

## Mid-20<sup>th</sup>-Century Split-Level Houses in Georgia



March 2012

Richard Cloues, Ph.D.

This presentation is about the mid-20<sup>th</sup>-century Split-Level House *in Georgia*.

The history of Split-Level Houses *nationally* is covered in a companion presentation entitled “... and the first runner-up is: the split-level house, Mid-20<sup>th</sup>-Century Split-Level Houses: A National Overview.”

2



Let's start our review by taking a look at some of Georgia's Split-Level Houses ...

from the mid-1950s through the 1960s, when they were most popular ...

to get a sense of the nature and the variety of these houses.

3



Here's a typical view of Split-Level Houses from this period.

4



Just like Georgia's Ranch Houses, many of its mid-century Split-Levels are plain-style red-brick houses – like this one, from 1956, with a narrow two-story section ...

5



and this one, from the same time period, with a wider two-story section.

6



Somewhat common is the Colonial Revival-style Split-Level House, characterized by a tightly controlled overall form, multi-light double-hung sash windows with shutters, and a paneled front door with sidelights (often flanked by "coach" lights).

7



Here's an unusual variant of the Colonial Revival style, with a columned portico.

8



Also making a good showing during this time was the California Contemporary-style Split-Level House.

9



This version appears to have been inspired by the Eichler-style Ranch Houses with their broad gable roofs and exposed roof beams.

10



Here's an over-the-top butterfly-roofed example from 1961 in southwest Atlanta.

11



These Contemporary-style Split-Level Houses often attract attention today ... although they were the exception rather than the rule in their time.

12



Split-Level Houses like this one are more of the rule, particularly from the 1950s, and especially in the Atlanta metropolitan area.

13



Design references to Frank Lloyd Wright's earlier mid-western Prairie-style houses show up on Split-Level Houses, in brick skirt walls and contrasting horizontal window-walls , just as they did with Ranch Houses ...

sometimes quite subtly, as in this case in DeKalb County ...

14



and sometimes pretty overtly, as in this case in Savannah.

15



Here's another good example of Wright's design influence on a mid-century Split-Level House.

16



For the Split-Level House, this treatment was particularly effective in visually "lowering" the profile of the sometimes bulky-looking two-story section.

17



Throughout this period, Split Levels appeared in a range of sizes, from the relatively small ...

18



through the medium-sized ...

19



to the quite large.

20



Most were mid-sized, middle-of-the-road, middle-class houses.

21



The early 1960s saw two new developments in Split-Level House design:

One was the Split-Level House with two contrasting exterior materials and colors, emphasizing its distinct form.

22



Here's another example, a little more subtle.

23



This architectural treatment may be a cross-over from the popular two-tone color schemes on cars of the time.

24



The other early 1960s development was a new version of the Contemporary-style Split Level with a distinctive "carpenter" or "Western rustic" aesthetic.

25



Some Split Levels from the 1960s also borrowed heavily from Ranch House design motifs ... like this Eichler-inspired Split Level design with its broad, low roofline.

26



But never out of sight was the more subdued all-brick Split Level, often with its windows trimmed with shutters ...

27



But also in a simple, plain, unornamented version, relying on its basic form and the pattern of windows and doors for its contemporary architectural character (similar to the popular plain-style red-brick Ranch Houses of the time).

**PARADE of HOMES**  
SEPTEMBER 24 thru OCTOBER 1, 1961

*"A Better Home  
A Better Life"*

Seventh Annual Edition  
HOME PLAN & GUIDE BOOK

MEMBER  
**HBA**  
HOME BUILDERS ASSOCIATION OF GREAT LAKES DISTRICT

Compliments of Your **HBA PROFESSIONAL BUILDER**

PRICE \$1.50 COPY

By now you're probably thinking that surely we've seen them all ...

But -- we haven't.

Photo: El Greco

This is an Atlanta builder's best-selling house

In Atlanta a 1,366 sq. ft. split-level, designed by Architect Warren F. Penney, is Fred Fett Jr.'s best-selling house. It's priced at \$16,190. One reason why it sells so well: he delayed building it until he had the right kind of rolling land.

This split will account for about half of Fett's 1956 production. He also has a 1,200 sq. ft. brick veneer ranch priced at \$14,450 without "extras." It replaces a smaller model introduced in December at \$14,600 with built-ins and patio, but less brick.

lower level

middle and upper levels

bedroom den living din. carport  
bedroom bedroom kit.

