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dream**

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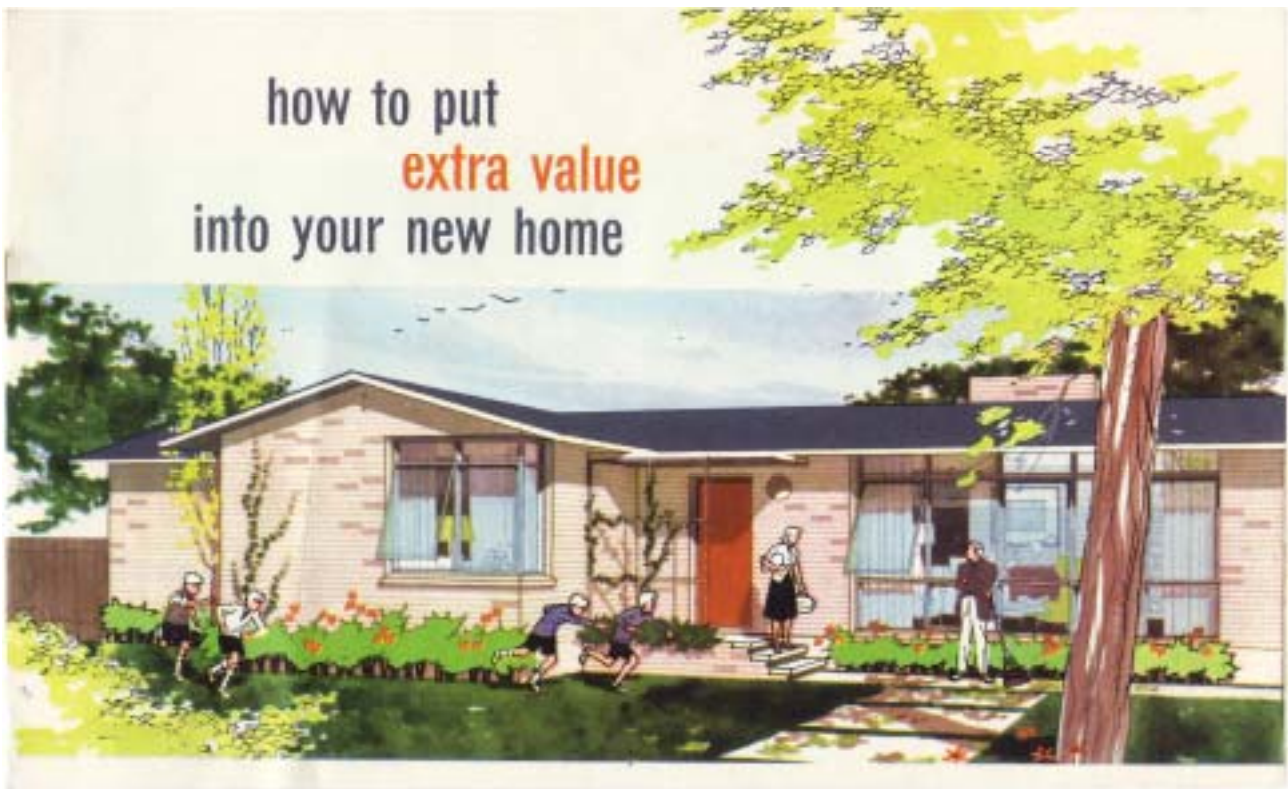
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[1] **AUSTRALIAN PLASTER INDUSTRIES Pty Ltd.**

How to put extra value into your new home [wrapper title]. Sydney, Australian Plaster Industries Pty Ltd., 1950s. Oblong octavo, pp. [8] (including self-wrappers), coloured photographic illustrations throughout; near fine, stapled as issued. **\$125**

Aimed at the home buyer and builder, this piece expounds the virtues of fibrous plaster. The illustrations include interiors, one of which is the Rose Seidler House in Turrumurra.

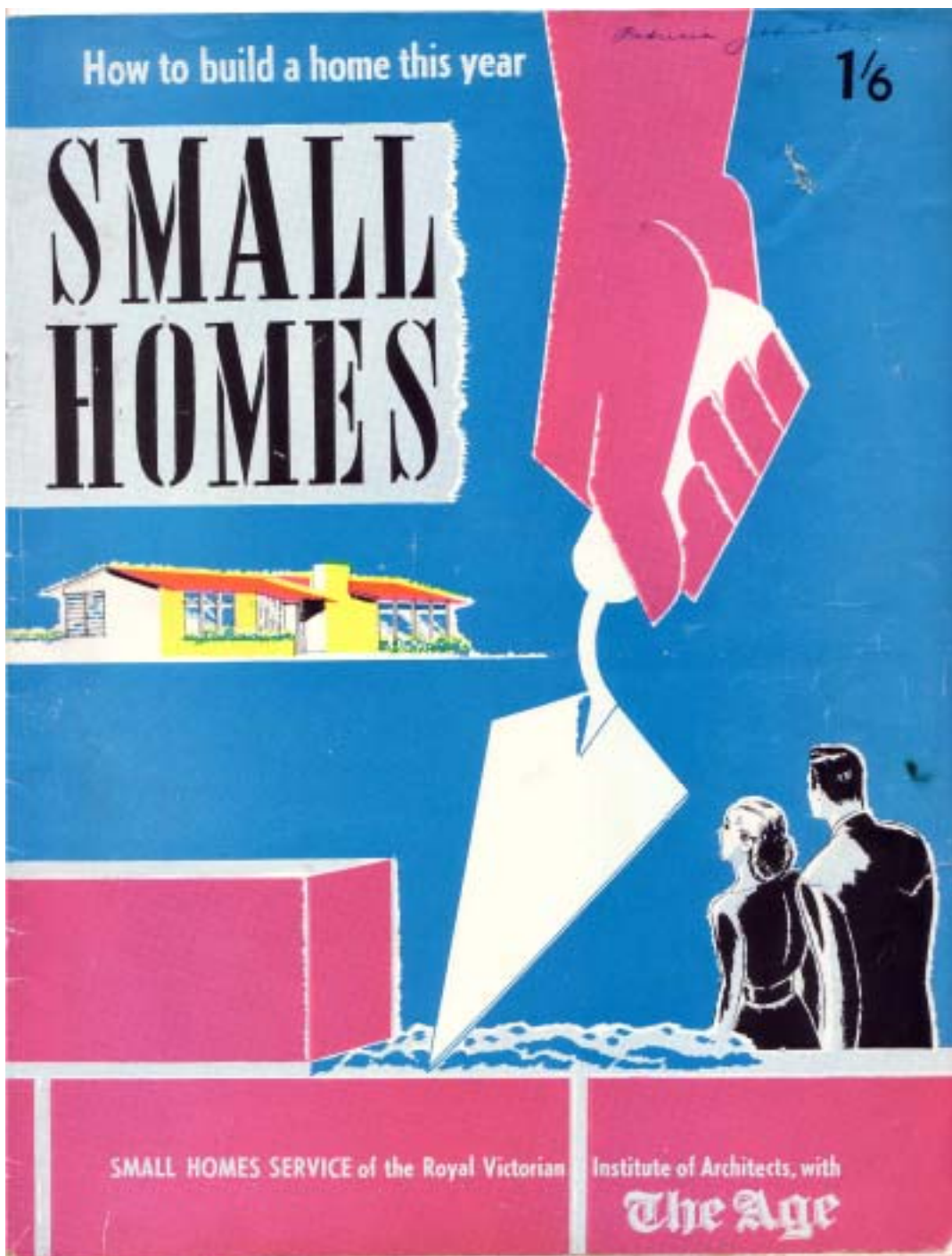
“Fibrous plaster today is enjoying increased popularity with many modern-minded young people buying or building a home because they know fibrous plaster gives them everything – appearance – decoration, economy and long life”. It is not wrong to say that fibrous plaster quickly came to hold a dominant place in post-war domestic construction.

Architect Harry Seidler uses fibrous plaster in the dining room and kitchen of his award winning home at Turrumurra, N.S.W.



Fibrous Plaster gives a clean, attractive finish to any room, as can be seen in the walls and ceiling of this modern bedroom.





[2] [BOYD, Robin].

Small Homes: How to build a home this year [wrapper title]. Melbourne, *Small Homes Service of the Royal Victorian Institute of Architects, with The Age*, n.d. but 1948. Quarto, pp. 36 (including wrappers), very extensively illustrated throughout with plans and line-drawn realisations, colour advertisements on inside front and back wrappers; a few signs of use, very good in original titling-wrappers. **\$440**

Rare and important. This is the first book of housing plans prepared by the Small Homes Service, established in 1947 and by this time (1948) into its first full year of operation. The founding director was the young and inexperienced but impressively energetic and thoughtful Robin Boyd, who supplies a signed introduction here as well as much – perhaps all – of what follows. Boyd continued to lead the service for another half-dozen years until the demands of other work made his role too difficult to sustain.

Boyd went on to become the most influential voice in planning and architectural matters in Victoria (and beyond, although Seidler had precedence in Sydney). The present somewhat obscure work is almost certainly his earliest publication to present and promote his distinctive ideals for Australian architecture to a wide audience of post-war homemakers and to the general public.



COLOUR STYLE No. 61—A BRITISH PAINTS LTD. DESIGN STYLE BY THE MACQUARIE COLOUR SERVICE



COLOUR STYLE No. 62—A BRITISH PAINTS LTD. DESIGN STYLE BY THE MACQUARIE COLOUR SERVICE
PAGE SIXTY-SEVEN

[3] **BRITISH PAINTS (Australia) Pty Ltd.**

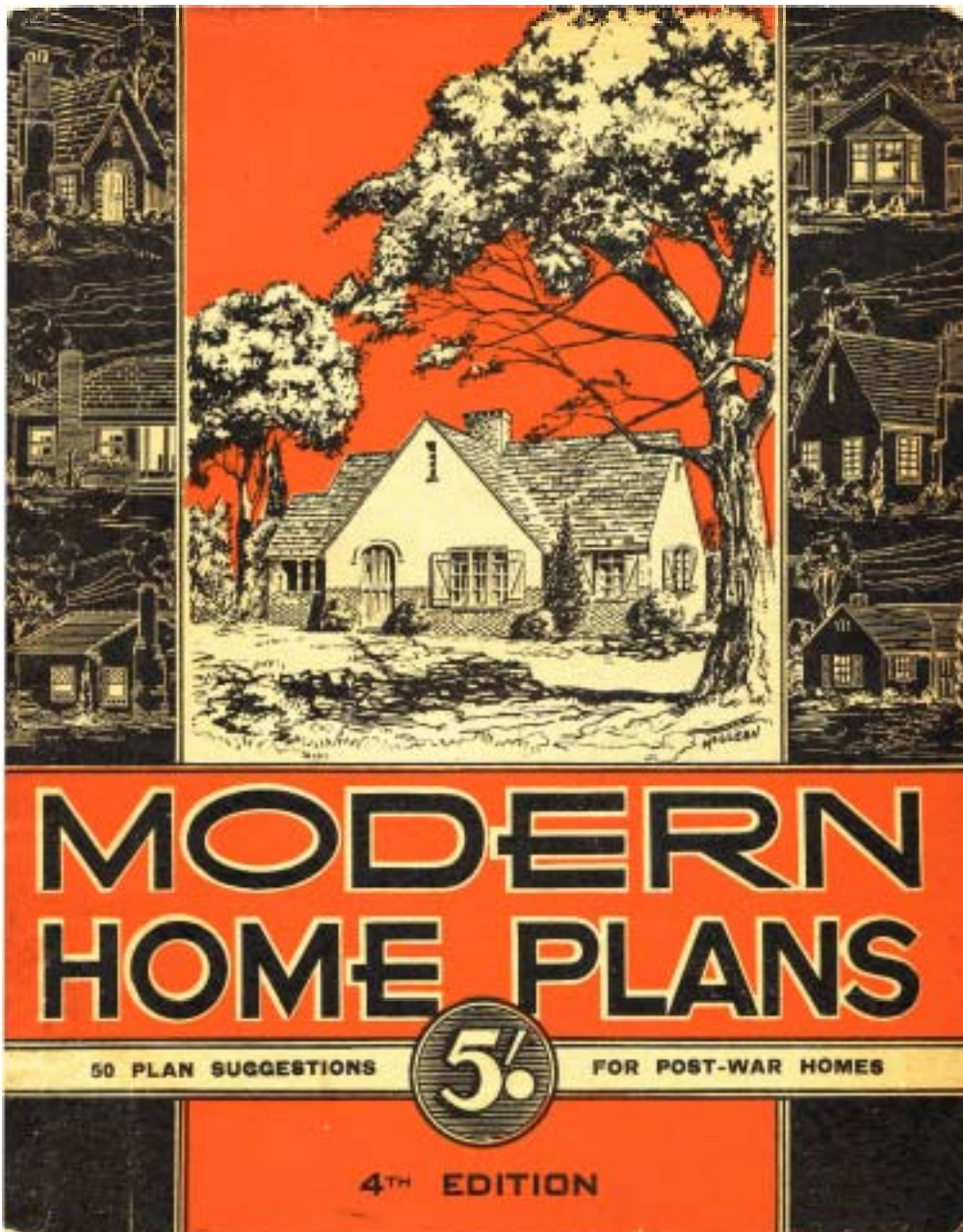
Design for Colour: A Practical Guide to Home Decoration [wrapper title]. [Sydney, *British Paints (Australia) Pty Ltd*, 1960]. Quarto, pp. 90, with numerous colour illustrations, pocket for colour cards bound in after the text; original titling-wrappers, spiral bound, a few signs of use, a very good, clean copy. **\$330**

Only edition: very scarce and ephemeral. Produced by British Paints and distributed, at a cost of 10/-, through their retail outlets. The home improvement fashion that succeeded the post-war building boom was in full swing and this comprehensive and extensive contemporary guide to selecting and combining the right colours for up-to-date interiors and exteriors was prepared for British Paints largely by the stylists at Macquarie Colour Service.

The numerous illustrations consequently are a splendid snapshot not just of fashion in paint colours and combinations but also of the contemporary fashion in 'ideal' interior design.

This is perhaps the most comprehensive available guide to domestic interiors and colour fashions at the end of the 1950s.

The colour card envelope was supplied for customers to preserve the free colour cards they had selected to suit their needs.



[4] **BUILDING PUBLISHING Co.**

Modern Home Plans: 50 Plan Suggestions for Post-War Homes. 4th Edition [wrapper title]. Adelaide, The Building Publishing Co., n.d. circa 1945. Quarto, pp. 106, illustrations throughout (a decent number of pages in colour); very good in original titling-wrappers, top and bottom of the spine chipped and small fore-corner of the back wrapper gone. \$275

The fourth of a series, each 'edition' with different contents (none of the earlier books in the series appear to be held in an Australian institution). This fourth edition is the first post-war edition, "with designs particularly suited to the present limitations".

The post-war housing boom was hampered by the lack of materials to meet the sudden enormous demand or, as it is put here, to "assist in catching up the almost hopeless lag in the number of homes to be erected". One consequence was the development and adaptation of new materials for domestic building, most noticeably Masonite (not to mention 'Asbestolite'). Further, these 'present limitations' were the reason that "we must not expect... the post-war home to be revolutionary in any respect".

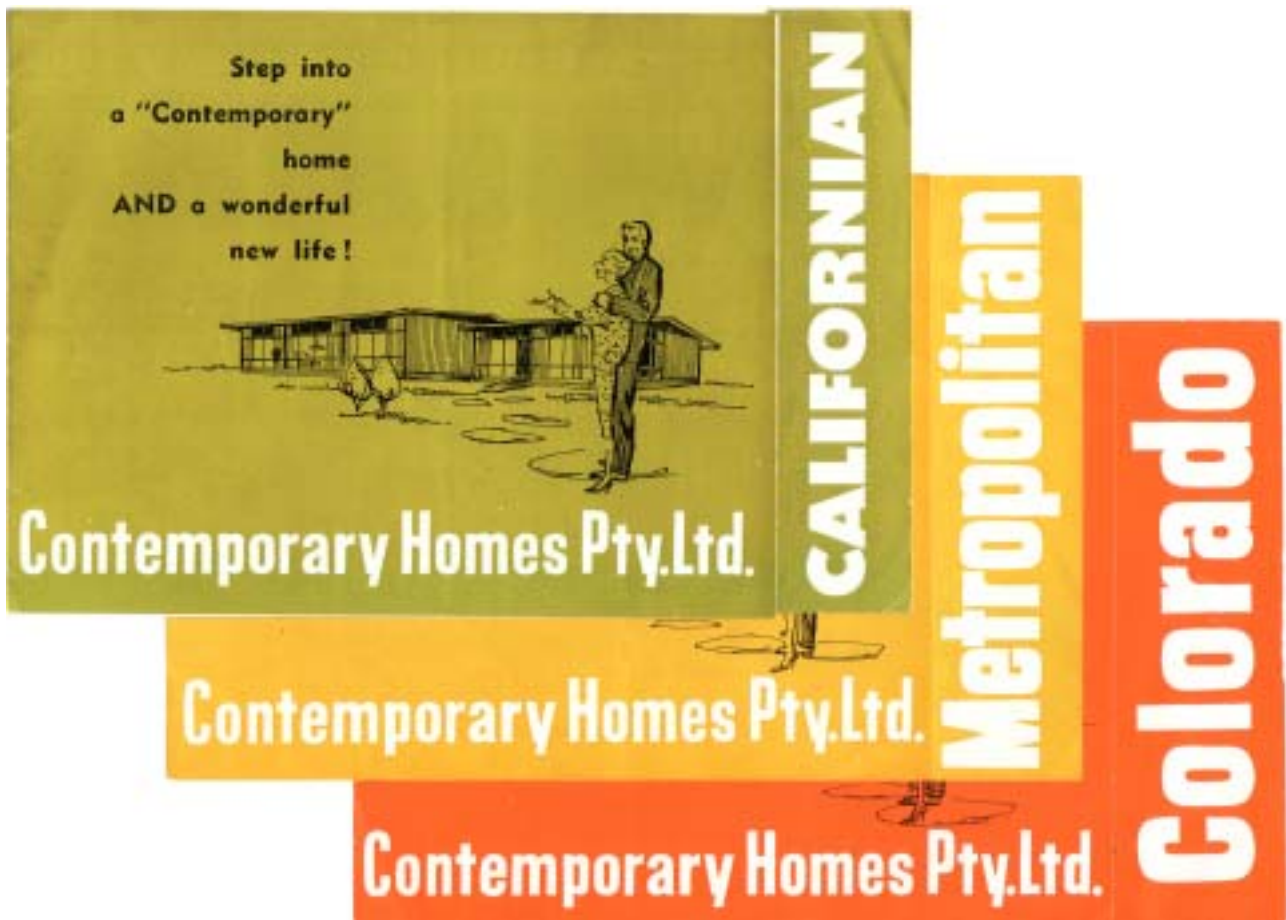
Nonetheless, amid the 50 house plans and their line-drawn realisations are numerous advertisements that are intensely up-to-date: four eye-catching colour-illustrated pages of art deco interiors from British Tube Mills (Aust.) Pty Ltd, a striking colour advertisement for John Lysaght corrugated sheets (of all things), for example. Many of the house plans themselves have definite modernist aspects.



