

MICHAEL HOUSER  
STATE ARCHITECTURAL HISTORIAN



# THE 1970S TURN

AUG 2021











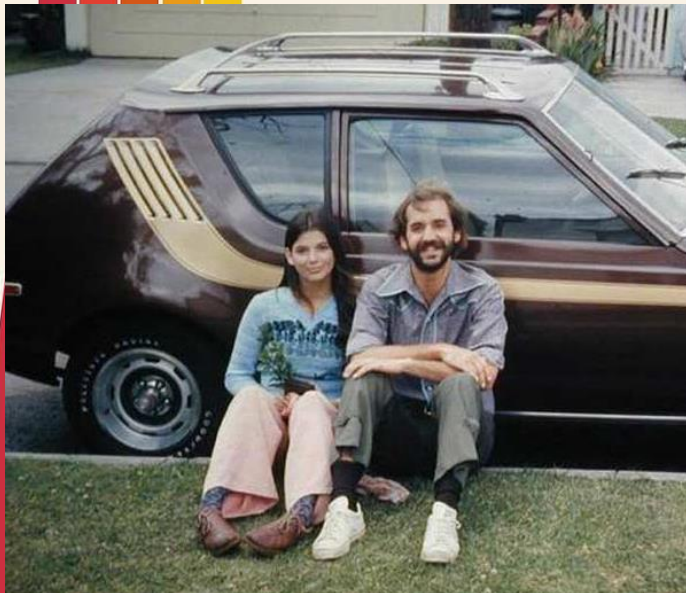
Six out of every ten Vancouver families live in their own homes. The dwellings above are typical low cost homes.

At the left is the southern section of Vancouver as seen from the air. Lines that land a few minutes drive from the city.

## Vancouver... *A City of Homes*

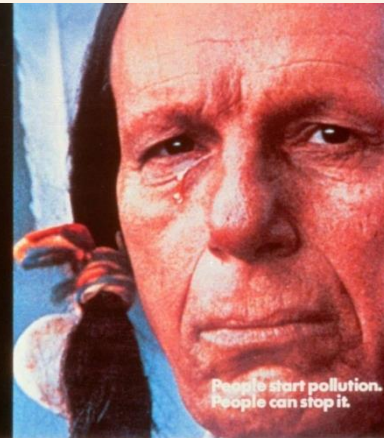


# THE ENVIRONMENTAL MOVEMENT



**GET INVOLVED NOW. POLLUTION HURTS ALL OF US.**

You can help by becoming a community volunteer. Write:  
**Keep America Beautiful, Inc.**  
99 Park Avenue, New York, New York 10016  
A Public Service of Transit Advertising & The Advertising Council. **Ad Council**



People start pollution. People can stop it.





# THE ANTI-WAR MOVEMENT





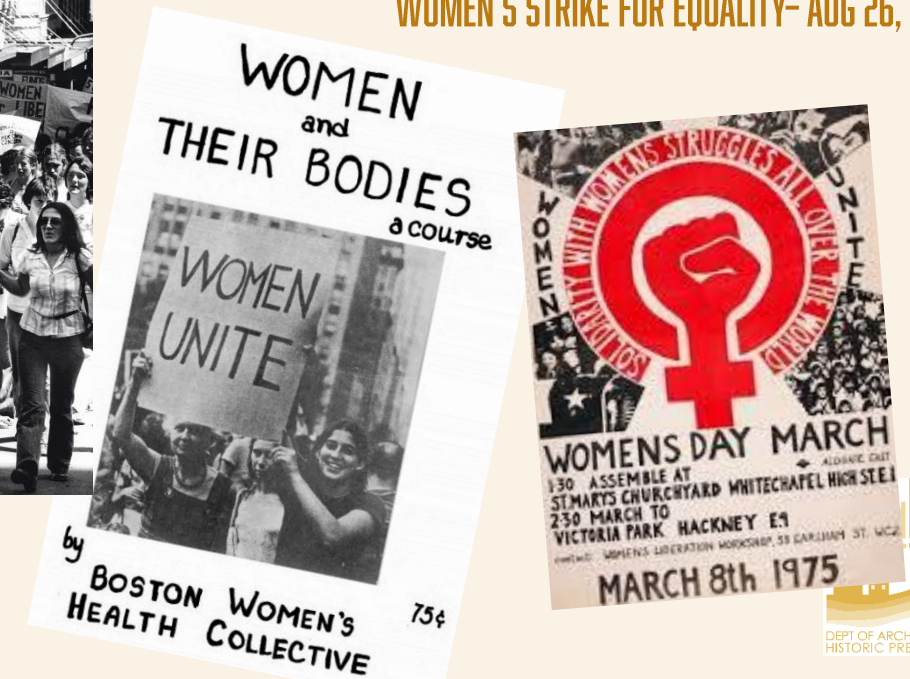
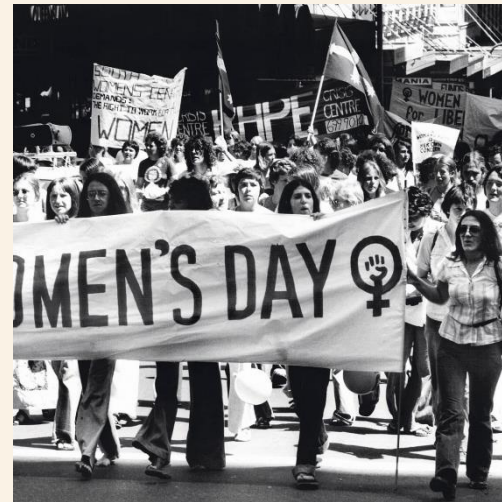
# FIGHTING FOR WOMEN'S RIGHTS



GLORIA STEINEM, FEMINIST ACTIVIST - 1977

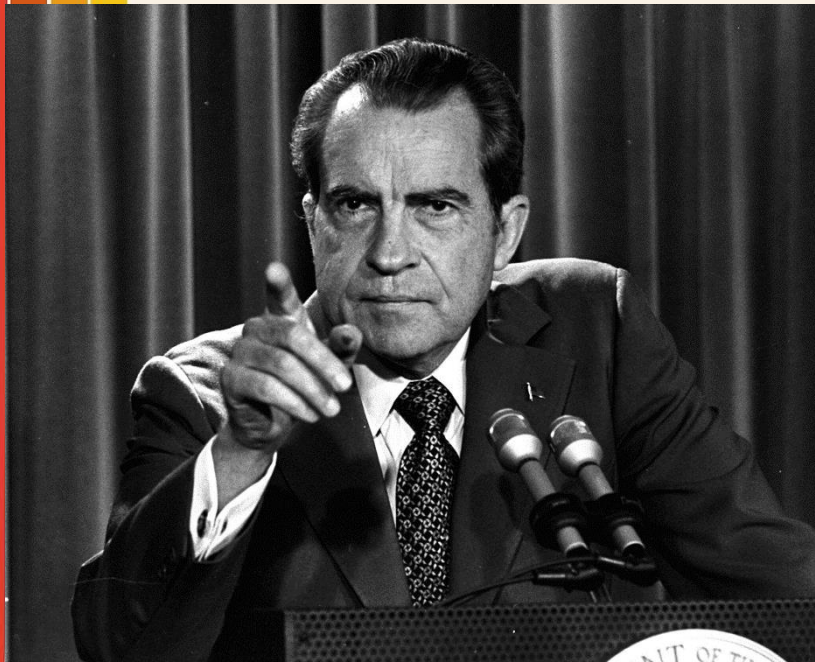


WOMEN'S STRIKE FOR EQUALITY- AUG 26, 1970





# THE CONSERVATIVE BACKLASH



PRESIDENT RICHARD NIXON



JERRY FALWELL, FOUNDER OF MORAL MAJORITY - 1979



ACTIVIST PHYLLIS SCHAFLY

**CATO**  
INSTITUTE

Individual Liberty, Free Markets, and Peace

The Heritage Foundation  
LEADERSHIP FOR AMERICA

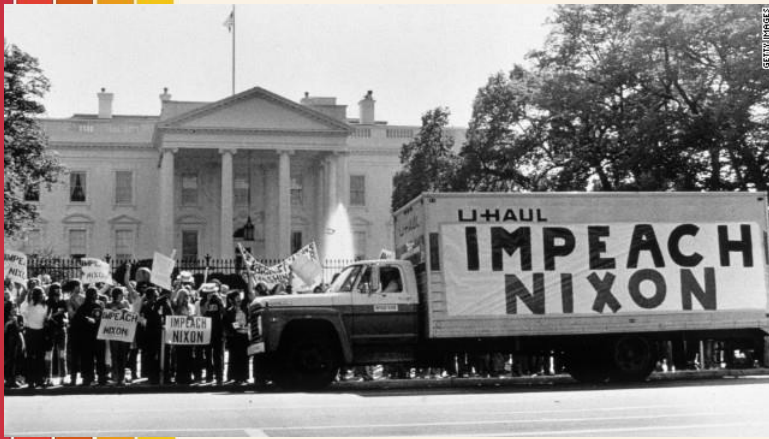
BEVERLY LAHAYE,  
PRESIDENT OF CONCERNED  
WOMEN FOR AMERICA -  
C.1978



ROE VS. WADE - 1973



# THE WATERGATE SCANDAL



**NIXON RESIGNED  
- AUGUST 9, 1974**

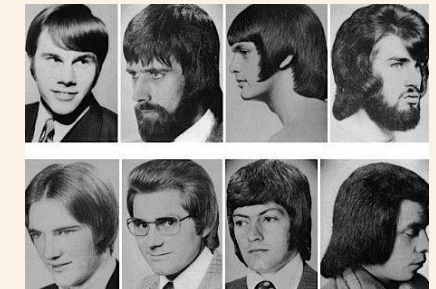
**WATERGATE BUILDING - DEMOCRATIC NATIONAL COMMITTEE HEADQUARTERS**



**WASHINGTON POST  
REPORTERS BOB  
WOODWARD AND CARL  
BERNSTEIN**

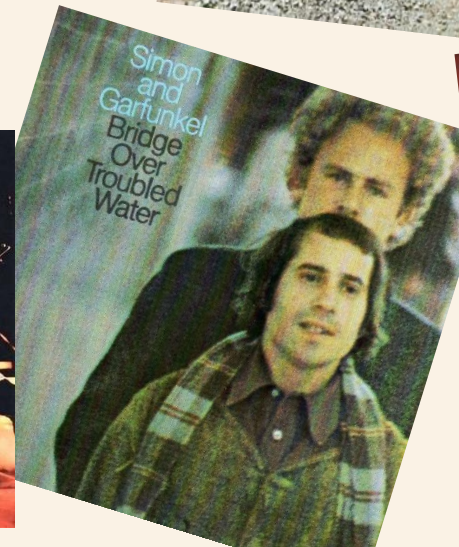


# FASHION





# MUSIC









# AUTOMOBILES



## Levi's Gremlin, with seats of the pants

Now a Gremlin with upholstery that's like blue denim Levi's: Has orange stitching, the buttons, even the famous Levi's tab on both front seats. Everything else on the car is pure Gremlin. You get the same fun styling. That quiet six cylinder engine. More width and weight than all other little economy cars. True to the American Motors Buyer Protection Plan, both Gremlin and its Levi's are guaranteed\* for one year or 12,000 miles. Levi's Gremlin. The economy car that wears the pants.

*Buckle up for safety.*

**AMERICAN MOTORS BUYER PROTECTION PLAN**

\*If you buy a new 1975 car from an American Motors dealer, you'll get the AMC Buyer Protection Plan. It's a 12-month, no-deductible guarantee that covers the car for 12 months or 12,000 miles, whichever comes first. If the car is not properly repaired and covered by the AMC Buyer Protection Plan, you'll get a new car or a cash refund. A free repair car from almost every one of our dealers. Guaranteed repair take-overs. Special Tire Replacement Protection. And, it's all free too! See your AMC Dealer.

**AMC Gremlin**  
We back them better because we build them better.

1972

## New Ford Pinto MPG

34mpg. \$2,769.\*

A high mileage rating at a lower sticker price than Beetle, Toyota Corona, Datsun 710 (and a whole lot of other foreign cars).

U.S. Government EPA dynamometer test. 34mpg highway. 23mpg city. \*Base sticker price excluding title, taxes, destination, dealer prep and optional WSW tires (\$30).

## QUALITY.

Quality in a small car. What does this mean to you? To Toyota it means an automobile that's inexpensive, not cheap. The new generation of Toyota Corollas are built with quality. The proof? 9 out of 10 Toyota cars sold in this country since 1958 are still on the road today. Quality You asked for. You got it. Toyota.

Quality is durability and how a car handles the road. Power-assisted front disc brakes help you maintain control. MacPherson and front suspension help keep the ride smooth and quiet. A body welded construction helps keep the Corolla tight and virtually rattle free.

Toyota's quality is in a new, not one car. No matter what your space needs you'll find it in one of ten Corollas: the Harrier, 2-Door Sedan, 3-Door Coupe, Deluxe Sedan, 5-Door Waggon, the new Sport Coupe and the new Hatchback.

A quality car can be economical. The Toyota Corolla gets great gas mileage. Note: 1975 EPA city 44 mpg, highway 33 mpg, combined 39 mpg. Actual mileage you get will vary depending on your driving habits and your car's condition and equipment. California EPA ratings will differ. An automatic transmission is available on Deluxe models.

Quality you asked for. You got it at nearly 1000 authorized dealers across the U.S. These same dealers guarantee a network of service departments with Toyota trained mechanics. The new generation of Toyota Corollas. You can find a better buy small car than a Toyota. Start it.

**39 MPG**  
HIGHWAY

**44 MPG**  
CITY

WILLIAMSON SPORTS MOTORS  
R. D. #1  
MIR 1st, Pennsylvania 17751

## HONDA CIVIC

And you don't have to buy extra cost options for Pinto's higher mileage like you do with Vega. Did you know that?

America's best-selling subcompact car, you can buy the new three new models that give you the advantage of approved EPA mileage. 44 mpg highway, 30 mpg city. 14 mpg highway, 20 mpg city. 18 mpg highway, 21 city with automatic transmission.

Ford means value. And prices may never be lower. See your local Ford Dealer.

**FORD PINTO**

FORD DIVISION

HONDA CIVIC - 1974

FORD PINTO - 1975

## YOU ASKED FOR IT. YOU GOT IT.


A NEW GENERATION OF TOYOTA COROLLAS

AMC GREMLIN - 1973

TOYOTA COROLLA - 1978







# 1970S

ARCHITECTURAL  
DESIGN



# TERMINOLOGY

Post Modern

**Brutalism**

New Formalism

**Solid End Wall**

**A-Frame**

International Style

Neo-Expressionism

**MODERN**

**Shed**

**MOVEMENT**

MANSARD

**Curtain Wall**

Northwest Regional

Split Level

Populuxe

**Miesian**

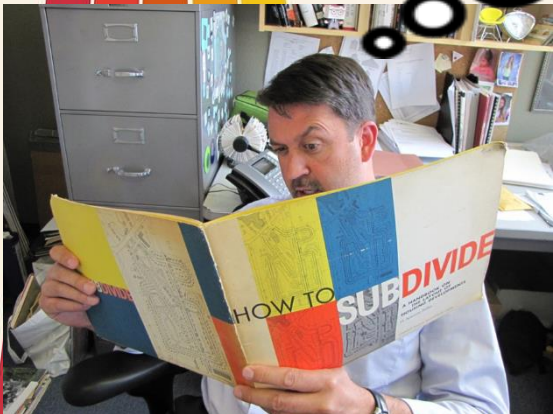
*Early American*

**WRIGHTIAN**

Contemporary

Deconstruction

**GEODESIC DOME**





# TERMINOLOGY

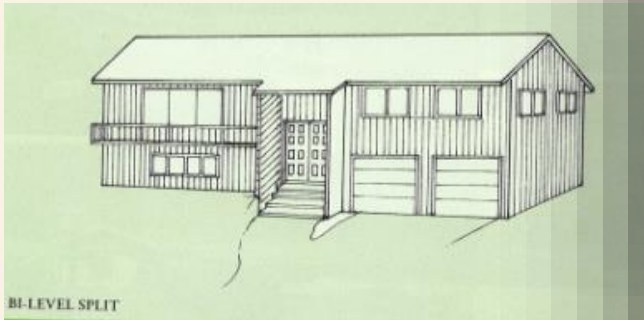
**ing Characteristics:**  
 way leads to a landing between stories  
 r than directly onto a story  
 stories  
 ; leading up to entryway  
 an overhang between stories  
 rent siding materials are often used for  
 floor; horizontal siding is common  
 ported garage  
 floor combines service and living



Chesterfield County, VA  
 (photo by Lena McDonald, 2013)



## VIRGINIA SHPO – SPLIT FOYER



BI-LEVEL SPLIT

## MCALESTER GUIDE – BI-LEVEL SPLIT

### Bi-Level/Raised Ranch (1960s-1980s)

This two-story variation of the Ranch home featured a raised or garden level basement with larger, above-grade windows. The lower level usually contained a family room, a bedroom, bathroom, and utility room with the living room, kitchen, bathroom, and additional bedrooms located on the upper level. The entry was at-grade, either centered on the facade or next to an attached garage. The lower portion of the exterior was often faced in brick with the upper level generally sided in wood, vinyl, or aluminum siding.



photo credit: Mary Treston Acosta

HISTORICTURE, LLC

## CITY OF PUEBLO, CO – BI-LEVEL/RAISED RANCH

architectural movements of the recent past.

**BI-LEVEL (1960s-PRESENT)**

FEATURES TO LOOK FOR:

- RAISED BASEMENT
- WINDOWS NEAR GRADE LEVEL
- FRONT PORCH LEADS TO TWO-STORY LANDING HALFWAY BETWEEN TWO FLOORS, MOST OTHERS ORIGINALLY LOCATED
- UPPER LEVEL HAS PROJECTING PORCHES
- REAR DECK ON UPPER LEVEL
- GARAGE WIND HAS SEPARATE GARAGE, ROOF LINE

The Bi-level was born out of its Ranch and Split-level counterparts. Split-levels level provided a roomier alternative to Ranch houses, but these Split-levels did not always lend themselves to entry combinations of the Ranch. To combat this deficiency in the plan to only divide the entryway rather than the entire structure, a front door that leads to a two-story landing halfway between

level in its separation of interior spaces, his time divided by the floor in formal middle level. The upper level generally has of the lower level has the garage and living areas. Spaces are a building's lot. The entry could be lowered or raised, depending on the lot. Examples are typically characterized by Colonial, Tudor, or

2nd-floor porch, 2N

Colonial, 2N

Kohala, 2N

## HIGGINS, INDIANA – BI-LEVEL

call us immediately!