We've been looking at houses that characterized the *hey-day* of the Split-Level House in Georgia -- from the mid-1950s to the early 1970s.

There are still a few things we haven't seen, from the *earliest days* of the Split Level in our state.

30



For example, we know from their physical presence that a few Split-Level houses were built before the hey-day of the mid-1950s.

This modest split-level was built in Savannah's Fairway Oaks neighborhood in 1953 ...

31



as was this unusual Modern-style one.

32



This Split Level, stepping down in half-story levels on its sloping lot, was built in the Overlook neighborhood of Macon in 1950.

It is quite possibly the first Contemporary-style Split-Level House in Georgia.

33



We also know from *documentary evidence* that Split-Level Houses were built in the early 1950s.

Here is a good historic photograph of a typical “red-brick” Split-Level House built in Atlanta in 1953 -- and taking proper advantage of its sloping lot.

34



From other photographic evidence, we know of a *sort-of* Split-Level House in Atlanta dating from ten years earlier – 1942.

35



And in Macon, local architect Ellamae Ellis League designed and built this very early Split-Level House for herself in 1942.

36



This oblique view shows its split-level form a little more clearly.

This house is individually listed in the National Register of Historic Places.

37



This recently identified Split-Level House in Athens was built between 1941 and 1942 for Omer Aderhold who was soon to become President of the University of Georgia. The house was reportedly designed by two recent graduates of the Georgia Tech School of Architecture.

38



Here is the second oldest extant Split-Level House in Georgia that we know about: dating from *1940* (with a little modern side extension on the left).

It's in the Peachtree Park neighborhood of Atlanta.

39



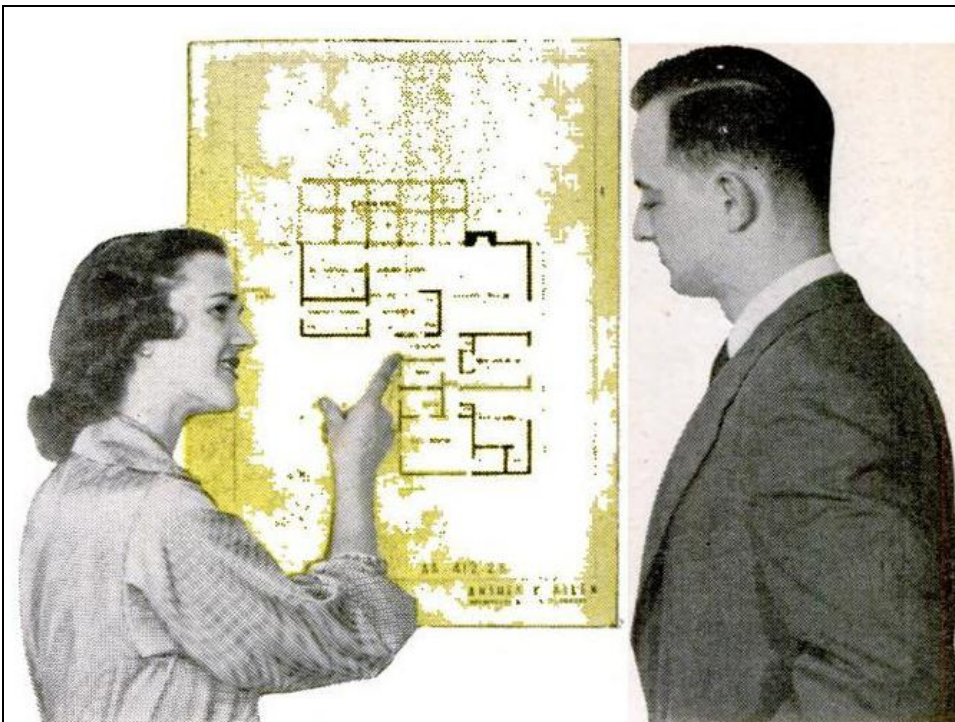
And here is the oldest known Split-Level House in Georgia, dating from *1938*. It's a very unusual design, in the Modern style of architecture, looking very European ... and looking very much out of place in its early 20th-century neighborhood in West Point!