[5] **COLONIAL MUTUAL LIFE ASSURANCE SOCIETY LIMITED.**

Your Home. Modern Plans and Suggestions [wrapper title] Adelaide, *The Colonial Mutual Life Assurance Society Limited*, n.d. but circa 1946. Small quarto, pp. 96, very numerous half-tone and line-drawn illustrations throughout, numerous related advertisements throughout; light use, near fine in original titling-wrappers. **\$220**

Extremely scarce. Over thirty domestic floor plans with line-drawn or half-tone realisations, and various relevant articles.



[6] **CONTEMPORARY HOMES PTY LTD.**

Three leaflets promoting the company's different house designs. *Melbourne, Contemporary Homes Pty Ltd., circa 1958 – 1960.* Three narrow sheets, each folding to make two panels (one of three panels), each with line drawings and floor plans, printed in colours; near fine and folded as issued. **\$275**

An extremely scarce and historically a quite important group.

Contemporary Homes Pty Ltd was Victoria's first modern project housing company. The company's first home was Robin Boyd's 'Peninsula House'. Although this is mentioned in one of the pieces here, Boyd's name is not associated with it, having had a falling out with A.G. Croft (Geoffrey Serle, *Robin Boyd: a life*. Melbourne, 1995. p.183).

These three pieces advertise houses designed for the company (Californian, Metropolitan, Colorado, and (quite briefly) Cubana):

- (a) "Californian. Step into a 'Contemporary' home AND a wonderful new life!" Details of the Californian – a series with three variations.
- (b) Metropolitan. Step into a 'Metropolitan' home AND a wonderful new life!" Details of the Metropolitan – designed by celebrated pioneer modernist Best Overend – this is described as the "People's Budget Home", being based on the results of the Melbourne *Herald* Plan-a-Home competition: "brilliantly incorporating all the features you asked for 'Herald' Plan-a-Home competition – everything's here – and more...".
- (c) "Colorado. Step into a 'Contemporary' home AND a wonderful new life!" Details of the budget three-bedroom Colorado and, briefly on the final panel, the even more budget-level Cubana (two bedrooms).

HOME OWNERSHIP THROUGH CO-OPERATION

Plan at your leisure

The planning of a home should never be rushed. Such matters as design, accommodation, style, and location need a great deal of thought. Finance, however, is an essential detail you can finalise now—by joining a Co-operative Housing Society. Although pre-loan payments made to a Society are quite modest, all such money paid reduces the eventual balance owing.

Co-operative enterprise

Co-operative Housing Societies are formed by groups of persons, each of whom has the object of obtaining an advance in order to build a home. Advances, which are made at any time suitable to the member, are repayable on easy terms over the life of the Society, which may be 14, 22, or 30 years. Of these, the most popular is the 22 years Society.

Eligible persons

Any person of eighteen years of age or more may become a member of a Co-operative Housing Society, but no person may be a member of more than two Societies, and these both must have the same registered office. Two or more persons may hold shares in their joint names.

Payments by members

From the time of joining a Society monthly payments are made towards the paying off of your home. These are known as "before-advance" payments. When you are ready and able to build, an application is made to the Society for an advance of the amount required. After receiving this loan your "after-advance" payments begin. For example:— In a 22 years Society, for an advance of £825 (15 shares at £55 each), a member pays per month at the rate of

IS SAFE AND ECONOMICAL

- Select your own site.
- Select your own design.
- 90% advance on valuation (land and building) with a maximum of £1,350 for brick and £1,125 for wood.
- Higher maxima for 80% advances.
- Repayments are lower than average rent.
- Full or partial repayment can be made at any time.
- Home can be sold to an eligible person at any time.
- Withdrawal can be made from any Society after 12 months.
- Protection by Government guarantee, supervision and inspection.
- Protection in case of illness or unemployment.

The plan of this home appears on the front of this folder.



9/6d. per week from the first pay of the Society until the advance is made. When the advance is made, payments are increased to the weekly equivalent of £1 2s. 3d., which amount is payable for the balance of the 22 years. These figures include management fees. Full details of the scale of payments for Societies of the three terms indicated are shown on the back of this folder.

80 per cent. advances

The maximum amounts available for 80% advances are:—

14 years, £1,500; 22 years, £1,540;
30 years, £1,512.

Equity or deposits

If a member has no cash, his equity may be provided by land already held by him or by payment of subscriptions or jointly by land and subscriptions paid. In a 22 years society, payment of subscriptions for 3 years will provide a 10% equity.

General costs

A charge of 3d. per share per month is made for management expenses and any surplus belongs to Society members. Each member is required to pay valuation and inspection fees, survey fees (if required), and legal charges. These expenses, however, are governed by regulation, and are lower than normally would be chargeable.

General

A member may withdraw his subscriptions, without interest, after one year. If he withdraws after two years, interest is allowed on the subscriptions refunded. A member may discharge his mortgage in whole or in part at any time. On discharge of one or more shares, the periodical payments are reduced accordingly.

Further information may be obtained on application to—

The Registrar of Co-operative Housing Societies, Geological Museum Buildings, Gisborne Street, Melbourne, C.2.
Tel. F 0234 Extensions 743 and 745.

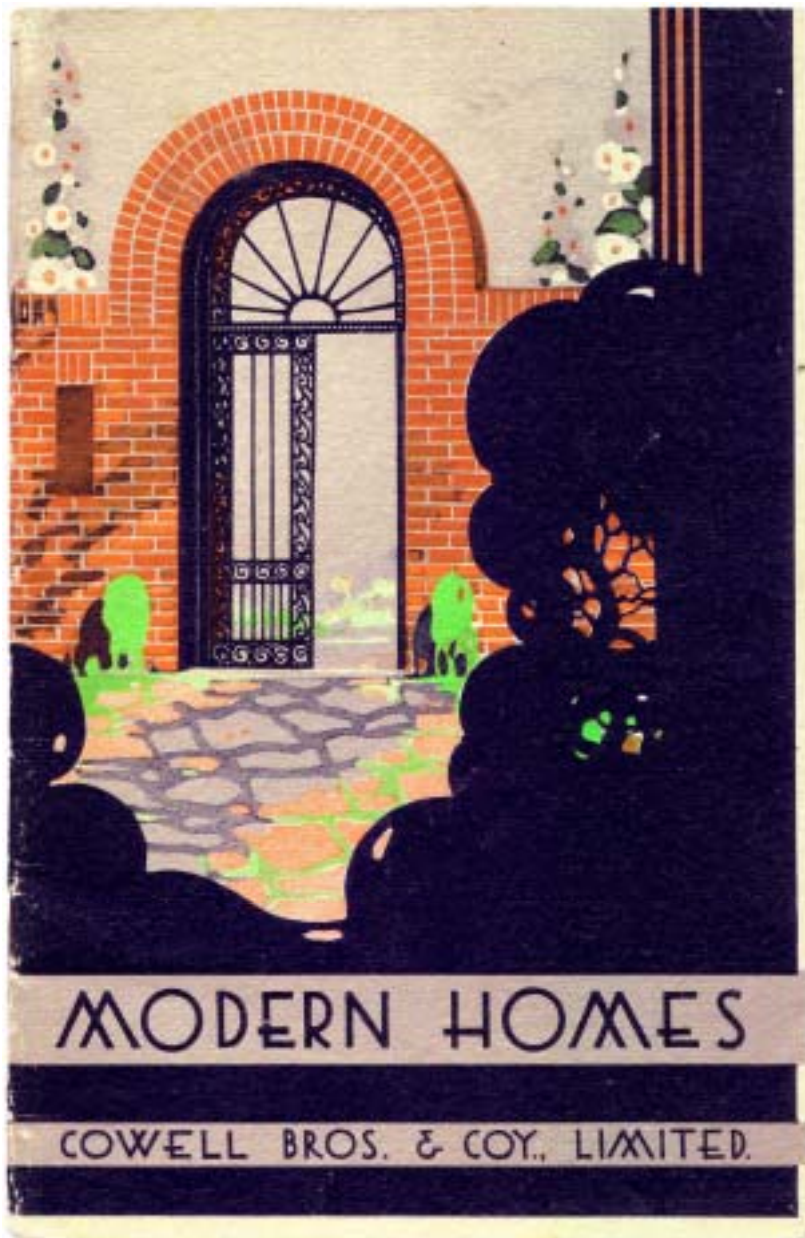
[7] CO-OPERATIVE HOUSING ADVISORY COMMITTEE.

Start Buying Your Own Home Now Through your local Co-operative Housing Society. Melbourne, J.J. Gourley, Government Printer, for The Co-operative Housing Advisory Committee, circa late 1940s. Octavo, pp. [4]; old pin holes in the gutter, owner's name neatly on first leaf, very good, folded as issued. **\$145**

Entering the immediate post-war housing market.

In 1944 the government of Victoria, the first Australian state to do so, legislated to initiate housing co-operatives, a system that made affordable housing available to people on low incomes, allowing individuals to make deposits or pre-loan payments in anticipation of later building or buying. The last page of the leaflet supplies the Table of Payments over terms of 14 to 30 years.

The 1950s were the heyday of the co-operatives, financing over a third of housing construction in Victoria, New South Wales and Queensland and, in a real sense, helping to fuel the post-war building boom. The present piece is an early publication of the government's supervisory body, intended to inform the public of this novel path to home ownership.



[8] **COWELL BROS & Coy., Limited.**

Modern Homes [wrapper title]. [Adelaide], Vardon's Ltd [for Cowell Bros. & Coy Ltd], n.d. but circa 1935. Octavo, pp. 28 (last three headed 'Memoranda', otherwise blank), floor plans and realisations throughout; the spine a little rubbed but an excellent copy in original wrappers. **\$220**

Rare: "The suggestions contained in... this Booklet do not by any means exhaust our stock of ideas. They are simply offered to enable Home Builders of good taste to visualise the possibilities of framed construction with modern materials. Any of the enclosed designs may be varied to suit individual requirements, and many other designs are available..."

One expects "modern homes" to imply at least some solid concession to modernism but here, for the most part, it means, aggressively Edwardian. This fundamental conservatism is followed by one house in the Spanish Mission idiom ("popular style...") which brings us into 1920s, and then, finally, a "truly modern home" – one that makes concessions to modernism, largely through inessential externals. An interesting demonstration of how differently 'modern' could be interpreted in, say, Sydney and Adelaide.

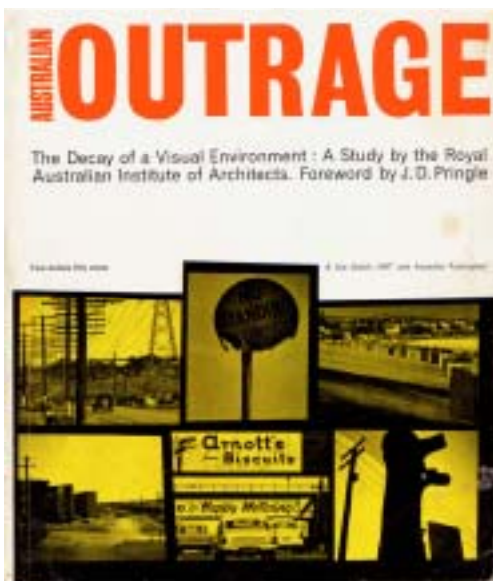
The original business of Cowell Bros., established in 1875, was timber and hardware merchants but soon branched into two businesses. The new business being Cowell and Cowell, builders and architects. A close relationship seems to have been maintained between the two arms of the overall family business. Interestingly, the realisations in this piece are all signed by Selby A. Chinnery, himself an architect, but perhaps at this stage an employee of one Cowell firm or the other.



[9] **DICKSON & YORSTON (BUILDERS) PTY LTD.**

Dickson & Yorston (Builders) Pty Ltd. Proudly present 'Unique House' the quality built home packed with the latest ideas in modern living. *Melbourne, Dickson & Yorston, circa late 1950s – early 1960s.* Oblong octavo flyer, pp. [4], with realisation, floor plan, and illustration, printed in red and black; folded as issued, near fine. **\$145**

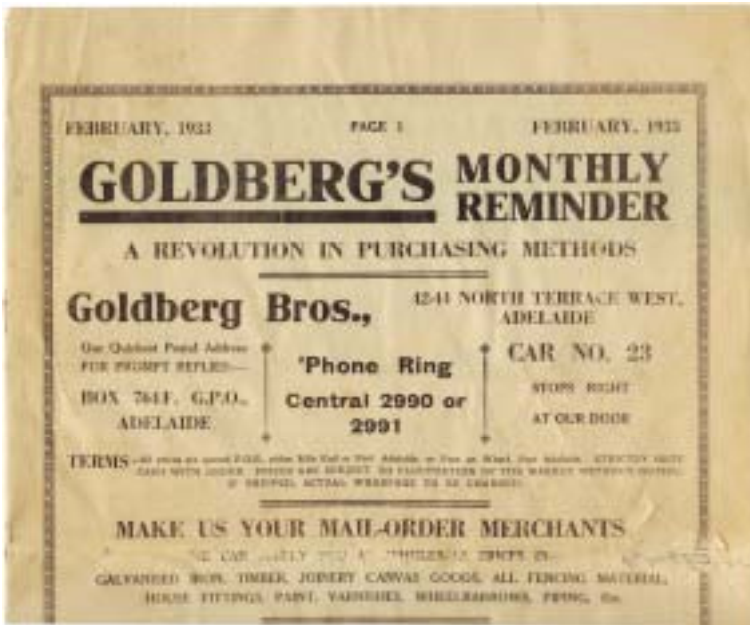
Extremely scarce and ephemeral. Dickson & Yorston were a long-established Melbourne firm of builders. The 'Unique House' was an eleven-square, three bedroom display home and this flyer was produced for home-builders inspecting the house. The modest price (and the mention of septic tanks) makes clear that the house was aimed at those building in the newer growth areas of rapidly-expanding Melbourne. The text records the many local producers supplying building products used in the 'Unique House', including Metters, Wunderlich, and May's Vibrated Concrete (the septic tank). It also makes a feature of 'Foldin' Doors, concertina style doors for wardrobes and room division.



[10] **GAZZARD, Donald (editor).**

Australian Outrage: The Decay of a Visual Environment. A Study by the Royal Australian Institute of Architects... Foreword by J. Douglas Pringle. Photographs by David Potts. *Sydney, Ure Smith, 1966.* Square octavo, pp. 128, photographic illustrations throughout; very good in original light card wrappers. **\$55**

First edition: scarce. "In 1964 an exhibition of spontaneous protest was held by the Royal Australian Institute of Architects (New South Wales Chapter) at Farmer's Blaxland Gallery in Sydney, attacking the casual way in which the appearance and quality of our surroundings are being debased. This book is an extension of that exhibition. Unashamedly biased and vehemently prejudiced I favour of a truly civilized environment, it is intended as an eye-opener; it aims quite literally to force you to see your everyday surroundings again for what they are...". A constant theme through the 1960s, beginning with Robin Boyd's popular and provoking *The Australian Ugliness* (1960), which by the end of the decade culminated in action rather than talk, especially through the energetic and increasingly successful advocacy from the newly activist National Trust.

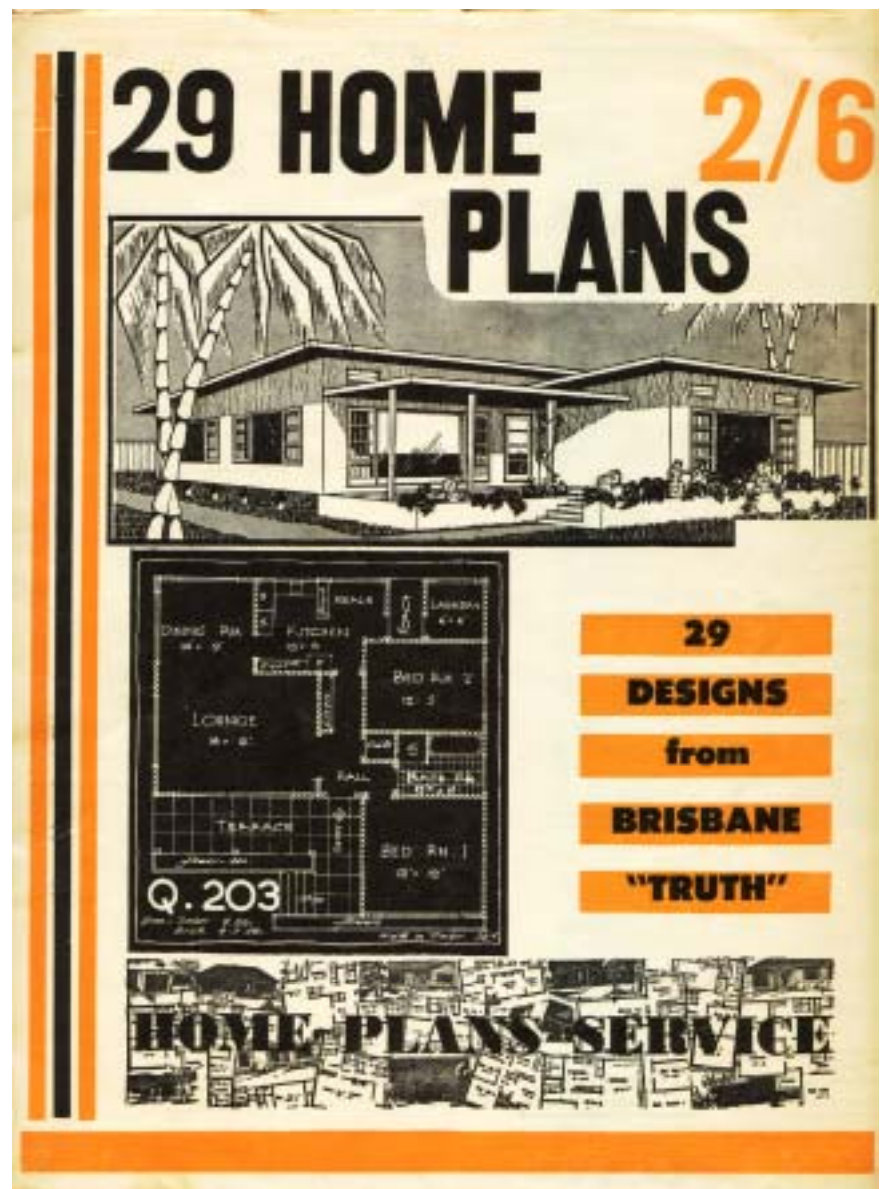


[11] **GOLDBERG BROS.**
Goldberg's Monthly Reminder.
February, 1933 [banner title]. *Adelaide, Printed by E.J. McAlister and Co., 1933.* Folio, pp. 24, illustrated throughout, printed on newsprint; folded horizontally for filing with minor wear at the exposed fold, a very good copy of a highly ephemeral piece. **\$145**

Listing hundreds of priced items of building hardware and homeware from this firm of merchants (42-44 North Terrace West, Adelaide), including galvanised iron, timber, joinery (including doors), canvas goods, all fencing material, house fittings, ovens and stoves, paint, varnishes, wheelbarrows, piping, etc. Almost all illustrated by line drawings or half tones.

