



Old Imprints, 2732 S.E. Woodward Street, Portland ,Oregon 97202 USA
Email: imprints@oldimprints.com Phone: 1-503-234-3538 Fax: 1-503-238-7988



A Catalogue of Vintage “House Plan” Ephemera *“Homes Suitable to all Stations and Conditions of Life”**

Oldimprints.com is pleased to offer a catalogue of house plan booklets and brochures dating from the early 1900s through 1970. 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 (see, for example, the prolix verbiage of item 47803, page 6). 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 his belief, the virtue of American people, thus of the nation, was founded in the home and held strong by the homeowner.” (19) Yoked to the concept of home ownership was a concurrent belief: “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)

Qualities Smeins identifies, patriotism and moral rectitude, continued to be regarded as attributes of home ownership throughout the twentieth century. A mid- 20th century home plan booklet states: “The owning of homes is the glory of the civilized community, for the rented house is not, never has been, and never can be, a real home” (see item 47780, page 16). Another mid-20th century home plan booklet unambiguously asserts: “To own a home...is a matter of pride and satisfaction...and is evidence of leadership” (see item 47777, page 15). Home plan booklets of the twentieth century, especially from the 1950s onward, also endorsed the idea of suburban living, picturing in leafy surrounds sprawling homes that featured two-car garages housing vehicles essential to lives shaped by commuting and trips to the mall (see item 47864, page 25).

Responding to the demand for affordable homes in the early 20th century, there emerged 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 46398, page 7 or 47855, page 22.) Other “complete house” firms followed suit, with major retailers such as Sears Roebuck and Company and Montgomery Ward 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 earlier pattern books, these homes were ordered from attractively illustrated catalogues featuring detailed floor plans and engagingly written descriptive paragraphs. (See, for example, item 47800, page 5.)

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 1900s while the most recent items are dated 1970.

*See item 45456, page 11.

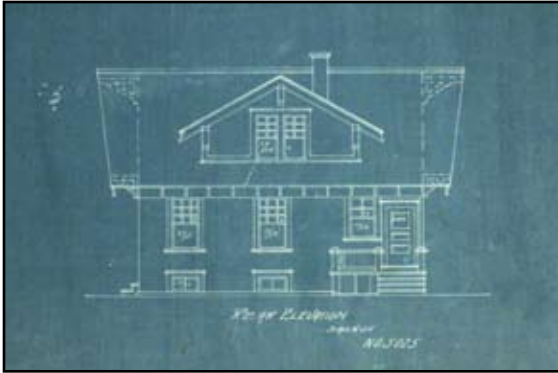
Gowans, Allan. *The Comfortable House*. Cambridge, MA: MIT Press, 1987.

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

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Craig Clinton & Elisabeth Burdon
Cristina Berretta

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HOUSE PLANS -- 1900-1909



[47853] **Radford Blue Prints) Radford House Plan.**

Radford Architectural Company. Chicago. No date. Ca. 1907.

Blue Prints (8pp; 20 x 12 inches) and Specifications (22pp; 12 x 10 inches) for a three bedroom circa 1907 Radford home on two floors. Both items have been rolled; covers creased. Contents in good condition.

An uncommon vintage home plan from Radford. The blue prints provide elevations and floor plans; three bedrooms and bath on second floor; porch, living room, dining room, kitchen and “reception” on first floor. The Specifications provide a detailed listing of the contractor’s responsibilities and particulars regarding materials to be used in the construction of the home. The contents, although rolled, are in good condition. An interesting example from a major turn of the twentieth

century purveyor of commercial and domestic architectural plans. **\$115.00**

[47925] **Bungalow Designs) Lukens Gaut, Helen et al. Heineman, Alfred et al. (architect). If You Intend to Build a Bungalow.**

Ladies’ Home Journal. Philadelphia. January 1909.

Magazine centerfold 16 x 22 inches picturing, in black and white, exteriors, interiors and floor plans for five “moderate priced” bungalows.

Bungalow designs by Alfred Heineman, A. S. Barnes, C. W. Buchanan, and Homer Kiessling, comprising a centerfold in *Ladies’ Home Journal*. (Heineman and Buchanan designed homes in Southern California.)

Alan Gowans writes: “To architectural historians generally, the best known of all mail-order plan suppliers was the *Ladies’ Home Journal*, which picked up and improved upon the ‘Modern Homes’ feature in the old *Godey’s Lady’s Book*. From the five-dollar plans published in the *Journal*, some thousands of houses were actually built.” Centerfold in very good condition. **\$75.00**



[47812] **Palatial Modern Homes.**

J. H. Daverman & Son. Grand Rapids, Michigan. 1909.

108pp oversized booklet, 13.5 x 10.75 inches, offering mail order plans for homes that are pictured in drawings or photographs (“views”), along with floor plans, descriptive text and “estimates of cost ranging in price from \$3,000 to \$20,000.” The covers of the booklet are missing; the first page has chips to the margins, a short repaired tear, and chips and abrasions to the spine. Two centerfold pages separated from staple binding. Contents, overall, in good clean condition.



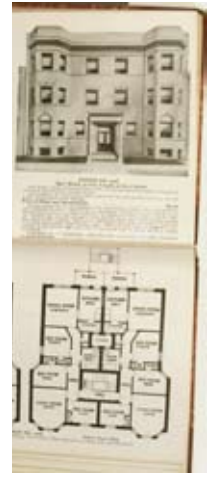
Beneath an illustration of one of the various homes on offer is descriptive text detailing the size of the home, estimated cost to build, and details of finish work and roofing, plus the charge for “working plans, specifications, and details.” An itemized and detailed order blank appears at the front of the book, while the title page announces “We Lead The World in Planning Homes.” While the term “palatial” would seem a stretch with regard to some of the homes pictured and described, there is a sufficient number of massive piles on display to justify the title. Daverman & Son published three other volumes of house plans: “Low Cost Modern Homes,” “Cottages and Bungalows,” and “California Bungalows.” “Palatial Homes” is a scarce title, and while lacking the covers, this volume is in good, clean condition. **\$185.00**

[47811] **House and Store) Radford's Portfolio of Plans.**

Radford Architectural Company. Chicago. 1909.

Black and white illustrations and houseplans, 316pp, index, 10.75 x 8 inches, leather spine and corners with marbled paper-covered boards (hardbound). Title on spine in gold. Corners of covers bumped; very light fraying to top and bottom of spine; overall good clean condition.

The book contains innumerable house plans which are pictured with the building's floor plans, dimensions and other specifications; the working plans and specifications cost from \$7.00 to \$15.00. There is also a limited selection of plans for stores, apartments, barns, churches, and garages. The introduction itemizes what the customer will receive: Blue Print Working Plans; Foundation and Cellar Plans; Floor Plans; Elevations; Roof Plan; and more. The introduction states "Every design shown is the work of a skilled architect of experience, who has made a special study of home architecture and is thoroughly familiar with modern requirements." The book, in good clean condition, offers a broad sampling of homes from one of the pioneers in the mail-order house plan trade. **\$175.00**



HOUSE PLANS -- 1910-1919



[47793] **American Dwellings.**

Glenn L. Saxton. Minneapolis, MN. No date. Ca. 1910.

234 pp book in paper wraps 9.25 x 6 inches. Paste-down illustration to front cover; plans for homes both great and small. Book also includes advertising from Minneapolis home furnishing and building supply firms. 2.5 inch triangular paper loss top free edge of cover; tears and modest paper loss to borders of front and back covers, red pencil notations to back cover; 1 inch separation to bottom of paper spine; interior in good clean condition. An uncommon publication featuring a great variety of architect-designed homes.

Page headings identify this volume as a Supplement, presumably referencing a volume published by Saxton circa 1905. The book features page after page of house plans including a photo or line drawing of the home, floor plans, and specifications as to building's size, types of wood employed, etc. Prices are exclusive of plumbing and the heating unit.

Occasional photo illustrations of home interiors provide insights into early twentieth century decor. A comprehensive delineation of early 20th century home designs. Interior in good

condition, clean and bright; cover damage as noted. **\$245.00**

[47791] **MacDonall, Angus (cover illus). Gordon-Van Tine's Grand Book of Plans for Everybody.**

Gordon-Van Tine. Davenport, Iowa. 1910.

A lavishly illustrated (black and white) 52 pp catalogue, 8.75 x 12 inches, with color paper wraps. Pictured and described are numerous homes, both large and small, with accompanying floor plans. Two short pencil-thin ink lines on margin of front cover, slight scuffing to spine, otherwise catalogue is in very good condition.

Page after illustrated page of Gordon-Van Tine homes; special features of each home are identified and a cost breakdown for components is provided. Additional pages discuss upgrades (mantels, buffets, oak flooring, stairways); plumbing and a heating plant are available at additional cost. Attention is given to bungalow homes as well as to more traditional structures while an extensive section at rear provides information on Ranch and Summer Homes, Farm Buildings (barns, corn cribs, granary, ice house, poultry house, hog house and an "auto house.") Reproductions of Blue-Prints comprise a center-fold. Testimonials fill the interior of the rear paper wrap. An interesting and detailed catalogue providing insight into early 20th century home plans by one of the leaders in the business. Attractive front cover by Angus MacDonall, with a bird's-eye view of the Gordon-Van Tine mill on the back cover. **\$245.00**





[47800] **Montgomery Ward and Co.'s Book of Building Plans.**

Montgomery Ward and Co. Chicago. 1910.

A 48 pp illustrated catalogue, 11 x 8.75 inches, in pictorial paper wraps with a light vertical fold (possibly for mailing). Black and white floor plans and illustrations for homes large and small are pictured with costs for millwork as well as estimated cost to build provided (heating and plumbing systems at extra cost). Also plans for cottages, stables, poultry house and barns plus advertising for accessories for the home. Small chips to spine; centerfold page loose from staples; otherwise, very good condition.

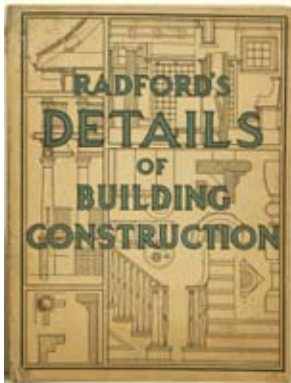
Montgomery Ward's catalogue promotes the concept of buying blueprints from the company and then ordering the required lumber direct from their mill so as to avoid increased costs inevitable with a middle-man; (their mill was actually that of Gordon-Van Tine in Iowa). House designs are illustrated in black and white; floor plans accompany, and the cost of mill work for the house as well as estimated cost to construct is listed with each design. Additional advertising for pneumatic water supply systems, mantles, tiles and grates, "massive and handsome" colonnades, and gas machines for cooking and lighting. An intriguing array of early 20th century home designs from one of the pioneers in the home plan business. **\$215.00**

[47801] **Radford Home Builder.**

Radford Architectural Company. Chicago. 1911.

Booklet, black and white illustrations and floor plans, 110 pp plus 18pp of adverts for Radford publications, 10 x 7.25 inches, in color pictorial paper wraps. The title page describes the volume as "a book of original and artistic house plans designed by architects who have made a study of low and medium priced houses; contains 108 house plans." Abrasions to spine, otherwise booklet in very good clean condition.