40



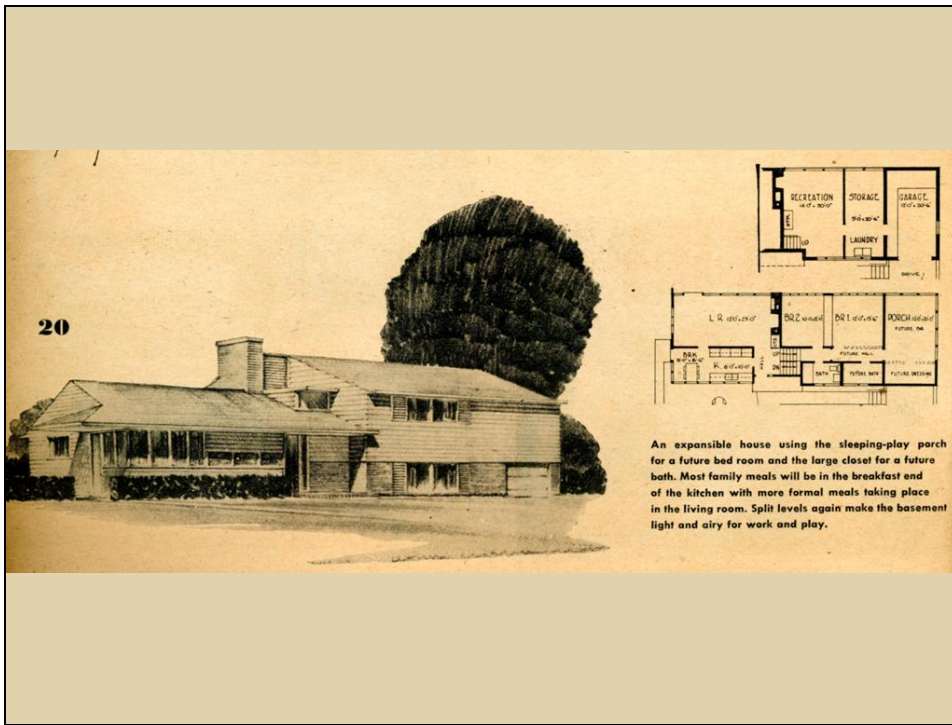
That brings us to the end – or the *beginning* -- of this *historical overview* of Split-Level houses in Georgia.

41



Now let's consider some ways that we might look at these houses a little more "critically."

Ways that might help us organize our "impressions" of these houses.



In our national overview of Split-Level Houses, we note that the Split-Level House is a new *type* of house, with a distinctive floor plan and overall form ...



and in *this* presentation we've already reviewed the different *architectural styles* that characterize Georgia's Split-Level Houses.

44



Another way to look at these Split-Level Houses is their *exterior materials* and how they were used.

As with the Ranch House, the most common exterior material in Georgia is *red brick*.

45



Also common -- and very distinctive -- is this unique combination of brick and wood siding which highlights the different parts of the Split-Level House.

46



Somewhat less common is the exclusive use of wood siding. It is most commonly found on 1960s Contemporary-style houses.

47



Another thing to look for is the *overall form* of the Split-Level House -- is it *long and low* like its Ranch House counterpart ...

48



or is it *shorter and taller*, more upright, like a traditional two-story house?

49



A related factor is the *proportional relationship* between the one-story and two-story sections -- in this case, a very long, low, one-story section in relation to a tall but narrow two-story section ...

50



whereas in this case the one-story section is subordinate and the two-story section is dominant.

51



Complex roofs with their irregular rooflines can throw off the traditional proportional relationship between the two sections of the house.

52



Here's an example of what might be called the "*perfectly balanced*" Split-Level House.

53



*Roof forms* play a key role in the distinctive appearance of the Split-Level House.

Split-Level Houses by their very nature have two different roof sections which can be combined in different ways, each combination creating a distinct effect.

54



Here's the common *cross-gabled* roof, on a Colonial-style Split Level, dating from 1957 ...

55



and here's an unusual example of a cross-gable roof on an early 1960s Contemporary-style house where the front gable on the two-story section extends down into the one-story section.

56



Here's the common hip-and-half-hip roof combination ...

57



and here's the much-less-common combination of a hip roof and a gable roof.

58



This 1962 Split-Level House has two in-line side-gabled roofs ...

59



as does this Contemporary-style house.

