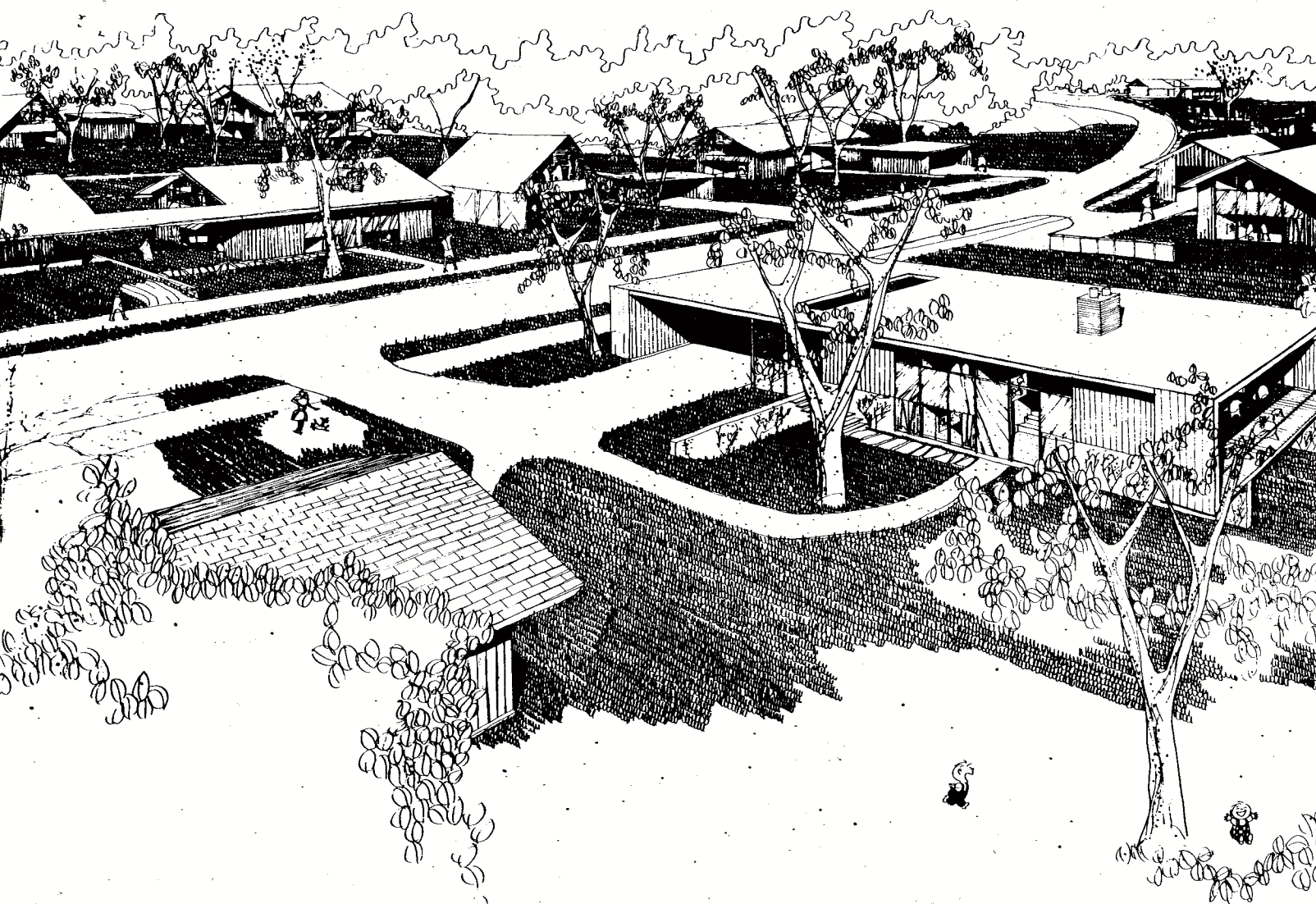


THE

TECHBUILT

IDEA



T E C H B U I L T I N C .

55 BRATTLE STREET CAMBRIDGE 38, MASS.

UN 4-2380

THE TECHBUILT-EXCURSION HOUSE IDEA

The basic idea of the Techbuilt-Excursion house is that a buyer, if he wishes, can purchase as much space as he will ever need in a livable condition for as little as \$10,000. The house itself includes 1,920 square feet of completely usable space. Our basic concept is that a family can grow with this house, can put down its roots, and stay there if they are so inclined. Thus, if they wish, they can improve their investment themselves, not necessarily, as is the usual practice, looking forward to turning it in for a new model. Our feeling is that while this turn-over idea is fine for most American products, the home is also the neighborhood, one's friends, schools, etc., and that some people at least do not wish to move as their needs and the size of their pocketbooks change. Within this space, therefore, there is room for up to five bedrooms, two baths, and more than adequate living space to go with it. It is, in a word, a reversal of the present trend to provide less space but more equipment for the money. The house is planned, however, to take the best and most useful equipment money can buy. The space is there and arranged for it as soon as it can be afforded.

The house is built around a core containing the utilities and immovable fixtures such as stairs, chimney, fireplace, and bathroom. The rest of the space is free. Floors and roof are supported by two columns, all partitions and equipment to be placed at will.

Within the same shell there are a number of different ways for the same kind of family to live. We are exploring, and I think with some success, the idea that you can still provide at today's fantastic prices dignified living, and this is principally by plenty of well designed space. There is, in one of the possible floor plans of this house, living space on the second floor of 32 feet by 24 feet with one corner out for stairs, fireplace, and bathroom, and the same amount of space on the lower floor; this is in addition to adequate sleeping accommodations. The house is planned to relate to an attached 20' by 24' combined garage, workshop, hobby room, or study.

We are working on the ways and means to make standard houses into a pleasant and varied neighborhood. This is something our office has been very concerned with, starting with the Acorn House, working on the Lustron house, Snake Hill, Kendal Common, Conantum, and now the Techbuilt house groups. This Techbuilt-Excursion house is to be the first or model house on a 250-acre tract, which will be a real neighborhood with considerable land held for recreation, etc. There will be other groups of Techbuilt houses planned as neighborhoods for Americans who want the best and can start to have it at a time in their economic lives when they need it the most.

THE

TECHBUILT

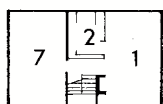
IDEA

PLANS AND PRICES

Mar 1, 1965

NOTE: These prices are as of ~~May 1, 1964~~ in Boston and of course in other areas can be used only as a guide to relative prices. They apply only to approved Techbuilt sites and are subject to change without notice.

~~11,750.-~~
A HOUSE ~~\$11,000~~ 20' x 32'

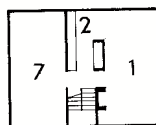


FIRST FLOOR

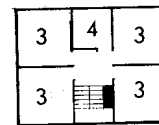


SECOND FLOOR

~~14,800.-~~
D HOUSE ~~\$13,500~~ 24' x 32'

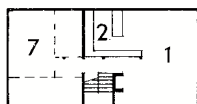


FIRST FLOOR

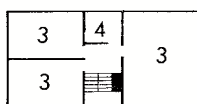


SECOND FLOOR

~~14,300.-~~
B HOUSE ~~\$13,000~~ 20' x 40'

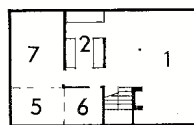


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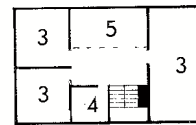


SECOND FLOOR

~~15,900.-~~
E HOUSE ~~\$14,500~~ 24' x 40'



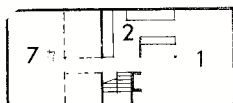
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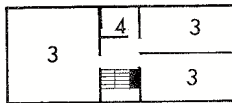
SECOND FLOOR

SEE PAGES OF MAGAZINE ARTICLE FOR ~~\$14,500~~ EXCURSION HOUSE. LOWER FLOOR & MASTER B.R. FINISHED FOR THIS PRICE.

~~15,900.-~~
C HOUSE ~~\$14,500~~ 20' x 48'

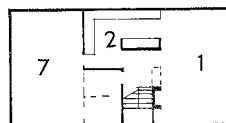


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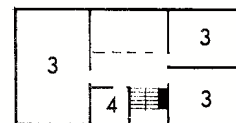


SECOND FLOOR

~~17,900.-~~
F HOUSE ~~\$16,500~~ 24' x 48'



FIRST FLOOR



SECOND FLOOR

SCALE

1. LIVING-DINING
2. KITCHEN
3. BEDROOM
4. BATH
5. FUTURE BEDROOM OR STUDY
6. FUTURE BATH AND/OR LAUNDRY
7. FUTURE PLAYROOM

NOTE:

CARPORTS & CANOPIES AVAILABLE FOR EXTRA PRICE

ALL DIMENSIONS ARE TO INSIDE OF EXTERIOR WALLS

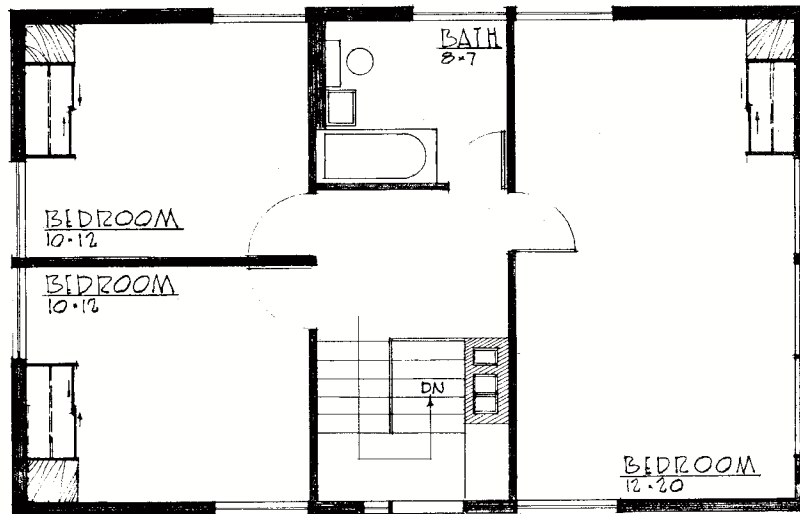
A Techbuilt house need cost no more than about \$500 extra on your own developed site. This charge is necessitated by extra supervision, scheduling, etc.

TECHBUILT, INC.

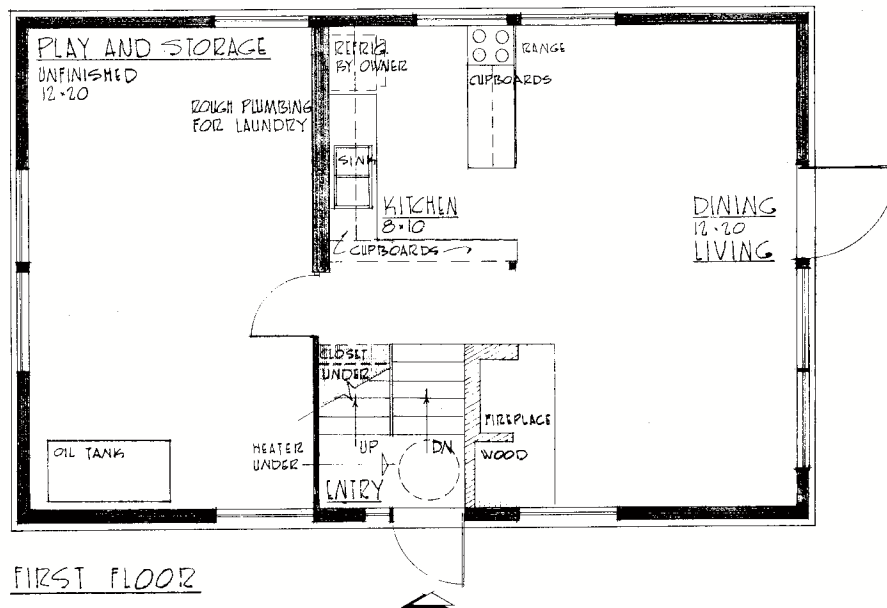
"A" HOUSE

55 BRATTLE ST.

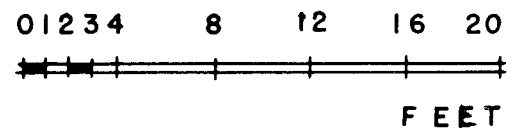
CAMBRIDGE 38, MASS.



