

THE HOUSE OF THE WEEK

Ranch Is Keyed To Three National Polls

Dining Room Is Feature Of All Top Favorites

By JOHN O. B. WALLACE

Mr. and Mrs. America! Here's the house you ordered. As close to the ideal American home as you can get, it really was designed to your specifications. Through all its seven rooms, it has your favorite features and ideas.

Based on the expressed wishes of three important groups of home buyers, this ranch-style home was chosen as The House of The Week. It is numbered HW-75 and is the work of Rudolph A. Matern, one of America's top architects.

Matern got his ideas from three sources.

First he analyzed the 26 most popular homes in The Associated Press "House of The Week" series of 1956.

Then he studied the most popular features as expressed by women attending the first FHA-Women's Congress on Housing.

Finally, a national magazine survey, which determined the things most desired in homes by men, rounded out the facts and ideas which went into HW-75.

In The Associated Press "House of The Week" series, these were the standout features of the most popular houses:

All of the top ten had separate dining rooms. Eight of the top 10 had a family room. Seven of the top 10 had covered or screened porches.

There were strong preferences for front rather than rear living rooms and for kitchens in the rear instead of the front.

The average size of the 26 top Associated Press homes was 1,763 square feet. In HW-75, the square



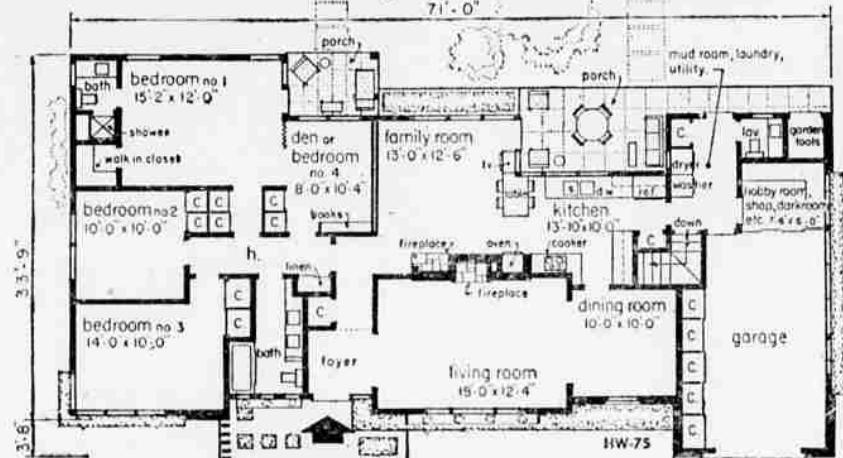
THIS SEVEN-ROOM RANCH HOUSE, with full basement and attached garage, has a conservative yet modern exterior.

footage is slightly less, 1,749.

The FHA-Women's Congress on Housing disclosed marked preferences for a house with three bedrooms, separate dining room, a mud and laundry room, a half bath in the mud room, ample closet space, the kitchen and family room located near each other, no cross traffic between the rooms, eating space in the kitchen, a rear kitchen with a window facing the background of the house, a separate entrance for the family room, a master bedroom larger than the two other bedrooms—and a conservative yet modern exterior.

The men especially wanted a hobby room "away from things" to do work at home and to carry on hobbies. They also wanted a den for three reasons: (1) a place to carry on some business at home, (2) a place to file papers, and (3) a place to keep things and know they will be there. The men also preferred a private bath in the master bedroom.

Without exception, all popularity features found in the three groups were incorporated by Matern into the planning of this



A DOUBLE PARTITION, insulated, separates the family room and the den in this well-planned home.

add to the design and planning.

The architect, however, has incorporated other features which

add to the design and planning.

A fireplace, for example, has been skillfully located; it can be utilized in the living room, the family room and the kitchen. There are fireplace openings in both the living room and the family room, and the kitchen oven and cooker are parts of the fireplace unit. The kitchen oven is at elbow height.

Optional uses can be made of both the den and the hobby room. The former could be used as a fourth bedroom; the latter could become a photographic dark room or a craft shop.

In the same area are laundry facilities, a mud room for the children, a closet for play clothes, a lavatory, and storage space for garden tools.

There are two rear porches, both open but covered by the overhanging roof. The larger porch area can be viewed from the kitchen and can be reached from the family room. The smaller porch occupies the corner between the den and the master bedroom.

A dining table is half in the kitchen and half in the family room, tending to emphasize congenial living in this important part of the house.

Family room windows look out over a brick planter; similarly, a brick planter, low and long, is seen from windows in the living

and dining rooms. Wood planters have been located elsewhere.

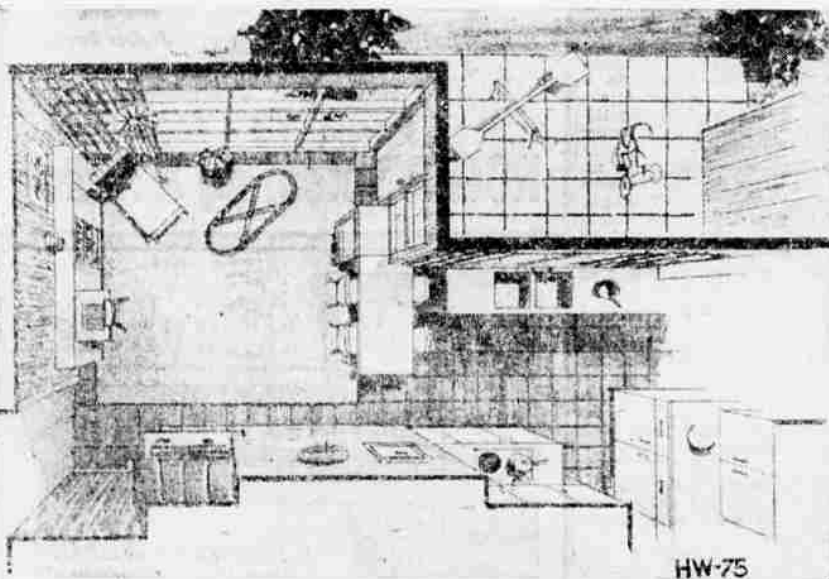
The house has a full basement, the garage is attached and five separate closets line one side of the garage.

And the exterior features: The entrance porch is covered; vertical poles at one side of the porch and vertical boards give height to the porch. The door is wood, with three glass panels. Square flower pots decorate the front edge of the porch at the left of the walk.

There is an exterior basement entrance door in the rear. Wood shutters enliven some of the front windows. All window framing is of aluminum. Horizontal brick facing predominates the exterior walls and asphalt shingles are used for the roofing.

Size Data

This seven-room ranch style house has a total of 1,749 square feet. The figure is slightly less than the average square footage of the 26 most popular homes in The Associated Press "House of The Week" series of 1956. Add 284 square feet for the attached garage.



THIS BIRD'S-EYE VIEW shows the family room, kitchen and one of two rear porches.

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