

Tennessean's Model Home Combines Art and Utility

MODEL HOMES ARE BEING BUILT IN ALL MAJOR TOWNS

Publicity of Plans Teaches Public Home Perfection.

By L. PORTER MOORE
(President Home Owners Service Institute)

Construction is rapidly progressing in sixteen cities. The series of model demonstration homes to be built in cities from coast to coast by the Home Owners Service Institute; and builders throughout the country who are not yet allied with this remarkable campaign are making haste to fall in line.

Good construction practice is becoming so popular in the cities where these houses are being built that local builders are as impressed as the general public. They are willing to let the public know that they were chosen to back in the warm publicity spotlight so carefully turned on this undertaking by the Home Owners Service Institute and they are deciding that what has been done once can be done again.

These other builders already realize that these demonstration houses, when completed, will be the most saleable products in town.

The specifications laid down by the Home Owners Service Institute are public property. The Institute is only too anxious to promote the wide use of these specifications which were drawn with more care than has ever before been accorded small home specifications. They are published in the local newspapers sponsoring the demonstration houses in the various cities scheduled in this campaign. They were published in the October issue of the American Builder. There is nothing in this publicity but to adopt these specifications and to boast that their houses are similar to the much discussed demonstration houses, and there is everything to encourage such a practice.

Structurally is rapidly progressing on the houses in Buffalo, Detroit, Cleveland, Pittsburgh, Waukegan, Long Island (New York), Teaneck (New Jersey), Westfield (New Jersey), Boston and Houston and negotiations are being completed as this issue goes to press with builders in Chicago and Miami.

As a part of the carefully organized publicity campaign that is making for the success of this undertaking, impressive ceremonies were held in each city when ground was broken for the houses. The mayors, the publishers, editors of the cooperating newspaper, the presidents of the local real estate boards and other prominent people viewed the turning of the first sod and spoke at length on the merits of home ownership and the advantages of using standard, nationally known materials and equipment. These words were duly recorded on the front pages of the newspapers.

In connection with the announcement of this project in Chicago, Henry K. Holman, A. L. A., past president of the Illinois Chapter of the American Institute of Architects is a nationally known building expert, has been appointed to supervise construction of the Chicago model homes. And, one of the first official acts of Mrs. H. W. Hartough, recently appointed chairman of the Chicago Better Homes in America Committee, by Secretary Hoover, was to congratulate the Home Owners Service Institute on the inauguration of this campaign in Chicago.

In every way this far reaching campaign for better residence construction has progressed as rapidly as its organizers had hoped and much has already been accomplished toward the avowed purpose of the Institute to create the desire for better built homes and to raise the standard of the American house by teaching the comparative values and qualities in home making.

That the method of teaching this subject by actual demonstration, by showing real better homes, being constructed and demonstrating them to the home seeker by interpreting and explaining the sound reasons for everything that is done during planning, building, equipping, decorating and furnishing a model home, is an effective one has been already convincingly demonstrated by the widespread interest that has been aroused in the 16 cities in which these model homes are now under way.

The feeling is evident that this method fills a long felt need in the home building field and that it affords the average American family, a practical, but a home only once or twice in a lifetime, a form of insurance for its investment. It provides a sure check on the materials, equipment and building methods used which is coupled for leading building authorities and can be applied to any home that is to be purchased or built.

HAVE TO MAKE BUILDINGS PAY Program Made for Miami Meeting.

The realtors operation of business properties is a highly skilled business and many thousands of dollars are lost annually to investors, because their property is not operated in such a manner as to make it produce the greatest possible net income.

With this thought in mind, the property management division of the National Association of Real Estate Boards, the chairman of which is Carlton Schultz, president of the Business Properties Co., had out a program for the mid-winter meeting in Miami, Fla., in February, with the idea of emphasizing the fundamental principles underlying the management of property for profit, so owners and managers may make the best of those properties under their care.

STEEL WINDOWS DO NOT STICK

Nature's great blessing—sunlight—will flood your home with cheer if you use steel windows. This is particularly true in the basement where formerly the old, sticking wood windows did little to dispel the gloom.