**SPLIT ENTRY**

DAYLIGHT BASEMENT  
 3 BEDROOMS.  
 WOODED LOT  
**\$1,700 DN.**

BRAND NEW. Sumptuous entry landing with open stairway to lower and upper levels. Beautiful territorial view from large living room. Circular floor plan. Dining room. Big kitchen with eating space and built-in appliances. A charming private and individual setting on a black-topped quiet street. F. H. A. built at \$17,500. CALL NOW. NORTHLAKE PROPERTIES HU 6-2735

## WASHINGTON STATE – SPLIT ENTRY

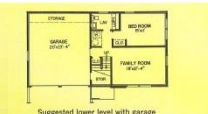


Elevation C with lower level garage

new high ranch design...  
 one basic floor plan...  
 six different and exciting exteriors



Suggested lower level without garage



Suggested lower level with garage



Elevation C without garage

## PERIOD CATALOGUE HIGH RANCH



# STYLE vs. TYPE

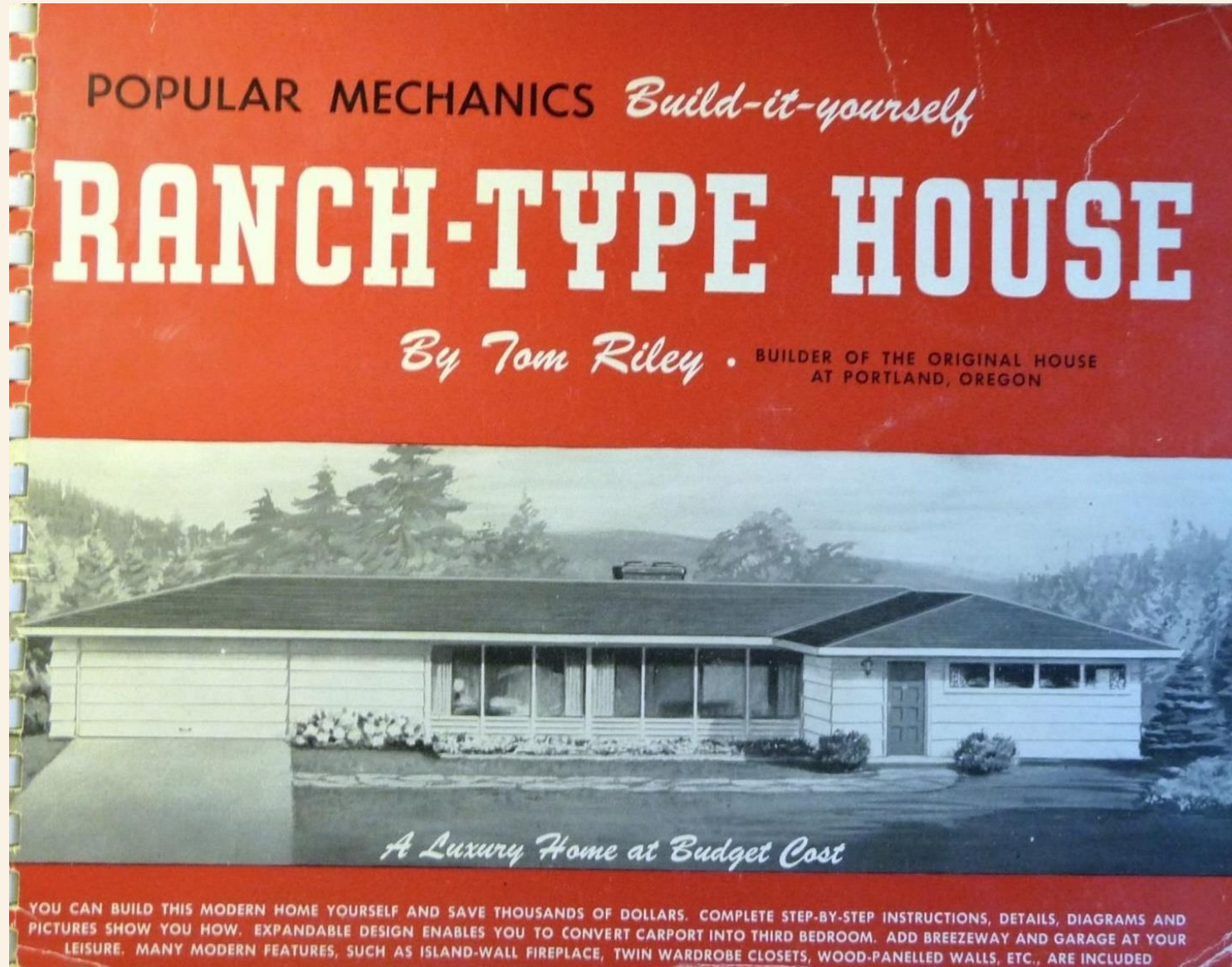
**STYLE:** IS DECORATION OR ORNAMENTATION THAT HAS BEEN PUT ON A BUILDING IN A SYSTEMATIC PATTERN OR ARRANGEMENT. BUT IT ALSO INCLUDES PROPORTION, SCALE, MASSING, SYMMETRY OR ASYMMETRY, AND THE RELATIONSHIP AMONG PARTS SUCH AS SOLIDS AND VOIDS OR HEIGHT, DEPTH AND WIDTH.



**TYPE:** IS DEFINED BY A SEEMINGLY SIMPLE ARCHITECTURAL FORMULA -  
*PLAN + HEIGHT*



# REIGN OF THE RANCH





# RANCH

1950-1985

LINEAR, ASYMMETRICAL, ONE-STORY FACADE

LOW-PITCHED ROOF, TYPICALLY SIDE-GABLED, CROSS GABLED, OR HIPPED

SMALL FRONT ENTRY PORCH

EMPHASIS ON HORIZONTAL

OFTEN DESIGNED TO CONNECT WITH THE OUTSIDE AT THE REAR OF THE BUILDING

SHEATHED IN CLAPBOARD, T-1-11, BRICK, BOARD-N-BATTEN, OR ANY COMBINATION THEREOF

ATTACHED/BUILT-IN GARAGE

MODERATE TO WIDE OVERHANGING EAVES

BANDED AND/OR PICTURE WINDOWS

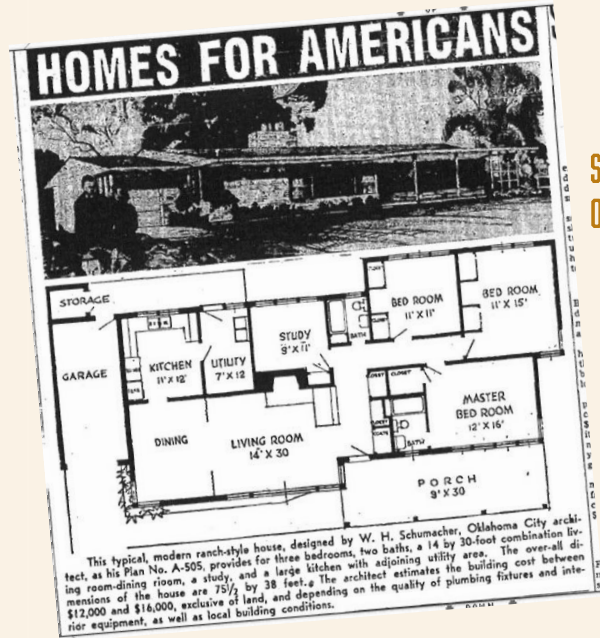
HOUSE OLYMPIA, C.1960



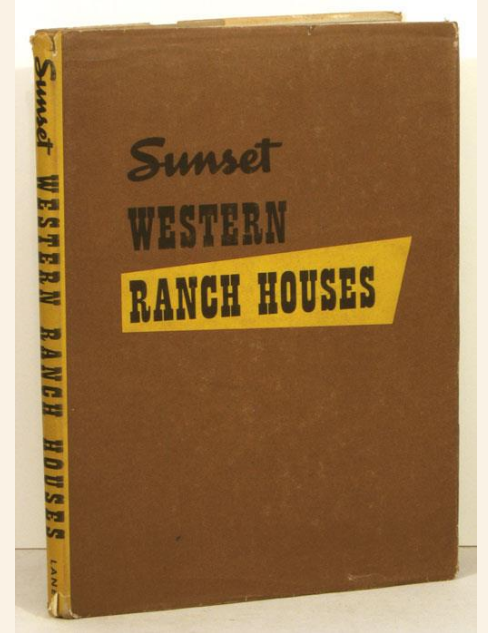
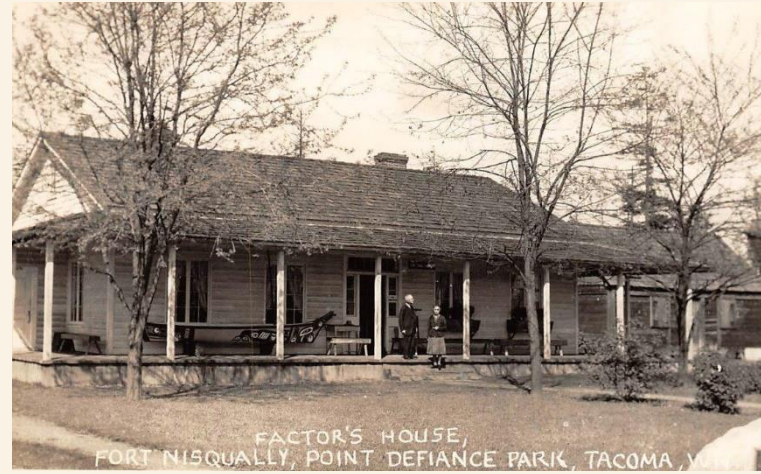


# RANCH HISTORY

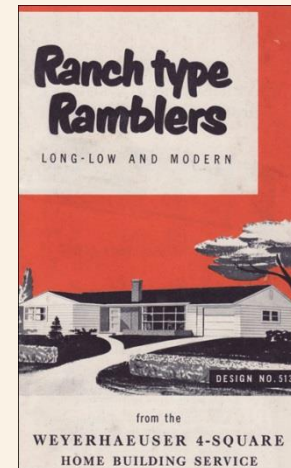
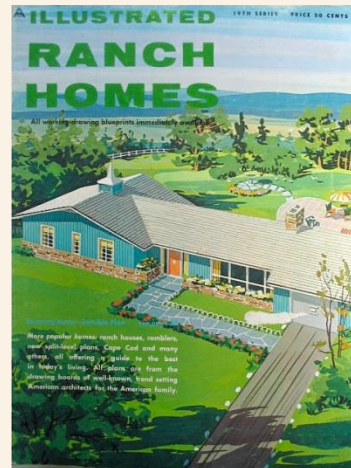
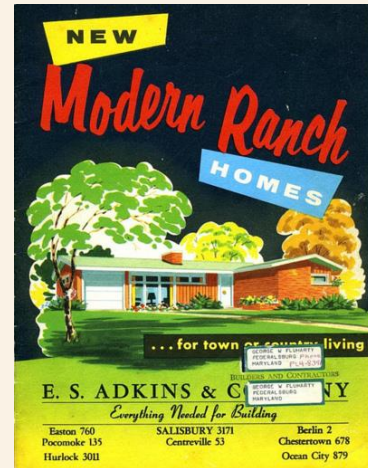
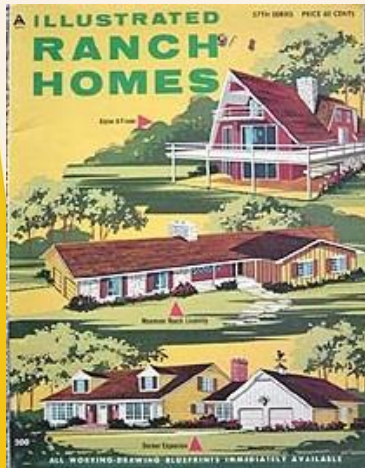
SUNSET WESTERN RANCH HOUSES - 1946



SEATTLE TIMES  
OCTOBER 19, 1947



PLAN BOOKS 1960'S





# RANCH CONFIGURATIONS / TYPES



**CITY OF FRESNO, CA - MODEL**

**TYPES:**

- TRACT RANCH
- MODERN RANCH
- CUSTOM RANCH
- CHALET STYLE
- COLONIAL CONTEMPORARY
- SPANISH HACIENDA
- WESTERN RANCH



**CITY OF BOULDER, CO - MODEL**

**TYPES:**

- TRANSITIONAL RANCH
- SIMPLE RANCH
- SEMI-CUSTOM RANCH



**VIRGINIA - MODEL**

**TYPES:**

- RANCH





# RANCH CONFIGURATIONS / TYPES



SCOTTSDALE, AZ - MODEL

## RANCH STYLES:

TRANSITIONAL  
EARLY  
SIMPLE  
CALIFORNIA  
PRAIRIE  
AMERICAN COLONIAL  
FRENCH PROVINCIAL  
SPANISH COLONIAL  
LOS RANCHOS

## PROGRESSIVE STYLES:

CONTEMPORARY  
INTERNATIONAL

## CHARACTER RANCH STYLES:

COWBOY  
SWISS CHALET  
POLYNESIAN  
ENGLISH TUDOR  
DUTCH COLONIAL

## COTTAGE STYLES:

CAPE COD  
RANCH

## TRI-LEVEL STYLES:

CALIFORNIA  
CHARACTER

**Introduction to Postwar Modern Housing Architectural Styles**

- Small, square boxlike form
- Low-pitched hip or gable roof, often with exposed rafter tails
- No porch or a small porch over the entry
- Brick, block or stucco walls
- Steel or wood frame windows with small panes
- Shutters occasionally flank windows
- Usually has a single car garage, often detached & located at the back of the lot

**California Ranch**

- Combination of two or more exterior wall materials across front facade
- Roof typically asphalt shingles; wood & asbestos shingles found on more expensive examples
- Often with a prominent porch across the front facade
- 2 car garage or carport
- Ornamental form usually includes shutters
- Steel or wood casement windows, often with diamond panes

**Transitional Ranch**



# RANCH CONFIGURATIONS / TYPES



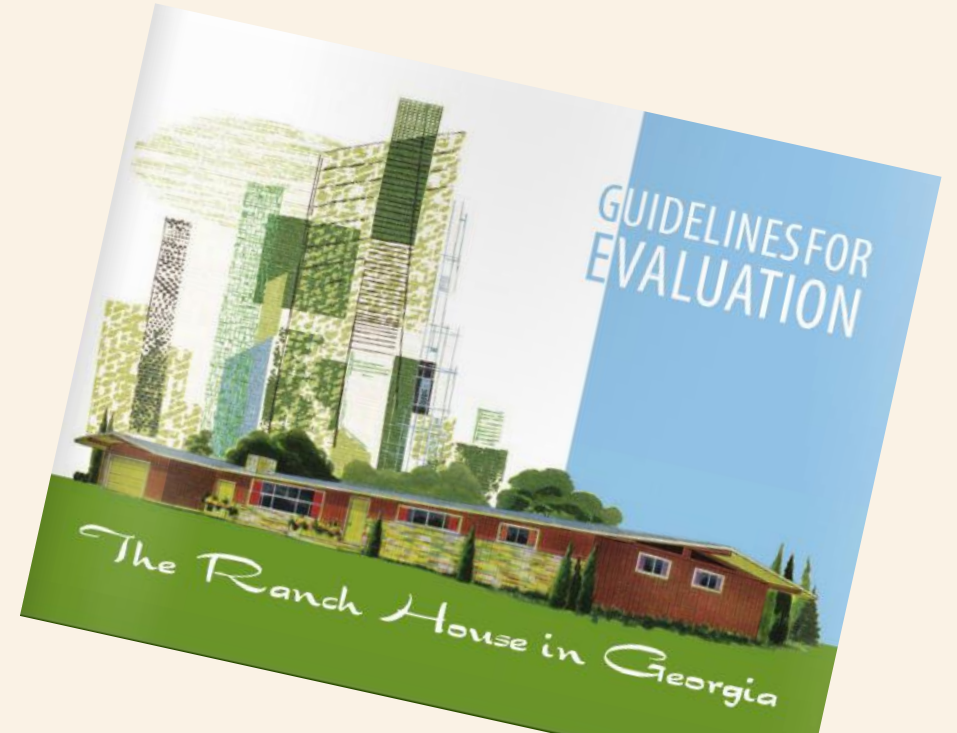
## GEORGIA - MODEL

TYPES:

- COMPACT RANCH
- LINEAR RANCH
- LINEAR W/CLUSTERS RANCH
- COURTYARD RANCH
- HALF COURT RANCH
- BUNGALOW RANCH
- RAMBLING RANCH
- ALPHABET RANCH

STYLE:

- CONTEMPORARY
- WRIGHT-INFLUENCED
- EICHLERESQUE
- COLONIAL
- PLAIN
- RUSTIC/WESTERN
- SPANISH COLONIAL





# RANCH STORYBOOK RANCH/CINDERELLA

## RESIDENTIAL EXAMPLES



HOUSE OLYMPIA, C.1968



HOUSE TACOMA, C.1960



HOUSE TACOMA, C.1960

OPEN NOON TO DARK  
 ANOTHER  
 "Story Book Home"



3 Bedrooms \$10,900  
 Total Dn. \$400  
 Including All Closing Costs!

4 agencies are available for these homes...  
 Call L.A. Ad 10 for more information.

DRIVING DIRECTIONS: West on Highway 99 and Highway 101 left.



HOUSE SPOKANE, C.1963



# RANCH COWBOY/WESTERN RANCH

## RESIDENTIAL EXAMPLES



HOUSE LAKEWOOD, C.1968



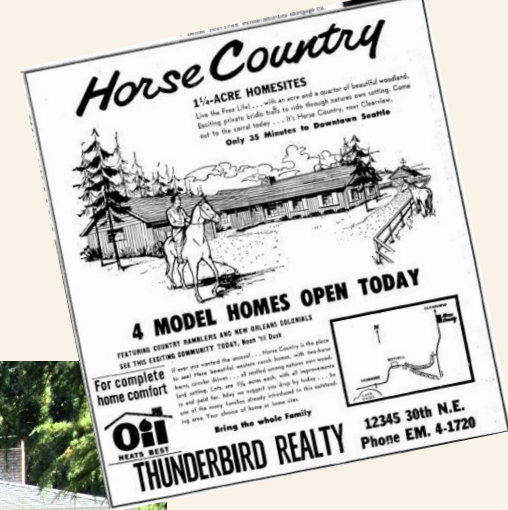
HOUSE OLYMPIA, C.1967



HOUSE VANCOUVER, C.1970



HOUSE RENTON, C.1974





# RANCH ASIAN INSPIRED RANCH

## RESIDENTIAL EXAMPLES



HOUSE KIRKLAND, C.1968



HOUSE CONNELL, C.1967



HOUSE BELLEVUE, C.1970



HOUSE EVERETT, C.1967



24 The Seattle Times Sunday, March 29, 1964

### Oriental Trend in Holiday Lane

#### 3 Bedrooms in One-Level House

Subtle restraint and the elegance of materials and color are characteristic of the latest in holiday's "Oriental" trend. The new house in Holiday Lane, Everett, features a Japanese-inspired design.

Robert Cooper, architect, drew the plans. Edward Collins did the construction and Frank Yoshitani the landscaping.

**OPEN HOUSE:** An Oriental motif characterizes this unique, built outside and in, and over the landscaping is Japanese.

The exterior of the home is covered with a green stucco finish - some rather used vertically and constructed with a door - some arranged on a modular plan - the design is reminiscent of the Japanese style. The house is oriented so that the sun is out from the house to break the long lines.

**CEDAR SHEDS:** The cedar sheds are not in place leading to the entry. A large one is located between the main living area and the main living area. Inside the main covered porch, the cedar sheds are used as well as both the entry, as well as the main living area. The cedar sheds are used as a screen for the main living area. The cedar sheds are used as a screen for the main living area.

**FLOOR PLAN:** A massive chimney of stone. An adjacent shell screen, sliding doors, built open, brings up the main level.



# RANCH WRIGHTIAN RANCH

## RESIDENTIAL EXAMPLES



HOUSE PORT ANGELES, C.1958



HOUSE VANCOUVER, C.1965



HOUSE BELLEVUE, C.1960



HOUSE SEATTLE, C.1967



# RANCH HACIENDA RANCH

## RESIDENTIAL EXAMPLES



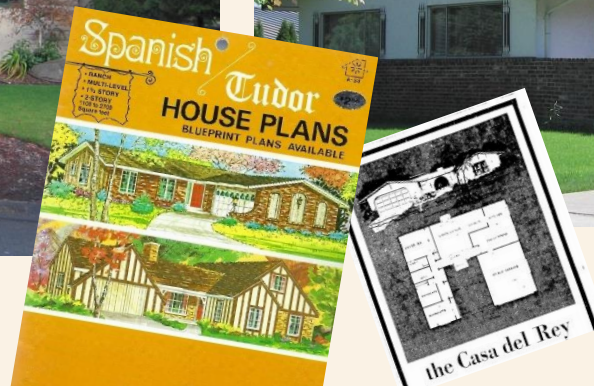
HOUSE RENTON, C.1972



HOUSE TACOMA C.19774



HOUSE KENT, C.1970



HOUSE LAKE FOREST PARK, C.1969



# RANCH EARLY AMERICAN / COLONIAL RANCH

## RESIDENTIAL EXAMPLES



HOUSE LAKEWOOD, C.1972



HOUSE EVERETT, C.1967

**CUSTOMIZED CONTEMPORARY Early American Beauty**  
 4341 91st S.E. \$32,500<sup>00</sup>  
 ON TERMS

**2,200 Sq. Ft. All on one floor!**  
 The quarry tile entry into a delightful wood panel and cherry wood hall separates the kitchen, living and dining rooms from the bedroom area.

There are 4 bedrooms including a master bedroom and 2 complete baths.

The living room is spacious and has a unique fireplace with antique copper hood. Sliding glass doors to patio. Family room off kitchen. Early American copper hood covers bathroom gift and bath tub range. Bath in master bedroom and covered many other exceptional features in kitchen and work living kitchen.