In the preface to the volume the publisher writes: "We illustrate in this book the perspective view and floor plans of over 100 moderate-priced buildings.... Every plan we illustrate has been designed by a licensed architect.... The plans we send out are the regular blue printed plans, drawn one-quarter inch scale to the foot, showing all the elevations, floor plans and necessary interior details." Also shown on the blue prints are foundation and cellar plans, roof plans, and more. An estimated building cost is also given, although "it is impossible for anyone to estimate the cost of a building and have the figures hold good in all sections of the country. We do not claim to be able to do it." The estimated cost does not include plumbing and heating fixtures. An index provides the estimated construction cost for all the buildings pictured, given in gradated dollar amounts from low end to high end. **\$195.00**



[47802] **Radford, William A. Radford's Portfolio of Details of Building Construction.**

Radford Architectural Company. Chicago. 1911.

Black and white line illustrations and diagrams, 200 pp, 12 x 9 inches, in pictorial paper wraps (softbound). Tears and paper loss to spine; very light spotting to small area of front cover; rear page pulled away from staple binding; pencil inscription on title page. Interior in good condition, although a former owner has put an "X" mark in pencil next to various items, presumably signifying interest in the item. On a page devoted to Architectural Lettering a newspaper article entitled "Something About Stairways" has been glued. Two newspaper items from the 1920s, picturing and describing small homes, are loose in the volume. A most interesting book; the above description makes it appear to be in worse condition than it actually is.

The title page describes the book as follows: "Full-page plates, accurately drawn and reproduced to exact scale, showing clearly every detail of modern building construction and finish for residences of every kind.... Complete details of every style of interior trim, including special built-in features." There are four chapters, the final one entitled "The Handy-Man's Friend: How to Make a Thousand and One Useful Things." This most intriguing chapter features oddities worthy of comment, including instructions for constructing a dumb-waiter; how to craft rustic furniture out of twigs; how to remodel a store to create a motion picture theatre (including a "piano pit"), and many other "Useful Things". Essential reading for an out-of-touch, entrepreneurially-inclined, do-it-yourselfer. **\$85.00**



[47803] **Chicago House Wrecking Co. A Book of Plans.**

Chicago House Wrecking Co. Chicago. 1912. No. 62.

96 pp. booklet, 10 x 8 inches, in pictorial paper wraps, profusely illustrated in black and white featuring, primarily, house plans, but also barn and out buildings, portable houses and commercial buildings. Covers lightly soiled; very good condition, contents bright and clean.

The booklet features page after page of house plans that include a photo or line drawing of the home, floor plans, and specifications as to size, materials employed in construction, etc. Prices are exclusive of plumbing and the heating unit. (In some of the smaller houses no provision is made for a bathroom.) Various styles of homes are depicted, with a cursory nod in the direction of the bungalow (“In a bungalow there are no tiresome stairways either up or down”). Whether drab or engaging, the dwellings pictured are transformed by the evocative descriptive language employed--a remarkable feature of the publication. For

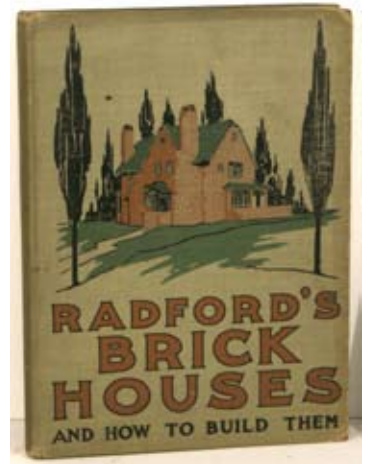
example, “By glazing the four casement windows in the living room with colored-art, or beveled-plate, the interior will be flooded with its mellow light, which at the setting of the sun, will cast vari-colored rays over furniture and rugs in a way as to delight the eye.” The booklet also features a page of testimonials, a page of plumbing and heating fixtures, and six photographs of of the firm’s “ten acres of floor space devoted to the display of high grade, brand new furniture, carpets, rugs, office supplies, etc, procured at Sheriffs’ Receivers’ and Bankrupt Sales.” An uncommon booklet in very good condition offering insights into home designs and their marketing in the early twentieth century. **\$215.00**

[47805] **Radford’s Brick Houses.**

Radford Architectural Company. Chicago. 1912.

Heavily illustrated in black and white, 219 pp (plus 5pp advertisements), 10.75 x 8 inches; color pictorial cloth covered boards (hardbound). Corners are bumped, but otherwise very good, clean condition.

The title page identifies the two major sections of the volume: Part I provides “Complete Instruction in the Manufacture of Brick”; also, An Historical Sketch of Brick; Classification of Brick; Brick Construction and Measurement of Brickwork; Cost of Brickwork, Framing for Brickwork, and more. Part II provides, through illustrations and floor plans, “New, original, and artistic designs for brick houses, apartments, stores, flats, garages, etc.” There are also designs for churches, a Jewish temple, schools, libraries, and more. The price of the individual plans together with the approximate cost to build the structure are given in an index at the rear of the book. A detailed and uncommon book in very good condition extolling brick as a building material and featuring numerous home designs in brick, from a pioneer firm specializing in mail-order blue-prints for homes, businesses, etc. **\$120.00**



[47806] **Radford’s Store & Flat Buildings.**

Radford Architectural Company. Chicago. 1913. 2nd (presumed).

Heavily illustrated in black and white, 84pp plus 20pp adverts for Radford products, 10.5 x 8 inches; two-color pictorial cloth covered boards (hardbound). The subtitle states the book illustrates “the latest and most approved ideas in small bank buildings, store buildings, double or twin houses, two, four, six and nine flat buildings.” Corners bumped; 3/4 inch discoloration across top of the front cover with two dings in cloth; otherwise, good clean condition.

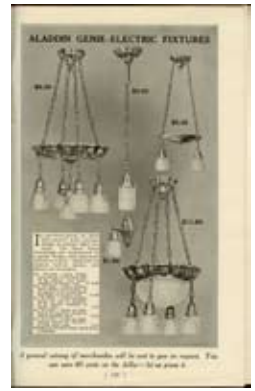
The book illustrates, through perspective views and floor plans, a variety of commercial and apartment buildings. The title page (repeating information likely found in the first edition) asserts that the volume is “the first and only book published showing popular designs in low-priced flats and store buildings, containing fifty-seven original and practical designs prepared by our architects.” Estimated building costs are given for each building, employing cost parameters from lowest to highest. An extremely interesting publication, in good clean

condition, from one of the pioneers in the business of mail-order house plans. **\$120.00**

[46398] **Aladdin Houses. "Built in a Day". Catalog No. 26.**

North American Construction Company. Bay City, Michigan. 1915. Second Edition.
128 pp. catalogue, 9 x 5.5 inches, in color pictorial paper wraps; illustrated with black and white photographs or drawings of Aladdin "Readi-Cut" homes, together with floor plans. String and staple bound. Light soiling to covers; interior very good.

An engaging Aladdin catalogue depicting numerous "built in a day" homes, both large and small. The promotional text reads: "Complete houses shipped direct from our mills...." The "Readi-Cut" lumber used in the buildings facilitated speed of construction and minimal waste: the brochure states: "This Is The Tenth Year Of Aladdin Success.... Modern power-driven machines can do better work at a lower cost than hand labor"; they further tout "honest value, square business methods, and integrity." The catalogue also provides photographic views of furnished interiors of Aladdin homes, a section featuring "add-ons" (built-in fixtures, sleeping porches, furniture, light fixtures, plumbing and heating units, etc.) as well as sections on cottages, garages, and barns. A most interesting example of early Aladdin homes, with the bonus of well-illustrated sections advertising additional home-related products. **\$185.00**



[47808] **Building Materials) Gordon-Van Tine. Gordon-Van Tine Co. Building Material. Spring Catalogue 1916.**

Gordon-Van Tine Co. Davenport, Iowa. 1916.

Black and white illustrations, color paint samples, 144 pp, 8.5 x 12 inches, in color pictorial paper wraps. Front and back covers suffer from edge tears and paper loss (2 inch triangular loss bottom free edge of front cover and, immediately following, an order blank; quarter-size hole and triangular paper loss rear cover; total loss of paper spine). PP 83-84 (colonnades) has suffered a square cut with loss of 75% of page. Back cover and last page detached. Apart from damage noted, contents in very good condition.

An interesting catalogue of building materials published shortly before Gordon-Van Tine Co. entered the "Ready-Cut" home plan business, which permitted customers to order pre-cut lumber for one of the homes pictured in the firm's catalogue, thus saving expense in labor and materials. The Spring 1916 Building Material catalogue lists a great assortment of products: windows, molding, cabinets, buffets, doors, mantels, nails, roofing, glass of various kinds, hardware, various types of floor board, metal ceilings--on and on. One of the chief delights of the catalogue is a four page unpaginated insert that features approximately 70 tipped-on paint chips (one chip is missing). Another unpaginated insert features Jap-A-Top asphalt roofing. Overall, quite a remarkable catalogue with interior pages in good condition. (Merchants are invited to visit Davenport "at our expense.... We will pay railroad fare both ways and do our best to entertain you while here"; the catch: the merchant must purchase "a carload of Lumber and Millwork." **\$225.00**

[47810] **Aladdin Houses.**

North American Construction Company. Bay City, Michigan. 1917.

120 pp. catalogue, 8.75 x 5.5 inches, in heavy card wraps; illustrated with black and white and color photographs of Aladdin "Readi-Cut" homes, together with floor plans. Several fold out illustrations in color, with complete separation on fold of one home plan. One page suffers a 2 x 1.5 inch "cut out" paper loss, two inch split to text-block at center of catalogue, paper loss at head and tail of spine, pages 78-80 missing; fair condition only.

An early Aladdin brochure depicting numerous "built in a day" homes, both large and small. The promotional text reads: "Complete houses shipped direct from our mills...." The "Readi-Cut" lumber used in the buildings facilitated speed of construction and minimal waste: the brochure states: "This Is The Twelfth Year Of Aladdin Success.... Modern power-driven machines can do better work at a lower cost than hand labor"; they further tout "honest value, square business methods, and integrity." The catalogue also provides photographic views of furnished interiors of Aladdin homes, a section offering "add-ons" (built-in fixtures, sleeping porches, colonnades and arches, plumbing and heating units, etc.) as well as sections on cottages, garages, and barns. A most interesting example of early Aladdin homes, with the bonus of well-illustrated sections advertising a variety of home-related products. **\$110.00**





[47809] **Gordon-Van Tine. Gordon-Van Tine Homes.**

Gordon-Van Tine Co. Davenport, Iowa. 1917.

A lavishly illustrated (black and white with a few color pages) 146 pp magazine-style publication, 11.75 x 8.75 inches, in color pictorial paper wraps. Pictured and described are Gordon-Van Tine homes with prices given for pre-cut lumber with which to construct the house or, for slightly less, lumber that has not been pre-cut. Additional pages picture and describe lighting fixtures (four pages) while other pages picture and describe cottages and garages. Creasing and short tears to cover; paper loss to spine; interior in good clean condition. An exceptional publication.

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 4 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.” **\$225.00**

HOUSE PLANS -- 1920-1929

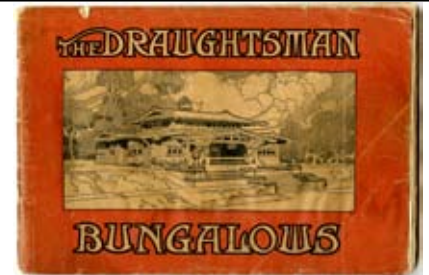
[47773] **California Bungalows) The Draughtsman Bungalows.**

De Luxe Building Co. Los Angeles. 1920. Fifth Edition (revised).

64 pp booklet in pictorial paper wraps, size 6.75 x 9.75 inches, offering floor plans and black and white images (photos or renderings) for 53 bungalow-styled homes.

Booklet has damp-staining most noticeable on verso of front and rear covers but extending throughout the booklet's bottom margin; this has resulted in the loss of several words of text where one page adhered to another. Small chip to front and back cover; paper loss to spine. Several pages at center have separated from the staple binding. Fair condition only, although quite fascinating with regard to contents, both pictorial and descriptive.

