

United States Department of the Interior
National Park Service

**National Register
Listed
March 7, 2019**

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

Historic name Chewning House

Other names/site number KHRI #045-5944

Name of related Multiple Property Listing Historic Resources of Lawrence

2. Location

Street & number 1510 Stratford Road not for publication

City or town Lawrence vicinity

State Kansas Code KS County Douglas Code 045 Zip code 66044

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national statewide local Applicable National Register Criteria: A B C D

See file.

Signature of certifying official/Title Patrick Zollner, Deputy SHPO Date _____

Kansas State Historical Society
State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official _____ Date _____

Title _____ State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register determined eligible for the National Register

determined not eligible for the National Register removed from the National Register

other (explain:) _____

Signature of the Keeper _____ Date of Action _____

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5. Classification

Ownership of Property
(Check as many boxes as apply.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

Category of Property
(Check only **one** box.)

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Number of Resources within Property
(Do not include previously listed resources in the count.)

<u>Contributing</u>	<u>Noncontributing</u>	
<u>1</u>		buildings
		sites
		structures
		objects
<u>1</u>		Total

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

DOMESTIC/Single-dwelling

Current Functions
(Enter categories from instructions.)

DOMESTIC/Single-dwelling

7. Description

Architectural Classification
(Enter categories from instructions.)

Modern Movement

Materials
(Enter categories from instructions.)

foundation: Concrete
walls: Wood
roof: Architectural asphalt shingles
other: _____

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Narrative Description

Summary

The Chewning House, 1510 Stratford Road, in Lawrence, Douglas County, Kansas is a single-story, two-bedroom house located in the West Hills neighborhood just west of the University of Kansas. Designed in 1936 by George M. Beal, chair of the University of Kansas Architecture program, and built by local builder J.L. "Tommy" Constant, the house is often referred to by local architectural historians as the first modern home built in Lawrence or Douglas County and was key to establishing modern architecture in Lawrence.¹ The house also is important in that it is one of approximately 1,000 houses built throughout the country as part of the General Electric "New American Home" program that was active primarily in 1935 and 1936. This program, which aimed to put architects, builders and suppliers back to work during the Great Depression, began with a design contest in which architects submitted designs to General Electric for the opportunity to have their design built to showcase the company's new range of modern, electrical appliances.² To be eligible for the competition, the architectural design did not need to be in any specific style; however, the house had to be designed from the inside-out. This is exactly what Beal did when designing the Chewning House; the exterior conforms to the interior planning, which has been described as "a model of efficiency and functionality."³

The house has retained its architectural and historic integrity over the years with the retention of original materials (except for two rear windows) and no changes to the original floorplan. There is an addition (1993) on the rear of the house that is minimally visible from the public right-of-way. The house remains all-electric even though gas service is available within the neighborhood.

Elaboration

The Chewning House is located in the West Hills neighborhood, which is located just west of the University of Kansas campus and approximately one mile west of downtown Lawrence (Figure 1). The neighborhood boundary includes the west side of West Campus Road on the east, the north side of University Drive on the south, the east side of Avalon Road on the west and the north property lines 1102 Avalon Road, 1015 Emery Road, and 4 Colonial Court. The neighborhood is characterized by a mixture of architectural styles including Tudor Revival, Colonial Revival, Dutch Colonial, Spanish Revival, Ranch, and minimal traditional.

Site

The house is located in the southeastern section of the neighborhood (Figure 3) and is situated on a rectangular parcel of approximately a quarter acre. The yard in front (south) of the house is level, though the topography begins to gently slope downward to the north as one moves into the backyard and toward the rear property line. Currently, the western property line is indicated by a wooden privacy fence, and the rear property line is indicated by a metal, three-rail ornamental fence.

The house faces south and is generally centered east to west on the lot with the original house located on the southern portion of the parcel. A driveway is situated along the western side of the property and leads to a one-car, attached garage. This is the original garage, which was been modified to have a garage door on the rear elevation that allows a car to enter the original garage, proceed through the second door, and into the rear of the property to access the two-car garage that is part of the 1993 addition.

House

Exterior:

In the "General Contract Specifications For The Erection Of A Residence In West Hills – Stratford Road Lawrence, Kansas," Beal detailed how the building site was to be prepared, and how the house was to be constructed right down to the finest details including the types of nails, waxes, and vent registers to be used.⁴

¹ Dennis Domer, Tom Harper, William Steele, "Chewning House," Lawrence Modern, accessed 14 November 2016. <https://lawrencemodern.com/bakers-dozen/chewning-house/>.

² "G.E. Official Outlines Home Building Plans," *Wall Street Journal* (Chicago Bureau), July 9, 1935.; "New American Homes Started by Taylor, Inc.," *The Washington Post* (Washington D.C.), June 16, 1935.; "New American Home Explained by Architect and Builder," *Lawrence Daily Journal-World* (Lawrence, Kansas), December 2, 1936.

³ Domer, Harper, Steele, "Chewning House," <https://lawrencemodern.com/bakers-dozen/chewning-house/>.

⁴ George M. Beal, "General Contract Specifications For The Erection Of A Residence In West Hills – Stratford Road Lawrence, Kansas," pages C-1 to H-2 (from the personal research files of Dr. Dennis Domer, University of Kansas School of Architecture, Design & Planning).

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Built in an irregular footprint (Figure 2) upon a concrete and reinforced steel foundation, the house is one-story with a hip roof and a central, brick chimney. The attached garage on the western (left) portion of the house is connected to the primary hip roof with a half-hip roof with a lower ridgeline (Photo 9). The back portion of the garage roof has an irregularly shaped half-hip roof with an even lower ridgeline. At the time of construction, the roof was clad with 16" edge grain cedar shingles "Creo-dipt" factory stained in three variegated colors, and the house was to have gutters and downspouts made of galvanized iron.⁵ This roofing has since been replaced with black asphalt architectural shingles.

The original contract specifications indicated the exterior walls would be comprised of a brick veneer below the windows with wood siding above. As built though, the house has a wider wood lap siding installed below the windows with narrower drop siding (sometimes called Dutch siding) installed above (Photo 10). This wood siding was to be clear California white pine "free of knots, pitch pockets or other defects."⁶ All windows were to be wood casements of three to four lites with mortis and tenon joints and glass from the Libbey-Owens Company (Photo 11).⁷

The southern (front) elevation of the main portion of the house is divided into three bays consisting of tripartite, four-lite casement windows (Photo 1). The groups of windows on the east and west sides of this elevation are situated near the corners of this facade, with a third group of windows situated in the middle. The garage bay is located to the west (left) of the main facade and contains a double window comprised of four-lite casements just east (right) of the garage door.

The western elevation of the main house, as seen from the street consists of two, four-lite casements and the entry door (Photo 2). One of these windows is located near the corner that abuts the front facade. The other is next to the front entry door that is located in the corner where the main portion of the house adjoins the garage wing. The garage comprises the rest of the western elevation of the original house. It contains no fenestration, which is exactly how Beal designed it.

In 1993, an addition was added to the rear of the house along the eastern (right) elevation (Photos 3, 4, 5, and 7). This 22' deep by 25' wide addition is connected to the original house with a nearly 14' connecting segment (not quite a hyphen, as it is not inset on the elevation visible from the street). This addition mirrors some of the design elements of the original house including the use of similar siding, roof forms and window configurations. One major deviation is that it was placed on a concrete block foundation rather than a poured concrete foundation. This is minimally visible from the public right-of-way.

The western elevation of this addition contains a set of French doors in the "hyphen" connecting the original house to the addition. The bulk of the addition's western elevation is two floors. The lower contains two separate doors for a two-car garage, while the upper contains a large inset dormer with a gable roof situated above a tripartite set of single-lite casement windows with smaller, square windows below (Photo 3).

From the backyard, the northern (rear) elevation of the original house has been slightly modified. The rear wall of the garage has been removed and a metal garage door installed to allow a vehicle to enter the garage from the front driveway and proceed to the backyard and into the garage located in the addition. A pedestrian door from the garage's east elevation into the backyard also has been removed. The current owners state that the siding materials that were removed to accommodate the new garage door were utilized in the construction of the addition. The original garage could be returned to its original design if the owner chose to do so. Its historic appearance is unchanged from the street (Photos 4 and 8).

In addition to the garage modification, there are also two sets of casement windows on the northern elevation that have been replaced with aluminum-clad single-lite casements (Photo 8). These are located directly adjacent to the original garage. Also, to allow for the addition, a double window near the eastern corner of this facade was removed.

The northern (rear) elevation of the addition has another inset dormer on the second floor that resembles the one on the western elevation. Below this inset dormer is a bank of single-lite windows located in the garage.

On the eastern elevation of the addition are two groups of single-lite windows, a square set on the second floor and a vertical, rectangular set on the first floor located in the garage (Photo 5). There is also a single square window located closer to where the addition connects to the original house. While the basic cladding materials and fenestration patterns are used

⁵ Beal, "General Contract Specifications," pages C-3, C-10 and C-18. The specifications detailed that the concrete foundation was to be comprised of Portland cement, fine and course aggregate "free from loam, clay or other deleterious matter," hydrated lime, and City water "free from impurities or foreign matter." It also stipulated in what proportions these ingredients should be mixed.

⁶ Beal, "General Contract Specifications," page C-18.

⁷ Beal, "General Contract Specifications," pages C-18, C-21, and C-23.

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to tie this addition in with the original house, the concrete block foundation, gable roofed inset dormers and the single-lite windows are utilized to differentiate the old from the new.

Instead of in-setting the addition where it meets the original house, the addition's architect chose to demarcate this transition by utilizing a projecting bay of windows similar to that found on the original eastern elevation near the front facade. The eastern (right) elevation of the original house contains a single, four-lite casement window near the corner abutting the front facade and a single, three-lite casement window near the corner abutting what was the original rear façade (Photo 6). In between these windows is a projecting bay of seven, four-lite casement windows (located closer to the front of the house), a single-entry door onto a patio, and a pair of four-lite casements (located closer to the rear of the original house). The projecting bay of the addition mimics the dimensions of the original projecting bay; however, it utilizes a different window configuration. Instead of four-lite casement windows that stop where the siding material changes, the addition's projecting bay contains seven, single-lite casement windows situated above square fixed windows. The windows extend the full height of the projecting bay.

For the most part, the house remains largely unchanged as viewed from the street. The exterior cladding materials, apart from the asphalt shingle roofing, have not been altered, and all wood casement windows remain with the exception of three on the rear elevation that have been replaced or removed. The current owner has installed sensitively designed wooden storm windows to protect the original windows (Photo 11). The house appears to retain its original garage door on the front elevation, and its original patio is still extant on the eastern (right) elevation. While the addition is somewhat large, it is minimally visible from the street and is clearly indicated by different windows and a different foundation material. The roof of the addition is also minimally visible from the street (Photo 2).

Interior:

One requirement for submitting an architectural design to General Electric's "New American Home" contest was that the architect had to design the house from the inside out, which was a departure from typical house design up until this time. This is precisely what Beal did for the Chewning House, and by walking through the house one can get a sense of how the interior dictated the exterior appearance.

Upon entering the front of the house from the west, there is a small entryway leading into a larger foyer from which there are doorways into every room in the original house (Photos 12, 13, and 14). This layout allows the house to feel much larger. From the foyer looking south and west are the house's two original bedrooms: one at the rear of the house and one at the front. The rear bedroom has one closet along the eastern wall, and the front bedroom has a built-in seating/bookcase area along the eastern wall in addition to a closet (Photos 15 and 16). According to the original architectural plans, this built-in was to be a dresser with plate glass mirror. To the east of the rear bedroom is the bathroom, which retains its original layout and bathtub (Photos 17 and 18). Across from the bathroom is a small closet.

Looking east from the foyer is the kitchen along the northern half of the house and the living room along the southern half of the house, looking out onto the street (Photos 12 and 19). Per the original architectural plans, the kitchen was to have Elgin steel cabinets with wood countertops by the general contractor. The kitchen has been remodeled over the years, and the floor plan no longer reflects the layout as shown on the original architectural plans. Today, the stove and the refrigerator have swapped places and a peninsula countertop extends at an angle along the eastern side of the room. Cabinets, countertops, and light fixtures also have been modernized (Photo 22).

The living room is the character-defining room within the original house. Its ceiling soars upward and the asymmetrical fireplace serves as a central element (Photos 19 and 20). Along the southern and eastern walls are banks of casement windows that provide excellent natural light to enter from many directions and limit the need for electric lighting. The living room also contains space for a dining area along the eastern half of the room (Photo 21). To the north of the dining area is an entry to the eastern portion of the kitchen (Photo 23) and access to the doorway that leads to the uncovered terrace/patio on the eastern elevation of the house. The stairs to the basement are located directly across (west) from the door onto the concrete terrace/patio. The full basement is located below the kitchen, bathroom, and rear bedroom. On the southern basement wall underneath the stairs is the original General Electric service panel (Photo 24). There is a crawl space to the south (below the living room and front bedroom) and to the north (under the hyphen of the addition). The house does contain a gas line in the basement, but according to the current owner it has never been connected to the gas lines that were installed at the time the neighborhood was developed. The original plans indicate that there was to be a gas-powered furnace, but this is not the case.

North of the dining room entry to the kitchen is the entry into the hyphen that connects the original house to the addition. Two original windows were removed to allow for this connection. The addition has been added in a sympathetic manner, and utilizing the opening created by two original windows minimizes the loss of original material. The hyphen has French

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doors on the western wall and an entry door into the “studio” and garage on the north wall across from the entry from the original house. Directly inside of this doorway is a short set of stairs leading north, down to the garage, and another short staircase to the west leading up to the “studio” space that is now used as a bedroom. This room contains a bathroom with toilet and shower with the sink located in the bedroom.