Garage large enough for 2 cars and a boat. Sewer.

**EWING and CLARK**  
 MERCER ISLAND SHOPPING CENTER AD. 2-2110  
 2741 78th S.E. ACROSS FROM TRADEWELL



HOUSE LAKEWOOD, C.1970



HOUSE LAKEWOOD, C.1965



# RANCH MODERN RANCH

## RESIDENTIAL EXAMPLES



HOUSE ABERDEEN, C.1965



HOUSE SEATTLE, C.1958



HOUSE EDMONDS, C.1970



HOUSE EVERETT, C.1958



# RANCH CONTEMPORARY RANCH

## RESIDENTIAL EXAMPLES



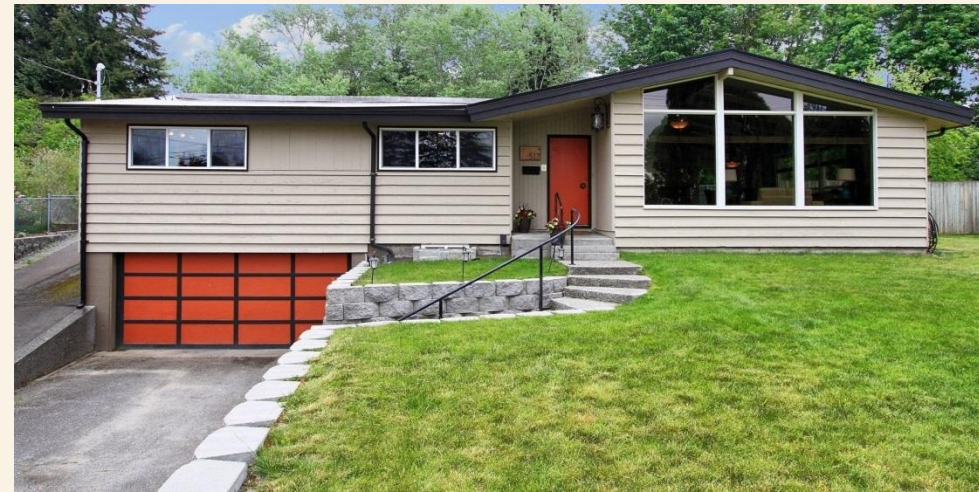
HOUSE EDMONDS, C.1960



HOUSE RICHLAND, C.1963



HOUSE LACEY, C.1967

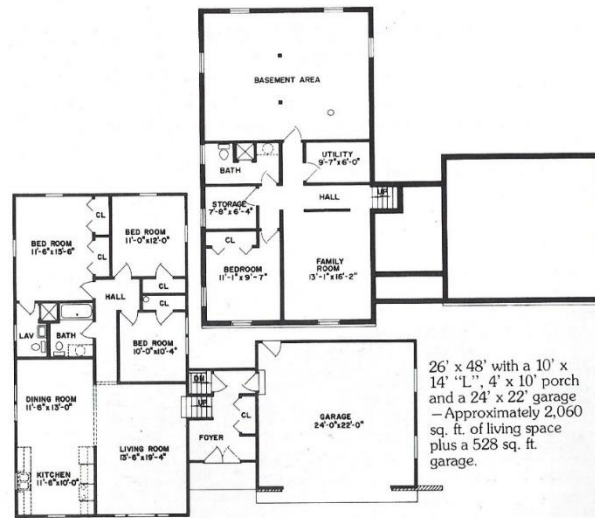


HOUSE EVERETT, C.1966





# SPLIT DECISIONS



26' x 48' with a 10' x 14' "L", 4' x 10' porch and a 24' x 22' garage - Approximately 2,060 sq. ft. of living space plus a 528 sq. ft. garage.

## the Arlington

Distinctive double doors open from the recessed entry of this handsome split-level rambler.

Inside, the upper level contains 3 bedrooms, 2 baths, living room, kitchen and dining room. His and Hers closets in the master bedroom feature bi-fold doors, as does the closet in the large entrance foyer.

The basement level contains plenty of space for a suggested 4th bedroom, recreation room, bath, and laundry room.

Outside, you'll note the cantilevered front with its 12" overhang, the gable end roof over the foyer and garage, and the hip roof on the upper level.

The garage has ample room for two cars and storage.

Finishing materials for lower level furnished but not installed.

**NEED A NEW HOME?**

The Paradise 24' x 46' with 8' x 22' garage, 100% of other plans to choose from, or set your own.

**CAPP HOMES** makes it possible!

WE DELIVER ANYWHERE. SELECT THE HOME OF YOUR CHOICE ON YOUR LOT AND FOUNDATION. AND FINISH COMPLETE FINISHING MATERIALS FOR INSIDE AND OUT—AT A FIRM PRICE.

You can include Plumbing, Heating, Kitchen Cabinet and Window Packages. You save by doing the heavy lifting work — we'll subcontract.

**7 3/4%**  
ANNUAL PERCENTAGE RATE

the leader in pre-cut homes for 24 years  
**HAS FINANCING FOR EVERYONE**

Mail this coupon to  
**CAPP HOMES, Dept. 636A**  
738 Sunset Way, Bellevue, Wash. 98004  
By mail only, no phone orders.

Act Now! Mail this coupon today for more information!

Your Complete Home Package Includes:  
George Hardie  
938 Sunset Way  
Bellevue, Wash. 98004  
Phone: (206) 434-6186

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY OR ZIP \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 I'm a lot phone  
 I don't own a car but I can't get one.

Seattle Times - Feb 1, 1970

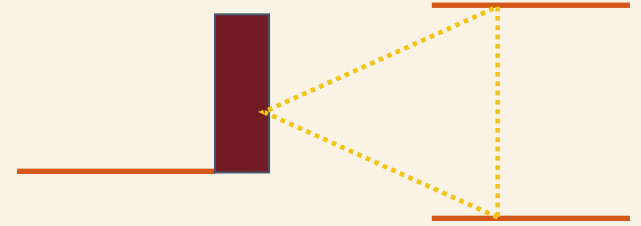
8023

84



# SPLIT LEVEL

1935-1990



FRONT DOOR LEADS TO LIVING AREA

VARIOUS TYPES OF ROOF FORMS FOUND INCLUDING FRONT AND SIDE-FACING GABLES, HIP OR COMBINATION THEREOF

ALUMINUM SLIDING GLASS WINDOWS ARE COMMON

ATTACHED CARPORT OR INTEGRATED GARAGE INTO MAIN FLOOR PLAN

RAISED BASEMENT WITH WINDOWS NEAR GRADE LEVEL



THREE SEPARATE LEVELS. TWO THAT ARE STAGGERED BY A PARTIAL FLIGHT OF STAIRS

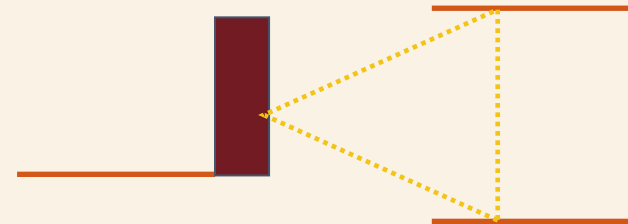
APPLIED ORNAMENTATION VARIES GREATLY

CONCRETE FOUNDATION

HOUSE BELLEVUE, C.1960



# SPLIT LEVEL HISTORY



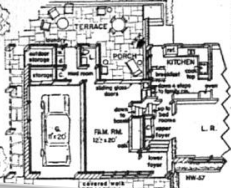
## House of the Week: Modern Split Level Found First Choice

By JOE WING  
Women have been crying for the modern living features incorporated in this split level house of the future.  
They said at much during the Women's Congress on Housing in Washington.  
To meet their demands, famed architect Rudolph M. Stern has already designed two widely acclaimed ranch homes. Now the future of the split level is being decided by the Women's Congress on Housing in Washington.  
Just what is it that the American woman wants in the way of a house? Here are some of the important requirements as outlined at the Congress and as incorporated in RW-37:  
1. Three bedrooms, with one or two bath rooms.  
2. A living room, a dining room, a kitchen and a breakfast room.  
3. A terrace or porch.  
4. A garage.  
5. A covered entry.  
6. A fireplace.  
7. A large lot.  
8. A swimming pool.  
9. A tennis court.  
10. A garden.  
11. A lawn.  
12. A driveway.  
13. A carport.  
14. A pergola.  
15. A gazebo.  
16. A fountain.  
17. A water feature.  
18. A walkway.  
19. A path.  
20. A bridge.  
21. A tunnel.  
22. A vaulted ceiling.  
23. A domed roof.  
24. A flat roof.  
25. A gabled roof.  
26. A gambrel roof.  
27. A mansard roof.  
28. A hipped roof.  
29. A conical roof.  
30. A pyramidal roof.  
31. A barrel vault.  
32. A groin vault.  
33. A rib vault.  
34. A dome.  
35. A cupola.  
36. A lantern.  
37. A finial.  
38. A finial.  
39. A finial.  
40. A finial.



BESIDES ITS NATURAL asset, this attractive split level has the added points of living comfort suggested by the Women's Congress on Housing.

floor from the living room area (either of more than adequate size and providing direct access to the rear terrace, also storage and family living, yet one that remains under only half of the house.) It separates the living from the bedroom area quite definitely and makes it possible to do it with only a few stairs instead of the full flight that is usual in the two story.  
Above these items are the covered front and rear porches, with glass at both ends, and the centrally placed family room with glass at both ends, and the kitchen with glass at both ends, and the dining room with glass at both ends, and the living room with glass at both ends, and the bedroom with glass at both ends, and the bathroom with glass at both ends, and the terrace with glass at both ends, and the garden with glass at both ends, and the lawn with glass at both ends, and the driveway with glass at both ends, and the carport with glass at both ends, and the pergola with glass at both ends, and the gazebo with glass at both ends, and the fountain with glass at both ends, and the water feature with glass at both ends, and the walkway with glass at both ends, and the path with glass at both ends, and the bridge with glass at both ends, and the tunnel with glass at both ends, and the vaulted ceiling with glass at both ends, and the domed roof with glass at both ends, and the flat roof with glass at both ends, and the gabled roof with glass at both ends, and the gambrel roof with glass at both ends, and the mansard roof with glass at both ends, and the hipped roof with glass at both ends, and the conical roof with glass at both ends, and the pyramidal roof with glass at both ends, and the barrel vault with glass at both ends, and the groin vault with glass at both ends, and the rib vault with glass at both ends, and the dome with glass at both ends, and the cupola with glass at both ends, and the lantern with glass at both ends, and the finial with glass at both ends, and the finial with glass at both ends, and the finial with glass at both ends, and the finial with glass at both ends.



EVERETT HERALD - JUNE 15, 1957



Stagger-plan houses capture the buyers' fancy throughout the New York metropolitan area



HOUSE SEATTLE, 1941

## HOMES FOR AMERICANS



## 3 bedrooms, split levels are most popular houses

Today's typical homeshoppers are a couple wanting a three-bedroom split-level on a large deep lot.  
This and other findings resulted from a 108 question survey of 689 homeshoppers conducted at 27 different home developments on the West coast, the Spokane Board of Realtors research department reported.  
The researchers reported that the most popular house emerging from the findings was a three-bedroom split level with 2.3 times their annual family income, well within the traditional 2.5 to 1 guideline.  
The largest percentage of shoppers, 37 per cent, were son families, followed by three person families, 22 per cent, and four-person families, 22 per cent. The majority of the shoppers, 55 per cent were looking at both new and used homes.  
People still relate to their own plot of land: 29 per cent want a large lot with a deep backyard; 22 per cent, a medium lot with a deep backyard; 22 per cent, a medium lot with a shallow backyard; 22 per cent, a small lot with a shallow backyard.

AMERICAN BUILDER OCTOBER 1953

COMPLETE 60c

THE FAMOUS CASE-HISTORY SURVEY OF MORAL, SOCIAL AND SEXUAL BEHAVIOR IN THE SUBURBS... "A KINSEY REPORT ON SUBURBIA"

—CHICAGO DAILY NEWS

# THE SPLIT-LEVEL TRAP

Richard E. Gordon, M.D., Katherine K. Gordon and Max Bommer

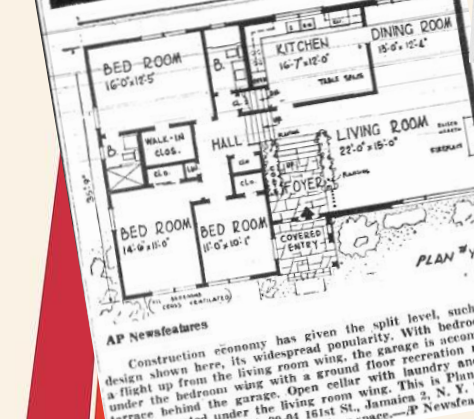
They shared a life of shocks, kicks and sex with the wives of country-club friends

# Split-Level Love

Carlton Gibbs

HOW RECKLESS YOUNG SUBURBANITES SAY "HELLO" TO SEX —AND "GOODBYE" TO MARRIAGE!

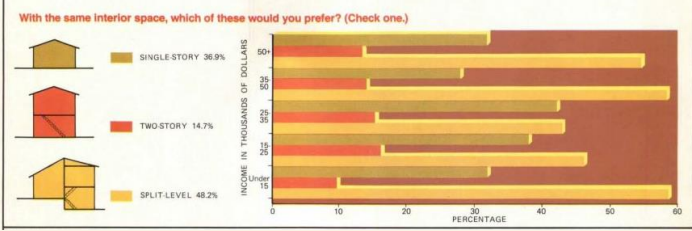
A COMPELLING NOVEL OF THE STATION-WAGON SET



SPOKESMAN REVIEW - JULY 13, 1975

## SPACE TRADE OFFS

House type: The split is still king  
The split-level remains the preferred house—the choice of 48% of the current sampling. Results are the same no matter how the survey is categorized. The same preference was evident in 1975 and 1976.



TACOMA NEWS TRIBUNE - JANUARY 16, 1955

HOUSE+ HOME - JULY 1977, 48.2%

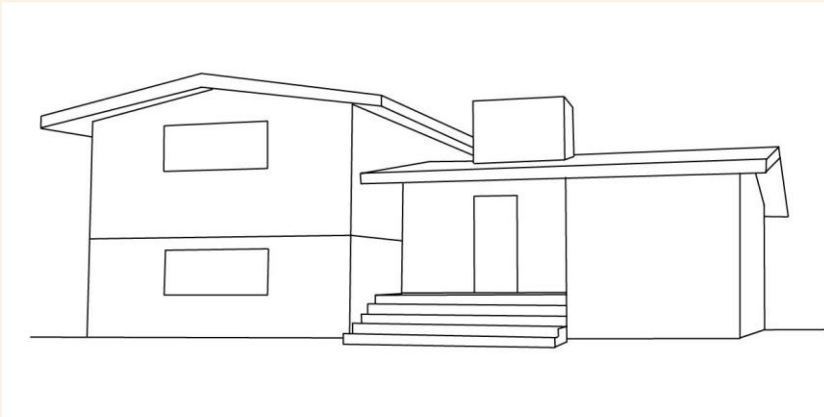
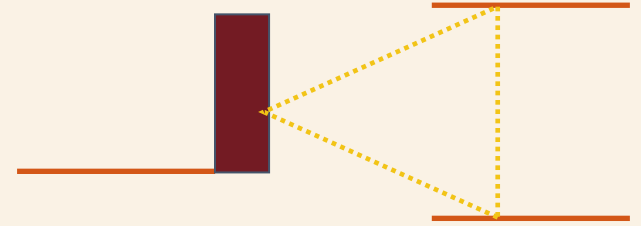
1960

