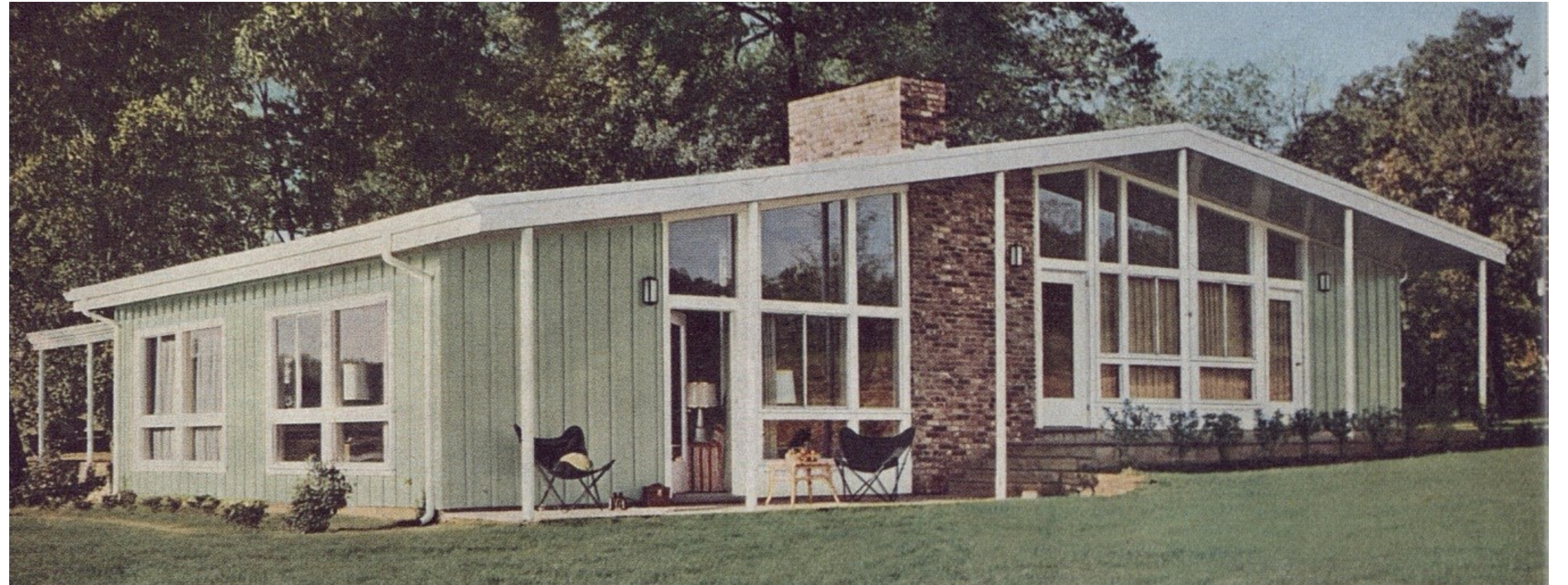


# ARCHITECTURE

## RANCH HOMES

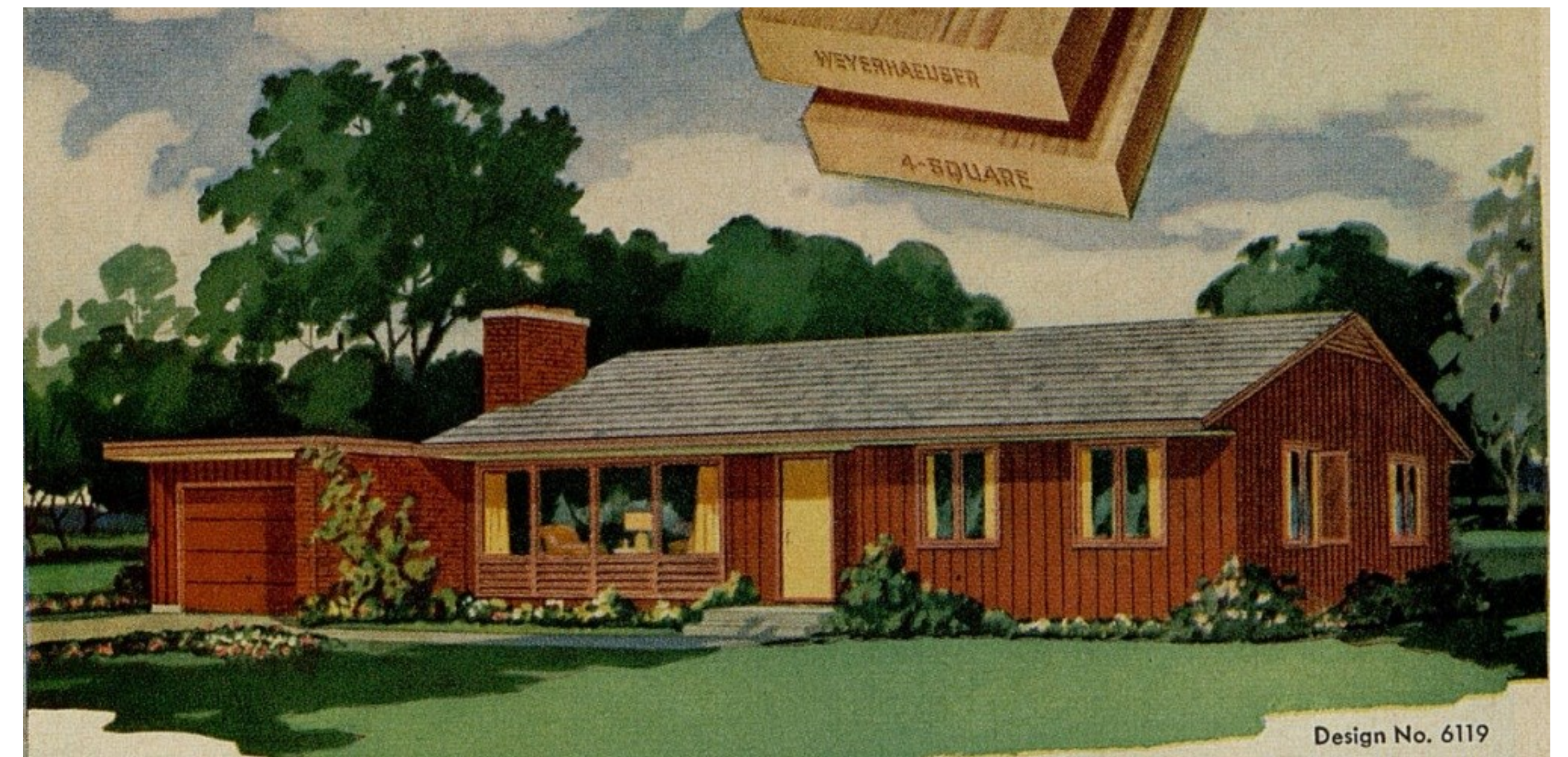
Architects in the fifties copied Frank Lloyd Wright's modern style of boxy, simple homes with clean lines.

The most popular starter homes for families across the United States were built in the "ranch style," named for an idealized image of the rambling, picturesque homes of California and the West. These simple, rectangular, often one-level homes with a basic roof structure and limited embellishments made ranch homes easy and more affordable to build. "Split