[12] **GRACE BROS.**
HOME PLANS SERVICE.
29 Home Plans from Brisbane 'Truth'. *Sydney, Grace Brothers, 1956.* Large broadsheet on heavy stock, folded three times to quarto size (i.e. sixteen 'pages'), printed on both sides with floor plans and line-drawn realisations; trivial use, in excellent condition. **\$220**

Rare and ephemeral. One of several so-called 'leaflets' which showed in decent details a selection of standard plans that could be purchased from Grace Brothers Home Plans Service and Home Makers' Bureau. Other 'leaflets' were: "Thirty Home Plans", "Thirty Three Home Plans", "34 Home Plans", "35 Home Plans", "22 Home Plans", "40 Home Plans", and "Holiday Homes"; six of these 'leaflets' are illustrated on the back panel



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EX-SERVICEMEN: No actual deposit required and repayments from £2/4/8 weekly. No temporary finance needed.

CO-OP. MEMBERS: No deposit required and repayments from £3/11/8 weekly.

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ONLY
£2650
IN TIMBER

£2995
CREAM BRICK
VENEER

THERE ARE 3 OUTSTANDING
ALTERNATIVES TO THE

**"Space-Saving
PARAMOUNT"**


[13] **JOHN GREGORY & Co. Pty Ltd.**
The New "Paramount" Home. *Oakleigh (Melbourne), John Gregory & Co. Pty Ltd., circa 1950s.* Small folio, two conjugate leaves, with floor plan and line-drawn realisation, printed in red and black; near fine, folded as issued. **\$85**

A highly ephemeral flyer from a small outer suburban builder, promoting his budget-minded three-bedroom home in the growth area of Oakleigh. His "Exclusive Paramount" featured a "Gas or Electric Range", a "Coloured Bath and Basin", an "Internal Toilet", not to mention a "Gas Copper and Trough". It is worth noting Gregory offers special repayment rates for ex-servicemen.

[14] **GYE, Eve (editor).**
Home Plans published by the Australian Women's Weekly [cover title]. *Sydney, Consolidated Press, n.d. but 1945.* Quarto, pp. 68, illustrations throughout, printed in two colours (green and black, red and black); original colour-pictorial card wrappers, minor use, an excellent copy. **\$165**

Collecting a series of architect-designed house plans for the post-war building boom, including designs by Albert Hanson, Trevor Bain, John P. Mockridge, Robert C. Coxhead, Ronald Bath,

John E.W. Mason, S.E. Ancher, Edwin R. Orchard, Edgar Gurney, L.E. Rowell, and Samuel Lipson (his plan of a town or country house "for long summers" is illustrated below).




VIEW FROM NORTH-WEST

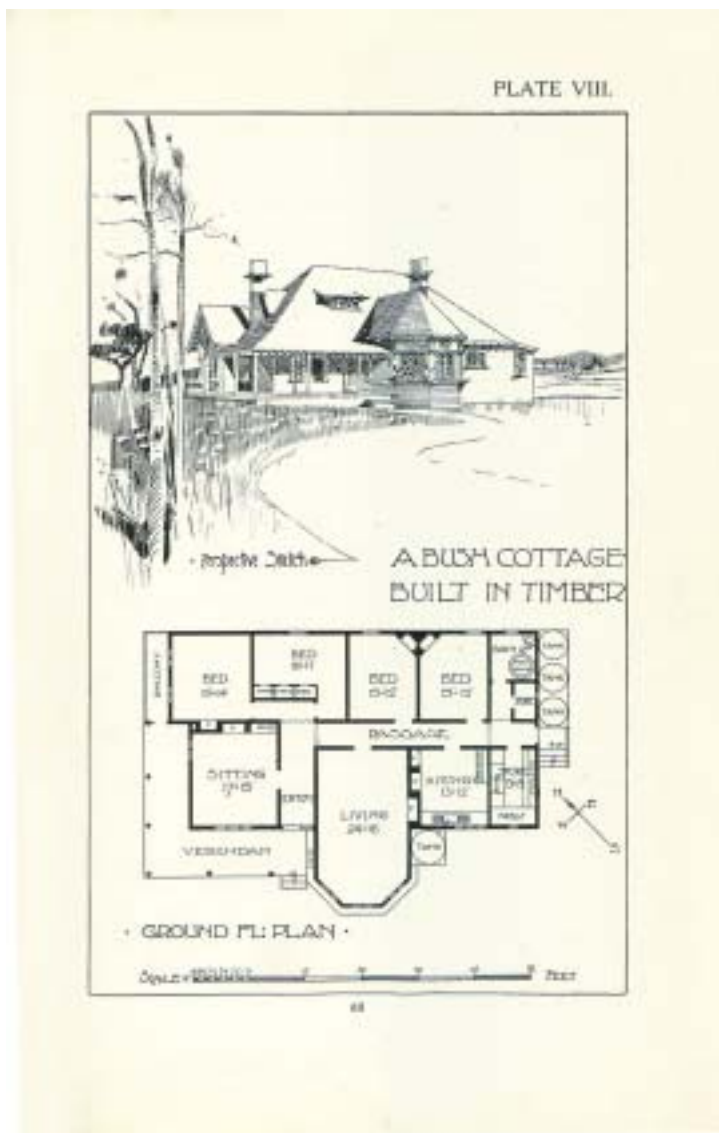
By SAMUEL LIPSON

**Town or Country House
for long summers**

• Here is a house for the terrace to be done, with all the space and comfort that a luxury could wish for—three bedrooms, bathroom, shower room, garage (living and dining space, is large, light, labor-saving kitchen, laundry is arranged, standard indoor daylight lavatory in all, water, including passages, wardrobe, fittings and furniture and plenty of place to put things away. Wide roof overhangs will admit sun in winter and keep out the rays of the hot midsummer sun. Living-room and dining-room are one and add much to the pleasure of the place. A two-standing wardrobe with two cubboards of shelves, great privacy to dining and well furnished convenient vestibule. There children's play area, is placed that it is easily visible from workshop of house.



FLOOR PLAN



[15] **HADDON, Robert J.**

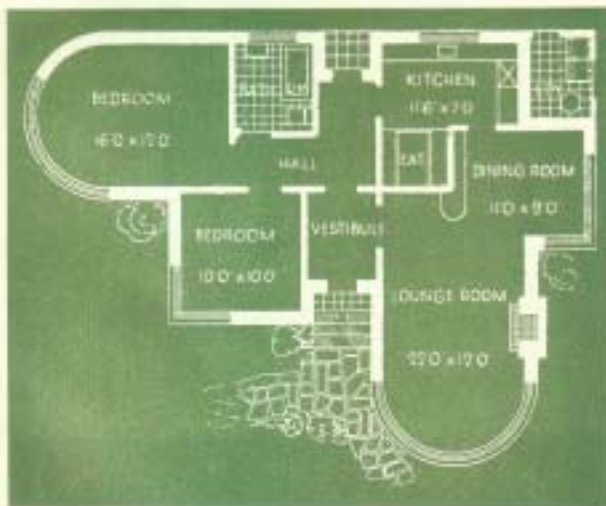
Australian Architecture: A Technical Manual for all those engaged in Architectural and Building work. Melbourne, George Robertson, n.d., but 1908. Octavo, pp. xxviii (advertisements), [xxix-xxxiv] (preliminaries), 544, xxxv-xlvi (advertisements, last blank) + one coloured plate and numerous sketches and plans in the text (many full-page); original dark olive green cloth, lettered in gilt and ruled in black; the cloth with some minor flecking, a very good, sound and clean copy, well above average for this book. **\$880**

First edition of the first Australian treatise on architecture, properly so called, preceded only by a few trade and technical manuals, and at least one elaborate pattern book.

Haddon recognised that the few English and American books that reached Australia did “not cater for the special needs of Australia... such imported Text-Books... fail when applied to the problems that the Australian has to face”. As much an educator as a practising architect he designed this work as a text-book rather than as a mere showcase or pattern book for his own designs, addressing virtually every conceivable style of construction from simple labourer’s cottages to large mansions, from grand hotels to corner shops, country villas, stables, shearing sheds, churches, halls, hospitals, even butter factories, which is not to mention the chapters on carpentry and joinery, plumbing, roofing, plastering, glazing, painting and decorating, and, perhaps most importantly, the art and science of architectural design (including a long section on garden design).

An advocate of local materials and of specific responses to local conditions, Haddon was very much a part of the Nationalist movement that flourished from the 1880s. His readers were told that this text was overdue “when we remember the large and ever increasing expansion of building operations throughout the Commonwealth, we are reminded that our own peculiar conditions, climate, and materials... require special and peculiar consideration”.

Haddon, like his contemporary Richard Baker in a related field, was one of those key figures who extended the Nationalist sentiments of the early Federal era to impinge on all aspects of everyday life.



*Unusual and attractive design by Norman Reed, of Sydney, in
"Homes and Plans."*

[16] **HOME BUILDERS' ADVISORY.**

You Can Build Your Own Home! And save hundreds of pounds on the cost... Sydney, *Home Builders' Advisory*, 1948. Quarto, pp. 108, with illustrations throughout (last twelve pages printed in two colours, with blue prints); owner's stamp on front wrapper (inoffensive), some use and a light marginal damp mark on leaves towards the end but very good in original card wrappers. **\$220**

Second edition, expanded from the 76-page first edition of 1946. Post-war housing for the less well-paid: "a simple and practical solution of the housing problem that is within the reach of the average man – a scheme whereby YOU can build YOUR OWN home in your week-ends. First by building part of it and living in it, and then adding each additional room as time and materials permit...". And they do mean YOU, with illustrated step-by-step instructions to complete tasks that tradesmen spend more than a few apprentice years learning such as bricklaying or constructing a gabled roof ("Simple to follow, step-by-step Constructional Details for the Amateur Home Builder"). A characteristic and fairly popular guide for the do-it-yourself post-war home builder.



[17] **HOADLEY'S INDUSTRIES Pty Ltd.**

Hoadley's Customatched Kitchen Units. Clark Stainless Steel Sinks [wrapper-title]. Sydney, Hoadley's Industries Pty. Limited, n.d. but late 1950s Oblong octavo, pp. 32 (including wrappers), extensive line-drawn examples, printed in two colours throughout; some signs of use to the wrappers but very good in illustrated titling-wrappers, printed in colour and silver. **\$165**

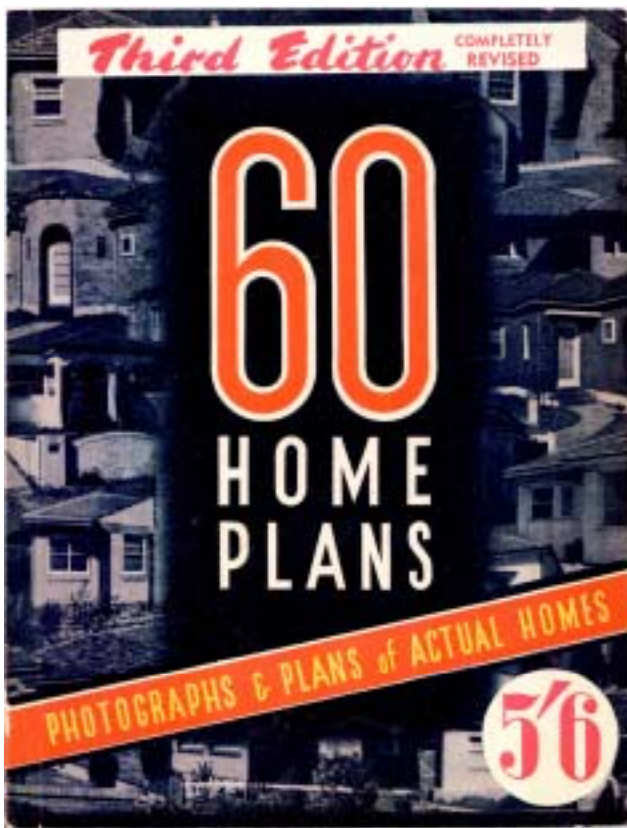
Very scarce. Capturing the enthusiasm for modernisation and up-to-dateness that came on at the end of the post-war building boom, this catalogue was prepared "to assist the Home Builder and Renovator to select... from Australia's greatest range of styles and sizes...". The contents are indeed very comprehensive, with every unit illustrated (line-drawings) together with its different combinations and variations. Many of the units are priced in a contemporary hand.



[18] **HOADLEY'S INDUSTRIES Pty Ltd.**

Hoadley's Kitchen Cupboards for Kitchen Luxury [wrapper title]. Melbourne, Hoadley's Industries Pty Ltd, n.d. but late 1950s. Octavo, pp. 16, extensively illustrated; near fine in original full colour titling-wrappers, neat dated owner's signature on the front wrapper. **\$110**

Scarce: a comprehensive catalogue of all kitchen cupboard varieties produced by the firm – about 90 – each illustrated in half-tone.



[19] **HORWITZ, Israel (editor and publisher).**

Sixty Home Plans. Actual homes photographed – ground plans of practical value. Sydney, Associated General Publications, October 1948. Quarto, pp. 116 (including wrappers), four pages with colour, with photographic illustrations and diagrams throughout; heavy pictorial card wrappers, signs of use but a very good copy. **\$330**

The height of the post-war housing boom. This is the so-called third “edition” but actually the third in a series of different books collecting sixty contemporary home designs, including floor plans, photographs of the finished homes, and specifications (including estimated cost). Apart from the details of individual homes, the text includes a long introductory text on the correct procedures and the pitfalls of building a home.

It was announced on the cover of the first “edition” of 1946 that the houses were “All below £1800”, but by 1948 the estimated costs ranged mainly from £1500 to £3000, averaging at around £2000.

The title above is from banner of the first leaf; the title on the wrapper is slightly different: “Third Edition completely revised. 60 Home Plans. Photographs & Plans of Actual Homes. 5/6”

[20] **HORWITZ, Israel (editor and publisher).**

Sixty Home Plans. Actual homes photographed – ground plans of practical value. Sydney, Associated General Publications, August 1950. Quarto, pp. 108 (including wrappers), with photographic illustrations and diagrams throughout; heavy pictorial card wrappers, signs of use but an excellent copy. **\$330**

The sixth in a series (“sixth edition”) of different books collecting sixty contemporary home designs. The costs have now increased so that many homes are estimated up to £4000. A new section has been added to this ‘edition’ (“A Complete Section on ‘Nucleus Homes’ which grow with your Income and Family”) which addresses the problem of increasing costs, with ‘starter’ houses generally estimated under £2000.

The title above is from banner of the first leaf; the title on the wrapper is slightly different: “Sixth Edition!! Revised Enlarged. 60 Home Plans. Including ‘How to Build Your Home in Stages’: A Complete Section on ‘Nucleus Homes’ which grow with your Income and Family. 5/6”.

[21] **HORWITZ, Israel (editor and publisher).**

Sixty Home Plans. Actual homes photographed – ground plans of practical value. *Sydney, Associated General Publications, September 1952.* Quarto, pp. 100 (including wrappers), with photographic illustrations and diagrams throughout; heavy pictorial card wrappers, signs of use but an excellent copy. **\$300**

The eighth in a series (“eighth edition”) of different books collecting sixty contemporary home designs. Building costs – and prosperity – have now risen so that most homes are estimated around £4000, with some estimated between £6000 and over £7000.

The text comprises as usual photographs, floor plans, and specifications for each home, a good number of relevant advertisements, as well as practical introductory text, including essays on home finance by A.B. Sheldon and on the work of a solicitor by H. Morrissey. An instructive editorial on the first few pages, “The Australian Home To-day: An up-to-the-minute review of planning trends in typically Australian homes”, gives a valuable insight into a developing post-war Australian idiom in domestic architecture and design.

The title above from the title-page is different to the title on the wrapper: “New and Revised Eighth Edition. 60 Home Plans. 60 Actual Homes Photographed”.

[22] **HORWITZ, Israel (editor and publisher).**

Sixty Home Plans. *Sydney, Associated General Publications, n.d., circa 1955.* Quarto, pp. 92 (including wrappers), with photographic illustrations and diagrams throughout; heavy pictorial card wrappers, signs of use but an excellent copy. **\$300**

The twelfth in a series (“twelfth edition”) of different books collecting sixty contemporary home designs. Interestingly, in this ‘edition’ the publisher seems to have returned to the original concept of providing ideas for affordable housing with the costs of homes estimated from about £3000 to about £4000.

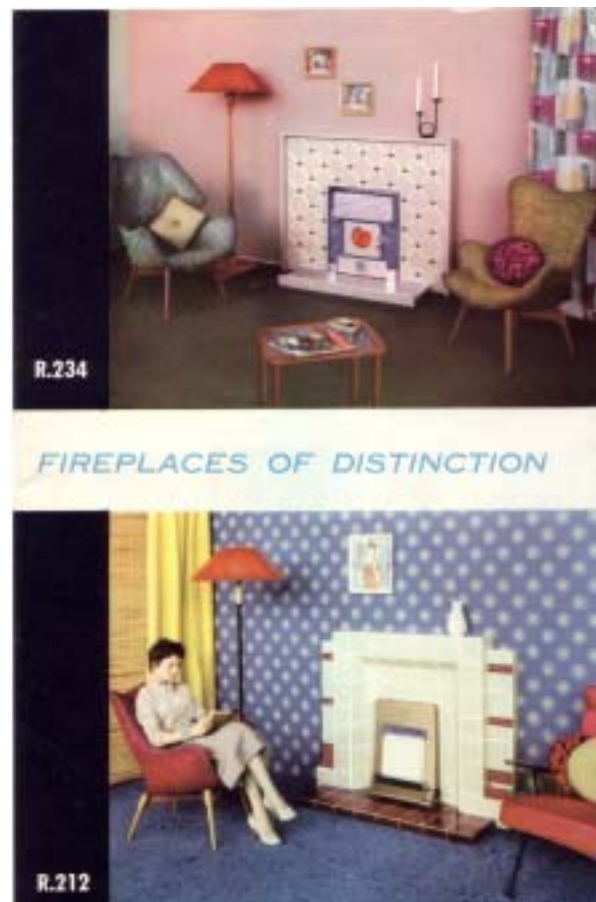
The practical introductory text of in earlier ‘editions’ is no longer included but the editorial introduction, “The Australian Home To-day: An up-to-the-minute review of planning trends in typically Australian homes”, is included. In other respects the plan of the book is the same, with photographs, floor plans, and specifications for each home, and a good number of relevant advertisements. Essays on home finance and on the role of a solicitor now appear at the end of the text.