1964



# SPLIT Level

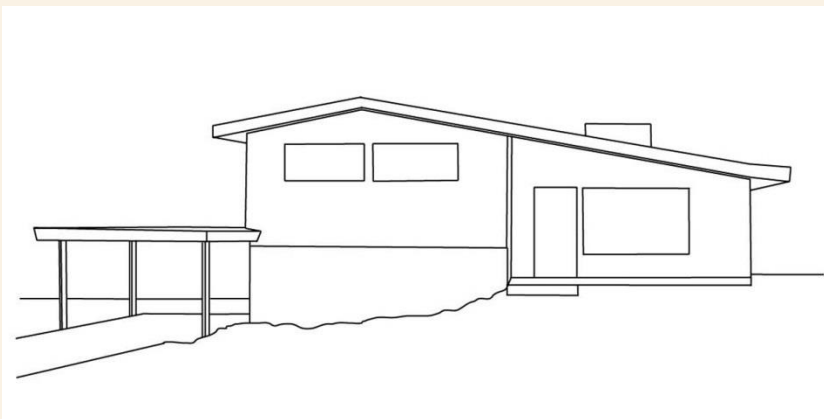
CONFIGURATIONS / SUB-TYPES



THE CLASSIC



SIDE-BY-SIDE



FLYING WING

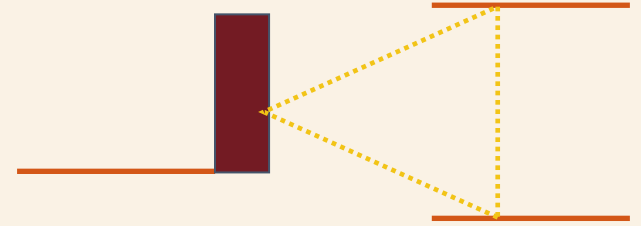


RAISED REAR



# SPLIT LEVEL

"THE CLASSIC" examples



HOUSE | LYNWOOD, C.1970



HOUSE | VANCOUVER, C.1962



HOUSE | CHENEY, C.1965

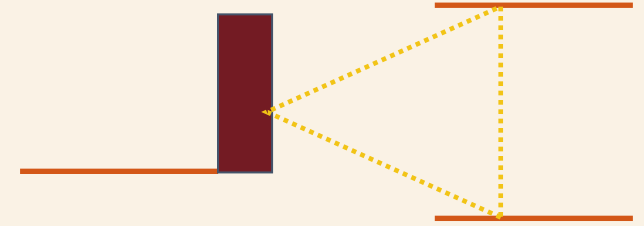


HOUSE | TACOMA, C.1968



# SPLIT LEVEL

“FLYING WING” examples



HOUSE | LYNWOOD, C.1970



HOUSE | VANCOUVER, C.1962



HOUSE | BELLEVUE, C.1964

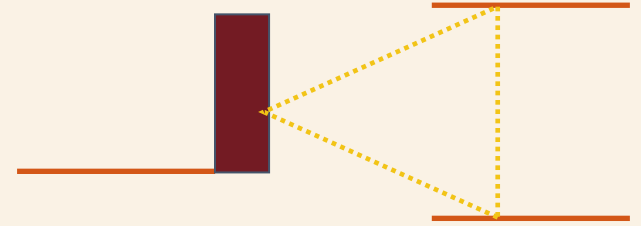


HOUSE | KIRKLAND, C.1968



# SPLIT LEVEL

“SIDE - BY - SIDE” EXAMPLES



HOUSE | ANACORTES, C.1968



HOUSE | VANCOUVER, C.1972



HOUSE | RICHLAND, C.1967

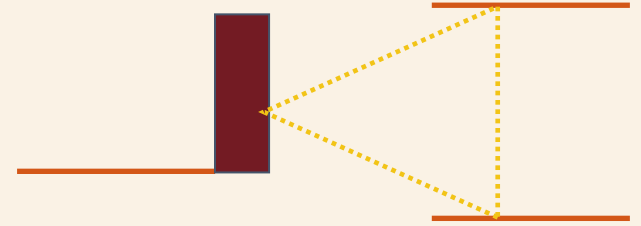


HOUSE | LYNWOOD, C.1964



# SPLIT LEVEL

STYLE EXAMPLES



SPANISH | BELLEVUE C.1975



STORYBOOK | CHEHALIS, C.1962



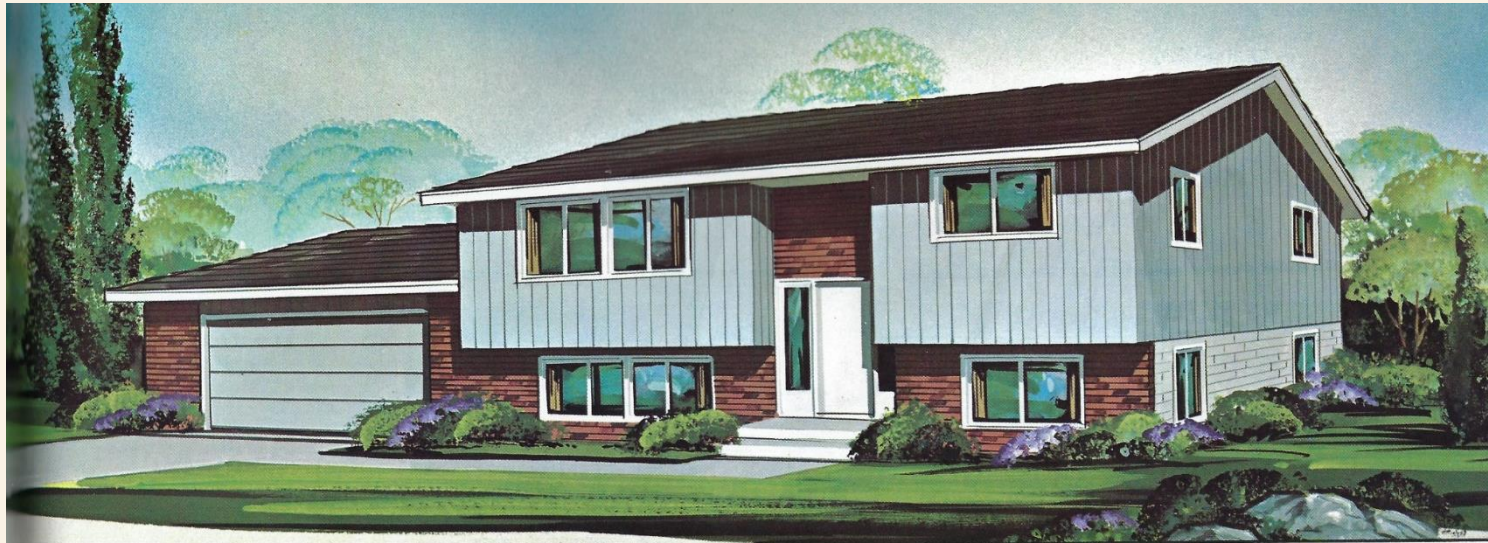
EARLY AMERICAN | RICHLAND, C.1965



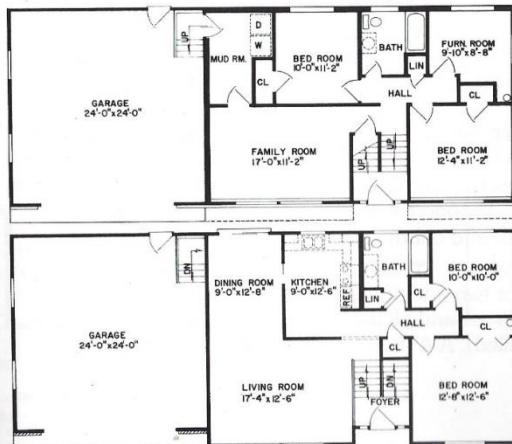
TUDOR | SPOKANE, C.1964



# SPLIT DECISIONS AGAIN!



## the Hudson



26' x 38' with 24' x 24' garage—Approximately 1,900 sq. ft. of living area plus a 576 sq. ft. garage.

8021

This 4-bedroom split-foyer design has a large living-dining room combination with a patio door leading to the back from the dining room.

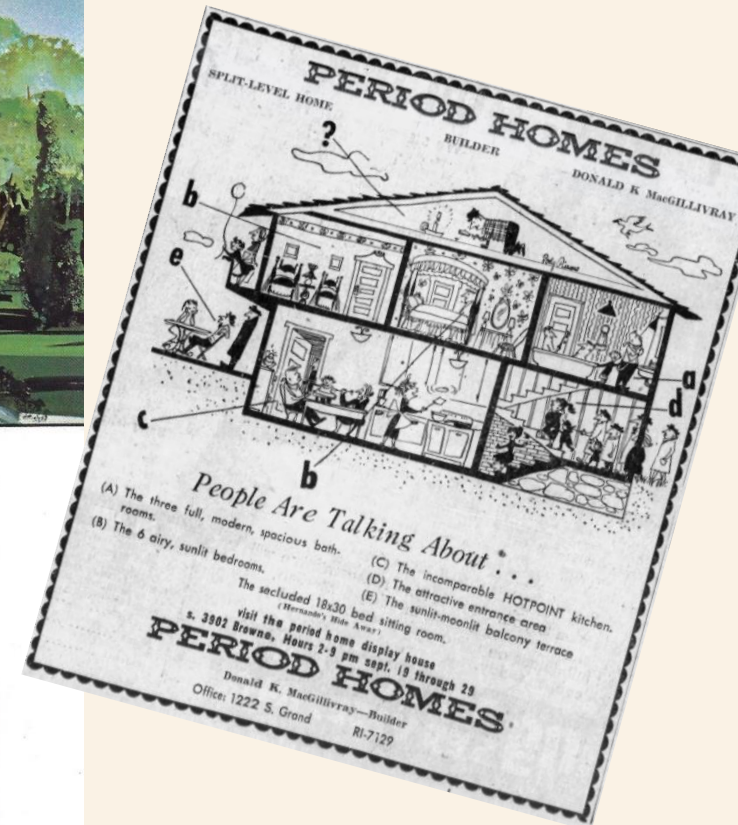
Sidelight windows flank the front door.

Other features include two full baths, slideby windows on both levels and a family room on the lower level. Lower level also has a mudroom and a furnace room in addition to two bedrooms.

The two-car garage is accessible from the lower level.

The price (see list) includes finishing materials for the basement level. A 4' frame wall across the front of the house for the lower level is included.

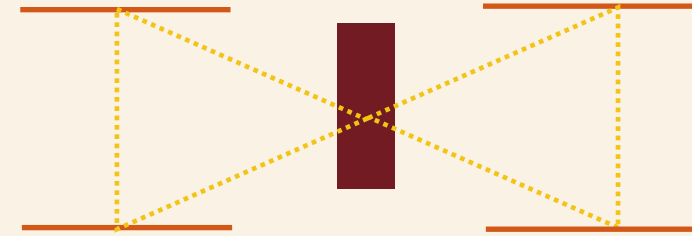
8021 Optional





# SPLIT entry

1950-1990



FRONT DOOR LEADS TO TWO-STORY LANDING HALFWAY BETWEEN TWO FLOORS,  
MOST OFTEN CENTRALLY LOCATED

VARIOUS TYPES OF ROOF FORMS FOUND INCLUDING FRONT  
AND SIDE-FACING GABLES OR COMBINATION THEREOF

UPPER LEVEL  
CONTAINS  
WORKING AND  
SLEEPING SPACES,  
LOWER LEVEL HAS  
GARAGE AND LIVING  
AREA

OFTEN, UPPER LEVEL HAS  
PROJECTING FACADE

ALUMINUM SLIDING GLASS  
WINDOWS ARE COMMON

RAISED BASEMENT  
WITH WINDOWS  
NEAR GRADE LEVEL

APPLIED ORNAMENTATION  
VARIES WITH HIGH USE OF  
COLONIAL ELEMENTS

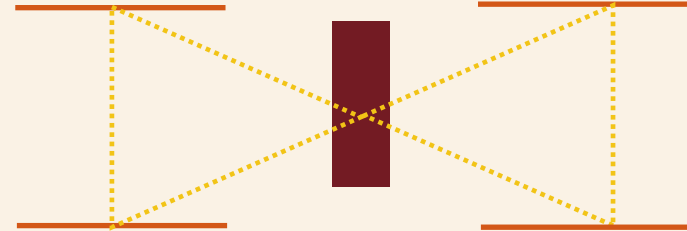


CONCRETE FOUNDATION

HOUSE LYNWOOD, C.1970



# SPLIT ENTRY HISTORY



**Fabulous Split Entry**  
**\$15,950**  
 Big 6 on 1 with a full daylight basement. Recreation room with extra fireplace. Double garage. A quality home ideal for a 2-car family on a quiet street in district of new homes. Close to schools and shopping. Call LA 4-3900 or Ad No. 23. Benton's, 6100 Roosevelt Way. After 9 p. m. call EA 2-5583.

SEATTLE TIMES JUNE 13, 1958

**BELL and VALDEZ announce the exciting new "RIVIERA" in Lake Hills**

**Open Today -- 1725 sq. ft. -- Minimum Down G. I.!**

**General Electric Kitchens . . . The Accent's on Color!**

With steel you see the "Riviera" heralding the new General Electric kitchen. Here is the latest color trend in modern home appliances . . . introduced to a home with the design of the greatest home. This modern kitchen comes in new and beautiful colors. The modern kitchen comes in new and beautiful colors. The modern kitchen comes in new and beautiful colors.

**LOWEST G. I. AND F. H. A. TERMS**

Financed from \$1000 (down) but the "Riviera" is available at \$1000! (down) but the "Riviera" is available at \$1000! (down) but the "Riviera" is available at \$1000!

**FURNISHED MODEL HOMES OPEN UNTIL 9 P. M. DAILY**

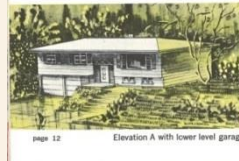
**eastside homes, Inc.** Phone NCH 5813 • 6100th 207

SEATTLE TIMES MARCH 31, 1957

PLAN BOOK 1962



Design no. R-171



page 12

**HOUSE PLANS**

**SPLIT LEVEL**

**SPLIT ENTRY**

**HILLSIDE**

Plans returned to *Shirley Lamb Co.*

PLAN BOOK 1968



## Spokane 'Home of the Month'

This split-level house at E2615 Thirty-eighth with its four colonial style pillars was constructed by builder Ronald Gamelin and selected by the Home Builders Association of Spokane as its "Home of the Month." It has two bedrooms downstairs and two on the second level and two bathrooms. Listed by Sullivan Realty Co. in the \$27,000 class, it was sold to the Stewart Patty family.

SPOKESMAN REVIEW JUNE 30, 1968

## Attractive Sand Point Country Club Residence Blends With Site

By MARGERY R. PHILLIPS

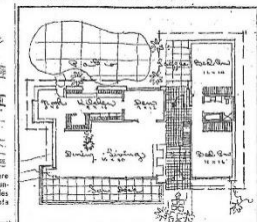
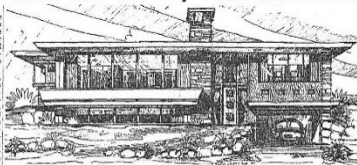
The new Williams Country Club in Sand Point Country Club is a fine example of design for the individual. For the site and for the house, a clever blending of room arrangements, beautiful materials and sustainable details characterize the house.

Thomas C. Dawson, architect, worked closely with the owners to create an atmosphere of comfort and beauty for their particular mode of living. Mr. and Mrs. Cooper, and architect, shared their ideas to overcome the constraints of the site and the terrain of lake and distant mountains. The house was built on a high, allowing a level of view that encompasses the view. To avoid a fishbowl effect, a built-up wall screened the windows and screens the living room from view of the road.

The view site called for a split-level entry which has been beautifully detailed by architect and artist. The heavy slab door features three handsome hand-hewn panels hand-hewn by Shirley Carter.

The door opens into a hall and to enjoy the panorama of the countryside. Dividing the living level and down to the recreation area. The sun-blasted plaster has a hand-hewn door which opens into a deep gray ceiling. Each square quartz tile is laid on the floor in a herringbone pattern. The floor is laid in a herringbone pattern. The floor is laid in a herringbone pattern.

Three entries across the living room, the dining room and Pullman-type as pretty as it is yours and back on the south side of the house. The master bedroom, the dining room and Pullman-type as pretty as it is yours and back on the south side of the house. The master bedroom, the dining room and Pullman-type as pretty as it is yours and back on the south side of the house.



Calles' Daughter Wed to Oil Man  
 NEW YORK, Oct. 21. —

**WANTED**  
 Home in Saffron Park  
 Private Party willing to pay up to \$100,000 to sell.  
**REQUIREMENTS:**  
 1. Must be in the area with a lot of trees.  
 2. Must be a 3-4 bedroom house with a garage.  
 3. Must be in the area with a lot of trees.  
 Write 1-22-68 Times

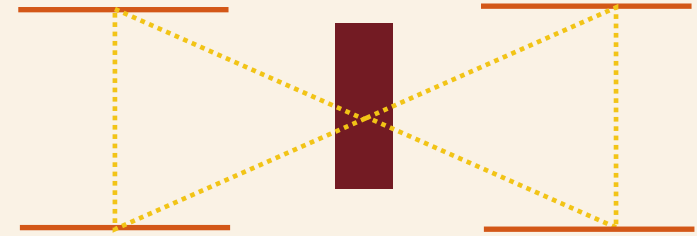
SEATTLE TIMES OCTOBER 22, 1950





# SPLIT ENTRY

## RESIDENTIAL EXAMPLES



HOUSE | BELLEVUE, C.1968



HOUSE | LYNWOOD, C.1972



HOUSE | TACOMA, C.1970

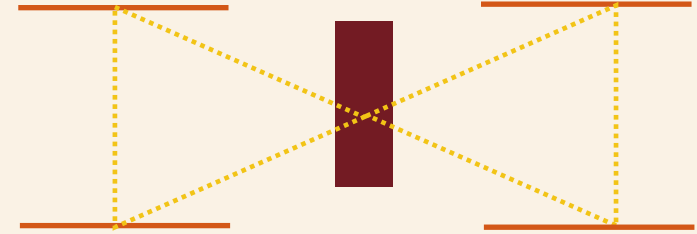


"RIVIERA" MODEL HOME | BELLEVUE, C.1958



# SPLIT ENTRY

## RESIDENTIAL EXAMPLES



HOUSE | SEATTLE, C.1968



HOUSE | RICHLAND, C.1975



HOUSE | SPOKANE, C.1975

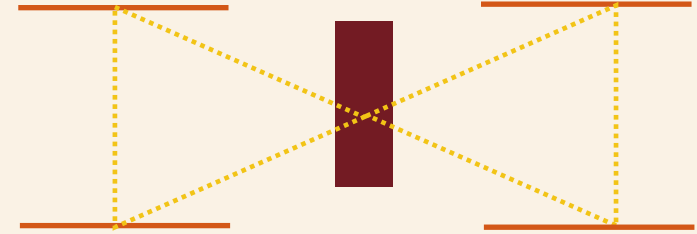


HOUSE | KENNEWICK, C.1965



# SPLIT ENTRY

## RESIDENTIAL EXAMPLES



HOUSE | SEATAC, C.1968



HOUSE | ELLENSBURG, C.1969



HOUSE | TACOMA, C.1968

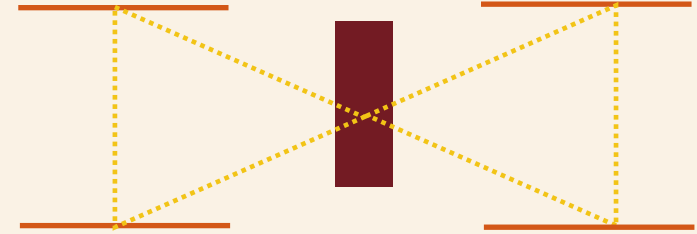


HOUSE | KIRKLAND, C.1971



# SPLIT ENTRY

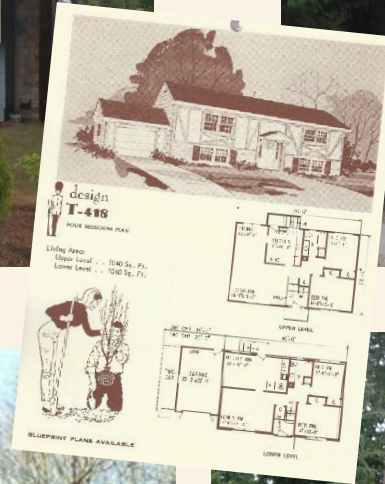
TUDOR | SPANISH EXAMPLES



HOUSE | KENT, C.1969



HOUSE | OLYMPIA, C.1975



HOUSE | RENTON, C.1968

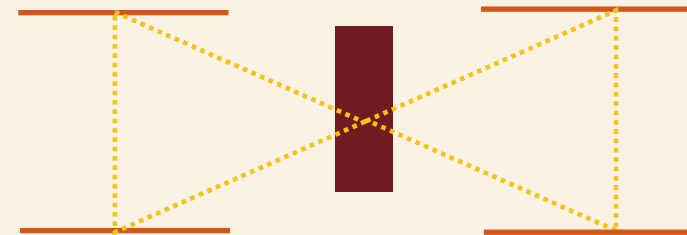


HOUSE | REDMOND, C.1973



# SPLIT ENTRY

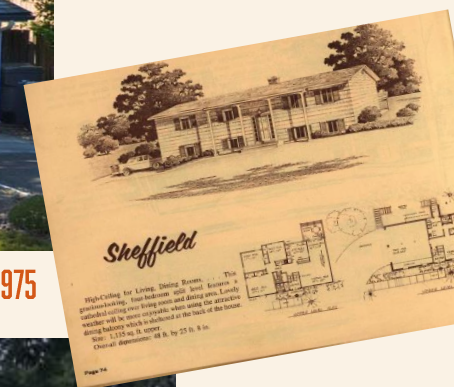
## EARLY AMERICAN EXAMPLES



HOUSE | KIRKLAND, C.1970



HOUSE | FEDERAL WAY, C.1975



HOUSE | OLYMPIA, C.1967



HOUSE | SHORELINE, 1961



# YOU CAN LIVE IN THE HUT





# Pavilion

1958-1980

"IRIMOYA" STYLE ROOF FORM  
WITH CROWN-LIKE APPEARANCE

UPPER ROOF CAN UTILIZE STEEP HIP, GABLE OR MANSARD FORM

AREA FOR CENTRAL CHIMNEY  
OR SKYLIGHT, AND CAN HIDE  
MECHANICAL EQUIPMENT

WIDE OVERHANGING  
EAVES WITH EXPOSED  
RAFT TAILS OR BOXED  
SOFFITS

FLOOR TO CEILING WINDOWS

CLAD IN BRICK,  
T-1-11, CLAPBOARD, STONE OR  
STUCCO



OFTEN SITING ON RAISED PLATFORM FOUNDATION

LINDAL CEDAR HOMES MODEL FIFE, C.1980







# PAVILION

## HISTORY

### CENTURY 21 IDEA HOUSE / GEORGIA PACIFIC IDEA HOUSE

A small house with great ideas proves  
**YOU CAN HAVE QUALITY  
FOR UNDER \$35,000**

If you have ever looked hopefully for the small house that "has everything," we invite you to join us on a tour of the Century 21 Idea House on these pages. While no house equals perfection for all families, we believe this one—designed and built in Seattle as a cooperative effort by H&G, the Georgia-Pacific Corporation and architects Bassotti and Morse—goes far to prove that great ideas can be incorporated at moderate price in quite limited space. The Century 21 Idea House was designed to gratify the fondest wishes of a young couple with one or two children. Built to sell for under \$35,000, its compact and disciplined plan includes seven large, well-proportioned rooms, two bathrooms, a powder room, three porches, a two-car garage and a good-size paved terrace. The best part of

this architectural bargain, however, is something money alone cannot buy; imaginative design and superb craftsmanship. Note first the unique silhouette achieved by a series of peaked and shingled roofs. Interesting for their visual effect, they fulfill an even greater purpose by clearly defining the major zones of family activity inside the house, which radiate out from a central T-shaped floor area paved in quarry tile. Set off by this central space, each zone becomes, in effect, a separate little "house," and the central paved area contributes a dramatic impact seldom found in a home of this size (1,150 square feet). Besides serving as the main artery of circulation, this strategic center includes redwood-walled dining and garden rooms which enjoy blessings of an 8-foot square skylight.