The Contract and Specifications that were issued by Beal carefully outline the materials that were to be used in the construction of the Chewning House. Interior walls were to be plaster and lath with the wood lath being “No. 2 white pine wood lath, rough sawn and of uniform width and thickness.”⁸ Any metal lath used at corners was to be black painted, expanded metal weighing not less than 3.4 pounds per square yard. The plaster was to be “Agatite” (or something else approved by Beal) with a finished color referred to as “California stucco.”⁹ Woodwork and trim was to be either yellow pine, white pine, or gum milled from first quality finishing lumber free of defects. These same species were used for doors throughout the house, which remain in place today. The windows were specifically to be white pine. Except for two sets of casements on the north (rear) elevation, all original windows remain. The two that have been replaced were replaced with aluminum-clad, single-lite casement windows.

Per the plans and specifications, flooring was to be laid east to west, and in most rooms, it was to be 13/16” x 2 ¼” white oak. The kitchen and bathroom floors were to be fir.¹⁰ Today, the oak floors remain throughout the house; however, the kitchen floor has been covered with a green and white linoleum and the bathroom floor has been covered with ceramic tile.

Integrity:

The Chewning House retains a high level of historic integrity. It has not been relocated, and it remains within a historic residential neighborhood that has changed little over the years. Materially, the house retains a majority of its original materials, including windows, that were in place when the house was constructed. Similarly, Beal’s design of the original house is intact, despite the addition to the rear of the main house. This addition utilizes existing openings and is distinguishable from the historic portion through the use of different windows and foundation material. Together, the setting, location, materials, design, and workmanship allow this house to communicate its feeling and association as Lawrence’s first truly modern residence.

⁸ Beal, “General Contract Specifications,” pages C-15.

⁹ Beal, “General Contract Specifications,” pages C-15.

¹⁰ Beal, “General Contract Specifications,” pages C-15.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

A Property is associated with events that have made a significant contribution to the broad patterns of our history.

B Property is associated with the lives of persons significant in our past.

C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

A Owned by a religious institution or used for religious purposes.

B removed from its original location.

C a birthplace or grave.

D a cemetery.

E a reconstructed building, object, or structure.

F a commemorative property.

G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

ARCHITECTURE

Period of Significance

1936

Significant Dates

1936

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Beal, George Malcolm

Period of Significance (justification)

The period of significance spans the year the house was constructed, 1936.

Criteria Considerations (justification)

N/A

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Narrative Statement of Significance

Summary

Built in 1936 for Bert and Helen Chewning, the house at 1510 Stratford Road in Lawrence, Douglas County, Kansas is being nominated under Criterion C as an example of a General Electric (GE) "New American Home." The houses built under this program were part of a coordinated effort between GE, the Federal Housing Administration (FHA), local financiers, and local builders and suppliers to put people to work and stimulate the economy during the Great Depression. "New American Homes" were known for being all-electric and designed from the inside-out, two features that were relatively new at the time. While it is unknown exactly how many "New American Homes" General Electric sponsored through the program, the Chewnings' house is the only known one in the immediate vicinity of Lawrence, Kansas and remains today as a testament to this era of dramatic change in residential living and what it meant to be "modern." As an early example of an "all-electric" home, the Chewnings' house can also be viewed as a model for the homes built under the post-World War II "all-electric" Gold Medallion Home Program, which utilized slogans and marketing similar to what General Electric used in their "New American Home" campaigns.

The Chewning House is often referred to by local architectural historians as the first modern house constructed in the city of Lawrence because in addition to being all-electric, it also is of a more modern architectural design than houses being constructed in the city during the 1930s. While it predates the "Lawrence Modern, 1945-1975" amendment (2014) to the 2001 *Historic Resources of Lawrence* Multiple Property Documentation Form (MPDF), the Chewning House is eligible for listing under the MPDF because it is significant as a precursor to modern architecture in the city. The context for "Lawrence Modern" notes that to be "modern" was "to be sleek, fast, efficient, technologically advanced, scientifically driven," and that is precisely what General Electric was promoting when it developed the "New American Home" program, which was exemplified in the construction of this house.¹¹ The context statement also mentions the Chewning House as an example of how modernist architecture had penetrated Lawrence by the mid-1930s noting that the house "has an efficient Modern-influenced floor plan, an asymmetrically placed hearth and chimney, and corner windows."¹² In addition to its more modern architectural design, the Chewnings' house also has a connection to the Federal Housing Administration and the National Housing Act, which also were responsible for assisting with the housing boom that occurred between 1945 and 1975.

Elaboration

Electricity & "the Restoration of Prosperity"

The modern electric utility industry can be traced back to as early as 1879 when Thomas Edison invented the light bulb; however, Edison knew his creation would mean nothing unless there was a method by which electricity could be distributed to consumers. Within three years, he had developed such a system and installed the world's first central electricity generating plant in New York City's financial district. With this new system created, companies began constructing numerous power plants in cities throughout the country. At the time, however, it was not a terribly inclusive system as customers generally had to reside within one mile or less of a power plant to get service, and residential service spread slower than it did for manufacturing and business customers. In 1907, only eight percent of Americans had homes serviced by electricity, and it was still a luxury for many as it was more expensive than gas.¹³

The years just after World War I saw an enormous amount of change in nearly every aspect of American life. While the country was experiencing major social changes, it also was in the middle of dramatic technological advancements including in the electrical industry. Beginning in the 1920s, consumers started seeing improved power transmission and an expansion of the electrical grid resulting in 35 percent of American households being electrified. By 1930, many *urban* areas found 95

¹¹ Dale Nimz, "Lawrence Modern, 1945 to 1975," Amendment to *Historic Resources of Lawrence, Douglas County, Kansas* Multiple Property Listing, Certified May 20, 2014, page 4. Accessed 14 November 2016 at https://www.kshs.org/resource/national_register/MPS/Historic_Resources_Lawrence_mps_modern_amendment.pdf.

¹² Nimz, "Lawrence Modern, 1945 to 1975," page 18.

¹³ "Emergence of Electrical Utilities in America," The National Museum of American History, accessed on November 27, 2017 at <http://americanhistory.si.edu/powering/past/h1main.htm>; Jill Jonnes, *Empires of Light: Edison, Tesla, Westinghouse, and the Race to Electrify the World* (New York, NY: Random House Publishing Group, 2003), 368.

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percent of households had electrical service.¹⁴ As more people could access electricity, electrical cooperatives in states such as California began advertising to homeowners that electrifying their home made it “modern.”¹⁵ Naturally, consumers began looking for new and improved home appliances, new types of lighting, and more efficient heating.¹⁶

General Electric anticipated this very moment. At the company’s founding in 1892 it set out to dominate the American electrical industry, which it could easily do as it enjoyed advantages over smaller companies including substantial financial resources, strong scientific and research capabilities, and market power as a seller and purchaser.¹⁷ In the earliest years of the 20th century, the company was primarily a producer of large electrical equipment (motors, turbines, and transformers) for railroads, public utilities, and other industrial enterprises. When Gerard Swope became president of the company in 1922, he brought with him an enhanced vision of corporate merchandising and service. He believed the company’s future was in the expansion of its mass consumer market. Swope had previously been an executive at Western Electric where he had imagined putting the “WE” brand on “everything electrical going into the American home.” At the time though, Western Electric was more focused on telephone equipment.¹⁸

When Swope joined General Electric, the interest in electrical appliances was just gaining momentum. The first electric range had been invented by George Hughes in 1910, but it wasn’t very practical. It wasn’t until the 1920s that there were the technological capabilities to create electrical appliances, specifically ranges, that could compete with those powered by its leading competitor, gas.¹⁹ Between 1923 and 1927 the company increasingly focused on electrical consumer products, launching the first refrigerator in 1927. Within two years it controlled nearly one third of the national market.²⁰

Even with their hold on the market, consumers were still largely utilizing gas appliances, especially ranges, within their homes.²¹ For General Electric’s part in this, they saw their obstacle as a lack of public recognition. Company leadership wanted Americans to know the company as a producer of large electrical equipment but also as “the nation’s crusader for an electrical consciousness.”²² They wanted the GE logo to be associated with human progress, and they wanted to develop a reputation for selling technology and a better life for Americans.²³

T. K. Quinn, a GE vice-president, saw promotion - not necessarily lower prices - as the way to get consumers to buy into their electrical appliances. In 1932 he wrote, “It is perfectly true that, all other things being equal, more ranges would be sold if electric current rates were lower. It is also perfectly true that, all other things being equal, more ranges would be sold if range prices were lower. But the real major cause of our slow progress is the lack of aggressive selling and sales promotional activity on a national scale.”²⁴

George Hughes, who in 1918 had merged his company with General Electric, agreed with Quinn’s assessment by stating, “We of General Electric-Hotpoint believe that the most important duty of the industry right now is to bring electric cookery and its modern-day advantages to the attention of the general public, to promote the electric range in every possible way at

¹⁴ “Emergence of Electrical Utilities in America,” The National Museum of American History, <http://americanhistory.si.edu/powering/past/h1main.htm>; Jonnes, *Empires of Light: Edison, Tesla, Westinghouse, and the Race to Electrify the World*, 368.

¹⁵ Ellen Parson, “Electrical History: The 1920s (1920-1929),” *Electrical Construction & Maintenance Magazine* (June 1, 2002), accessed 27 November 2017 at <http://www.ecmweb.com/content/1920s-1920-1929>.

¹⁶ Gene Smiley, “The U.S. Economy in the 1920s,” Economic History Association EH.net, accessed November 27, 2017 at <https://eh.net/encyclopedia/the-u-s-economy-in-the-1920s/>.

¹⁷ Leonard S. Reich, “Lighting the Path to Profit: GE’s Control of the Electric Lamp Industry, 1892-1941,” *The Business History Review* 66, no. 2 (Summer 1992): 305, accessed October 23, 2017 at <http://www.jstor.org/stable/3116940>.

¹⁸ Roland Marchand, “The Inward Thrust of Institutional Advertising: General Electric and General Motors in the 1920s,” *Business and Economic History* 18 (1989): 189, accessed October 23, 2017 at <http://www.jstor.org/stable/23702895>.

¹⁹ Jane Busch, “Cooking Competition: Technology on the Domestic Market in the 1930s,” *Technology and Culture* 24, no. 2 (April 1982): 224, accessed October 23, 2017 at <http://www.jstor.org/stable/3104038>; Eric Owles, “G.E.’s History of Innovation,” *New York Times* (New York, NY), June 12, 2017, accessed November 27, 2017 at https://www.nytimes.com/2017/06/12/business/general-electric-history-of-innovation.html?_r=1. Busch claims General Electric developed the electric range in 1905; however, other sources like the *New York Times* and “Industrial Design History.com” at Auburn University cite that Hughes developed the electric range in 1910 and then merged his company with General Electric.

²⁰ Marchand, “The Inward Thrust of Institutional Advertising,” 191.

²¹ Busch, “Cooking Competition,” 229.

²² Marchand, “The Inward Thrust of Institutional Advertising,” 190.

²³ Stanley Greenberg, *Middle Class Dreams: The Politics and Power of the New American Majority* (New Haven, CT: Yale University Press, 1996), 132.

²⁴ Busch, “Cooking Competition,” 234-235.

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every opportunity, to educate the housewives of America to its advantages."²⁵ The company needed a plan to promote their appliances in a way that actively demonstrated how they could make a consumer's life better.

For the 1933 World's Fair in Chicago, General Electric created the "House of Magic" to demonstrate to consumers how electricity in the home could improve their quality of life and make living more modern. Seven hundred thousand people visited the display where speakers explained all the features one could have in an electric kitchen, and home economists in the "Kitchen Institute" instructed people on how to use each appliance "to ease the housewife's burden."²⁶

All of this was occurring while the country was enduring the Great Depression. But there was perhaps no better company to undertake such a project at this time than General Electric. Going into the Depression, the company was thriving as the 1920s had been a tremendous success under Swope's leadership. They did experience some difficult times between 1929 and 1933 when revenues dropped 75 percent; however, by shortening the work week, cutting wages and reallocating skilled workers to lower-skilled jobs rather than laying them off, the company was able to turn a \$13 million profit in 1933. This approach meant they retained their talent so once economic growth returned, the company was poised to control the market. It also meant the company could continue creating new electrical appliances including the washing machine, vacuum cleaner, food mixer, and air conditioner. Despite the rough economy, consumers were still eager for new products, and to help them buy, the company launched the General Electric Credit Corporation in 1932 to provide credit to consumers who were not able to obtain it from troubled banks.²⁷ And there were certainly many more interested consumers by this time, as access to electricity was increasing steadily especially in rural areas where the federally owned Tennessee Valley Authority (TVA) was working to expand the electrical grid.²⁸

There were multiple new federal programs being created at this time in addition to the TVA, and Swope no doubt saw a benefit to working with the federal government. For years, he was a known supporter of cooperative ties between business and government, but it was not until Roosevelt took office and the New Deal was underway in 1933 that GE capitalized on developing those ties.²⁹

The first half of the 1930s saw many developments happening concurrently. New federal programs were increasing electrical access and there was an increased consumer desire for new products, which created a sales market for GE to fill. Having weathered the first years of the Depression better than most companies, they were able to create the products consumers desired, but they needed a way to promote them. One method was through the "House of Magic" exhibit at the 1933 World's Fair, and another was through the General Electric "Kitchen Coach" that traveled around the country to various cities and towns, as it did in Emporia and Iola, Kansas in 1933, to demonstrate what the all-electric kitchen could do for homeowners.³⁰ More significantly though, Swope's company developed a program by which they could partner with a federal program to put people to work and encourage them to spend money to stimulate the economy, while at the same time promoting the company's products. GE's program was the "New American Home" program; the federal program was the newly created Federal Housing Administration (FHA).

