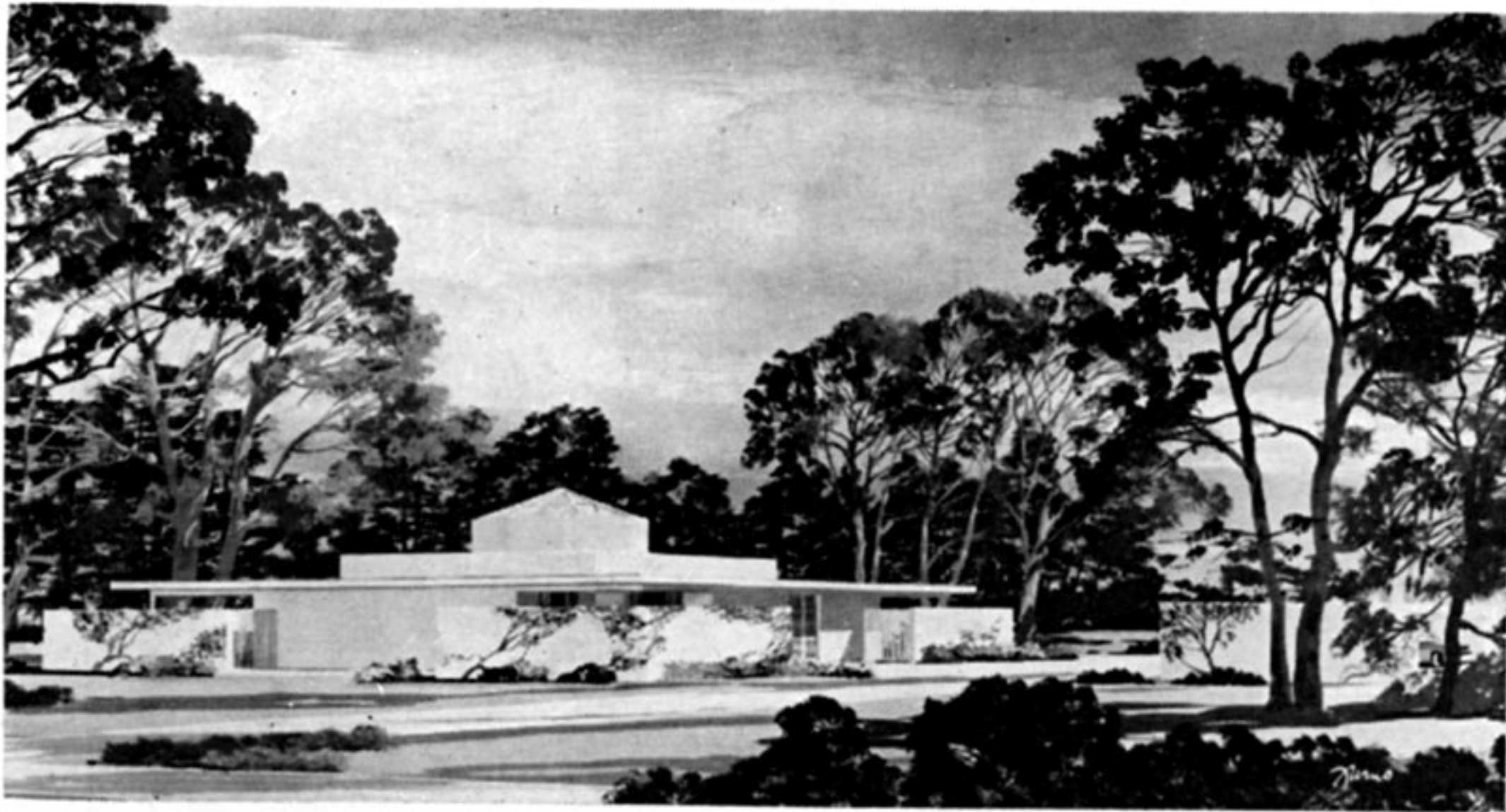