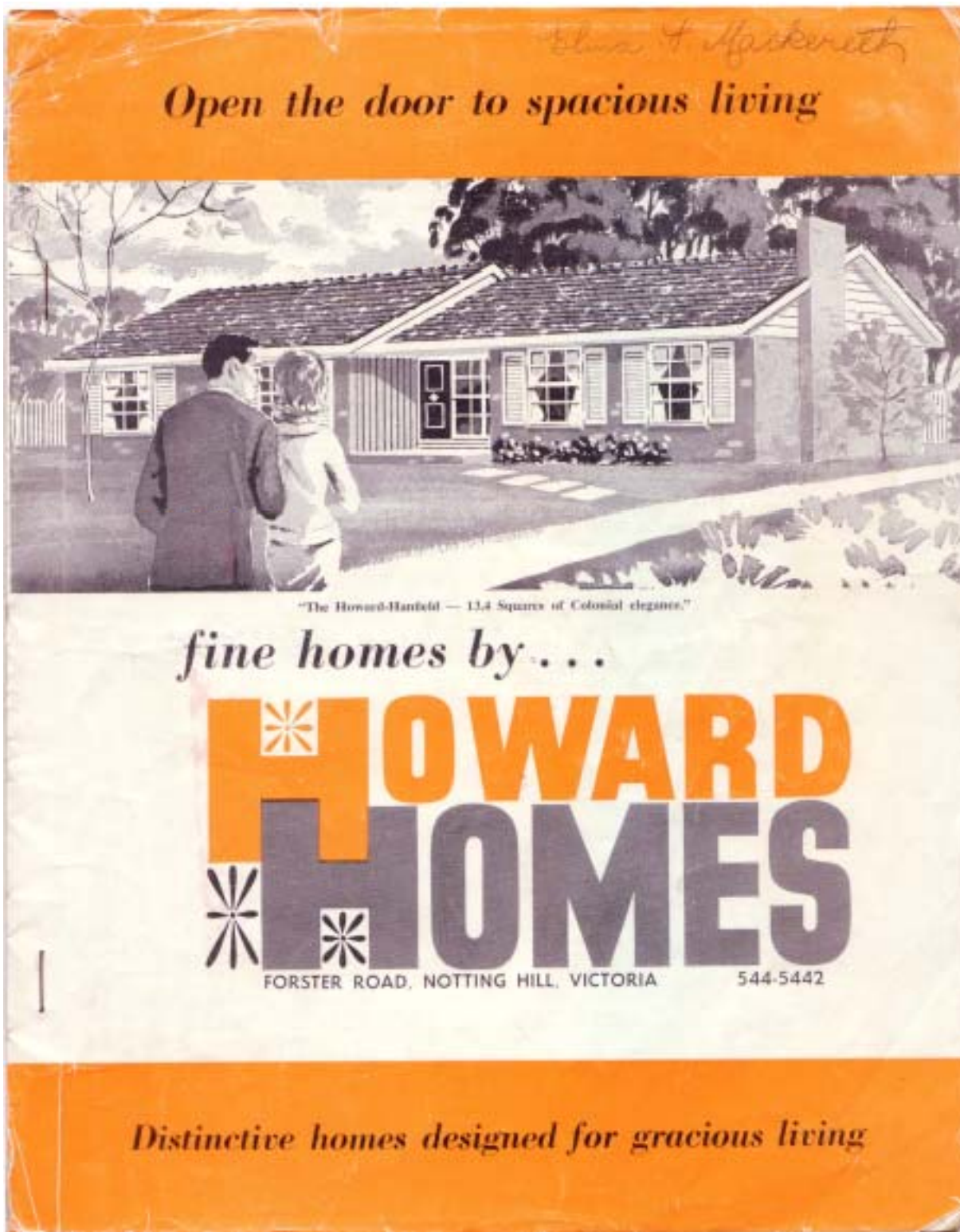
The title above from the title-page is different to the title on the wrapper: “Twelfth Edition. 60 Home Plans. 60 Actual Homes Photographed”. Later editions were unpriced but a pencilled “9/6” on the front wrapper appears to be contemporary.

[23] **HYNES BROS. FIREPLACES Pty Ltd.**

Fireplaces of Distinction. *Melbourne, Hynes Bros. Fireplaces Pty Ltd., circa 1950s.* Octavo broadsheet, two vertical folds making three panels, printed in full-colour with generous illustration; near fine, folded as issued. **\$110**

Scarce: flyer produced by a North Williamstown manufacturer. Interestingly presented, with minimum text and maximum colour photographic illustration of elegant modern interiors, half with an equally elegant modern lady and, after hours, with her equally elegant modern husband – the dream couple in their dream home.





[24] **HOWARD HOMES.**

Open the door to spacious living. Fine homes by Howard Homes... Distinctive homes designed for gracious living. *Melbourne, Howard Homes, circa 1963.* Octavo, pp. [8] (processed), with seven full-page floor plans on various coloured papers with descriptive text; very good indeed in original illustrated stapled offset printed titling-wrappers (little edge worn). **\$145**

Very scarce: a promotional folder from Howard Homes, a builder based in Notting Hill, a growth area of outer Melbourne. The firm offered a full service beginning with financial assistance to gain a deposit, organisation of the loan, helping with land choice and, of course, building your brick veneer dream home on a "typical suburban block". The folder features seven of the firm's house designs.

[25] **INSULWOOL PRODUCTS Pty Ltd.**

Insulwool. For Effective Insulation in Homes and Commercial Buildings. Melbourne, *Insulwool Products Pty Ltd.*, 1950. Large quarto, pp. 8, numerous photographic and line drawn illustrations throughout; very good in original titling-wrappers. **\$125**

Scarce: an extensive promotional piece for Insulwool insulation, one of the 'modern' improvements to domestic construction that was increasingly demanded by Australian home owners and particularly suited to the highly popular process of brick veneer construction. The brochure has much on the advantages of insulation – still a relatively novel concept in domestic architecture – and the various methods of insulating new constructions, also on the insulation of existing buildings, and in factories and other commercial premises.



[26] **JENKINS, Norman J.**

The Australian House. Sydney, *W.J. Nesbit*, n.d. but circa 1946. Large quarto, pp. [2] (blank), 120 (last blank), with floor plans and realisations throughout, own ends; internally fine in original pale blue thin boards (little rubbed and lightly bumped at extremities), the title and author reversed out in white on front board and spine. **\$220**

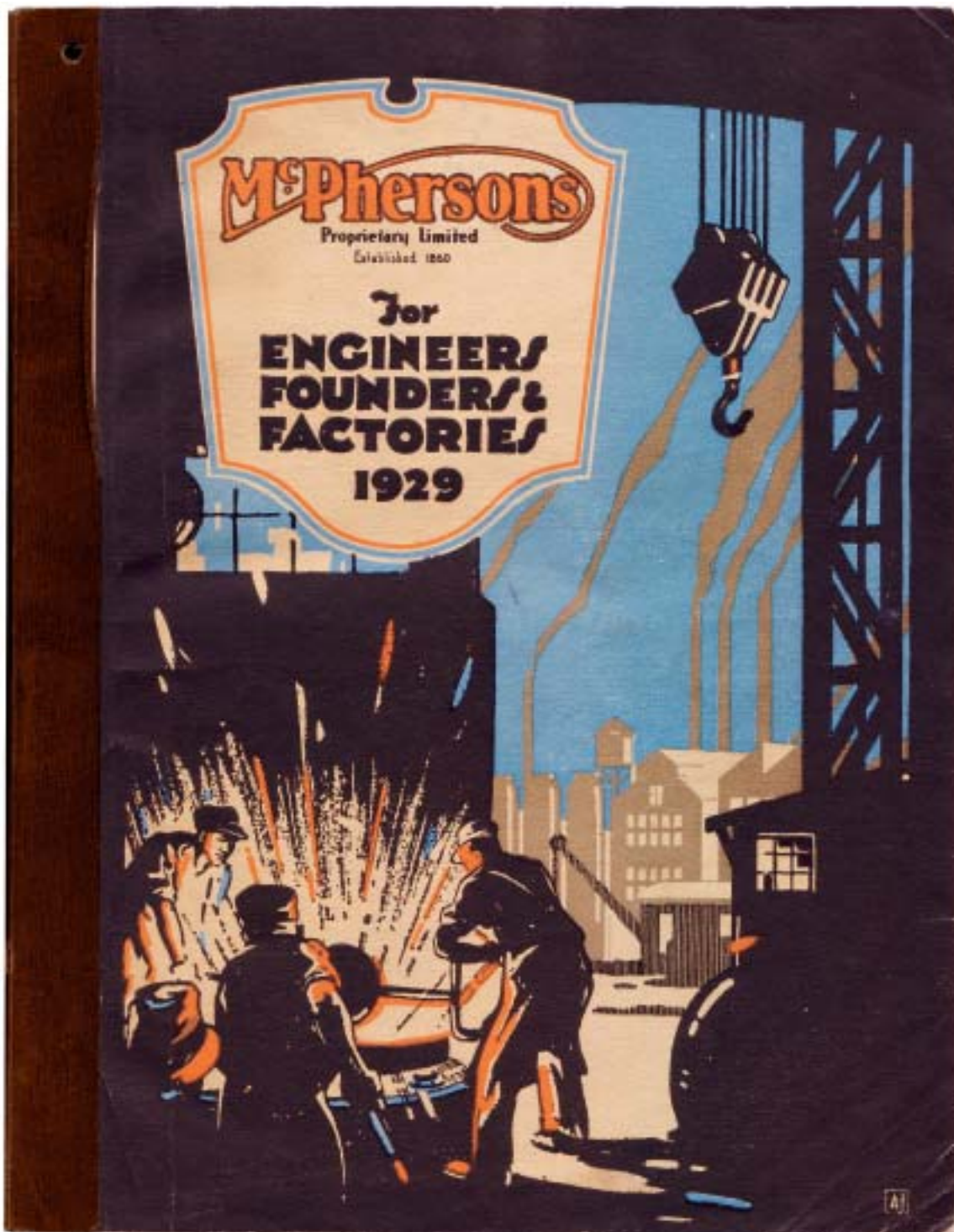
Scarce: first edition. A collection of fifty 'contemporary' house designs, with floor plans and realisations, and with a good basic introductory text (Town Planning in relation to the Home, Domestic Architecture, Truth in Expression, Health, Sunlight and Air, Climate and Comfort, Influence of Costs, Aspect, Living Rooms, Bedrooms, Storage Space, Windows, The Country House, The Architect and his Work, etc.). The piece, by a respected Sydney architect, is directed to prospective home owners rather than to professional architects or other tradesmen. It is not descriptive but prescriptive. The largely modernist houses here are not so much 'typical' houses of the period as they are houses that might appeal to the 'typical' aspirational middle-class home buyer.



[27] [JOHN LYSAGHT \(AUSTRALIA\) Pty Ltd.](#)

How you can have a genuine Tiled Bathroom in your timber framed home with Lysaght Metalath [wrapper title]. *Newcastle, John Lysaght, n.d. but circa 1950s.* Quarto, pp. [12] (including wrappers), extensive photographic illustrations throughout, near fine in original colour-illustrated titling-wrappers. **\$175**

Very detailed photographically-illustrated text aimed at the home builder or renovator – in any event at some chap who might hope to give equal satisfaction to the very happy lady in the very sprightly bathroom that is illustrated on the front wrapper. Or was it aimed at the lady? (Is it far too deconstructionist to ponder on the contrast between the colourful and alluring cover and the essentially flat colourless insides with their painstaking details for the chap whose tedium it was to complete the ‘project’ on his weekends?).



[28] **McPHERSONS PROPRIETARY LIMITED.**

McPhersons... for Engineers, Founders & Factories 1929 [cover title]. Melbourne, *McPherson's Pty Ltd*, 1929. Small quarto, pp. 400, innumerable line-drawn and half-tone illustrations throughout; near fine in original cloth-backed light-card wrappers. **\$165**

HEROIC HUMANISM MEETS THE HAND TOOL

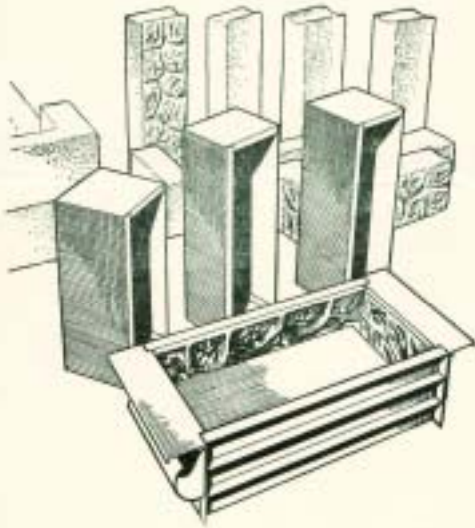
A scarce, thoroughly comprehensive illustrated catalogue of this firm's products for engineers and industry, excluding woodworking tools and builders hardware according to a prominent notice on the inside front wrapper reminding "clients, however, that we have large Departments handling this class of Merchandise...". The catalogue includes valves and fittings, gauges, lubricators, packing, power transmitting equipment, pulleys, belts, bearings, foundry supplies, fire appliances, bolts, nuts, rivets ("We are the largest makers... in the Commonwealth"), and so on, and on. Indeed, everything you would need to build the Sydney Harbour Bridge, which, coincidentally, is noted on page 93 ("Macson Rivets are being used throughout").

Build for Yourself . . .

with the

“AJAX” HOME-BUILDER

CEMENT BLOCK MACHINE



SAVES TIME

One man can make many blocks a day with one "Home-Builder."

SAVES MONEY

Cost of your building materials is cut down 40 to 50 per cent.

EASY TO USE

No skill required. Anyone can turn out good blocks with little trouble.

AVOIDS DELAYS

The materials you need are simply cement, sand and gravel.

McPherson's
Limited

546 COLLINS ST., MELBOURNE ↔ 532 MURRAY ST., PERTH

51 BATHURST ST., SYDNEY ↔ 116 WAYMOUTH ST., ADELAIDE

[29] **McPHERSON'S LIMITED.**

Build for yourself... with the "Ajax" Home-Builder Cement Block Machine. *Melbourne, McPherson's Limited, n.d. circa late 1940s.* Quarto, pp. [4], illustrations and diagrams throughout; light tanning to part of the first leaf, otherwise very good. **\$110**

Extremely scarce: promoting this heavy-duty solution to the drastic shortage of building materials during the post-war housing boom on the one hand, and the ruggedly individualistic 'you can build it yourself' post-war approach to the shortage of material and labour. The key phrases used here seem to have been "Avoid Delays" and "No Skill Required", with much of the brochure comprehensively explicating those points.



[30] **MASONITE CORPORATION (AUST.) LTD.**

Masonite Furniture Designs. Volume 2 [wrapper title]. [Melbourne], Masonite Corporation (Aust.) Ltd., dated in code October 1952. Quarto, pp. 40 (including wrappers), line drawings throughout, a few pages in three colours; trivial edge wear to the bottom of the back wrapper and neat dated name on front wrapper but essentially a near fine copy. **\$220**

1950's handyman chic: "over thirty scaled working drawings of useful household furniture, fully illustrated, and specially prepared for the home craftsman".

Unlike the first volume of furniture designs, which tended towards the practical, this volume concentrates on articles of furniture for home-makers to whom do-it-yourself Masonite furniture was the affordable way to achieve some degree of furnishing luxury in the home: powder bar, dressing table, occasional table, record cabinet, cocktail cabinet, buffet, hall telephone stand, playhouse, corner table, magazine rack, etc. This second volume is scarcer than the first (see our Catalogue 46).



[31] MAY'S VIBRATED CONCRETE Pty Ltd.

It's a "Conqueror" for the Unsewered Home... Melbourne, May's Vibrated Concrete Pty Ltd., n.d. circa 1950s. Octavo, pp. [4], photographic and line-drawn installation diagram; very good, folded as issued. **\$95**

Very scarce: as the post-war boom spread urban settlement beyond the reach of infrastructure generally and sewerage in particular, septic tanks were a common part of urban fringe life for decades. While not a household name today, May's Vibrated Concrete Pty Ltd was somewhat the Rolls Royce of septic systems for Victorian households at the time.

[32] MITRE 10 Pty Ltd.

Create a New Home at your old address. Buy Everything you need on Easy, Friendly Terms through the Mitre 10... [wrapper title]. Melbourne, Mitre 10 Pty Ltd, June 1960. Oblong octavo, pp. [48], printed in red, green, black and tan on various coloured papers, very numerous line drawings and photographic illustrations; very good in original titling-wrappers. **\$220**

A comprehensive catalogue published just one year after the formation of the group retailer, Mitre 10. It includes many individual full-page advertisements for established companies such as Metters, Page, Pope, Hills, Dulux, Fowler Ware, Simpson and Chef, along with some lesser known ones who could perhaps have benefited from reassessing their

company names, foremost of which would have to be "Spamco" bathroom fittings... Interspersed amongst the advertisements are a series of advisory articles, most of which suggest you need pop on down to Mitre 10 "the firm you'll learn to trust".

This copy was distributed by the Glenbervie Timber Co. Pty Ltd, one of the founding participants in the Mitre 10 chain.

