

A Catalogue of Vintage “House Plan” Ephemera

*“To Every Wise Man and Woman Comes the Natural Desire to Own a Home”**



*“No man,” said Herbert Hoover, “ever fought for his boarding house.”***

Oldimprints.com is pleased to offer a catalogue of house plan booklets and brochures dating from the early 1900s through the 1950s. These “pattern books,” depicting a home’s exterior together with detailed floor plans and enticing descriptive paragraphs, feature page after page of designs for homes both large and small. The images and evocative language employed in the catalogues and brochures engaged the imaginations of readers of an earlier era as they pondered the virtues or liabilities of individual designs. Insidiously, the dream of home ownership took hold.

In “Building An American Identity,” architectural historian Linda E. Smeins writes that “pattern books,” offering house plans for purchase, emerged as a lucrative industry in 19th century America and, as a result, “pattern book designs and pattern-book-inspired houses were built up and down both coasts and across the North American continent.” Smeins further observes that “pattern books were products of their time, and the language used in their introductory commentaries and house design descriptions adroitly supported those precepts which...were inherent to a democratic system. Hard work and success were moral imperatives and both became manifest in home ownership. From this belief, the virtue of American people, thus of the nation, was founded in the home and held strong by the homeowner” (19). Text in a 1911 house plan booklet piously opined: “As a tree rooted in rich soil grows straight and strong, so a family grows to sturdy manhood and true womanhood in the attractive...surroundings of a Home.... (Item 51415).

Qualities Smeins identifies, patriotism and moral rectitude, continued to be regarded as attributes of home ownership throughout the twentieth century. A home plan catalog from the 1920s unambiguously asserts: “Home reflects character. More, it moulds character. Home is the image of thought, exposed, inviting the gaze of the world. As your home is, so are you. Then make your home as you want to be—in good taste, dignified, ennobling, to be admired” (Item 51326).

Yoked to the concept of home ownership was a concurrent belief, observes Smeins: “A true American lived in a suburban home in a community having the cultural and economic advantages of a city and the neighborhood familiarity of a village” (61). Indeed, the home plan booklets of the twentieth century, and particularly those from the 1950s onward, endorsed the idea of suburban living, picturing in leafy surrounds a variety of dwellings that, by mid-century, had become the sprawling “ranch homes” that featured two-car garages housing vehicles essential to lives shaped by commuting and trips to the mall (see Item 51417).

Responding to an ever increasing demand for affordable homes, there emerged very early in the 20th

century an innovative business concept distinct from that of home plan purveyors who offered building plans for on-site construction. Historian Alan Gowans writes in “The Comfortable House” that a major new industry was pioneered by the Aladdin Company of Bay City Michigan, founded in 1904. Gowans observes of this new-concept firm: “Aladdin supplied, systematically and on a large scale, complete houses that could be ordered by mail and shipped by rail for on-the-spot assembly by amateurs” (48) (see Item 51389 from 1916.). Other “complete house” firms followed suit, with major retailers such as Sears Roebuck and Company and Gordon-Van Tine offering “Readi-Cut Houses” to be constructed from pre-cut lumber and containing, in a single package, all necessary building materials (heating and plumbing fixtures extra). As was the case with other pattern books, these homes were ordered from attractively illustrated catalogues featuring detailed floor plans and engagingly written descriptive paragraphs (see, for example, Item 49987).

The house plans booklets and brochures offered in the present catalogue have been gathered over a period of years and provide insight into firms that, as Smeins notes, “directed most of their business to those who would aspire to the American dream of achieving not only home ownership, but ownership of a house which was of a particular status-communicating type.” (99) The concept of 20th century “pattern book” ephemera as signifiers of evolving social and moral imperatives is one of the more intriguing derivatives of these engaging vintage brochures and booklets, and is surely an area of investigation warranting further study.

The catalogue that follows is organized by decade, with the earliest material dating from the 1890s while the most recent items are dated 1958.

Craig Clinton & Elisabeth Burdon

June 2014

*Quoted from Item 50011, title page.

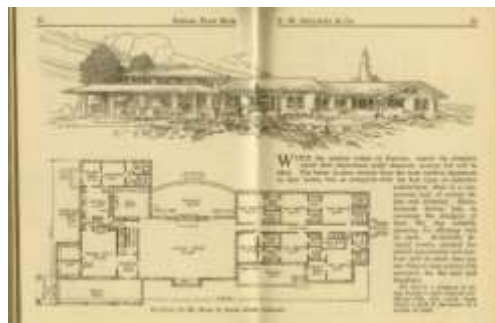
**Quoted from item 51327, page 6.

Bibliography:

Gowans, Allan. The Comfortable House. Cambridge, MA: MIT Press, 1987.

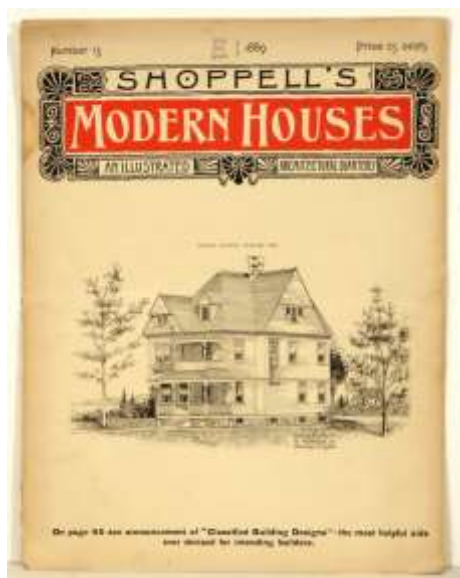
Reiff, Daniel D. Houses from Books: Treatises, Pattern Books, and Catalogs in American Architecture, 1738-1950. University Park, PA: Pennsylvania State University Press, 2001.

Smeins, Linda E. Building an American Identity. Walnut Creek, CA: AltaMira Press, 1999.



See item #51400

1880s AMERICAN VICTORIAN HOUSE PLANS



Shoppell's Modern Houses. An Illustrated Architectural Quarterly.

Black and white illustrations with house plans, xi+74-96pp, 14 x 10 3/4 inches, pictorial paper wrappers. Front cover detached along spine, rear cover starting to detach; short edge tear to fore edge throughout but well outside text/image, interior in good, clean condition. The Co-Operative Building Plan Association, Architects. New York. 1889. (No. 13 July, August, September).

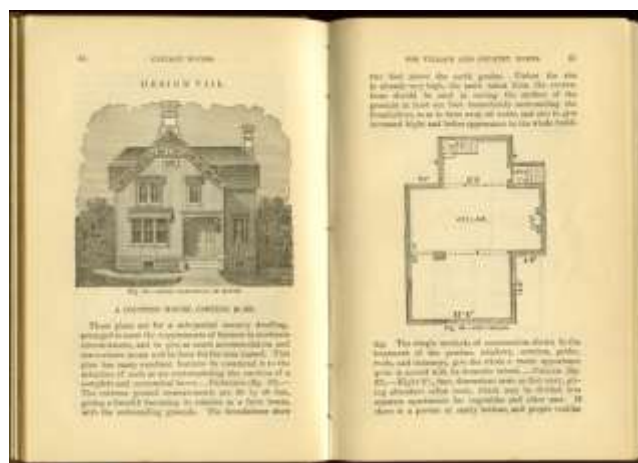
In his fascinating study, "Houses from Books," Daniel Reiff writes: "Shoppell issued low-cost catalogues of a wide range of house designs, from which one could order drawings and specifications at reasonable rates.... Shoppell's 'Modern Houses' began in January 1886 and ran for twenty-two years, until it became a monthly magazine ('Shoppell's Homes--Decorations--Gardens'), which did not sell mail-order house plans" (p.11). The present issue (No. 13) depicts, through line drawings and floor plans, homes ranging from modest to opulent; also business

premises and an extraordinary two page design for a large hotel at Newport, RI. Extensive period advertising (Porcelain lined Iron Bath Tubs from Standard of Pittsburgh, asbestos pipe coverings, metal shingles, etc.) with a Classified List of Advertisements with headings including Earth Closets, Metal Roofing and Wood Working Machinery. An uncommon publication; WorldCat lists broken runs at a number of libraries. [Stock #51516] US\$ 110.00

Reed, S. B. (architect). Cottage Houses for Village and Country Homes. Together with Complete Plans and Specifications. Cover title: Cottage Houses.

Black and white illustrations and floor plans, decorative endpapers, 136 pp plus 8 page listing of additional titles, index, 7 1/2 x 5 1/4 inches, gilt lettered pictorial embossed cloth covered boards (hardbound). Covers lightly worn with a few small marks, previous owner's name in ink on front endpaper and very lightly in pencil on title page; interior in very good, clean condition. Orange Judd Company. New York. 1895.

Twenty two plans for homes costing between \$200.00 (A Summer Cottage) and \$5,000.00 (Modern Cottage Containing Eleven Rooms) are described and illustrated; elevations and floor plans are provided, offering an intriguing pictorial and textual profile of late 19th century home designs of widely differing cost. A most interesting book. Very good clean condition. [Stock #51396] US\$ 95.00



1900s HOUSE PLANS



The Radford Ideal Homes.

Black and white illustrations, 72 pp, index, embossed red-lettered cloth covered boards (hardbound). Tight text block with firm binding although separation of paper along front and rear hinge of covers. Covers lightly worn and a trifle soiled, 1/8 hole with thread to upper left corner (for hanging), pencil notations to endpapers and on several plans pages, 3 inch tear (repaired) to one page, faint soiling to a few pages, missing rear free endpaper, still overall a good copy. The Radford Architectural Company. Chicago. 1900.

Each page features a detailed architectural rendering of a single house with its floor plan below the image (many are signed "W. H. Schroeder, Archt."). Additional plans for stores (with a second floor apartment), churches, barns, warehouses, etc. The Index lists the design numbers with an Estimated Cost for building the house (from about \$500 to \$3500) plus price of the plans and specifications. The Harry Ransom Humanities Research Center lists a third edition from 1900 but no record of a library holding a fourth edition was found. A scarce and

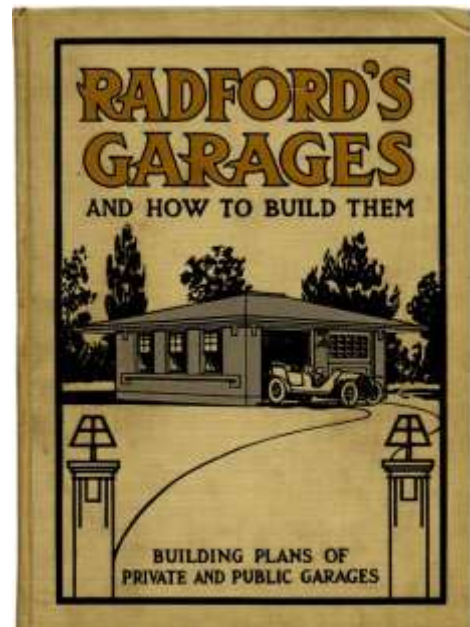
interesting compendium of Victorian American architecture. [Stock #51583] US\$ 135.00

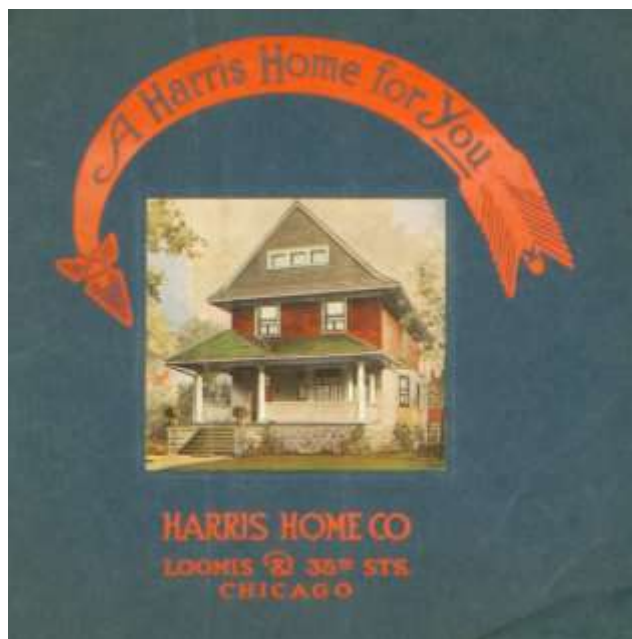
1910s HOUSE PLANS

Radford, William A. (selected and compiled by). **Radford's Garages and How to Build Them.**

Black and white illustrations with floor plans, 108 pp plus ads, index, color pictorial embossed cloth covered boards (hardbound). Covers lightly soiled with bump to upper right corner, previous owner's name neatly on front endpaper, occasional faint mark within. Copious Radford advertising at rear. Overall a very good copy. The Radford Architectural Company. Chicago. Copyright 1910.