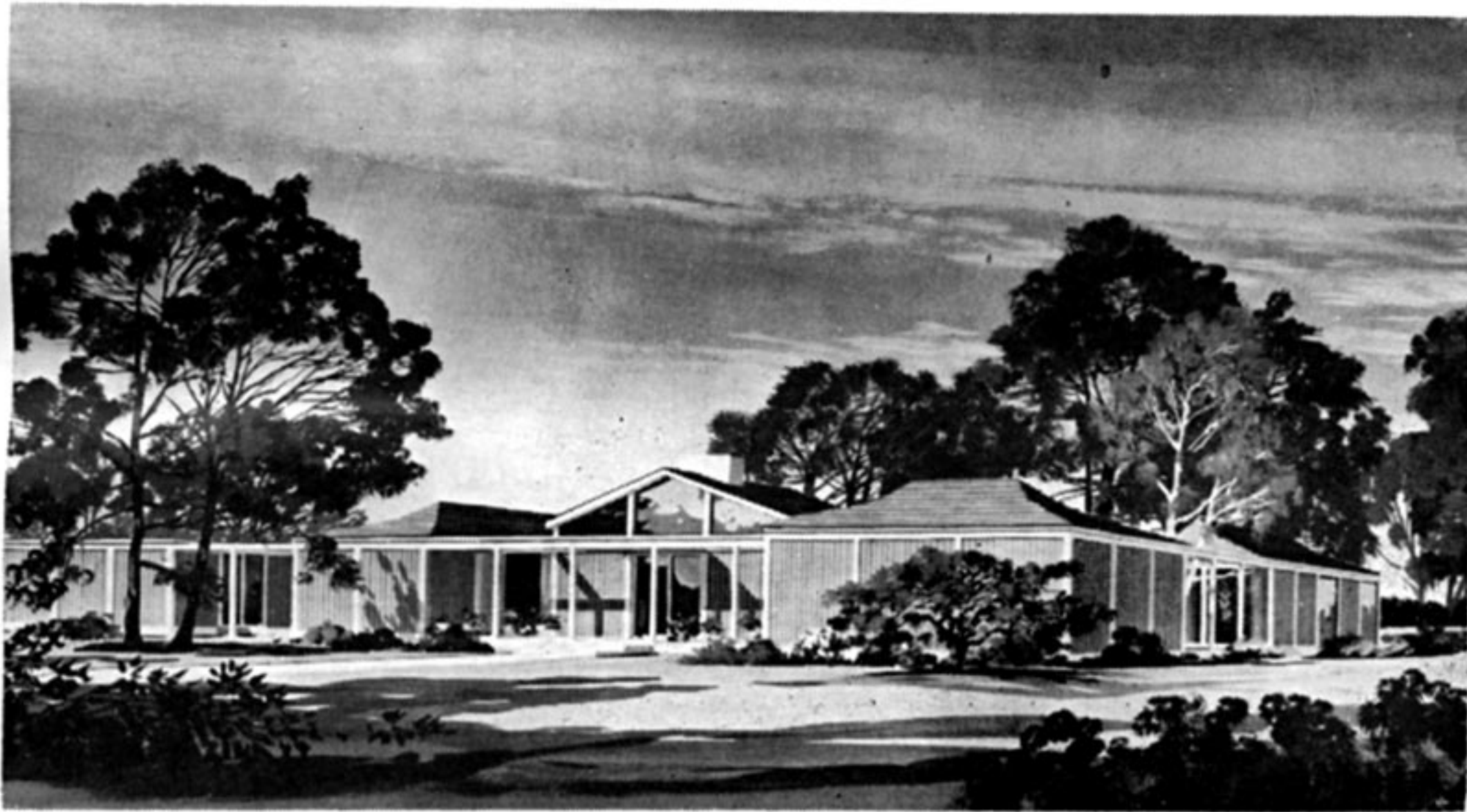