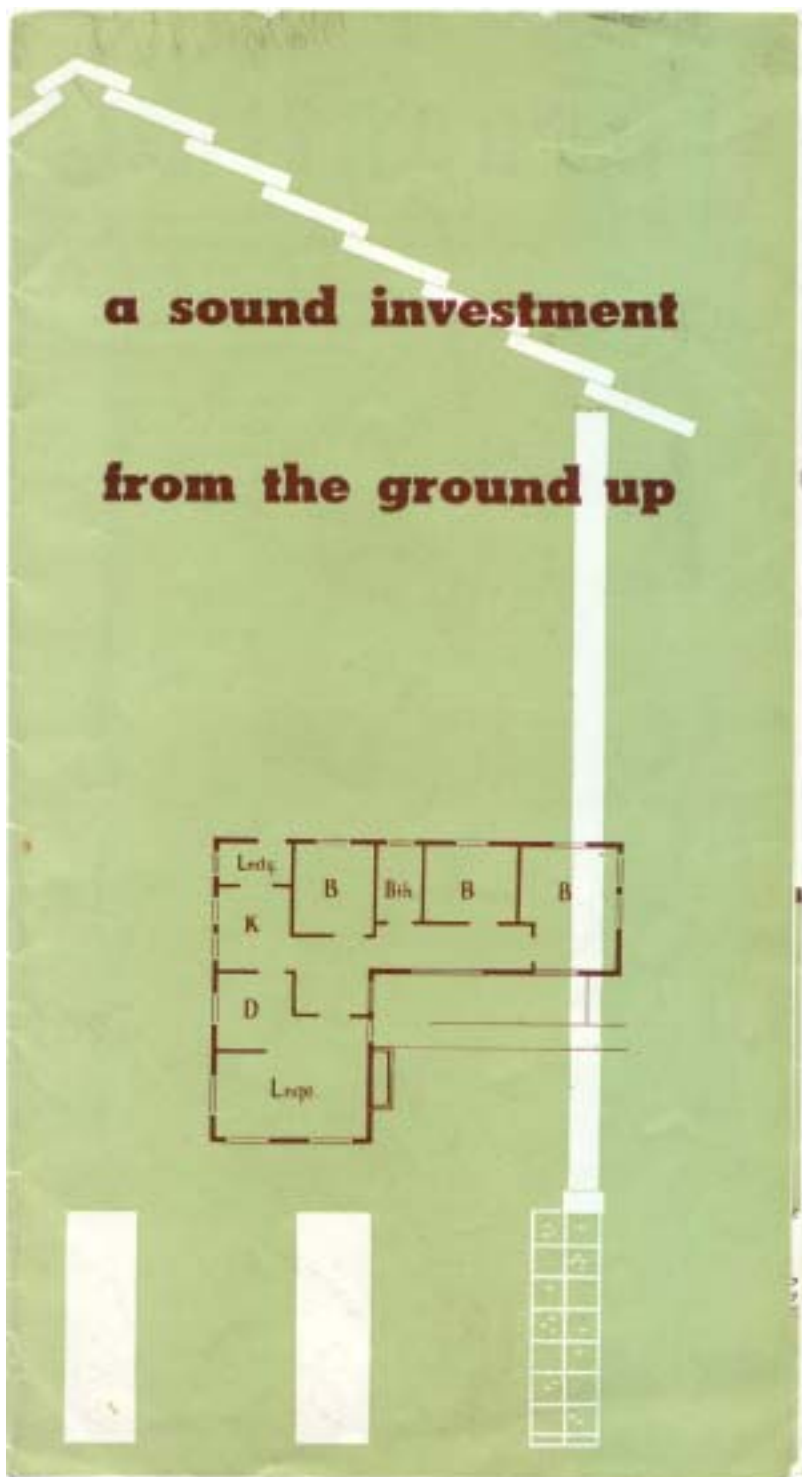
A NEW HOME at your OLD ADDRESS

thru... **MITRE 10**

Issued by: GLENBERVIE TIMBER CO. PTY. LTD.—June, 1960

THE FIRM YOU'LL LEARN TO TRUST

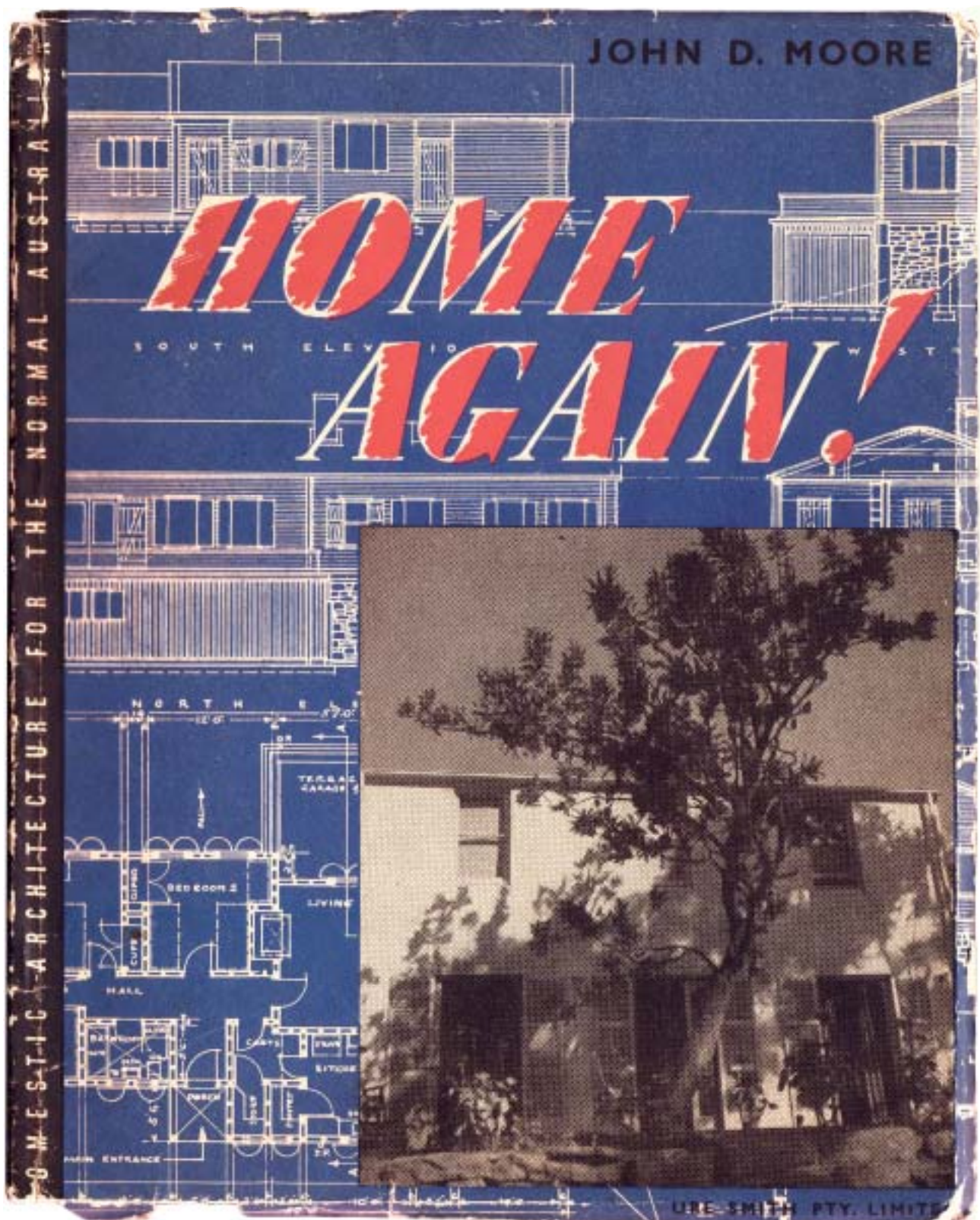
<p>BOX HILL BUCHANAN, CAMERON & ROBERTS Pty. Ltd. 265 Whitehorse Rd., West Albert. WX 2872, WX 9123</p>	<p>CLAYTON GIFCO Pty. Ltd. 115-121 Corrick Road, Clayton. 745 7919, 744 6178</p>	<p>DANDENONG GIPPSLAND HARDWARE Co. 236-242 Lansdale Street, Dandenong. 79-23 231</p>	<p>FRANKSTON CENTRAL TIMBER Pty. Ltd. 14-26 Flaxton Street, Frankston. 78 2258/2259</p>	<p>MENTONE TURNLEY & SIMPSON 2 Napier Highway, Cor. Labroke Street, Mentone XF 2943</p>
<p>CAULFIELD H. J. REEDE Pty. Ltd. 691 Glenbervie Road, Caulfield. LF 1121</p>		<p>HEIDELBERG T. F. DANAHY Pty. Ltd. 16 Eschlied Street, Heidelberg. JS 2645</p>	<p>ESSENDON GLENBERVIE TIMBER Co. Pty. Ltd. 279 Fawcett Vale Road, Essendon. EK 2463</p>	<p>RESERVOIR NEW FOREST HARDWARE Co. Pty. Ltd. Railway Station, High Street, Reservoir. JU 5097</p>



[33] **MONIER SALES AND SERVICE Pty Ltd.**

A Sound Investment from the Ground Up [cover title]. Sydney, *Monier Sales & Services Pty Ltd. n.d. but 1950s.* Broadsheet, folding once vertically and twice horizontally to form a twelve-page flyer, numerous photographic illustrations and line drawings, printed in green and brown; trivial signs of use, a very good copy. **\$125**

Scarce: Monier concrete products ('Monocrete') for house construction – foundations, walls, flooring, roof. Also other Monier products: paving slabs, fence posts, incinerators, pipes, septic tanks, chimneys, step treads... "and the majority of essentials for the building of the modern hoe". A feature is the three-page spread of photographic illustrations of houses built with 'Monocrete' (seven exteriors, one interior), advertising a series of house designs using 'Monocrete' available from the firm – although the houses are not convincingly, cutting-edge 'Modern'.



[34] **MOORE, John D.**

Home Again! Domestic Architecture for the Normal Australian. Sydney, Ure Smith, 1944. Quarto, pp. 78, profusely illustrated with plans and elevations; text fine, an excellent copy in original stiff wrappers – overlapping edges a bit worn as usual. **\$330**

First edition: very scarce. As the title indicates, this was one of several works of varying degrees of sophistication published in the immediate post-war reconstruction period and the associated boom in domestic housing. Moore was a practising architect and his book contains 14 examples of modern homes suited to varying conditions around Australia.



Floor plan of the Solar House. Note folding glass doors opening from bedrooms to open-air sleeping patios. Hedges provide privacy from rest of garden area.

No. 35: The Solar House

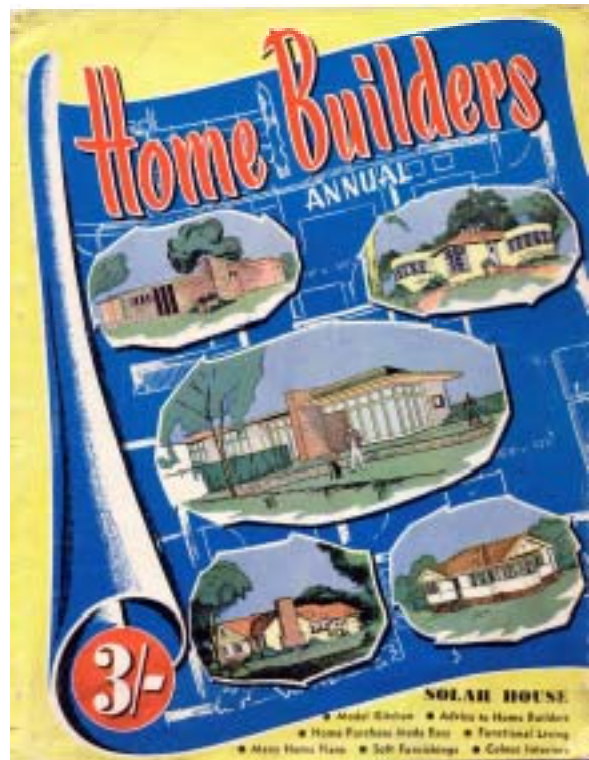
[35] **PENROD PUBLISHERS.**

The Home Builders' Annual. Sydney, Penrod Publishers, 1949. Quarto, pp. 88, illustrated throughout (some pages and illustrations in colour); a degree of general use, quite pale damp mark in the fore-corner of early leaves, spine worn and fore-corners a little dog-eared, but a very good copy. **\$145**

Extensive and valuable: the *Home Builders Annual* was published by Penrod Press, Brisbane, from 1938 (its earlier title was *Homebuilders Book*, subsequently in 1950-1 it became *Home Builder Annual*).

This 1949 issue, published at the height of the post-war housing boom, was issued in three editions – for Queensland, New South Wales, and Victoria. This is the New South Wales edition, published in Sydney but printed in Brisbane. All but a few advertisers are from New South Wales.

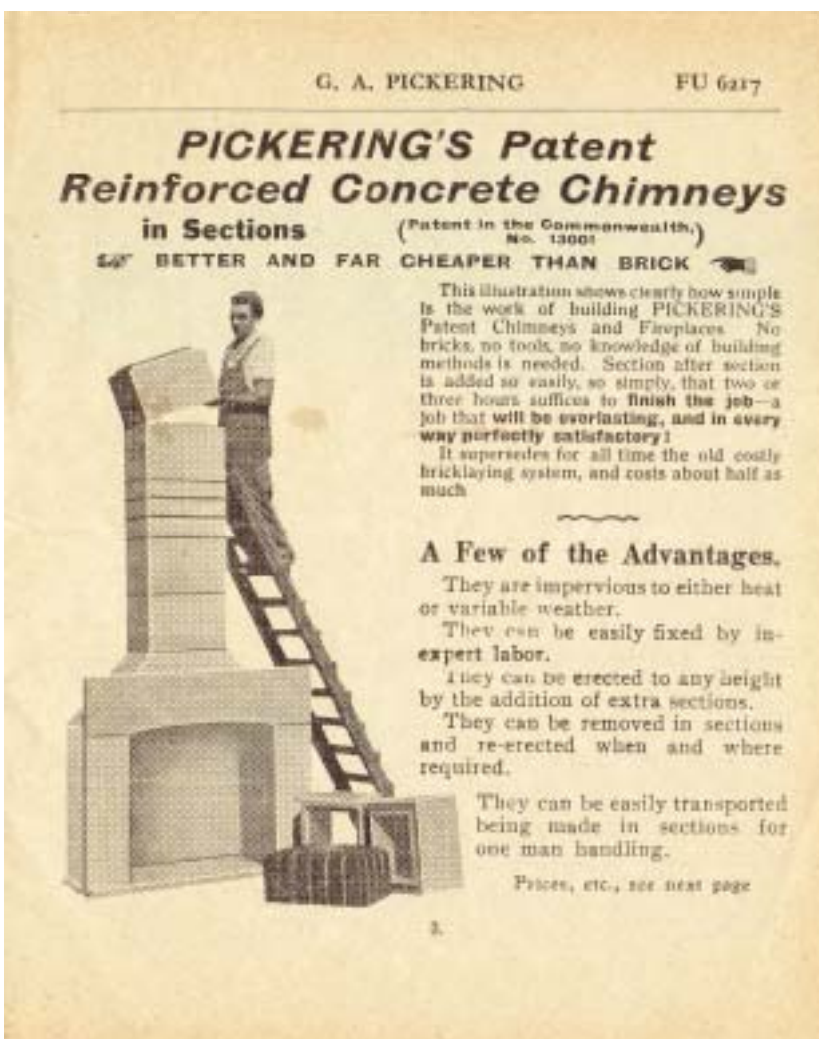
The contents are wide-ranging addressing almost every aspect of home building in the late 1940s – construction and design (including floor plans, etc.), renovating, remodelling and modernising, furnishings, finishes, etc. While earlier issues considered the question of buying a home and financing the purchase as a priority, this issue deals with that question well into the annual. Modernism is very much the assumed taste and style in domestic architecture. One of the feature articles is the “Solar House” (in colour, with floor plans and artists impressions inside and out).



[36] **G.A. PICKERING.**

Catalogue. G.A. Pickering incorporating Plasteroid Ceiling Co. [wrapper title]. Melbourne, G.A. Pickering, circa 1930s. Small octavo, pp. 16 (including titling-wrappers) + loosely-inserted single leaf diagram of an “Open Fireplace”, numerous photographic and line drawn illustrations throughout; one old fold and a couple of neat contemporary ink notations but very good. **\$220**


Rare. Pickering manufactured all manner of concrete items, but particularly domestic chimneys, copper stands, wash troughs, and fencing as well as the iconic concrete garden or park bench, still seen today. They also manufactured a large variety of plaster wall and ceiling products. There are a number of appeals to the early do-it-yourselfer – “they can easily be fixed by inexpert labour”; “No skilled labour, no bricks, no building knowledge are necessary to handle the job – any man can do it in a short space of time...”. The illustrations are a feature of this catalogue.




MODELS OF
PRELIMINARY DESIGNS FOR
SOME RECENT BUILDINGS

BOURBONQUE
SHARBY, VIC.
A. G. BARRIE ARCHT.

FIRE BRIGADE STATION
CARLTON, VIC.
GIBBS & BELLAMYNE & ASSOCIATES
ARCHT.





What more efficient method exists of
portraying a design for a client's inspec-
tion, or for architectural criticism of
preliminary work, than by building a
scale model?

We are experts at this class of work, and
welcome the fullest enquiries.