A most interesting illustrated book featuring all manner of garages. Design No. G-154 covers all bases: the garage provides space for the motor car as well as accommodations for a horse and space for a carriage -- not to mention the "Mans Rm" -- living quarters for the chauffeur/mechanic. This latter feature appears in many of the garage plans, indicating the need for an employee knowledgeable in the operations and maintenance of the relatively "new-on-the-scene" horseless carriage. Book in very good condition. [Stock #51514] US\$ 185.00





A Harris Home for You.

Unpaginated booklet [40pp], 9 7/8 x 9 7/8 inches; color illustrations of 15 homes with black and white floor plans below; 5 pp. of "add-ons" (bathroom fittings, heating "outfits," grills, buffets, doors, etc.) Color pictorial paper label on thin card wrappers. Covers detached from text block; cover edges lightly worn with a few chips, two soft vertical creases (apparently from being rolled so as to be clutched in the hand), light to moderate damp stain to lower right corner throughout (3.25 inches on the diagonal). Harris Home Co. Chicago. 1912.

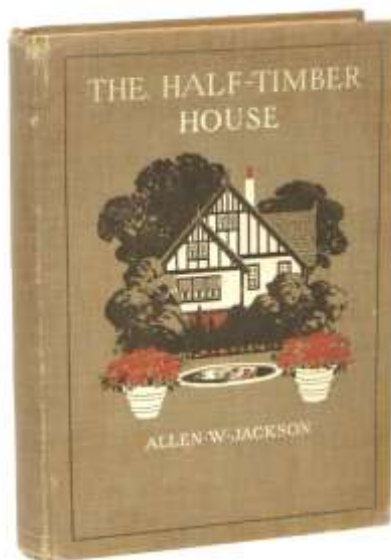
Booklet features large color images of homes with a list of "extras" below (hot water heating; steam heating; etc.). On opposing page, descriptive text (cost; description of structure with dimensions; special features and detailed description of materials, etc.). The buildings, including the bungalow and "semi-bungalow"

tend toward moderate cost, with prices ranging between \$564.00 and \$1425.00. Harris evidently acquired all the assets of the Chicago House Wrecking Co. in 1913, the year of this catalogue. The stated aim of the company "is to give you complete satisfaction in furnishing you the material to build a home within your means and under conditions and terms so liberal as to excel any other proposition you can possibly secure." An important ephemeral reference relating to the "ready-made" housing industry in Chicago, with enticing color images and particularly detailed information. Presumably uncommon; there are no WorldCat listings for the item. Good condition, with faults noted. [Stock #50011] **US\$ 225.00**

Jackson, Allen W. The Half-Timber House. Its Origin, Design, Modern Plans, and Construction.

Black and white double-sided plates, 115 pp in color pictorial cloth covered boards (hardbound) 10 x 7 1/2 inches. Light wear to covers; lettering on spine faded; occasional very light foxing to photo illustration and page opposite; otherwise good condition. The most attractive color cover illustration has a couple of light spots. McBride, Nast & Company. New York. 1912.

Topics covered include English and American House Plans; How to Plan the House; Methods of Construction; Exterior Details; Interior Details; etc. Attractive full page photographic illustrations; inset diagrams and floor plans, etc. An informative first edition in good condition. [Stock #51322] **US\$ 55.00**





West Coast Bungalows.

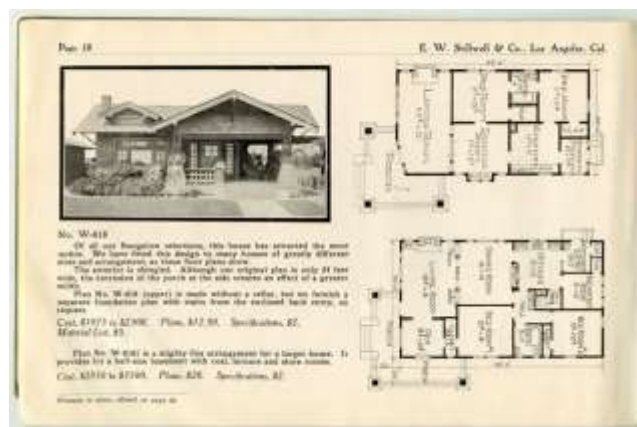
Booklet, black and white photo illustrations and floor plans, 58 pp, 6 x 9 inches, in paper wraps. Light pencil on front cover. Minuscule tears (an eighth to a quarter inch) on free end of six (double-sided) pages. NOTE: One double-sided page (p.23/24) is missing and is here reproduced in facsimile from the edition of 1912 which uses the same pagination as this booklet. Four very tiny holes on one sheet of the text-only centerfold. An extremely scarce publication in good, clean condition. E. W. Stillwell & Co. Los Angeles. No date. Ca. 1913. E. W. (Elmer Wendell) Stillwell, a native of South

Dakota, established an architectural firm in Los Angeles in 1906. He actively promoted the bungalow style home with two house plan booklets, "Little Bungalows" and "West Coast Bungalows." The booklet is prefaced by a poem by Ethel Brooks Stillwell ("With Apologies to Kipling") entitled "Age of the Bungalow." On the page following the poem Stillwell quotes "a prominent Eastern architect visiting Los Angeles" as follows: "It is conceded that in one line of construction, namely, comfortable and unpretentious dwellings for the man of moderate means, Southern California and particularly Los Angeles, leads the world. A unique and altogether charming type of architecture has been developed in and about this city." There follow 50 pages of bungalows of various sizes, illustrated with photographs and floor plans. In the central section of the booklet Stillwell writes at great length on the suitability of the bungalow for all regions of the country, no matter what extremes of weather may prevail, while on the booklet's last page Stillwell observes: "Home-planning and home-building are fine arts. It is well within the truth to say that in this respect this city is fully twenty-five years ahead of any other. Our reason for mentioning this is to show you that we have first-hand opportunities to observe and keep ahead with the latest ideas, selecting the best, by which you will profit. Southern California homes are models for the world." Interesting (and laudatory) paragraphs titled "The Part Women Play in the Building of Homes." An uncommon house plan booklet with fault noted. [Stock #48529] **US\$ 285.00**

West Coast Bungalows.

Booklet, black and white photo illustrations and floor plans, 64pp, 5 3/4 x 8 3/4 inches, in paper wraps. Previous owner's name in ink on front cover, soft bump to lower right corner. An extremely scarce publication in good, clean condition. E. W. Stillwell & Co. Los Angeles. No date. Ca. 1914.

E. W. (Elmer Wendell) Stillwell, a native of South Dakota, established an architectural firm in Los Angeles in 1906. He actively promoted the bungalow style home with two house plan booklets, "Little Bungalows" and "West Coast Bungalows." The booklet is prefaced by a poem by Ethel Brooks Stillwell ("With Apologies to Kipling") entitled "Age of the Bungalow." On the page following the poem Stillwell quotes "a prominent Eastern architect visiting Los Angeles" as follows: "It is conceded that in one line of construction, namely, comfortable and unpretentious dwellings for the man of moderate means, Southern California and particularly Los Angeles, leads the world. A unique and altogether charming type of architecture has been developed in and about this city." There follow 50 pages of bungalows of various sizes, illustrated with photographs and floor plans. In the central section of the booklet Stillwell writes at great length on the suitability of the bungalow for all regions of the country, no matter what extremes of weather may prevail, while on the booklet's last page Stillwell observes:



"Home-planning and home-building are fine arts. It is well within the truth to say that in this respect this city is fully twenty-five years ahead of any other. Our reason for mentioning this is to show you that we have first-hand opportunities to observe and keep ahead with the latest ideas, selecting the best, by which you will profit. Southern California homes are models for the world." Interesting (and laudatory) paragraphs titled "The Part Women Play in the Building of Homes." An uncommon house plan booklet. [Stock #51405] US\$ 375.00



White Pine in Home-Building.

Booklet, black and white illustrations of homes accompanied by floor plans, 34pp, 11 x 8 inches, pictorial paper wrappers. Covers starting to come loose and lightly soiled with a few edge tears and two archivally repaired tears on the right entering the cover image; faint foxing to half-title page; damp stain 1/2 inch in height (or less) across bottom of booklet, chiefly evident on cover--much less so on interior pages. White Pine Bureau. Saint Paul, MN. Copyright 1915.

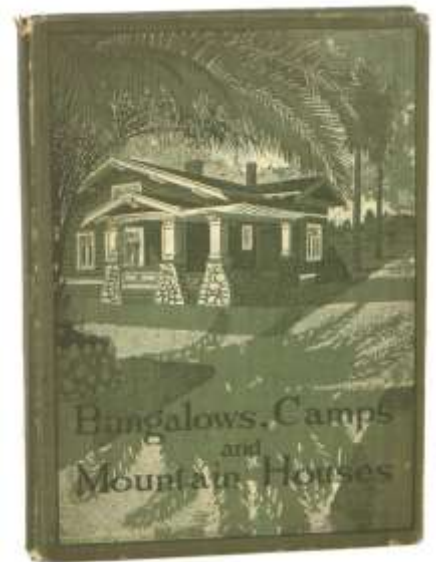
The Foreword states: "The purpose of this booklet is to bring to the home-builder a better knowledge of this remarkable wood..." The first chapter is titled "White Pine's Romantic History"; Early American homes (many in Massachusetts) in which white pine figured are pictured and discussed: these include The Old Fairbanks House (1636); Isaac Royall House (1732); the Savory House at Groveland (1750); the Longfellow House at Cambridge (1759); and many more. A further chapter discusses the availability and costs of white pine, while the remainder of the book pictures and discusses

contemporary homes built with white pine. A most interesting and detailed booklet, with numerous photographs of vintage and contemporary white pine dwellings. [Stock #51423] US\$ 60.00

Comstock, William Phillips (compiled by). Bungalows, Camps and Mountain Houses.

Black and white photo illustrations, plus line drawings and floor plans, featuring bungalows primarily. 125 pp, pictorial embossed cloth covered boards (hardbound). Corners lightly bumped or abraded; chipping at top and bottom of spine; faint soiling to back cover; long-ago price in blue pencil on verso of front cover; contents in good condition. The William T. Comstock Co. New York. Copyright 1915.