PHOTOGRAPH BY USA TODAY



8503 Inverness Dr., Seattle, 1961





# Pavilion

RESIDENTIAL EXAMPLES



HOUSE | BELLEVUE, 1966



HOUSE | BELLEVUE, 1966



HOUSE | OLYMPIA, C.1969



CHARLES & CAROL | HANSEN HOUSE SPOKANE, 1973



# Pavilion

RESIDENTIAL EXAMPLES



HOUSE | PUYALLUP, C.1973



DUPLEX | SEATTLE, C.1969



HOUSE | TACOMA, C.1975



HOUSE | NORMANDY PARK, C.1975



# Pavilion

OTHER EXAMPLES



STERLING BANK | ELLENSBURG, C1976



UNITY CHURCH OF TRUTH | SPOKANE, 1973



RADIO SHACK | LYNWOOD, C1973



RAINIER MEMORIAL CENTER | YAKIMA, C1970



# Pavilion

OTHER EXAMPLES



BUILDING | TACOMA, C1976



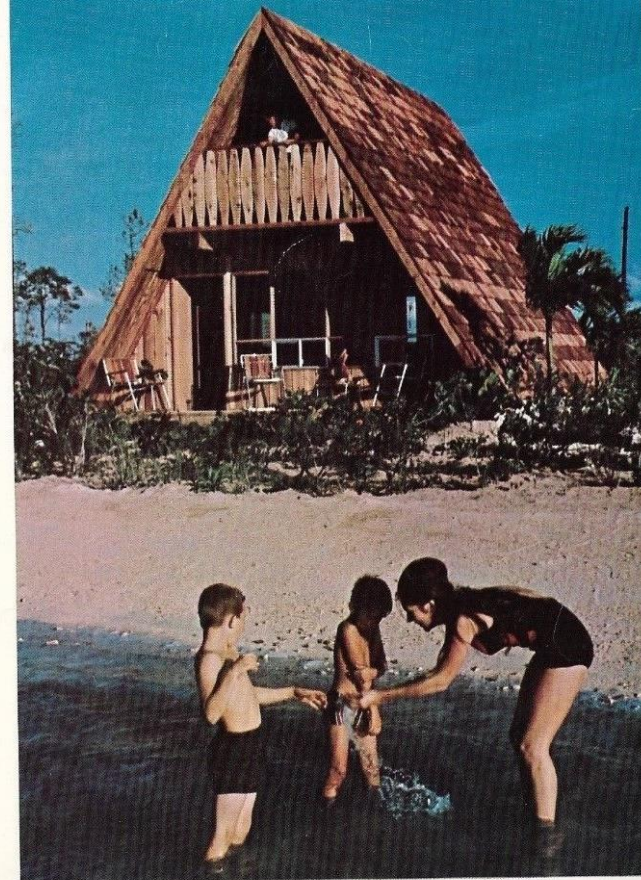
PIZZA HUT | LAKEWOOD, C1973



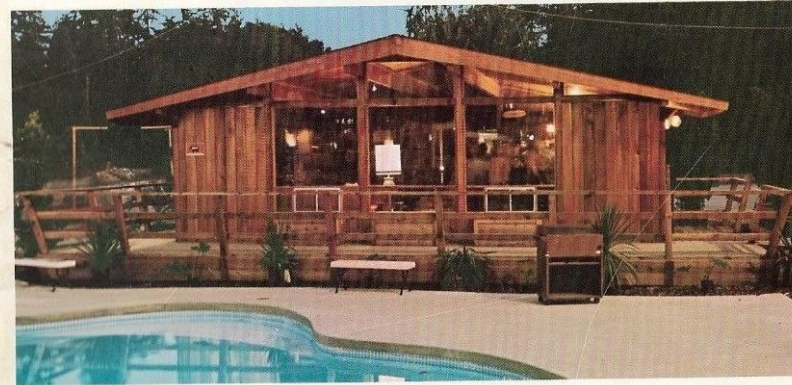
SHORELINE COMMUNITY COLLEGE | SHORELINE, C1965



# a vacation every day



*The warmth of Cedar*



Homes of lasting beauty by... **LINDAL CEDAR HOMES** *Plan Book* ONE DOLLAR



# a-FRAME

1960-1990

OFTEN HAS DEEP, INSET EAVES

LARGE EXPANSES OF GLASS ON FRONT AND REAR GABLES

STRUCTURE IS  
COMPOSED OF WOOD  
FRAME WHICH CAN BE  
PREFABRICATED

TRIANGULAR SHAPE

RECTANGULAR PLAN  
OF 1 ½ TO 2  
STORIES TALL



STEELY SLOPING ROOF THAT  
EXTENDS TO THE GROUND ON  
TWO SIDES

TYPICAL SHINGLE  
COVERED ROOF

FEW VERTICAL WALL  
SURFACES

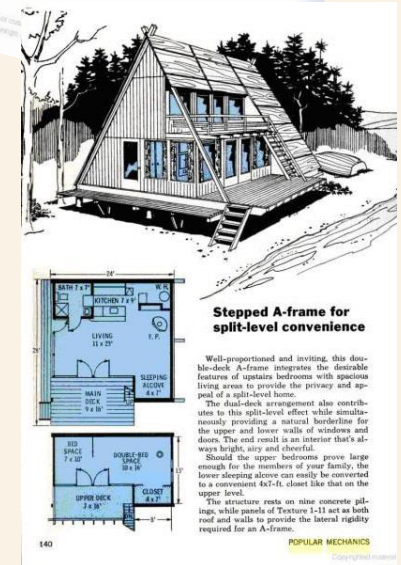
SIMPLE FOUNDATION

CABIN HOOD CANAL, C.1965



# a-FRAME

DR. HELLYER'S CABIN, OLYMPIA - 1958

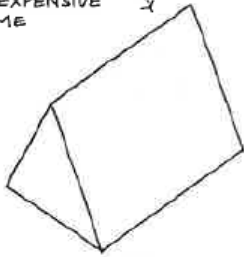


POPULAR MECHANICS 1968



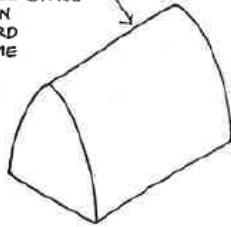
# a-FRAME CONFIGURATIONS

MOST POPULAR,  
LEAST EXPENSIVE  
A-FRAME



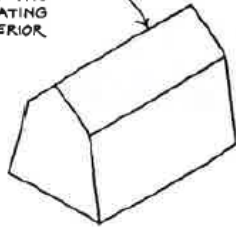
1 STANDARD A-FRAME

ELIMINATES  
UNUSABLE SPACE  
FOUND IN  
STANDARD  
A-FRAME



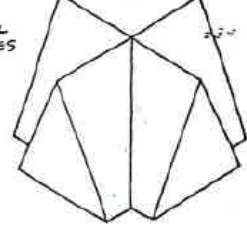
2 ARCHED (GOTHIC) A-FRAME

REDUCES THE  
SLANT OF THE  
ROOF CREATING  
MORE INTERIOR  
USABLE  
SPACE



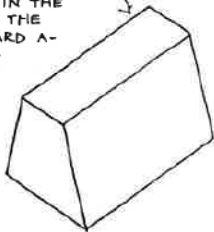
3 GAMBREL ROOF A-FRAME

ADMITS  
NATURAL  
LIGHT  
FROM ALL  
FOUR SIDES



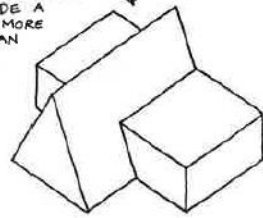
4 DOUBLE STANDARD A-FRAME

ELIMINATES  
UNUSABLE SPACE  
FOUND IN THE  
TOP OF THE  
STANDARD A-  
FRAME  
ROOF



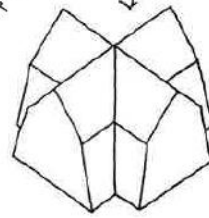
5 FLAT TOP A-FRAME

USES A-FRAME  
AND STANDARD  
BUILDING METHODS  
TO PROVIDE A  
LARGER, MORE  
OPEN PLAN



6 A-FRAME WITH WINGS

REDUCES THE ROOF  
SLANT AND ADMITS  
LIGHT FROM  
ALL FOUR  
SIDES

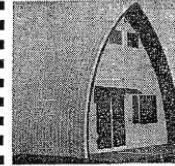


7 DOUBLE GAMBREL ROOF A-FRAME

Standard, Arched,  
Gambrel, Double  
Standard, Flat Top,  
A-Frame w/Wings,  
Double Gambrel,

engineer.

*Olympic*  
**Chal-A**  
for LEISURE LIVING



Prefab CHAL-A 16' x 24' plus 2 decks, featuring laminated arch beams, spiral stairway & loft with lots more headroom than A-Frame.

\$2,595 fob factory, Seattle

For \$100 off BUY NOW or at Home Show Feb. 18-26. Larger sizes also, all easy to erect.

Contact

OLYMPIC CHAL-A  
DISTRIBUTOR  
6805 Perimeter Road So.  
Boeing Bld., Seattle, Wn.  
723-7063 or 932-7684 Eves



CABIN E RIMROCK VILLAGE, NACHES 1955

SEATTLE TIMES, FEB 19, 1967



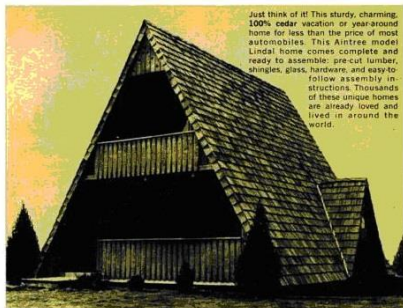
REBA HOUSE VANCOUVER, 1973



FIRST UNITED METHODIST CHURCH AUBURN, 1964



# a-FRAME HISTORY



Just think of it! This sturdy, charming, 100% cedar vacation or year-around home for less than the price of most automobiles. This A-frame model Lindal home comes complete and ready to assemble: pre-cut lumber, shingles, glass, hardware, and easy-to-follow assembly instructions. Thousands of these unique homes are already loved and lived in around the world.

Here is the leisure home you've read and dreamed about

... all for an amazing \$3,345 (\$350 down - \$53.75 a month)

**ACT NOW - MOVE IN THIS SUMMER - SAVE ALL SHIPPING COSTS UP TO \$600 IF YOUR ORDER IS RECEIVED BEFORE JUNE 1, 1966.**  
For further information - or to take advantage of any of these valuable options - write as soon as possible and give us your preference:

1. Immediate shipment of the A-frame home (similar to above) to the rail station of your choice - shipping charges prepaid.
2. \$3,345 full cash price - or \$350 cash payment with order, balance in monthly installments of \$53.75 per month (please include employment, bank, and credit-reference information).

APRIL 1966

POPULAR MECHANICS, APRIL 1966



Lindal to build headquarters here

Headquarters building, left, to be built on site.

display visible to freeway travelers.

A natural reflecting pool and children's play area will be included. Freeway walkways will be used to access the work level.

spanning 112 feet from a central A-frame tower. Extensive use of glass will provide an open feeling with the surrounding garden and decks which will be used to access the work level.

Lindal Cedar Homes, Inc., manufacturer of pre-cut cedar homes, has purchased two acres adjoining Interstate 5 at the nearby city break.

Headquarters building, left, to be built on site.

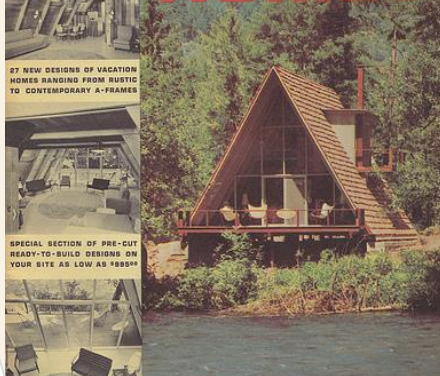


HUNTING LODGE, SWEDEN, 1871



SWEDISH WOODSHED AND HORSE STABLE, 19TH CENTURY

## SECOND EDITION FIFTY CENTS FREE-TIME HOMES



presented by POTLATCH FORESTS, INC.

SEATTLE TIMES, JUNE 27, 1971

### DESIGN NO. 442-1

WIDTH 22'-0" DEPTH 22'-0" 768 SQUARE FEET

NATIONALLY RECOGNIZED A-FRAME DESIGN AVAILABLE TO FREE-TIME HOME BUILDERS.

During 1961 this A-frame designed by Home Building Plan Service was given national recognition as it appeared in 65 major magazines as an additional feature and ready building program. Built along the McKenzie River in Oregon, this home has attracted visitors from as far away as Hawaii, California and Colorado.

A color reproduction of the exterior photograph shown on this page will be included in a free brochure describing this A-frame home. The living room measures 24'-0" x 21'-0" and has a complete window seat in the gable end that overlooks the deck and McKenzie River below. Kitchen, dining, living and bath are located on the first floor, with two bedrooms on the second level. Balcony of second floor is reached by central stair.



LOWER LEVEL 768 SQUARE FEET



UPPER LEVEL 280 SQUARE FEET



VIEW OF LIVING ROOM REVEALS EXCELLENT UTILIZATION OF FLOOR SPACE AND HOW WINDOW WALL CONNECTS WITH PORCH DECK OVERLOOKING RIVER.



UPPER LEVEL 319 SQUARE FEET



PARTITION WALL OF LIVING ROOM OPENS ONTO DINING AREA LOCATED NEXT TO U-SHAPED KITCHEN. BALCONY ABOVE CONNECTS WITH TWO BEDROOMS.

### DESIGN NO. 426-1

WIDTH 22'-8" DEPTH 33'-0" 815 SQUARE FEET

UPPER LEVEL - 319 SQUARE FEET



UPPER LEVEL 319 SQUARE FEET



VIEW OF LIVING ROOM REVEALS EXCELLENT UTILIZATION OF FLOOR SPACE AND HOW WINDOW WALL CONNECTS WITH PORCH DECK OVERLOOKING RIVER.



LIVING ROOM 22'-8" x 20'-0"



BEDROOM 11'-8" x 11'-8"



POTLATCH FOREST INDUSTRIES HOMES, 1962



# a-FRAME

RESIDENTIAL EXAMPLES



HOUSE | OLYMPIA, C1968



HOUSE | KIRKLAND, C.1967



HOUSE | SEATTLE, C1963



HOUSE | VANCOUVER, 1968



HOUSE | PUYALLUP, C1969

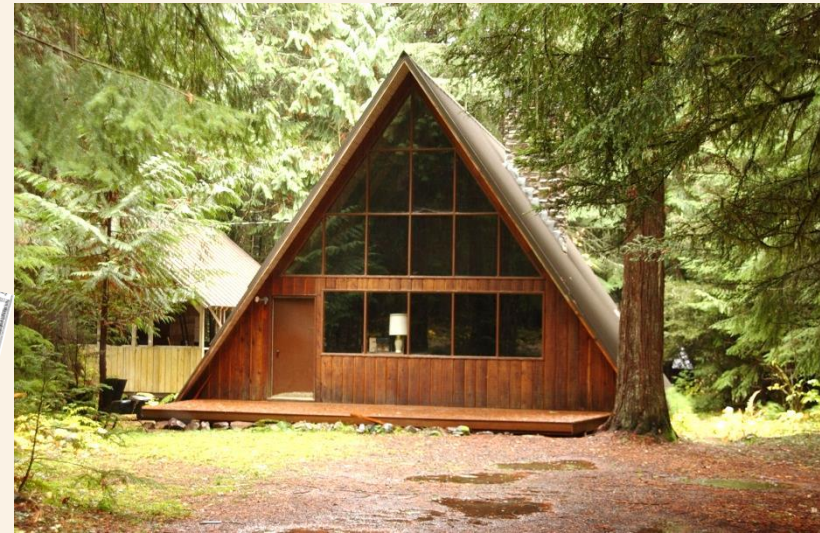


# a-FRAME

## CABIN EXAMPLES



REC. CABIN | GIFFORD PINCHOT NF, C.1965



REC. CABIN | MOUNT RAINIER, C.1960



LAKE EASTON RESORT | EASTON, C.1965



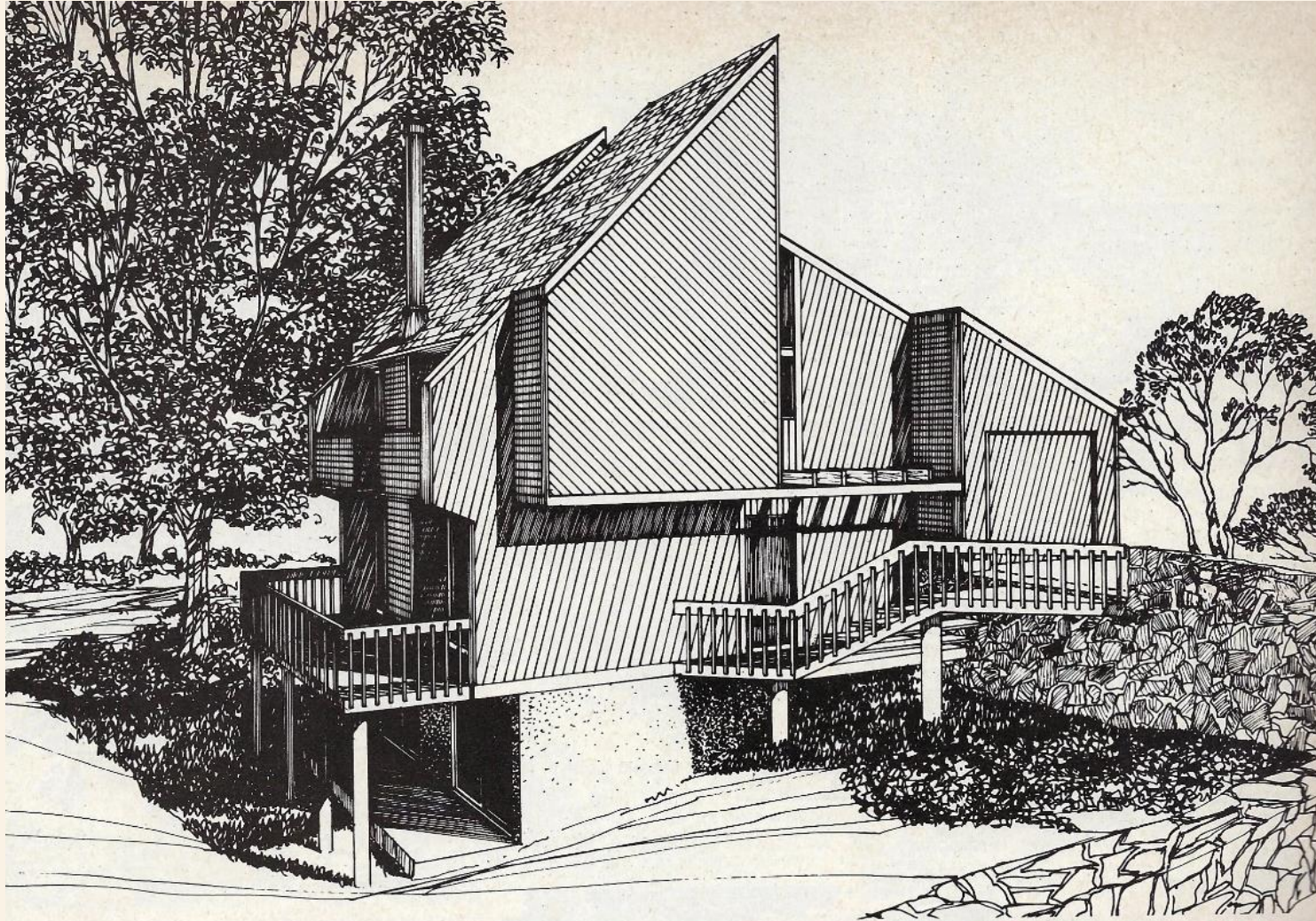
REC. CABIN | BENTON COUNTY, C.1970



REC. CABIN | LUCERNE, C.1968



# HAPPINESS IS LIVING DIAGONALLY



*Intriguing exterior design*

*House no. N79002*



# SHED

1960-1985

BOX-LIKE ASYMMETRICAL FORM

MULTIPLE SINGLE-SLOPE ROOFS IN DIFFERENT AND SAME DIRECTIONS

SIMPLE, NO-OVERHANG EAVE AND RAKE TRIM

VARIED WINDOW SIZES AND SHAPES

TYPICALLY 1 TO 1 ½ STORIES TALL



VERTICAL, DIAGONAL, SHINGLE AND T-1-11 SIDING

RECESSED OR DOWNPLAYED ENTRY

HOUSE SEATTLE, C.1975



# SHED

## HISTORY

SEA RANCH  
CONDOMINIUMS CA,  
1965



HOUSE & GARDEN  
PLANS - 1978

©1076-K-828

# Contemporary Home Plans

A. Tarrant & Gordon Plan Books

Blueprints You Can Buy and Build  
Plus Ideas and Sources for the Modern Home

Angled rafters, a second-story balcony and national cedar or redwood siding are the striking exterior accents of this two-story, three-bedroom contemporary house. The facade gives no indication that the house wraps around and focuses on a walled-in outdoor living area and pool. One main-floor wing is devoted to provide living, a complete kitchen, a shower, a dressing room, a mud room and a full bath, plus storage space for suit gear. In the visible wing a living room and dining room share a long 37' stretch of space and open to the pool area. Living room and kitchen are located in the front, connecting wing. Living room and kitchen are located in the front, connecting wing. Living room and kitchen are located in the front, connecting wing. Living room and kitchen are located in the front, connecting wing.