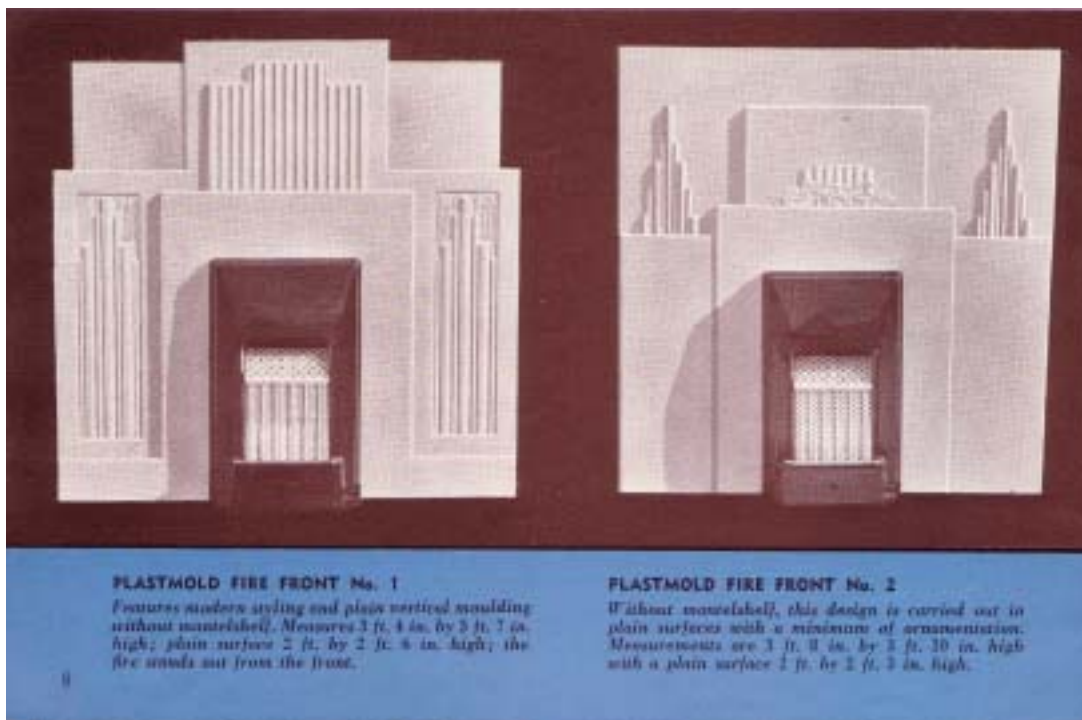
—

PICKTON HOPKINS & SON PTY. LTD.
207a Bridge Road, Richmond, E.I.,
Victoria

[37] **PICKTON HOPKINS & SON Pty Ltd.**

General Catalogue of Decorative Plaster Designs. *Melbourne, Printed Peacock Bros for Picton Hopkins & Son, n.d. but 1920s.* Oblong quarto, pp. xxviii, 160, [4], superbly and extensively illustrated throughout with photographic reproductions of interiors and individual decorative plasterwork designs; spine slightly sunned otherwise fine and crisp in original greyish-green leather-grain boards, front board decorated en relief with art deco architectural design, in original slipcase (minimal wear at the extremities). **\$1250**

Rare: an exceptional example of Australian art deco book production as well as an outstanding survey of decorative art deco plaster designs from the leading manufacturing craftsmen of the day. Includes an impressive list of "Some of Our Recent Contracts" for banks, town halls, municipal buildings, Victorian State Electricity Commission, offices, public buildings, Melbourne Fire Brigade stations, theatres, churches, schools, memorials, stores, warehouses, and hotels, mainly in Victoria but also other states and New Zealand.

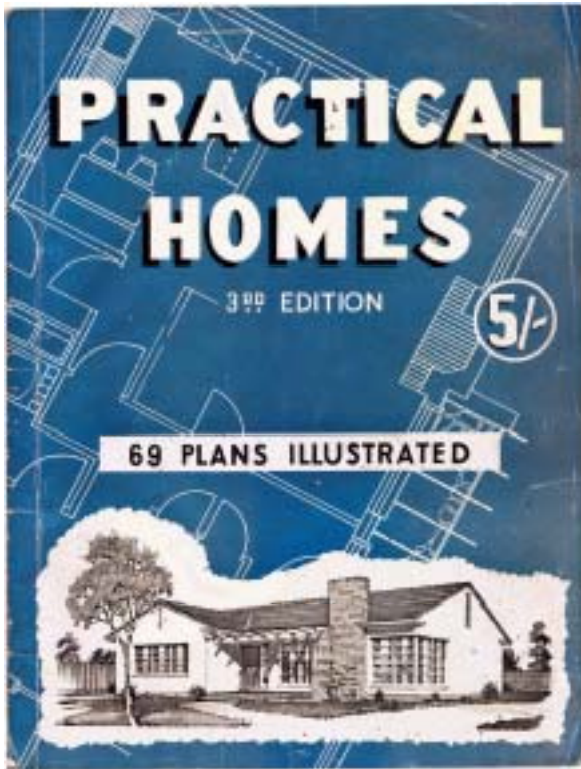


[38] **PLASTMOLD PRODUCTS.**

Plastmold in Your Home. Indirect Lighting. Fire Fronts. Curtain Pelmet [wrapper title]. Melbourne, Plastmold Products, circa 1949. Oblong octavo, pp. 12 (including wrappers), numerous photographic illustrations throughout, printed in blue and sepia throughout; near fine in original titling-wrappers. **\$185**

Uncommon: promotional pamphlet from a local plaster-maker, featuring photographs of their lighting fixtures and fire fronts, and curtain pelmet. "Plastmold can be coloured to blend in to any colour scheme already in a room – designs can be chosen to harmonise with interior decoration of your home or furnishings". The designs are the height of art deco, possibly having been first designed and the moulds first made before the war.

"In Australia after the war Plastmold Products Pty Ltd specialised in elaborately moulded elements of sisal reinforced plaster including pelmet in the form of ruched curtains, moderne styled fireplace surrounds, and lighting fixtures consisting of circular and streamlined attachments to the ceiling, often with elements below them containing lights shining upwards, so that the room was lit by reflection" (Miles Lewis).



[39] **PRACTICAL HOMES PLANNING SERVICE.**

Practical Homes. 3rd Edition. [wrapper title]. Melbourne: A.E. Keating, n.d. but 1950s. Small quarto, pp. 32 + 16 (Index, on blue paper) + 33 - 96 + [2] (Order Form, on yellow paper), floor plans, line-drawn and half-tone illustrations throughout; very good in original wrappers. **\$220**

Scarce and ephemeral: floor plans and realisations for 69 houses (and numerous advertisements), prepared as an elaborate guide to the firm's house plans. The Order Form is instructive with clients being asked to specify their requirements in great detail. It was not simply a matter of asking for "Plan 1, please" with details of the block, but details were also required of style of wall construction, foundation stumps, flooring and steps, roof style, roofing material, eaves, ceiling height, picture rails, porch hood. Fireplace, stove, copper, washing machine and wash troughs, sinks, hot water service, bench tops, internal wall linings, windows, doors, painting, etc.

[40] **RADIATA PINE ASSOCIATION OF AUSTRALIA.**

Here's Why Radiata Pine is the Timber of the Future [cover title]. No place [Mt Gambier, S.A.?), Radiata Pine Association of Australia, n.d. but circa 1950s. Large quarto, pp. [4], photographic illustrations throughout; light use but a very good copy, folded as issued. **\$110**

Encouraging the use of radiata pine in residential construction (flooring, weatherboards, interior linings, furnishing, etc.). It was only in the 1950s that the Australian building industry accepted Australian-grown and milled radiata pine in preference to overseas softwoods. Featured on the first page is a large photograph: "described as one of Australia's most dramatic post-war houses, this modern design in timber, glass and stone, won for its architect, Douglas B. Snelling, the coveted annual award for the best Australian home". The central opening here illustrates radiata pine in use for furnishing, joinery, and heavy construction.



Described as one of Australia's most dramatic post-war homes, this modern design in timber, glass and stone, won for its architect, Douglas B. Snelling, the coveted annual award for the best Australian home.

Here's why
RADIATA PINE
is **THE TIMBER OF THE FUTURE**

Issued by The Radiata Pine Association of Australia.

**Australia's
Premier
flooring**

Radiata Pine is Australia's premier commercial flooring for use where light weight, strength, stiffness and ease of maintenance of softwood is indicated.

Most modern homes use covered floors and for this purpose Radiata Pine is ideal.

It is the preferred timber in South Australia, where 80 per cent of houses are finished in Radiata Pine. Its use is growing rapidly in Victoria and other States as the qualities of Radiata Pine become more widely known.

Sooner or later, many floors will be covered by carpets, linoleum or other modern floor treatments. This makes the utility floor a logical choice, and the home builder who realizes this will also find that Australian Radiata Pine is the most suitable softwood, with qualities superior to more expensive imported softwoods.

RADIATA WEATHERBOARD
These are only a few of the wide range of services available.



The Radiata Pine shown above has finished but untreated, but treated use of this timber is with floor coverings.

LOG CABIN
Available in 6" x 12", 8" x 12" and 10" x 12"

UNIMERICATED
Available in 6" x 12", 8" x 12", 10" x 12", 12" x 12" and 14" x 12"

DOUBLE LOG CABIN
Available in 6" x 12" and 10" x 12"

DOUBLE LOG CABIN
Available in 6" x 12" and 10" x 12"

BESTICATED
Available in 6" x 12", 8" x 12", 10" x 12", 12" x 12" and 14" x 12"

Radiata Pine is Australia's most important softwood. An analysis of lightness, stiffness, strength and ease of working have won for it the title, "the timber of a thousand uses".

Radiata Pine from members of the Radiata Pine Association of Australia is kiln dried for permanent stability, is graded for each particular use, and is finished for your protection as a guarantee of quality.

These brands are your guarantee of quality.



F. & D.
U.S. Wood and Plywood Department



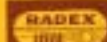
South
Timber Ltd.



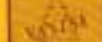
KARDOOK
Company
Timber Ltd.



South
Timber Ltd.



RADEX
Softwood
Products
Pty. Ltd.



South
Timber Ltd.

Free selling 20 members of
THE RADIATA PINE ASSOCIATION OF AUSTRALIA
404 51, RUNDLE STREET, F.O., ADELAIDE, S.A.

**[41] RADIATA
PINE ASSOCIATION OF AUSTRALIA.**

Homes in Australian Radiata Pine are styled for lasting beauty, built to last forever! Adelaide, The Radiata Pine Association of Australia, circa 1950s. Quarto, pp. [4], photographic illustrations, printed in yellow and sepia; near fine. **\$85**

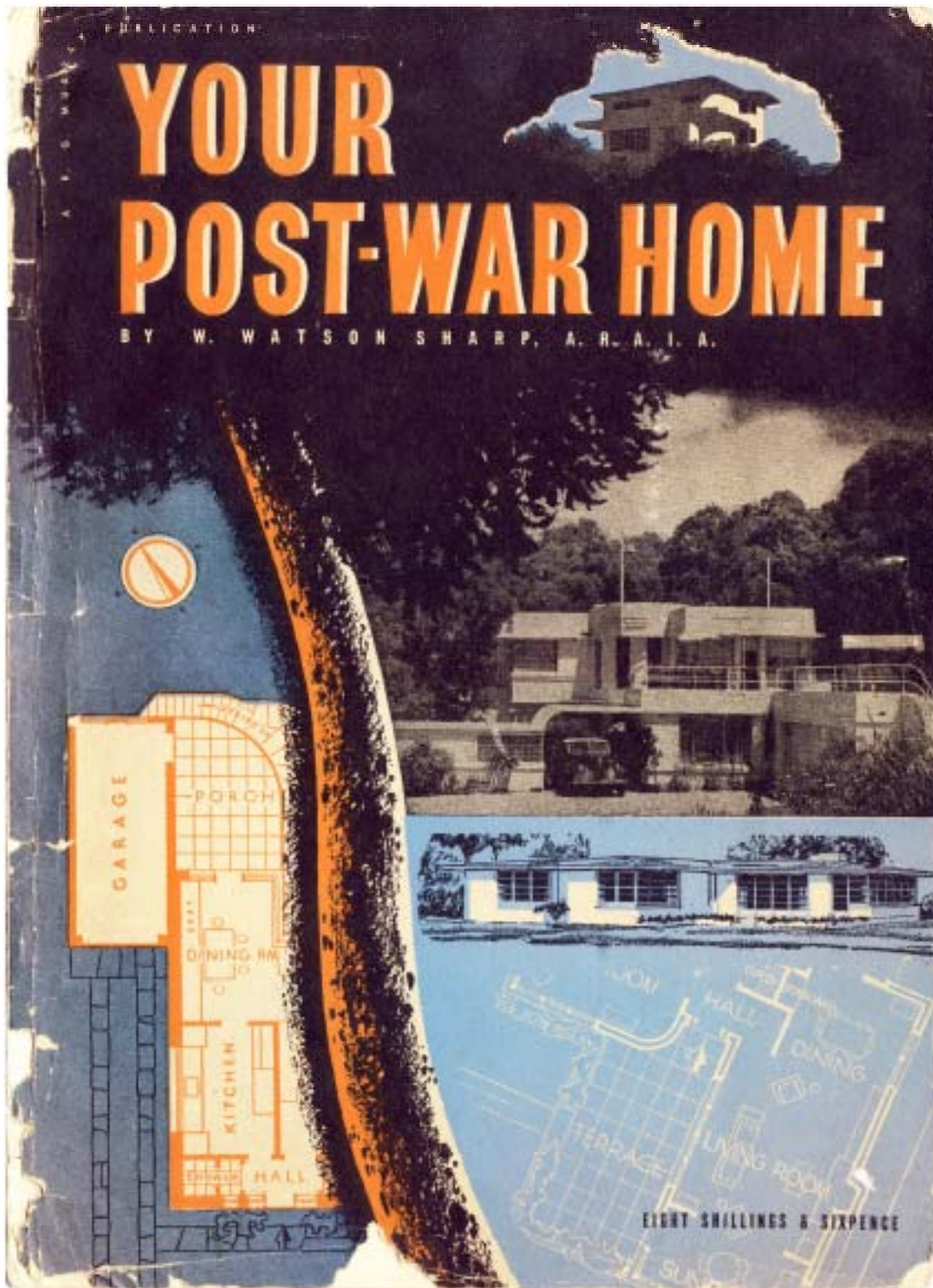
"Radiata Pine finishes are a dream for the housewife, too. Of all decorative wall finishes Radiata pine is the easiest to maintain up to its original beautiful form, and it's such a perfect background for all types of furnishing..."

**[42] RISING SUN
DOMESTIC
ENGINEERS.**

Tubulous Briquette Boilers Designed to meet all Domestic Hot Water Conveniences. Melbourne, Rising Sun Domestic Engineers, n.d. but circa 1937. Tall octavo, pp. [4], line-drawn illustrations; old creases (shallow) but in excellent state, folded as issued. **\$85**

Nicely illustrated to show various installations: "Large camps of 1,500 people or more have been successfully catered for with Hot Water from our boilers", despite which claim the brochure is directed to domestic users.





[43] **SHARP, W. Watson.**

Your Post-War Home. Sydney, K.G. Murray, 1945. Large folio, pp. 48, well illustrated throughout, floor plans and realisations printed one to an opening (alternate openings printed against a blue background); a handsome publication, internally about fine in plain card wrappers with attached dustwrapper, the spine gone and edges of the dustwrapper chipped. **\$220**

Extremely scarce. W. Watson Sharp was a professional architect, member of Royal Australian Institute of Architects. The publisher, K.G. Murray was a publisher of popular magazines, mainly for men. He had published *Army* during the war and later, which gave him a very appropriate target market for this publication, which he almost certainly commissioned from Sharp.



[44] SMALL HOMES SERVICE.

Folder Number 14, August, 1958. Melbourne, Royal Victorian Institute of Architects in conjunction with *The Age*, 1958. Large broadsheet, folding to octavo dimensions, floor plans and line drawn realisations; some soiling to the outside faces, old tape stains at the fold ends (tape since removed and stabilised, and, where necessary, with neat archival repairs); apart from the – largely unnecessary but well-intentioned – small tape reinforcements and resultants stains, in very good state. **\$220**

Extremely scarce: the Small Homes Service produced a number of these now rarely seen folders, comprising “twenty designs from the Small Homes Service range” – there are over 280 in the full range. Each house design here comprises floor plan, line-drawn realisation, and price estimate (as either timber construction or brick veneer construction).

The designs were intentionally economical but with an ensured level of quality: “All Small Homes Service quotations refer to ‘minimum finish’. This means that the house is completed by a builder under contract, is painted, and contains a bath, basin, stove, sink, &c. But each item is the cheapest type available. Nothing outside the house is included (such as paving, terraces or fencing) but a ‘minimum finish’ quote does include connection to electricity, gas, water and sewerage. For our quotations you should receive no fly screens but 6 power points, no inbuilt wardrobes but cupboards under and over the sink. A ‘minimum finish’ house could be described as the cheapest house acceptable to public lending agencies such as War Service Homes Division and the State Savings Bank”.

[45] SOUTH AUSTRALIAN HOUSING TRUST.

Make Your Home in Elizabeth. Adelaide, South Australian Housing Trust, circa 1955. Large oblong broadsheet, folded twice vertically to form three panels, line-drawn and photographic illustrations; near fine. **\$75**

Brochure advertising the coming attractions of the planned “satellite city” of Elizabeth, named after Queen Elizabeth II and situated 17 miles from Adelaide. It illustrates and details six housing types that are “just a few of the homes you can choose in Elizabeth”, each with a small floor-plan inset. It all sounded so promising...



Spaceline HOMES
 BY M. A. MITCHELL & SON PTY. LTD.
For 21st Century Living ...

HI-LINE ★ STEEL STRUCTURAL SUPPORTS ON HEAVY CONCRETE FOUNDATIONS. ★ PARKING SPACE FOR FOUR CARS
PLAN No. A 485 ★ **STEEL & TIMBER**
£3495
14½ SQUARES OF FLOOR SPACE INCLUDING LAUNDRY

[46] **SPACELINE Pty Ltd.**

Spaceline Homes for 21st Century Living...

Melbourne, Spaceline Pty Ltd., circa late 1950s – early 1960s. Quarto broadsheet, folding to oblong octavo dimensions, photographic illustration and floor plan; very good, folded as issued. \$125

Uncommon and ephemeral. Featuring photograph and floor plan of the three-bedroom Hi-Line Plan No. A 485, “ultra-modern elevated steel and timber house providing parking space for no less than four cars below”. Considering the date of this piece (circa 1960), the claim to ownership of a century some four

decades away seems ambitious but then the whole design of this ephemeral flyer has very much the feel of the Jetsons TV cartoon series. Spaceline Homes were built by M.A. Mitchell & Son Pty Ltd, Melbourne, who specialised in “building of Contemporary Homes”.