SECOND FLOOR



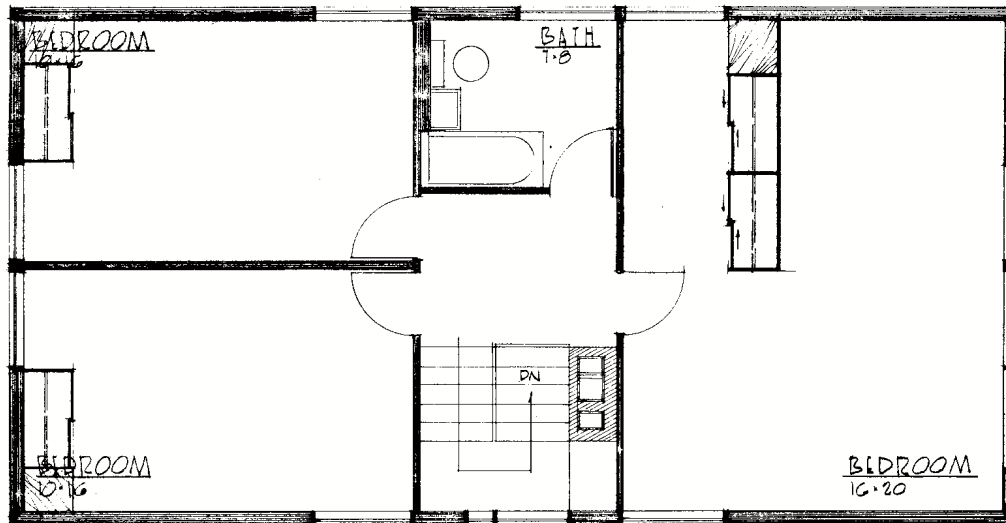
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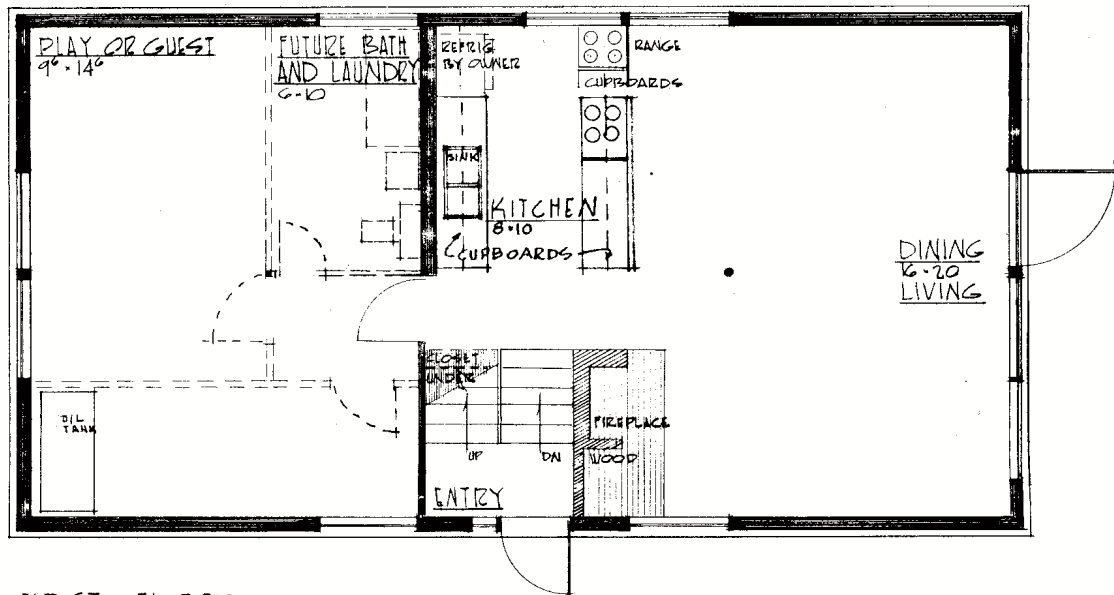
TECHBUILT, INC. "B" HOUSE

55 BRATTLE ST.

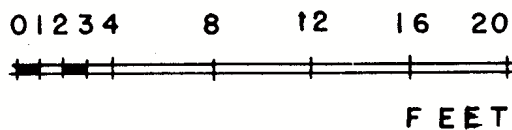
CAMBRIDGE 38, MASS.



SECOND FLOOR



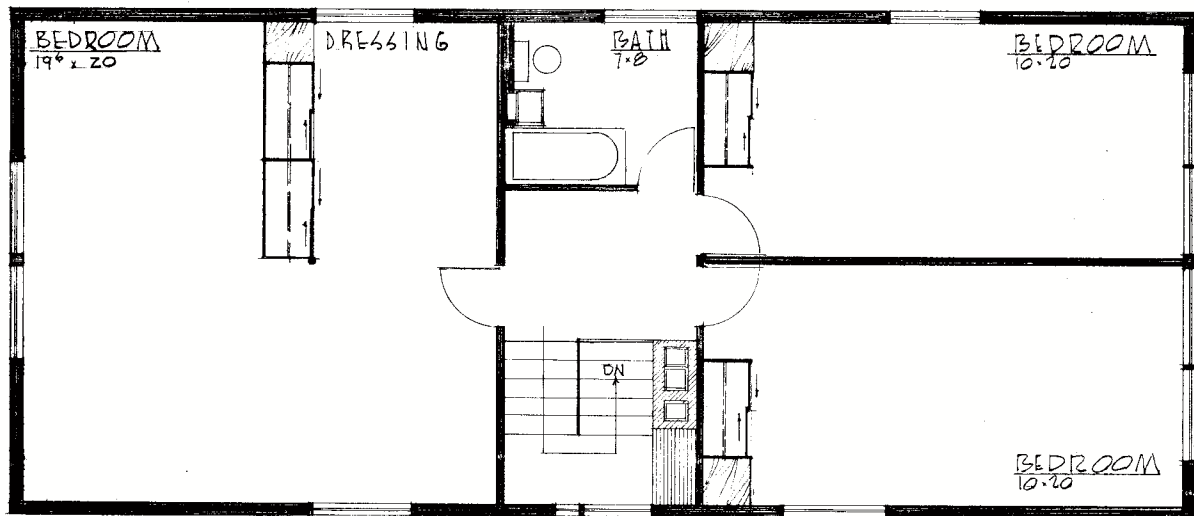
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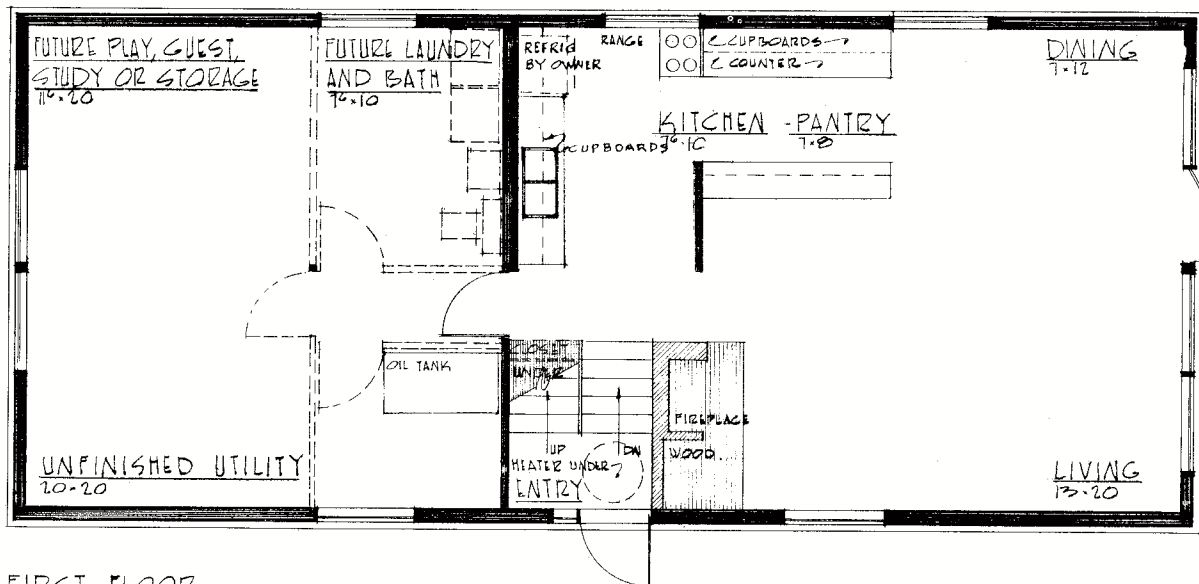
TECHBUILT, INC. "C" HOUSE

55 BRATTLE ST.

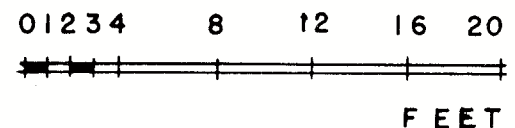
CAMBRIDGE 38, MASS.



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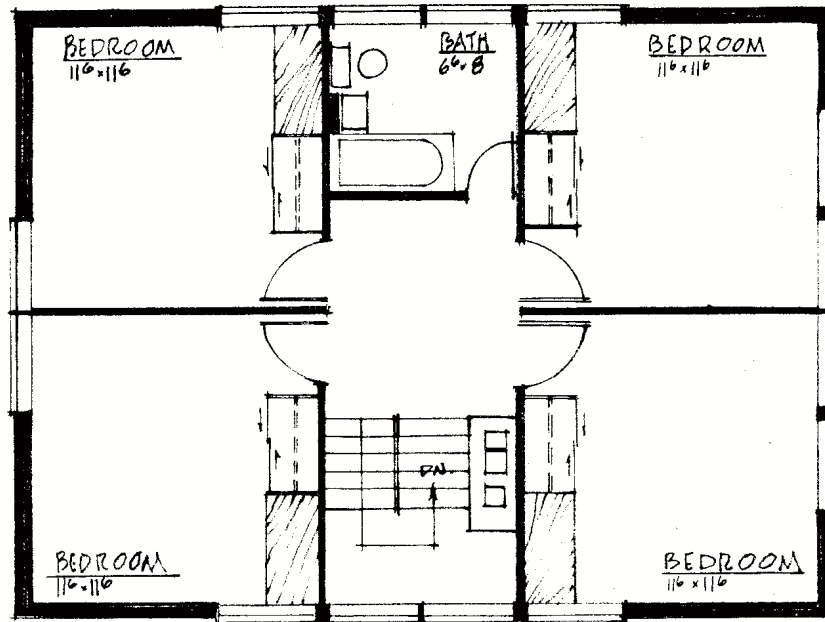
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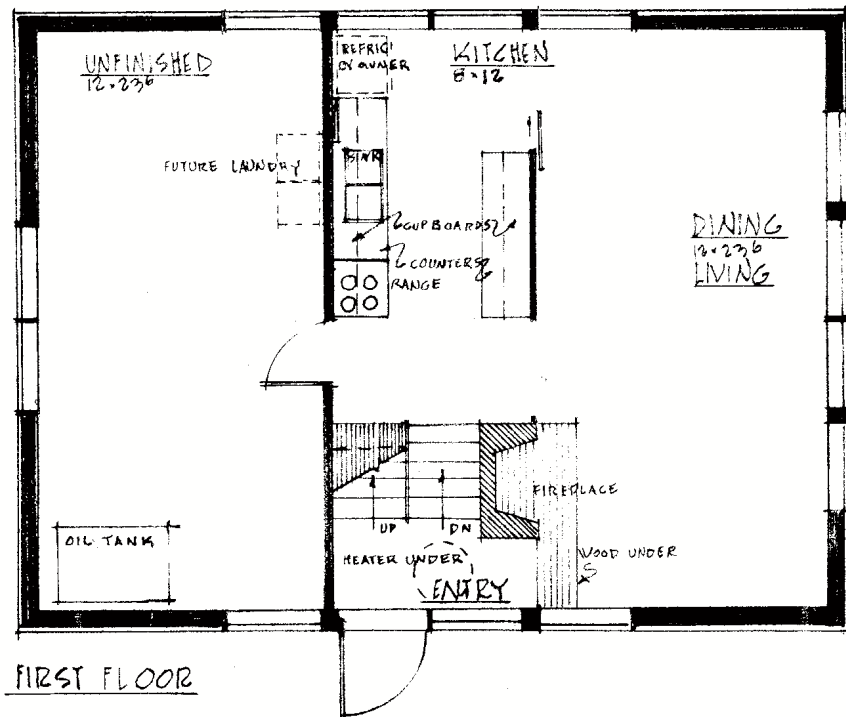
TECHBUILT, INC. "D" HOUSE

55 BRATTLE ST.

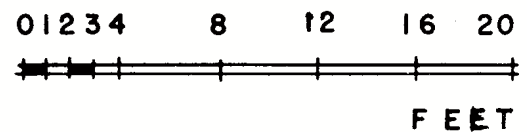
CAMBRIDGE 38, MASS.



SECOND FLOOR



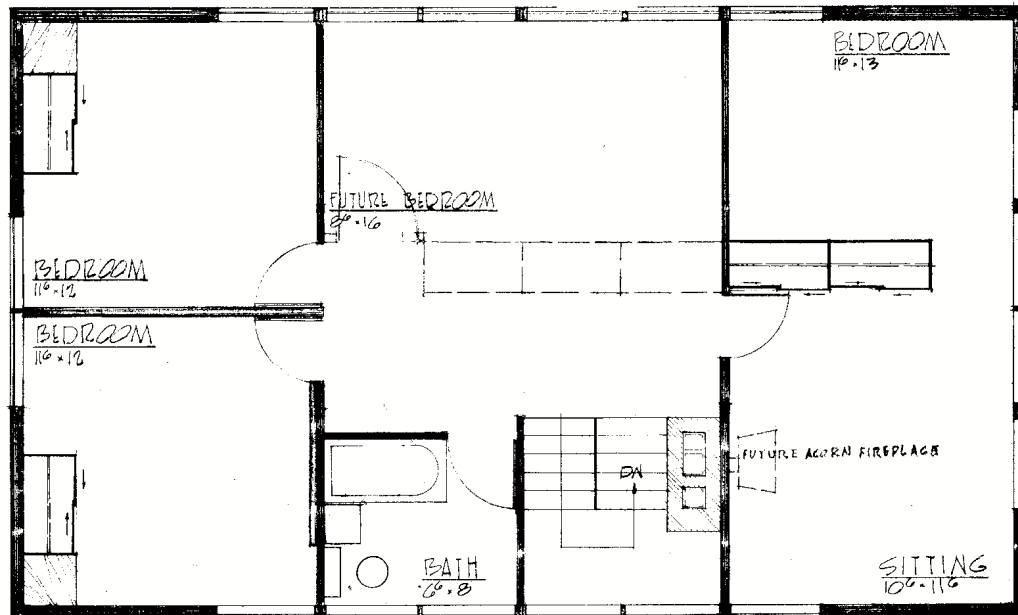
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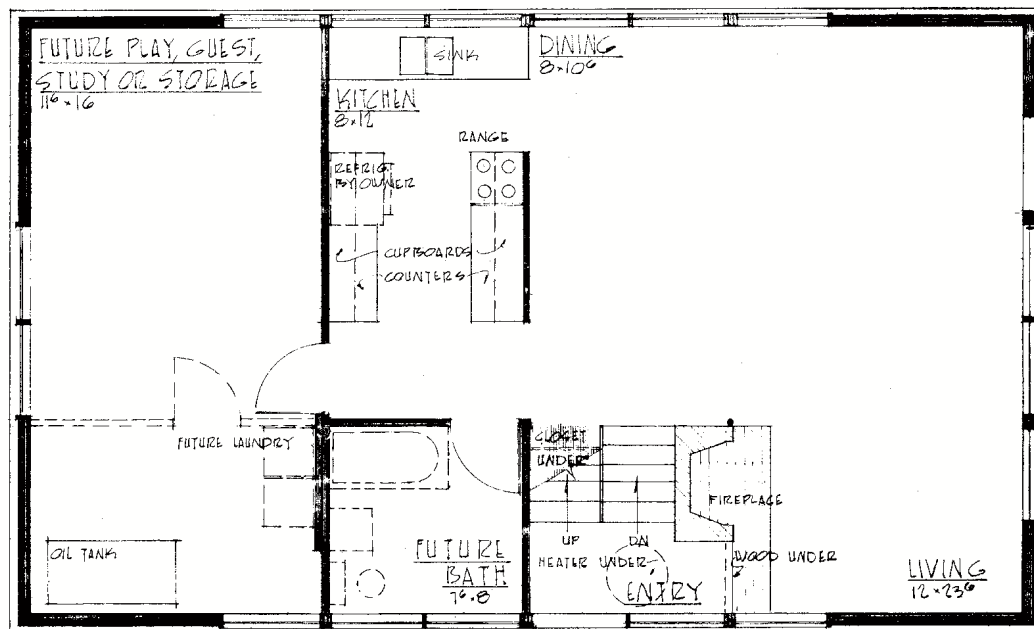
TECHBUILT, INC. "E" HOUSE

55 BRATTLE ST.

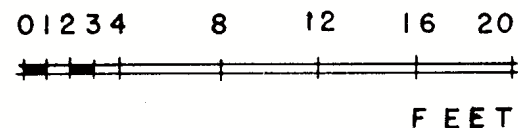
CAMBRIDGE 38, MASS.



