

# THE AMERICAN HOME

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**OUR COVER:** This comfortable library corner, perfect setting for happy hours of privacy at home, sets the mood for our theme. Photographed at Lord & Taylor, New York, by Ernest Silva. See page 46 for more ideas on decorating for your private world.

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## DEAR READER:

For some time now we've been deeply concerned over the fact that the vast majority of single-family homes built each year in this country are not designed by architects. A good percentage of builders do not utilize architects to design their houses. They say that architects want too much money, that they do not know what the public will buy and what they won't buy.

On the other hand, architects tend to feel that if they worked exclusively for builders, they would slowly starve to death. They also claim that builders are more interested in sales than in good interior and exterior design.

Soon we'll be putting up two million houses a year in this country, and it seems a needless shame that many of them will be lacking in good design and esthetic value.

It's simple to put the blame for this situation on the builder or the architect or both. But perhaps it is we, the home-buying public, who are really at fault. It is difficult to convince a builder who is a businessman that design is important when his experience has shown him that a razzle-dazzle promotion plus plenty of "curb appeal" will bring in sales. Why should he spend large sums of money to get the services of a good architect if he knows, that by adding a few dollars' worth of gingerbread here and there and by giving the children colored balloons, he will be sure of attracting crowds of potential buyers for his houses? The public buys the gimmicks and gadgets, so he puts his money into them instead of into good design.

In short, it seems apparent that until the home-buying public demands excellent professional design in their houses, it won't be forthcoming. If many of the houses being built today lack good taste, they are simply a reflection of our own taste. Until that improves, we will continue to see houses going up that are not always an improvement to our landscape.

## THE EDITOR

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# THE AMERICAN

# FLORENCE

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AND ENJOY

THAT

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