When elected in 1932, Roosevelt promised recovery through increased government regulations and public works projects. Part of his efforts included the passage of the National Housing Act on June 27, 1934. This act was to "encourage improvement in housing standards" and "to provide a system of mutual mortgage insurance." The Act also created the FHA and the Federal Savings and Loan Insurance Corporation. A contributing factor to the Great Depression was the bursting of the housing bubble of the 1920s; therefore, the federal government was looking for ways in which it could carefully revive

²⁵ Busch, "Cooking Competition," 235. Hughes established the Hughes Electric Heating Company in Chicago in 1910. He had been working on crude models of the electric range as early as 1904. In 1918, Hughes' company merged with Hotpoint Electric Heating Company and the heating device section of General Electric. The company was known as the Edison Electric Appliance Company and produced Hotpoint brand name products. (<http://www.industrialdesignhistory.com/node/133>)

²⁶ "General Electric at the 1933 World's Fair," YouTube video, 10:28, posted by The Museum of Innovation and Science, February 27, 2012 at <https://youtu.be/wGyrFUA1DIs>.

²⁷ The Boston Consulting Group, "Green Shoots, False Positives, and What Companies Can Learn from the Great Depression," BCG Perspectives, accessed October 23, 2017 at https://www.bcgperspectives.com/content/articles/collateral_damage_part_7/?chapter=3#chapter3_section3.

²⁸ Gregory B. Field, "'Electricity for All': The Electric Home and Farm Authority and the Politics of Mass Consumption, 1932-1935," *The Business History Review* 64, no. 1 (Spring 1990): 33, accessed October 23, 2017 at <http://www.jstor.org/stable/3115844>.

²⁹ The Boston Consulting Group, "Green Shoots, False Positives," https://www.bcgperspectives.com/content/articles/collateral_damage_part_7/?chapter=3#chapter3_section3; Field, "Electricity for All," 37.

³⁰ "General Electric Kitchen: Visit this Magic Kitchen of the Modern House," *The Iola Register* (Iola, Kansas), April 12, 1933; "General Electric Kitchen: Visit this Magic Kitchen of the Modern House," *The Emporia Gazette* (Emporia, Kansas), May 2, 1933.

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the housing industry. The FHA was intended to provide federal guarantees of repayment to those entities issuing mortgages (banks, savings & loan associations, etc.) if they submitted to federal standards.³¹

When announcing the program, GE's Carl M. Snyder emphasized the need for cooperation and coordination between the various factors and groups interested in stimulating a revival of home construction. The cooperation and coordination that he was speaking of included that of General Electric, local financiers, local builders and suppliers, architects, and the federal government. GE would administer the design contest, select the winners, provide active assistance in erecting the winning designs by bringing together financing, builders and materials suppliers, and actively promote the houses in national and local advertising campaigns. Local builders and suppliers would construct the buildings, and the federal government through the FHA program and local financiers would assist buyers with acquiring the loans for purchasing display homes. When the program began, Snyder noted that there were 3,500 mortgagees deemed eligible under the FHA's Federal Home Mortgage Insurance program. There was also \$2 billion of life insurance company funds available for home mortgages as well.³²

After receiving 9,700 entries for the design contest, GE took the best suggestions and incorporated them into the program's very first home, which was the first of 500 model homes that were to be built that year as part of the "New American Home" program. The model home was put on display on the 11th floor of the R.C.A. Building at Rockefeller Plaza, and it was opened to the public for the first time on October 2, 1935. At the opening, Swope, along with Julian Gerard of the Federal Housing Administration and Jay Downer of the Rockefeller Center Board of Directors, hailed it as "a step toward the restoration of prosperity through the revival of the building industry."³³

General Electric stated that by the end of the program it would have sponsored the construction of one house for every 100,000 in US population. Additionally, the company estimated that the program would provide work for at least 80,000 people with an investment of approximately \$10,000,000.³⁴

An examination of newspaper articles reveals there was a great deal of excitement about the houses being built under the scheme. Much like the excitement surrounding the "Magic Kitchen" in 1933 where 700,000 people came to experience it, there were also reports about the vast number of people who toured the homes, eager to see what they offered. In just the first two days that the Chewnings' house at 1510 Stratford Road was open, more than 1,300 people visited it.³⁵ In Rollingwood, Maryland one home was kept open for additional days due to an "unabated stream of visitors."³⁶ The "New American Home" at Michigan Avenue and Roosevelt Road in Chicago reported being visited by 65,000 people during the roughly two and a half months it was open. The committee that sponsored it stated, "Most of the prospective homeowners who inspected the building indicated that they would incorporate many of its features in their own home plans."³⁷ There was clearly some consumer excitement and interest in the idea of the modern, all-electric house. Modernity was a common goal of the nation in the 1930s, as well as a goal of General Electric, and the "New American Home" was the standard bearer of modern living.³⁸

The company continued to promote their all-electric living as late as 1939 when they constructed a demonstration house at that year's New York World's Fair.³⁹ However, with the prospect of war quickly approaching, the hope of increased residential construction of all-electric houses was diminishing. As the United States entered the war, construction of

³¹ "National Housing Act," *The Living New Deal*, accessed 17 November 2017 at <https://livingnewdeal.org/glossary/national-housing-act-1934/>.

³² "G.E. Official Outlines Home Building Plans," *Wall Street Journal*, July 9, 1935.; "New American Homes Started by Taylor, Inc.," *The Washington Post*, June 16, 1935.

³³ "'New American' Home is Put on View Here; Hailed by Leaders as Step to Prosperity," *New York Times* (New York, NY), 2 October 1935.

³⁴ "New American Homes Started by Taylor, Inc.," *The Washington Post*, June 16, 1935.

³⁵ "Many See New Home," *Lawrence Daily Journal-World* (Lawrence, Kansas), December 5, 1936.

³⁶ "New American Home Will Stay On Exhibition," *The Washington Post* (Washington D.C.), December 15, 1935. A previous story from *The Washington Post* on November 17, 1935 noted that one of the Rollingwood area "New American Homes" was receiving thousands of daily visitors from morning until night.

³⁷ "'New American Home' Will Be Closed Dec. 15," *Chicago Daily Tribune* (Chicago, Ill.), December 6, 1936.

³⁸ Busch, "Cooking Competition," 235 & 240; The Kansas Electric Power Company Advertisement, "Going Modern," *Lawrence Daily Journal-World* (Lawrence, Kansas), December 5, 1936.

³⁹ "The Fred and Mary Zindler Residence, aka The All-Electric Demonstration home," Preserving Our Past Whitefish Bay Now, last updated 17 July 2009, <http://archive.whitefishbaynow.com/news/51027002.html>.

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residential buildings slowed considerably as resources were reallocated to the war effort.⁴⁰ Following these years of turmoil, Americans were ready to return to a normal way of living. With servicemen returning from the war many were eager to settle down, get married, and buy a house. And the numbers prove it. In 1944, there were 114,000 new homes constructed. In 1950, that number jumped to 1.7 million.⁴¹ Subdivisions were springing up almost overnight it seemed, and General Electric was continuing to promote its pre-war mantra of "Live Better Electrically."⁴²

This concept of electric living that General Electric created in the 1930s as a means of selling appliances and stimulating the economy went on to influence post war residential building throughout the 1950s and 1960s. In Prairie Village, Kansas the Kansas City Power & Light Company constructed their own all-electric model house in 1954, and 62,000 people came to see it. It was then sold and became a family home for 40 years.⁴³ Then in 1957, the National Electrical Manufacturers Association (NEMA) created the Gold Medallion Home Program to continue advocating for the all-electric house as the epitome of modern living. Their premise was the same as GE's in the 1930s: an increase in electricity use would lead to increased purchasing of electrical appliances, which in the end would help the country prosper.⁴⁴ NEMA created a marketing campaign under the same slogan as GE, to "Live Better Electrically," and aimed to build one million Gold Medallion homes nationwide. There are claims that NEMA succeeded in this goal, though there are no official numbers.⁴⁵ One thing that is certain though is that the all-electric house promoted by General Electric in the mid-1930s had an impact on the post-war residential building industry that continued for several decades.

The "New American Home" Program

The year in which the Chewnings' house was constructed was the second year of the "New American Home" program. In the winter of 1934 to 1935, the General Electric Company developed the concept of the program by holding an architectural design competition that aimed to develop medium-sized homes "to fit the desires of the average family."⁴⁶ The contest required that architects design homes from the inside out, making them flexible to fit the changing needs of the American family, and incorporate the latest and greatest in electrical and mechanical equipment. The homes did not need to represent any one specific architectural style, but they needed to reflect a new line of thinking regarding home design. Whereas conventional design had previously placed an emphasis on a stylized exterior, the "New American Home" program still looked to produce stylish homes but with an emphasis more on "comfort, convenience, and all-around livability" rather than ornate architecture.⁴⁷

General Electric received 9,700 entries from architects throughout the United States.⁴⁸ After selecting the winning designs (of which there were at least 1,000), GE administered a building program in "population centers all over the country."⁴⁹ The company persuaded local builders and suppliers to construct the homes through local financing, open them to the public for

⁴⁰ United States Department of Labor, "Construction in the War Years 1942-1945: Employment, Expenditures, and Building Volume Bulletin No. 915," Federal Reserve Bank of St. Louis, page 24, accessed December 14, 2017 at https://fraser.stlouisfed.org/files/docs/publications/bls/bls_0915_1948.pdf.

⁴¹ Claire Suddath, "The Middle Class," *TIME*, 27 February 2009, accessed December 14, 2017 at <http://content.time.com/time/nation/article/0,8599,1882147,00.html>.

⁴² Sarah Rich, "The American Dream House Only Worked in Dreams and Commercials," *The Atlantic*, September 25, 2015, accessed December 14, 2017 at <https://www.theatlantic.com/business/archive/2015/09/the-post-war-american-home/407227/>.

⁴³ "The 1950s All Electric House," Johnson County Government, accessed December 14, 2017 at <https://www.jocogov.org/facility/the-1950s-all-electric-house>.

⁴⁴ Pat Walsh, "Gold Medallion Homes Bespeak Decades of Energy Efficiency," Nema Currents: The Blog of the Electroindustry, last updated March 15, 2016, <http://blog.nema.org/2016/03/15/gold-medallion-homes-bespeak-decades-of-energy-efficiency/>.

⁴⁵ Walsh, "Gold Medallion Homes Bespeak Decades of Energy Efficiency," <http://blog.nema.org/2016/03/15/gold-medallion-homes-bespeak-decades-of-energy-efficiency/>.

⁴⁶ "New American Home Explained," *Lawrence Daily Journal-World*, December 2, 1936.

⁴⁷ "New American Home Explained," *Lawrence Daily Journal-World*, December 2, 1936.; "New American Home Nearby Opened by General Electric," *The Washington Post* (Washington D.C.), November 10, 1935.

⁴⁸ "New American Home is Put on View Here," *New York Times*, October 2, 1935. Beal was one winner of this design contest. When the Chewnings' house was opened to the public there were multiple news stories in the *Lawrence Daily Journal-World* talking about the "New American Home" program, how the contest worked, and how the Chewnings' house reflected the ideas of the program.

⁴⁹ Advertisement for the "New American Home," Rosedale Apartments Nomination to the National Register of Historic Places, Cranston, Rhode Island, accessed October 23, 2017 at http://www.preservation.ri.gov/pdfs_downloads/national_pdfs/cranston/crns_narragansett-blvd-1180_rosedale-apartments.pdf. In 1935 and 1936 there are news articles discussing other houses being built as part of the program near Washington D.C., Chicago, Los Angeles, Whitefish Bay, Wisconsin and Columbia, South Carolina.

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inspection, and put them on the market for sale. The first year of the program saw homes being constructed in late 1935, and when the Chewnings' house was completed, the 1936 program was in full swing having built upon the success of the 1935 program.⁵⁰

In outlining the plan in July 1935, General Electric's "New American Home" appliance director, Carl M. Snyder, stated that the program included actively assisting in the construction of at least 1,000 display homes in different areas of the country.⁵¹ Unlike Lawrence where there is no evidence that additional "New American Homes" were constructed, some areas had multiple display houses, which were frequently discussed in numerous local newspaper articles. In the program's first year, there were at least five "New American Homes" under construction in Rollingwood, Maryland just across the district line from Washington D.C. Built by Waverly Taylor, Inc. these houses were said to coincide with hundreds of demonstration homes in communities across the country and were part of "one of the most ambitious housing programs ever undertaken by a single organization."⁵²

It is not known specifically how many years General Electric sponsored the construction of "New American Homes" following the contest. Historic newspaper articles about houses being built under the program are easily located for 1935 and 1936, but there have been no references found regarding houses being sponsored after this two-year period. A 1935 advertisement for the program in *Better Homes & Gardens* explained that a "New American Home" was the most livable house you ever saw, and that it "shows what can be done to provide new standards of health, comfort and convenience...."⁵³ It also encouraged people to contact the company to learn more about how one could make their home "New American" either by building a new house or within their present home. It is possible that General Electric only sponsored the construction of designs from the contest in 1935 and 1936, using these years as a marketing strategy to educate and sell the public on their new electrical appliances.⁵⁴

There are several potential reasons behind General Electric's creation and implementation of this program. Two, somewhat interconnected reasons include, an expansion of electrical power as a utility, and with this expansion, a campaign by General Electric to promote its new electrical appliances. The "New American Home" program was a great way to promote both electricity and their products.