SECOND FLOOR



FIRST FLOOR

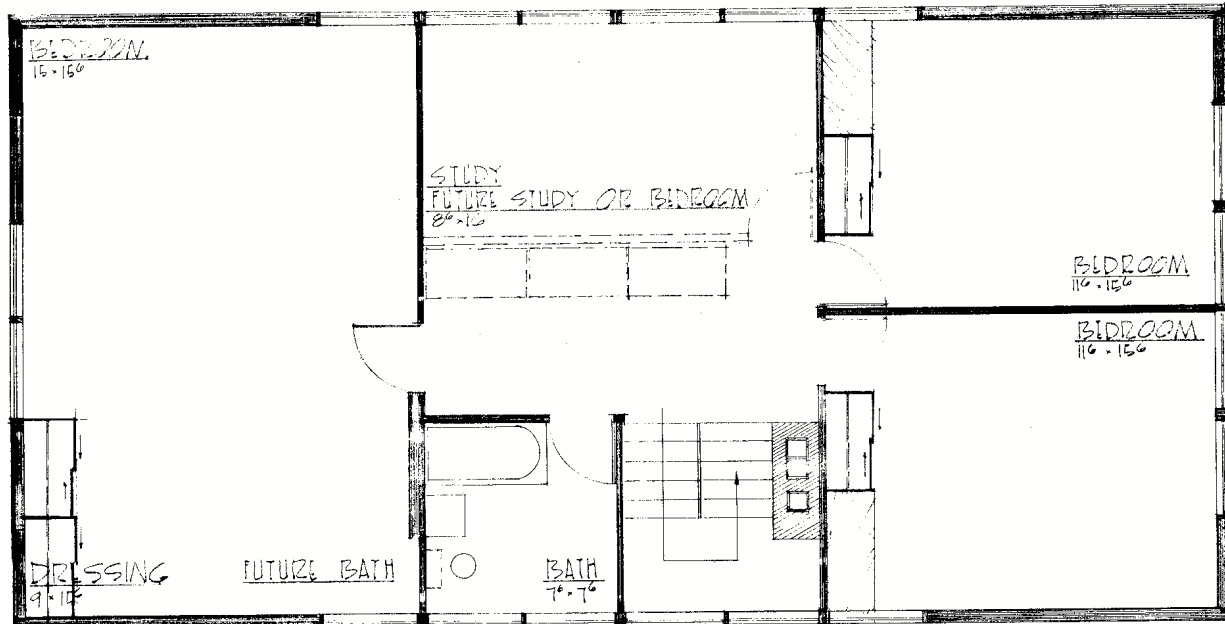


FEET

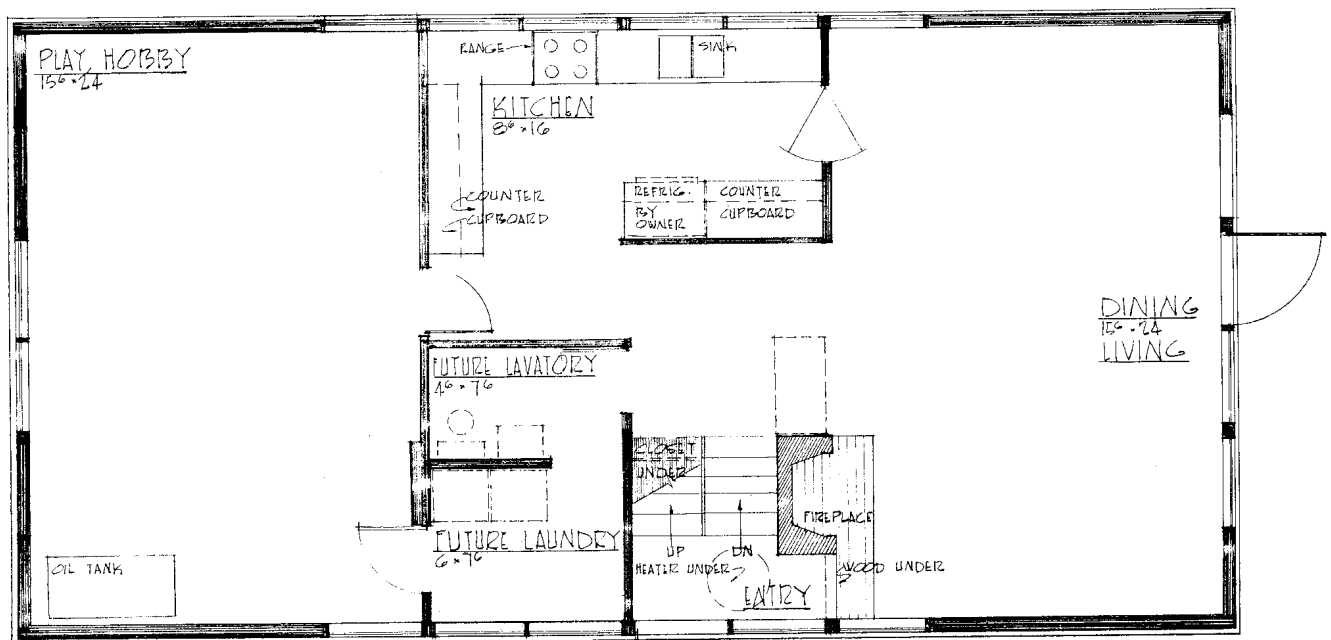
TECHBUILT, INC. "F" HOUSE

55 BRATTLE ST.

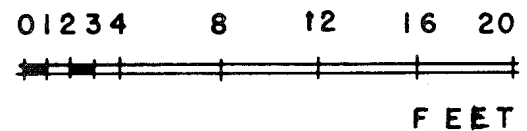
CAMBRIDGE 38, MASS.

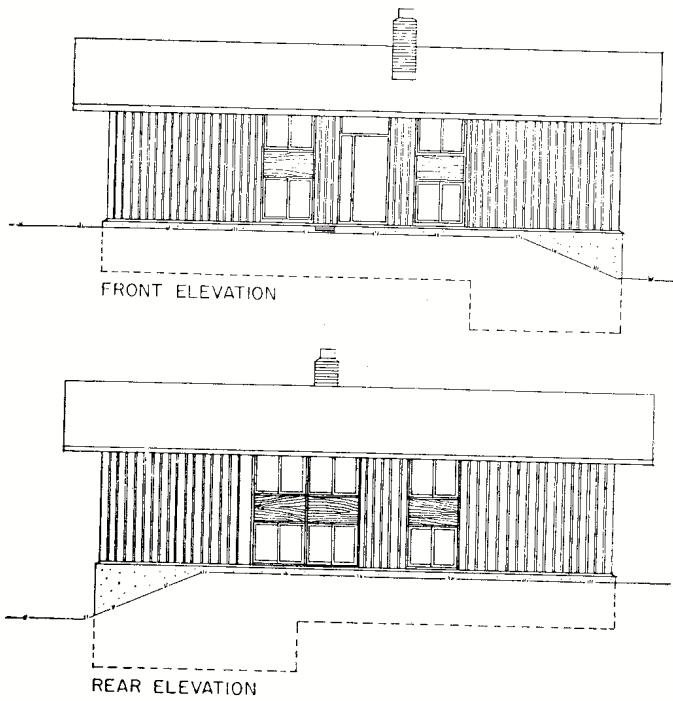


SECOND FLOOR

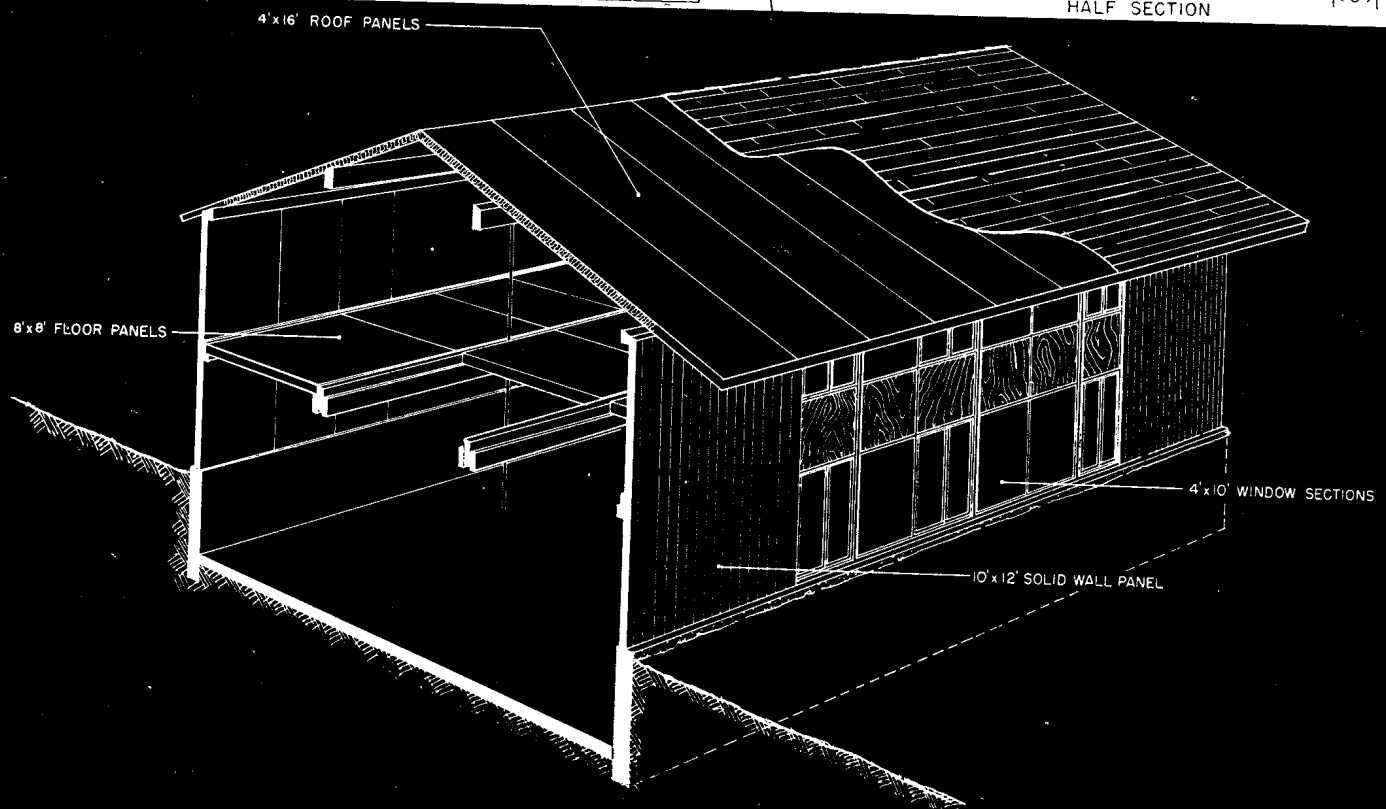
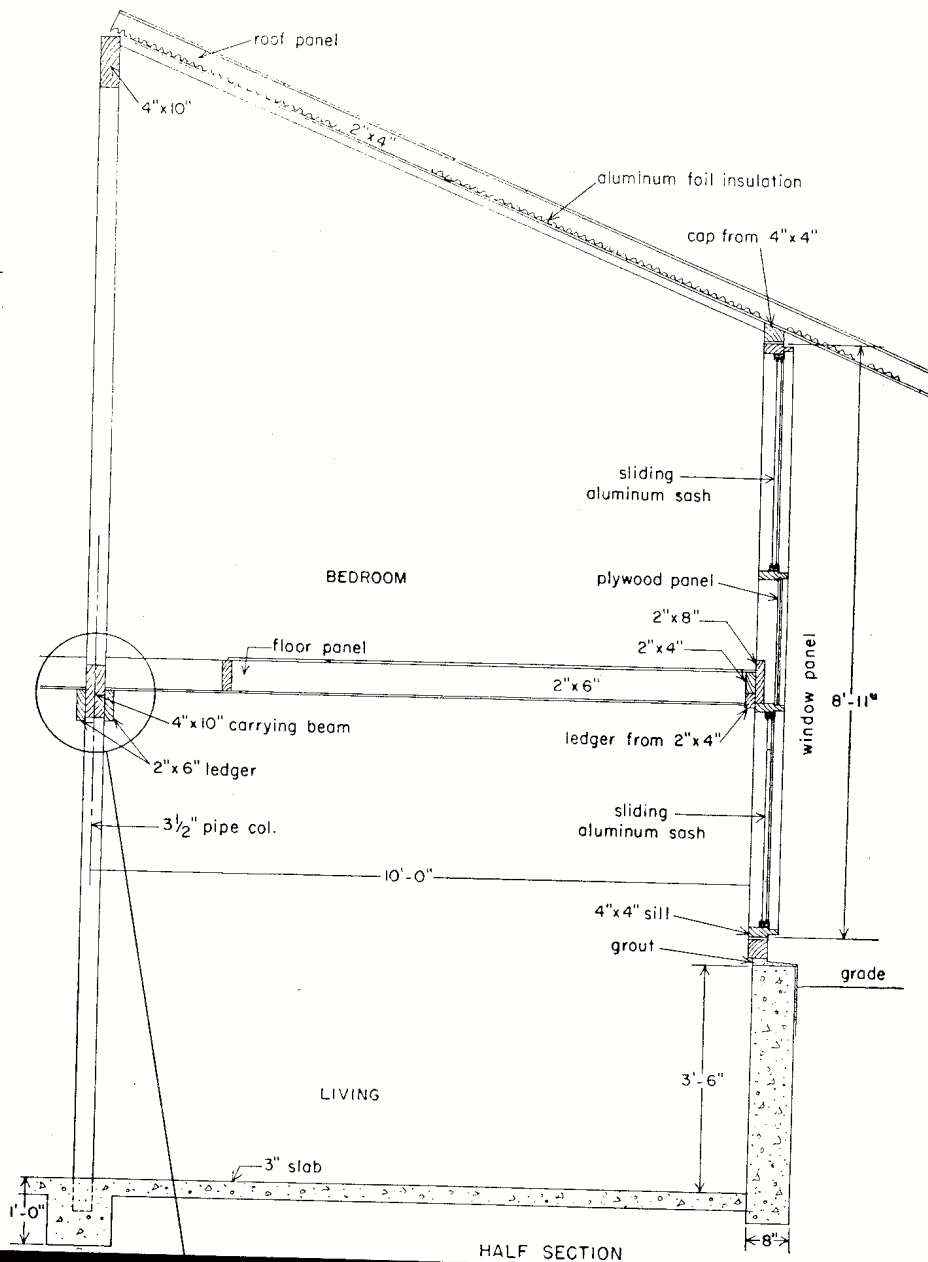


