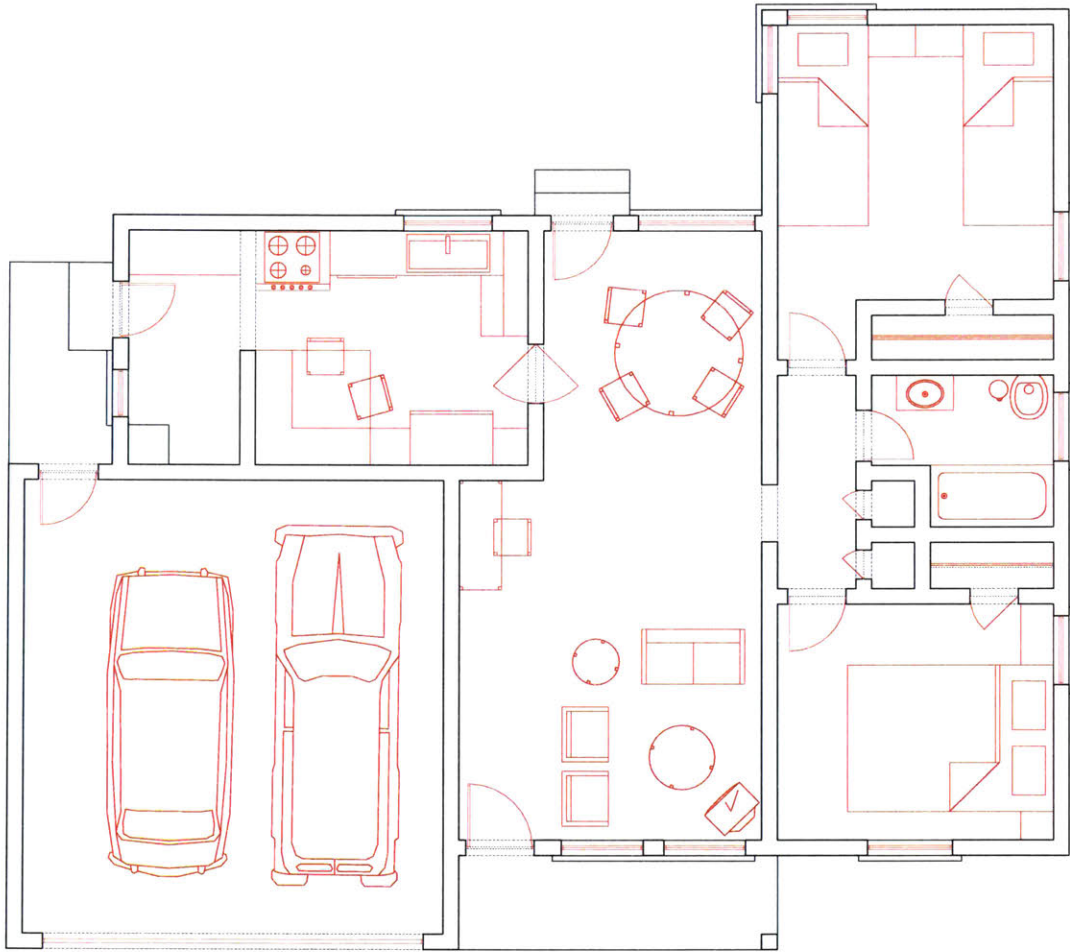




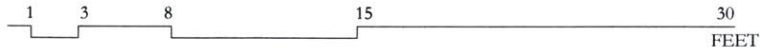
LAKWOOD CATALOG HOUSES
INTERIOR ORGANIZATION POSSIBILITIES
Scale 1:100.

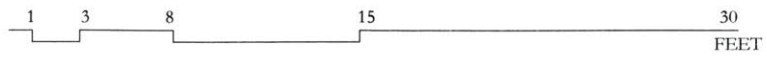
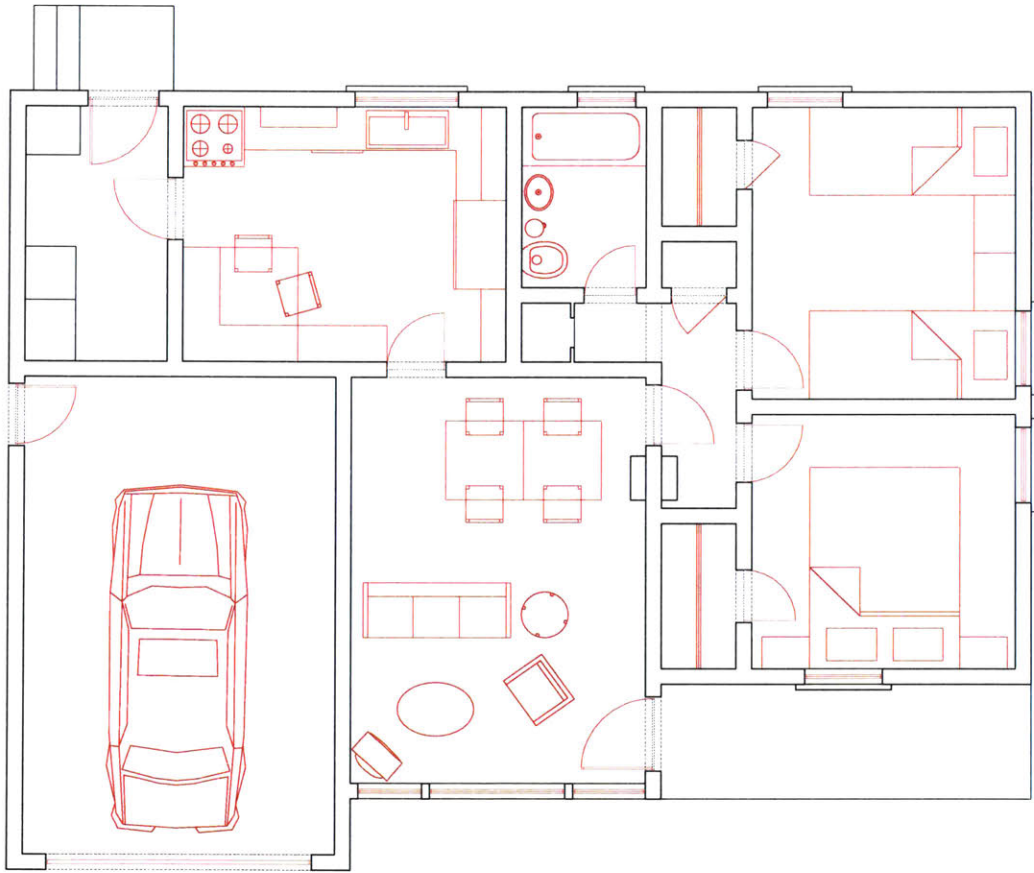


1 3 8 15 30
FEET

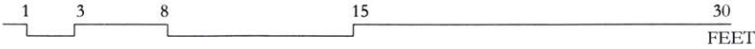
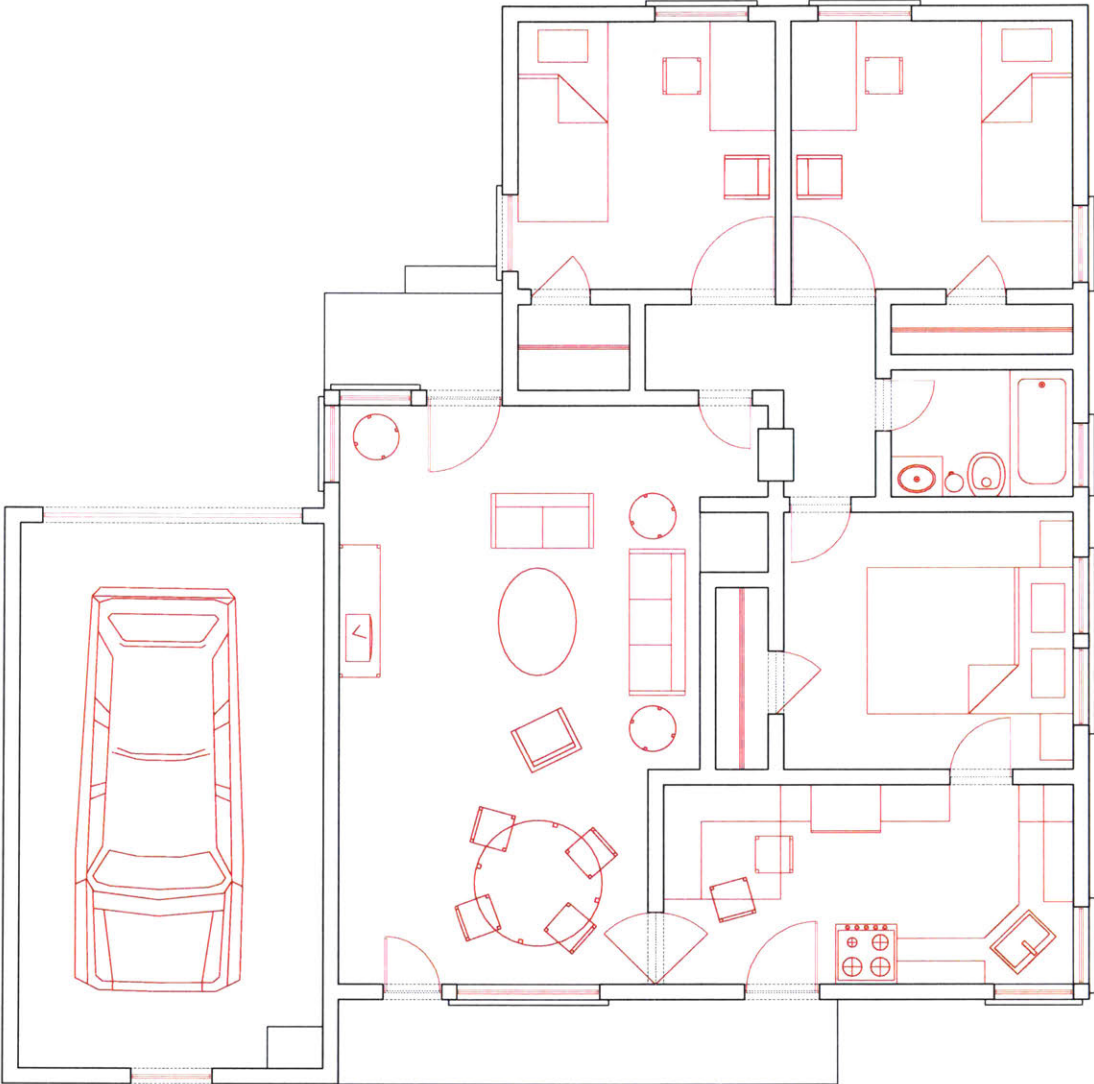


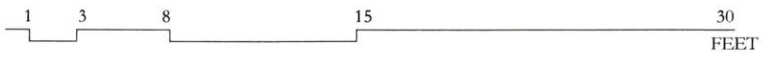
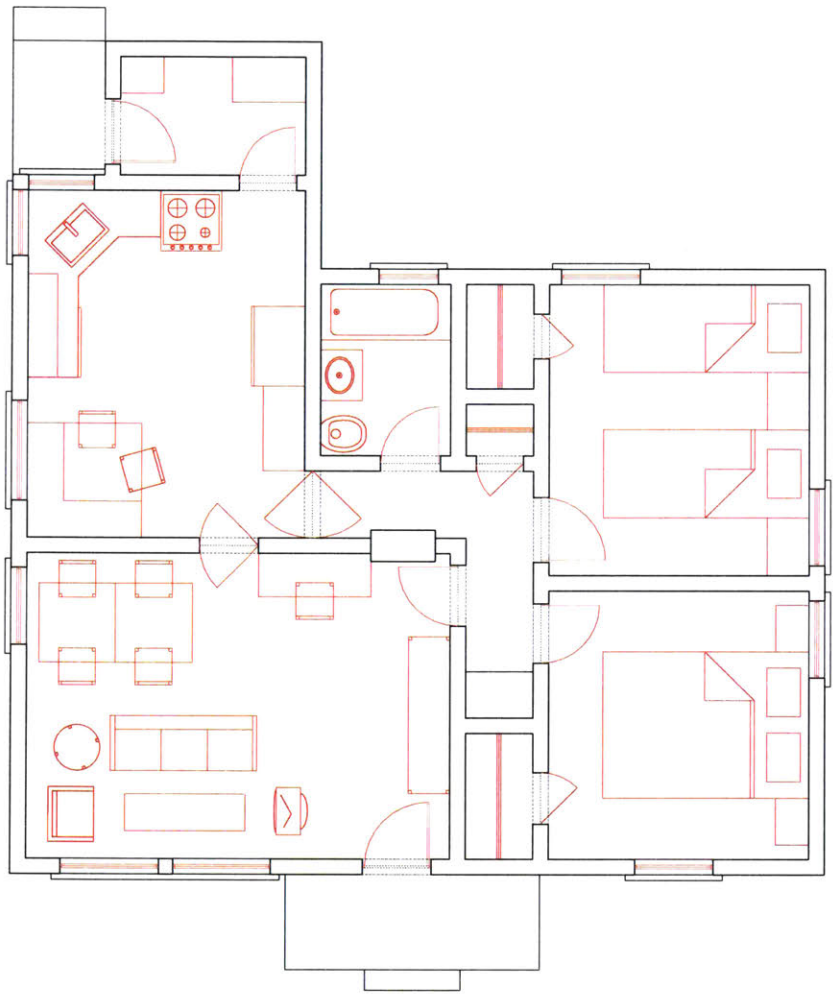
LAKWOOD CATALOG HOUSES
INTERIOR ORGANIZATION POSSIBILITIES
Scale 1:100.



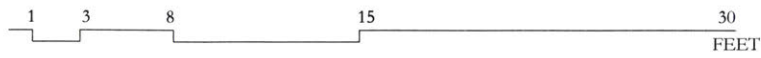
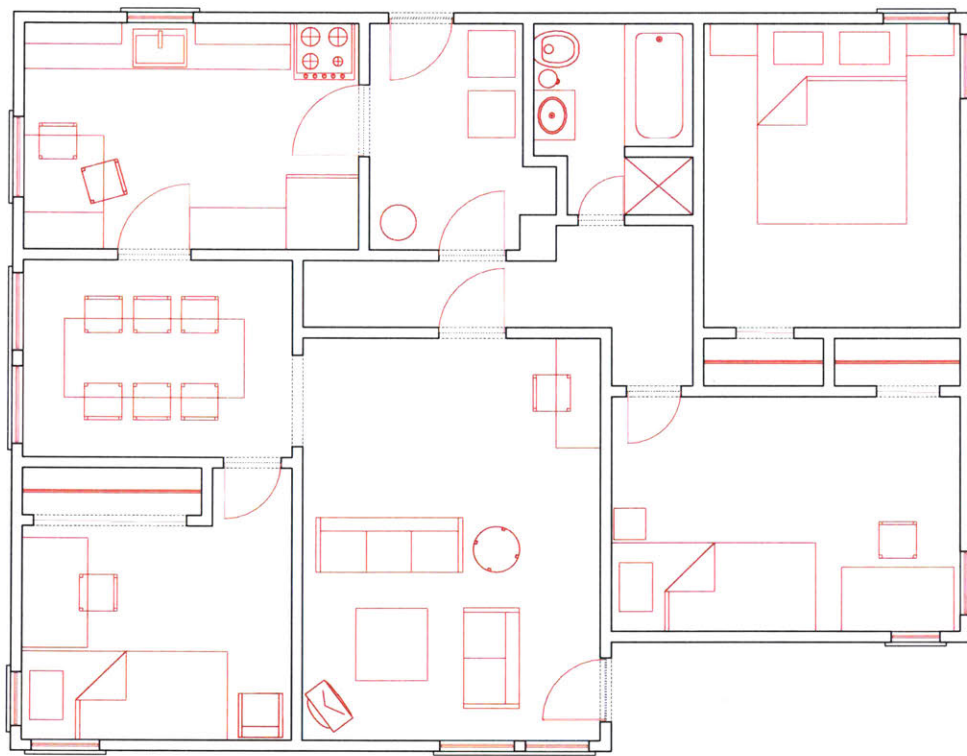


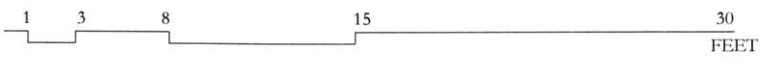
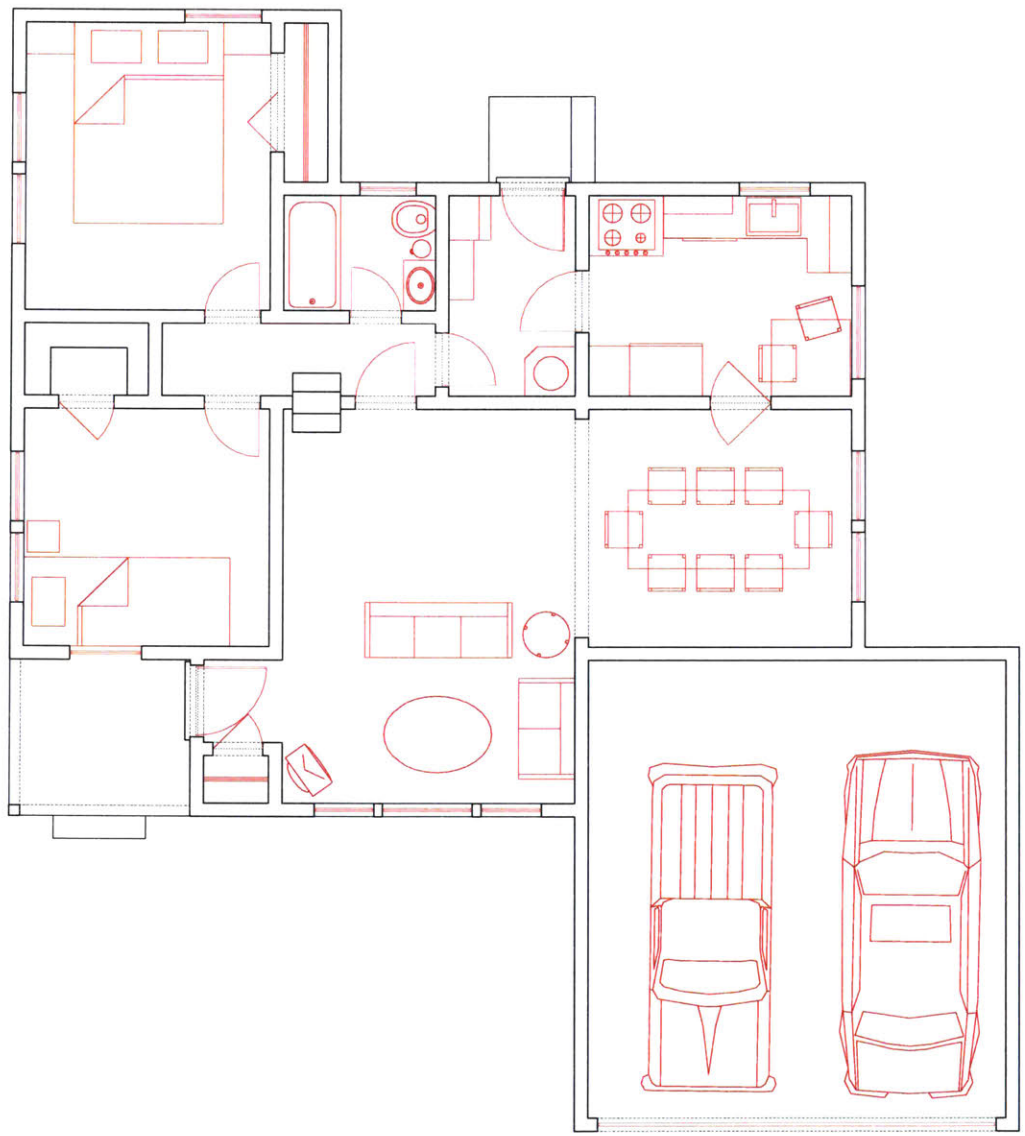
LAKEWOOD CATALOG HOUSES
INTERIOR ORGANIZATION POSSIBILITIES
Scale 1:100.



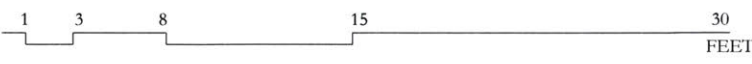
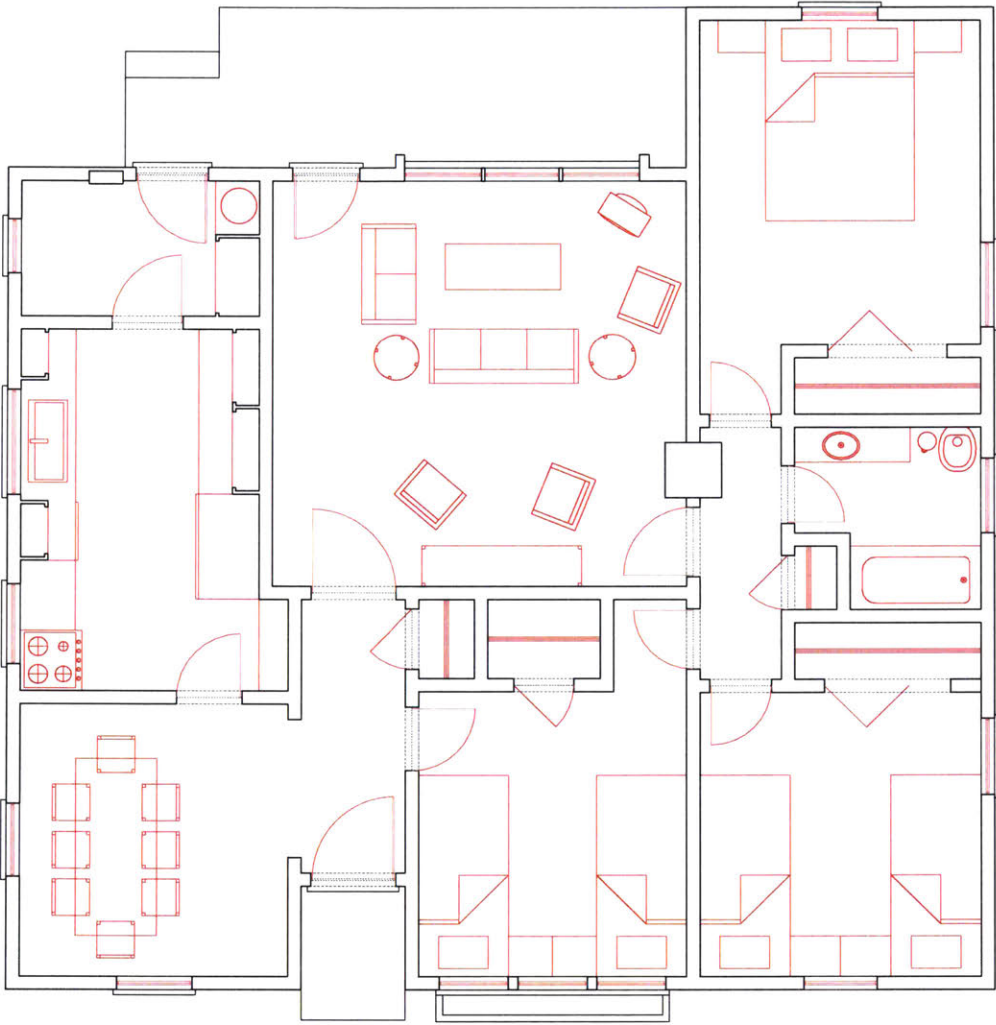


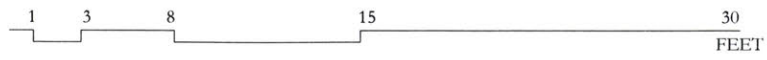
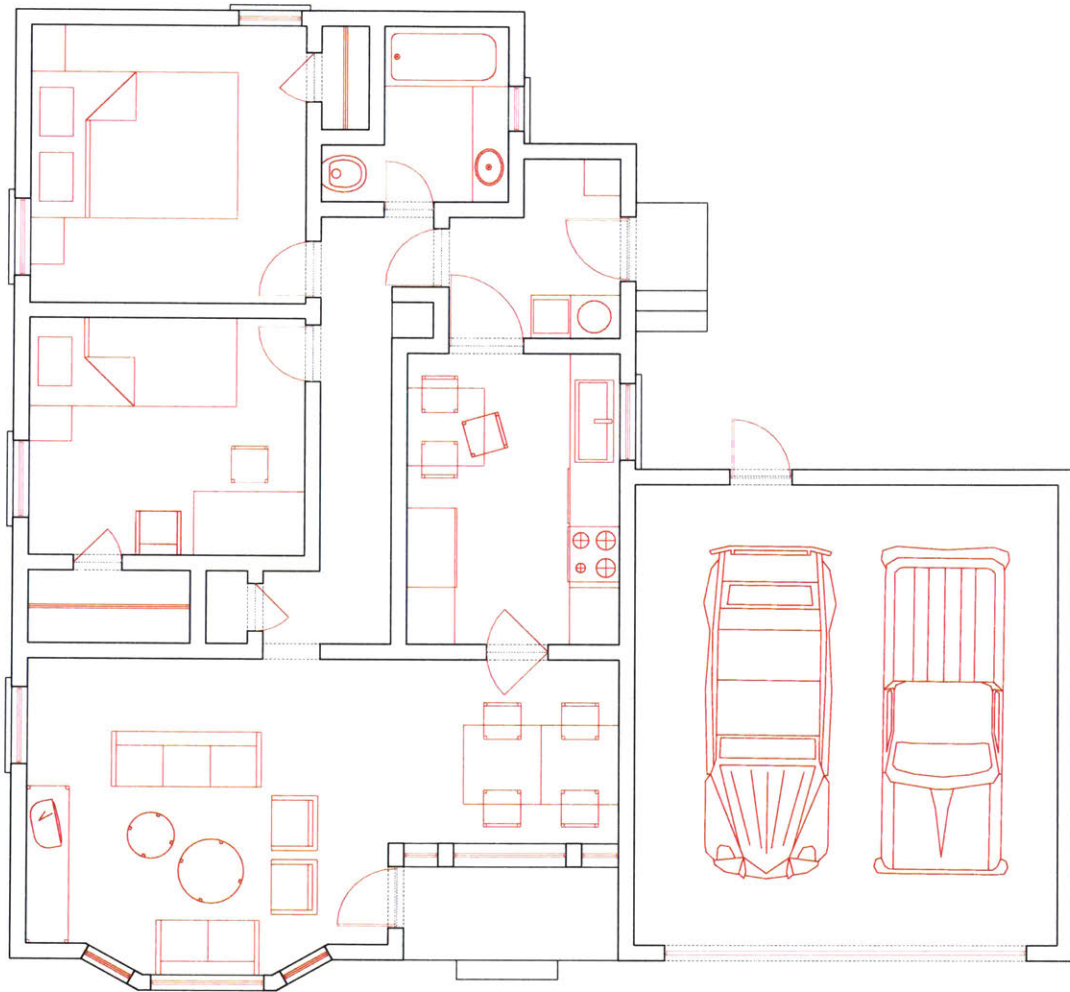
LAKEWOOD CATALOG HOUSES
INTERIOR ORGANIZATION POSSIBILITIES
Scale 1:100.





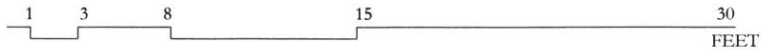
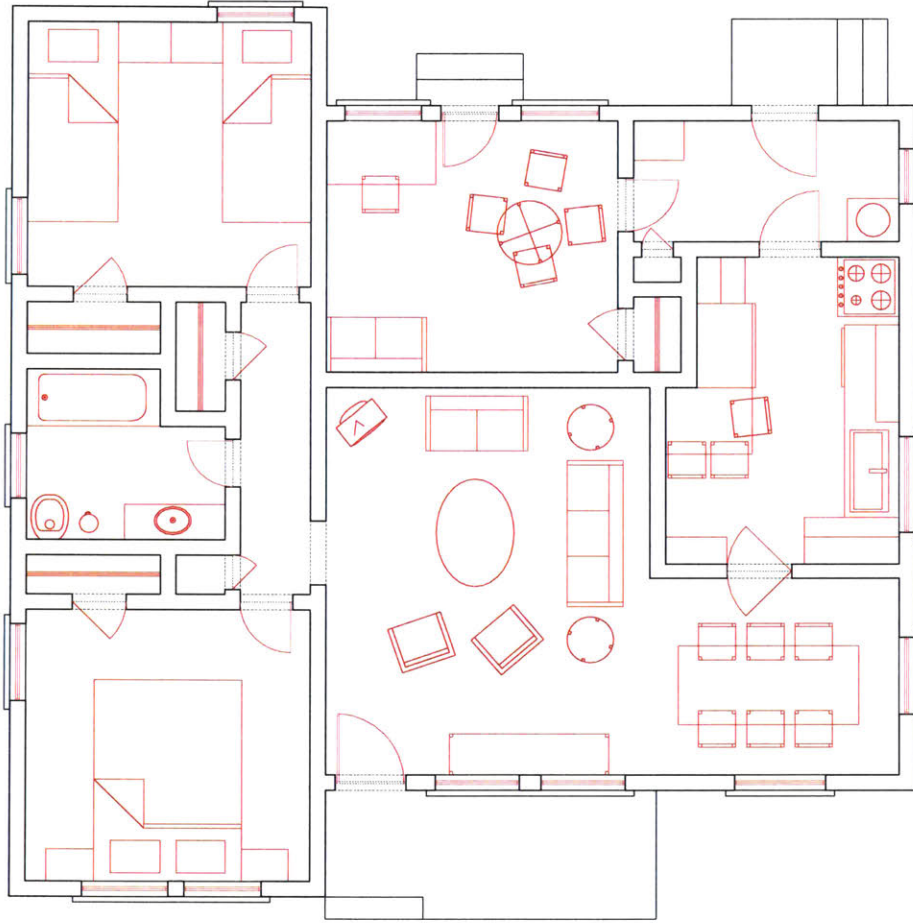
LAKWOOD CATALOG HOUSES
INTERIOR ORGANIZATION POSSIBILITIES
Scale 1:100.

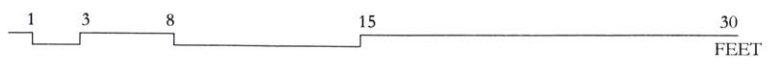
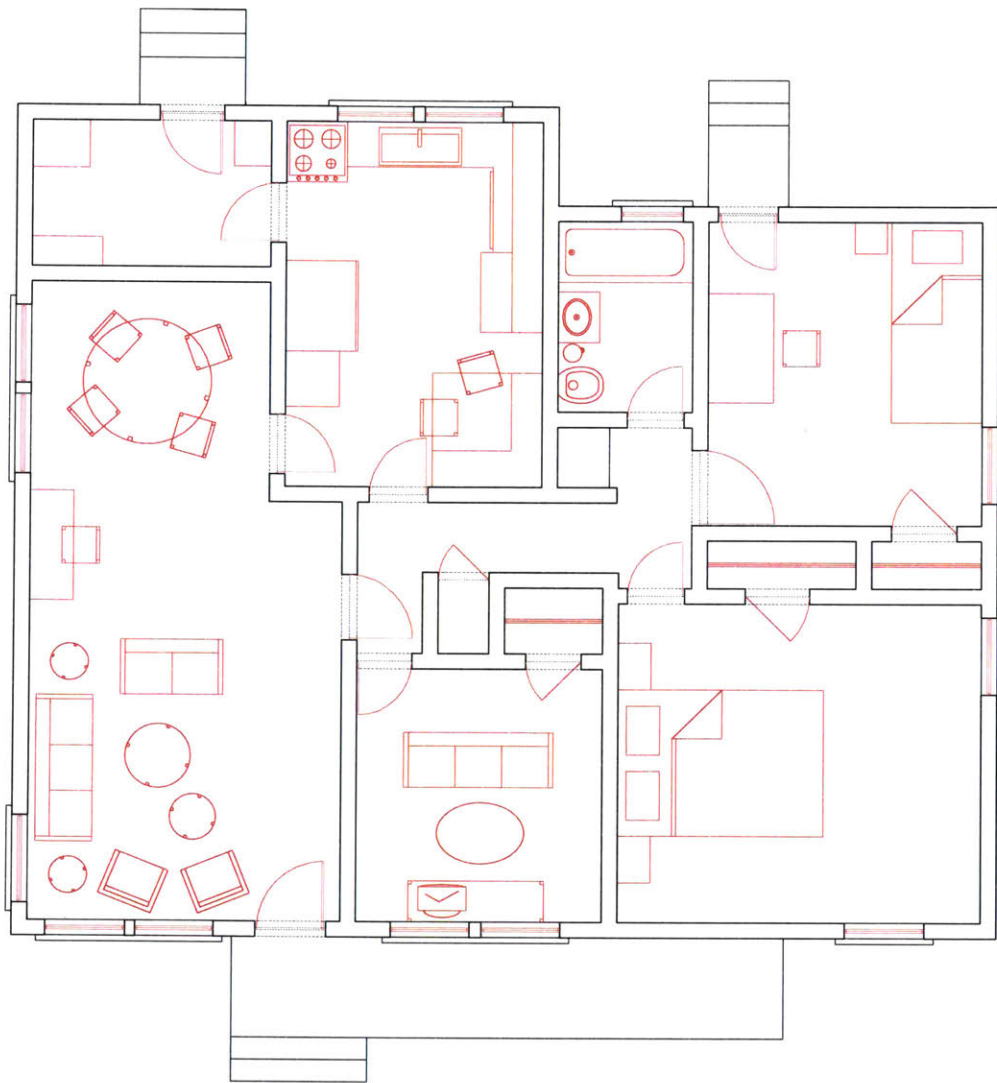




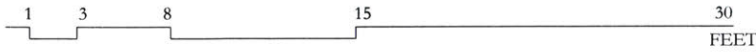
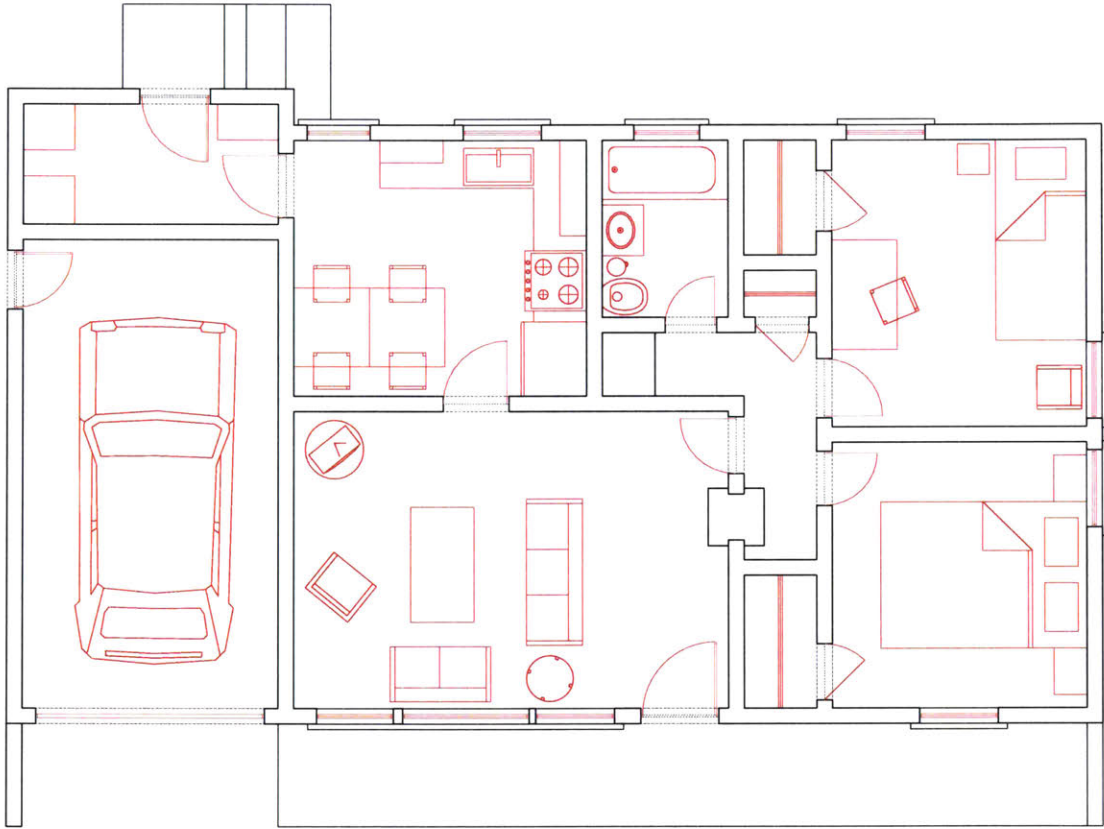
LAKWOOD CATALOG HOUSES
INTERIOR ORGANIZATION POSSIBILITIES

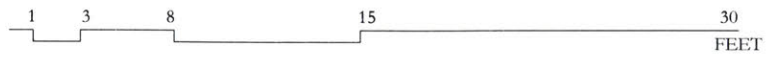
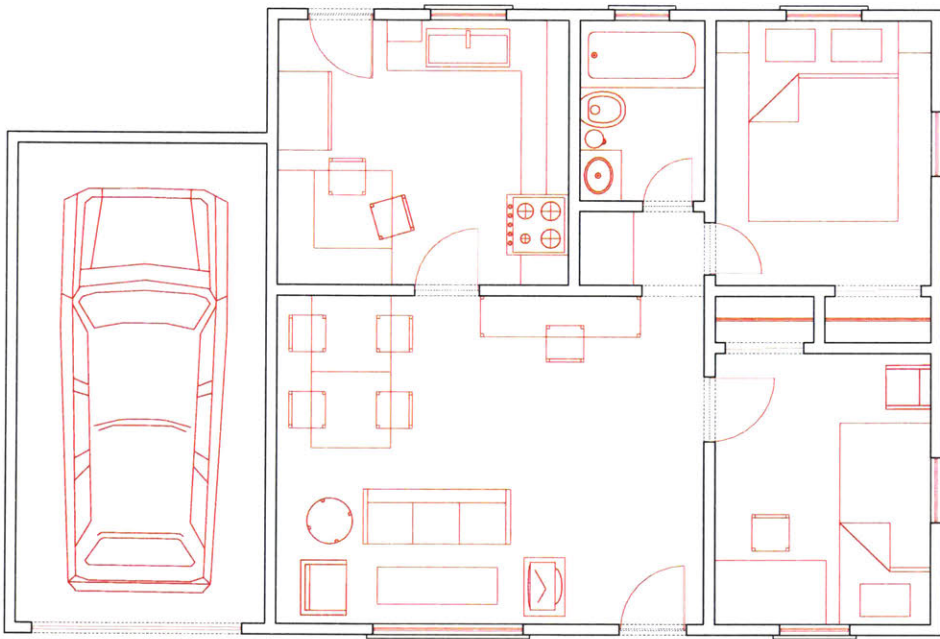
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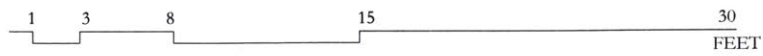
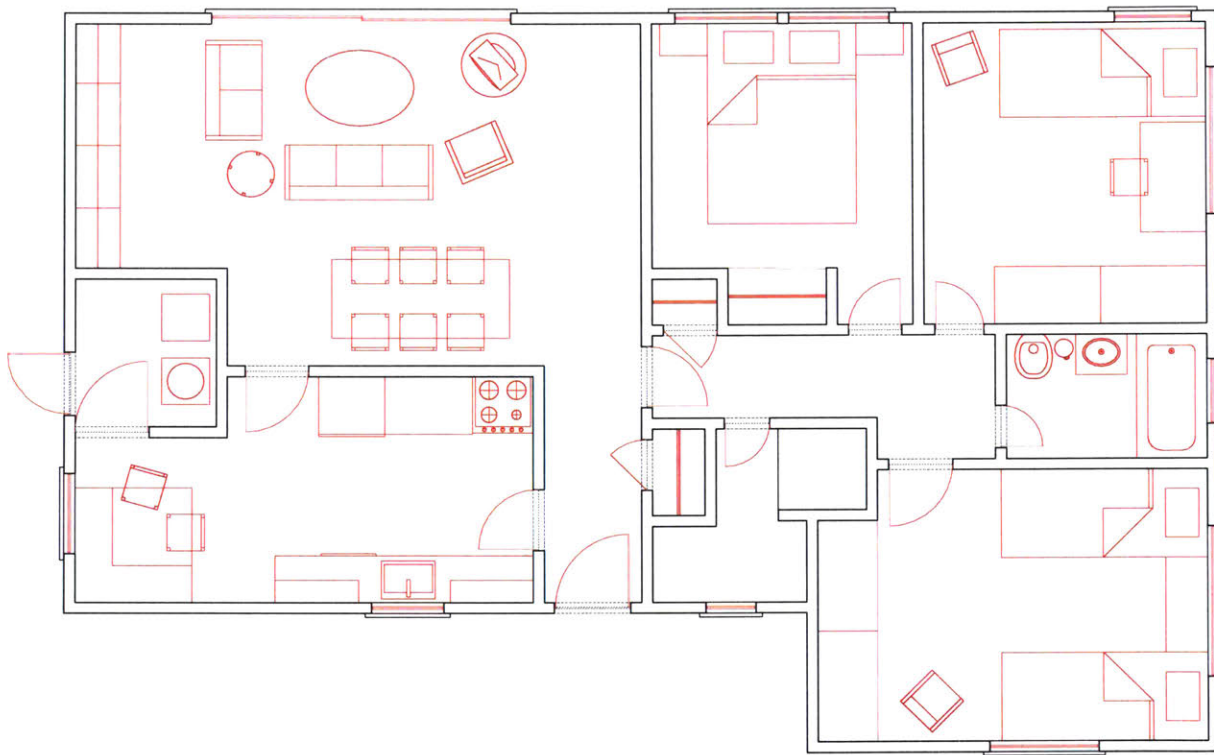


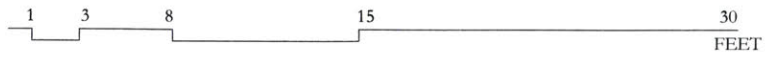
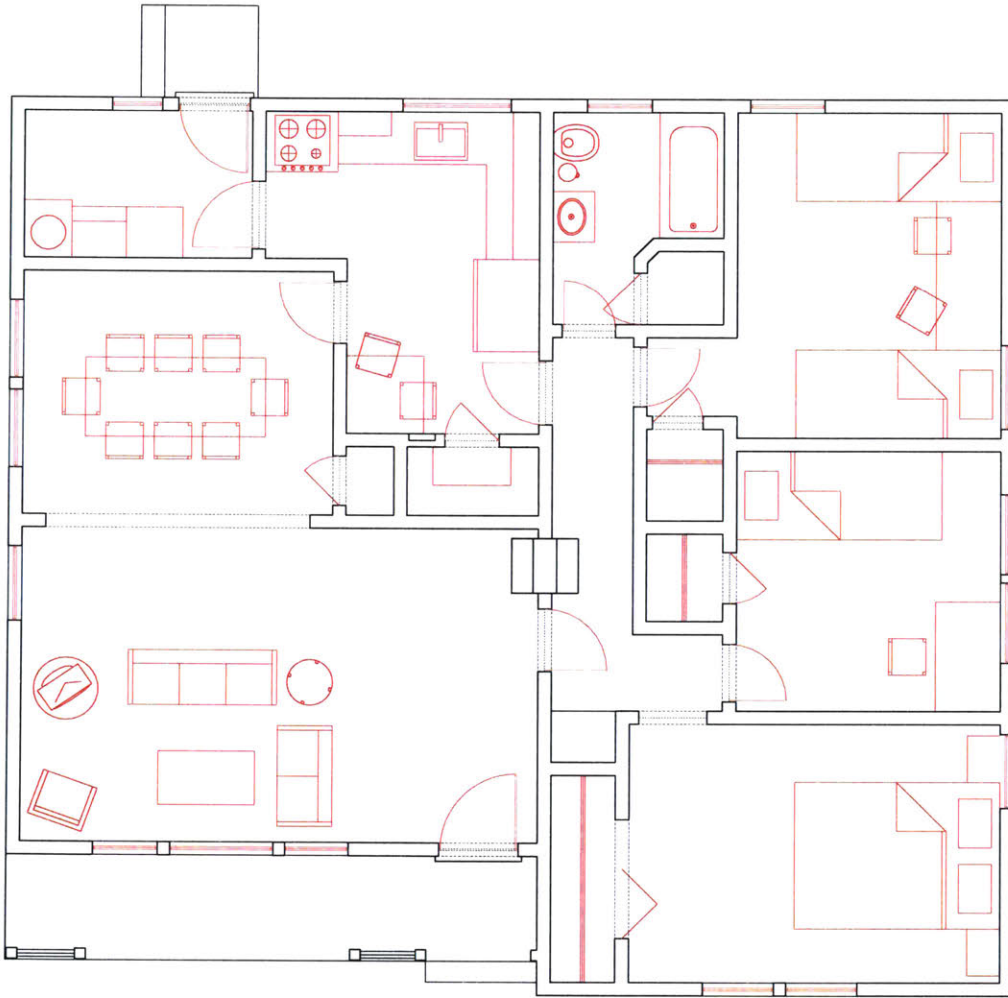
LAKESIDE CATALOG HOUSES
INTERIOR ORGANIZATION POSSIBILITIES
Scale 1:100.





LAKWOOD CATALOG HOUSES
INTERIOR ORGANIZATION POSSIBILITIES
Scale 1:100.





The increasing importance of the picture window is one of the first effects of television in the ranch-style, and more specifically the domestic area of the living room. Over half of ranch-style houses have at least one picture window;²⁷ in Lakewood, specifically, all the houses have a big window in the living room facing the street. The picture window indeed serves additional functional purposes, as it allows for ventilation and natural light without losing the fundamental privacy that the suburban ranch style is advertised to offer.²⁸ The picture window of the living room was first designed to look outwards, facing the suburban street; it was a form of spatial trick that the mid-century builders used in order to make the small suburban houses look bigger by turning the inside into a panorama of the outside suburban world, composed of the same houses.²⁹ However, scholars have also argued that the main function was to look inside instead of outside. As Karal Ann Marling has shown:

the person sitting in the living room window [of a ranch house] watching the set was a kind of minor-league star as well as a spectator. Look at me! Look at my house and my new color TV! Life in the 1950s imitated art—as seen on TV.³⁰

Thanks to the picture window, “each suburban home can become [...] a theater offering viewers a glimpse into the lives that exist within them.”³¹ And even today, the importance of the picture window in the sitcom suburb is profound. Not only in Lakewood, where each house has a picture window, but all over across the United States, picture windows are used as stages to display the Christmas tree or Halloween ornaments. “Feel free to look in,” the picture window announces, “we have nothing to hide.”³² [FIGURE 21, 22]

Televisuality was not a visible influence for the living room, but it also affected the domestic space of the kitchen. One first element that announces this relation is the kitchen window. The same way that every ranch style suburban home in Lakewood was coming with a picture window facing front, all the kitchens were coming with a window over the sink.

However, a paradigmatic shift occurred by the early 1960s, with the occurrence of the new domestic trend of the open plan kitchen and its incorporation with the living room. “The opening up of communal living space allowed housewives to monitor children, chat with husbands and watch TV while preparing meals.”³³ The trend of the open plan kitchen of course asserted the idea that television started having a pivotal

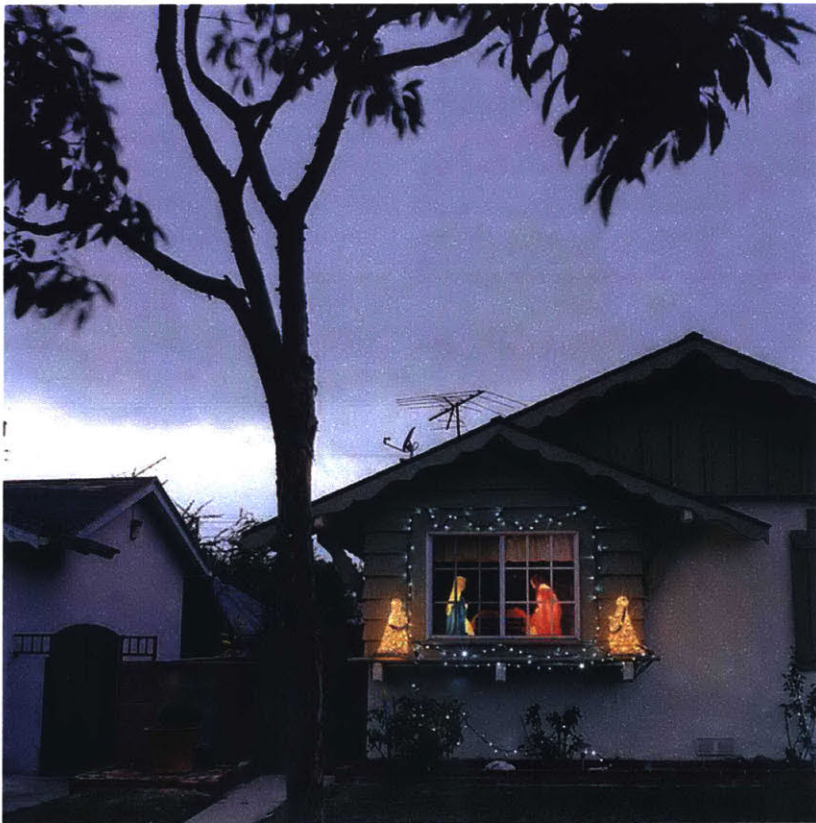


FIGURE 21 (TOP): 5332 Briercrest Ave, Lakewood, California, 2018. Source: Zillow.
FIGURE 22 (BOTTOM): KayLynn Deveney, Cinderella Homes, Anaheim, California, Ca 2014. Source: CityLab.com; KayLynn Deveney, All You Can Lose is Your Heart (Heidelberg, Kehler Verlag, 2015).

FIGURE 23 (TOP): Kitchen with pass through, *Life Magazine*, September 29, 1959, 56. Photo by Nina Leen, *Time and Life Images/Getty Images*. Original Sources: Dianne Harris, *Little White Houses: How the Postwar Home Constructed Race in America* (Minneapolis and London, University of Minnesota Press, 2013), 120.
FIGURE 24 (BOTTOM): 56148 Hennilce Street, Lakewood. Source: Zillow.



role for family togetherness. “Interior design re-centered “group space” around the television rather than the kitchen [...], promoting consumption (of both food and entertainment) rather than conversation [...].”³⁴ It was not anymore the kitchen table around which the family was gathering to enjoy the evening dinner and discuss, but instead, the television set. [FIGURE 23, 24]

As we move towards the mid-1960s, television became the centerpiece around which the postwar American family gathered to spend an evening watching a variety of non-educational shows, such as the abovementioned domestic sitcoms. Television gained such an important position in the everyday life and togetherness of the American family that it gradually moved to its own, different room inside the suburban house. This new design trend—the TV room—was arguably one of the most important impacts that television had on the suburban house. The TV room was a separate domestic space, in most cases adjacent to the living room, where the family gathered to spend the evening. Kunstler, aptly observes that TV rooms are called “family rooms” in builder’s argot: “A friend who is an architect explained to me: ‘People don’t want to admit that what the family does together is watch TV.’”³⁵ Various names were used to signify this space, such as “family room” or even “play room.” The isolation of funny activities inside the house itself, and the domestic ritual of watching television classified as one of them, was not unrelated to suburban development. Architect and art historian David Snyder, quoting sociologist and urban scholar Lewis Mumford, mentions that play in postwar America became a serious business, and the addition of the playroom—or elsewhere, family room—was a critical part of this perception expressed drastically in the transformation of the layout of the suburban house.³⁶ Lakewood’s Cold War houses come as a confirmation,³⁷ and material from my online survey also proves not only the existence of the family room in my studies’ content but also the importance of television to this space, even today. [FIGURE 25, 26]

In March 2018, I decided to travel myself to Lakewood, California, for the purpose of this research. I went there with the objective of pursuing a personal investigation of my chosen site’s houses to verify whether all my abovementioned observations, studies, findings, and literature research had a practical application and an influence in the everyday domestic life of Lakewood’s residents. In the end, one may argue that stereotypes exist—a certain level of housing promotion may still remain captivating—but do all these pre-existing fantasies influence the daily life of the residents?

Source: Zillow.

Plan No. 7001 The RIDGEWOOD

One story plan... four bedrooms, two baths... large entry hall leads to dramatic sunken living room with fireplace... separate dining area... master bedroom suite features own bath. Convenient three car garage.
2,040 Square Feet



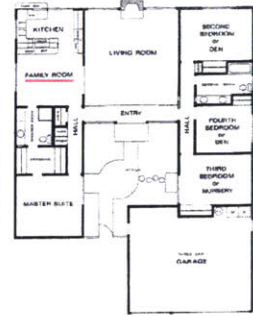
Elevation A



Elevation B

Plan No. 7002 The COURWOOD

One story plan... four bedrooms, two baths... planned for California indoor-outdoor living with home centered around atrium courtyard... large master bedroom suite separated from additional sleeping area by sunken living room... new indoor-outdoor kitchen with outdoor mark bar for garden party serving.
1,830 Square Feet



Elevation A

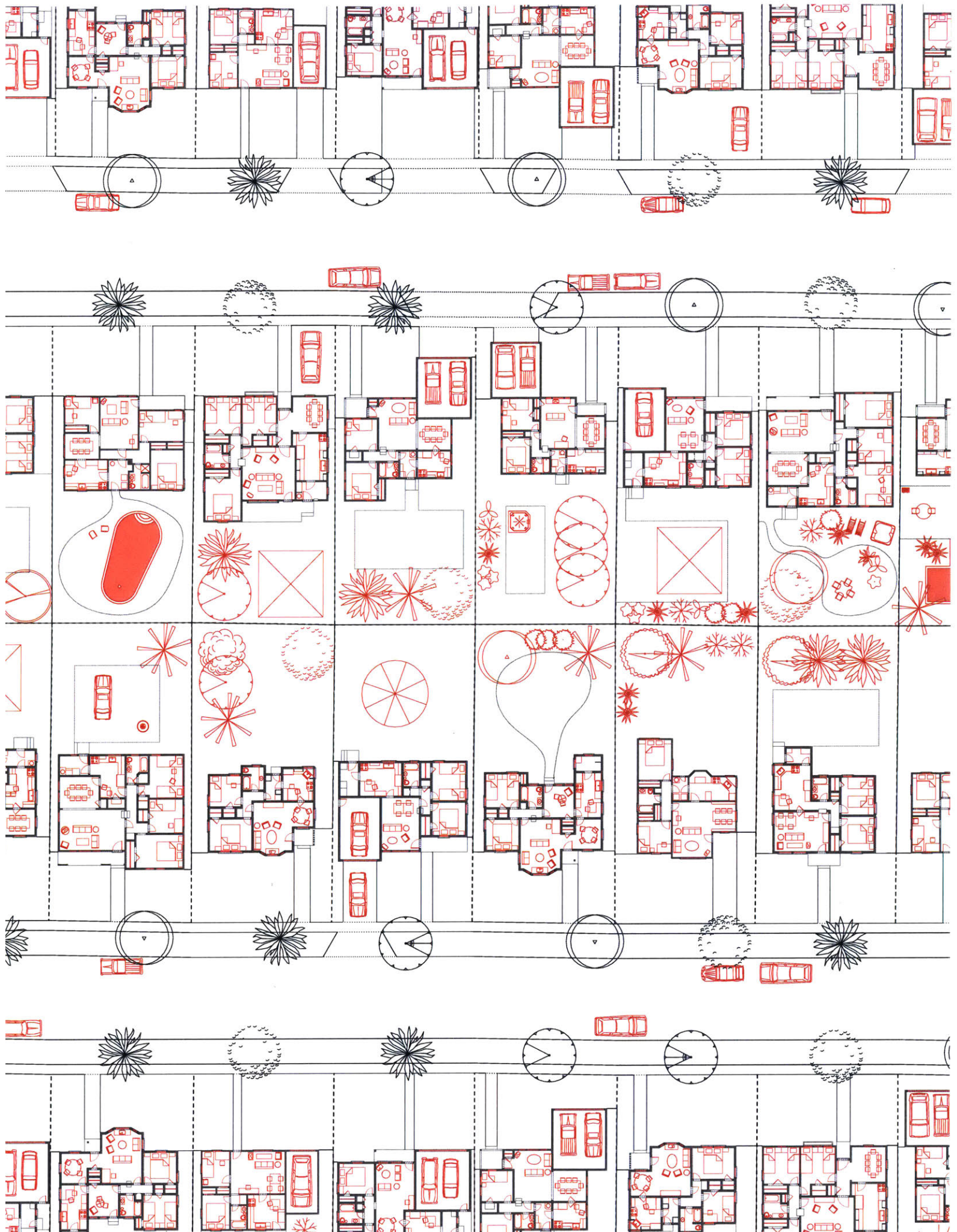


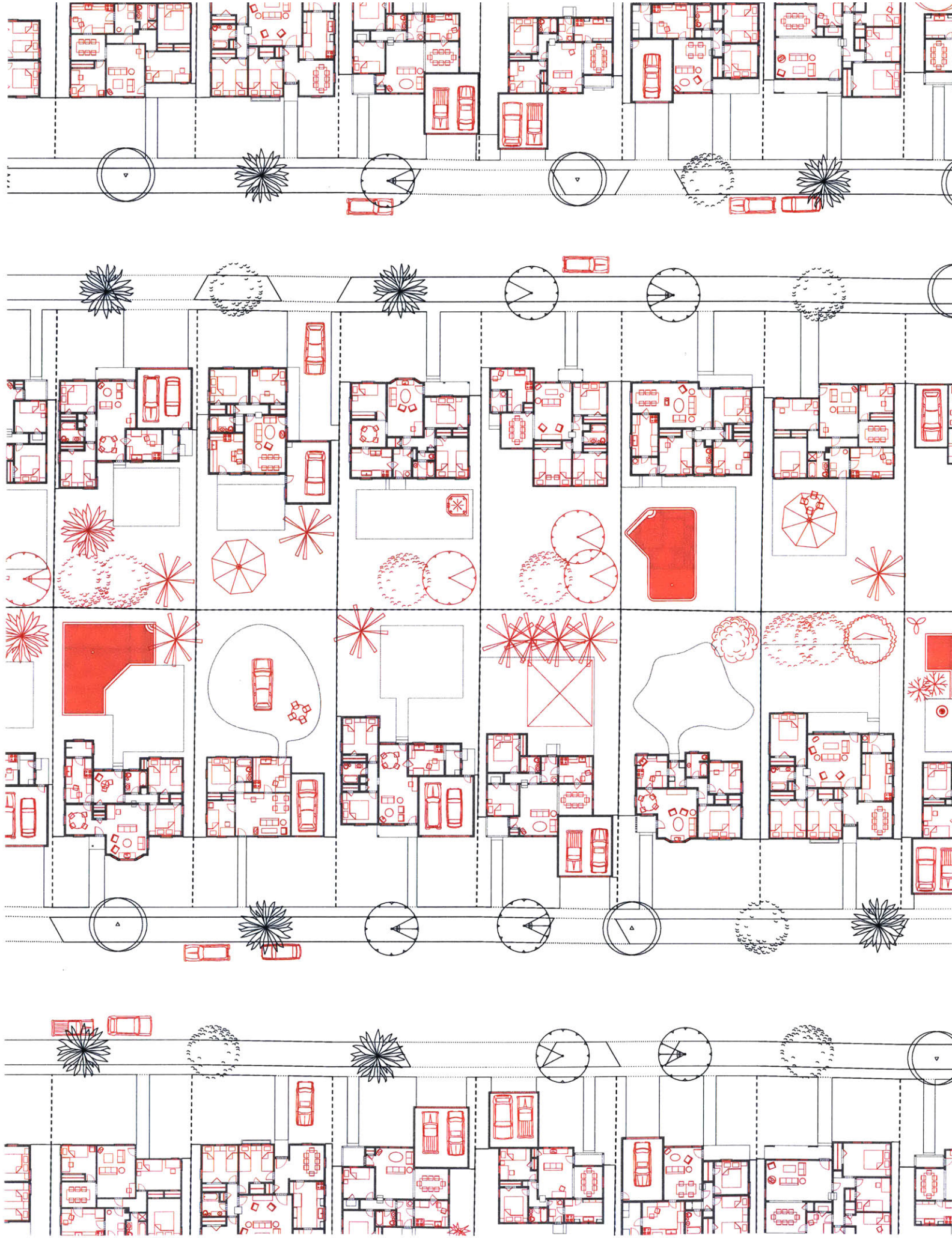
Elevation B

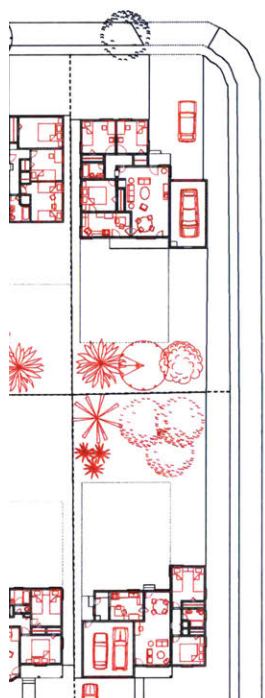
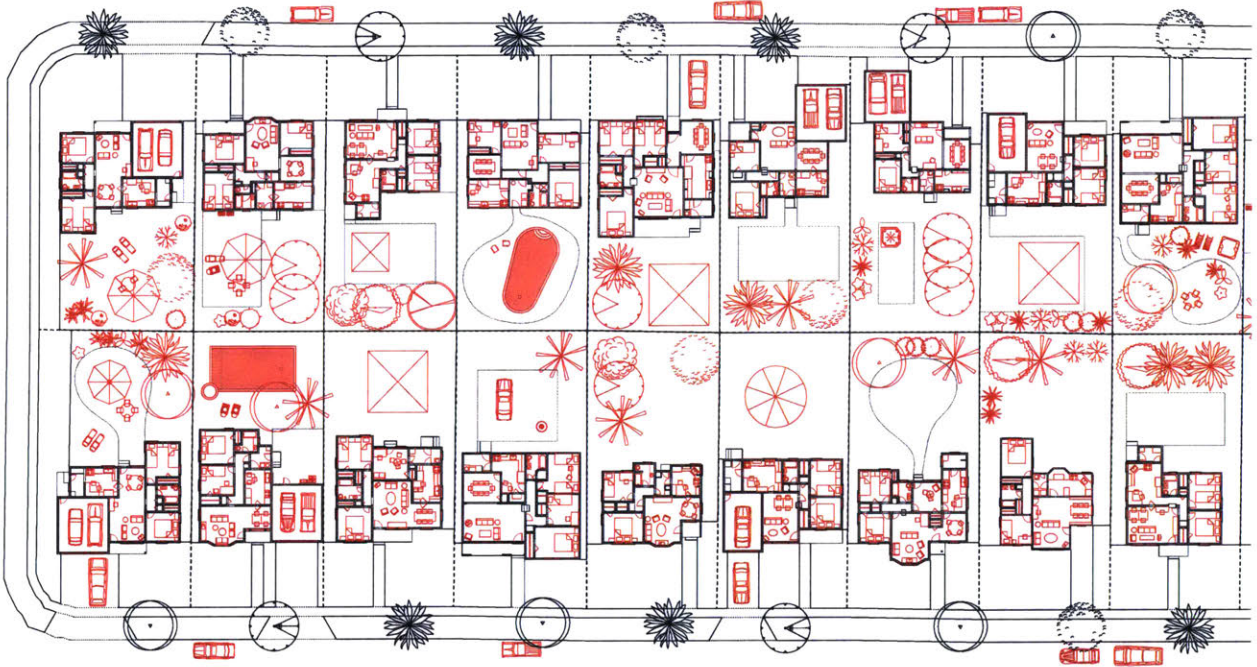
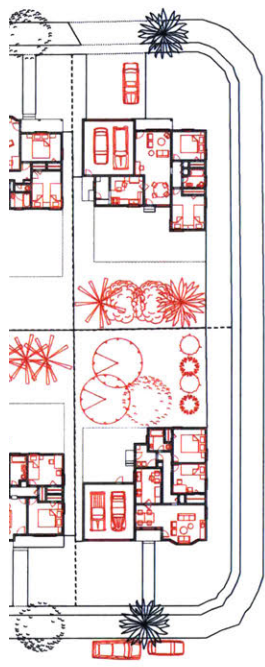
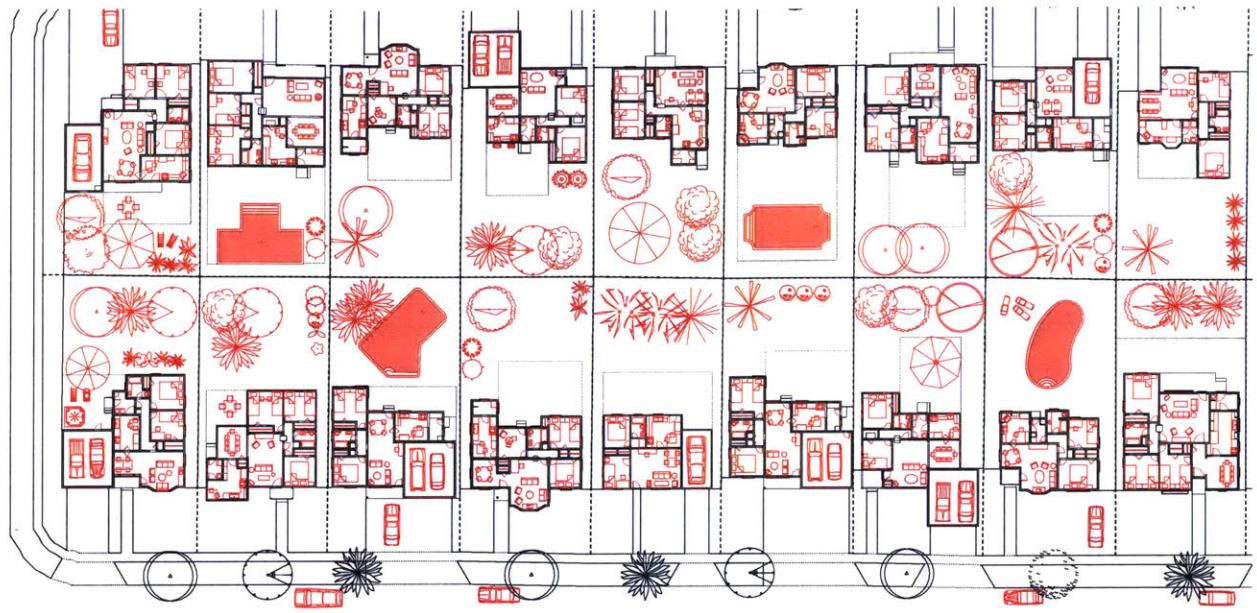
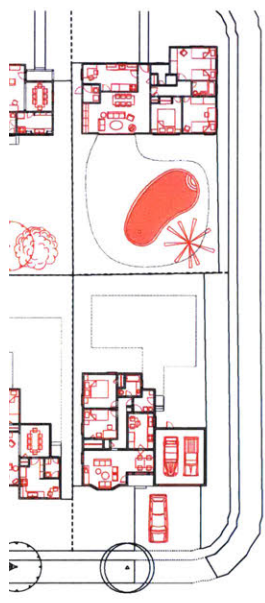
FIGURE 25 (TOP): Lakewood catalog houses with the addition of the family room, Ca 1955. Source: Lakewood City Archives.
FIGURE 26 (BOTTOM): Family room in Lakewood, 5939 Pepperwood Ave (April 2018), Source: Zillow.



I arrived in Los Angeles on March 10, 2018, and I decided to spend three nights in Lakewood and one night in nearby Anaheim. I first rented a room on 6661 Santa Rita Ave, Garden Grove in Anaheim. I entered the bedroom through the back yard for privacy purposes, and the room itself faced the yard. There was a swimming pool, and I was happy to confirm myself David Hockney's observations about this Californian obsession. Not only was there a television screen in the living room of this residency, but a TV attached to the wall of my bedroom faced the bed. The second house I stayed in was in Lakewood, on 4514 Harvey Way. My bedroom there was adjacent to the living room; trying to catch a good night's rest was challenging—the owners had the television turned on almost around the clock.







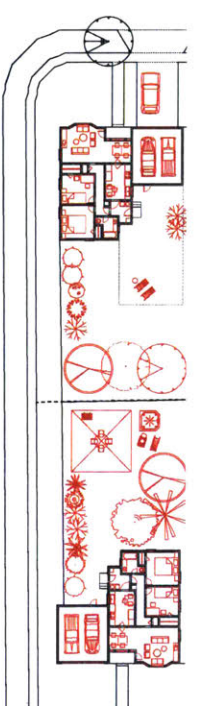
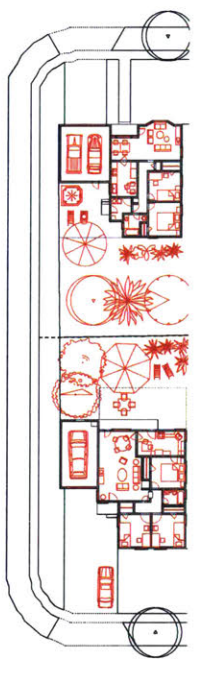
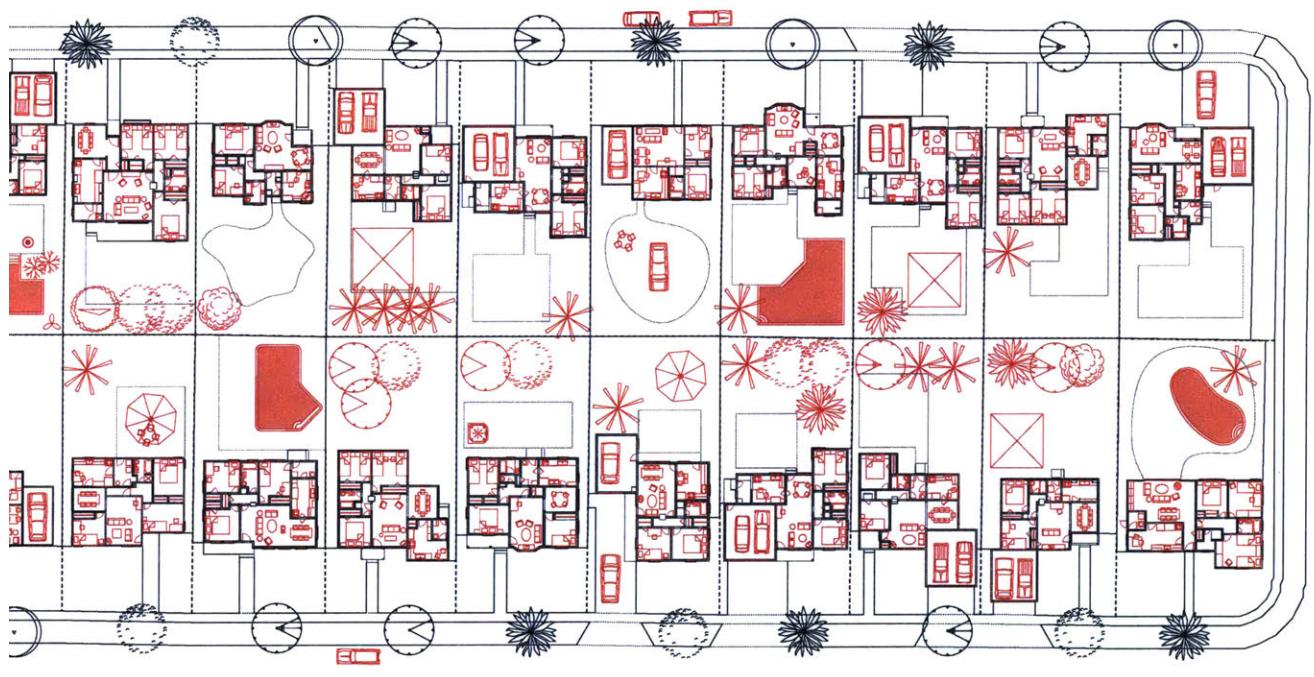
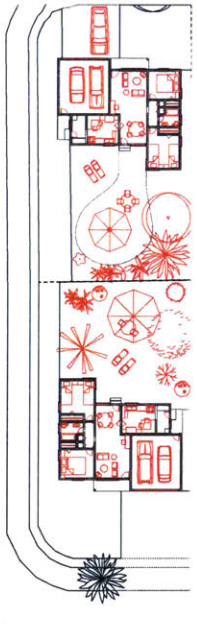
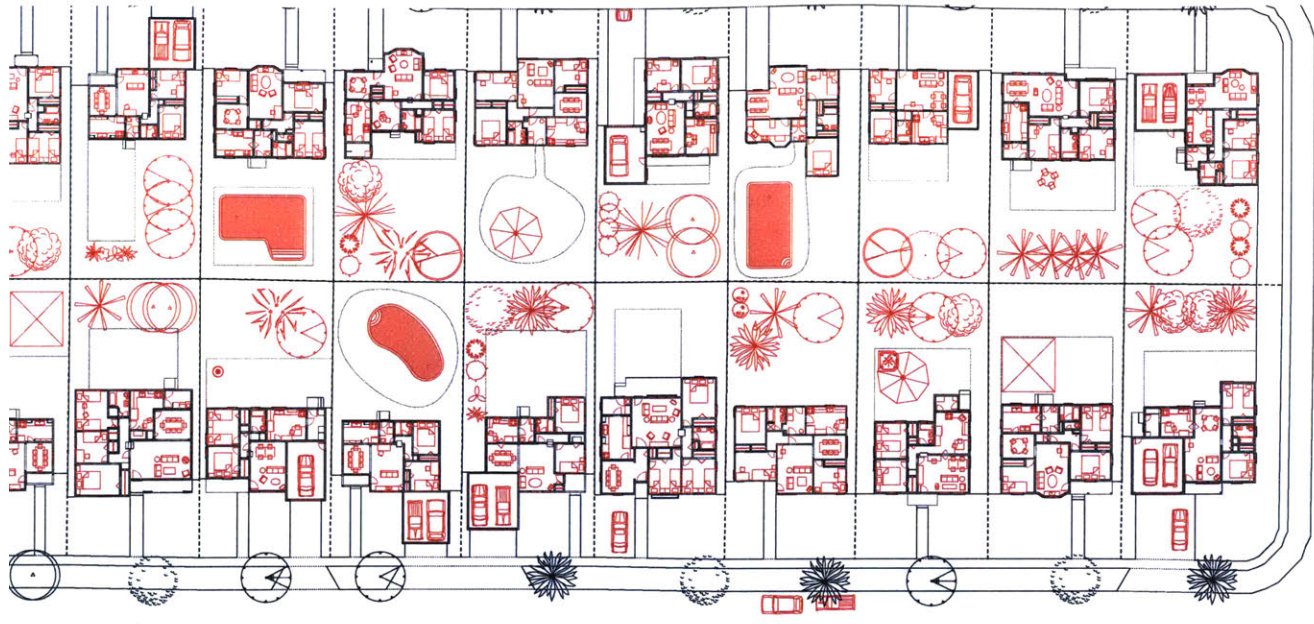
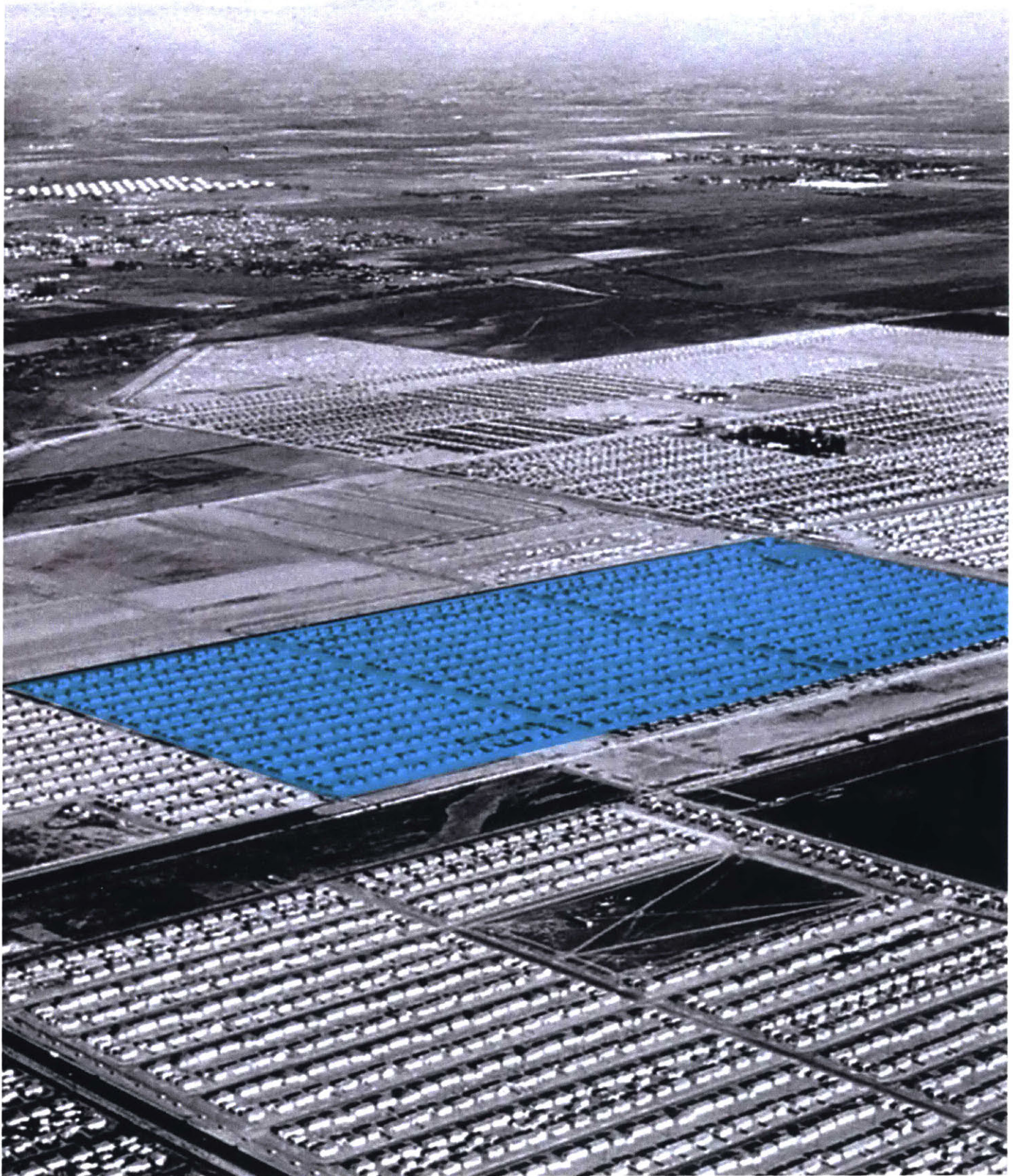


FIGURE 27: Site, Lakewood Park, Original image by William Garnett, Ca 1950. Source: Lakewood City Archives.





NOTES

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- 33 Debora Chambers, "The Material Form of the Television Set: A Material History," 369.
- 34 Erin Lee Mock, "The Horror of 'Honey, I'm Home!': The Perils of Postwar Family Love in the Domestic Sitcom," *Film & History* 41, no. 2 (Fall 2011): 32.
- 35 J. H. Kunstler, *The Geography of Nowhere*, 167.
- 36 Lewis Mumford notes: "In breaking away from the city, the part became a substitute for the whole, even as a single phase of life, that of childhood, became the pattern for all the seven ages of man. As leisure generally increase, play became the serious business of life; and the golf course, the country club, the swimming pool, and the cocktail party became the frivolous counterfeits of a more varied and significant life. Thus in reacting against disadvantages of the crowded city, the suburb itself became an overspecialized community, more and more committed to relaxation and play as ends in themselves. Compulsive play fast became acceptable alternative to compulsive work: with small gain either in freedom or vital stimulus; David Snyder, "Playroom," in *Cold War Hothouses: Inventing Postwar Culture, from Cockpit to Playboy*, ed. Beatriz Colomina, Annmarie Brennan, and Jeannie Kim (New York: Princeton Architecture Press, 2004), 124, 142.

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Domestic Rituals of the Atomic Age.

Chapter III

MOWING AND
COOKING

In the years of the Cold War, the suburban ranch-style house was commodified, and television was an important element for the organization of its interior space. Throughout my analyses on the previous two chapters, I demonstrated how these two concepts separately affected the ranch-style house. We also saw, in various ways in the interior domestic spaces, the influence of television—what I call, in the second chapter, *televisuality* and *telespatiality*. This examination happened primarily in the living room and, to some degree, in the space of the kitchen.

Here, in the last of my three core chapters, I concentrate more on two specific domestic spaces of the ranch-style house. In particular, I am interested in demonstrating how the above-mentioned concepts of commodification and spectacle had an effect on the ranch style's kitchen and front lawn—this time acting simultaneously. I perform this short unfolding before proceeding with the closing chapter of my thesis, in which I present my own design response to this kind of domestic living, which still dominates the majority of American suburban residences.

The objective of this chapter is twofold: First, I believe that certain spatial and architectural decisions of my design response will be better understood via a better grasp of these two domestic spaces, and second, through this analysis, I wish to demonstrate and emphasize the importance of these two domestic spaces for the era I am examining. In these two objectives, not only do the arguments of the previous two chapters converge into the element of domestic space, but the current chapter also functions as a transition to the design part of my thesis. The argument of this chapter is that both the kitchen and the front lawn ended up being spaces designed for show, while simultaneously being treated as commodities.

But before we move on and examine the aspects of commodification, let us take a step backward and ask why the ranch-style kitchen and front lawn became spaces for show. Why did they become such important elements in the discussion of the suburban house as a spectacle? The response here is related to, among other reasons, elements of both culture and the status quo encrypted in these two spaces. I start with the domestic space of the kitchen.

SUPPER WILL BE SERVED AT SIX

In 1963, two years after Knopf published American cook Julia Child's *Mastering the Art of French Cooking*, WBGH, a Boston's public television station premiered *The French Chef*. In this television cooking show, Julia Child demonstrated popular recipes



FIGURE 28: The stage set of *The French Chef*, with Julia Child (Center, Standing), 1963. Sources: CreditPaul Child/Schlesinger Library, Radcliffe Institute, Harvard University; New York Times.

from her book's first volume, while in parallel giving cooking advice based on her recipes. A commercial show that targeted the everyday housewife of the 1960s, *The French Chef* gained enormous popularity and sanctioned Child as America's national cook. However, my interest in *The French Chef* is concentrated on the representation of the domestic space of the show's kitchen. The show was staged in a typical American suburban kitchen, and in most cases, Julia Child had a window over her sink, framing an artificial yet idyllic outside view. [FIGURE 28] Both Julia Child's kitchen and the kitchen of the American National Exhibition in Moscow, which I mentioned in the introduction, are evidence of the transformation of the domestic space of the kitchen into a spectacle, even though the aspects they served and the messages they were meant to communicate or eclipse were different.

On the one hand, the kitchen became the space of femininity, the space of the housewife. The rise of consumption dictated the purchase of Tupperware, and the kitchen had to be renovated to be colorful, equipped with technologically cutting-edge appliances. The same way that a color television became a status symbol of the family,¹ the kitchen became a status symbol of the female, the mother, the wife, the housewife: the caretaker of the household. Having an organized kitchen, with shiny, well-polished, high-quality pots and pans—the same way as kitchens were presented in the myriads of sitcoms of the era—became an extension of the character and the quality of the family: “Just as the ideal of beautiful skin changed from pale to tan when poor people came in from the fields to work in factories, changing social conditions have reordered the hierarchy of rooms in the house.”²

The representation of the typical American suburban kitchen in the various popular domestic periodicals of these years contributed to the transformation of the kitchen into a spectacle. Paradoxically, here we can see a tactic similar to that by which the mid-century suburban ranch-style house was commodified via its marketing in the different housing books. Both trends became more and more popular during the Cold War years. Just as lumber companies were promoting houses through pattern books, kitchens companies were marketing kitchens in domestic magazines or in their own catalogs, offering consumers variations in design, material, layout, equipment, and other aspects. In short, just as buyers could order their house to be constructed and shipped in a day, they could treat the design of their kitchens the same way. In the pages of these publications, the domestic space of the kitchen took on a spectacular character, and one of a commodity.

In 1955, American Radiator and Standard Sanitary Corporation published the *Guide to a Better Kitchen*. The 20-page kitchen catalog offered housewives of the Cold War period various alternations for their kitchens: convenient cabinets, a variety of colors and materials, full-sized sinks, various stove designs, and storage spaces. It featured color photographs of the company's spotless kitchens, with the homemaker placed in the center, or over the sink, dressed in designer clothes and wearing high heels. The publication states the following in one of its advertisements:

In this atmosphere of modern American living, American-Standard has developed an all-new kitchen that smartly combines these gracious living requirements...a design which will look attractive in the years ahead...work-saving devices which will shorten the homemaker's day...and strength in construction to withstand even junior's space ship collisions.³

National Plan Service Inc.'s *Kitchen Ideas*, a publication from 1962, was different. In this case, the company does not advertise the variations in the elements that compose the kitchen, as was the case of kitchen manufacturers. Instead, it focuses on variations in plan layouts of the domestic space of the kitchen. The catalog begins by mentioning the importance of the kitchen for the 1960s house. We can read the following:

[...] in this most important room in the house new and amazing changes have taken place. Today's kitchen is more efficient, more functional...it is a warm colorful area that helps make your house a home for family and friends. A major part of the thrill of having a new kitchen is having it personalized to your individual tastes and planned to save time and energy.⁴

In this vein, National Plan Service Inc. promotes variations of kitchen layouts for the modern suburban house. The company goes on to present its three basic alternations, and the magazine continues by unfolding perspectival images and close-up drawings of the company's model kitchens. Each layout variation is advertised for its ergonomic character, modern design, and efficiency.

The trend of kitchen design and standardization was, however, not only expressed through fashionable domestic magazines or company publications. It was a big business, and companies used various methods to attract potential customers. Adver-

tising was, of course, one of them, though still related to the printing press. One of the most attractive marketing elements was the miniature kitchen-planning kit, for which a company packed individual parts of a dollhouse-like kitchen into a small suitcase and gave them to a salesman. The potential buyers had the opportunity to touch and assemble the miniature model kitchen as many times as they wanted, creating different design variations until they found a model that was functional and satisfactory for them.⁵

Elements of spectacle and commodification are also visible outside the stucco walls of the ranch-style house—in the house’s domestic landscape and, more specifically, on its front lawn. One of the most characteristic icons of the mid-century American suburban house, the front lawn, this area of nature where the picture window of the living room rests, is still present in many suburbs across this nation.

IS THIS THE END OF “GET OFF MY LAWN”?

The domestic landscape of the front lawn is a simple yet complex, dynamic, and symbolic space of the ranch-style house. If the kitchen was, on the one hand, the space of the homemaker, the front lawn was, on the other hand, the territory of the breadwinner. Males were, in most cases, responsible for the lawn-care because the application of hard labor was essential. In the case of the front lawn, the relationship between commodity and spectacle is abstract. The commodification of the lawn happened in part because of mid-century’s technological advancements, but the industry thrived because of the cultural dimension of the importance of the front yard as a spectacle.

In 1948, when President Harry Truman, speaking at the White House Conference on Family, mentioned that “children and dogs are as necessary to the welfare of this country as is Wall Street and the railroads,”⁶ he spoke of homeownership, suburban houses, and neat front lawns. Indeed, in the period following the end of the Second World War, the lawn was an important element of the suburban transition because—as an area of managed nature surrounding the detached house—it offered a safe space to the family for recreation while, at the same time, maintaining the family’s privacy.⁷

As the lawn was the major display of one’s property, its care indicated good citizenship and communal responsibility.⁸ Historian of vernacular American landscape John Brinckerhoff Jackson notes the following:

My belief is that the front yard has now become a space dedicated to showing that we are good citizens, responsible members of the community. What goes on in the back yard is strictly private, and the palisade around it protects the family from inquisitive eyes. But the space in front is the image we present to the neighbors and to the public at large. It is once again a form of communication.⁹

The lawn was meant to communicate the good intentions of the property owner to the public, which occurred through specific domestic rituals that thrived during the Cold War years: mowing, watering, planting, gardening, and others. Maintaining a perfect lawn was a critical component of the mid-century American culture¹⁰, and it remains until today “a widely accepted if not expected part of American behavior.”¹¹

In the years of the Cold War, the lawn became an icon of freedom and a symbol of the American Dream.¹² Following the war, a well-manicured dad maintaining a well-manicured grass had become the apotheosis of Cold-War American culture.¹³ But even during the Second World War, the maintenance of the lawn was an essential element of American patriotism. Architectural historian Beatriz Colomina comments that during the war, “maintaining the lawn was [itself] a form of war, a national duty performed for the morale of both those at home and those in the armed forces.”¹⁴ She goes on to add that “symptomatically, what the GIs are supposed to remember as home is not a house but a lawn.”¹⁵

The obsession with the lawn during the Cold War years was also related to the sudden change of color in the design. Everything started turning colorful: “from powder blue kitchen appliances to pink automobiles and lawn ornaments, color took on new symbolic importance in the years after World War II. Brightly colored consumer goods revealed the purchaser as someone who was ultra-modern, as a person in step with the latest trends in the streamlined consumerist lifestyle.”¹⁶ Consumption and the pursuit of wealth—one’s vehicle of survival in a society of consumption—seemed to have found a perfect reflection in the dollar-like green color of lawns.

Even in our days, there are more than 163,000 square kilometers of lawn across the United States.¹⁷ The lawn industry keeps growing, and the average median revenue of landscaping companies was \$291,000 in 2017, compared to \$256,000 in 2015 and \$217,000 in 2014.¹⁸ In addition, 75% of landscape company owners were

either ‘very confident’ or ‘confident’ that their company would grow more in the coming years.¹⁹ Comparing today’s economic statistics to the history of the lawn during the Cold War years, we can understand the observations of Elizabeth Cohen, a Harvard historian of American studies, who notes that “the lawn was the perfect landscape option for an economic culture founded on the creation of new needs.”²⁰

Let us return to Lakewood and have a look on the suburb’s lawns. In 1981, Lakewood mayor Jacqueline Rynerson established the Lakewood Beautiful Home Awards.²¹ Since then, each year, residents of the city receive the distinction as a reward for the great care they demonstrate for their property. Judging by the material that the city authorities have published, at least until recently, the award is given to freshly painted houses accompanied by neat and well-mowed front lawns that, according to Lakewood’s archives, demonstrate the “pride and care” of their owners. [FIGURE 29] As the creators of Levittown remind us, “No single feature of a suburban residential community contributes as much to the charm and beauty of the individual home and the locality as well-kept lawns.”²²

However, in 2013, one of the Lakewood Beautiful Home Award was given to Steve and Lydia Howatt’s home for their external landscaping.²³ Instead of a front lawn, the house hosts a Japanese-influenced garden that requires arguably less maintenance and surely less water. Indeed, as water prices went up in California due to the recent water scarcity crisis that hit the state, many homeowners rethought the character of their front yards and instituted alternative options. The owners of the house on 4514 Harvey Way where I stayed during my visit to Lakewood on March 2018 had instituted a similar strategy by replacing their lawn with a rock garden and minimal plants. [FIGURE 30] Their renovation of the front lawn lasted approximately three months, was presumably done on a shoestring budget, and I did not see them water it once during my stay in California.



FIGURE 29 (TOP): Lakewood Beautiful Home Awards, 2008. Source: Lakewood City Archives.
FIGURE 30 (BOTTOM): 514 Harvey Way, Lakewood Village. Source: AirBnB.

NOTES

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- 15 Ibid. Additionally, Colomina quotes the advertisement for Vigoro, published on *House Beautiful* and *Better Homes and Gardens*, April 1994: "Wherever he is, he dreams of velvety lawns, beautiful flowers ... he wants to come home to them. Keep them growing their best awaiting that day! They will contribute immeasurably toward a winning home front."
- 16 Steinberg, "Lawn and Landscape in World Context, 1945-2000," 64.
- 17 Christina Milesi, Christopher D. Elvidge, Roman J.B. Dietz, Brian T. Tuttle, Ramakrishna Nemani, Steven W. Running, "A Strategy for Mapping and Modeling the Ecological Effects of US Lawns," Conference Paper, International Society for Photogrammetry and Remote Sensing, 2005, <http://www.isprs.org/proceedings/XXXVI/8-W27/milesi.pdf>
- 18 "2017 State of the Industry Report," Lawn and Landscape, 4. <http://giecdn.blob.core.windows.net/fileuploads/file/2017/10/soi%20pdf.pdf>
- 19 Ibid., 6,7.
- 20 Lizabeth Cohen, *A Consumers' Republic: The Politics of Mass Consumption in Postwar America* (New York: Knopf, 2003). 294.
- 21 "Lakewood Beautiful Home Awards," *Lakewood History Gallery: Over 200 Photographs from the City of Lakewood Historical Collection*, Lakewood Historic Archives, Accessed March 29, 2018, <https://lakewood-ca.smugmug.com/Other-1/Lakewood-History-Book-Gallery/i-WWSSgTg>.

22 Steinberg, "Lawn and Landscape in World Context, 1945-2000," 63; quoting Abraham Levitt, "The Care of Your Lawn and Landscaping," Landscape Department, Levitt and Sons, brochures file, Levittown History Collection, Levittown Public Library, Levittown, N.Y.

23 Phillip Zonkel, "Lakewood Gives Top Honors to Beautiful and Water-Saving Homes," Press-Telegram, October 1, 2013, https://www.presstelegram.com/2013/10/01/lakewood-gives-top-honors-to-beautiful-and-water-saving-homes/#disqus_thread

Conclusion

In September 2017, *The New York Times* published an opinion article by the landscape architect and planner, Alan Berger. It was entitled “The Suburb of the Future, Almost Here.” Berger argues in it that, in the near future, the suburbs should primarily consist of an intelligent, resilient landscape that ties together a technologically progressive lifestyle. More specifically, he asserts that advanced mobility would be fundamental to this futuristic suburban lifestyle. He presents two examples: cars parking themselves by an order that one gives through a smartphone and drones delivering Amazon orders—consumption would still be central. Arguably it is an idealistic if not nostalgically imaginary perspective of the future, yet Berger’s suggestions draw upon an undebatable hypothesis: Americans are still moving to the suburbs.

Millennials are on the front line of this continued urban exodus, and though “they may like the city, they love the suburbs even more.”¹ Even years after Lakewood’s construction, Americans seem to be attached to a lifestyle that stems from the detached housing typology. Why does a particular domestic ethos still dominate suburbia?

A set of graphic representations of the suburban space was employed to market Berger’s article and visualize his ideas.² Jun Cen, the award-winning illustrator and animator and the artist behind these graphics, outlines an appealing yet arguably old-fashioned spatial suburban condition. In Berger’s vision, curved streets are turned into circular ones. By designing an alternative, enlarged version of the regularly suspicious suburban cul-de-sac, Jun Cen locates, at the center of the sub-urban form, funny recreational “‘community’ spaces”³ such as a tennis or baseball court, or large volumes that indicate the presence of a new form of suburban shopping mall or suburban office building complex. [FIGURE 31]

Houses dominate his suburban landscape. Surprisingly, Berger’s technologically progressive vision for the “Suburb of the Future” is ‘built’ with an architecture of the past.

Arguably, even though the whole suburb is oriented towards a very specific future, its domestic architecture is still an architecture of the mid-century. How can we change the suburban landscape without first rethinking suburban domestic architecture?

