JANUARY 1937



BUILDING FORECAST FOR 1937

From a 1936 forecast 93 per cent correct, the Editors turn to the new year, and see a 39 per cent increase in building, a total of \$3,715,000,000.

ROCKEFELLER APARTMENTS

Demonstrating that the multi-family dwelling can also be an outstanding piece of architecture.

CHRYSLER AUTOMOBILE SALON

Mechanized merchandising: an elaborate, costly, and highly successful application of the principles of modern design to the automobile salesroom.

A TECHNIQUE FOR GREENBELTS

The story of Bound Brook, N. J., from raw land to house plans. Told by Albert Mayer, who, with Henry Churchill, had charge of the project until the Circuit Court of Appeals declared it unconstitutional.

HOUSES

Additional case histories in the small house series. Interior-exterior photographs . . . floor plans . . . critical comment . . . cost data . . . construction outlines.

HISTORICAL AMERICAN BUILDINGS SURVEY

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No. 9 in the Master Detail Series. Three early Virginia houses; one the residence of Mary Washington, one claimed to be the work of Thomas Jefferson.

ARCHITECTURAL LEAGUE MURALS

Murals can be amusing as well as imposing. Three young painters present the architect, painter, sculptor, and the client.

PRODUCTS & PRACTICE

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Indianapolis minimum house . . . Moving stairways . . . Stainlesssteel awning frame . . . All steel display furniture . . . Polytect . . . Prefinished flooring . . . C-X-Texboard.

BUILDING MONEY

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Hillside Heights, a speculative development presenting house and lot for \$2,500: whence the profit and who the buyer ... Purdue analyzes costs of its all-wood house ... FHA introduces a new bond technique for its large-scale housing ... Views of the NAREB's 29th Convention ... Hutcheson's carpenters meet in Heaven ... Previews becomes a broker's brokerage, sets a record by disposing of 17.8 per cent of its listings.

MONTH IN BUILDING

FORUM OF EVENTS

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Bombs and the new architecture . . . Fair news . . . DSA formed . . . NAHO meets . . . New steel-framed church . . . Skyscraper goddess . . . Ernest Graham dies.

BOOKS

PWA describes its housing activities . . . An authoritative work on zoning . . . The church of the future . . . English church screens.

LETTERS

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Architecture versus luxury . . . California sets specifications for its "Five Star Home". . . Notes on Mexico from over the border . . . Comfort as a function.

Editor, Howard Myers; Managing Editor, Ruth Goodhue; Associates, George Nelson, A. C. Shire, Cameron Mackenzle, Paul Grotz, Madelaine Kroll Thatcher, Peter Lyon, Henry N. Wright, Nadla Williams.

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