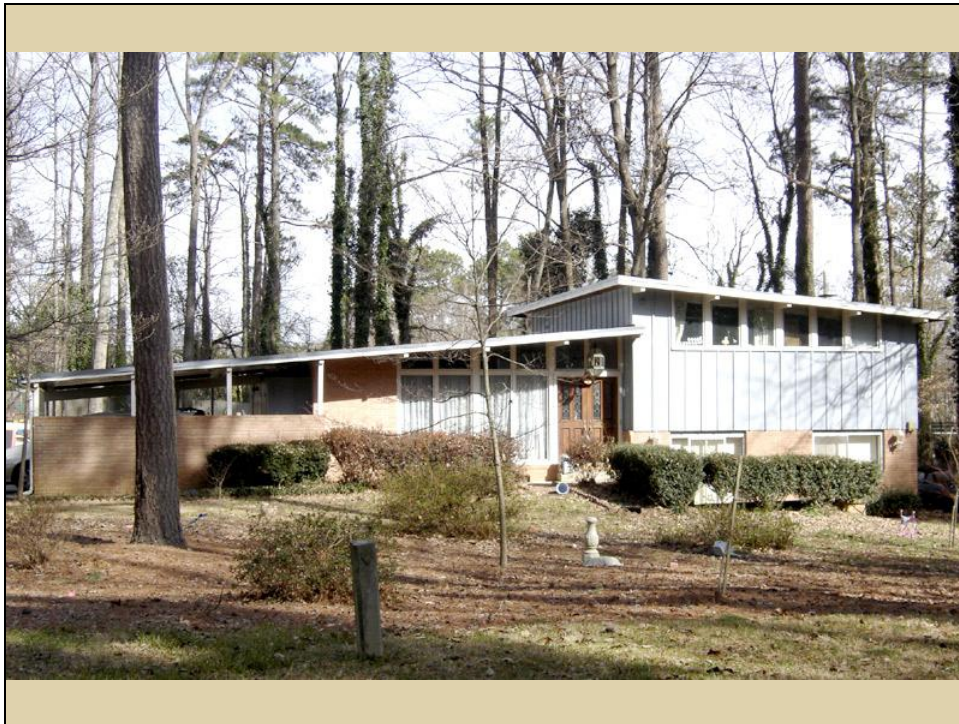
Contemporary-style Split-Level Houses generally sport a variety of rooflines to enhance their non-traditional appearance:

60



Here's an example with a shed-and-gable roof (and with a flat-roofed carport) ...

61



And here's one with two shed roofs.

62



The roofs on some Contemporary-style Split Levels are all-encompassing, blending the two sections of the house into one.

This one has an unequal gable roof ...

63



while this one has a broad front-facing gable roof that is so long and low that the lower level of the “split” is almost out-of-sight behind the grassy berm.

64




Once again, here's that complex multi-pitched roof that tends to disguise the split-level form of this house.

65

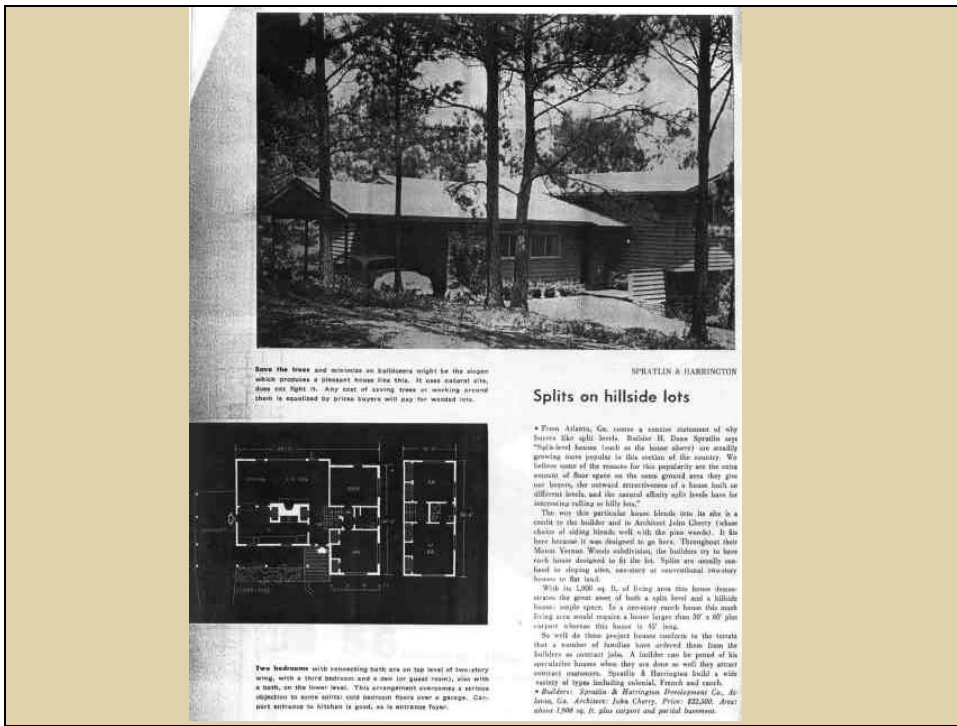
**We are passing these ideas on to you**