If suburbia remains popular, what are alternative suburban domestic models of life? What would this domestic architecture look like? And what are the tactics that

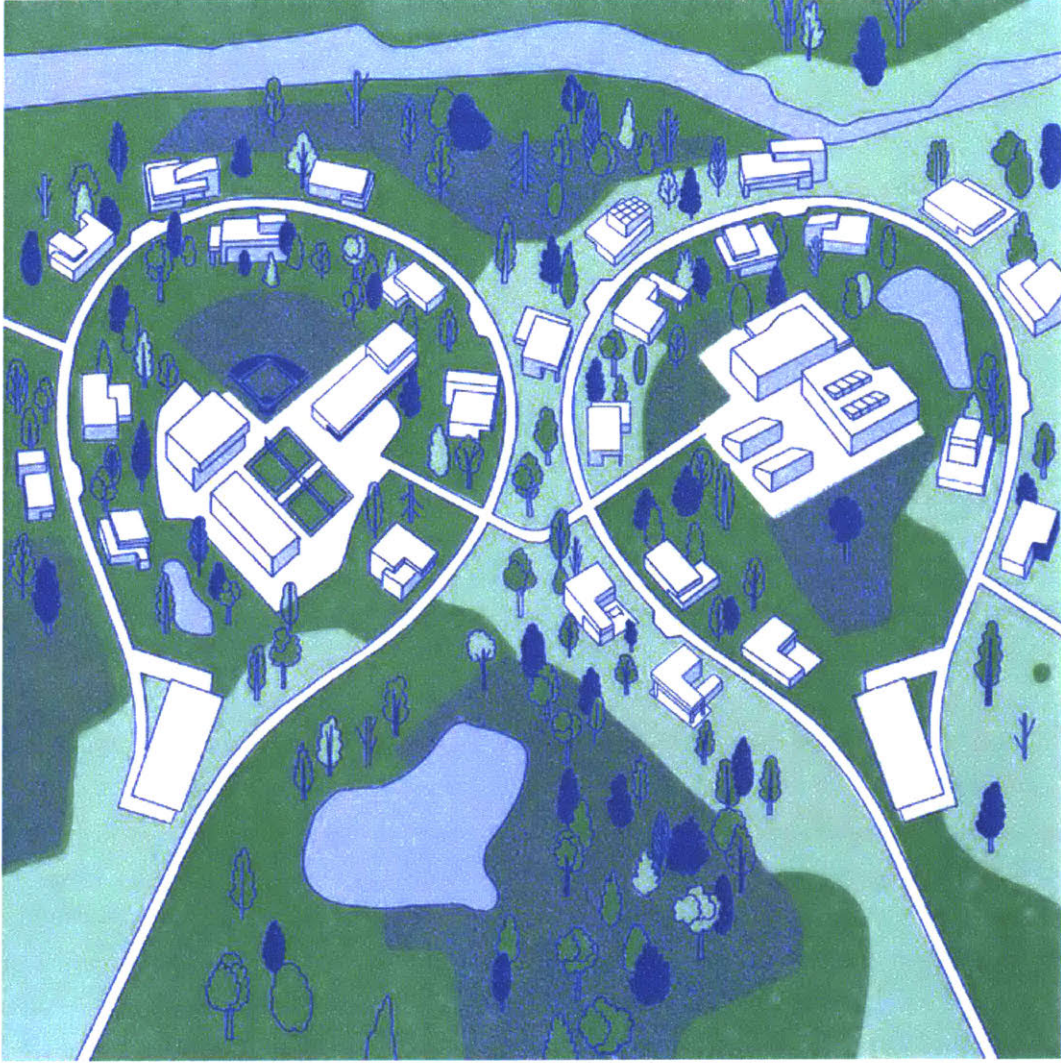


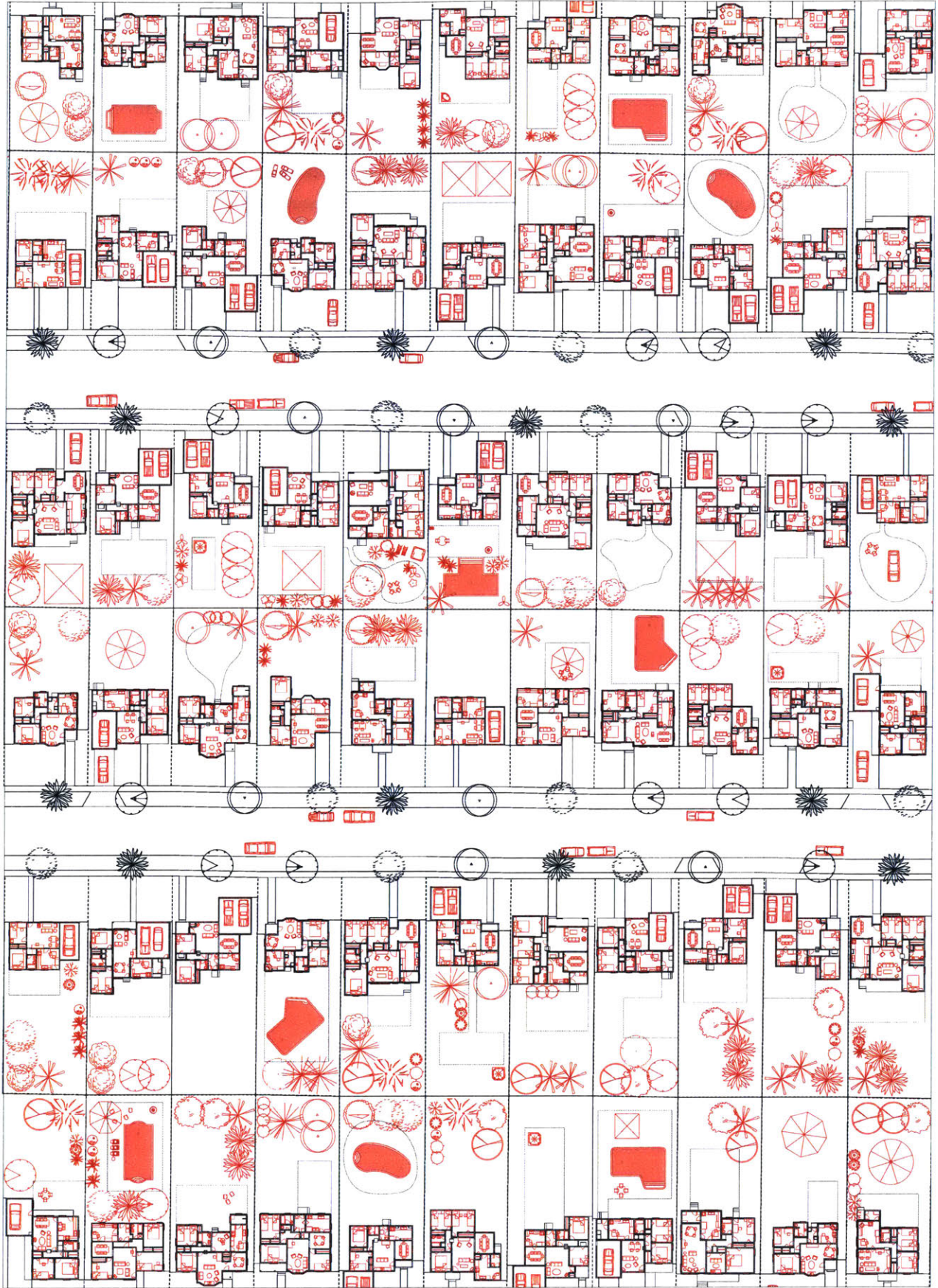
FIGURE 31: The Suburb of the Future, Almost Here, Image by Ju Cen. Source: The New York Times

could help us achieve this architecture and these, other, domestic models?

Based on this fundamental set of questions and the research of the previous chapters, my work concludes by proposing a response that involves a new suburban domestic typology. Two strategies constitute this typology. They are a) the redesign of the suburban domestic space, and b) the reconsideration of the suburban plot's property line. These strategies contribute in different ways to the design of the typology, but they are equal in weight. I do not anticipate that these strategies I propose should constitute a proposal with a universal application; to put it simpler: under no circumstances do I envision their repetitional application from suburb to suburb. I see the strategies, typologies, and project as constituting a diachronic methodology for thinking about architecture and the urban and, above all, as being geographically and chronologically specific but still having the dynamic to envision domestic possibilities and trigger possible lifestyle changes elsewhere in the near future. My design does not fetishize any current technological trends. Instead, it looks back at history in the hope of understanding the domestic space that a—not-so-faraway—technological fetishism created.

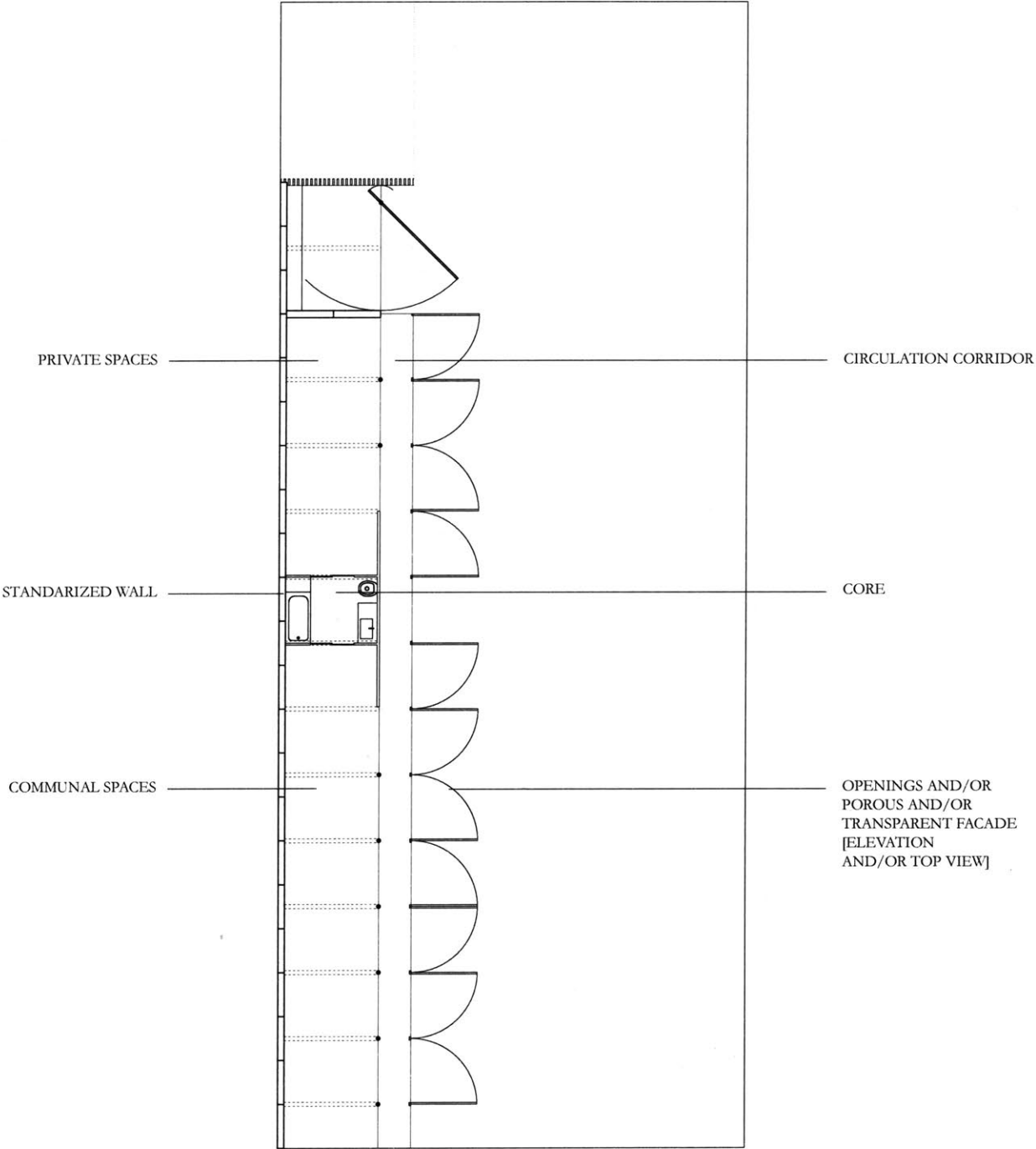
In this light, the proposal of these two strategies stems from my understanding of both the context and the content that I study. My intention is not to envision the two proposed strategies as being antagonistic to the existing site. Instead, it is my objective that my design act to inform the existing suburban elements of my plot. The urban reasoning behind this methodology lies in my personal understanding that these elements—the form of the domestic space and the geometry of the property line—have primarily affected both the architectural scale and the urban scale. Hence, the first strategy conveys the architectural problematic of the design of the thesis, while the second strategy corresponds to the urban questioning, with an understanding of their correlation.

The strategy of redesigning the domestic space proposes two spatial characteristics. First is the organization of all the rooms linearly adjacent to the long side of the suburban plot. Compared to the traditional suburban houses of Lakewood, this sequence of rooms proposes a different logic for the structure of the domestic space. Hence, instead of concentrating living spaces such as the dining area and the living room in the front, I propose that these spaces be placed in the back; the front part of the plot should host private spaces such as bedrooms. The picture window that was once the screen-like display of domestic life in the living room is replaced with an entrance door, and then an open-air foyer. The communal spaces of the house (the



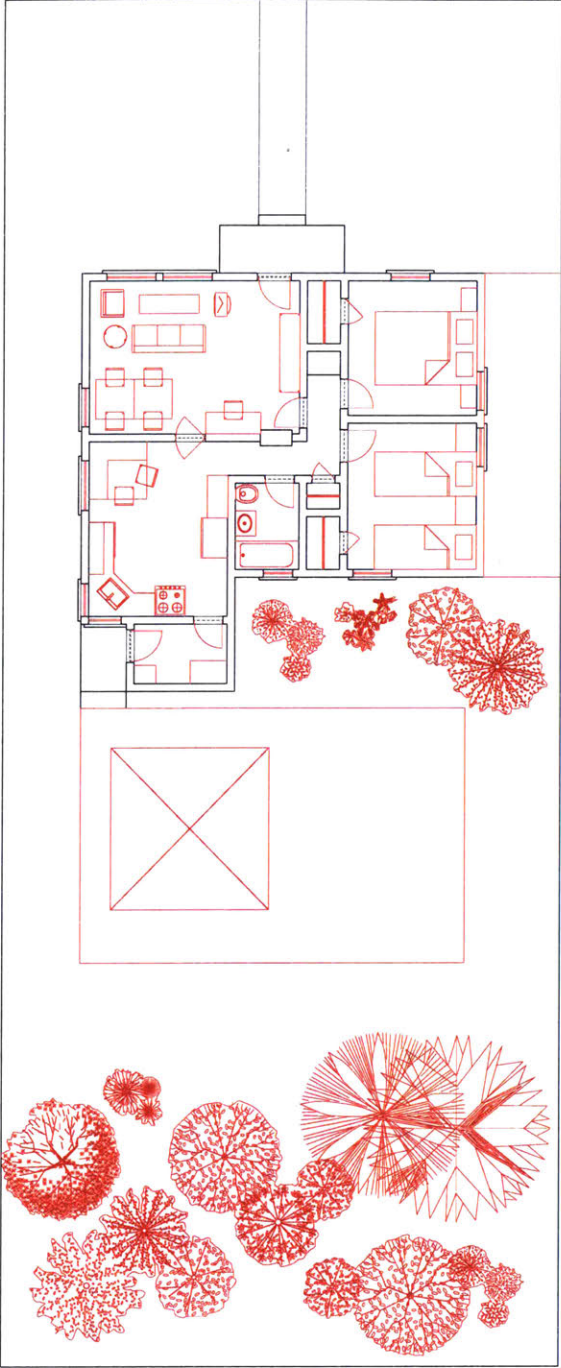
kitchen, living room, dining area, etc.) as well as the bedrooms now all face inward, and have access to a courtyard, which is also linear in shape. Between the domestic landscape and the rooms of the house, I propose the concentration of circulation. Instead of organizing the domestic areas of the house around circulation, as was the case in the mid-century dwellings of Lakewood, I suggest a circulation corridor adjacent to the domestic spaces. Two additional architectural elements enclose the above two analyzed major zones. On the side with the property line of the plot, I propose the construction of a prefabricated wall composed of parts with specific dimensions; this way the dimensions of the synthesis will be more flexible, controllable, and adjustable. While maintaining this solid wall component on one side, I recommend enclosing the domestic spaces and the circulation corridor with an opening, and/or porous, and/or transparent façade on the other. Compared to the solid wall, I envision this interior façade of my typology as being open for the most days of the year. The proximity of all these domestic spaces to the courtyard takes advantage of the region's benign climate, encouraging a domestic life that is divided between indoors and outdoors and speaks to the origins of the ranch style, in which all domestic areas were structured around a courtyard.⁴

STRATEGY I: Domestic space re-design.
Scale 1:100.



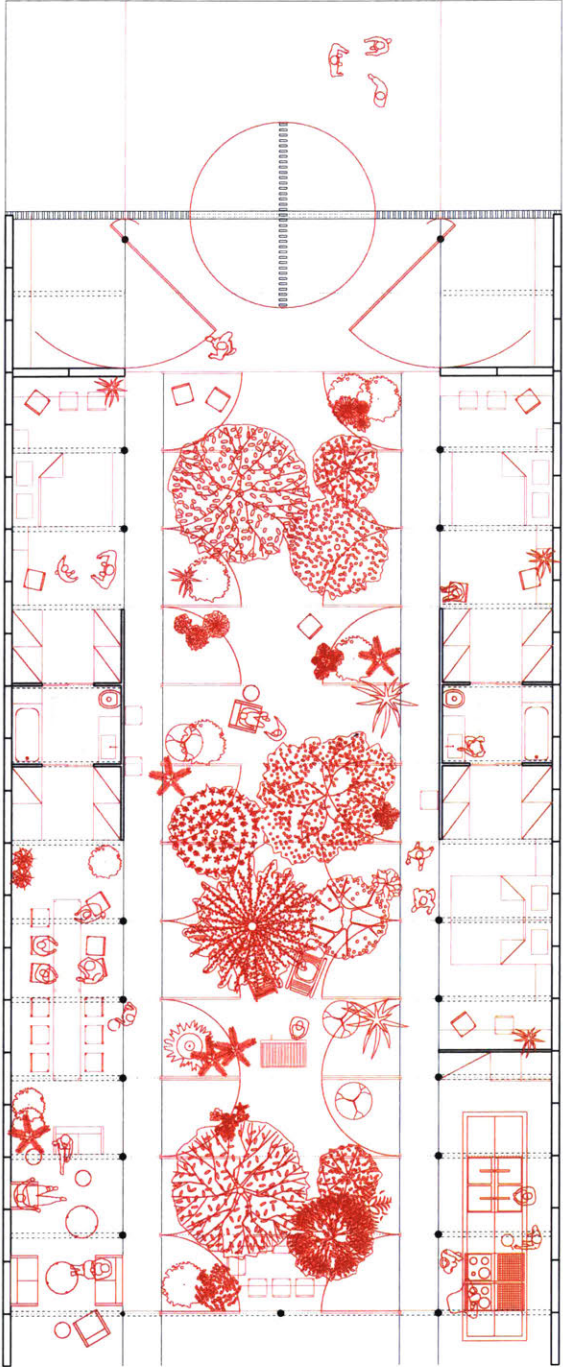
The second strategy, that of considering the property line, gives shape to the primary design project of my thesis. Though the typology I investigate could form one or two housing projects in Lakewood's traditional lots of 50 by 100 feet, I unite 18 of them. Claiming this as my project site, I apply here my previous design strategy. I create a flexible yet organized open space, and work towards the specific design of one version of a collective-living housing project that seeks to question the de facto individualism of suburban living. In addition to the abovementioned domestic spaces, I propose new ones such as a collective workspace, a communal kitchen, a shared living room, a shared garden, and even a common pool. Will this space enrich the domestic monotony of—the yet appealing and fashionable—American suburbia?

STRATEGY II: A traditional lot and house of Lakewood.
Scale 1:100.

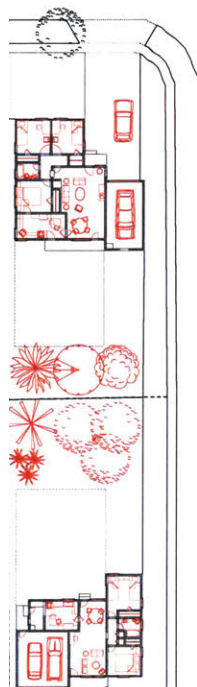
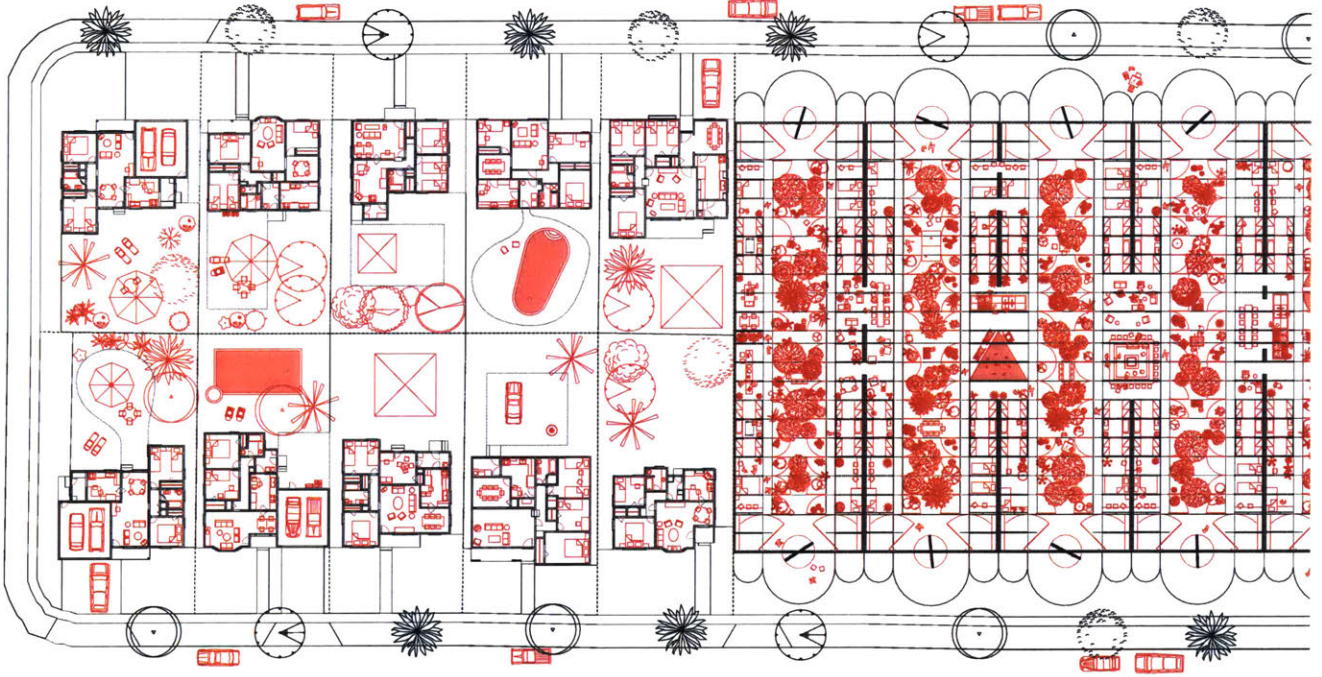
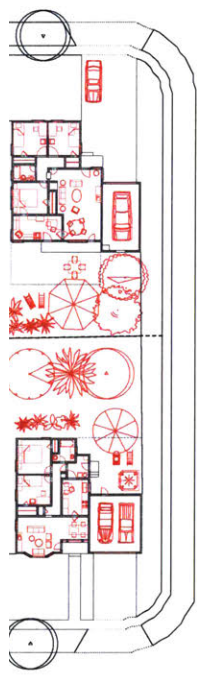
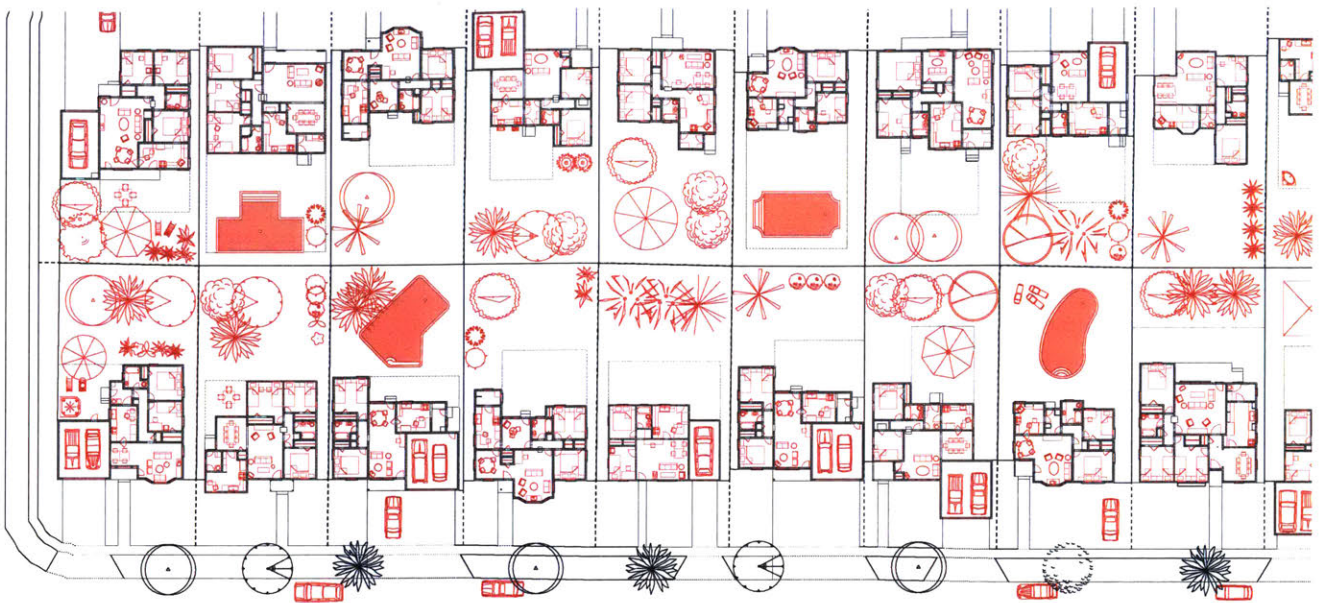
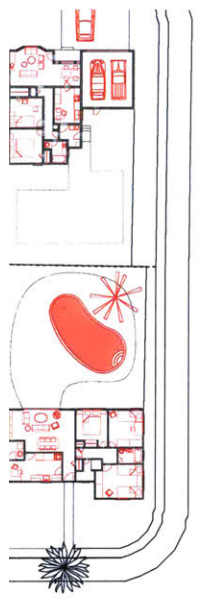


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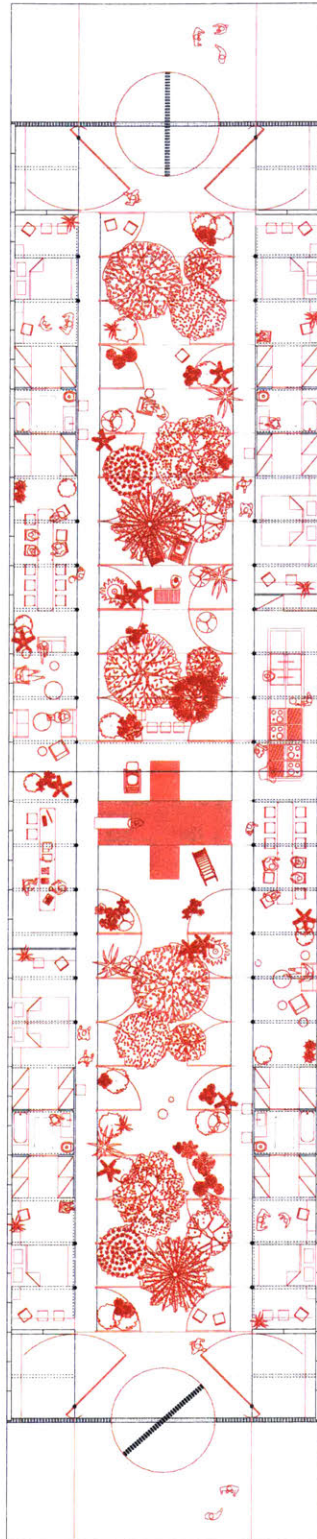
STRATEGY II: Redesign of a tradition Lakewood lot, based on Strategy I.
Scale 1:100.

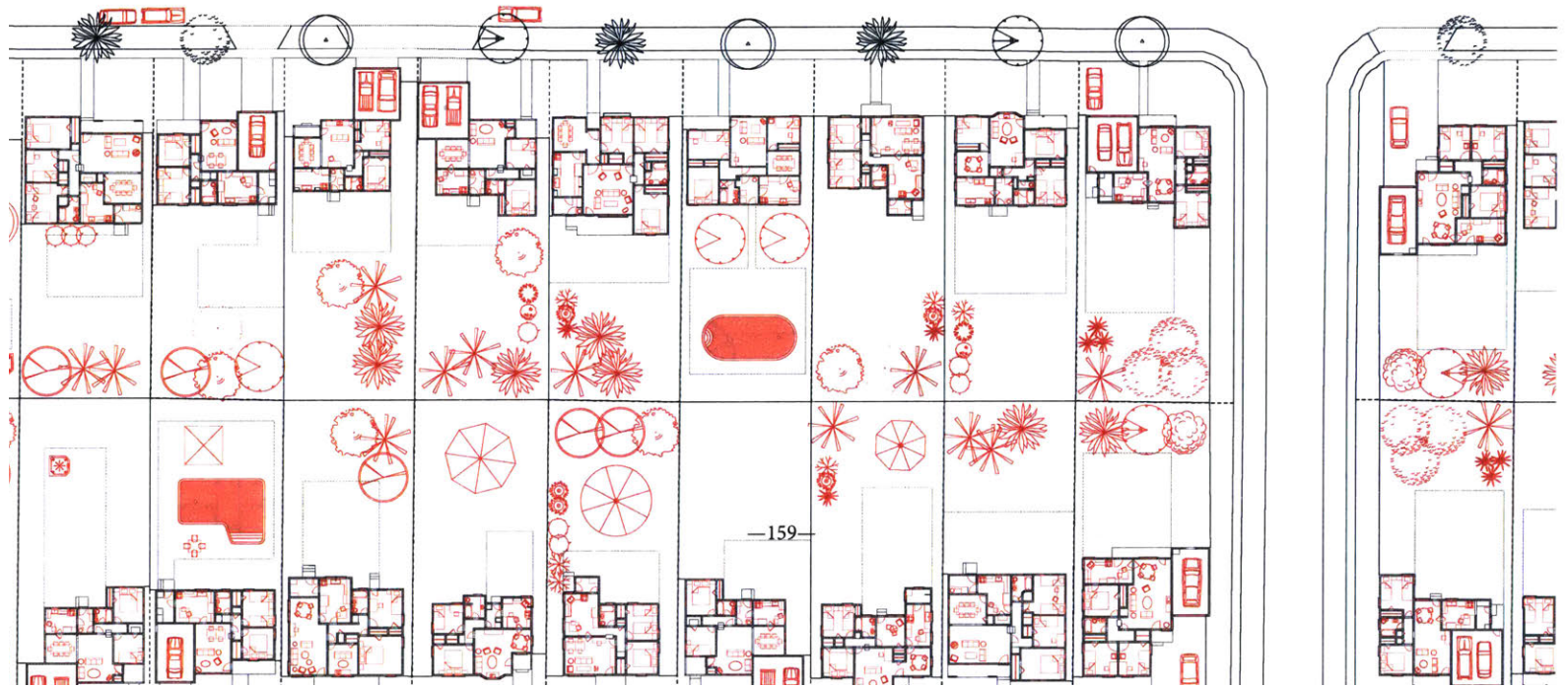
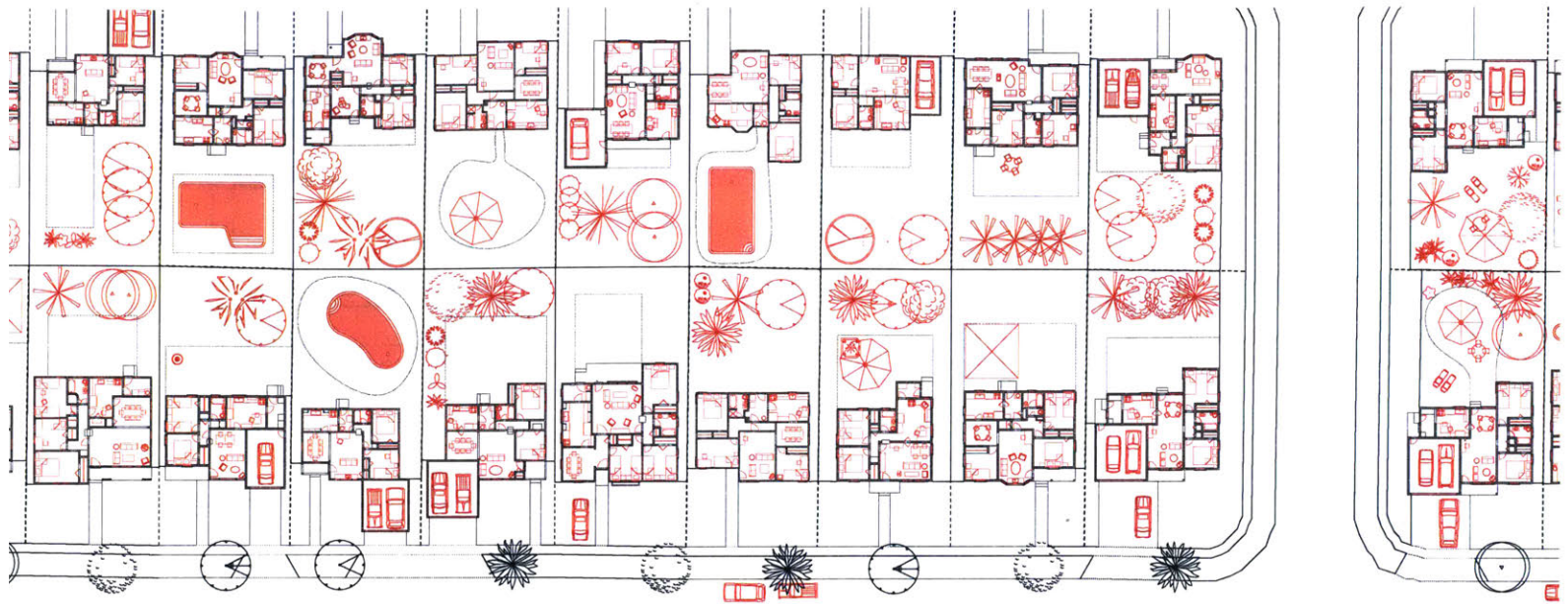


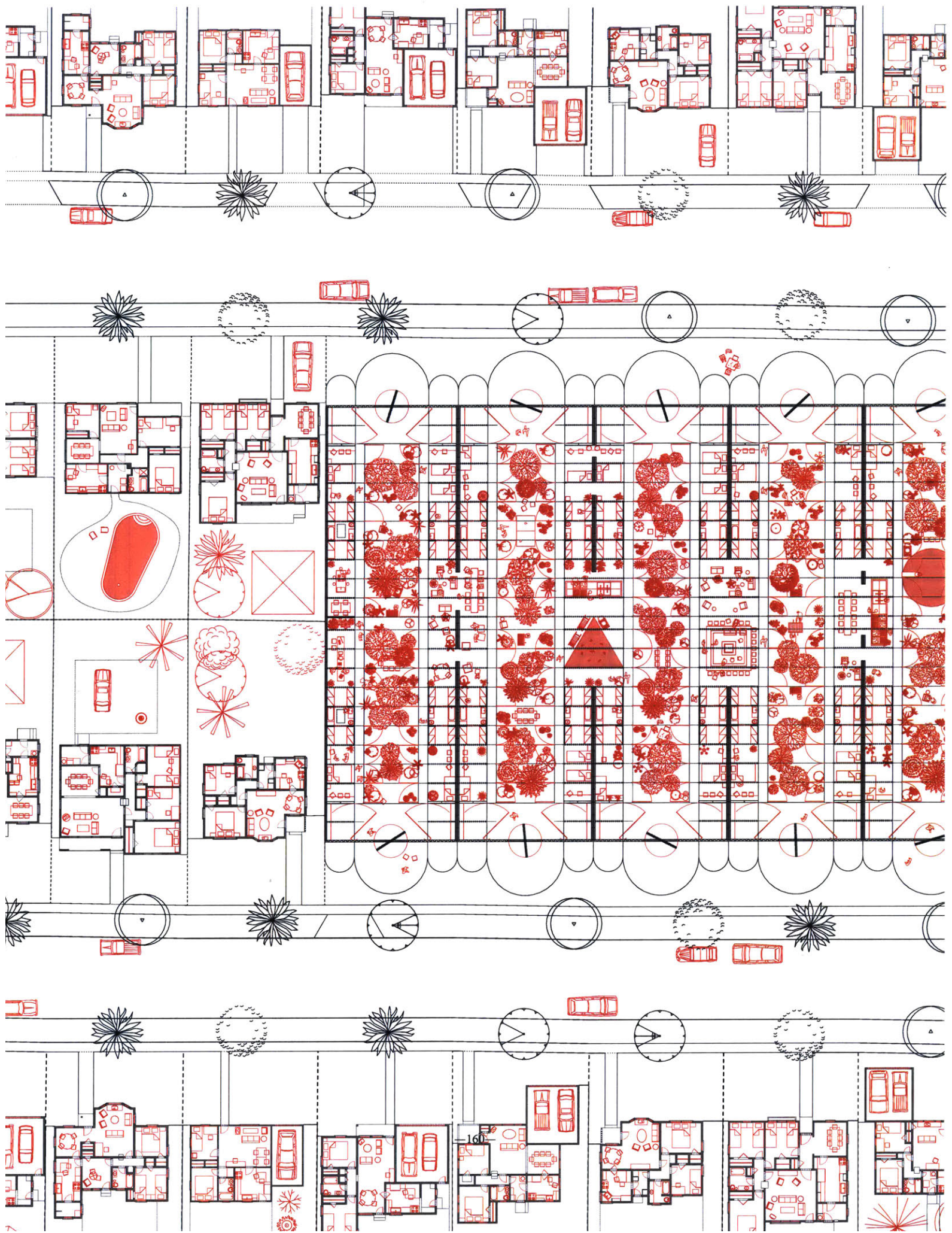
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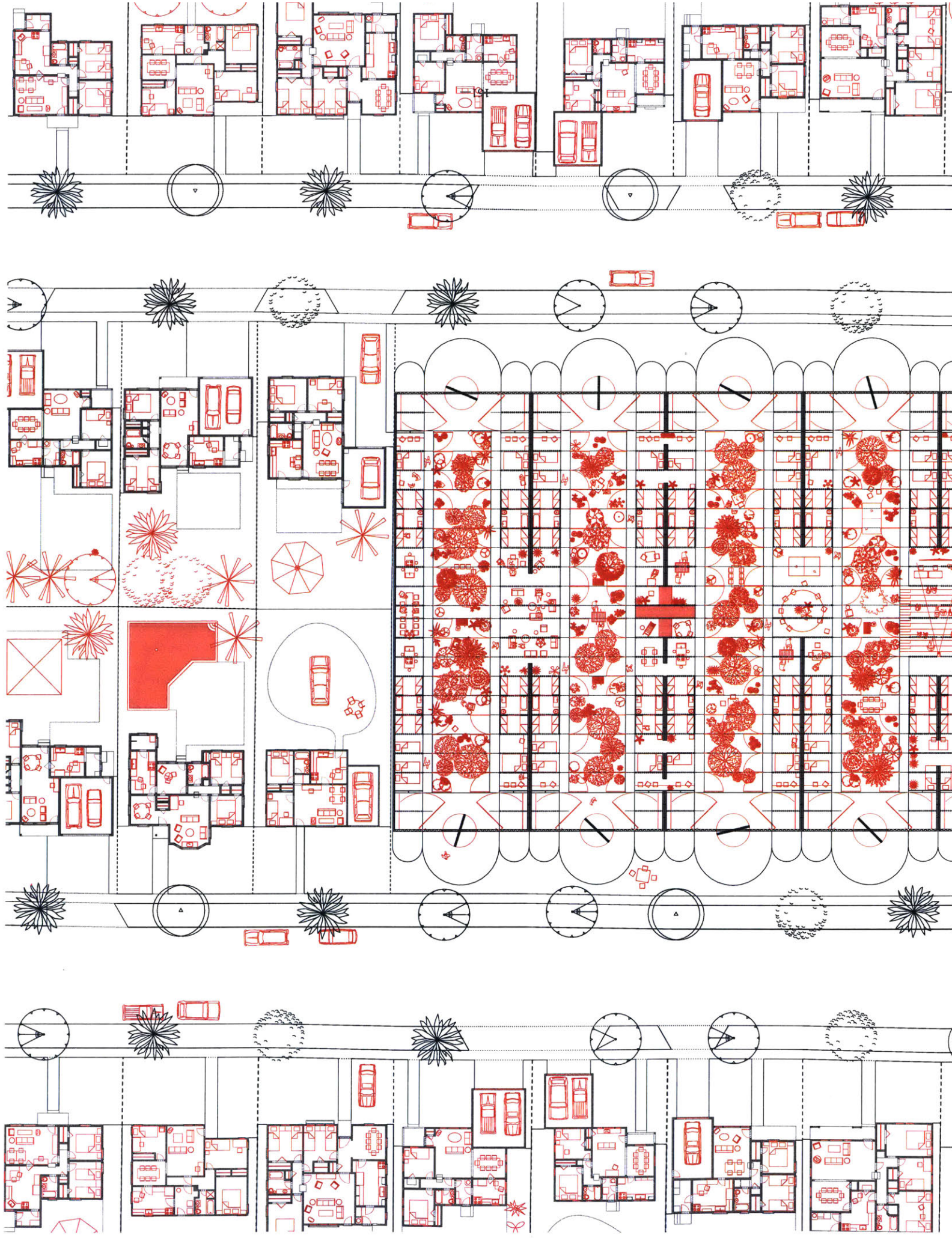


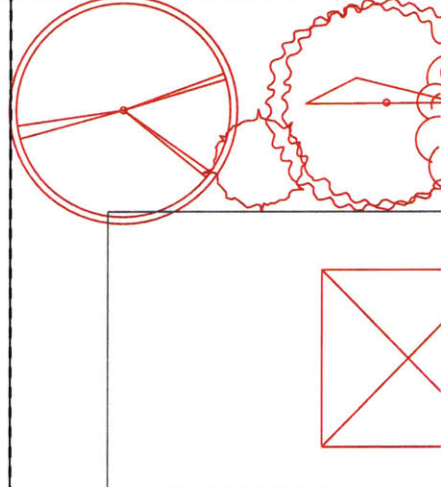
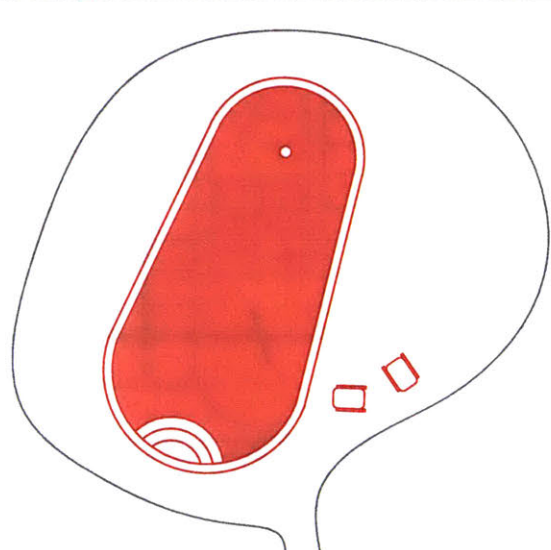
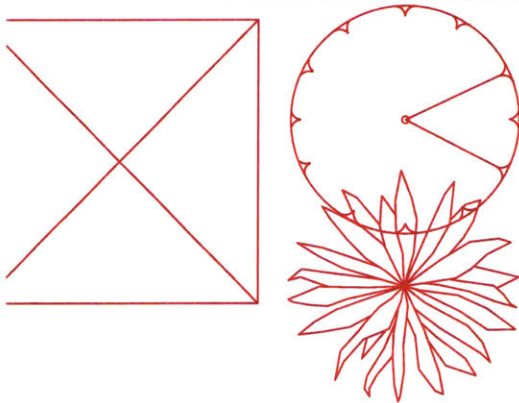
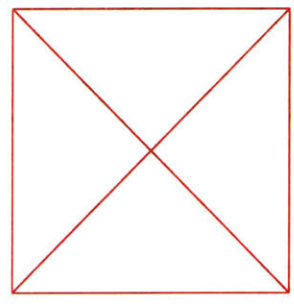
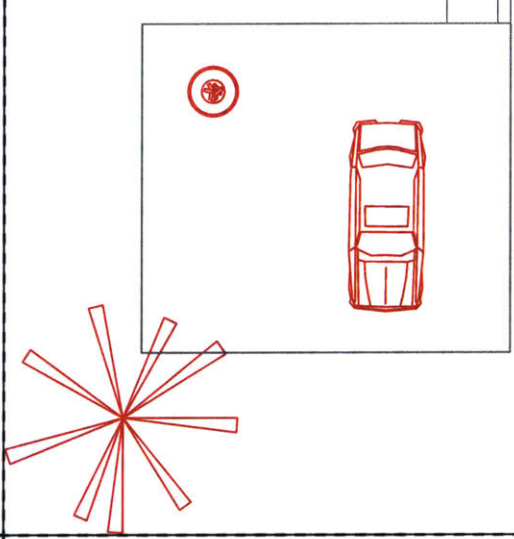
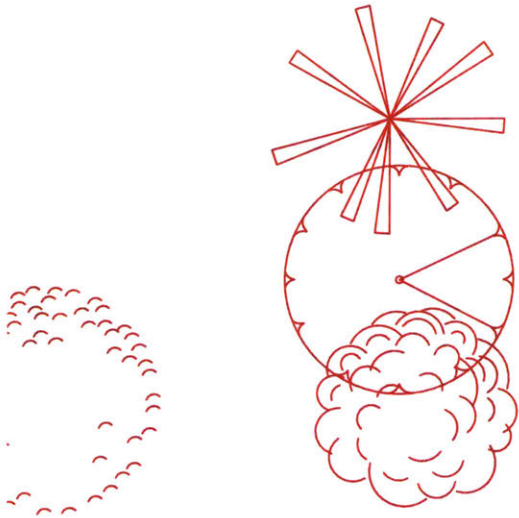
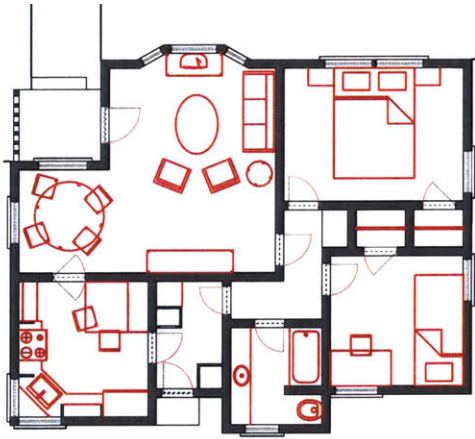
STRATEGY II: Traditional Lakewood lot combination.
(Note: Drawing out of scale)

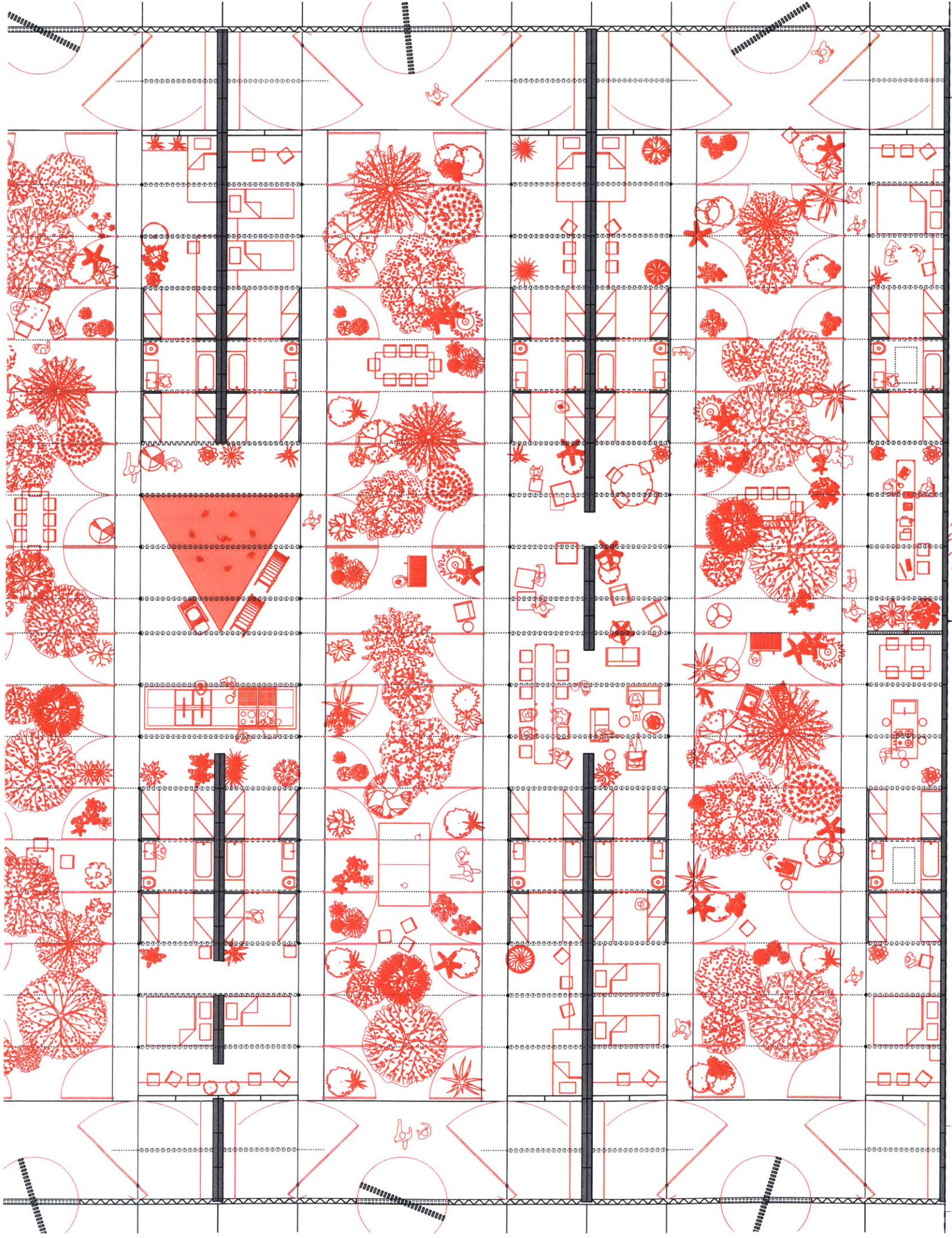


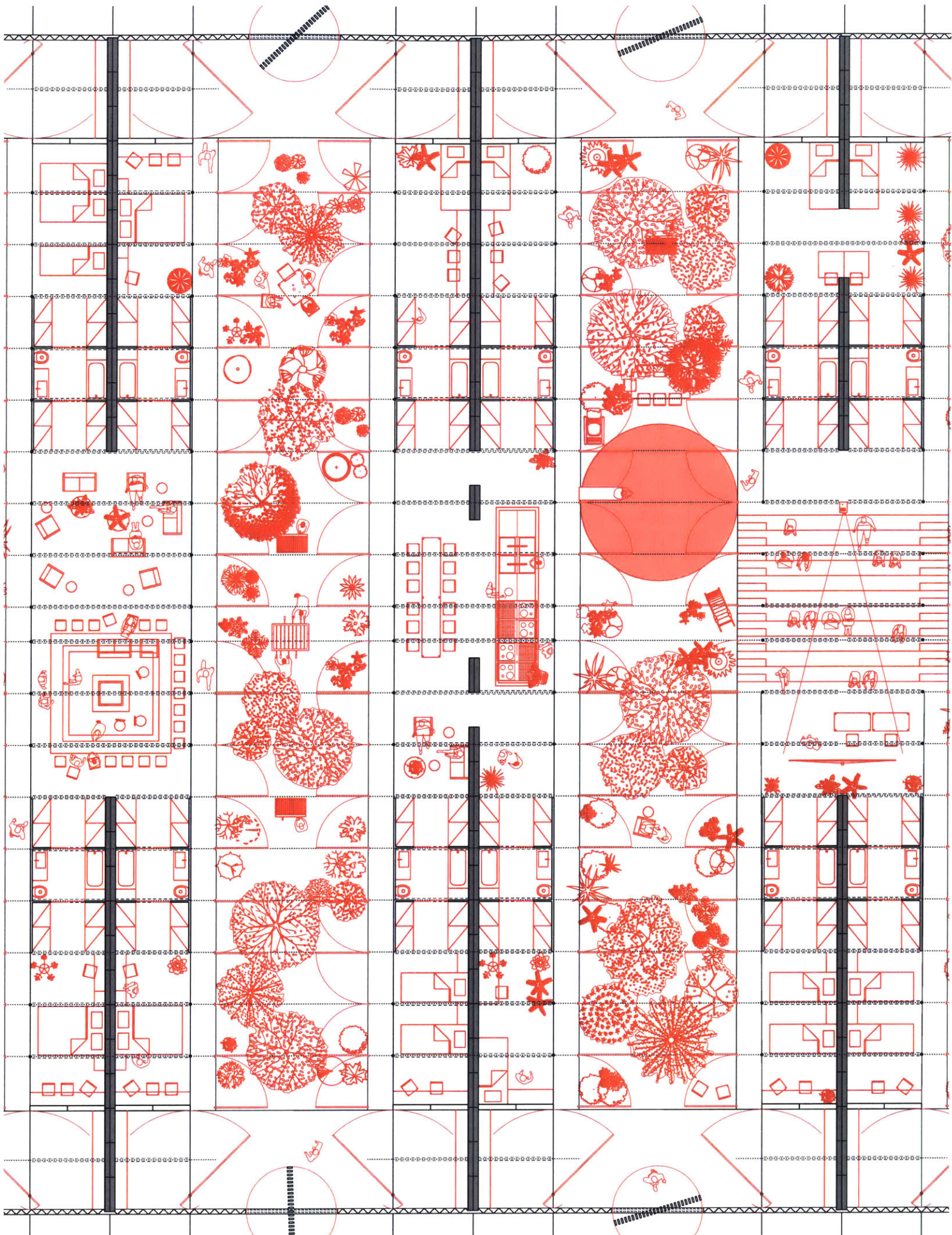


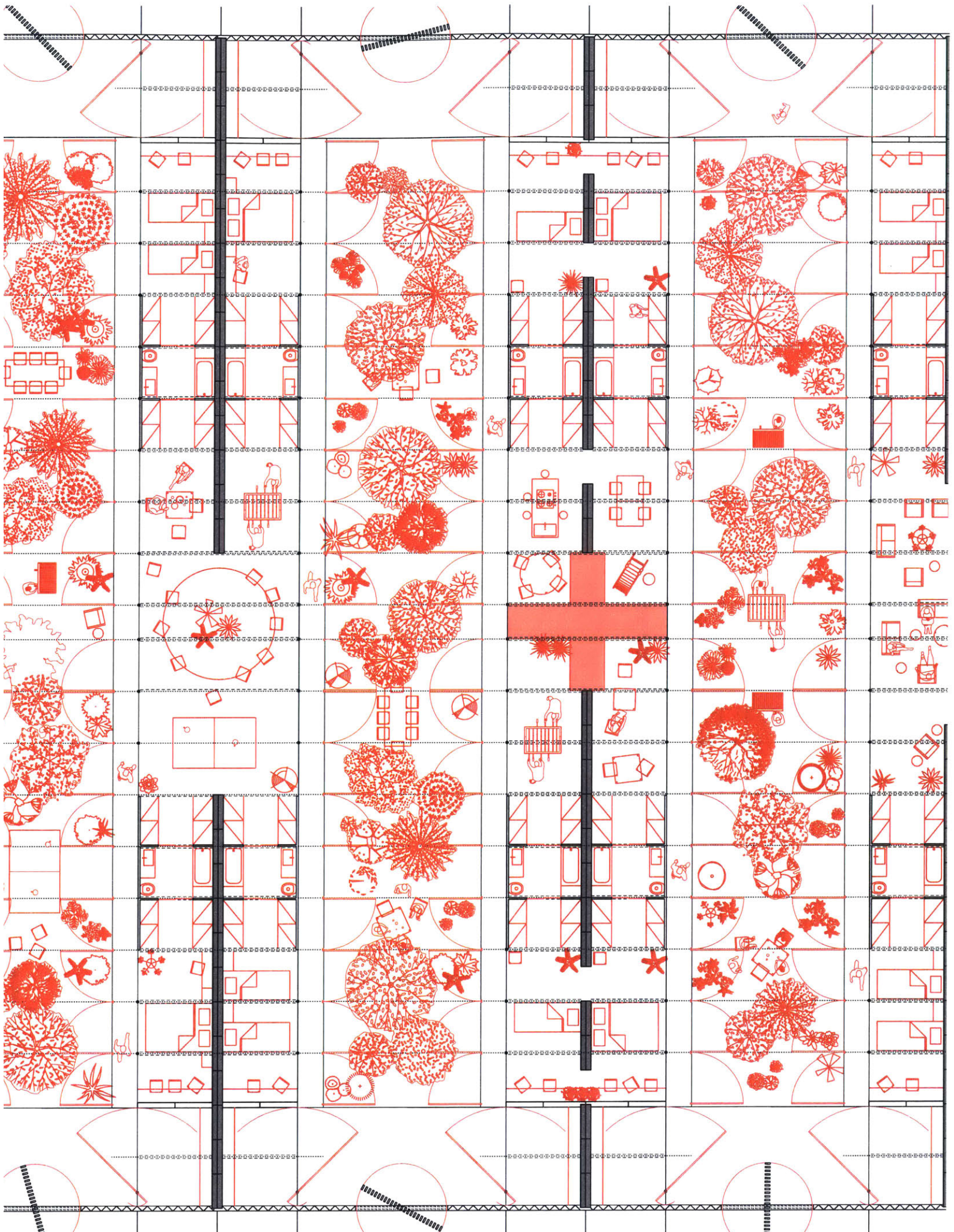


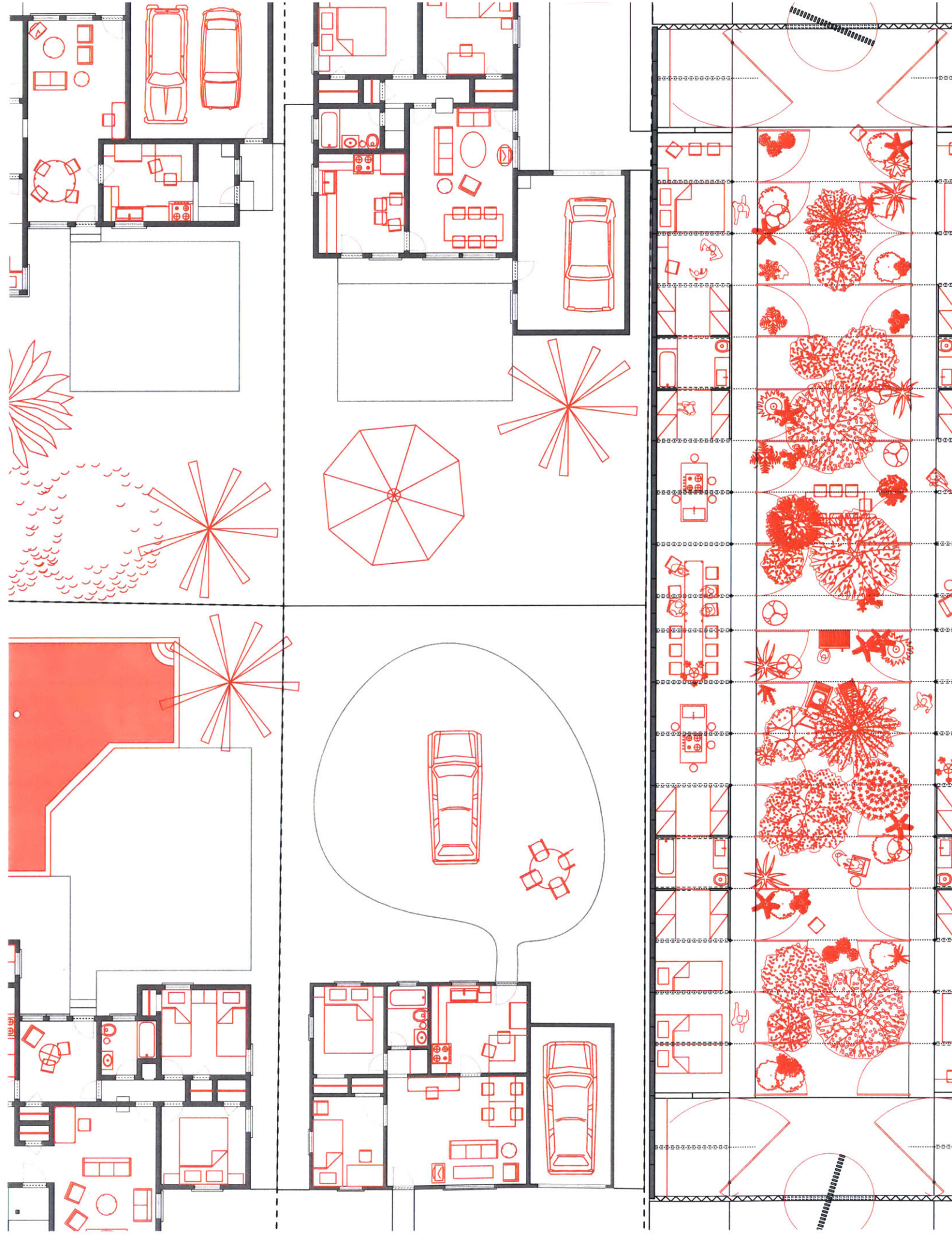








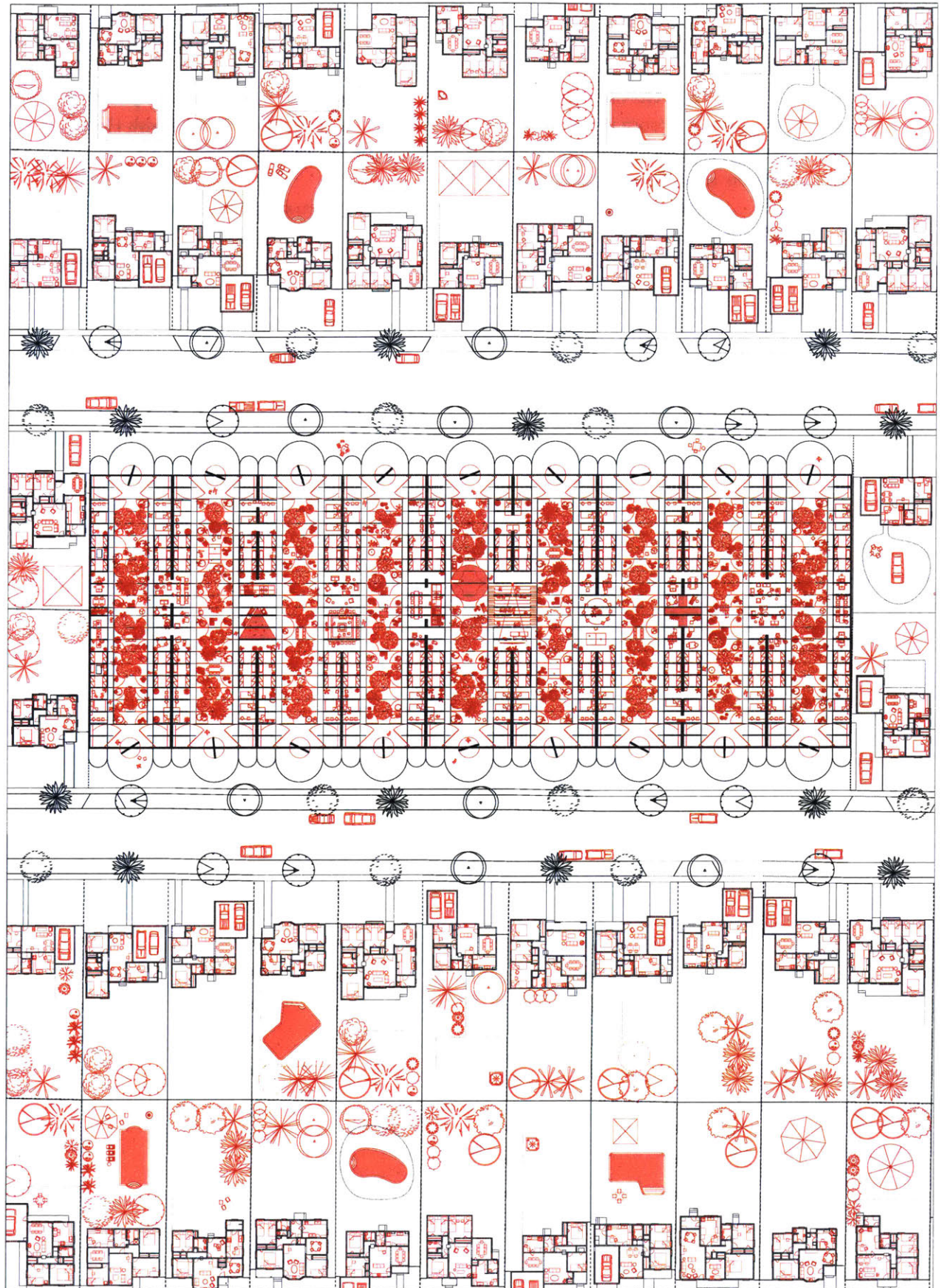






In my design project, traces of both spectacle and commodification are obvious in aspects ranging from my proposal for the prefabrication of the neighboring walls to the repetition of the basic module, and the exposure of the domestic spaces to a common yard. Can the lesson of commodification enhance a conversation about urban legibility and the future of sprawl, taking into consideration the legible character of this form? How would new domestic conditions transform the urban experience of a mid-century-designed sitcom suburb? Could this space trigger other familial, marital, or gender structures? Can domestic courtyards domesticate public space in the suburban context? How would today's mass and social media represent this new domestic form? What are the other elements of spectacle here?

To what degree do we still need urban and domestic fantasies?



NOTES

1 Alan Berger, “The Suburb of the Future, Almost Here,” *New York Times*, September 15, 2017, <https://www.nytimes.com/2017/09/15/sunday-review/future-suburb-millennials.html>

2 Ibid. However, according to the New York Times Op-Ed section policy, “authors never get to choose the headline, or the art work that goes with a piece”; Trish Hall, “Op-Ed and You,” *New York Times*, October 13, 2013, https://www.nytimes.com/2013/10/14/opinion/op-ed-and-you.html?_r=0.

3 Ibid; The use of the term community varies from context to context hence it is used in brackets.

4 Paul C. Johnson, ed., *Western Ranch Houses by Cliff May—A Sunset Book* (Menlo Park, California: Lane Publishing Co., 1958), 19-20.



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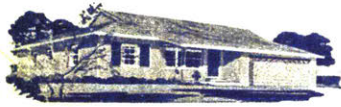
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ARCHIVAL RESEARCH



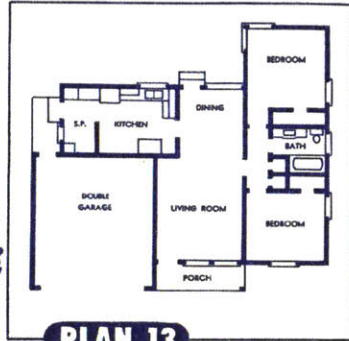
MODEL 13-B



MODEL 13-A



MODEL 13-C



COMPARE **LAKE**

Many Lakewood Homes Have These Famous Features:

- Tile Pullman lavatory in bathroom
- Double sinks in kitchen
- Beautiful Marlite bathroom walls, four feet over tub
- Wallpaper above chair rail in dining room



MODEL 13-B

WOOD

VALUE-PACKED FEATURES!

- Large living room and bedrooms
- Convenient room arrangement . . . easy circulation throughout the house, saves time and steps
- Automatic hot water heater
- Full cedar shingle roofs . . . they're the real thing!



MODEL 15-A



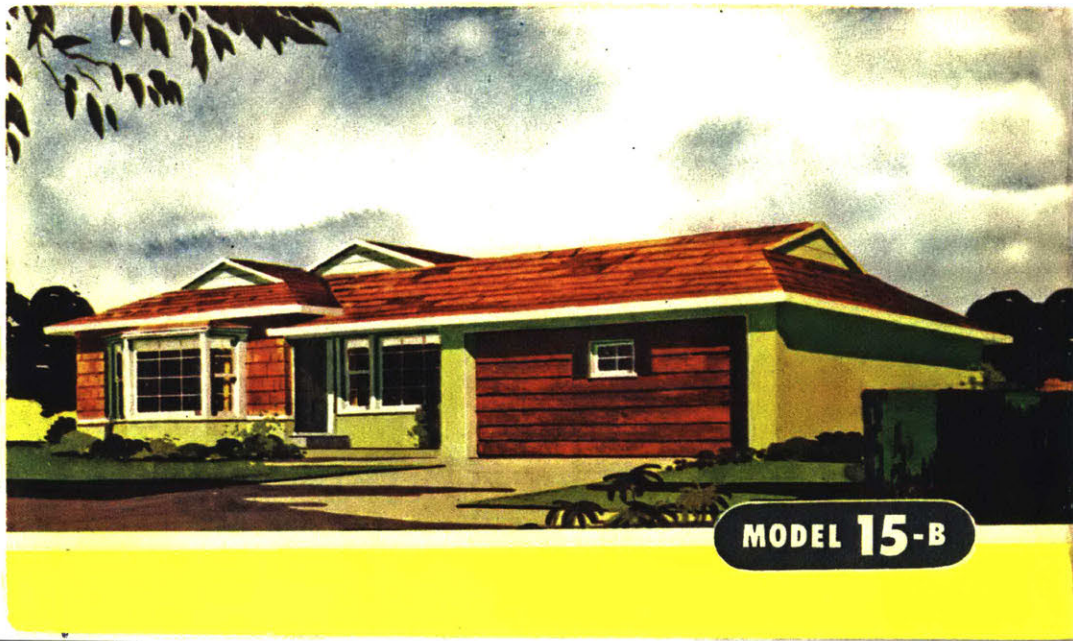
PLAN 15




MODEL 15-B




MODEL 15-C




MODEL 15-B



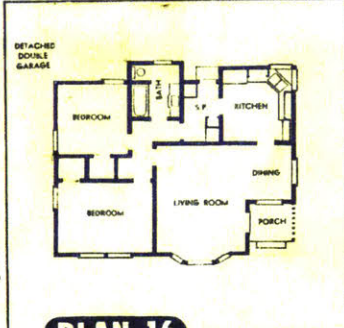
MODEL 16-B



MODEL 16-C



MODEL 16-A



PLAN 16

COMPARE

LAKE

- Good "old fashioned" standards of quality, materials and workmanship
- Exposed exterior doors weatherstripped
- Aluminum screens and shades for all windows
- Separate service-laundry facilities
- Near to Golf, Tennis, Parks and Playgrounds



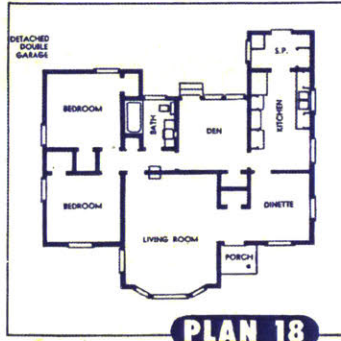
WOOD

VALUE-PACKED FEATURES!

- No assessments of any kind
- Solid concrete foundations right up to the 2 x 8 floor joists
- Walls throughout have 2 coats of paint
- Located in the hub of all future Parkway and Freeway planning
- Attached and detached garages—some single and some double



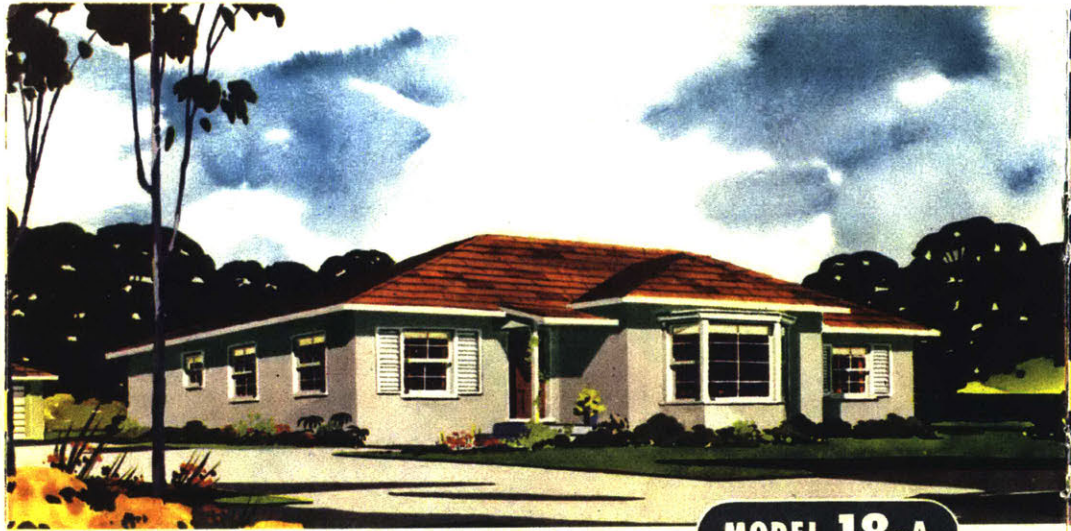
MODEL 18-A




MODEL 18-B




MODEL 18-C




MODEL 18-A



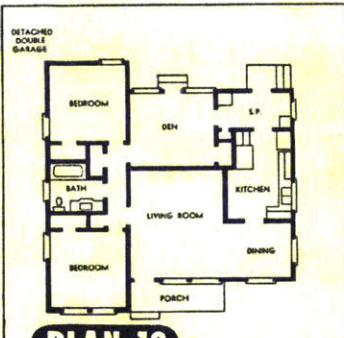
MODEL 19-B



MODEL 19-C



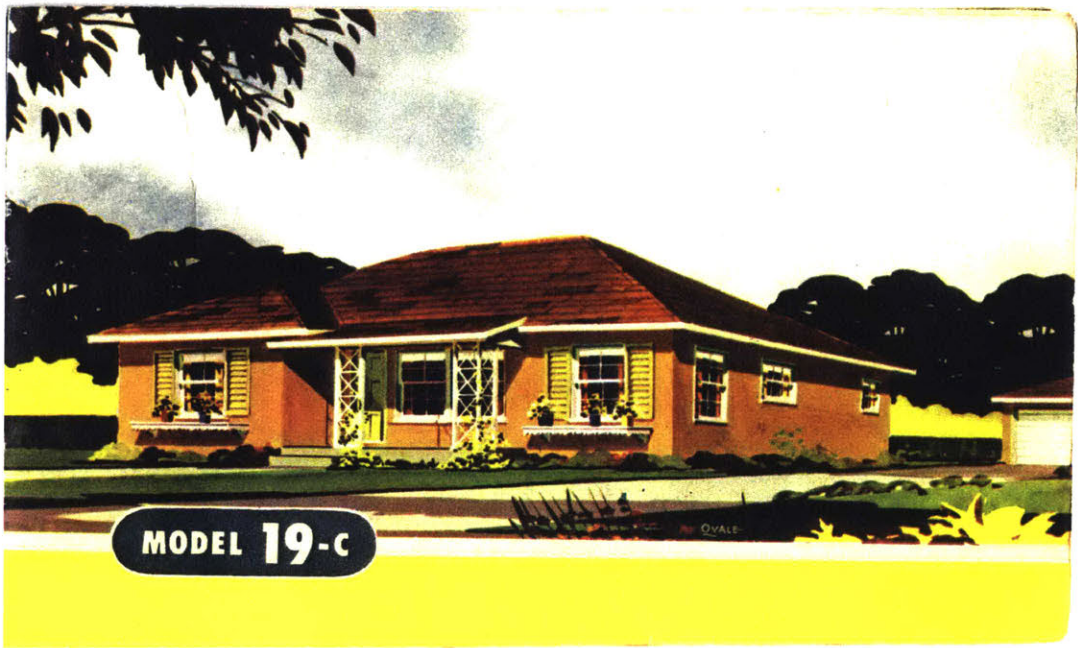
MODEL 19-A



PLAN 19

COMPARE
LAKE

- Trees in parkways of each lot
- Beautiful ornamental street lighting.
- Especially treated mud sills; ideal termite protection
- Stainless steel drainboards
- All floors are two feet off the ground—for health and comfort . . . Lower heating costs, too!



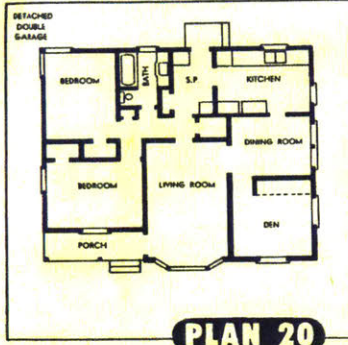
WOOD

VALUE-PACKED FEATURES!

- Large work-saver kitchens—efficiently planned
- Walk-in closets in bedrooms
- Chrome accessories in bathroom
- Appliances on optional basis
- Thick hardwood flooring over sound, diagonal laid sub-flooring



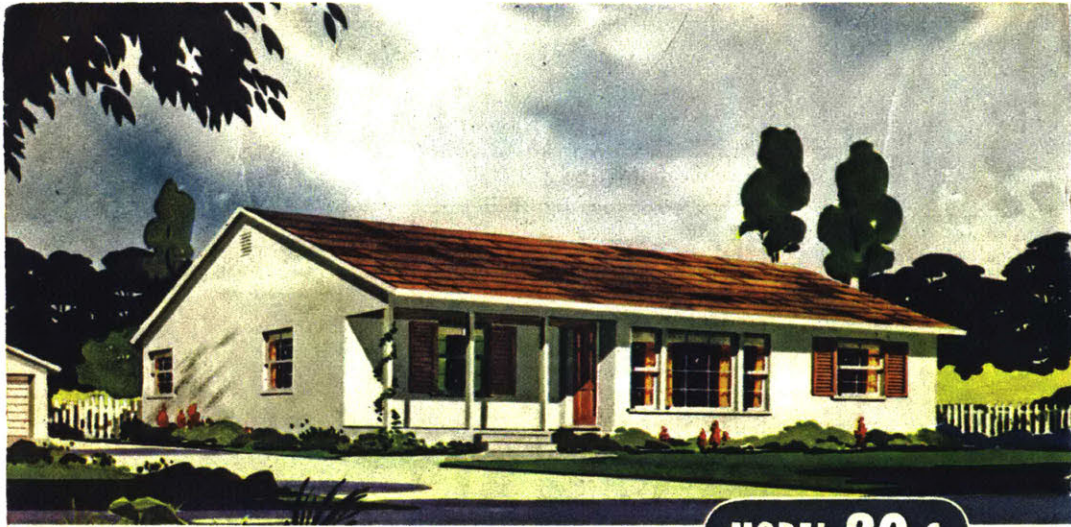
MODEL 20-A



MODEL 20-B



MODEL 20-C



MODEL 20-C



MODEL 22-B



MODEL 22-A



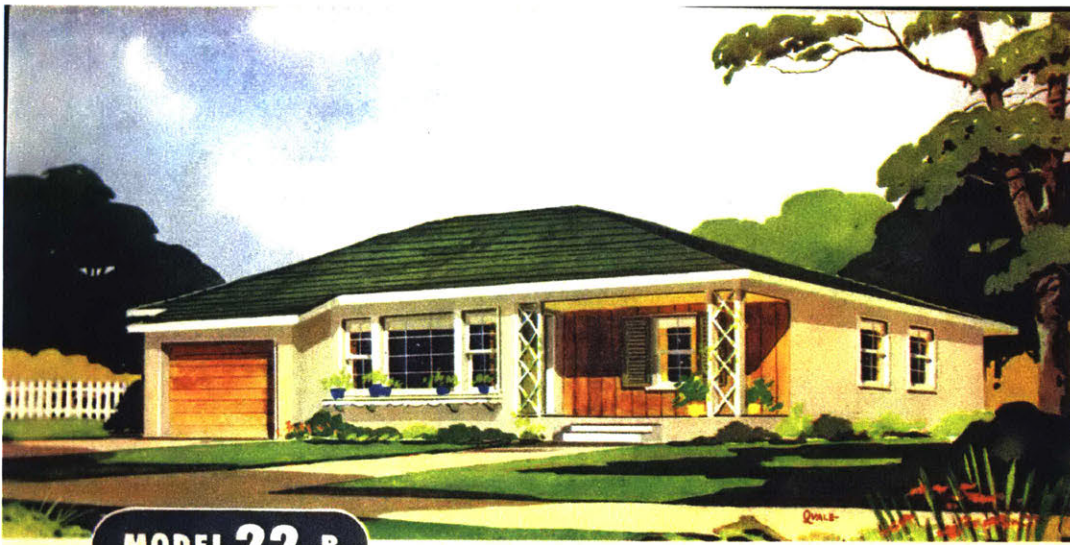
MODEL 22-C



PLAN 22

COMPARE LAKE

- Built-in Waste King Electric Garbage Disposer Unit
- Inlaid linoleum in kitchen
- Rubber tile with easy-to-clean cove base in bathroom
- Shower over tub
- Large closet and kitchen drawer space



MODEL 22-B

WOW
**VALUE-PACKED
 FEATURES!**

- Stainless steel drainboards
- Automatic hot water heater
- Separate service-laundry facilities
- 45,000 BTU dual floor furnace in 2 bedroom homes
- 57,000 BTU dual floor furnace in 3 bedroom homes



MODEL 25-A



PLAN 25



MODEL 25-B



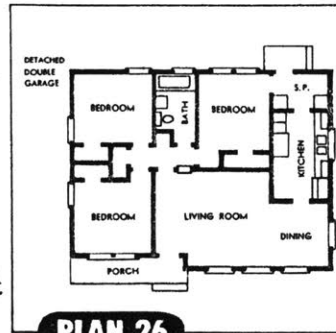
MODEL 25-C



MODEL 26-B



MODEL 26-A



PLAN 26



MODEL 26-C



**COMPARE
 LAKE**

- Screens and shades
- Walls throughout have 2 coats of paint
- Wallpaper above chair-rail in dining room of 3 bedroom homes
- Finest of "good old fashioned" quality construction
- Solid concrete foundations right up to the 2 x 8 floor joists

WOOD

VALUE-PACKED FEATURES!

- Bus transportation now in operation
- Minutes to downtown Los Angeles via arterial highways and Freeways now under construction
- Trees in parkways of each lot
- Beautiful ornamental street lighting.
- Appliances on optional basis
- No assessments of any kind



MODEL 27-A



PLAN 27



MODEL 27-B



MODEL 27-C



MODEL 30-B



MODEL 30-A



PLAN 30



MODEL 30-C



COMPARE LAKEWOOD VALUE-PACKED FEATURES!

- Extra thick No. 1 hardwood flooring over sound, diagonal laid sub-flooring
- Special treated mud sills; ideal termite protection
- Multibreaker switch control
- Large living room and bedrooms
- Full cedar shingle roofs

WOOD

VALUE-PACKED FEATURES!

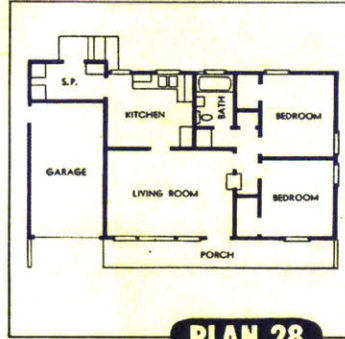
- Modern design for complete livability without wasted space
- Large level lots; plenty of room for garden, patio and youngsters
- Paved streets, curbs, sidewalks and driveways
- Multibreaker switch control
- Wide variety of exteriors and floor plans for selection



MODEL 28-A



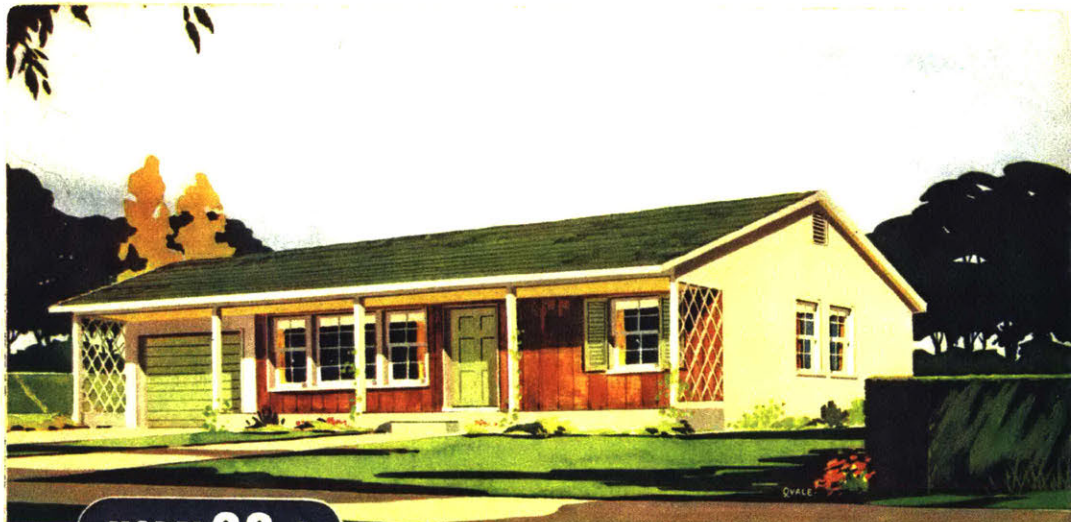
MODEL 28-B



PLAN 28



MODEL 28-C



MODEL 28-A



MODEL 29-A



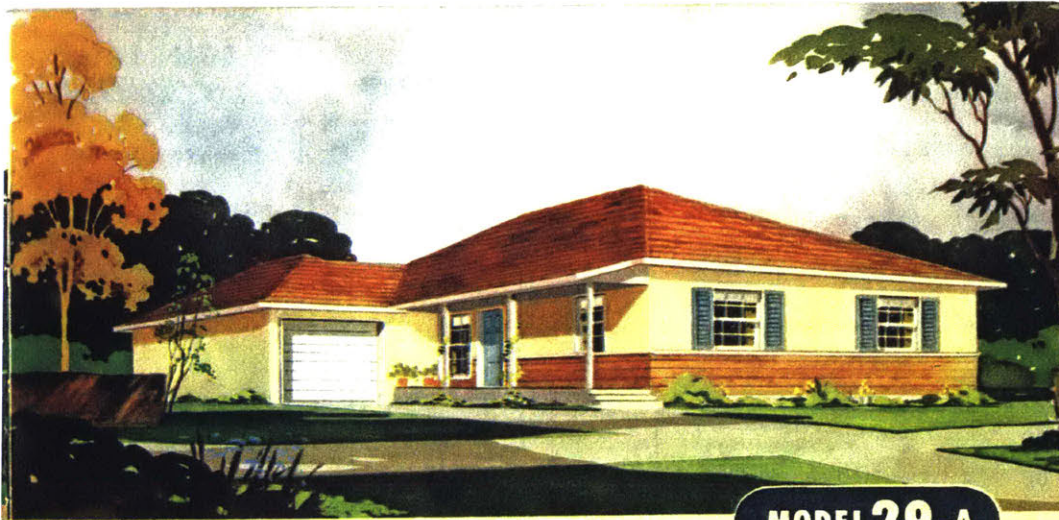
MODEL 29-B



PLAN 29

**COMPARE
LAKEWOOD
VALUE-PACKED
FEATURES!**

- All utilities—sewers, water, gas—in and paid for
- Incomparably convenient location
- Handy to all metropolitan industrial, business and beach areas
- Ideal accessibility to modern new shopping centers
- Near to schools, colleges, churches, markets, theatres and recreation of many kinds



MODEL 29-A

Modern Living Homes

REVISED EDITION

WEBBER LUMBER CO.

Phone 3631 ATLANTA, ILL.

THE Rambler

... A LEADER IN
NATIONAL
POPULARITY

Long, low and modern are the prime requisites of today's home buying public. Thus, every home illustrated in this colorful book has been designed and engineered by specialists to give you, the prospective home builder, the benefit of "Rambler" convenience, beauty, efficiency and individuality.

Note the many modern living conveniences and features that these beautiful and tremendously popular one-story homes offer. The majority of them provide a wealth of sunlight and ventilation through use of picture, bay and corner windows. Homes of this type are singularly adapted to the many modern advancements in millwork and other building materials. While each has a decided individuality of its own, all have three things in common . . . attractiveness, economy and efficiency. The prime factors, economy and efficiency in construction, are achieved by:

- (1) Efficient engineering of the plans for use of stock lumber sizes, standard materials and equipment.
- (2) Dimensioning of plans for use of framing lumber in even lengths, thereby minimizing material and labor waste.
- (3) Engineering for the use of modular millwork and other modular coordinate products.

As you scan through the pages, study the designs and floor plans carefully for we are almost certain that somewhere in this book you will find the home of your choice . . . the home you will be proud to own. And remember, our entire service is at your disposal.

We gladly welcome the opportunity to counsel with you in the planning and building of your new home. All information regarding materials and construction costs is yours for the asking. And, naturally, our home planning service includes numerous other home designs and ideas that have been created to meet your living needs.

Let's talk it over . . . come in and visit our Home Planning Department!

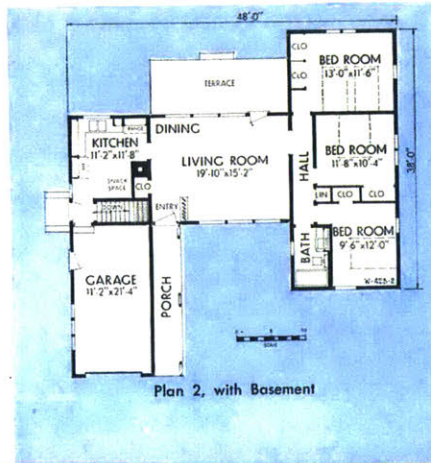
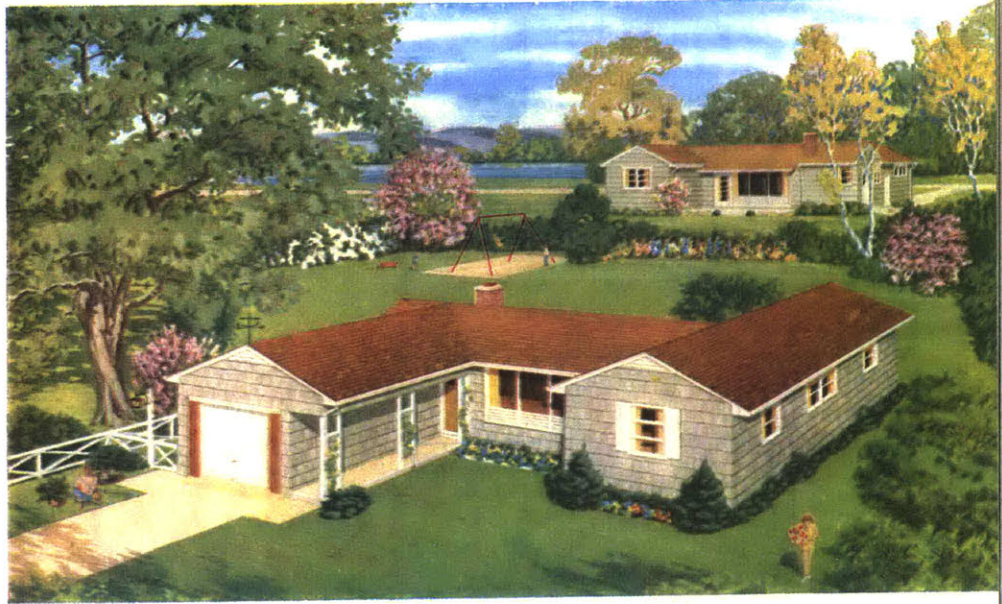
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W-423

Garden-View LIVING JUST FOR YOU!



Note how the front and rear elevations of the twin homes pictured above illustrate "toward the street" and "garden-view" living as you like it. A terrace adds to the charm of this three-bedroom design.

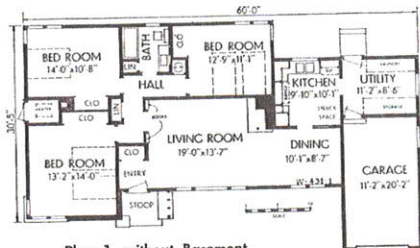
DATA

LIVING AREA, Plan 1 & 2—1120 sq. ft.
 Garage and Porch Area, Plan 1—384 sq. ft.; Plan 2—352 sq. ft. CUBAGE, Plan 1—16,408 cu. ft.; Plan 2—23,114 cu. ft.



Beauty From End to End PLUS THREE BEDROOMS

W-431



Plan 1, without Basement

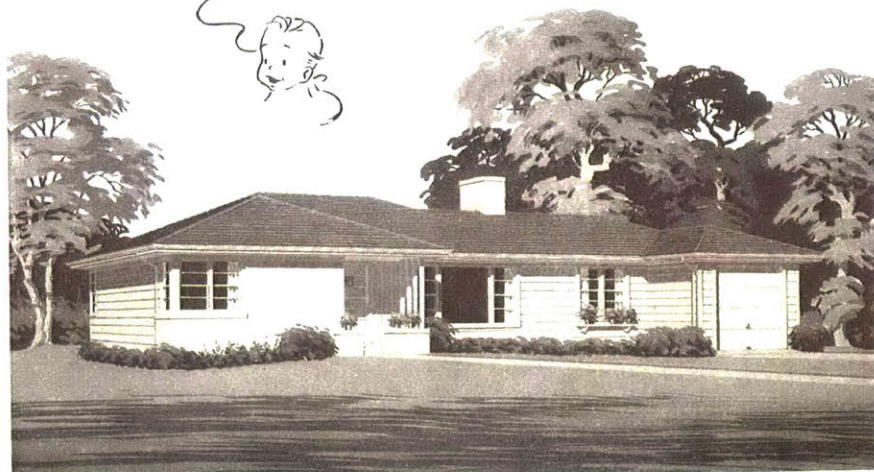


Plan 2, with Basement

Featuring five rooms and providing six-room efficiency plus an attached garage, this modern ranch design is ideal for the larger family. Each of the three bedrooms has more than adequate closet space and corner window styling. The kitchen is planned for every convenience and includes an ample size snack area. Note how the picture window adds extra charm to the beautiful living-dining area which features a unique corner fireplace.

DATA

LIVING AREA, Plan 1—1,373 sq. ft.; Plan 2—1,350 sq. ft. Garage Area, Plan 1 & 2—240 sq. ft. CUBAGE, Plan 1—17,528 cu. ft.; Plan 2—24,735 cu. ft.



Shingles AND MASONRY ADD MORE CHARM TO THIS TWO-BEDROOM HOME

W-440

Planned for modern living, this five-room home with garage has many appealing features. In addition to the well-ventilated bedrooms, one of which is large enough to accommodate twin beds, there is a dining room convenient to the efficiently planned kitchen. An added touch of beauty and comfort is provided by a natural fireplace in the large living room.



