# DECEMBER 1939

PARKCHESTER	411
Given \$50 million and a seven-man board of design, private enterprise builds a city in the Bronx—statistically and signifi- cantly big.	
SHOPS AND STORES	427
New trends in merchandising design, in a portfolio of distin- guished modern retail outlets.	
MODERN HOUSES	446
Three new houses: for the Maine coast, a New England vil- lage, and the Texas prairie.	
THE ARCHITECT'S WORLD	463
The Case for the Skyscraper Housing and Architects Thought and Controversy in the Profession.	
THE DIARY	467
Observations from San Francisco, Washington, Princeton, New York Personalities, Trends, Surmises.	
PRODUCTS & PRACTICE	469
Private utilities for rural homes—a brief review of new equip- ment for the modern home beyond the gas mains water supply lighting plants gas solar water heaters incinerators septic systems.	
BUILDING MONEY	473
THE FORUM looks at the recent trend of building prices, offers a home building cost index directly pertinent to 80 U. S. cities	

a home building cost index directly pertinent to 80 U.S. cities . . Colonial architecture and concrete block join hands in Philadelphia, found a fast-selling low-priced subdivision . . . Government X-rays the Nation's pocketbook, examines the part played by shelter in workers' living costs . . . An Illinois designer put his kitchen-dining room in the basement, boasts a construction cost below \$4,000 . . . Analysis of how much of what goes into the average house—an aid to cost estimation . . . Charts and tables underlining the statistical trends within the Building Industry.

# MONTH IN BUILDING

### FORUM OF EVENTS

Midtown New York Evolution . . . Early Midwest Modern . . . Awards . . . Competitions . . . News Miscellany.

# BOOKS

7 0

> Duncan Phyfe and the Regency ... A study of land in America... Modern American Painting ... Residential Architecture in Southern California.

### LETTERS

26

2

10

22