FIRST FLOOR



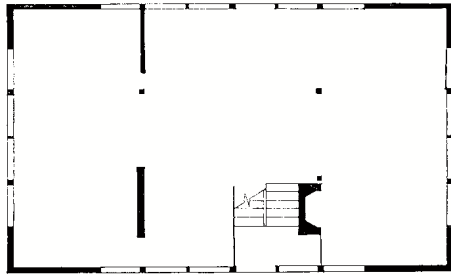
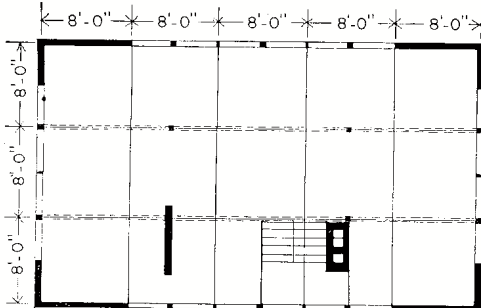


Sidewalls (above) are made up of solid-wall panels 12', 4' and 2' wide, window and door panels 4' wide. Foundation line drops to 8' at low end of house where living room opens onto terrace. Roof and floor panels (section, right) are shop-built of light lumber glue-bonded to plywood sheets: $\frac{3}{8}$ " thick for roof surfaces, $\frac{5}{8}$ " for floors, $\frac{1}{4}$ " for ceilings. All window framing (below) is done with double-rabbeted 2 x 6's. Time required to trim out the house was drastically reduced by eliminating all outside trim except fascia board, using only a plain $\frac{3}{4}$ " x $\frac{3}{4}$ " redwood plaster ground for all interior trim.

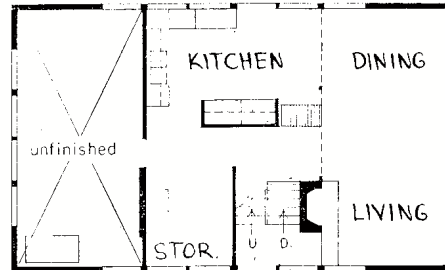
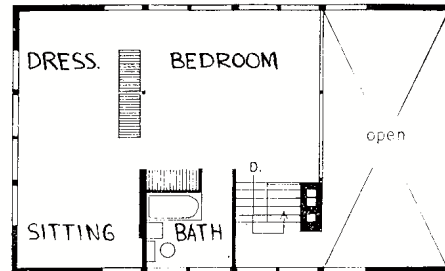


E HOUSE

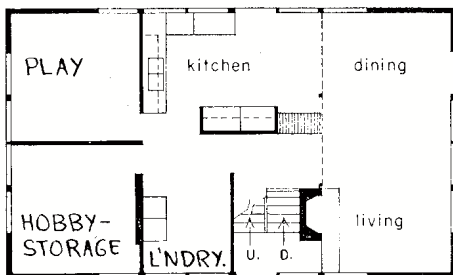
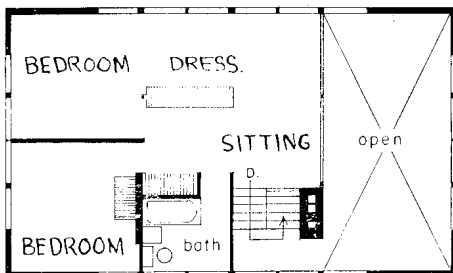
The shell goes together quickly...



The shell has four posts, two beams under the 8' x 8' floor panels. Heavy lines indicate plumbing walls for kitchen, two bathrooms.

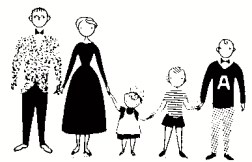
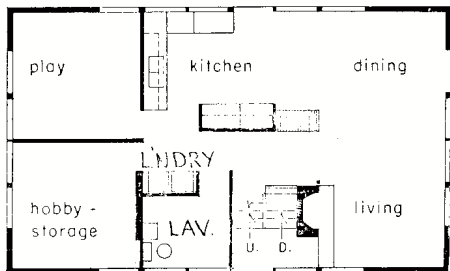
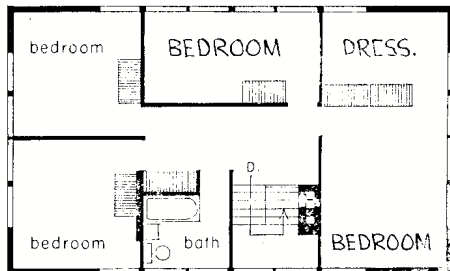


1. Newly-wed couple—downstairs is finished as living-dining-kitchen, utility space left rough. Upstairs is one big bedroom suite with floor panels left out for balcony effect.

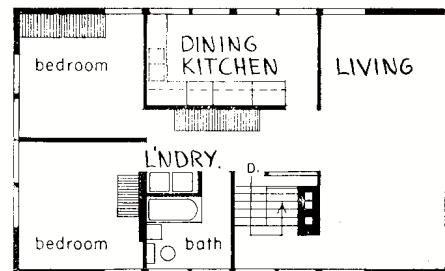


2. One child—nursery added near parents, playroom added near kitchen, laundry appliances for extra load installed on plumbing wall.

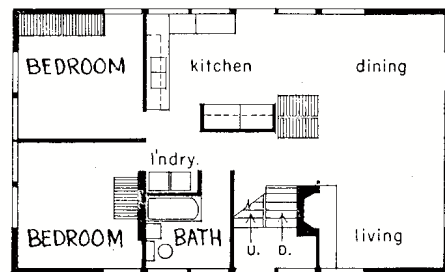
... and changes to fit any family



3. Two to four children—upper part of living room floored over, partitions added to give four (or even five) bedrooms with movable closet units. Lavatory added downstairs.



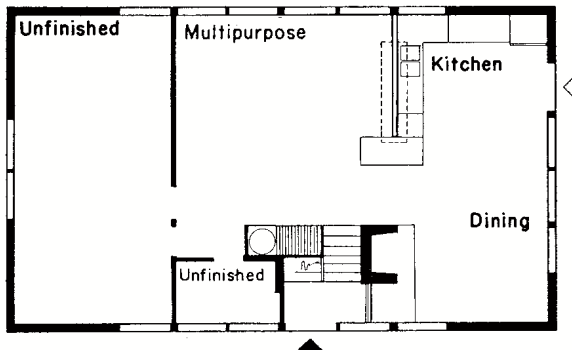
4. Two apartments—big bedroom upstairs becomes living room, another bedroom a kitchen; laundry is put in closet, stairwell partitioned. Downstairs two bedrooms are finished, tub added.



Excursion House

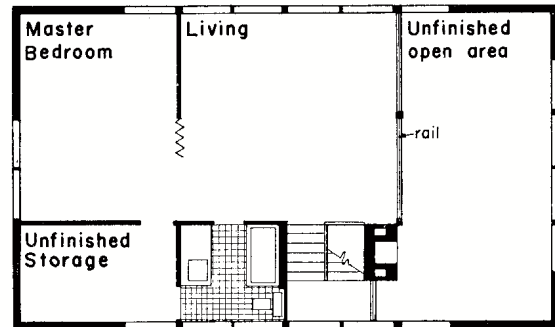
Four stages of evolutionary

1



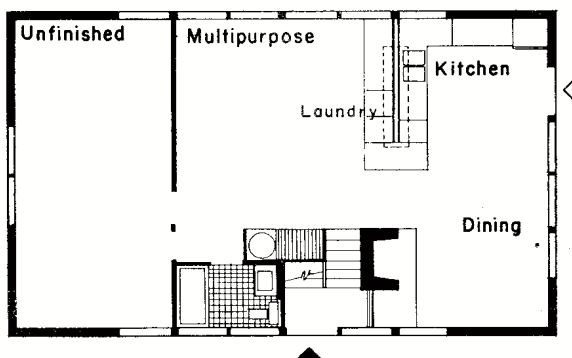
SUGGESTED FIRST STAGE of plan was designed for a young couple without children.

Ground floor (above) would include a two-story kitchen-dining room finished completely, multipurpose room finished except for the laundry equipment. Balance of area would be roughed in, could be used for storage

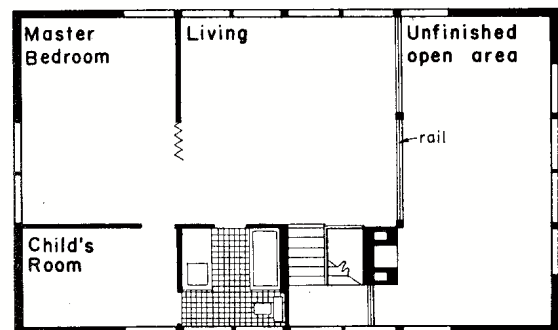


SECOND FLOOR in the initial stage would fix the master bedroom in its permanent location, with access to an unfinished storage closet and to the full bath. Living area is bounded by a railing at the side which overlooks open kitchen-dining room. Chimney opening to service future living area would be exposed; subfloor is also exposed

2



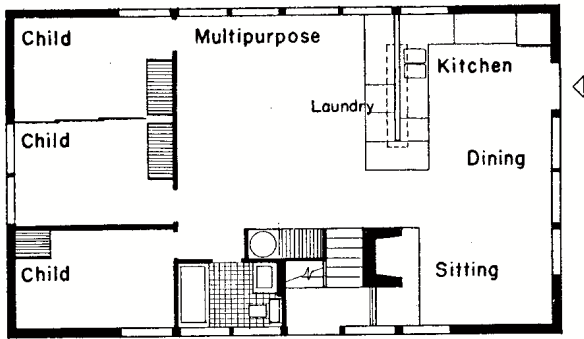
WITH ARRIVAL OF FIRST CHILD, the plan might be adjusted on both stories, as shown, Washer, dryer and ironer would turn multipurpose room into a complete laundry; a second full bath could be added downstairs below the existing bath. For economy, plumbing was roughed in for both at the outset



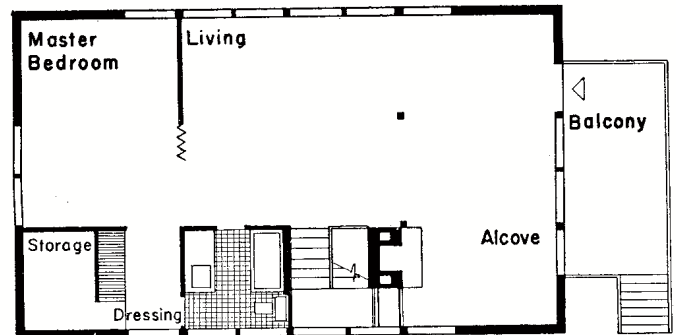
UPSTAIRS, STAGE TWO would evidence only one major change. The storage space next to the master bedroom would be finished to serve as a bedroom for the baby. With its own window, and its proximity to the bath and to parents' room, location is convenient for a nursery. Finishing work would include wall and floor surfacing

plan show that house is responsive to expanding living

3

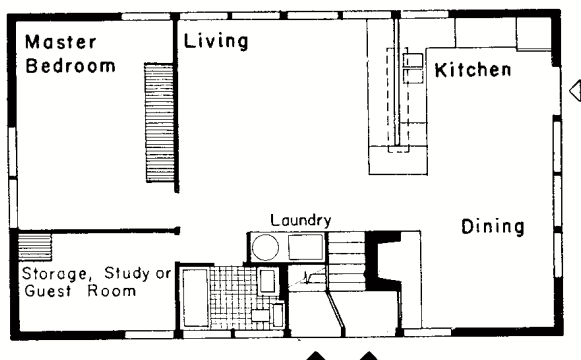


THIRD STAGE OF THE PLAN embodies the home as the interiors appear on these pages. Downstairs, what was storage space, is now finished into sleeping quarters for three children. There is one separate room, and a large single space which can be divided with sliding doors to provide two separate rooms. Marbelized linoleum tile covers entire first floor

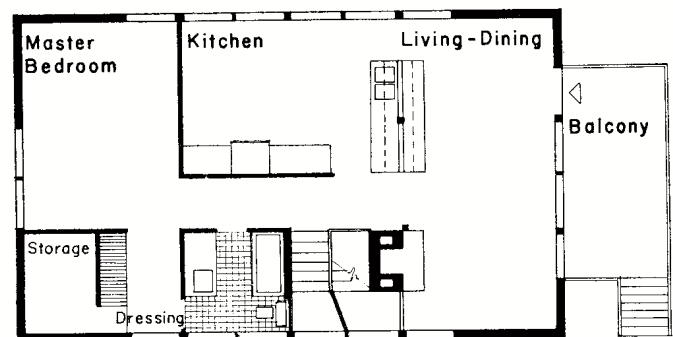


UPPER STORY shows major improvements. Floor panels have been installed in space over the kitchen-dining room and this new area incorporated with the existing living room. An alcove is thus formed to give a hearthside sitting area. What was used as a nursery in the previous stage has become a large storage locker opening directly from a dressing room