Perhaps more significantly though, when the program was announced the United States was dealing with the Great Depression, and the country was looking for ways to put people to work and stimulate the economy. According to Snyder (the company's appliance director) the program aimed to stimulate and revive the residential building economy, which obviously had slowed during the Depression.⁵⁵ While General Electric conceived of the project and provided the overall marketing campaign to promote it and their products, the company saw it as a way to put builders and suppliers to work, as well as a method to stimulate the home buying market through working with the Federal Housing Administration.⁵⁶

⁵⁰ "New American Home Explained," *Lawrence Daily Journal-World*, December 2, 1936. No official record could be found for the number constructed in either 1935 or 1936. News articles outlining that program initially stated 500 would be built, and then others reference 1,000 being built.

⁵¹ "G.E. Official Outlines Home Building Plans," *Wall Street Journal*, July 9, 1935. An article from the *New York Times* in October 1935 indicated there were 500 being built at that time; however, an article in the *Washington Post* a month later indicated there were approximately 1,000 opening to the public. Based on Snyder's comment and these news stories, it seems probable that the plan was to build 1,000 homes total with perhaps 500 in 1935 and 500 additional homes in 1936.

⁵² "New American Home Speeded In Rollingwood," *The Washington Post* (Washington D.C.), September 29, 1935.; "New American Home Nearby Opened by General Electric," *The Washington Post*, November 10, 1935. According to the *Lawrence Daily Journal-World* article, "New American Home Explained by Architect and Builder," in 1935 more than five million people inspected more than 300 homes. In looking at local newspapers from the year, there are no references to other "New American Homes" being constructed near Lawrence. When multiple "New American Homes" were being constructed near one another, newspapers tended to at least note this in their coverage so that members of the public could visit an additional home.

⁵³ Advertisement for the "New American Home," Rosedale Apartments Nomination to the National Register of Historic Places, Cranston, Rhode Island. This was a common theme in "New American" advertisements throughout 1935, 1936 and even through 1938.

⁵⁴ Carolyn M. Goldstein, "From Service to Sales: Home Economics in Light and Power, 1920-1940," *Technology and Culture* 38, No. 1 (January 1997): 127, accessed October 23, 2017 at <http://www.jstor.org/stable/3106786>. After World War I, companies such as General Electric and Westinghouse invested their resources in extensive research and marketing to improve their control on the electric appliance industry. Some of this involved home economists and other programs to educate people about electricity and how electrical consumer goods could make their life better.

⁵⁵ "G.E. Official Outlines Home Building Plans," *Wall Street Journal*, July 9, 1935.

⁵⁶ "New American Homes Started by Taylor, Inc.," *The Washington Post*, June 16, 1935.

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The Bert & Helen Chewning House

Throughout the 1920s and 1930s, the city of Lawrence, Kansas grew only modestly with just seven plats dating to the period after 1920: the first in 1925 and the final two in 1938.⁵⁷ In August 1931, Douglas County Engineer E.E. Trueblood approved Samuel John Hunter's plat for "Block 4 and Lots 4 & 5 of Colonial Court" in what was known as the West Hills District. (Figure 4) This area was one of the first residential developments near the University of Kansas and one of the first to break away from the traditional street grid.⁵⁸ It was on block 4, lot 8 that George Malcolm Beal designed what is now known as Lawrence's first modern home for KU postal worker Bert S. Chewning and his wife, Helen.⁵⁹ Upon completion, the Chewnings' new "modern" house was also known as Lawrence's only General Electric "New American Home" with Beal's design being one of the 1,000 winning designs.⁶⁰

Sometime prior to July 1936, Beal, a University of Kansas architecture professor, produced architectural drawings for the Chewnings.⁶¹ A graduate of KU, Beal became a professor in 1925 and served as the chair of the KU architecture department between 1945 and 1962. Shortly after becoming a professor, Beal completed a certificate in architecture at the Fontainebleau School of Fine Arts in Paris.⁶² It was this training that allowed Beal to be instrumental in morphing KU from a school of traditional architecture to one of modern architecture. He also had become acquaintances with Frank Lloyd Wright, becoming one of Wright's Taliesin Fellows in 1934.⁶³ No correspondence between Beal and the Chewnings can be located; however, it may have been for this unique background and design aesthetic that the Chewnings selected Beal to design their new home. It is also possible that the Chewnings met Beal through the university. From approximately 1931 to 1957, Bert worked as the superintendent of the KU post office where he and Beal may have crossed paths.⁶⁴

Once the house was designed, Beal issued an incredibly detailed contract and specifications document, and local builder J.L. "Tommy" Constant and his firm, Constant Construction, was hired. Constant is primarily remembered for his larger commercial and public building projects in Lawrence some of which include Lawrence High School, St. John Catholic School, Capitol Federal Savings and Loan, the KU Campanile, Smith Hall, and Douthart Hall.⁶⁵

When the Chewnings' house was completed in early December 1936, the *Lawrence Daily Journal-World* ran a full, two-page spread about the "New American Home" at 1510 Stratford Road. It included a story explaining what the "New American Home" was, short articles on some of the features found in the home, and plenty of advertisements noting who had a role in building and outfitting the house. There also was a large advertisement stating that the house would be "Open For Inspection" for one week beginning December 3rd. It was noted that, "Somebody will be at the door to greet you and show

⁵⁷ Nimz, "Lawrence Modern, 1945 to 1975," page 9.

⁵⁸ Nimz, "Lawrence Modern, 1945 to 1975," page 9; and "West Hills Plat of Block 4 and Lots 4 & 5 of Colonial Court Also Dedication of the Streets as shown Heron for Public Use," Douglas County Register of Deeds, Volume 3 Page 37, recorded 5 August 1931.

⁵⁹ Additional Abstract of Title, S.J. Hunter to Bert Stinson Chewning and Helen Magdalene Chewning, May 11, 1936 (recorded May 11, 1936), Douglas County, Kansas, Deed Book 133, page 604, Register of Deeds Office, Douglas County, Kansas.

⁶⁰ "Open For Inspection Tomorrow The 'New American' Home 1510 Stratford Road (West Hills) Lawrence, Kansas," *Lawrence Daily Journal-World* (Lawrence, Kansas), December 2, 1936.

⁶¹ Beal, "General Contract Specifications," pages A-1. The General Contract Specifications list the Chewnings by name as the customer and includes July 14, 1936 as the date. July 1936 is also included on the architectural plans. Since the house was selected by the General Electric Company, Beal likely submitted the drawings for the contest earlier in the year. No correspondence between the Chewnings and Beal has been located, and there is no mention of the contest in Beal's papers at the University of Kansas. It also is unknown whether the design was later built elsewhere in the country. General Electric occasionally advertised winning designs for construction anywhere.

⁶² Not to be confused with the centuries-old École des Beaux-Arts in Paris, the Fontainebleau School of Fine Arts was founded in 1923. More information is found at the school's website: <http://fontainebleauschools.org/about> (accessed May 21, 2018).

⁶³ Dennis Domer, Tom Harper, William Steele, "Architects," Lawrence Modern, accessed 21 December 2016 at <https://lawrencemodern.com/architects-2/>; University of Kansas Libraries, "Guide to the George M. Beal Collection - Biography of George Beal," accessed December 21, 2016 at <http://etext.ku.edu/view?docId=ksrlead/ksrl.ua.bealgeorge.xml;route=ksrlead;query=>; John Charlton, "George Malcolm Beal House" National Register nomination, Certified December 29, 2015. Accessed May 21, 2018 at https://www.kshs.org/resource/national_register/nominationsNRDB/KS_DouglasCounty_Beal-CharltonHouseNR.pdf. Frank Lloyd Wright established his private Taliesin Fellowship school in 1932 where apprentices could come to study under him. More information is available at <http://taliesinfellows.org/i/taliesin-fellows/>.

⁶⁴ "Bert S. Chewning Obituary," *Lawrence Daily Journal-World* (Lawrence, Kansas), December 16, 1981.

⁶⁵ Dennis Domer, Tom Harper, William Steele, "Builders," Lawrence Modern, accessed December 21, 2016 at <https://lawrencemodern.com/builders/>.

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you through this unique home -- Complete with furniture and all modern conveniences -- A splendid example of the Nation-wide presentation of the 'New American' Home by the General Electric Co...."⁶⁶

What did it mean to be a "New American Home" though? An article in the *Lawrence Daily Journal-World* on the day prior to the home's opening to the public explained that visitors to other "New American Homes" have "been impressed with their interior planning."⁶⁷ Part of the requirement to be one of these specially designated homes was that they had to be designed from the inside out instead of the reverse, which had been typical up until about the 1930s. Rooms were arranged by function with each room having a defined purpose to eliminate wasted space, and a large number of windows were incorporated to admit an abundance of natural lighting.⁶⁸

Beal did design the Chewnings' house at 1510 Stratford from the inside out, allowing the exterior to conform to the interior, which has been described as "a model of efficiency and functionality."⁶⁹ The house has a large entry foyer with doors leading to every room in the house. This layout allows the house to feel much larger. The living/dining area has a ceiling that soars upward and an asymmetrically placed fireplace serves as a central element. The casement windows provide excellent natural light that enters the house from many directions.⁷⁰

In addition to being designed for a more efficient way of living, the "New American Home" was also all-electric with an aim to reduce the drudgery of housekeeping thus making life more comfortable and easy. Like other "New American Homes," the Chewnings' house incorporated the latest technology including radial wiring, automatic heating and air conditioning, scientific lighting, and GE branded appliances.⁷¹ Prior to the 1930s, air conditioning was only found in larger public venues such as the Rivoli Theater in New York City. By the early 1930s, General Electric had produced 32 prototypes for a residential cooling system.⁷²

An advertisement for Kennedy Plumbing and Electric Company on the December 2, 1936 two-page spread of the *Lawrence Daily Journal-World* noted that the company had installed complete plumbing, radial wiring with new G-E circuit breakers, Lightoiler lighting fixtures, and the following GE amenities: air conditioning furnace, range, refrigerator, dishwasher, disposal unit, kitchen ventilating fan, ironer, washer, radio, and many other small appliances.⁷³ Other local businesses that had a role in making the Chewnings' "New American Home" a reality included: Daniels Insurance Agency, South Lawrence Lumber Company, Weaver's Department Store, Veatch Furniture Company, and Green Brother's (Builder's Hardware and Sherwin-Williams Paints).⁷⁴

In a General Electric advertisement for the house in the *Lawrence Daily Journal-World* on December 5, 1936, "New American Homes" were described as "not an expensive luxury" citing that they cost less than ordinary houses when one factored in operating costs and repairs, and that visitors should come see how much more their dollars could purchase in "comfort, economy of upkeep, and labor saving when you build or remodel scientifically."⁷⁵ It went on to describe how the features built into this home contributed to making life more gracious, easy, and convenient. An advertisement on the same

⁶⁶ "Open For Inspection Tomorrow," *Lawrence Daily Journal-World*, December 2, 1936.

⁶⁷ "New American Home Explained," *Lawrence Daily Journal-World*, December 2, 1936.

⁶⁸ "New American Home Explained," *Lawrence Daily Journal-World*, December 2, 1936.; Nimz, "Lawrence Modern, 1945 to 1975," page 3 and 4. Designing buildings from the inside-out was a key characteristic of the modern architectural movement that became more accepted in the 1930s. While General Electric desired that "New American Homes" be designed from the inside-out, this did not mean that houses had to be modern in architecture. They could be of any architectural style desired by the architect.

⁶⁹ Domer, Harper, Steele, "Chewning House," <https://lawrencemodern.com/bakers-dozen/chewning-house/>. Newspaper articles are the only source of detailed information on the specifics of the house, and what was being said about it. Unfortunately, no articles have been found that highlight what other architects or visitors thought of the architectural design.

⁷⁰ Domer, Harper, Steele, "Chewning House," <https://lawrencemodern.com/bakers-dozen/chewning-house/>.

⁷¹ "Open For Inspection Tomorrow," *Lawrence Daily Journal-World*, December 2, 1936; General Electric Advertisement, "Your Building Dollars Buy More In A 'New American' Home See the G-E Sponsored Demonstration Home Now Open at 1510 Stratford Road," *Lawrence Daily Journal-World* (Lawrence, Kansas), December 2, 1936.

⁷² Department of Energy, "History of Air Conditioning," last updated July 20, 2015, <https://www.energy.gov/articles/history-air-conditioning> (accessed May 23, 2018).

⁷³ Kennedy Plumbing & Electric Company Advertisement, "In This New American Home We Have Installed," *Lawrence Daily Journal-World* (Lawrence, Kansas), December 2, 1936. Lightoiler began producing lighting fixtures under a different name as early as 1904. By the 1920s, the company was known for its high-end designs. Many of the other electric features were rather new, especially for residential use.

⁷⁴ Various advertisements, *Lawrence Daily Journal-World* (Lawrence, Kansas), December 2, 1936.

⁷⁵ "You Can Own a 'New American' Home For What You Pay In Rent," *Lawrence Daily Journal-World* (Lawrence, Kansas), December 5, 1936.

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page from the Kansas Electric Power Company referred to the "New American Home" as modern and "time-releasing" because it was filled with new GE electrical appliances.⁷⁶

The *Lawrence Daily Journal-World* anticipated that several thousand people would come to examine the house during the week it was open, and they likely were correct. As previously mentioned, more than 1,300 people visited the Chewnings' house in just the first two days that it was open with some coming from Missouri, Oklahoma, Colorado, and New Mexico. News reports indicated that there had been a favorable reaction from visitors, many of whom spent a great deal of time inspecting the "unusual features" typical of the "New American Home."⁷⁷ No comprehensive list of "New American Homes" has been located to date so there is no way to definitively know how close to Lawrence another home was built under this program; however, the fact that people came from other states might be an indicator that the Chewnings' house was the only "New American Home" built in the region.