STYLINE HOMES
The Most Trusted Name in Home Building

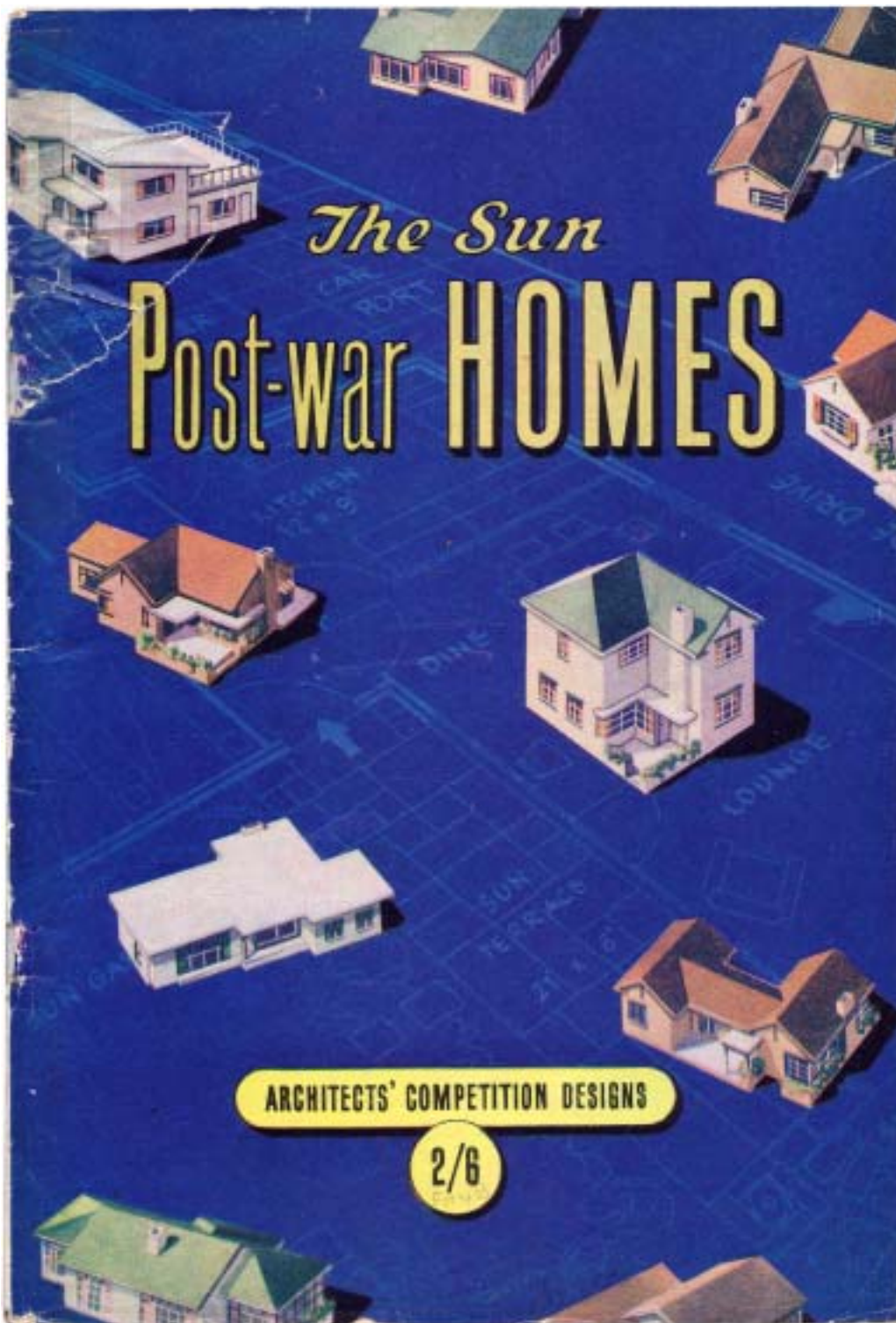
[47] **STYLINE HOMES.**

Styline Homes the Most Trusted Name in Home Building.

Melbourne, Styline Homes, circa late 1950s – early 1960s. Oblong quarto, pp. [4], with photographs and other illustrations; the perforations of the cut-out coupon on the second leaf short, with a clean split without loss, near fine, folded as issued. \$125

Rare and ephemeral. “Your dream home in just 12 weeks... from one of the vast range of distinctive Styline plans or at the same cost we’ll build to your very own plan.”

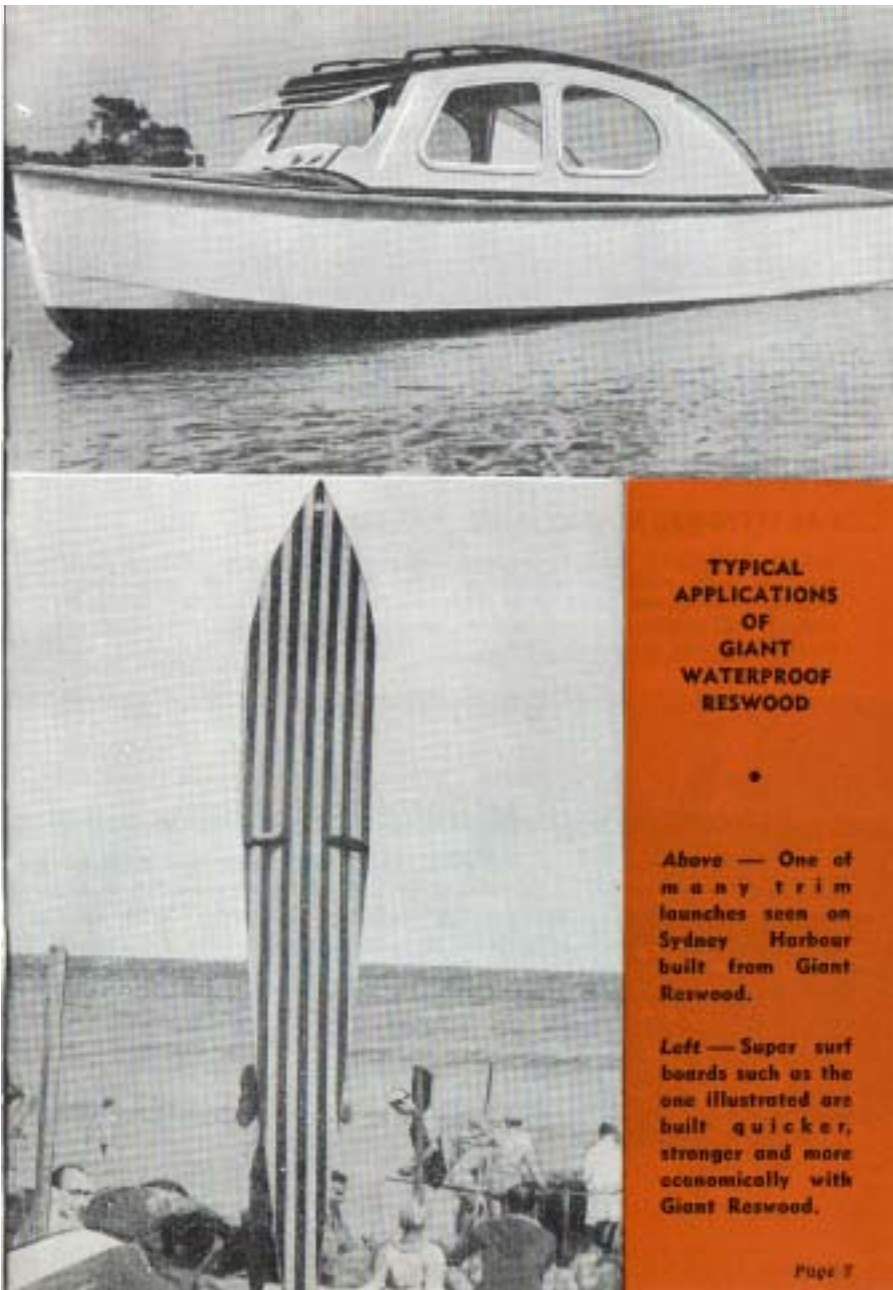
Rigorously Australian modernist homes by a Victorian builder who seems to have been as much interested in rural as in city projects, if the rural of one illustration is any guide, as well “Styline will build ANYWHERE in Victoria, South Australia, or southern New South Wales”. The illustrations stress the modern credentials of the firm with, for example, the cover page illustrated by a photograph of an up-to-date house with prominently on the front lawn what appears to be a hyper-contemporary Fler aluminium shell chair.



[48] **SUN-NEWS PICTORIAL (Melbourne).**

The Sun. Post-War Homes: Architects' Competition Designs Melbourne, Lawrence Kay for Pictorial Newspapers, Herald and Weekly Times Ltd., [1946]. Large octavo, pp. 100 (including wrappers), illustrated throughout (line-drawings, plans, half-tones, photographs); a neat, recent tape repair to a clean, snagged tear in the gutter of the front wrapper (about 5 cm), in other respects pretty much fine and clean. **\$245**

Extremely scarce. The 'pick of the designs for post-war homes submitted in the recent competition for architects conducted by *The Sun-News Pictorial*'. Each house is a real one, address given. The competition called for designs "specially suited to post-war building... they should be designed for fifty foot allotments, should contain two bedrooms with provision for a third to be added at a later date in the case of a single storey house, and three bedrooms in the case of the two storey and the pair of maisonettes...". The entrants comprise a roll call of leading architects, including Robin Boyd, with his design for the "Basic House".

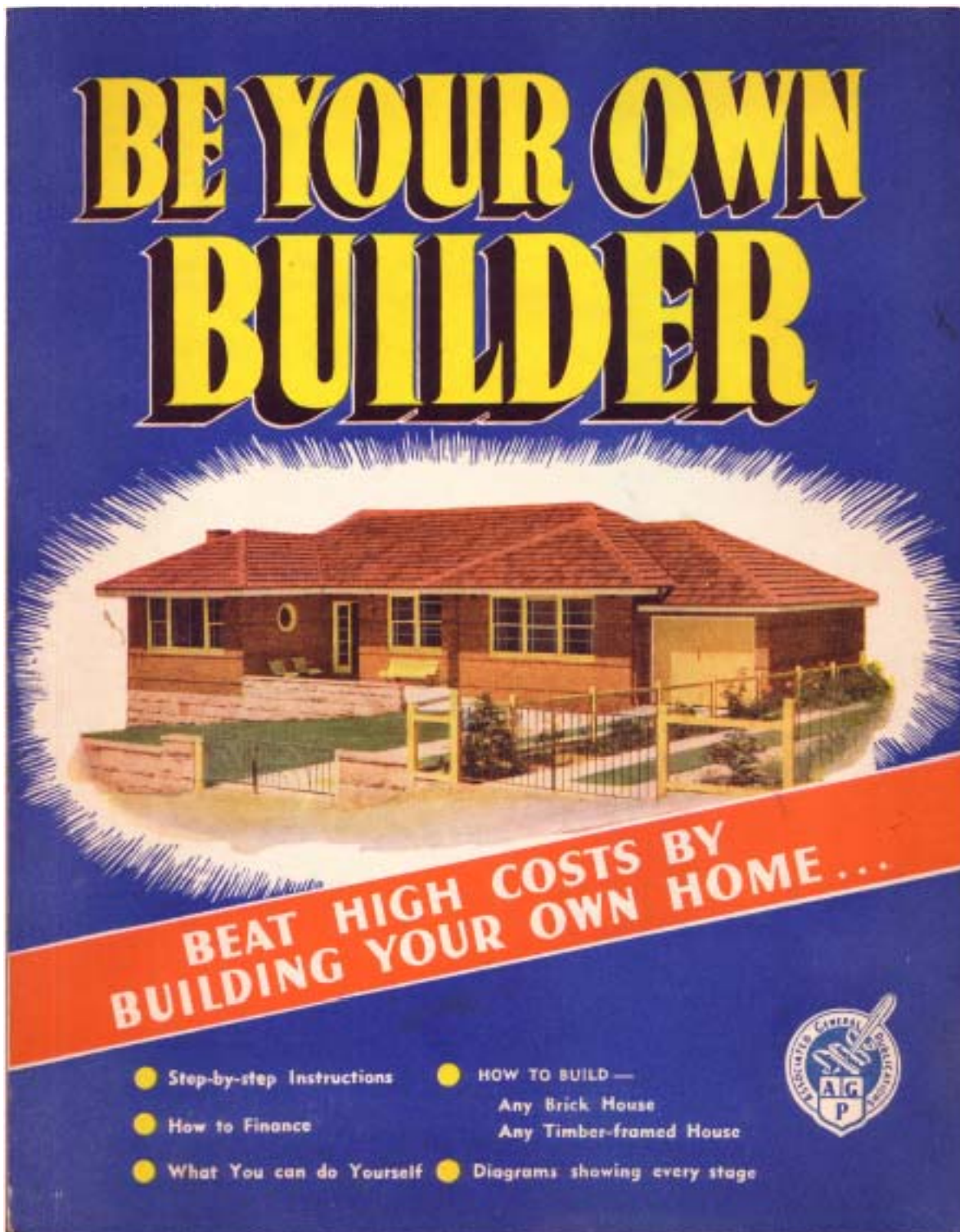


[49] **RALPH SYMONDS LTD.**

Build it out of One Piece Giant Reswood... [wrapper title]. *Sydney, Ralph Symonds, n.d. but circa 1958.* Octavo, pp. 20 (including wrappers), richly illustrated with photographs and amiable cartoon sketches; near fine in original titling-wrappers. **\$125**

A promotional piece aimed at the professional and trade user, with the many recommended application giving an insight into the culture of prosperity in Australia during the post-war decades. Reswood ("Australia's foremost waterproof plywood") was developed during the war, with "Giant Reswood the answer to the Service's need for top quality completely reliable waterproof plywood". With the war over and the post-war building boom of reduced magnitude, the present promotion aims for a wider use of the material: "caravans, trailers, boats, surf skis, storage and fodder bins, sheds, partitions, walls, roofs, doors, waterproof flooring, curved work, concrete formwork, home and garage construction, kitchen and bathroom cabinets, truck and utility bodies, all exterior work, farm buildings, silos, feed troughs, stalls, gusset plates, motor car flooring, theatrical scenery, display and notice boards, canoes, counters, van bodies, canopies and garage and shed doors, factory work benches, toilet facilities, cupboards, industrial kilns, etc." – so exhaustive a list begs the question "What etc?"

Astonishingly almost all these possible uses are in some way illustrated, even if subliminally, with an accent on finished projects that relate to leisure activities and other prosperity-induced consumption. On page 9 Peter Muller's 1957 House of the Year is illustrated for its use of Reswood Roof Units but one's favourite must be the gigantic "Super surfboard" illustrated on page 7 (as a "typical application").



[50] **TOPHAM, George.**

Be Your Own Builder. Sydney, Associated General Publications, 1952. Quarto, pp. 116 (the wrappers included in the pagination) + two leaves of coloured advertisements, with illustrations throughout (mainly diagrammatic); a very few entirely trivial blemishes, fine in original stiff wrappers. **\$275**

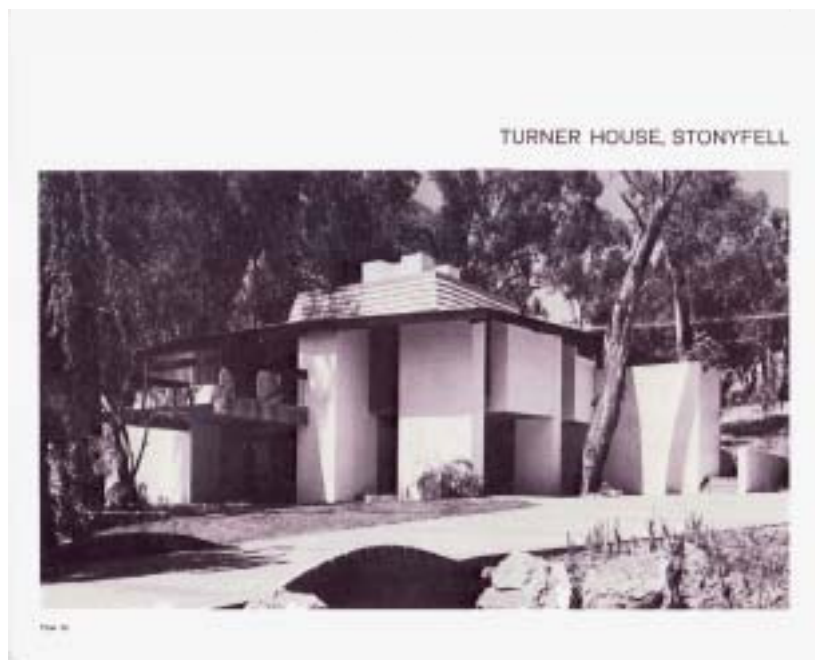
First edition: extremely scarce. "Beat High Costs by Building your own Home" (wrapper sub-title). Lillaine Horwitz's introductory comment points out that the author "has brought a three fold experience to bear on the subject" – 24 years a carpenter, joiner, and builder's foreman; Valuer and Inspector at the Registry of Co-operative Building Societies; and, thirdly, he actually did build his own home. This is possibly the only such book published in the period of the post-war housing boom that was written by a professional tradesman and not an architect. It is an unapologetically practical book and be no means common. Perhaps most copies were used to death on site? Evidently not this tight, sharp copy.



[51] **TREMBATH, C.J. (exhibition manager).**

Show of Homes (wrapper title). *Adelaide, Master Builders Association of South Australia, 1960.* Oblong octavo, pp. 88, with illustrations throughout (mainly line-drawn but some photographic), one leaf flyer for The Building Centre loosely inserted; light use, near fine in original wrappers. **\$145**

Guide or souvenir to the exhibition ("Show of Homes") conducted by the Master Builders Association. Guide to thirty-one exhibitors, with illustrations, plans, etc. of their work; includes related advertisements throughout. It is instructive to compare this 1960 state-of-the-art exhibition with the 1970 state-of-the-art publication of the Royal Australian Institute of Architects' *Domestic Architecture* (see item 52 below): the shifts of style and taste are distinctive (but not extreme).



[52] **WALKER, David, et al.**

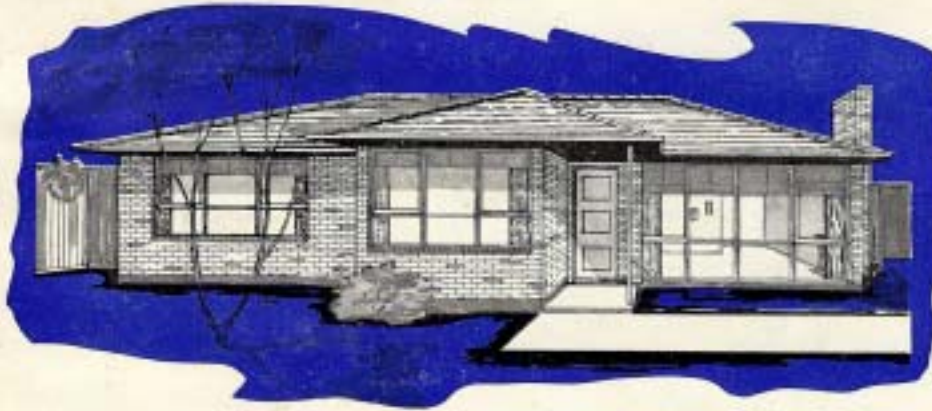
Domestic Architecture. [*Adelaide*], *Commercial Publications for Royal Australian Institute of Architects South Australian Chapter, 1970.* Oblong quarto, pp. 80, illustrated throughout with photographs and line-drawn floor plans; some trivial use, near fine in original card wrappers. **\$125**

Scarce: prepared to promote the services of professional architects, with a general section on the architects role in planning a building, followed by just under seventy pages illustrating photographically and by plan 29 identified houses in the modern idiom with architect and builder identified. An attractively presented work, this gives a well-encapsulated portrait of contemporary Australian domestic architecture at the end of the 1960s.

The cover has the additional sub-title: "Housing in South Australia".