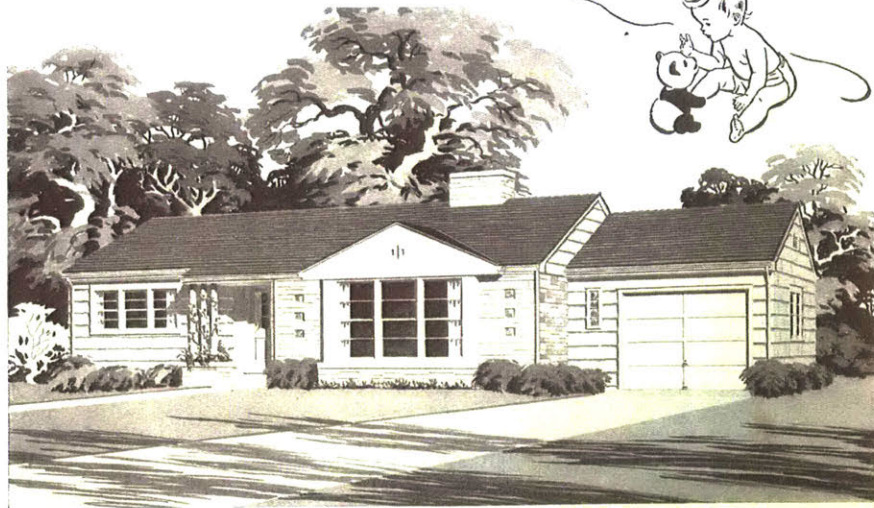
Plan 1, without Basement

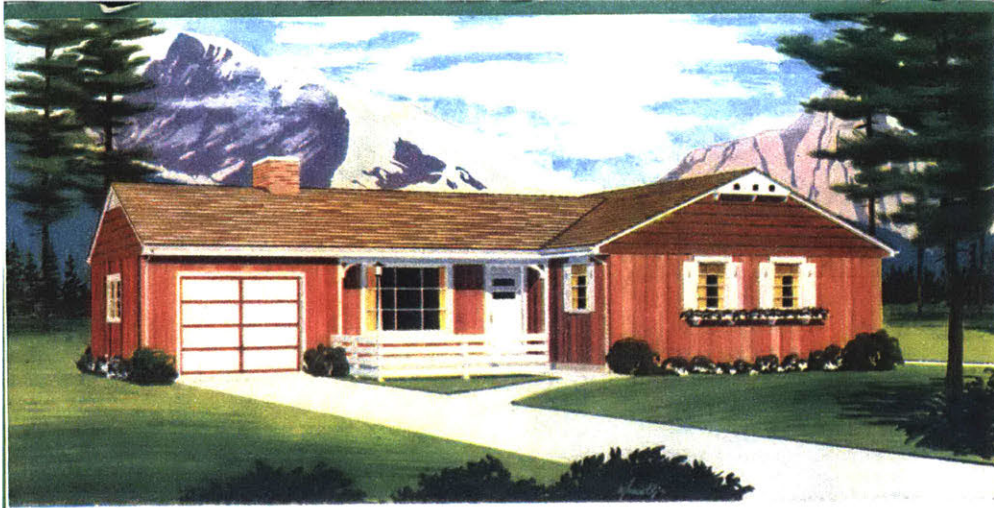


Plan 2, with Basement

DATA

LIVING AREA, Plan 1—1,118 sq. ft.;
Plan 2—1,078 sq. ft. Garage Area,
Plan 1 & 2—253 sq. ft. CUBAGE, Plan
1—16,752 cu. ft.; Plan 2—22,743 cu. ft.





W-424

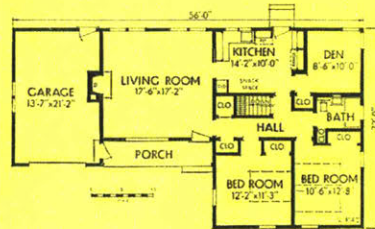
Garden-View LIVING PLUS DEN OR DINING ROOM



Plan 1, without Basement



This beautiful home, with attached garage, features a large living room facing both the front lawn and rear garden. In addition, the room adjacent to the modern kitchen, with snack area, may be used as den, dining room, or spare bedroom.

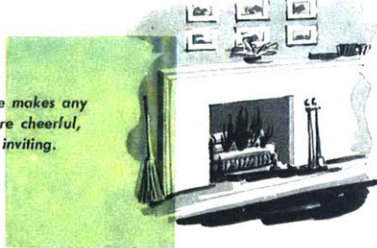


Plan 2, with Basement

DATA

LIVING AREA, Plan 1—1188 sq. ft.; Plan 2—1092 sq. ft. Porch and Garage Area, Plan 1 & 2—378 sq. ft. CUBAGE, Plan 1—18,816 cu. ft.; Plan 2—24,167 cu. ft.

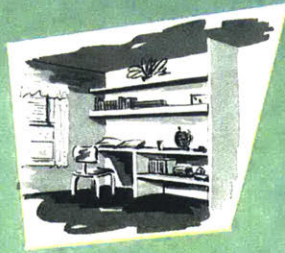
A fireplace makes any home more cheerful, more inviting.





W-399

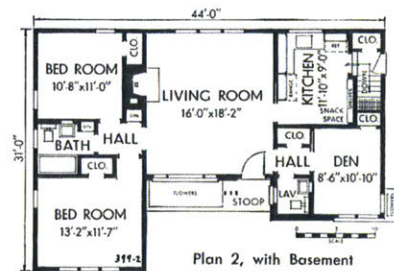
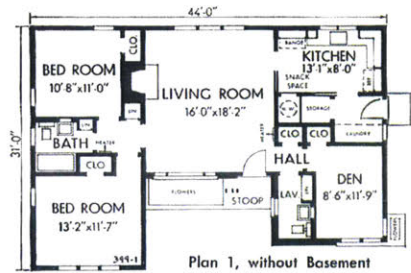
An All-Purpose ROOM FOR CONVENIENCE

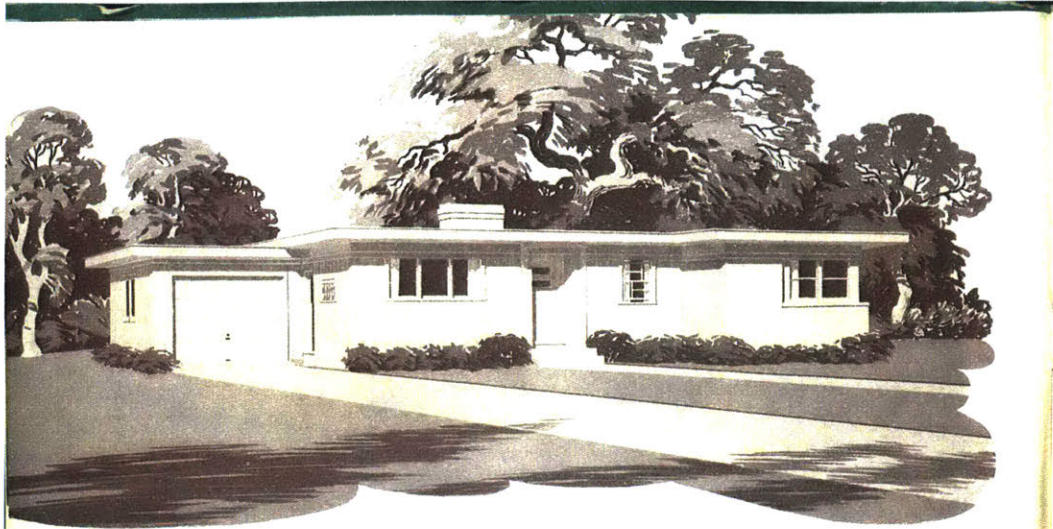


The all-purpose room adds to the utility of this modern two-bedroom home. Use it as playroom, TV room, den, guest room, or as a study as suggested above.

DATA

LIVING AREA, Plan 1—1140 sq. ft.; Plan 2—1087 sq. ft. CUBAGE, Plan 1—13,463 cu. ft.; Plan 2—19,389 cu. ft.





Contemporary Styling FOR TOWN OR COUNTRY

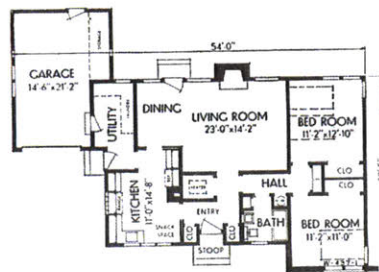


W-437

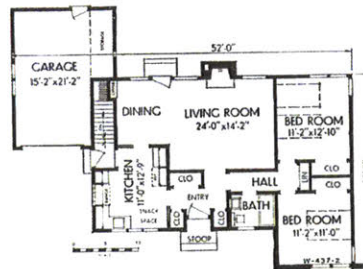
Here is a fine example of modern flat top styling that is becoming popular for town or country living. The large living-dining area, with natural fireplace, is located at the rear of the home for the enjoyment of garden-view living with privacy. Two bedrooms, with ample closet space, are included in this plan. And the kitchen with its efficient working area and snack space is certain to please the lady of the house.

DATA

LIVING AREA, Plan 1—1,110 sq. ft.; Plan 2—1,033 sq. ft. Garage Area, Plan 1 & 2—305 sq. ft. CUBAGE, Plan 1—11,100 cu. ft.; Plan 2—16,790 cu. ft. Garage, Plan 1 & 2—2,745 cu. ft.



Plan 1, without Basement

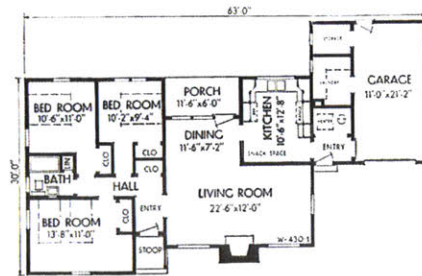


Plan 2, with Basement

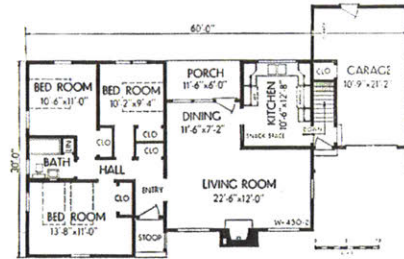


Planning on a **THREE-BEDROOM HOME? TRY THIS DESIGN!**

W-430



Plan 1, without Basement



Plan 2, with Basement

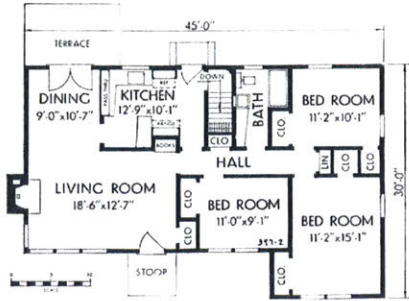
Designed to stand out in any community, this five-room ranch home provides six-room efficiency at no extra cost. Note the convenient arrangement of living-dining area and modern kitchen. Of course, the snack space adds to the utility of the "U" planned kitchen. The front projecting wing not only contains the master bedroom, but also adds unusual beauty and styling to the entire house. A combination of vertical siding and shingles on the exterior, sheltered entrance and attached garage complete this picture of living as you like it.

DATA

LIVING AREA, Plan 1—1,307 sq. ft.; Plan 2—1,210 sq. ft.
 Porch Area, Plan 1 & 2—91 sq. ft. Garage Area, Plan 1—242 sq. ft.; Plan 2—276 sq. ft. CUBAGE, Plan 1—19,416 cu. ft.; Plan 2—25,596 cu. ft.

W-397

Ranch Styling AND THREE BEDROOMS



Plan 2, with Basement

Glass doors in dining room open onto the garden terrace. Redwood siding adds ranch character.

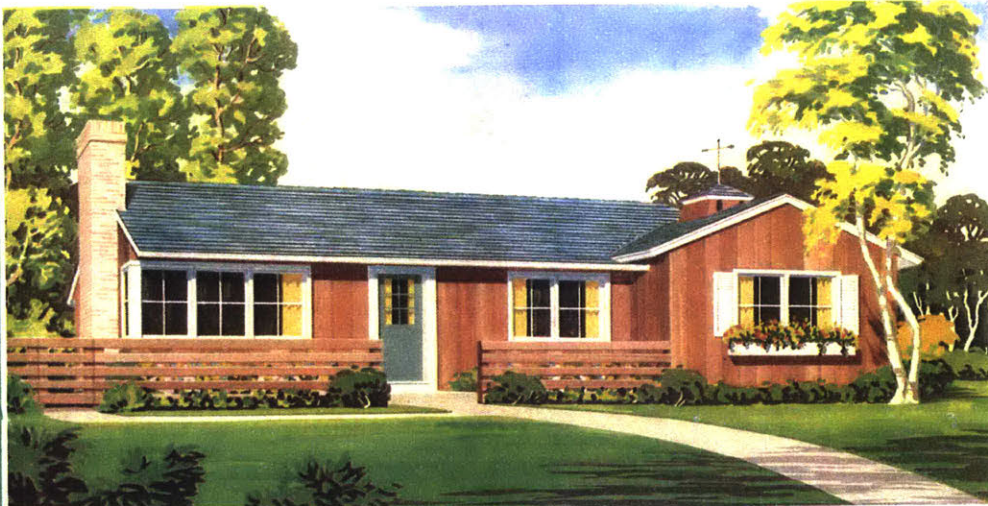


Plan 1, without Basement



DATA

LIVING AREA, Plan 1 or 2—1,167 sq. ft.
CUBAGE, Plan 1—14,466 cu. ft.; Plan 2—21,630 cu. ft.

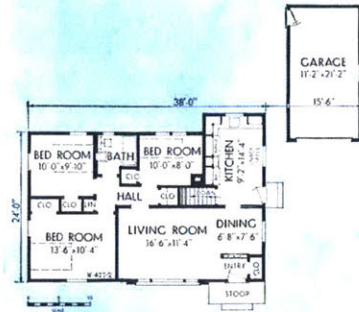




W-427

A Compact DESIGN FOR THE AVERAGE FAMILY

This home features three bedrooms, a living room-dining area and a modern kitchen with adequate snack space. Note how masonry and shingles are used to enhance the exterior.



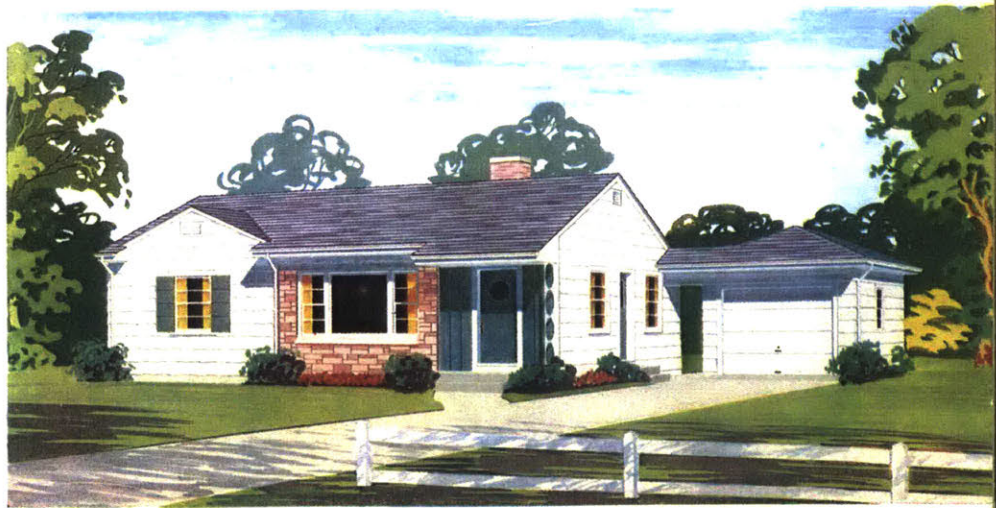
Plan 2, with Basement



Plan 1, without Basement

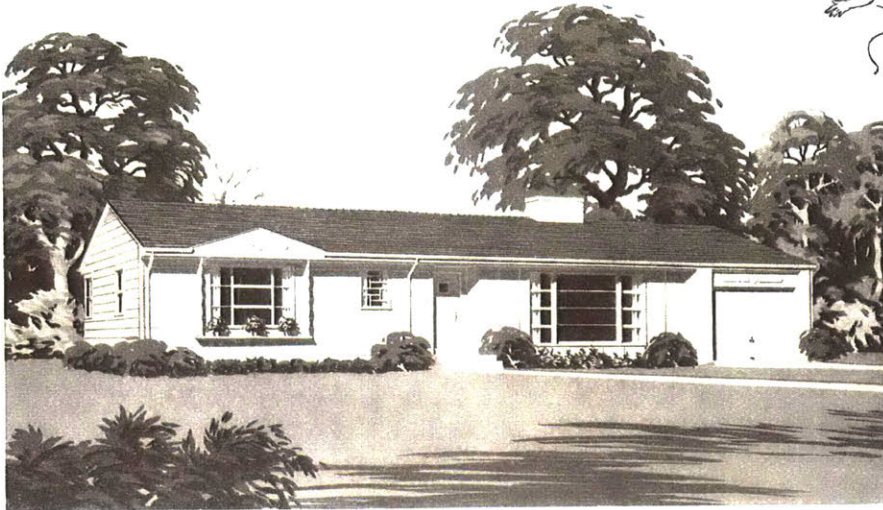
DATA

LIVING AREA, Plan 1—952 sq. ft.; Plan 2—942 sq. ft. Garage Area, Plan 1—288 sq. ft.; Plan 2—264 sq. ft. CUBAGE, Plan 1—12,059 cu. ft.; Plan 2—17,363 cu. ft. Garage Area, Plan 1—2880 cu. ft.; Plan 2—2640 cu. ft.



Simplicity Adds TO THE BEAUTY OF THIS THREE-BEDROOM RAMBLER

W-429



Modern in every respect, this design features three bedrooms, living-dining area with natural fireplace and an "L" shape kitchen designed to save time and work. A snack space is also included in the modern kitchen. And, naturally, there is ample closet space, not only in the bedrooms, but throughout the entire house. Then, too, note the simple styling of the exterior of this gable roof design. It can be yours with or without basement.



Plan 2, with Basement



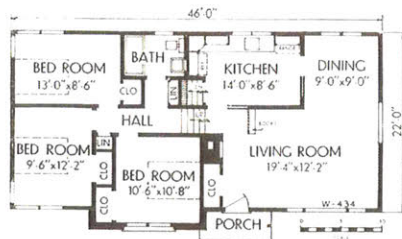
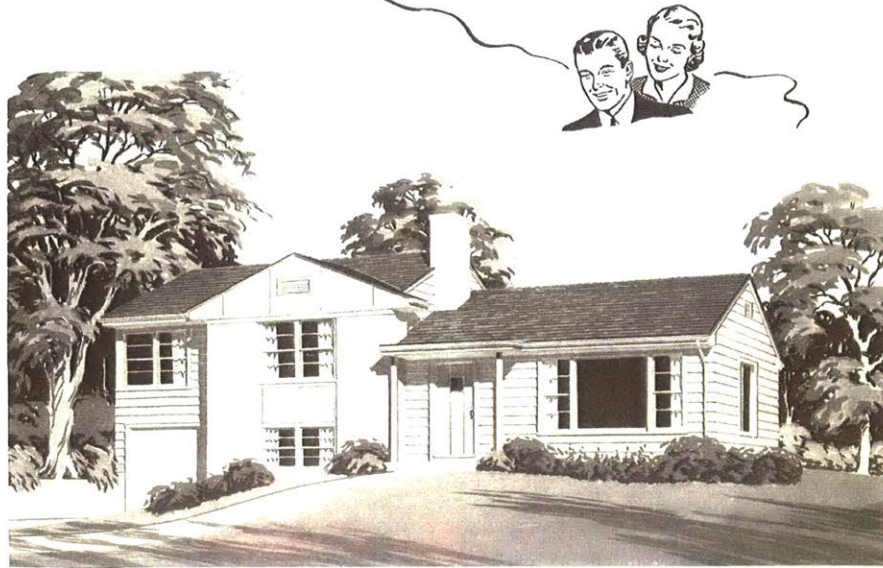
Plan 1,
No Basement

DATA

LIVING AREA, Plan 1 & 2—1,326 sq. ft. Garage Area,
Plan 1 & 2—246 sq. ft. CUBAGE, Plan 1—18,920 cu. ft.;
Plan 2—27,195 cu. ft.

Here Is Modern HOME DESIGN AT ITS TRI-LEVEL BEST!

W-434



Plan Available Only As Shown

If tri-level design strikes your fancy then here's the home for you. The garage and utility room form the first level of this unique design. The second level, that portion of the house shown on the right hand of the illustration, contains a large living-dining area and beautifully planned "L" shape kitchen. A short flight of stairs lead to the third level which includes a bath and three well-ventilated bedrooms. Of course, adequate closet space is included.

DATA

LIVING AREA, 1,048 sq. ft. CUBAGE, 15,400 cu. ft.

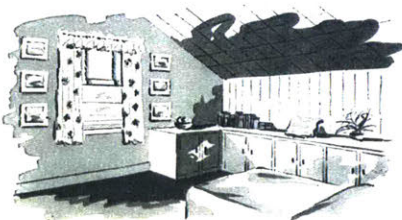


W-426

Future Expansion KEYNOTES THIS DESIGN

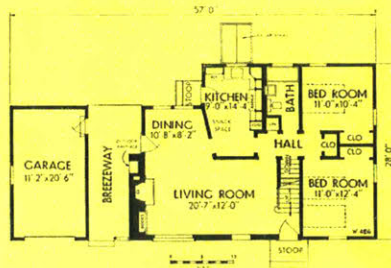


FUTURE SECOND FLOOR ADDITION



A practical four room house for the average family, this design permits the addition of two bedrooms and bath in the upstairs area as needed. Note the unique fireplace arrangement shown in floor plan.

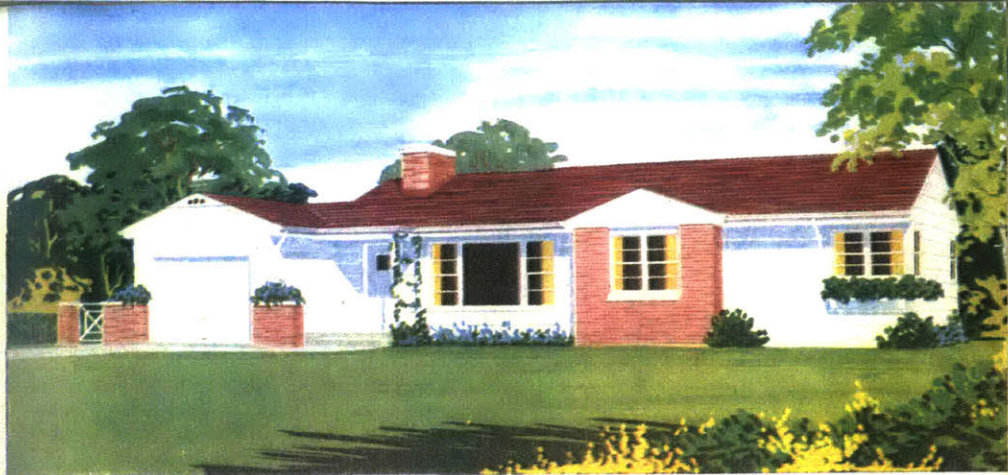
12



THIS PLAN AVAILABLE WITH BASEMENT ONLY

DATA

LIVING AREA, First Floor—975 sq. ft.; Future Second Floor, 486 sq. ft.; Breezeway and Garage Area—418 sq. ft. CUBAGE, House—19,968 cu. ft.; 2381 cu. ft. if second floor is included, Breezeway and Garage Area—3286 cu. ft.



W-433

Modern Living AS YOU LIKE IT!

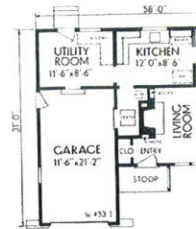
A study of the floor plan will convince you that this six room dream home is designed to meet today's living needs. One of its many notable features is the den which may be used as an extra bedroom.



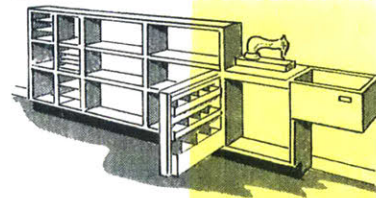
Plan 2, with Basement

DATA

LIVING AREA, Plan 1—1146 sq. ft.; Plan 2—1038 sq. ft. Garage Area, Plan 1 & 2—259 sq. ft. CUBAGE, Plan 1—17,186 cu. ft.; Plan 2—21,727 cu. ft.



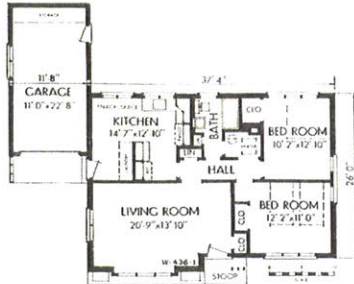
Plan 1, with Utility Room,
No Basement



A suggested built-in for the den.

A Four-Room PICTURE HOME FOR THE SMALL FAMILY

W-436

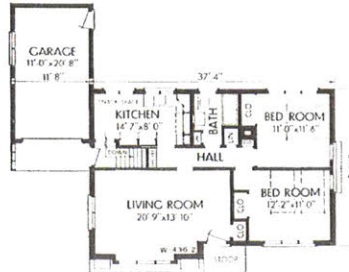


Plan 1, without Basement

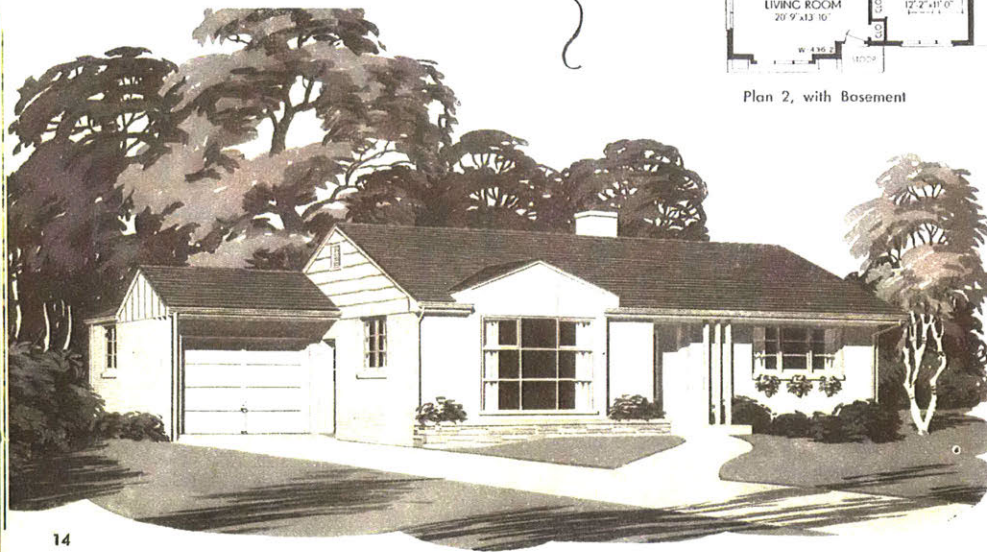
This neat and cozy four room brick house, with attached garage, provides every convenience for comfortable living. Ample closet space is provided for each of the two bedrooms. And the kitchen is designed to make life easier for Mrs. Housewife. Snack space is included in the kitchen area also. The exterior, as you can easily see, is a thing of beauty.

DATA

LIVING AREA, Plan 1—1,073 sq. ft.; Plan 2—963 sq. ft.
 Garage Area, Plan 1—291 sq. ft.; Plan 2—266 sq. ft.
 CUBAGE, Plan 1—12,900 cu. ft.; Plan 2—17,821 cu. ft.
 Garage, Plan 1—3,056 cu. ft.; Plan 2—2,793 cu. ft.



Plan 2, with Basement



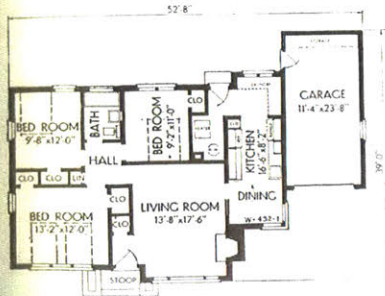
Here's Ranch Beauty IN BRICK PLUS THREE BEDROOMS

W-432

If brick construction is a "must" for you, then here's a home to consider. The three bedrooms are well-ventilated and possess ample closet space. And, of course, the kitchen is modern in every respect. Another appealing feature is the convenient entry and guest closet that is an integral part of the spacious living area. And, last but not least, the exterior is a picture of beauty in brick contrasted with the wood gables.



Plan 2, with Basement

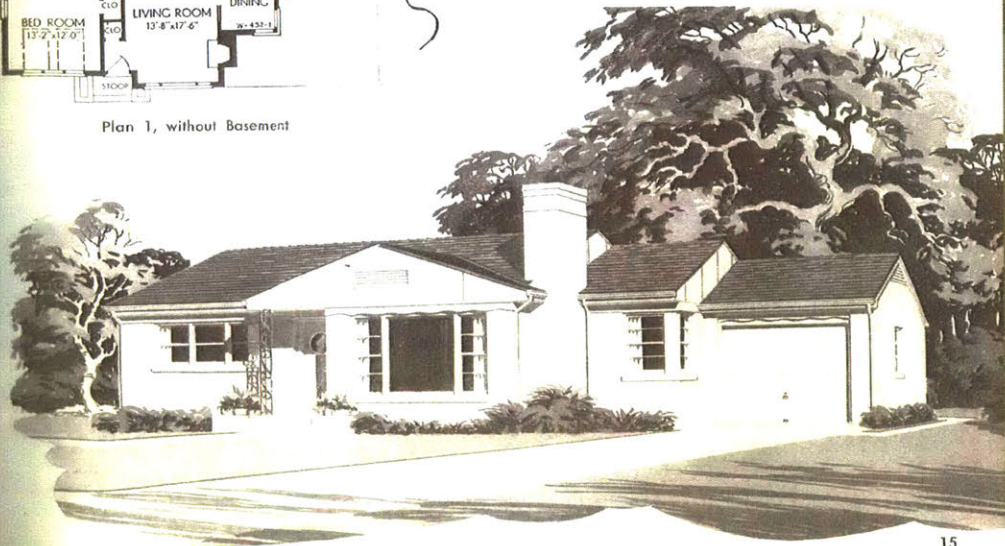


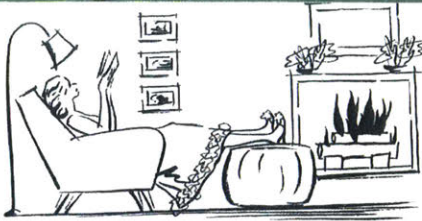
Plan 1, without Basement



DATA

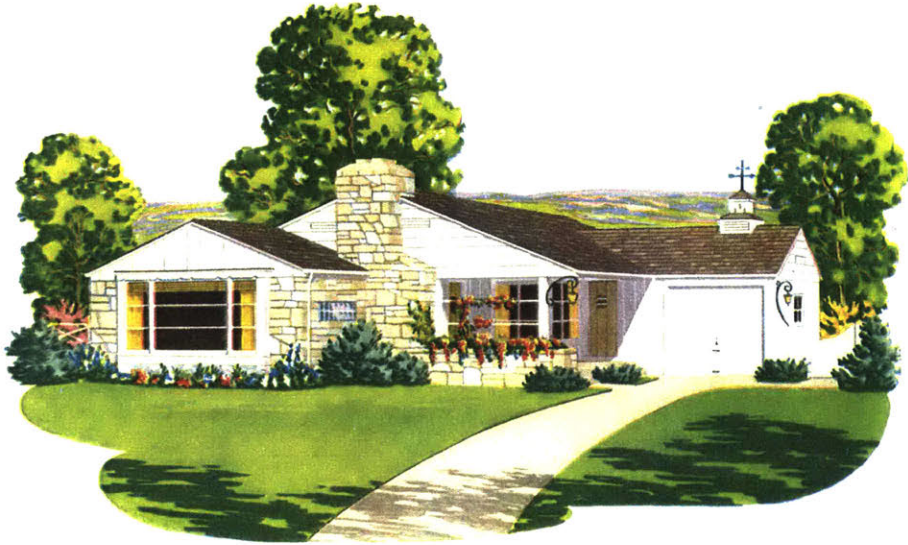
LIVING AREA, Plan 1—1,157 sq. ft.; Plan 2—1,140 sq. ft.
 Garage Area, Plan 1—300 sq. ft.; Plan 2—266 sq. ft.
 CUBAGE, Plan 1—13,906 cu. ft.; Plan 2—21,112 cu. ft.
 Garage, Plan 1—3,150 cu. ft.; Plan 2—2,793 cu. ft.





A Natural Fireplace ADDS TO THE

W-379



A natural fireplace in the home plus an outdoor fireplace, protected by a large porch, are a few of the desirable features of this design. The use of stone with vertical and horizontal siding adds exterior beauty.

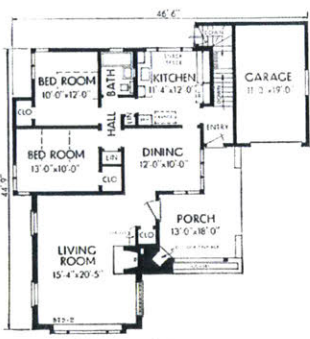


Plan 1, without Basement



DATA

LIVING AREA, Plan 1—1,224 sq. ft.; Plan 2—1,179 sq. ft. Garage Area, Plan 1—270 sq. ft.; Plan 2—230 sq. ft. Porch Area, Plan 1 & 2—187 sq. ft. CUBAGE, Plan 1—20,080 cu. ft.; Plan 2—25,075 cu. ft.

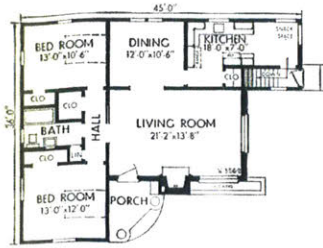


Plan 2, with Basement

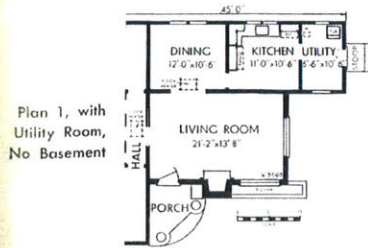
LIVING PLEASURE AND CHARM OF THESE TWO BEDROOM HOMES

W-356

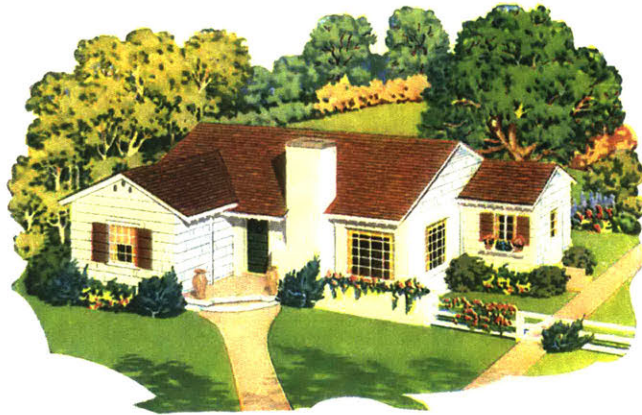
In addition to two bedrooms and natural fire-place, this modern home provides a spacious living room, dining room and ample kitchen area.



Plan 2, with Basement



Plan 1, with Utility Room, No Basement



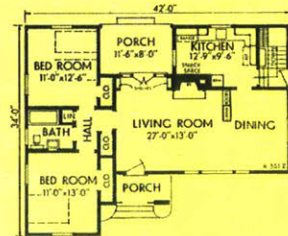
DATA

LIVING AREA, Plan 1 & 2—1180 sq. ft. CUBAGE, Plan 1—15,380 cu. ft.; Plan 2—22,714 cu. ft.

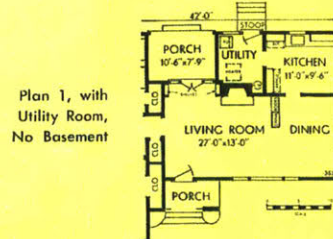


Practical design throughout, this neat home assures every living comfort for the small family. The rear porch area, accessible from the living room, is ideal for summer living and can be glazed or screened as desired.

W-351



Plan 2, with Basement



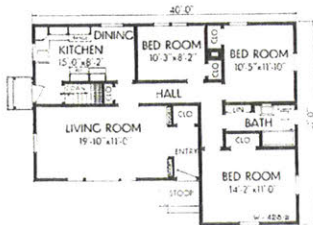
Plan 1, with Utility Room, No Basement

DATA

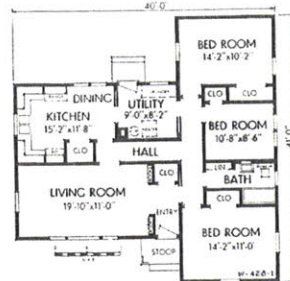
LIVING AREA, Plan 1—1059 sq. ft.; Plan 2—1049 sq. ft. PARCH AREA, Plan 1—125 sq. ft.; Plan 2—135 sq. ft. CUBAGE, Plan 1—16,011 cu. ft.; Plan 2—21,015 cu. ft.

A Picture Window ADDS BEAUTY TO THIS THREE-BEDROOM HOME

W-428



Plan 2, with Basement

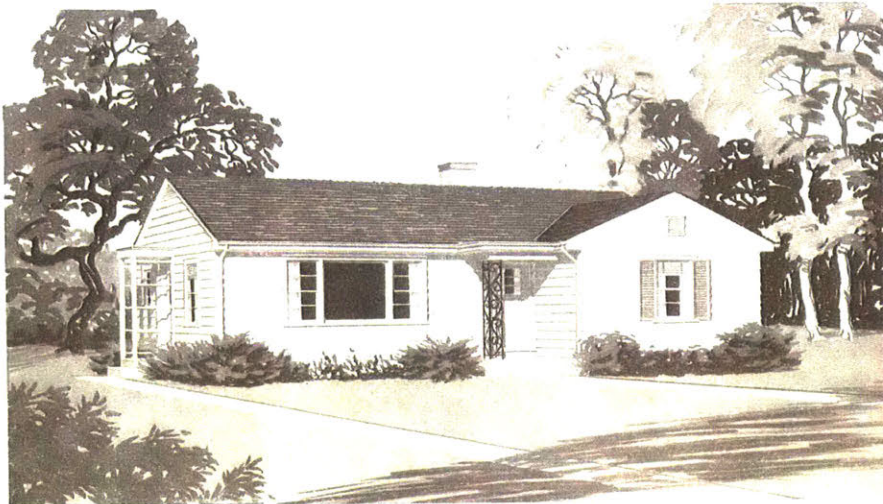


Plan 1, without Basement

DATA

LIVING AREA, Plan 1—1,215 sq. ft.; Plan 2
1,065 sq. ft. CUBAGE, Plan 1—15,092 cu. ft.;
Plan 2—19,986 cu. ft.

Here is a home you will be proud to call your own. The generous use of windows throughout the entire house assures the maximum of light and ventilation for every room. Ample closet space is provided in each of the three bedrooms. And note how the efficiently planned kitchen includes a dining space for the convenience of the lady of the house. A final touch of beauty is provided in the living room by a cleverly arranged entrance, guest closet and picture window.

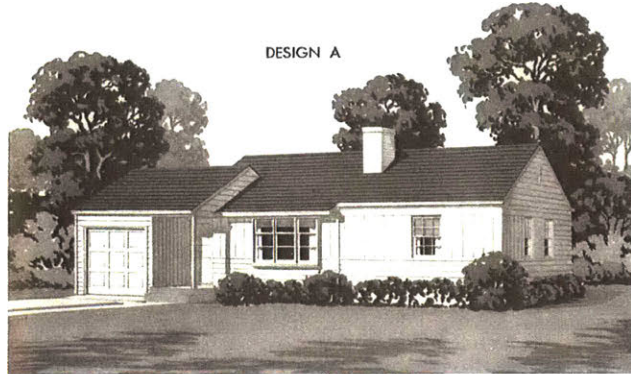


18

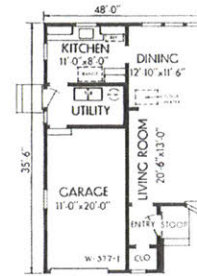
This Two-Bedroom PLAN GIVES YOU A CHOICE OF TWO EXTERIORS



W-377



DESIGN A



Plan 1, with Utility Room,
No Basement

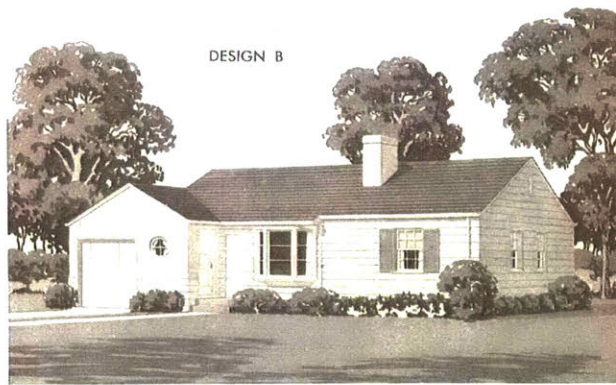


Plan 2,
with Basement

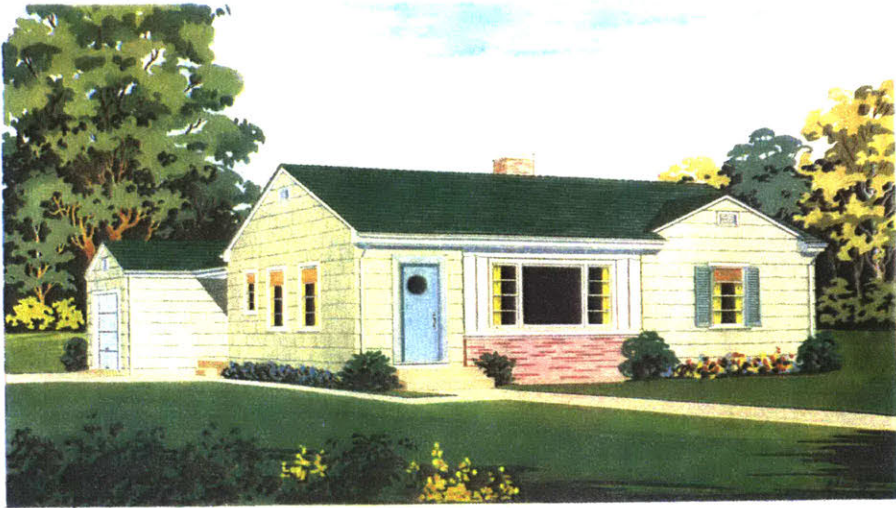
Both of these home designs, with attached garage, have the same floor plan. Vertical and horizontal siding has been used to advantage on the exteriors of both designs. Each exterior is equally attractive and practical and a choice is given so that you may choose the one to your liking and most suitable for the neighborhood in which you intend to build. Be sure to specify Design A or B, and Plan 1 or 2.

DATA

LIVING AREA, Plan 1—1,169 sq. ft.; Plan 2—1,128 sq. ft. Garage Area, Plan 1 & 2—240 sq. ft. CUBAGE, Plan 1—19,715 cu. ft.; Plan 2—24,600 cu. ft.



DESIGN B



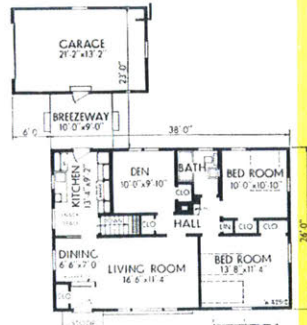
W-425

Designed for CORNER LOT LIVING, FEATURING THREE BEDROOMS!

This five room home actually has the efficiency of six. Note how the dining area, snack space and step-saving kitchen face the side lawn. In the event only two bedrooms are needed, the bedroom adjacent to the kitchen can be used as den or guest room.



Plan 1, without Basement

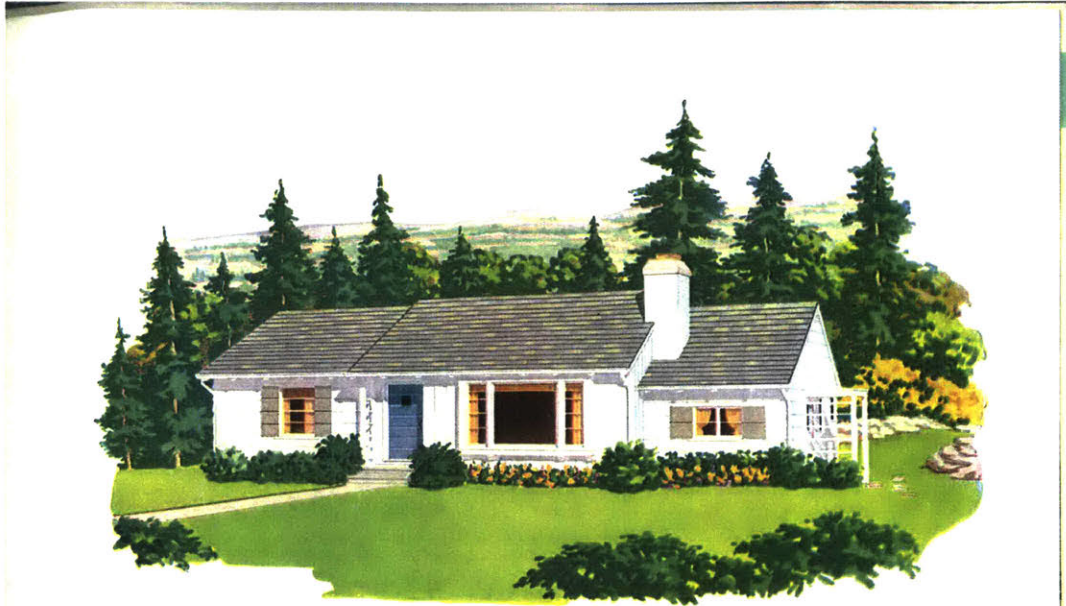


Plan 2, with Basement

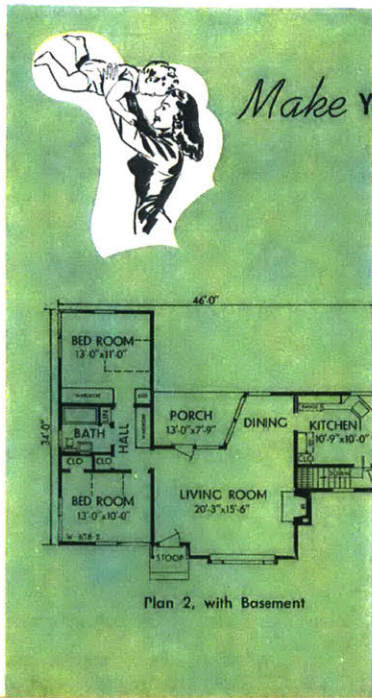


DATA

LIVING AREA, Plan 1 & 2—988 sq. ft. Utility and Garage Area, Plan 1—426 sq. ft. Breezeway and Garage Area, Plan 2—398 sq. ft. CUBAGE, Plan 1—12,844 cu. ft.; Plan 2, 18,772 cu. ft. Utility and Garage, Plan 1—4,092 cu. ft. Breezeway and Garage Area, Plan 2—3,376 cu. ft.



W-378



Make YOURSELF AT HOME IN THIS TWO BEDROOM HOUSE

Here's a home designed to give the prospect the maximum in living comfort for his building dollars. Note the huge living-dining area which, spacious as it is, is increased during many months of the year by the porch which may be screened or glazed. Finished in vertical siding and wood shingles, the charming exterior of this rambling home is complemented by the colorful entrance door.

DATA

LIVING AREA, Plan 1—1,113 sq. ft.; Plan 2—1,036 sq. ft. CUBAGE, Plan 1—15,335 cu. ft.; Plan 2—19,710 cu. ft.



Plan 1, without Basement

Your Lot is Narrow? — THEN HERE'S JUST THE HOME FOR YOU!

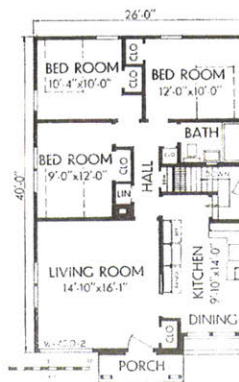
W-439



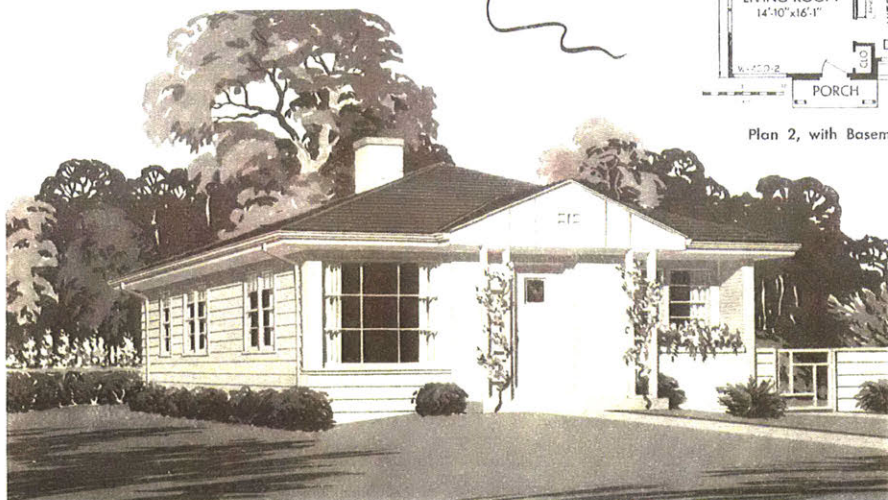
Plan 1, with Utility Room, No Basement

DATA

LIVING AREA, Plan 1 & 2—1,020 sq. ft. CUBAGE, Plan 1—14,425 cu. ft.; Plan 2—20,545 cu. ft.



Plan 2, with Basement



A Small Home PLANNED FOR COMFORTABLE LIVING

W-438

Featuring three bedrooms, a kitchen-dining area and a generous size living room, this smart looking little home is certain to meet the living requirements of the two-child family. And note the up-to-the-minute exterior styling of this design that can be yours with or without basement.



Plan 1,
without Basement

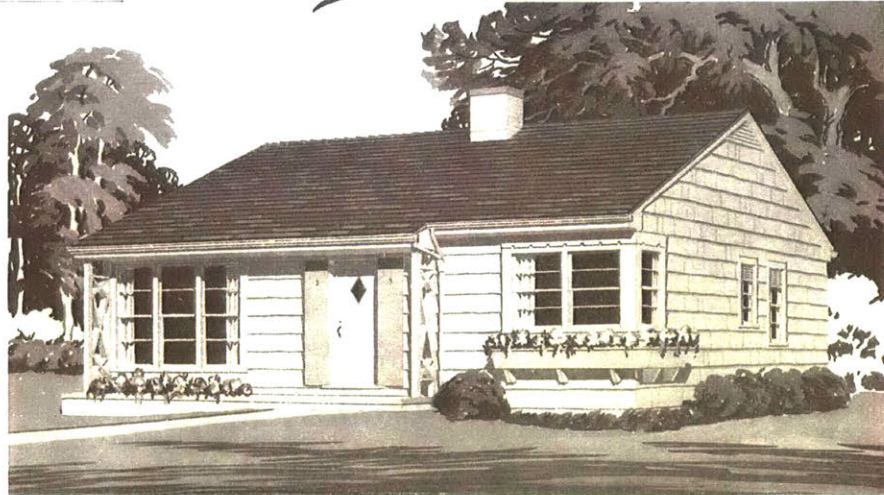


Plan 2, with Basement



DATA

LIVING AREA, Plan 1—1,088 sq. ft.; Plan 2—1,024 sq. ft. CUBAGE, Plan 1—15,232 cu. ft.; Plan 2—20,224 cu. ft.



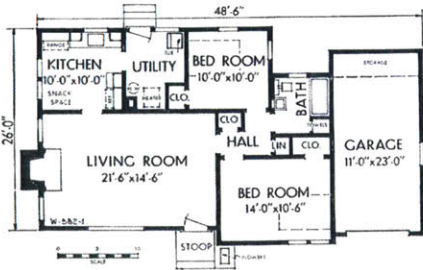
23

W-382

You'll Enjoy THIS MODERN TWO BEDROOM HOME

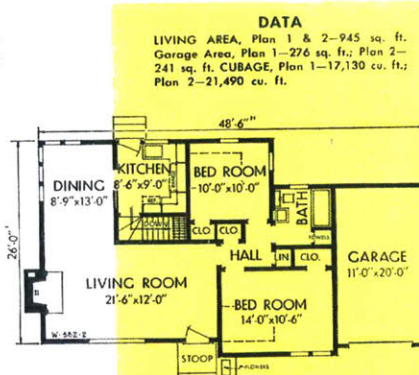


A large living room with fireplace, a well-planned kitchen-dining area make comfort the keynote of this design. As a final touch of beauty, the ever popular white exterior is highlighted by color of roof and door.



Plan 1, without Basement

24



Plan 2, with Basement

DATA

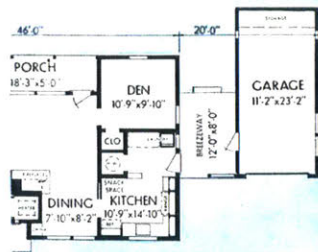
LIVING AREA, Plan 1 & 2—945 sq. ft.
Garage Area, Plan 1—276 sq. ft.; Plan 2—
241 sq. ft. CUBAGE, Plan 1—17,130 cu. ft.;
Plan 2—21,490 cu. ft.

Modern Living Homes, National Plan Service Inc and Webber Lumber Co, 1953. Source: Building Technology Heritage Library.



W-398

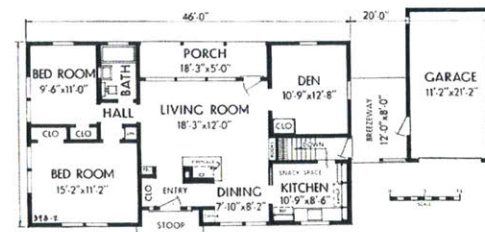
Modern Design WITH EVERY LIVING COMFORT



Plan 1, without Basement

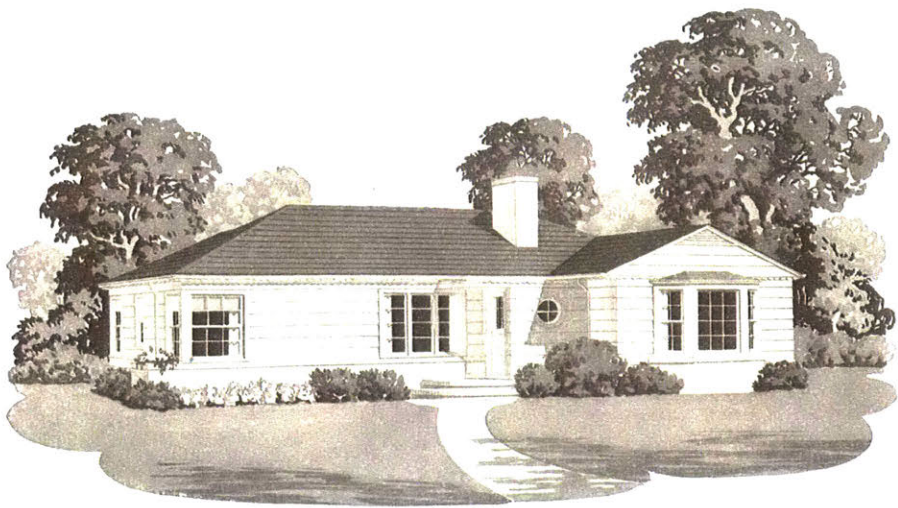
DATA

LIVING AREA, Plan 1 & 2—1088 sq. ft. Porch Area, Plan 1 & 2—112 sq. ft. Breezeway Area, Plan 1 & 2—96 sq. ft. Garage Area, Plan 1—228 sq. ft.; Plan 2—264 sq. ft. CUBAGE, Plan 1—14,300 cu. ft.; Plan 2—20,800 cu. ft. Breezeway, Plan 1 & 2—430 cu. ft. Garage, Plan 1—2,880 cu. ft.; Plan 2—2,640 cu. ft.



Plan 2, with Basement

Here, in this compactly designed two bedroom home, the den doubles as guest room, and the dining area, although a part of the living area, is definitely separated. Garden-view living is, of course, a main feature of this low hip-roof ranch type plan.

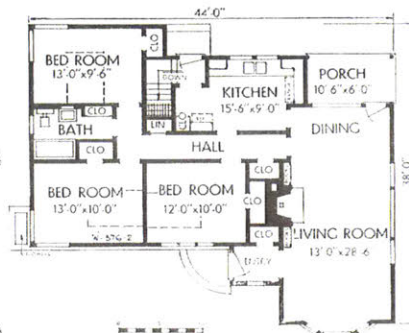
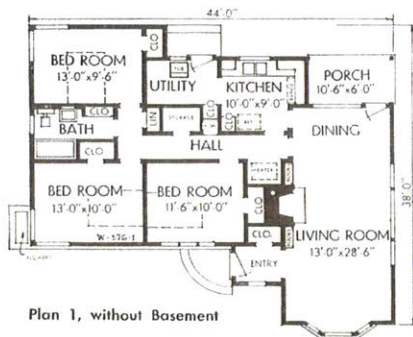


Living AND DINING AREA EXTENDS THE FULL DEPTH OF THIS DESIGN

W-376

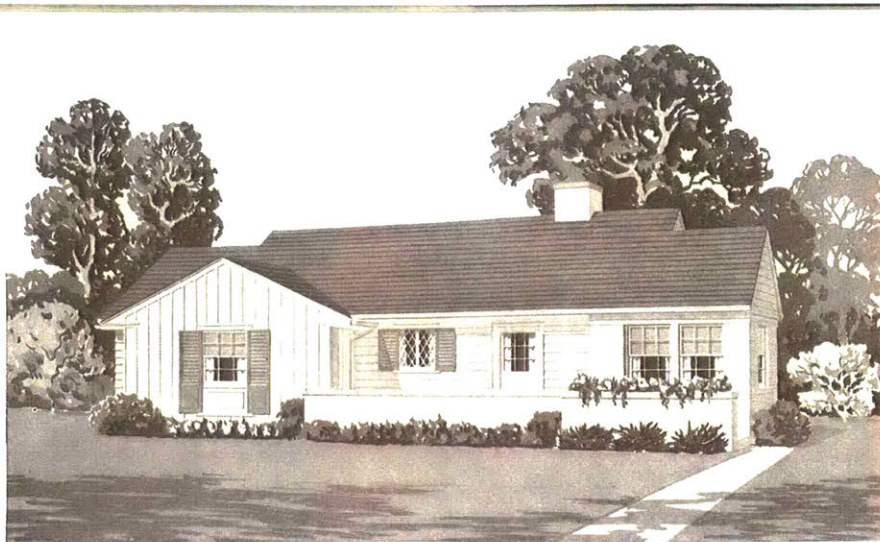


The window treatment of this home is an example of how the right combination of glass adds to the beauty of any design. In addition to the three bedrooms, the living-dining area extends the full width of the house, opening on a large porch at the rear.



DATA

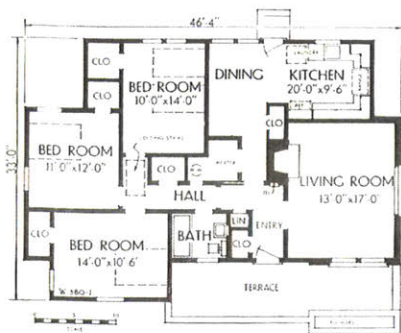
LIVING AREA, Plan 1 & 2—1,234 sq. ft. Porch Area, Plan 1 & 2—63 sq. ft. CUBAGE, Plan 1—16,970 cu. ft.; Plan 2—23,140 cu. ft.



Note THE SMART EXTERIOR OF THIS THREE-BEDROOM HOME



W-380



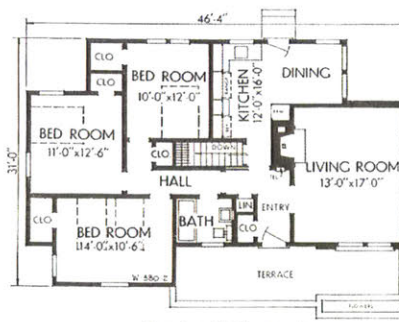
Plan 1, without Basement

A large terrace adds a touch of outdoor living, a place to relax.



DATA

LIVING AREA, Plan 1—1,283 sq. ft.; Plan 2—1,181 sq. ft. CUBAGE, Plan 1—17,728 cu. ft.; Plan 2—23,274 cu. ft.



Plan 2, with Basement

27

W-400

A Modern Fireplace ADDS
TO THE CHARM OF THIS HIP ROOF DESIGN!



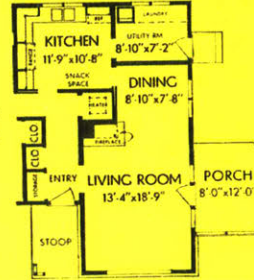
Note the convenient, practical room arrangement of this three-bedroom ranch type home, with bedroom wing accessible from both kitchen and reception hall. A modern high-hearth fireplace as illustrated at right is the focal point of the living-dining area.



Plan 2, with Basement

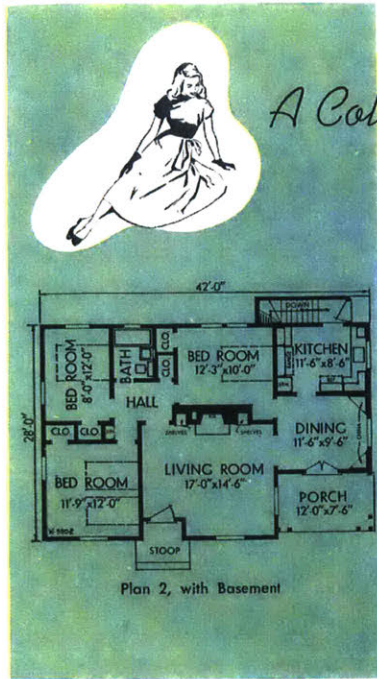
DATA
LIVING AREA, Plan 1—1218 sq. ft.; Plan 2—1151 sq. ft.
Porch Area, Plan 1—153 sq. ft.; Plan 2—139 sq. ft. CUBAGE including porches, Plan 1—15,990 cu. ft.; Plan 2—22,120 cu. ft.

Plan 1, with Utility Room, No Basement



W-339

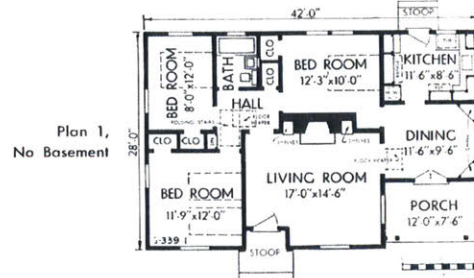
A Colorful THREE BEDROOM HOME



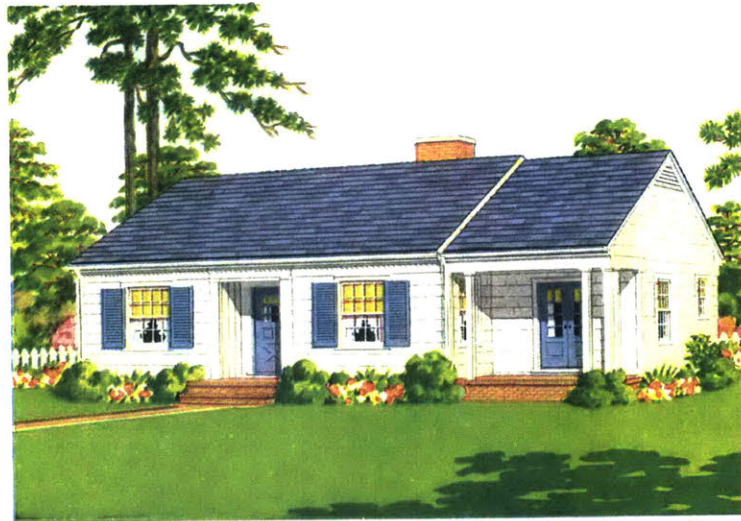
Clean, simple exterior lines make this home ideal for any community. In addition to the three bedrooms, careful planning has provided a large living room, with natural fireplace, a dinette and a step-saving kitchen.

DATA

LIVING AREA, Plan 1—1061 sq. ft.; Plan 2—1101 sq. ft.
 Covered Porch Area, Plan 1 & 2—103 sq. ft. CUBAGE, Plan 1—15,680 cu. ft.; Plan 2—22,225 cu. ft.



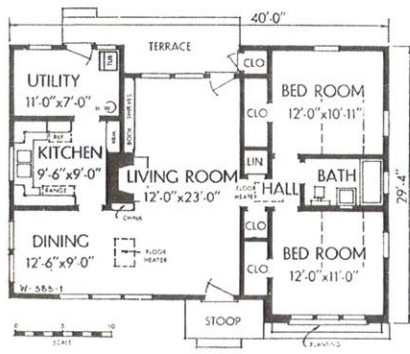
A suggested styling for corner china cabinets featured in the dinette.



A Terrace COMPLEMENTS THE GARDEN-VIEW STYLING OF THIS DESIGN



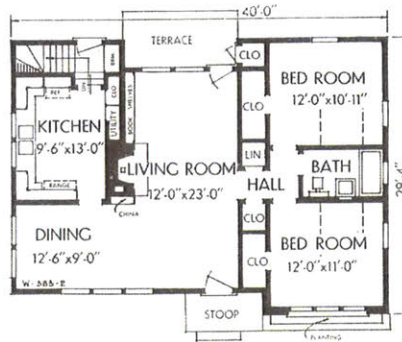
W-383



Plan 1, without Basement

DATA

LIVING AREA, Plan 1 & 2—1,075 sq. ft. CUBAGE,
Plan 1—15,050 cu. ft.; Plan 2—20,695 cu. ft.



Plan 2, with Basement

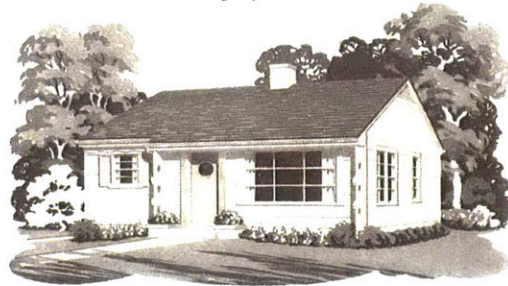
The clever use of horizontal and vertical siding in conjunction with brick provides a distinctive appearance for this ranch home. Combining the dining area with the living room permits the use of a living area which runs the entire depth of the house. The large terrace is a "living as you like it" feature that adds to the comfort of this beautiful home.

Take Your Choice — THREE EXTERIORS FOR THE SAME BASIC PLAN

W-435



If you are in the market for a four-room home providing five-room efficiency, plus an exterior to meet your individual taste, then here it is! Design A features gable roof and horizontal siding on the exterior. Flat top design with vertical and horizontal siding is the keynote of Design B. Brick exterior and gable roof highlights Design C. And note how the picture window adds to the charm of each home.



DESIGN A



DESIGN B



Plan 1, without Basement

AVERAGE DATA

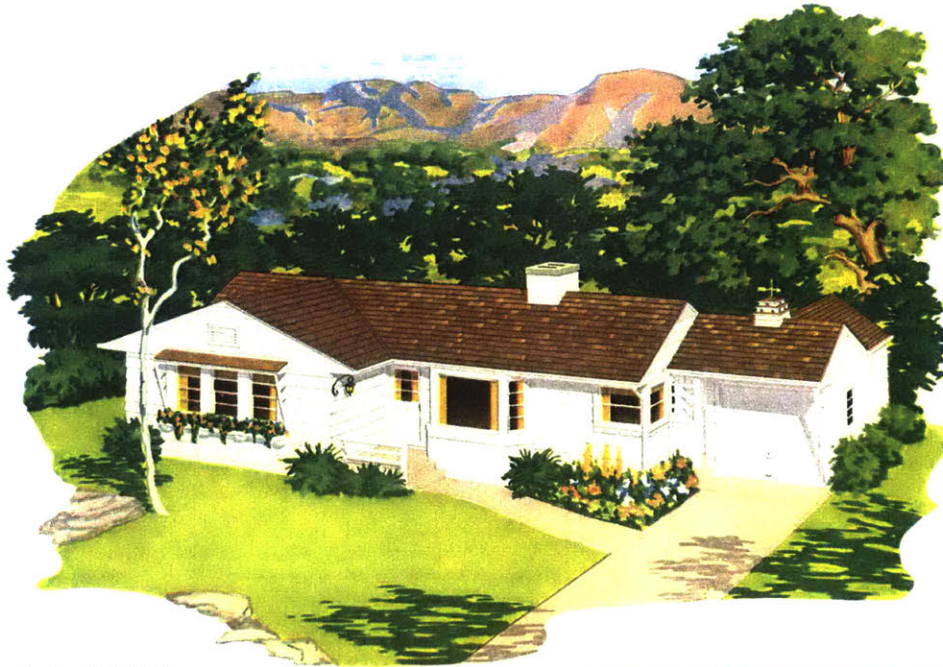
LIVING AREA, Designs A, B & C, Plan 1 & 2—784 sq. ft. CUBAGE, Plan 1, Designs A & C—10,192 cu. ft.; Plan 1, Design B—8,232 cu. ft. Plan 2, Designs A & C—14,896 cu. ft.; Plan 2, Design B—13,328 cu. ft.



DESIGN C



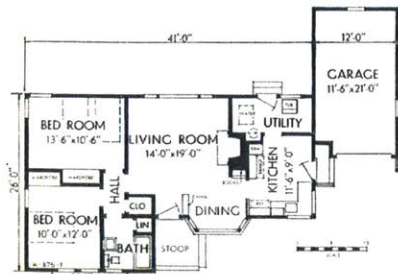
Plan 2, with Basement



W-375

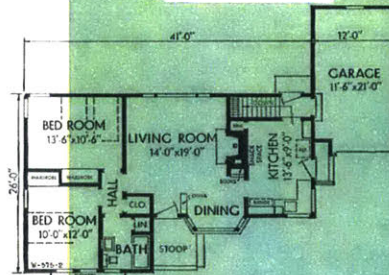
Looking FOR RANCH STYLING? TRY THIS!

A garden-view living room, dining space and an efficiently planned kitchen with snack space, make this a dream home for town or country living. Study it carefully.



Plan 1, without Basement

32



Plan 2, with Basement

DATA

LIVING AREA, Plan 1 & 2—900 sq. ft. Garage Area, Plan 1 & 2—275 sq. ft. CUBAGE, Plan 1—14,580 cu. ft.; Plan 2—19,300 cu. ft.



INDEX

TO 70 EXCITING HOMES

Design Number	No. of Bedrooms	Attached Garage	Page
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W-351	2	No	17
W-356	2	No	17
W-375	2	Yes	32
W-376	3	No	26
W-377	2	Yes	19
W-378	2	No	21
W-379	2	Yes	16
W-380	3	No	27
W-382	2	Yes	24
W-383	2	No	30
W-397	3	No	8
W-398	3	Yes	25
W-399	3	No	5
W-400	3	No	28
W-423	3	Yes	1
W-424	3	Yes	4
W-425	3	Yes	20
W-426	4	Yes	12
W-427	3	Yes	9
W-428	3	No	18
W-429	3	Yes	10
W-430	3	Yes	7
W-431	3	Yes	2
W-432	3	Yes	15
W-433	3	Yes	13
W-434	3	Yes	11
W-435	2	No	31
W-436	2	Yes	14
W-437	2	Yes	6
W-438	3	No	23
W-439	3	No	22
W-440	2	Yes	3



BUILDING A NEW HOME is a thrilling experience, the adventure of a lifetime from the seed of an idea to the actual moment you cross the threshold of the finished house. In short, your home is a reflection of your individual tastes and, of course, an investment for which you naturally expect the utmost in comfort, appearance, economy and home ownership satisfaction.

TO ASSURE this happy ending, we strongly recommend the use of carefully made, accurate blueprint working plans. It is essential, safe and economical to first "construct" the house on paper. Accurate plans and specifications must be submitted to a loaning agency for approval when you apply for a mortgage loan on your new home.

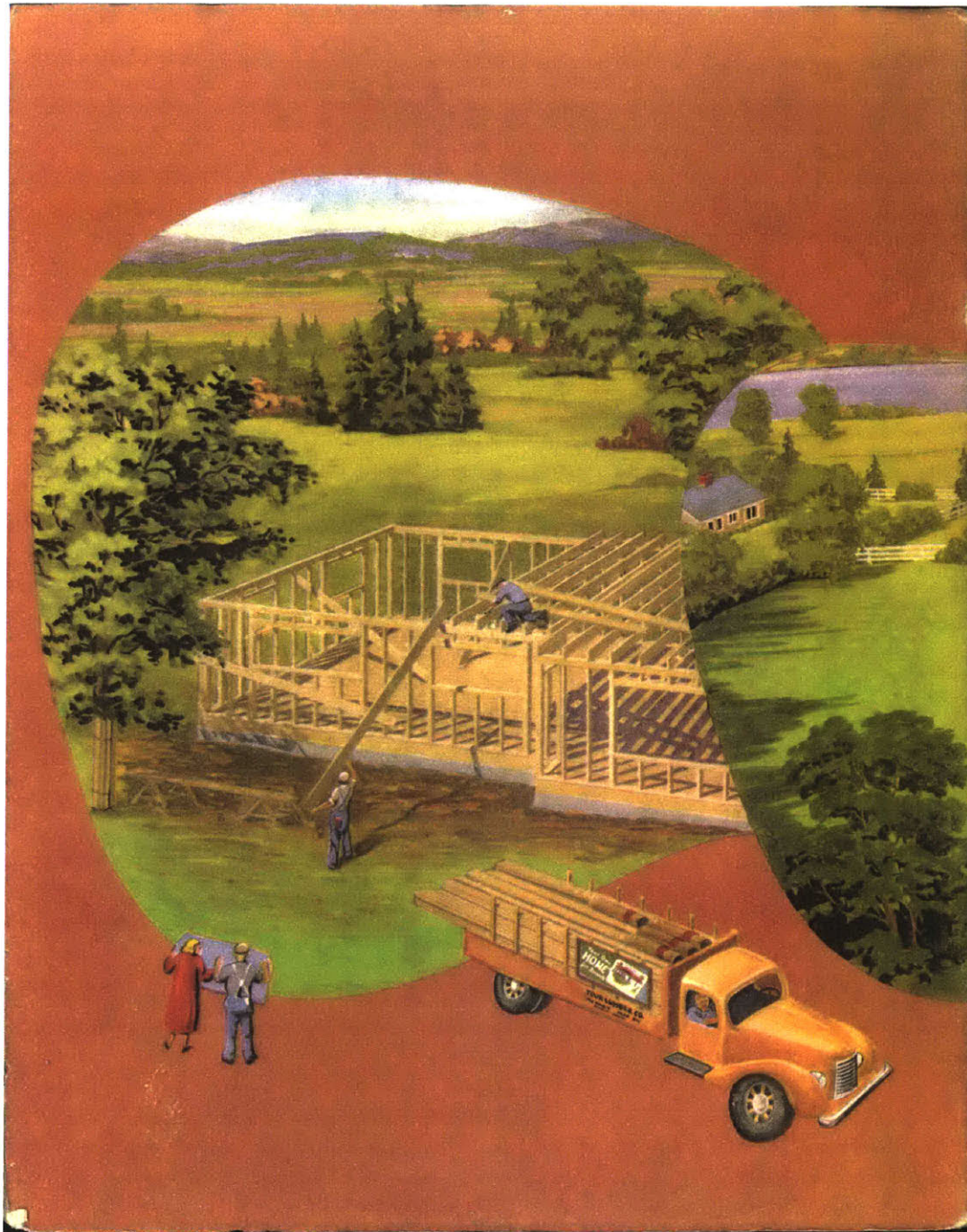
IN THE INTERESTS of sound and better home construction, each design in this book was engineered by architects and technicians experienced in specialized fields of home planning. This is your assurance that plans are accurate and clearly define every detail.

OUR BLUEPRINT PLANS include the following complete drawings for each design: Basement or foundation plan; floor plans; front, rear, and side elevations; complete framing plans; wall sections and all necessary details.

REVERSED PLANS. Perhaps your home should face the opposite direction. A plan designed for a lot facing east will not result in the best exposure when your lot fronts west. Therefore, plans of homes as illustrated in this book are available either as shown or reversed, as may be required.

SPECIFICATIONS are statements of particulars which tell what you are going to receive in materials and workmanship. Blank specification forms and contract forms are included with blueprint plans.





Modern Living Homes, National Plan Service Inc and Webber Lumber Co, 1953. Source: Building Technology Heritage Library.

Aladdin Read-i-cut Homes (Not Prefabricated), Aladdin Company, 1958. Source: Building Technology Heritage Library.

ALADDIN

READI-CUT HOMES

(NOT PREFABRICATED)

GR 22607

Sold By The
**GOLDEN
RULE**

TRADE MARK

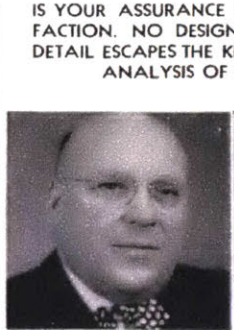
Aladdin Read-i-cut Homes are noted for highest quality and best construction at delivered prices that will save you money

Save Four Profits on the
LUMBER, MILLWORK, HARDWARE AND LABOR

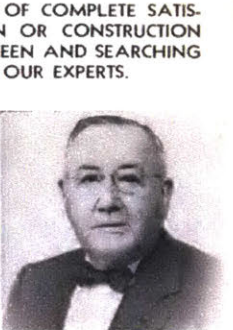
ALADDIN'S YEARS OF EXPERIENCE



W. J. SOVEREIGN—52 Yrs.
President and Gen. Mgr.



H. V. WHITE—39 Yrs.
Ass't Gen. Mgr. and Sales Mgr.



O. M. PIERCE—45 Yrs.
Sect'y and Treas.



A. I. LAMB—44 Yrs.
Vice Pres. and Supt. of Prod.

IS YOUR ASSURANCE OF COMPLETE SATISFACTION. NO DESIGN OR CONSTRUCTION DETAIL ESCAPES THE KEEN AND SEARCHING ANALYSIS OF OUR EXPERTS.

REPUTATION IS A PRECIOUS THING

Customers of over FIFTY years may write to The Aladdin Company today and know that the management is unchanged, and that they are writing to and dealing with old friends. Who can better know the building needs of the homebuilder or better know how to fill them—than the men of Aladdin who originated the Redit-cut System of Home Building—the pioneers of "Do-It-Yourself."

A large and successful manufacturing firm can be built only upon a foundation of Honesty, Service, and Savings to its customers. Aladdin maintains leadership because it progresses and develops new ideas year after year. All plans and designs are thoroughly studied and correctly engineered before they are offered to the public. Although other companies have come and gone, we at Aladdin are proud of our long existence due to the fine Service and Satisfaction given our customers for over FIFTY years. Our Guarantee: "Satisfaction Or Your Money Back."

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Heating, Lighting, Plumbing: Not furnished—Secure Locally.		

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ALADDIN..for Quality ALADDIN..for Savings ALADDIN..for Beauty

YOU SAVE ON LABOR YOU AVOID WASTE

It is an established fact that power-driven machines can do BETTER work at a lower cost than hand labor. The lumber in your Aladdin Home is accurately cut-to-fit by machines, marked and numbered, ready for erection. An Aladdin Read-Cut Home saves you from 30 to 40% on your labor bill because the carpenter does not have to spend time measuring, cutting, and fitting on the job. Aladdin's complete drawings and construction details represent over fifty years of testing for the best method of construction. All cutting and fitting has been done in our factory by precision machines, assuring you of a better-built, stronger, and more substantial home and a home YOU CAN BUILD YOURSELF. Only standard size materials are used in Aladdin Homes, thus eliminating waste. All millwork, doors, windows, etc. are manufactured to standard sizes giving you the benefit of quantity production. By scientific planning, designing, and cutting, the Aladdin Read-Cut System of Construction saves you 18% in waste—\$18 of every \$100 spent goes into the waste pile when building the old hand-sawn way.

QUANTITY BUYING

Because of the tremendous amount of building materials we purchase each year, we are in a position to buy at the lowest possible prices. The large quantity purchased makes it possible for us to obtain prices far lower than any company or individual who has a demand for only a few homes each year.

When the finest grades of materials are used, you are assured of the highest kind of an investment in your home. We never, in any case, sacrifice quality for price or profit. Aladdin Certified Lumber is guaranteed to be unsurpassed.

ALADDIN KNOW-HOW WILL SAVE YOU TIME AND MONEY

When you send your order for an Aladdin House, the one purchase eliminates the complicated problem of your trying to figure out the number of pounds of each of the ten different sizes of nails used in the construction of a house. Also number of feet of 2x10's, 2x8's, 2x6's, 2x4's, 2x3's and 2x2's needed to frame the house. How many feet of sheathing needed for sub-floor, walls and roof. How much siding, finish flooring, rolls of building paper, and squares of shingles for the roof. How many doors and windows of various sizes, gallons of paint, stain, varnish and turpentine. In fact, there are dozens of other items to think about, such as base mould, base shoe, closet shelving, matched ceiling for under eaves, cellar stairs, lock sets,

hinges, sash lifts, door bumpers, etc., unless you buy and build the modern way. The Aladdin Read-Cut Way. Then there is only one purchase that brings you all these materials in the proper amounts and guaranteed to complete your home. NO WASTE, NO OVER-BUYING ON SOME MATERIALS AND UNDER-BUYING ON OTHERS. OUR "KNOW HOW" WILL SAVE YOU MONEY, TIME AND WORRY.



Showing Simple Plan of Laying Out Materials

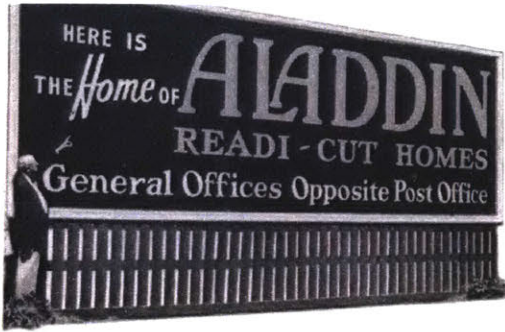
One of the most amusing remarks made is that the builder of an Aladdin home will lose as much time hunting out his material and finding the right pieces as he will save by the Read-cut System. Any thought about time lost in hunting for pieces will be found untrue when you see the simple system of laying out materials given in our Instruction Book with every home.

Aladdin's Unconditional Guarantee

gives you absolute protection. We GUARANTEE all materials furnished by us for your Aladdin Home to be exactly as represented in our catalog and specifications and as may be modified by your order. We GUARANTEE materials in sufficient amount to complete the home according to the drawings and specifications furnished by us. Further, we assume ALL responsibility for the SAFE ARRIVAL of all materials at destination.

The QUALITY and QUANTITY of all materials, as guaranteed by us, gives you the strongest protection possible when backed by the OLDEST MANUFACTURER of READI-CUT HOMES in the world, with a record of OVER FIFTY YEARS of honest dealings with home builders throughout the entire United States and forty Foreign Countries.

W. J. SOVEREIGN, President



ALADDIN INVITES YOU

to visit our offices located in Davidson Bldg., at Fourth and Washington, (entrance 916 Washington Avenue) and our mill where you can inspect our materials and see the homes being manufactured

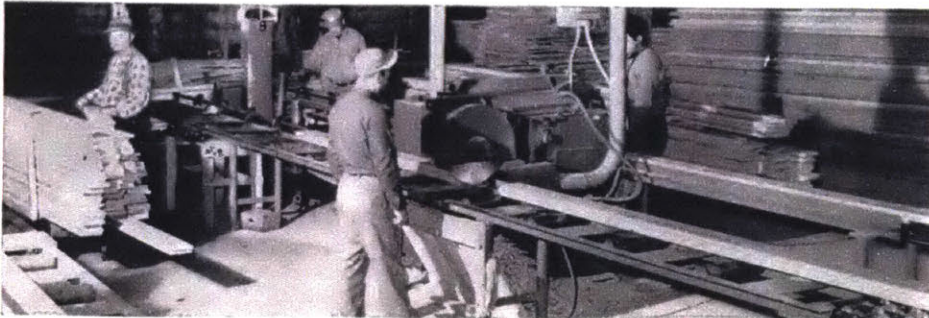
"ONE SEEING IS WORTH A THOUSAND TELLINGS"

COME VISIT US



ALADDIN Mills at Bay City

Main Building 1000 Feet Long Above, bird's-eye view of Aladdin Mills. Here between five and six million feet of thoroughly dry lumber is housed under cover at all times in the five large Aladdin Mill Buildings shown above. No lumber is piled or yarded out of doors. This means that our lumber enters the cars directly from inside storage and reaches you without being subjected to rain or moisture. We do not buy green or partially dry lumber of any kind. No house is well-built unless thoroughly seasoned lumber is used. Dry lumber is pre-shrunk which prevents shrinking later, has superior nail holding qualities and is more resistant to decay. It is stronger and sturdier.

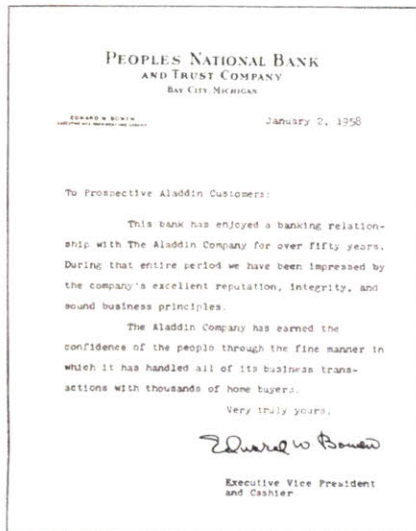


SHOWN ABOVE IS HOW MACHINERY TAKES THE PLACE OF HAND LABOR

One automatic Aladdin saw can cut, to exact lengths, 32,000 to 38,000 feet of 1x6" in an eight hour day. The operator simply slides the lumber against adjustable cut-off, presses electrically operated foot pedal, and the saw automatically moves forward—makes the cut with lightning speed and accuracy, and automatically returns to position. This is just one example of the substantial savings we pass on to you by up-to-the-minute machinery. We operate a battery of four Hydracut saws—capable of cutting to exact size 128,000 feet of fine lumber per day.

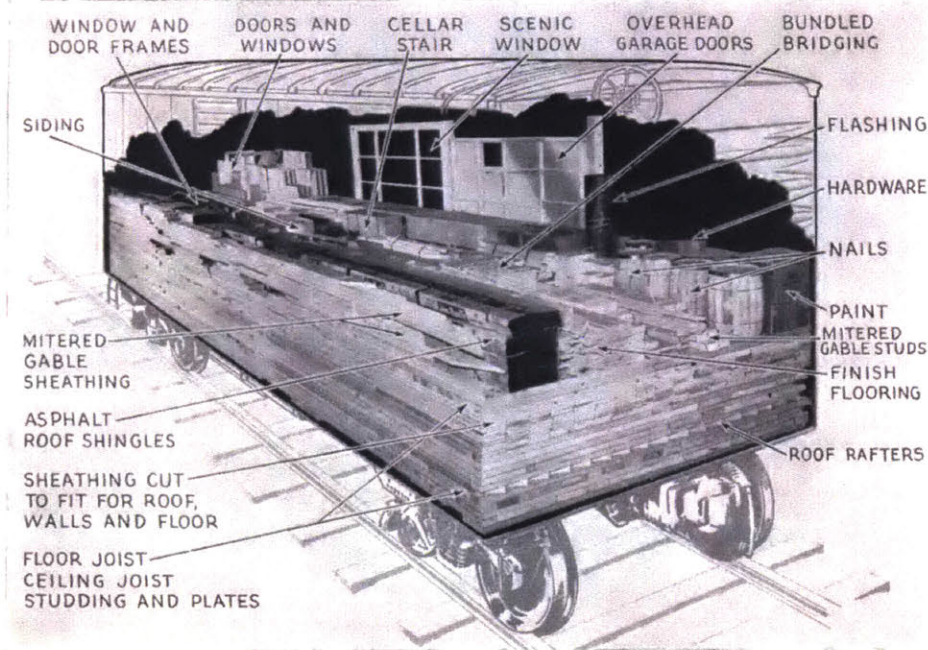
4

HERE'S HOW YOUR ALADDIN HOUSE IS SHIPPED



The letter above fully explains our business reputation and ability to fulfill our obligations. We refer you to your own local bank or Dan and Bradstreet's for further reference as to our financial responsibility.

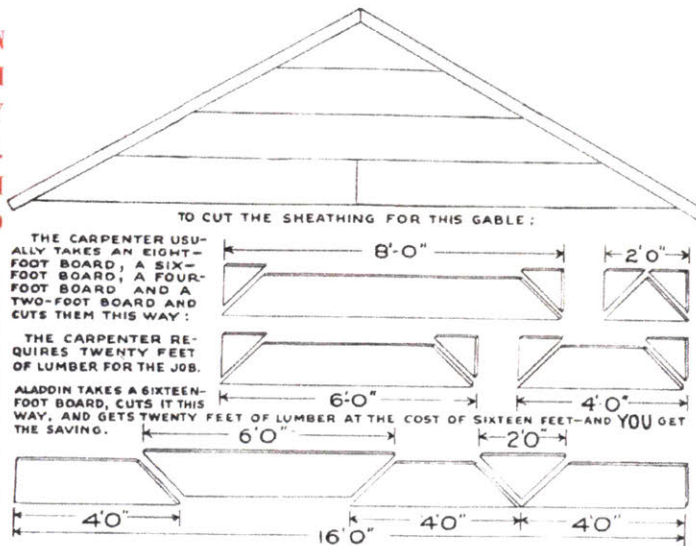
The "Phantom" railroad box car pictured below illustrates graphically, by its contents, the manner in which you will receive your Aladdin house. The greatest of care is used by our loading crews, following a detail plan, to insure against damage in shipping. A skilled employee stands at the car door to check off every item against our shipping list. The studding, rafters, joists and sheathing are loaded first at the bottom of the car, with the flooring, finish lumber and other parts of the house, as listed on the bill of material which you receive as soon as your house is shipped, are carefully dispersed and braced at the top. While the cubic contents of this loaded Coronado No. 1 occupy only 1920 cubic feet, when erected the house contains 13,392 cubic feet of staunchly built floors, walls, ceilings and roof. And remember that our unlimited guarantee of sufficient quantities and safe arrival of every item protects you completely.



5

**HOW THE ALADDIN
READI-CUT SYSTEM
SAVES YOU MONEY
BY GETTING 20 FT.
OF LUMBER FROM
A 16 FT. BOARD**

An Aladdin Read-cut Home saves you thirty to forty percent in your labor bill because the carpenter does not have to spend his time working out the construction details, and cut all the lumber by hand. Our complete drawings give him construction details that have been proven the best for a period of over fifty years.



REMEMBER THE LUMBER THAT'S WASTED COSTS JUST AS MUCH AS THE LUMBER THAT'S USED. ALADDIN SAVES 18% LUMBER WASTE.

**Efficient Planning
Saves Your Money**

Waste can and does influence the cost of everything you buy. This is especially true of home building.

Aladdin proves to you that the Read-cut System will save you about \$30 out of each \$100 labor cost. A study of the above drawing will give you a very clear understanding of the amazing economies of the Aladdin Read-cut System and what it means to you in dollar saving.

**ALADDIN System Gives
Control Over Your Costs**

Why shouldn't you save these profits, like thousands of other home-builders have been doing through The Aladdin Company for over fifty years?

You KNOW in advance what the materials for your house will cost you. You KNOW there will be no shortage of materials—nothing forgotten. You KNOW you will not be paying for more materials than will be used and that you will save the price of all "short ends" that are wasted by the old system.

You KNOW you will receive high grade lumber, millwork, hardware—Aladdin CERTIFIED materials. You KNOW everything will be on hand when you want it—all in one shipment and all guaranteed by Aladdin. And you KNOW in advance what your house will look like and what it will be in every way, and KNOW what your HOUSE materials will cost you.

KNOWING gives you control—mastery of your money, of materials, of labor and of RESULTS.

Quick Shipment

We can ship any regular home in this catalog within ten days to two weeks after we receive your order. The average time required for delivery after leaving the factory is from three to five days. We prefer to be given a little more time if convenient to you. Our homes are shipped complete at one time in a sealed box car from our mill. Before you start your foundation send a deposit of \$5.00 for a plan and instructions for laying out your foundation. Tell us if you will build the house as shown in catalog or in reverse.

ALADDIN Service

You receive a scientifically designed home; a scientifically manufactured home; the benefit of buying power, thousands of times greater than your own. You receive the safeguards of our experience. You are guarded against costly extras. You have our help in keeping costs down. You save many days' time. You save costly waste. You receive everything complete for your home in one shipment. You know exactly what your house will look like when completed. You save all architectural fees. You are assured prompt shipment and quick erection. You receive a bona-fide guarantee of complete satisfaction, or YOUR MONEY BACK.

WASTE! WASTE!



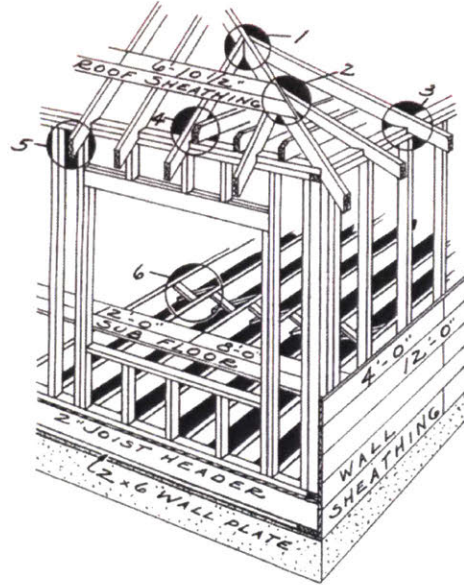
The above actual photograph shows the extravagant waste of good lumber. The 2x6 rafters projecting over the walls will have to be sawed off to have a one foot projection for eaves. The builder will have wasted and thrown in the scrap pile 160 board feet of good lumber, for the rafters alone, worth at retail at least \$20.00.

**ALADDIN READI-CUT
SYSTEM SAVES
18% WASTE**

PAY YOURSELF THOSE HIGH WAGES

Every hour you can put in on the construction of your Aladdin home means a saving to you of from \$2.00 to \$3.00 per hour on its cost. That means a SAVING of from \$15.00 to \$18.00 for every day you work on it! **** Depending on the size of the house, the carpenter work sums up to from three hundred hours to twelve hundred hours. WITH MOST OF THE SKILLED LABOR ALREADY PERFORMED, when you receive your Aladdin Read-Cut, what an opportunity you have to bring down the cost of your new home to practically a pre-war level. Our drawings and instructions cover everything from the foundation up, so you can save any part, or even all labor costs.

SHOWING SAVINGS IN LABOR BY THE READI-CUT SYSTEM



The picture at the left shows how the lumber in your Aladdin house will be cut to fit in our mill and ready to nail in place when you receive it. Figure 1 shows jack rafters with the mitre and bevel at upper end. Figure 2 shows mitre on end of roof sheathing. Figure 3 shows "heel" cut on rafters. Figure 4 shows mitre cut on end of ceiling joists. Figure 5 shows mitre on end of rafters. Figure 6 shows mitre on joists bridging. Wall plates, joists header, floor joists, wall sheathing, wall and partition studding and sub-floor materials are also accurately cut to proper sizes and lengths, each piece also marked for length. An Aladdin Read-Cut house is identical in DESIGN, CONSTRUCTION AND MATERIALS to the best architect planned and contractor built home. The Aladdin Company's sound business principles, integrity and fair dealing for over fifty years are your safeguard.

LUMBER MUST BE DRY

No house is well built unless all lumber is dry. Dry lumber is best because: It is pre-shrunk—prevents shrinking later; superior in nail-holding qualities; more resistant to decay; stronger and stiffer. Aladdin gets "The Pick of the TREES."

All Aladdin lumber is thoroughly dry before being shipped to you. We guarantee complete satisfaction or your money back.

ALADDIN HOUSES ARE NOT "PREFABRICATED"

Aladdin's Years of Service

The Aladdin Company initiated the Modular Principle of house design over 50 years ago.

Initiated the Factory Pre-cut System over 50 years ago.

Initiated the "Packaged" Sales Plan over 50 years ago (one price for all materials).

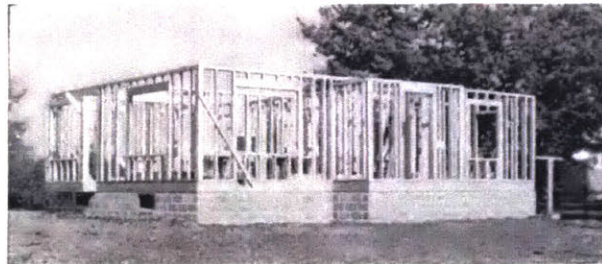
Initiated the Merchandising Plan of Direct Sales by the manufacturer to the home builder over 50 years ago.

Initiated the Plan of Supplying only the very highest grades of lumber and all other building materials over 50 years ago.

Initiated the Practice of Unconditional Guarantees of complete satisfaction to ALL Aladdin Home Builders over 50 years ago.

Bristol Under Construction

Below we show the Bristol under construction. We illustrate the first steps in framing the house, the studding for the outside walls and partitions having been nailed up.