An interesting architectural booklet devoted, so the title page states, to “the latest and advanced designs of this particular type of architecture, published in the interest of the laymen home builders, architects, contractors and allied artisans who desire to study the Bungalow in its latest development.” Designs for homes range from massive to modest, with an occasional jaw-dropping building design that expands all prior concepts of “bungalow.” DeLuxe Building Co. was active in the teens, issuing a number of house plans booklets. The first edition of their Bungalows was published circa 1910. A scarce title in fair condition only. **\$235.00**



[47772] **Redimade Sectional Houses and Garages.**

Redimade Building Company. Portland, OR. and Los Angeles 1921. No. 15.

A poster 17 x 22.5 inches that unfolds from a pamphlet of four pages (each 11.25 x 8.5 inches with light “after-issue” centerfold) offering information, through photos and text, relating to Redimade sectional houses and garages. “From the Tree to the Finished Product at the Lowest Possible Cost: That’s the ‘Redimade’ Way.” A four inch tear to one fold; otherwise, very good condition.

The front page of the folded pamphlet (unfolding to a poster-size sheet) depicts two versions of Redimade’s “California Bungalow”; both a one and a two-bedroom model. The front page proclaims “Shipped Anywhere--In Built 4-foot Sections. Simple and Easy for Inexperienced Men to Assemble and Finish.” The center section of the folded pamphlet focuses on garages, while the pamphlet, when completely unfolded, depicts, through a series of pictures, the rapid construction of a Redimade bungalow from the arrival of the building’s component parts on the back of a truck through the step by step stages that lead to a completed building. Also featured are several different bungalow models available, the largest providing two bedrooms, a kitchen, dining room, living room and bath. Unfortunately, no prices are listed in the pamphlet. Heavily illustrated with photos, drawings and floorplans. Overall very good condition with marginal tear as noted. **\$110.00**

[47770] **Homes from Forest to You.**

Stetson & Post Lumber Company. Seattle. 1924.

64 pp string-bound booklet, 7 x 10.5 inches, in color pictorial paper wraps. Floor plans and illustrations for 38 homes, ranging from modest to commodious. The introduction describes the grades of lumber used in building the home so as to acquaint the reader with this important basic information; it then provides general discussion of the components provided for a fully-provisioned home (pre-cut lumber in regular lengths) from foundation to roof-top: (siding, joists, rafters, shingles, doors, windows, hardware, cabinets, bins, etc). Covers somewhat worn, but the interior of the booklet, detailed and very well illustrated, is in excellent condition.



In the Introduction, prior to the pages of floor plans and drawings, the firm outlines their business agenda: “We guarantee to furnish you with the necessary quantity of lumber to build any of these houses that you may order. We also guarantee the quality to be up to grade shown in our general specifications. The grades of lumber furnished by us for the different purposes are the proper grades consistent with good construction and reasonable cost; you get the benefit of our forty-five years of experience in that respect.” The reader is told that the home “is not what is termed a ‘ready-cut’ house,” although doors and windows and their frames are manufactured this way. Pictured in the early pages are the firm’s logging operations, sawmill, etc., followed by 38 house plans An engaging book in excellent condition with focus on Pacific Northwest homes. **\$165.00**



[48150] **South-West Stucco Homes.**

E. W. Stillwell & Co. Los Angeles. 1924.

64 pp house plan booklet, 6 x 9 inches, in paper wraps, illustrated with photographs, line drawings and floor plans. Two center sheets have separated from the staple binding. Light pencil notes at top margin of rear cover. Two miniscule tears on free end of rear cover; light crease on rear cover. An extremely scarce publication in very good, clean condition.

E. W. (Elmer Wendell) Stillwell, a native of South Dakota, established an architectural firm in Los Angeles in the early 1900s. He actively promoted the bungalow style home with two house plan booklets, *Little Bungalows* and *West Coast Bungalows*. Stillwell writes on the interior rear cover of *Stucco Homes*: “Our business was established in 1906, and has been conducted under the Stillwell name, ownership and management, since 1907. During these years, we have issued and reprinted in successive editions, the Plan Books that are described on the back of this cover. Wide distribution of the books has been gained by advertising in the best nationally known standard and class magazines. We are the oldest and best known corresponding architects in the West and on the Pacific Coast....” He further observes: “We are absorbed in home planning--making hundreds annually.” The front cover of the booklet lists the types of plans available: “Double Bungalows, Duplexes and Flats, Bungalow Courts, Individual Homes.” In adapting the bungalow style in “South-West Stucco Homes,” Stillwell observes in the booklet’s Introduction: “California is developing still newer styles that are suitable not only here, but will gain wide-spread acceptance in many states--particularly the South.” An uncommon house plan booklet, *South-West Stucco Homes* is in very good condition, containing an unused “Blank for Sketch” (printed grid) at the booklet’s front and an unused “Questionnaire for Special Plans” at rear. **\$295.00**



[47769] **Beautiful Homes.**

Cleveland Homes. San Francisco. No date. Ca. 1925. First Edition.

Unpaginated (28pp) booklet in pictorial paper wraps, size 10.5 x 8 inches, offering floor plans and sepia-toned photographic images of 30 brick-clad homes. Many of the homes are two bedroom single-floor dwellings. Barely visible damp line on rear cover; small chipping to front cover; otherwise very good condition.

An interesting collection of homes that feature brief paragraph descriptions of the building’s highlights, a floor plan with square footage noted, and a photo illustration. Massive chimneys are visible on many of the homes, a design feature no doubt intended to add visual impressiveness to an otherwise modestly scaled dwelling. Plans for the homes (“with or without basements”) are offered for sale, priced from \$7.50 to \$15.00. An interesting collection of home designs, many of which, as pictured in photos, resemble rust-belt properties presently being marketed on eBay. **\$95.00**



[47768] **Home and Fireside.**

Wm. A. Radford. Chicago. 1925.

16 pp booklet in color pictorial paper wraps, 11.25 x 8.25 inches, featuring home plans in full color. Insets on many plans depict an aspect of the home's interior design--bathroom decor, living room, staircase, etc. Slight spotting to covers; very short tear to front cover; overall, very good condition.

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 the company's imprint appearing on the front cover. The attractive color plates, offering glimpses of furnishings, landscaping, bathroom decor, etc. provide an intriguing entré into home design of the 1920s. Very good condition, save for issues noted.

\$75.00

[46396] **Home and Garden.**

Wm. A. Radford. Chicago. Copyright 1925.

16 pp booklet in paper wraps, 11.25 x 8.25 inches, featuring home plans in full color. Insets on many plans depict an aspect of the home's interior design--bathroom decor, living room, staircase, etc. Spotting to covers; nick to front cover; overall, very good condition.

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 the company's imprint appearing on the front cover. The attractive color plates, offering glimpses of furnishings, landscaping, bathroom decor, etc. provide an intriguing entré into home design of the 1920s. Of particular interest is this volume's insets of various outdoor furniture and accessories. Very good condition, save for issues noted. **\$75.00**



[47761] **Home Fireside and Garden.**

Wm. A. Radford. Chicago. 1926.

20 pp booklet in color pictorial paper wraps, 11.25 x 8.25 inches, featuring home plans in full color. Insets on many plans depict an aspect of the home's interior design--bathroom decor, living room, dining room, etc. Booklet has been trimmed across the bottom by approximately 5/8 inch, closely cropping several images. Some small tears to rear cover.

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 the company's imprint appearing on the front cover. The attractive color plates, offering glimpses of furnishings, landscaping, bathroom decor, etc. provide an intriguing entré into home design of the 1920s. Of particular interest are insets of various exterior doorway treatments in this volume. Good condition, save for damage noted. **\$45.00**

[47763] **Home Fireside and Garden.**

Wm. A. Radford. Chicago. 1926.

20 pp booklet in color pictorial paper wraps, 11.25 x 8.25 inches, featuring home plans in full color. Insets on many plans depict an aspect of the home's interior design--bathroom decor, living room, laundry room, etc. Major staining to bottom of front cover; small spot to rear cover, otherwise very good condition.

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 the company's imprint appearing on the front cover. The attractive color plates, offering glimpses of furnishings, landscaping, bathroom decor, etc. provide an intriguing entré into home design of the 1920s. Of particular interest is this volume's insets of various outdoor accessories and two page color spread featuring garages. Very good condition, save for issues noted. **\$75.00**





[47765] **Home Fireside and Garden.**

Wm. A. Radford. Chicago. 1926.

20 pp booklet in color pictorial paper wraps, 11.25 x 8.25 inches, featuring home plans in full color. Insets on many plans depict an aspect of the home's interior design--bathroom decor, living room, staircase, etc. Slight spotting to covers; overall, very good condition.

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 the company's imprint appearing on the front cover. The attractive color plates, offering glimpses of furnishings, landscaping, bathroom decor, etc. provide an intriguing entrée into home design of the 1920s. Very good condition, save for issues noted. **\$75.00**

[47766] **Home Fireside and Garden.**

Wm. A. Radford. Chicago. 1926.

20 pp booklet in color pictorial paper wraps, 11.25 x 8.25 inches, featuring home plans in full color. Insets on many plans depict an aspect of the home's interior design--bathroom decor, living room, staircase etc. 1.5 inch archival tape-repaired tear to front cover interior. Small triangular damp stain extending from spine to top edge of the booklet's front and back covers, not affecting interior pages. Small dog-ear crease at top right corner of booklet, chiefly noticeable on front cover. Despite these flaws, overall good condition.

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 the company's imprint appearing on the front cover. The attractive color plates, offering glimpses of furnishings, landscaping, bathroom decor, etc. provide an intriguing entrée into home design of the 1920s. Very good condition, save for issues noted. **\$75.00**



[48151] **The Most Popular Homes in America. Volume 2.**

American Builder. Chicago. 1927.

146 pp. booklet in paper wraps; 11.25 x 8.5 inches. Illustrated with photographs, color renderings, line drawings and floor plans. Chips and some paper loss to spine with 3 inch separation of front cover at spine; light toning to covers. Interior in excellent, clean condition.

Volume One of "Most Popular Homes" has been reprinted by Dover under the title "The Most Popular Homes of the Twenties." The publisher describes their reprint as "based on a rare 1925 catalog," a description entirely applicable to the companion Volume Two, an uncommon and relatively scarce publication. Lavishly illustrated, with many full page color renderings of homes, the booklet features, in addition to home plans, discussions on various home related topics: "Landscape Architecture"; "Modern Floors"; "Plate Glass Windows"; "Modern Kitchen

Conveniences"; "Crystal Garden for the Home"; "Hardware for the Small House"; "Colonial Staircase"; "Adequate Electric Wiring"; "Trimming the House in Stone" and much more. Booklet in very good condition, with flaws noted. **\$295.00**

[45456] **Pennsylvania Homes. Sixth Edition. A Select Collection of Practical Designs for Moderately Priced Homes.**

Retail Lumber Dealers' Association of Western Pennsylvania. Pittsburgh, PA. Copyright 1929. Sixth Edition.

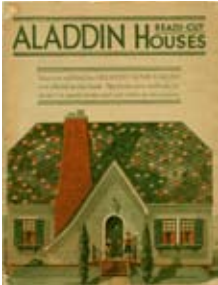
200 pp book in color pictorial paper wraps, 10.75 x 7.75 inches, offering floor plans, illustrations (many in color) and embroidered paragraphs touting homes both large and small. Also included are plans for duplexes and row homes and color plates featuring interior decor. Additional sections offer plans for cottages and garages. MISSING are house plan pages 21-22 and 129-130. A newspaper clipping advertising the sale of a home with the moniker "Panama Lodge" is glued to front free endpaper. Spotting and wear to front and back cover. Several interior pages show vertical folds (place markers?) Interior in good condition overall.