4



FOURTH AND FINAL STAGE is designed for the couple whose children have left home. Two separate floors have been arranged, one of which can be a rental unit. Downstairs, the multipurpose room is now the living room; the laundry is next to the stair well. Master bedroom is in former children's room



TO MAKE UPSTAIRS APARTMENT, plumbing is extended above peninsula (downstairs) for the kitchen sink. What was part of the large living area now becomes a living-dining room. A second mid-level entrance would be installed in place of the glass panel next to the original front door and a partition added to afford separate entrance halls

E H O U S E

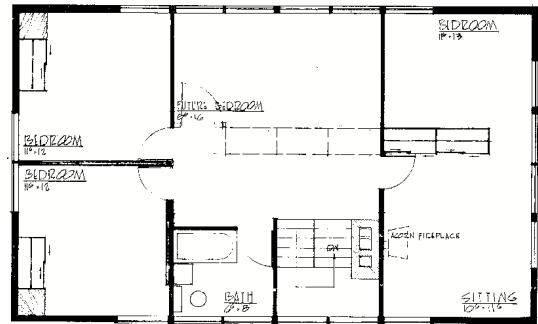
15,900.-

INCLUDED FOR \$14,500.-

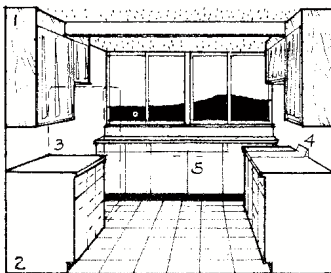
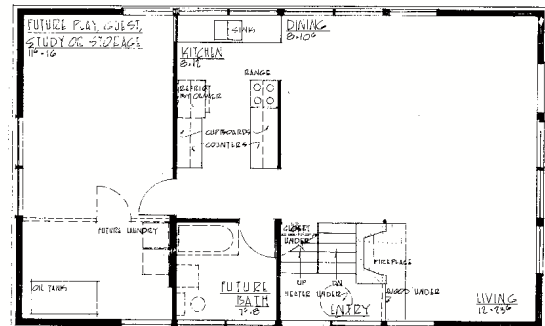
• FINISHED AREAS INCLUDED ARE:

- ENTIRE UPPER FLOOR EXCEPT FUTURE BEDROOM PARTITION
- LOWER FLOOR EXCEPT FOR UTILITY ROOM AND FUTURE BATH
- EXTERIOR AND INTERIOR FINISHED IN ACCORDANCE WITH SPECIFICATIONS OUTLINED BELOW
- STORAGE UNITS: 2-a, 2-b, 1-c, 1-d.
- SPECIAL EXTRA: FINISH UTILITY SPACE (EXCLUDING BATH) INTO LAUNDRY AND PLAY-GUEST ROOM: ADD APPROX. \$500.
- KITCHEN AS BELOW:

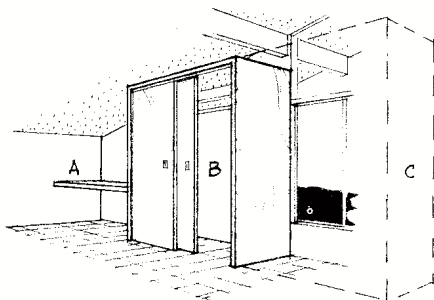
SECOND FLOOR



FIRST FLOOR



1. WOOD OVERHEAD CABINETS
2. METAL BASE CABINETS
3. SPACE FOR REFRIGERATOR
4. RANGE
5. DOUBLE SINK



- A. STANDARD VANITY TOP
 - B. STANDARD 2 x 4 FOOT CLOSET
 - C. STANDARD 2 x 8 FOOT CLOSET
- MAY BE FREESTANDING WITH FINISHED BACK

GENERAL CONDITIONS

1. All drawings, specifications, and models furnished shall remain property of Contractor.
2. Permits and licenses of temporary nature necessary for prosecution of work shall be obtained by Contractor.
3. Contractor shall carry Workmen's Compensation insurance covering its employees and liability insurance covering this contract in such amounts as it deems necessary. The Owner shall during progress of work maintain fire and windstorm insurance upon structure and materials therein up to their full insurable value.
4. No extra work or changes in work shall be done or made unless by written order signed by Owner and countersigned by Contractor.
5. In event of delays caused by any act or neglect of Owner, or by changes or extras ordered, or by strikes, lockouts, shortages of materials, delays in transportation, fire, unavoidable casualties, or causes beyond control of Contractor, time of completion shall be extended for time made reasonably necessary for such delays.
6. Contractor may engage sub-contractors and shall have sole supervision over their work. Nothing herein contained shall create any contractual obligations between the Owner and any sub-contractor.
7. The terms of the contract shall inure to benefit of and bind heirs, administrators, and executors of Owner and successors and assigns of Contractor.
8. All the work performed in a workmanlike manner by competent mechanics, all work protected while building is in Contractor's hands, all superfluous materials or rubbish removed and premises left clean at completion of the contract.
9. Alternates shall be at the option of the Contractor.
10. Contractor does not assume responsibility for legal or other expenses arising in placing a mortgage, obtaining V. A. approval, or title transfer, or other special circumstances not mentioned in the contract documents.
11. Inspection of land and siting house included as Contractor's service, or at \$10.00 per hour prior to contract execution.
12. Cost of prints shall be paid by Owner at rate of 50c per sheet.

EARTHWORK

Clear site, excavation, backfill, rough grading.

BLASTING

If any blasting is necessary for placement of utility lines or in excavation of house, it shall be paid for by Owner at actual cost but not exceeding rate of \$10 per cubic yard.

FOUNDATION

Poured concrete 1:2½:5 mix, 8" thick and to go below frost line or as local code specifies and to solid bearing. Footings of chimney and lally columns of poured concrete 1:2½:5 mix.

CHIMNEY

Provide two 12 x 8 and one 12 x 12 terra cotta flues and suitable angle and damper. All brick may be second hand, including hearth.

FINISH

First floor walls: cedar clapboards and/or sheetrock.
First floor ceilings: ¼" fir plywood.
Second floor walls: cedar clapboards and/or sheetrock.
Second floor ceilings: ¼" fir plywood.

TILING

Plastic wall tile in tub area to height of 4½' above tub.

FLOORING

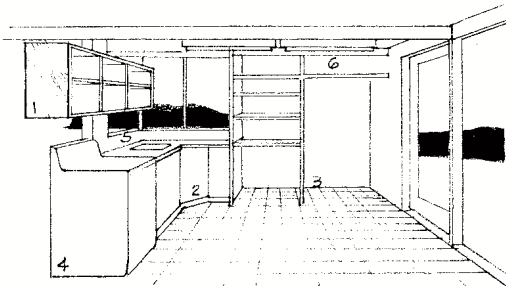
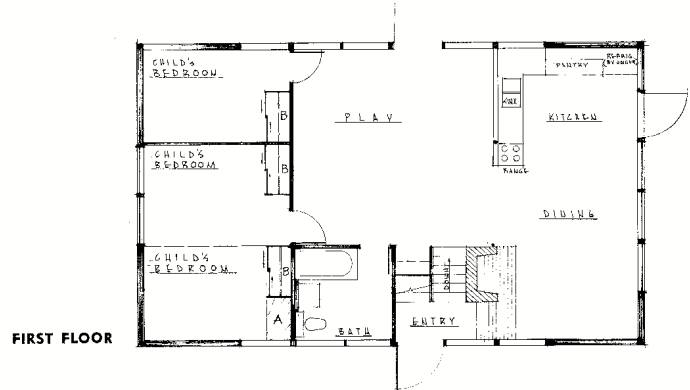
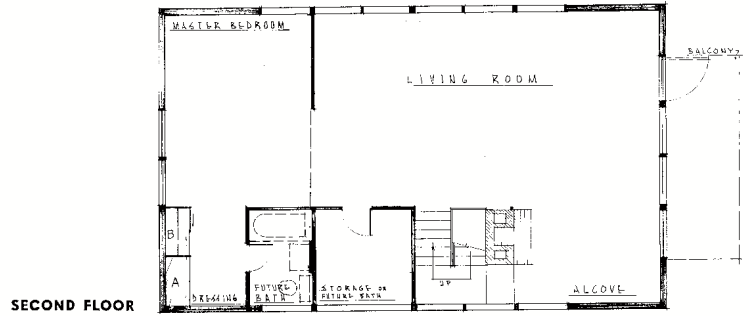
C grade 9' x 9' Kentile or equal, asphalt tile.

EXCURSION HOUSE

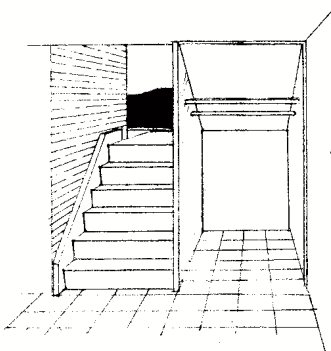
15,700.-

INCLUDED FOR \$14,000.-

- EXTERIOR AND INTERIOR FINISHED IN ACCORDANCE WITH SPECIFICATIONS OUTLINED BELOW
- FINISHED AREAS INCLUDED ARE:
 - ENTIRE LOWER FLOOR
 - MASTER BEDROOM
 - EITHER BATH
- STORAGE UNITS: 2-a, 4-b, 1-d.
- SPECIAL SAVING: ENTIRE FIRST FLOOR FINISHED, ENTIRE SECOND FLOOR UNFINISHED: SAVE APPROX. \$500.
- SPECIAL EXTRA: FINISH REMAINDER OF SECOND FLOOR EXCLUSIVE OF BATH: ADD APPROX. \$1500.
- KITCHEN AS BELOW:



1. WOOD OVERHEAD CABINETS
2. METAL BASE CABINETS
3. SPACE FOR REFRIGERATOR
4. RANGE
5. DOUBLE SINK
6. CURTAIN TRACK



d. STANDARD COAT CLOSET WITH CURTAIN TRACK, SHELF AND POLE

FRAMING

Walls: 2 x 4's 16" o.c., $\frac{3}{8}$ " plywood sheathing.
 4 x 16" roof panels: stressed skin, 2 x 4, 16" o.c., $\frac{3}{8}$ " Plyscord top skin, $\frac{1}{4}$ " fir plywood lower skin.
 8 x 8' floor panels: 2 x 6, 16" o.c., $\frac{3}{8}$ " Plyscord subfloor, $\frac{1}{4}$ " fir ceiling.

PARTITIONS

All bearing partitions 2 x 4's, 16" o.c.: 2 x 3's, 16" o.c.

TRIM

Roof fascia, door jambs, etc., to be of suitable pine.

PAPER

Building paper on all exterior walls and roof before shingling.

SHINGLES

Roof shingles black or grey strip asphalt shingles. Wood shingles for walls 16" Number 2.

FLASHING

Sheet lead.

WINDOWS

Frames to be double rabbeted 2 x 6 select fir. Sliding units to be aluminum. Screens not provided.

DOORS

Inside: 1 $\frac{3}{4}$ " flush, hollow core, interior paint grade.
 Exterior: flush type or built-up 1 $\frac{3}{4}$ " thick, exterior paint grade.

PLUMBING

One bath complete with lav., w.c., and 5' steel corner tub and shower combination.
 Kitchen: double compartment sink, 21 x 32.
 Rough in for future bath and washing machine, located as per plan.

WATER CONNECTION

Allowance in this contract: 50' length of $\frac{3}{4}$ " flexible copper. Extra length at \$1.50/lin. ft.

CABINETS

Kitchen cabinets: base—steel; wall—wood. Wardrobe units according to details.

CESSPOOL

Built in accordance with local building code. Allowance in this contract, \$100.

GRADING

Grading of all earth obtained from excavation and spreading of loam obtained by stripping for foundation. If extra material must be brought in, it will be supplied at cost.

INSULATION

Two-ply aluminum reflective insulation (alfoil) in roof and side walls.

DRIVEWAYS AND WALK

Gravel driveway: 6" deep, 10' wide, 50' long maximum.

HEATING

Circulating forced hot water baseboard radiation with tankless domestic hot water. 275-gallon oil storage tank.

ELECTRIC WIRING

Complete installation according to electrical plans, including electrical fixtures, exhaust fan, and 20" apartment-size electric range.

PAINTING

Shingles: Cabots creosote stain.
 Trim: 2 coats oil.
 Interior Finish: 2 coats oil or rubber base on all painted surfaces.
 Natural Finish: 2 coats Minwax or equal.

UNFINISHED SPACES

Furnished: Subfloor, insulation in walls and roof, ceilings primed 1 coat.
 Not Furnished: Finished floor, finishes on walls or partitions, finished painting, heating or electric work or plumbing fixtures.

HERE'S HOW YOU CAN OWN A TECHBUILT HOUSE

1. SEE THE TECHBUILT FRANCHISED DEALER IN YOUR AREA

In the short time since the Techbuilt house was first shown, we have franchised a number of fine custom builders in a dozen different states. There may already be one where you plan to build and live. If there is, Techbuilt will be happy to give you his name. He will have sites suitable for the Techbuilt house already picked out or will be glad to talk with you about building a Techbuilt house on your own site.

If there is not as yet a franchised dealer in your area:

2. CHOOSE A GOOD LOCAL BUILDER AND SEND US HIS NAME

Take a Techbuilt Idea pamphlet to a good house builder in your area to show him the plan you want. Then send us his name and address or ask him to write us so we can give him the information he will need to estimate costs for you. We will then supply you.

He will be able to build much more economically if he can erect more than one Techbuilt house. That is why we permit only one builder in each community to have a franchise for Techbuilt houses. If we select your builder, we will send him the names of all the other families in your area who want to build Techbuilt houses. Then each of you will be able to get the best possible price.