The book is self-described as "Containing a large variety of designs by many architects showing homes in all parts of the country, many of which are suitable only for summer use while others are adapted for permanent residence. Camps, hunting lodges and log cabins are also presented, suggesting designs for vacation dwellings in woods and mountains." The book features a number of buildings designed by Philadelphia architect C. E. Schermerhorn, with elevations and floor plans; also a page depicting twenty two bungalow floor plans as conceived by Schermerhorn. A most interesting book with emphasis on the Bungalow as adapted for various regions of the United States, in overall good condition with issues noted. This is the second edition revised. [Stock #51385] US\$ 165.00





Aladdin Homes Built in a Day. Catalog No. 28. 1916.

Black and white and color photographic illustrations of Aladdin "Readi-Cut" homes, together with floor plans, several fold out illustrations in color, 117 pp, index, 8 3/4 x 5 1/2 inches, in heavy card wraps. Paper loss to entire spine, wear to covers with previous owner's name very lightly in ink on front cover, covers faded; interior in good condition but with a faint musty odor. North American Construction Company. Bay City, Michigan. 1916.

An early Aladdin brochure depicting numerous "built in a day" homes, both large and small. A number of homes pictured in color; each home photo-illustrated with accompanying floor plan. A most interesting

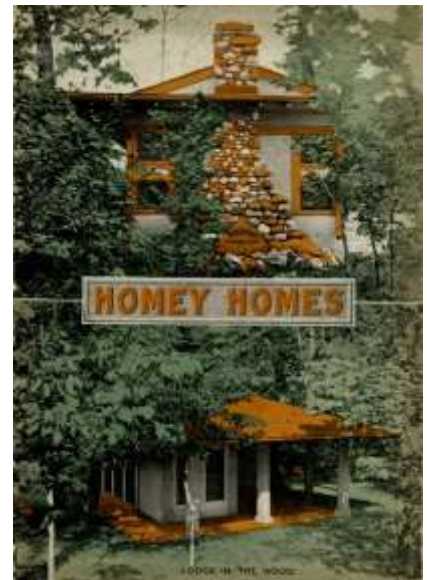
example of early Aladdin homes, with the bonus of well-illustrated sections advertising a variety of home-related products. Hence, separate sections on Aladdin interiors featuring Colonnades and Arches, Doors, Built-in Book Cases, Bath Room Cabinets and Medicine Chests, Buffets, Kitchen Cabinets, etc. Also, Dining Room and Living Room furnishings, plus "Modern Lighting Fixtures at Moderate Prices,"; Bathroom Fixtures (tub, sink, toilet); Aladdin Lead Paints ("Pick Your Favorite Color For Your Aladdin Home"); and separate sections on Additions (sleeping porches etc.) and "Sovereign Summer Cottages." An astonishing pictorial catalogue featuring all manner of home designs and the accessories that provide the finishing touches to the new Aladdin home. [Stock #51389] US\$ 245.00

1920s HOME BUILDING MATERIALS: STUCCO

Rocbond Exterior Stucco. Cover title: Homey Homes.

Booklet, black and white photo illustrations, color illustrations of differing stucco applications, 21 pp, 12 x 8 1/4 inches, color pictorial paper wrappers. Covers a trifle worn with faint soiling to edges, previous owner's name in ink on title page; folded center pages have come loose from staples; otherwise very good condition. The Rocbond Company. Harrisburg, PA. No date. Ca. 1927.

The "Homey Home," we are told at the outset, "is the nesting place where the family is founded and grows in snug comfort and secure protection. To Americans it means far more than the Arab's tent or the Indian's wigwam. For we are not nomads..." The booklet proceeds to picture and describe Rocbond Stucco when used in homes, churches, country clubs, apartments and hotels. The booklet abounds with testimonials from Rocbond users, and the varieties of stucco finishes appear in color on the booklet's last page. An interesting and well-illustrated booklet celebrating the glories of stucco, sadly unavailable to nomadic people. One WorldCat listing (Yale). [Stock #51413] US\$ 135.00



1920s HOUSE PLANS



Special Plans Stillwell Successful Homes.

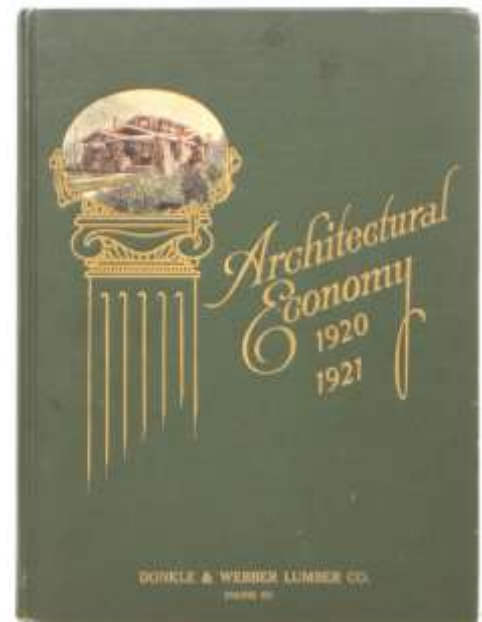
Booklet, black and white illustrations of homes accompanied by floor plans, 65pp, 7 1/4 x 5 1/4 inches, paper wrappers. Covers lightly worn; ink inscription "Residence Plans" on spine; faint musty odor; good, clean condition. E. W. Stillwell & Co. Los Angeles. 1920.

Stillwell comments on the firm's headquarters in Los Angeles in the Foreword to the volume: "Our location is an advantage to our correspondents, for we are able to give them the benefits of the latest ideas in homes - and California is said to be a quarter of a century ahead of the rest of the country in its home architecture, because of its ideal building conditions. California homes are models for all the world." An uncommon booklet (WorldCat lists only four library holdings) focusing on bungalow architecture as it was developing in the early decades of the 20th century. The centrefold illustration is of the "Residence for Mr. Bruce G. Eaton, Eaton, Colorado. [Stock #51400] **Sold**

Architectural Economy 1920 1921.

Color and black and white photo illustrations of homes accompanied by floor plans, pictorial endpapers, 105 pp, 12 x9 inches, color pictorial paper label on gilt lettered cloth covered boards (hardbound). Title and lumber dealer's name in gilt on front cover with vignette color pictorial paste-on illustration. Covers a trifle soiled, otherwise very good condition. Lumber Dealers' Service Bureau. Copyright 1920.

The book features a considerable number of bungalows and "bungalow-type" houses, each listing providing a color photograph of the house, a black and white photograph or sketch relating to the interior and a blueprint floor plan. The book is a formidable collection of homes, with an emphasis on bungalows. At rear are black and white photos of garden fixtures, pergolas and "summer houses" (benches with trellis fittings), and also garages, both single and double size. There is a small label attached to the front paste-down, presumably added by the lumber dealer: "Pick your home from this beautiful book - we furnish you with a blueprint free, and have a bill of material for every home shown, and can furnish you an estimate of the cost. If you wish any changes, we send your suggestions to our architects who make them in a scientific manner and return the blueprint in about three days...These are all practical homes, built within forty (sic) miles." An uncommon and impressively illustrated book offering interior as well as exterior views of each home; WorldCat lists six library holdings. [Stock #51517] **US\$ 185.00**





Better Built Homes. Volume VII.

Black and white illustrations of homes accompanied by floor plans on 17 double-sided 12 1/2 x 16 inch sheets folded in half, plus folded insert (16 x 24 3/4 inches), all loose inside color pictorial card covers. Covers lightly soiled and worn, ink notation and some soiling to one side of a folded insert, toning and short tears to upper edge of one sheet; otherwise very good.

Curtis Service Bureau. Clinton, Iowa. Copyright 1920.

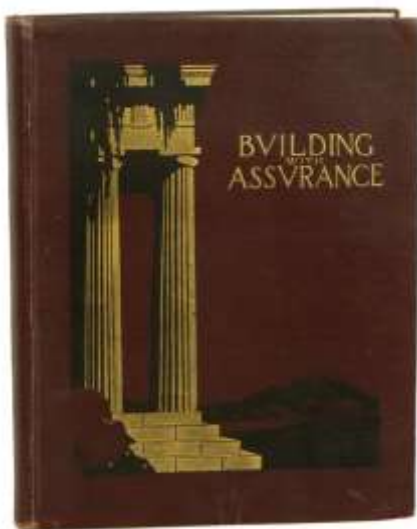
An extraordinary portfolio of house plans featuring an illustration of the home, floor plans, and images of interior details (cupboards, staircases, fireplaces, window treatments, etc.) gathered on loose sheets with different plans on each side. Very few WorldCat listings for this uncommon series.

An unusual and most interesting collection. [Stock #51424] **US\$ 145.00**

How to Plan Finance and Build Your Home.

Black and white illustrations of homes accompanied by floor plans, 155pp, 16 x 10 7/8 inches, color pictorial paper label on paper covered boards (hardbound) with cloth spine. Soiling to cloth spine; dampstain to 1 x 4 inch area at upper edge of approximately first 32 pages (mainly outside text and illustrations); otherwise good condition. Published for Southern Pine Association by Architects' Small House Service Bureau of Minnesota. New Orleans. 1920.

An oversize and handsomely illustrated volume picturing line drawings of homes together with floor plans and descriptive text. The house plans that dominate the volume feature homes modest in size: kitchen, living, dining room on the first floor and two bedrooms and bath on second, with variations in scale both up and down. Almost all the homes feature a basement. The last chapter in the book, "What Our Home Plans and Service Cost," reveals the publisher's objective - sales: "The prices asked by the Bureau for our plans are exceedingly low." A most interesting volume devoted to homes of modest size; condition issues noted. [Stock #51325] **US\$ 85.00**



Building with Assurance.

Full page color illustrations of home interiors; color illustrations with black and white floor plans; additional black and white illustrations, 408 pp, index, 11 x 8 3/4 inches, gilt pictorial textured cloth covered thin boards (hardbound). Light edge wear to covers; very good condition. Morgan Woodwork Association. Copyright 1921.

A publication designed to assuage the fears of the prospective homeowner: "'Building with Assurance' answers all the perplexing questions that stand between you and your ideal home. It will guide you safely and pleasantly through your whole interesting building operation, from the selection of a suitable type of house down to the furnishing of each room." The color plates guide us through a tour of the ideal home in the company of two women seen chatting and relaxing in the comfort and beauty of the environment. The Practical Plan Suggestions

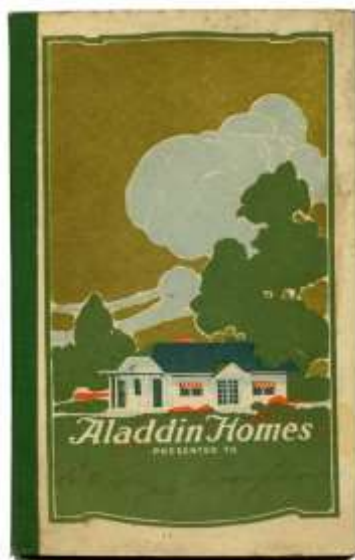
section offers color illustrations with floor plans for 24 different homes. The bulk of the book is concerned with wood detailing within and without the home: doors, staircases, colonnades, buffets, sideboards, bookcases, French doors, all types of interior doors, windows and sash, shutters, stair newels, railings, ceiling beams, window seats, mantels, wall panels, wood flooring, also leaded glass windows, etc. Exterior features include garages, fences, rafter tails, pergolas, etc. An exhaustive compendium of wood products to provide an attractive finish to the interior and exterior of the newly constructed home. Very good condition. [Stock #51326] **US\$ 90.00**

Modern Homes.