The title page announces "A Select Collection of Practical Designs for Moderately Priced Homes" while the Foreword states that the book contains "Homes Suitable to All Stations and Conditions of Life." There is a full page list titled

“Twenty-five Reasons for Owning a Home” (“Because it is a good example to your children”; “Because home owning is the only direct route between poverty and prosperity for the average man,” etc.) The book features an extensive pictorial section at the rear picturing doors (interior and exterior), built-in-cabinets, buffets, closets, columns, colonnades, windows, and a breakfast nook. Also at rear are color plates of kitchen and bathrooms. An engaging book; interior in good condition with flaws noted. **\$185.00**

HOUSE PLANS -- 1930-1939



[47750] **Aladdin Read-Cut Houses.**

The Aladdin Company. Bay City, Michigan. 1930.

30 pp. brochure, 11 x 8.5 inches, in color pictorial paper wraps. Pictures in color of homes together with floor plans. Small oval water stain to rear cover; repaired tear to front cover; dog-eared pages lower right corner; chipping to front cover and spine. Printed on low-grade paper stock. Not as hopeless as it sounds.

An interesting depression-era publication from Aladdin featuring homes of very modest cost. (Many homes are designed without bathrooms.) The cover states “Here you will find the greatest home values ever offered in one book. Big production methods, no dealers’ or agents’ profits and cash terms are the reason.” Lightly glued to the first page is an insert from the company’s Western Division in Portland, Oregon. The first page reads “Special Reduced Prices Offered In This Folder” and offers an analogy: “A great automobile factory can give you a better car for less money than your local machine shop. Just so, the great Aladdin Mills can do more for you at less cost than a local dealer or contractor.” Home prices start at \$534.00, with pre-cut lumber shipped to the buyer freight paid. Also featured: an Aladdin Gas Station as well as Cottages and Garages. An interesting collection reflecting the onset of the Great Depression. **\$110.00**

[47752] **Better Homes at Lower Cost (Number 17).**

Standard Homes Company. Washington, D.C. 1930.

A 64 pp booklet, 12 x 9.25 inches, in color pictorial paper wraps with fabric spine. Illustrated with photographs and floor plans; brief descriptive text. Small paper loss to bottom free edge of cover; two inch separation of front cover from fabric spine; two small abrasions right margin of front cover. Interior in good clean condition.

Well illustrated with large photos and floor plans (including The Crawford - designed for doctors and dentists - which features an adjoining office and reception room), the publisher writes in the opening pages of the booklet: “The homes illustrated in this plan book have been designed so that stock length materials may be used without waste, and practically all windows and doors are of standard designs usually carried in stock by local lumber dealers. By applying this simple system of standardization to home construction a considerable amount of waste is eliminated which enables the builder to cut building costs to the lowest minimum.” Blueprints, in duplicate, are available for any of the homes at a cost of \$20.00. The reader is alerted to the fact that “All plans are so prepared as to permit frame, stucco, brick or tile construction.” The reader is told that “You can pay for your own home with the money you are paying out for rent, if you have the will to do so.” The gauntlet has been thrown: the choice is yours.... **\$135.00**



[47751] **Universal Small Homes No. 5.**

Universal Plan Service. Portland, OR. No date. Ca. 1930.

36 pp. booklet, 9 x 6 inches, in green paper wraps; short tear to last page. Illustrations (drawings); floor plans and brief descriptions for a variety of small homes; booklet in very good clean condition.

Portland, Oregon, based Universal Plan Service was a training ground for a number of important regional architects, including Howard Lester Gifford, who designed the iconic Timberline Lodge on Mount Hood in the 1930s. Noteworthy is the fact that 18 of the designs featured in this booklet, “conforming in a practical way to mass desire,” employ the word “English” in the title of the home; for example: “Ideal English Cottage.” Timber and stucco gables and brick facades are a feature of many of these designs, while phrases such as “cozy and warm,” “charmingly informal,” and

“distinctive English design” aim to enhance the aura of essentially modest homes. A most interesting booklet depicting homes that figure largely in the architecture of close-in urban neighborhoods in Portland, Oregon. **\$110.00**

[47753] **Aladdin Homes.**

The Aladdin Company. Bay City, Michigan. 1931.

62 pp. brochure, 10 x 7 inches, in color pictorial paper wraps. Illustrations of homes in color and black and white, together with floor plans. Several introductory pages describe the specifics and virtues of the “Readi-Cut” home. Several short tears along spine of the booklet; light toning to front cover, which features scantily-clad winged sprites frolicking in front of an Aladdin home.

An interesting depression-era publication from Aladdin featuring homes of modest cost. A Preface headlined “The New Era In Home Building” states: “Alert home builders profit by newest methods, and up-to-the-minute construction efficiency. Gone are the ancient hand saw methods of home building.” Homes can be had for under \$400.00, with pre-cut lumber shipped to the buyer freight paid. (Many homes are designed without bathrooms.) Also featured in the booklet: Aladdin Gas Stations, Cottages and Garages. Pasted to the front cover is a folded sheet announcing “Aladdin’s Startling 30-Day Factory Price Sale,” with a list of reduced prices. An interesting collection reflecting the onset of the Great Depression. **\$145.00**



[47755] **Homeward Bound.**

National Plan Service. Chicago. No date. Ca. 1935. 24 pp. pamphlet 8 x 10.75 inches in pictorial paper wraps. Renderings of homes and floor plans in black and white. Good clean condition save for a thumb-size mottled stain bottom right margin of the title page.

At the height of the Depression, in 1934, the newly formed F.H.A. sought to spark the economy by providing financing to qualified buyers of new homes. The booklet “Homeward Bound” provides plans for

small homes that, so the publisher claims, can be purchased for less than rental payments. The centerfold home plan, titled the Certigrade Home, serves as a model home meeting FHA financing requirements. The text reads: “The Certigrade Home has been constructed at beautiful Arlington, Virginia, just across the river from Washington, D.C. ... The Certigrade home is being erected in all sections of the country as a model home for the American Family.” An uncommon booklet featuring “affordable” FHA financed homes; very good condition with flaw noted. **\$115.00**

[47754] **Modern Homes.**

Thomas Bros. Oakland, Cal. No date. Ca. 1935.

48 pp booklet in paper wraps, 11 x 8.5 inches, depicting, through photographs and floor plans, a variety of California homes situated in the East Bay area (Oakland, Berkeley etc.) Very good condition.

The booklet is published by Thomas Bros., best known at present for their Guides; they state in the Introduction “The purpose of this publication is to foster interest in home ownership.... This publication is not a stock plan book.” Beneath the photo and floor plan of most of the homes is an advertisement for a business, most often one that relates to the home on display. Thus there are advertisements for real estate brokers, builders, building and loan associations, contractors, lumber companies, etc. Seven homes pictured at the end of the booklet lack advertisements; presumably the publishers ran out of sponsors. Various residential developments are touted (Moraga Estates, Berkeley View Terrace, Piedmont Hill, Montclair) by agents selling building lots or homes. An interesting and well-illustrated booklet in very good condition focusing on East Bay homes of the mid-30s. **\$155.00**





[47757] **Homes You Can Easily Own.**

National Plan Service. Chicago. No date. Ca. 1938.

40 pp. booklet, color and black and white illustrations, in green pictorial paper wraps; 10.5 x 8 inches, in near fine condition.

Well illustrated booklet (color and black and white) picturing homes, floor plans, and occasional vignettes of architectural detail. The last page of the book outlines the path to ownership under the headline “F.H.A. Insured Mortgage Plan Makes Home Financing Easy.” The first page tells the reader that “Blue Print Plans, specifications and other forms for all designs are obtainable through us.” Also pictured and described are four pages of homes that “do not conform to F.H.A. requirements”; the reason for this is quite clear: the homes lack bathrooms. Overall, a most interesting booklet in excellent condition featuring small and medium sized homes. **\$125.00**

[47758] **Wheeler, Richard (illus). Redwood Vacation Homes.**

California Redwood Association. San Francisco. No date. Ca. 1938. Fifth Edition.

18 pp booklet 10 x 7 inches in color pictorial paper wraps. Cabin and lodge designs and advertisements for a variety of redwood products. Very good, clean condition.

A dozen cabin and lodge designs are depicted through renderings and accompanying floor plans. Brief textual descriptions accompany the designs. Advertising for additional Redwood Association publications at rear. **\$40.00**



[47756] **Wee Homes.**

L. F. Garlinghouse Co. Topeka, Kansas. 1938.

40 pp. booklet of black and white house plans, 8.75 x 5.5 inches, in color pictorial paper wraps. Excellent clean condition.

The title “Wee Homes” is not an exaggeration: one home pictured with accompanying floor plan is described as “A beautiful little one-room cottage with many built in features. A disappearing bed, in-a-door kitchenette, dressing room and shower bath make the cottage complete in every detail.” The homes grow in size as the booklet progress, ultimately arriving at two bedroom models. An unusual and engaging publication in near fine condition. **\$95.00**

HOUSE PLANS -- 1940-1949



[47775] **Low Cost Homes.**

National Plan Service. Chicago. No date. Ca. 1940.

40 pp booklet, 10.5 x 7.75 inches, in color pictorial paper wraps, featuring drawings (many in color) of small homes, together with floor plans. Very good condition, bright and clean.

The Preface of the booklet gets right to the point: “Think it over--and you will agree that most of the advantages you want in Life depend on just one thing: A Home of Your Own. The times are ideal for immediate building, the wisest of all investments.” There follows a subset of Investment-centered paragraphs: “Invest in Yourself”; “Invest in Your Wife”; “Invest in Your Family”; “Invest in Your Community.” The last page of the booklet informs the reader that “The F.H.A. plan is an easy step to home ownership,” and outlines the reasons for this being the case. Also included with the booklet is a small sheet with pencil notations itemizing living expenses, some associated with home ownership, many more associated with everyday expenses. Of the latter, the final two of the prioritized entries are “church” and “cig.” An interesting and attractive time capsule in very good condition. **\$75.00**

more associated with everyday expenses. Of the latter, the final two of the prioritized entries are “church” and “cig.” An interesting and attractive time capsule in very good condition. **\$75.00**

[47776] **Western Living Homes.**

National Plan Service. Chicago. No date. Ca. 1940.

24 pp booklet in pictorial paper wraps; 11.5 x 8.75 inches. Covers detached; light soiling to several pages, with most in good condition. An interesting booklet produced for Pacific Northwest lumber dealers in cooperation with their professional organization, Western Homes Foundation.

A rectangular booklet featuring 26 homes illustrated with line drawings and floor plans. A preface to the plans states: "They are homes that have actually been built in the Pacific Northwest states to meet Western ideas in living and Western conditions of climate. They are in every sense, homes that are best sellers because of the convenience and simplicity of design, their qualities for economical yet durable construction, and their general attractive appeal." An uncommon booklet that features a variant of the FHA approved Certigrade Model Home, a design originating in the mid-1930s to spark new home construction. Fair condition only; nonetheless a most interesting publication. **\$85.00**



[47777] **Aladdin Read-Cut Homes.**

The Aladdin Company. Bay City, Michigan. 1941.

46 page booklet, 10 x 7 inches, in color pictorial paper wraps. Illustrations of homes in color and black and white, together with floor plans. Several introductory pages describe the specifics and virtues of the "Read-Cut" home, and provide photographs of home interiors. Tear along spine of the booklet from bottom to staple binding; crease to front cover.