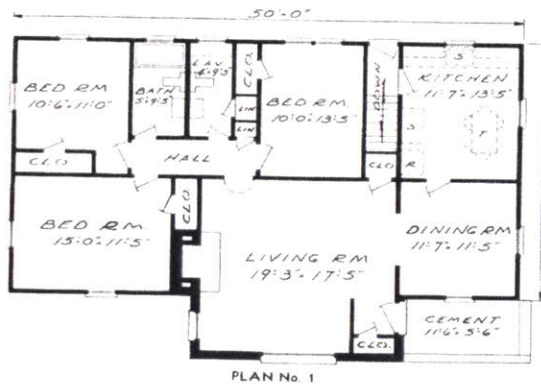
Aladdin has practiced the Golden Rule in Business for Over 50 Years



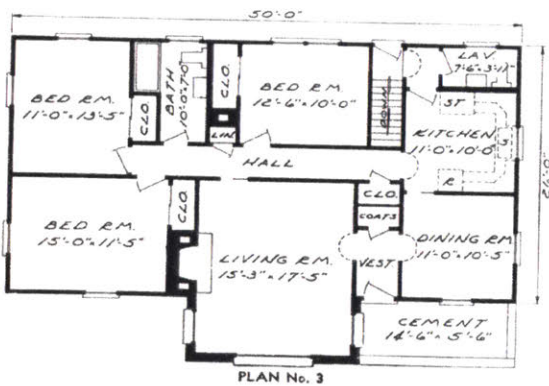
The El Rancho—Western Beauty

Price Given
On Enclosed
Price List

WE PAY THE
FREIGHT



PLAN No. 1



PLAN No. 3

Advanced house design is perfectly expressed in both exterior features as well as interior plan of the El Rancho. While cut stone is used in the projecting living room, enhancing the beauty of the whole, this feature may be altered by the use of either siding or "Shake" Shingles. In our price for the El Rancho we have included siding where stone is shown in the front wall. If you plan to use stone as illustrated, write us for allowance for siding and paint for that portion of the front wall. Graceful roof gable-ends are splendidly proportioned. The entrance door is covered, protecting family and visitors in inclement weather. Two floor plan arrangements are shown here, each having a complete bath and a lavatory, and plenty of closets. Write for detail specifications.

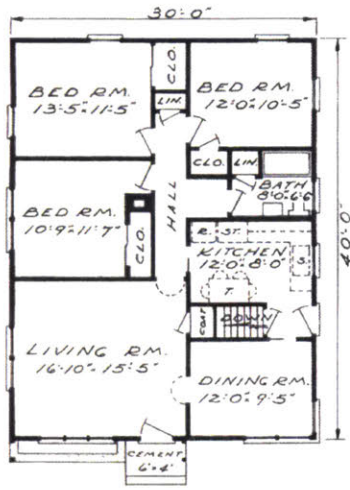
OVER FIFTY YEARS OF CONTINUOUS SUCCESS IN MANUFACTURING AND MARKETING ALADDIN HOUSES FOR AMERICAN HOMEBUILDERS IS YOUR ASSURANCE THAT WHAT ALADDIN PROMISES, ALADDIN PERFORMS. *ALADDIN GUARANTEES TO MAKE YOU SECURE IN THE FULFILLMENT OF EVERY PROMISE MADE TO YOU.**



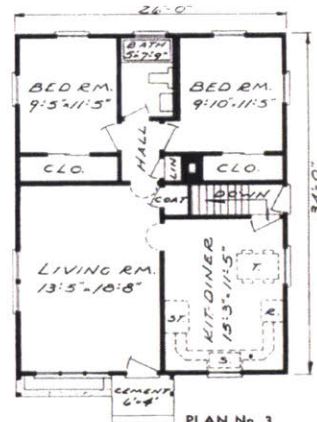
The Coronet—RESPLENDENT IN FORM and COLOR— Price Given On Enclosed Price List WE PAY THE FREIGHT

Here's the New Look in Homes—a charming combination of unusual details and smoothly flowing lines. Notice the wide roof overhang so popular nowadays; the unique front gable, with decorative supporting columns, which serves to accent both the main entrance and the large Scenic window with stone planter in the foreground. Other noteworthy details are the short corner windows serving the dining room, allowing wall space for furniture underneath, and the use of horizontal and vertical boarding for contrast.

Today's trend is to individualize your home thru the use of modern pastel colors for the exterior. Just visualize how attractive the Coronet will be when painted in your favorite shade! This home is available in two and three bedroom plans, conveniently arranged, with excellent closet space. Study the floor plans shown. Send for specifications.



PLAN No. 1



PLAN No. 3



YOU KNOW WHAT YOU GET WHEN YOU BUY AN ALADDIN HOME, AS WE LIST ALL MATERIALS IN OUR SPECIFICATIONS

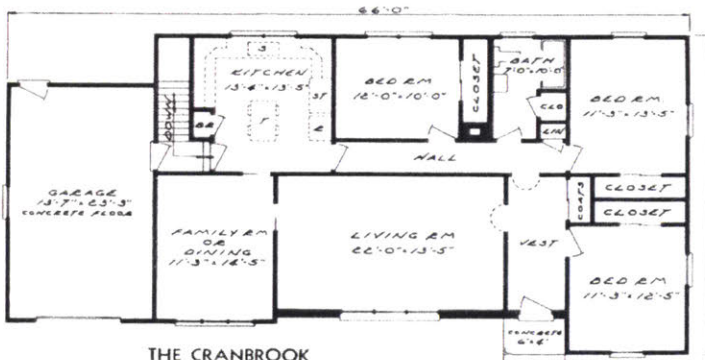


The Cranbrook

Price Given
On Enclosed
Price List

WE PAY THE
FREIGHT

This comely, modified ranch type home embodies every feature most in demand today. Note how you can reach all rooms directly from the vestibule and central hall. To satisfy the ever-increasing demand, we have incorporated a Family Room, easily accessible from both the kitchen and the living room. The unusual scenic window in the Cranbrook has three geared sash on the top row which crank out for ventilation.

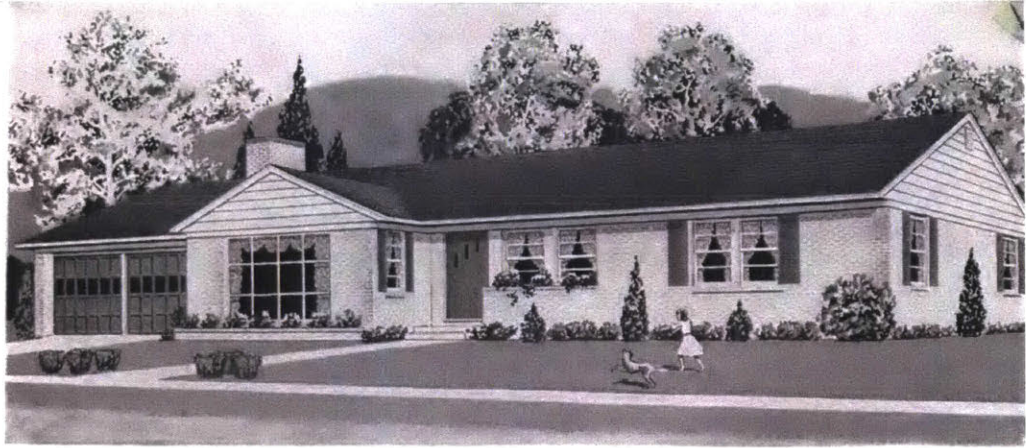


THE CRANBROOK

While the lower portion of the living room exterior wall is shown in masonry, we include shake shingles for that portion of the house in the list price. The charm of the shingle sidewalls is enriched by the vertical boarding trim of the front gable and the upper portion of the living room wall. A single car attached garage is also included. If you prefer, a double garage can be furnished at a slight additional cost. Write us for detail specifications.

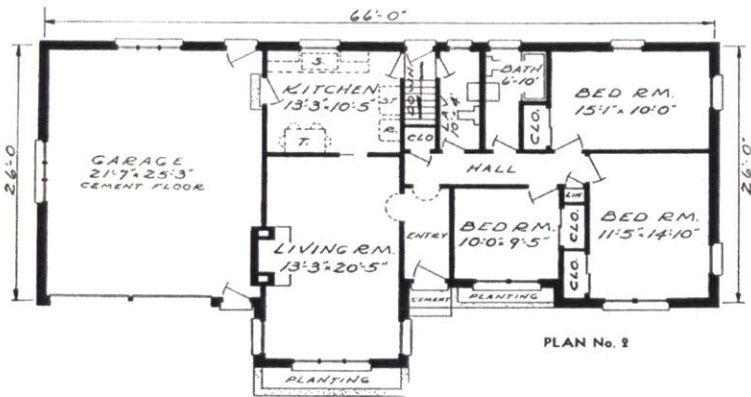
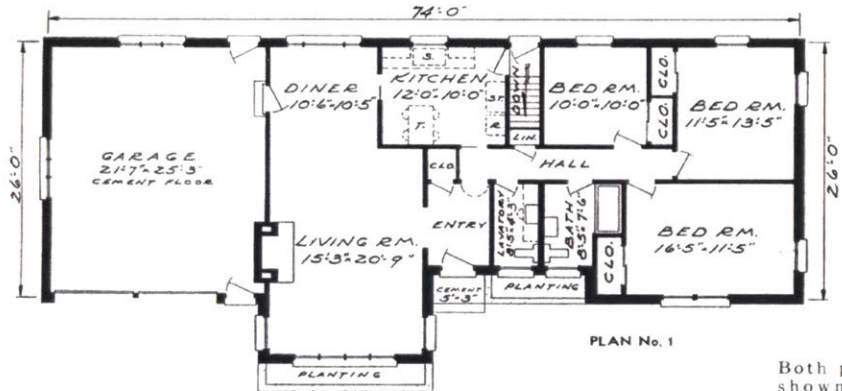
ALADDIN KNOW-HOW will save you TIME AND MONEY

When you send your order for an Aladdin House, the one purchase eliminates the complicated problem of your trying to figure out the number of pounds of each of the ten different sizes of nails used in the construction of a house. Also number of feet of 2x10's, 2x8's, 2x6's, 2x4's, 2x3's and 2x2's needed to frame the house. How many feet of sheathing needed for sub-floor, walls and roof. How much siding, finish flooring, rolls of building paper, and squares of shingles for the roof. How many doors and windows of various sizes, gallons of paint, stain, varnish and turpentine. In fact, there are dozens of other items to think about, such as base mould, base shoe, closet shelving, matched ceiling for under eaves, cellar stairs, lock sets, hinges, sash lifts, door bumpers, etc., unless you buy and build the modern way. The Aladdin Read-Cut Way. Then there is only one purchase that brings you all these materials in the proper amounts and guaranteed to complete your home. NO WASTE, NO OVER-BUYING ON SOME MATERIALS AND UNDER-BUYING ON OTHERS. OUR "KNOW HOW" WILL SAVE YOU MONEY, TIME AND WORRY.

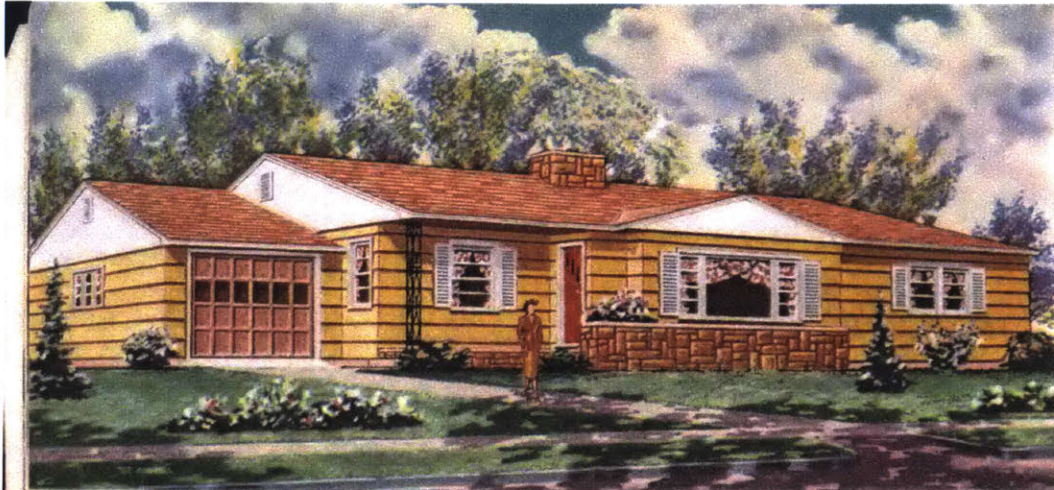


The Embassy — One Of Aladdin's Best — Price Given On Enclosed Price List WE PAY THE FREIGHT

Above is illustrated the very finest architectural masterpiece. Many hours of study and planning were patiently devoted to its final perfection. It pictures the exterior finished in brick veneer. We do not supply brick or any other masonry materials. If you wish to use wood siding or shake shingles, write for prices. Note how the well grouped check rail windows break up the expansive front wall. Gable ends are furnished in siding as shown.



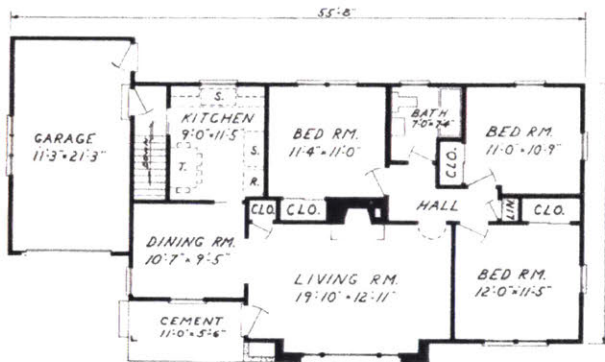
Both plans shown are three bedroom designs. You will find a powder room as well as a conventional bath. The attached garage does not protrude in front giving a harmonious detail. Write for specifications.



The Plaza — Beautiful Flowing Lines —

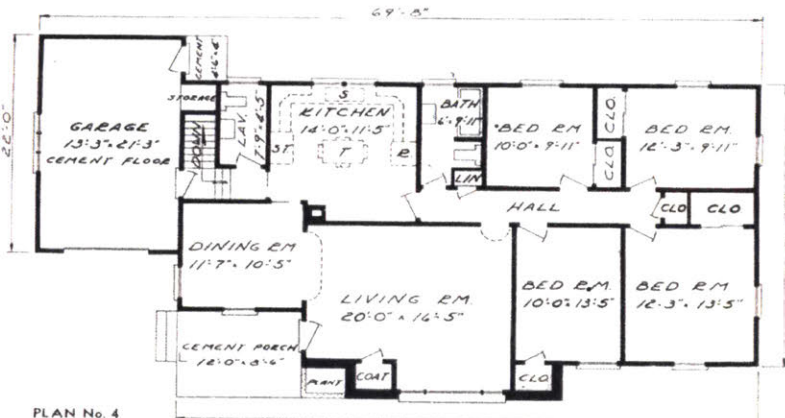
Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT



PLAN No. 2

The Plaza exemplifies what we mean by "streamlining" in modern house design. This unusual design has smart styling to make it something of a showplace in any community. Notice that everything is "under cover." Even the terrace leading to the front entrance in the illustration above is protected by the sweep of the overhanging roof. The dominant note is the big Scenic window that virtually brings the outdoors right into the living room. Variety is achieved by the way the living room is projected out beyond the house line, protected by the gabled roof. Another modern note is the garage setback which permits a second window in the dining room of both plans. Modern as this design is, a traditional note is achieved in the cedar "shakes" used for the exterior. The use of cut stone as shown in the illustration is optional with the purchaser. We do not supply this material. Write for detail specifications.



PLAN No. 4

**BUILD YOUR
OWN HOME**

**SAVE
TIME**

**SAVE
WASTE**

**SAVE
MONEY**

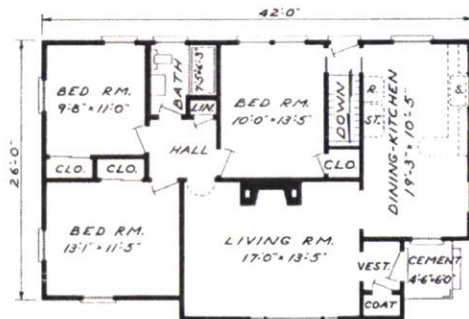
Aladdin Beardi [sic] Cut Homes (Not Prefabricated), Aladdin Company, 1958. Source: Building Technology Heritage Library.



The Evanston — Refreshingly Different — Price Given On Enclosed Price List WE PAY THE FREIGHT

The designing skill of Aladdin's Architectural planners was never better displayed than is revealed in the above picture of our new Evanston. Here are combined the latest trends in interesting structural elevations, with a choice of livable and efficient room arrangements. Two of the three gables distinguish themselves with scalloped perpendicular boarding. Our color expert has shown the present popular green body contrasted with white and touched with flamingo on the entrance door. A careful study of the floor plan evidences excellent arrangement and proportion for modern day living. We will be glad to furnish you with complete specifications and further information.

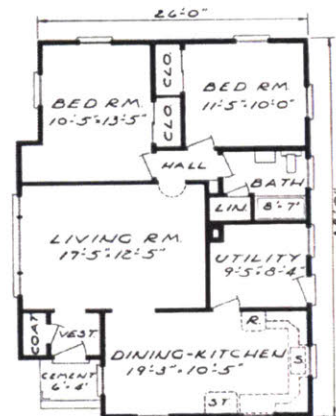
"DO IT YOURSELF" The tremendous impetus given the "DO IT YOURSELF" movement the past year or so is but the long delayed recognition of Aladdin's 50-year national advertising campaigns: "Build Your Own Home."



PLAN 1

FOR WIDE OR NARROW LOT

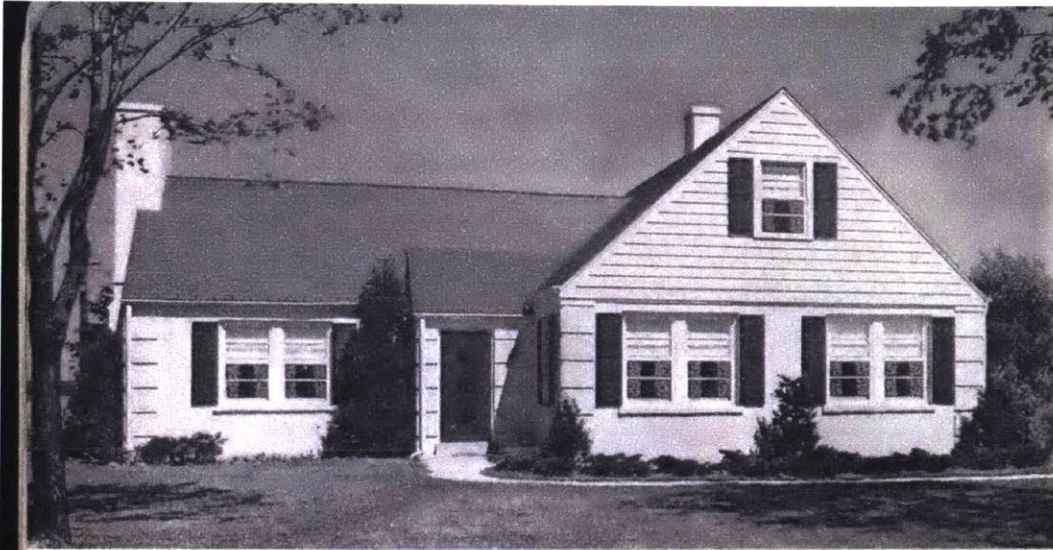
The unique plans shown for the Evanston make possible the placement of either plan on a wide lot with living room facing front, or on a fifty foot lot with entrance and kitchen facing street. Write us for further information.



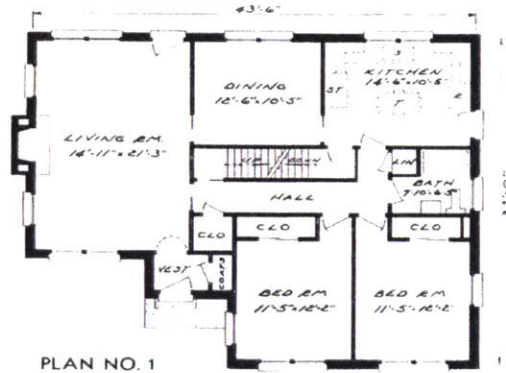
PLAN 2

NO AGENTS OR DEALERS

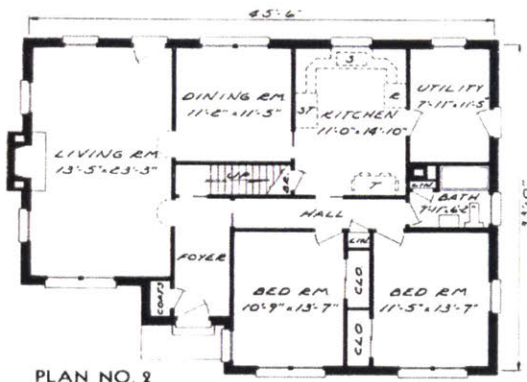
For over fifty years, Aladdin has never employed agents, dealers or outside salesmen. Aladdin houses can only be bought direct from the Company. No part of your purchase price goes out as commissions, discounts or profits to middlemen.



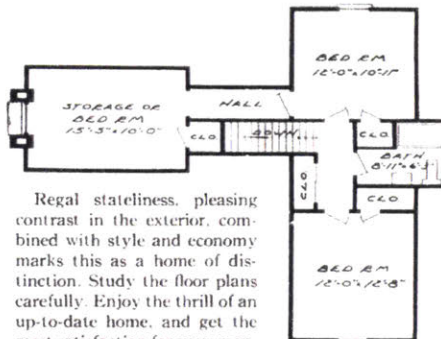
The Kingsbury — STYLE AND ECONOMY • Price Given On Enclosed Price List WE PAY THE FREIGHT



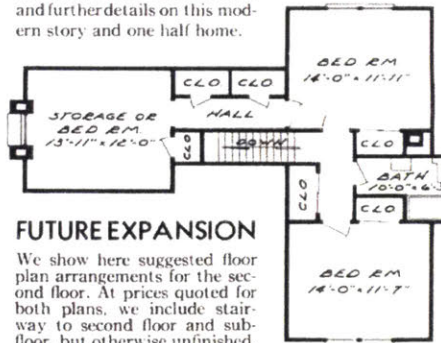
PLAN NO. 1



PLAN NO. 2

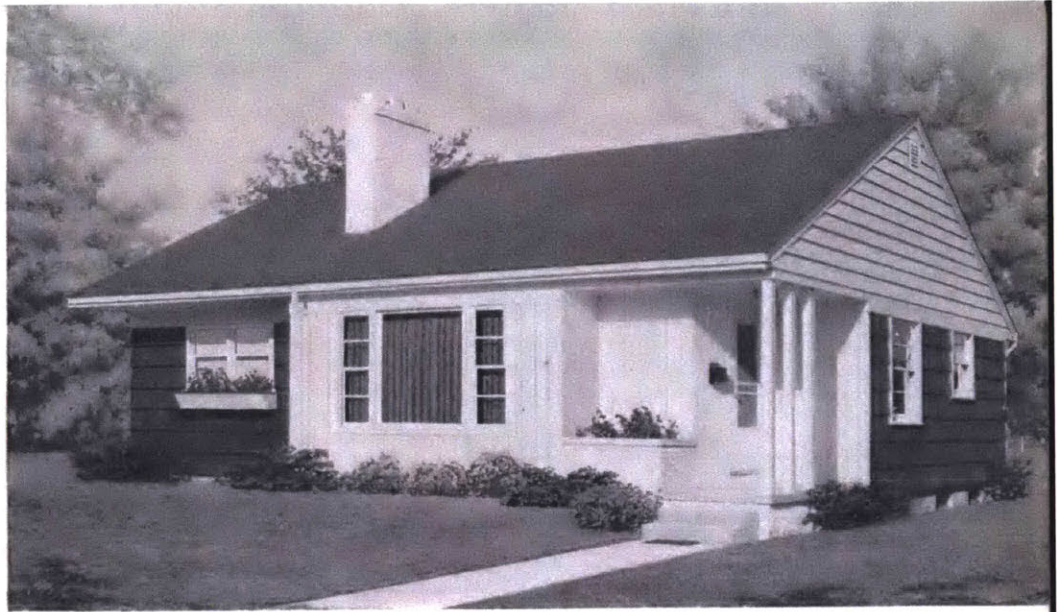


Regal stateliness, pleasing contrast in the exterior, combined with style and economy marks this as a home of distinction. Study the floor plans carefully. Enjoy the thrill of an up-to-date home, and get the most satisfaction for your money. Plan your new home now, and write us for specifications and further details on this modern story and one half home.



FUTURE EXPANSION

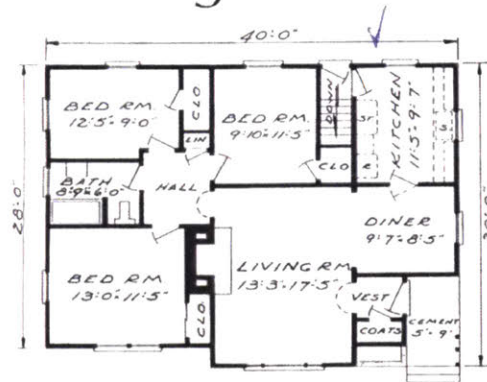
We show here suggested floor plan arrangements for the second floor. At prices quoted for both plans, we include stairway to second floor and sub-floor, but otherwise unfinished.



The Glen Cove—Smart Styling

Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT



PLAN No. 2



PLAN No. 4

Here is an exciting study in contrasts. The crisp, clean profiles, as viewed from the front or side, appeal to your sense of beauty and surely express a dramatic originality. Contrasts are accomplished by the use of our large cedar shake shingles interspersed by wide siding in the gables and perpendicular siding around the entrance and scenic window. Your choice of several colors for the cedar walls is available, together with white or pastel colors for the siding. Two highly interesting and efficiently designed plans are shown, giving you a choice between a two bedroom and a three bedroom arrangement. Entrance vestibule with coat closet is a much appreciated feature. Complete specifications will be sent on request.

ALADDIN SERVICE

We have experienced every problem, every situation that can possibly arise in the fascinating project of creating a home, and our instructions, advice, and help have made it possible for inexperienced customers—over half of our customers—to perform all the work of building their Aladdin Homes with their own hands. No Aladdin House is offered to the public until our engineers have carefully checked every construction detail. You get the newest in design, plans and material.

15



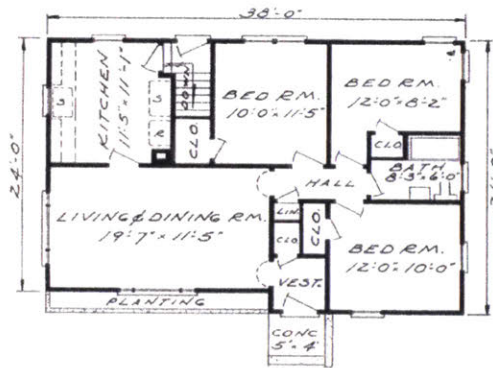
The Alamo — Radiantly Modern —

Price Given
On Enclosed
Price List

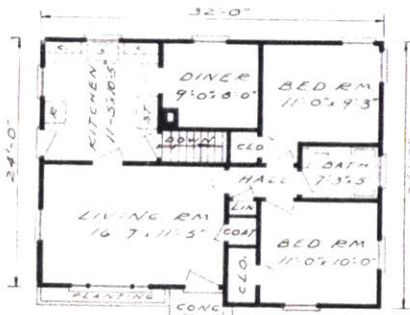
WE PAY THE
FREIGHT

Over FIFTY years' experience in keeping abreast of the desires and needs of American home builders are summed up in the Alamo which will be one of the leaders in our new designs. The exterior lines are splendidly proportioned and in harmony with the hip roof and moderately styled projecting eaves. Note the large scenic window with side lights which harmonize with the horizontal window lights in all other windows. The outside walls are finished with the newest development—long-lived red cedar shingles, grooved and etched to resemble the antique "hand-rived shakes" which are already dip-stained when you receive them. They, therefore, do not require the expense of painting. These shingles come in several shades.

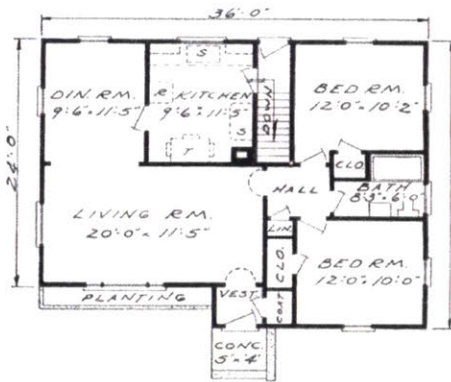
Three interesting floor plans are shown for the Alamo. Whichever one you choose will result in the identical appearance shown in our attractive picture above. The brick work in front is not part of the foundation and may be omitted without detriment to the appearance of this charming Aladdin home. Write for specifications and further information.



PLAN No. 1



PLAN No. 3



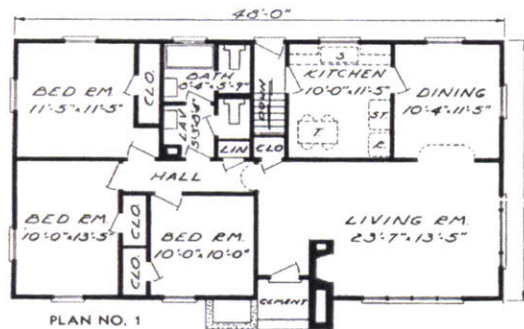
PLAN No. 2



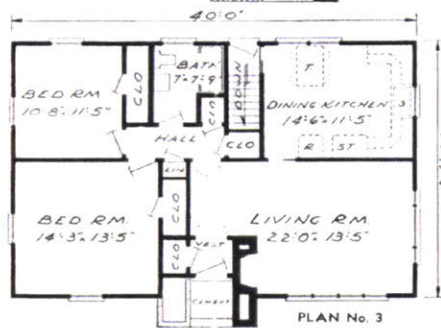
The Santa Fe — Resplendent in Detail —

Price Given
On Enclosed
Price List

WE PAY THE
FREIGHT



PLAN NO. 1



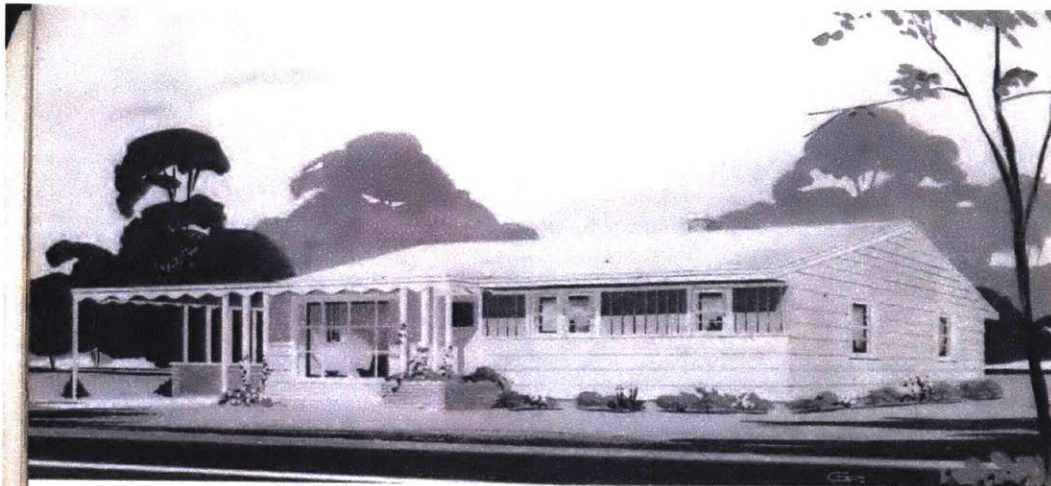
PLAN No. 3

Aladdin designers have captured the newest trend in home planning with the presentation of the Santa Fe. It is fascinating in its simplicity, and because it is a perfectly square structure, it is also most economical in cost. The Santa Fe is shown with large insulated back "Shake" Cedar Shingles described elsewhere in this book. While the large chimney adds charm to this home its construction is optional. Two floor plan arrangements are shown here — one three bedroom and one with two bedrooms. The living room is generously provided with light, having two large scenic windows. Ample closets are arranged in each plan. By sending for our specifications you will receive detail information on every part of this lovely home and further details in reply to any questions that you want answered.

MATERIALS ARE THE BEST

Dear Sir:
I want to tell you how pleased I am with my Santa Fe Home and the high quality lumber. My cupboards are beautiful. The carpenters and contractor said they never saw any lumber as nice as was in my home. They said that real expensive homes do not have what was in my home.
Mrs. G. R., Fremont, Ohio

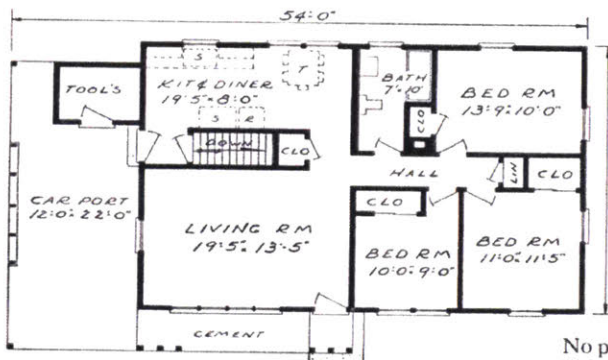
YOU SAVE MONEY
WHEN YOU BUY DIRECT
FROM THE
MANUFACTURER
No AGENTS' OR DEALERS'
PROFIT in PRICE You Pay US



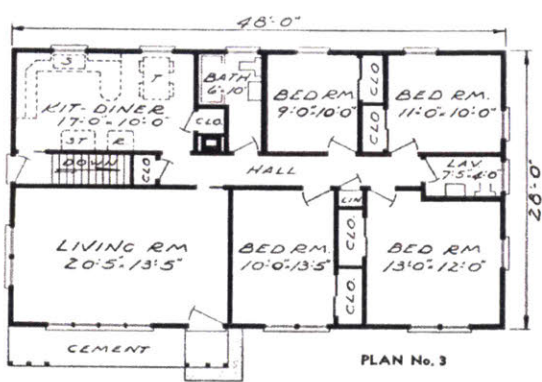
The Friendship — With Sheltered Entrance

Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT



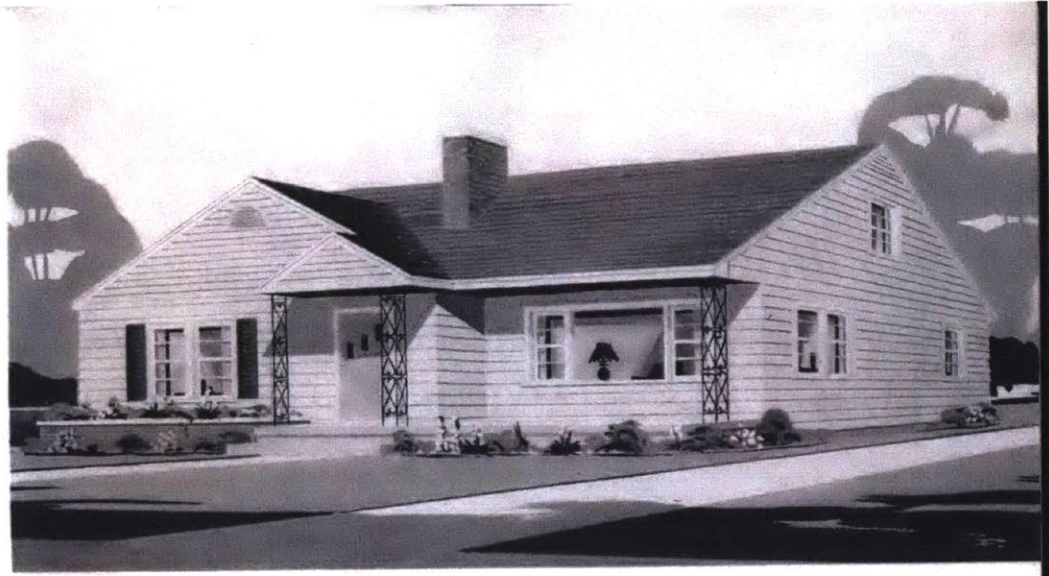
FRIENDSHIP No. 1



PLAN No. 3

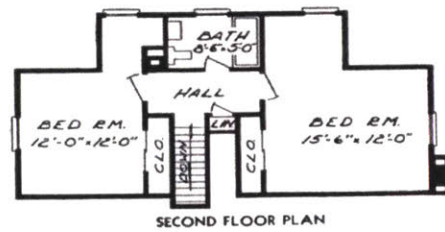
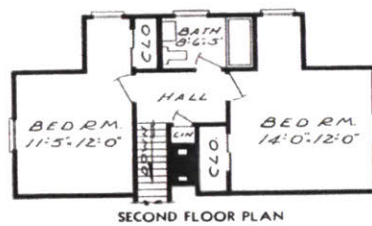
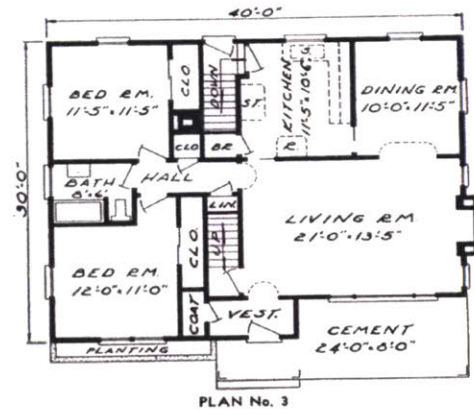
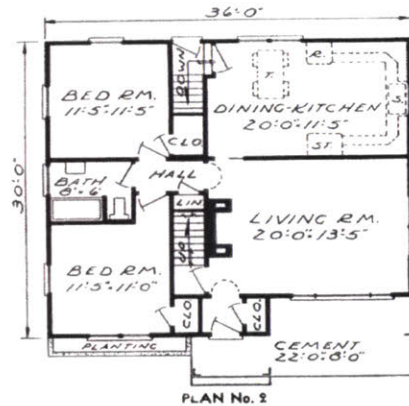
It's new, it's original, it's beautifully proportioned, it expresses brightness, light and friendliness. Its simple, well-proportioned lines are appealing—and permit extreme efficiency in production costs. The two most important rooms in a home, the living room and kitchen, are really expansive, and of sizes rarely found in homes of this size. The living room, as designed, provides 40 feet of unobstructed wall space.

No problem to arrange furniture to your liking. The FRIENDSHIP kitchen makes possible installing a dining table and all the fixtures and equipment of the finest "department of foods." While Plan No. 3 includes four bedrooms and a bath and a half, three generous sized bedrooms and bath are segregated from the living space in Plan No. 1. The carport can be omitted from Plan No. 1, and credit will be given accordingly. The carport is not included in Plan No. 3, but it can be provided for this plan at additional cost. A storage space for tools and other equipment is arranged under the carport roof. The carport offers ample protection for your car at a fraction of the cost of a garage, as well as affording protection for the kitchen entrance. Write us for specifications and further details.



The Astoria—Two Four-Bedroom Plans— Price Given On Enclosed Price List WE PAY THE FREIGHT

Here is a distinguished example of a true and conservative American home. Fads and fancies have no part in its well-proportioned architectural details and real home-making interior arrangement. The economy of one-and-a-half story—of expandable design—permit lower investment to start with, and later enlargement of, as the family grows. An inviting front porch opens through vestibule into a really generous, well-lighted living room. Sliding door separates living room and dining-kitchen, which is of exceptional dimensions. Access to bath and bedrooms from both living room and kitchen is a desirable feature. Prices quoted for both plans include stairway to second floor and sub-floor, but otherwise unfinished. Write for further details.





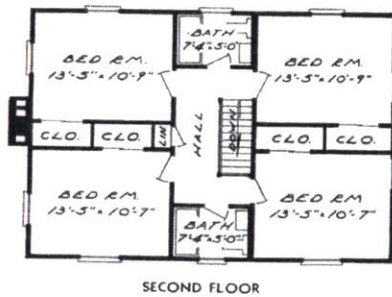
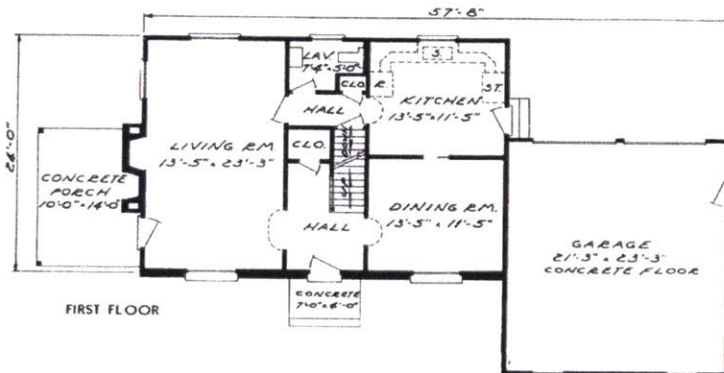
The Jacoma — Modern Two Story

Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT

Unique in its treatment of the exterior walls, in its combination of stone and antique cedar shingles, this plan achieves the utmost in convenience and brilliant styling. The slight overhang of the second floor arrangement gives your home a quality look of distinction. The spacious and well-planned rooms lend themselves readily to gracious living. If you prefer, we can, upon request,

place the garage doors at the front of the garage section instead of the rear. The porch at the left is an open porch but we can quote on furnishing screens if you wish to enclose it for the summer. Write for prices. The four spacious bedrooms on the second floor will permit you to enjoy greater quiet and privacy. Write us today for further specifications and details.



YOU SAVE MONEY
WHEN YOU BUY DIRECT
FROM THE
MANUFACTURER
No AGENTS OR DEALERS
PROFIT in PRICE You Pay US



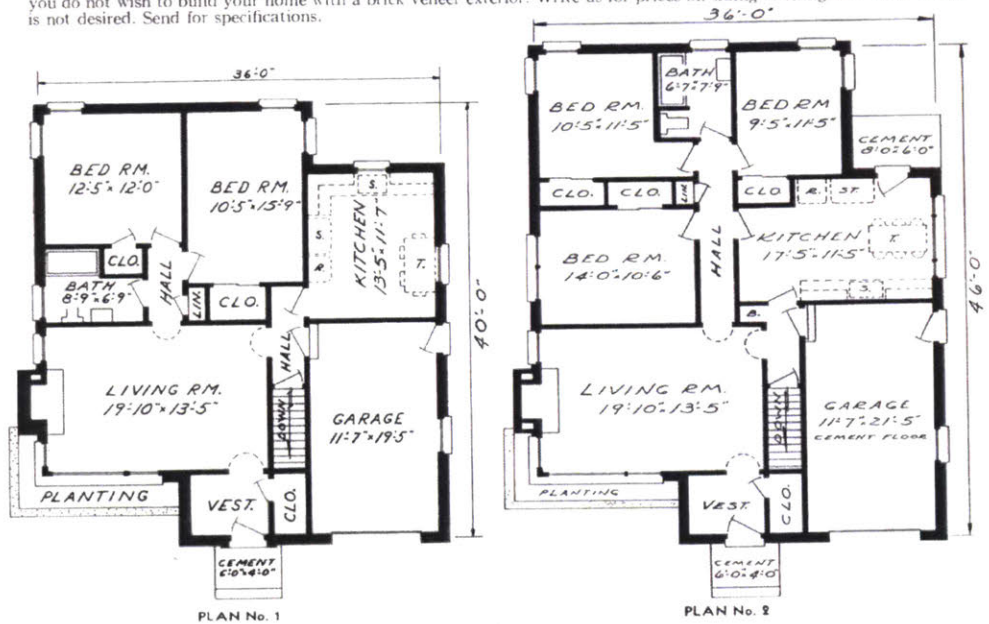
The Bellevue

DISTINCTIVELY ORIGINAL

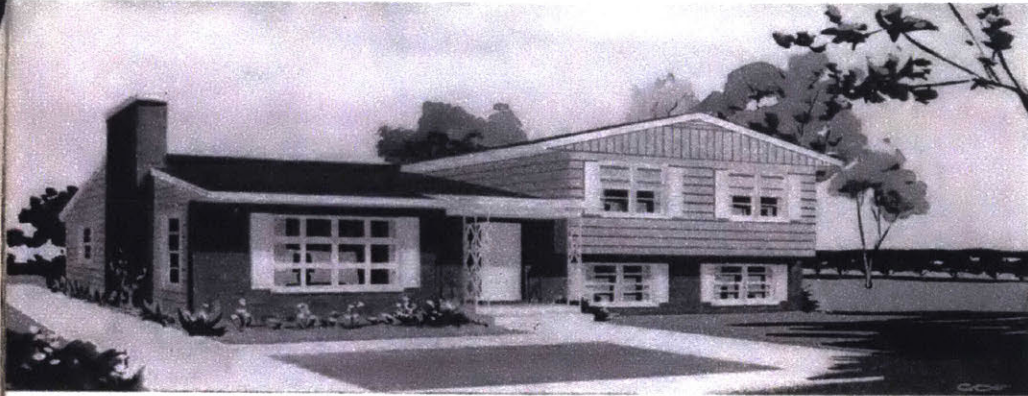
Price Given On Enclosed Price List

WE PAY THE FREIGHT

This plan is distinguished by a rare arrangement of the front elevation. The garage, fronting the street, is in perfect harmony with the whole, and meets the current demand for this type. The front entrance is embellished with fluted pilasters, the front gable discloses perpendicular siding and the expansive bay window, enclosed by a garden wall of stone (optional) lends especial charm to the whole. Arranged in Plan No. 1 will be found vestibule, well-proportioned living room, two bedrooms, combined kitchen and dining space, bath, cellar stairs and accessible garage with entrances from both the outside as well as the interior. Plan No. 2 includes these same features but with three bedrooms. While the above photo of the Bellevue shows the exterior finished in brick, we can provide either siding or shake shingles if you do not wish to build your home with a brick veneer exterior. Write us for prices on siding or shingles if brick veneer is not desired. Send for specifications.



21

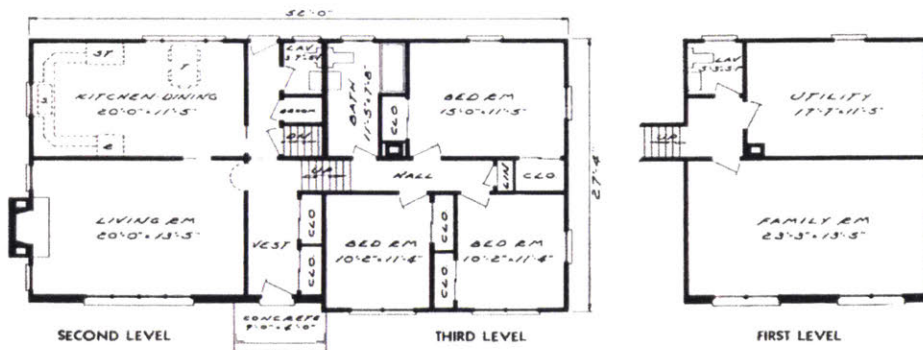


The Cornell — Lovely TRI LEVEL — Price Given On Enclosed Price List WE PAY THE FREIGHT

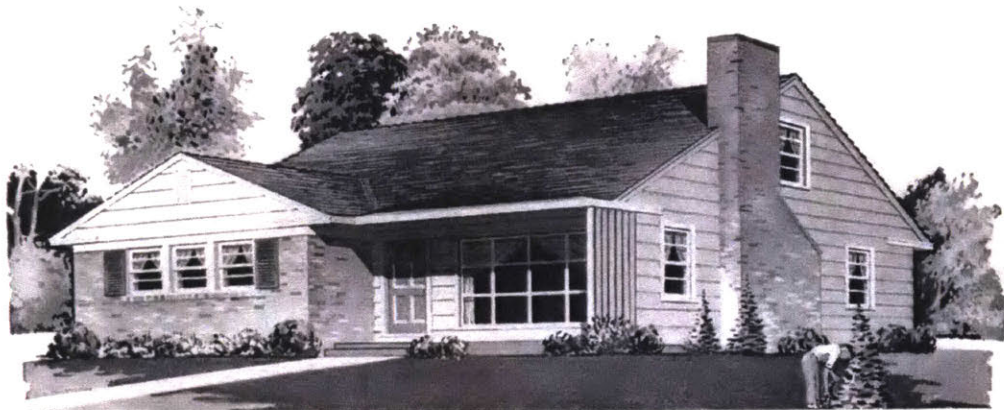
This gracious tri-level home presents the utmost in living comfort. Although the exterior walls of the front of the first and second levels are shown in brick veneer, we furnish siding for that portion, at the list price. If you intend to use brick veneer, write us for the allowance for omission of that portion of the siding, paint and nails. Our plans will then show details for that type of construction.

Note the convenient layout of the Cornell which provides access to all three levels from the spacious vestibule and the rear hall. This is truly a boon to any homemaker, thus eliminating traffic thru the living room. The ever popular pocket type sliding doors between the kitchen and living room, kitchen and rear hall, and vestibule and rear hall, are welcome, space-saving features.

The first level is merely a suggested floor plan and since we do not furnish any materials for the partitioning of this level, your own needs and desires may be incorporated. A single or double garage can be directly attached to this home at a slight additional cost. Write us today for further information and specifications for this home. There is comfort in every room.



HERE COMES YOUR ALADDIN HOME FROM THE GREAT FORESTS OF CALIFORNIA, OREGON, AND WASHINGTON

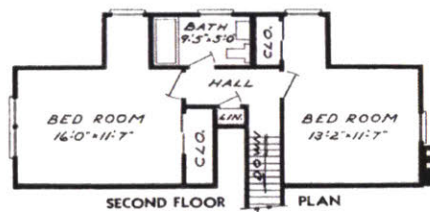
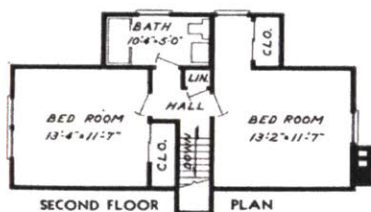
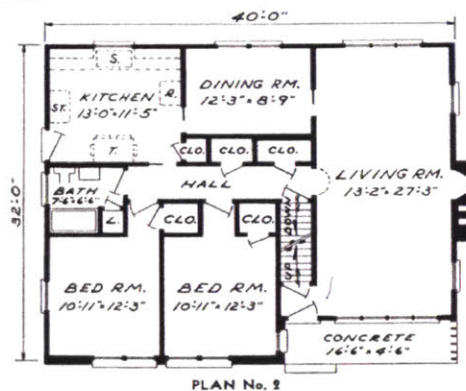
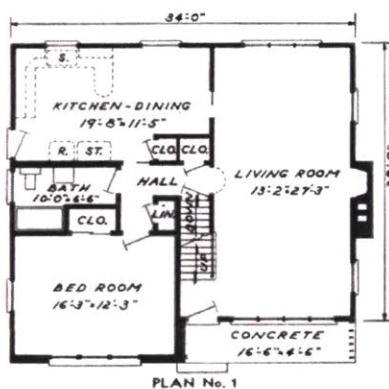


The Monterey—Hospitality House

Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT

"Hospitality house" would be a proper term to describe this warm and friendly home. It is purely conventional in feeling, yet incorporates especially modern features. The living rooms are really expansive and prepared for entertaining a host of friends. Notable is the design of the dining-kitchen in plan No. 1. Here the family gathers in close association with the homemaker on the three occasions of every day—meal time. More and more it is becoming common to combine the kitchen and dining room. The plans below speak for themselves. Price quoted for the No. 1 plan includes finishing second floor as shown. Price on the No. 2 plan includes stairway and rough floor only. Price for finishing Plan No. 2 complete will be given you on request. We will tell you more about the Monterey if you write us. In our price for the Monterey we have included siding where brick is shown in front wall. If you plan to use brick as illustrated, write us for allowance for omission of siding and paint for that portion of the front wall.



**BUILD YOUR
OWN HOME**

**WE SHIP COMPLETE HOUSE IN
SEALED BOX CAR**

**BUILD YOUR
OWN HOME**

23



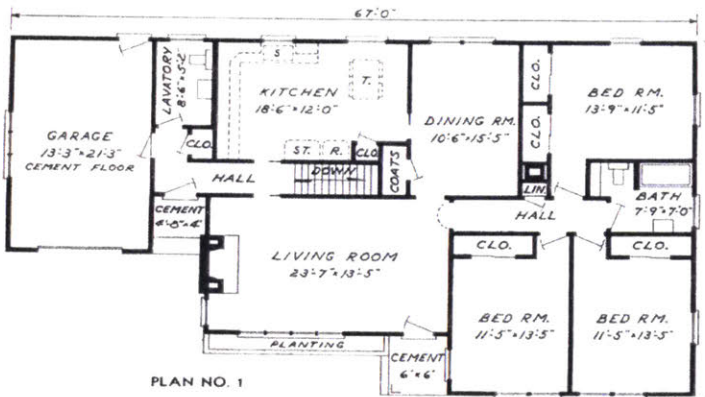
The Hollywood—Beauty and Harmony—

Price Given
On Enclosed
Price List

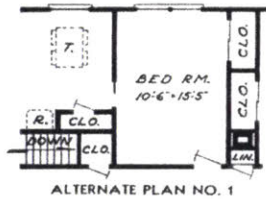
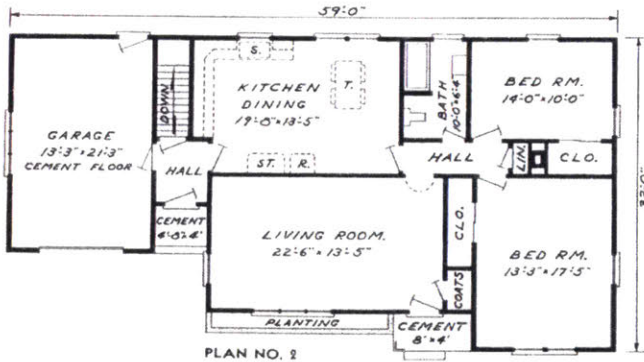
WE PAY
THE
FREIGHT

Aladdin is proud to present this fascinating example of present day home planning—the Hollywood. Contacts with tens of thousands of prospective homebuilders offer us opportunity to sense the always changing and latest visions of the ideal home. First, study the picture above. Harmony of structure as a whole is reflected in the segmented roof lines and the offsets of the

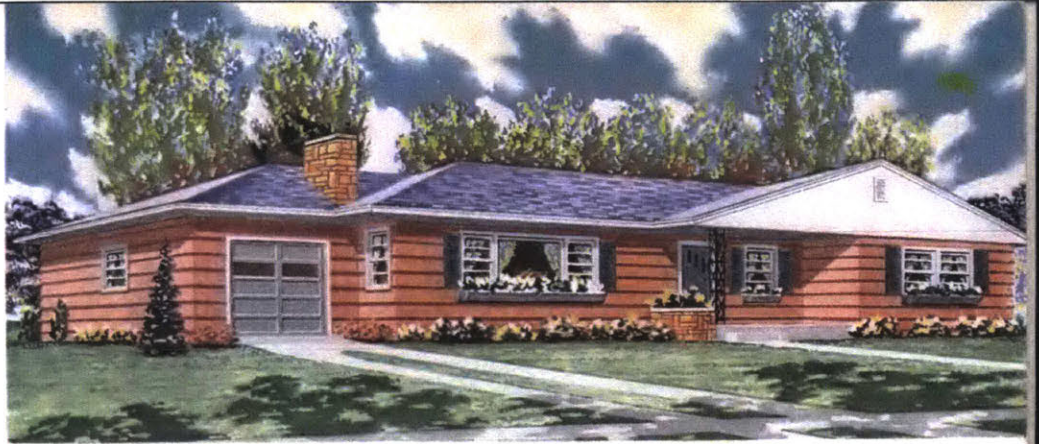
several walls. Placement of windows is both harmonious and picturesque. Much study was given by our designers to accomplish the maximum of living comfort and step saving. Write us for detail specifications and further information.



ALTERNATE
PLAN NO. 1



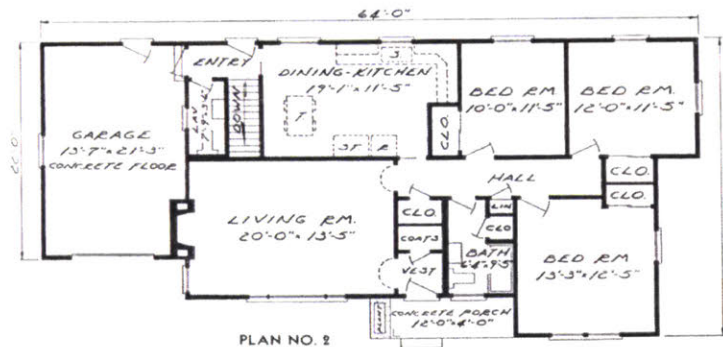
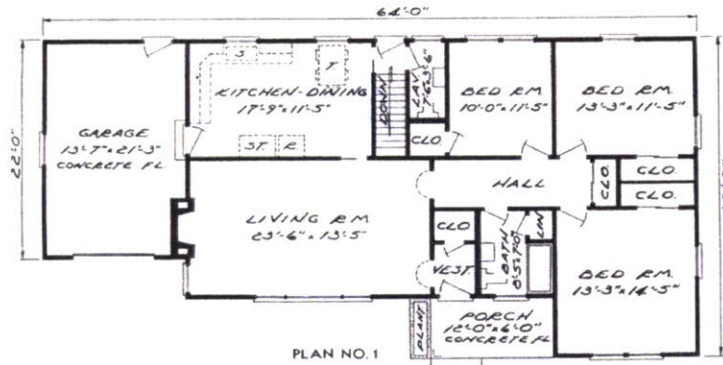
In Plan One you will find an optional change in the small plan below, which gives you a four bedroom arrangement by eliminating the dining room. We will be glad to discuss any further details upon hearing from you.



The Del Ray — Enduring Beauty —

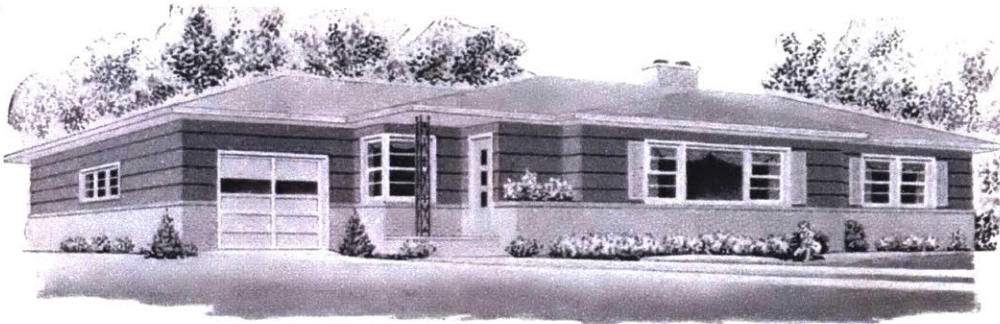
Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT



Rich in provincial charm and quiet sophistication, here is one of our newest additions to the Aladdin family of beautiful homes. The enduring beauty in the graceful lines of this creation will give your home a high quality of distinction. The lasting charm portrayed in the sweeping roof with the plain front gable will provide beauty for a lifetime. Much thought has been taken in planning and executing the newest trends in this design. Study the floor plans and note the many desirable features incorporated into this lovely home. Expanded kitchens, large living rooms, and bedrooms in a separate wing are the most wanted features in any new home. Write us for specifications.

**ALADDIN Has Been BUILDING BETTER
HOMES For OVER 50 YEARS**



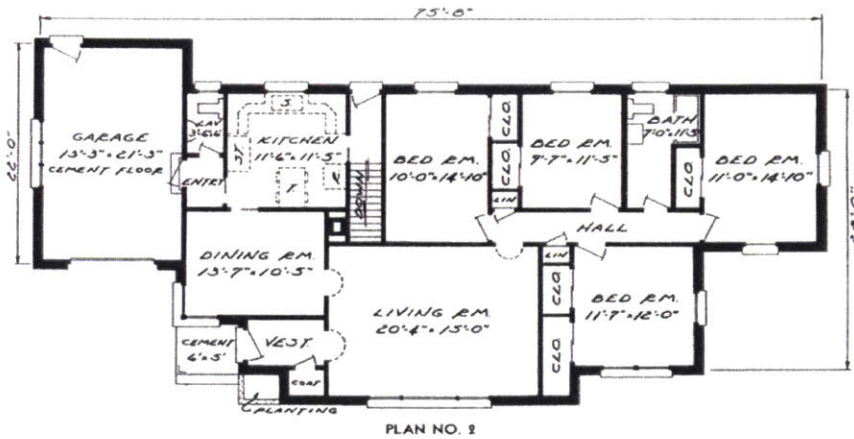
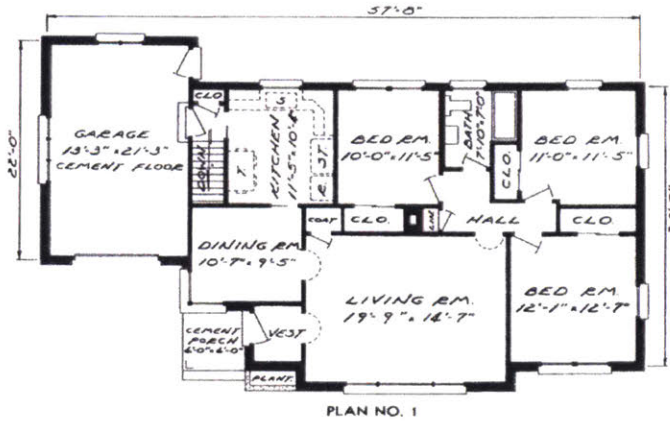
The Saratoga — Simple Elegance —

Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT

For lyric grace and infinite beauty, Aladdin is proud to offer this inspired creation. The simple elegance of this home makes it a styling triumph in design. Here is a home that is young in spirit, made for young living. The combining of brick and cedar shingles on the outside walls gives a fresh viewpoint for lasting beauty in your home. Note the symmetry in the offsets in the front wall. The segmented roof lines are thoroughly stylish and of enduring charm. Many novel features have been added to give rich character and distinction. The inspired beauty can be enhanced with your selection of color

scheme. Your new home can acquire regal loveliness, when coupled with your individuality. It will express fully your discriminating tastes. As you examine the floor plans, see the many features which will label this design truly a home of the future. The large, efficient kitchen, the gracious living room, the more than ample bedrooms, all tend to make this a very desirable home of thoroughly modern charm and elegance. Saratoga is priced with siding or shakes entire outside walls. Write us for allowance if you plan to use masonry materials shown above. Write for specifications.





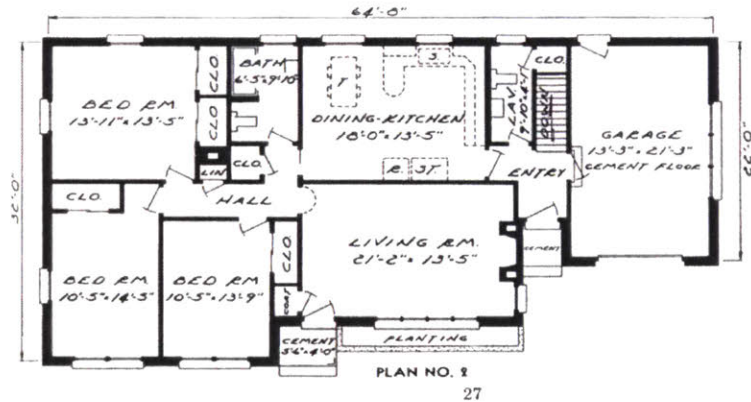
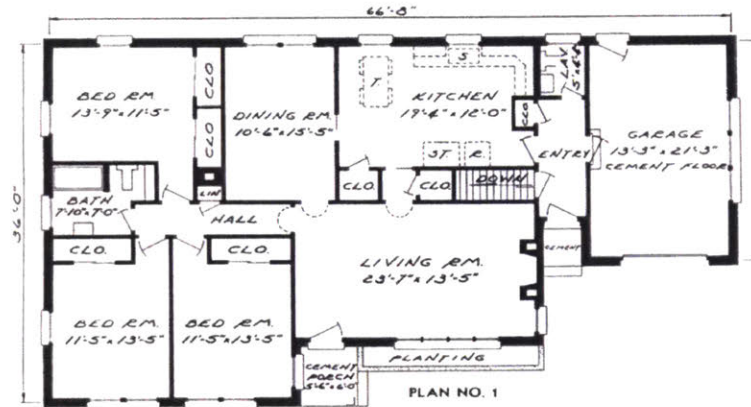
The Catalina—SKILLFUL PLANNING—

Price Given
On Enclosed
Price List

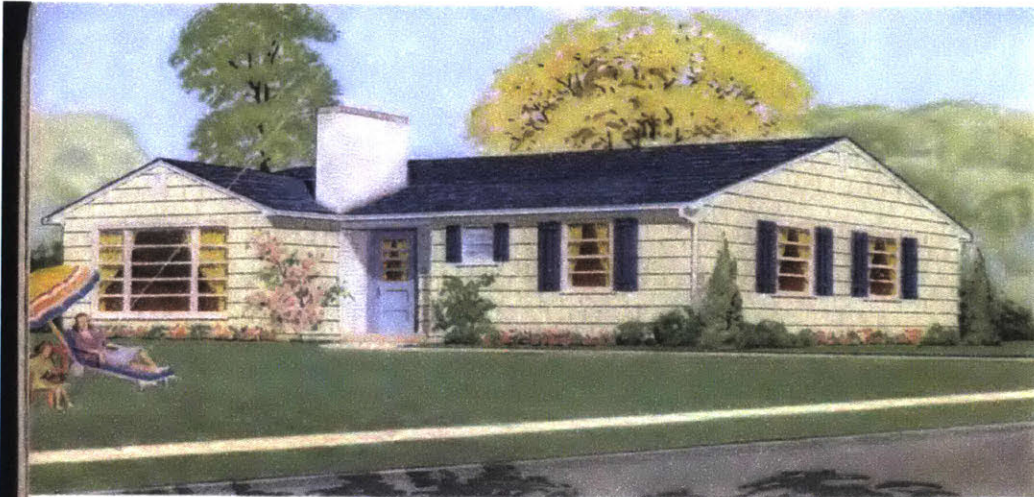
WE PAY
THE
FREIGHT

The accent on elegance shown in the skillful planning of this home is being widely accepted as a prime requisite in the home of tomorrow. Aladdin has designed this home with your future in mind. Rich character and individuality have been combined to give you the utmost in home styling, fully expressive of your distinctive tastes. The combination of the vertical boarding in the fronting gable and the bricked main walls will enhance the beauty of this lovely home. As an alternative to the No. 1 floor plan, we can omit the partition between the two front bedrooms, giving you a large and newly popular "family room" or enlarged bedroom. Also the dining room

can be converted to a bedroom, providing you with an additional bedroom. Study the floor plans carefully. Expanded living has been one of the keynotes of this home. Write us for further details and specifications.



SAVE
TIME
•
SAVE
WASTE
•
SAVE
MONEY

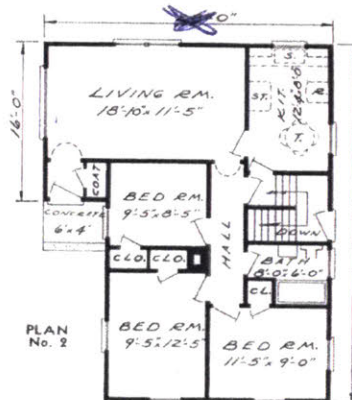
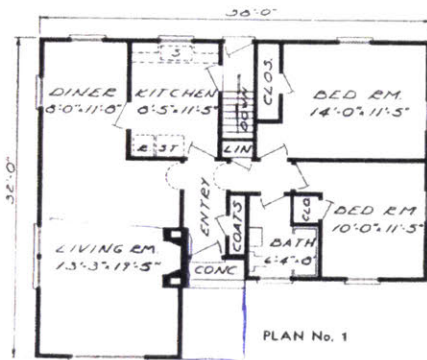


The Pasadena — For Modern Living —

Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT

Here is a home of ultra-modern design that can be placed either way on your lot. Frontage required can be as narrow as forty feet, or when placed the long way on your site, can still occupy a fifty foot lot. Take especial note of the large Scenic window, from floor to ceiling. You may have this window either as shown in the photo above or we will transpose it to the rear of the living room and place the mullion window, now in the back, at the end of that room. Specifications on request.



SAVED MANY HOURS

Dear Mr. Sovereign:

My 74 year old grandfather and I completely framed in our Aladdin home in less time than a crew of 6 men do a house of equal size, using the conventional methods. The lumber and the prints are so completely and plainly marked that even a woman can read and understand them.

The materials were the best I have ever seen anywhere and the time saved in construction of an Aladdin precut home will allow you to complete your home in just about half the time. I am a carpenter by trade and get a chance to see many different homes and all types of lumber. I am a very satisfied Aladdin owner. Mr. and Mrs. W. B., Huntsburg, Ohio

DID 90% OF LABOR

Dear Folks at Aladdin:

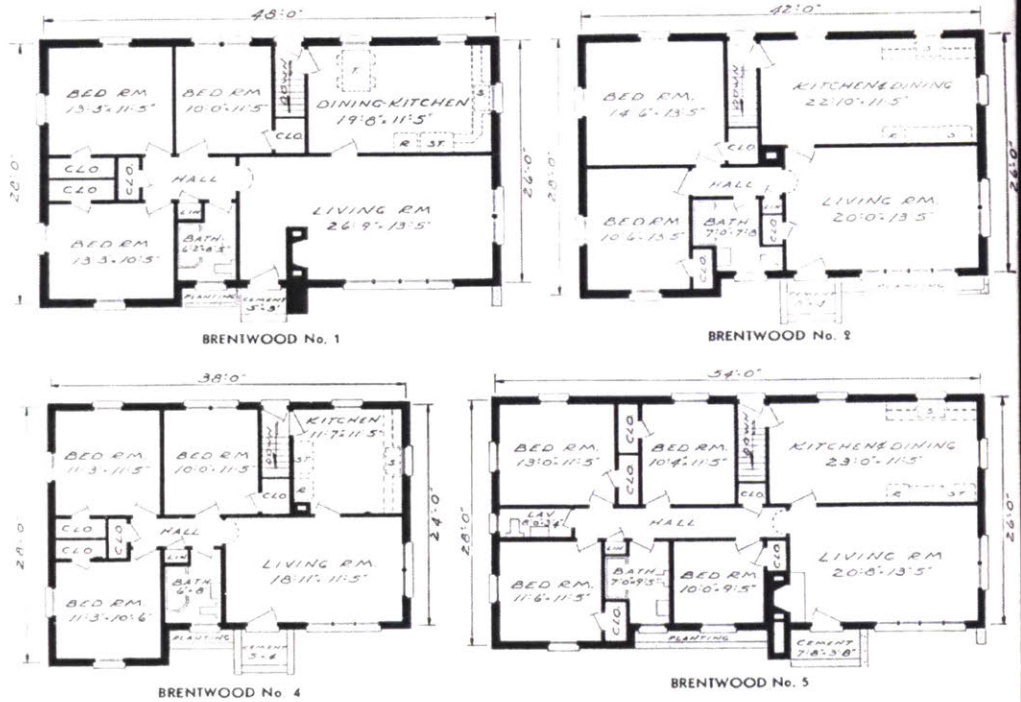
We are proud of our house especially since we have done about 90% of the work ourselves. Neither my husband nor myself ever had much experience in building so we feel we've really accomplished a good job.

A contractor stopped one day and remarked that it was well built and he also told us the material was exceptional. We did know enough about that to know it was wonderful material. Your Company has been a wonderful Company to deal with and we've had perfect satisfaction. Thanks. Mrs. H. H., St. Charles, Mich.



The Brentwood — One of ALADDIN'S Best — Price Given On Enclosed Price List WE PAY THE FREIGHT

Approached from any side, here is a home of impressive beauty. Our designers were inspired by the inclination of present-day home builders for well-proportioned dignity—with simple embellishment. The gabled projection of the bedroom creates a pleasant break in both the front wall and the otherwise plainness of an unbroken roof. Note the main eaves at the front which afford protection to the front entrance door. And the living room is beautiful with an exceptionally large Scenic window. Four plans are shown, one of two bedrooms and two of three bedrooms, and one of four bedrooms. Note the expansive "Dining-Kitchen" the latest and very popular inclusion of these two important rooms in one. This Aladdin Home is shown in brick veneer and priced without siding; we will quote price for siding for the outside walls. See picture of Brentwood with siding on Page 70. Write for specifications.





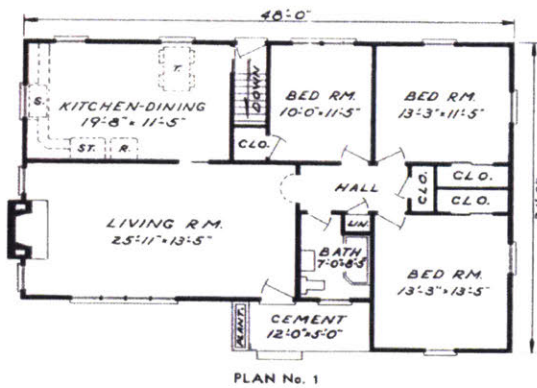
The Ventura—Western Inspiration

Price Given
On Enclosed
Price List

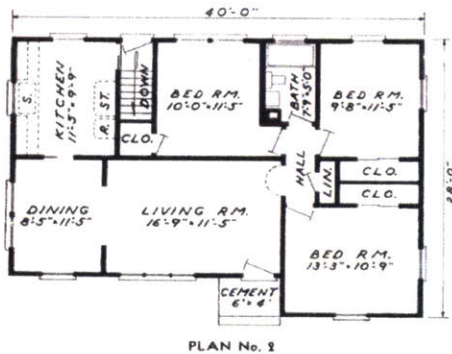
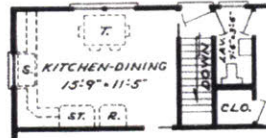
WE PAY
THE
FREIGHT

The Ventura is one of our most popular Aladdin designs. It is Western in inspiration and offers the lately popular hip roof. Its broad chimney can be built now, or because of its location on the outside wall of the living room can be added later. Here in Plan One arrangement the living room is approximately 26 feet x 14 feet having an expansive Scenic window and ample

wall space. The kitchen-dining room, which is becoming extremely popular in most new designs, is approximately 20 feet x 12 feet. All plans of the Ventura have three large bedrooms. See page 43 for Plan Three having garage attached and further information.



ALTERNATE PLAN No. 1

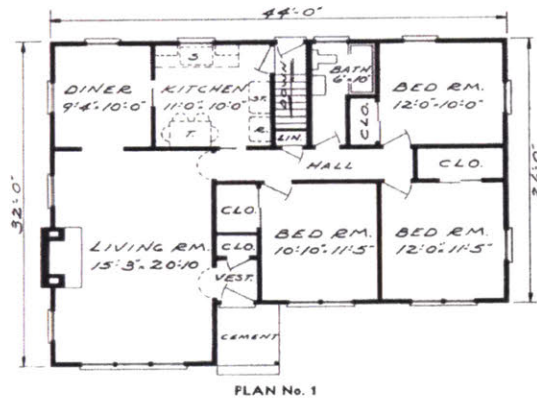


Shown above is an alternate plan for the Number One arrangement. In sketch above you will note there is a half bath—lavatory and toilet. This is available in Plan One and Plan Three arrangement only at a slight additional cost, and is accomplished by reducing the width of the kitchen-dining room approximately four feet. Write us for prices.

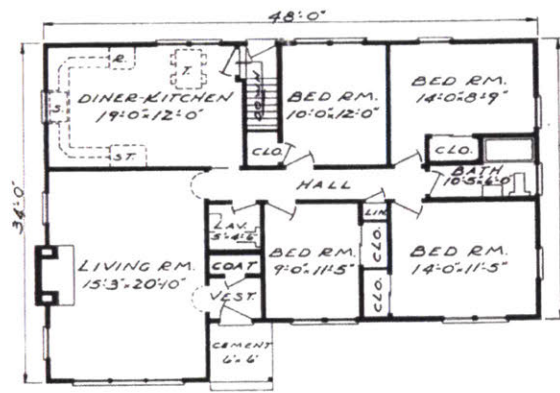
**SEE ANOTHER PLAN WITH
ATTACHED GARAGE Page 43**



The Ambassador — NEW AND SPARKLING — Price Given On Enclosed Price List WE PAY THE FREIGHT



PLAN No. 1



PLAN No. 4

Here's a house of "young ideas"—a house as smooth-looking as a jet plane! While it is designed for today's modern living it has such free, unhampered charm that it is likely to retain its youthful look far into the years. And structurally, you can get no better "old age" insurance for a house than the fine quality lumber Aladdin supplies. The Ambassador is not only a young house but a cheerful house as well. Its many windows can provide vistas of flower, shrub and lawn from practically any room. Notice especially the great living room triple window stretching almost across the whole front of the room. It's almost like sitting in an observation car. Then there are the possibilities of the fireplace which can be constructed if desired. Both the three and four bedroom plans shown here provide for dining. Closets are more than ample; bedrooms well-planned and spacious. Write for detail specifications.

READ WHAT ALADDIN'S GUARANTEE MEANS TO YOU

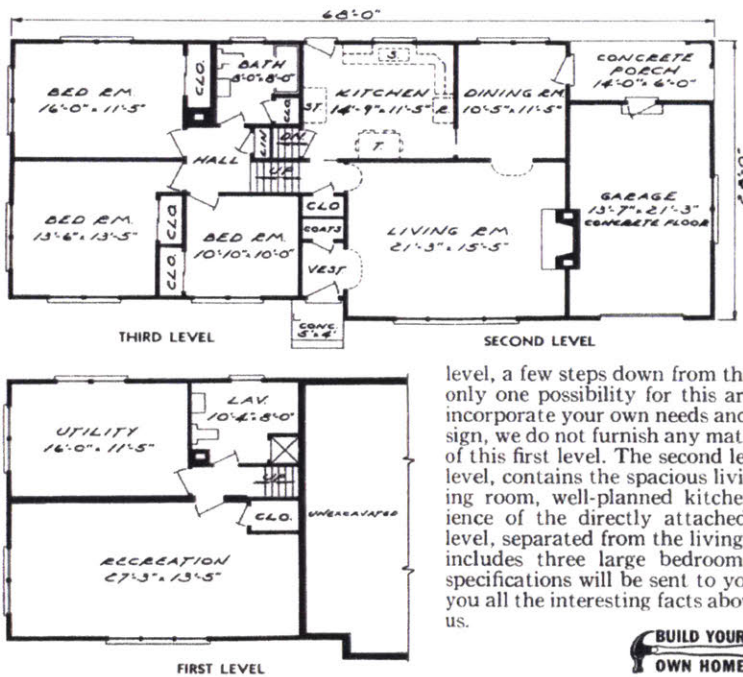
We started in business 52 years ago with the idea of providing low cost homes manufactured in our own mills from the finest obtainable materials. We have never deviated from this policy. The reputation we have built up for outstanding quality is our most precious asset. We intend at all times to maintain that reputation—to observe strictly the high standards home builders expect from us. That is why we can give the purchaser of an Aladdin house the most completely protective guarantee we know of. No one can offer you greater protection than we do when we say: "Satisfaction or Your Money Back."



The Tulane—Modern Split Level—

Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT



Aladdin's newest conception, in the modern split level home shown here, offers more than mere physical comfort. Well adaptable for a level lot as for a sloping one, extremely careful planning and diligent execution of these plans are truly evidenced in this noble design.

The suggested first level, a few steps down from the efficient kitchen, is only one possibility for this area. So that you can incorporate your own needs and desires into this design, we do not furnish any materials for the interior of this first level. The second level, which is ground level, contains the spacious living room, lovely dining room, well-planned kitchen, plus the convenience of the directly attached garage. The third level, separated from the living area by a few steps, includes three large bedrooms and bath. Detail specifications will be sent to you on request, giving you all the interesting facts about the Tulane. Write us.



COMPLETELY SATISFIED

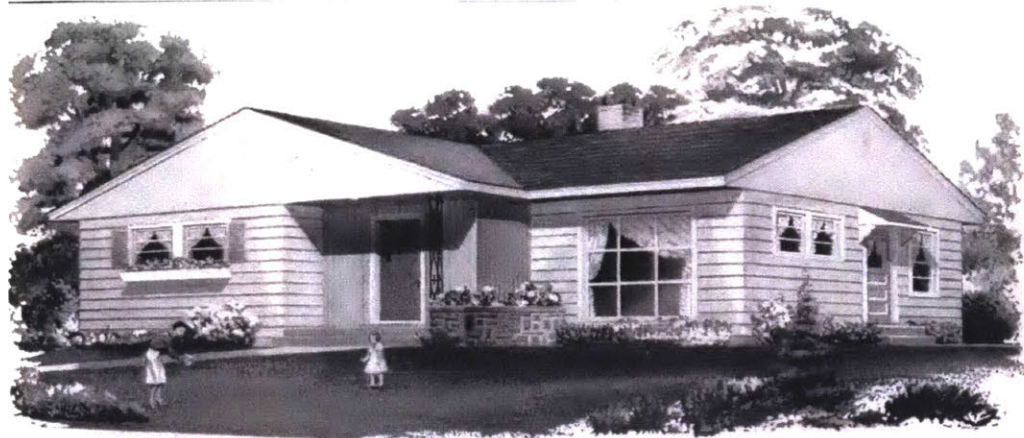
Dear Mr. Sovereign:

I am completely satisfied with my purchase and heartily recommend Aladdin Homes to anyone wanting a new home constructed of the finest quality materials on the market. I have received many comments, all favorable, on the design, appearance, and construction of my home. Accurate measurements and careful following of the blueprints and even an inexperienced man can build a good home on the Aladdin plan.

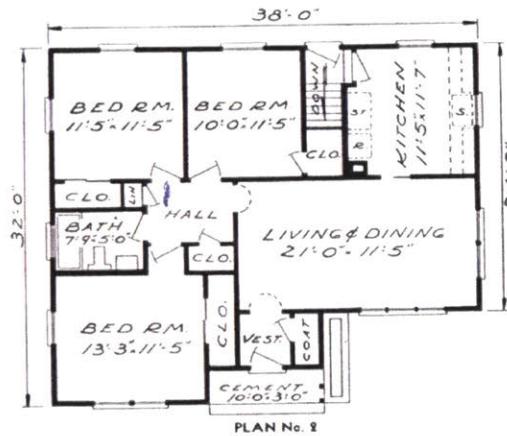
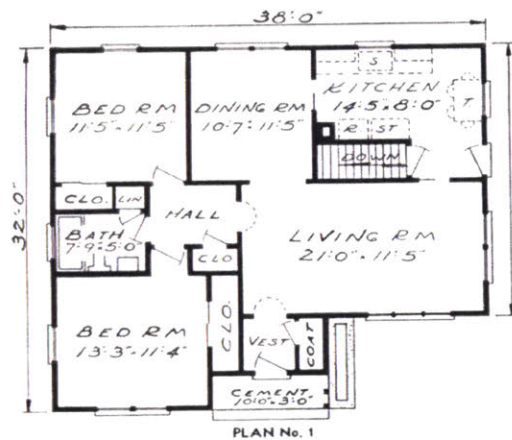
A. K. L., Appling, Georgia

ALADDIN is the only Read-Cut manufacturer which cuts floor, roof, and wall sheathing to exact size and length for nailing on frame. This pre-cut and fitted lumber saves the builder many hours of labor.

32



The Manhasset — NOTEWORTHY FOR ITS LARGE ROOMS — Price Given On Enclosed Price List — WE PAY THE FREIGHT

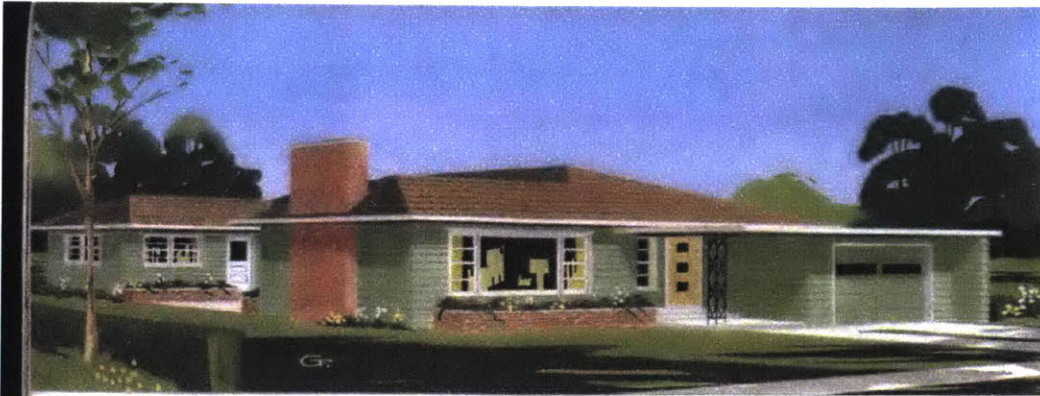


Architecturally, the Manhasset is thoroughly modern and splendidly proportioned in every detail. You will observe that this Aladdin is distinguished for its larger than usual rooms. The living room, bedrooms and kitchen all have well placed windows affording cross-ventilation. Covered entrance opens into vestibule with coat closet and arched opening to living room of both plans. Bedrooms and bath are separated from living room by a convenient hall, with extra closet. Generous wall space in the living room is accomplished by placing a high mullion casement window at the end. Five and six closets offer good storage facilities. Two plans are shown here, one with two bedrooms and one with three bedrooms. Detail specifications will be sent you on request.

BUILD YOUR OWN HOME

ALADDIN SPECIFICATIONS

A study of Aladdin specifications will reward you with the knowledge that nowhere can be found quality to exceed that which is a part of Aladdin Houses. Finer materials cannot be had for we have used the greatest care to seek out and use the very best. Write for detail specifications of the home of your choice and learn how Aladdin furnishes complete materials down to the minutest detail.

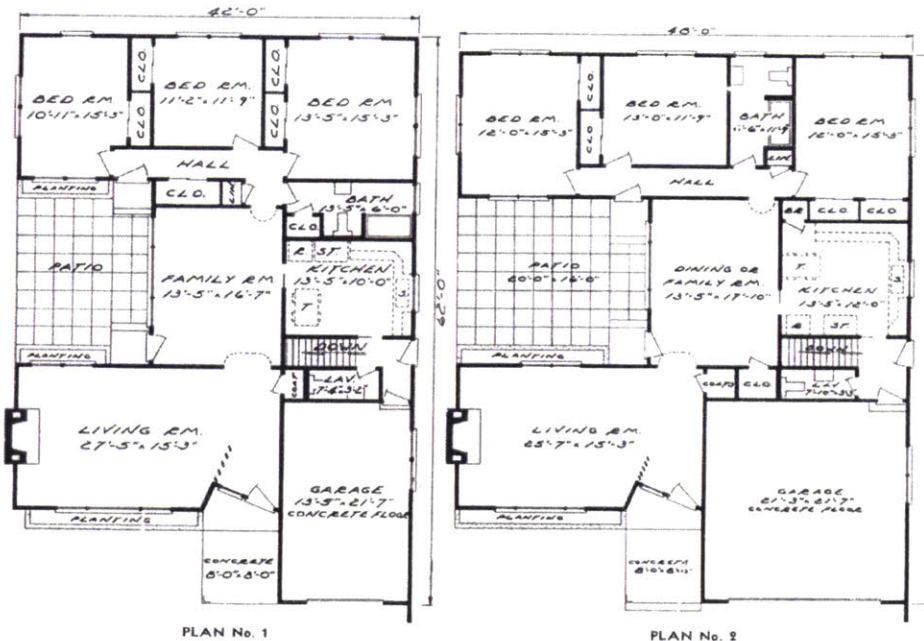


The Topeka — POPULAR FAMILY ROOM

Price Given
On Enclosed
Price List

WE PAY THE
FREIGHT

For compactness, convenience, and modern design, here is one of the newest creations by Aladdin Engineers. The attractive planning of the newly popular "family room" overlooking the recessed patio makes this an outstanding achievement in home design. The architectural lines of this home are strong yet flexible for expanded living. This home is most attractive and for a better view of the patio arrangement see page 61.



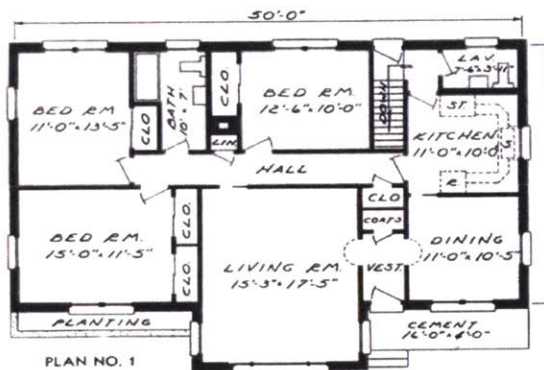
You **SAVE** when you build the ALADDIN way because factory cutting and fitting reduces the labor cost **30%** and lumber waste **18%**.



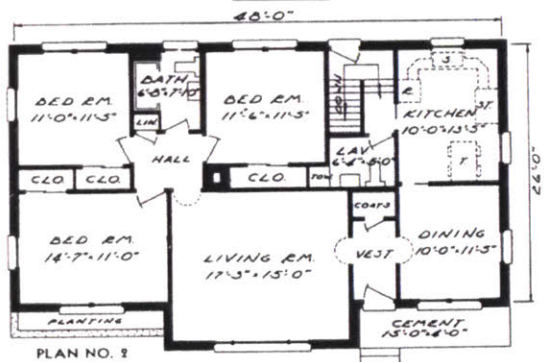
The Wilshire - Neat and Trim Lines

Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT



PLAN NO. 1



PLAN NO. 2

Influenced by your many requests, Aladdin is proud to present the Wilshire, a modern beauty in brick. Equally attractive in siding, the Wilshire attains wide versatility. Both floor plans are proving extremely popular. In Plan No. 1 you have a central hall connecting all parts of the home. Each bedroom closet in both plans is equipped with by-passing sliding doors for greater utilization of space. In Plan 2 the cellar stair well and extra lavatory can easily be converted into a utility room for those who wish to build without a basement. In either plan, if you prefer the ever popular dining-kitchen arrangement, making these two important rooms into one large room, write us, as we can omit the partition between the kitchen and dining room in either plan. The Wilshire home is shown in brick veneer for the main side walls. If you prefer siding or Cedar Shake shingles, write us for prices and specifications.



SO EASY TO BUILD

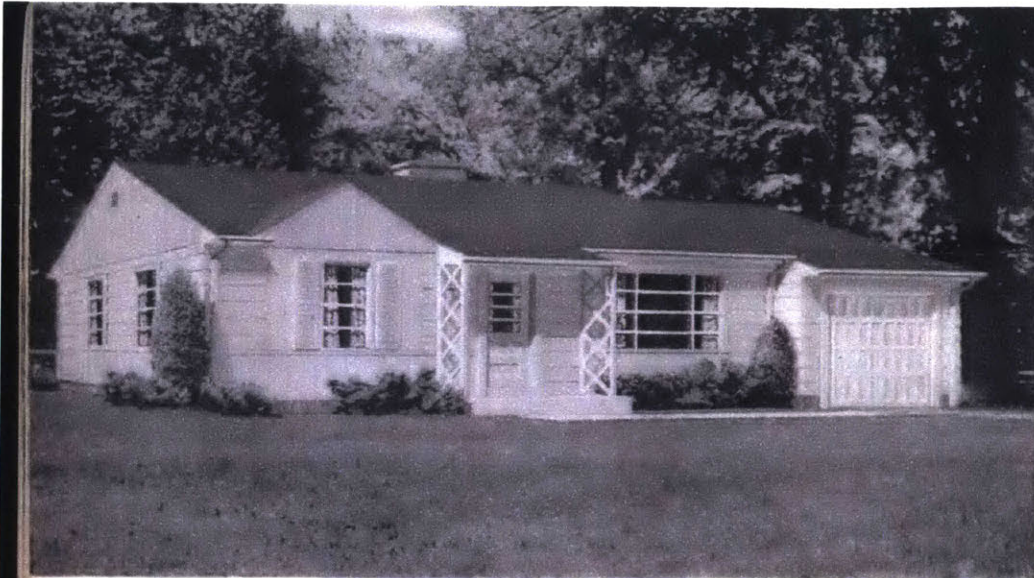
Dear Sirs:

The lumber in my Aladdin Home is the best I have seen. It is much better than in the houses built by others. Everything fit together real well. I built my home with the aid of friends. The drawings were plain, and anyone should be able to follow them. We are real pleased with our home and appreciate all your help. L. O. M., Hobart, Indiana.

**ALADDIN—Serving The HOME
BUILDER FOR OVER 50 YEARS**

The ALADDIN Name Has Become a Mark of QUALITY

35

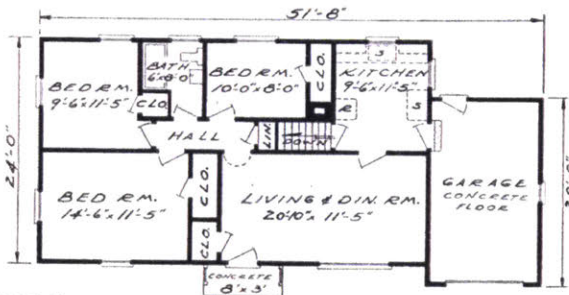


The Coronado—A Superb Creation

Price Given
On Enclosed
Price List

WE PAY THE
FREIGHT

Lovely to look at. Lovely to live in—that's the "new look" expressed in this charming home. A study of the above photograph is really necessary to fully appreciate its originality in form and entrancing detail. Of especial interest is the contrasting treatment of the outside walls. The vertical boarding in the gables, matching the walls below the window line, with either wide siding or large Cedar Shingles, whose lines run horizontally, bespeaks rhythmic contrast. Note the hooded entrance and beautifully designed Scenic window, which completes a scene of fascinating beauty. Both plans are designed to give efficient and convenient floor space. Write us for specifications and further information.



PLAN No. 1

**QUALITY ENDURES
THRU THE YEARS**

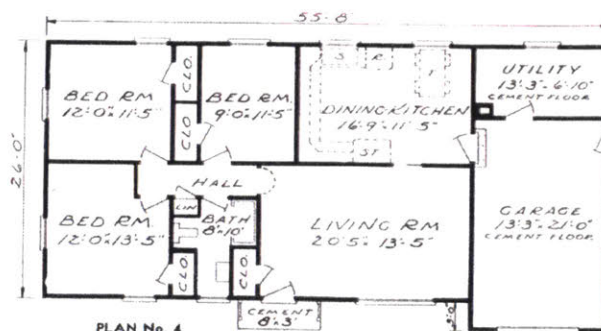
DID ALL WORK HIMSELF

Gentlemen:

All the work of building, except plastering and foundation, I have done myself. To say that we are pleased with the house, material, lumber, hardware, etc. is putting it very mildly. No one can ask for more in every way. Many stop to look and have only words of commendation. We are very proud of our home.

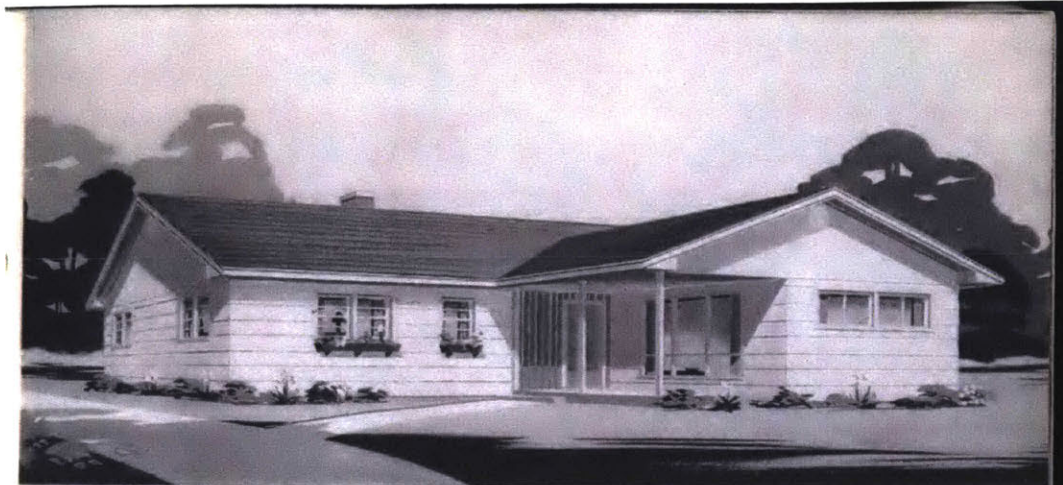
Would you please send me your new catalog. I will be sending you an order for another house or two in the near future.