The West Hills "District"

The Bert & Helen Chewning house at 1510 Stratford Road is located within the West Hills neighborhood, which was one of the first areas in Lawrence, Kansas to do away with the traditional street grid pattern of development. In 1926, the local paper hailed West Hills as one of the most recent developments in Lawrence. Bound by Tenth Street on the north, Thirteenth Street on the south, West Campus Road on the east and California Street on the West, the neighborhood was considered "modern" by some, despite not being within the city limits of Lawrence.⁷⁸

The land had been purchased nearly seven years earlier by Samuel John Hunter, a retired University of Kansas professor and state entomologist. Hunter had arrived in Lawrence from Garnett, Kansas in September 1888 to attend the University of Kansas. He worked his way through college as a messenger for Chancellor F.H. Snow, a math tutor, and by operating a boarding club. Following graduation, he became the head of the New Atchison County High School at Effingham for a short time before returning to KU, at the request of Chancellor Snow, to take a position as an assistant professor of entomology. Within a few years, Chancellor Frank Strong had named Hunter head of the department and then named him state entomologist, a position he held until retiring from KU in 1924. Five years prior to retiring, Hunter had already begun planning the next phase of his life by purchasing a 49-acre tract from Mary R. Emery, widow of Judge James S. Emery (one of the early New England immigrants to Lawrence). It was this land that became West Hills.⁷⁹

For a city built primarily on a grid system for decades, the West Hills district really was a diversion. It was laid out in the "line of modern city planning" where straight lines of streets had been eliminated and houses were placed in order to achieve the best view, specifically of the Wakarusa and Kaw valleys, rather than simply facing their street frontage.⁸⁰

By 1922, Hunter had outlined how his "Westhill Community District" would be developed by establishing deed restrictions. All lots were required to be single-family residences, no flats or apartments were allowed, and no lot was to be sold to or used by anyone who was not white. There also were requirements for what a house should cost to construct. Any house built facing Michigan Avenue (present day West Campus Road) was to cost no less than \$10,000, while houses built on any other street were to cost no less than \$5,000. Accessory structures built on any of the lots were to match the materials and architectural style of the residence with which they were associated, and the restrictions also outlined building setbacks for homes and garages. To ensure "harmony good taste and a class of architecture becoming of the District," all building plans were required to be reviewed and approved by the Westhill Community Improvement Committee before ground was

⁷⁶ "Going Modern," *Lawrence Daily Journal-World*, December 5, 1936. In "From Service to Sales: Home Economics in Light and Power, 1920-1940," published in *Technology and Culture* in 1997, author Carolyn Goldstein notes that middle-class women were seen as the gateway to selling more electrical appliances. Companies believed that by showing housewives how these appliances could save time, and therefore labor, they could sell more of them because the housewives helped convince husbands to buy into these appliances. GE saw the "New American Home" program and the selling of more appliances as a way to help stimulate the economy and pull America out of the Great Depression.

⁷⁷ "New American Home Explained," *Lawrence Daily Journal-World*, 2 December 1936.; "Many See New Home," *Lawrence Daily Journal-World*, December 5, 1936. In "New American Home Explained," it is reported that in 1935 more than 5 million people inspected more than 300 homes.

⁷⁸ "West Hills Has Five Acre Park- Several New Residences Have Been Built in This District," *Lawrence Daily Journal-World* (Lawrence, Kansas), September 11, 1926.; "Agree On Policy- City Commissioner and West Hills Water Users Come to Terms," *Lawrence Daily Journal-World* (Lawrence, Kansas), March 11, 1929.

⁷⁹ "He Dreamed Of A More Beautiful Lawrence- Thirty-three Homes Now in West Hills; More Are Planned," *Lawrence Daily Journal-World* (Lawrence, Kansas), September 13, 1938.

⁸⁰ "West Hills Has Five Acre Park," 11 September 1926.

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broken for construction.⁸¹ At the time, the committee was to consist of S.J. Hunter, F.J. Kelly, and R.A. Kent. Vacancies were to be filled by a vote of the property owners in the District, and each owner got one vote for each foot of street frontage they owned.⁸²

While some may have considered West Hills a "modern" development because it eschewed the traditional grid street pattern in favor of the curvilinear streets still present today, others might have noted its more modern development trend of having all utilities installed prior to a lot being sold. Hunter may have believed it was a helpful marketing tool to allow potential buyers to know the exact final cost of their lot before constructing a home. And when a lot was sold, iron corner posts were sunk in mortar.⁸³

By 1925 the West Hills District had at least eight parties involved in crafting the future of the neighborhood: S.J. & Lida Hunter (1145 West Campus Road), Dentist Edward & Stella K. Bumgardner, R.A. & Ellen C. Kent, F.J. & Clarice Kelly, Dr. Raymond Cecil & Georgina Moore (1201 West Campus Road), Professor Arthur J. & Flora Boynton (1125 West Campus Road), University Bursar Karl & Alfreda Klooz (1119 West Campus Road), and William & Emma May Zweifel (1132 West Hills Parkway).⁸⁴

In this same year, the City of Lawrence agreed to allow Hunter to construct sewer lines and connect them with the City's public sewer system at Ninth and Michigan Streets at the owners' expense, and owners in the district had established an agreement with Citizens Light, Heat and Power to install gas mains and pipes for each residence.⁸⁵ The residents of the District also had decided to allow KU Sororities and Fraternities to construct residences within the district. They were admitted on the same terms and subject to all conditions for other properties in West Hills except they did not need to have interior arrangements similar to single family homes.⁸⁶ Additionally, a small civic center comprised of "trees, shrubs, a grass plot and stone seats with electric lights at each end" was built at the junction of West Hills Parkway and Broad View Road in 1926. Five acres were also set aside as a private park, and as the neighborhood grew, sidewalks and roads were added or extended.⁸⁷

The neighborhood developed more or less in an east to west fashion with the earliest construction occurring in the mid-1920s along West Campus Road. Throughout the 1930s, construction focused on West Hills Parkway, Colonial Court, Emery Road, High Drive and Stratford Road (east of Emery) with a few properties being developed on the eastern portion

⁸¹ As of early 2017, the West Hills Homes Association still maintained an architectural committee. Their website outlining this committee had been available at <http://west-hills.org/WHHADetails.html#morearch>; however, this website is no longer active as of May 2018.

⁸² Deed of Dedication, R.A. Kent (agent), T.O. Kent Real Estate. S.J. Hunter & Wife (Lida C.), F.J. Kelly & wife (Clarice N.), and P.B. Lawson and wife (Sadie A.), June 1, 1922, Douglas County, Kansas, Deed Book 108, Page 334, Register of Deed's Office, Douglas County, Kansas (as printed in "Abstract of Title to the following described Real Estate situated in Douglas County, Kansas Lot Eight (8), in Block Four (4), in West Hills, an Addition to the City of Lawrence, No. 79722."). The construction costs were reevaluated in 1924 at the same time the district was renamed "West Hills" and Michigan Avenue was renamed West Campus Road. At this time houses fronting West Campus Road were to cost no less than \$7,500 and all other houses were to cost no less than \$4,000. The deed also gives details on how the deed restrictions could be lifted within a specified timeframe provided the owners of a majority of the net acreage agreed to amend or abolish them.

⁸³ "West Hills Has Five Acre Park," September 11, 1926.

⁸⁴ Amendment to Restrictions and Dedication West Hills, Stella K. Bumgardner, Edward Bumgardner, R.A. Kent, for Ellen C. Kent, (widow) F.J. Kelly, Clarice N. Kelly, S.J. Hunter, Lida C. Hunter, R.C. Moore, Georgina Moore, Arthur J. Boynton, Flora S. Boynton, Karl Klooz, Alfreda C. Klooz, Emma May Zweifel, Wm. Zweifel, Recorded September 28, 1925, Douglas County, Kansas, Deed Book 114, Page 530, Register of Deed's Office, Douglas County, Kansas (as printed in "Abstract of Title to the following described Real Estate situated in Douglas County, Kansas Lot Eight (8), in Block Four (4), in West Hills, an Addition to the City of Lawrence, No. 79722."); "West Hills Has Five Acre Park," September 11, 1926.

⁸⁵ Agreement, The City of Lawrence to S.J. Hunter and Lida C. Hunter, May 4, 1925 (recorded May 13, 1925), Douglas County, Kansas, Deed book 114, page 448, Register of Deed's Office, Douglas County, Kansas (as printed in "Abstract of Title to the following described Real Estate situated in Douglas County, Kansas Lot Eight (8), in Block Four (4), in West Hills, an Addition to the City of Lawrence, No. 79722."); Easement, S.J. Hunter, Lida C. Hunter, R.C. Moore, Arthur J. Boynton, Flora S. Boynton, Karl Klooz, Alfreda C. Klooz, Emma M. Zweifel, Wm. Zweifel, Stella K. Bumgardner, Edward Bumgardner, R.A. Kent for Ellen C. Kent, F.J. Kelly, Clarice N. Kelly, August 12, 1925 (recorded October 22, 1925), Douglas County, Kansas, Deed book 114, page 546, Register of Deed's Office, Douglas County, Kansas (as printed in "Abstract of Title to the following described Real Estate situated in Douglas County, Kansas Lot Eight (8), in Block Four (4), in West Hills, an Addition to the City of Lawrence, No. 79722.").

⁸⁶ Amendment to Restrictions and Dedication, Recorded September 28, 1925, Douglas County, Kansas, Deed Book 114, Page 530, Douglas County, Kansas.

⁸⁷ "West Hills Has Five Acre Park," September 11, 1926.

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of University Drive. The rest of Stratford Road, University Drive, Oxford Road, Cambridge Road and Avalon Road were then developed between the 1940s and the late 1950s.⁸⁸

Hunter placed several newspaper ads and wrote short articles noting the perks of building in West Hills. He claimed, "Remember, that location makes or mars the home." Lots with a "commanding view with city water, sewer, paving, and gas all paid for" could be acquired at a rate of \$10 per front foot with a depth of 130 to 140 feet (1510 Stratford is 140 feet deep by 75 feet wide).⁸⁹ It is likely that West Campus Road was paved by 1930, but it was not until residents petitioned the county in summer of 1931 that it was announced a resolution had been passed for the paving of Stratford Road, West Hills Parkway, and West Hills Terrace.⁹⁰ Over the years, additional paving was added to extend existing streets, and new streets were added to attract new residents. It seemed to work. By 1938, West Hills was home to thirty residences and three fraternities. Three additional houses were under construction, and 18 other parcels had been sold.⁹¹ The neighborhood eventually became part of the City of Lawrence when it was annexed November 24, 1947.⁹²

Newspapers at the time seemed to suggest that many might have thought Hunter crazy to undertake such a project because "Lawrence was not ready for such an elaborate residential district," but it appeared to be popular, especially with those working at the University of Kansas who enjoyed a very short commute. Some of the neighborhood's earliest residents included multiple professors and deans, the university bursar, and even the superintendent of the University's post office, Bert Chewning.⁹³

Architect and Builder

George Malcolm Beal (September 15, 1899 to March 8, 1988)

George Malcolm Beal was born September 15, 1899 in Topeka, Kansas. After graduating from Topeka High School in 1918, he served in the United States Navy during World War I until being discharged in 1920. He first enrolled in the U.S. Naval Academy, but finding a desire to study architecture, he came back to Kansas where he enrolled in the architecture program at the University of Kansas (KU). In 1923, he graduated with a Bachelor of Science in Architecture and a Bachelor of Science in Architectural Engineering. Two years later he completed a master's degree in architecture and was hired by KU as an assistant professor of architecture. A year later, he married Helen R. Rutledge and moved to Paris, France to study for a certificate in architecture at the Fontainebleau School of Fine Arts.⁹⁴ Upon returning to KU in 1928, this training helped Beal transform the university from a Beaux-Arts style program to a school of modern architecture. In the 1930s he befriended Frank Lloyd Wright while an early Taliesin Fellow at Wright's school, and Wright later visited KU several times during his lifetime. Beal remained a friend of Wright's until the well-known architect died in 1959.⁹⁵

In 1936, Beal was appointed to full professor. He became an influential force in future KU Professor Curtis Besinger's decision to also join the Taliesin Fellowship in 1939. That same year that Besinger left for the Fellowship, Beal developed something known as the inside-outside heliodon. This instrument aided in having a better understanding of how natural light from the sun would appear at a defined latitude on any given day of the year. This allowed him to then situate and design buildings in such a way as to achieve maximum active and passive solar heating.⁹⁶

⁸⁸ City of Lawrence/Douglas County Planning & Development Services Department, Conversation with author, October 31, 2016.

⁸⁹ S.J. Hunter, "West Hills District," *Lawrence Daily Journal-World* (Lawrence, Kansas), February 2, 1931.

⁹⁰ "To Pave In West Hills," *Lawrence Daily Journal-World* (Lawrence, Kansas), August 5, 1931.

⁹¹ "Would Pave Streets- Four Petitions Presented to County Commissioners," *Lawrence Daily Journal-World* (Lawrence, Kansas), November 4, 1937; "He Dreamed Of A More Beautiful Lawrence," *Lawrence Daily Journal-World* (Lawrence, Kansas), September 13, 1938.

⁹² Ordinance No. 2150, City of Lawrence, Kansas, Recorded February 6, 1948, Douglas County, Kansas, Deed Book 163, Page 155, Register of Deed's Office, Douglas County, Kansas.

⁹³ "He Dreamed Of A More Beautiful Lawrence," *Lawrence Daily Journal-World*, September 13, 1938.; R.L. Polk & Company's Lawrence City Directories 1926 to 1930, (Sioux City, Iowa: R.L. Polk & Company).

⁹⁴ Domer, Harper, Steele, "Architects," Lawrence Modern; University of Kansas Libraries, "Guide to the George M. Beal Collection - Biography of George Beal," Charlton, "George Malcolm Beal House."