If you don't want to wait or there is no qualified builder for a franchise -

3. YOU CAN HAVE THE HOUSE BUILT

We will furnish you with the necessary plans, specs, and other data to take to one or more builders so that you can obtain a firm contract to have your house built for you on your own lot.

There is still another possibility -

4. YOU CAN BUILD THE HOUSE YOURSELF

If you are a competent craftsman, you can build your own Techbuilt house. If you are not, you can arrange to have the house built by any good builder without a Techbuilt franchise. If there is a franchised dealer in your area, he will be glad to discuss an arrangement allowing you to build as much of the house as you wish. If there is no franchised builder, we can furnish you with our complete copyright plans and architectural services and other features of the Techbuilt idea which you would normally get from your Techbuilt dealer-builder. For instance, in many areas not too far from where the Techbuilt panels are being made, we can ship you the shell of the house and other components all ready to put up. Ask us about the Techbuilt house plan for individuals. This will help you build your own house.

Thus, with your complete Techbuilt kit, you can either take the plans and specifications to a builder and get a complete bid on your house from him or you can build much of the house yourself, getting subcontractors to build whatever you are unable or do not wish to do.

as of May 1, 1954

FRANCHISED BUILDERS

Montreal R. LaFermé and Company Ltd. 6355 Cote de Liesse Road Montreal, Quebec, Canada	St. Paul, Minnesota Mr. N. P. Bisanz Bisanz Construction Company 1055 Cleveland Avenue South St. Paul, Minnesota	Cleveland and suburbs Mr. L. John Lee 'Lumiland Organization 2216 Wooster Road Rocky River 16, Ohio	South and West side of Chicago T. E. Oler, Custom Builders Route #1 Wheaton, Illinois
Norwalk, Conn. Carroll Cavanagh 1 Mott Avenue Norwalk, Connecticut	Grand Island, Nebraska D. B. McOstrich P.O. 318 Grand Island, Nebraska	Erie and suburbs Pasquale Di Franco The Mohawk Company 2839 Evanston Avenue Erie, Pennsylvania	Detroit and suburbs Keith Gilchrist 6207 Eastmoor Birmingham, Michigan
Bridgeport, Milford, New Haven, Connecticut Otto B. Landcastle Bryan Hill Road Milford, Connecticut	Upper Westchester County, New York Raymond G. Irvine Contemporary Builders, Inc. 42 Prospect Place Croton-On-Hudson, New York	Rhode Island George Macdonald Brown Avenue Johnston, Rhode Island	Detroit and suburbs Leonard Wolfe 30821 Franklin Road Birmingham, Michigan
Connecticut shoreline from Branford Point to Stonington Fred Kendall Madison Avenue Madison, Connecticut	Schenectady, New York Howard Chadwick 408 State Street Schenectady, New York	Alexandria, Virginia Clyde Verkerke 1429 Martha Custis Drive Alexandria, Virginia	Minneapolis, Minnesota James Stageberg 3235 Webster Avenue Minneapolis, Minnesota

BUILDERS NEGOTIATING FOR FRANCHISE AGREEMENT

Richard Irving Florida Hill Road Ridgefield, Connecticut	Mr. Frishman Allen Builders 1710 Madison Avenue Evanston, Illinois	Jerome H. Mayer Mayer Raischer Mayer 119 North 7th Street St. Louis 1, Missouri	Mr. George Ferrall 420 Brown Building Rockford, Illinois
Herman Benzel Woodhall, Inc. 55 Center Street Waterbury, Connecticut	Carl Freeman, Inc. Bethesda, Maryland	Mr. Wallace Berger 1495 Village Road Union, New Jersey	Clarke W. O'Brien 205 Shoreham Drive Rochester 18, New York
Charles Haynes, Jr. Haynes Construction Co. Box 205, West Durham St. Durham, North Carolina	Charles Brown 118 Harvard Street Leominster, Massachusetts	Mr. Allan Ballou 577 Teaneck Road Ridgefield Park, New Jersey	Hvolbeck Construction Company Riversville Road Greenwich, Connecticut
Irwin A. Penker Penker Construction Co. 1030 Summer Street Cincinnati 4, Ohio	Leon R. Cohen 61 Oak Hollow Road Springfield, Massachusetts	Donald Engle (New Jersey) 73 - 12 35th Avenue Jackson Heights, New York	N. von Barga (Cincinnati) 253 Compton Road Wyoming 15, Ohio
Maxwell Huntton, Jr. Weston Builders, Inc. Box 613 Westport, Connecticut	Hannah Building Company 2310 West Stadium Ann Arbor, Michigan	Colin T. Lancaster RD #1 Box 277 Princeton, New Jersey	Hudson J. Force RD #9, Box 392 Akron 19, Ohio
	Spencer Dickinson 1950 South Signal Hill Kirkwood 22, Missouri	W. M. Ashby Orangeburg, New York	B. R. O'Neill Woodfields Greenville, South Carolina

FROM ALFRED AUERBACH ASSOCIATES, INC.
130 WEST 57th STREET, NEW YORK 19
TELEPHONE: JUDSON 2-4750

● PRESS RELEASE
FOR IMMEDIATE RELEASE

"EXCURSION" HOUSE TO BE ERECTED
FOR N. Y. HOUSING EXHIBITION

New Modern Dwelling by Carl Koch to be a
Major Feature of "Building Your Home - 1954"

The widely acclaimed "Excursion House as built by Techbuilt, Inc., will be erected, and completely furnished and landscaped, in the center of the 71st Regiment Armory, 34th Street and Park Avenue, N.Y.C., as a featured highlight of "Building Your Home - 1954", a public and trade exhibition of housing for

Exhibition Highlight:

Exhibition Highlight:

In carrying out the theme of the Exhibition, the widely-acclaimed "Excursion" House, as built by Tochbuilt, Inc., will be erected and completely furnished and landscaped in the center of the Armory exhibit floor. Designed by Carl Koch & Associates, the 2,000 square foot, story house will be displayed under the sponsorship of "Living For Young Homemakers" magazine. The original research and construction of the \$14,000 prefabricated house was commissioned by the TV-Radio Workshop of the Ford Foundation. Carl Koch designed a home that would dramatize the architectural and construction story of the house--from the construction of the pilot "Excursion" House was recently completed to Weston, Mass. Complete details on the development of the house--from blueprint to house warming--were shown on February 7 and 14 to a nationwide audience over the NBC-TV program "Excursion", produced by the TV-Radio Workshop of the Ford Foundation.

HERE'S WHAT
THEY'RE DOING IN
MICHIGAN

134

134
THREE HOUSES WITH YOUNG IDEAS *continued*
TV Radio-Work

(Continued) the Ford Foundation's TV Radio-Workshop, the builders, Teebuilt, Inc., have gone through the research and experimental stages, and have recently completed the first of these houses in Weston, Massachusetts. The exhibition model, shown here, has now passed the final test: it has been highly approved by a typical young couple. Newly married Mr. and Mrs. William Berkes are living in it, and liking it very much indeed.

The plan is a simple rectangle, with two stories under one gabled roof; you go down six steps to the first floor, up six steps to the second. The house is dropped into the ground 3'6", so the foundation walls double as the lower half of the first-floor walls; and the slight pitch of the roof allows a full second story that would normally be attic space. This building

CONTEMPORARY BUILDERS, INC.
WESTCHESTER'S FRANCHISED BUILDERS
Of The House That

Of The House That



TECHBUILT

Office:
Croton-on-Hudson, N. Y.
42 Prospect Place
Croton 1-8249

YGER, BEDFORD VILLAGE, N. Y., THURSDAY, MAY 13, 1954

"Techbuilt" Show H
Started In

[illegible]

HOUSE & GARDEN, MAY, 1917

Correlator

MAY 1954
VOLUME VIII, No. 5

PUBLISHED BY BUILDERS...FOR BUILDERS

A TWO-STORY HOUSE WITH PUBLIC APPEAL

LOCATION -
Weston, Mass

ARCHITECT -
Carl Koch & Assoc
Cambridge, Mass

BUILDERS -
Techbuilt Inc.
Cambridge, Mass.

PRICE -
\$10,450 - \$16,000

(All photos courtesy of LIVING for Young Homemakers.)

This expandable house, which millions of television-viewing Americans chafed being built, seems to have stirred popular fancy as few houses have. Judging from the volume of mail received by Architect Carl Koch, who also owns the company which built it, this house has just about everything.

The Koch house was used to dramatize the story of the design and construction of American housing on the TV program, "EXCURSION", sponsored by Ford Foundation. Within two weeks after the last of the two-program nearly 10,000 letters from all over the US had flooded into Koch's Camisiffice. Almost without exception, they demanded, "How soon can I get Koch had no ready answer for them, even if he had had the office help immediately. He is still trying to screen applicants and establish builder various territories.

house may hold the answer to the problem of space for expanding. It is completely flexible inside. Only the stair, the bathrooms, the kitchen and four bearing posts are fixed. It can be finished a room at a time, added up to five bedrooms, and changed around as the owner desires. The house is made as livable as a conventional ground floor. All this, says Koch, for a construction cost of \$7.25 a square foot, in an area where a project house would cost \$10 and custom housing between \$14 and \$16. Selling prices range from \$10,000—\$16,000 without lot, at various degrees

2. More space for less money: House & Garden

MAY, 1954

FAMILY ROOM or children's play area is conveniently located on laundry side (left) of kitchen. This multi-purpose room has a door to the side yard at right.

SLIDING WALL between children's rooms opens them into one big space. Note plywood-paneled walls.

UPSTAIRS FLOOR - L-shaped living

THE TECHBUILT INDIVIDUAL HOUSE PLAN WHERE THERE IS NO FRANCHISED BUILDER

Techbuilt has developed a unique plan to help you build a Techbuilt house to suit your OWN needs. There are six basic Techbuilt houses. Each one of these can be built complete or in part, to be finished later, if you need the added space. Variations from the basic plan can be made for you by Techbuilt's architects, Carl Koch & Associates. Every Techbuilt house plan has been thoroughly designed, studied, and developed. The plans which you will get from Techbuilt are based on many houses already built, improved, and changed by the experience of building and living in these houses. These plans have been developed by highly experienced architects to suit the great variety of family requirements and site conditions to be met. The location of every nail, of each piece of wood, has been worked over again and again. That is why you get such a tremendous amount for your dollar in a Techbuilt house.

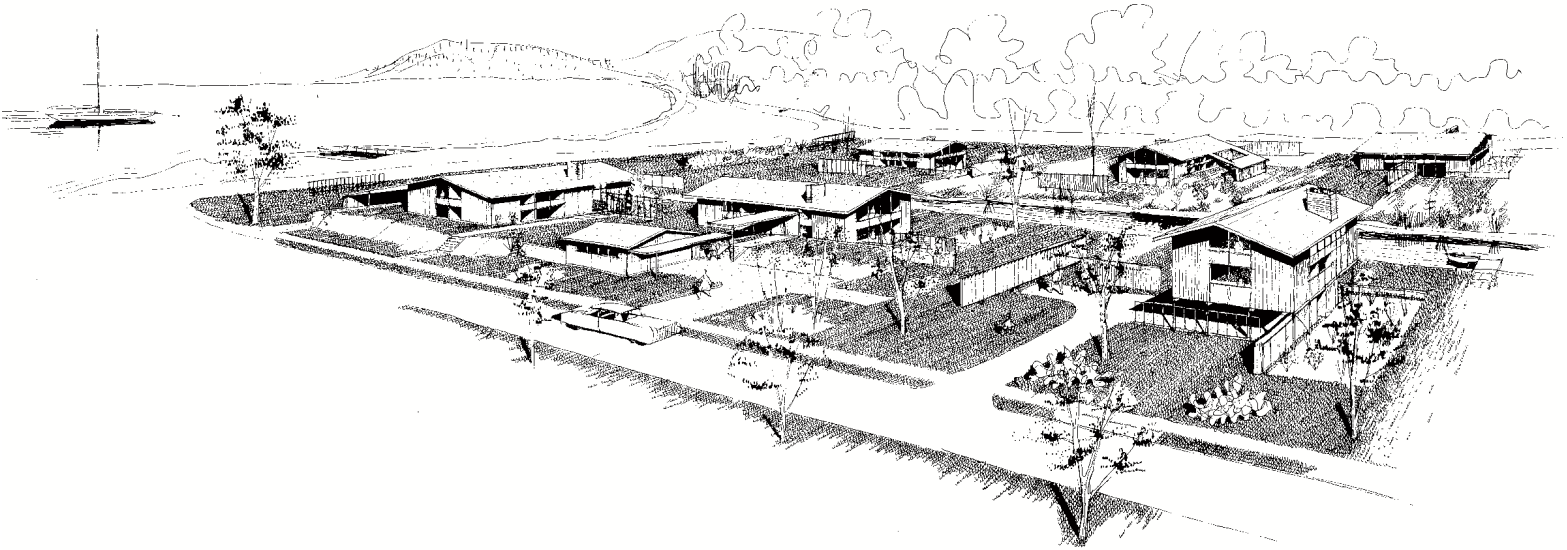
The Techbuilt idea, however, does not stop with the plans. No house is complete without the land it stands on. Techbuilt's architects will locate your house for you on your site. You must, of course, furnish them with the facts they need to properly locate your house. This means that you will give them the levels of your land, its orientation, its boundaries, the location of the street and utilities, and the other facts necessary to make an intelligent plot plan. In addition, we should have snapshots of the land, showing adjacent houses, if any, natural surroundings, the view, and so on.

In addition, Techbuilt furnishes you with a manual. This describes in great detail all the steps in the construction of a Techbuilt house. It explains the procedure for financing your house. It gives you the complete specifications and explains them if you are not used to building terms. It gives you a check list of all the materials in the house so that from it your lumber company, builder, or subcontractors can get the complete story on what you need and when you need it. It points out to you your requirements for legal assistance, the points that must be covered before you can be sure you own your land. It gives you a check list of the requirements to be met in meeting requirements for building regulations, water and utility permits, zoning, and so on. It goes through the whole process of building a Techbuilt house step by step, from breaking ground with suggestions as to how to save the loam, protect your trees, what to look for in digging the foundation, how to check the foundations themselves, to what kind of masonry to use. It goes through all the steps in framing the house and putting up the panels, with illustrations. It tells what to look for and how to direct your mason in building a chimney, and what must be done in putting in the plumbing, and the same with heating, wiring, and glazing. It lists the inspections you must undergo if your house is going to be built with VA or FHA assistance and what your bank is likely to require. It takes you through the steps of putting in the interior finish, flooring, etc., and gives you tips on final grading, landscaping, and even decorating. This is a real manual, designed to help you build a real house.