level" homes were modern one-story ranch homes, but part of that story was raised a few feet from the main level of the house.



## MID-CENTURY MODERN

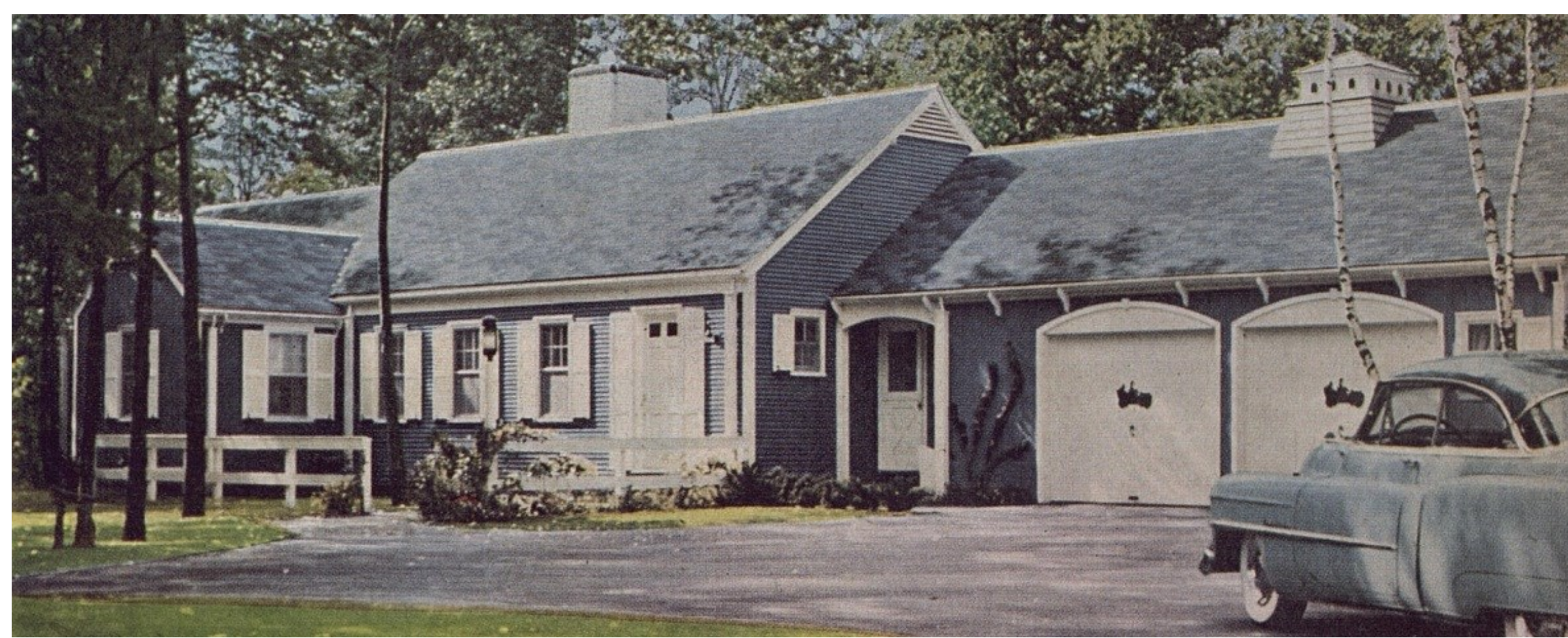
Fifties homes were characterized by a contemporary, futuristic, and minimalist aesthetic that emphasized function, bringing the outdoors in, and using angular structures. Fifties architects were inspired by the architectural Bauhaus movement and the Dutch painter Piet Mondrian whose painted solid-colored squares and rectangles held together by ladder-like black grids.