Respectfully yours,
Rev. L. E. T
Kreamer, Pennsylvania



PLAN No. 4

36



The Shelby *Artistic, Modern Touches*

Prices Given on Enclosed Price List
WE PAY THE FREIGHT

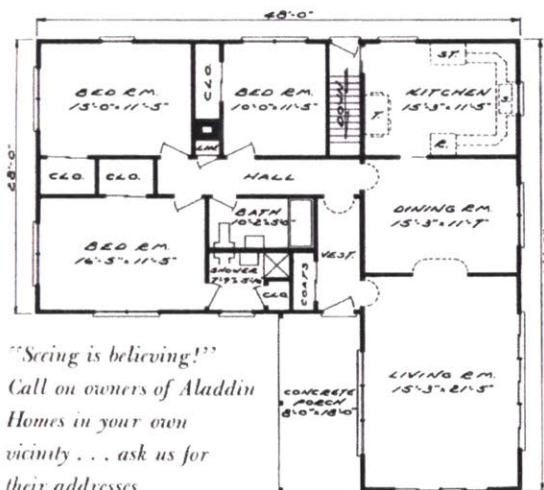
In the Shelby, you find all the artistic, modern touches in architectural designing that go to make the easy-living of the typical ranch home. Notice how the design of the front living room windows match the front door. The wide expanse of roof and eave projection combine to give an appearance of strength and stability seldom found in a house of this size. The interior arrangement is one for comfort and convenience. Note the easy access to all rooms from the central hall. Typical of the modern features are the vestibule with its spacious coat closet,

the well planned kitchen, and the shower room off the master bedroom.

For the lovers of a large porch, the Shelby has special appeal. The roof of the front gable is carried over the front entry, thereby providing protection in inclement weather and the possibility of screening in this area for a future summer living room. The possibilities of incorporating your desires and needs into this home are unlimited. The home is divided into two spheres of living by the vestibule and cellar stairwell. On one side, you have the area for rest and relaxation; on the other, the area for the activities of daily living.

If desired, the partition between the living room and dining room may be omitted for more informality, yet each room by itself has a distinctive character of its own.

Examine the floor plan carefully; then place your family inside. Here you will find modern living at its finest. The Shelby will meet every wish for the comfort and pleasure of a modern family and the Aladdin System will effect a tremendous saving for its owner.



"Seeing is believing!"
Call on owners of Aladdin
Homes in your own
vicinity . . . ask us for
their addresses.

*Note the large porch, unusually
convenient arrangement of the rooms,
and ample closet space in all of
the bedrooms.*

37

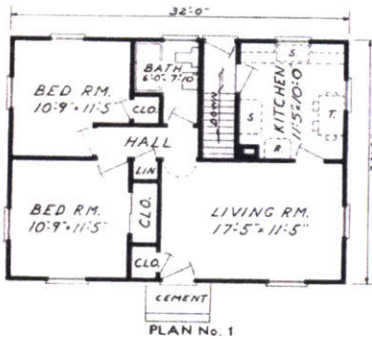


The Yorktown

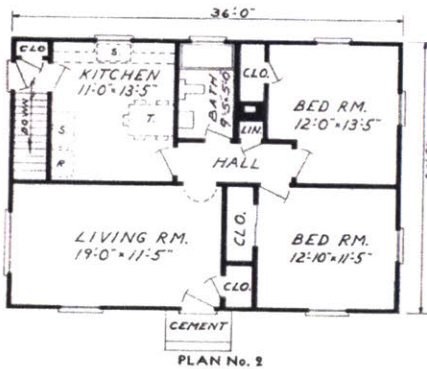
DIFFERENT, INTERESTING,
WELL BALANCED

Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT



The exterior details of this home constitute a happy combination of originality and balance. The front projecting roof lends greater apparent depth and offers protection to the front entrance. The supporting columns are distinctly original to this plan. Full length window blinds edge windows at front and right hand side, also the front door. A scenic window is shown in end wall of the Plan 2 living room. This window can be substituted for either living room windows in the Plan 1 at a small charge. All windows in this home will be furnished with small divided lights in both upper and lower sash unless otherwise requested. The Yorktown is proving to be extremely popular with many Aladdin customers. Specifications will be sent to you on request.



QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN

All exposed lumber both inside and out in every Aladdin house is clear and free from knots or other defects—and is kiln dried.

The framing lumber (dimension) and sheathing is free from any defects that might impair its strength and is thoroughly Dried and Seasoned.

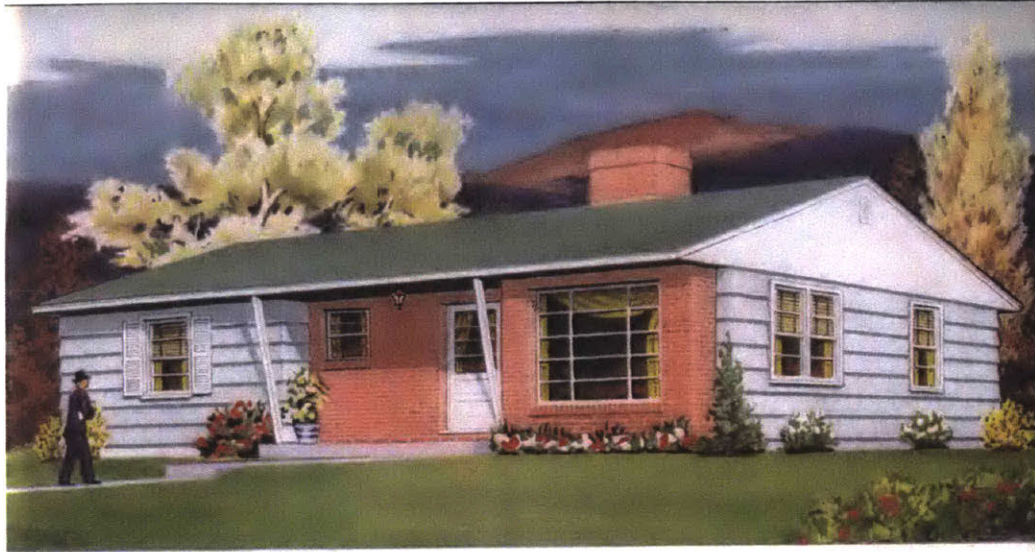
SAVED ALL LABOR COST

Dear Sir:

I have done most of the work myself on our Aladdin to save labor cost. And your blueprints and marked pieces sure saves time. We would not have had our home if we would have sawed the lumber ourselves. Sincerely,

Mr. M. D. M., New Paris, Indiana

THE NAME AND COMPLETE
ADDRESS OF ANY LETTERS
IN THIS BOOK WILL BE GIVEN
ON REQUEST

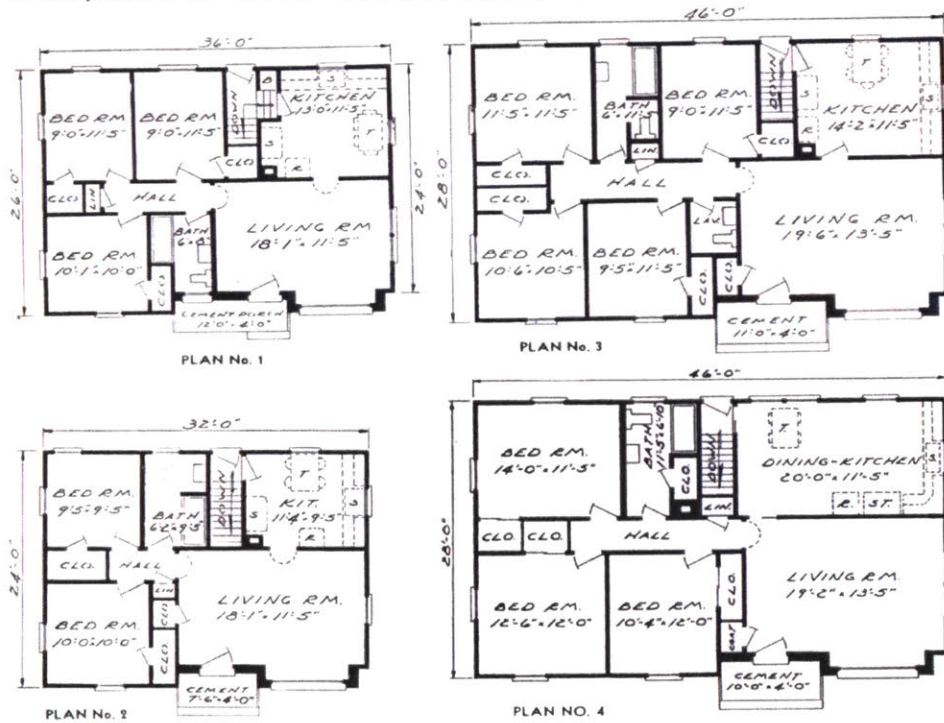


The Palomar—Contrasting Brick and Shingles

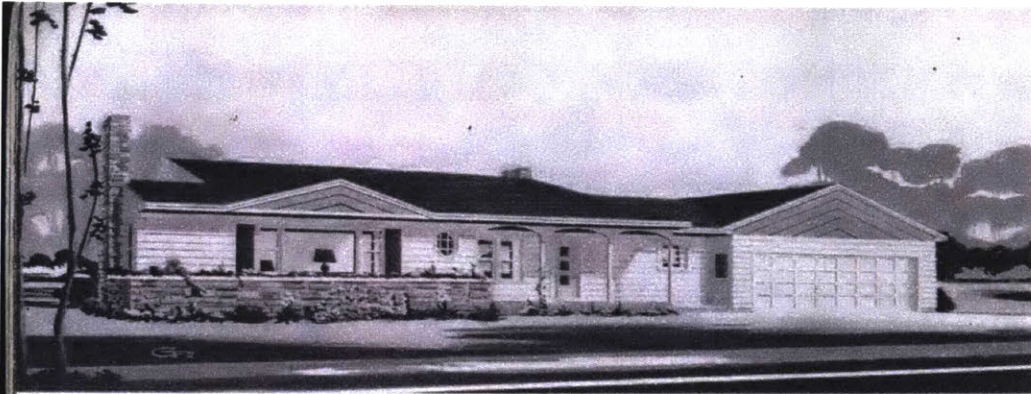
Price Given
On Enclosed
Price List

WE PAY THE
FREIGHT

Artistic in its simple details, maximum livability and usable living space are accomplished in this square type of home. Our price for the Palomar includes shake shingles where brick is shown in the front wall. If you plan to use brick as illustrated, write us for allowance for shake shingles for that portion of the front wall. Write us for additional details and specifications.



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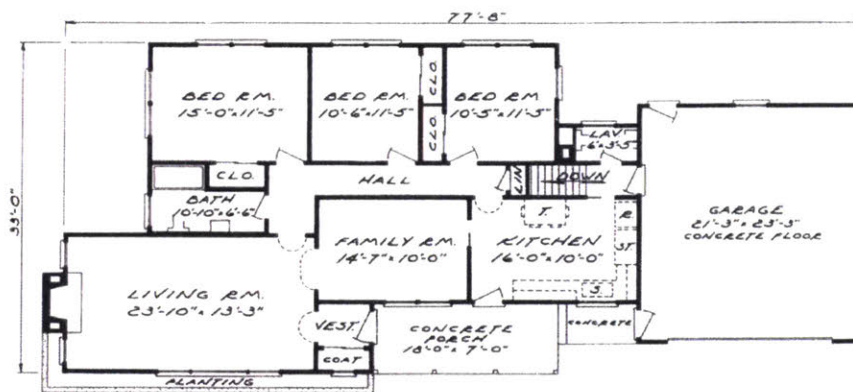


The Orlando—Modern Styling

Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT

In this modern design, Aladdin has glamorized the exterior with the new charm of the herring-bone pattern in the front gables. The inclusion of the widely hailed "family room" permits you to enjoy more room and more comfort. The many requests for a central hall are answered in the Orlando—a hall which gives access to every room in the house. This is a step-saving arrangement for the entire family. Write us today for detail specifications and further information.



DO IT YOURSELF PROJECT

Gentlemen:

This has been a one-man do-it-yourself project and the neighborhood is all eyes. Everyone is amazed at the progress one man can make. My wife and I are surprised and pleased at what we have been able to do and, of course, the credit goes to Aladdin for the good lumber, the well-made plans and instructions. We are both enthusiastic and have taken color pictures of the progress we made.

Very truly yours,
J. S. P., East Hampton, New York

BUILDING THIRD ALADDIN

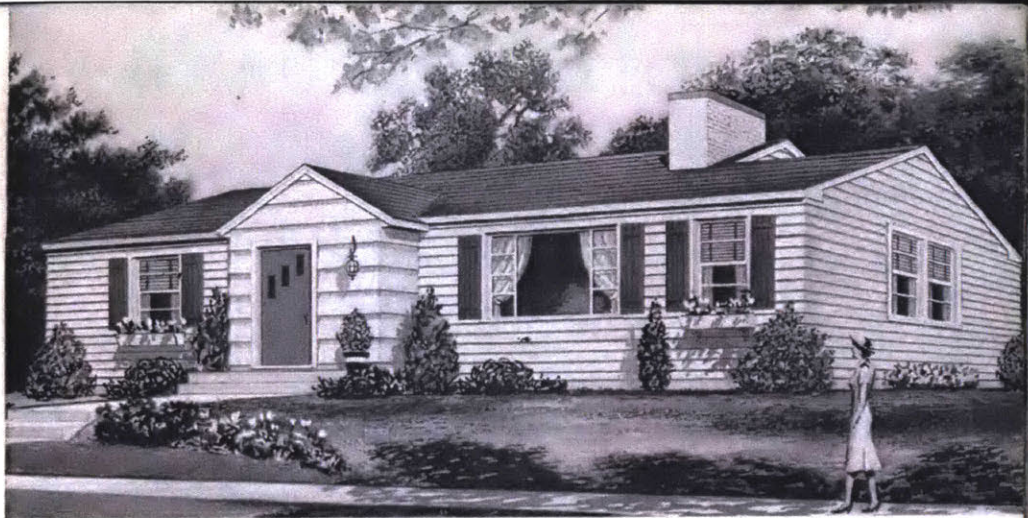
Mr. Sovereign:

Am completing the last of the three homes we started. First we completed the Ventura, then the El Rancho No. 1 and now the Hollywood with a two car garage. We have done every bit of the work ourselves; each has two fireplaces—one up and one down. I recommend Aladdin Homes to everyone.

Yours truly,
A. R., Lombard, Illinois

**THE NATION'S MOST EXPERIENCED
MANUFACTURER OF READI-CUT HOMES**

40

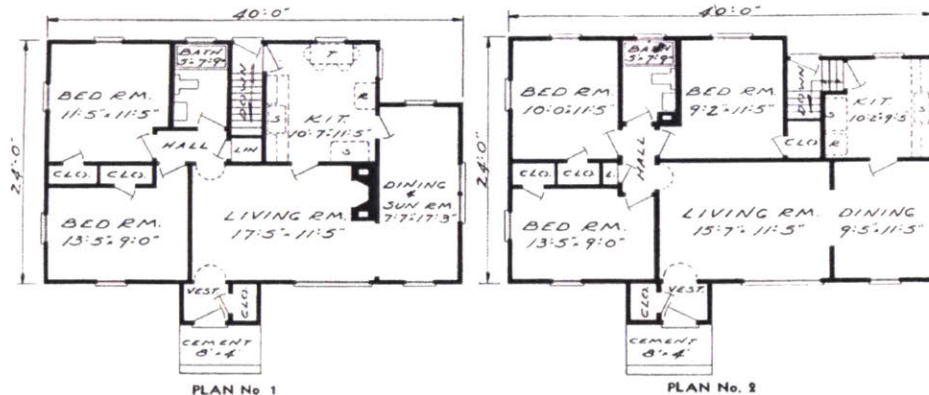


The Vinewood—A Master Design

Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT

Here is the Vinewood plan. Aladdin designers have captured the Colonial charm and simplicity while bringing it up to date with such interesting features as big scenic window, projecting and gabled front entrance and contrasting Cedar Shakes for the outside walls of the latter. Each of the two interior plan arrangements have been popular over a period of years, along with a different exterior. Plan No. 1 has two bedrooms with combination dining space and sun room. Plan No. 2 affords three bedrooms to accommodate a larger family. If either of these two plans meets your family needs you will be the happy possessor of a charming home. Send for specifications.



PLAN No. 1
REALLY CUT-TO-FIT

PLAN No. 2
COMPLETE SATISFACTION

Gentlemen:

My wife and I are very proud of our Vinewood and would like to recommend the Aladdin way of building to any one at any time. The carpenters, by the way, said it was the finest lumber they have worked with. When you say "cut-to-fit," that's just what it is. Thanks. B. L. V., Jr. Muncy, Pennsylvania

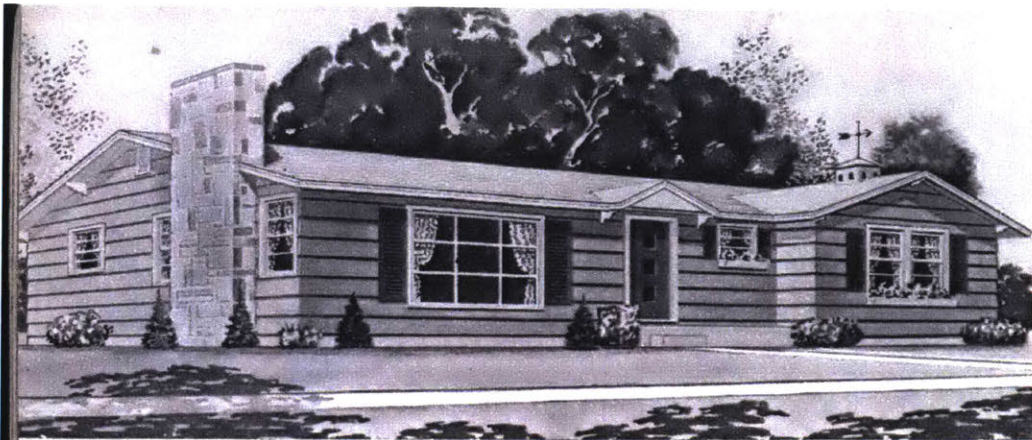
Dear Sirs:

There have been several houses built near me and the material you sent was much better than what is being used in other houses. We were offered \$6,500.00 profit on our house before we moved. If I ever build another house, I would order one from your Company. Sincerely, G. W. R., Bristol, Tennessee.



WE PAY THE FREIGHT



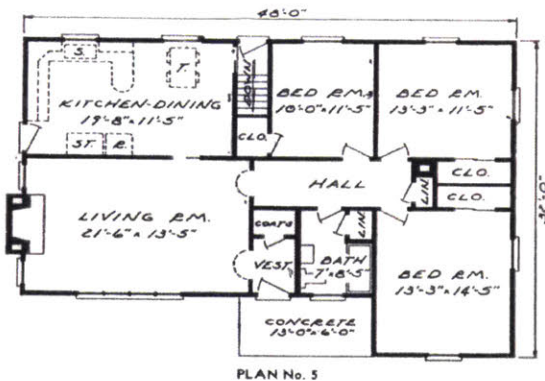
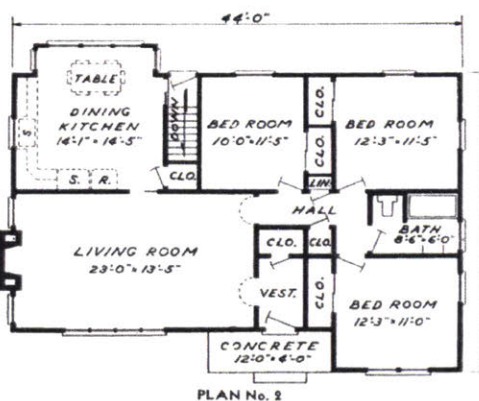
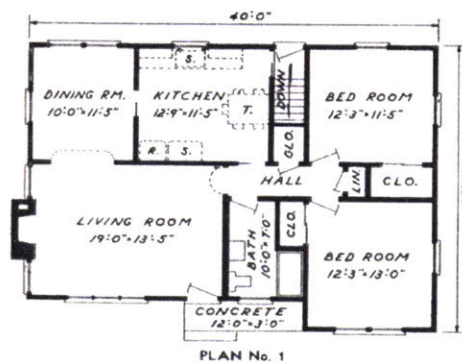


The San Diego—New Home Styling—

Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT

As efficient as it is distinctive, here is a thrilling new concept of home styling. The three excellent floor plans shown here will let you enjoy new comforts and conveniences. The saucy cupola atop the roof lends a look of luxury to the modest home. The smart decorative styling of this home will retain its warmth for years. Homes can be beautiful and practical too. Note the many additional values and livability in these layouts. There's no better investment than a new home. Invest in your home first and enjoy it for many years to come. The sturdy eave brackets brings a bright new beauty. Write for specifications.

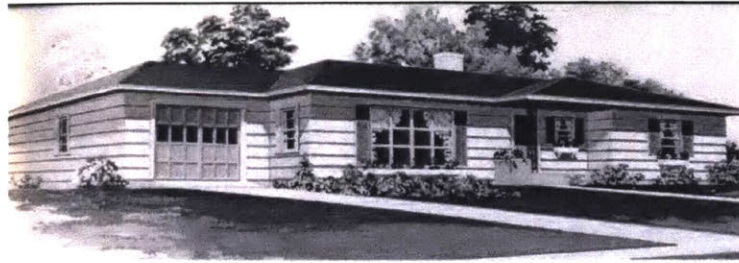


**BUILD YOUR
OWN HOME**

ALADDIN SPECIFICATIONS

A study of Aladdin specifications will reward you with the knowledge that nowhere can be found quality to exceed that which is a part of Aladdin Houses. Finer materials cannot be had for we have used the greatest care to seek out and use the very best. Write for detail specifications of the home of your choice and learn how Aladdin furnishes complete materials down to the minutest detail.

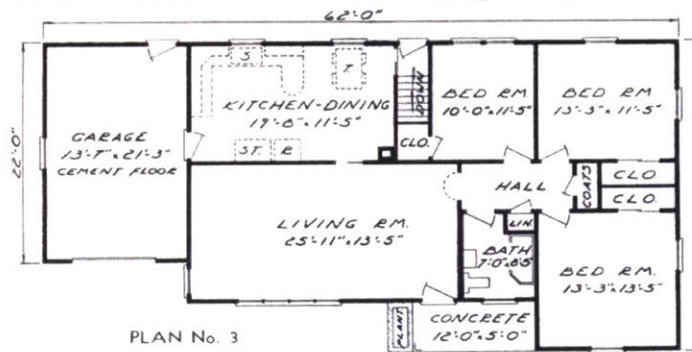
42



The Ventura

Because of the many requests we have had for a garage to be attached to our Ventura home, we show, at the left, an illustration of this arrangement, and below, a floor plan showing the attachment of the garage. Price of this design is given on the enclosed price list. Write for detail specifications for Plan No. 3. See page 30 for additional plans.

THE VENTURA—With Garage Attached



PLAN No. 3

CONCRETE SLAB

Any Aladdin Home can be erected on a concrete slab foundation. Write us for further details, naming the home you have selected.

HELPFUL INFORMATION—READ CAREFULLY

FOUNDATION PLANS—A foundation plan for the home of your selection will be mailed you complete with instructions for laying out the foundation wall upon receipt of a deposit of \$5.00. Be sure to get the foundation plan for your home before starting your foundation wall, and tell us if you will build the house regular or reverse.

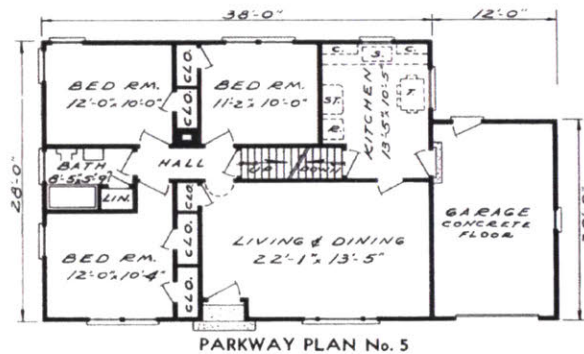
PLANS CAN BE REVERSED—Any Aladdin home can be furnished to be erected reversed. In a reversed home all rooms shown on the right-hand side in catalog floor plan arrangement, will be on the left-hand side. Be sure to tell us if you plan to build your home reversed.

GABLE MATERIAL—For the white gables illustrated on pages 9, 12, 25, 29, 33, 37, 39, 56, and 65, we furnish exterior plywood veneer which is perfectly smooth. We can furnish vertical boarding as shown on pages 13 or 17; or bevel siding as shown on pages 11, 14, or 40; or shake shingles. Specify gable material desired when ordering any of the homes mentioned above.

ROOM SIZES—The sizes shown on our catalog floor plans are net dimensions between finished, plastered walls.

BRICK VENEER—Any Aladdin Home shown in the catalog with siding or shingles on the exterior can be built having a brick veneer exterior, which we do not furnish. Write us for the allowance for the omission of siding, paint, and nails if you wish to veneer the exterior with brick. The following houses are shown with a Brick Veneer exterior: Austin, Brentwood, Bellevue, Catalina, Embassy, Kingsbury and Wilshire. If you wish to use siding, write us for prices.

MASONRY and FIREPLACES—Chimneys and fireplaces are shown on our plans to suggest a practical location. We do not cut the openings in our homes for them. We do not furnish or quote on masonry materials, plaster bases, such as rock lath, or wall board, brick or stone.



PARKWAY PLAN No. 5



ALADDIN'S LUMBER IS DRY AND BRIGHT—GREEN LUMBER IS DISCOLORED



As has been forecast, there have been exciting new trends in interior decoration. Note the modern use of the color arrangement in this homey living room. The balance and complement of each color harmonizes with the entire decorating scheme. The backgrounds of the flowered prints is carried forth in the occasional chair and in the carpet. Yet each color is contrasted to produce a new decorating fashion. Your own selection of color scheme will beautify any Aladdin home of your choice.

Rooms You Enjoy . . .



There is more than just beauty in the smart kitchen. There is engineered comfort and convenience. With your kitchen so well planned and designed as suggested in our catalog layouts, you can be assured of comfort and convenience. All that is left to you is the addition of your color scheme for the completion of a rich and decorative room of rooms. The rich vibrant tones of the wooden cabinets will complement any color arrangement.



In your bathroom, modern arrangements can emphasize the beauty of the design. Simple beauty starts out with clean lines, and these lines are moulded and smoothed by the use of color. Compatible colors in your bathroom bring an exciting high-fashion note to a long neglected part of your home. Comfort and convenience should go into the planning of this room as well as any other. Yet these should not be sacrificed for beauty. With today's modern living, the bathroom has achieved a new stature in home design. This is easily recognized in the sophisticated loveliness shown here.

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To achieve a new look in today's home styling, you merely incorporate your favorite color into a plan whereby it is contrasted and complemented by its surroundings. In the lovely living room shown here, the use of one bold color eliminates the need for stylized detail. The soft muted colors blend into a masterpiece of stately beauty. The straight lines of construction are transpired into shades of complementing color, yet each in itself is distinctive. Your own choices of color schemes can be equally as attractive.



and
Friends
Admire

A new freedom in your kitchen can be had with foresight in planning. With your work areas concentrated, with the cheery type of kitchen shown here, your kitchen problems can become a pleasure. Gone is the drudgery of preparing meals in this modern kitchen. Color plays an important part in the decoration of this hub of modern living. For color will lend warmth and cheer to the humblest of workrooms. It will make your living a joy not only to those who watch but those who work too.

Colors, soft, muted, complemented, lend zest and life to the modern bathroom. Bold colors, shaded colors, contrasted colors, all produce a relaxed living so prevalent in our world today. Convenience, coupled with pleasing colors are the demand for a modern homemaker. You can make your bathroom, or any room for that matter, the highlight of your home decoration with your choice of color scheme. With the wide range of timeless colors, many beautiful combinations of the color wheel can help you discover the natural beauty of your home.





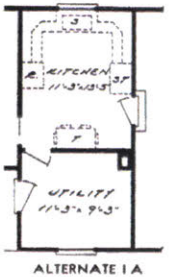
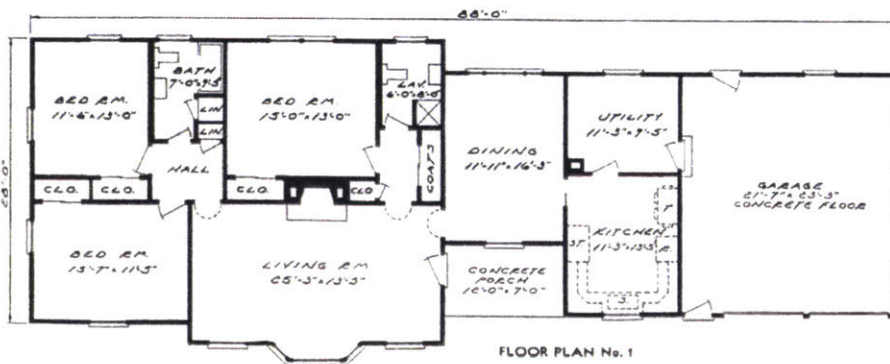
46

The Edison — A Joy To Live In

Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT

Aladdin offers here a bright new look in home design. Here is a design that offers year round comfort and convenience. In the efficient kitchen, you will feel fresher when the day's work is over. The colonial atmosphere adds life and new beauty to your home. It will retain its style and value for years to come. As an alternative to the floor plan, note the plan at the right. The kitchen is turned to the rear of the home and provides direct access to your utility room and from the garage to the kitchen. Write us for the specifications and further information on this lovely home.





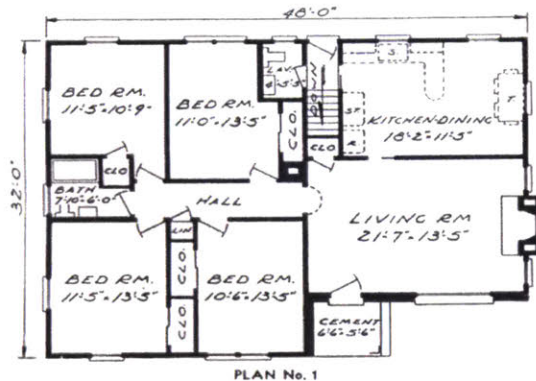
The Groveland—Refreshingly Modern

Price Given
On Enclosed
Price List

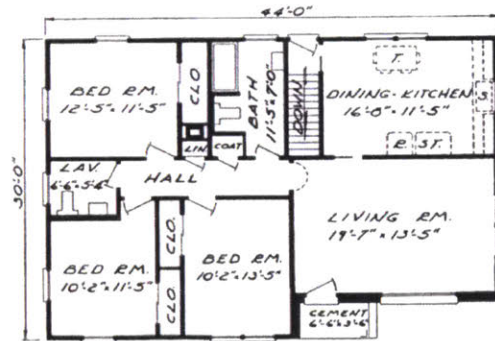
WE PAY
THE
FREIGHT

Aladdin is proud of this exquisitely beautiful and refreshingly modern home. Here is another instance where our architects have been able to achieve a most interesting and varied design

from a simple square plan. The main roof serves to shelter the front entrance and is supported by a striking metal porch column. The picture above merits a thorough study of its many engaging features. Contrast is achieved in the outside elevation by using stone fronting, with shake shingles for the main body walls and bevel siding for the gables. If you prefer to use stone or masonry materials as illustrated, write us for allowance for siding and paint for that portion of the front wall. Take a moment to study the plans shown here, and you will realize that this modern home is extremely livable and spacious. Write us for detail information and complete specifications.



PLAN No. 1



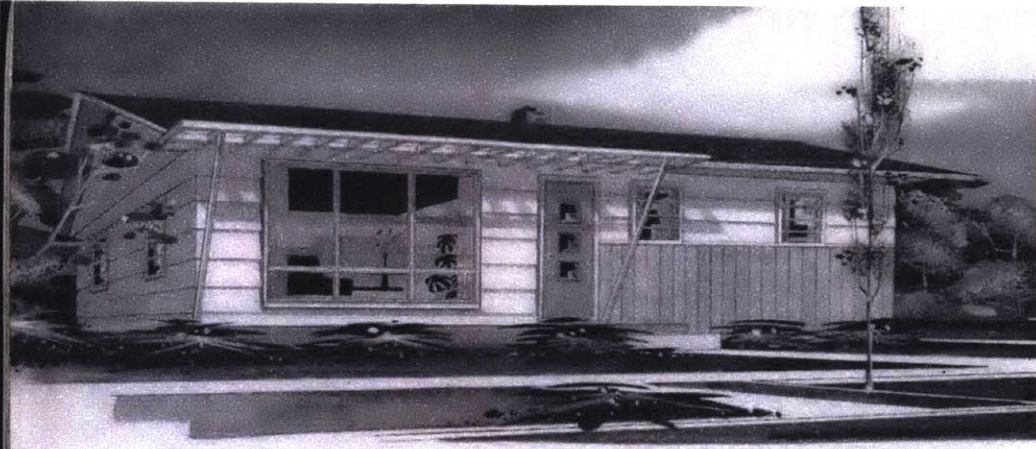
PLAN NO. 3

ALADDIN SERVICE

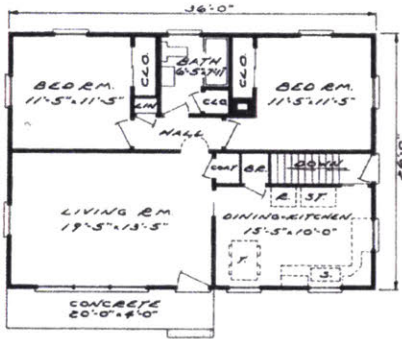
We have experienced every problem, every situation that can possibly arise in the fascinating project of creating a home, and our instructions, advice, and help have made it possible for inexperienced customers—over half of our customers—to perform all the work of building their Aladdin Homes with their own hands. No Aladdin House is offered to the public until our engineers have carefully checked every construction detail. You get the newest in design, plans and material.

ALADDIN READI-CUT HOUSES ARE NOT PREFABRICATED

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The Preston *Ultra Convenient House* Prices Given on Enclosed Price List
WE PAY THE FREIGHT



space utilized. Touches of luxury, without the expense of luxury, are accomplished in the grill over the porch, the unusual scenic window, and the vertical boarding trim at the front of the kitchen. Here is comfort-plus. Spacious rooms, convenient layout, and individuality in every line are yours in your choice of this jewel of home styling.

Note the separation of the bedrooms from the main part of the home by the connecting hall, providing comfort and privacy. Lovely, indeed, in any setting, is this modest home. Your choice of color scheme will enhance the natural beauty of the Preston. The dining-kitchen in its suggested layout gives you convenience without sacrifice of space. The work areas are connected, yet separate. Traffic flow is so arranged that a minimum of work is necessary. The side entrance door gives direct access to your drive. Homemakers, seeking simplicity of design coupled with a step-saving floor plan, will make a wise choice in the Preston.

Homemakers throughout the land have been requesting a compact home with features necessary to modern living. Here is one of the newest types of the ultra-convenient home, the Preston. Convenience and economy are evidenced in the use of the square plan, with every available

Dear Sir:

We have moved into our new home, the Vinewood No. 2. I don't think there is another family in Amherst as happy and as proud of their home as we are. Thanks to your fine Company for making our home possible. All the material was in fine shape and I had no trouble at all finding and sorting the material.

We will never be able to thank the Aladdin Company enough for helping us own our home.

We wish to thank you for the fine co-operation you have given us while building our home.

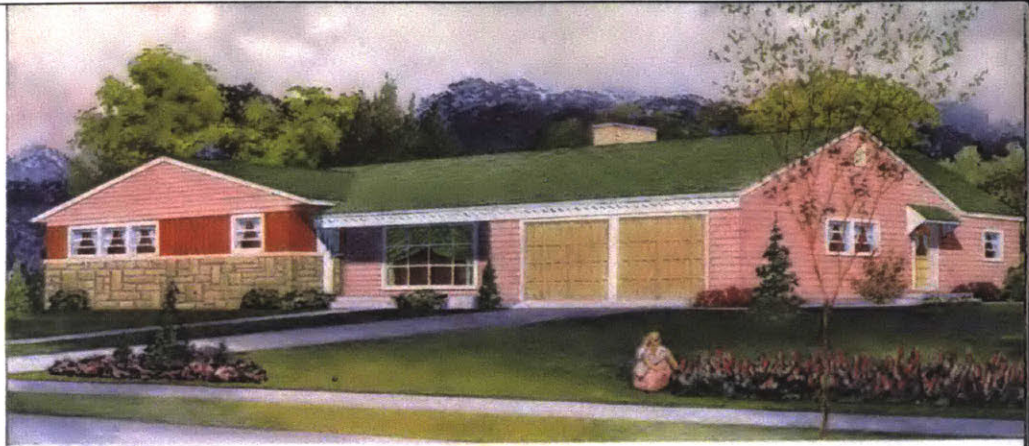
G. F. F., Amherst, Ohio

Gentlemen:

Thanks to Aladdin Company we have one of the finest and best looking homes in our neighborhood.

Needless to say it was no small decision for the builder of nothing larger than a dog house to decide to tackle something as large as a house. However with each piece of lumber marked as clearly as it was and the easy to follow directions, we ran into no problems whatsoever. We had no experienced carpenter help whatsoever. Lots of help from relatives and also from a few friends, but the majority of the work was done by my wife and I.

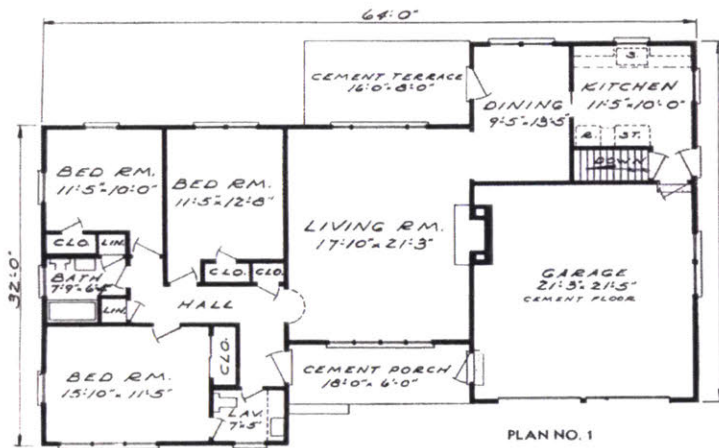
C. C., Glenview, Illinois



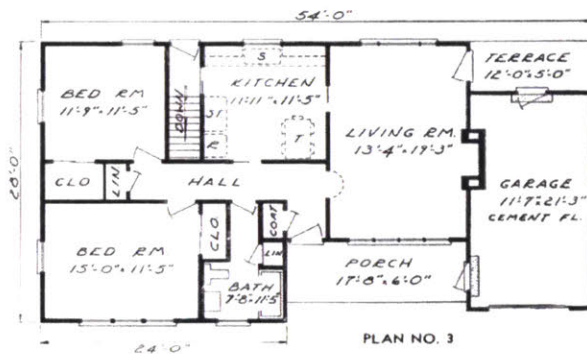
The Flamingo — ARRESTINGLY PICTURESQUE —

Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT



Aladdin designers present this masterpiece of modern design—the Flamingo. Note the front porch and entrance are protected by the extending main roof. Unique outside wall treatment is apparent in the choice of Vertical Boarding, horizontal siding, and stone work. The latter is of course optional. Write for further information on this beautiful home and detail Specifications.



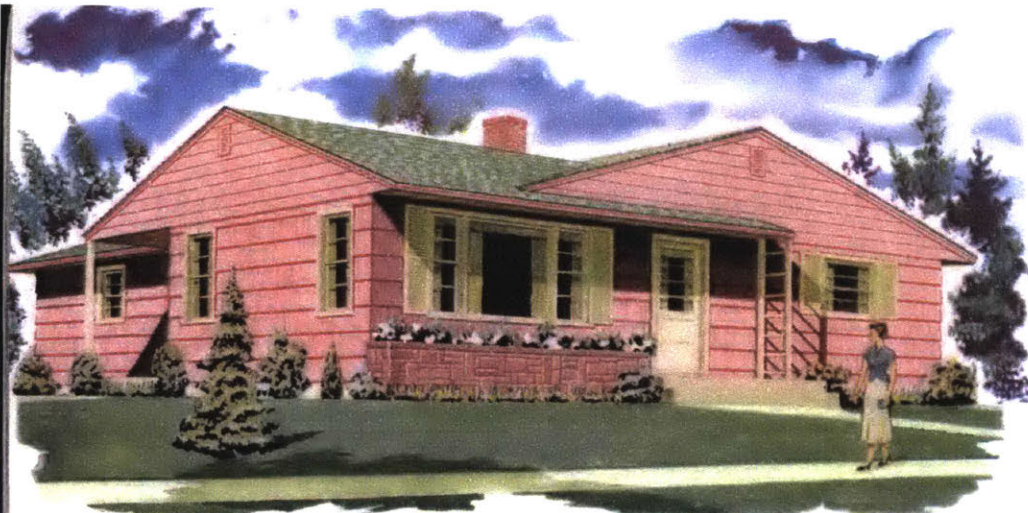
**GOOD HOUSES
NEVER
GROW OLD**

Dear Sir:

Our home is an Aladdin, built in 1929, and still perfect. My husband's mother's home also is an Aladdin built a few years before ours. And my husband's sister's home is an Aladdin, and her son-in-law is building one of your new homes now. My son is in the service now, when he comes out, I think he will be anxious to get a home some day. Thanks for everything.

Mrs. T. J. M.
Newburgh, New York.

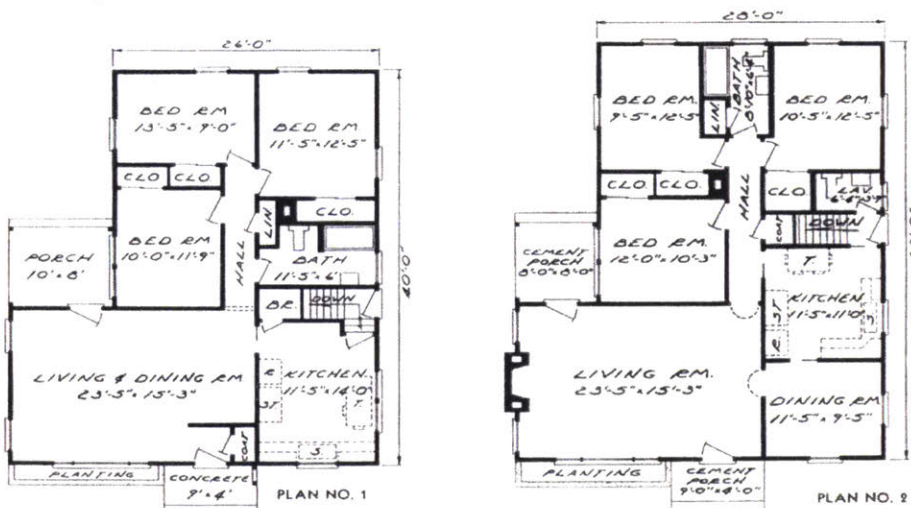
BUILD IT YOURSELF—SAVE TIME—MONEY



The Glen Haven—Bright and Refreshing

Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT



Simplicity marks this home with distinction—simplicity with original touches in the unique roof lines, large scenic window, and covered terrace. Give close attention to the efficiently planned layout of rooms in both Plan 1 and Plan 2. Note that the bedrooms are connected to the living area by a central hall affording access to the rest section. In Plan 1 economy is afforded you in the placement of a bath adjacent to the kitchen. In Plan 2 the lavatory is adjacent to the kitchen. In Plan 2 arrangement, if you prefer, we can provide a dining-kitchen arrangement which is the latest and very popular inclusion of these two important rooms in one, by removing the partition between the kitchen and dining room. If you prefer this arrangement, write us, and we will quote you a new kitchen cabinet arrangement and the allowance for the omission of the partition. Write for specifications today.

ALADDIN HOUSES ARE NOT PREFABRICATED

50

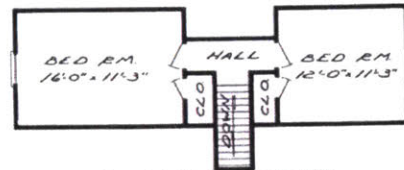
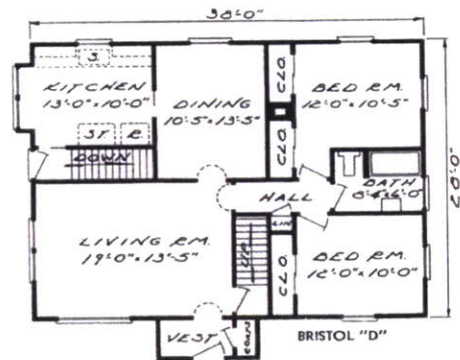
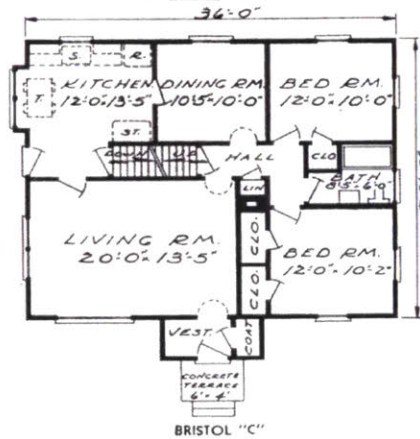
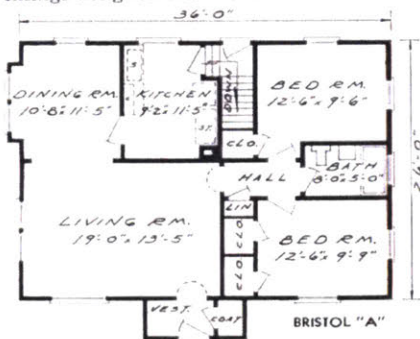


The Bristol — Brilliantly Modern American —

Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT

The Bristol is embellished with two typical Colonial features—the front entrance and the bay window at the side. Fluted pilasters bordering each side of the front door are topped by head casings designed with dentils. The Bristol has proven very popular and has received loud praises of its beauty, convenience, and economy from those who have built them. We show a suggested arrangement for attic rooms in Plan D. Prices quoted for Plan D and Plan C include stairway to second floor and subflooring only. We do not provide any other materials to finish off the attic but we will be glad to quote you if you wish to finish off your attic. Write us for detail specifications.



Suggested Attic Rooms for Plan "D"

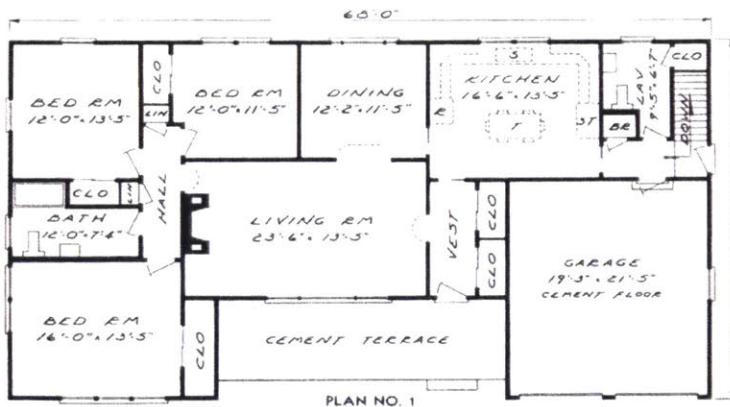
51



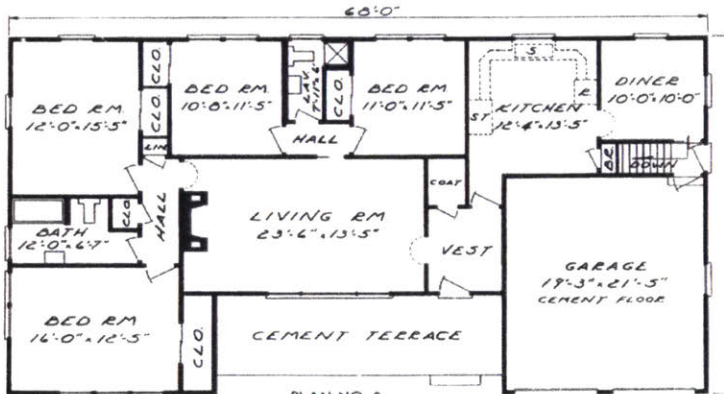
The Shady Lane — Comfort and Style —

Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT



PLAN NO. 1



PLAN NO. 2

Aladdin presents the Shady Lane a home of true comfort and contemporary styling. Many varied and popular trends have been incorporated in the Shady Lane design; the central planning of the entire home with increased livability because of the location of the living room. Truly, the Shady Lane is a home of economy, individuality and comfort, and smart styling. In both plans we suggest the U-shaped kitchen cabinet arrangement. Write us for prices on these cabinets which will give you hours of comfort in your kitchen duties. Write today for detail specifications listing all materials we include with this home.

**BUILD YOUR
OWN HOME**

ALADDIN HOUSES are NOT PREFABRICATED

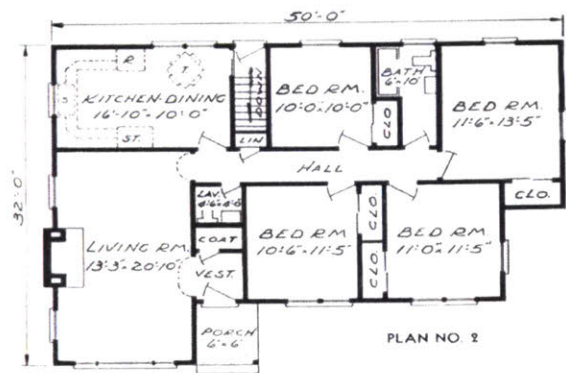
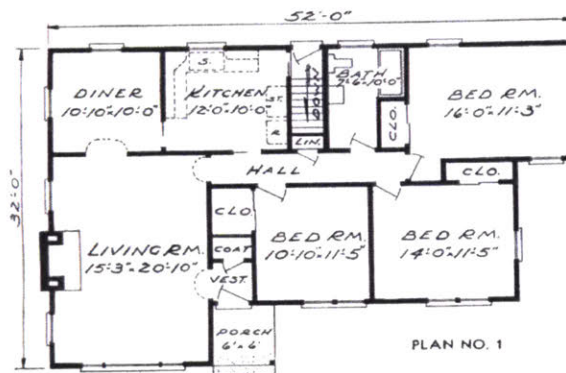


The Denver — Sparklingly New —

Price Given
On Enclosed
Price List

WE PAY
THE
FREIGHT

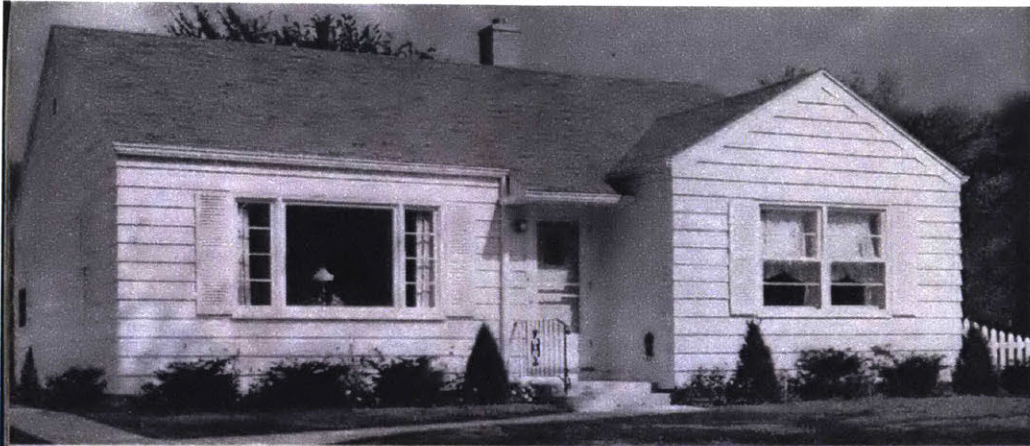
The Denver



The Denver presents a truly inspired picture, with its lavish setting, unusual roof lines, and sturdiness in the western ranch mode. This home can be yours. The ever-popular hiproof is augmented by the segmenting of the roof surface. The stateliness of the walls is evidenced by the lack of ornamentation. Superb dignity is made available to you in this new and different design. Examine the floor plans carefully. You will find that your every need has been anticipated. The wide scenic window opens new fields for your comfort, and the optional fireplace will add warmth and coziness to your living room. The large bedrooms are connected by a central hall to the lovely living room wing. In plan No. 1, we show for your consideration, the separate dining room, a feature that has weathered all the assaults of modernity. The close proximity of the kitchen and bath helps to economize on your plumbing, thereby affording you the opportunity of additional savings. The opening from the kitchen to the central hall eliminates that traffic thru the living room—an item most wanted in the new home. In plan No. 2, the newly popular dining-kitchen gives you, the homemaker, greater efficiency as well as beauty and convenience beyond measure. Aptly designed in plan No. 2 is the small lavatory opposite the kitchen-dining room. The vestibule, which is complete with roomy guest closet, gives you an added measure of elegance. Write us for further specifications. Write us today.

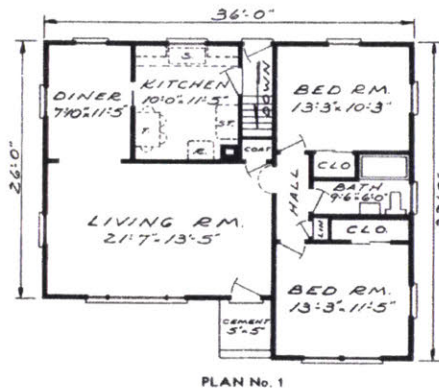
IMPORTANT—THE NAME AND COMPLETE ADDRESS OF ANY LETTERS SHOWN IN THIS BOOKLET WILL BE GIVEN ON REQUEST

Aladdin Ready [sic] -Cat Homes (Not Prefabricated), Aladdin Company, 1958. Source: Building Technology Heritage Library.

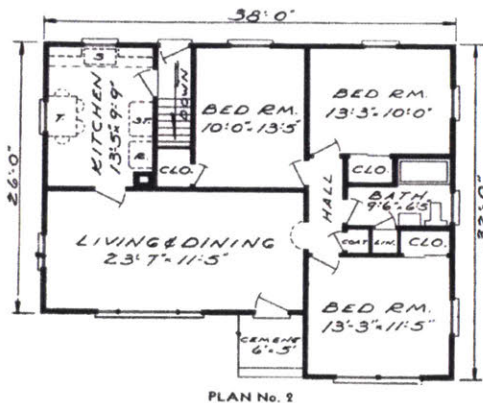


The Royton — BEAUTIFULLY PROPORTIONED — Price Given On Enclosed Price List WE PAY THE FREIGHT

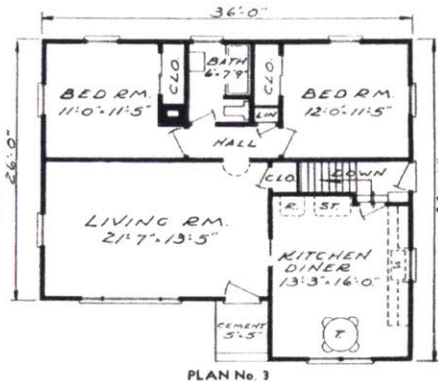
Here is a house that will never grow old! For one thing it is of such a simple, charming design that it is not likely to be outmoded by the passage of time, and like all Aladdin houses the Royton offers you the finest quality lumber to be had. No house is any better than the materials that go into it. The Royton is surprisingly spacious for its overall size. Imagine a living room almost 22 ft. by 13 ft.! Plus a dining area, a spacious kitchen and two nice bedrooms. That is plan No. 1 and plan No. 3. If you prefer 3 bedrooms, plan No. 2 will interest you. Its living room is almost 24 feet long and it has a beautiful kitchen 13'5" x 9'9". Plenty of closet space too. For a quality home of traditional styling—a home that will give years of faithful service—The Royton cannot be beaten.



PLAN No. 1



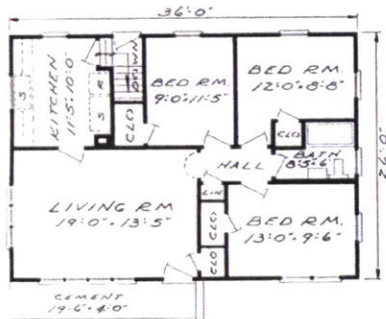
PLAN No. 2



PLAN No. 3



The Sylvan — A CHARMING HOME for YOUR COMFORT — Price Given On Enclosed Price List WE PAY THE FREIGHT



SYLVAN No. 1



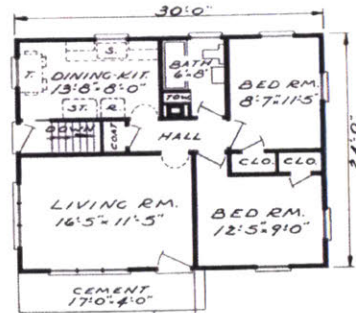
SYLVAN No. 2

The Sylvan was first erected in Bay City and opened to the public by Aladdin as a model home. When you visit Bay City we will be glad to show you this most attractive home. We know it will charm you as it has won instant and unanimous approval of all those who have had the pleasure of inspecting it. This home is modest in size and dazzling in all details. The strikingly large scenic window brings the outdoors into the living room! Note the wall space available under the high windows in the left wall of living room. The exterior plan is beautifully proportioned. The three plans shown give you your choice of either two bedroom or three bedroom plans and the further choice of building the home on a concrete slab or a cellar. Whichever plan you select you will have a beautiful, modern and satisfying home. Send for detail specifications.

SUPERIOR TO ANY

Dear Sir:

We are very much satisfied with our materials and service we have received from Aladdin. Our home is far superior to homes costing much more from other companies. We have been through a lot of homes and there is no comparison. Our Aladdin pre-cut is far superior to any. Mrs. J. L., Williamsport, Pa.



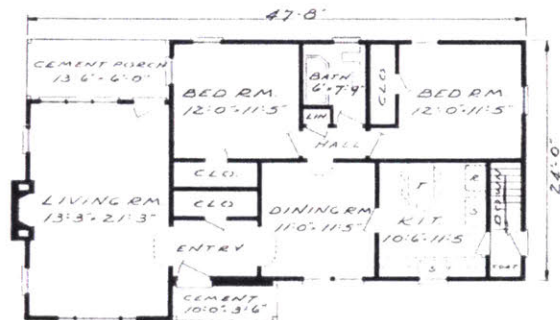
SYLVAN No. 3

Page 2 lists Index of many Questions answered in this catalog.



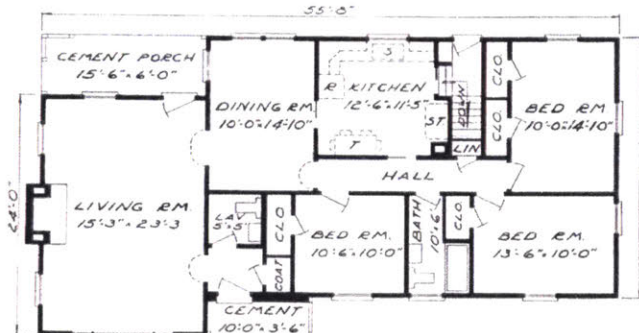
The Rio Grande — Masterpiece of Ranch House Architecture — Price Given On Enclosed Price List WE PAY THE FREIGHT

Every modern feature and convenience of today's newest and finest homes will be found by a careful study of the Rio Grande. The picture above presents a beautifully proportioned structure—in ground elevations, walls and windows, and roof lines. The



PLAN NO. 2

ever popular sweeping gables do much to enhance its beauty, the front projection offering protection to the entrance. Extra wide Scenic windows face both the terrace and garden at rear of living room. In our price for the Rio Grande we have included siding where stone is shown in the front wall. If you plan to use stone as illustrated, write us for allowance for siding and paint for that portion of the front wall.



PLAN NO. 4

**FINISHED HOME
IN
FIVE MONTHS**

Dear Sirs:

We like our home more all the time. We built it ourselves in five months with one young man helping us for three months. A carpenter who saw our house this summer has said the lumber in it is much better than that in the houses he has been working on. He also said our house would be worth about \$6,000 to \$8,000 more than we put into it.

Thank you again for all your help and consideration. Your Company is so nice to deal with. Sincerely, Mr. and Mrs. H. N. W. Kaycee, Wyoming.

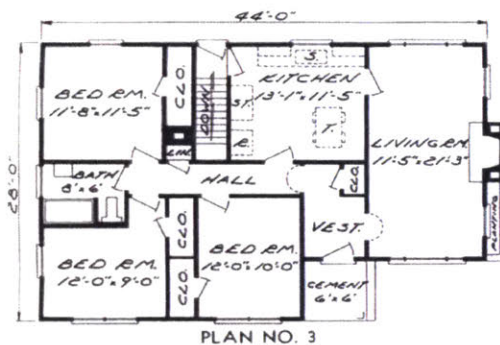


The Graystone—

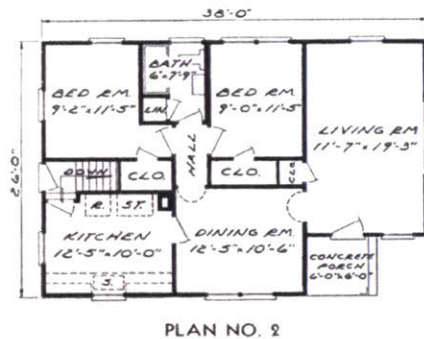
DESIGNED FOR WIDE
OR NARROW LOT

Price Given
On Enclosed
Price List

WE PAY THE
FREIGHT



Aladdin designers have created this charming home for those who appreciate the best in modern design. Notice the effective contrast achieved by use of vertical boarding at front of living room; also the projecting roof supported by the popular ornamental column—a most desirable feature to protect the entranceway. Two interesting plans are shown here, both designed to be equally attractive whether constructed the narrow or long way facing the street. Write today for detail specifications on this fine home.



SAVED \$5000⁰⁰

Gentlemen:

I have been building my home in my spare time. The material arrived in good condition and was of top grade quality. I have been complimented many times on the style and how well built the house is—not to overlook the fact that I saved nearly five thousand dollars over the prices given me by two contractors. It has been a pleasure to do business with your firm. Thank you, S. W. Jr., Severn, Maryland.

You save when you build the **ALADDIN** way
because factory cutting and fitting reduce the
labor cost 30% and lumber waste 18%

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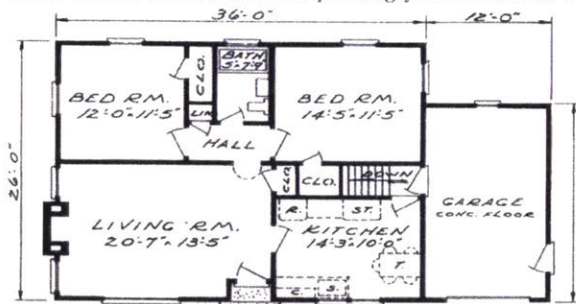


The Parkway—New and Modern —

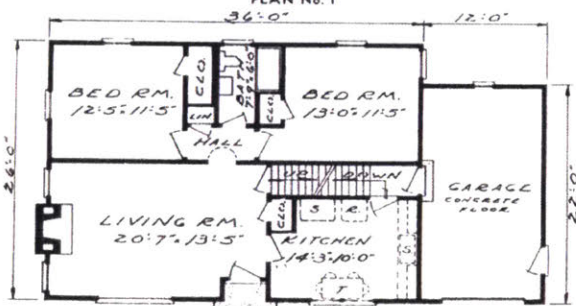
Price Given
On Enclosed
Price List

WE PAY THE
FREIGHT

This actual color photograph of the Parkway pictures one of our most charming modernized Colonial designs—truly a "Home of Tomorrow." Here, too, we are showing the newest thing in insulated heavy outside cedar shingle walls. Note that deep shadows thrown by the thick base of the shingles soften the severity of plain white walls. Under each shingle is an undercourse of insulation board giving added insulation value. All shingles are dip stained when received by you which further saves the cost of painting your new home. Write for detail specifications.

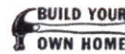


PLAN No. 1



PLAN No. 4

SEE ANOTHER PLAN
OF PARKWAY—PAGE 43



**BUILT HIS ALADDIN
AND SAVED \$700000**

Dear Sirs:

We are very pleased with our new home. Everyone that has seen it just can't get over how nice it is. It is a perfect home.

All material was perfect and cut to precision. I only hired a carpenter a few days to frame. My boys and I did the rest. I had little experience in carpentry and the boys had none. I studied my blueprints until the material came and I stacked all lumber in piles as it would be used. Then I had no trouble finding what I wanted. It was very simple as everything fit so perfectly and is a wonderful job for someone that knew so little about carpentry.

I would recommend your homes to anyone. I figure I saved \$7,000.00, not counting my labor which would be awful good wages. If I ever build again it will be an Aladdin. Thanks many times.

R. B., Springfield, Illinois

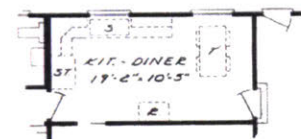
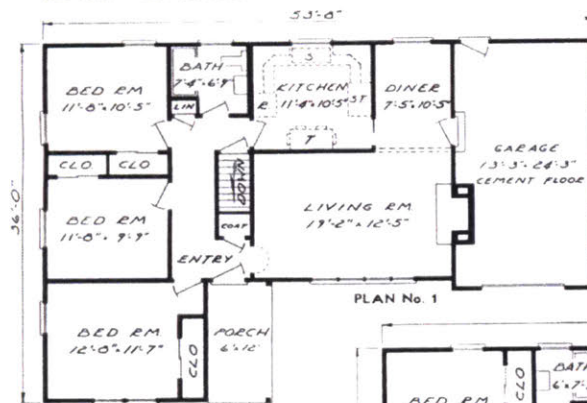


The Tulsa — New and Modern —

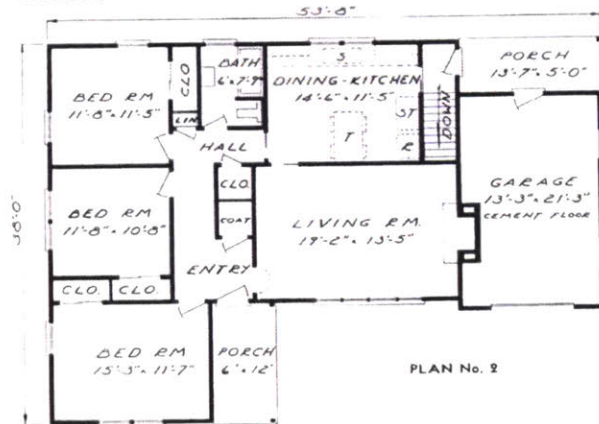
Price Given
On Enclosed
Price List

WE PAY THE
FREIGHT

We have searched thru the modern trends, and have consolidated in this new and different home, all the wishes and desires of the ultra smart home-builder. Note the unusual shutters, the garage door, and the covered front entrance.



Study the two floor plans shown here. Plan No. 1 includes the popular dining ell off living room. The three spacious bedrooms are separated from the active part of the house by a center hall. Both plans are quite similar, yet each is different in its own way. Write us for specifications on your choice of either plan.

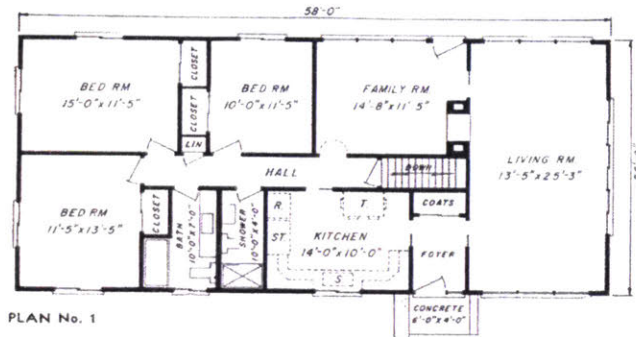


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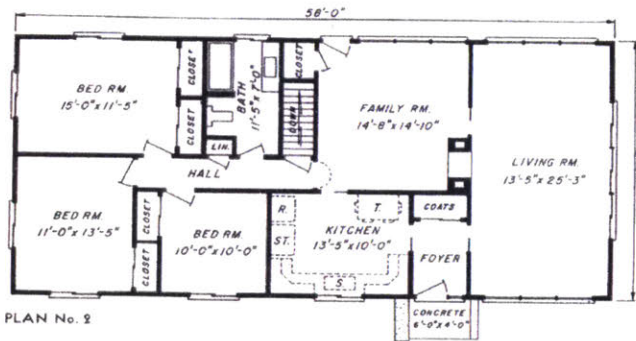


The Clarksdale *Many New Innovations*

Prices Given on Enclosed Price List
WE PAY THE FREIGHT



PLAN No. 1

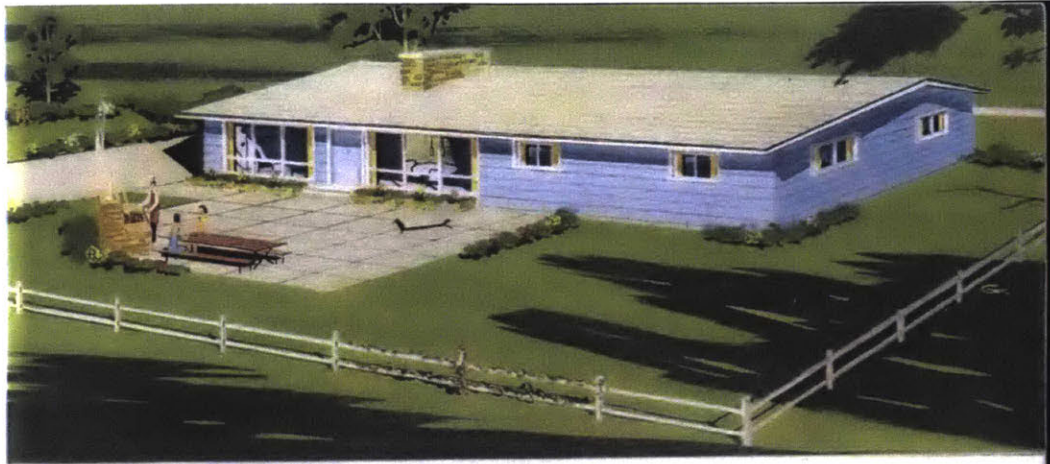


PLAN No. 2

To the homeowner with an eye to the future, Aladdin engineers have formulated this fine example of modern styling. Many new innovations have been incorporated into this design for your greater comfort and ease. The popular family room has become essential in today's mode of living. Its location at the rear affords privacy and yet is easily accessible from any part of this lovely home. The bedroom wing of the home is connected to the sphere of activity by the convenient center hall. The kitchen with its front outlook is a refreshing change, and located next to the bath and shower, effects the utmost in economy in the plumbing layout.

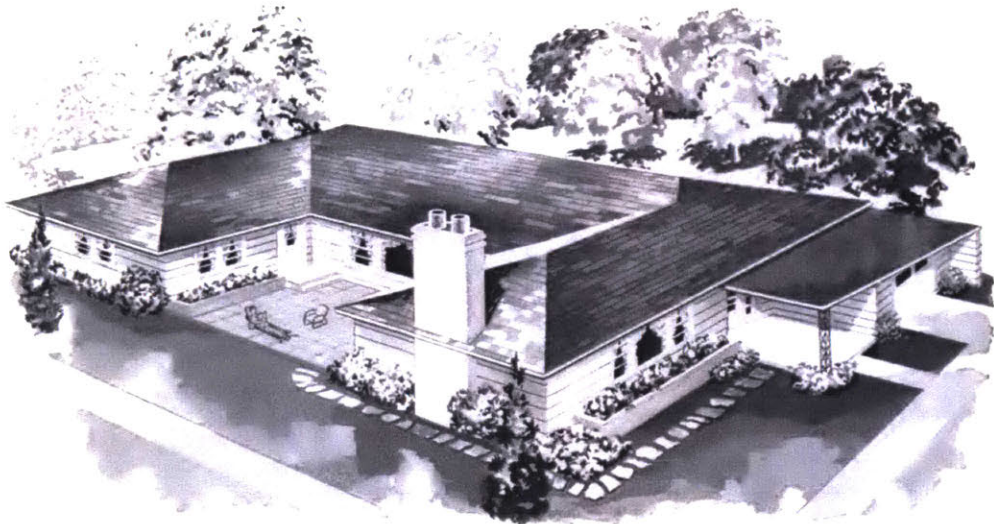
*Your Aladdin
Designed by Experts*

Every Aladdin Home is designed and the construction engineered by a staff of experts. All plans are surveyed from every angle to assure you that you are receiving a correctly engineered and skillfully planned home. Our exacting requirements are the test of each layout. You can be assured of a technically sound and sturdily built home, planned by experts. These experts are ready to give you their advice, analysis, and judgment on anything you may wish to know about your Aladdin Home.



The Clarksdale

Notice the rear view of the Clarksdale. Here you have outdoor living at its best! The large scenic windows in the family room and living room constantly open vistas of beauty. One of the most modern items to complement this home is the horizontal sliding windows used throughout. No longer is there any problem of arranging your furniture. Variety can be achieved in every room. Wall space is not sacrificed because of the placement of the windows. Truly, the Clarksdale is a design of the future. Write for specifications.



THE TOPEKA

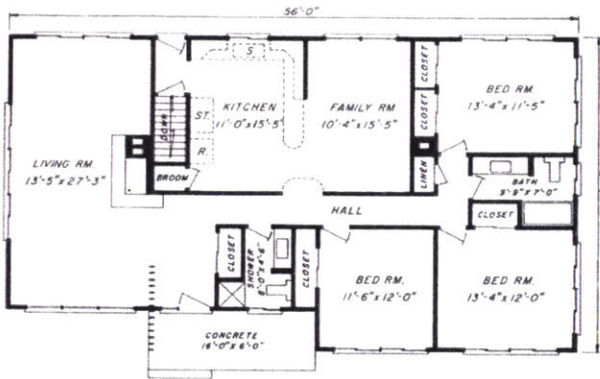
You will note both the Clarksdale and the Topeka illustrated above are designed for better indoor-outdoor living. These designs, planned for comfortable outdoor living, have terraces on which families can dine, read, entertain, and sunbathe. They let the homeowners express their individuality. They are easy to keep up as there are no large lawn areas to be mowed and they make ideal play areas for small children. You will love to use your patio if you select either the Clarksdale or the Topeka.

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The Canyon *New Concept of Comfort*

Prices Given on Enclosed Price List
WE PAY THE FREIGHT



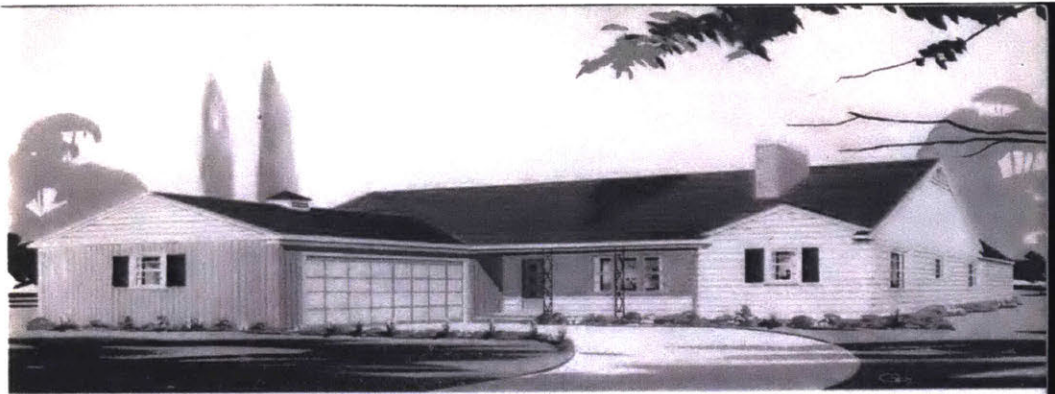
Choose the home you like . . . then write for complete details. No obligation, of course!

This lovely ranch home draws its inspiration from the prevailing ideas of modern home styling throughout our country. There are many new features that make it outstanding. The flare of the eaves with their overhang both front and rear, the unusual window treatment, and the distinctive porch and hall arrangement tend to lift the Canyon far above the average ranch home. The little touches of distinction in the horizontal sliding windows, the vertical board trim and the long glass next to the front door, present a new concept of the contemporary home. The Canyon is an outstanding achievement by Aladdin architects. Its combination of style and beauty is rare, indeed.

Not only is this design beautiful in its exte-

rior, but the interior is well planned for your comfort and convenience. The front entry is separated from the living room, yet it is an integral part of the informality so popular in today's living. The central hall connecting each room of this home provides an easy flow of traffic. Many modern homemakers will welcome the inclusion of the family room so convenient to the kitchen. The spacious bedrooms with their high-placed windows allow the free and easy placement of your furniture. Many large closets are a must in every home. More than ample storage space is provided without sacrifice of valuable living area.

The Canyon truly warrants your careful study to appreciate the true character of its livability.

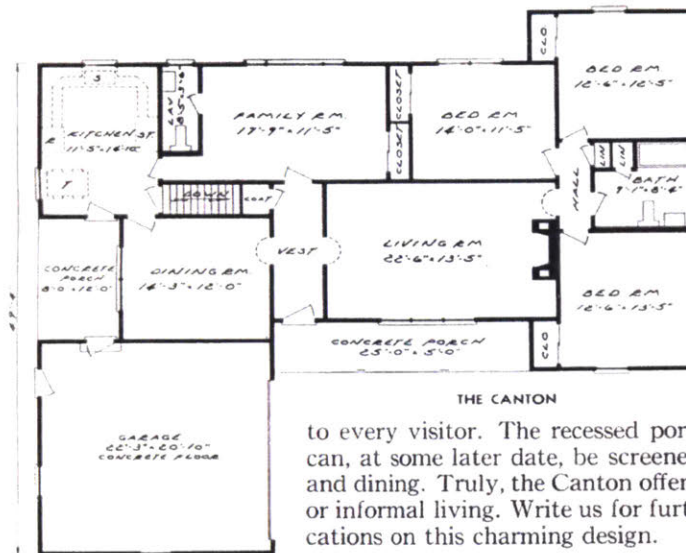


The Canton — New and Smart —

Price Given
On Enclosed
Price List

WE PAY THE
FREIGHT

Aladdin presents here one of the latest achievements in home design. The inclusion of the newly popular family room near the kitchen affords a convenience rarely found in a home of this size. The variation of the position of the garage provides easy placement on a narrow lot without detracting from the "ranch-home" effect. While the garage door is shown on the right side of the garage wing,



garage door is shown on the right side of the garage wing, it can be placed in the front wall of the garage if your conditions require this change. The spacious bedrooms are conveniently arranged at one end of the house, away from the activity areas. The roomy vestibule breathes a welcome

to every visitor. The recessed porch off the dining room can, at some later date, be screened in for outdoor living and dining. Truly, the Canton offers the utmost for formal or informal living. Write us for further details and specifications on this charming design.

HOW AM I PROTECTED IN BUYING AN ALADDIN READI-CUT HOME?

You are protected by the resources of a multi-million dollar corporation when you deal with The Aladdin Company. Every statement made must be lived up to—and is. You are further protected by the clean record of over Fifty Years' business history of The Aladdin Company and you are further protected by the knowledge that The Aladdin Company originated, perfected, and established the Read-Cut System of Construction and established the Read-Cut House Industry and are the largest exclusive manufacturers of Read-Cut Homes in the world.

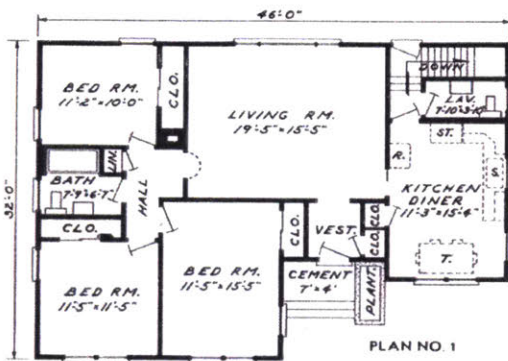
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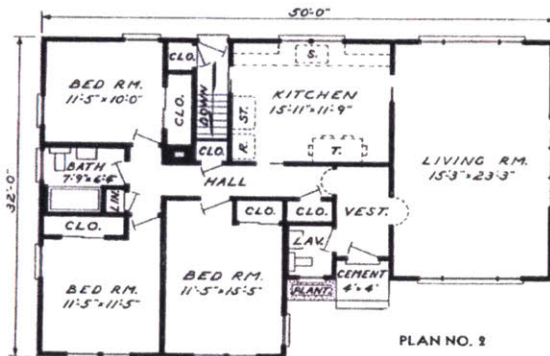
The Pinecrest — Ideal Three Bedroom

Price Given
On Enclosed
Price List

WE PAY THE
FREIGHT



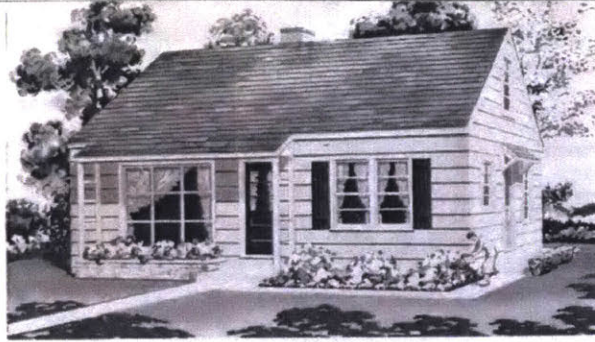
One of the newest innovations in exterior wall treatment is shown here, the harmonizing combination of horizontal siding and vertical boarding. Individuality is expressed in every line of this home, from its popular hip roof and the overhanging eaves to the smartly styled high windows in the bedroom walls. The enlarged kitchen-diner in Plan 1 will please those who do not care for a separate dining room. There is convenient dining space in the corner of the kitchen in Plan 2. Ample closet space is provided for both plan arrangements. Write us for detail specifications for this home.



**BUILD YOUR
OWN HOME**

The Construction used in an ALADDIN HOME is the same as that used in the Best Architect-designed Contractor-built house erected anywhere.

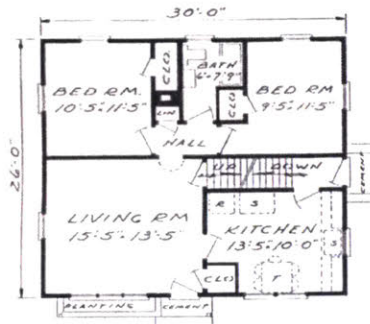
Over 50 Years **HOMEBUILDERS** To The **NATION**



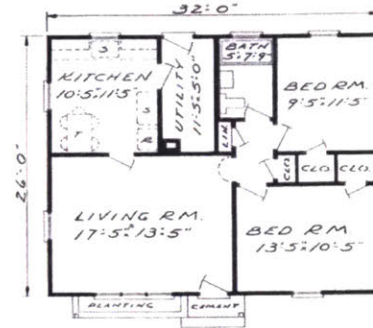
The Acacia

Aladdin offers you a chance to enjoy today's comforts and conveniences now, in this architectural gem. Efficient, economical, practical—it only looks expensive. When you build this home and decorate it with your own soft, modern colors, you will have the loveliest home in town—a proud improvement to your neighborhood. The interesting touches of gay details add glamour to your home. Write us for further specifications on this beautiful and practical home.

THE ACACIA



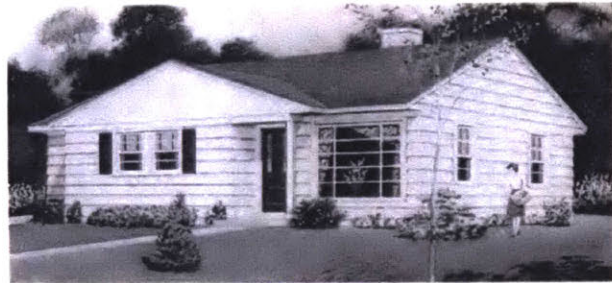
PLAN No. 1



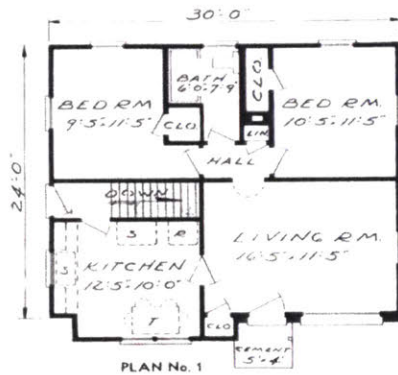
PLAN No. 2

The Jasmine

This modest home has had wide acceptance by homebuilders. You will be proud of its exterior beauty. It can be placed with pride and confidence in any surroundings. A careful study of its interior arrangement reveals the last word in comfort, convenience and efficiency. Ample wall space and cross ventilation have been accomplished in every room.



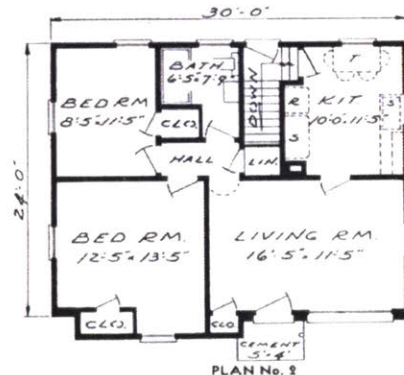
THE JASMINE



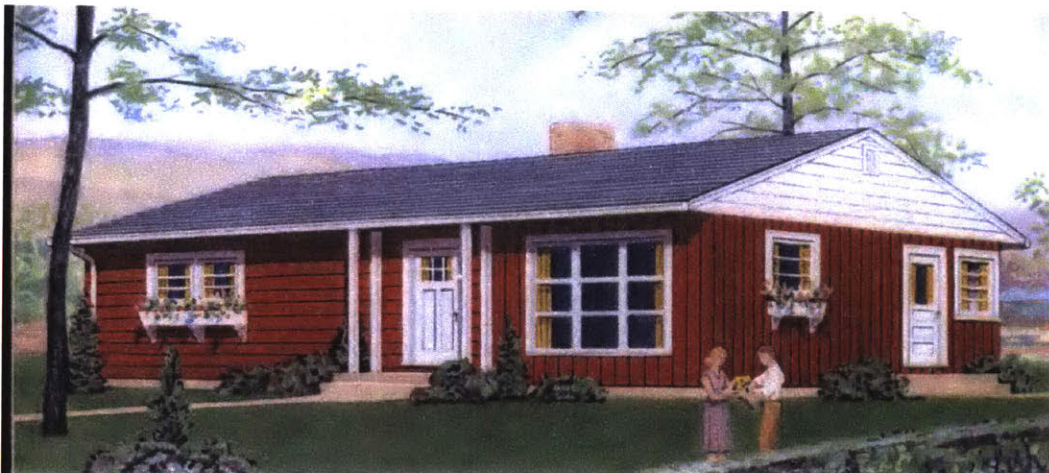
PLAN No. 1

**BUILD
IT
YOURSELF**

**BUILD YOUR
OWN HOME**

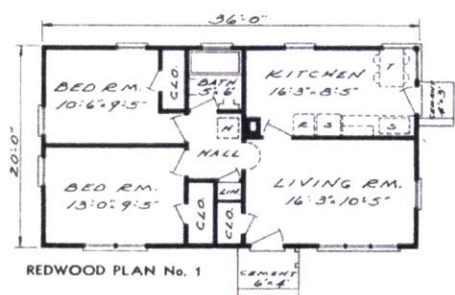


PLAN No. 2



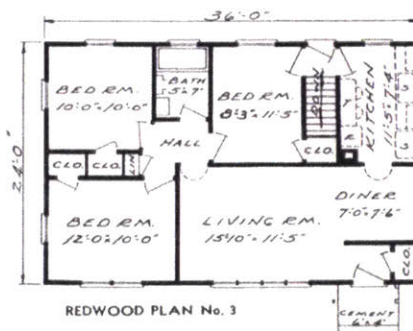
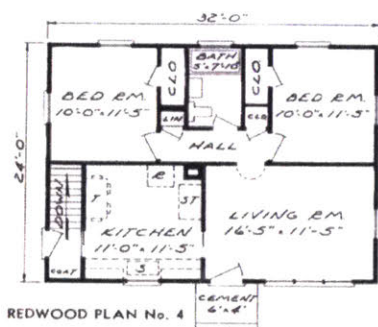
The Redwood—As New, Modern and Fresh as Tomorrow's Sunrise

If you made a trip through New England these days, you would discover the increasing popularity of the old time decorative schemes for both new and old houses—the dark red body paint with pure white trim. Thus we show the Redwood above. Of course you may have any colors that you prefer. All three plans here are adaptable for narrow lots, or the house may be placed fronting the long way. Large Scenic window is incorporated in each plan and the horizontal siding and vertical boarding lends an interesting contrast. Write for detail specifications. Prices on enclosed price list. We pay the freight.



ALADDIN'S MATCHLESS GUARANTEE

What Induces Us to Supply Such Matchless Quality? Aladdin believes the modest home merits the same goodness as the mansion. We have nailed Aladdin quality on the highest attainable pinnacle and have kept it there. While these are excellent reasons for the careful, thinking home buyer, the real undebatable reason is summed up in the goodness, soundness and the thoroughness of the quality of Aladdin Houses. Aladdin's Guarantee: Satisfaction or your money back.



CAUTION

The following caution is written out of the unfortunate experiences reported to us by homebuilders who were enticed by unscrupulous local contractors or lumber dealers to use our plans but not our materials.

If offers are made to you to buy and build based on our plans, demand a written contract from the contractor. **Especially important to you:** Demand from the lumber dealer a written and signed bill of material covering the same details as our specifications shown below with a **guarantee that there will be sufficient material** of every kind and of the same quality to **complete** the house. Below is a sample of specifications furnished for each Aladdin home and all materials are guaranteed to be furnished in accordance with the specifications for each individual house.

A careful reading of the following will give you a clear idea of the completeness of materials and equipment which are included in the price of Aladdin Houses.

You also receive our over fifty years of home building experience to guard you against mistakes of any kind.

It has taught us the best construction methods, the best materials to use, the best way to prepare the building plans so every step of erection can be followed even though you have had no previous experience in building. And to complete our service to you, we guarantee that you will receive sufficient of all materials to complete your home according to the plans and specifications.

You Will NEED Every One of These MATERIALS Listed Below to Complete Your HOME

ALADDIN READI-CUT HOUSES TYPICAL SPECIFICATIONS

FOUNDATION WALL PLATES—2" x 6" furnished to set on top of entire foundation wall, cut to fit.

GIRDER OR CENTER SILL—5" x 8" built-up of 2" stock, cut to fit.

FLOOR JOISTS—2" x 8" or 2" x 10" on 16" centers, according to span, cut to fit, with joist headers, and joist ties.

CROSS BRIDGING—1" x 3", for use between floor joists, cut to fit and mitered.

WALL STUDDING—2" x 4" on 16" centers, cut to fit. Triple studs at all corners of outside walls. Double studs around all door and window openings.

PARTITION STUDDING—2" x 4" on 16" centers, cut to fit.

FURRING STRIPS—2" material provided for furring out wall for soil pipe or 2" x 6" partition.

WALL AND PARTITION PLATES—2" x 4" bottom plate and double 2" x 4" top plate, cut to fit.

CEILING JOISTS—2" x 6" or 2" x 8" on 16" centers, according to span, cut to fit and mitered with joist ties.

RAFTERS—2" x 6" on 24" or 16" centers, according to span, cut to fit and mitered.

RAFTER TIE OR COLLAR BEAMS—In proper size to assure sturdy roof construction, cut to fit.

SUB-FLOORING—1" sheathing lumber cut-to-fit, laid tight, at right angles to floor joists. For diagonal application, sheathing will be furnished mitered one end, but you must specify on your order.

WALL SHEATHING—One inch sheathing lumber cut to fit and furnished to apply at right angles to outside wall studs.

ROOF SHEATHING—1" sheathing lumber, cut to fit and laid tight for slate surfaced shingles.

BUILDING PAPER—Durable High Quality, used between the Sub-floor and Finish floor.

FELT—15 lb. Asphalt Saturated, used between Wall Sheathing and Siding or Shake Shingles and between Roof Sheathing and Roof Shingles.

ROOF PITCH—Varies with house style.

EAVES—Type as illustrated in catalog. All materials provided necessary for completion. Eave troughs and down spouts not furnished.

ROOF COVERING—Heavy duty 3-in-1 thick-but asphalt slate surfaced shingles weighing 215 lbs. per square. Necessary flashing included.

CEILING HEIGHT—8' 4".

OUTSIDE WALLS—Choice of 3/8" x 8" bevel siding with metal corners or artistic pre-stained Red Cedar Shake shingles furnished to lay 14" to the weather.

FINISH FLOORING—Tongued and grooved Clear Southern Pine (25/32" thick, with 2 3/4" face) furnished for all rooms except kitchen, bath, lavatory, and utility where shown. 3/4" plywood furnished for above-named rooms as a base for tile or linoleum.

OAK FINISH FLOORING—Can be furnished instead of Pine at a slight extra charge. Write for prices.

OUTSIDE FINISH—Furnished in standard lengths and widths. Clear grade. Mitered for gables.

OUTSIDE MOULDINGS—Furnished where required.

DOOR FRAMES—Cut to fit, lock joint construction—bundled—ready to assemble. Complete Weatherstripping furnished for all Outside door frames.

INSIDE DOORS—All hinged doors and sliding doors are 2-panel design of highest grade Douglas Fir. Flush doors optional at small additional cost.

OUTSIDE DOORS—Front door Style as illustrated. Rear door Style No. 8.

WINDOW FRAMES—MALT-A-MATIC units furnished for all Check Rail windows. Cut to fit, lock joint construction—bundled—ready to assemble. Completely weatherstripped—removable sash. Malta-Glide units furnished for horizontal sliding windows.

FLOWER BOXES AND WINDOW SHUTTERS—Furnished where shown.

CLOSET SHELVING AND HOOK STRIP—For ALL closets.

WINDOWS—All sash glazed with high quality glass. Style and size as shown in catalog illustration.

INSIDE TRIM—Accurately machined Modern narrow moulded design with nosed edge baseboard and base shoe. Beautifully grained Selected Arkansas Soft Pine.

ARCHES—Where arches are shown, we will furnish metal forms to build a curved plastered arch or if you use wall board or plaster board, we will furnish frame and trim for a square cased opening. Tell us the kind of material and thickness you will use when you place your order.

BASEMENT STAIRS—Furnished as shown in plan, cut to fit, and manufactured of the finest quality stock. All stairs are cut, and ready to assemble on the job.

ATTIC ACCESS PANEL—We furnish paneling and inside trim for an opening in the ceiling usually placed in the hall so you can have access to your attic.

PLUMBING PANEL—We provide paneling and inside trim to arrange a panel giving access to your plumbing in your bathroom.

INSIDE DOOR HARDWARE—Latest design tubular locksets with solid brass knobs.

OUTSIDE DOOR HARDWARE—Brass cylinder locksets with solid brass knobs for all outside doors. Keyed alike.

DOOR BUMPERS—Included for all inside and outside doors.

WINDOW HARDWARE—All Check Rail windows furnished with locks and lifts. Proper window hardware furnished for casements and horizontal sliding windows.

NAILS—Furnished in proper size for all work and in a quantity sufficient to complete the home.

LOUVERS—Furnished for gables of proper size to provide sufficient ventilation. Roof louvers furnished for all hip-roof houses and eave ventilators for all houses with wide eave projection.

OUTSIDE PAINT—Three coats furnished for all outside work. First Quality house paint, furnished in choice of colors. Oil, turpentine, putty, etc., furnished in ample quantities.

INTERIOR WOODWORK FINISH—For all doors, windows and interior woodwork, we furnish three coats of quick drying spar varnish or three coats of interior semi-gloss paint or three coats of interior high gloss paint. Specify type of interior woodwork finish desired when you place your order.