**as a home builder because we know that**

**you want a better home**

A black and white photograph of a man in a suit and glasses sitting at a desk. He is looking towards the camera. The desk has some papers and a small object on it. The background shows a wall with several framed pictures or certificates.

Now I would like to share a few "observations" on the mid-20th-century Split-Level House in Georgia:



First: *unlike* the Ranch House, Split Levels came to Georgia a little *late* in the game.

This October 1955 *House & Home* article noted that "Split-Level Houses ... are steadily growing more popular in this section of the country" when in other parts of the country the Split-Level House was already well established.



Second: the range of *sizes* of Split-Level Houses was somewhat limited, especially compared to its Ranch House counterpart.

This is about the *smallest* Split-Level House in Georgia, considerably larger than the smallest compact Ranch Houses of the time, primarily because of its two-story section: it's *inherently* larger, because of the type of house it is.

68



This is one of the *largest* Split-Level Houses in Georgia -- a big house, for sure, but not so common.

69



By far the most numerous are these *mid-sized* Split-Level Houses, squarely in the middle of the middle-class housing market.

70



Third: just *like* its Ranch House counterpart, the Split-Level House was *racially inclusive*.

While housing *developments* followed the racially restrictive patterns of the time, the Split-Level House was built by and for black and white homeowners alike.

You cannot tell the difference from just looking at these houses.

71



They are *essentially identical* ....

72



in every respect.

73



Fourth: the Split-Level House was *geographically limited*, unlike the ubiquitous Ranch House which can be found everywhere in Georgia.

A few Split Levels can be found by themselves on the fringes of developing counties like DeKalb ...

74



or in isolated settings in the hinterland ...

75



and the Split Level occasionally insinuated its way into established communities, like Avondale Estates -- but not to any great extent.

76



A few even found their way onto Jekyll Island, better known for its fabulous Ranch Houses.

77



Perhaps the most famous Split Level "intruder" is that 1938 International-style house in an older West Point neighborhood.

But these "intruders" are the exception, not the rule.

78



Most Split-Level Houses in Georgia are found in mid-20th-century *subdivisions*, and generally along with the more numerous Ranch Houses.

79



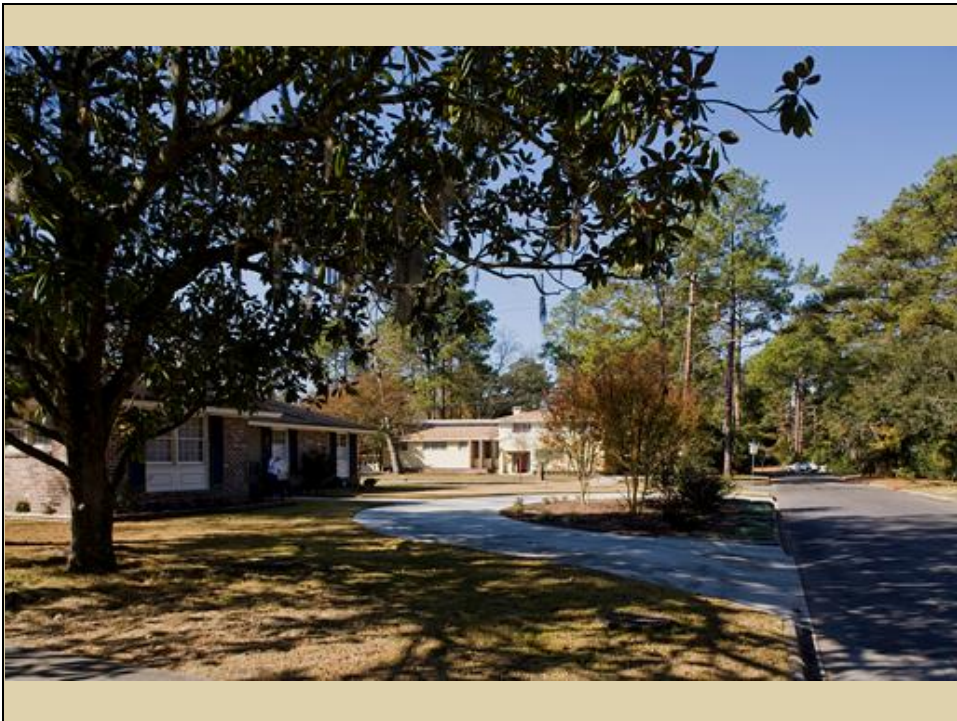
Here's an example of this co-mingling on Atlanta's west side ...