Booklet of 50 homes, black and white photo illustrations accompanied by floor plans, unpaginated, 5 1/2 x 11 1/8 inches, grey-tone pictorial card wrappers with string tie. Soiling to covers and several interior pages, soft vertical crease throughout), a couple of pencil notations regarding pricing and floor plans; otherwise good to good-minus condition. Southern Pine Association. New Orleans. 1921.



An interesting collection of 50 homes, with several duplexes part of the mix. The homes tend to be modest. Several pages are notated in pencil with an "x" or a "?" indicating potential interest in the home pictured; one listing is notated "Number 1" with potential cost (\$3400) written in pencil beneath the floor plan. Plans for the houses are available from the Southern Pine Association when requested by "your Retail Lumber Dealer." There are several unusual home designs that would prove a blight in any neighborhood but, by and large, the designs are in keeping with the modest frame homes of the era. [Stock #51515] **Sold**



Aladdin Homes "Sold by the Golden Rule". Catalog No. 33.

Color and black and white illustrations of homes accompanied by floor plans, folded price list tipped onto inside front cover, 128 pp, 8 1/4 x 5 1/4 inches, color pictorial stiff card wrappers with cloth spine (softbound). Covers lightly soiled with owner's name in faded ink on lower front cover, faint foxing to first page, otherwise very good clean condition. The Aladdin Company. Bay City, Michigan. 1922.

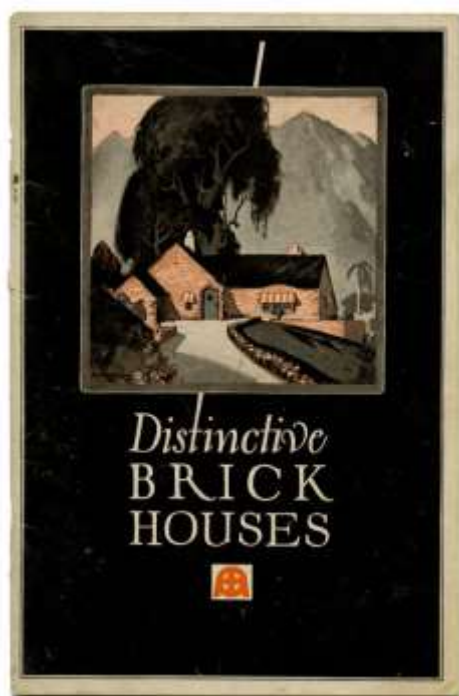
A vintage Aladdin booklet depicting numerous "sold by the golden rule" homes, both large and small. A number of homes pictured in color; each home has an accompanying floor plan, frequently pictured frequently pictured in dimensional overhead perspective. A most interesting example of 1920s Aladdin homes, with the bonus of well-illustrated sections advertising a variety of home-related products. Hence, separate sections on Aladdin interiors, featuring Colonnades and Arches, Built-in Book Cases, Bath Room Cabinets and Medicine Chests, Buffets, Kitchen Cabinets, etc. Also, a separate section on Additions (sleeping porches etc.) as well as Garages and Sovereign Summer Cottages. There is a novel listing for what is termed the

Aladdinette Home, defined as "an apartment that separated itself from other apartments and became a house by itself." The homes, some just 24 x 24 feet, are "equipped with Murphy Wall Beds," efficiency kitchens, and other nuisances. An astonishing catalogue featuring all manner of home designs as well as the accessories that provide the finishing touches. A scarce edition. [Stock #41682] **US\$ 165.00**

Building with Assurance.

Full page color illustrations of home interiors; color illustrations with black and white floor plans; additional black and white illustrations; 439 pp, index, 11 x 8 3/4 inches, color pictorial cloth covered thin boards (hardbound). Light edge wear to covers, 1 inch line of insect damage to front edge of spine, 2 inch chip to lower right corner of single page (outside text and images); 3 inch triangular paper loss to free edge of pp 159/160, still overall better than good condition. Morgan Woodwork Association. Copyright 1923.

The book features ten color plates in the introductory pages, eight of which depict specific rooms in a home, each occupied by two women. The next section offers color illustrations and floor plans for 56 different homes. As was the case with the first edition, the bulk of the book is concerned with wood detailing within and without the home: doors, staircases, colonnades, buffets, sideboards, bookcases, French doors, all types of interior doors, windows and sash, shutters, stair newels, railings, ceiling beams, window seats, mantels, wall panels, wood flooring, also leaded glass windows, etc. Exterior features include garages, fences, rafter tails, pergolas, etc. An exhaustive compendium of wood products to provide an attractive finish to the interior and exterior of the newly constructed home. This, the second edition, is relatively uncommon; WorldCat lists only two library holdings. [Stock #51327] **US\$ 175.00**



Distinctive Brick Houses.

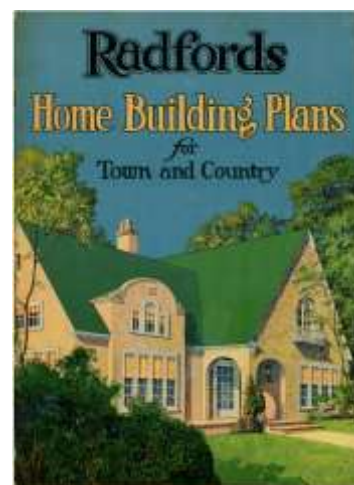
Booklet, black and white illustrations of homes accompanied by floor plans, 55 pp, 9 x 6 inches, color pictorial paper wrappers. Covers lightly worn with pencil notations and stamp to back cover, Los Angeles Brick Co. stamp to title page and rear cover; light pencil notes on rear cover; otherwise very good, clean condition. California Common Brick Manufacturers Association. Los Angeles. 1923.

The photo-illustrated booklet features brick homes large and small as well as brick apartment buildings, together with floor plans. Each building has a specific (sometimes unpronounceable) name (the Canandaigua?). The floor plans for the buildings are available, at low cost, from the Brick Manufacturers Association. The subtitle to the booklet reads "a collection of 50 photographs of well-designed California brick houses together with floor plans of each: offered in connection with a complete plan service" while the Foreword to the booklet states: "The most beautiful, the most substantial, the safest homes in California are the many fascinating brick homes..." The booklet is in very good condition, with issues noted. Three WorldCat listings. [Stock #51408] **Sold**

Radfords Home Building Plans for Town and Country.

Booklet, black and white photo illustrations with house plans, 34pp, 11 1/2 x 8 3/8 inches, in color pictorial paper wraps. Light foxing and wear to covers, otherwise booklet in very good clean condition. Wm. A. Radford. Chicago. Copyright 1923.

Booklet pictures and describes a variety of homes and apartment buildings, with accompanying floor plans, offering "blueprinted working plans and typewritten specifications" at modest prices. Photographs of the buildings are generally used, indicating that the structures for which plans are being sold were actually built. A number of buildings pictured offer dual residences, providing "a home as well as an income producer." Brick appears to be the favored building material; plans for the home pictured on the cover can be had for \$18.00. An interesting assemblage of residences large and small. No entry was located on WorldCat. [Stock #51321] **US\$ 110.00**



The Homecraft Handbook for Home Builders. Portland.

Black and white illustrations and house plans, 116pp, 10 1/2 x 7 inches, color pictorial paper wrappers (softbound). Covers lightly worn; very good, clean condition. The Plymouth Company. San Diego. 1923.

A paean to home ownership published by a San Diego company but with editions specially tailored to individual cities, this edition for Portland Oregon. In addition to 23 pages of house plans with photo or artist's illustration of the house, there are many pages of advertising for local merchants, from home builders to plant nurseries to sewing machine companies, and extensive text covering everything you would need to know about owning a home. The introduction sets the tone: "To plan and create the home-that-is-your-very-own is to embark on a fascinating adventure a-thrill with unforeseen experiences.... To help you with some of the most frequently encountered of these, we have prepared the following pages. They are necessarily very general, and it rests

with each home builder and home maker to adapt the suggestions to individual needs." The houses illustrated are ones that well represent the old stock of Portland housing. [Stock #51409] **US\$ 60.00**



Gordon-Van Tine. Gordon-Van Tine Fine Homes.

A lavishly illustrated magazine-style publication with black and white and several color illustrations of homes accompanied by floor plans; 132 pp, 11 3/4 x 8 1/2 inches, in color pictorial paper wraps. Light edge wear to covers, previous owner's name and address to front cover, chip to head of spine; interior very good with toning to a single page and mark in red pencil at the top margin of another page. Gordon-Van Tine Co.

Davenport, Iowa. Copyright 1923 with 1924 price insert.

Page after page of Gordon-Van Tine homes, single homes and duplexes, in various popular styles of the era. An illustrated essay discusses "The Ready-Cut System" and lists the materials provided for ready-cut Gordon-Van Tine homes, plus options available at extra cost (electric wiring, lighting fixtures, screens and storm sash, heating units, oak flooring, etc.). Three groupings, each comprised of 8 pages in color (unpaginated) appear in the publication, illustrating both homes and interiors. Overall, a comprehensive and arresting survey of the Gordon-Van Tine product line and specifics pertaining to their business model as they transition to "The Ready-Cut System." WorldCat lists just one copy at the Chicago History Museum. [Stock #49987] **US\$ 245.00**





Beautiful Homes of Moderate Cost.

Black and white illustrations and house plans, 96pp, 11 1/2 x 8 3/4 inches (softbound). MISSING COVERS; light soiling to title page otherwise very good, clean condition. Building Age and National Builder. New York. 1925.

The book features illustrated articles focusing on homes of varying styles and sizes, stressing the charms and excellent features of each; several architects' names appear frequently in the bylines of the articles (Gordon Robb, R. C. Hunter; C. E. Schermerhorn). Other articles deal with appliances, furnishings, or home maintenance. These one page articles relate serendipitously to the full page advertisements placed next to them. Thus "The Story of Grass Rugs as a Floor Covering" is placed adjacent to a full page advertisement for Deltax Grass Rugs; an article on "Laundry Appliances That Lighten Housework" is situated next to a full page ad for Wallace B. Hart "Laundry Appliances of Character," "The Story of

Linoleum" is adjacent to the full page ad for Wild's "Supreme" Inlaid Lino, etc. One gets the feeling of being led by the nose through the pages. [Stock #51426] **US\$ 95.00**

Hodgson Portable Houses.

Booklet, black and white illustrations of homes and cabins together with floor plans, unpaginated, 5 1/4 x 7 3/4 inches, pictorial paper wraps. Light foxing to covers; interior in very good, clean condition. E. F. Hodgson Co. Boston. Copyright 1925.

The booklet pictures and describes a variety of "Portable" houses, evidently structures assembled from units shipped to the site; that is, prefabricated dwellings. A variety of structures are pictured and described, from screened "camp houses" to bungalow-style dwellings with images of the houses in situ and with price (\$687 to over \$4000). Hodgson writes in the booklet: "We make Schoolhouses, Churches, Gymnasiums, Hospitals, Barracks, etc." Also manufactured by the firm: poultry houses, dog kennels, birdhouses, and garages. The booklet abounds with testimonials; somehow the Queen of Belgium becomes involved in the mix. Several editions of this title appear in WorldCat, but none with a 1925 date. [Stock #51401] **US\$ 95.00**



Home and Garden.

Booklet, color illustrations of homes with black and white floor plans, 16 pp, 11 1/4 x 8 1/4 inches, color pictorial wrappers. Scattered foxing and light soiling to covers, a couple of short edge tears with modest paper loss to back cover and last two pages; overall, good condition. Wm. A. Radford. Chicago. No date. Ca. 1925.