An interesting pre-war publication from Aladdin featuring homes of modest size. A new wrinkle in Aladdin's "Read-Cut" homes is the addition of an aluminum siding option: "To own a home, having the protection, value and benefits of the latest scientific accomplishments, is a matter of pride and satisfaction. To be one of the first in your community to own such a home is a distinction and is evidence of leadership." The pre-cut lumber is shipped by rail, with the firm providing "complete instructions for unloading the [box]car so everything can be placed in

convenient piles on your lot." Also featured in the brochure are Aladdin Cottages and Garages. **\$75.00**

[47778] **Homebuilders' Book of Low Cost Homes.**

Brown-Blodgett Company. St. Paul, Minnesota. 1941.

32 pp. booklet, 11 x 8.5 inches, in pictorial paper wraps. Booklet depicts designs for 35 low-cost homes. Dime-size ink stain on the front cover. Several of the homes are marked with an X in pencil, presumably an indication of interest in the product. Apart from these flaws, the booklet is in very good condition.

In an odd conflation, the introduction to the booklet advises the reader: "Rent money is spent money. It creates no wealth for you. A home owner is a solid citizen." The thirty-five small homes illustrated in the booklet are all pictured in bucolic leafy surrounds. The viewer is left with the impression that these are "interpretive" rather than "actual" photos of the homes, and that much effort has been expended (with varying success) to make each look attractive. Floor plans and florid text accompany each photo illustration; blue prints are said to be available through lumber dealers. **\$65.00**



[47779] **Universal Cottages (Book 17).**

Universal Plan Service. Portland, OR. 1942.

32 pp home plans booklet, 6 x 4.5 inches, in pictorial paper wraps. Very good, clean condition.

An attractive collection of home plans. No preface or written information; strictly sketches of small homes with floor plans, many depicted in isometric perspective. A number have garages integrated into the home's design, with access to and from via the kitchen. An uncommon item in near fine condition from a Pacific Northwest firm. **\$75.00**

[47780] **210 Deluxe Small Homes.**

L. F. Garlinghouse Company. Topeka, KS. No date. Ca. 1944.

80 pp booklet, 12 x 9 inches, in color pictorial paper wraps. Ragged spine and rear cover missing, 1/4 inch tear to front cover; contents clean and bright. Owner's name and date (1944) in pencil on first page.

A well-illustrated booklet providing detailed information, photographic views and floor plans, for over 200 homes. The cover of the book states the company offers "complete working plans; specifications, lumber and mill list for the many beautiful designs... available to you at very low cost." Within we are reminded that "The owning of homes is the glory of the civilized community, for the rented house is not, never has been, and never can be, a real home." Further, "In using Garlinghouse plans to build from, the chance of costly errors is reduced to a minimum." Estimated costs to construct the designs in the booklet are listed on the last page. Interior clean and bright with damage to paper wraps as noted. **\$75.00**



[46401] **Your Home For Tomorrow.**

Industrial Publications, Inc. Chicago. 1945.

96 pp. booklet, 8.5 x 11 inches, in color pictorial paper wraps. Illustrated with photographs and line drawings, together with floor plans and brief descriptions of the home. Owner's name in pencil on first page, very good condition.

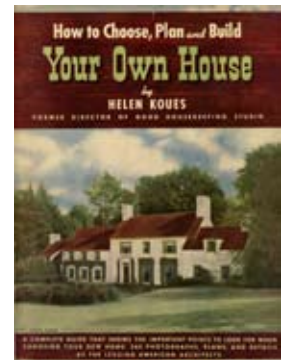
The introduction states the booklet is in three parts: the first part features homes by architects (including Levitt and Sons) "designed specifically for post-war living. Many of the houses have not yet been built because of war restrictions." The second part contains "plans of houses that have been previously published and built." The third part contains drawings relating to interior decor and storage. This is an "idea book," as no plans are for sale from the publisher. The booklet, in very good condition, is intended to stoke the pent-up demand for new homes released with the end of World War II. **\$75.00**

[47783] **Koues, Helen. How to Choose, Plan and Build Your Own House.**

Tudor Publishing Co. New York. 1946.

128 pp booklet in color pictorial stiff paper wraps; 11 x 8.5 inches. Well illustrated with photographs and floorplans. Covers lightly worn, faint musty odor; good condition.

A "book of ideas," so states the author, intended to spark ideas as opposed to a booklet designed to sell blue prints and spec sheets. Featured are discussions of a wide variety of architect designed houses, with emphasis on suitability to specific regions of the country. Also, thoughts on landscaping and siting. Profusely illustrated with photographs, floor plans and line drawings. An attractive volume in good condition focusing on prevailing trends in home design at the end of World War II. **\$35.00**



[47787] **Small Homes Keyed to the Times.**

National Plan Service. Chicago. 1946.

32 pp booklet, 11 x 8.5 inches in color pictorial paper wraps, featuring photos or line drawings of small homes, together with floor plans. Covers show spotting and stains; interior bright and clean.

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. **\$60.00**

[47781] **Small Homes of Originality.**

National Plan Service. Chicago. Copyright 1946.

32 pp. booklet, 8.5 x 11 inches, color pictorial paper wrappers, color and black and white renderings of homes, together with their floor plans. Faint toning to edges of cover; very good, clean condition.

“Building a home of your own is a joyous adventure. You sacrifice nothing but gain much.” So reads the introduction of this well-illustrated booklet featuring numerous plans for small homes. Blue print plans for any of the homes pictured can be ordered through the publisher, the National Plan Service. Also available are contractor forms and specifications regarding materials that will be needed. The booklets were distributed nationally through local lumber yards and building supply firms. An attractive publication responding to the pent-up demand for inexpensive new housing following World War II. **\$75.00**



[47785] **May, Cliff; with Sunset Magazine Editorial Staff. Sunset Western Ranch Houses.**

Lane Publishing Company. San Francisco. 1946. First Edition.

160 pp hardcover book, black and white illustrations and house plans, approximately 11 x 8 inches, cloth covered boards (hardbound). In very good condition with good dust jacket. Short tears to spine of jacket; 1 inch tear at fold of front cover flap. \$3.00 price present on flap.

A handsomely illustrated volume devoted to ranch house designs pioneered in Southern California by building designer Cliff May, “The Father of the California Ranch Home” who, after years of work, was honored late in life with the designation “licensed architect.” May’s homes were built “out”

rather than “up” with the object of merging interior space with the outdoor environment. An attractive and well-illustrated volume in very good condition. **\$95.00**

[47786] **Your New Home.**

Malba Books. New York. 1946. First Edition.

64 pp booklet, 10.5 x 8 inches, in paper wraps. Booklet features “55 up-to-date, practical Houses, in Plans, Views, and Descriptions...for all Budgets, all Tastes...”; very good condition.

Dalzell, a noted New Jersey architect, has organized this house plans booklet to include 25 homes for incomes under \$5,000; 22 homes for incomes of \$5--\$10,000; 4 homes for incomes over \$10,000; plus 4 week-end houses. It is illustrated with sepia line drawings and floor plans, plus short descriptive passages for each home. Booklet in very good, clean condition. **\$75.00**



[47788] **How to Build A More Comfortable New Home.**

Armstrong Cork Company. Lancaster, PA. 1948.

20 pp booklet, 7 x 5 inches, in pictorial paper wraps. Four inch triangular water stain from spine to lower margin, most noticeable on back cover. Spotting to front cover. Despite flaws, an interesting and colorful publication.

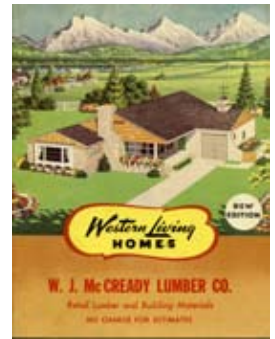
The emphasis of the booklet is on the utility of insulation in new home construction, with focus given to various Armstrong products including Temlok Sheathing, Armstrong Insulating Wool, and Monowall (“so cheerful, so easy to clean”) for Kitchen and Bathroom. Interesting color photos provide a peek at three 40s interiors. **\$20.00**

[46399] **Western Living Homes.**

National Plan Service. Chicago. 1948.

32 pp booklet, 11 x 8.25 inches, color pictorial wrappers (softbound). Attractively illustrated in color and black and white. Covers a trifle worn; interior in very good, clean condition.

The introduction states that the “Ranch type home has rapidly become one of the most popular styles of architecture for American living.” The homes are depicted both in color and black and white; floor plans and descriptive text accompany each home. In a departure from other catalogues from the same era, the homes aren’t given lyrical names (“The Harmony,” “The Homestead”) but are identified simply by code (w-378, w-389, etc.) Interestingly, in a number of the plans a garage for the family car has been integrated into the home’s design, as opposed to the more traditional detached garage. A booklet in very good, bright and clean condition, reflecting the increasing popularity of ranch style architecture. **\$65.00**



[47790] **Normile, John, A.R.A. et. al. Home Building Ideas. (Better Homes and Gardens).**

Meredith Publishing. Des Moines, Iowa. 1949.

202 pp magazine, 12.5 x 9.75 inches, in color pictorial paper wraps. Cover shows modest wear. Owner’s name in small script on front cover. Photo illustrations in black and white and color. Overall good clean condition.

Small traditionally-styled houses dominate this publication, with an occasional nod to more progressive design. Instructions on how to choose a home-site, financing it; reading house plans; working with an architect; glossary of building terms and more provide guidance for the novice. Garages loom large in the configuration of many homes, and floral print wallpaper assaults the eye. Harbingers of the 50s abound. **\$45.00**

[47789] **Shahn, Ben (cover illus). Popular Home.**

United States Gypsum. Chicago. Late Spring 1949.

14 pp pamphlet, 12 x 8.5 inches, featuring house plans and adverts for US Gypsum products. Light spotting to rear cover, otherwise good clean condition.

The pamphlet pictures various new homes together with their floor plans; blueprints of these homes are available for purchase. Color adverts tout US Gypsum’s Sheetrock and Texolite paint. Pamphlet features a striking cover depicting a carpenter by Ben Shahn. An uncommon item in very good condition. **\$45.00**



HOUSE PLANS -- 1950-1959



[47828] **Homes for Modern Living.**

Weyerhaeuser Company. St. Paul, Minnesota. No date. Ca. 1950.

72 pp booklet of house plans, 11 x 8.5 inches, in pictorial paper wraps. Thin abrasion to right free end of front cover; one house plan with notes in pencil on the floor plan and a man’s name in ink on a line drawing of a home; otherwise very good condition.

The house plans feature a line drawing or photo of the home, a floor plan, and occasionally a perspective view of one of the rooms. The bulk of the plans are for “four rooms--one story” but larger homes (“six rooms--two story”) are included. The reader is instructed, having chosen a suitable plan from the booklet, to consult a “four-square” lumber dealer for blue prints and assistance with building and financing. An interesting collection of mid-century homes in very good condition, save for problems noted. **\$75.00**

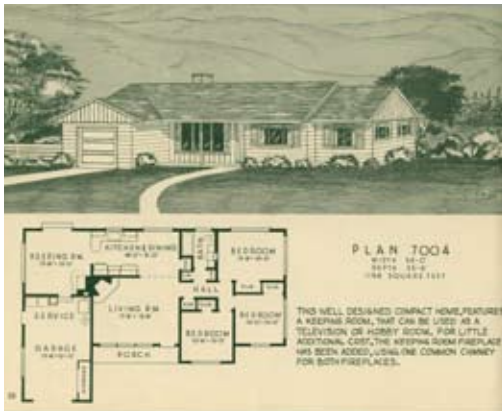
[47854] **Homes of Distinction Designed For Comfortable Living.**

Homograph Planner Corporation. East Detroit, Michigan. 1950. Third Series.