Housewives to Have Chance to Model From Tennessean's Model Home



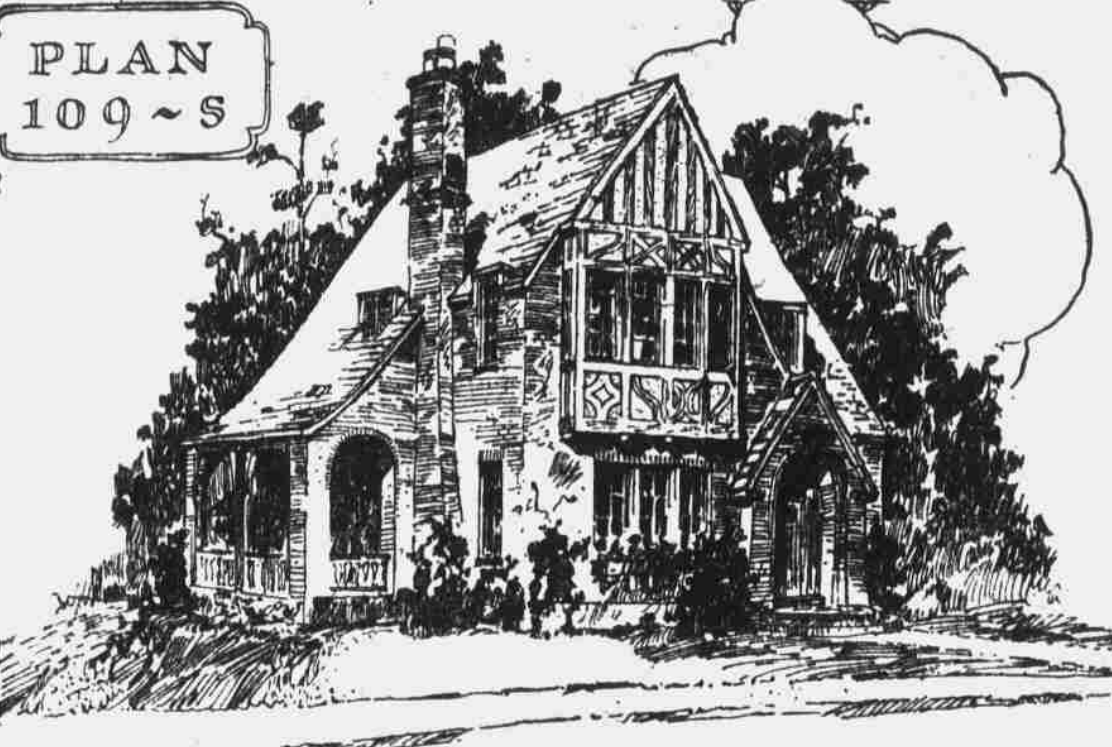
TISDALE, STONE & PINSON ARCHTS. NASHVILLE, TENN.

Here's the sketch by the architect of the completed Model Home the Tennessean is building in the Green Hills Subdivision of Belmont Boulevard. Perfection is to reign throughout the house and the architect's drawing of the house as it will appear when finished is the first impression of the "Dream Home," by which the Tennessean hopes to aid many Nashville home-builders in planning their new residences and offering ways and means of building them. This home will rest on the center plot of "The Plateau That Overlooks the Knobs" in the new subdivision and the Nashville public is invited to visit the Model Home at any time during the construction and then be the Tennessean's guest in the perfect home when it's completed in late March.