80



as is this one ...

81



and here's an example in Savannah.

82

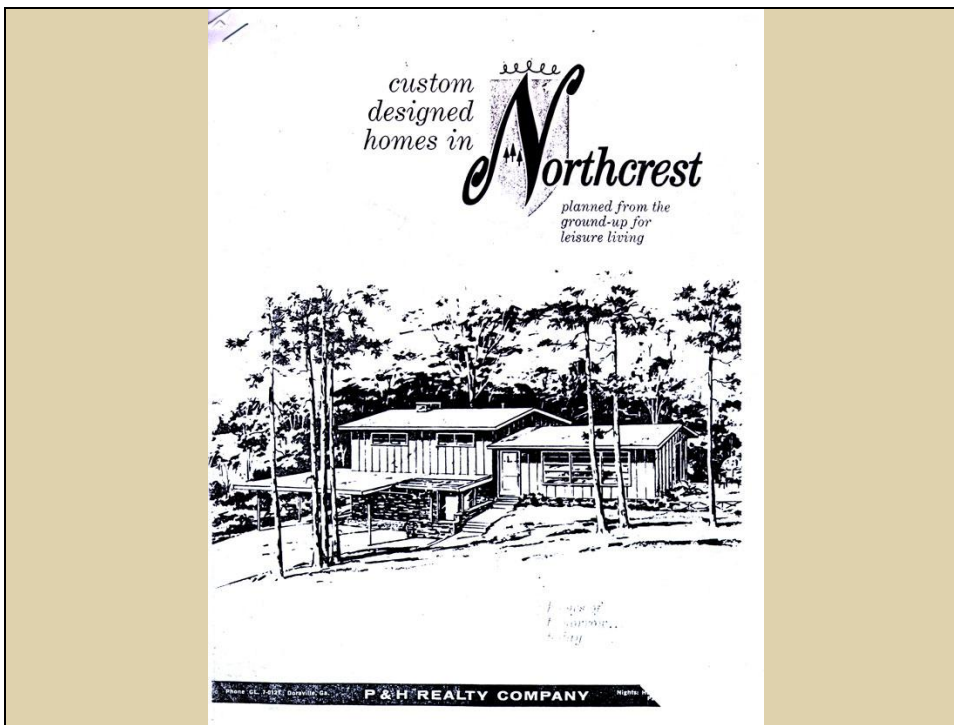


Occasionally Split Levels are found in small subdivisions of their own -- often just a single street, and usually within a larger Ranch House development.