A color publication from one of the major firms producing mail-order designs for homes and commercial buildings. These attractive booklets were distributed regionally by building supply firms with that company's imprint appearing on the front cover. The attractive color plates, offering glimpses of furnishings, landscaping, bathroom decor, etc. provide an intriguing glimpse into home designs of the 1920s. Of particular interest is this volume's insets of various outdoor furniture and accessories and four color photos of living rooms. [Stock #51422] **US\$ 75.00**

Ideal Homes. 1925 Edition.

Color photo illustrations of homes with black and white floor plans, unpaginated, 6 1/4 x 9 1/4 inches, color pictorial stiff paper wrappers (softbound). Covers lightly worn with a few small chips to edges, text block almost entirely loose from cover; unpaginated (approx 64 pp); interior very good, clean condition. Warren Brothers Co. Nashville, Tennessee. 1925.

A collection of 1920s homes. Each page features a detailed photograph of a single home with its floor plan appearing on the facing page. There is an extensive range so far as the style of home is concerned, with a definite catering to those with mid-range incomes. A most interesting publications featuring a diversity of middle class residences. No listing found on WorldCat. [Stock #51404] **US\$ 185.00**



Practical Homes. Containing 69 Designs of Moderately Priced Houses, Each Design Shown in Full Color with Floor Plans - English Colonials, Dutch Colonials, Bungalows, Semi-Bungalows, English Designs and Attractive Square Types and Duplexes.

Color illustrations of homes accompanied by floor plans, 63 pp, index, 10 3/4 x 8 inches, color pictorial embossed thick card covers (softbound). Covers lightly rubbed at extremities, but overall a particularly bright copy. Jens Pedersen / Chicago & Riverdale Lumber Co. Chicago. Copyright 1925.

While the publisher of this copy is listed on the title page as the Chicago & Riverdale Lumber Co., this work also appeared under the same title published by Brown & Blodgett, with author the architect Jens Pedersen of St. Paul, Minnesota. The introduction in the current publication is copyright Jens Pedersen. The color photographic illustrations, "photographic reproductions of homes already constructed," place each home on a grassy plot devoid of vegetation, save for an occasional painted-in fir tree "in order to show the structure in full detail." Thus,

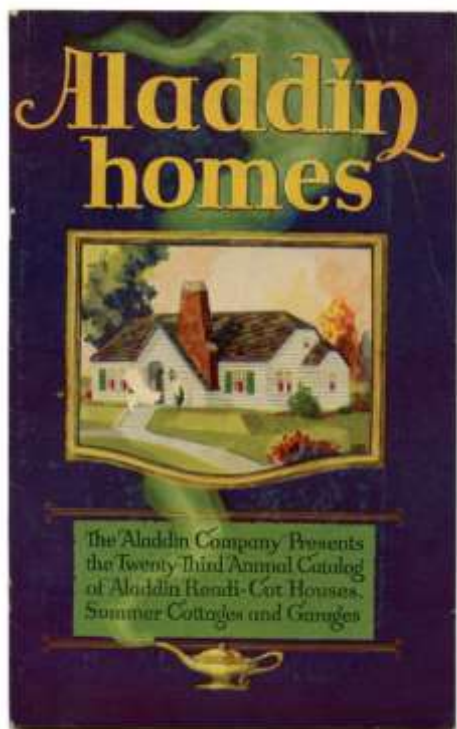
there are no distractions when viewing the homes, many quite small. In the pristine emptiness of the surround their mausoleum-like nature comes to the fore. [Stock #51416] **US\$ 185.00**

The Book of Beautiful Homes.

Black and white photo illustrations of homes accompanied by floor plans; 46 pages, 9 x 6 inches, pictorial paper wrappers. Circular hole at top of spine with string attached, likely for display purposes. Tear to lower right corner of front cover, faint foxing and chip to lower left corner of back cover; interior in very good condition. Portland Cement Association. Chicago. 1926.

A photo collection of houses utilizing concrete masonry; the houses are located across the US, with some of the most interesting situated in California. These latter would include the centerfold, a nine-bedroom Los Angeles mansion. The particular layout features three photos (exterior, patio, interior) and a floor plan for the first and second floors. Throughout the book are inset photos which focus on the various textures possible in a stucco-clad home. An interesting and detailed booklet; no WorldCat listing. [Stock #51384] **US\$ 145.00**





Aladdin homes. The Aladdin Company Presents the Twenty-Third Annual Catalog of Aladdin Read-Cut Houses, Summer Cottages and Garages.

Booklet, color illustrations of homes accompanied by floor plans, 47 pp, 9 1/2 x 6 inches, color pictorial paper wrappers. Two pages with black and white illustrations of bathroom fittings, furnaces, light fixtures, kitchen sinks, etc. Paste-down price list from Aladdin Western Division (Portland, OR) at front of booklet. Small abrasion and crease to upper right corner of front cover; very good condition. The Aladdin Company. Bay City, Michigan. No date. Ca. 1927.

An interesting Aladdin brochure depicting numerous "built in a day" homes, both large and small. The booklet is of particular interest in that the company is launching a new business model. The paste-down at the front of the booklet announces: "The most startling advancement in 'Service to the Home Builder' is the including of heating, plumbing and lighting fixtures in the price quoted for each home. The innovation is in line with the present public desire to save middlemen's profits, and it also saves you the time, trouble and uncertainty of shopping around for these highly important items. We furnish all this equipment and assume all responsibility for you that everything is just right...

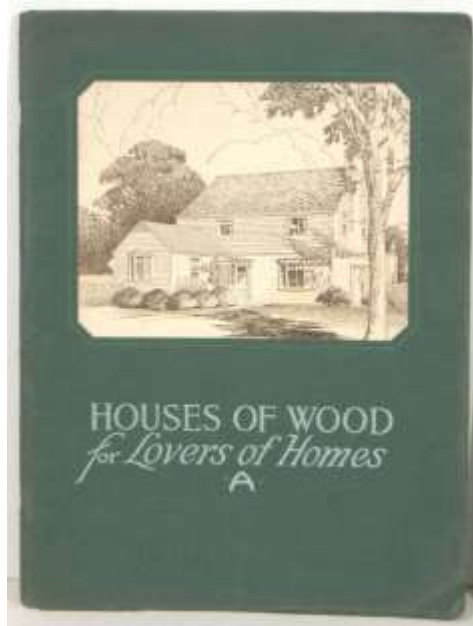
This service has never before been available." Over thirty pages of homes, pictured in color, with floor plans provided. Garages

and (bathroom-less) Summer Cottages are featured at the back of the booklet. An uncommon example of late 1920s Aladdin homes, featuring their new inclusive package (heating, plumbing, lighting). WorldCat indicates only two library holdings. [Stock #50005] **US\$ 165.00**

Houses of Wood for Lovers of Homes.

Booklet, black and white floor plans together with delicately rendered illustrations of homes presented on split-pea green backgrounds, 48 pp, 12 x 9 inches, pictorial paper label on green card wrappers with embossed lettering. Embossed logo on rear cover. Covers lightly worn, previous owner's name in ink on front endpaper, soft bump to lower right corner; otherwise very good, clean condition. Arkansas Soft Pine Bureau. Little Rock, Arkansas. 1927.

The title page offers the following description of the booklet: "A group of original house plans submitted in the Annual Architectural Competition of 1927, conducted by Pencil Points [magazine], New York City, and sponsored by the Arkansas Soft Pine Bureau of Little Rock." A collection of attractive home designs, some with as many as three bathrooms, depicting state-of-the-art-home designs of the late twenties. [Stock #51425] **US\$ 65.00**





Houses as constructed by Hodgson. (Cover title: Hodgson Homes).

Booklet, black and white photo illustrations of homes, cabins, etc. accompanied by floor plans, 64 pp, 11 x 8 inches, color pictorial stiff paper wrappers. Light wear, centre of the front cover is toned; interior very good condition. E. F. Hodgson Co. Boston. Copyright 1928.

The booklet pictures and describes a variety of "Portable" houses, structures assembled from units shipped to the site; that is, prefabricated buildings. A variety of structures are pictured and described, from screened "camp houses" to bungalow-style dwellings with attractive furnishings. Hodgson writes in the booklet: "Hodgson Houses are used for summer homes by people who can have anything that money can buy." Pictured in the booklet are various optional home embellishments: entrance porches, screened porches, gabled extensions, etc. Also available from the firm are built-in cabinets, breakfast room furnishings, bathroom fixtures, etc.

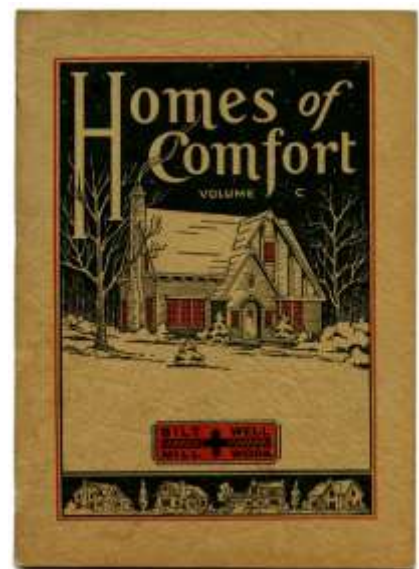
Itemized price list accompanies the photographs and descriptions of each individual Hodgson building. Hodgson also manufactures "Portable" poultry houses, dog kennels, birdhouses, garden seats, garages and more. The booklet abounds with testimonials, and in the booklet's introduction famous names are summoned in support of the Hodgson product (Rockefeller, Astor, DuPont, Gould, Vanderbilt, etc.) An astonishing booklet, both in terms of the variety of dwellings available, but also for the concept involved: prefabricated units shipped to the building site with all features included ("the house fitted together perfectly; the hardware was attractive; the doors had glass knobs; the dormer windows were provided with window cords; the clothes closets came with rods on which to hang garments. These are the little things which show the thought and care with which you worked out every detail. John C. Jay NYC. " An attractive and intriguing catalogue featuring an unusual product; very good condition. WorldCat lists several Hodgson catalogues, but evidently not this edition. [Stock #50010] US\$ 265.00

1930s HOUSE PLANS

Homes of Comfort. Volume C. The Foundation of the Biltwell Plan Service. One and a half Story Homes.

Booklet, black and white illustrations of homes accompanied by floor plans, 56pp, 10 1/2 x 7 3/4 inches, color pictorial paper wrappers. Covers lightly soiled, faint foxing to title page; otherwise very good condition. Adams & Kelly Co. Omaha, NE. Copyright 1930.

The title page identifies the format of the booklet: the first listings are for sixteen one-and-a half story homes; the next eight are for two story homes; the final twenty five are for one story homes. A one page advertisement features eight photos of the Bilt-Well factory in Omaha; pictured are the Sash and Screen Department, the Door Department, the Cabinet and Stair Department., and the Outside Frame Department. The introduction to the booklet explains "First select your HOME OF COMFORT"; next, "Your lumberman will furnish the blue-prints of the working drawings of any published Home of Comfort to you WITHOUT CHARGE on



the simple agreement that BILT-WELL MILL WORK will be used throughout if the home is built..." A win-win situation which presumably suffered a major reversal with the advent of the Great Depression. A most attractive and interesting book of home designs, well-organized and nicely illustrated. World Cat shows a listing for the 1927 edition; none of the present edition. Good clean condition. [Stock #51415] **US\$ 145.00**



Liberty's amazing home values.

Booklet, color illustrations of homes accompanied by floor plans, 40 pp, 10 x 7 inches, color pictorial paper wrappers. Light soiling to lower edge of back cover, faint musty odor; very good, clean condition. Lewis Mfg. Co. Bay City, Michigan. No date. Ca. 1930.