Magazine, black and white illustrations, 96pp, 10.75 x 8 inches, in pictorial paper wraps. Soiling on right margin of front cover; crease to front cover, faint musty odor; 10 pages advertising Cleveland-area businesses with emphasis on

construction; "adjustments" to one house plan in red and blue pencil by prospective home owner, otherwise interior in good condition.

A well-illustrated booklet picturing, in black and white, homes both large and small, with accompanying floor plans. The more spacious homes feature a variously-labeled room identified as "activity," "study," or "library." Two dozen or more pages at the rear of the book focus on floor plans and architectural features such as window and door treatments, staircases, closets, etc. In addition to this feature, there are floor plans illustrating various configurations for bathrooms and washrooms, and a page of furniture templates (pianos, tables, chairs, sofas, lamps, etc.) that can be cut out and placed in the prospective homeowner's to-scale floor plan. Another page features planning for a garage, with templates for bicycles, lawn mowers, wagons, etc., in addition to the homeowner's (one) vehicle. An interesting booklet aimed at pre-planning a dream home. **\$75.00**



[47830] **K & P Homes.**

Knight and Piercy. Portland, OR. No date. Early 1950s.

41 pp. booklet, 11 x 8.5 inches, in paper wraps. Booklet features green-tone line drawings of homes and their floor plans. Toning to portion of back cover; otherwise, very good condition.

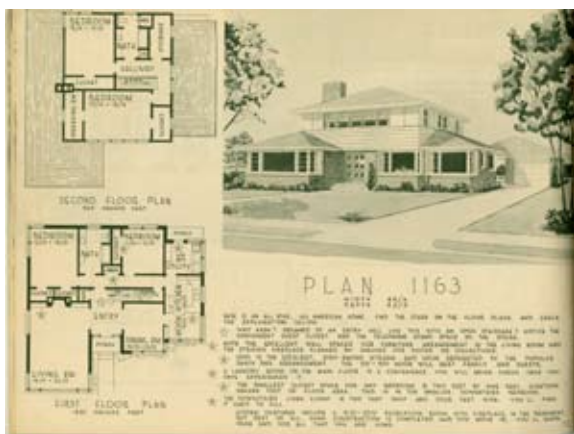
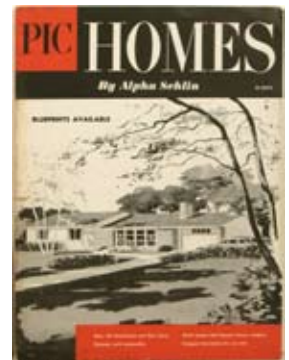
Printed on the interior of the front cover is the following: "Because many people cannot afford tailor-made plans, these stock plans have been designed for you with as much care as individual tailor-made plans." The book features chiefly single-level homes. In one plan there is a "keeping room" which the text states can be used as "a television or hobby room." Two-car garages are much in evidence; the plans are priced from \$35.00 to \$55.00. Later K & P catalogues would depict homes on a more expansive scale. **\$55.00**

[47829] **Sehlin, Alpha. Pic Homes.**

Wagner Publications. New York, N.Y. 1950.

Unpaginated booklet (40 pp), black and white illustrations, 13.25 x 10 inches, in pictorial paper wraps, produced by the publishers of PIC, a men's magazine; very good condition.

The booklet provides sketches of homes with floor plans as well as several pages of adaptable modern furniture patterns. Blue prints and specifications for the homes, or patterns for building the furniture, can be ordered through the mail. The booklet, in very good condition, depicts a variety of comfortable mid-century homes of various styles, with particular focus on homes of one level. **\$65.00**



[47827] **Planning or Dreaming?**

Home Building Plan Service. Portland, OR. 1950.

Booklet, 73 pp, 11 x 8.5 inches, in paper wraps. Booklet features green-toned line drawings of homes and their floor plans. Very good condition.

The cover states "75 individual designs...over 135 floor plans... complete working blueprints and material lists available." Within, the reader is informed that "Between these covers we feel sure that you can find a home that fits your requirements, your pocketbook and your dreams." The reader is further informed that "The appeal and popularity of these designs is further evident from the fact that orders have been received from Canada and Mexico, from Alaska,

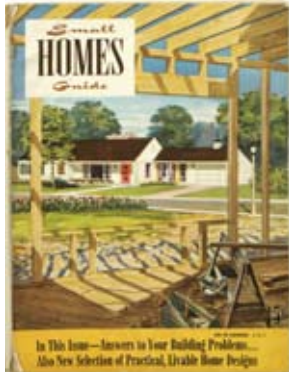
Hawaii, Central and South America, from France, Belgium, Greece, Italy, Spain, Portugal, Norway, Sweden, from South Africa and Australia, and even from China." The booklet, in very good condition, features chiefly homes of modest size, but it is also clear, in retrospect, that bigger, splashier homes are on the horizon. **\$60.00**

[46400] **Ranch & Suburban Homes.**

L. F. Garlinghouse Company. Topeka, Kansas. No date. Ca. 1950. Second Edition.

Black and white photo illustrations, blue and white plans, a few color illustrations, 51 pp, 11 3/4 x 9 inches, color pictorial paper wrappers (softbound). Covers a trifle worn with ink notation to upper right corner; very good condition.

An extensive collection of homes pictured in color and black and white with accompanying descriptive text and floor plans. Customers ordering plans receive blue prints of four elevations, specifications regarding all aspects of construction, and lumber and mill lists detailing materials needed. Cost estimates would be obtainable from a local builder. Many of the homes depicted are designed on a commodious scale and include maid's rooms and double garages, but there are also numerous modestly scaled homes. An interesting catalogue in very good condition focusing on a wide variety of mid-century homes. **\$75.00**



[47826] **Sangster, Robert E. (editor). Small Homes Guide.**

Small Homes Guide, Inc. Chicago. Summer-Fall 1950.

176 pp magazine, color and black and white illustrations, 12.5 x 9.5 inches, in color pictorial paper wraps. One inch splits at top and bottom of spine, otherwise good condition. Renderings of houses of various styles accompanied by floor plans; additional sections focus on topics of importance to the home buyer: Finance and Insurance; Construction; Equipment; Decorating and Furnishing. Copious advertising, much in full color, for a variety of home products with emphasis on kitchens, bathrooms, and beaming homemakers. \$50.00

[47831] **House Beautiful's Home Maintenance and Building Manual.**

Hearst Corporation. New York. 1951.

Large format magazine, color and black and white illustrations, 172 pp, 12.75 x 9.75 inches, in color pictorial paper wraps featuring house plans and numerous articles relating to the issue's focus: in this instance "climate control." Very good condition save for short tears to right margin of front cover plus short tears, spotting and several ink inscriptions relating to romance ("C.S. & R.H" etc.) on rear cover. Interior in good clean condition.

Articles on home maintenance, decorating, and home plans with sketches and floor plans. The central focus of the magazine is "Climate Control--Biggest Home Building Idea of the Decade." In line with this emphasis, several articles develop concepts of climate control as they relate to homes in specific regions of the country--Miami, Arizona, Missouri River Valley, the Gulf Coast. Interestingly, photos and renderings of living room interiors show them (with one exception) to be devoid of TV sets, nor is there advertising for televisions. However, many striking advertisements focus on bathrooms and kitchens, creating an interesting document regarding mid-century homes and decor. Very good condition with flaws noted. **\$50.00**



[47832] **Ranch Homes Featuring Daylight Basements for the West.**

Home Planners Clinic. Portland, OR. 1951.

Booklet, black and white illustrations and house plans, 38 pp, 11x 8.5 inches, in pictorial paper wraps. The title of the booklet makes clear the focus of the home designs. Very good condition.

The Introduction of the booklet states: "Our main purpose in presenting this book is to show the much favored and wanted daylight basement, in conjunction with the unusual in modern and conventional ranch home planning." An order form states three sets of working blue prints can be had for \$35.00; other services are available at additional cost. Also illustrated are several commercial buildings and a courtyard apartment complex. An interesting booklet in very

good condition featuring large homes that use, to great advantage, sloping terrain. **\$85.00**

[47834] **Expansible Homes Designed to Grow.**

National Plan Service. Chicago. 1952.

An interesting 14 pp. booklet, 8.5 x 11 inches, in paper wraps, picturing house plans that allow for the homes' expansion in the future. Very good condition.

An engagingly designed booklet that at first glance appears to have pages that have been cut down the middle, but a reader quickly realizes that the partial page is to fit on top of a full page, thus illustrating an addition that has been made to the home. Eight homes are featured utilizing this novel design; an additional six pages depict, in a more conventional manner, additions to several other homes. Booklet in very good condition. **\$85.00**



[47833] **Popular Home.**

United States Gypsum. Chicago. Late Fall 1952.

14 pp pamphlet, color and black and white illustrations, 12 x 8.5 inches, featuring house plans and adverts for US Gypsum products. Mailing label on rear cover; otherwise good clean condition.

The pamphlet pictures various new homes together with their floor plans; "the complete construction story" for these homes is available for purchase. Other features include remodeling (room in attic) and closet rehab. Color adverts tout US Gypsum's Weatherwood and Red Top Insulating Wool. Intriguingly, home interiors begin to feature television sets--hulking floor models--something not commonly seen in early 50s interiors. A novelty item in very good condition. **\$20.00**

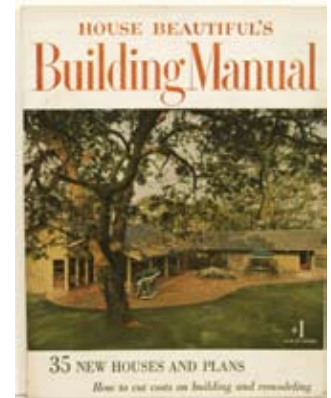


[47835] **House Beautiful's Building Manual.**

Hearst Corporation. New York. Fall - Winter 1953-1954.

232 pp large format magazine, 12.75 x 9.75 inches, in paper wraps featuring house plans and articles on home decor; very good condition save for tiny water mark to margin of first 8 pp.

Articles on home maintenance, decorating, landscaping, money-saving construction tips, and home plans with sketches and floor plans. Interestingly, some of the larger homes continue to identify space at the far end of the home as "maid's room," while another plan for a large home indicates a transition: the isolated room with adjacent bath close to the kitchen is now identified as "hobby room." Photos of living room interiors are devoid of TV sets; however, advertising makes clear that televisions are a "must have" home product. Other striking advertising focuses on bathrooms and kitchens. An interesting document regarding mid-century homes and decor in very good condition with flaw noted. **\$60.00**



[47837] **100 Family Room Homes.**

Home Building Plan Service. Portland, OR. 1955.

60 pp booklet, illustrated with sepia renderings and floor plans for each home, 10.75 x 8.25 inches, focusing exclusively on homes that include in their plans a "family room". Very good condition save for a partial coffee cup ring on the back cover.

An interesting booklet that revives a feature found in larger homes of the late 19th century--the "living room" for daily use and a "parlor" for special occasions. In this mid-century revival of the concept, the "family room" is dedicated to daily use, preserving a pristine "living room" in which to showcase seldom used furniture and crystal pendant lamps. The descriptive language on the front cover states "100 home plans dedicated to the American family.... The first plan book devoted exclusively to family room living. Complete blueprints available." A number of the homes illustrate two further trends in mid-century domestic



architecture--the desirability of two bathrooms as well as a double garage. The booklet brings vividly to life images of suburban living and, also, suburban sprawl. **\$65.00**

[47836] **The Celotex Book of Today's New Homes**

Celotex Corporation. Chicago. No date. Ca. 1955.