The final and certainly one of the most important aspects of the Techbuilt service to you is the supplying of the Techbuilt package. In constantly increasing areas of the country, Techbuilt is able to give you a large part of your house at great savings in price. The Techbuilt panels include the following: Roof panels are plywood skins on 2 x 4 rafters at 16" o.c. Upper skin 3/8" exterior grade Douglas fir, lower skin 1/4" interior paint grade gum, with two-ply aluminum insulation providing 3 dead air spaces and 4 reflective surfaces between skins. These stressed panels are resorcinol glued, stapled, nailed and cured in a press. The exterior side of lower (ceiling) skin is prime coated. Floor panels are plywood skins on 2 x 6 joists at 16" o.c. Sub-flooring 5/8" thick Douglas fir, ceiling 1/4" paint grade gum prime coated. These panels are resorcinol glued, stapled, nailed and cured in a press. Side walls: 2 x 4 at 16" o.c. stud construction with 2 x 4 spacer sill, cap and diagonal bracing, with 3/8" exterior grade Douglas fir plywood sheathing. Window and door frame panels are constructed from a milled 2 x 6 section, selected No. 1 common Douglas fir, with 3/4" exterior grade Douglas fir plywood inserts, all prime coated. As fast as we can make final arrangements with national suppliers of quality merchandise including the additional items such as window sash, roofing shingles, paint, finish flooring, kitchen equipment, and most of the things you need to build a house, we can give you the complete list as of the time you need it. If you need a different plan or changes to the standard plans, our architects can, at a very reasonable charge, design these changes for you with a full knowledge of what is practical and economical to do and what is not.

SPECIAL ARCHITECTURAL CONSULTATION AVAILABLE
FOR TECHBUILT CUSTOMERS

- a. Members of the firm of Carl Koch & Associates are available for consultation with those customers who desire variations from the standard Techbuilt plans and procedures. This service is offered to enable customers, both local and long-distance, to get architectural counseling on their particular problems of planning, siting the house, choosing materials, etc. Wherever possible, approximate costs of variations will be given. However, final costing will be determined by Techbuilt, Inc. When the house is in Boston, Carl Koch & Associates will prepare drawings as required to illustrate a requested variation and to make possible its incorporation in the final building.
- b. Local customers desiring this service should arrange for a time through the Techbuilt office or the franchised builder when the house is being built elsewhere. The minimum charge for an architectural conference is \$10. Should the conference last more than one hour, there will be a charge of \$10 for each hour or fraction thereof. Should it be necessary for a conference to be held away from the Architects' office, there will be a charge of 7 cents a mile for transportation or railroad fare, plus \$6 per hour for time in transit and living expenses incurred. Charges for design or drafting will also be at \$10 per hour. This charge will of course apply to all work done for out-of-town customers as well as for local customers. When requested, these charges can be kept to a mutually agreed-upon upset limit.
- c. Landscaping and Interior Decoration - Techbuilt is able to furnish professional services in both these fields as desired by the client. Charges will be made under the same arrangement as for architectural services.



TECHBUILT INC.
85 BRATTLE ST.
CAMBRIDGE, MASS.

QUESTIONS AND ANSWERS REGARDING THE TECHBUILT HOUSE

Q: Can the house be built in states requiring drawings signed by an architect with a state registration?

A: Carl Koch holds a certificate from the National Architectural Registration Board. As an architect for this house, therefore, he can obtain a license in any state where he does not already have one.

Q: Will the TECHBUILT house pass the building code in my town?

A: The TECHBUILT house is designed to pass all the building codes in the Boston Metropolitan area, as antiquated as any in the country. The structural system has been developed and tested for the U.S. Government Forests Products Laboratory. It has been analyzed by Albert Dietz, Registered Engineer. Detailed structural analysis upon request.

Q: Is the house approved for FHA financing?

A: We have not found it necessary to obtain financing in the Boston area through FHA. It is presently being processed in Washington, however, as a means of obtaining this information for other areas.

Q: Is the house approved for Veterans' Administration financing?

A: Yes. Two or three different TECHBUILT models have been approved for the V.A. in the Boston area.

Q: What is the BTU requirement?

A: It varies with different models but is 90,000 to 120,000 BTU.

Q: Will you deal with our building officials?

A: We are anxious to give you any assistance we can from here including the provision of detailed technical data, but we cannot be responsible for dealing with your building officials.

Q: How would you plan to ship panels?

A: Panels could be shipped by truck 500 miles and freight for longer distances.

Q: What about design patent infringements?

A: Our plans are copyrighted and the word TECHBUILT is trademarked. It is difficult

to protect a design patent on a house but we refer you to the August 1953 issue of "House and Home" (page 37) concerning the Cliff May house infringements and his successful \$ 50,000 suit.

Q: If officials object to exposed plywood ceilings and two by four rafters?

A: You could increase the roof rafter to two by six and leave the floor joists as is, and build both roof and floor panels conventionally at very close to the same price.

Q: If footings are required under poured concrete walls?

A: We have place footings under concrete block foundation walls at the same price as poured walls without footings.

Q: What is the erection time?

A: It would take four men two days to erect the shell.

Q: How many men at once would be needed to raise the wall panels?

A: Four men would be required to lift the roof beams and raise the wall sections into place, and four men, preferably, for sliding roof panels and floor panels into place. Two men would be sufficient for all other operations.

Q: What are the weights of the panels?

A: The roof is 3 lbs. per square foot. The 8x8 floor panels are between 250 and 300 lbs.

Q: Is thermopane advisable?

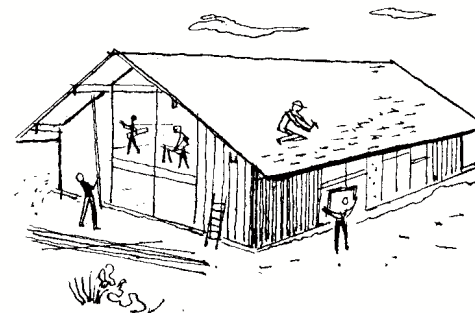
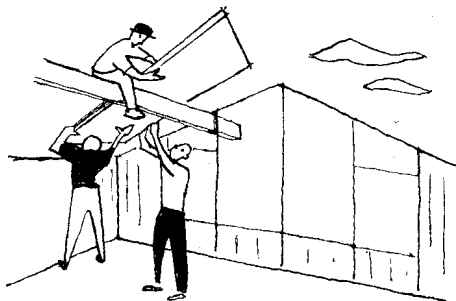
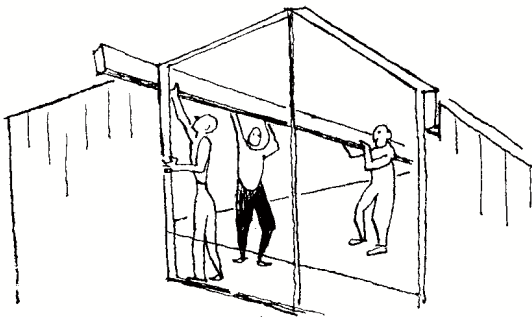
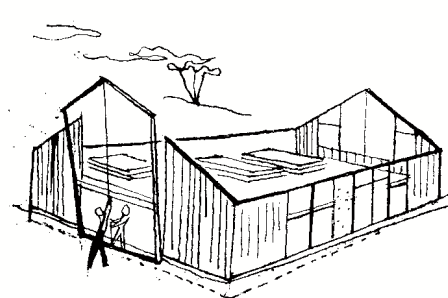
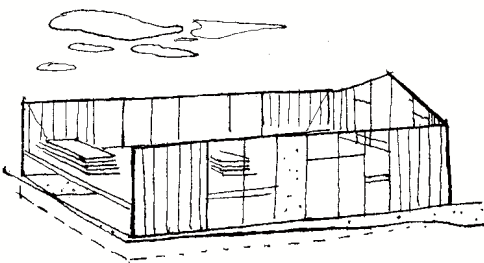
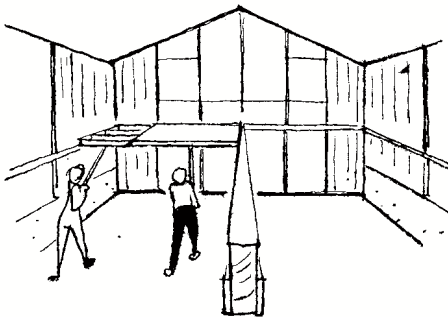
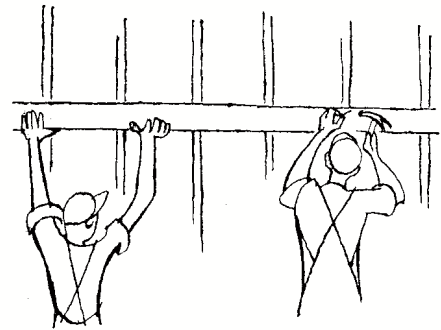
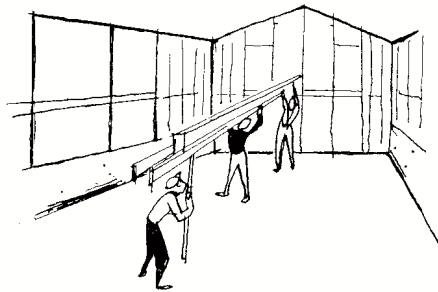
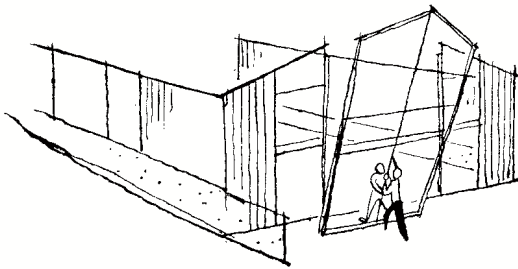
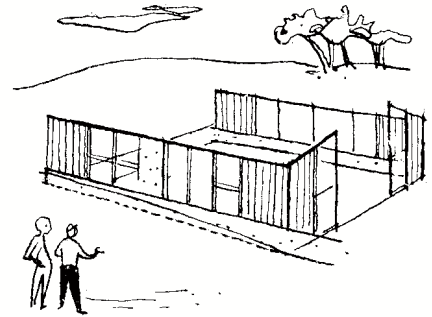
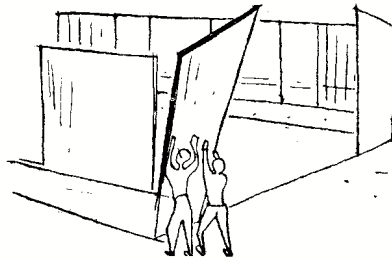
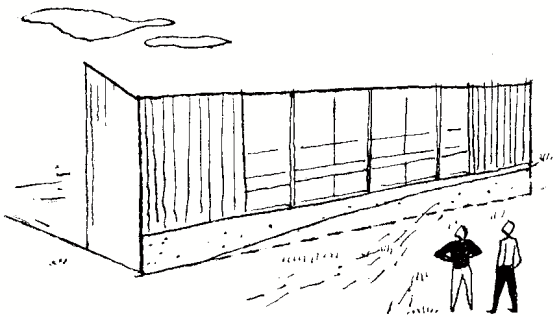
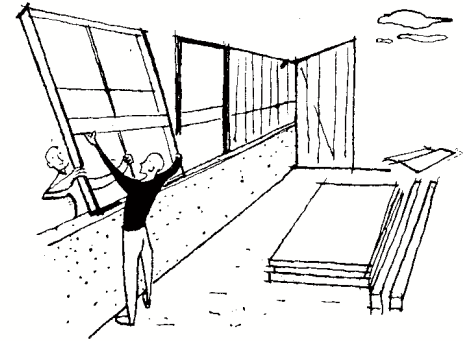
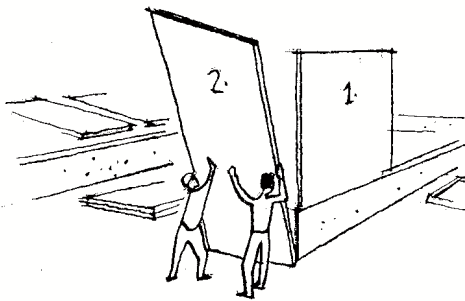
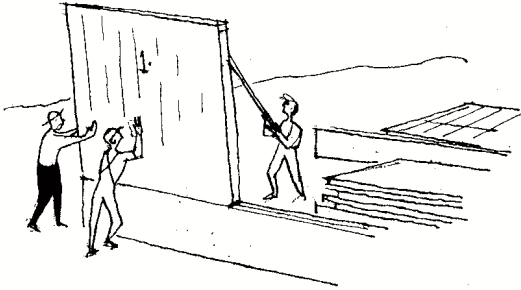
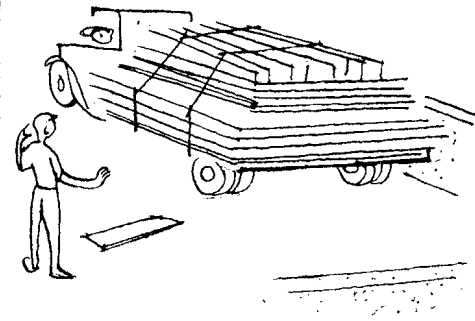
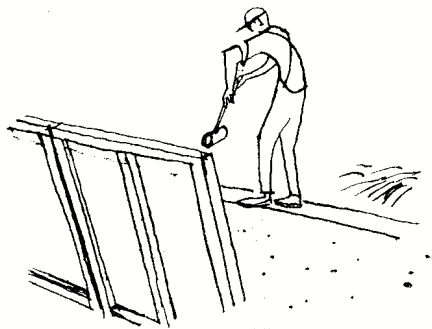
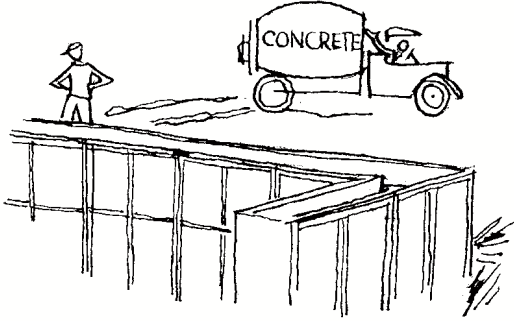
A: We believe that it would take well more than the life of the mortgage for the price of thermopane to be paid for by reduced heating costs. With the house oriented so that the largest glass area faces the sun, we believe that thermopane is unnecessary. Good curtains are more effective than thermopane, and serve a double purpose.