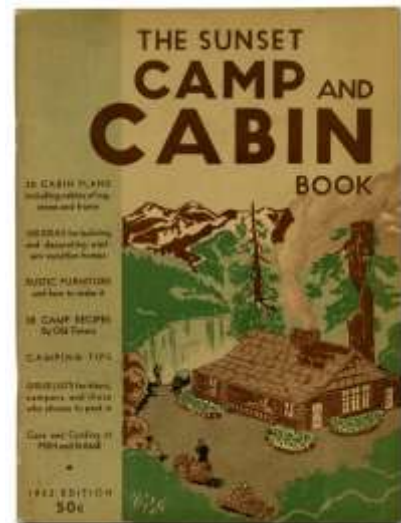
The booklet features 19 "pre-cut lumber" home plans plus, on rear cover, pictures of three different garages; the first five homes pictured in the booklet are not provisioned with bathrooms. Prices range from under \$400 to \$1345. The catalogue explains: "The minute the materials arrive on your lot, you or your carpenter begins the actual work of erection. All the material is right on hand. You find the lumber cut to exact size, notched, mitered, marked, ready to be fitted into place and nailed. Then you and your family move into your home. It will be beautiful." Rear of catalogue features add-ons: archways, cabinets, furnaces, plumbing and lighting fixtures, oak flooring, etc. Small table provides estimated time for building each house (between 8 and 30 days). The pitch for Liberty Homes at the

front of the booklet reeks of good will. A scarce booklet from an "also-ran" in the pre-cut lumber/ house plan industry. WorldCat lists only 2 library holdings. Very good condition. [Stock #51407] **US\$ 135.00**

The Sunset Camp and Cabin Book. 1932 Edition.

Booklet, black and white illustrations of cabins accompanied by floor plans, 63 pp, 9 1/8 x 6 7/8 inches, color pictorial wrappers. Very good condition: light wear to covers. Sunset Magazine. San Francisco. Copyright 1932.

The cover states "Twenty Cabin Plans including cabins of log, stone and frame"; also, "100 ideas for building and decorating western vacation homes." The Foreword describes the booklet as "really three books rolled into one. First, it is a complete guide to the building and furnishing of the vacation cabin, regardless of the type of construction. Second, it is a unique cook book in that it gives recipes and directions for all kinds of camp cooking.... Third, with its grub lists and descriptions of vacation gadgets, it points the way to happier and more comfortable camping." A unique combination: cook book and plans for cabins rolled into one. Booklet in very good condition. [Stock #51406] **US\$ 60.00**





Aladdin homes.

Booklet, black and white and color illustrations of various sized homes, together with floor plans, 63 pp, 10 1/4 x 7 inches, color pictorial paper wrappers. A few pencil notations and faint damp stain to lower right corner of front cover; very faint damp stain to mid-right edge of a dozen or so rear pages, occasional pencil notation within; generally good to very good condition. The Aladdin Company. Bay City, Michigan. Copyright 1933.

The booklet, with illustrations chiefly in color, features the wide range of Aladdin's pre-cut lumber home product line. The booklet opens with low-cost to mid-range homes (some for less than \$500 with the most expensive under \$2000). At the rear of the booklet is a section focusing on very small homes (with or, in some instances, without bathrooms) plus a listing of "add-ons" (cabinets, shingles, etc.); also a section of Summer Cottages; then the Hunter's Lodge; the Roadside Store; two types of Fillings Stations

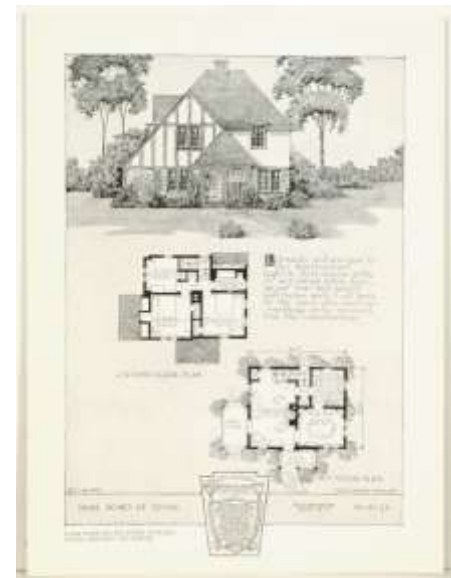
(each equipped with two bathrooms, it should be noted); the rear cover features five different garages (The Cadillac the most luxurious). New on the market for Aladdin is ("the horror the horror") aluminum siding. A WorldCat search for this 1933 Aladdin catalogue failed to produce any library holdings. An uncommon booklet from the early years of the Great Depression; overall good condition. As a headline from "The Maples," a home listing for \$336, states: "Be It Ever So Humble -It's Our Own." [Stock #50009] **US\$ 165.00**

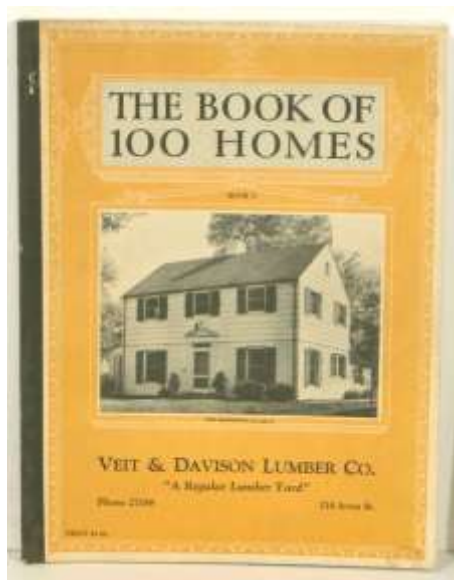


Curtis Companies. Small Homes of Today. COVER TITLE: Key Homes Through Curtis Dealers With Nationally Known Products.

Thin card portfolio of glossy single sheets, 12 x 9 inches, picturing, in black and white, small homes together with floor plans. The plates are numbered 1 through 46, with sheets 34, 36, 37, 38, 41 and 42 not present. Interestingly, on the verso of the plates are full page advertisements for nationally known manufacturers (American Radiator, Clinton Lock Company, Glenwood Gas Ranges, General Electric, etc.) whose goods are integral to the "Key Homes" concept that Curtis seeks to advance. Portfolio is toned and spotted with, in bottom right corner, imprint of a lumber company. The plates are in very good condition. Clinton, Iowa. 1933.

A four page introduction to the plates states that plates 1 thru 4 are one bedroom houses; plates 5 to 24 are two bedroom homes, and plates 25 forward are slightly larger and not easily classified. The house plans and illustrations are finely drawn, giving a rather refined look to the publication. Plates 31 onward feature advertising for Curtis Companies interior and exterior woodwork. Advertising for other manufacturers is found on verso of plates 1 through 30. Limited research indicates three WorldCat listings for this item, but none of the three libraries lists the number of plates in their catalogue descriptions. Definitely an uncommon item; despite its flaws, certainly a worthy addition to an architecture library's collection. [Stock #51584] **US\$ 165.00**





The Book of 100 Homes. Book C.

Booklet, cloth spine, black and white photo illustrations of homes accompanied by floor plans, 100 pages, 11 1/2 x 8 3/4 inches, pictorial paper wrappers. A few light soiled spots to covers and lower right corner of a few pages, faint musty odor; interior in very good condition. Brown-Blodgett Co. made the book available to regional lumber companies; these firms had their names printed on the front cover - in this case Veit & Davison Lumber Co. Veit & Davison Lumber Co. / Brown-Blodgett Co. 1936.

The booklet pictures the home and provides a floor plan for each. There are quite a few small homes among the 100, as well as a number of brick homes. Presumably the book was offered by firms specializing in stone and brick in home construction as well as those dealing in lumber. The last four plans in the book are two duplexes (including a "Bungalow Duplex") and two "Income Bungalows". The appeal of the latter, which the text describes as "becoming very popular" appears to lie in the fact that the single front entry "gives no suggestion of a two apartment home" while

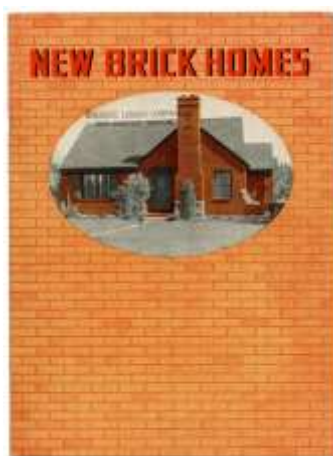
"rent from the upper floor carries a good part of the financial burden." An uncommon book; the only WorldCat listing is for a Dover reprint (no mention of "Book C" is made in the catalog description). Very good condition with issues noted. [Stock #51388] **US\$ 185.00**

Lieurance, Iva G. (designer) New Small Homes. Fourth Improved Edition.

Booklet, black and white photo illustrations of homes accompanied by blueprint style floor plans, descriptive information and cost of plans, 48pp, 10 1/2 x 7 3/4 inches, color pictorial wrappers. Faint lumber company stamp to front cover; very good condition. L. F. Garlinghouse Company. Topeka, Kansas. Copyright 1938.

The small homes pictured in the catalogue feature homes with two bedrooms, living room, kitchen and basement. A good number of homes are fitted out with (modest) dining rooms, but if economy is the order of the day, this is the first room to be excised from the floor plan. Sometimes a "breakfast nook" or "dinette" is substituted; sometimes a "living room/dining room" is designated; sometimes the room is simply axed from the floor plan. Very rarely do the homes feature more than two bedrooms, and it appears the majority of the homes are on one level. Various exterior finishes are called for: brick, stone, shingles, wood siding; several of the homes pictured have attached garages. Complete plans can be had for between \$12.50 and \$20.00. The catalogue provides an interesting survey of small homes from the late 30s; some are actually quite pleasing. [Stock #51411] **US\$ 85.00**





Lieurance, Iva G. (designer). **New Brick Homes.**

Booklet, black and white illustrations of homes accompanied by blueprint style floor plans, 48 pp, 10 1/2 x 7 3/4 inches, color pictorial paper wrappers. Very light soiling to back cover, lumber company stamp to front cover; overall very good to fine condition. L. F. Garlinghouse Company. Topeka, Kansas. No date. Ca. 1938.

The homes in the booklet almost exclusively feature full basements and are well proportioned in terms of living space. Full and half bathrooms are featured in many of the homes. Brick veneer is evident throughout, or a mixture of brick and stone to create a dignified upmarket look. The plans for the homes, with costs ranging from \$12 to \$20, are available from Garlinghouse, An interesting collection of homes displaying "a quiet, substantial and dignified air," to quote the booklet (p.31). [Stock #51414] **US\$ 115.00**

Lieurance, Iva G. (designer) **Sunshine Homes.**

Booklet, black and white photo illustrations of homes accompanied by blueprint style floor plans, descriptive information and cost of plans, 48pp, 10 1/2 x 7 3/4 inches, color pictorial wrappers. Faint lumber company stamp to front cover; very good condition. L. F. Garlinghouse Company. Topeka, Kansas. Copyright 1938.

Despite the Depression, many of the homes in the catalogue are quite commodious. A novel feature in a number of homes is the absence of a basement; first floor "utility rooms" suffice. When basements are called for, they often provide more living space with a designated "recreation room." Overwhelmingly, however, the "utility room" dominates the plans and the austerity evident in many 1920s home plans has largely been vanquished. Brick and stone are much in evidence in the homes' exteriors and many of the homes feature both full and half bathrooms. The plans for the homes, with costs ranging from \$12 to \$20, are available from Garlinghouse. An interesting collection of homes of "quiet beauty," to quote the booklet. Very good condition. [Stock #51419] **US\$ 115.00**



Home Building Booster.