34 pp booklet, color and black and white illustrations, 9 x 11 inches, in paper wraps, featuring "22 architect-designed homes of moderate cost." Some abrasions to covers, otherwise good condition.

The booklet features drawings of mid-century homes in color and black and white, together with floor plans. The publication touts Celotex products: backing board and insulating sheeting; insulating rock-wool blankets of asbestos; celo-rok wallboard, insulating ceiling tiles and more. Some interesting home designs; the other 50% is given over to product-plugs. **\$40.00**



[47855] **Aladdin Read-Cut Homes.**

Aladdin Company. Bay City, Michigan. 1956. 50th Annual Edition.

Catalogue, color and black and white illustrations, 70 pp, 10.25 x 7 inches, in color pictorial paper wraps. Modest toning to front cover. Overall, very good condition, with useful insert: "Freight Paid Price List" detailing costs.

Aladdin's "50th Anniversary" catalogue offers an extensive collection of homes pictured in color and black and white with accompanying floor plans and descriptive text. Also pictured are Aladdin kitchens and ideas for colorful treatments of living rooms, bathrooms, etc. The catalogue states: "Aladdin's Long Experience Means: The Perfection of Machine Production; A Saving of Time and Labor on the Job; Elimination of Waste of Materials." Featured is a page depicting 6 Aladdin homes, five of them over 40 years old. The caption states "Good Houses Never Grow Old." The catalogue also pictures a "phantom railroad box car" with a complete home tidily packed for shipping. Photos of Aladdin's President and three executives

are featured on the verso of the front cover, together with photos of ten satisfied customers (seven of them women). An attractive "Anniversary" catalogue from a pioneer in the "pre-cut" home business. **\$65.00**

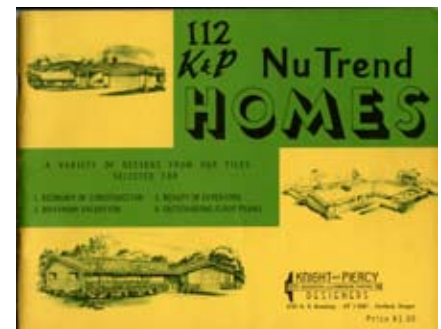


[44800] **112 K & P Nu Trend Homes. A Variety of Designs from Our Files Selected for 1. Economy of Construction 2. Maximum Valuation 3. Beauty of Exteriors 4. Outstanding Floor Plans.**

Knight and Piercy. Portland, OR. No date. Ca. 1957.

Black and white illustrations and plans, 67pp, index, 8 1/2 x 11 inches, in color pictorial paper wrappers (softbound). Very good, clean condition.

The cover states "A variety of designs from our files selected for economy of construction; maximum valuation; beauty of exteriors; outstanding floor plans." The book features a variety of single-level or split-level homes, many with "family rooms" (aka "activities" room) as well as "recreation" or "party" rooms. (The latter tend to be relegated to the basement.) Two-car garages are much in evidence; the plans are priced from \$35.00 to \$55.00 **\$60.00**



[47841] **115 Selected Homes.**

Home Building Plan Service. Portland, OR. 1957.

Booklet, illustrated with color drawings (printed in a single shade) and floor plans, 64 pp, 10.75 x 8.25 inches, pictorial paper wrappers. Very good condition; one loose page.

The descriptive language on the front cover states: "A selection of home plans from our files. Complete blueprints available." While a number of homes are quite modest, others illustrate two trends in mid-century domestic architecture--the desirability of two bathrooms as well as a double garage. Almost all the houses are designed for one level, with ranch-style models dominating. **\$60.00**

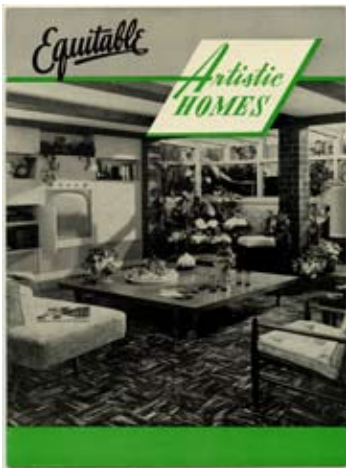
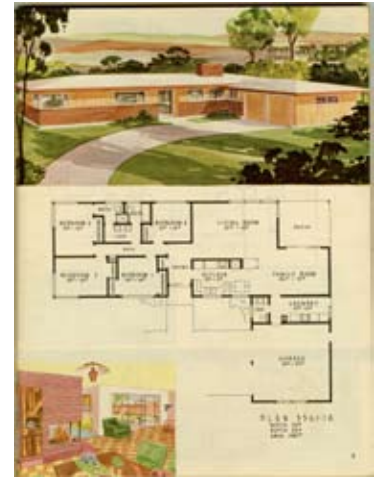


[47840] **144 Family Room Homes.**

Home Building Plan Service. Portland, OR. 1957.

73 pp. booklet of house plans, illustrated with sepia and full-color drawings and floor plans 10.75 x 8.25 inches, focusing exclusively on homes that include in their plans a “family room. Very good with very light spotting on the back cover, center sheet loose.

An interesting booklet emphasizing the “family room” for daily use, thus preserving a pristine living room for special occasions. The descriptive language on the front cover states: “144 home plans dedicated to the American family....” They continue, evidently ignoring the same announcement on their earlier “family room” catalogue: “The first plan book devoted exclusively to family room living. Complete blueprints available.” They further observe, with some amazement: “We are proud of the fact that even amateurs, with little or no previous experience, have undertaken to build their own homes from our plans and have succeeded!” The homes are almost exclusively built on one level and illustrate two further trends in mid-century domestic architecture--the desirability of (at least) two bathrooms as well as a double garage. **\$65.00**



[47839] **Equitable Artistic Homes.**

Equitable Savings and Loan Association. Portland, OR. No date. Ca. 1957.

Two slim booklets (16 and 18 pp), black and white photo illustrations, 8 x 10.5 inches in paper wraps. One with center vertical fold (for mail delivery?); otherwise both in good condition.

Two interesting booklets featuring home design and questionable decor ideas; the two would be of particular interest to persons interested in tracking the incursion of television in the mid-century home. The cover of one features a monstrous built-in unit in what appears a casual living room setting, while an article within the booklet pictures a TV that has been shoved into a patio storage cabinet--the combination reportedly “the final touch of convenience and luxury.” The other booklet includes an illustrated article entitled “When Books Combine With Television” which pictures bookcases vying for wall space with oddly placed built-ins and hulking floor models. Good condition but depressing.

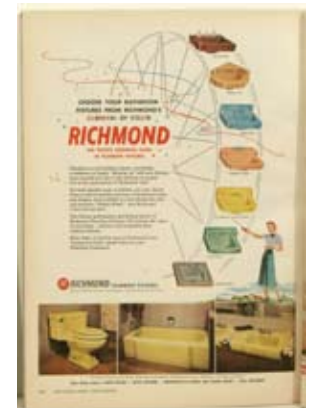
\$35.00

[47838] **Home Guide: New Homes Edition.**

Home Guide, Inc. New York. Spring-Summer 1957.

272 pp magazine, color and black and white illustrations and ads, 12.5 x 9.5 inches, in color pictorial paper wraps. Very good condition.

Renderings of houses of various styles accompanied by floor plans (“60 pages of top architect-designed houses and plans”); additional sections focus on topics relevant to the new home buyer: Finance and Insurance; Construction; Equipment; Decorating and Furnishing, plus How-to Features. Copious advertising, much in full color, for a variety of home products with emphasis on kitchens, bathrooms, and beaming homemakers. **\$60.00**



[47856] **Modern Home Builders' Guide.**

Kemper Thomas Company. Cincinnati, Ohio. 1957. 50th Annual Edition.

12 page calendar for 1958 featuring color illustrations of new homes, 16 x 9 inches. Small triangular paper loss at bottom of August's decorative border, otherwise very good condition.

An attractive calendar featuring color renderings of traditional and mid-century modern homes. On verso, in addition to specifications (floor plan and paragraph puff regarding home) are specifications and sepia illustrations for two additional homes, plus a separate section with paragraphs relating to home planning (landscaping, wiring, etc). An interesting and attractive mid-century item. **\$35.00**



[47842] **Aladdin Readi-Cut Homes. Catalogue No. 64.**

Aladdin Company. Bay City, Michigan. 1959.

70 pp catalogue, color and black and white illustrations, 10.25 x 7 inches, in color pictorial paper wraps. Crease and some abrasion to cover and slight paper loss top margin. Abrasion and short tear to spine. Interior in good, clean condition.

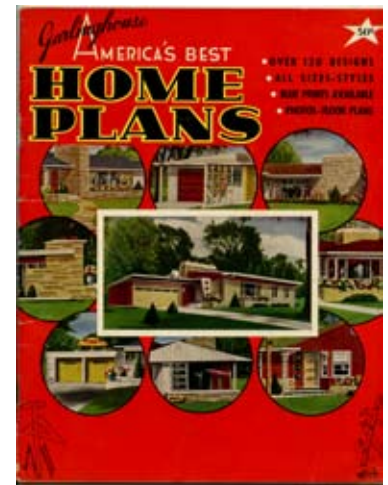
An extensive collection of homes pictured in color and black and white with accompanying descriptive text and floor plans. The catalogue states: "An Aladdin Readi-cut Home saves you thirty to forty percent in your labor bill because the carpenter does not have to spend his time working out the construction 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." The catalogue pictures a "phantom railroad box car" with a complete home tidily packed for shipping. An interesting catalogue from a pioneer in the "pre-cut" home business. **\$55.00**

[47843] **America's Best Home Plans.**

L. F. Garlinghouse Company. Topeka, Kansas. No date. Ca. 1959. Second Edition.

64 pp booklet, 11 x 8.5 inches, in color pictorial paper wraps. Over 120 home plans depicted in black and white photographs and color drawings, together with floor plans. Blue prints can be ordered from the publisher; very good condition.

The booklet depicts homes of various sizes, some on a very lavish scale. The book is undated, but design features (and absence of zip code) suggest the late 1950s. These features include the absence of a "family room," which became a central feature of home plans in the 1960s. A further throw-back feature can be seen in the inclusion of a maid's room. Another home plan offers an "activities" room, which would replace the home's dining room--an interesting trade-off. In many respects the floor-plans reflect a holding pattern with regard to interiors, while a number of homes, through their exterior design, reflect intriguing mid-century ideas of "modern." An interesting book in very good condition documenting the transitional mid-century period in home design. **\$85.00**



HOUSE PLANS -- 1960-1969



[47860] **Matthias, John I. (designer). Fir Plywood Presents Leisure-Time Cabins: The Hale-Kai.**

Douglas Fir Plywood Association. Tacoma, Washington. 1960.

Folder, 14 x 10.25 inches, containing building plans for a small cabin, the "Hale-Kai," designed by John I. Matthias of Pasadena. Very good condition.

The building plans, Number 19 in a series, contain four folded sheets 14 x 20.5 inches picturing, with measurements, the component parts of the cabin: foundation, framing, etc. The last sheet is comprised of a materials description, detailing the building materials and hardware needed to construct the cabin. A line drawing of the finished structure is pictured on the front cover. **\$35.00**

[47861] **Higgins, Laurence S., AIA. (designer). Fir Plywood Presents Leisure-Time Cabins: The Lodge.**

Douglas Fir Plywood Association. Tacoma, Washington. 1960.

Folder, 14 x 10.25 inches, containing building plans for a small cabin, the "The Lodge," designed by Laurence S. Higgins of Alexandria. Very good condition.