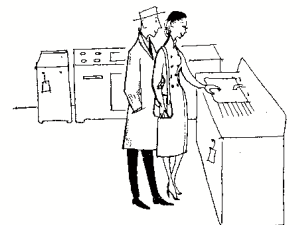
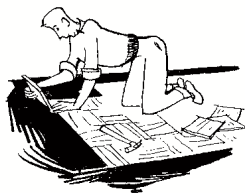
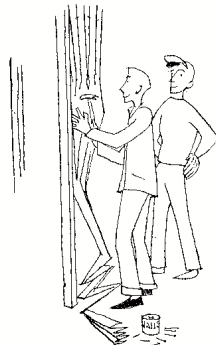
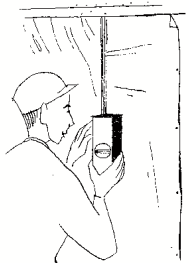
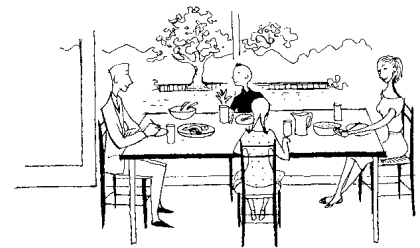
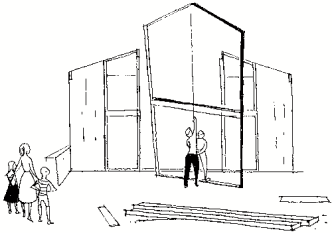
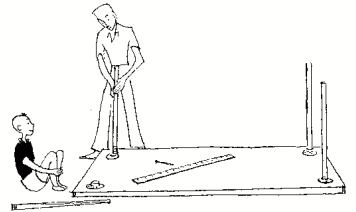
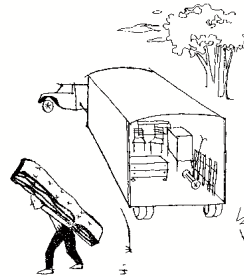
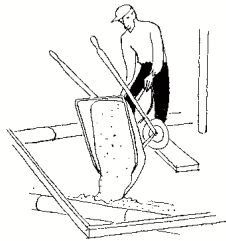
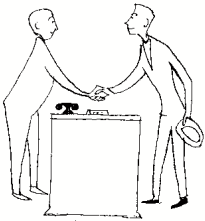
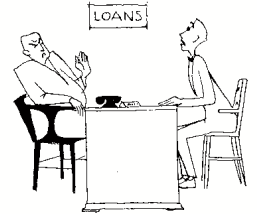
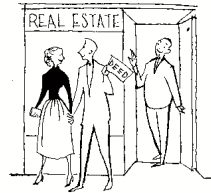
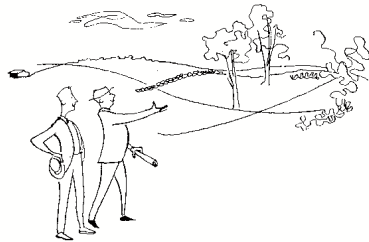
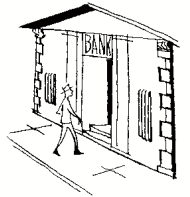
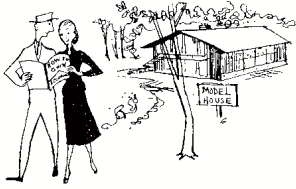
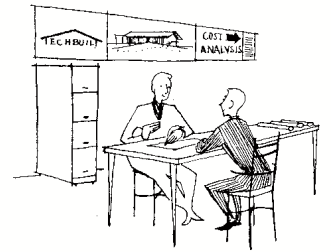
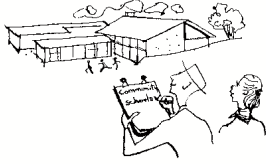
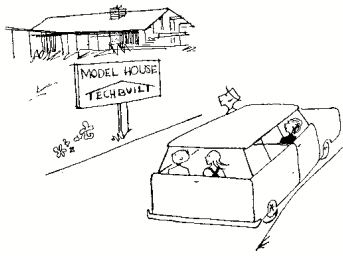
Q: Could I have less window area in my house?

A: Yes. The house can be supplied in several variations with fewer window panels.

Q: Can we have additional storage space?

A: Yes. The house is designed with good wall space for additional storage units.



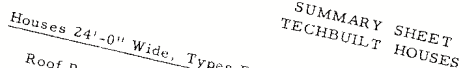


55 BRATTLE ST CAMBRIDGE MASS JUN 4 2380

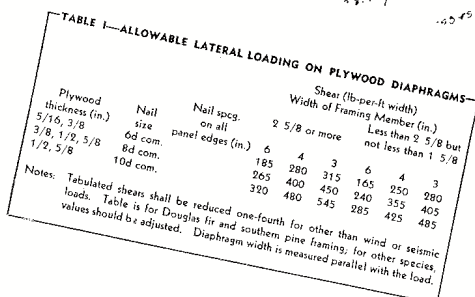
Diagram illustrating a half section of a dormer roof assembly, showing various structural components and dimensions:

- Roof panel
- aluminum foil insulation
- cap from 4" x 4"
- sliding aluminum sash
- plywood panel
- 2" x 4" ledger
- 2" x 6" carrying beam
- 4" x 10" pipe col
- 3 1/2" pipe col
- 10" x 10" slab
- 3" slab
- grade
- 8' x 11"
- 3' x 6"
- 10' x 10"

Labels on the drawing include: "E THAT", "UILT", "BEDROOM", "UN 42380", "stager panel", "HALF SECTION", and "ANALYSIS".



$$\begin{array}{r}
 P = 9 \times 10 = 90 \text{ lb} \\
 + 0.36 \times 4 = 1.44 \\
 + 2.42 \times 4 = 9.68 \\
 \hline
 \text{Total} \quad 101.12 \text{ lb}
 \end{array}$$

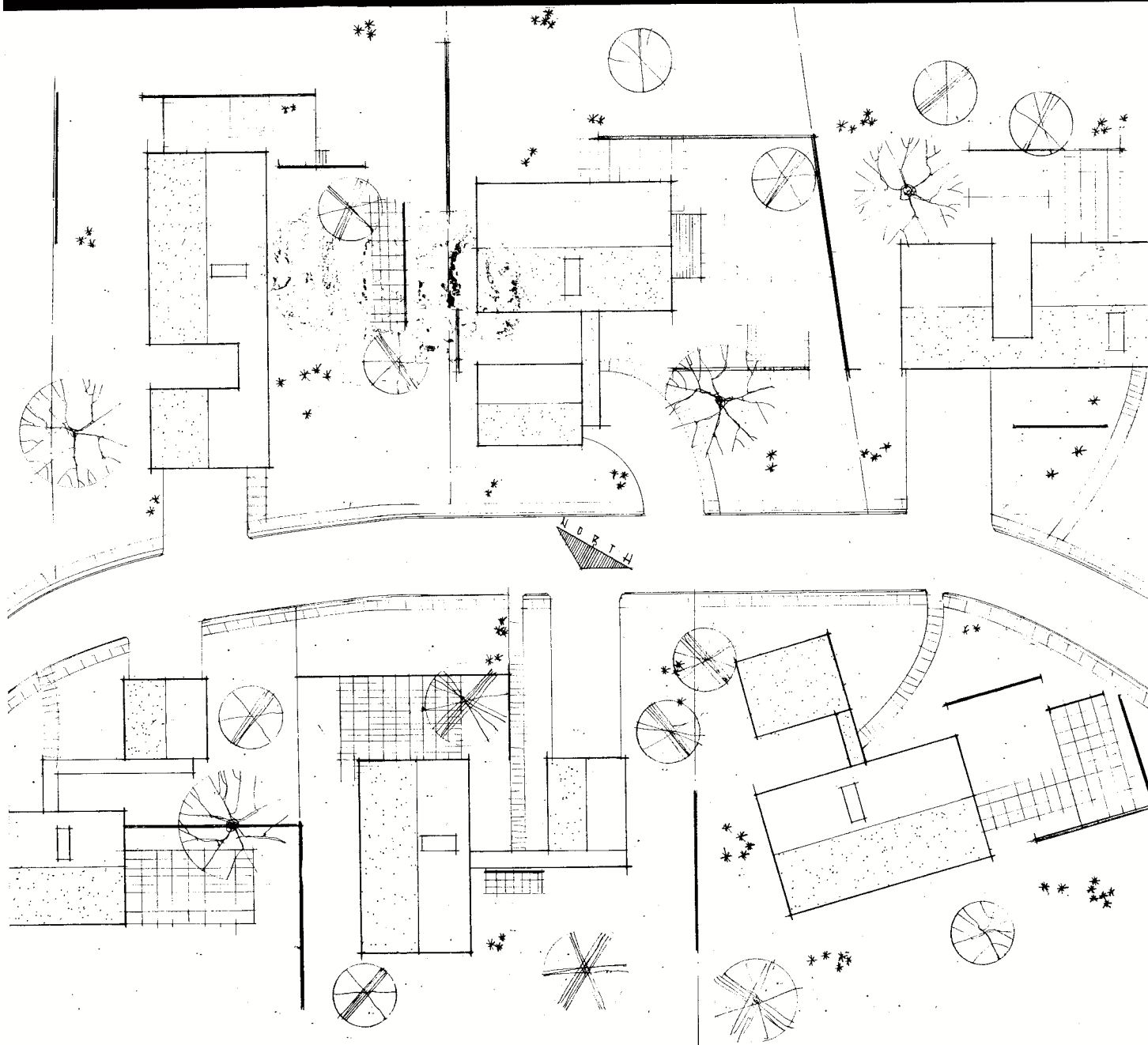


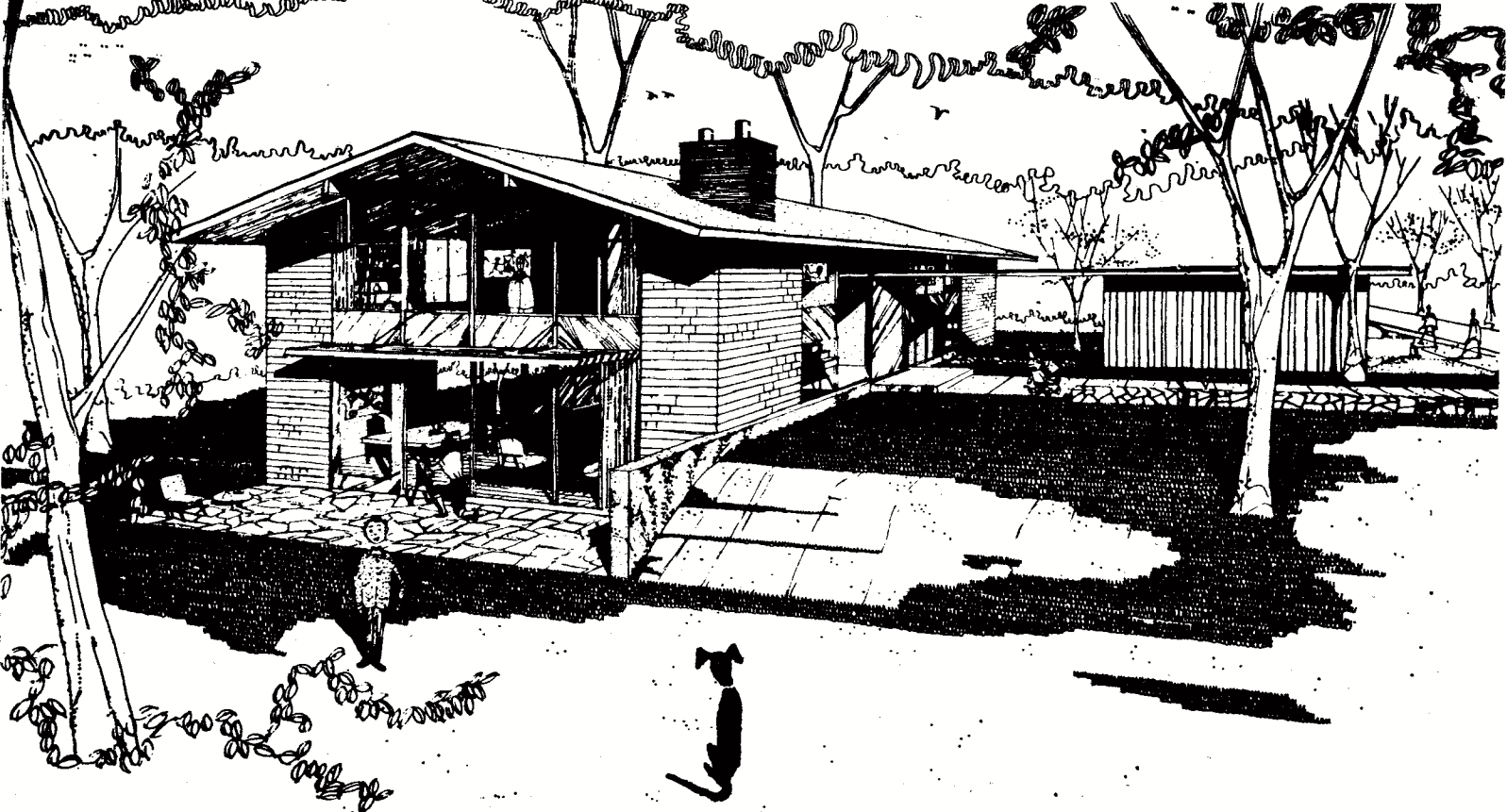


SUGGESTED

TECHBUILT

SITE
VARIATIONS





T E C H B U I L T I N C .

55 BRATTLE STREET CAMBRIDGE 38, MASS.

UN 4-2380