FLOOR FINISH—We furnish three coats of quick drying mar resistant varnish. When Oak flooring is ordered we furnish natural wood filler and two coats of quick drying mar resistant varnish.

INTERIOR WALLS AND CEILINGS—Because of the many kinds of lining materials now used, we have not included any lining materials in our prices. Rocklath, plaster, wallboard and plasterboard are available in any locality at about the same price. We recommend that you secure your lining materials from your local mason contractor.

PLASTER GROUNDS—If you plan to plaster your home, tell us when ordering and we will supply plaster grounds. Plaster grounds are wood strips furnished to nail around all inside door openings and at the base of all walls and partitions as a plaster guide for a correct plaster thickness.

Optional Materials and Equipment

SCENIC WINDOWS Scenic windows illustrated below are practical and attractive. They bring the outdoors in as a part of your home and make the whole world, for as far as you can see, an attractive scene from your new home. Style No. 3-A has 3 large stationary upper sash and 3 gear operating lower sash. The overall size of the No. 3-A window is approximately 10'6"x6'6". Style No. 10 is made up of 12 individual units and measures overall approximately 10'0"x6'0". Style No. 9 window is the same as the No. 10 except that it is made up of 9 units and measures overall approximately 7'6"x6'0". All sash of the No. 9 and No. 10 windows are stationary (fixed). Gear operating (ventilating) sash can be furnished at extra cost for any section of the No. 9 and No. 10 window. Style No. 11 window has a stationary center sash with sliding sash on each side. The overall size of the No. 11 window is approximately 9'5"x5'0". The style window shown in illustrations or plans will be furnished with that particular plan. Substitutions can be made. Write for prices.



SCENIC WINDOW STYLE 11



SCENIC WINDOW STYLE 3A



SCENIC WINDOW STYLE 10

SHINGLES Instead of wood siding for the outside walls we can furnish artistic shake shingles of long-lived red cedar grooved and etched to resemble the antique shakes as illustrated on page 16 and also on page 58. The shingles are laid at a wide exposure with a double thickness at the butt. You have your choice of either siding or these shingles at no difference in price. Shingles come in wide range of attractive colors. Send for color folder.

ARCHES We include in the price for each home square cased openings or materials to build a curved plastered arch where arch openings are shown in the floor plan. We will furnish either type with your home. If you use dry wall for the interior, such as plaster board or wall board, we will furnish square cased openings as the curved arches can be used only when you plaster the interior. Specify the kind you want.

CELLAR WINDOWS We can furnish a complete cellar window unit already assembled with hardware in place, including glazed sash and the cellar window screen, for either a 2 block high opening or a 3 block high opening. For either cellar window leave the foundation wall opening 32 $\frac{3}{4}$ " wide. It is not necessary that the windows be shipped before the house as they can easily be set in the foundation wall when your materials arrive. Write for prices.

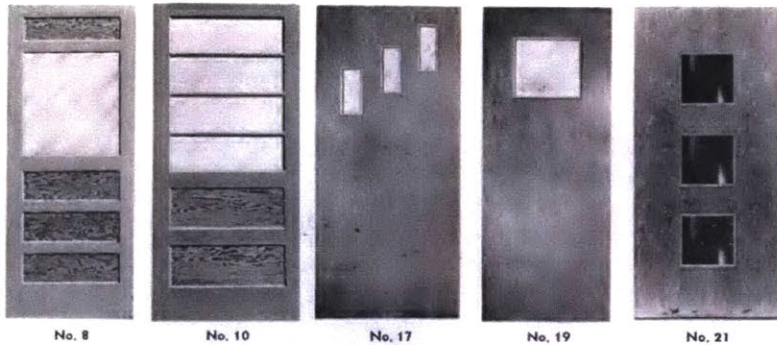
OAK FLOORING "Select" oak flooring can be furnished in any or all rooms of any Aladdin home. If wanted, write us for prices and state in what rooms you wish to use oak flooring.

KITCHEN CABINETS Kitchen cabinets can be furnished in accordance with catalog floor plan layouts. These kitchen cabinets are made of choice hardwood and are shipped to you direct. They are complete—fully enameled (white) outside and inside, or if you prefer natural finish, we can quote on a natural Birch cabinet. Doors are hung, friction catches applied, door and drawers prepared for pulls. These cabinets are finished in mar-resisting, high lustre white enamel or varnished natural. See page 44 and 45. Write for prices.

INSULATION Rock wool insulation 2" thick can be furnished for the sidewalls, and also 3 $\frac{3}{4}$ " thick for the ceiling between the ceiling joists at small additional cost. This insulation comes made up in batts and is moisture and fire resistant, and has a heavy vapor barrier paper backing. Write for descriptive folder and prices.

FOLDING STAIRWAY Where no attic stairway is shown in the floor plan, in most cases it is possible to install a folding stairway to the attic, usually in the ceiling of the hall. Write for prices and information on our stairway. Tell us where you plan to install the stair.

**THE ABOVE ITEMS
ARE FOR SHIPMENT ONLY WITH YOUR HOUSE**



EXTERIOR DOORS

Style No. 8 door is provided at the rear of each of our Aladdin homes. In our specifications we list the front door, giving the style number of door provided. If you wish a different style door than is specified in the specifications for your home, write us.



INTERIOR DOORS

Shown at the left is our beautiful two-panel door which we provide for all interior openings where doors are shown. If you wish flush doors as shown at the right, we can provide them at an extra cost. Write us for prices.

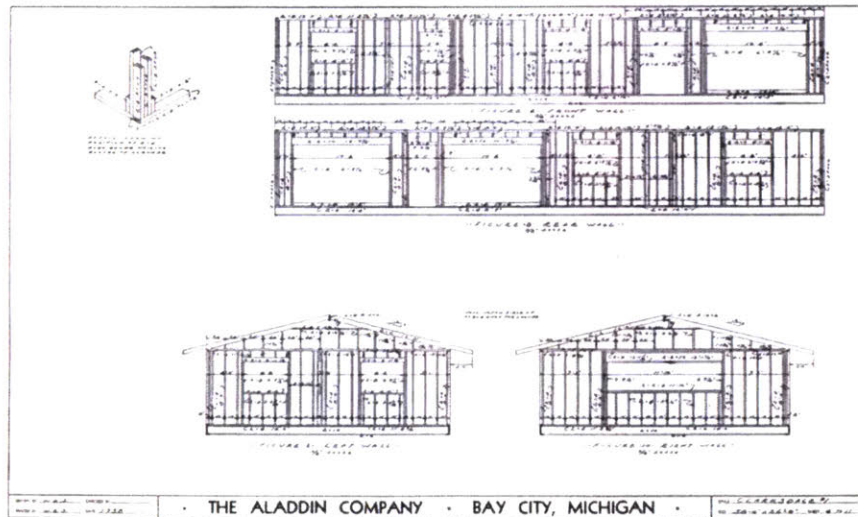


ALADDIN BLUEPRINTS AND INSTRUCTION BOOK

To simplify the erection of your home, we furnish a complete set of drawings listing and showing in position every piece of material entering into the construction of your home. We provide a book of instructions explaining in detail every step of the erection, how to sort your materials on the ground after they are unloaded from the car. The drawings and book of instructions are mailed to you in advance so you will have them to study and familiarize yourself with all details before your materials arrive.

SO EASY TO BUILD YOUR OWN HOME

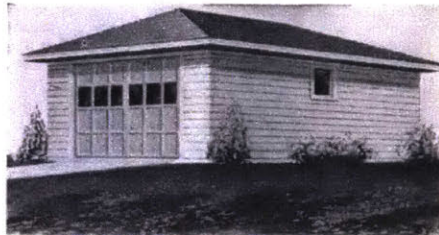
We have shown in greatly reduced size, a few figures taken from a set of Aladdin Ready-cut House Plans. They show the size, length and position of every piece of material entering into the construction of the home. All framing and sheathing including mitered materials are marked, cut to exact length. All you have to do is nail the materials in place.



ALADDIN READI-CUT GARAGES



STANDARD No. 5—12' x 22'
STANDARD No. 6—20' x 22'
STANDARD No. 7—16' x 22'



SOVEREIGN No. 5—12' x 22'
SOVEREIGN No. 6—20' x 22'
SOVEREIGN No. 7—16' x 22'

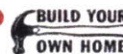


SUBURBAN No. 5—12' x 22'
SUBURBAN No. 6—20' x 22'
SUBURBAN No. 7—16' x 22'

GARAGES Our garages are manufactured in three sizes only—12' x 22' for one car, 20' x 22' for two cars, and then we have a combination storage and one-car garage 16' x 22', which is commonly known as the car and one-half garage. You have available space for work bench, garden tools, etc. of approximately 4' x 22'. You will find this space very useful in your garage. Garages are priced in double construction, that is, with 2 x 4" studding, wall sheathing, building paper and siding or shake shingles to match the exterior of your home. We furnish the complete materials except the concrete slab floor. In the 16' x 22' garage we provide an inswing casement window at the front of the storage portion with flower box, which adds to the attractiveness of the garage. Overhead garage doors are provided. Write for Detail Specifications for our garages. **We do not sell garages separately.** We ship only with Aladdin House orders.



"DO IT YOURSELF"



The recent tremendous public interest in the "Do It Yourself" movement is added, and is a complete endorsement, of Aladdin's "Build Your Own Home" plan—which was first offered to the public over 50 years ago. The Aladdin Readi-cut System saved home builders from 30% up, when carpenters worked for 25c an hour in 1906. Today it saves 30% of the \$2.75 an hour carpenters are currently receiving. "Can I do it myself?" you may ask yourself. Read the answers to this question from a few of the thousands of Aladdin customers who have built their own homes at savings of hundreds and thousands of dollars. Letters are printed on the several pages in this plan book. Complete name and address furnished on request.

THE BRENTWOOD

In order to give you an idea of the attractiveness of the Brentwood in siding, we show a photograph of it with this particular exterior treatment. The Brentwood is regularly priced for a brick veneer exterior but we will gladly quote on furnishing siding, giving you an exterior as illustrated at the right. Write us for prices on the siding. See page 29.



BRENTWOOD—Shown with Siding Exterior

BUILD IT YOURSELF



WE PAY THE FREIGHT

70

ALADDIN BUILDING ESTIMATES

FOOTINGS—We give under "Cubic Yards of Poured Concrete" total number of cubic yards of concrete required for all main footings, column footings, porch footings, terrace floors, chimney footings and concrete steps when shown, also basement floors and floors for all attached garages.

FOUNDATIONS—Under "16' Blocks for Foundation" we give the number of concrete blocks required to construct the foundation according to our foundation plan. This includes porches and terraces where shown; also wall for garages if attached to house. All plans having a basement stairs are figured for a foundation wall 10 blocks high. All plans without basement stairs are figured for a main foundation wall 5 blocks high. For foundation plans see page 43.

SQUARE FEET HOUSE AREA

Below is given the square feet of house area for each of our homes. This area given does not include the garage, when shown in floor plans, or porches. It is the square footage of the house itself.

PLASTERING—Under this heading we give you the square yards of plastering surface, or if you use wallboard, the square yards of surface to be covered. The yardage includes all walls and ceiling surface. It does not include walls for any attached garages. All openings are included in figures such as doors and windows to allow for cutting and waste of your plaster base, such as rocklath, or wallboard.

CHIMNEYS—Chimneys and fireplaces are sometimes shown on our plans to suggest a practical location. Since we do not cut the openings in our homes for them, you can change the location or omit them entirely if preferred. The amount of material required for chimneys is as follows:

- One 8" x 8" flue chimney, 30 bricks to each foot of height.
- Two 8" x 8" flue chimney, 50 bricks to each foot of height.
- One 8" x 12" flue chimney, 35 bricks to each foot of height.
- Two 8" x 12" flue chimney, 60 bricks to each foot of height.
- For mortar allow 1/2 bbl. cement and 1/2 cu. yd. sand for each 1000 bricks.

HOUSE	Sq. Ft. House Area	16' Blocks for Foundation	Cu. Yds. Poured Concrete	Sq. Yds. Plaster or Wallboard Surface	HOUSE	Sq. Ft. House Area	16' Blocks for Foundation	Cu. Yds. Poured Concrete	Sq. Yds. Plaster or Wallboard Surface
Acaecia #1	788	902	15	353	Kingsbury #1	1157	1234	23	728
Acaecia #2	832	510	5	374	Kingsbury #2	1254	680	12	827
Alamo #1	948	1150	19	483	Manhasset #1	1074	1132	22	502
Alamo #2	798	1080	19	172	Manhasset #2	1074	1092	21	524
Alamo #3	798	968	15	403	Monterey #1	1560	1076	21	665
Ambassador #1	1240	1158	24	438	Monterey #2	1212	1164	24	533
Ambassador #4	1440	1246	29	642	Orlando	1391	1794	34	636
Astoria #2	1024	1233	22	177	Palomar #1	909	996	18	131
Astoria #3	1156	1238	24	545	Palomar #2	749	908	14	348
Bellevue #1	1050	1350	25	160	Palomar #3	1263	1170	19	395
Bellevue #2	1194	1440	29	553	Palomar #4	1259	1159	22	552
Brentwood #1	1276	1188	22	518	Parkway #1	928	1116	21	129
Brentwood #2	1120	1152	20	485	Parkway #4	928	1116	21	134
Brentwood #4	960	1050	17	452	Parkway #5	1056	1176	23	469
Brentwood #5	1434	1338	29	636	Pasadena #1	1024	1062	19	491
Bristol "A"	966	1034	18	191	Pasadena #2	888	975	17	489
Bristol "C"	1058	1048	19	176	Pinecrest #1	1276	1257	25	594
Bristol "D"	1115	1158	21	537	Pinecrest #2	1392	1306	26	622
Canton	1774	1940	15	758	Plaza #2	1121	1296	29	560
Canyon	1672	1110	29	683	Plaza #4	1568	1608	36	716
Catalina #1	1674	1608	37	751	Preston	936	1035	18	370
Catalina #2	1466	1559	32	623	Redwood #1	720	384	7	372
Clarksdale #1	1508	1310	26	649	Redwood #3	864	931	17	441
Clarksdale #2	1508	1310	26	653	Redwood #4	768	872	15	372
Cornell	1384	1125	19	630	Rio Grande #2	1124	1234	24	478
Coronado #1	960	1156	21	152	Rio Grande #4	1324	1392	30	627
Coronado #4	1187	958	13	522	Royton #1	1020	1032	19	463
Coronet #1	1200	1116	22	556	Royton #2	1072	1066	20	486
Coronet #3	884	978	18	401	Royton #3	1020	1036	20	435
Cranbrook	1516	1515	31	656	San Diego #1	1070	1096	21	490
Del Ray #1	1384	1550	31	634	San Diego #2	1232	1216	23	530
Del Ray #2	1300	1190	30	603	San Diego #5	1332	1242	23	561
Denver #1	1364	1276	28	618	Santa Fe #1	1238	1162	22	580
Denver #2	1150	1242	24	592	Santa Fe #3	1026	1135	20	470
Edison	1732	1838	43	712	Saratoga #1	1237	1311	29	574
El Rancho #1	1120	1276	25	632	Saratoga #2	1632	1599	37	767
El Rancho #3	1396	1276	25	657	Shadylane #1	1744	1840	42	733
Embassy #1	1400	1654	36	603	Shadylane #2	1744	1840	42	772
Embassy #2	1198	1512	33	522	Shelby	1632	1505	30	625
Evanston #1	1097	1118	21	480	Sylvan #1	936	1019	18	433
Evanston #2	996	1012	18	457	Sylvan #2	936	570	9	111
Flamingo #1	1488	1898	40	632	Sylvan #3	720	882	15	355
Flamingo #3	1032	1348	30	472	Tucuma	1776	1361	23	759
Friendship #1	1092	1276	28	495	Topeka #1	1736	2193	39	646
Friendship #3	1344	1256	25	630	Topeka #2	1770	2435	45	680
Glen Cove #2	1113	1090	24	488	Tulane	1454	850	43	614
Glen Cove #4	984	1064	20	461	Tulsa #1	1152	1378	31	505
Glen Haven #1	1200	1332	25	547	Tulsa #2	1232	1466	32	552
Glen Haven #2	1304	1384	26	582	Ventura #1	1318	1246	26	534
Graystone #2	916	990	18	427	Ventura #2	1016	1032	19	457
Graystone #3	1124	1166	22	536	Ventura #3	1318	1451	32	544
Groveland #1	1404	1250	25	622	Vinewood #1	944	1062	18	424
Groveland #3	1240	1102	23	592	Vinewood #2	964	1062	18	462
Hollywood #1	1664	1694	36	753	Wilshire #1	1396	1436	28	674
Hollywood #2	1269	1466	30	508	Wilshire #2	1320	1323	27	612
Jasmine #1	748	902	18	336	Yorktown #1	768	868	16	377
Jasmine #2	748	902	18	364	Yorktown #2	936	958	18	436

**YOU
BUILD
BETTER
WITH**

dry LUMBER

NO GUESS WORK WHEN WE SAY

"ALADDIN'S LUMBER IS DRY"

Our lumber is checked continuously for moisture. Our moisture meter tells us exactly the moisture content and we never use lumber that is not thoroughly dry or seasoned. Aladdin never piles lumber out of doors. All our lumber is stored in our mill and warehouses. Even though our thoroughly dry lumber may be subjected to rain, moisture will penetrate only the surface.



Shown above is the Electronic Moisture meter of advance design. Exact moisture percentages can quickly be ascertained from this instrument. This electronic register is your best insurance against warping, shrinking and all other failures due to improper moisture control.

DRY LUMBER

is stronger, has greater nail holding power, and is more durable; will not shrink, warp or twist.

DRY LUMBER

assures uniform size and minimizes the hazards of decay. (Green lumber will decay.)

DRY LUMBER

gives long, satisfactory service—economical service, greater resistance to wear, stress and strain.

GREEN LUMBER

is in effect raw materials. Green lumber—lumber that has not been properly seasoned—may seem like a bargain if you look only at the price, but placed in your home it is likely to shrink, warp and twist as it dries out. These changes in shape cause joints to pull apart, nails to loosen, walls to get out of plumb, and other structural defects that are a source of unending expense and dissatisfaction. Aladdin's over FIFTY years of home building experience gives you absolute assurance that your investment in an Aladdin home will be permanent and lasting. The use of dry lumber means better construction—and a sound investment.

THE ALADDIN COMPANY

Catalog No. 63

Home Office and Mills, BAY CITY, MICHIGAN

1958

**YOU
BUILD
BETTER
WITH**

dry LUMBER

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as it structural defects that are a source of unending expense and dissatisfaction. Aladdin's dry lumber building experience gives you absolute assurance that your investment in an Aladdin home will be permanent and lasting. The use of dry lumber means better construction—and a sound investment.

THE ALADDIN COMPANY

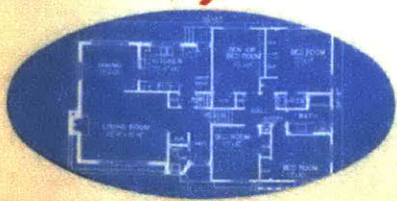
Catalog No. 63

Home Office and Mills, BAY CITY, MICHIGAN

1958

Aladdin Ready-Cut Homes (Not Prefabricated), Aladdin Company, 1958. Source: Building Technology Heritage Library.

CHOICE HOMES



...for your selection

N. J. GENDRON LUMBER CO.
Phone 1600 Lebanon St.
SANFORD, MAINE

N. J. GENDRON LUMBER CO.
Phone 6Eneva 6-6660 Raynes Ave.
PORTSMOUTH, N. H.

GENDRON CASH-WAY LUMBER CO.
Phone 5Spruce 2-0192 875 Forest Ave.
PORTLAND, MAINE

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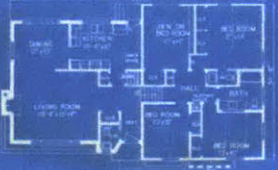
"Reaching up" is typical of American families... to better ways of doing things—to better security—to better modes of living. Our purpose in presenting this book of home plans is to help you in "reaching up" to better living.

Within these pages you will find a wealth of CHOICE HOMES plans. Some of the homes, you will note, are quite modest and inexpensive. Others are more elaborate. But two things they all have in common—beauty of design and practicality of function.

Take time to browse from house to house and you'll see designs that are individual, adaptable, and harmonious with the decor of the community and the personality of your family. Quality and economy have been paramount principles behind the creation of each of these home plans.

A first-time home owner has reached a new plateau in living. He now enjoys assured savings, a protected investment, new peace of mind, and more family unity. To those of you who are already home owners, but have outgrown your surroundings, a new or remodeled home means more gracious living, increased prestige, a new sense of assurance that you have "reached up" in the world.

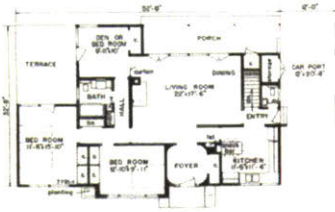
We enjoy sharing in the excitement of planning a new home or of exploring ideas for reshaping a present home into the growing needs of the family, and believe that somewhere within these colorful pages you will find ideas or homes that will help you "reach up" to better living.



See this home design on pages 8 and 9


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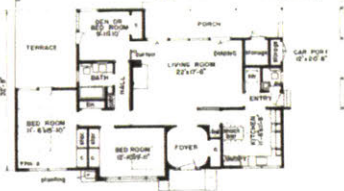
PLAN 1 WITH BASEMENT

DESIGN 7701



A spark of imagination and the free use of color makes this kit then a focal point of the plan

DATA
Living Area, Plan 1 or 2—1,417 sq. ft.



PLAN 2 WITHOUT BASEMENT

DESIGNED TO APPEAL to the modern homemaker, this choice ranch design offers many easy living features. For example, note the large porch directly off the garden view living room and dining area. Phone niche, unique foyer, lavatory, vanity bath plus the terrace which is accessible from either the master bedroom or the den are other refinements of this plan. The beauty of the exterior speaks for itself.

Blueprint plans are available for all homes illustrated in this book either as shown or in reverse position, if desired. Let us serve you now.

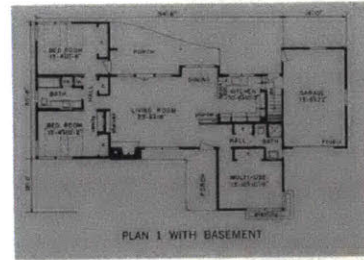
2



3



HERE IS ANOTHER EXCELLENT EXAMPLE of the ever popular ranch type design. Although only two bedrooms are indicated in the plan, the multi-use room at the front of the house can be pressed into service as a third bedroom thus making this an ideal home for the larger family. A second bath is located convenient to the multi-use room. The floor plans also feature a garden view living-dining area and a porch for your enjoyment. In the basementless plan, a laundry and extra storage space have been included.



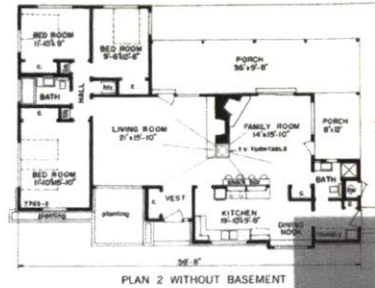
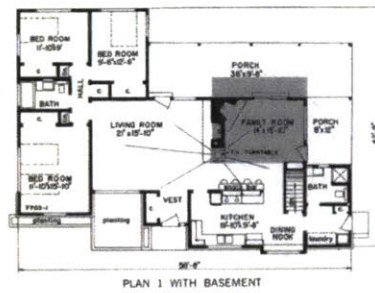
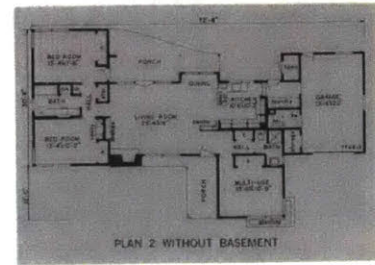
DATA
 Living Area,
 Plan 1 — 1,367 sq. ft.
 Plan 2 — 1,490 sq. ft.

DESIGN 7702

Blueprint plans are available for all homes illustrated, either as shown or in reverse position. See us for your plans.



In the front bedroom is this built-in vanity with movable mirrors—a feature which will appeal to every woman.



DESIGN 7703

HERE IS THE CONVENIENCE AND COMFORT of modern living at its best. A huge fireplace wall is used to separate the activity area . . . the family room . . . from the formal living room and, of course, to provide a fireplace for each of the rooms. The TV shown in the plan can be viewed from either living or family room. Convenient to the family room is an open planned kitchen which includes a built-in oven and range plus a snack bar and dining nook. Adjacent laundry and the full bath are other attractive features of this part of the house. Three bedrooms and bath, located in the quiet area, complete the plan.

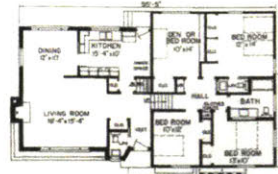
DATA
 Living Area,
 Plan 1 or 2 — 1,866 sq. ft.



Here is a view of the family room fireplace and the sliding doors which open onto the large porch at the rear.



THIS SPLIT-LEVEL HOME is an excellent modern living plan for a sloping site. There are many important and attractive features included in this design — three big bedrooms and a den or fourth bedroom, plenty of closet space and a bath and a half on the upper level. A large living room with natural fireplace, dining room, kitchen and a lavatory are located on the main level. Garage, family room, another lavatory and a workshop are featured in the lower level. An interesting and effective use of contrasting colors and materials give the home a pleasant exterior.



MAIN AND UPPER LEVEL

DATA

Living Area,
Main and Upper Level—
1,738 sq. ft.
Lower Level—920 sq. ft.

DESIGN 7704

Blueprint plans are available for all homes illustrated, either in whole or in reverse position. See us for your plans.

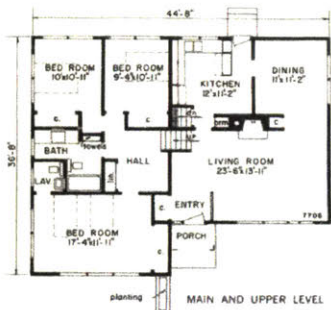


The built-ins featured in the den took a small amount of time and materials, but the result is obvious.



LOWER LEVEL



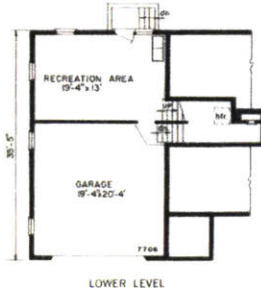


PROVIDING TRUE LIVING COMFORT throughout, this beautiful multi-level home is a natural for a sloping terrain.

A study of the lower level reveals a two-car garage, laundry and a recreation area. Main and upper levels include living room with natural fireplace, dining room, kitchen with coffee corner, three bedrooms and bath. Generous size closets provided in each of the bedrooms plus the lavatory in the master bedroom are other attractive features of the plan. Also note the liberal use of windows that assure the maximum of ventilation and sunlight every hour of the day.

Blueprint plans are available for all homes illustrated, either as shown or in reverse position. See us for your plans.

DESIGN 7706

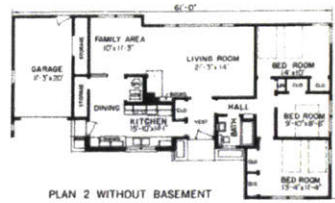
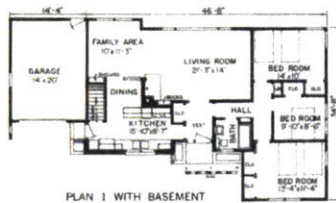


DATA

Living Area, Main and Upper Level — 1,445 sq. ft.
Lower Level and Garage — 837 sq. ft.



A floor-to-ceiling closet and cabinets under the lavatory make use of space that would be wasted in this bathroom.



DATA

Living Area, Plan 1 — 1,331 sq. ft.
Plan 2 — 1,358 sq. ft.

DESIGN 7707

Blueprint plans are available for all homes illustrated in this book either as shown or in reverse position, if desired. Let us serve you now.

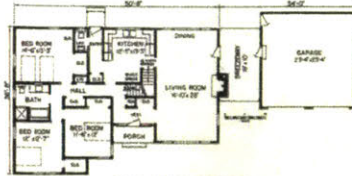
THE OPEN PLANNED GARDEN VIEW LIVING ROOM, family area, dining and kitchen blend into one huge unit in which you can play, work, relax or entertain. This is, without a doubt, the highlight of this L-shaped plan. The corner fireplace and bookshelves, as illustrated is an example of the planning that makes this a three bedroom home that you will want to stop . . . look . . . and think about.



Attractive bookshelves and modern fireplace contribute to the comfortable feeling of the living room.



A FEELING OF NEATNESS AND SIMPLICITY . . . created through the use horizontal siding, window shutters, corner window, an attractive front entrance and cupola on garage . . . emphasizes the exterior beauty of this ranch home. The plan gives you benefit of three bedrooms, bath and a half, a large living-dining area and U-shape kitchen. Of special interest is how the living room . . . usually the noisy part of the house . . . is well separated from the bedrooms or quiet area by the kitchen and vestibule.



PLAN 1 WITH BASEMENT

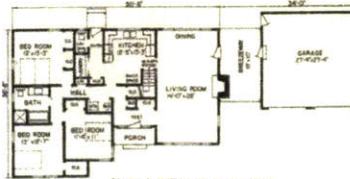
DATA
Living Area,
Plan 1 or 2 — 1,576 sq. ft.

Blueprint plans are available for all homes illustrated, either as shown or in reverse position. See us for your plan.

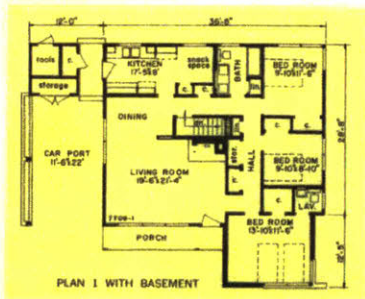
DESIGN 7708



In this U-shape kitchen, the work triangle area—sink, range, oven and refrigerator—is well planned and compact.



PLAN 2 WITHOUT BASEMENT



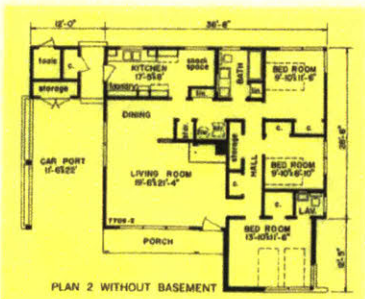
PLAN 1 WITH BASEMENT

DATA
Living Area, Plan 1 or 2 — 1,310 sq. ft.



The use of wood paneling on the wall of the snack space adds to the attractiveness of the kitchen.

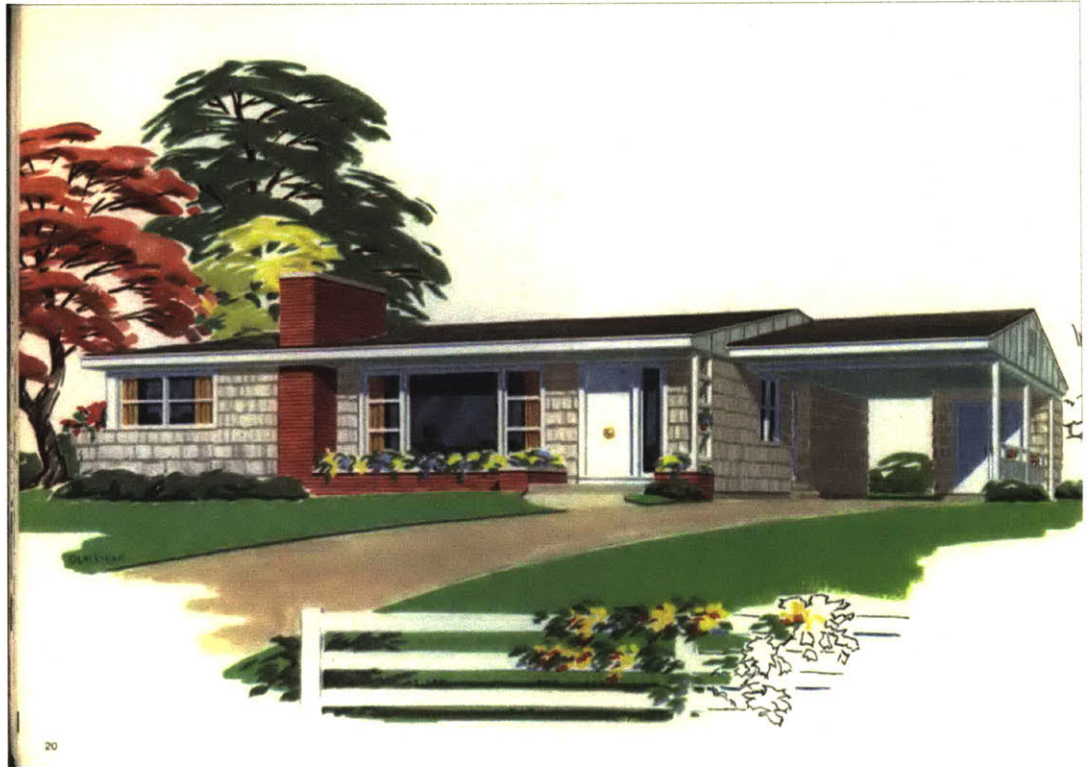
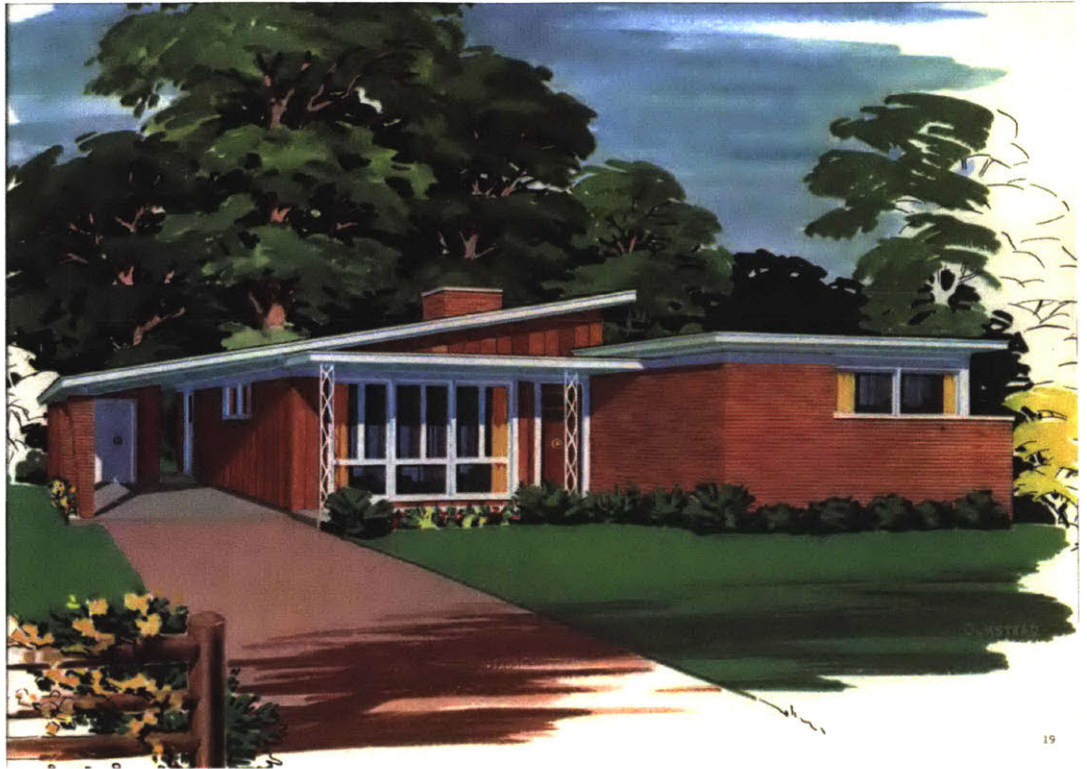
DESIGN 7709

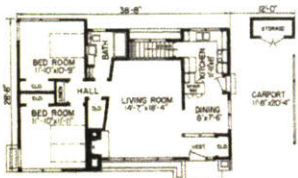


PLAN 2 WITHOUT BASEMENT

SHED AND FLAT ROOF were combined to give this home its contemporary modern exterior. For convenient living, the plans include excellent storage area at rear of carport, kitchen with snack space, large living-dining area and three bedrooms. Lavatory is also included in the master bedroom.

Notice how a well planned traffic pattern is provided by the hall which serves every room in the house. In the basementless plan, an automatic laundry is a feature of the efficient corridor type kitchen.





PLAN 1 WITH BASEMENT



PLAN 2 WITHOUT BASEMENT

DATA

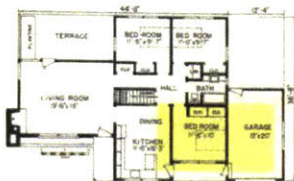
Living Area, Plan 1 — 986 sq. ft.
Plan 2 — 1,057 sq. ft.

A GOOD LOOKING EXTERIOR and a compact but well planned interior make this a practical and comfortable home for the small family. Every homemaker is sure to appreciate the open planning of kitchen and dining room in plan 1 — it's her assurance of an efficient, step-saving work area during mealtime. For greater convenience, a laundry and extra storage area have been included as a part of the kitchen in the basementless plan of this home. Natural fireplace in the living room and two bedrooms of adequate size complete the plan.

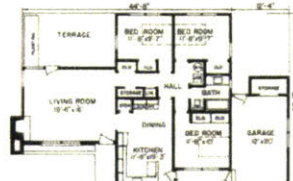
DESIGN 7710



Corrugated glass and inside plantings add a pleasant and unique effect to the rear wall of the living room in plan 1.



PLAN 1 WITH BASEMENT



PLAN 2 WITHOUT BASEMENT

DATA

Living Area, Plan 1 — 1,197 sq. ft.
Plan 2 — 1,247 sq. ft.

DESIGN 7711

IF YOU DEMAND THE BEST IN COMFORT for both indoor and outdoor living, then here is the home for you. This choice home plan includes three bedrooms, a large kitchen-dining combination and a living room that extends from front to rear of the house. Adjacent to the living room is a terrace—a wonderful relaxation spot for the entire family. Note how cleverly the front entrance of the garage has been blended into the modern ranch feeling of the exterior.

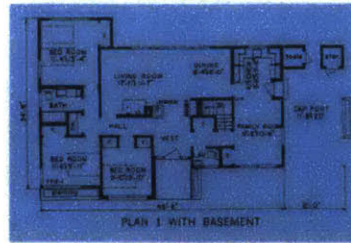


This interior view of the front bedroom illustrates the generous size of this and the other bedrooms in the plan.

Blueprint plans are available for all homes illustrated in this book either as shown or in reverse position, if desired. Let us serve you now.



HERE IS A CONTEMPORARY HOME planned for garden view living room adjacent to the kitchen makes this a fine plan for growing children. Three bedrooms and a full bath are located in the quiet part of the house, well separated from the noisy or active areas—kitchen and family room. A half bath is also provided for this portion of the home. Another outstanding feature is the efficient traffic pattern; note how easy it is to reach any room in the plan. As an added convenience, a storage space for tools and other items has been included in the carport.



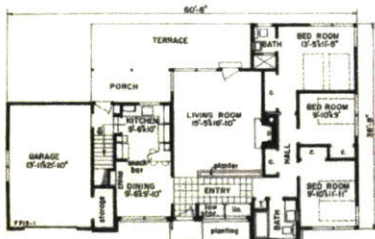
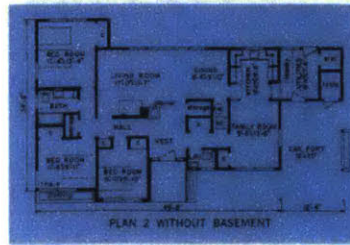
DATA
Living Area,
Plan 1—1,263 sq. ft.
Plan 2—1,318 sq. ft.

DESIGN 7712

Blueprint plans are available for all homes illustrated, either as shown or in reverse position. See us for your plans.



The same careful planning that created the modern interior of this home is reflected in the handling of the front entrance vestibule.

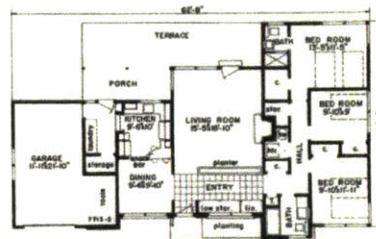


PLAN 1 WITH BASEMENT

DESIGN 7713

DATA

Living Area, Plan 1—1,352 sq. ft.
Plan 2—1,424 sq. ft.



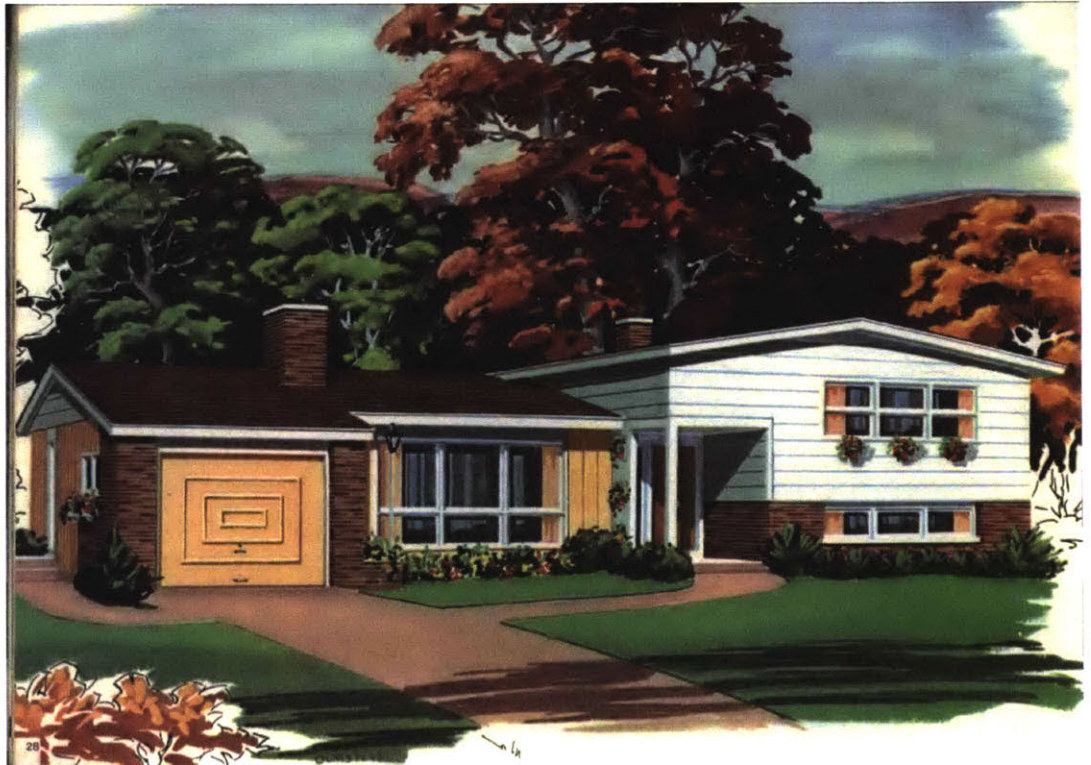
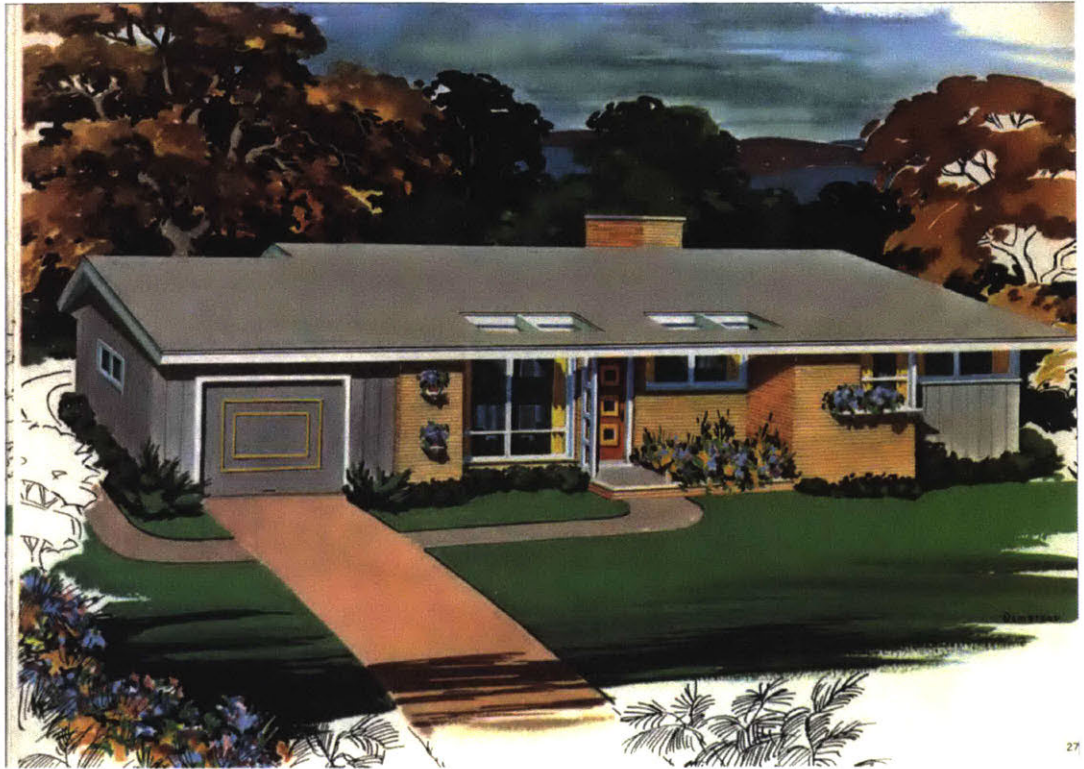
PLAN 2 WITHOUT BASEMENT

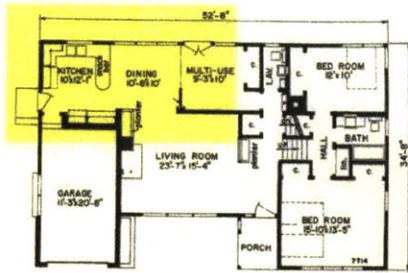


Blueprint plans are available for all homes illustrated, either as shown or in reverse position. See us for your plans.

An attractive planter is used as a partition between the tiled front entry and living room. Also note the storage facilities positioned under the shoulder height windows.

COMFORT AND CONVENIENCE are the keystones of this attractive home. The living room is located at the rear of the house to give privacy and a garden view of your property plus the benefit of a large porch-terrace at your doorstep. A picture of efficiency and good planning, the kitchen-dining area extends from the front of the house to the rear and includes a snack bar which is ideal for informal servings. Three bedrooms and two baths are other features of the plan which will appeal to the larger family.





MAIN AND UPPER LEVEL

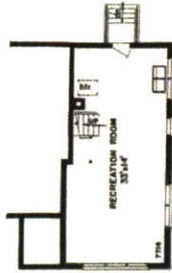
YOU'LL LIVE IN REAL COMFORT in this split-level home. In addition to two bedrooms and a bath and a hall, one of the practical features of this plan is the folding curtain which permits the separation of dining room and multi-use room—an advantage which allows the multi-use room to serve as a third bedroom or guest room. A natural fireplace and planters are used to add zest to the living room. In keeping with the interior, note how brick, horizontal and vertical siding have been successfully blended to provide an exterior that is neat and modern in appearance.

Blueprint plans are available for all homes illustrated in this book either as shown or in reverse position, if desired. Let us serve you now.

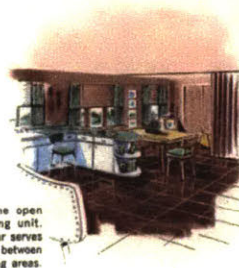
DESIGN 7714

DATA

*Living Area, Main and Upper Level—1,453 sq. ft.
Lower Level—658 sq. ft.*



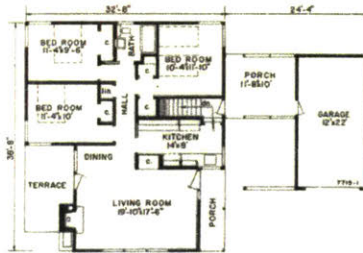
LOWER LEVEL



Here is a view of the open planned kitchen-dining unit. Note how the snack bar serves as an effective partition between the working and serving areas.

AN OUTDOOR LIVING TERRACE and screened porch are desirable and practical features of this home. Garage and woven fence provide an air of privacy seldom afforded an open porch. The interior plan includes three bedrooms opening up into a central hall, a corridor kitchen, dining area and living room with fireplace. And last, but not least, the trim and modern lines of the exterior assure you that here is a house that will be a welcome asset to any community.

Blueprint plans are available for all homes illustrated in this book either as shown or in reverse position, if desired. Let us serve you now.



PLAN 1 WITH BASEMENT

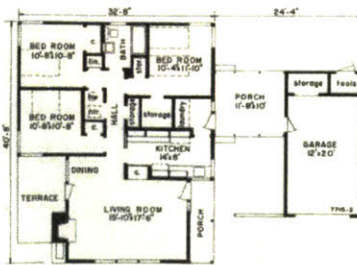
DESIGN 7715

DATA

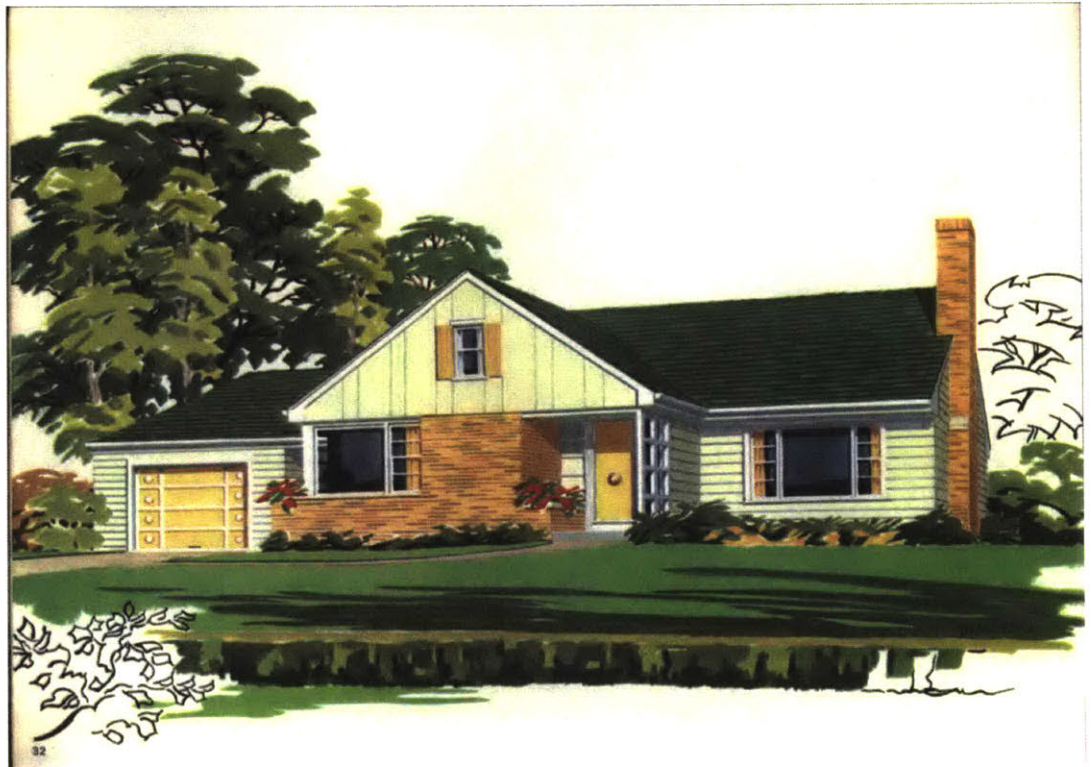
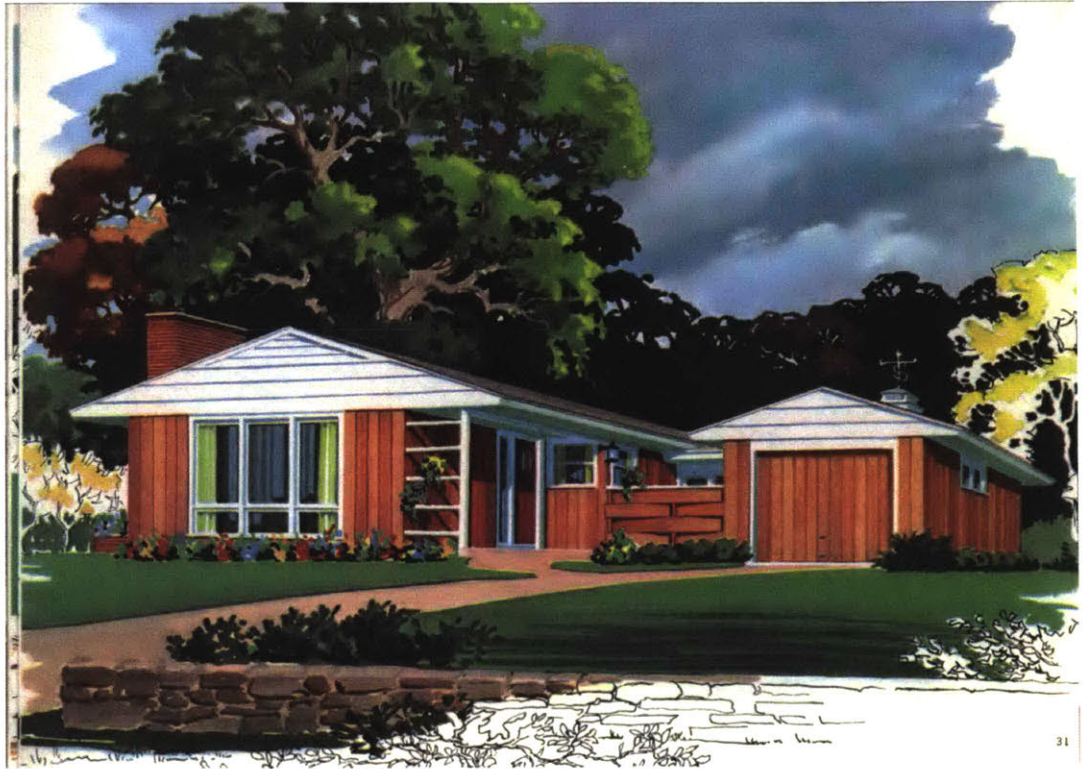
*Living Area, Plan 1—1,064 sq. ft.
Plan 2—1,128 sq. ft.*



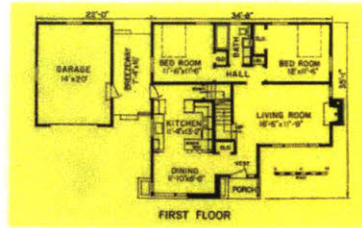
The screened porch, illustrated here, can be glazed for year round enjoyment.



PLAN 2 WITHOUT BASEMENT



CONTRAST AND PLEASING EFFECTS are obtained through a combination of wood siding and brick on the exterior of this modern story and a half home. Careful planning has provided every practical living convenience in this big family plan which includes four bedrooms. However, in view of the fact that the first floor plan is a complete living unit with two bedrooms, the second floor bedrooms and bath can be planned as a future addition to the home. Available only with basement, this is a home that will give you a lifetime of comfort and satisfaction.



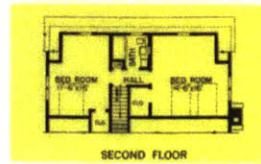
DESIGN 7716

DATA

Living Area, First Floor — 1,025 sq. ft.
Second Floor — 545 sq. ft.



During meal preparation, the kitchen and dining area can be separated by the folding curtain shown in this illustration.



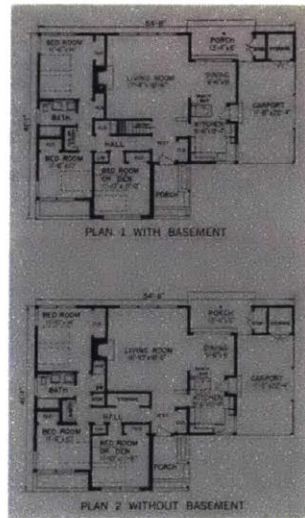
Blueprint plans are available for all homes illustrated in this book either as shown or in reverse position, if desired. Let us serve you now.

The outdoor living facilities can be enlarged by simply adding a patio or terrace to the existing porch.



DESIGN 7717

AT THE REAR OF THIS HOME is an outstanding living-dining room and porch arrangement which invites a pleasant combination of indoor-outdoor living with a garden view. Two of the three bedrooms in this plan are located in the front of the house — an ideal and desirable quiet area that many home buyers will appreciate. The open planning of kitchen and dining room is your assurance of an easy-to-work area during mealtime.



DATA

Living Area, Plan 1 or 2 — 1,420 sq. ft.

Blueprint plans are available for all homes illustrated, either as shown or in reverse position. See us for your plans.





ALL THE FEATURES THAT APPEAL to the home buyer are found in this story and a half home . . . carefully planned rooms and a neat and attractive exterior. The plan includes two bedrooms, bath, living room, kitchen and dining area on the first floor. Note the folding curtain available between living room and dining area. On the second floor are two bedrooms and room for a large walk-in closet or bath. Here is another good point of the plan . . . the second floor can be planned for future construction, if desired.

DATA

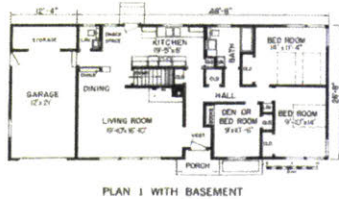
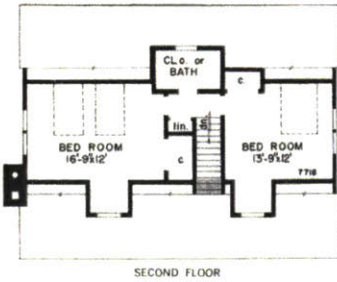
Living Area, First Floor—1,064 sq. ft.
Second Floor—559 sq. ft.

DESIGN 7718

Blueprint plans are available for all homes illustrated, either as shown or in reverse position. See us for your plans.



The floor-to-ceiling fireplace adds to the charm and comfort of the spacious living room.



DATA

Living Area, Plan 1 or 2—1,282 sq. ft.

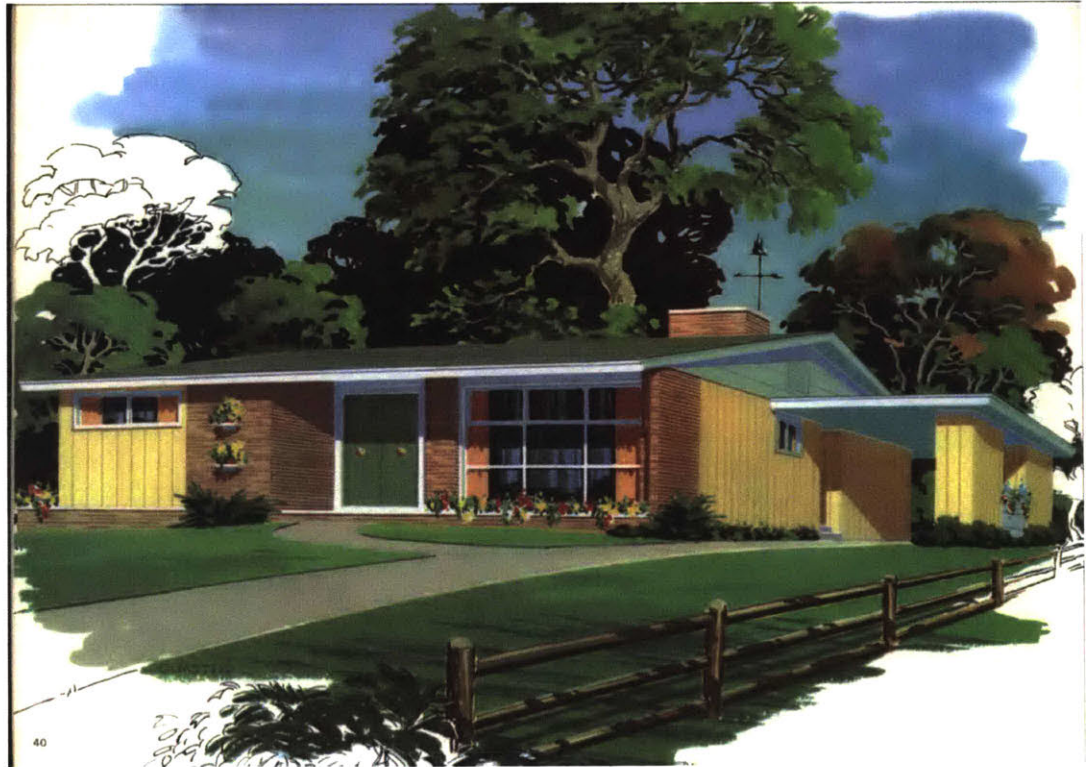
DESIGN 7719

Blueprint plans are available for all homes illustrated in this book either as shown or in reverse position, if desired. Let us serve you now.

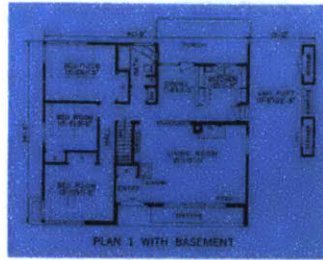


The built-in china closet and planter not only are an attraction of the dining area, but the unit also serves as a partition wall.

IMAGINE THE ADVANTAGES of living in this home. Its clean, low lines, large picture window, trellis work and masonry planter give you an exterior that is outstanding and of excellent taste. Good circulation is afforded by the central hall which eliminates all unnecessary traffic through the living room. Other major attractions of the house are two bedrooms, a den or third bedroom and a bath plus the lavatory convenient to both kitchen and service entrance.



DESIGNED TO KEEP PACE with the present living trend, this choice home affords many major attractions. Some of them are . . . double doors at the front entrance . . . planter box in entrance hall . . . a bulkhead with decorative trellis that separates the living and dining rooms . . . and a corner vanity in the bath. Also included in the plan are three bedrooms separated from the active areas of the house, kitchen, rear porch and a carport with storage cabinets.

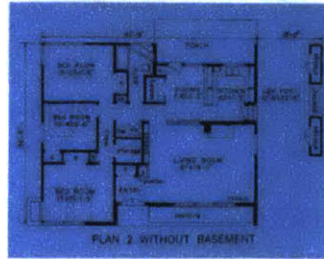


DATA
 Living Area, Plan 1 — 1,316 sq. ft.
 Plan 2 — 1,374 sq. ft.

DESIGN 7720

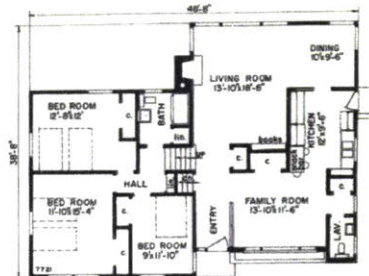


A pass-thru from the kitchen, the brick fireplace wall and shell type partition are attractive as well as functional features of the dining area.



Blueprint plans are available for all homes illustrated, either as shown or in reverse position. See us for your plans.

Book shelves and storage cabinets add an interesting note to an otherwise blank wall in the living room.

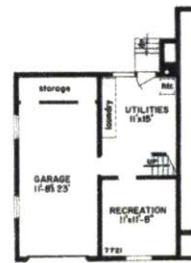


MAIN AND UPPER LEVEL

DATA
 Living Area, Main and Upper Level — 1,574 sq. ft.
 Lower Level including Garage — 634 sq. ft.

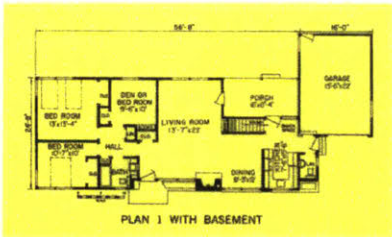
DESIGN 7721

IN ADDITION TO THE CHARM and good taste reflected in the exterior, this three bedroom split-level design is an example of excellent planning. The family room, with handy lavatory, provides plenty of play area close to the kitchen thus making child supervision easy at all times. A garden view living-dining room and corridor type kitchen are also included in the main level. The lower level features a recreation room, utilities area and a garage with generous storage space.

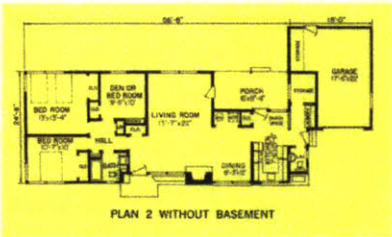


LOWER LEVEL





PLAN 1 WITH BASEMENT



PLAN 2 WITHOUT BASEMENT

DATA
 Living Area, Plan 1—1,282 sq. ft.
 Plan 2—1,356 sq. ft.

THE BLENDING OF BRICK and vertical siding, and the use of flat roof with shed type resulted in this pleasing contemporary exterior. Likewise the interior is a picture of up-to-the-minute planning at its very best. A focal point of the plan is the "U" kitchen with built-in oven, counter top range and efficient work triangle. The lavatory near the service entrance is not only ideal for emergency traffic from the outside, but it's also convenient to the kitchen, rear porch, dining area and even the living room. Three bedrooms ... one of which may serve as a den ... and a full bath are included in the rest of the plan.

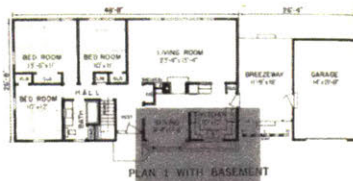
DESIGN 7722



The snack space, though considered a part of the kitchen, is actually a comfortable little nook enjoying a garden view.

THE **HOMEMAKER** who appreciates convenience will recognize the many features of this plan. First of all, it offers three bedrooms—a "must" for many of today's home buyers. Garden view living room, kitchen in a U-shape layout and separate dining room are other attractions of the home. If you enjoy outdoor living, the large breezeway between house and garage is another strong point of this design. The exterior is, of course, in keeping with the well planned interior.

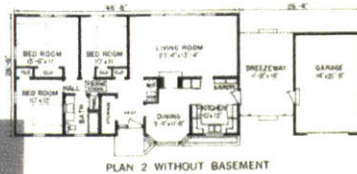
Built-in china cabinet and fire place are an unusual combination that definitely adds to the beauty and charm of the dining area.



PLAN 1 WITH BASEMENT

DESIGN 7723

DATA
 Living Area, Plan 1 or 2—1,291 sq. ft.



PLAN 2 WITHOUT BASEMENT

Illustrated plans are available for all homes illustrated in this book either as shown or in reverse position, if desired. Let us serve you now.



47



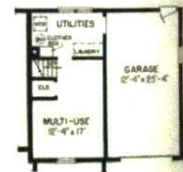
DATA
 Living Area, Main and Upper Level — 1,347 sq. ft.
 Lower Level — 708 sq. ft.



View of upper level bathroom



MAIN AND UPPER LEVEL

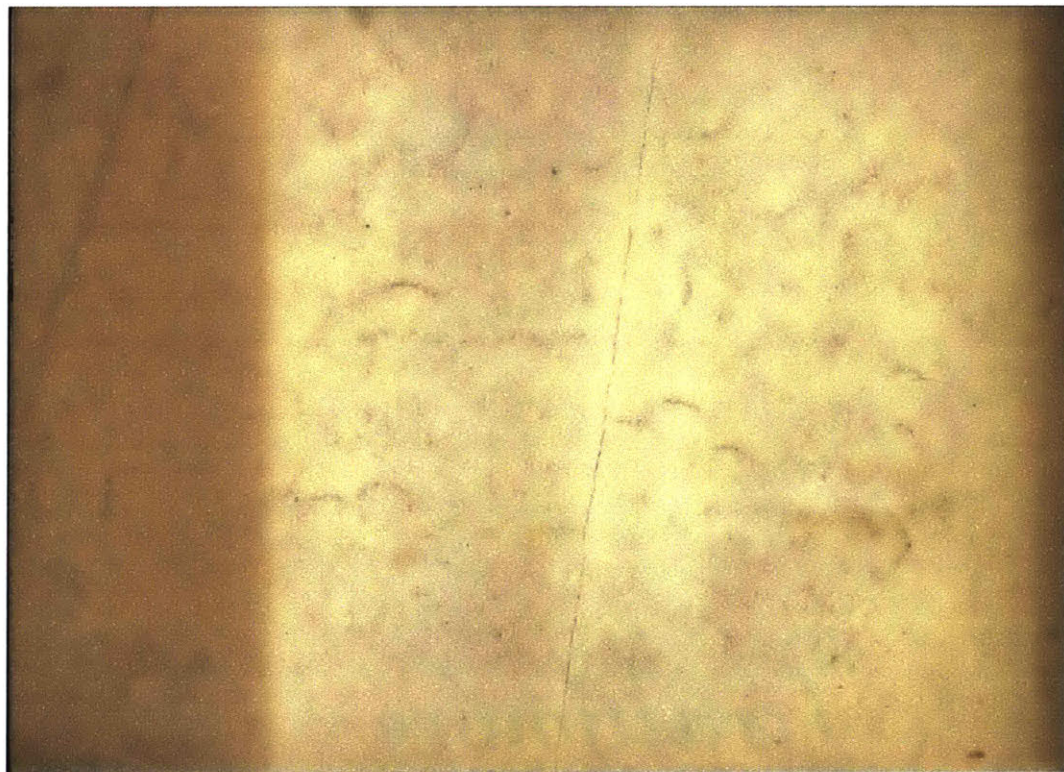


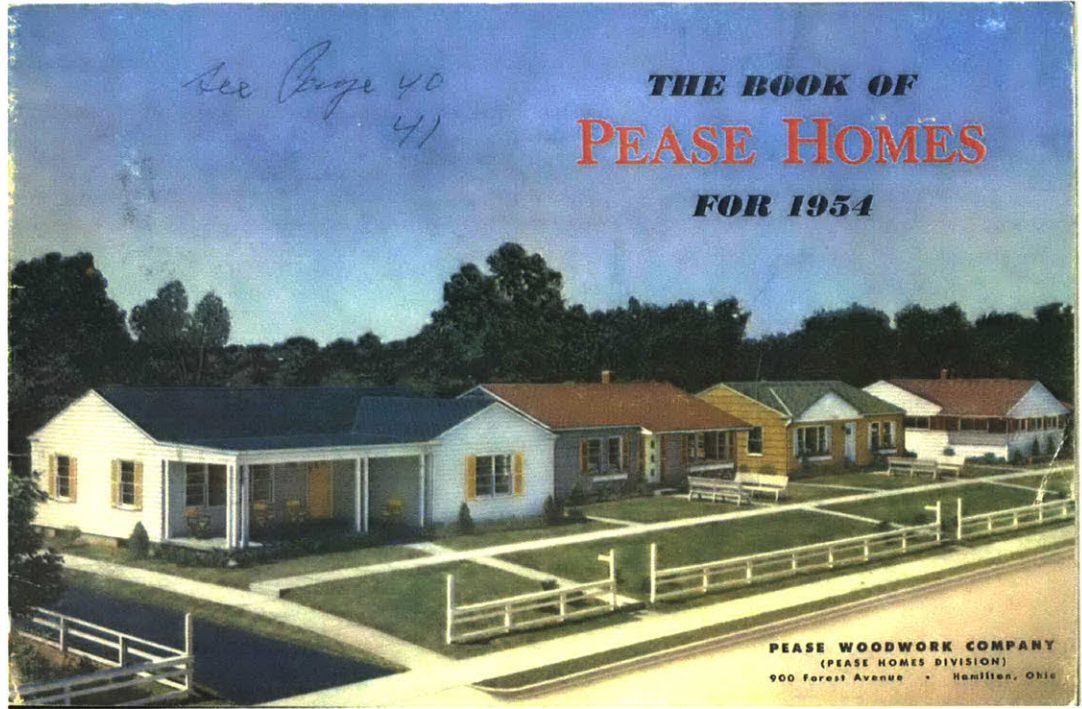
LOWER LEVEL

DESIGN 7724

YOU'LL LIKE THIS DISTINCTIVE multi-level home. It provides many attractive living features — dining-living room, kitchen with snack space, bath and a hall, three bedrooms, multi-use room and garage.

48





*See Page 40
41*

**THE BOOK OF
PEASE HOMES
FOR 1954**

PEASE WOODWORK COMPANY
(PEASE HOMES DIVISION)
900 Forest Avenue • Hamilton, Ohio

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Introduction

FEW things in life contribute more to the welfare, comfort and enjoyment of any family than its own home. Often, the home is *the* major investment of a lifetime. To help you choose wisely, this book has been prepared to give you plain facts and complete information on the entire line of Pease Homes for 1954.

You will find that Pease Homes are designed for livability, and that all floor plans, as well as interiors and exteriors, reflect modern-day trends. Pease Homes are extremely flexible, so that they may be tailored to suit individual tastes and family needs. Pease Homes are built only of *quality* materials and in accordance with time-tested construction standards, yet are priced for the most modest budget.

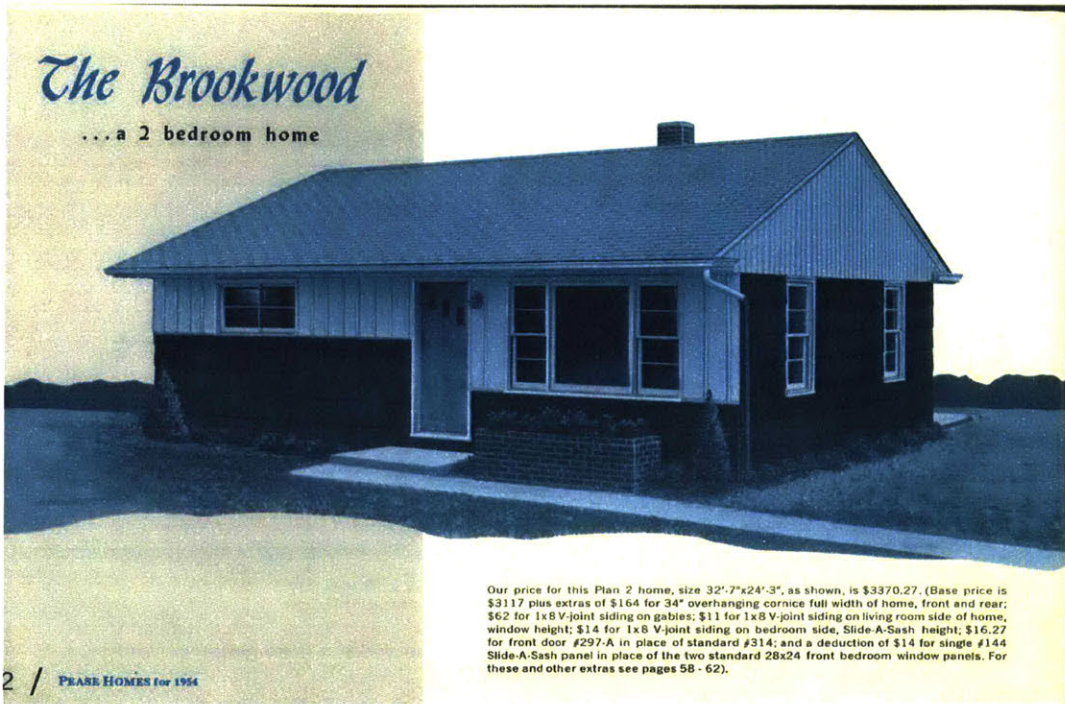
Featured for 1954 is the "Airewood", an open-planned, 3-bedroom home which can be air conditioned. This home is the ninth in the complete "street of homes" (illustrated on front and rear covers) located at 901-951 Forest Avenue in Hamilton, Ohio. These homes are open 7 days a week from 8 A.M. to 6 P.M. Representatives are on hand to supply any information you may desire or assist you in ordering. Included in this group of homes is a "workshop home," cut-away to demonstrate in-the-wall construction features. You are cordially invited to visit and inspect these Pease Homes at your earliest convenience. In addition to the Airewood, the "street of homes" include the Brookwood, Cliffwood, Hillwood, Dalewood, Glenwood, Kirkwood, Longwood and Sherwood.



PEASE WOODWORK COMPANY • Pease Homes Division • 900 FOREST AVENUE, HAMILTON, OHIO

The Brookwood

... a 2 bedroom home

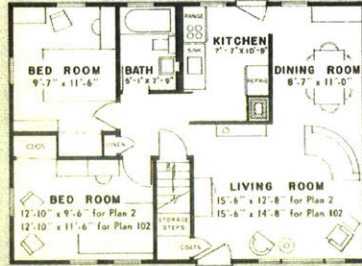


Our price for this Plan 2 home, size 32'-7"x24'-3", as shown, is \$3370.27. (Base price is \$3117 plus extras of \$164 for 34" overhanging cornice full width of home, front and rear; \$62 for 1x8 V-joint siding on gables; \$11 for 1x8 V-joint siding on living room side of home, window height; \$14 for 1x8 V-joint siding on bedroom side, Slide-A-Sash height; \$16.27 for front door #297-A in place of standard #314; and a deduction of \$14 for single #144 Slide-A-Sash panel in place of the two standard 28x24 front bedroom window panels. For these and other extras see pages 58 - 62).

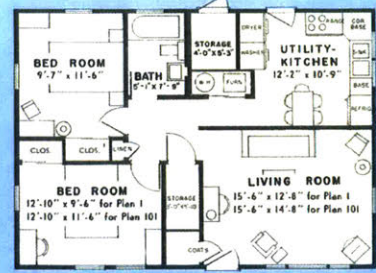
2 / PEASE HOMES for 1954

Pease of Woodwork Company, Hamilton, Ohio, Pease Homes Division, 900 Forest Avenue, Hamilton, Ohio, 45001

IN both plans shown, daily living revolves around the step-saving center hallway, making all of the attractive rooms readily accessible to each other. The living room is in balanced proportion, with ample wall space for furniture. The master bedroom is designed for double or twin beds and the second bedroom is ideal for children or guests. Generous closet space and a conveniently located bath are important additional features. A storage room accessible from the outside is provided in the basementless plans. Can be built on a minimum 45' lot.



plan 2 or plan 102



plan 1 or plan 101

- plan 1 32'-7" x 24'-3" / for concrete slab..... \$2646
for crawl space..... 3240
- plan 101 32'-7" x 26'-3" / for concrete slab..... 2781
for crawl space..... 3431
- plan 2 32'-7" x 24'-3" / for basement..... 3117
- plan 102 32'-7" x 26'-3" / for basement..... 3286



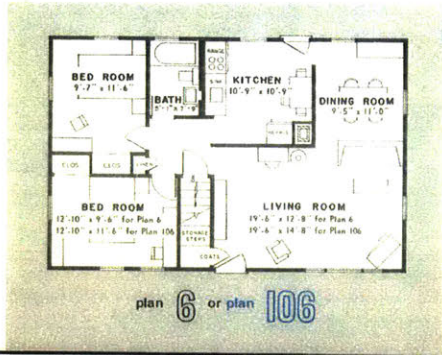
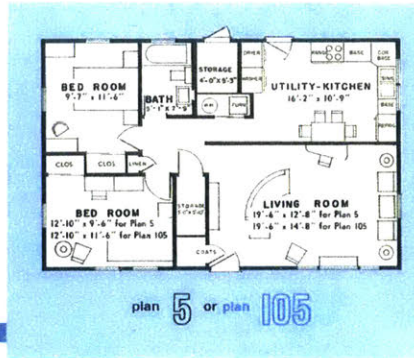
The Cliffwood
... a spacious 2 bedroom home

4 / PEASE HOMES for 1954

Our price for this Plan 5 home, size 36'7"x24'3", for concrete slab, as shown is \$3017.77 (Base price is \$2841, plus extras of \$110 for false gable with 1x2 V-joint siding for front elevation; \$22.03 for 84" flower box with 3 brackets and \$28.09 for 109" flower box with 4 brackets; \$14.38 for 2 pairs of outside blinds for 28x24 windows; \$10.27 for front door #297-B in place of #314 (see page 55), and a deduction of \$8.00 for #139 windows in place of #140... for extras see pages 58 - 62).

BUILT around a center hall are the master and second bedrooms, with floor-to-ceiling sliding louver closet doors, like those found in all Pease Homes. The centrally located bath is handy to all rooms. Living room is almost 20 feet long – perfect for entertaining without overcrowding. In homes with basement, the L-shaped living room offers a separate formal dining area in addition to the informal dining space in the kitchen.

In the basementless homes, the large utility-kitchen affords generous space for dining, cooking and laundry equipment. There is storage space galore with more than ample clothes closets.

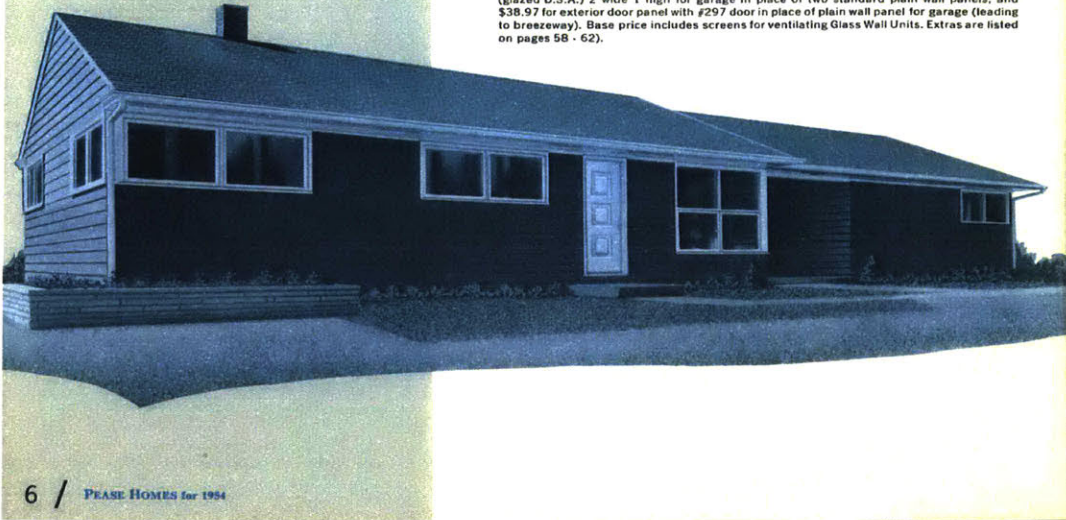


plan 5	36'-7" x 24'-3"	/	for concrete slab	\$ 2841
			for crawl space	3468
plan 105	36'-7" x 26'-3"	/	for concrete slab	2986
			for crawl space	3676
plan 6	36'-7" x 24'-3"	/	for basement	3319
plan 106	36'-7" x 26'-3"	/	for basement	3505

The Airewood

... the new PEASE HOME for 1954!

Our price for this Plan 112 home, size 40'7"x26'3", as shown is \$6564.84. (Base price is \$4650, including deluxe kitchen, Glass Wall units and Modernfold door between bedroom and living room, plus extras of \$206 for 34" overhanging cornice full width of home, front and rear; \$49 for 1/2x8 clear bevel siding in place of standard Broadside shingles; \$7.65 for #286 front door in place of standard #314; \$36.62 for exterior door panel with 2'8"x6'8" 1 1/4" #314 door in place of plain wall panel (to breezeway); \$339 for open breezeway 12'4"x24'3" (less columns); \$68 for 34" overhanging cornice for 12'4" breezeway, front and rear; \$1012 for detached two car garage 24'3"x24'3" with 1/2x8 clear bevel siding; \$126 for 34" overhanging cornice for garage, front and rear; \$31.60 for fixed Glass Wall unit panel (glazed D.S.A.) 2 wide 1 high for garage in place of two standard plain wall panels; and \$38.97 for exterior door panel with #297 door in place of plain wall panel for garage (leading to breezeway). Base price includes screens for ventilating Glass Wall Units. Extras are listed on pages 58 - 62).

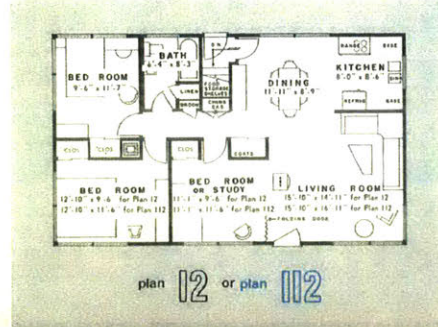
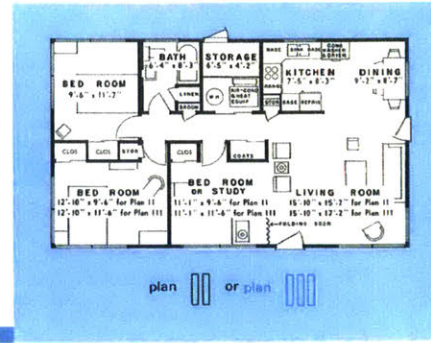


6 / PEASE HOMES for 1954

Choice Homes...for your Selection, National Plan Service, 1959. Source: Building Technology Heritage Library.

In keeping with today's modern design trend, we proudly introduce this new California styled home. The plan features an "open living" arrangement that combines living room, extra bedroom, dining area and kitchen into one large flexible living area. Close the Modernfold door and, presto, you have a private third bedroom, den or play room!

Special features of this plan include outward projecting Glass Wall window units throughout which combine the advantages of full ventilation with the privacy of high windows; a basement stair directly accessible from the outside plus cabinets for china, brooms and food storage.



- plan III 40'-7" x 24'-3" / for concrete slab \$ 3544
for crawl space 4247
- plan IIII 40'-7" x 26'-3" / for concrete slab 3730
for crawl space 4503
- plan I2 40'-7" x 24'-3" / for basement 4416
- plan III2 40'-7" x 26'-3" / for basement 4650

The Dalewood

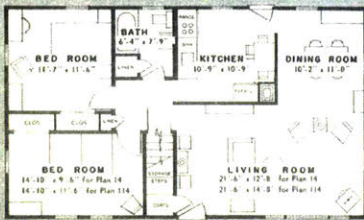
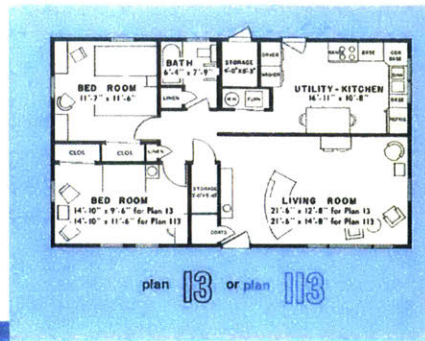
... a large 1 floor, 2 bedroom home

8 / PRASE HOMES for 1954

Our price for this Plan 14 home, size 40'7"x24'3", as shown is \$3796.54 (Base price is \$3632, plus extras of \$70 for 34" overhanging cornice partial width of home; \$22.03 for 84" flower box with 3 ornamental brackets; \$30.66 for 127" flower box with 4 brackets; \$16.57 for front door #297-L in place of standard #314; \$14.38 for two pairs of outside window blinds and \$10.90 for one pair of front door blinds. For these and other extras, see pages 58 - 62).

A choice floor plan, with larger living and bedrooms and the convenience of one floor living has made this a popular home. In Plans 14 or 114, the living-dining area is thrown open by eliminating the wall between these rooms. It is close to the kitchen, too! If you like to entertain, you will like this arrangement.

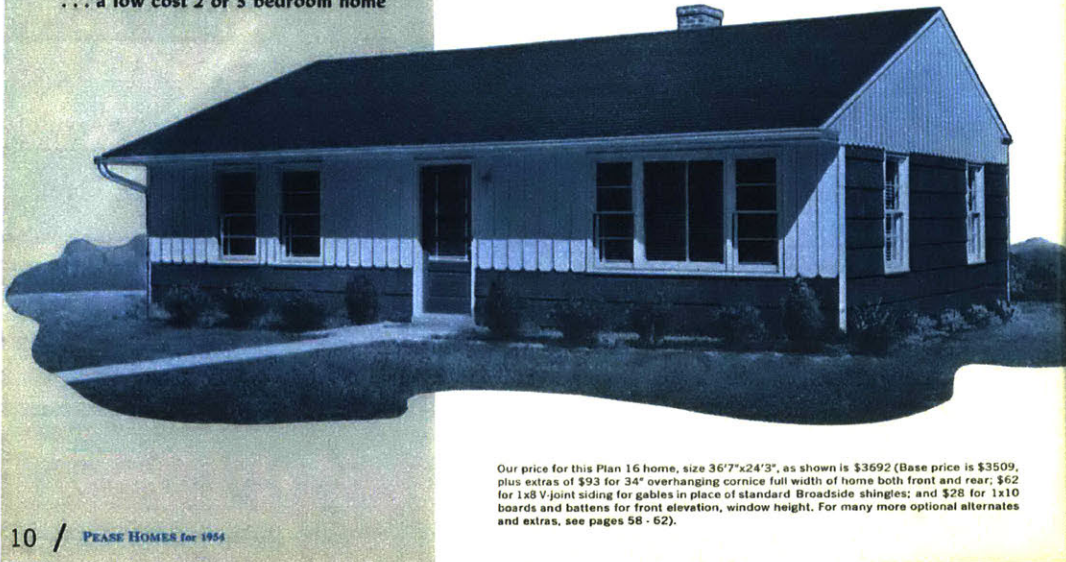
Those preferring a basementless home, have the handy utility-kitchen as a concentrated "work center" and dining area combined. Formal dining can be a living room activity. The bath is larger and has an extra linen closet with bathtub along the sidewall.



- | | | | |
|----------|-----------------|---------------------|---------------|
| plan 113 | 40'-7" x 24'-3" | / for concrete slab | \$ 3076 |
| | | / for crawl space | 3756 |
| plan 113 | 40'-7" x 26'-3" | / for concrete slab | 3231 |
| | | / for crawl space | 3981 |
| plan 114 | 40'-7" x 24'-3" | / for basement | 3632 |
| plan 114 | 40'-7" x 26'-3" | / for basement | 3835 |

The Edgewood

... a low cost 2 or 3 bedroom home



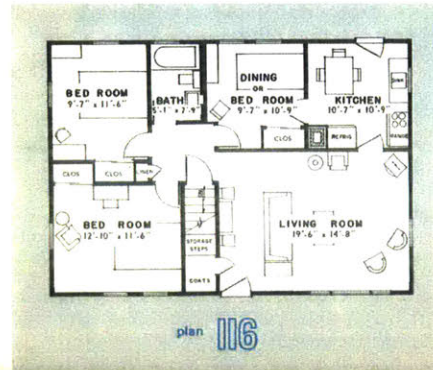
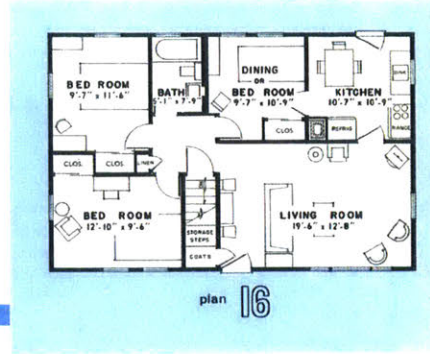
Our price for this Plan 16 home, size 36'7"x24'3", as shown is \$3692 (Base price is \$3509, plus extras of \$93 for 34" overhanging cornice full width of home both front and rear; \$62 for 1x8 V-joint siding for gables in place of standard Broadside shingles; and \$28 for 1x10 boards and battens for front elevation, window height. For many more optional alternates and extras, see pages 58 - 62).

10 / PEASE HOMES for 1954

FOR the family needing extra bedroom space, we offer this unique 3 bedroom plan. The third bedroom (next to the kitchen) is a dual purpose room, easily converted into a dining room or den if only two bedrooms are needed.

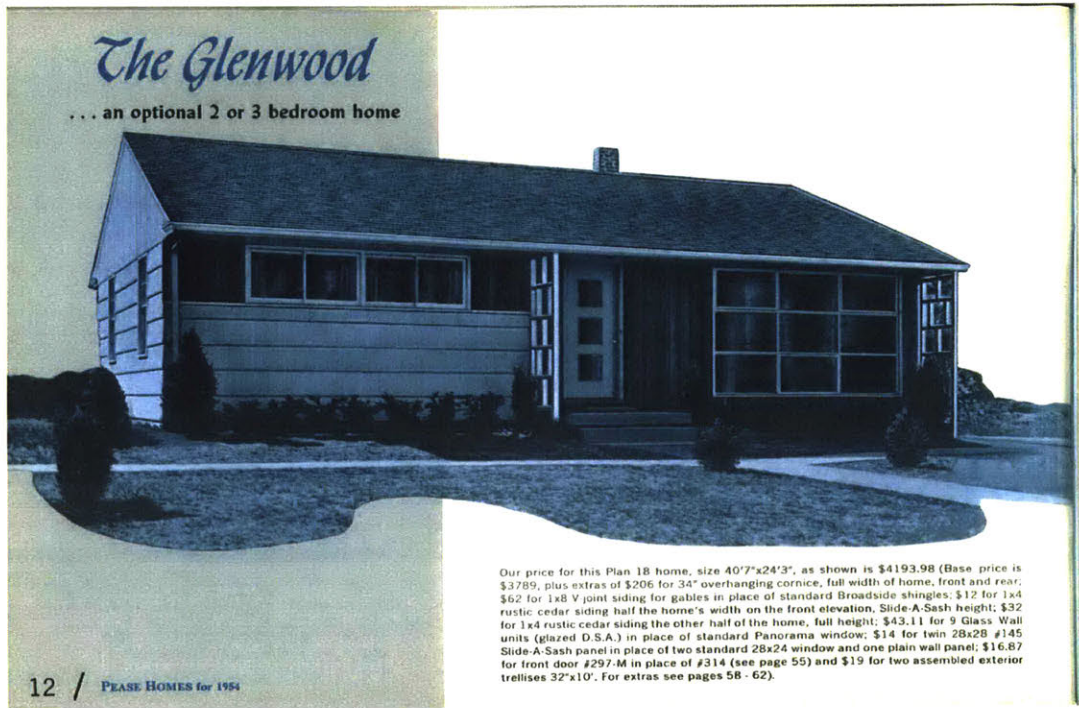
Well proportioned rooms, no waste space, ample closets and easy accessibility to all rooms are some of the many interior features. The exterior, with appealing low ranch styling, makes maintenance a simple task.

The kitchen is compact and efficient, with a well defined breakfast area. Laundry and heating equipment go in the basement.



plan 116 36'-7" x 24'-3" / for basement only..... \$ 3509

plan 116 36'-7" x 26'-3" / for basement only..... 3695



The Glenwood
... an optional 2 or 3 bedroom home

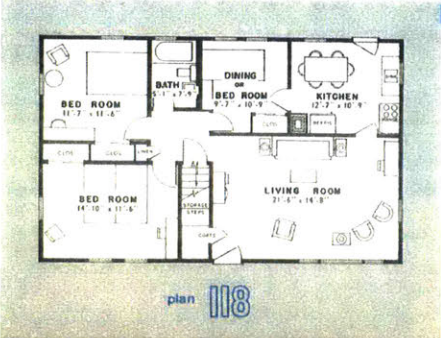
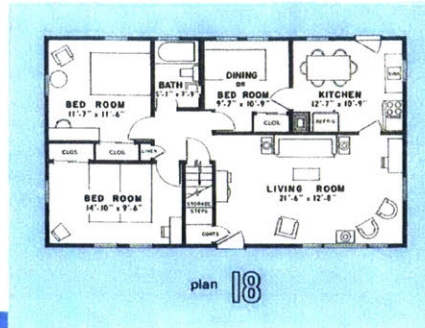
Our price for this Plan 18 home, size 40'7"x24'3", as shown is \$4193.98 (Base price is \$3789, plus extras of \$206 for 34" overhanging cornice, full width of home, front and rear; \$62 for 1x8 V joint siding for gables in place of standard Broadside shingles; \$12 for 1x4 rustic cedar siding half the home's width on the front elevation, Side-A-Sash height; \$32 for 1x4 rustic cedar siding the other half of the home, full height; \$43.11 for 9 Glass Wall units (glazed D.S.A.) in place of standard Panorama window; \$14 for twin 28x28 #145 Side-A-Sash panel in place of two standard 28x24 window and one plain wall panel; \$16.87 for front door #297-M in place of #314 (see page 55) and \$19 for two assembled exterior trellises 32"x10". For extras see pages 58 - 62).