The building plans, Number 13 in a series, contain four folded sheets 14 x 20.5 inches picturing, with measurements, the component parts of the cabin: foundation, framing, etc. The last sheet is comprised of a materials description, detailing the building materials and hardware needed to construct the cabin. A line drawing of the finished structure is pictured on the front cover. **\$35.00**





[47862] **Nagle and Associates (designer). Fir Plywood Presents Leisure-Time Cabins: The Ranger.**

Douglas Fir Plywood Association. Tacoma, Washington. 1960.

Folder, 14 x 10.25 inches, containing building plans for a small cabin, the "Ranger," designed by Nagle and Associates of Minneapolis. Very good condition.

The building plans, Number 15 in a series, contain five folded sheets 14 x 20.5 inches picturing, with measurements, the component parts of the cabin: foundation, framing, etc.. The last sheet is comprised of a materials description, detailing the building materials and hardware needed to construct the cabin. A line drawing of the finished structure is pictured on the front cover. **\$35.00**

[44788] **Wandesforde, Bob (illus). Second homes for leisure living. 24 new leisure-time homes, built with plywood for comfort and economy...from the American Plywood Association.**

American Plywood Association. Tacoma, Wash. No date. Ca. mid 1960s.

44pp booklet (unpaginated), 11 x 8.5 inches, color illustrations, black and white plans, color pictorial paper wrappers (softbound). Booklet features designs for 22 small plywood vacation homes: images of exteriors, interiors and floor plans. Small ink notation on front cover identifying, by number, five plans that someone liked. Three small spots, two on one page and one on another; otherwise, very good clean condition.



The twenty-two small architect-designed homes are nicely illustrated in 60s fast food colors by Seattle artist Bob Wandesforde. The homes range in size and concept, with plywood (and privacy issues) establishing a common denominator. (What appears to be a gull-wing Chevrolet in one image suggests 1966-1967 date of publication.) An interesting publication focusing on vacation homes for those who delight in mattress-on-the-floor living. **\$60.00**



[47863] **120 Hillside Plans.**

Home Building Plan Service. Portland, OR. 1964.

63 pp. catalogue, 10.25 x 7.25 inches, in color pictorial paper wraps. Color illustrations of homes, one or two to a page, together with floor plans. Pencil notations on several of the plans (for example: "no dining room" or "like" or "good") and various checks and circles suggesting a plan of particular interest to the reader. Good, clean condition.

An interesting collection of homes designated "contemporary," "colonial," or "ranch styles" that are designed to make the most of a sloping home site. The cover touts Daylight Basement models as well as Side to Side and Front to Rear Split Level Models. The lower levels are generally given over to rooms designated "recreation," "hobby," or "laundry." The back cover informs the reader: "You'll find your dream home here--in this complete plans library." An interesting collection of plans. Catalogue bright and clean with condition issues noted. **\$55.00**

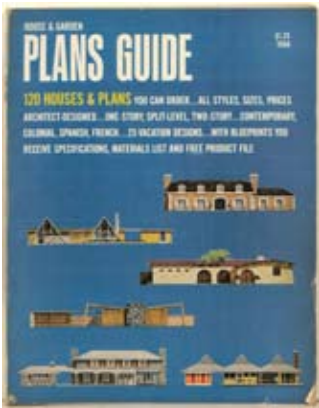
[47864] **K & P Golden Key Homes.**

Knight and Piercy. Portland, OR. No date. Ca. 1965.

59 pp. booklet, 11 x 8.5 inches, in paper wraps. Booklet features sepia toned drawings of homes and their floor plans. Booklet in very good condition. (The zip-code address of the firm suggests the mid-sixties.)

The cover states the variety of styles available: "Ranch, Colonial, Modern, Contemporary"; in many instances the term "Sprawl" could be appended to create a subset of these designations, as in "Contemporary-Sprawl." Single-level or split-level homes dominate, many with "family rooms" (aka "activities" room) as well as "recreation" or "party" rooms. (The latter tend to be relegated to the basement.) The plans are priced from \$35.00 to \$80.00. They reflect the fact that the single-bathroom home is viewed as a monstrosity of the past; two-car garages dominate the plans; suburbia is on the march. Booklet in very good condition. **\$55.00**





[47865] **Hague, William E. (editor). House and Garden Plans Guide.**

Condé Nast Publications, Inc. New York. 1966.

162 pp. magazine, 12.5 x 9.75 inches, in paper wraps. Slight buckling to spine edge of rear cover; several very small tears and small dog ear to lower free corner of front cover. Overall, very good condition.

Text on the front cover outlines the contents of the magazine: “120 Houses and Plans You Can Order...All Styles, Sizes, Prices...Architect-Designed...One-Story, Split-Level, Two-Story...Contemporary, Colonial, Spanish, French...25 Vacation Designs...With blueprints you receive specifications, materials list and free product file.” Special features in the magazine include discussions of building loans, contractors, site planning, landscaping and more. Copious advertising, much in full color, for a variety of home products with emphasis on kitchens and bathrooms. **\$55.00**

[47867] **Practical Home Plans.**

Knight and Piercy Designers. Portland, OR. No date. Ca. 1967.

59 pp. catalogue of home plans, 10.75 x 8.5 inches, in paper wraps. Black and white drawings of homes, generally two to a page, together with floor plans. Very good condition.

Plans for over 130 homes, split-levels, ranch style, and some duplex models. Many of the homes are designed with “family rooms” (aka “activities” room or “hobby room”) as well as “recreation” or “party” rooms. (The latter tend to be relegated to the basement.) Multiple bathrooms and two car garages are the norm. The plans, priced from \$35.00 to \$175.00, feature homes for those with multiple automobiles who wish to partake of suburban euphoria. **\$65.00**



[47866] **The Warmth of Cedar.**

Lindal Cedar Homes. Tacoma, Washington. 1967.

28 pp. booklet, 8.5 x 11 inches, in paper wraps. Color photos of small cedar vacation homes, together with floor plans. Very good condition.

An interesting brochure advertising cedar “leisure and retirement homes.” The firm reports they have plants “in the United States, Canada, Great Britain, and Ireland” producing pre-cut cedar homes. The brochure notes that “The Lindal Construction Manual contains over 50 pages of instructions and 100 illustrations which graphically demonstrate the ease of construction of a Lindal cedar home.” Included with the brochure is an “International” factory price list. Overall, a well-illustrated publication focusing on a niche market in the pre-cut home field. **\$45.00**

[47868] **Sterling Homes.**

Sterling Homes. Bay City, Michigan. No date. Ca. 1968.

43 pp catalogue, 10 x 6.75 inches, in paper wraps, featuring color and black and white illustrations of homes, together with floor plans. The catalogue states of the “Redit-Cut” home: “We ship your complete Sterling Home in one [box]car and prepay all freight charges....We guarantee to furnish sufficient materials for its completion in accordance with specifications for your home.” Booklet in good condition, with crease to rear cover.

The Sterling publication is something of an oddity among house plans catalogues. While a 1968 date appears on a rear-cover printed testimonial, the verso of the front cover pictures a woman costumed and coifed in the style of the 1930s. In a four page insert pasted to the front of the catalogue, once again the 30s are conjured, on this occasion in the photo of an undistinguished frame home referred to as “The Linwood.” Later in the catalogue there appears a black and white photo of a “Sterling Homes” living room; dominant in the picture is a hulking 30s-style floor-model radio. Some of the homes in the catalogue appear contemporary to the late 60s date of publication, but more than a few suggest past-pull holdovers from an earlier era of home design. Overall, a curiosity of recycling, in good, clean condition. **\$75.00**





[47869] **Aladdin Readi-Cut Homes.**

Aladdin Company. Bay City, Michigan. 1969.

63 pp catalogue, 10.25 x 8 inches, in color pictorial paper wraps. Mailing label to front cover; slight abrasion at top of cover. Overall, very good condition, with useful insert: "Freight Paid Price List" detailing costs.

Aladdin's Catalogue 69 offers an extensive collection of homes pictured chiefly in color with accompanying floor plans and descriptive text. Also pictured are "scenic windows" and patio doors. The catalogue states: "You Save Time," "You Save Effort," "You Save Money" with "the World's Oldest and Largest Manufacturer of Readi-Cut Homes with over 60 Years Experience." Featured is a page depicting 6 Aladdin homes, five of them over 40 years old. The caption states "Good Houses Never Grow Old." The rear cover features six testimonial letters from satisfied customers: "Gentlemen: We can't praise or say enough..." etc. An attractive catalogue from a pioneer in the "pre-cut" home business featuring homes of various sizes, including massive five-bedroom models. **\$60.00**

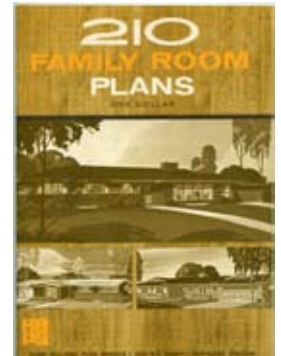
HOUSE PLANS -- 1970

[47858] **210 Family Room Plans.**

Home Building Plan Service. Portland, OR. 1970.

63 pp. catalogue, 10.25 x 7.25 inches, in paper wraps. Green tone and sepia illustrations of homes, one or two to a page, together with floor plans. Very good, clean condition.

An interesting collection of homes, each of which features a "family room." Two car garages dominate. Most of the homes are single level. The introduction informs that reader: "Detailed working blueprints, material lists, and handy building aids include wiring plan, floor plan, fireplace section and elevation, foundation plan, roof plan...[etc.] Your four complete sets of plans give you or your builder everything needed!" Catalogue in excellent condition. **\$35.00**

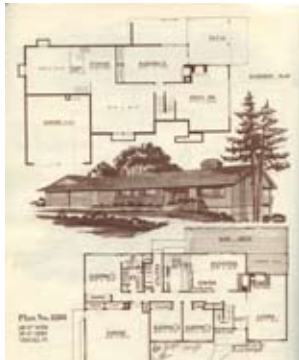


[47859] **350 New Homes.**

L. M. Brunier & Associates. Portland, OR. No date. Circa 1970.

101 pp. catalogue, 10.25 x 7.25 inches, in pictorial paper wraps. Green tone, sepia and charcoal illustrations of homes, one or two to a page, together with floor plans. Cover detached from text block; some discoloration to plastic finish of rear cover, otherwise very good, clean condition.

The booklet features primarily ranch style homes, many with daylight basements. Conspicuous in many of the plans is an "activities room" (aka "family room") and, in the basement, a "party room" and additional bedroom. Expansive width is a dominant feature; the homes are designed for large suburban lots. Overall very good condition. **\$30.00**



[47857] **Capp Homes.**

Capp-Homes. Minneapolis, MN. 1970.

72 pp booklet, 9 x 12 inches, in color pictorial paper wraps and mailing envelope. Discoloration to one side of envelope. Page after page of homes in full color. Booklet in excellent condition.

The introduction to the booklet provides a brief history of the firm: "The first Capp-Home was built in 1946. The construction lumber was pre-cut, then delivered to the homesite along with the other building materials. Capp-Home carpenters erected the home on the owner's lot and foundation.... Today Capp-Homes are built coast to coast, including Alaska, and south to Texas. Families of from 3 to 18 live in Capp-Homes, and the breadwinners are farmers, mechanics, professional men, teachers, salesmen--In fact a cross-section of America." Also included are several leaflets including a 4 page item entitled Capp Homes News featuring a Missouri family that won a Capp Home in a sweepstakes. A colorful booklet from a post-war entry into the pre-cut-lumber home building market. **\$35.00**