⁹⁵ Domer, Harper, Steele, "Architects," Lawrence Modern; University of Kansas Libraries, "Guide to the George M. Beal Collection - Biography of George Beal," Charlton, "George Malcolm Beal House."

⁹⁶ Domer, Harper, Steele, "Architects," Lawrence Modern.; Dennis Domer, Tom Harper, William Steele, "Beal House," Lawrence Modern, accessed December 21, 2016 at <https://lawrencemodern.com/bakers-dozen/university-place/>.

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George Beal went on to again serve in the United States Navy during World War II. Afterward, he served as chair of the Department of Architecture from 1945 to 1962, and then became the University's director of architectural services in 1967. He retired in 1970 to pursue other interests, including other inventions like an electrical model known as the "Mental Functions Complexity Model" that demonstrated how parts of the brain relate to each other.⁹⁷ He died on March 8, 1988 and is buried in Pioneer Cemetery located on the University of Kansas Campus in Lawrence, Kansas.

J.L. "Tommy" Constant (February 17, 1899 to September 21, 1973)

Born in Lawrence in 1899, J.L. "Tommy" Constant is a well-known fixture in the history of Lawrence, Kansas. After serving in the Army during World War I and completing a degree in civil engineering from the University of Kansas in 1923, Tommy inherited the Constant Construction business from his father, J.T.⁹⁸ During his career, Tommy is known for building many of Lawrence's most important buildings including Lawrence: Lawrence High School, St. John Catholic School, Lawrence National Bank, Capitol Federal Savings and Loan, Hallmark Cards, West Hills Apartments, the Campanile, Smith Hall, Douthart Hall, Blake Hall, and more. Those who knew him best remember that Tommy was driven by a love of buildings. He not only dreamed about them, but he invested money in them and built them himself. Upon his death in 1973, the *Lawrence Journal-World* described Tommy as a "dignified gentleman who never talked down to anyone, laborer or skilled craftsman, and never fawned on the upper echelon, either."⁹⁹

While he was an accomplished builder, Tommy may be even better remembered as a community leader who held a progressive attitude and exhibited a high level of integrity. This reputation likely comes from his actions while serving as a city commissioner in the early 1960s when the Ku Klux Klan attempted to take over the City's government. According to newspaper accounts, he fought them to a standstill.¹⁰⁰

Both he and his wife Frances were philanthropic. Through their estates they established many funds, some of which included a scholarship and a fellowship for engineering students, as well as professorship in the engineering school, at the University of Kansas. Additionally, they created a library acquisition fund endowment and a scholarship fund at Baker University.¹⁰¹

Conclusion

The Chewning House is not solely significant because it was built under the "New American Home" program and served as an example of technological advancements in the home that continued to influence the housing industry even after World War II. It also is significant because many consider it to be one of the first modern houses in the City of Lawrence; therefore, it is seen not only as a precursor and influencer of a modern way of living but also one of architectural design. It is proof that Modernism had penetrated Lawrence by the mid-1930s, and the house should be included as part of the "Lawrence Modern 1945-1975" context in the *Historic Resources of Lawrence* Multiple Property Documentation Form. This document notes, to be "modern" was "to be sleek, fast, efficient, technologically advanced, scientifically driven," and that is precisely what General Electric was promoting when it developed the "New American Home" program and was reflected in the Chewning House upon its completion.¹⁰² As a product of this program, the Chewnings' all-electric house was scientifically driven with technologically advanced systems aimed at improving occupants' quality of life. Architecturally speaking, the National Trust for Historic Preservation defines Modernism as, "a design language with an emphasis on form rather than ornament, structure and materials rather than picturesque constructions, and the rational and efficient use of space."¹⁰³ George Malcolm Beal designed the Chewnings' house with a specific emphasis on the form and the efficient use of space rather than a highly ornamented exterior that informed the internal programming. While it falls outside of the dates of the "Lawrence Modern 1945-1975" context, the house at 1510 Stratford Road stands as a testament to an era of change and of what it meant to be living "modern."

⁹⁷ Domer, Harper, Steele, "Beal House," Lawrence Modern.

⁹⁸ Dennis Domer, Tom Harper, William Steele, "Builders," Lawrence Modern, accessed December 21, 2016 at <https://lawrencemodern.com/builders/>.

⁹⁹ Domer, Harper, Steele, "Builders," Lawrence Modern.

¹⁰⁰ Domer, Harper, Steele, "Builders," Lawrence Modern.

¹⁰¹ Domer, Harper, Steele, "Builders," Lawrence Modern. Tommy's wife, Frances was born in Springfield, Missouri on October 2, 1902. She died in Lawrence, Kansas on January 1, 1995.

¹⁰² Nimz, "Lawrence Modern, 1945 to 1975," page 4.

¹⁰³ Nimz, "Lawrence Modern, 1945 to 1975," page 3.

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"You Can Own a 'New American' Home For What You Pay In Rent." *Lawrence Daily Journal-World* (Lawrence, Kansas), December 5, 1936.

Previous documentation on file (NPS):

preliminary determination of individual listing (36 CFR 67 has been requested)
 previously listed in the National Register
 previously determined eligible by the National Register
 designated a National Historic Landmark
 recorded by Historic American Buildings Survey # _____
 recorded by Historic American Engineering Record # _____
 recorded by Historic American Landscape Survey # _____

Primary location of additional data:

State Historic Preservation Office
 Other State agency
 Federal agency
 Local government
 University
 Other

Name of repository: Kansas Historical Society

Historic Resources Survey Number (if assigned): N/A

Chewning House
Name of Property

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10. Geographical Data

Acreeage of Property Less than one

Provide latitude/longitude coordinates OR UTM coordinates.

(Place additional coordinates on a continuation page.)

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1	<u>38.961780</u> Latitude:	<u>-95.252920</u> Longitude:	3	_____ Latitude:	_____ Longitude:
2	_____ Latitude:	_____ Longitude:	4	_____ Latitude:	_____ Longitude:

Verbal Boundary Description (describe the boundaries of the property)

The boundary for is described as: West Hills, Block 4, lot 8

Boundary Justification (explain why the boundaries were selected)

The boundary for the Chewning House includes the parcel historically associated with the house.

11. Form Prepared By

name/title Lindsay Crick
organization _____ date Spring 2018
street & number 219 N 5th St. telephone 513-257-4892
city or town Lawrence state KS zip code 66044
e-mail lindsaycrick@gmail.com

Property Owner: (complete this item at the request of the SHPO or FPO)

name David Benson & Nadezhda Galvea
street & number 1510 Stratford Road telephone _____
city or town Lawrence state KS zip code 66044

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Chewing House
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Additional Documentation

Submit the following items with the completed form:

Photographs

Submit clear and descriptive photographs. The size of each digital image must be 1600x1200 pixels (minimum), at 300 ppi (pixels per inch) or larger. Key all photographs to a sketch map or aerial map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photograph Log

Name of Property: Chewing House

City or Vicinity: Lawrence

County: Douglas State: Kansas

Photographer: Lindsay Crick

Date

Photographed: Exterior: 10/15/16 (condition confirmed in 2018); Interior: 6/6/18

Description of Photograph(s) and number, include description of view indicating direction of camera:

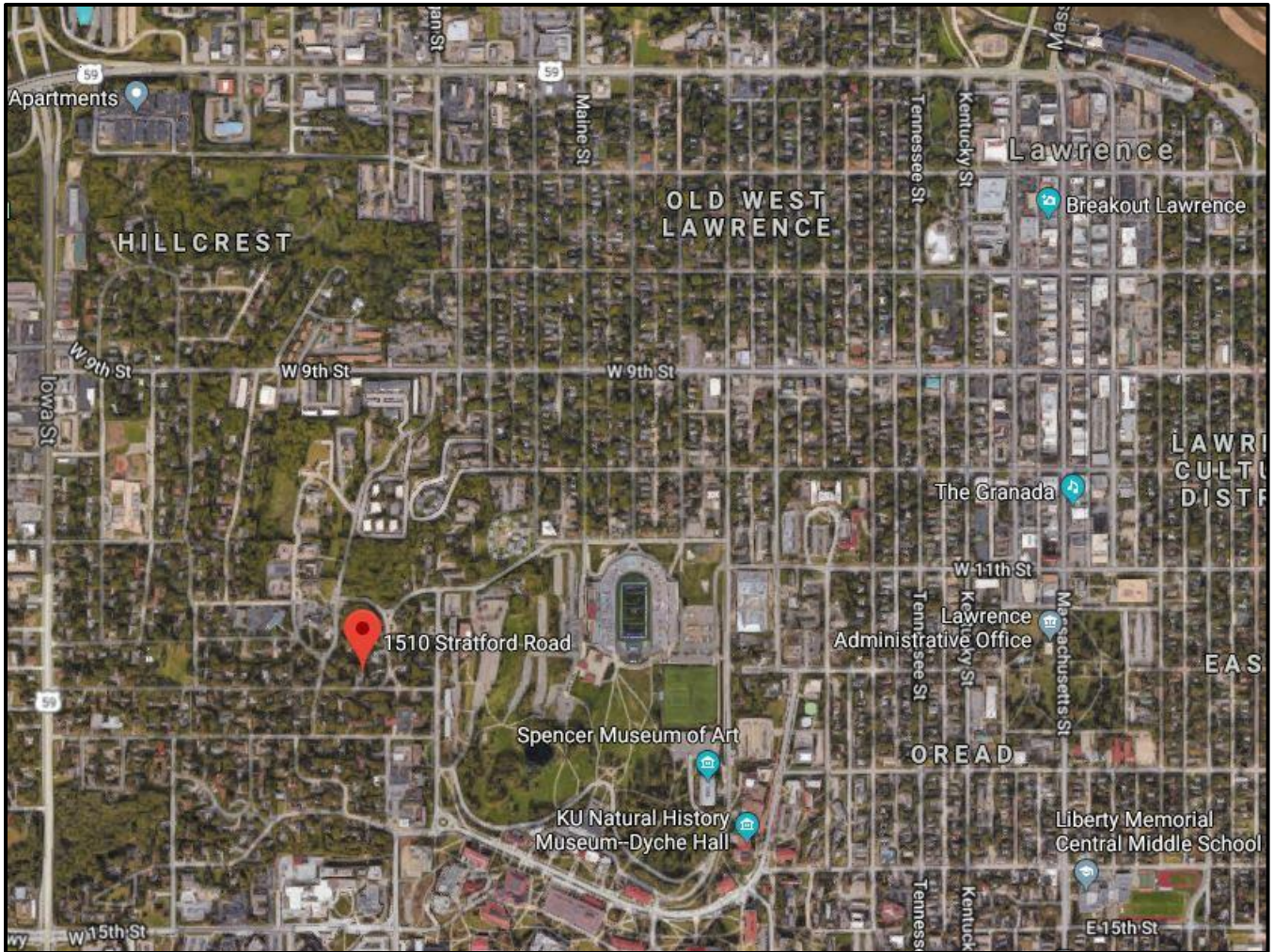
- 1 of 26 South (front) elevation
- 2 of 26 Addition from street and west elevation
- 3 of 26 West elevation of addition
- 4 of 26 North (rear) elevation of original house and addition
- 5 of 26 East elevation (primarily of the addition) from north (rear of house)
- 6 of 26 East elevation (primarily of the original house) from south (front of house)
- 7 of 26 Addition foundation, eastern elevation
- 8 of 26 Replacement windows & added garage door on north (rear) elevation
- 9 of 26 Original garage entrance with door up, south (front) elevation
- 10 of 26 Original siding, south (front) elevation
- 11 of 26 Southeast corner windows, front (south) elevation
- 12 of 26 Foyer from entryway, facing east
- 13 of 26 Entryway from foyer, facing west
- 14 of 26 Foyer from kitchen, facing west
- 15 of 26 Rear bedroom from foyer, facing west
- 16 of 26 Front bedroom from foyer, facing south
- 17 of 26 Bathroom from foyer, facing north
- 18 of 26 Original bathtub, facing south
- 19 of 26 Living room, facing east
- 20 of 26 Living room, facing west
- 21 of 26 Dining area, facing northeast
- 22 of 26 Kitchen, facing west
- 23 of 26 Entry to kitchen and then beyond that, entry to the addition, facing north
- 24 of 26 Original utility panel in basement, facing south
- 25 of 26 Original window hardware, facing east