**Contemporary plan wraps around outdoor pool area**  
House No. 65

1st floor  
2nd floor

1st: 200 sq. ft. (incl. porch, patio, pool, deck)  
2nd: 200 sq. ft. (incl. balcony and deck)  
Overall dimensions: 30'0" x 32'

This relatively simple but superbly designed book is a striking example of the manner in which Turner's writing can become an integral part of a total architectural concept. Ambitious and innovative, Turner also has written numerous bestselling financial and a low cost of construction manual combined with high quality readability measured in generations rather than years.

Turner's work is also relatively inexpensive when judged by the standards of those in whom ultimate performance is no less significant than limited cost.

**FOLLANSBEE**

**WHAT PRICE FORM, COLOR, FUNCTION?**

HOUSE & GARDEN PLANS:  
124 BEST-SELLING HOUSE  
DESIGNS - 1978



ARCHITECTURAL RECORD-1978



# SHED

RESIDENTIAL EXAMPLES



HOUSE | KENNEWICK, C.1978



CONDO | TUMWATER, C.1976



HOUSE | TACOMA, C.1978



HOUSE | OLYMPIA, C.1975



HOUSE | SPOKANE, C.1976



# SHED

COMMERCIAL EXAMPLES



RIB EYE STEAK HOUSE | CHEHALIS, C.1975



GLACIER LANES | EVERETT, C.1972



N "J" STREET MEDICAL CLINIC | TACOMA, C.1973



WALTER WIDMEYER ARCHITECTURAL OFFICE | TACOMA, C.1958



# SHED

**ecclesiastical examples**



**BEAUTIFUL SAVIOR LUTHERAN CHURCH | TACOMA, 1963**



**LAKE HILLS COMMUNITY CHURCH | BELLEVUE, 1961**

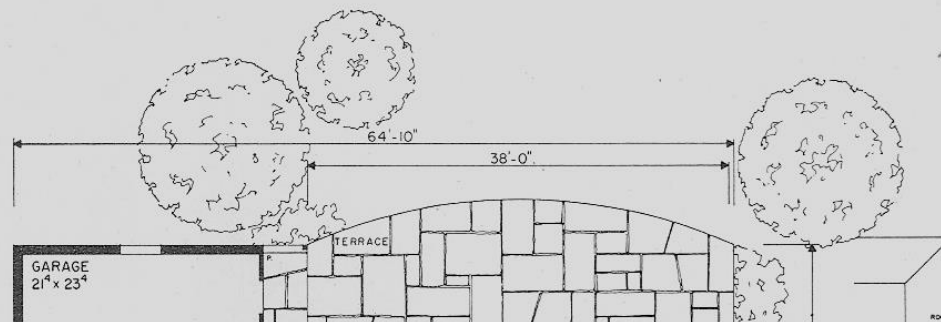




## *Design A 1757*

1,406 Sq. Ft.-First Floor  
1,115 Sq. Ft.-Second Floor/36,204 Cu. Ft.

- This French Mansard style of two-story home is fast becoming very popular with those seeking a design with gracious formality. Study the practical floor plans and list the differences. Which do you prefer?





# Mansard

1960-1980

ROOF OFTEN ON MORE THAN ONE LEVEL

OVERSIZED MANSARD ROOF HIDING ONE FLOOR

SOME EXAMPLES  
HAVE FLARED EAVE  
LINES REFLECTING  
A FRENCH  
PROVINCIAL MODE

DEEP SET  
WINDOWS IN  
MANSARD

ELONGATED  
WINDOWS AND  
DOORS BREAK  
THROUGH EAVE LINE

RECTANGULAR  
FORM

BRICK,  
T-1-11 AND  
SHINGLE SIDING  
FOUND

RECESSED ENTRY

A photograph of a two-story house with a mansard roof. The house has a brick and shingle exterior. It features a white garage door on the left, a recessed entry on the right, and several windows, including a prominent deep-set window in the mansard roof. The house is set on a green lawn with a driveway and some landscaping. Yellow arrows point from various text labels to specific architectural features of the house.

HOUSE KENT, C.1970

dahp  
DEPT. OF ARCHAEOLOGY +  
HISTORIC PRESERVATION







# Mansard

RESIDENTIAL EXAMPLES



HOUSE | ANACORTES, C.1978



HOUSE | PUYALLUP, C.1975



HOUSE | TACOMA, C.1980



HOUSE | OLYMPIA, C.1970



# Mansard

RESIDENTIAL EXAMPLES



HOUSE | OLYMPIA, C.1975



DR. SONNELAND HOUSE | SPOKANE, C.1972



HOUSE | BELLEVUE, 1966



HOUSE | VANCOUVER, C.1978



# Mansard

## MULTI-FAMILY EXAMPLES



APARTMENT SEATTLE, C.1965



APARTMENT BELLEVUE, C.1972



APARTMENT SEATTLE, C.1970



APARTMENTS RENTON, C.1978



# Mansard

COMMERCIAL EXAMPLES



LAW OFFICE | TUMWATER, C.1978



BUILDING | WALLA WALLA, C.1978



BUILDING | OTHELLO, C.1972



TIMBERLINE BUILDING | VANCOUVER, C.1978



# ENTER THE WORLD OF BUCKY





# GEODESIC DOME

1960-PRESENT

SPACE FRAME ROOF COMPRISED OF TRIANGULAR-SHAPED PANELS

COPULAS OFTEN FOUND AT PEAK OF ROOF

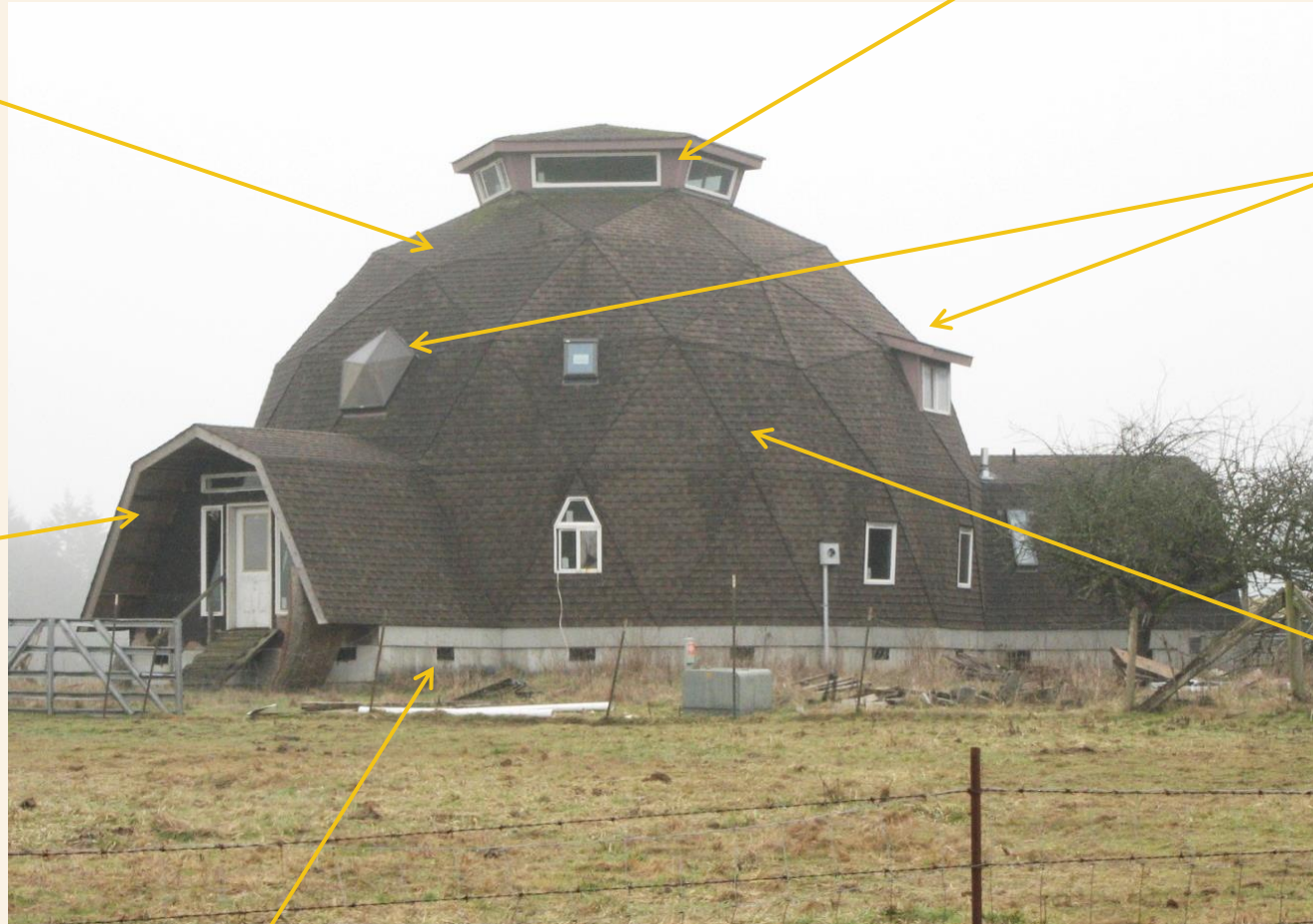
STRUCTURE IS COMPOSED OF WOOD OR METAL FRAME

SKYLIGHTS AND DORMER WINDOWS TYPICAL

GAMBREL AND FLAT ROOF WINGS OFTEN ADDED AS ENTRY

ASPHALT OR CEDAR SHINGLES, METAL, PLASTIC, AND FIBERGLASS COVER PLYWOOD PANELS

SLIDING GLASS ENTRY DOORS ARE COMMON



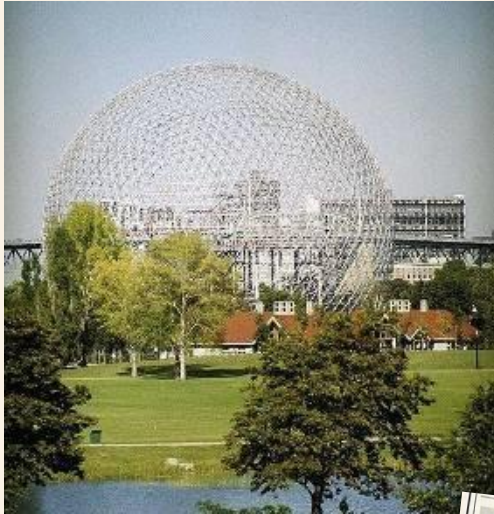
CONCRETE FOUNDATION

HOUSE THURSTON COUNTY, C.1975



# GEODESIC DOME

## HISTORY



US PAVILION AT EXPO '67  
BUCKMINSTER FULLER, MONTREAL, CANADA, 1967



EPCOT CENTER BUCKMINSTER FULLER, ORLANDO, FLORIDA, 1967

FORD ROTUNDA DOME  
BUCKMINSTER FULLER,  
DETROIT, MICHIGAN, 1953



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**R. BUCKMINSTER FULLER**

Brock Evans, a lawyer who represents conservation groups, will speak on the "Environmental Crisis in the Pacific Northwest" at 8:15 p.m. His presentation will be followed by a film.

Friday's program will begin at 1 p.m. with a speech on "Environmental Concerns

All-In-One Playground!

**DOME CLIMBER**

The kids will find hours of fun climbing and swinging on this ingenious structure—and it will last for years! Based on proven mathematical concepts of world-famous architect Buckminster Fuller, Dome Climber supports literally unlimited weight loads—is designed by American Machine & Foundry Company of rugged steel and white, all-weather, tubular steel, all bolts cushioned with rubber. Made up in minutes. Converts instantly to play-home or tent with your canvas, plastic, blanket top. 8 feet across—over 4 feet high. Delight your tot-to-teens with the excitement of a Dome Climber in their own back-yard. Order today! \$29.98 express charges collect.

**AMERICAN MACHINE & FOUNDRY CO.**  
Dept. 8124, Flushing 52, N. Y.

SEATTLE TIMES, APRIL 5, 1970

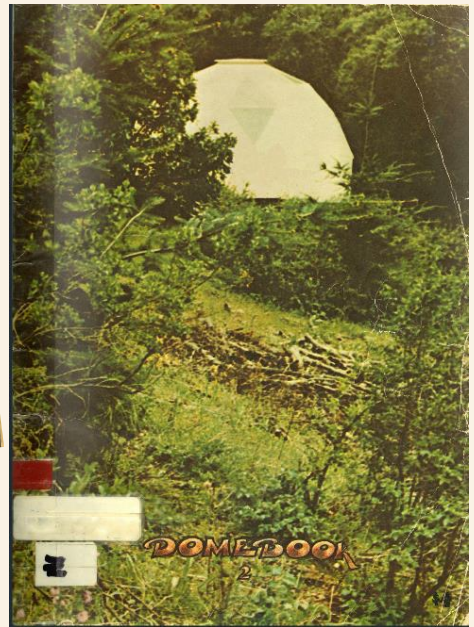
**GEODESIC BUILDING CONCEPT**

*You Are Invited To Visit Our Custom Model Dome At:*  
701 Vista Del Mar  
Rio Del Mar (Aptos) Ca.

**CATHEDRALITE DOMES**  
P. O. BOX 1582, SANTA CRUZ, CALIFORNIA 95061  
1971 EDITION

CATHEDRALITE DOME BOOK 2, 1971

DOME BOOK 2, 1971

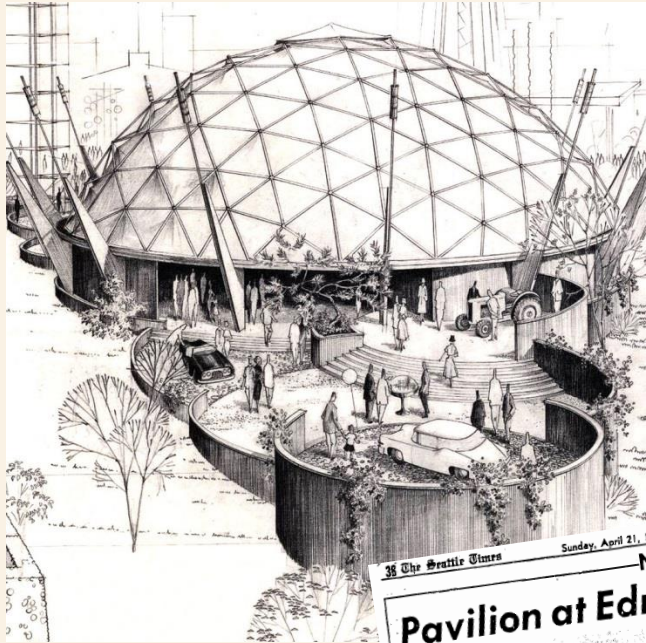




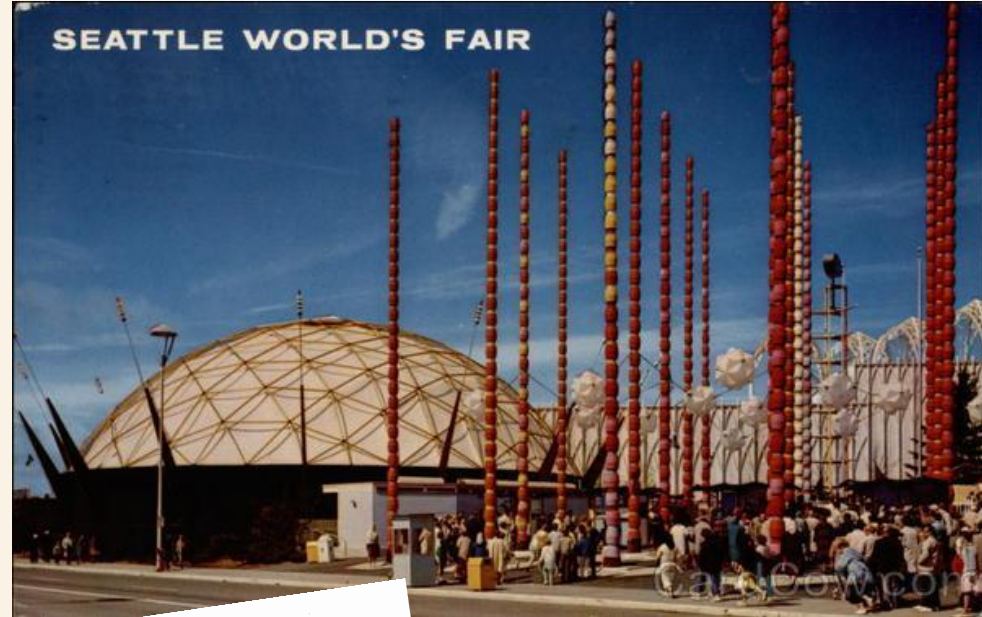
# GEODESIC DOME

## HISTORY

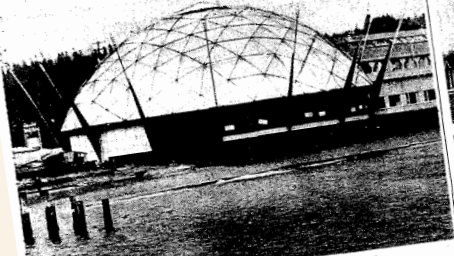
### FORD PAVILION – CENTURY 21 EXPO



ARCHITECT/ENGINEER, TC HOWARD 1961



38 The Seattle Times Sunday, April 21, 1963  
**NEW USES FOR FAIR BUILDINGS**  
**Pavilion at Edmonds Marina -- Sermons at Paine**

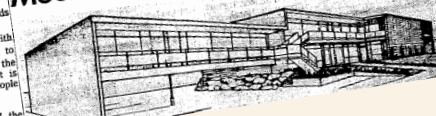


**FORD PAVILION NOW ON EDMONDS WATERFRONT**  
 Some of the grandeur of the framework of 3-inch pipe bled again at the Edmonds Marina at Edmonds, where the angles. The pipe is painted. "We think this dome, with its colorful lights is going to become a landmark from the former Ford Pavilion--is being erected on the waterfront and Sand Marina. (pany) acquired the dome at "Sound," Happold said. "It is a small cost, but the job of saw-amazing, the interest people were addition of the



**LOOK FAMILIAR?** The World's Fair Sermons from Science Building has been moved to Paine Field to become an Air Force chapel. The old chapel, left, will be used for Sunday school. The fair structure was the first built from factory-built brick panels. It was given to the Air Force by the Christ for the World Com-

**Mountlake Terrace Building**



SAND AND SURF MARINA, EDMONDS, 1963



# GEODESIC DOME

## RESIDENTIAL EXAMPLES



HOUSE | PORT TOWNSEND, C.1967



HOUSE | MOSES LAKE, C.1982



HOUSE | CLARKSTON, C.1970



HOUSE | LACEY, C.1982



HOUSE | EATONVILLE, C.1980



# GEODESIC DOME

## RESIDENTIAL EXAMPLES



HOUSE | SHELTON, C.1970



HOUSE | FRIDAY HARBOR, C.1982



HOUSE | GIG HARBOR, C.1982



HOUSE | WOODINVILLE, C.1967



HOUSE | ELLENSBURG, C.1980



# GEODESIC DOME

## COMMERCIAL EXAMPLES



DEITRICH ACTIVITY CENTER | WALLA WALLA, 1977



MICRO-DOME BINGO HALL | MILTON, 1983



CATHEDRALITE OFFICE | TACOMA, 1978



TACOMA DOME | TACOMA,  
1981-83



# LIVING BENEATH THE EARTH





# EARTH SHELTER

1975-1985

VARIOUS TYPES OF VEGETATION COVERING EXTERIOR ELEVATIONS

STRUCTURE IS  
COMPOSED OF  
CONCRETE OR METAL  
FRAME

MOUND OF EARTH  
COVERING  
SIDEWALLS AND  
ROOF STRUCTURE



SKYLIGHTS AND CUPOLA  
WINDOWS ALLOW LIGHT INTO  
INTERIOR ROOMS

RECESSED ENTRIES AND  
DOORS CUT INTO SIDE OF HILL

UNUSUAL SHAPED ENTRY DETAIL

HOUSE CHENEY, 1983



# EARTH SHELTER HISTORY



WASHINGTON AGGREGATES AND CONCRETE ASSOCIATION  
Presents a seminar

## EARTH SHELTERED STRUCTURES

**OCTOBER 4**  
8 am to 4 pm  
RED LION  
SEA/TAC  
MOTOR  
INN  
18740 Pacific Highway South  
Seattle

Fee of \$40.00 includes luncheon and your own personal copies of PCA BULLETIN Earth Integrated Building Construction, and Earth Sheltered Housing Design, the leading reference text developed by the University of Minnesota.