THE BURBANK

A Low Cost Quality Home



Price W.B. £2825 B.V. £3050

THE SHERWOOD

A Spacious Family Home of Distinction



Price W.B. £2975 B.V. £3225

WILSON & CRAIG PTY. LTD.

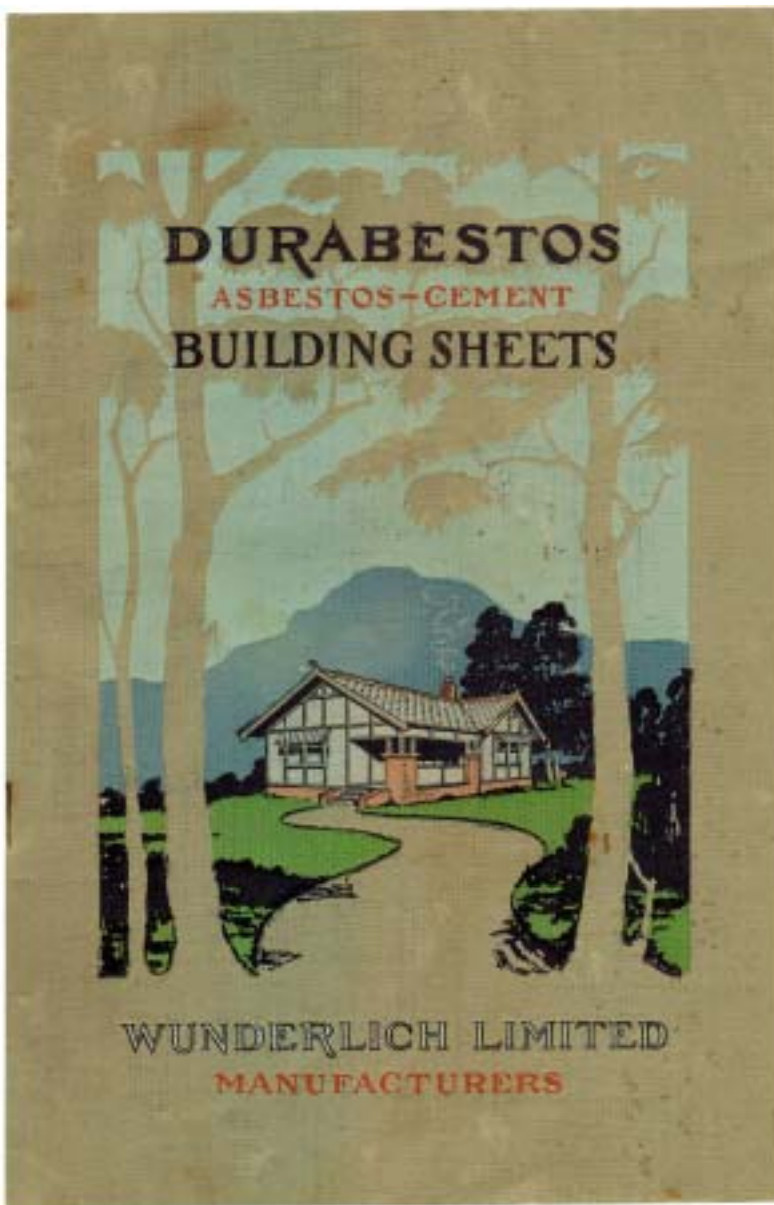
RAILWAY PARADE, CROYDON — PHONE CROYDON 375, 1590, 1591

Builders of Modern and Contemporary Homes

[53] **WILSON & CRAIG Pty Ltd.**

The Burbank A Low Cost Quality Home. The Sherwood A Spacious Family Home of Distinction...
Melbourne, Wilson & Craig Pty Ltd., n.d. but 1950s. Quarto, pp. [4], two floor plans and realisations, printed in blue and black; light use, an excellent copy, folded as issued. \$95

Uncommon: promotional brochure from a builder in Melbourne outer suburban Croydon, at that time a semi-rural – still very rural, in fact – growth area. The two three-bedroom homes, with floor plans and artist's realisations, were the "Burbank" (weatherboard or brick veneer for £2825 or £3050) and the "Sherwood" (weatherboard or brick veneer for £2975 or £3225) – the names showing a pretty even-handed nod to the prestige of both America and Britain.



[54] **WUNDERLICH LIMITED.**

Durabestos Asbestos-Cement Building Sheets. *Sydney, Wunderlich Limited, 1927.* Octavo, pp. 16, illustrations throughout (mainly photographic), each page within a decorative printed border in pale green; some pretty inoffensive signs of use and age, a very good copy of an attractive piece. **\$385**

Rare and ephemeral: an early Wunderlich promotional piece for the twentieth-century 'wonder material'. Such pieces produced before the Second World War were almost always aimed at the building and architecture trades, rarely at the home owner, and this limited market and therefore limited publication run, probably explains their present-day rarity.

This pamphlet includes five photographically-illustrated pages of domestic exteriors using Durabestos sheets, two pages of similarly illustrated interiors, and two pages with floor plans and line-drawn realisations of a suggested "Seaside Cottage", and a two-bedroom "Home of Simple, Convenient Design". Catalogue D.4, dated 1/6/27 (page 3).





This colour-banded roof, in a suburb of Melbourne, is typical of the prevailing taste for colour-interest in the home exterior.

[55] **WUNDERLICH LIMITED. WUNDERLICH, Ernest (editor).**

Forty Years of Wunderlich Industry 1887 – 1927. Sydney, Wunderlich Limited, 1927. Small quarto, pp. 198, [2], with very numerous illustrations throughout (six full-page colour photographic); short clean tear in margin of one leaf, a very good copy in original cloth (minor marking). **\$275**

A very scarce celebratory piece, produced in collaboration with the leading Smith and Julius Studios. The most interesting aspect of what might be another self-important corporate history, is the extensive photographic record of the firm's products in situ, complemented by interior views of their showrooms, facsimile documents, line drawn realisations, etc., etc.

The main body of the work is usefully divided into chapters by product (all richly illustrated): Art Metal Ceilings; Architectural Metalwork; Shopfronts and Showcases, Durabestos (Asbestos-Cement) Building Sheets; Terra Cotta Roofing Tiles; and Architectural Terra Cotta

The design and illustration shows much similarity to the firm's promotional catalogues and brochures of the period, arguing cogently for a prominent Smith and Julius presence in the production of all the firm's publications of the 1920s.

For the completist, this follows a slim but extremely rare *Twenty Years of Manufacturing in Australia: Wunderlich's in 1908: a series of photographs illustrating the progress and prosperity of an Australian industry* (36 leaves of mainly photographic illustration and portraits); and was followed by the rather slight 84-page *Seventy Years of Wunderlich Industry: 1887 – 1957*.



HOME BUILDERS' CATALOGUE
OF
WUNDERLICH
METAL CEILINGS



[56] **WUNDERLICH LIMITED.**

Home Builders' Catalogue of Wunderlich Metal Ceilings [cover title]. Sydney, Wunderlich Limited, 1927. Quarto, pp. 64, richly illustrated throughout; minor signs of use but in most respects fine in original colour-pictorial wrappers; a most attractive piece. **\$440**

A detailed and extensively photographically illustrated record (Catalogue M27).

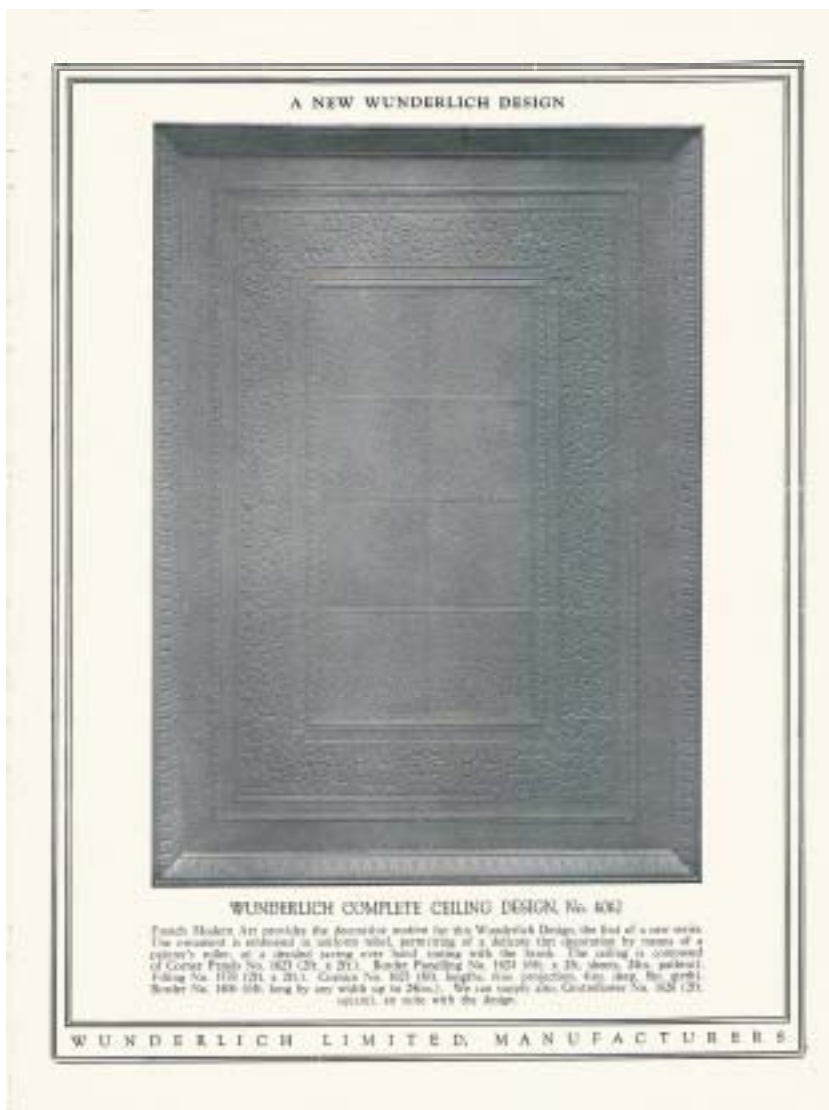


**WUNDERLICH
METAL CEILINGS**
*A Ceiling for every room
in every home*



WHOLLY SET UP AND PRINTED IN AUSTRALIA BY W. E. SMITH LTD., 111 MARKS STREET, BRISBANE.

There are numerous full-page photographs of entire ceilings, and the firm's ceiling patterns are illustrated by photographs, as well as borders, mouldings, cornices, centre flowers; also pages illustrating dados, wall-linings, ventilators, skylights, stamped sheets for exteriors, etc. There are also a number of building exteriors photographically illustrated (one in colour). This quite grand catalogue is an expansion of the ceiling section of the more general Wunderlich catalogue and a considerable expansion of the earlier 1924 catalogue of the same title.



[57] **WUNDERLICH LIMITED.**

A New Wunderlich Design. Wunderlich Complete Ceiling Design, No. 6062. [Sydney], Wunderlich, n.d. but circa 1930s. Quarto broadside, large photographic illustration and text; loose as issued, a little edge-worn. **\$110**

Most uncommon flyer for a single design. "The ornament is embossed in uniform relief, permitting of a delicate tint decoration by means of a painter's roller, at a decided saving over hand tinting with the brush..."

[58] **WUNDERLICH LIMITED.**

Modern Art Metal Ceilings. Sydney, Wunderlich, 1 November, 1934. Quarto, pp. 4, photographic illustrations on each page; price list pasted to first page, as issued?; folded as issued, formerly stored in a metal clip file with consequent rusting at the spine fold, since archivally sealed without loss of text. **\$110**

Extremely scarce: one of the sought-after early pressed metal ceiling catalogues. Catalogue M88 with price list, both dated 1 November 1934. "The present day vogue for geometrical design and the popular application of metal to modern interior decoration have inspired the new ceiling patterns in Wunderlich Art Metal..."

[59] **WUNDERLICH LIMITED.**

Wunderlich Drawn Metal Mouldings for Shopfront and Showcase Construction [cover title]. Sydney, Wunderlich, 15 December, 1939. Quarto, pp. 4, line-drawn illustrations per page; folded as issued, original file holes (with consequent tears in the spine fold at two points), some use but a good exemplar. **\$110**

Scarce: Catalogue M85 of 15 December 1939: "Drawn on solid wood cores. Supplied in Copper, Brass, Bronze, Nickel Silver, Stainless Steel, Monel Metal, etc., in polished, oxidised and satined finishes". Over 80 silhouette diagrams of sills and transomes, flat bars, angle bars, showcase bars, counter nosings, and handrails. Also "method of assembling a shop front treatment".

[60] **WUNDERLICH LIMITED.**

The Perfect Unit for the Planned Kitchen. Wunderlich Kitchen Unit: Sink, Drainer, Cabinet. [wrapper title]. Sydney, Wunderlich, 1946. Octavo, pp. [4], illustrations and diagrams, original filing holes; folded as issued, near fine. **\$95**

Uncommon: austerity over – early post-war home improvement



[61] **WUNDERLICH LIMITED.**

The Perfect Sink for the Planned Kitchen. Wunderlich Sink Units. Combination Sink and Drainer [wrapper title]. Hobart, Wunderlich, 1953. Octavo, pp. [4], illustrated, printed in green and black, filing holes; folded as issued, near fine. **\$110**

Uncommon: "Stainless Steel is the choice of the modern housewife for her Sink Unit, because it is so easy to keep clean and sparkling".

[62] **WUNDERLICH LIMITED.**

Wunderlich Glazing Bars for roof and wall glazing [wrapper title]. *Melbourne, Wunderlich, 1962.* Quarto, pp. [4], photographic, half-tone, and line drawn illustrations and diagrams, printed in two colours; folded as issued, near fine. **\$65**

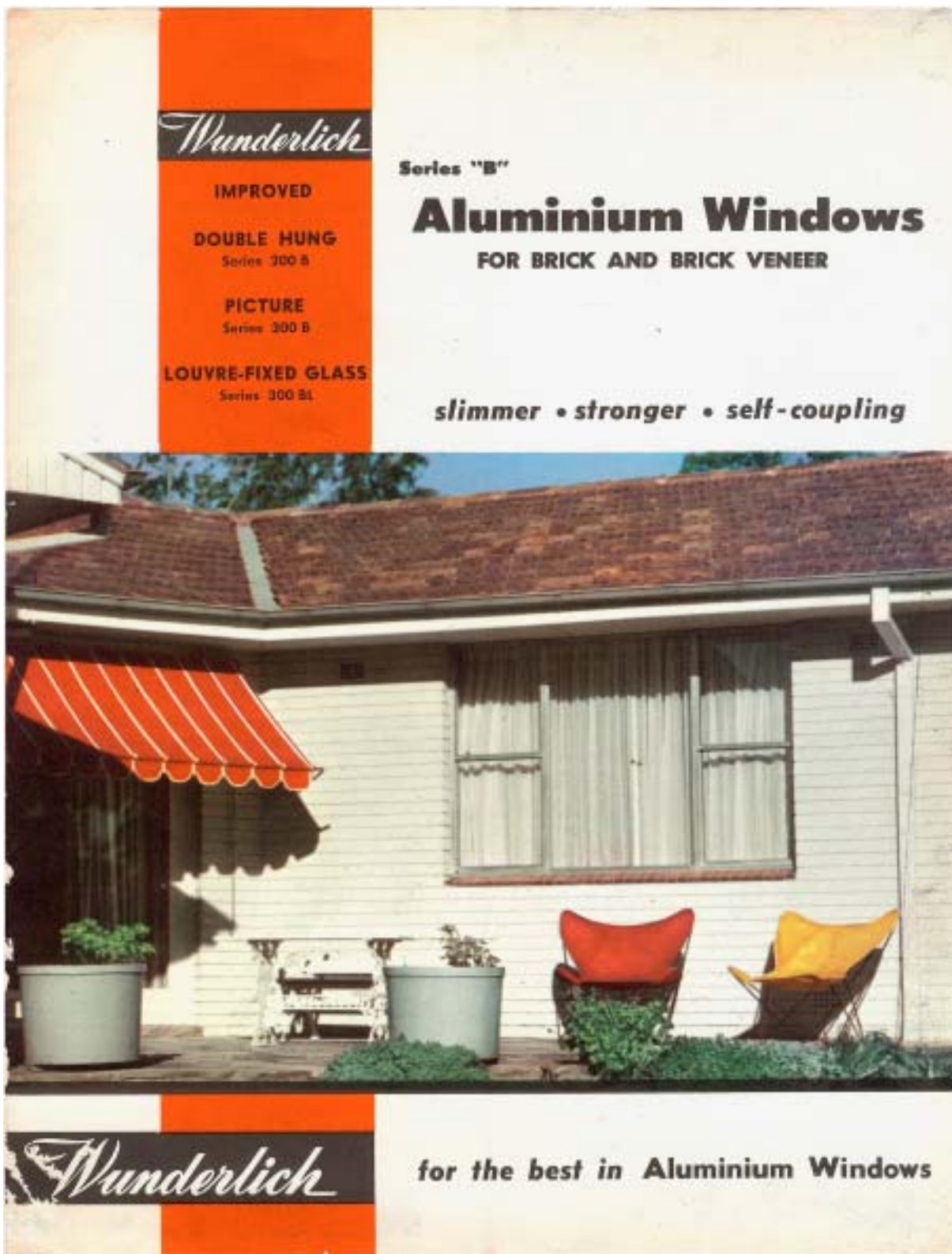
Scarce: promotional piece for the trade, with detailed diagrams and photographs.



[63] **WUNDERLICH LIMITED.**

What's New? "Durawall" (Asbestos Cement) Vertical Grooved Wall Sheeting. *Melbourne, Wunderlich Limited, n.d. but circa 1950s.* Quarto, pp. [4], photographic and line drawn illustrations and "working details", printed in two colours; very good indeed, folded as issued. **\$110**

Wunderlich strove always to present new products in keeping with the demands of the market, in this case for the less-moneyed home builder ("an Asbestos-Cement Building Sheet with an attractive 'new look'..."). The last page neatly demonstrates this with a photograph of "an attractive contemporary two-storey home" – certainly contemporary with a clear modernist influence but a critical examination shows it to be a very, very 'compact' two-storey home!



[64] **WUNDERLICH LIMITED.**

Series 'B' Aluminium Windows for Brick and Brick Veneer [wrapper title]. Sydney, Wunderlich, 1963. Broadsheet, folded twice vertically to form three panels, printed in colours, colour photographic and line drawn illustrations and diagrams, printed in colour throughout; folded as issued, very slight silverfishing of bottom edge, overall very good. **\$85**

Scarce: promoting the range of applications to various constructions – domestic, commercial, industrial – with a comprehensive diagrammatic table of different styles.