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Figures

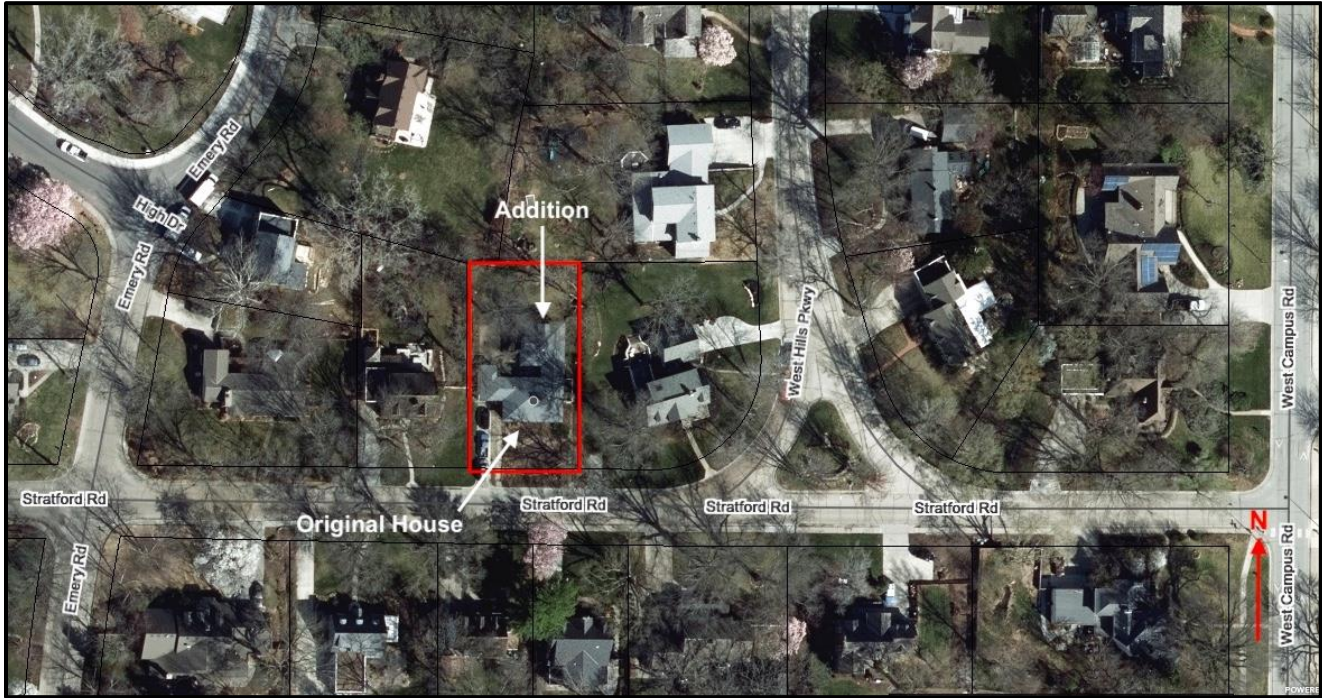
Figure 1



Chewing House
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Figure 2

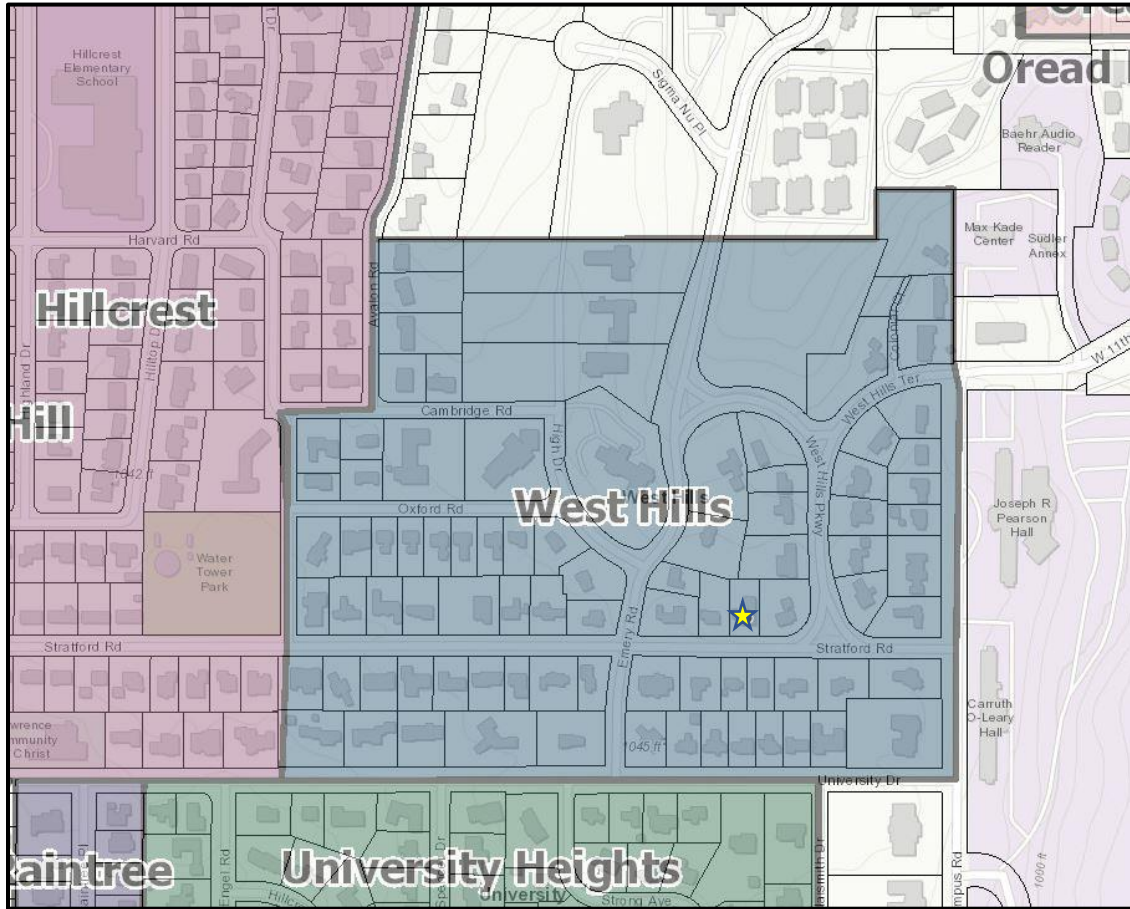


Aerial Map, Courtesy of City of Lawrence, Kansas GIS Mapping Service

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Figure 3

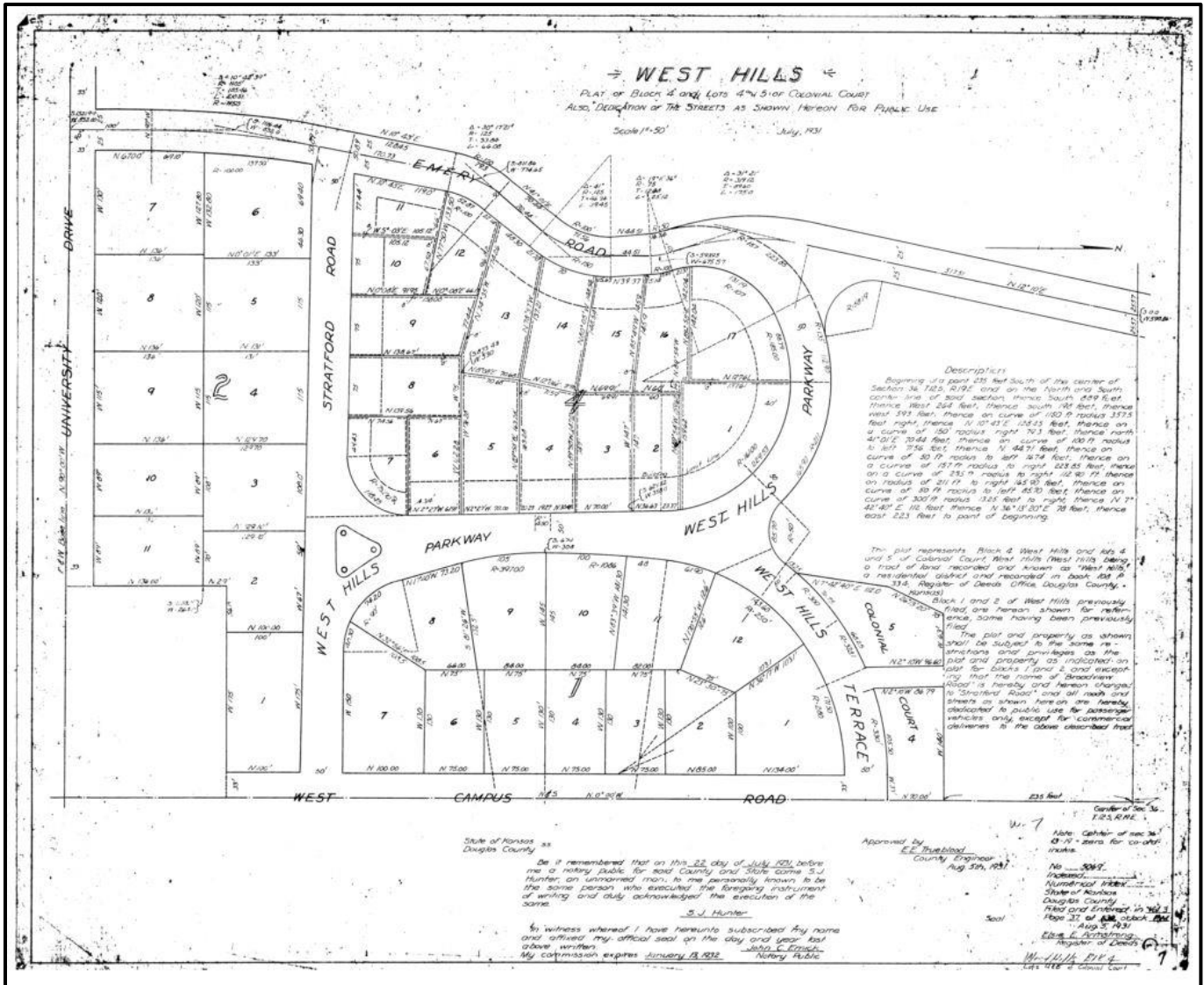


West Hills Neighborhood Map, Courtesy of City of Lawrence, Kansas GIS Mapping Service
★ Indicates the Chewing House at 1510 Stratford Road Lawrence, Douglas County, Kansas