**OUTSTANDING SPEAKERS INCLUDE:**  
Dennis Scife—"History of Earth Sheltered Housing"  
Jerry Allen—"Earth Sheltered Structures"  
Gary Swenson—"Engineering Evaluation"  
Tim Hayes—"Heating Methods"  
Don Stephens—"Financing Earth Sheltered Structures"  
Gerald Adkins—"Specific Structures—Detailed Reports"

I am enclosing my check for \$40.00 for preregistration.

name \_\_\_\_\_  
company \_\_\_\_\_  
address \_\_\_\_\_  
telephone \_\_\_\_\_

Mail today to: Washington Aggregates and Concrete Association  
2366 East 4th Avenue East • 233  
Seattle Washington 98102  
(206) 329-7744

MALCOLM WELLS  
**Underground Designs**

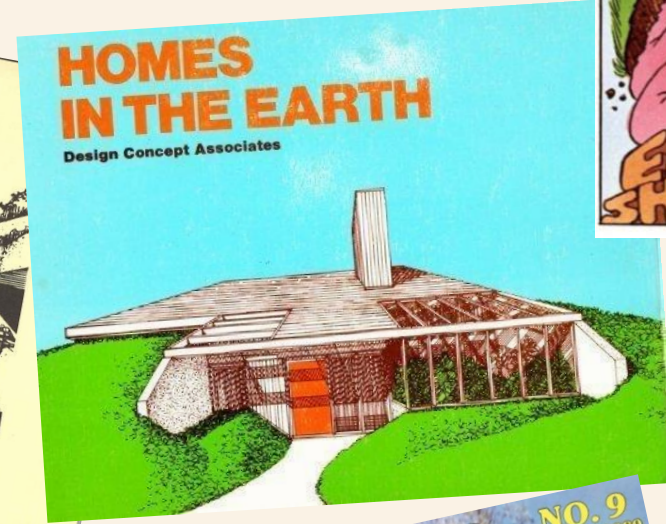
TWO IDENTICAL (AND IDEAL) SIDE-BY-SIDE BUILDING LOTS, AND THE REVIVAL OF ONE...

For years, architects have been advising their clients to build on beautiful wooded lots, preferably ones with streams, views, good soil, etc. But now at last, we know better. Such lots should be left alone!

Our job is to restore life to this worn-out American land, and there is no more satisfying way to do it than to build a life-giving house there, done it in such a way that human needs and nature's needs begin to coincide.

UNDERGROUND DESIGNS, 1977

SEATTLE TIMES,  
SEPT 24, 1979



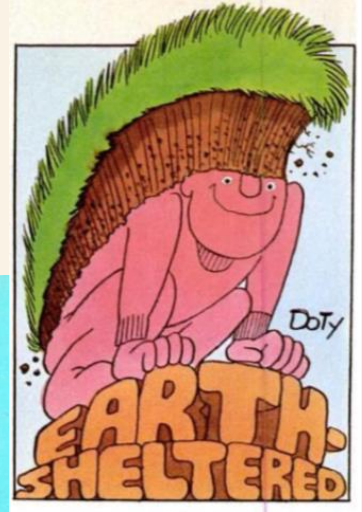
EARTH SHELTER DIGEST,  
MAY/JUNE, 1980

**EARTH SHELTER DIGEST**  
& energy report

NO. 9  
May/June 1980  
\$2.50

DEPT. OF ARCHAEOLOGY & HISTORIC PRESERVATION OF IDAHO

LENDERS AND ENERGY  
EARTH-POWERED AIR  
CONGRESSIONAL ACTION  
COMMERCIAL CONSTRUCTION





# EARTH SHELTER

## HISTORY

### Earth Shelters — North America





# EARTH SHELTER

## RESIDENTIAL EXAMPLES



WAWAWAI COUNTY PARK CARETAKER COTTAGE | WHITMAN COUNTY, 1980



ELQUEST HOUSE | CHENEY, 1983



SCAFE HOUSE |  
LAKE STEVENS, 1980



HOUSE | SPOKANE, 1981



# EARTH SHELTER

COMMERCIAL | INSTITUTIONAL EXAMPLES



BLUE RIDGE ELEMENTARY SCHOOL | WALLA WALLA, 1982



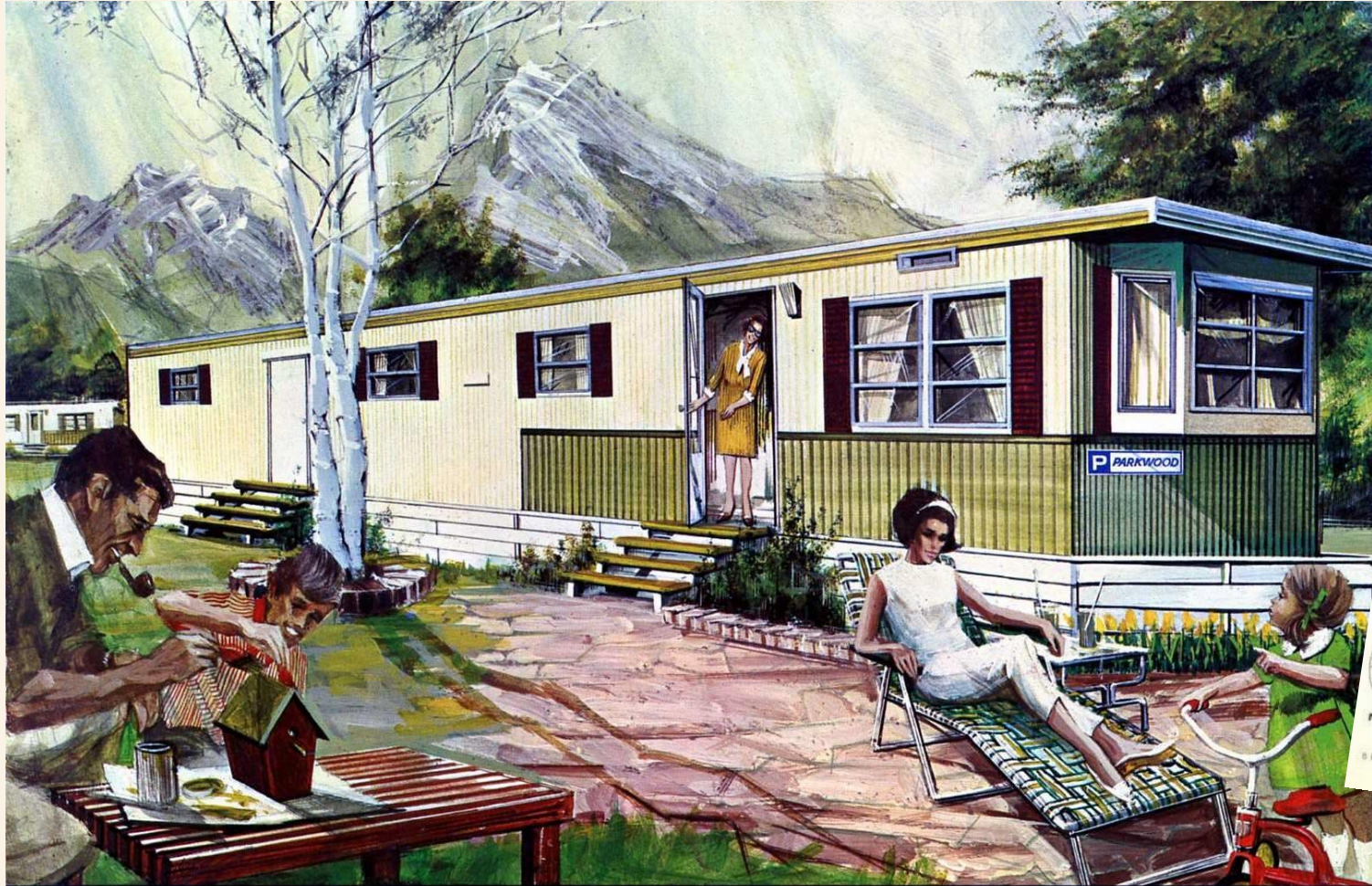
RICE PADDY RESTAURANT | BELLEVUE, 1973



CENTRAL PREMIX CONCRETE | SPOKANE, 1980



# a new way OF LIFE



**PARKWOOD – A new approach to total living**



**Marlette Home**  
of the Sixties

*Marlette* IMPERIAL SERIES

- Revolutionary Design
- Warm Interior Decor
- Choice of Floor Plans
- Decorator Appliances
- Customized Furnitures
- Traditional Marlette Quality
- M.H.M.A. & T.C.A. Code, Plumbing,
- Heating, Wiring
- Pre-Painted Aluminum Exterior

**Marlette Coach Company**  
Marlette, Michigan

BRANCH PLANTS AT AMERICUS, GEORGIA; GREAT BEND, KANSAS



# MOBILE HOMES

1950-1974

VARIOUS TYPES OF ROOFING STYLES / PROFILES

VARIETY OF DESIGN  
DETAILS AT HITCH  
END OF DWELLING

PULLOUT AND  
ATTACHED PERIOD  
AWNING

STRUCTURE IS  
COMPOSED OF STEEL  
BASE WITH WOOD  
FRAME CLAD IN METAL



ALUMINUM WINDOWS OF  
VARIOUS SIZES WITH METAL  
AWNINGS

EXTERIOR CLAD IN METAL  
SIDING OF VARIOUS PATTERNS

TRAILER HITCH HIDDEN OR EXPOSED

MOBILE HOME SHELTON, C.1965



# MOBILE HOMES

## HISTORY



### BELMOR **b** PARK

**ADULT MOBILE HOME LIVING AT ITS FINEST**  
 Live in exciting new Belmor Park and spend your driving time on the golf course. How? An especially beneficial location puts work fewer minutes away and recreation in your backyard. Yours are a private 9-hole golf course and a fabulous Country Clubhouse.  
 Your spacious lot will accommodate the most luxurious mobile home and still provide off-street parking for two cars. The best lots go first—See Belmor Park TODAY!!



**DRIVE OUT TODAY**  
 OR CALL  
**MR. BILL SCHNEIDER—VE 9-0517**  
 BELMOR MOBILE HOME PARK

SEATTLE TIMES, MAY 7, 1967

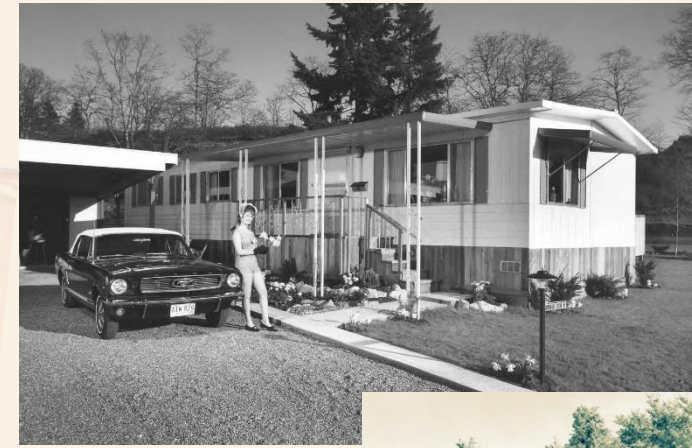
THE MAGNIFICENT  
**CHAMPION**  
 FOR 1957  
 CHAMPION HOME BUILDERS COMPANY • DRYDEN, MICHIGAN  
 A better improved... more beautiful mobile home

**ALL CLIMATE**  
**SPACEMASTER**  
 FOR 1961  
 NEW FEATURES:  
 NEW FRONT DOOR  
 NEW EXTERIOR

The 1961 Spacemaster® has been equipped with plastic new features and is completely air-tight. Spacemaster's new energy-saving double-paneled doors, windows and roof provide extra insulation and energy protection for a more comfortable, quiet and more economical mobile home. The air is filtered and fresh air is more abundant than ever before.

Other features: New energy-saving double-paneled doors and windows, built-in air conditioning, and more.

**SPACEMASTER**  
 MOBILE HOMES  
 COMPANY  
 P.O. Box 104, Midland, Oregon  
 (409) 834-1000





# MOBILE HOMES



WINDSOR COURT MOBILE HOME ESTATES | TACOMA



DETRAYS MOBILE HOME PARK | OLYMPIA

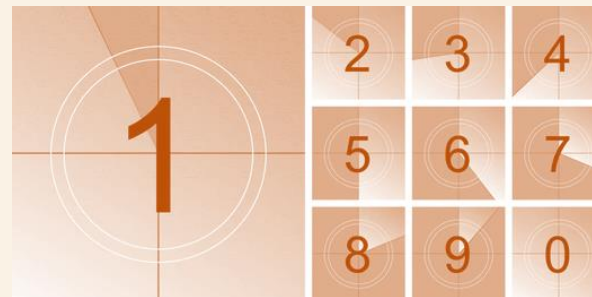


LEISURE MANOR MOBILE HOME PARK | ABERDEEN



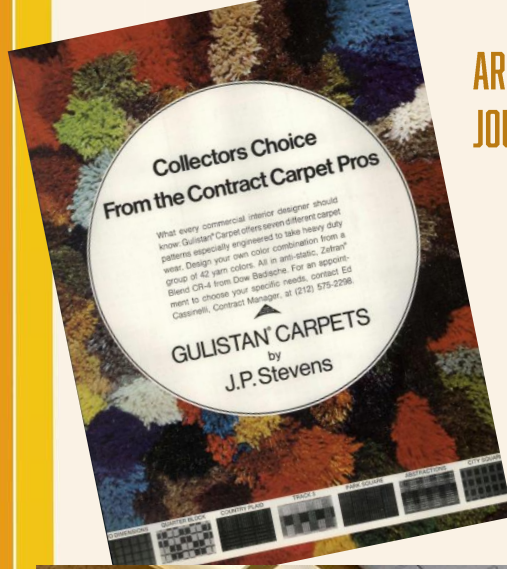
# TOP 10

## DESIGN DETAILS FROM THE 1970S





# 1 SHAG FEST



ARCHITECTURAL JOURNAL- 1974



Shag Rakes keep any length shag looking great

**Y** Good quality Shag Rake. Wood handle. 3 rows vinyl teeth. 13 inches wide, 48 inches long. Unassembled.  
37 G 1033C—Shpg. wt. 1 lb. ...\$3.89

**Z** Our best Shag Rake. Brass-color metal handle; attractive woodgrain plastic inserts. Vinyl teeth. Short row lifts shag pluses. Long row straightens deep shags. 14x54 in. long. Unassembled.  
37 G 1049C—Shpg. wt. 2 lbs. ...\$7.89



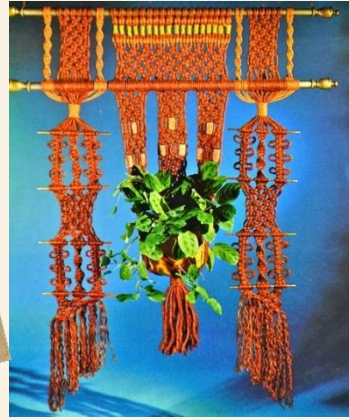
HOUSE + HOME - 1970

See pages 683 to 690 for complete Credit Terms and States where applicable





# 2 Macrame ALL DAY LONG





# 3 EVERYBODY MUST GET STONED









# 5 HELLO NATURE



HOUSE+HOME - 1974

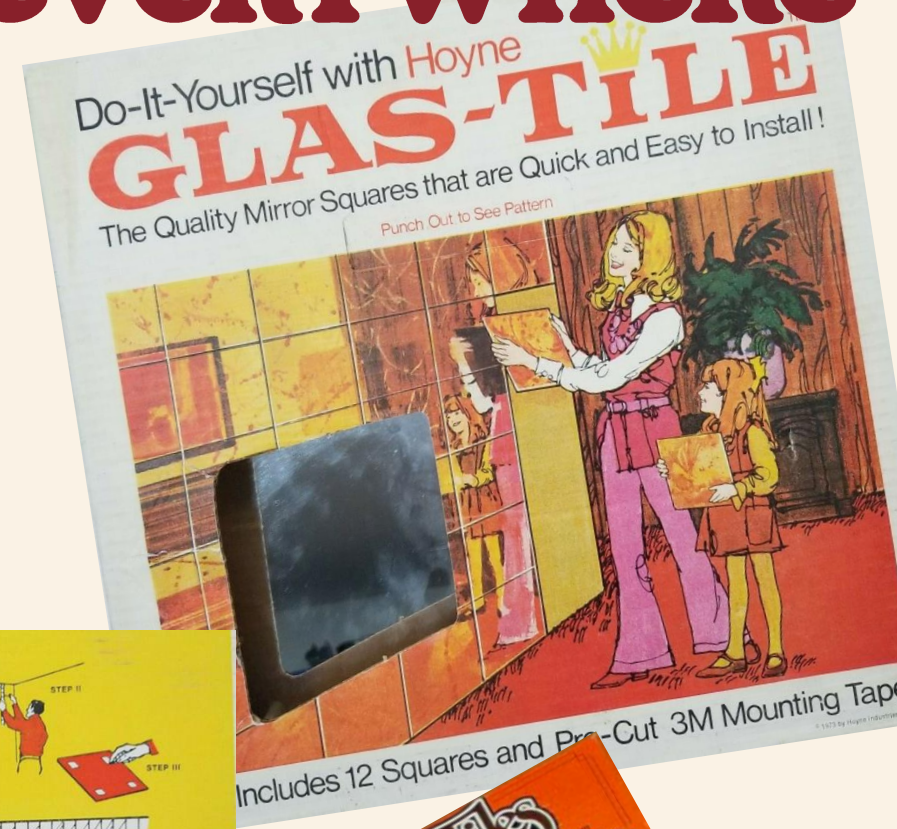


HOUSE & GARDEN - 1970





# 6 I see you everywhere



**INSTRUCTIONS:**

**STEP I • AREA TO BE COVERED**  
Surface to be tiled must be level and free of grease or flaking paint. Wallpapered surfaces must be free of blisters, tears, or flaked surfaces.

**STEP II • MEASURING THE AREA TO BE COVERED**  
If you are doing an entire wall, it is best to start slightly in from the edge of the wall and slightly down from the ceiling to allow for unevenness in the wall. If you are doing a smaller area, determine the exact area to be covered by using a level square or plumb line. This will give you your starting point.

**STEP III • UNPACKING AND APPLYING THE TAPE**  
Carefully unpack the tile. Place tile face down on a covered surface and apply one tab of our pre-cut tape to each of the four corners of the tile slightly in from the edge. Then remove the backing from the tape and apply the tile in the area desired. HANDLE THE TAPE BY THE EDGES ONLY SINCE TOUCHING THE TAPE WILL RENDER IT INEFFECTIVE. MAKE SURE THE TILE IS IN THE PROPER POSITION BEFORE APPLYING SINCE IT IS DIFFICULT TO SHIFT ONCE APPLIED. Make sure the first tile applied is in the proper position before proceeding further.

**STEP IV • COMPLETING YOUR WALL**  
Continue applying the tile until the entire row to be tiled is finished. Upon completion of the first row, continue to the second row until the entire area is covered.

**STEP V • INSTRUCTIONS FOR CUTTING TILE**  
GLAS-TILE mirror tile can be cut by using our special glass cutter or any other good quality glass cutter.