Booklet, black and white illustrations of homes accompanied by floor plans, unpaginated (8pp plus covers), 12 x 9 1/8 inches, pictorial wrappers. Black and white centrefold picturing over two dozen houses (including the White House) most of which have nothing to do with the booklet's small home emphasis; horizontal crease from having been folded, otherwise very good condition. Jefferson City, Missouri. No date. Ca. 1939.

Text on the first page of the booklet states that the houses pictured in the booklet "are divided into two basic groups... The first offers variations of the two-story, five room plan...; the second group offers variations of the one story, four room house." The booklet provides a list of "tips" when buying a lot: "Neighborhood's status (developing, deteriorating, standing still)"; "Freedom from undesirable situation (as nearby cemetery)"; further bland considerations ("Desirability of lot" etc.). The publication appears to be a

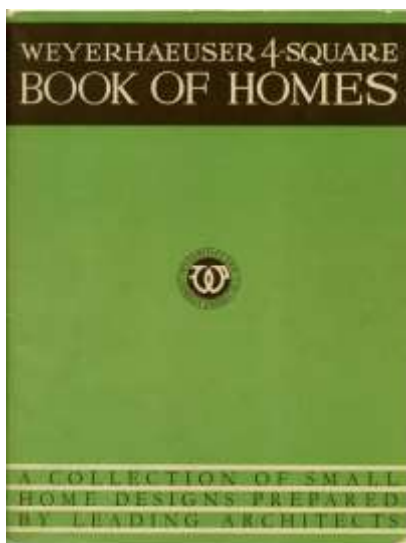
joint effort involving the National Small Homes Demonstration Inc. (a non-profit), and various advertisers, including the Jefferson City Building & Loan Association and the Capital City Building & Loan Association, the intention being to develop "low cost home designs without loss of efficiency." Blue prints for the homes pictured in the booklet are available for \$1.00. Shunned by libraries everywhere; no WorldCat listing. [Stock #51427] **US\$ 55.00**

The Town of Tomorrow and Home Building Center.

Collection of 16 four-page brochures in 12 x 8 1/4 folder; brochures describe model homes built by various manufacturers for display at the 1939 World's Fair. A map illustrating the arrangement of the homes appears on the front cover of the folder. The folder is creased in the upper left corner; all brochures in very good condition. The 16 brochures, each featuring elevations and floor plans, are in a broken numerical sequence numbered 1 through 21. The collection appears complete, however, as the text on the front of the folder states "This folder is for your convenience. File in [the folder] all booklets and manufacturers' literature--you will then have, without cost, an attractive 64 page souvenir of your visit to the Town of Tomorrow." The 16 brochures total the 64 pp. called for. WorldCat listings indicate an ongoing lack of consistency in the numbering of the Demonstration Homes. New York World's Fair, Inc. New York. 1939.



Each of the "theme homes" in the Town of Tomorrow is equipped with modern appliances and furnishings appropriate to the style of the home. [Brochure 1] House no. 1 : The Dual Duty House; [Brochure 2] Demonstration home no. 2 : The House of Plywood; [Brochure 3]. Demonstration home no. 3 : The Bride's Home; [Brochure 4]. Demonstration home no. 4 : The House of Glass ; [Brochure 5]. Demonstration home no. 5 : The Small Home of Brick; [Brochure 6] Demonstration home no. 6 : The Small Home of Wood; [Brochure 7]. The Modern Home; [Brochure 8]. Demonstration home no. 8 : The New England Home; [Brochure 9]. Demonstration home no. 10. House of Vistas; [Brochure 10]. Demonstration home no. 13 : The Garden Home; [Brochure 11]. Demonstration home no. 15. The Johns-Manville Triple Insulated House; [Brochure 12]. Demonstration home no. 16 : The Kelvin Home; [Brochure 13]. Demonstration home no. 17 : The Celotex House; [Brochure 14]. Demonstration home no. 18 : The Electric Home; [Brochure 15]. Demonstration home no. 19 : The Fire Safe Home; [Brochure 16] Demonstration home no. 21 : The Motor Home. A very interesting collection of homes of various styles, each sponsored by major manufacturers of the era (for example, The House of Glass is sponsored by Pittsburgh Plate Glass). The brochures are in excellent condition. [Stock #51535] US\$ 285.00



Weyerhaeuser 4-Square Book of Homes. A Collection of Small Home Designs Prepared by Leading Architects.

Booklet, sepia tone renderings of the homes plus brown-outline floor plans, unpaginated, 11 x 8 1/2 inches, paper wrappers. Covers a trifle worn with small chip to lower right front corner, prices written neatly in pencil on plans; very good condition. Weyerhaeuser Sales Company. Saint Paul, MN. 1939.

The title of the booklet, "Weyerhaeuser 4-Square Book of Homes," was used on a number of the firm's publications over the years. This 1939 booklet features illustrations and floor plans for 3-room, 4-room, 5-room and 6-room homes, with the bulk in the four and five room categories. The verso of the front cover and page 1 feature photographs of 13 "leading architects"; the reader is informed that Weyerhaeuser "commissioned several of the nation's outstanding architects to design a series of modern small homes and bring to the owner of the small home the same benefits which the owner of the larger home received." Two pages, with large illustrations, are

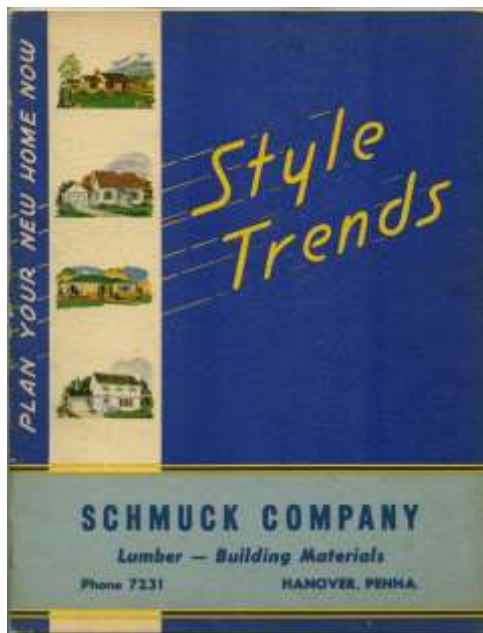
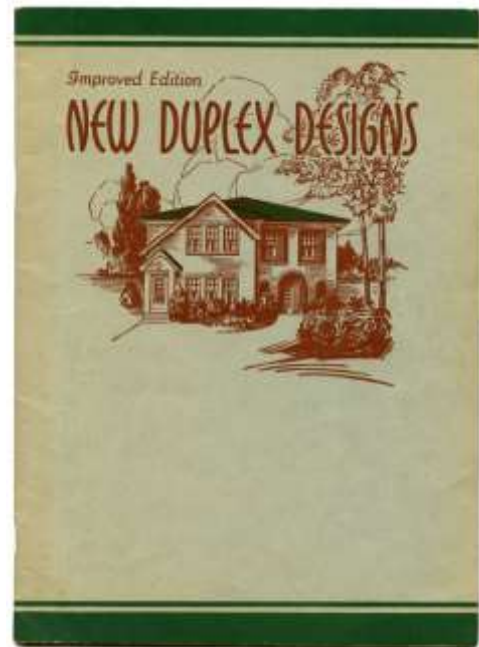
devoted to each home and, interestingly, the prices of each home have been written in pencil near the plan number of the home - an unusual and distinguishing feature. Not the most common Weyerhaeuser publication; very good condition. [Stock #51412] US\$ 85.00

1940s HOUSE PLANS

Lieurance. I.G. (designer). **New Duplex Book. Fifth Improved Edition. (Front cover title: New Duplex Designs.)**

Black and white photo illustrations and "blueprint" floor plans throughout, order blank stapled in plus another loose copy, 48 pp, 10 1/2 x 7 3/4 inches, pictorial paper wrappers. Light wear, fading to back cover, two thumb-shaped tears at free edge pp 15 to 18, otherwise good condition. L.F. Garlinghouse Company. Topeka, Kansas. No date. 1940?

In many instances considerable care has been taken in the design of the duplex to disguise the fact that it is not a single family home. Many of the duplexes featured are extremely small: living room, kitchen, bathroom, bedroom. Some of the plans call for a "bed closet" in the living room in addition to the bedroom; other plans for small units feature "a basement for each side in which there is a recreation room, furnace, lavatory, and storage space." At the rear of the book are plans and photos for two-car garages at street level with a second floor rental apartment: "This makes an excellent investment or may be a temporary home." An intriguing catalogue offering a variety of duplex designs. [Stock #51534] **US\$ 110.00**



Style Trends.

Booklet, color illustrations of homes accompanied by floor plans, 32pp, 11 x 8 1/2 inches, color pictorial paper wrappers. Covers lightly worn; very good, clean condition. National Plan Service Inc. / Schmuck Company. Chicago. 1944.

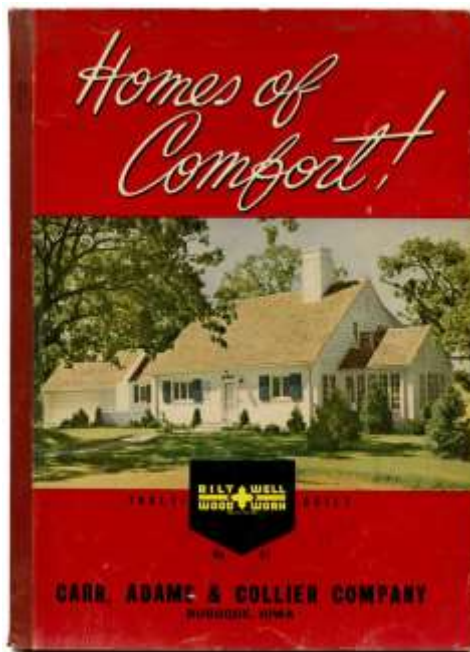
The booklet warns the reader that "Too often people are influenced by some fantastic and impractical idea that leads them astray for awhile" for it is a certainty that "the homes of the future will follow in style very much the architectural patterns of the past years that have proved successful investments, livable and lovely to look at." With this thought in mind the booklet presents to the reader homes adapted from a variety of traditional styles: the "Colonial" style, the "Cape Cod," the "English Cottage" and, in a nod to contemporary tastes, "The Moderns," which, it is duly noted, are "not bizarre, not ultra, not radical." At the rear of the book are sections devoted to the various areas in the home: kitchens, bathrooms, etc. but also attics ("an excellent place for a much-needed sewing room"), hobby rooms ("this room is best located in a basement") and more. Attractive color

illustrations, detailed floor plans, and effusive language create an engaging house plans catalogue. Oddly, the booklet is devoid of any sense of rationing, shortages of materials, or the disjunctions of war - perhaps a balm for a war-weary public looking to tomorrow. The booklet, copyright by National Plan Service was issued by lumber companies who had their information printed on the front cover - this copy branded by the Schmuck Company of Hanover, Penna. [Stock #51410] **US\$ 55.00**

Small Homes Keyed to the Times.

32 pp booklet, 11 x 8 1/2 inches in paper wraps featuring photos or line drawings of small homes, together with floor plans. Very faint vertical crease to booklet; interior bright and clean. National Plan Service. Chicago. 1946.