Housing On Parade . . . World's Fair Style



MODERN HOME in the housing exhibit at the New York World's Fair is one of three in the showcase of ideal living American homes.



CONTEMPORARY HOME is another of the homes that will be open to visitors at the 1964 World's Fair in New York on which construction is in progress.



TRADITIONAL HOME will also be seen at the New York World's Fair when housing is on parade beginning in April. It will be fully constructed and completely furnished.

Three Homes Now Under Construction On Site

HOUSING will have a prominent part in the World's Fair when it opens in April, 1964, at Flushing Meadow, New York.

Already construction has started on three homes — contemporary, modern and traditional in the House of Good Taste exhibit.

When ground breaking was contemplated, plans made and everything put in readiness, Alabama's Senator John Sparkman and Congressman Albert Rains were contacted and pressed into service.

Leaders Participate

The two outstanding congressional leaders from Alabama were chosen to officially open the showcase of ideal-living American homes that were to be constructed and completely furnished on a 74,000 square foot site at the World's Fair.

The Nation's Capitol City was chosen as the site of the official groundbreaking instead of the actual location in Flushing Meadow on the World's Fair grounds. This was to emphasize the national scope of this exhibit.

More than 200 firms in the United States are to have a part in supplying materials, etc. for the showcase and approximately 25 key executives were on hand in Washington for the ground breaking ceremonies.

Birmingham Ornamental Iron Works is one of the 200 American companies participating in the construction and furnishing of the three homes to be constructed at the World's Fair site.

Participants in the ground breaking ceremonies broke ground especially cut, packaged and delivered from the World's Fair site using silver shovels made to commemorate the historic event.

"The House of Good Taste" was designed to present a national concept of the attractive living which is within the reach of all as the result of the combined creativity and industry of American business and labor.

The groundbreaking took place under a 36-foot-long, six-foot-high color backdrop of the exhibit site and the three homes.

These homes, one traditional, one contemporary and one modern, were designed by three of the country's foremost architects, Royal Barry Wills Associates (Boston, Mass.), Jack Pickens Coble (New York, N. Y.) and Edward Durell Stone (New York, N. Y.).

Each home will be furnished, decorated, equipped and supplied from top to bottom. The two national associations of decoration and interior design, The American Institute of Interior Designers and The National Society of Interior Designers, are cooperating with "The House of Good Taste." The American Institute of Approval, a national association of women consumers interested in upholding high standards of taste, is a special consultant.

A fourth structure will be erected to display the hidden assets — housing components which are not visible. This will be designed by Morris Ketchum Associates, New York, N. Y.

The exhibit will reflect a miniature group of homes ready for occupancy and even the surrounding acreage will be fully landscaped. The landscape architect is Clarke and Rapuano, New York, N. Y.

"More than ten per cent of the 70-80,000,000 people who will attend the World's Fair are expected to visit 'The House of Good Taste'," Mr. Weismann forecast.

"The cumulative marketing impact of the broad participating cross section of American industry may total as much as \$25 million in advertising over the two-year period," he added.

"The House of Good Taste"

The idea for the "House of Good Taste" was conceived as a means of presenting the American public with a yardstick for attractive living (through the natural forum of the New York World's Fair.

The prime aspiration of every American family always has been to attain the most attractive home life within its means. And "The House of Good Taste" exhibit is designed to demonstrate that, for the price of a little more time and planning, a tasteful home environment is within pocketbook and shopping distance of everyone in the United States—because of the combined creativity, ingenuity and industrial know-how of American business and labor.

The Exhibit

This concept evolved into a demonstration of finest ideal homes reflecting the ultimate in tasteful living but, nevertheless, geared to invite the moderate-income family to create its version of "The House of Good Taste." To achieve this objective the designers have utilized flexible floor plans, and have been careful to key invitations to participate to the criteria of national availability and quality.

To round out the theme of tasteful living, the exhibit site will include such necessary aspects as decorative landscaping and every accessory that might be incorporated into a house setting.

Individual Houses and Architects

The Traditional House —Truly American, this house, designed by Royal Barry Wills Associates, preserves the tradition of early American homes while providing the luxuries of modern living. Its expression of warmth and charm will color the mood of each moment spent within its setting.

The plan is arranged with the living, dining and family rooms grouped around the kitchen. These rooms also open directly onto a living terrace and swimming pool area through sliding glass panels.

The bedroom wing is removed from the center of activity, offering quiet and privacy.

The Contemporary House —The house designed by Jack Pickens Coble allows the outside environment to become part of its interior decor. Thus, through a variety of visual viewpoints from each separate area of the house, a different living mood is experienced. The plans consist of a dominant central core, housing the entrance and formal living area. This is flanked symmetrically by areas for dining and service, on one side, and sleeping and informal living on the other. Each of these areas is defined separately by its own roof structure rising above the horizontal roof line which encompasses the whole plan.

The total effect is one of informal variety.



HOUSE OF GOOD TASTE site is located on nearly two acres of ground just inside the main entrance of the 1964-65 New York World's Fair. Modern House is at left, traditional house is in center foreground and the contemporary house is view at the right in the model above.