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Figure 4

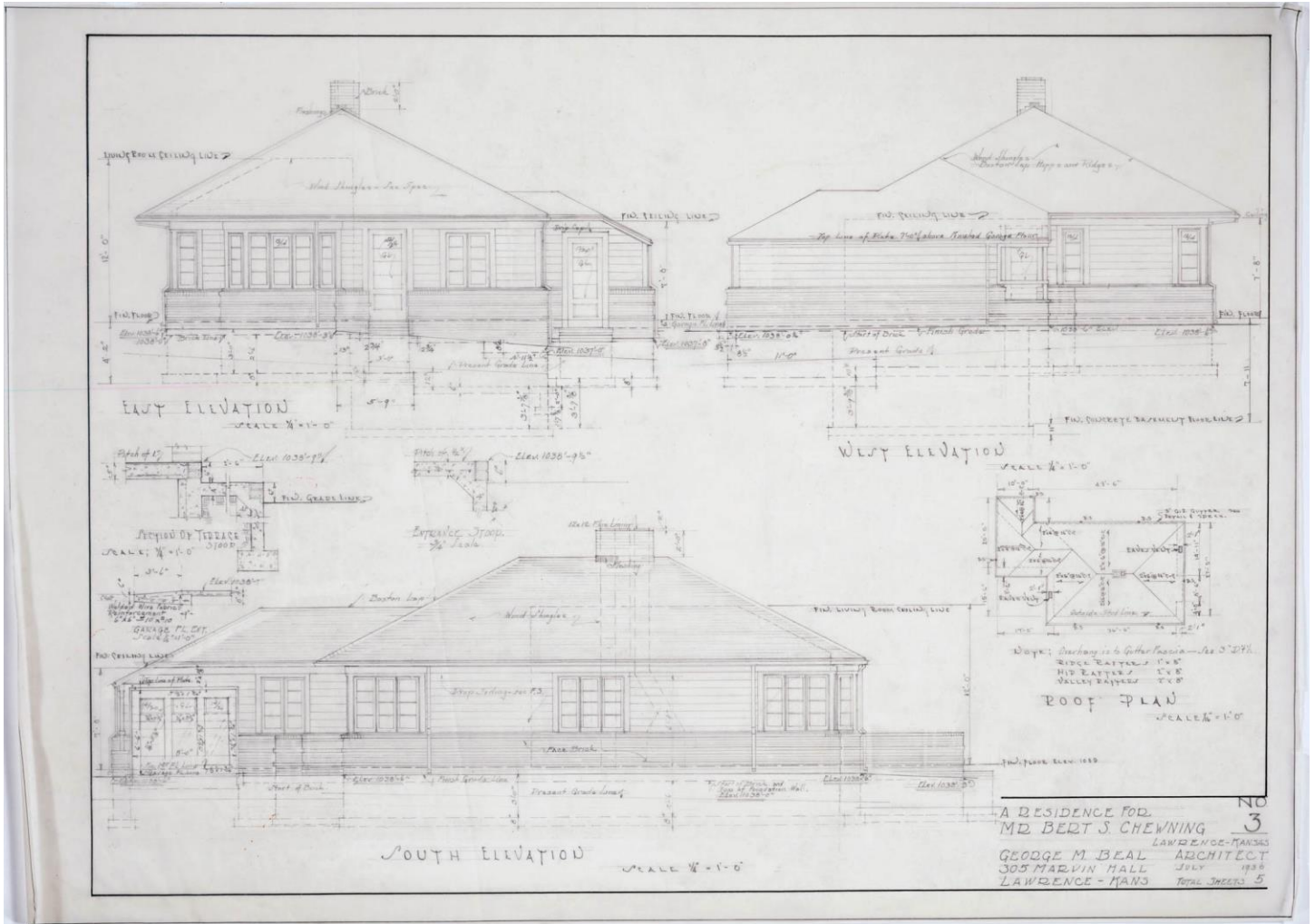


1931 Plat Map, Courtesy of City of Lawrence Planning Department

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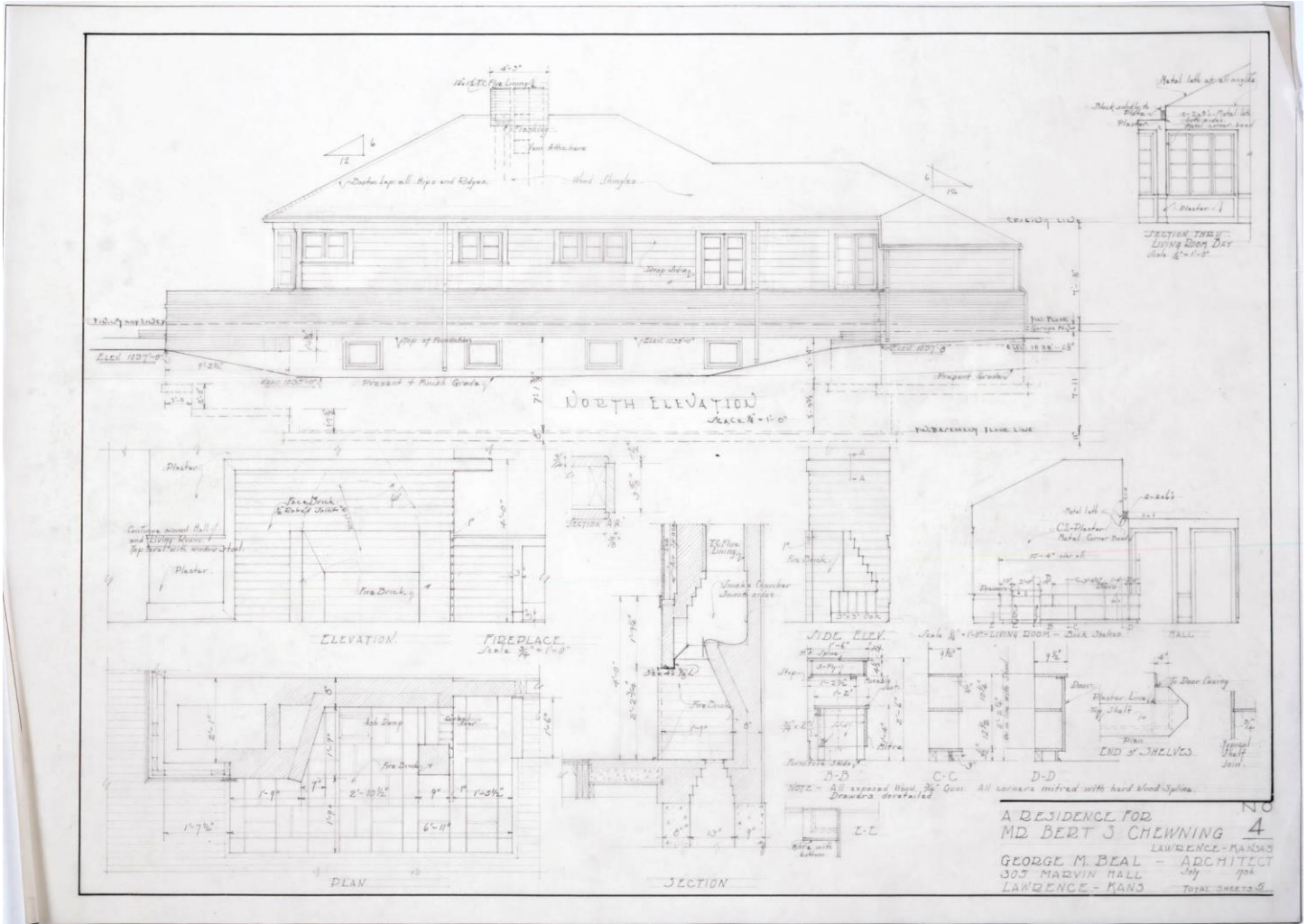
Figure 5A – Original Architectural Plans



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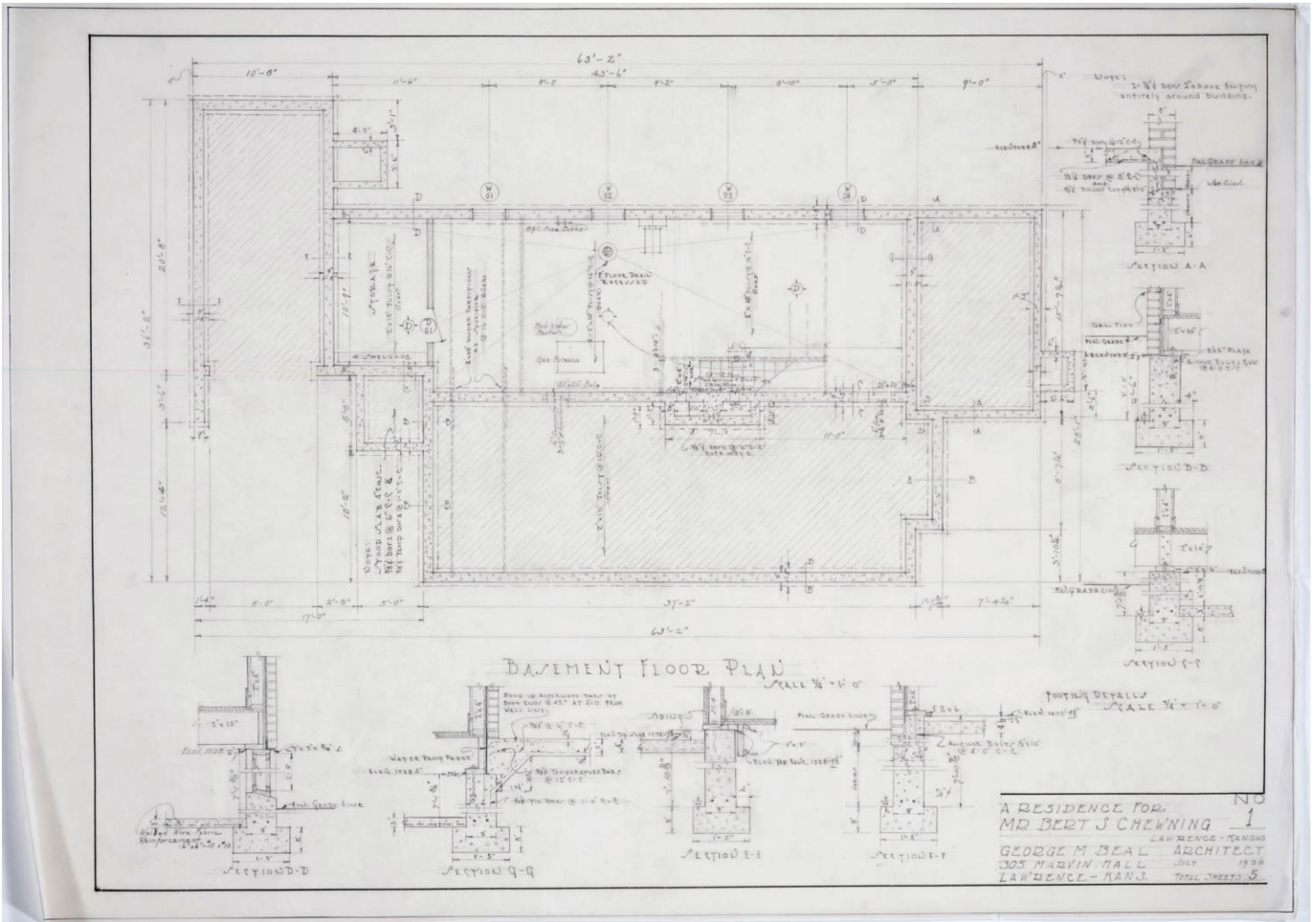
Figure 5B – Original Architectural Plans



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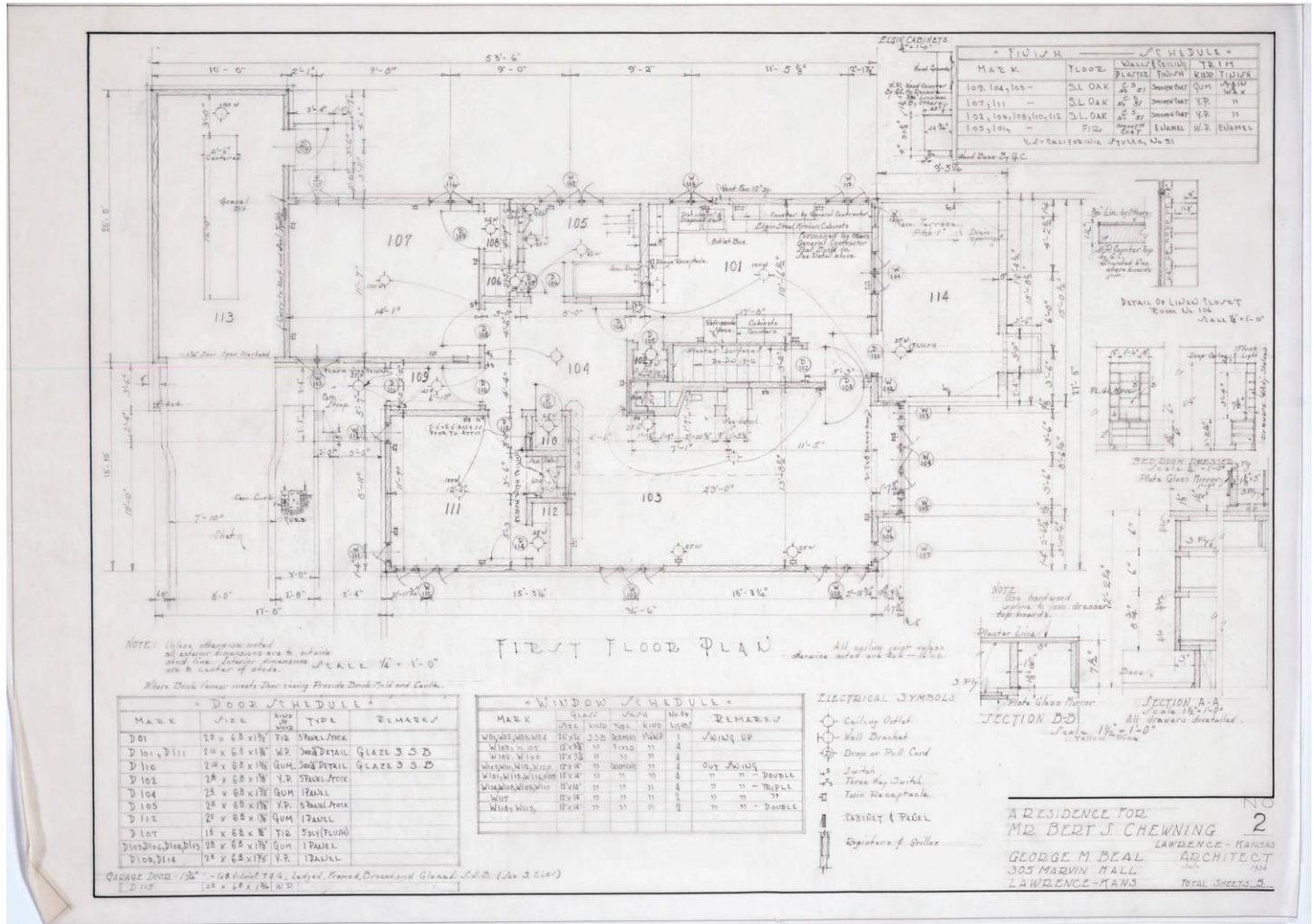
Figure 5C – Original Architectural Plans



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Figure 5D – Original Architectural Plans



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Figure 6 – Post Construction Photos, 1936

South (front)
Façade



East Façade
from
Northeast



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Figure 6 – Post Construction Photos, 1936

East Façade
from
Southeast



North & West
Facades from
Northwest



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Figure 6 – Post Construction Photos, 1936

South and
West
Facades from
Southwest



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Figure 7 – From The
Lawrence Daily Journal-
World 12/2/1936

YOUR BUILDING DOLLARS BUY MORE IN A "New American" Home

SEE THE G-E SPONSORED DEMONSTRATION HOME NOW OPEN AT 1510 Stratford Road (West Hills)

IF you want the most for your money—if you want a home built for the future—with minimum operating costs and repairs, see this "New American" demonstration home:

It offers the family of modest income the ease of living, the comforts and facilities heretofore available only to the wealthy:

It gives you G-E air conditioning and automatic heat, G-E electric appliances of the most advanced type. It gives you the finest of building materials, with floor and wall space scientifically planned for maximum comfort and light.

See this "New American" home before you build or buy. Compare its costs with present day prices for ordinary homes. Whether you plan to build or to improve your present home—now or later—you'll find a visit a worth-while experience.

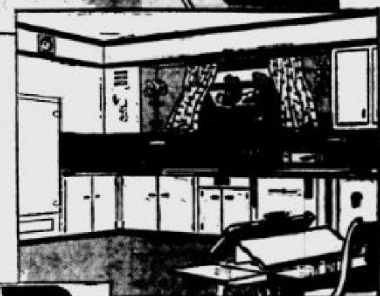
SPECIFICATIONS

8-foot concrete foundation . asbestos shingles . steel windows . Balsam wood and Rock Wool insulation . Hardwood floors . Enclosed shower . Finished recreation room . kitchen cabinets . Monel metal top working tables . G-E radial wiring . G-E automatic heat . G-E air conditioning . G-E clothes washer . G-E flatbed ironer . G-E refrigerator . G-E range . G-E dishwasher . G-E Disposal (waste unit) . I. E. S. lighting and G-E radio.

In this demonstration home, G-E radial wiring is scientifically planned to assure ample outlets.



In this kitchen, G-E electric servants save you work. See them for the speed and efficiency they provide. Study the kitchen for its careful labor-and-step-saving arrangement.



A G-E Electric Laundry. Turns washing drudgery into smooth, effortless work.



G-E Automatic Heating—eliminates work and worry, cuts down fuel bills. This furnace assures effortless, even heat at lowest operating cost.

"NEW AMERICAN" MEANS:

Rooms planned to end waste space and steps • More glass for better visibility • Automatic heat and air conditioning • Electric kitchen for time-step-and-labor saving • Adequate modern wiring, and scientific lighting • Economy of quality materials • Basements that combine utility and recreation • A home planned from the inside out, for better, healthier living.

If it's G-E equipped—it's "NEW AMERICAN"

Architect: Prof. Geo. M. Beal

Builders: J. T. Constant

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Boundary Map. Bold rectangle is the parcel and the nomination boundary.