The Preface lays out the features of the booklet, stating at the outset that the designs include plans "for the very minimum F.H.A. room size requirements as well as a range of one story homes up to the three bedroom class." Other features include "Homes that Grow," alluding to homes designed for possible add-ons in the future. Also depicted are "Apartment Garages" and a two story duplex "for those who seek the financial advantages obtained through ownership of rental property." Every home in the book has been given a name that begins with the letter "A"--testifying to the scale of imagination revealed in the plans. [Stock #47787] US\$ 60.00



Homes of Comfort. Edition No. 47.

Booklet, color and black and white photo illustrations of homes accompanied by floor plans, 64 pp, 11 x 8 inches, color pictorial paper wrappers. Covers lightly worn, faint foxing to title page and last page; otherwise good condition. Carr, Adams & Collier Company / Bilt-Well Woodwork. Dubuque, Iowa. No date. Ca. 1947.

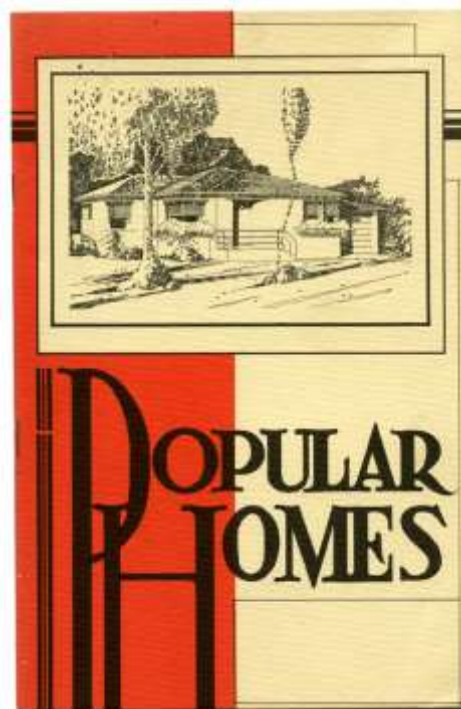
The title page of the booklet states: "122 Designs of Moderately Priced Homes - A Varied Selection of Modern, Artistic and Practical Homes." The homes are pictured either in color or black and white photographs; floor plans are provided; several short paragraphs are used to describe the special features of the home. Most of the two story homes feature a "lave" on the first floor (toilet and sink) and full bathroom on the second floor; dining rooms feature in the majority of the home plans, not typically a feature found in the small homes pictured in catalogues of the 1930s. Large photos and a single page layout introduce homes at the beginning of the book; towards the middle of the booklet each page provides a picture and a floor plan for two homes; in the final

14 pages 4 homes, with floor plans, are squeezed onto a page. In this last grouping, featuring single-floor homes exclusively, a dining room has been eliminated in the floor plan. An attached garage can be found in homes featured in all three sections of the booklet. [Stock #51420] US\$ 115.00

Popular Homes.

Booklet, black and white illustrations with floor plans, 32 pp, 9 1/4 x 6 inches, pictorial paper wrappers. Soft bump to lower right corner; very good, clean condition. The Bungalowcraft Co. Los Angeles. No date. Ca. late 1940s?

The booklet provides illustrations and floor plans for 29 homes. Most of the homes are two bedroom models; also, interestingly, most feature dining rooms or a "dinette," not a feature typically found in the small homes pictured in catalogues of the 1930s. The single floor homes in this catalogue are beginning to show modest signs of sprawl, a tendency that would gather steam in the "ranch style" homes in the 1950s. Presumably the post-war shortages have eased by the time the booklet was published. The illustration on the title page depicts the Bungalowcraft headquarters in Los Angeles and gives the firm's address as "Los Angeles 35"; research indicates the use of postal "Zone Codes" began in 1943. The automobile in the title page illustration, as well as the clothing worn by the male and female pictured, suggest a late 1940s date of publication. Overall, a most interesting booklet depicting the transition in design as single floor homes begin to morph into the sprawling "ranch style" homes of the 50s and 60s. [Stock #50004] **US\$ 95.00**



1950s HOUSE PLANS



4-Square Book of Homes by Weyerhaeuser.

Large gilt-lettered red cloth covered "Heinn Apex Binder," 11 1/2 x 19 1/2, containing color illustrations of homes accompanied by floor plans, black and white sheets with Estimating Information and Condensed Material List, plus large color poster (28 x 22 inches) folded and laid in at front of binder. The color display poster with alternate exterior elevations and floor plan of "A Professionally Planned Truly Modern Home" has two areas along the top edge of abrasion to the image (apparently from where tape was used to attach the poster to a wall). Weyerhaeuser Sales Company. St. Paul, Minn. No date. Ca. 1950.

There are seven sheets with full size color illustration of the house and general information with floor plans on the verso; five of these have additional accompanying sheet with more detailed descriptive text regarding the features of the home, including in several cases, "Basic Estimating Information" with "Condensed

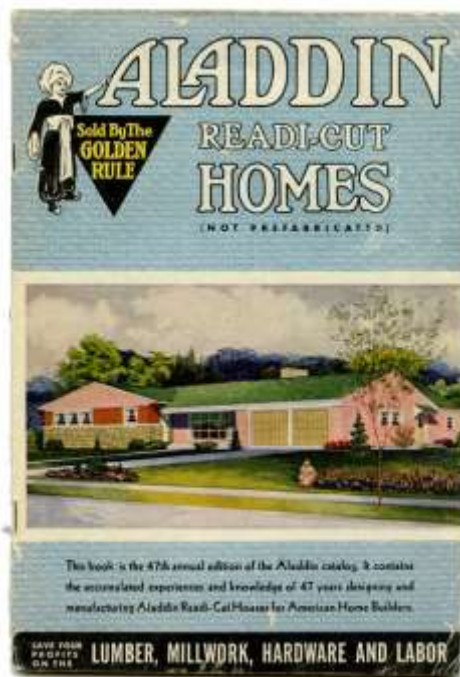
Material List." There is an additional house represented which has this sheet, but is missing the full color illustration page of the house elevation. All but one of the houses is one story with four or five rooms; design no. 5212 has an additional story. The binder, featuring binding posts two inches long, clearly was intended to hold a great many more house plans, but they have gone missing. The Weyerhaeuser 4-Square Home Building Service, started in the late 1930s, "was developed to help the buyers of small homes

obtain the extra values that come from the professional planning of architect and engineer.... As you study this encyclopedia of modern homes, you will find a variety of exterior treatments, floor plans, sizes and types to meet individual needs and budgets." Dating likely from the '50s, the emphasis in these promotional pamphlets is on the MODERN with house names such as the Modern Suburban, the Modern Town Home, the Modern Rambler etc. Large, colorful graphics were designed to appeal to a taste for the latest fashion, even on a modest budget. [Stock #51324] US\$ 125.00

Helping Today's Home Builders Get their Money's Worth with the Weyerhaeuser 4-Square Home Building Service.

Booklet, black and white photo illustrations with blue and white house plans, unpaginated, 6 1/4 x 3 1/2 inches, pictorial paper wrappers. Faint foxing to covers, very good condition. Weyerhaeuser Sales Company. Saint Paul, MN. 1950

Some fifty pages with illustration of the house and floor plans, many of them with architect's name noted. [Stock #50015] US\$ 65.00



Aladdin Read-Cut Homes (Not Prefabricated).

Booklet, color and black and white illustrations of homes accompanied by floor plans, 64 pp, 10 1/4 x 7 inches, in color pictorial paper wraps. A few short tears to covers; paper loss to spine; fold to rear cover. Overall, good condition, with useful insert "Freight Paid Price List" detailing costs. Aladdin Company. Bay City, Michigan. Copyright 1953.

Aladdin's well illustrated catalogue of "Read-Cut" homes also pictures Aladdin kitchens and ideas for colorful treatments of living rooms, bathrooms, etc. The statement on the cover of the catalog notes: "This is the 47th annual edition of the Aladdin catalog. It contains the accumulated experiences and knowledge of 47 years designing and manufacturing Aladdin Read-Cut Houses for American Home Builders." There are a number of interesting photos (many in color) of home interiors. A two-page spread features photos of 40 year-old Aladdin homes which look brand new; also pictured a street scene in Birmingham England lined with 200 Aladdin homes constructed in 1917 ("Austin Village") as World War I factory-worker housing. A loose folded price list shows homes ranging from \$2,000 (the "Honeymoon House") to the pink "Flamingo"

at \$7,300. A fascinating booklet featuring a wide variety of homes together with optional features (picture windows, kitchen cabinets, garages, etc.). By the 1950s Aladdin was suffering a decline in sales; they ceased operations in 1987. [Stock #51391] US\$ 115.00

New Trends. Home Plans.

Booklet with duo-toned illustrations of homes accompanied by floor plans, 72 pp, 8 x 10 3/4 inches, color pictorial stiff card wrappers. Thin red mark to front and back cover; small spot at top of 4 pp; overall very good, clean condition. Home Building Plan Service. Portland, OR. Copyright 1954.

Text on the front cover states "More than 100 designs, many never before published in book form, from the files of one of the nation's best established home plan companies. Thousands of families each year build their own homes from these plans. Perhaps your dream home is in this book."

The "family room" (or, alternatively, the "recreation room") has taken hold in some of the house plans, adding to the size of the homes. Also, a larger percentage of the homes are three (rather than two) bedroom models, and attached garages dominate the home plans. An interesting booklet featuring homes on one level, both with and without basements, indicating trends that will fully unfold in the 1960s. [Stock #51418] US\$ 55.00



100 split-level & hillside Homes.

Booklet with photographic, full color and duo-tone illustrations of homes accompanied by floor plans, 72 pp, 11 x 8 1/2 inches, green-tone pictorial paper wrappers. Light soiling and wear to covers, previous owner's name in ink on front cover; ink "rearrangement" of printed floor plan on p. 17; several illustrations of homes are marked "OK" in pencil; interior in good condition overall. Home Building Plan Service. Portland, OR. Copyright 1958.

An interesting collection of homes designed to make the most of a sloping home site. There are Daylight Basement models as well as Front to Rear Split Level Models. The lower levels are generally given over to rooms designated "recreation," "hobby," "laundry," "party" or "rumpus room." One home features an open plan dining-living room with a "television corner" tucked between. Two-car garages are featured in many of the homes. Given the width of the homes, a number of plans call for the extra wide lots associated with post-war suburban sprawl. Overall, an interesting collection of 50s "split-level & hillside" homes. Catalogue bright and clean with condition issues noted. [Stock #51417] US\$ 65.00

Aladdin Read-Cut Homes (Not Prefabricated).

Booklet, color and black and white illustrations with floor plans, 71 pp, 10 1/4 x 7 1/8 inches, in color pictorial paper wraps. Light damp stain and a few short tears to front cover; spine splitting; two short tears on rear cover. Interior in good condition despite the fact that notations in pencil, altering the size of a room or rooms, have been made on several of the floor plans. Various color photographs showing interior rooms of the home, with decor. Loose folded brochure announcing "Advance Showing" of 1959 homes together with a valuable insert: "Freight Paid Price List" detailing costs. Aladdin Company. Bay City, Michigan. Copyright 1958.

Aladdin's catalogue offers an extensive collection of homes pictured in color and black and white with accompanying floor plans and descriptive text. Also pictured are ideas for colorful treatments of living rooms, bathrooms, etc. The loose folded price list shows homes ranging in price from \$3,300 to \$9,700. A fascinating booklet featuring a wide variety of homes, also optional features for the home (picture windows, kitchen cabinets, folding staircase to attic, etc.) and several free standing garage models. Aladdin ceased operations in 1987. [Stock #51392] **US\$ 110.00**



Thank you for your interest! Please email or phone with orders and questions, quoting stock number. All items are offered subject to prior sale.