- To cut place tile face up (paint side down) on a level hard table. It is best to cover the table to avoid scratching your furniture.
- Without special equipment you cannot cut circles or rectangles in a piece of glass. Should you wish to go around light switches or outlets, simply cut the glass in straight lines and strip around this area.
- With a felt topped pen mark the surface of the glass on the spot to be cut.
- Place a straight edge (a ruler is fine for this purpose) along the intended line of the cut.
- Hold the glass cutter firmly and starting at the top edge score along the straight edge. Once you have started do not stop or lighten the pressure on the glass cutter as this will produce an uneven cut. Do not retrace your cut as this will dull the cutter.
- Holding the glass at the edge on either side of the cut gently snap it, which will divide the glass along the cut. CAUTION: Watch out for sharp edges.
- Practice on an old piece of glass until you are familiar with the above procedure.

**STEP VI • GLAS-TILE MIRROR TILE CAN BE REMOVED**  
Simply use a long scraper and scrape between the mirror and the wall thereby breaking the bond of the tape. Do not attempt to reuse the old tape. Simply cut new tape alongside the old piece and follow the above steps to re-apply in a new area. New tape is available. If you have difficulty purchasing this tape, write us and we will advise you where it may be obtained.

**CLEANING TILE**  
Clean with our GLAS-TILE mirror cleaner or any good glass cleaner. Certain types of glass cleaner can be detrimental to the life of the mirror. Solutions containing sulfur and/or other strong ingredients can create scuffing on a mirror.

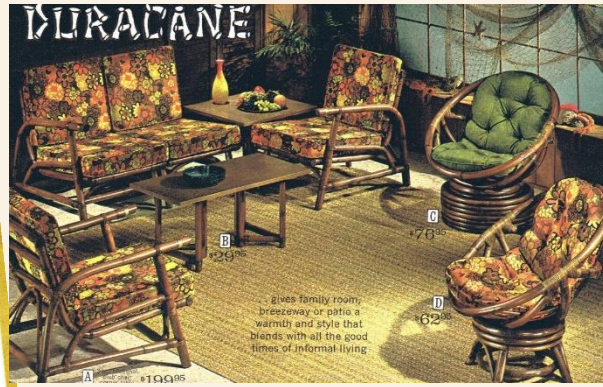




# 7 RATTAN



Designed by John E. Wick, F.A.I.C.D.  
**The GALLERY Collection**  
 Careful styling and beautiful workmanship for those who appreciate leisure furniture with a purpose. It belongs in your home. Write for literature and name of nearest dealer.  
**FICKS FEED COMPANY**  
 "The Most Famous Name in Rattan Furniture"  
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**HURACANE**  
 gives family room, breakfast or patio a vibrant and style that blends with all the good times of informal living.  
 A \$199.00  
 B \$299.00  
 C \$79.00  
 D \$62.00

**HAND WOVEN Willow**  
 Decorate your frames in shades of sparkling white enamel or clear lacquer finish. Tilted clear lacquer cushions in 100% nylon flocked cushions in your choice of 4 bright colors.

Save \$8 to \$14 on 4-piece Sets  
 Low-back Chair (A) and Table (B) High-back Chair (C) and Table (D)  
 \*\$189.00 \*\$144.00

**A** Three 1 Sandpiper. Shrivelled polyethylene cushions. Thick, extra fabric. Polyester trim. Clear lacquer finish. 100% nylon flocked cushions in your choice of 4 bright colors. All sizes represent number for cushions.  
 444-4099 - 4-999 1250  
 1 A Low-back Chair, Seat, 18x23 inches deep: \$129.00  
 1 High-back Chair, Seat, 18x23 inches deep: \$139.00  
 1 Table, 24 inches wide, 18 inches high: \$29.00  
 1 Table, 24 inches wide, 18 inches high: \$29.00

**B** Same as A, 12 inches deep: \$129.00  
 1 A Low-back Chair, Seat, 18x23 inches deep: \$129.00  
 1 High-back Chair, Seat, 18x23 inches deep: \$139.00  
 1 Table, 24 inches wide, 18 inches high: \$29.00  
 1 Table, 24 inches wide, 18 inches high: \$29.00

**C** High-back Chair, 17-inch diameter seat, 18 inches high, 18 inches wide, 18 inches deep: \$79.00  
 1 A Low-back Chair, Seat, 18x23 inches deep: \$129.00  
 1 High-back Chair, Seat, 18x23 inches deep: \$139.00  
 1 Table, 24 inches wide, 18 inches high: \$29.00  
 1 Table, 24 inches wide, 18 inches high: \$29.00

**D** Table, Beach plywood top covered with white vinyl, 24 inches wide, 18 inches high, 18 inches deep: \$29.00  
 1 A Low-back Chair, Seat, 18x23 inches deep: \$129.00  
 1 High-back Chair, Seat, 18x23 inches deep: \$139.00  
 1 Table, 24 inches wide, 18 inches high: \$29.00  
 1 Table, 24 inches wide, 18 inches high: \$29.00

8 cushioned seats on the single patio set in 8 color combinations.

1236 Seats =

Save \$5 to \$8 on 3-pc. Sets  
 2 Low-back Chairs (A) and Table (B)  
 \*\$144.00 \*\$118.00

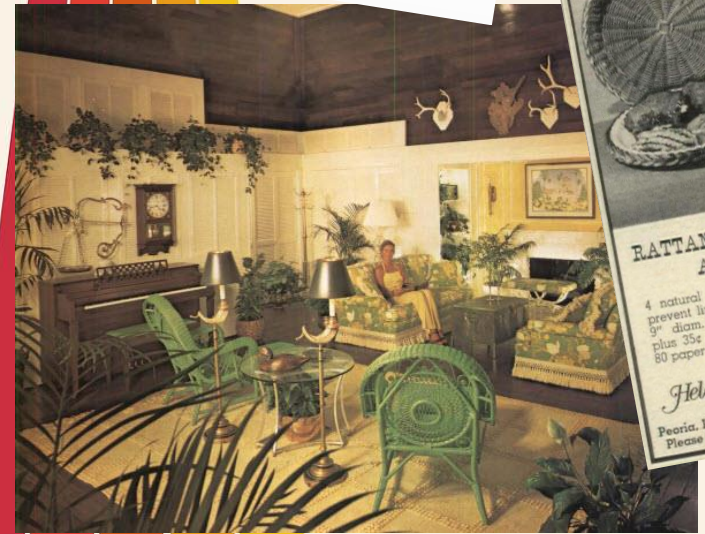
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 There's been a cane revolution, too. Cane tile from Mid-State. A new Green. Architects will appreciate its versatility, and decorators will love the striking effect it gives to any interior.

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mid-state tile company



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 4 natural blond rattan plate holders prevent lumps and soggy paper plates! 9" diam. with braided edges. \$1.49 plus 35¢ ship. charge. Order #18457 80 paper liners 99¢ Ppd. Order #48623.

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**Ashcraft** by **HEYWOOD WAKEFIELD**

Smart national wide-make Ashcraft's "dormer" chairs for bringing fresh character to living rooms.

It's dainty—and makes a full size dining room—Ashcraft's the new for moment dining.

Rest their tired limbs on the quality of all Mechanical Wakefield Furniture.

HEYWOOD WAKEFIELD EST. 1924

Write for literature and name of nearest dealer.

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 Drive active storage. 18" high, 18" wide, 18" deep. \$29.95

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 18" high, 18" wide, 18" deep. \$29.95

**HASSOCK-STOOL TABLE**  
 An in-kind masterpiece. 18" high, 18" wide, 18" deep. \$29.95

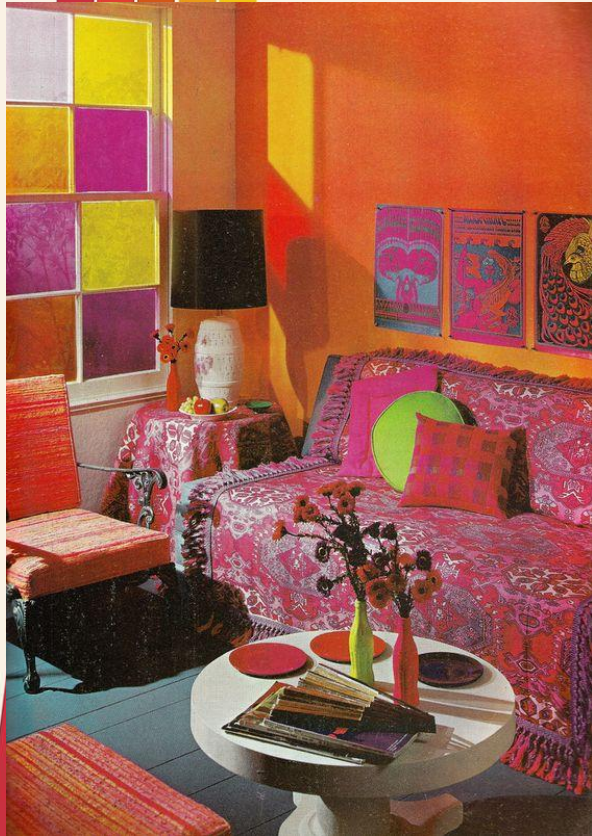
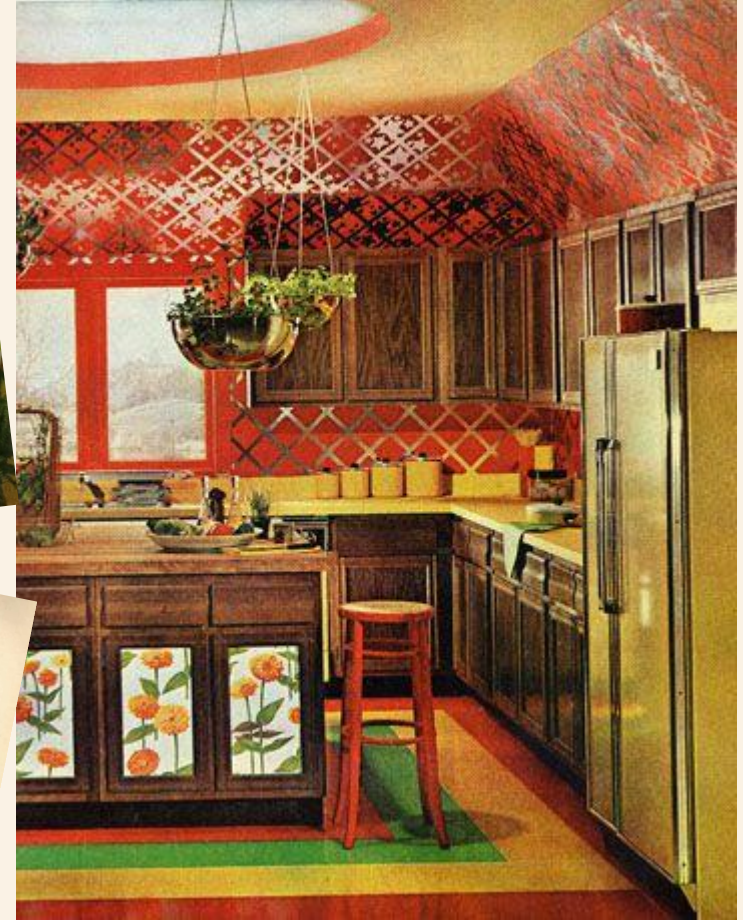
**BASKET HOUSE**  
 83 W. Main St., Dept. 106, Peoria, Ill. 61601





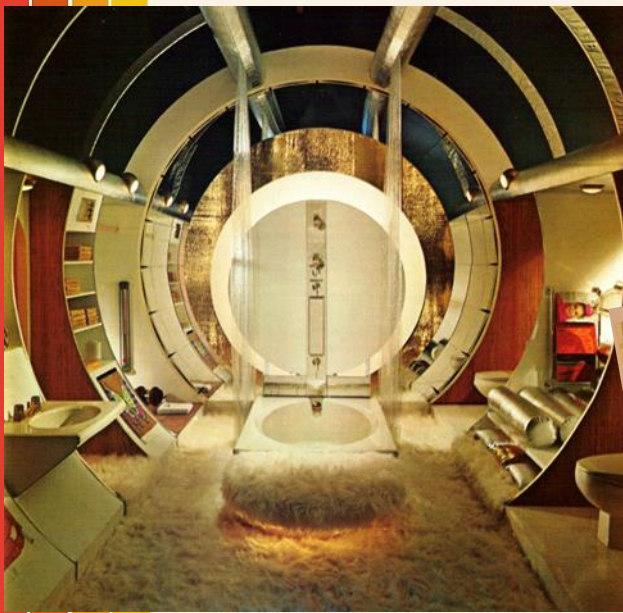


# 9 COLOR.. AND LOTS OF IT





# 10 space age



**Contemporary design Dining Set** Figure 301 **\$319.80**

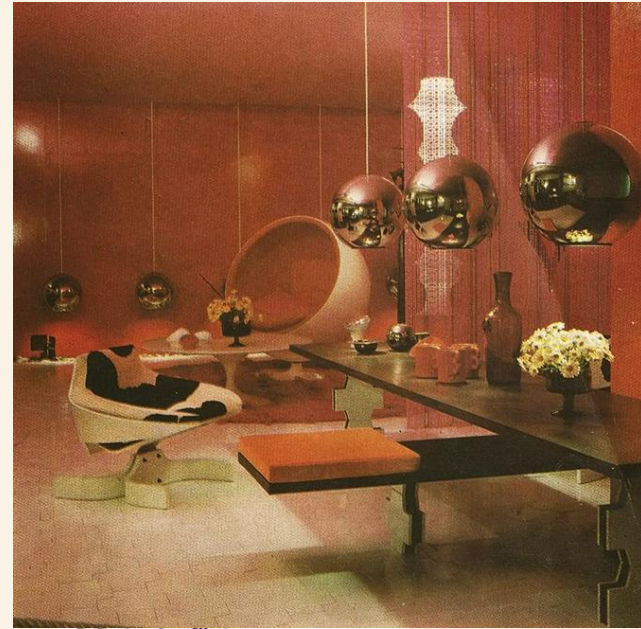
Trumpeter. Max-resistant wipe-clean table top of high-pressure plastic laminate in gleaming white. Measures 49 1/2 inches, extends to 72 inches with two 11-inch leaves. 20 1/2 inches high. Table and chairs have labeled tubular steel pedestal columns, white trimmed, polished tubular aluminum pedestal bases and white-finished legs. Outside seats and backs in white, inside seats and backs in Chrome of three vibrant colors. Seats measure 15 1/2 x 16 inches deep, chairs measure 36 1/2 inches high overall.

Save \$25 on 7 piece set. Includes table and six chairs. Shipping weight 197 pounds. 1 H 2804N—Separately total \$344.80 ..... Set \$319.80

Save \$19 on 5 piece set. Includes table and four chairs. Shipping weight 137 pounds. 1 H 2804N—Separately total \$329.75 ..... Set \$249.85

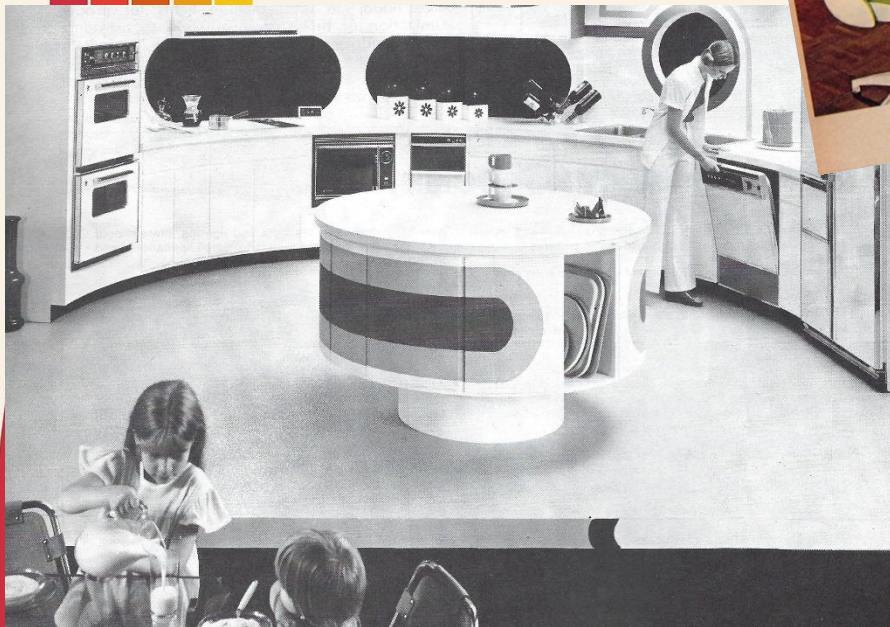
Extra Chairs. Carton of two. Seat one color number 1 H 2814N—Shipping wt. 50 lbs. .... Carton \$79.99

**DINING SETS FOR CASUAL OR FORMAL DINING**



FORGET WHAT MAMA LIKED!

Things have changed. Mama couldn't have bought crisp new Tiffany. Crystal clear. Or subtle Marquise. Smoky and sophisticated. They're brand new. Both on a Jewelle Chrome pedestal. With matching chairs that swivel. (Think of it. Getting up and down at the table gracefully.) Chromcraft has more new exciting designs in dining than you've ever seen. See them at any good furniture dealer. Or write us.



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PAUL HAYDEN KIRK AND THE RISE OF NORTHWEST MODERNISM

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**Nifty from the Last 50 Initiative**

Launched at the 2003 State Historic Preservation Awards, the "Nifty from the Last 50 Initiative" is the state's first official effort to recognize and record Washington's post WWII or "Mid-Century Modern" resources. The project was a joint effort by the Department of Archaeology & Historic Preservation and DCCOHCMO. While the initiative was originally a focused two-year effort, DAHP is still accepting survey forms.

To date, over 350 mid-century modern properties have been recorded all over the state. They include such buildings as a group of playful, ecclesiastical structures designed by the Spokane architectural firm of Funk, Murray & Johnson in the 1960s.

The survey has also uncovered a group of buildings designed for Seattle's First National Bank. The collection of buildings are representative of an early version of corporate identity, using cutting edge marketing philosophies such as "Product-Place-and-Packaging." Seattle architect J. Lister Holmes designed the first model bank for Seattle First National. Other architects would then take this standard design and adjust it to the local conditions. And today versions of the bank can be found all over the state.

Over the last five years, several post WWII properties have been listed on the National Register. They include the 1930 Gamewy Lake Wilderness Lodge in Maple Valley, the Kenneth & Evada Brooks House in Spokane completed in 1956, the James Chewell House in Seattle, and the Curran House in University Place. The Brooks, Chewell and Curran House were the first post WWII properties to be listed on the National Register their respective cities. Other nominations of buildings from the recent past are in progress of being completed. To download a copy of these nominations use our on-line database WISAARD.

Still the number of Post WWII resources listed on the National Register is woefully under-represented when compared to other resources that have been listed on the register. Washington State has yet to list a post WWII subdivision, nor recognize the many groundbreaking modern dwellings in the Pacific Northwest which were featured in national magazines such as Sunset, Better Homes & Gardens, and Architectural Record.

Reports

- Casebook National Register Study-2014
- Events

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All across America, old architecture magazines are left rotting in attics, basements, libraries, and offices - if they haven't already been thrown away. In their day, these publications chronicled the best of Modernist architecture and the era's talented, progressive architects. Many of these mid-century Modernist architects and original Modernist clients have died. The rest are rapidly passing away, their houses largely forgotten and often needlessly destroyed.

Major donors include: Smithsonian Institution, Puii Rudolph Heritage Foundation, University of Hawaii, Maricopa, Atomic Ranch, Philip Kennedy Grant, Oak Grove, Oak Virginia, Oak North Carolina, Oak Indiana, Oak National, General College of Art and Design, Palm Springs Museum of Art.

Contributors: Baltimore Museum of Art, Minneapolis College of Art and Design, Ben Taylor, Christine Madril French, Robert Keil, Julie Taylor, Michael Pass, Bill Ruggieri, and the IT Oak PhD Program in Architecture.

### Site Search

To find a specific Modernist house, put the architect name in quotes, plus the owner's last name, in "inward neutral" quotes. To find a specific address, omit the street type (Rd, Dr, Way) and put in quotes, plus the city. "1500 Sharon" Oxnorth. This search includes all magazines plus all content on usmodernist.org.

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**MICHAEL HOUSER**  
STATE ARCHITECTURAL HISTORIAN

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