12 / PEASE HOMES for 1954

Insize Homes...for your Selection, National Plan Service, 1959, Source: Building Technology Heritage Library.

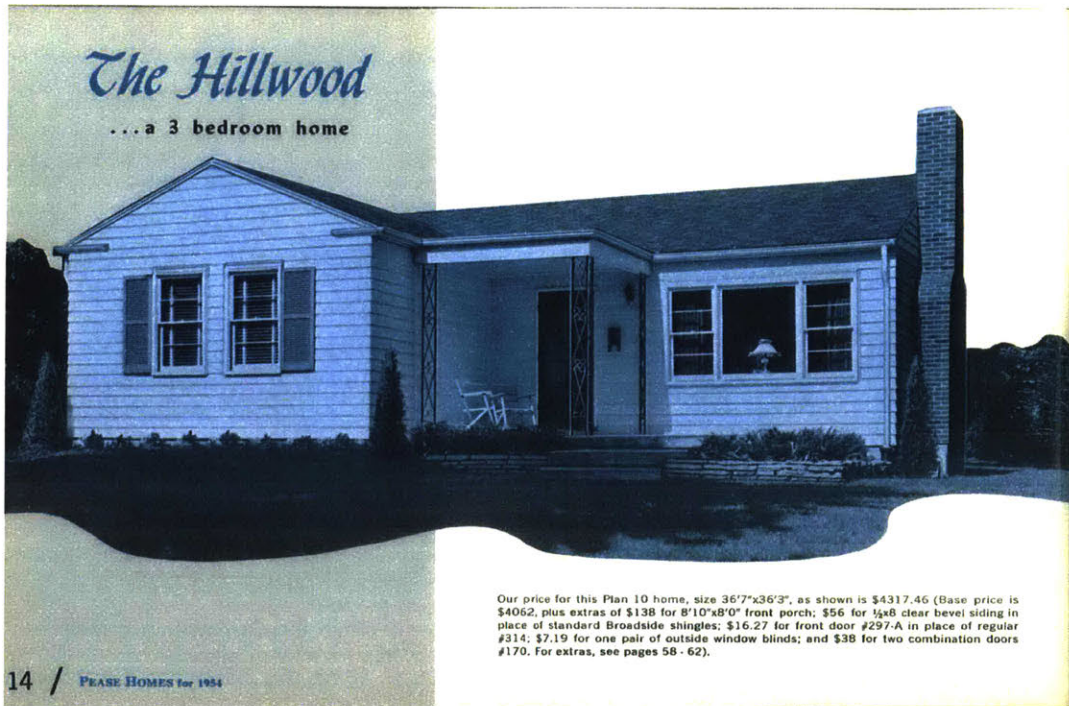
THIS larger home was designed especially for the growing family, and features a room next to the kitchen that serves either as an extra bedroom or a dining room. All rooms are large with the living room measuring almost 22 feet long. No furniture arrangement problems in rooms like these!

The separate coat closet inside the front door has storage steps for golf clubs, luggage and bulky items. A linen closet in the hall, plus large full width closets in each bedroom, eliminate storage problems. In the kitchen, light and cheerful dining space looks out over the garden. Heating and laundry area is in the basement.



plan 18 40'-7" x 24'-3" / for basement only \$ 3789

plan 18 40'-7" x 26'-3" / for basement only \$ 3992

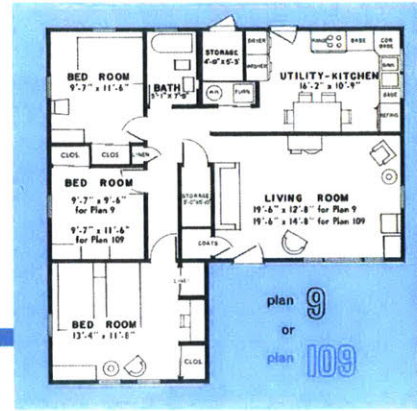
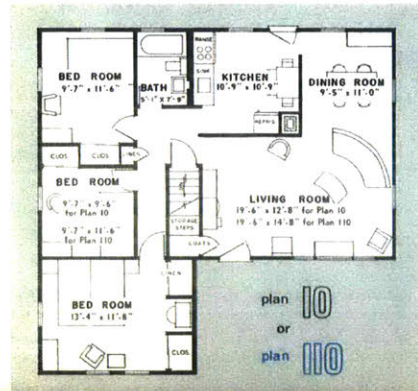


Our price for this Plan 10 home, size 36'7"x36'3", as shown is \$4317.46 (Base price is \$4062, plus extras of \$138 for 8'10"x8'0" front porch; \$56 for 1/2"x8 clear bevel siding in place of standard Broadside shingles; \$16.27 for front door #297-A in place of regular #314; \$7.19 for one pair of outside window blinds; and \$38 for two combination doors #170. For extras, see pages 58 - 62).

14 / PEASE HOMES for 1934

The *Hillwood* is an exceedingly popular 3 bedroom design. The light, cheery living room is thoughtfully planned for more attractive furniture arrangements. The spacious master bedroom has two roomy closets; other bedrooms are well provided with more-than-ample closet space.

Plans 10 or 110, with full basement, allow a combined living-dining room that is ideal for comfortable living or entertaining. Plans 9 or 109, without basement, substitute a step-saving kitchen-utility arrangement, so popular with young homeowners.



plan 9	36'-7" x 36'-3"	/	for concrete slab	\$ 3341
			for crawl space	4147
plan 109	36'-7" x 38'-3"	/	for concrete slab	3486
			for crawl space	4355
plan 10	36'-7" x 36'-3"	/	for basement	4062
plan 110	36'-7" x 38'-3"	/	for basement	4248

The Kirkwood

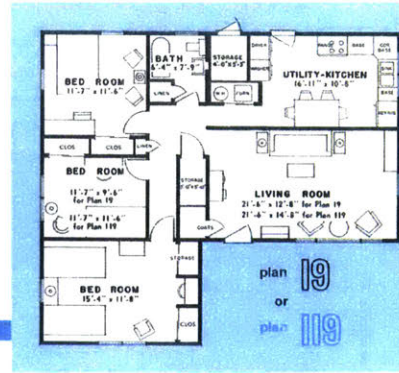
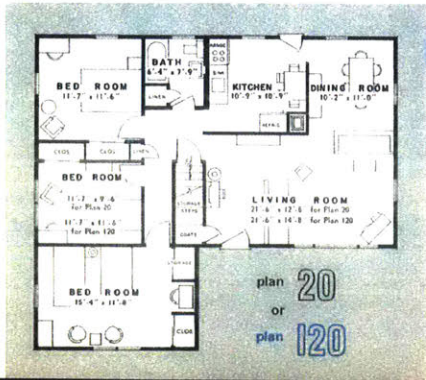
... a larger 3 bedroom home

Our price for this Plan 20 home, size 40'7"x36'3", as shown is \$4859.84 (Base price is \$4430, plus extras of \$336 for full front porch 22'7"x12', including wood columns; \$58 for 1/2"x8" clear bevel siding in place of standard Broadside shingles; \$21.57 for three pairs of outside window blinds; \$16.27 for front door #297-A in place of standard #314, and a deduction of \$2 for a twin 28x24 window panel in place of two regular 28x24 window panels. For other extras and alternates, see pages 58 - 62).

16 / PEASE HOMES for 1954

MORE than 1200 square feet of space for gracious living, all on one floor. Both plans have three generous sized bedrooms. The center bedroom functions equally well as study, den, sewing or play room. The abundance of storage and closet space, including a linen closet in the bathroom, is spread throughout the house for maximum utility.

Plans 19 and 119 have the utility-kitchen with generous dining space and a separate outside storage room. Plans 20 and 120 offer the popular L-shaped dining-living room combination plus play room and more storage space in the basement.



plan 19	40'-7" x 36'-3"	/	for concrete slab	3659
			for crawl space	4521
plan 119	40'-7" x 38'-3"	/	for concrete slab	3814
			for crawl space	4746
plan 20	40'-7" x 36'-3"	/	for basement	4430
plan 120	40'-7" x 38'-3"	/	for basement	4633

The Longwood

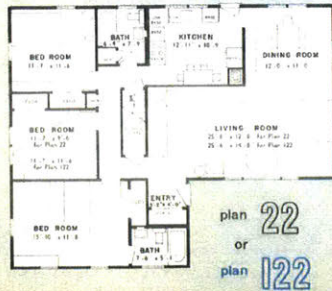
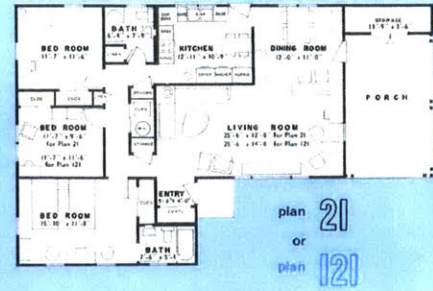
... a deluxe 3 bedroom, 2 bath home



Our price for this Plan 22 home, size 44'7"x36'3", as shown is \$6040.50 (Base price is \$5057, plus extras of \$229 for 34" overhanging cornice; \$403 for 12'0"x24'3" side porch; \$68 for overhanging cornice on the porch; \$239 for 3/4"x10 bevel siding in place of Broad-sides; \$2 for 1x4 rustic cedar siding on the bedroom side of the front elevation; Slide-A-Sash height; \$1 for 1x4 rustic cedar siding on the living room side of the front elevation; \$7.65 for front door #286 in place of standard #314; \$18 for three single 28x28 Slide-A-Sash panels in bedroom in place of standard #140 windows; \$6 for a single 28x28 Slide-A-Sash in living room; \$16.11 for a #314 door panel in place of window panel (to porch); and a deduction of \$6.26 for 6 Glass Wall unit panels (glazed D.S.A.) in place of standard Panorama window. For these and other extras see pages 58 - 62).

THE living room in the *Longwood* is over 25 feet long, and that's just one of the many features that make this such an exceptional home. Generous size dining room, two full baths, one serving the master bedroom, an entry way and coat closet, more windows, space for informal dining in the kitchen . . . these and other features make truly deluxe living.

The basementless Plans, 21 or 121, include a 12'x24' side porch and storage closet as a standard feature. Base prices of Plans 22 or 122, with a full basement, do not include the side porch. If desired as an extra, see Alternates and Extras – page 60.



plan 21	44'-7" x 36'-3"	/	for concrete slab	\$ 4493
			for crawl space	5504
plan 121	44'-7" x 38'-3"	/	for concrete slab	4658
			for crawl space	5746
plan 22	44'-7" x 36'-3"	/	for basement	5057
plan 122	44'-7" x 38'-3"	/	for basement	5277

The Rockwood

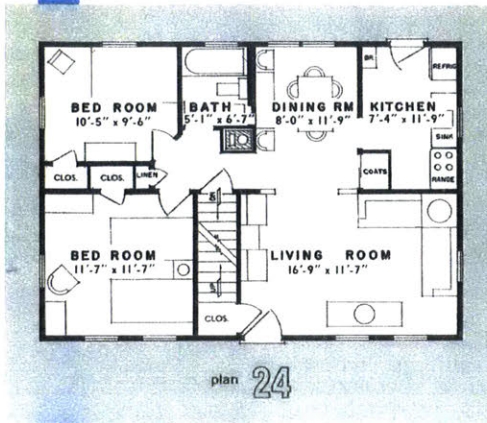
... 2 bedroom home with a 4 bedroom future

20 / PEASE HOMES for 1954

Our price for this Plan 24 home, size 32'7"x24'3", as shown is \$3894.88 (Base price is \$3698, plus extras of \$57 for 18" overhanging cornice partial width of home; \$40 for 1/2x8 clear bevel siding in place of standard Broadside shingles; \$28.76 for 4 pairs of outside window blinds; \$22.03 for one 84" flower box with 3 brackets, and \$28.09 for a 109" flower box with 4 brackets; and \$21 for Panorama Window panel (sides 20x24) in place of two standard single #142 window panels. For other extras see pages 58 - 62).

HERE'S space for *now* . . . extra space for the future . . . and at a budget cost. The *Rockwood* has an unfinished second floor, suitable for storage, or readily finished into one, or two rooms later on; an enclosed stairway to the second floor is just inside the front door.

The dining room is separated from the living room by a cased opening with 30" high partitions on either side. A spacious feeling is attained by seeing through the full depth of the home. Bedrooms and bath are entered through a central hall and are located away from the living portion of the home for more privacy.



plan 24 32'-7" x 24'-3" / for basement only \$ 3698

The Sherwood & The Windwood

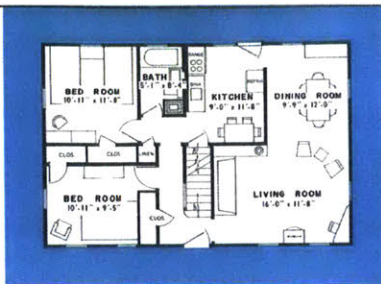


Our price for this Plan 28 home, size 40'7"x24'3", as shown is \$4635 (Base price is \$4581, plus \$54 for 1/8" clear bevel siding in place of standard Broadside shingles. For other alternates and extras, see pages 58 - 62).

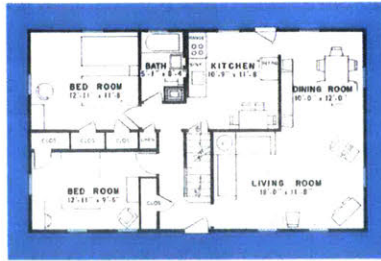
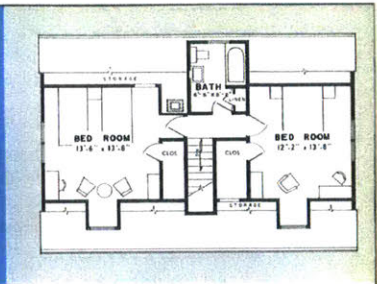
22 / PLEASE HOMES for 1954

Choice Homes...for your Selection, National Plan Service, 1959. Source: Building Technology Heritage Library.

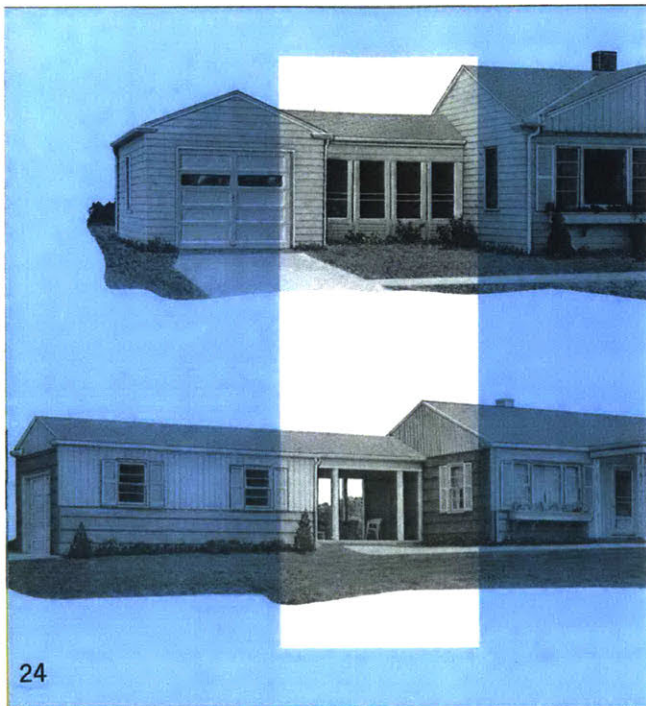
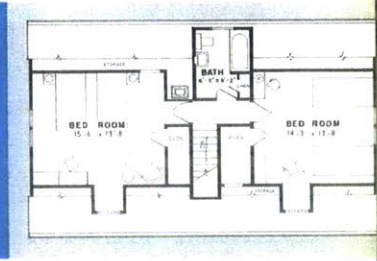
THESE dignified Cape Cod colonial story and a half homes, with their shuttered windows, dormers and inviting front entrance are welcome anywhere. Room arrangements are the same in both plans, Plan 28 being 4 feet wider. Material for finishing the 2nd floor is offered as an extra and can be purchased either with the home or later (see page 60). Colonial stair parts for a finished stairway . . . a door at the head of the stairs and 6 panels of 5/8" plywood subfloor provide 136 square feet of second floor storage area which are all included in the base price.



THE SHERWOOD plan 26 36'-7" x 24'-3" / for basement only \$ 4333



THE WINDWOOD plan 28 40'-7" x 24'-3" / for basement only \$ 4581



breezeways

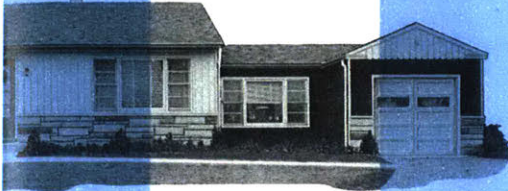
OPEN AND ENCLOSED

Add a breezeway to your Pease Home and you add a porch, covered access to the garage and a "longer look" all at one time. The 12'4" x 12' Enclosed Breezeway is made with combination storm and screen doors at the front and rear. Included are precut rafters, 5/8" plywood roof sheathing, ceiling and roofing materials, the 8 combination doors, hardware, imposts and a flush door to the garage. Everything but the paint and gutter! With the Open Breezeway, either 12' or 24'3" deep, the combination doors are replaced by 4 whole and 4 half 6"x8" wood columns. Breezeways are priced separately on page 60. Complete plans are available for breezeways, solariums, attached and detached garages, carports and porches and will be included, when specified, with plans ordered for a Pease Home . . . see page 63 for details.

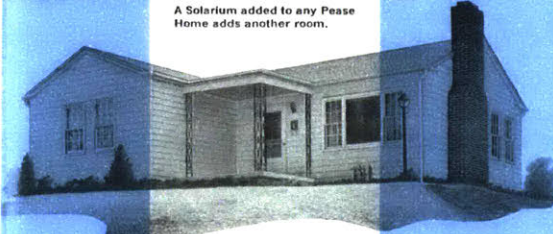
solarium and front porches



A Full Front Porch can be ordered for any L-shaped Pease Home.



A Solarium added to any Pease Home adds another room.

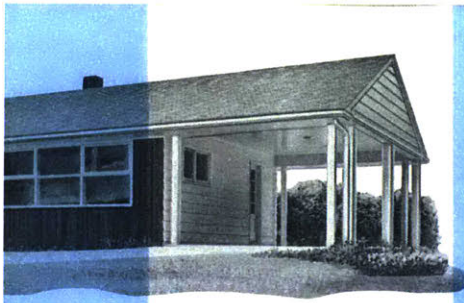


The 8'-10" x 8'-0" Front Porch shelters the front entrance of any L-shaped home.

A 12'-4" x 12'-0" Solarium added to any plan will conveniently link garage and home together while providing an extra multi-purpose room. Included in the Solarium package are plasterboard for interior walls and ceiling, ceiling insulation, asphalt floor tile and adhesive, two panorama window panels, precut roof and ceiling framing, cornice and trim, 3/4" plywood roof sheathing, 24 lb. roofing and sidewall material.

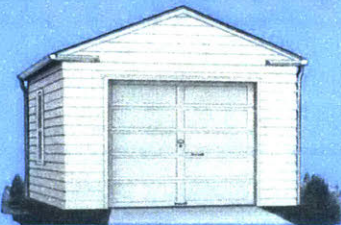
Two types of open porches are available for L-shaped plans. The Full Front Porch, which includes 6"x8' load bearing wood columns, and the 8'-10"x8'-0" Front Porch, with ornamental iron porch columns as shown. Flat ornamental columns are non-load bearing. See prices on page 60.

25



side porch/or carport

The popular 12'-0" x 24'-3" side porch/or carport adds extra width and provides space for outdoor living (or shelter for the car) without completely darkening one side of the home. Roof trusses, like those used in the homes, are furnished so that a continuous roof line is possible. 6"x8' wood columns, gable end, roofing material, 1x8 V-joint siding for the ceiling, exterior trim, cornice, returns, etc., are all included. Side porch/or carport is priced separately on page 62 and may be added to any plan except Plans 24, 26 and 28. The side porch with storage closet is included as a standard feature only in the base price of Plans 21 and 121.



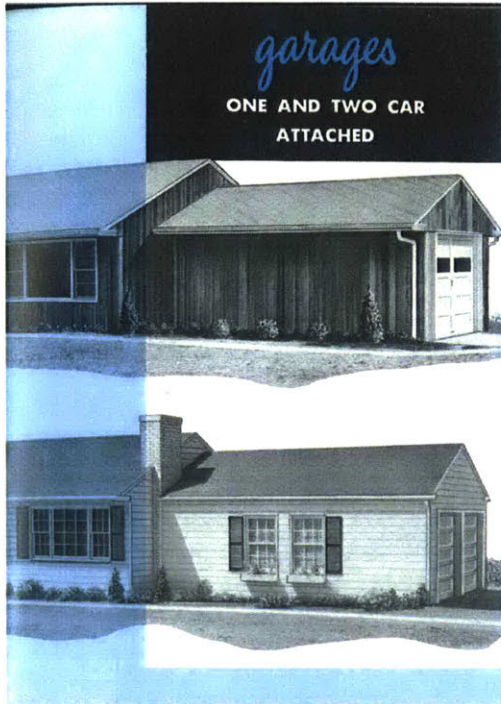
garages ONE AND TWO CAR DETACHED



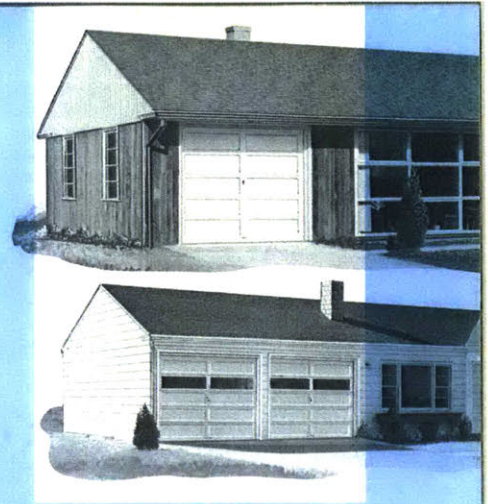
Garages for Pease Homes are all 24'-3" deep -- made extra wide and deep for additional storage. The walls come in 4'x8' panels with 3/4" plywood sheathing applied and include the same quality materials, workmanship and easy field erection found in the homes. Rafters for the roofs of 12'-3" wide one car detached garages are precut, while all other garages use roof trusses, the same as furnished for all one floor homes. 3/4" plywood roof sheathing can be applied in a hurry. Ranch

style garage doors are 9'x7', 1 1/2" thick, sectional overhead type (complete with track, rollers, springs, cylinder lock and 2 keys). Kind and color of siding and roofing material should be specified to match the home. Windows and service doors may be added, if desired, and are quoted as extras with the prices of garages on page 62. Prices do not include gypsum lath for walls and ceiling. Garages are sold and shipped only with an order for a home.

26



garages
ONE AND TWO CAR
ATTACHED



Attached garages are offered in 12'-0" and 16'-0" widths for one car or 20'-0" and 24'-0" widths for two cars. Depths are 24'-3" (continuous roof line) for Plans 1 to 22 or 24'-3" (offset roof line) and 26'-3" (continuous roof line) for Plans 101 to 122. Gables are made with either width or depth dimension "at end" so that the home and garage will conform with available lot width. Overhead type garage doors can be located on any of the three exposed walls. Garages come complete as described under "detached garages" on opposite page, but when "attached," gypsum lath is included for walls and ceilings. For prices see Alternates and Extras, page 62.

interior wall finishes

Smooth wall and ceiling surfaces are of fundamental importance to those that own, are building or plan to build a Pease Home. The uniformity of permanently sound and smooth wall and ceiling surfaces in Pease Homes is made possible by "drywall" construction. Gypsum plasterboard, the base for drywall construction, is composed of a precast gypsum core encased in heavy manila paper in 4x8' panels, ready to be nailed directly to the studs. Easy to apply, it is possible to cover an entire room with plasterboard in a few hours, eliminating the needless water, drying time and tendency to crack inherent in plastered walls. Rigid 5/8" gypsum plasterboard for walls and ceilings (5/8" thick for ceilings only on Plans 24, 26 and 28) together with the required tape and cement for joints is included in the base price of every Pease Home.

The long edges of the plasterboard panels are recessed slightly to form a shallow channel when joined. Abutting panels are bonded together at the joint with a strong, perforated paper tape embedded in a special cement, which is applied evenly, then allowed to dry. A thin second coat is applied, dried, then a third coat, each "feathered back" from the previous one, until the

joint is built up to approximately 12" in width. It is then sanded smooth and level with the surface of the panels thus tied together. Joints become stronger than the panels themselves. Nail holes are cemented and sanded, too. A size coat is applied and then any standard decoration may be used. Personal selection of wallpaper or choice of paint, in flat or textured effect, gives each room the individual choice of decoration desired. Redecorating or repapering may be successfully accomplished at any time over strong, crack-resistant walls like these.

For those preferring plastered walls and ceilings, 5/8" gypsum lath can be furnished in 16x48" panels in place of plasterboard at a deduction in the base price of each home. Gypsum lath greatly simplifies lath installation, can be applied in much less time, makes a better base for the plaster and saves on the amount of plaster to be used over other lathing methods.

Wood panelling may also be used as an interior wall finish, with many attractive effects obtained by using combinations of panelling and other wall finishes. Because decorating possibilities are unlimited, it's more fun to plan and live in a Pease Home.

typical PEASE HOME interiors



A pleasing harmony has been achieved in the L-shaped living-dining area of this Longwood home by the owner's preference for wood panelling on the end wall, around the fire place, tying the rooms together. Large areas of unbroken wall space throughout every Pease Home opens up a greater choice of furniture arrangements.



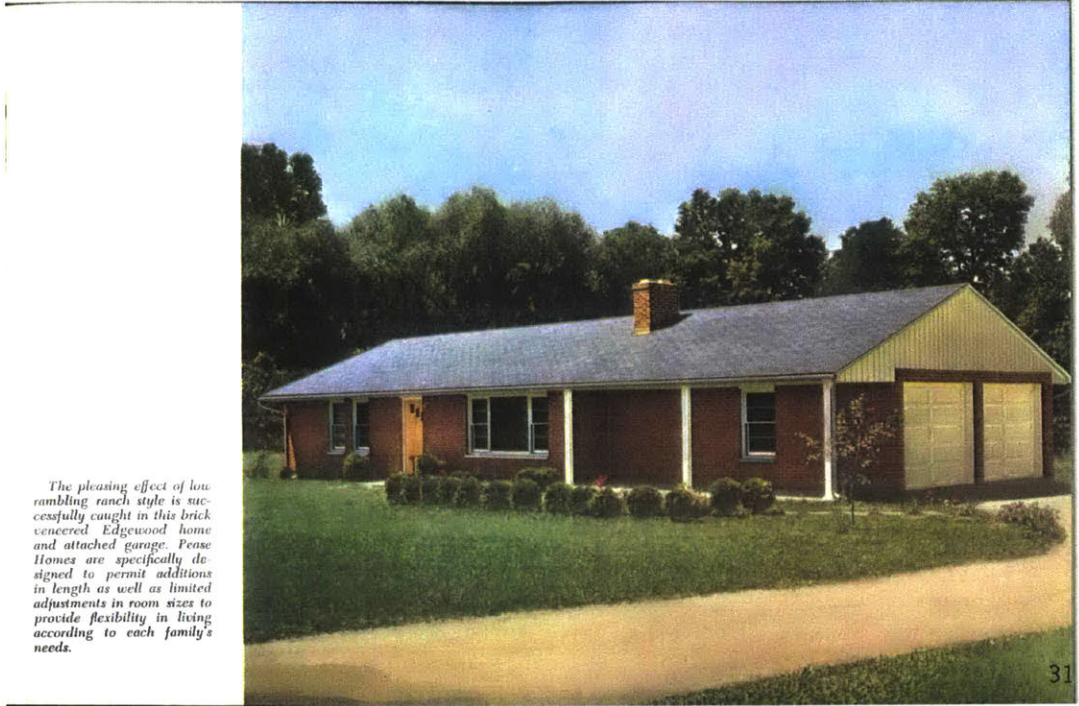
Papered walls and painted ceiling blend well with the traditional furnishings in the master bedroom of this Pease Home. Whether traditional or contemporary, there is room for all of your furniture through better planning and space-saving tricks (like sliding closet doors!) in every Pease Home.

29

PEASE HOMES are flexible

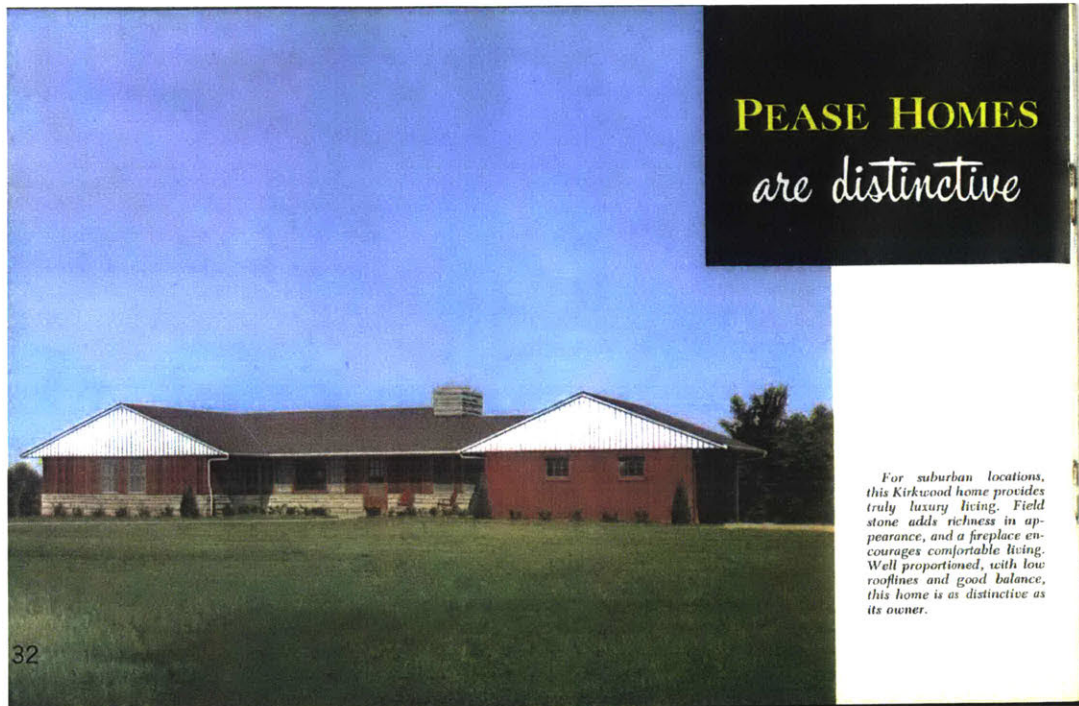
Flexibility in appearance, accomplished with distinctively different siding materials and attractive color combinations, is vividly portrayed in this Pease Home. Here the addition of fireplace, decorative brick planting box and attached garage to a Brookwood home proves that Pease Homes needn't be large to be outstanding.

Pease Homes...for your Selection, National Plan Service, 1959. Source: Building Technology Heritage Library.



The pleasing effect of low rambling ranch style is successfully caught in this brick veneered Edgewood home and attached garage. Pease Homes are specifically designed to permit additions in length as well as limited adjustments in room sizes to provide flexibility in living according to each family's needs.

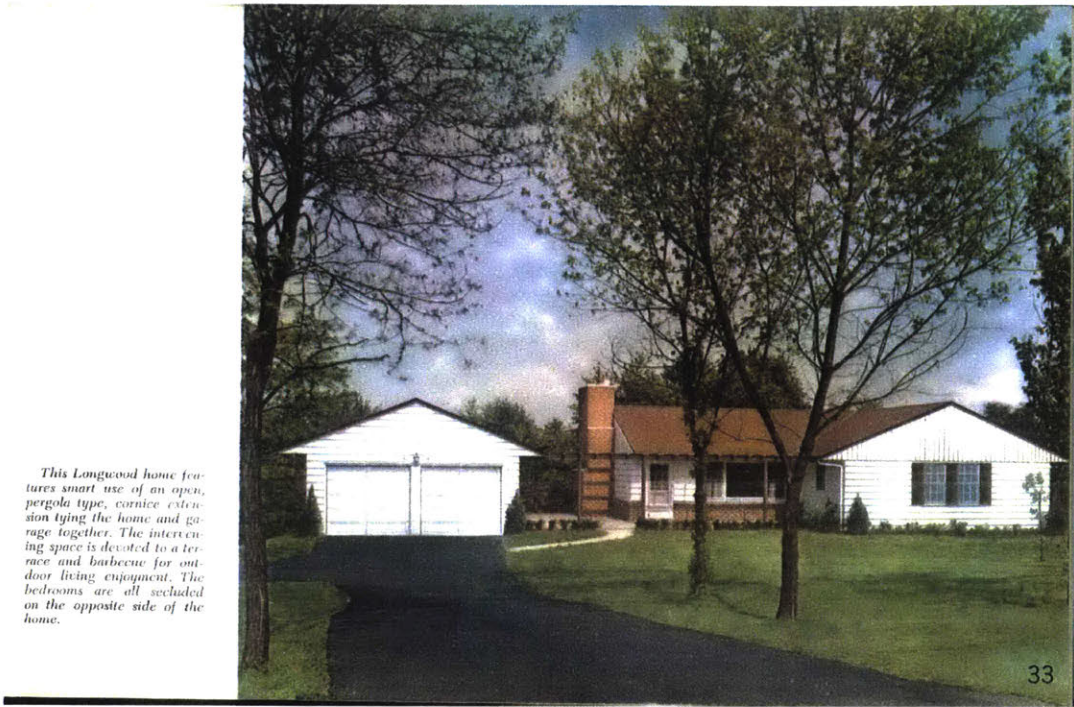
31



PEASE HOMES
are distinctive

For suburban locations, this Kirkwood home provides truly luxury living. Field stone adds richness in appearance, and a fireplace encourages comfortable living. Well proportioned, with low rooflines and good balance, this home is as distinctive as its owner.

32



This Longwood home features smart use of an open pergola type cornice extension tying the home and garage together. The intervening space is devoted to a terrace and barbecue for outdoor living enjoyment. The bedrooms are all secluded on the opposite side of the home.



PEASE HOMES
are individual

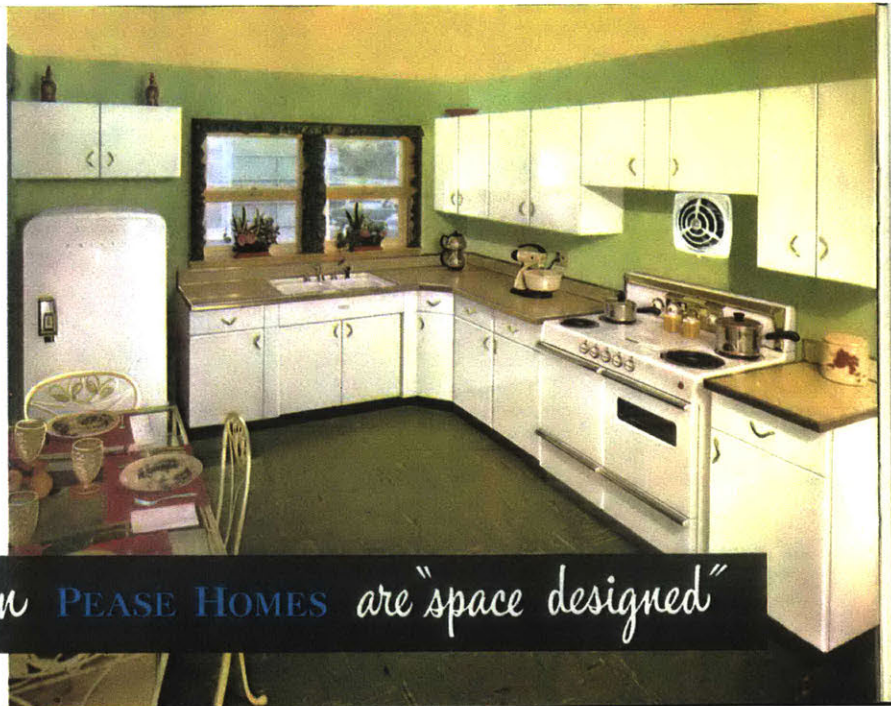
Planned intelligently for a hillside lot, this Longwood home has taken perfect advantage of terrain. The addition of a large side porch, with continuous roofline, provides room for outdoor living and adds extra length to the home. Each Pease Home has an individual personality.

Choice Homes...for your Selection, National Plan Service, 1959. Source: Building Technology Heritage Library.

This lovely suburban home clearly reflects the excellent taste and individuality of its owner. Neat trim lines, plus the durability of stone veneer, combine to offer inviting hospitality and a lifetime investment. The possibilities of variations with Pease Homes are unlimited. This Kirkwood home proves it.



35



kitchens in PEASE HOMES are "space designed"

36

YOUNGSTOWN KITCHEN CABINETS

White enameled, all-steel Youngstown Kitchen cabinets are included in the base price of every Pease Home. The floor space available governs the arrangement and number of wall and base units (with black linoleum-on-steel tops), and sink unit with porcelain top. Each kitchen has been carefully planned to provide a maximum of cabinet area in a minimum of floor space. Exact cabinet layouts for all standard and deluxe kitchens are illustrated in detail on individual plans for each home which may be purchased in advance of construction for \$10 (see page 63).

DELUXE KITCHENS

Now offered as an optional alternate for each home is a Deluxe Kitchen package that includes: (1) extra wall cabinets, (2) extra base units, (3) continuous Formica on wood counter tops with double bowl sink built in, (4) more work-top space and (5) a choice of finishes and colors. Practically all available free wall space in a deluxe kitchen is filled with kitchen cabinets in your choice of steel or wood. If you select steel cabinets, you receive Youngstown Kitchen's easy-to-care-for white enameled wall and base units. Insulated doors close quietly, drawers slide smoothly and the chrome fittings stay bright and shiny. Steel cabinets offer a custom appearance in every respect. The base price of Plans 11, 12, 111 and 112 includes a deluxe kitchen with U-shaped Formica top.

WOOD KITCHEN CABINETS

Many people prefer wood cabinets for the deluxe kitchen in their new Pease Home. If wood cabinets are your choice,

you may select either a lustrous white enamel finish or the warmth and beauty of a natural light wood finish. Our Model Home wood kitchen cabinets are made entirely of selected, kiln-dried hardwoods using mortise, tenon and tongue and groove joints to eliminate unsightly nail holes on face, flush ends or other exposed surfaces. Made like fine furniture, they will last a lifetime. The natural finished cabinets combine richly grained Birch, Maple and other hardwoods that lend themselves to a uniform color finish. Hammered wrought iron door and drawer pulls and hinges are finished in antique gold for added beauty. The white enameled wood cabinets are made of all hardwoods and hardwood plywood, beautifully finished and complete with bright chrome hardware. All cabinets come individually carton packed. The steel Youngstown Kitchen cabinets are shipped with other material for the home, but all wood Model Home cabinets and all Formica tops are sent direct from the factory.

FORMICA COUNTER TOPS

All cabinet counter tops for deluxe kitchens are custom built of super smooth Formica in a choice of 7 patterns and 27 colors. Samples of these colors are included in the Sample and Color Kits (see page 63). Tops include a porcelain enameled double bowl sink, chrome mixing faucet, vegetable spray, 4" high backsplash and edge binding of 1 1/2" stainless steel. Because these tops are custom made, approximately two weeks time is needed by the factory after order is received to manufacture and ship. A Youngstown Food Waste Disposer may be installed in either bowl of the standard or deluxe kitchen sink unit, and is priced separately under Alternates and Extras, page 60.

37



Long, low lines were accentuated in this home by attaching a 20'0"x24'3" two-car garage and using a 34" overhanging cornice front and rear, the full width of home and garage. 28x28 Slide-A-Sash used in the front bedroom and the garage add a contemporary touch.

Again, a longer and lower appearing home is achieved by adding a two-car 20'0"x24'3" garage with 20'3" gable and doors at the end plus a wide, overhanging cornice that faithfully keeps out the summer sun. Bevel siding, colonial windows and outside window and door blinds add early American flavor.



PEASE HOMES

offer endless variety

VARIATIONS
OF
RECTANGULAR
SHAPED
PLANS



A false gable with 1x8 V-joint siding plus two pairs of outside blinds adds a picturesque touch to this striking Pease Home. Bevel siding and assembled flower box in front provide distinctive custom-built appearance.



A 34° partial overhanging cornice, two pairs of outside window blinds plus a pair of 3'0"x5'8" door blinds, and two assembled flower boxes with ornamental iron brackets add immeasurably to the clean-cut lines of this modern home.



"Light and bright" with a modern-as-tomorrow appearance! Eye-catching features include nine Glass Wall units across living room and Slide-A-Sash windows throughout; combination 1x4 rustic cedar siding stained and bevel siding painted; two 32"x10' assembled exterior trellises and 34° overhanging cornice front and rear.

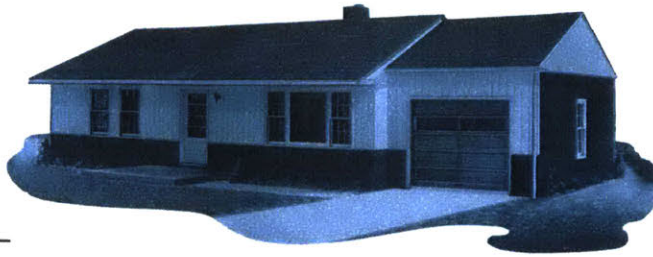
Broad, sweeping lines of this home were achieved through use of a 34° overhanging cornice across the front. 1x8 V-joint siding, window height, contrasts well with the Broadside shingles.

PEASE HOMES

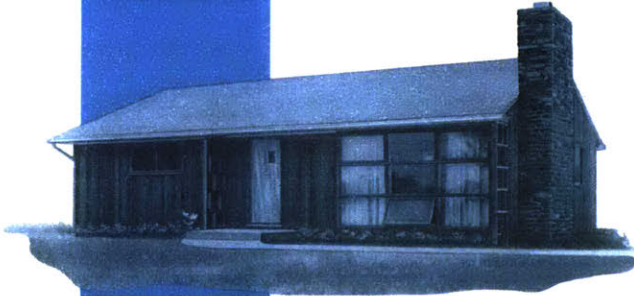
*suit all
tastes*



**VARIATIONS
OF
RECTANGULAR
SHAPED
PLANS**



Notice how this home "hugs the ground," presenting a long, ranch-style type appearance. Additional depth is created by use of 26'3" roof trusses and accented by overhanging cornice across front. Attached one-car garage, 12'0"x24'3", has 24'3" gable at end. 1x8 V-joint siding is used in gables and across front of home and garage down to sill height.



The rustic look . . . but by no means old fashioned! Nine Glass Wall units accentuate a spacious living room and two 32"x10" assembled trellises plus a 28x28 Slide. A Sash window in front bedroom blend in beautifully with the 1x4 rustic cedar siding. A 34" overhanging full width cornice front and rear, provides a smooth and low-to-the-ground appearance.

41



An L-shaped home with custom-built appearance is possible by adding a secluded 8'x12' porch with picturesque wood columns and 24'3" gable over front bedroom and porch. 1x8 V-joint siding in gable ends replaces standard Broadside shingles.

This contemporary L-shaped plan, uses nine Glass Wall units and 1x4 rustic cedar siding on the living room side. This siding is also used effectively on the bedroom extension. Overhanging cornice and assembled exterior trellis add dignity to this Pease Home.

PEASE HOMES
*reflect
personality*



42

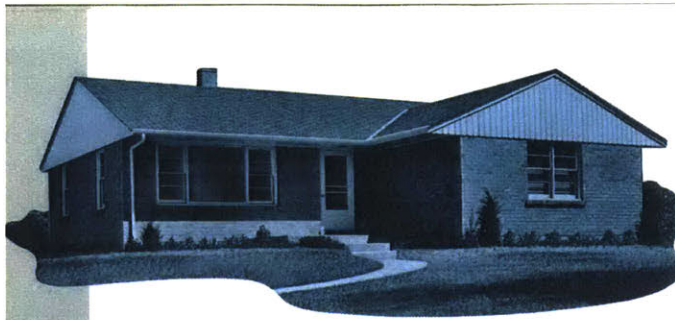
VARIATIONS
OF
L-SHAPED
PLANS



The long, flowing lines of this distinctive home are created by a wide overhanging cornice across the front, tying the 24'0" x 24'3" two-car garage and home together. 1x8 V-joint siding is used effectively on gable ends. The 24'3" front gable extends over the front bedroom to form a 6'x12' wood columned porch.



This well-proportioned ranch-style home, typifying Pease flexibility, features a 24'0" x 24'3" two-car attached garage with doors at the rear; a 6'x12' front porch, with 24'3" gable over front bedroom and a Panorama window panel in place of 2 single windows in bedroom. Brick veneer is obtained locally and field applied.



The ever popular brick veneer home is here enlivened by the addition of 1x8 V-joint siding to front and gable ends. Overhanging cornice full width of home, front and rear, including side of front bedroom extension, gives this L-shaped home a more expansive appearance.

PEASE HOMES
*belong
anywhere*

This conventionally-styled home has a 34" overhanging cornice over entire front, rear and sides of the front bedroom extension. Brick veneer and 1x8 V-joint siding combine to present a striking appearance.



VARIATIONS
OF
L-SHAPED
PLANS



This extra long, luxurious look was achieved by attaching a 24'0"x24'3" two-car garage to home and then locating doors in the rear. Three single 28 x 24 window panels in the garage addition blend into style of living quarters. Overhanging cornice, front and rear, and six pairs of outside blinds add to the conservative appearance.



Fashioned for the future, this home is richly styled in a combination of 1/2"x8 bevel siding and 1"x4 rustic cedar siding. Nine Glass Wall units in living room and three single 28 x 28 Slide-A-Sash panels in front bedroom extension, further its contemporary look. 12'0"x24'3" attached side porch also carries out the wide overhang.

45



the home of
**PEASE
HOMES**

Our factory at Hamilton, Ohio, covers two full city blocks and has about 250,000 square feet of floor space under roof, including a new and modern office. Located on the B & O Railroad, four private switches will handle 24 box cars a day.

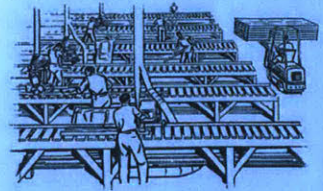
Eight fully enclosed loading docks accommodate sixteen trailer trucks at one time. When truck delivery is specified on an order, cost-saving conveyor and mechanical type loading equipment swings into action to expedite outbound loading. Loading procedure is engineered and time tested to assure that each tarpaulin covered "panel" load or enclosed trailer load will arrive at its destination intact and in first class condition.

Only top quality materials are used in Pease Homes. These are stored under roof out of the weather. High speed machinery, mechanical handling equipment and controlled working conditions make factory assembly possible in less than one third of the time usually consumed in job site construction. This saving in dollars and cents is reflected in the final cost of a Pease Home, when due allowance is made for the number of carpentry hours saved on the job. Pease Homes are made faster and better by careful planning and more discriminate use of skilled labor.

a
**PEASE
HOME**
is born

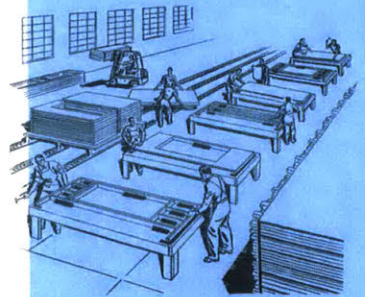
MODERN PRODUCTION METHODS

High speed modern machinery not only saves labor, but assures an accurate fit of each component part of each Pease Home. Lumber is brought to the saws on conveyors and taken away on lift trucks so that handling costs are a fraction of those incurred in unloading, piling, carrying, cutting and other piece-by-piece operations which are unavoidable when framing a home in the field. Year 'round production and comfortable working conditions enable our experienced craftsmen to factory-build your home to the highest standards.



PRECISION ASSEMBLY

Accurate forms and jigs and modern assembly lines, turn out assembled house parts that form the home. Construction at the site thus becomes an assembly operation with reduced need for skilled craftsmen. This illustration shows how the outside wall panels are framed. Each 2 x 4 stud is double nailed at each header with cement-coated spikes, after which 5/16" exterior plywood sheathing is nailed to one side. The panels are then stencilled, for easy identification at the job site, and moved to the loading docks for shipment.

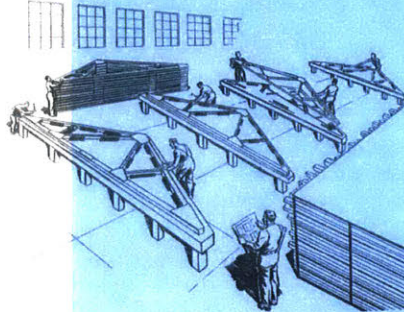
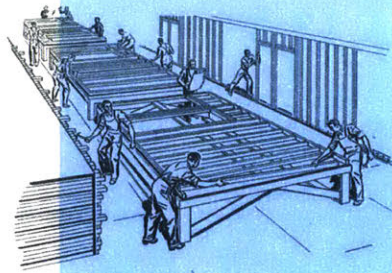


VOLUME PRODUCTION

Each operation becomes greatly simplified with quantity production. Certain men perform identical operations over and over, day after day. Not only do they gradually eliminate all waste motion, but their work becomes "second nature" to them and unit labor costs are reduced to a minimum. The illustration shows how interior partitions are "framed-up". The 2 x 4 studs are spaced 16" on center and doubled around all openings. Continuous 2 x 4 plates are placed along top and bottom, then nailed to each stud with two 16d cement-coated spikes.

CONSTANT SUPERVISION

Our crew of experienced supervisors are constantly inspecting! They're purposely critical of every operation in order to maintain the high quality standards identified with every Pease Home. Roof trusses are an outstanding example. All joints are secured with plywood gussets glued over both sides then secured with special heavy nails clinched in place. You are assured of a home that combines true architectural excellence and modern design with highest quality materials and workmanship.

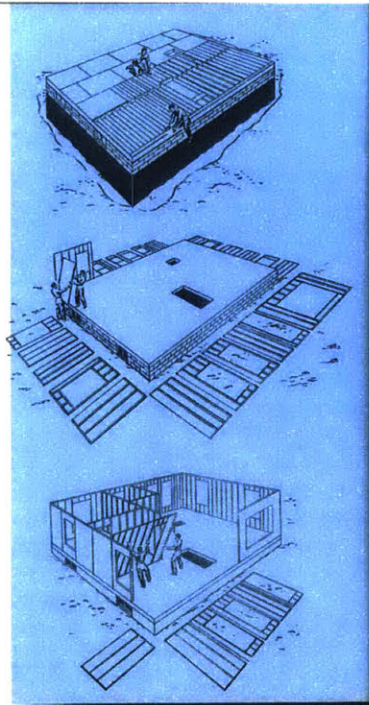


49

Factory assembled parts are quickly set in place. A complete and fully illustrated erection manual and set of erection details are furnished with each order. These show how simply and easily these homes go together. Construction of a home *with* basement, or over crawl space, follows conventional procedure until the basement or foundation walls are completed. These can be of concrete block, brick or poured concrete, and should be water-proofed on the outside.

First make sure that the foundation walls are level and square and the aluminum basement windows are set. After the beam through the center is placed and levelled with supporting basement columns in place, the box girders are bolted into place. The box girders come assembled and notched to receive the first floor joists. No measuring is required as notches are spaced 16" on center. The names of all wood members are stencilled on each piece for positive identification with references in blue-prints or manual. After the joists and two rows of bridging are installed, 3/4" Douglas Fir plywood sub-floor is laid over the entire area.

Next, lay the exterior wall panels around the outside of the building in their proper order. You can then start to erect them at ANY corner. If you prefer, each complete wall may be assembled as a unit on the floor, sheathing paper applied and then the assembled wall can be raised into place. The interior partitions are full room size and should be installed along with the exterior walls to brace them. The panels are simply nailed together - no bolts or tricky fittings. Plywood sheathing overlaps the stud at each joint tying adjoining sections together.



PEASE
HOMES
*go up in
a hurry*

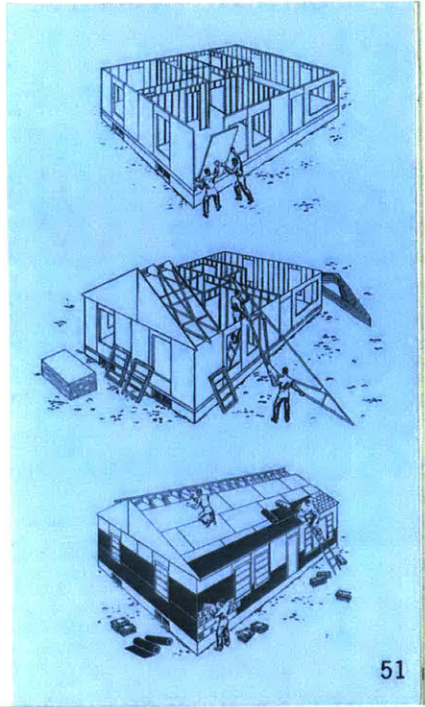
50

PEASE HOMES
can be
finished
faster

As the studs are exposed on the inside of the exterior wall panels, the bottom plates are spiked to the joists (or bolted to the concrete slab) to anchor the walls to the floor (or foundation). Then, another overlapping top 2 x 4 plate is nailed to and ties the wall panels together the "long" way of the home. Gables are placed on top of the end wall panels so that the bottom plates of the gables serve as continuous plates along the two end walls to keep all the wall panels in alignment and tie them together.

Pease Homes (except for Plans 24, 26 and 28) have trussed roofs for greater strength and quicker erection. The trusses come completely assembled and are slipped up over the side walls and secured in place (24" on center and about 12" from each gable) with special anchors which we furnish. Trusses are properly spaced, then plumbed and 5/8" plywood roof sheathing is applied. The sheathing should be covered immediately with a layer of 15 lb. felt, and the asphalt shingles can then be laid. These come in "3-in-1" strips and are laid 5" to the weather.

Windows come assembled in complete units, glazed, weatherstripped and with overhead balances installed. They are simply set in the openings, levelled and then nailed in place. The outside doors and frames come assembled and are set in the same manner. For protection, the plywood wall sheathing should be covered with black sheathing paper as soon as possible after the walls are in place. Then furring strips and siding are applied.



INSIDE WALL COVERINGS

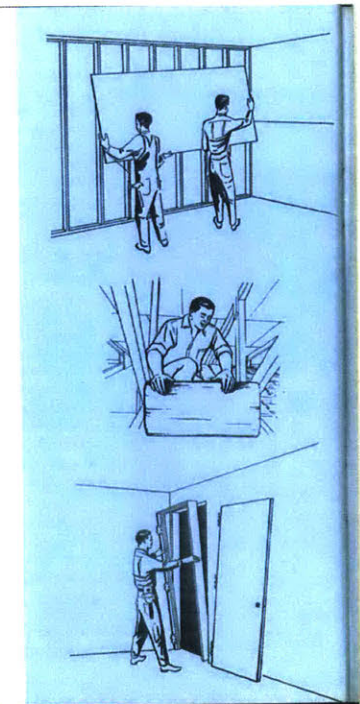
Pease Homes come with either gypsum plasterboard or lath for the interior surfaces of walls and ceilings. Plasterboard comes in 4' x 8' panels and gypsum lath in 16" x 48" panels. Either can be applied vertically or horizontally (as illustrated). The plasterboard or lath for the interior side of the outside walls has aluminum foil on the side next to the studs. This reflective insulation is also an effective vapor barrier and gives the wall a U factor of .26 which meets FHA or VA requirements in most areas.

INSULATION

The principal heat loss in any home is through the ceilings. For this reason, we include 2" Fiberglas roll blanket insulation to be tucked between the bottom members of the roof trusses, just above the plasterboard or lath. For severe climates additional insulation for sidewalls is available and quoted as an extra on page 59.

INTERIOR TRIM

The interior trim for Pease Homes is all smoothly machined from kiln-dried Ponderosa (usually called "white") Pine. The door jambs are cut to exact size and dadoed. The stops and casings are mitred and the window stools and aprons are "returned" at both ends. All these members come bundled together in sets for each opening and sets are carton packed for protection in shipping. Base and shoe, closet shelving, shelf cleat and clothes poles come bundled in standard lengths.



SMARTLY MODERN INTERIOR DOORS

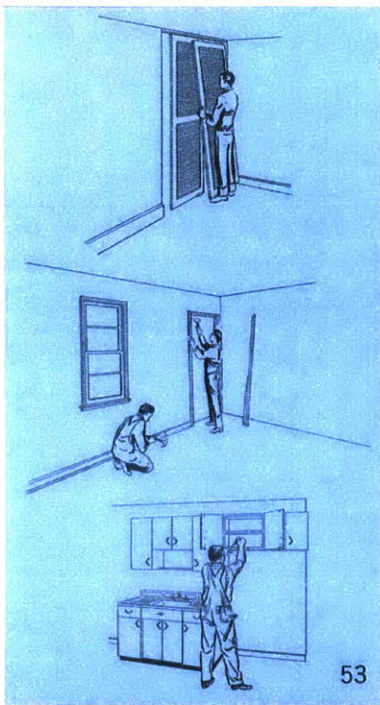
Sliding louver doors, furnished for all bedroom clothes closets, are 7'-9" high, 1 1/2" thick, and come complete with sliding door hardware. Openings are full closet width, providing front access to any part of the closet. All other interior doors have flush surfaces, are Northern Birch for natural or paint finish, and come pre-fitted to net size with 3 half hinges applied on door (the other halves are installed on the side jamb). Doors are bored for the tubular locks which are included.

SOON READY FOR PAINT

While the trim and doors can be finished natural or stained, a painted or enamelled finish will conform best with modern home decorating standards. All interior plasterboard surfaces should first be "sized." If the walls of a room are painted, the wood trim and doors may be done in the same color or one which blends with it. If wallpapered, combinations of colors are effective. In homes with basements or those built over a crawl space, the oak floors should be sanded before the trim is painted.

GLEAMING KITCHEN CABINETS

All Pease Homes have Youngstown steel kitchen cabinets that come completely finished in white baked-on enamel, are individually carton packed, have the hardware applied, and are ready for installation. Cabinets are arranged to best advantage around the kitchen in each plan. More cabinets and work top space are provided in all homes with three bedrooms. Deluxe kitchen cabinet arrangements in either steel or wood with continuous Formica tops are priced on page 59.



53

how
PEASE HOMES
are shipped



This Pease Home is now ready for delivery. A canvas tarpaulin will cover the "first" load, an extra precaution to keep materials clean, dry and in first class condition. Next stop . . . your building site!

FREIGHT RATE TABLE*

Distance (miles)	By Truck	By Rail
35	\$ 62.83	
60	84.46	
100	126.69	
150	178.19	
200	220.42	\$150.00
250	282.82	157.00
300	330.63	170.00
400		200.00
500		240.00
600		260.00

* Rates for truck and rail freight are approximate, but include 3% Federal Tax on freight. Truck freight charges are "per home" based on two truck loads of 22,000 lbs. each delivered to the building site. Rail freight charges are "per home" based on one carload of 30,000 lbs. minimum. Add transfer costs from nearest rail siding to job site.

Pease Homes are shipped by either rail or truck freight, whichever you prefer and specify. If shipped by truck 2 loads are necessary to complete delivery, except Plans 21 and 121 (for crawl space), Plans 22 and 122, or any plan with sizeable "extras" added, which require 3 truck loads. The "first" load includes wall panels, trusses and other materials necessary to put the home under roof. A 24'x40' re-enforced water proof tarpaulin is included to protect materials at the job site until they are ready for use. The "second" load is an enclosed van, containing assembled window and exterior door units, plasterboard, insulation, kitchen cabinets, Oak flooring and other finish items that can be stored and kept dry inside the home until used. Truck deliveries are usually made by 8 A.M. to insure

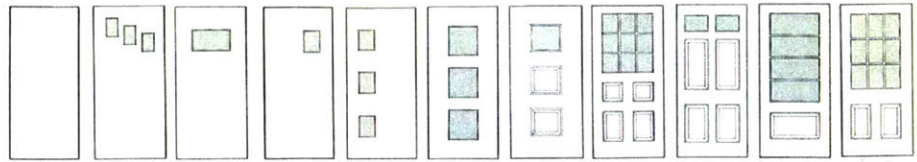
a full day's work; however, exact time of arrival cannot be guaranteed. Truck freight charges are payable to the truck driver as each load arrives, or will be prepaid if included in your remittance. All truck and rail cargoes leaving our factory are fully insured against loss or damage in transit. By rail freight, all homes are shipped as one carload, including desired extras, on which the minimum freight charge is based on 30,000 lbs. All rail shipments must leave our Hamilton, Ohio, factory on the Baltimore & Ohio Railroad, and 48 hours free time is allowed for unloading following arrival at destination. Shipping weights of homes are listed on page 64, for your convenience. We will gladly quote exact freight charges upon request.

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millwork
alternates

EXTERIOR DOORS

#314 is the standard front and rear door for all plans except for Plans 24, 26 and 28. (#292 is standard front door and #319 is standard rear door for these 3 plans only).



For this style door, add: #297 \$6.97, #297-A \$16.27, #297-B* \$10.27, #297-G* \$10.07, #297-L \$16.57, #297-M \$16.87, #286† \$7.65, #290 \$1.77, #292 \$4.57, #314 (standard), #319 (standard)

*#297-B glazed with leaded glass, divided 5 wide 3 high, is \$14.37.
 *#297-G glazed with leaded glass, divided into 12 diamond lights, is \$11.77.
 †#286 can be furnished with top section panelled at the same price when specified.

INTERIOR DOORS

#269 Flush Birch (standard)
#263 3 panel ranch style

WINDOWS

#139 Plain two light
#140 Ranch style (standard)
#142 True Colonial (standard for Plans 24, 26 & 28)

BATH CABINETS

#474 Sliding door style
#454 The standard cabinet
#471 With fluorescent side lights

SLIDE-A-SASH

#145—plain two light
#144—ranch style

COMBINATION DOORS

#168 Colonial style
#170 Ranch style

SLIDING CLOSET DOORS

#451 Louver type (standard)
Modernfold in a choice of colors see page 62
#452 Flush Birch

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material specifications for PEASE HOMES

Meet FHA and VA Minimum Property Requirements in most areas

- BASEMENT WINDOWS:** Aluminum, glazed with glass bedded in glazing compound. Aluminum screen is installed.
- GIRDER AND COLUMNS:** Three pieces 2x10 nailed together. (Not included in Plans 24, 26 and 28. Steel beams should be used in these plans.) Steel basement columns furnished as an "extra" — see alternates and extras.
- SILLS AND JOISTS:** (For basement or crawl space plans only) 2x8 kiln-dried Fir or Hemlock spaced 16" o. c. and doubled under all partitions parallel to joists. 2x8 solid bridging between joists. Metal joist anchors where required.
- STUDS AND PLATES:** 2x4 kiln-dried Fir or Hemlock, spaced 16" o. c. and doubled around all openings. Exterior walls and bearing partitions have single plate at bottom and double plate at top. All other partitions have single plate at top and bottom.

CEILING JOISTS AND RAFTERS: For all one floor plans, kiln-dried Fir or Hemlock 2x4 built-up trusses, spaced 24" o. c. with 1/2" plywood gussets glued and nailed over each face of each joint in the truss. Teco Anchors, for truss ends placed over walls, are included. (Truss test data available upon request.) For Plans 24, 26 and 28, 2x8 ceiling joists with 2x6 solid bridging; 2x6 rafters, precut for conventional framing, are spaced 16" o. c.

EXTERIOR WALL SHEATHING: 5/16" 3 ply Douglas Fir plywood. 1x1 1/2" furring strips furnished loose for application over sheathing paper when bevel siding, rustic cedar siding or Broadside shingles are used as exterior siding.

INTERIOR WALL SURFACES: 1/2" plasterboard or 5/8" gypsum lath for all interior walls; 1/2" insulating plasterboard or 5/8" insulating gypsum lath (both aluminum foil backed) for interior surfaces of exterior walls; 5/8" plasterboard or gypsum lath for all ceilings (3/4" gypsum lath for Plans 24, 26 and 28). Tape and cement are furnished for all plasterboard joints. Metal corner beads for outside corners are included. Inside corner reinforcement furnished with gypsum lath.

ROOF SHEATHING: 1/2" Douglas Fir plywood in 4' wide panels.

SUB FLOOR: 1/2" Douglas Fir plywood in 4' wide panels (basement and crawl space plans only).

FLOORING: For basement or crawl space plans: 25/32x2 1/4" No. 1 Common grade kiln-dried Oak, side and end matched, with 3/4" Fir plywood for kitchen and bath. For concrete slab (basementless) plans: Asphalt Tile in 9x9 blocks, 1/2" thick, with adhesive included. Comes only in White and Red on Brittany Red.

NAILS: Common and finish nails are cement coated. Roofing nails, galvanized. Siding, shingle and cornice nails are solid aluminum. 1 1/2" ringed nails are furnished for plasterboard. 1 1/2" blued nails furnished for gypsum lath.

SIDING: Broadside shingles (double course, stained Red Cedar) for application over 17 lb. black saturated sheathing paper. Corner posts optional. Broadside shingles come in a choice of 10 colors - see page 62. 3/8" or 1/2" Red Cedar bevel siding, Rustic Cedar Siding or 12x24" Wavy Asbestos shingles 5/32" thick, (in a choice of White, Gray, Green or Brown with zinc corners included) are optional-see Alternates and Extras. Bevel siding comes in standard random lengths 3' and longer, unpainted.

ROOFING: 240 lb. asphalt slate surfaced 3-in-1 strip shingles, laid over 15 lb. asphalt saturated felt. Choice of 10 colors - see page 62.

EXTERIOR MILLWORK: Clear Ponderosa Pine, West Coast Hemlock and/or Clear Douglas Fir, TOX-I-SEALED.

INSULATION: 2" Fiberglas Roll Blanket (paper enclosed) for ceilings included. 2" Fiberglas Roll Blanket for sidewalls is optional - see alternates and extras.

LOUVERS: Attic ventilation is provided by 3 3/8" wide 18x14 mesh aluminum screen wire in cornice soffit, sufficient to accommodate an attic ventilating fan. On Plans 24, 26 and 28 steel louvers, primed gray, with screened backs for each gable end are included instead of soffit ventilation.

WINDOW FRAMES: Clear Ponderosa Pine, TOX-I-SEALED, with zinc ribbed weatherstrip at head, sill and the full width of jambs. Interlocking weatherstrip at check rails. Flashing is provided at heads.

SASH: 1 1/2" thick, clear Ponderosa Pine, TOX-I-SEALED, glazed with clear flat drawn glass BEDDED in glazing compound, fitted for weatherstrip and hung on sash balances. Sash and frames come completely assembled into window units.

EXTERIOR DOOR FRAMES: 1 1/2" rabbeted, with 1 1/2" Oak sills.

EXTERIOR DOORS: 1 1/2" thick, glazed, clear Douglas Fir pre-fitted for hardware. Interlocking threshold and spring type head and side weatherstrip included. Exterior doors and frames are assembled in complete units, including Oak sill, threshold and sill weatherstrip.

INTERIOR DOORS: 1 1/2" thick, hollow core, flush Birch, pre-fitted for hardware.

CLOSET DOORS (IN BEDROOMS): 1 1/2" Sliding Louver doors of clear Ponderosa Pine 7'-9" high. Sliding hardware is included. 3/4" flush Birch or Modernfold doors are optional - see alternates and extras.

INTERIOR TRIM: Clear Ponderosa Pine TOX-I-SEALED door and window trim mitred and carton packed. Shelving is sound knotted Ponderosa Pine or Spruce.

BASEMENT STAIRS: Fir or Hemlock 2x8 stringers gabled for 2x10 treads. Open risers. Stairs are assembled.

MAIN STAIRS: (in Plans 24, 26 and 28): Box type, Hemlock or Fir with 1 1/2" Oak treads.

FINISH HARDWARE: Solid brass cylinder front and rear door locks-keyed alike. Tubular type locks for interior doors, polished brass finish. Sash locks and lifts are the same. Door butts are steel, dull brass finish. Nickel plated or chrome plated finish in the kitchens and bathrooms.

KITCHEN CABINETS: All steel baked-on white enameled finish. Doors soundproofed. Sink unit includes porcelain enameled, double drainboard top with single bowl sink, chrome plated faucet and strainer included. 42" double bowl sink with sliding drainboard for homes on a slab or over crawl space. Deluxe Kitchens with one piece tops are optional, see page 37.

BATH CABINETS: Enameled steel, with 16x24" plate glass mirror and stainless steel banding.

BATH ACCESSORIES: Six-piece set (paper holder, 2 towel bars, soap and grab bar, soap holder and tooth brush and tumbler holder), chrome on brass.

alternates, extras and deductions "per home"

Plan Numbers	1, 2		5, 6		11, 12		13, 14		16	9, 10		19, 20		21, 22			
	101	102	103	106	111	112	113	114		118	110	109	119	121	122	24	26
Asbestos Shingle Siding instead of Broadside shingles.....	add	5	78	83	86	86	90	90	87	93	96	106	114	94	109	115	
Bevel Siding with furring strips instead of Broadside shingles.....	add	78	87	90	97	91	98	103	112	116	103	112	116	103	124	129	
3/8" rough sawn red cedar for stain (gable barge board 1x4).....	add	48	45	49	44	44	48	48	56	58	78	80	46	54			
3/8" clear red cedar (gable barge board 1x4).....	add	152	156	165	162	157	171	192	198	239	161	194	213				
3/8" clear red cedar (gable barge board 1 1/2"x6).....	add	91	91	102	93	92	95	115	114	132	93	100	108				
1x4 Rustic Cedar Siding #7 with furring strips instead of Broadside shingles.....	add	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
Outside Corner Posts #25-A 2 1/2"x2 1/2"x10" (For bevel siding or Broadside shingles).....	add	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44
1x8 V-joint Siding for vertical application on gables in place of Broadside shingles.....	add	55	55	55	55	55	55	55	55	55	55	55	55	55	55	55	55
Asbestos shingle siding.....	add	53	53	53	53	53	53	53	53	53	53	53	53	53	53	53	53
3/8" bevel siding rough sawn red cedar for stain.....	add	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36	36
3/8" bevel siding clear red cedar.....	add	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23
3/8" bevel siding clear red cedar.....	add	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29
1x4 Rustic Cedar Siding #7.....	add	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9
*For homes with 34" overhanging cornice for each gable.....	add																
Siding variation for homes with overhanging cornice (as illustrated on page 10)																	
1x10 boards and battens for full width front elevation window height.....	add	23	28	33	33	28	33	36	38	36	38	36	38	36	38	36	38
1x4 Rustic Cedar Siding #7 for full width front elevation window height.....	add	23	28	32	32	28	32	28	32	28	32	28	32	28	32	28	32
1x8 V-joint Siding for full width front elevation window height.....	add	23	27	31	31	27	31	28	31	28	31	28	31	28	31	28	31
Note: Siding variations furnished "full wall height," double prices for "window height."																	
Siding variation for homes with overhanging cornice (as illustrated on page 12)																	
1x10 boards and battens for half width front elevation Side-A-Sash height.....	add	13	15	17	17	15	17	17	19	25	13	15	17				
1x4 Rustic Cedar Siding #7 for half width front elevation Side-A-Sash height.....	add	10	11	12	12	11	12	15	16	18	10	11	12				
1x8 V-joint Siding for half width front elevation Side-A-Sash height.....	add	14	16	18	18	16	18	22	25	27	14	16	18				
34" Overhanging Corncice FULL width of home (18" overhang on Plans 24, 26 or 28)																	
for FRONT elevation (as illustrated on page 10).....	add	82	93	103	103	93	103	118	121	119	82	93	103				
for REAR elevation.....	add	82	93	103	103	93	103	93	103	110	82	93	103				
for FRONT and REAR elevations (including sides of front bedroom on L-shaped plans)	add	164	186	206	206	186	206	211	224	229	164	186	206				
for BREEZEWAY or SIDE PORCH, FRONT or REAR elevation (as illustrated on page 18)	add	34	34	34	34	34	34	34	34	34	34	34	34				
for GARAGES (see under GARAGES)																	
34" Overhanging Corncice PARTIAL width of home (18" overhang on Plans 24, 26 or 28)																	
18' long on 32' house for front elevation (as illustrated on page 8).....	add	55											57				
22' long on 36' house for front elevation.....	add		60				60		70						65		
24' long on 40' house for front elevation.....	add			70	70											79	
False Gable with 1x8 V-joint Siding for front elevation (as illustrated on page 4)																	
with 1x8 V-joint Siding for front elevation.....	add	110	110	123	123	110	123						113				
Oak Flooring																	
Select grade (instead of No. 1 Common) unfinished.....	add	18	19	23	22	20	22	25	27	31	17	19	21				
Clear grade (instead of No. 1 Common) unfinished.....	add	26	29	35	32	30	33	37	41	47	26	29	32				
Standard grade factory finished (instead of No. 1 Common unfinished).....	add	26	29	35	32	30	33	37	41	47	26	29	32				
Prime grade factory finished (instead of No. 1 Common unfinished).....	add	57	62	75	70	65	72	80	88	101	56	62	70				
Clear grade Oak laminated Block Flooring #47 9x9 1/2" in place of Asphalt Tile																	
(Odd numbered plans for slab only).....	add	345	385	429	429			472	523	594							

Plan Numbers	1, 2										5, 6										11, 12										13, 14										16										18										109										119										121										22										24										26										28																																						
	101	102	105	106	111	112	114	116	118	119	120	121	122	24	26	28	101	102	105	106	111	112	114	116	118	119	120	121	122	24	26	28	101	102	105	106	111	112	114	116	118	119	120	121	122	24	26	28	101	102	105	106	111	112	114	116	118	119	120	121	122	24	26	28	101	102	105	106	111	112	114	116	118	119	120	121	122	24	26	28	101	102	105	106	111	112	114	116	118	119	120	121	122	24	26	28	101	102	105	106	111	112	114	116	118	119	120	121	122	24	26	28	101	102	105	106	111	112	114	116	118	119	120	121	122	24	26	28	101	102	105	106	111	112	114	116	118	119	120	121	122	24	26	28	101	102	105	106	111	112	114	116	118	119	120	121	122	24	26
Sidewall Insulation																																																																																																																																																															
2" Fiberglas rolls #72-A for outside walls.....	add \$ 39 \$ 42 \$ 44 \$ 44 \$ 42 \$ 44 \$ 50 \$ 56 \$ 61 \$ 39 \$ 42 \$ 44																																																																																																																																																														
½" Gypsum Lath (½" for ceilings of plans with roof trusses) in place of ½" Plasterboard for interior walls and ceilings.....	deduct 64 64 79 75 64 73 80 89 102 66 70 74																																																																																																																																																														
Windows #139 in place of #140 (as illustrated on page 4).....	deduct 8 8 8 8 8 9 9 9 9 10 12																																																																																																																																																														
Windows #142 in place of #140 (as illustrated on page 38).....	add 8 8 8 8 8 9 9 9 9 10 12																																																																																																																																																														
Windows #139 in place of #142.....	deduct																																																																																																																																																														
Windows #140 in place of #142.....	incl. incl. incl. incl. incl. incl. incl. incl. 10 13 13																																																																																																																																																														
Sliding Closet Doors ¾" Flush Birch #452 in place of 1½" Lower Doors #451 (on slab plans doors to heater rooms are furnished in lower type only).....	add 16 16 24 23 23 31 27 34 47																																																																																																																																																														
*Modernfold Doors in place of Sliding Lower Doors (for bedroom closets).....	add 79 79 138 98 119 137 148 166 195																																																																																																																																																														
*Shipped direct from Indiana factory. Specify color wanted (see page 62).																																																																																																																																																															
Interior Doors #263 (3 panel) Fir in place of #269 (hollow flush) Birch.....	deduct 10 10 11 10 16 16 12 12 13 14 14 15																																																																																																																																																														
2 Combination Storm and Screen Doors —1½"—#168 or #170 with hardware (2 locks, 2 air checks and 3 pairs galvanized butts) glazed storm section and aluminum wire screen section (except Plans 12, 112, 21 & 121).....	add 38 38 38 38 38 38 38 38 38 38 38 38																																																																																																																																																														
2 air checks and 3 pairs galvanized butts) glazed storm section and aluminum wire screen section (except Plans 12, 112, 21 & 121).....	add 57 57 57 57 57 57 57 57 57 57 57 57																																																																																																																																																														
3 Combination Storm and Screen Doors for Plans 12, 112, 21 & 121.....	add 60 60 61 62 68 66 72 88 82 99 99																																																																																																																																																														
Storm Sash 1½" 2 ft. #162 glazed, with hardware for windows.....	add 145 145 148 149 165 158 174 212 197 240 340																																																																																																																																																														
Screen-O-Sash —1½" 2 ft. glazed and wired.....	add 122 122 125 126 139 134 147 179 166 202 202																																																																																																																																																														
*Shipped from Michigan factory only.																																																																																																																																																															
Aluminum Tension Screens #171 , complete with hardware.....	add 39 39 40 40 44 43 47 57 53 64 64																																																																																																																																																														
Venetian Blinds for windows, white slats (steel), and mingled linen tapes only.....	add 58 58 62 60 67 63 76 86 71 87 87																																																																																																																																																														
Deluxe Kitchens with white enameled STEEL Youngstown Cabinets (see page 36) Odd numbered plans (slab or crawl) with kitchen door in REAR.....	add 19 139 129 131 188 182 178 64 216 207 265																																																																																																																																																														
Even numbered plans (slab or crawl) with kitchen door at SIDE.....	add 54 139 incl. 132 139 152																																																																																																																																																														
Even numbered plans (with basement) with kitchen door at SIDE.....	add incl. 102 163																																																																																																																																																														
*Formica tops for above cabinets shipped direct from Ohio factory.																																																																																																																																																															
Deluxe Kitchens with white enameled WOOD Model Home Cabinets (see page 37) Odd numbered plans (slab or crawl) with kitchen door in REAR.....	add 51 180 180 170 232 245 337 119 263 257 335																																																																																																																																																														
Even numbered plans (slab or crawl) with kitchen door in REAR.....	add 143 384 384 306 195 306																																																																																																																																																														
Odd numbered plans (slab or crawl) with kitchen door at SIDE.....	add 97 195 35 306 151 213																																																																																																																																																														
Even numbered plans (with basement) with kitchen door at SIDE.....	add 56																																																																																																																																																														
Deluxe Kitchens with natural Birch finish WOOD Model Home Cabinets (see page 37) Odd numbered plans (slab or crawl) with kitchen door in REAR.....	add 73 312 312 196 263 277 367 151 393 287 372																																																																																																																																																														
Even numbered plans (slab or crawl) with kitchen door at SIDE.....	add 165 316 316 196 263 277 367 151 393 287 372																																																																																																																																																														
Even numbered plans (with basement) with kitchen door at SIDE.....	add 121 230 61 341 176 243																																																																																																																																																														
*Cabinets shipped direct from Indiana factory. Tops shipped direct from Ohio factory.																																																																																																																																																															

extras for all plans

Full Front Porch with wood columns #85 (see page 25) 20'7"x12'0" for Plans 9, 10, 109, 110, 21, 22, 121 and 122.....	add \$312.00		Outside Blinds #253 2'8"x4'7" for 28x24 or 20x24 windows, per pair.....	add \$ 7.19		
22'7"x12'0" for Plans 19, 20, 119 and 120.....	add 336.00		Outside Blinds #253 3'0"x6'9" for front door.....	add 10.90		
Front Porch 8'10"x8'0" for Plans 9, 10, 109 or 110 with 1 corner and 2 single Ornamental Iron Columns #97 (see page 25).....	add 138.00		Assembled Flower Box #84 with 3 metal brackets #87 for 2-28x24 Windows.....	add 22.03		
Front Porch 8'0"x12'0" for Plans 9, 10, 109 and 110 with 5 whole and 2 half columns 6"x8" #85 including 24'3" gable over front bedroom (as illustrated on page 42).....	add 168.00		Assembled Flower Box #87 with 4 metal brackets #87 for Panorama Window 20x24 sides.....	add 28.09		
Front Porch 6'9"x12'0" for Plans 19, 20, 119 and 120 with 4 whole and 2 half columns 6"x8" #85 including 24'3" gable over front bedroom (as illustrated on page 43).....	add 140.00		Assembled Flower Box #127 with 4 metal brackets #87 for Panorama Window 24x24 sides.....	add 30.46		
Side Porch 12'0"x24'3" including wood columns #85. Can be attached to the living room end of any plan (see page 26).....	add 403.00		Assembled Exterior Trellis 30"x10'0" (as illustrated on page 12) per pair.....	add 9.50		
Open Breezeway 12'4"x12' including 4 whole and 4 half columns 6"x8" #85 (as illustrated on page 24).....	add 210.00		Carpenters' Metal Tool Chest with padlock and 40 piece set of finest quality tools. 32½x8½x9½" chest includes cross cut saw, rip saw, mitre box, 2 chisels, 2 planes, brace and 7 bits, push drill and 8 bits, 2 nail sets, hammer, hatchet, ripping bar, cold chisel, countersink, 3 screw drivers, vise, grip wrench, carpenter's square, folding rule, level, plumb bob, chalk line, and supply of blue chalk. (No sets broken) complete set.....	add 85.00		
Open Breezeway 12'4"x24'3" including 4 whole and 4 half columns 6"x8" #85 (as illustrated on page 6).....	add 381.00		Rear door panel with 2'8"x6'8"1½" #314 door in place of plain wall panel.....	add 36.42		
Breezeway 12'4"x12' enclosed with Combination Doors #168 or #170 (aluminum wire) (as illustrated on page 24).....	add 337.00		2'8"x6'8"1½" #314 door in place of 28x24 window panel.....	add 16.11		
Breezeway 12'4"x24'3" enclosed with Combination Doors #168 or #170 (aluminum wire).....	add 511.00		2'8"x6'8"1½" #319 door in place of #314 door.....	add 1.02		
Solarium 12'4"x12'0" enclosed with Panorama Window panels (as illustrated on page 25).....	add 421.00		Front doors —for designs other than standard #314, see page 55 *Rear and front doors come assembled with hinges applied. When ordering extra doors always specify hinged side of door viewed from inside the home (Right hand if hinged on right, etc.)			
Youngstown Food Waste Disposer	add 60.97		Partition between living room and front bedroom in place of Modernfold Door (Plans 11 and 12).....	deduct 104.72		
Kitchen Ventilating Fan #860-E.....	add 24.68		Partition between living room and front bedroom in place of Modernfold Door (Plans 111 and 112).....	deduct 132.93		
Attic Ventilating Fan #858 30" with automatic ceiling shutter 31"x37" (Rated capacity of 6000 C.F.M. provides complete change of air each two minutes or less in any Pease Home).....	add 101.16		Second floor finish for Plans 26 and 28 If ordered with home on original order.....	add \$849 \$906		
Adjustable "Jack" Type Steel Basement Columns #137-E 4"x5'9" to 8'5" each.....	add 7.83		If ordered at a later date.....	add 908 968		
Plain Tubular Steel Basement Columns #137-F 4"x6'6" each.....	add 4.41		Oak Flooring for second floor (Plans 26 and 28) Select grade (instead of No. 1 Common) unfinished.....	add 12 14		
Plain Tubular Steel Basement Columns #137-F 4"x7'0" each.....	add 6.79		Clear grade (instead of No. 1 Common) unfinished.....	add 18 21		
Adjustable Tubular Steel Basement Columns #137-H 4"x6'8" to 7'1" each.....	add 9.48		Standard grade factory finished (instead of No. 1 Common unfinished).....	add 18 21		
Adjustable Tubular Steel Basement Columns #137-H 4"x7'2" to 7'7" each.....	add 9.83		Prime grade factory finished (instead of No. 1 Common unfinished).....	add 40 45		
Area Walls #137-A for 15x12 2-ft. basement windows each.....	add 2.69		¾" Gypsum Lath in place of ½" plasterboard for walls and ceilings.....	deduct 40 42		
Steel Clothes Chute Doors #472 each.....	add 2.70					
Bath Cabinet #471 in place of #454 (see page 55).....	add 17.00					
Bath Cabinet #474 in place of #454 (see page 55).....	add 18.35					

	No Screen No Storm Sash	With Screen #171 No Storm Sash	With Screen #171 With Storm Sash #162
Panorama Windows, Sides 20x24, 2 ft. windows, Center 3'10 1/2"x4'6" 1 ft. sash glazed D.S.A.			
Additional Panorama Window in place of one 28x24 window.....	add \$ 43	\$ 49	58
Additional Panorama Window in place of two 28x24 windows.....	add 29	29	38
*If 1" insulated plate glass wanted in place of 3'10 1/2"x4'6" 1 ft. center sash glazed D.S.A.	add 41	41	41
If 8 ft. (2 wide 4 high) Picture Sash #1424, glazed D.S.A. wanted in place of 3'10 1/2"x4'6" 1 ft. center sash.....	deduct 2	2	2
Panorama Windows, Sides 24x24, 2 ft. windows, Center 4'10 1/2"x4'6" 1" insulated plate glass.*			
Additional Panorama Window in place of one 28x24 window.....	add 102	109	119
Additional Panorama Window in place of two 28x24 windows.....	add 82	88	98
If 12 ft. (3 wide 4 high) Picture Sash #1534, glazed D.S.A. wanted in place of 4'10 1/2"x4'6" 1" insulated plate glass.....	deduct 48	48	48
*Screens or storm sash are not available for center sash of Panorama Window. *Storm Sash are not required with insulated plate glass.			
Window Panel with			
Single 28x16 window #140 in place of one 4' plain wall panel.....	add 20	23	27
Twin 28x16 window #140 in place of two 4' plain wall panels.....	add 38	44	53
Single 28x24 window #140 in place of one 4' plain wall panel.....	add 21	24	30
Twin 28x24 window #140 in place of two 4' plain wall panels.....	add 40	47	58
If windows #142 wanted in place of #140 for each 28x16 or 28x24 single window.....	add 1	1	1
If windows #139 wanted in place of #140 for each 28x16 or 28x24 single window.....	deduct 1	1	1
Slide-A-Sash panel with			
Single 20x28 Slide-A-Sash #145 in place of one 28x16 window panel and one plain wall panel.....	add 2	6	11
Twin 20x28 Slide-A-Sash #145 in place of one 28x24 window panel and two plain wall panels.....	add 25	35	45
Single 28x28 Slide-A-Sash #145 in place of one 28x24 window panel and one plain wall panel.....	add 6	10	19
Twin 28x28 Slide-A-Sash #145 in place of two 28x24 window panels and one plain wall panel.....	add 14	29	41
If Slide-A-Sash #144 wanted in place of #145 for each 20x28 single Slide-A-Sash.....	add 1	1	1
If Slide-A-Sash #144 wanted in place of #145 for each 28x28 single Slide-A-Sash.....	add 1	1	1
Glass Wall Unit panel in place of plain wall panel.			
Ventilating Unit 3'11 1/2"x2'3 1/4"			
#1461 Glo. D.S.A.	\$ 28.11	\$ 39.45	\$ 14.80
#1463 Glo. 1/2" Ins. Gl.	\$ 28.44	\$ 39.78	\$ 15.12
Stationary Unit 3'11 1/2"x2'3 1/4"			
#1465 Glo. D.S.A.	\$ 28.84	\$ 38.84	\$ 15.32
#1467 Glo. 1/2" Ins. Gl.	\$ 29.17	\$ 39.17	\$ 15.64
Ventilating Unit 3'11 1/2"x2'9 1/4"			
#1471 Glo. D.S.A.	\$ 30.54	\$ 43.45	\$ 15.80
#1473 Glo. 1/2" Ins. Gl.	\$ 31.08	\$ 44.12	\$ 16.12
Stationary Unit 3'11 1/2"x2'9 1/4"			
#1475 Glo. D.S.A.	\$ 31.60	\$ 44.79	\$ 16.44
#1477 Glo. 1/2" Ins. Gl.	\$ 32.14	\$ 45.46	\$ 16.76
With 1 Glass Wall Unit 1 wide 1 high.....	add 28.11	39.45	14.80
With 2 Glass Wall Units 1 wide 2 high.....	add 52.44	78.90	29.60
With 3 Glass Wall Units 1 wide 3 high.....	add 76.77	117.79	44.40
With 2 Glass Wall Units 2 wide 1 high.....	add 56.22	78.90	29.60
With 4 Glass Wall Units 2 wide 2 high.....	add 106.88	152.24	59.20
With 6 Glass Wall Units 2 wide 3 high.....	add 157.54	225.58	88.80
With 6 Glass Wall Units 3 wide 2 high.....	add 160.88	228.92	91.12
With 9 Glass Wall Units 3 wide 3 high.....	add 236.87	338.93	139.60
If ventilating unit wanted in place of stationary unit, each.....	add		
If stationary unit wanted in place of ventilating unit, each.....	deduct 13.31	12.30	13.31

NOTE: Prices of ventilating Glass Wall Units include fixed aluminum screen. Glass Wall Units gla. 1/2" insulated glass do not require storm sash.
 If Glass Wall Unit panels are substituted for Panorama Window or regular window panels in any plan:
 ADD extras shown for combinations of Glass Wall Units desired and DEDUCT \$17.11 if used in place of 1-28x16 twin (or 2 single windows)
 ADD extras shown for combinations of Glass Wall Units desired and DEDUCT \$19.60 if used in place of 1-28x24 single window or \$38.31 if used in place of 1-28x24 twin (or 2 single windows)
 ADD extras shown for combinations of Glass Wall Units desired and DEDUCT \$58.96 if used in place of Panorama Window (sides 20x24)
 ADD extras shown for combinations of Glass Wall Units desired and DEDUCT \$113.90 if used in place of Panorama Window (sides 24x24)

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garages

	*Attached—24'3" Gable at end (see page 27) (Prices include Gypsum lath)				Detached (see page 26) (Prices do not include Gypsum lath)			
	One Car 12'0"x24'3" (Roof Trussed)	One Car 16'0"x24'3" (Roof Trussed)	Two Car 20'0"x24'3" (Roof Trussed)	Two Car 24'0"x24'3" (Roof Trussed)	One Car 12'3"x24'3" (Roof Precut)	One Car 16'3"x24'3" (Roof Trussed)	Two Car 20'3"x24'3" (Roof Trussed)	Two Car 24'3"x24'3" (Roof Trussed)
One Car with one 9'x7' door #332-R (all wood panels)								
Two Car with two 9'x7' doors #332-R (all wood panels)								
with Asbestos shingle siding (any one of 4 colors shown below)	547.7	575.5	574.7	585.4	526.0	567.1	582.2	592.3
with Broadside shingles (any one of 10 colors shown below)	486.0	511.0	502.0	513.0	465.0	500.0	515.0	525.0
with 1/2"x8 bevel siding red cedar rough sawn for stain.....	493.0	518.0	509.0	520.0	472.0	507.0	522.0	532.0
with 1/2"x8 bevel siding clear red cedar.....	525.0	550.0	541.0	552.0	500.0	535.0	550.0	560.0
with 1/2"x10 bevel siding clear red cedar.....	552.0	577.0	568.0	579.0	527.0	562.0	577.0	587.0
with 1x4 Rustic Cedar Siding #7.....	523.0	548.0	539.0	550.0	500.0	535.0	550.0	560.0
*If garage is attached with 12'0" (roof precut), 16'0", 20'0" or 24'0" gable at end (see page 27).....	add 55	88	58	No Extra				
One Car, 12'0" or 16'0" or Two Car, 20'0" or 24'0" attached garages 26'3" deep (26'3" gable at end only) for use with any 26'3" plan, to price of garage same width by 24'3" deep (see above).....	add 35	42	49	56				
NOTE: On "attached" garages, garage doors may be installed in front, at end or in rear. ("At end" always furnished unless otherwise specified).								
14" Overhanging Cornice for attached garage (see page 43) For Front or Rear elevation (attached 24'3" way—gable at end) (24'3" or 26'3" attached garage).....	add 32	43	51	63	32	43	51	63
For Front or Rear elevation (attached 12'3", 16'3", 20'3" or 24'3" way—gable at end).....	add 63	63	63	63	63	63	63	63
Shipping weights (lbs.).....	5160	5960	6750	7620	5350	6150	6950	7810

OPEN CARPORT
 One Car, 12'x24'3" can be attached to any plan (see page 26) \$403
 Shipping weight 4100 lbs.

EXTRAS FOR GARAGES
 *Exterior Door panel (with 2'8"x6'8" 1 1/2" #314 door) in place of plain wall panel. No interior trim or weatherstrip..... add 532
 *Exterior Door panel (with 2'8"x6'8" 1 1/2" #319 door) in place of plain wall panel. No interior trim or weatherstrip..... add 39
 Window, Slide-A-Sash or Glass Wall Unit panels in place of plain wall panel see page 61.
 *See note above under "Rear Door panel", page 60.

ASPHALT SHINGLE ROOF COLORS
 Roof shingles can be furnished in any of the following colors at the same price:
 Jade Green, Light Gray, Black, Tile Red, Brown Blend, Green Blend, Surf Blend, Red Blend, Blue Blend or Pearl Blend.

MODERNFOLD DOOR COLORS
 Modernfold doors come in a choice of the following colors: Opal, White, Beige, Ivory, Seaspray, Willow, Cetadon, Cherry.

ALL PRICES ARE F.O.B. CARS OR TRUCKS OUR FACTORY AT HAMILTON (NEAR CINCINNATI), OHIO
 All catalog numbers appear in The Pease Pricer, the building material catalog of PEASE WOODWORK COMPANY, INC., Cincinnati 23, Ohio.

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Home Selection, National Plan Service, 1959. Source: Building Technology Heritage Library.

how to order your PEASE HOME

Read this book and study carefully the many floor plans, alternates and extras. If possible, visit our Demonstration Homes in Hamilton, Ohio. Should you prefer a written quotation on any home, fill in a Pease Home quotation form and mail it to us. We will gladly quote itemized prices and exact freight charges. Complete price information is always helpful in determining costs and arranging financing. Then, after deciding on the floor plan, alternates and extras, you are ready to order.

You can place your order at our Demonstration Homes or by mail... your order will receive careful attention either way. To save time and avoid delay always use our printed order form to make sure that we have complete information. A confirmation will be sent to you immediately upon receipt of your order including firm delivery dates. Ample time should always be allowed to get the foundation ready to receive the home when it arrives at the site.

OUR TERMS

A cash discount of 2% may be deducted when check in full accompanies order, or is received by us at least 3 days prior to scheduled shipment of the first load. All prices quoted herein are subject to change without notice when market conditions make it absolutely necessary, although all written quotations are protected for 15 days.

ORDER PLANS IN ADVANCE

Four complete sets of plans and material specifications are furnished with each Pease Home ordered. If, however, these plans and specifications are needed prior to the formal purchase of a home, send us \$10, giving the plan number wanted and stating whether right or left hand. Plans may also be purchased at our Demonstration Homes.

When your formal order is received and acknowledged, the cost of the plans will be credited on the price of the home, if claimed. Plans are not returnable for credit at any time, and "right hand" plans (i.e. living room on right side) will be sent unless "left hand" plans are specified. Your order for plans should specify any extras wanted, such as porches, garages, etc., which will be included without additional charge but only as an attachment to any standard plan. Each set of plans shows the standard and deluxe kitchen cabinet arrangement for that plan in detail. An illustrated erection manual is mailed with each order acknowledgment.

ORDER A SAMPLE AND COLOR KIT

A carton packed kit containing over 125 actual colors and samples of items used in Pease Homes will be sent for \$5. Complete samples of Broadside, Asbestos and Asphalt shingles, Formica counter top and Modernfold door colors, plus actual samples of Oak flooring, trim, plasterboard, cedar siding, plywood, sheathing paper, asphalt tile, etc., aid immeasurably in advance planning and accurate color selection. The cost of the kit is credited, if claimed, on a Pease Home when ordered. Kits are not returnable for credit at any time.

EVEN ORDER A COMPLETE SET OF TOOLS

If you plan to build a Pease Home yourself (or even if you engage a builder) you will certainly want to have one of our professional carpenter's steel tool chests containing a 40 piece set of finest quality, nationally known brand tools.