Weyerhaeuser 4-Square Home Building Service, 1955

## MODIFIED MODERN HOMES

These homes combine the familiar sloped roof with the Frank Lloyd Wright-inspired modern boxy home.



## PRE-FABRICATED HOMES

Companies such as Tacoma-based Weyerhaeuser, used wartime production techniques to mass produce homes at a central location for shipping to building sites across the country. National Homes, with their "Better Homes Build a Better America" slogan, was the nation's largest builder of prefabricated housing.

## THE IDEA HOME OF THE YEAR

In 1955, the Better Homes & Gardens Idea Home of the Year travelled to more than 100 cities, where millions of people toured the simple 3 bedroom, 2 bathroom home complete with living and family rooms, electric kitchen, utility room for laundry and cleaning supplies, and garage. The "activity terrace," extended the usable living space outdoors. It was advertised as having "a remarkably flexible plan—you can build it in stages and plan additions later-or have a smaller house complete in first or second state."

Better Homes & Gardens presents the most important model-home program in America. Built in over 100 cities, the 1955 home is yours to visit, to build, to take as inspiration, detail by detail. It's the many ways you can use it that make it . . .

### The IDEA HOME of the year

By John Normile, A.I.A., and Curtis Anderson

- What is the Idea Home of the Year? Better Homes & Gardens believes this home accepts the problems that beset every family in building—from the first planning stage through years, perhaps, of making the home complete. For it is a realistic home—not one that is built on a set of ideal conditions. Its distinction is not in complicated, costly details, but in an honest use of the materials of building. Size was held to 1,426 square feet.
- Why is it being built? Our editors want to pass on to you the best results of research, know-how, and fresh thinking from a constant study of the design and planning of homes. This exchange of ideas is more important today than ever before because more people are building today than ever before. And while family size is growing, homes have become smaller. Space must become more available. In our Idea Home of the Year, we offer an actual house you can visit and study—and see now on the next 18 pages.
- Where can you visit it? More than two million of you visited our Home for All America last year. It was built in over 90 cities across the country. This 1955 Better Homes & Gardens Idea Home of the Year can be seen this fall in more than 100 cities listed on page 68, and one is sure to be within driving range.
- What does it mean to you? In both visiting it and studying it here, the house offers ideas for your planning, remodeling, decorating, landscaping. And it is a house you can actually build from our Five Star Home plans.

Now tour the Idea Home of the Year →

Keep this page open to use reference plan, over

Overall dimensions, including the garage: 36'0" feet. Total square footage of house: 1,426 square feet. Total square footage of garage: 270 square feet. Architects: Hugh Stubbins Associates, Cambridge, Massachusetts. Builder: E. A. Milligan & Sons, Inc., One Minute, Iowa. Decoration and furnishings: Knickerbocker, New Orleans. Plant materials: A. J. Keller, One Minute.

See page 68 for a complete listing of builders of the Idea Home of the Year and cities where you can see the house this month. For help with special building, remodeling, or decorating problems, visit our Better Homes & Gardens Home Planning Centers. To locate the Center nearest your home town, see page 114.

- You can buy complete working drawings for this or any Better Homes & Gardens Five Star House. Order just one set of plans, No. 2280, to build the complete house or any of the stages on page 68.

To learn more about 1955 architecture see the exhibit library guide.