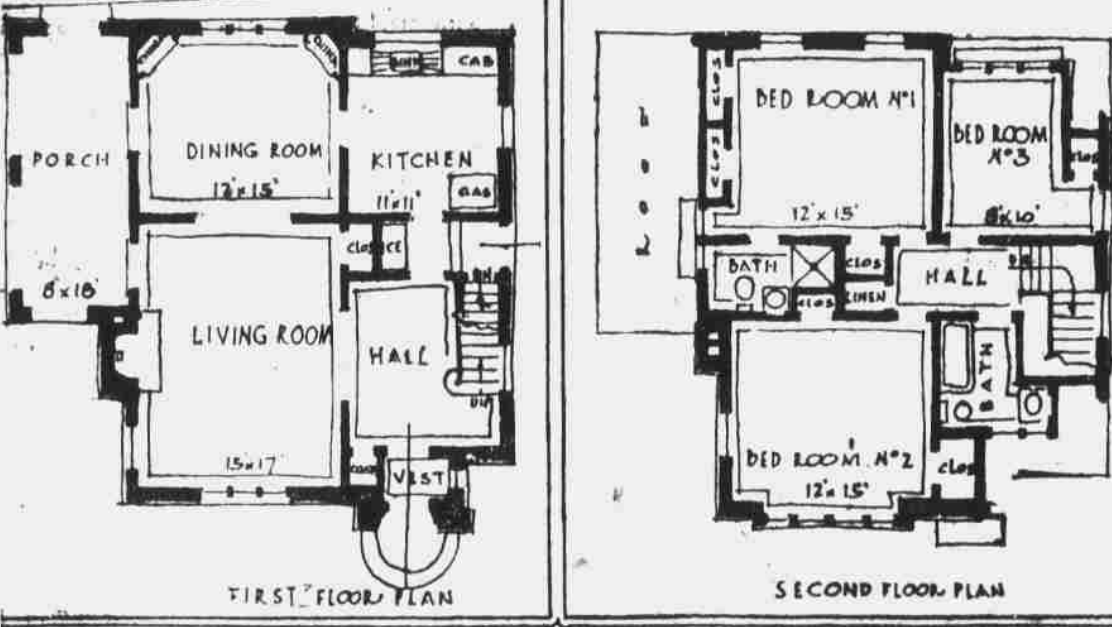
Tisdale, Stone and Pinson, local architects, drew the plans for the Model Home.

Attractive English Cottage of Common Brick

PLAN 109-S



Plans from Homeowner's Service Institute, Inc. © 1926



A gable window of unusual charm is a prominent feature of this house and a roof line of distinctive individuality adds to its attractiveness. It was designed by Arthur Bates Lincoln, consulting architect of the Home Owners Service Institute. Complete blueprints and specifications, ready to build from, are available to our readers at low cost.

Dining Room Appointment Serve Twofold Purpose

There is no place that can more clearly indicate the taste of the mistress of the house than the dining table and its appointments, which serve a twofold purpose of utility and beauty. In the days of our grandmothers it was considered the correct thing to have an entire dinner set for use throughout the whole meal. Now not only are different styles used, if desired, for each course, but different colors and different wares.

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Women Mostly Responsible for Large Percentage of Own Homes

Cleveland O., Dec. 11. — Women exert a profound influence in the building of homes. They hold between 75 and 80 per cent of all savings accounts in the United States, according to a recent national survey.

Between 25 and 50 per cent of applications for loans for building homes are made by women, savings and loan offices estimate. One Cleveland savings and loan officer stated that 90 per cent of all mortgages held by his company were in women's names.

Another asserted that more than 50 per cent of his company's loans were made on applications by women, and that the man of the house seldom was seen until the mortgage was ready for his signature.

It may readily be seen from these facts and figures that women not only influence a prominent part in turning it into the home building channel.

A check-up of members of the Cuyahoga County Savings and Loan League indicated that women were considered more thrifty than men, and for that reason have made special efforts to deposit their savings in institutions which will lend the money back to them for buying of building homes.

"I know one woman who refused to buy a new dress all the six and one-half years that she and her husband were paying on a loan for a home," one savings and loan officer recounted.

Savings and loan companies, through their easy-payment plan, are exceptionally well equipped to provide homes for those of limited means and also to help home buyers to retain their property in cases of financial distress or emergency.

This was illustrated recently in the case of a widow who had struggled for nine years after the death of her husband to keep up the payments on a home and send two children to college. She was ready to give up the struggle in the face of pressing obligations when she visited a savings and loan company and learned that the home could be refinanced so as to enable her to carry out her plans with very little difficulty.