After your home is built, you will enjoy doing a better job of home maintenance with these superior tools. See prices and description on page 60 of Alternates and Extras.

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what our base prices include

Base prices for all plans include exterior wall and gable panels, interior partitions and assembled roof trusses (in Plans 24, 26 and 28 precut rafters are substituted instead). 5/8" plywood roof sheathing, 240 lb. asphalt shingles, Broadside shingles; ceiling insulation and plasterboard (or lath) for walls and ceilings are packaged but not applied. Windows and exterior doors come in assembled units, with interior trim precut and carton packed. Interior doors are prefit to net size, hinges applied and bored for lock. Base, shoe, shelving, closet rods, exterior trim, etc., all come bundled in standard lengths. Material is neither primed nor painted, except kitchen and bath cabinets. Nails, hardware, truss anchors, tape and cement for plasterboard joints, and bath accessories are packed in proper quantities. Outside blinds are included for front elevations of Plans 24, 26 and 28.

Included with all homes for basement are pre-glazed aluminum basement windows (and aluminum screens), precut floor joists and solid bridging; sill plates, center beam (except Plans 24, 26 and 28), box girder and plywood belt course; assembled basement stairs, metal framing anchors and 5/8" plywood sub floor for the entire home. No. 1 Common (unfinished) Oak flooring is included for all rooms except kitchen and bath for which 3/4" plywood linoleum underlayment is furnished.

Homes for crawl space receive aluminum coated reinforced duplex paper to go under the joists. Plans for concrete slab receive 5" asphalt tile in 9x9" squares, plus adhesive, to be installed over entire floor.

Base prices do not include any masonry materials, plaster, plumbing fixtures (except kitchen sink and faucet), wiring and electrical materials, linoleum, painting or decorating, gutters, flashing, field work, heating or air conditioning. (Air conditioning can be installed in any Pease Home).

PLAN NO.	AREA (Square Feet)	CONTENT (Cubic Feet)	SHIP. WT. (Pounds)	
1 Slab	792	9,882	24,700	
1 Crawl	792	10,537	28,700	
101 Slab	857	10,004	25,900	
101 Crawl	857	11,379	26,300	
2 Basement	792	15,524	28,700	
102 Basement	857	16,927	30,400	
8 Slab	888	10,188	25,900	
8 Crawl	888	11,822	32,400	
108 Slab	962	11,203	27,200	
108 Crawl	962	12,911	29,000	
6 Basement	888	17,420	32,400	
106 Basement	962	19,031	34,000	
11 Slab	986	11,294	27,000	
11 Crawl	986	13,106	34,000	
111 Slab	1067	12,441	28,500	
111 Crawl	1067	14,402	38,000	
12 Basement	986	20,317	36,000	
112 Basement	1067	21,124	38,000	
13 Slab	986	11,294	27,000	
13 Crawl	986	13,106	34,000	
113 Slab	1067	12,441	28,500	
113 Crawl	1067	14,402	38,000	
14 Basement	986	19,317	36,000	
114 Basement	1067	21,124	38,000	
16 Basement	888	17,420	32,400	
116 Basement	962	19,031	34,000	
18 Basement	986	19,317	36,200	
118 Basement	1067	21,124	38,000	
9 Slab	1048	12,259	31,800	
9 Crawl	1048	14,251	39,800	
109 Slab	1137	13,274	33,400	
109 Crawl	1137	15,400	35,400	
10 Basement	1048	21,080	39,800	
110 Basement	1137	22,691	37,400	
19 Slab	1205	13,840	36,000	
19 Crawl	1205	15,963	44,000	
119 Slab	1286	15,448	37,000	
119 Crawl	1286	17,459	46,200	
20 Basement	1205	23,842	44,000	
120 Basement	1286	25,750	46,200	
21 Slab	1374	14,083	40,200	
21 Crawl	1374	18,243	48,200	
121 Slab	1463	16,734	42,100	
121 Crawl	1463	19,413	44,500	
22 Basement	1374	26,901	48,200	
122 Basement	1463	28,634	50,600	
24 Basement	791	445	17,834	37,000
26 Basement	888	360	20,461	41,500
28 Basement	986	416	22,638	45,500

Garages, breezeways, porches, 2nd floor finish, etc., are not included in above figures. If shipped by truck, all plans normally take 2 truckloads except Plans 21 and 121 (for crawl space), and Plans 22 and 122, which require 3 truckloads. If shipped by rail, all plans take one carload with minimum weight of 30,000 lbs.

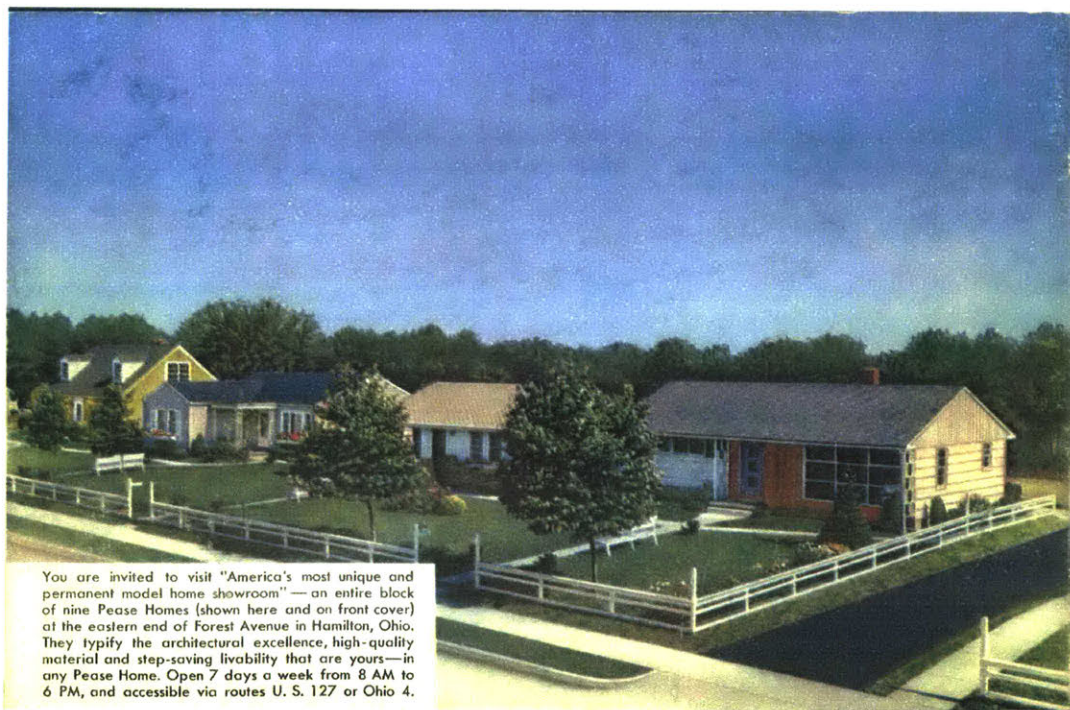
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BASE PRICES FOR PEASE HOMES

NAME	PLAN	FOR CONCRETE SLAB	FOR CRAWL SPACE	FOR BASEMENT	NAME	PLAN	FOR CONCRETE SLAB	FOR CRAWL SPACE	FOR BASEMENT	
<i>The Brookwood</i> <small>(page 2-3)</small>	1 —32'7" x 24'3"	\$2646	\$3240		<i>The Hillwood</i> <small>(page 14-15)</small>	9 —36'7" x 36'3"	\$3341	\$4147		
	101 —32'7" x 26'3"	2781	3431			109 —36'7" x 38'3"	3486	4355		
	2 —32'7" x 24'3"			\$3117		10			\$4062	
	102 —32'7" x 26'3"			3286		110 —36'7" x 38'3"			4248	
<i>The Cliffwood</i> <small>(page 4-5)</small>	5 —36'7" x 24'3"	2841	3468		<i>The Kirkwood</i> <small>(page 16-17)</small>	19 —40'7" x 36'3"	3659	4521		
	105 —36'7" x 26'3"	2986	3676			119 —40'7" x 38'3"	3814	4746		
	6 —36'7" x 24'3"			3319		20 —40'7" x 36'3"			4430	
	106 —36'7" x 26'3"			3505		120 —40'7" x 38'3"			4633	
<i>The Airewood</i> <small>(page 6-7)</small>	11 —40'7" x 24'3"	3544	4247		<i>The Longwood</i> <small>(page 18-19)</small>	* 21 —44'7" x 36'3"	4493	5504		
	111 —40'7" x 26'3"	3730	4503			* 121 —44'7" x 38'3"	4658	5746		
	12 —40'7" x 24'3"			4416		* Price includes 12' x 24'3" porch with storage closet				
	112 —40'7" x 26'3"			4650		22 —44'7" x 36'3"			5057	
<i>The Dalewood</i> <small>(page 8-9)</small>	13 —40'7" x 24'3"	3076	3756		122 —44'7" x 38'3"			5277		
	113 —40'7" x 26'3"	3231	3981		<i>The Rockwood</i> <small>(page 20-21)</small>	24 —32'7" x 24'3"			3698	
	14 —40'7" x 24'3"			3632		<i>The Sherwood</i> <small>(page 22-23)</small>	26 —36'7" x 24'3"			4333
	114 —40'7" x 26'3"			3835			<i>The Windwood</i> <small>(page 22-23)</small>	28 —40'7" x 24'3"		
<i>The Edgewood</i> <small>(page 10-11)</small>	16 —36'7" x 24'3"			3509						
	116 —36'7" x 26'3"			3695						
<i>The Glenwood</i> <small>(page 12-13)</small>	18 —40'7" x 24'3"			3789						
	118 —40'7" x 26'3"			3992						

All Pease Homes are available "Right Hand" (with Living Room on Right) or "Left Hand" (with Living Room on Left) at the same price.

Latta & U.S.A.



You are invited to visit "America's most unique and permanent model home showroom" — an entire block of nine Pease Homes (shown here and on front cover) at the eastern end of Forest Avenue in Hamilton, Ohio. They typify the architectural excellence, high-quality material and step-saving livability that are yours—in any Pease Home. Open 7 days a week from 8 AM to 6 PM, and accessible via routes U. S. 127 or Ohio 4.

AT LAST...

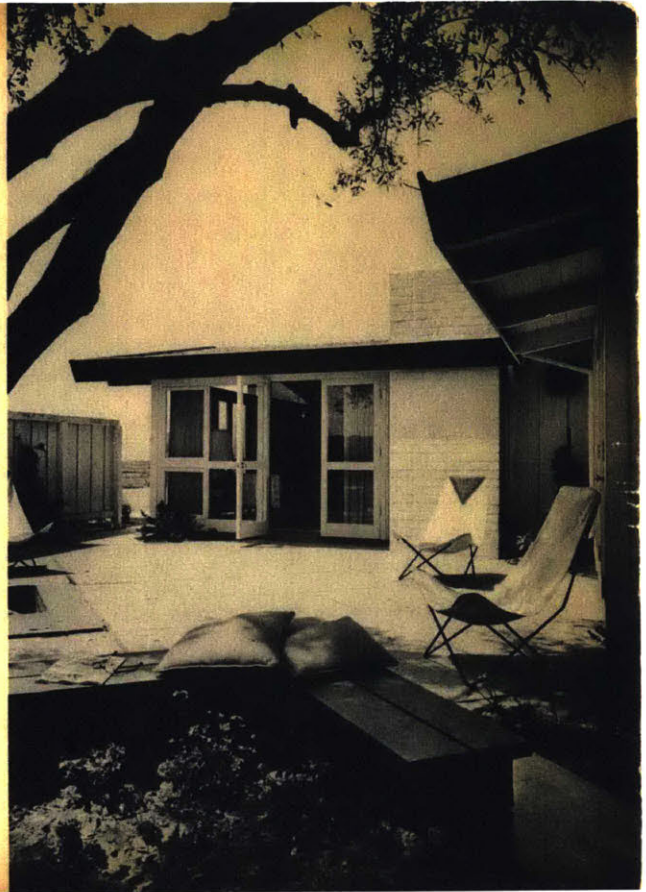
WHAT YOU'VE

BEEN

LONGING FOR...

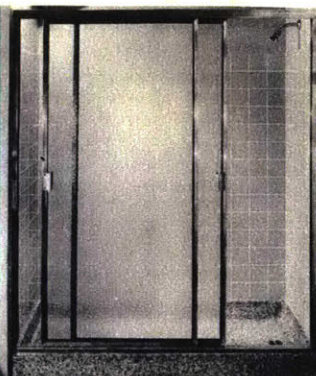


"PROGRESS
is our most important
PRODUCT"



A HOME . . . quality engineered . . . contemporary in spirit . . .

Plan 4A (4 bedroom model)



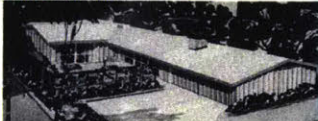
This beautiful 2 1/2 x 5 ft. Terrazo-base stall shower is a built-in feature of all models.

INTRODUCING

Plan A—3 bedrooms



Plan C—3 bedrooms



Plan D—3 bedrooms



Plan E—3 bedrooms



Plan G—3 bedrooms



THE ALL-NEW

CALIFORNIAN

beautifully finished . . . reasonably priced

The CALIFORNIAN was built for you—a modern Western family.

This is the home whose functional design and rustic, ranchlike flavor invite you to relax and enjoy life . . . YET whose floor-to-ceiling windows, exciting uses of translucent glass, indirect lighting, and decorator color schemes offer the informal luxury of today's best.

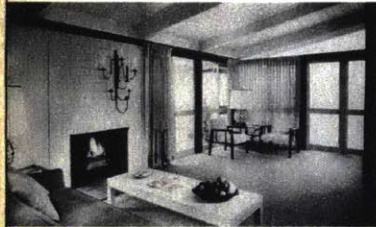
CLIFF MAY and CHRIS CHOATE are the designer and architect you have been reading about in *House Beautiful*, in *Sunset*, in *House and Home*, and in *Living*, the magazine for young homemakers. They have joined with ROSS W. CORTESE, builder and subdivider, to form a team of expert planners whose combined years of experience have gone into the planning and development of Lakewood Rancho Estates, a well-integrated community of homes designed for beauty and individuality at a low cost. Only with such an unusual combination of talents could the CALIFORNIAN have become a reality for you.



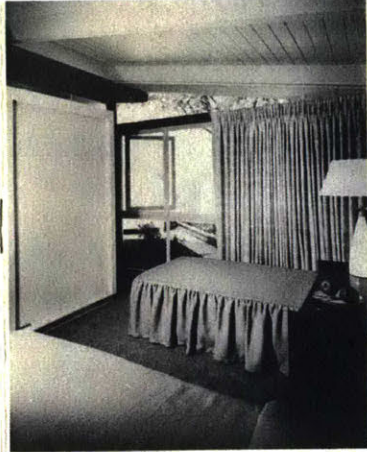
**DURABILITY
BEAUTY
GOOD TASTE**

are three basic requirements for your home, amply fulfilled by the CALIFORNIAN.

But in addition, there is flexibility in the overall design of Lakewood Rancho Estates. Each house, with its generous use of glass, its private patio, affords indoor-outdoor living for year-round enjoyment, and there are over thirty-six different elevations from which to choose, making your choice as individual as you are yourself.



In no room of the CALIFORNIAN is the unstinted quality of building and design more apparent than in the NEW FREEDOM GAS KITCHEN BIRCH cabinets with sliding doors, usually seen only in the most expensive homes; the CUSTOM BUILT BREAKFAST SEAT, designed to be an integral part of the kitchen area; and the most modern fixtures and equipment—the WESTERN HOLLY built-in automatic gas range for convenience, beauty, and "comfort level" cooking, the AMCO genuine Formica fully formed sink top, the garbage disposal unit for cleanliness—all make for easier, more pleasant living with fewer steps.

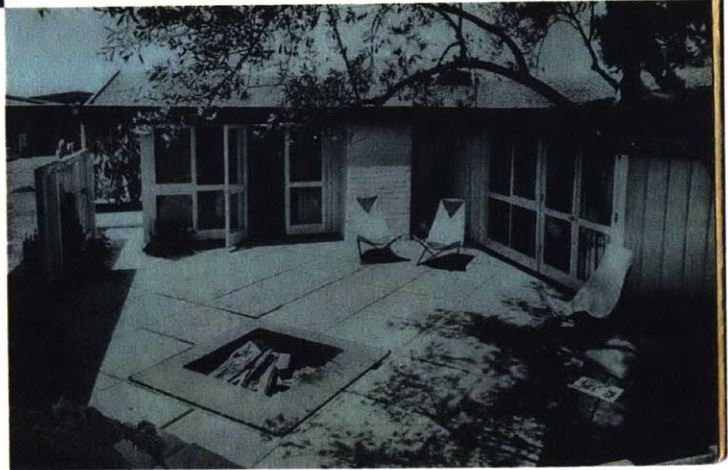


Here is your opportunity for comfortable living in a home designed to give you the maximum in twentieth century style and solid comfort. Here are modern design and a structural integrity heretofore unthought of in the small home... your assurance of carefree living for years to come.

This is the house you'll be glad to come home to—the home to which you'll point with pride.

There's year-round health and comfort here, whether the open windows, Pioneer Flint-Kote Insulation and wide overhangs are keeping you cool, a crackling fire in the fireplace is warming your toes, or the large, DAY & NIGHT 70,000 BTU forced air heating unit is sending a warm, even flow of air through the room at the exact temperature you have set with a touch of the thermostat.

With expert use of glass in the CALIFORNIAN, your private patio becomes your outdoor living room, your rumpus room, a safe place for the children to play—your most lived-in room of the house. Well-placed doors make it easily accessible, and many windows permit its natural beauty to brighten and enhance the charm of the interior.



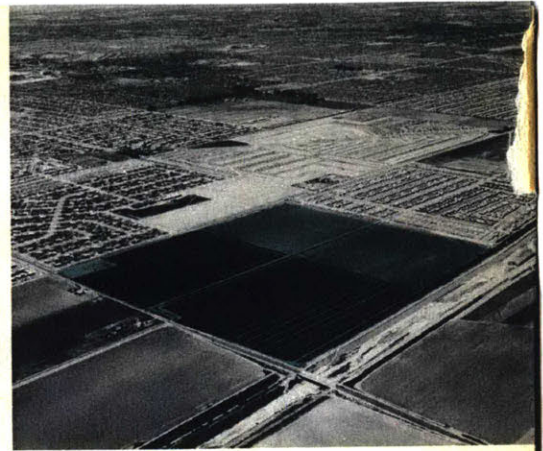
NEVER BEFORE... has a builder offered an 1108 sq. ft. home with **3** bedrooms and a 1341 sq. ft.,

4 bedroom home, both with 2 FULL BATHS, at these amazing prices. Now, for the FIRST TIME in Southern California, the CALIFORNIAN breaks all precedent by stepping forward with the DESIGN OF THE FUTURE.

The 16' master bedroom opening onto the patio, for example, has its own private bath and a dual wardrobe and dressing table.

All the bedrooms were designed for twin beds, and both baths contain beautiful colored fixtures to blend with the interiors. You'll be carefree and happy in Lakewood Rancho Estates where a home like the CALIFORNIAN offers you so many luxury features for so little. Best of all are these down-to-earth prices for all, including the NON-VETERAN. Terms on the CALIFORNIAN are unbelievably low... both VA and FHA...





The ENTIRELY NEW Lakewood area (population 107,000) is a well-established, completely independent community. To comply with Lakewood's needs are schools from kindergarten to college, churches of all denominations, numerous shopping centers, parks, a stadium, an airport, and a country club. It is conveniently located near beaches, yet only a few minutes drive from the industrial areas of Long Beach, Los Angeles, Huntington Park, Vernon, South Gate, etc., and only three blocks from the busline.

One of the biggest attractions to Lakewood Rancho Estates location-wise is the site of a future 246 acre park to be developed just across Spring Street to the south. And to the northwest, just the other side of Studebaker Road, is the new Ellwood P. Cubberley elementary school, only a few minutes away for your children. (See the map at right for school and shopping locations.)

Traveling south on Palo Verde Ave., just five minutes away, is the new Long Beach State College, a \$20,000,000 project now under way. Future plans for this college include an expected enrollment of 10,000 students, a fine arts building, science building, auditorium, administration building, library, student union, amphitheatre, gymnasium, health service buildings, dormitories, power plant, and physical education and recreational areas.

There is an 8 1/2 acre shopping center at the southeast corner of Spring Street and Palo Verde Avenue, only 3 blocks from Lakewood Rancho Estates. Here you will have access to a large market, a drug store, variety store, women's and men's apparel shops, specialty shops, and service shops...including beauty parlor, barber shop, shoe shop, etc. In addition there is enough parking space for everyone.

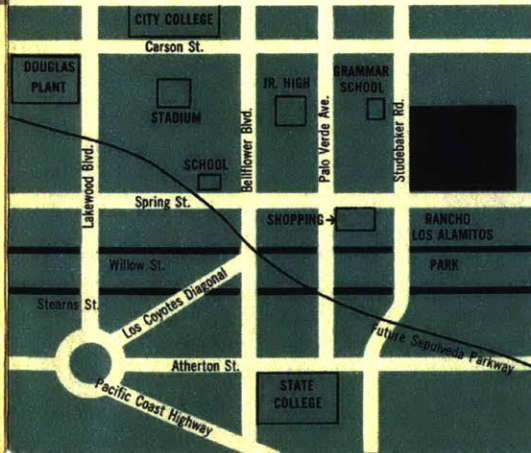


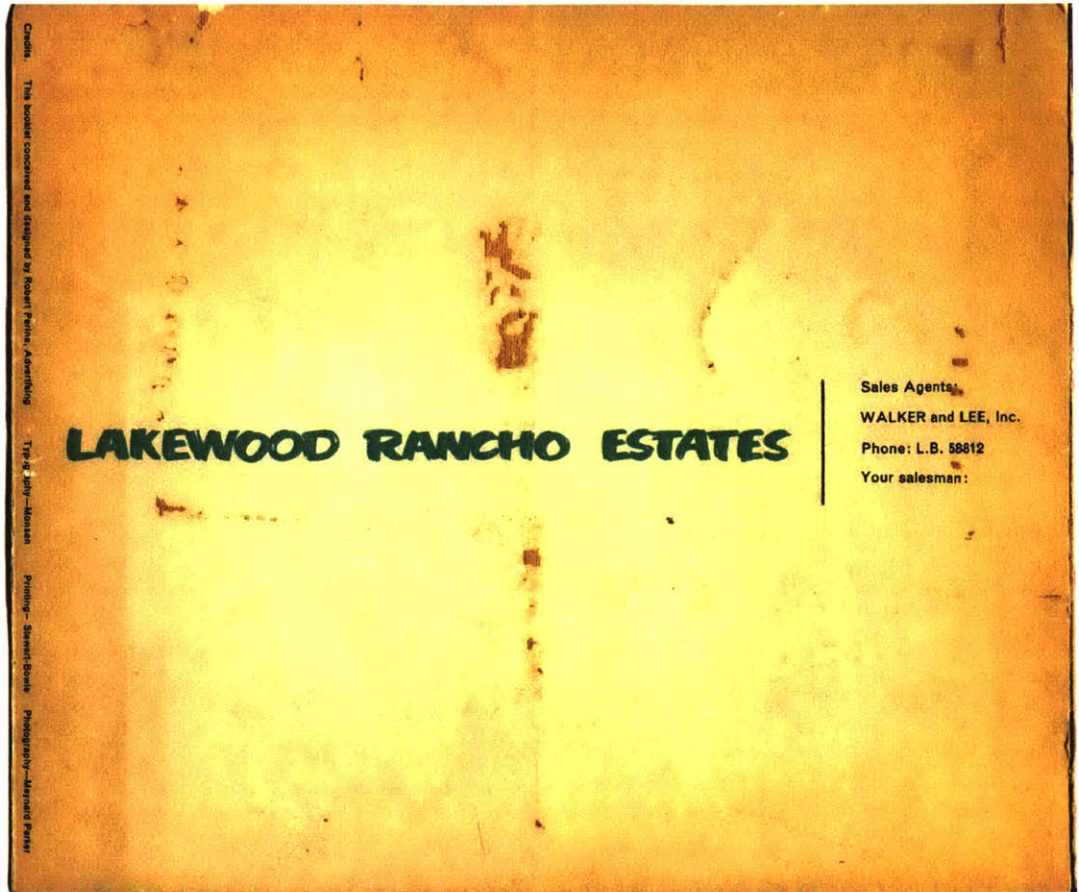
Architect **CHRIS CHOATE**
Designer **CLIFF MAY**
Subdivider and Builder **ROSS W. CORTESE**
Sales Agents **WALKER and LEE, INC.**



Traveling south on Palo Verde Ave., just five minutes away, is the new Long Beach State College, a \$20,000,000 project now under way. Future plans for this college include an expected enrollment of 10,000 students, a fine arts building, science building, auditorium, administration building, library, student union, amphitheatre, gymnasium, health service buildings, dormitories, power plant, and physical education and recreational areas.

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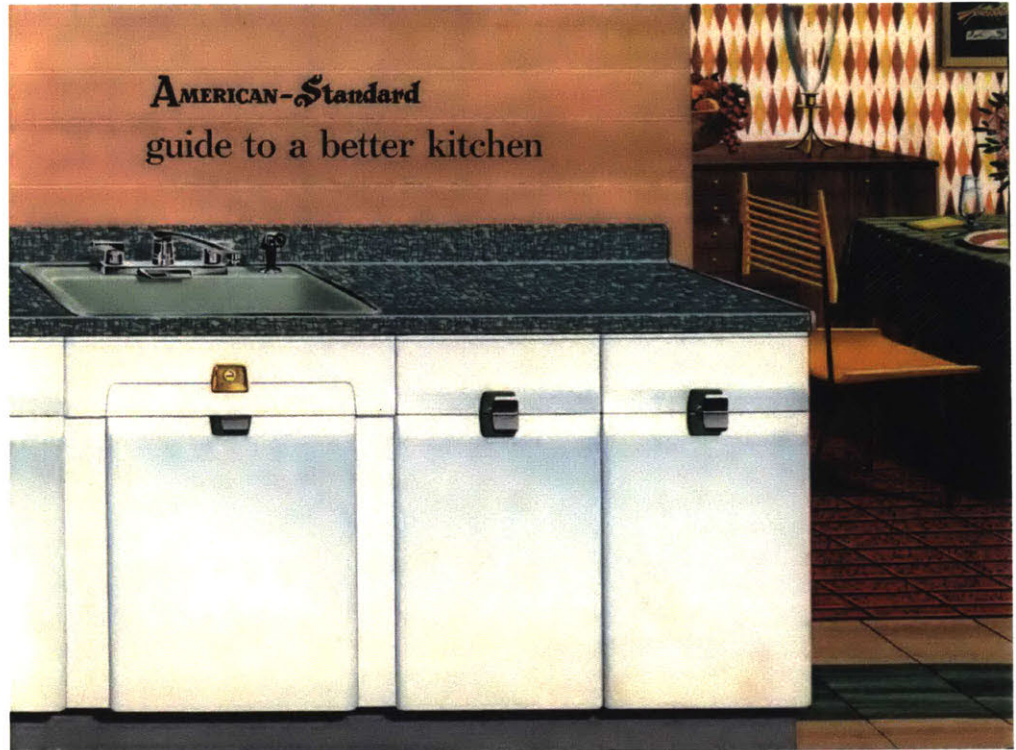
THESE DELUXE
FEATURES FOR YOU...



NEW FREEDOM GAS KITCHENS with
WESTERN-HOLLY built-in automatic gas ranges
Garbage disposals
DAY and NIGHT automatic forced air heating (70,000 BTU)
Birch kitchen cabinets with sliding doors
Built-in breakfast seats
AMCO genuine Formica fully formed sink tops
Colored rock roofs
2 FULL BATHS with colored fixtures
16' master bedroom
Double garages — attached or detached
indirect lighting
Exposed-beam ceilings
Wide overhangs (2' 6" or more)
Pioneer Flint-Kote Insulation
Complete concealed gutters on home and garage
Custom designed interiors
Private patio for "rear-living"
Slab doors
Decorator color schemes
Birch panelling in living room
Translucent glass panels
Varied setbacks (from 20 to 35 feet)
40-gallon water heaters (50-gallon in 4 bedroom)
All redwood exteriors
Fireplaces
2½' x 5' Terrazzo base stall shower with sliding
glass doors and 5' ceramic tile enclosure.

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LAKESWOOD RANCHO



where to look for your helpful kitchen hints . . .

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Photo of a delightful pink and white kitchen . . . with floor plan <i>(See how a famous decorator planned his modern kitchen)</i>	2	Plan to save steps <i>(Planning hints to save thousands of steps)</i>	14
Newness that lasts <i>(Learn how the new American-Standard kitchen fits the pattern of modern living)</i>	3	Cabinet sizes <i>(Complete diagram of dimensions and scale drawings)</i>	15
Photo of a cozy colonial kitchen . . . with floor plan <i>(An idea for combining a family room with your new kitchen)</i>	4	Accessories <i>(These little items are big work-savers)</i>	16, 17
Sink and cabinet combinations <i>(Select one of the dozens of combinations to suit your own taste)</i>	5, 6, 7	Photo of a wood panelled kitchen . . . with floor plan <i>(Lifetime steel cabinets backed by handsome wood walls)</i>	18
Photo of a sophisticated kitchen . . . with floor plan <i>(Focus your eyes on a smart kitchen at a down-to-earth price)</i>	8	Counter tops and handle color-guards <i>(Choose color combinations to complement your own decor)</i>	19
Base cabinets <i>(There are base cabinets to fit every kitchen floor plan)</i>	9, 10, 11	Sink fittings, ventilator and ventilator wall cabinet <i>(Here's the perfect way to complete your American-Standard kitchen)</i>	20
Convertibility <i>(Here's how you can arrange storage space the way you want it—at any time)</i>	12	This is true versatility <i>(3 more examples of American Standard adaptability)</i>	21
		8 Easy ways to pay <i>(Select the method that fits your own pocketbook)</i>	(BACK COVER)

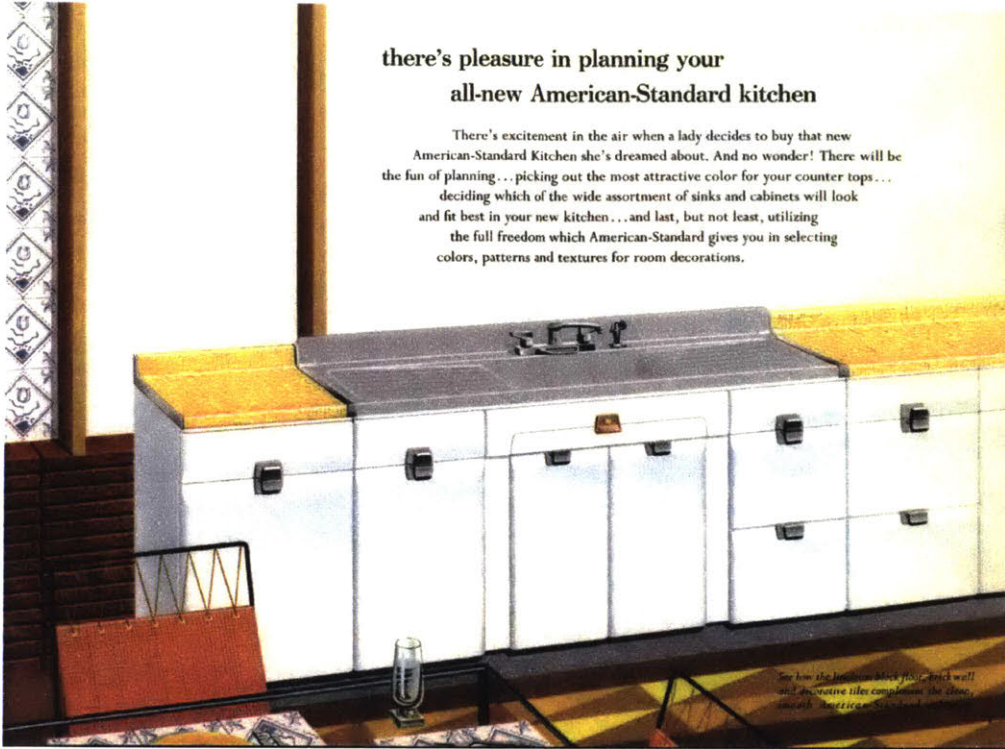


PLUMBING AND HEATING DIVISION
AMERICAN-Standard
AMERICAN RADIATOR & STANDARD SANITARY CORPORATION
Pittsburgh 30, Pa.

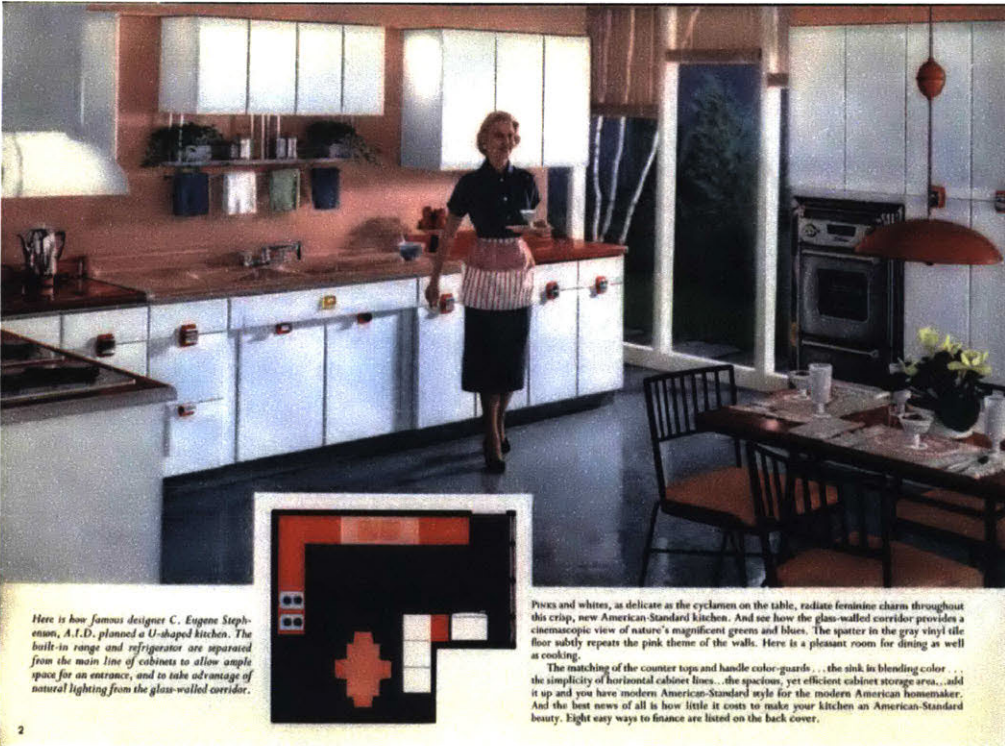
Copyright 1955 American Radiator & Standard Sanitary Corporation

there's pleasure in planning your
all-new American-Standard kitchen

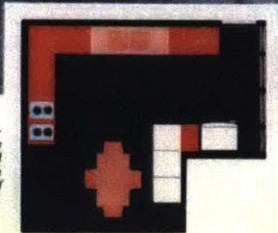
There's excitement in the air when a lady decides to buy that new American-Standard Kitchen she's dreamed about. And no wonder! There will be the fun of planning...picking out the most attractive color for your counter tops... deciding which of the wide assortment of sinks and cabinets will look and fit best in your new kitchen...and last, but not least, utilizing the full freedom which American-Standard gives you in selecting colors, patterns and textures for room decorations.



See how the lacquered black floor, brick wall and decorative tiles complement the clean, modern American-Standard kitchen.



Here is how famous designer C. Eugene Stephenson, A.I.D., planned a U-shaped kitchen. The built-in range and refrigerator are separated from the main line of cabinets to allow ample space for an entrance, and to take advantage of natural lighting from the glass-walled corridor.



Pinks and whites, as delicate as the cyclamen on the table, radiate feminine charm throughout this crisp, new American-Standard kitchen. And see how the glass-walled corridor provides a cinematic view of nature's magnificent greens and blues. The spatter in the gray vinyl tile floor subtly repeats the pink theme of the walls. Here is a pleasant room for dining as well as cooking.

The matching of the counter tops and handle color-guards...the sink in blending color...the simplicity of horizontal cabinet lines...the spacious, yet efficient cabinet storage area...add it up and you have modern American-Standard style for the modern American homemaker. And the best news of all is how little it costs to make your kitchen an American-Standard beauty. Eight easy ways to finance are listed on the back cover.



newness that lasts . . .

More and more, the kitchen has become a center of family activity. Many new homes include a family room which is practically part of the kitchen. The new laundry is now being combined with the kitchen. Often the modern home has no more than a counter to divide the kitchen from the living-dining area.

In this atmosphere of modern American living, American-Standard has developed an all-new kitchen that smartly combines these gracious living requirements . . . a design which will look attractive in the years ahead . . . work-saving devices which will shorten the homemaker's day . . . and strength in construction to withstand even junior's space ship collisions.

Notice those door and drawer handles. The idea behind this new design is that the stainless steel handles allow ample finger space while the plastic guards add a touch of color. See how the cabinet design emphasizes modern, horizontal lines and how the handle-free wall cabinets effect simplicity. Gently rounded corners combine safety with style.

Such conveniences as sliding wire shelves, removable cutlery dividers and sloping cup racks are only a few of the new American-Standard work-saving features. The exclusive American-Standard "convertibility" feature actually increases your usable storage space.

And, of course, American-Standard is tops for solid construction. The base and wall cabinets are entirely enclosed, not only to add strength but to assure them of complete interior cleanliness. All surfaces are treated by a special process called bonderizing, a sure-fire way to prevent rust. An exclusive method is used to bake the enamel on the steel, which is top-quality, so that the newness of the finish will last a lifetime.

3



Here's the happiest combination for a woman who loves an Early American flavor in her kitchen . . . utility, livability, bright colors, and new American-Standard kitchen products. This smart homemaker cleverly combined her American-Standard kitchen with the family room, complete with fireplace . . . a homely reminder of the open-style kitchen of colonial days. The unique bird cage, decorative bird plates and china birds on what-not shelves help give continuity to her theme. The gaily flowered wallpaper, a natural for the cheerful

scene, is accentuated by the blue soffit and linoleum floor.

And notice how she wisely followed through on one of the various American-Standard color combinations by selecting red what-not shelves and handle color-guards in pleasing contrast to the gray of the counter tops and sub-base. Sinks are also available in color.

You'll be amazed at how inexpensive it is to achieve the American-Standard new look in your kitchen. For eight easy financing suggestions, see the back cover.

Notice how effectively the L-shaped arrangement of cabinets and appliances will maintain smooth work flow in this kitchen.

4

everything and the kitchen sink . . .

As the sink is the heart of your kitchen, American-Standard has the sink to suit *your* taste. Just to make sure you're pleased, there's an attractive line of 46 models which includes a grand total of 66 sizes . . . six colors plus white. And whether you choose enameled cast iron, or porcelain-enameled steel, that thick, acid-resisting finish means extra years of sink service. Naturally, you'll want to choose from the wide selection of new, all-steel American-Standard sink cabinets to complete the heart of your kitchen.



If you dream of a colonial kitchen, it could include this American-Standard sink and cabinet, set off by wood panelling, waxed brick floors, and Early American accent pieces.

5



1. Combine a luxurious American-Standard sink with spacious new 78" Deluxe sink cabinet, and you have a veritable super market at your finger tips. Equipment includes two 12" drawers on the right, a door cupboard with a sliding wire shelf on the left, two 6" drawers, a large undersink cupboard, cutlery divider, towel bar, cleaning basket, vegetable basket, and slicing board.

2. Here is a 54" counter top sink installed in a 60" Custom sink cabinet. This cabinet model, which contains 2 door cupboards with sliding wire shelves, two 6" drawers and an under-



sink cupboard, also comes in 54", 66" and 72" widths to fit various sized sinks. In the Deluxe model additional equipment includes two 12" drawers which replace one of the door cupboards, plus a cutlery divider, slicing board and cleaning basket.

3. Designed for the smaller kitchen, this 42" American-Standard Deluxe sink and cabinet combination is equipped with a 6" drawer, two 12" drawers, under-sink cupboard, cutlery divider,

slicing board and cleaning basket. In the Custom models, these accessories are extra, and a door cupboard with sliding shelf replaces the two 12" drawers.

4. This economical American-Standard 42" A-type sink cabinet is ideal for apartments. Other A-type sizes are 24", 27", 30", 36".

5. Here's a good example of American-Standard versatility. A 32" counter top sink is installed in a 36" A-type cabinet, which is combined with an 18" base cabinet on the left, and a 15" base cabinet on the right.

6. For compact convenience in your kitchen-laundry, American-Standard offers this 42" sink and laundry tray with the removable drainboard. The 42" A-type cabinet completes the unit.



If space is a problem, you will be interested in the American-Standard single bowl, 24" or 20" wide sink, available in cast-iron or steel.



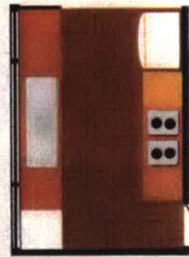
Built-in food waste receptor of the Duwell sink lifts out! Faucet swings over both sink bowl and basket. Water drains into a separate sink drain. Cast iron, single bowl sink is acid-resisting.



Food waste well is placed between double bowls on the Triwell sink. Lift-out chrome-plated strainer basket has stainless steel lid.



The corridor-type kitchen is planned to save steps by locating cabinets on opposite walls with appliances close together.



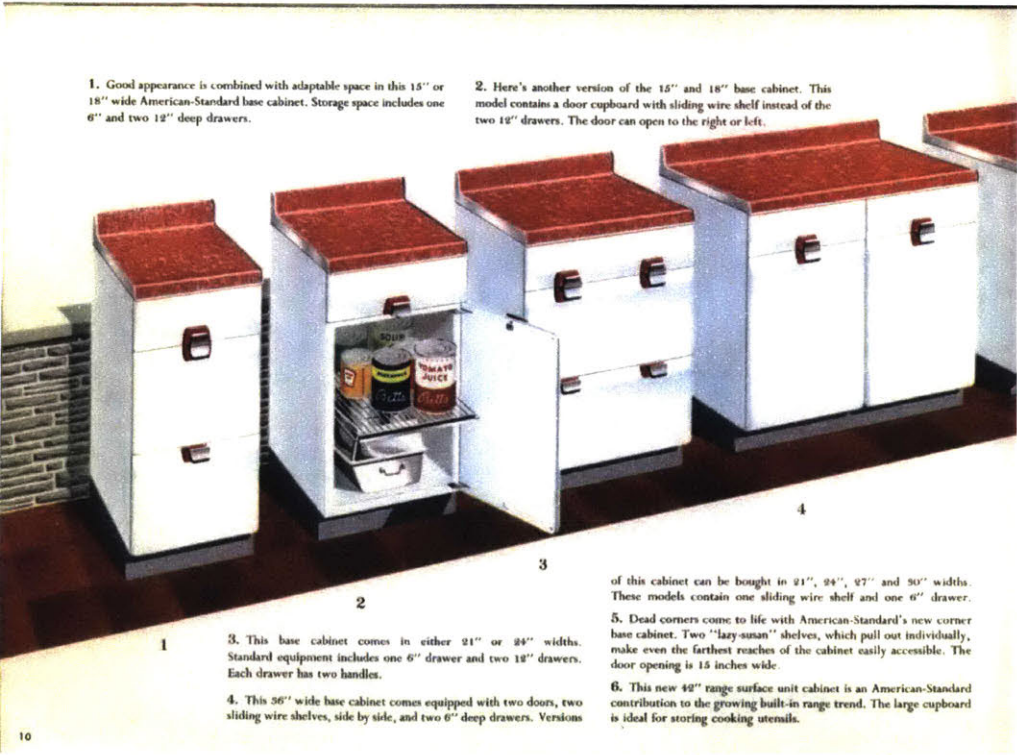
HERE, American-Standard offers a sophisticated kitchen on an unsophisticated budget. See how the translucent room divider simplifies lighting, adds dash to the decor. By using the large picture window, outdoor scenes become indoor murals. Wood-block flooring blends perfectly with the exposed walnut beams. And those tubular brass lights certainly add to the atmosphere of the kitchen.

How smartly these American-Standard handle color-guards, counter tops and what-not shelves carry through the cheerful reds in the kitchen. And such kitchen efficiency! This compact American-Standard cabinet arrangement gives you storage space galore, yet uses so little floor space.



imagine the planning possibilities!

The wide selection of American-Standard base cabinets ranges from 15 to 36 inches in width—there's a combination to fit any kitchen area. And at last you have cabinet drawers built for the busy homemaker . . . drawers that *always* give you smooth action because the slides ride on smooth, durable nylon . . . drawers with interior side walls curved to eliminate dirt-catching corners. That sub-base of the cabinet is a smart looking gray for a good reason too . . . it minimizes scuff or cleaning marks.



1. Good appearance is combined with adaptable space in this 15" or 18" wide American-Standard base cabinet. Storage space includes one 6" and two 12" deep drawers.

2. Here's another version of the 15" and 18" base cabinet. This model contains a door cupboard with sliding wire shelf instead of the two 12" drawers. The door can open to the right or left.

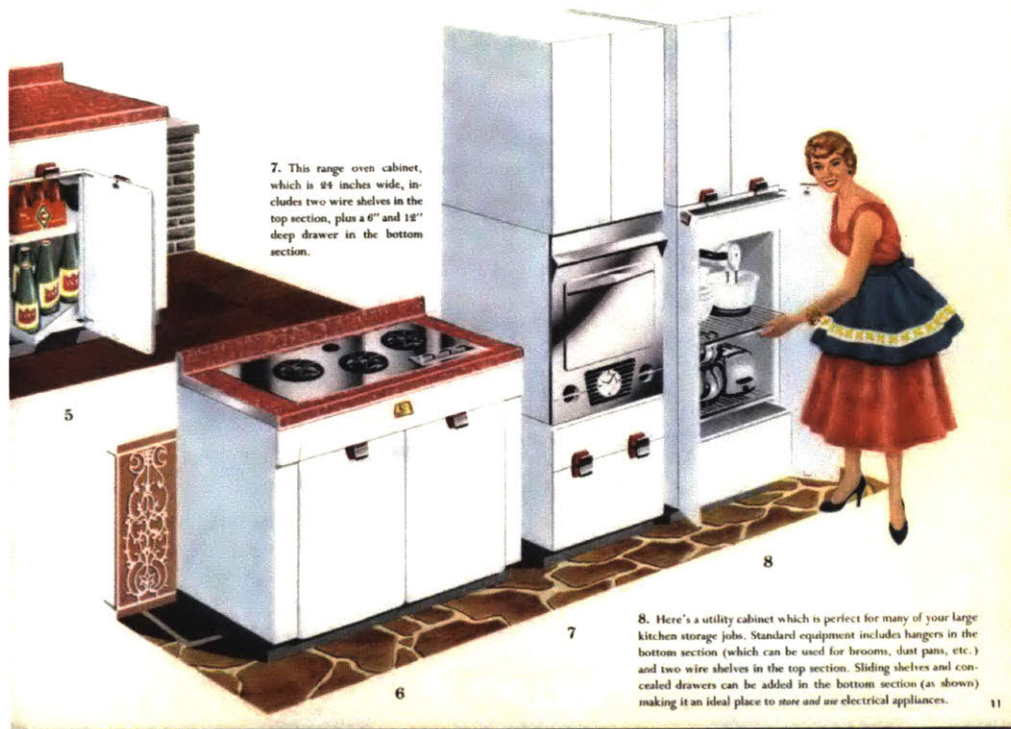
3. This base cabinet comes in either 21" or 24" widths. Standard equipment includes one 6" drawer and two 12" drawers. Each drawer has two handles.

4. This 36" wide base cabinet comes equipped with two doors, two sliding wire shelves, side by side, and two 6" deep drawers. Versions

of this cabinet can be bought in 21", 24", 27" and 30" widths. These models contain one sliding wire shelf and one 6" drawer.

5. Dead corners come to life with American-Standard's new corner base cabinet. Two "lazy-susan" shelves, which pull out individually, make even the farthest reaches of the cabinet easily accessible. The door opening is 15 inches wide.

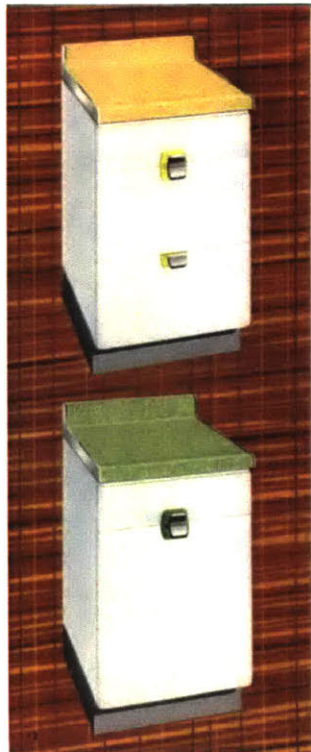
6. This new 42" range surface unit cabinet is an American-Standard contribution to the growing built-in range trend. The large cupboard is ideal for storing cooking utensils.



7. This range oven cabinet, which is 24 inches wide, includes two wire shelves in the top section, plus a 6" and 18" deep drawer in the bottom section.

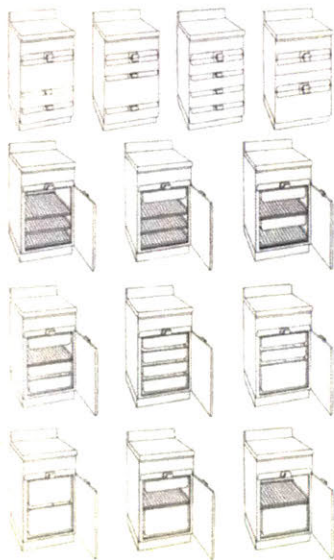
8. Here's a utility cabinet which is perfect for many of your large kitchen storage jobs. Standard equipment includes hangers in the bottom section (which can be used for brooms, dust pans, etc.) and two wire shelves in the top section. Sliding shelves and concealed drawers can be added in the bottom section (as shown) making it an ideal place to store and use electrical appliances.

11



future storage problems solved today . . .

with American-Standard convertibility



Wouldn't it be convenient to have a drawer just the right size to hold that new giant set of mixing bowls? And how about three sliding shelves to store nothing but canned goods? Perhaps you would want to locate these handy to your range. With American-Standard's exclusive *convertibility* feature, you arrange shelves and drawers to suit yourself . . . and change the arrangement any time new homemaking needs call for it. Think of it! There are dozens of variations . . . a shallow drawer, a sliding shelf, and a deep drawer . . . five shallow drawers . . . two sliding shelves and two drawers . . . drawers can replace shelves and shelves can replace drawers. You can quickly convert cabinets yourself at any time, and actually increase usable storage space.

At last you, the homemaker, can not only solve any present kitchen storage problems . . . but you now have the facilities to cope with any future storage problems.

wall to wall convenience . . .

Here's a new twist in kitchen cabinets. American-Standard wire shelves afford you the luxury of seeing everything in the cabinet at a glance . . . no more groping to find that last can of soup. In keeping with the American-Standard convertibility feature, wall cabinet shelves are adjustable at one-inch intervals . . . you can arrange them to hold that family-size box of cereal, or a tiny jar of spices. Add shelves when you like. The 120° door swing has a twofold safety purpose . . . safety for the homemaker because the door opens beyond that dangerous 90° angle . . . and safety for the cabinets because doors cannot swing against adjacent cabinets.

1. Two wire shelves are furnished with American-Standard's 15" or 18" wide wall cabinets. To assure kitchen adaptability, the door may be attached to open to the right or left.



2. This popular wall cabinet, which also contains two wire shelves, is equipped with double doors. 31", 24", 27", 30", and 36" widths are offered in this line.

3. These two cabinets similar to the ones on the left, come in 14" or 18" heights instead of the conventional 30". Designed for installation over refrigerators, each is equipped with one wire shelf. The 18" high model is available in 24", 36" and 36" widths. The 14" high cabinet is 36" wide.

4. By merely interchanging the door with the blank panel, the new corner wall cabinet by American-Standard may be installed in a right or left corner. This model also contains two wire shelves.

13

plan to save steps in your new American-Standard kitchen . . .

Naturally, you'll want your new American-Standard kitchen to reflect your own good taste. But, a well planned kitchen should do even more for you. Your new American-Standard kitchen can reduce those hours of kitchen chores. Incorporate these few simple hints in your plan, and you will save thousands of steps.

Basically there are three service sections of any kitchen: (1) the refrigerator area, where food is stored, and some foods such as salads are prepared; (2) the sink area, where you clean your fresh foods and, of course, wash the dishes; (3) the range area, where you cook foods and transfer them from utensils to dishes. It is wise to locate these three service sections in some form of a triangle, with each service section roughly equal in distance from the others.

The first stop for most newly purchased food is the refrigerator, so an ideal location for this center is near an outside entrance. However, as food is bought only a few times a week, and the refrigerator is in use for every meal, it would be unwise to sacrifice the basic triangle for this point. Try to place at least 36" of counter space adjacent to the refrigerator. To utilize this work space fully, the counter should be opposite the hinged side of the refrigerator.

From here, a normal flow of food is to the sink for cleaning. Ideally, you should have continuous counter space between the refrigerator and the sink. About 18" of counter space on each side of the sink, in addition to the drainboard, will usually be adequate.

The last preparation center the food reaches before being

served is the range area. A natural spot for this section is near the entrance to the dining room, breakfast nook, or wherever most meals are served. Anywhere from 15" to 24" of counter space should flank the range on each side. If you have continuous counter space between any two of the service areas in your kitchen, the same counter can serve as minimum space for both the areas. In other words, if a 36" counter connects the sink with the refrigerator, this takes care of the 18" requirement for the sink as well as the 36" requirement for the refrigerator.

When planning your new American-Standard kitchen, be careful that the step-saving triangle is not laid out in such a way that a main artery of house traffic crosses it.

Of course, you'll want to give plenty of thought to cabinet placement so that you have adequate storage space in each of the service areas . . . for cooking utensils near the range . . . soaps, brushes, dishes, glasses in the sink area . . . mixing bowls and beaters near the refrigerator.

The exclusive American-Standard convertibility feature makes it easy to arrange your storage space. Convertibility lets you arrange shelves, drawers and cupboards exactly the way you want them—and lets you change storage arrangements at any time.

It's fun to plan a step-saving kitchen when you select American-Standard. There are so many cabinet models . . . so many sizes . . . such a colorful choice of handle pads and counter tops . . . and, thanks to convertibility, you now have the greatest flexibility possible in storage arrangement.

Dimensions

wall cabinets

base cabinets

undersink and utility cabinets

*without sinks or counter tops—sub base available 2 or 4" height

15

dress up your kitchen with American-Standard accessories . . .

Choose your color in what-not shelves . . . red or gray . . . plastic shelves are held by polished wire holders . . . simply lift off for cleaning . . . holders are attached to side of wall cabinets so shelves may overhang windows.

Find it at a glance with a sloping cup or condiment rack . . . made of wire coated with vinyl plastic . . . can be installed at any angle . . . makes it easier to reach condiments.

Hanging shelves add smartness to the decor . . . finished to match the cabinets . . . attached to underside of wall cabinets by four brightly finished chrome-plated rods . . . perfect for holding canisters.

. . .and these extras give you finger-tip service . . .

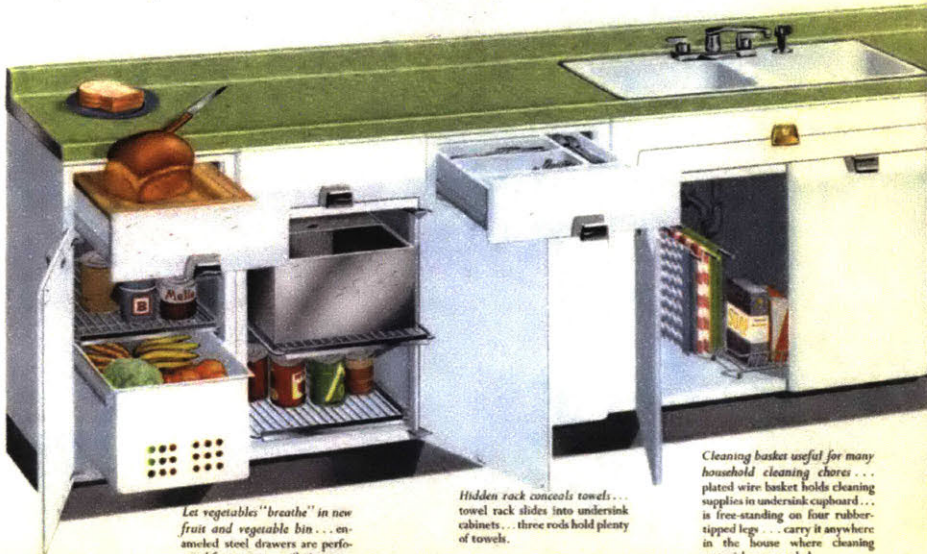
16

-382-

Slicing board lifts out... electronically glued and impregnated hardwood board rides on edge of cabinet drawer... lifts out for use on counter top... built for rugged service.

Keep it fresh in bread or cake box... made of heavy tinned steel... lid slides for convenience... vent holes help assure freshness.

Cutlery divider lifts out for extra usefulness... plastic tray rides on top rails of drawers... you can carry it to the dining room when setting the table... easy to clean... wash it with the rest of the dishes.



Let vegetables "breathe" in new fruit and vegetable bin... enameled steel drawers are perforated for proper ventilation.

Hidden rack conceals towels... towel rack slides into undersink cabinets... three rods hold plenty of towels.

Cleaning basket useful for many household cleaning chores... plated wire basket holds cleaning supplies in undersink cupboard... is free-standing on four rubber-tipped legs... carry it anywhere in the house where cleaning materials are needed.

17

Capture the warmth of wood in your new American-Standard kitchen! See how the sloping exposed beams, and valant panelling portray the rich texture of wood grain... the Ming Green sink, set in a yellow counter top gives you the effect of outdoor colors built right into your kitchen. Cork floors not only add to the wooded atmosphere, but are especially easy on the busy homemaker's feet.

Notice those American-Standard hanging shelves—just

the thing for often-used canisters or colorful accessories. And that American-Standard utility cabinet with double doors and sliding wire shelves and drawers is perfect for your electrical appliances. Think of it! You just pull out the shelf and plug in the appliance. In this kitchen the handle color-guards match the practical gray of the sub-base.

And, of course, it's so easy to finance your new American-Standard kitchen.

Here you have a modified U-type kitchen. Note how the cooking area is divided into two centers with built-in units placed on adjacent walls.



18

the right touch of color...

You may want your plastic handle color-guards to match your counter top, or perhaps you prefer contrasting colors. In fact, you might decide to change the color-guards to go with a new kitchen color scheme in a few years. In any case, American-Standard offers the right combination. And if you want counter tops which stand up to heat or acid, won't chip or splinter, and are virtually un stainable, these Micarta tops by American-Standard are the perfect answer. Incidentally, they're made with an easily cleaned one-piece front-to-back contour which includes a slightly raised front to prevent dripping.

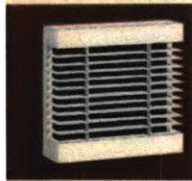
Counter tops come in lime, gray, red, green and yellow. Color-guards in gray, charcoal, red, green, yellow and pink (not shown). A maple wood cutting surface is also available.



19

here's the quality way to complete your new American-Standard kitchen...

Banish not-so-fragrant odors with an Aeropel Ventilator ... the Aeropel keeps your home cleaner and cooler ... removes air-borne grease before it ever clings to walls or drapes. Attractive plastic grille can be installed vertically or horizontally ... fits any kitchen.



New American-Standard ventilator wall cabinet performs double service for you ... perfect for the built-in ... designed for any general make, squirrel-cage type ventilator and range hood, this cabinet contains two 21" double door cupboards. The left cupboard has an opening in the bottom for a ventilator ... the right one is a storage cupboard, complete with one adjustable wire shelf.

New American-Standard sink fittings accent simplicity ... easy-to-grip handles show functional beauty, gleaming Chromard finish stays clean, pull-out thumb spray rinses entire sink. Aerator improves rinsing action ... reduces foreign taste ... prevents splashing ... vitalizes water. American-Standard Crumb-Cup Strainer eases sink clean-up ... can be raised to let water drain while retaining clogging sediment.



20

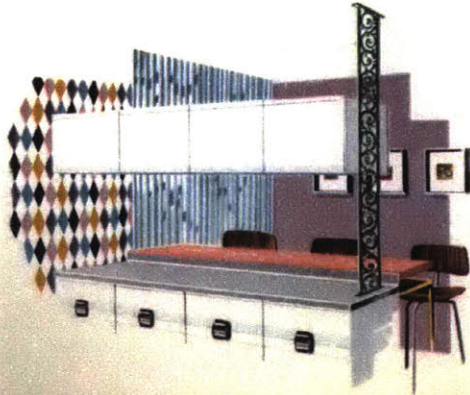
this is true versatility . . .

One of the most charming attributes of the American-Standard kitchen is how nicely it blends with any decor. Notice these few examples:

Stone and wood are handsomely combined to effect a country atmosphere in this cheerful American-Standard kitchen. (*top right*)

Here the American-Standard kitchen gives a warm, colonial appearance. Hanging copper pans, Early American brassware and Dutch tile convey the look of liveability. (*lower right*)

Sophisticated moderns might well select this harlequin wall paper, fluted glass wall, and wall cabinets suspended from decorative wrought iron. Doesn't the American-Standard kitchen lend itself beautifully to this lovely room scene? (*below*)



8 easy ways to pay for your new **AMERICAN-Standard** kitchen . . .

In order to make financing your wonderful, new American-Standard Kitchen as easy as possible, here are 8 ways of paying which you might consider.

1. **The Bank**—With the necessary security in property, insurance or stocks and bonds, you may arrange a low interest loan through your own bank.
2. **Refinanced Mortgage**—Often a home owner who has some of his mortgage paid can refinance through the same mortgagee.
3. **Open-End Mortgage With No Increase in Payment**—Perhaps, if enough of your mortgage is paid, you can borrow the cost of your new kitchen and add it to your mortgage by increasing the number of payments.
4. **Open-End Mortgage With No Increase in Time**—Another possibility is to increase the amount of each payment on your mortgage without increasing the time.
5. **F.H.A.**—You could take advantage of the National Housing Act, which insures private lending institutions against loss on loans for property repair and improvements, and borrow from a local financing institute.
6. **Time-Payment Plan**—If you have good credit and the ability to pay, you may want to arrange time payment financing through your dealer, bank or a finance company.
7. **Step-by-Step Modernizing**—You might prefer to remodel your kitchen a step at a time, paying cash as you go. American-Standard cabinets are constructed so that you can start with a few cabinets and add to them until the entire kitchen is complete.
8. **New Mortgage**—If you're buying a home that isn't complete, or building a new one, simply include the cost of your American-Standard Kitchen on your original mortgage.



KITCHEN IDEAS



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CALEDONIA, OHIO

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Better Homes & Gardens

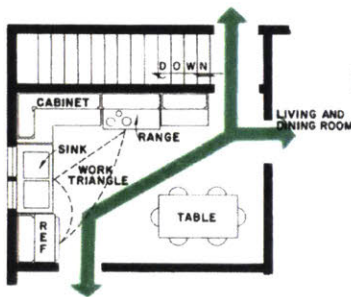
**IDEA
CENTER**
IDEAS FOR YOUR HOME

Your Kitchen --

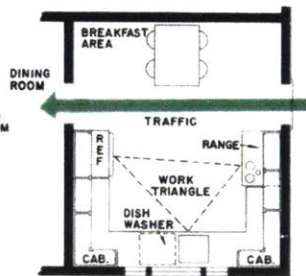
A MATTER OF TASTE . . .

Today there is a new trend in kitchens. Here in this most important room in the house new and amazing changes have taken place. Today's kitchen is more efficient, more functional . . . it is a warm, colorful area that helps make your house a home for family and friends.

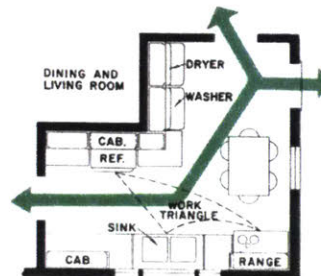
A major part of the thrill of having a new kitchen is having it personalized to your individual tastes and planned to save time and energy. Naturally, your kitchen basic plan will be determined by the space available but you need not miss any of the conveniences you really desire. With the kitchen units now on the market, you'll find that any style kitchen can be planned for real working ease and efficiency.



The work triangle in the L-shaped kitchen usually can be arranged for a minimum of interference. As laid out here, the traffic path skirts the triangle's edge.



A typical U shaped arrangement. There are a number of variations possible with the U, the L and the corridor. This design is a true step saver.



This "in-line" kitchen has a well arranged work area, and an alternate traffic path which by-passes interference during the busy hours of the day.

The kitchens illustrated on the following pages are examples of how imagination and good planning can give you a unit geared for modern living. Let us show you some of our new styling ideas and prove how easily and economically you can give your kitchen new life featuring up-to-the-minute conveniences and built-in advantages. Visit our office soon.

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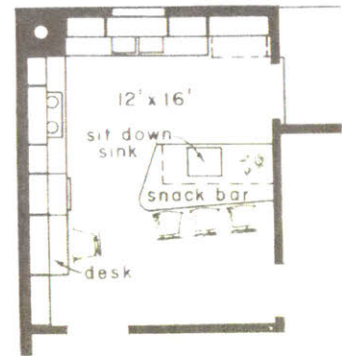


Basically L-shape in design, this beautiful kitchen is planned for real working ease and efficiency. Note how refrigerator, sink and built-in oven and range unit are all within a few steps of each other forming an easy-to-work triangle. Planning desk and work counter are other good points of this kitchen.



THE L-SHAPED KITCHEN PUTS SPACE TO GOOD USE

When only two walls are available for planning, you'll find the L-shaped kitchen a practical layout. With this arrangement, as in all well-planned kitchens, the traffic by-passes the storage, preparation and cooking centers. Efficient from any standpoint, the "L" works well with breakfast bars and kitchen-dining arrangements of many types.





Here is an example of how imagination and good planning can give you a modern take-it-easy unit. Notice the counter with table top range—a wonderful feature. Pass-thru to dining area is a real step-saver, too. Basically this is an L-type plan which permits work to flow smoothly and easily from food preparation to serving center.



Recessed lighting over the sink, natural wood cabinets and attractive decorating ideas give this room a home-like quality of warmth.





The unmistakable look of luxury is reflected by the sculptured cabinets featured in this L-shaped kitchen. Convenient breakfast bar is ideal for snacks and informal dining.



Where space is a problem, this functional straight-line kitchen will work like a dream. Pantry cabinets at rear of sink and counters form a handy storage area—dramatic styling. Built-in lights save space, ease work.



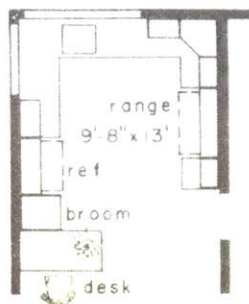


Today there is color, color and more color in the modern kitchen. Look how patterns are used on the walls and at the window to brighten this room.



LOOK TO THE "U" FOR AN EASY-WORKING ARRANGEMENT

The U-shape continues as a big favorite with many of today's homemakers because it permits work centers to be brought closer together. Traffic is eliminated in the main working area, counter space is continuous and adequate storage is provided at each work center. Another advantage—a "U" adapts easily to fit individual needs.





Drab, dull kitchens are a thing of the past. Bold use of color adds distinction and makes this U-type kitchen a bright and pleasant place to work. Pass-thru links kitchen and dining room.



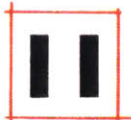
Wood is used to give smooth, modern appearance with natural warmth to this "U" kitchen. Built-in oven, table top range and dishwasher save time and effort.

Below, nook eating area is just a few steps from the food preparation center. Note spindle support which goes clear through table, and which is also a decorative piece.



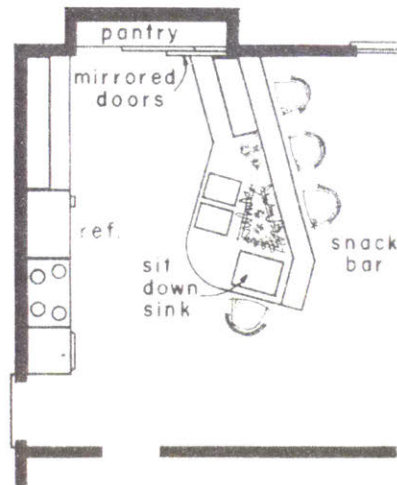


Mirror wall glides open to reveal major cabinet storage and when closed serves to enlarge and brighten kitchen and adjoining area. Built-in dishwasher, double bowl sink and sit-down sink are included. Bright colors, counter-top planter and hanging lamp accent the pleasing decorative scheme.



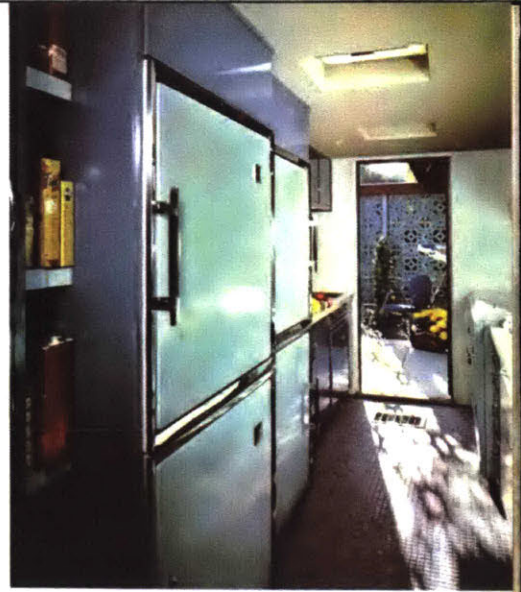
**CORRIDOR-TYPE or
"IN-LINE" KITCHEN**

The corridor plan is also a great step-saver and is ideal for a long, narrow space. It works best with sink and range on opposite walls to form an efficient work triangle between these units and the refrigerator. If through-traffic will be a problem in your home, the range, sink and refrigerator can be arranged along one wall to insure a relatively traffic-free work area. Also, don't forget that corridor kitchens are best suited for making an end-of-the-room eating area.

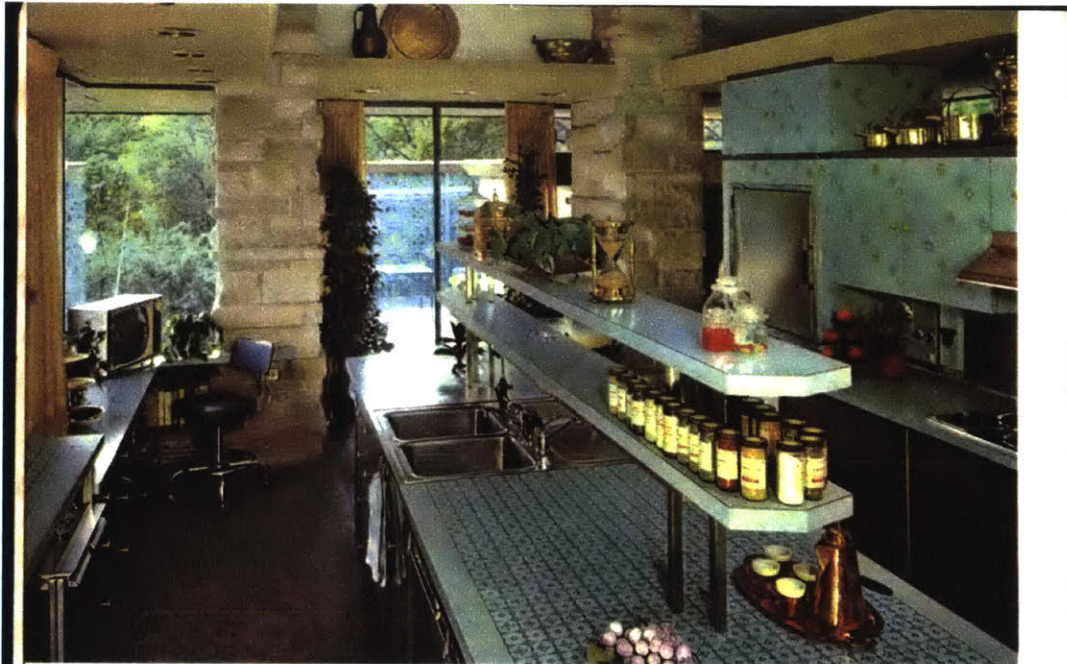




Why not put your kitchen in a casual living setting—adjacent to the patio. You'll find it's real handy for outdoor serving.



Here's another example of how kitchens and terraces form a natural partnership. Breakfast bar, planning desk and the bold use of color give the desirable "this-is-it" look.

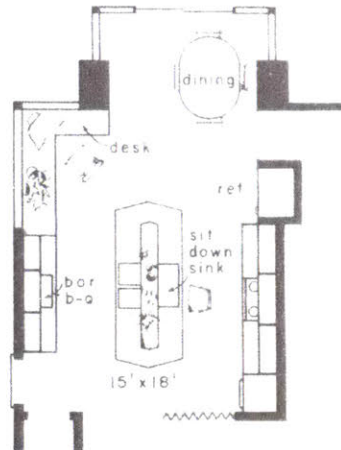


Souffles or sandwiches—fixing snacks or full meals can be fun in this efficiently arranged kitchen. The island work counter actually stretches the space allotted to the room, yet it saves steps, too. Decorating scheme is unusual and stunning.



**ISLAND KITCHEN FURNISHES
A WORK SPACE IN THE
CENTER OF ACTIVITY,
ELIMINATES RUN-AROUND**

Peninsula sets off kitchen. In this case there are two of them—freestanding range and counter forming a close working arrangement. Overhead ventilator traps cooking odors, steam and grease.



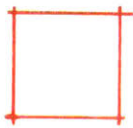


A kitchen planned for separation of activities. Peninsula work center and cooking top island organize this kitchen into work center and eating area.



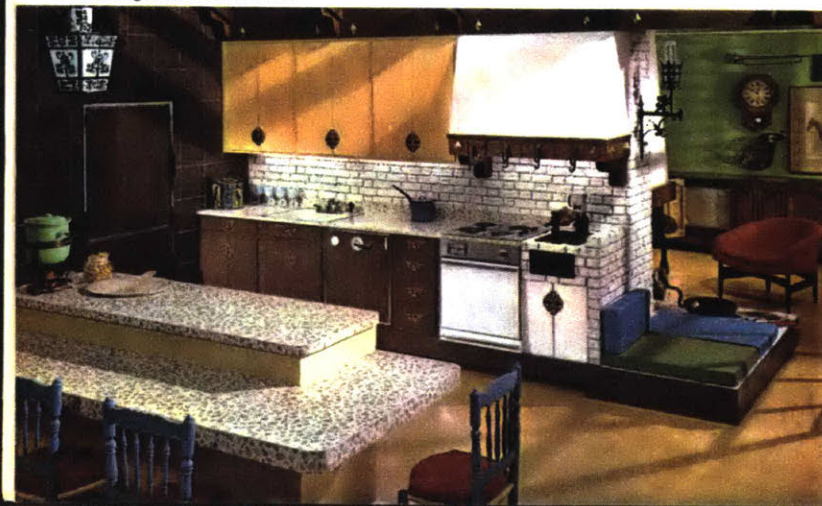
The main activities, cooking, mixing and salad-making, and cleanup have their own definite locations in this ultra-modern kitchen. Specific jobs are done quickly and well, thanks to the splendid coordination of equipment.





**OPEN PLANNING PROMOTES A FEELING OF SPACE . . .
CREATES A ROOM WITH A FRIENDLY, INVITING WARMTH**

Open for business and pleasure—this bright, airy kitchen is designed for enjoyment by family and friends. The adjoining activity room makes this corner of the house the family center for food and fun. Note the sharp contrast in decorating colors and materials.

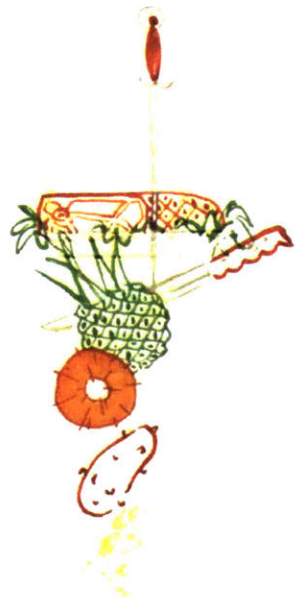


Left
A really novel idea—a second kitchen added to the porch next to the patio. Meal preparation is not isolated to a closed room away from all the fun. As the place to prepare food while entertaining, this second kitchen is the answer.

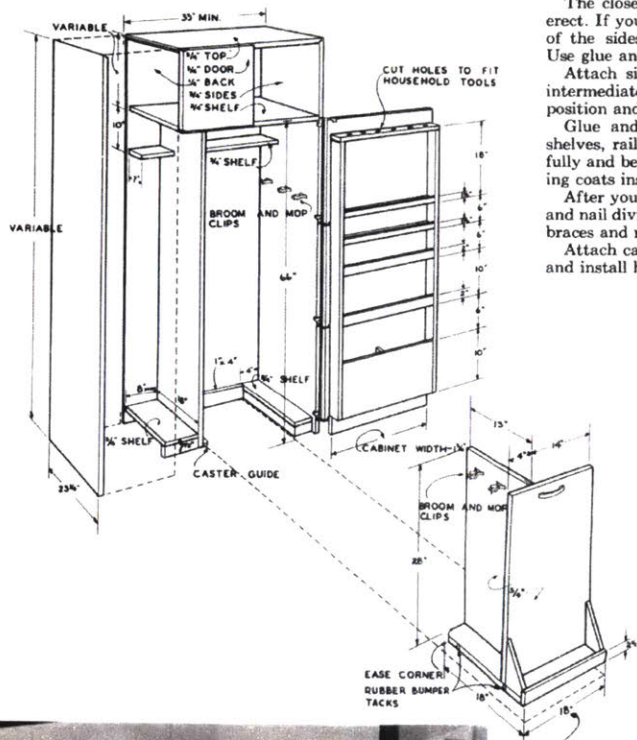


White is right for a bright airy feeling, and as a cheerful accent with any kitchen color scheme. Special touches make this an appealing work place—illuminated pantry cabinets between base and wall cabinets form a handy storage area; pass-thru to dining area makes serving and cleanup an easier task.

Even the cook comes to the party when the kitchen is open to the family room dining area. There is an uninterrupted view from the family room to the kitchen, yet the sink peninsula between the two areas assures protection for meal preparation in an out-from-underfoot area. This peninsula doubles as a buffet serving counter, too.



Utility-Closet Cleaning Cart



All cleaning equipment and supplies are out of sight, yet this compact cabinet provides a convenient place for everything required. The unique cleaning caddy saves steps and waste motion by taking cleaning materials right to the job.

Let the space you have and the items you wish to provide govern any variable dimensions. Cut all structural panels and frames to size, sand edges and check fit.

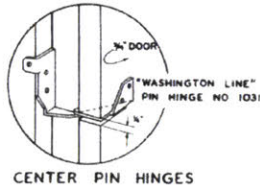
The closet may be assembled flat on the floor or erect. If you assemble on floor, be sure the diagonal of the sides does not exceed your ceiling height. Use glue and 6d or 8d finish nails at all joints.

Attach sides and partitions to top, bottom and intermediate shelves; then attach back. Move into position and level base if the floor is uneven.

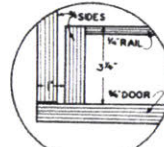
Glue and nail frame around door, then install shelves, rails, and hang. Prime all door edges carefully and be sure to apply an equal number of finishing coats inside and out.

After you cut cart parts to size it is easiest to glue and nail divider panels together, then attach bottom, braces and rail.

Attach casters, finish entire unit as recommended and install handles, clips and other hardware.

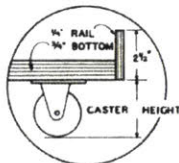


CENTER PIN HINGES

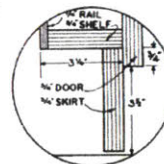


DOOR DETAIL

WIDTH MAY BE INCREASED TO 21\"/>



CART BOTTOM



DOOR BOTTOM DETAIL



Hanging Dish Cabinet

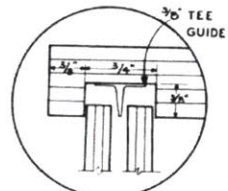
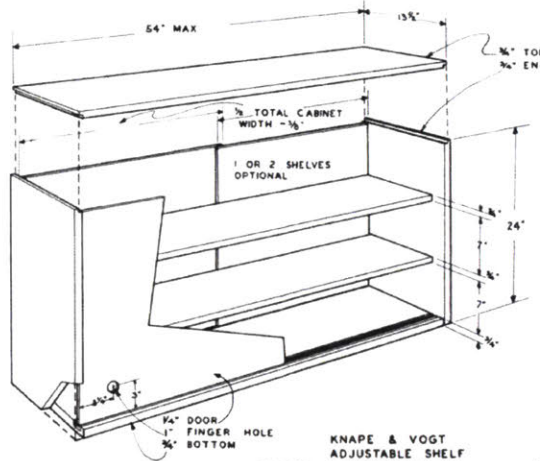
You literally pluck storage space that did not exist from mid-air when you hang this cabinet. In addition to its handsome, modern appearance and simple construction, sliding doors on both sides make it most convenient and accessible.

Cut all parts to size, adjusting dimensions to conform to your space and the optional construction details you decide to follow. Grain directions of face plys should run vertically in ends and doors; from end to end in top, shelves and bottom.

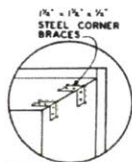
Sand edges and fit parts together carefully. Assemble with glue and 6d or 8d finish nails.

Note the vertical dimension on the sliding doors, which permits them to be removed. All edges of doors should be sealed well against moisture and both front and back faces should receive the same number of finish coats.

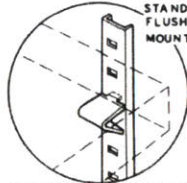
Finish cabinet as recommended and install with hanging straps or by driving screws through top into ceiling or exposed beam.



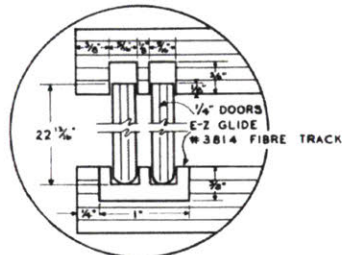
ALTERNATE DOOR TOP DETAIL



ALTERNATE TOP CORNER DETAIL



OPTIONAL ADJUSTABLE SHELF DETAIL



SLIDING DOOR DETAIL

it's simple..it's easy..it's fun...

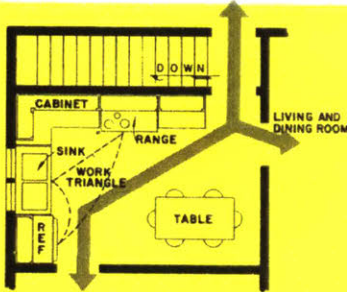


TO PLAN A KITCHEN TO MEET YOUR INDIVIDUAL NEEDS

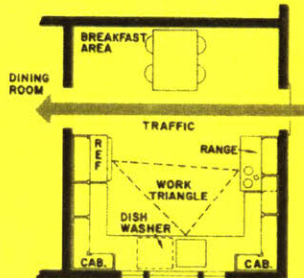
You, too, can plan a new kitchen. Simply choose the basic plan that meets your individual requirements and *let yourself go!*

The size, shape, location of doors and windows and the amount of wall space available are, of course, factors that will determine the organization of your kitchen. But regardless of size or shape . . . you can plan your kitchen for real convenience.

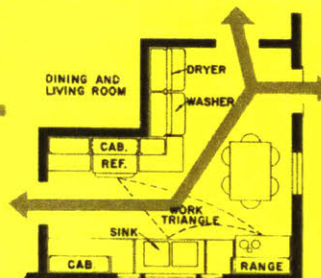
Start with the handy check list below. Then use the cutouts of kitchen cabinets, mechanical equipment and grid featured on the adjacent page. Drawings are 1/4" scale and designed to help you picture your new kitchen layout.



The work triangle in the L-shaped kitchen usually can be arranged for a minimum of interference. As laid out here, the traffic skirts the triangle's edge.



A typical U-shaped arrangement. There are a number of variations possible with the U, the L and the corridor. This design is a true step saver.



This "in-line" kitchen has a well arranged work area, and an alternate traffic path which by-passes interference during the busy hours of the day.

DIMENSIONS _____ X _____	WALL CABINETS	APPLIANCES
DINING SPACE _____ X _____	Wood _____	Gas _____ Electric _____ Color _____
LAUNDRY FACILITIES	Metal _____	Built-in Range _____
_____ Kitchen _____ Basement _____ Utility Room	Color _____	Standard Range _____
TYPE	BASE CABINETS	Drop-in Burners _____
Corridor _____	Wood _____	Built-in Oven _____
U-Shape _____	Metal _____	Refrigerator _____
L-Shape _____	Color _____	Freezer _____
Other _____	COUNTER TOP	Dishwasher _____
STYLE	Material _____	Disposal _____
Contemporary _____	Color _____	Washer _____
Colonial _____	Metal Edge _____	Dryer _____
Other _____	Prefomed Edge _____	Hood _____
FLOORS	SINK	Fan _____
Material _____	Material _____	BASIC CHANGES REQUIRED
Color _____	Color _____	Plumbing _____
CEILING	Single Bowl _____	Heating _____
Material _____	Double Bowl _____	Electrical _____
Color _____	LIGHTING	Structure _____
DOORS	Fluorescent _____	CEILING HEIGHT _____
Existing _____	Regular _____	SOFFIT
New _____	Style _____	Normal _____
Type _____	SPECIALTY ITEMS	None _____
WINDOWS	Pass-thru _____	Lighting _____
Existing _____	Lazy Susan _____	Storage _____
New _____	Desk _____	MISCELLANEOUS
Style _____	Bulletin Board _____	Hardware, etc. _____
CABINETS	Shelves _____	
Job Built _____	Divider _____	
Factory Built _____	Pan Racks _____	
	Other _____	

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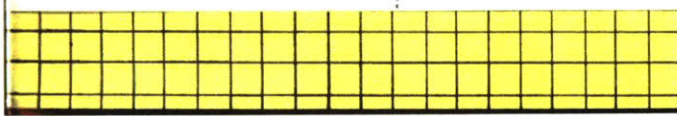
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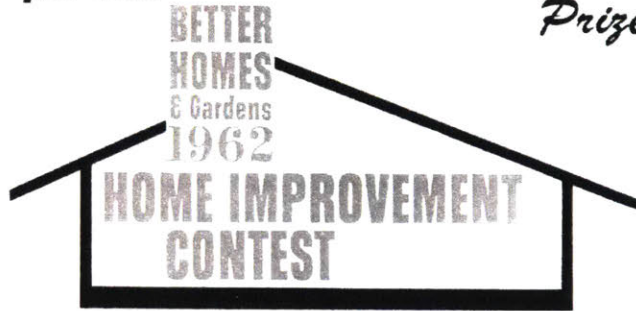
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Don't miss this golden opportunity. The 1962 Home Improvement Contest is open to all families improving their homes in 1962 . . . January 1, through December 31.

ALL PROJECTS ARE ELIGIBLE

Any improvement to the home and surrounding property can be entered. The rules and judging are designed so that the size and cost of a project will not be a biasing factor. All entries will have an equal chance to win.

FOUR DIVISIONS

There are four divisions in the contest: exterior, interior, additions and kitchen-utility area. Best of all, you are not limited to one division only; as an entrant you may enter one or more divisions.

Don't miss this golden opportunity — mail the contest entry form now. But don't stop there let's work together . . .

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HOME IMPROVEMENT CONTEST ENTRY FORM

Please enter me in the 1962 Home Improvement Contest. Send me my free remodeling kit, final entry form, complete contest rules, and list of other helpful idea booklets.

Name _____
(please print)

Address (Number and Street) _____

City _____ Zone _____ State _____

I have checked below the division or divisions that I intend to enter

Interiors Exteriors Additions Kitchen-Utility

Contest closes December 31, 1962. It is not necessary to buy a copy of Better Homes & Gardens to enter this contest.

Style _____

CABINETS

Job Built _____
Factory Built _____

MISCELLANEOUS

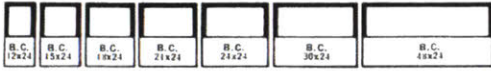
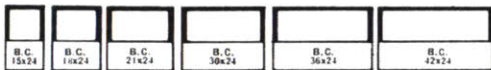
Pan Racks _____
Other _____

MISCELLANEOUS

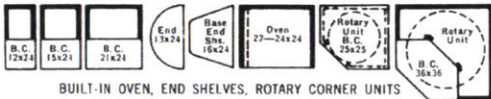
Hardware, etc _____

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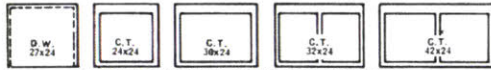
Use this grid in planning your new kitchen or in modernizing your present kitchen. Each of the squares on this page represents an area one foot square. The lines are 1/4-inch apart. Therefore, your drawing will be made at a scale of 1/4-inch equals one foot, which is the same scale as cabinet and equipment cutouts on this page. First step is to draw in the enclosing walls, then locate doors and windows of your kitchen, according to the scale. Next, with the aid of the scaled cutouts and information, suggestions and pictures in this book, group the various elements to form your own "dream kitchen." The cutouts conform to standard-sized cabinets and appliances but before finalizing your kitchen plan, check dimensions of all units you select with your dealer.



BASE CABINETS (B.C.) WITH WALL CABINETS ABOVE



BUILT-IN OVEN, END SHELVES, ROTARY CORNER UNITS



DISH WASHER (D.W.), COUNTER TOP SINKS (C.T.)



STOOLS



CHAIRS



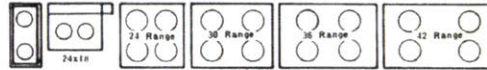
CABINET SINK UNITS (C.S.)



UTILITY CABINETS (U.C.), WASHER, DRYER



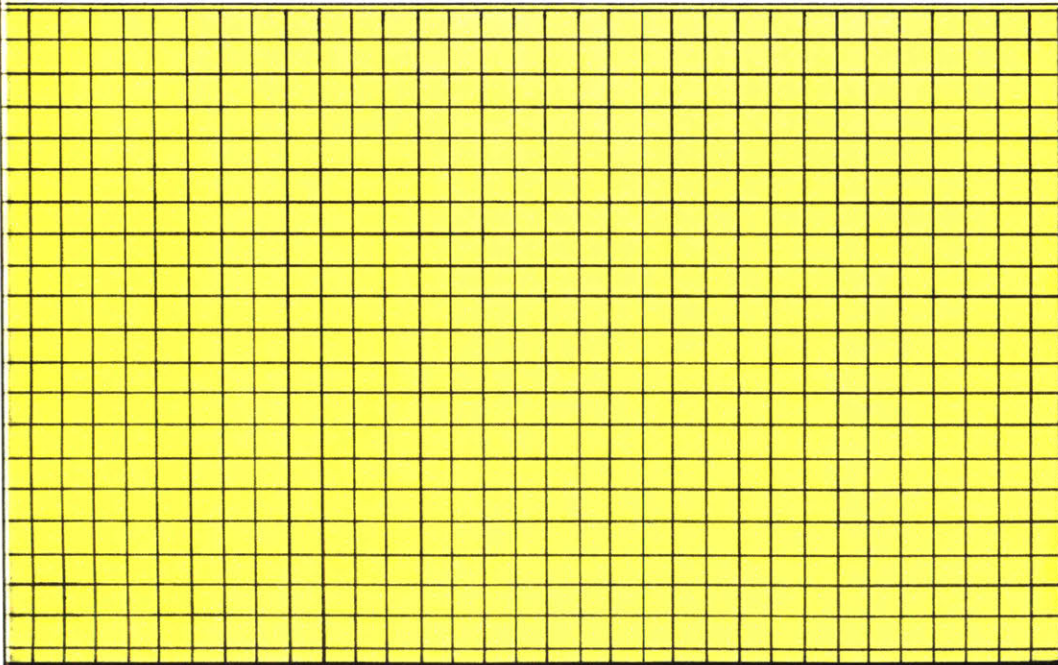
REFRIGERATORS



RANGE UNITS



LAUNDRY TUBS, TABLES, FREEZERS



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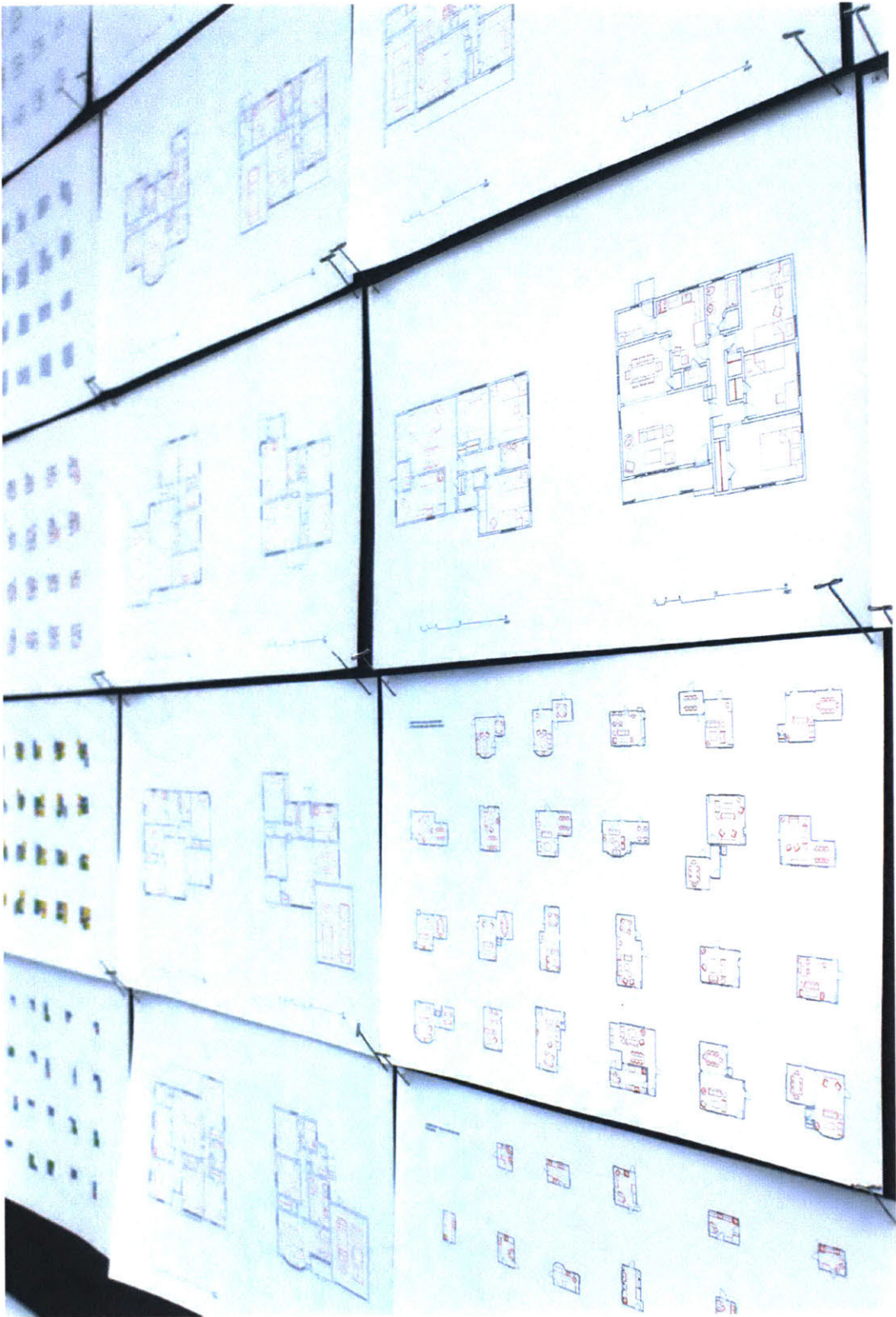
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*Beyond
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