The part played by women in

GET CURTAIN MATERIALS WHICH WILL ADD BEAUTY

Cheerfulness Dependent on Choice of Colors.

Keep always in mind in the selection of materials for glass curtains that anything having a yellow or golden tone will do much to atone for lack of sufficient sunshine in a dreary or cold room. This is a fact so widely recognized as to hardly need repetition, but in similar fashion, and not so well known, materials having a rosy tone will lend an atmosphere of warmth and coziness to a living room or any room where such an effect is desired.

The cheerfulness of the "sunshine tones" as all of the yellows and golds and mellow tans are commonly called, makes them particularly desirable for most living rooms, but there are times when the subtlety of a faint orchid color for wash curtains in a bedroom, or delicate green in a dining room, or breakfast porch, will produce wonderfully pleasing results. A booklet about beautiful curtain materials was sent upon request to readers of this page who write for it to the editor of the Small House Page care of this newspaper.

New Fabric Will Prevent Rugs From Slipping on Floors

Do your rugs slip—do you have rugs that simply won't stay put, rugs that are always ready to slide from under any foot that steps upon them—rugs that creep, slide or slip—rugs that simply will not lay flat?

Have you wished there was some way to tame that frisky, risky rug and make it stay where it belongs? Various devices have been offered from time to time to curtail the hazard of these roaming rugs but most of them have had the disadvantage of marring the floor to which the rugs were attached.

A product is now on the market that will make the friskiest rug quiet and well behaved. It will keep them in their proper place and prevent them from tripping the passerby—or wrinkling or slipping before a vacuum cleaner. The new product is a specially prepared fabric that is glued to the floor with a non-toxic-like grip. When rugs are laid over this material they will stay in place and always lie flat and the hazard of slippery rug in a home is eliminated.

Besides holding the rug in place this material will act as a preservative for rugs by preventing dirt or any foreign matter from reaching the rug from the floor and due to its resilience which gives the rug a cushioning effect, the wear from treading feet is greatly reduced. Every home that has hardwood floors should be equipped with this new material. It is a safety preservative for the home and a preservative for the rugs.

Detailed information on this fabric prepared by the manufacturer, there will be sent upon request. If you will write to the editor of the Small Home page care of this newspaper.

Builders, business men, contractors and real estate men were guests of the Tennessean for the ground breaking ceremonies and all heartily endorsed the plans to offer the Nashville home-lovers the opportunity to get expert information regarding the construction of homes.

Home Boosters Attend Tennessean's Ground Breaking



A. A. Maddux, president of the Nashville Real Estate Board, turned the first shovel of dirt when the Tennessean's Model Home was dedicated. He is surrounded by other home-lovers on the occasion.

Modified English Architecture Will Predominate in Tennessean's "Home"

Exterior Beauty and Interior Perfection Aim of Architects, Tisdale, Stone and Pinson.

Perfection in every detail, a combination of art and beauty and utility, a thing to be admired from the exterior, and a place of admiration and dreams on the interior, is the aim of the builders of the Tennessean Model Home, now under process of construction in the new Green Hills Subdivision, that "Plateau Overlooking the Knobs" near the end of the newly extended Belmont Boulevard.

The Tennessean is building this Model Home to encourage home builders in Nashville. It is offering them an ideal home of moderate cost yet with every convenience of modernism and every need of the home and the housewife.

Throughout the term of construction of the house, which is already being started by Thomas J. Haile, Jr., information will be given readers of the Tennessean of the problems involved in planning homes and how to avoid them through long studied methods from the home owners Service Institute Inc., of New York, with which the Tennessean is cooperating in the building of the perfect home. The general public is likewise cordially invited to visit the site of the building at any time during the period of its construction in order to study processes that must come into their own plans for homes.

The plans is English Style. The plans is drawn by E. M. Tisdale of Tisdale, Stone, and Pinson, local architects, follow chiefly the English style of architecture in modified form providing a work of art in exterior beauty as well as most comfortable and convenient arrangement within.

The photo appearing elsewhere on this page is a drawing by Mr. Tisdale of the beautiful structure as it will look when completed. As has been stated the English scheme predominates yet that form has been improved with the touch of the artists hands of the architects throughout the arrangement of the home. It trends toward the smaller more comfortable homes that are growing in popularity over the more rambling types that formerly held sway. It impresses from the approach and will continue to hold the visitor in awe when the most artistic interior decorations and furnishings are finally completed late in March.

Across the front of the building will be the living room to the left and opening onto the portico at the end of the building. To the right will be the dining room and breakfast room and across to the beautiful hills along Granby White Pike and into the distance, as well as over the little garden entered through the gracefully lined fence to the right will be the interior that ample room will be provided to small families and yet room saved for guests in the three bedrooms that will be provided as well as a study, living room, dining room, and breakfast room, bath, pantry, kitchen.

Ground is broken.

Ground was broken the past week at the starting point and excavation will go rapidly after the excavations for the basement have been completed. G. A. Maddux, president of the Nashville Real Estate Board, presided over the ceremony and was the first to dig where the house is to stand while local realtors financiers advertisers and interested citizens looked on.

The Nashville Trust Company's real estate department backing the project under the direction of Frank Welsh manager of the department and Abe Jones, sales manager. They will have supervision over the structure in co-operation with the architects, Tisdale, Stone, and Pinson drew the plans for the ideal home and will inspect the progress and work three times during construction, which will be done by Thomas J. Haile, Jr., local contractor.

Materials used and the general plan of the home are designated by the Home Owners Service Institute of New York and are the result of expert study and the study of the perfect ways and means of building homes. This organization is covering the larger cities of the United States with these model homes and already in several of the larger cities have passed the dozen mark in such work as well as providing models and help to hundreds of other home builders in all the cities.

And not only during the construction of the Tennessean's home will these plans and details be given but various types of Model Homes from the very economical to the richest palaces be given in the columns of the Tennessean.

Builders should not be blind to these lessons nor so to make use of them in advising with their clients and customers and in the handling of their own construction work. These reports are not merely interesting but they are methods and details that make for good construction and you know that practically every class of construction materials has its own proper use and place in the building field. These reports are not intended as a recommendation for any particular kind or class of material nor do they condemn any.

As a matter of fact, we have studied the ruins of the Florida storm area made by each of the national associations of building material manufacturers, and each finds that its own particular product stood up well when properly used. All of the reports and surveys drive home the importance of good construction.

Fireplace Strong Asset During Autumn Weather

The most enduring memorial to our home life is the fireplace. As long as it stands and people gather about it, our home memories cannot die. And as generations pass, the memories attached to our fireplaces become dearer. How fondly you think back on the happy scenes around your father's fireplace—what memories that fireplace awakens when you visit the old home.

Ruskin said of architecture, "we may live without her and worship without her, but we cannot remember without her." And his plea is that we make our architecture such that it will stand and be a true monument to our lives.

To be a lasting memorial, the fireplace must be properly constructed. The hours we pass before it must not be marred with any discomfort. Its exterior must be beautiful and its equipment harmonious. Its interior must be built to give heat economically.

The general and erroneous conception of a perfect fireplace is a large one—the larger the better. But too large a fireplace draws in so much air from the room that most of the heat goes up the chimney. In a big rustic sitting room a large fireplace is appropriate and useful. But in the average room the dimensions should not be greater than three feet wide and a half deep. This size fills the room with a cozy heat without drawing draft through the room to chill our

Even in the South and throughout the country generally, good, solid, well-insulated construction is not only a good storm and accident policy but also pays dividends the year round in increased comfort, coolness in hot weather, warmth in cold weather, freedom from noise and vibrations and the satisfaction and security of the thoroughly well-built home.

Homes may be built to sell but also they must be built to live in and to give a lifetime of security and comfort to the ultimate owner.

METAL EFFECTS OBTAINABLE

Beautiful metal effects, which are pleasing and effective, can be obtained by using bronzes on plain painted or Tiffany finished walls. These small pieces of different colored bronzes on the floor and blow these against the newly finished