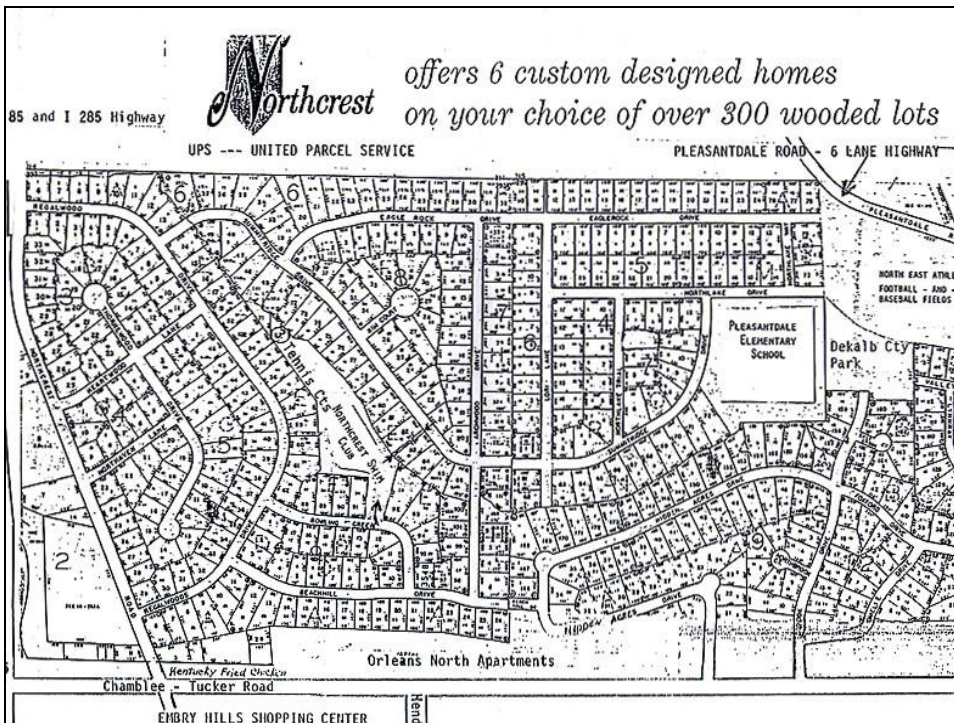
83



Cedar Park in central DeKalb County is a small subdivision with approximately two dozen Contemporary-style Split-Level Houses surrounded by Ranch Houses and two-story houses.



*Northcrest*, a subdivision in the northeast Atlanta metro area, is the one known *big exception*.



It was a *huge* development, with hundreds of houses, dating from the late 1950s into the 1970s.

86



And it featured, almost exclusively, *Split-Level Houses* -- the biggest collection in Georgia.

87

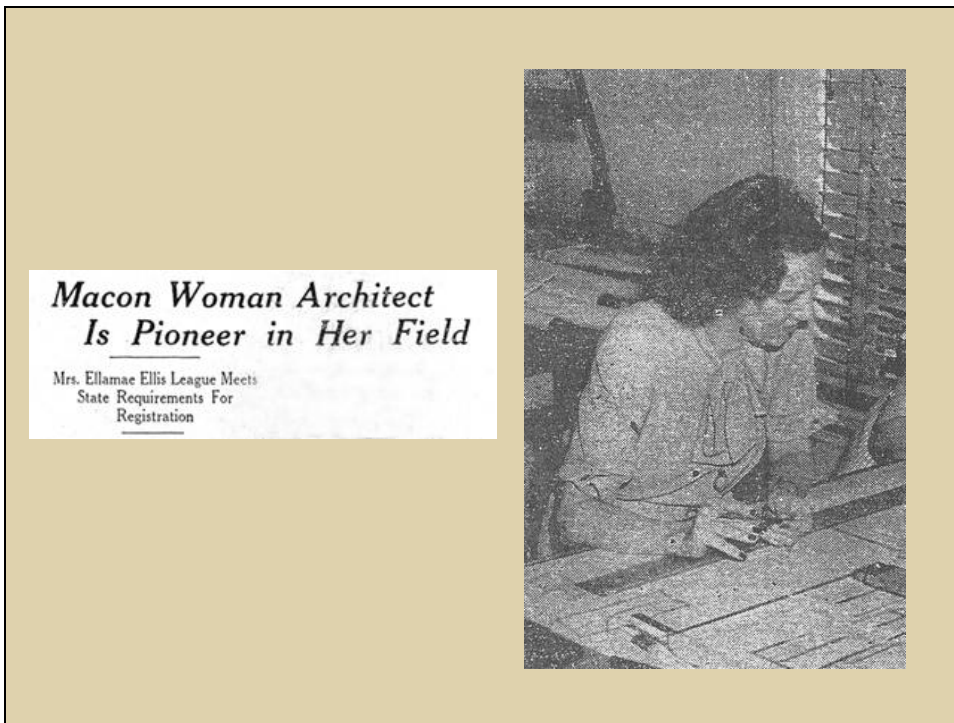


Almost all of them were designed in the Contemporary style.

(We've already seen quite a few of these Northcrest houses in this presentation).



Now I'd like to identify some of the *architects and designers* who were responsible for at least some of our Split-Level Houses here in Georgia.



The first that we know about is *Ellamae Ellis League*.

She was among the pioneering women architects in Georgia, gaining her state professional registration in 1933. Several years later she established her own design firm in Macon.

90



In 1942 she designed and built her own house in Macon -- which we've already seen -- in the prestigious Shirley Hills neighborhood.

91



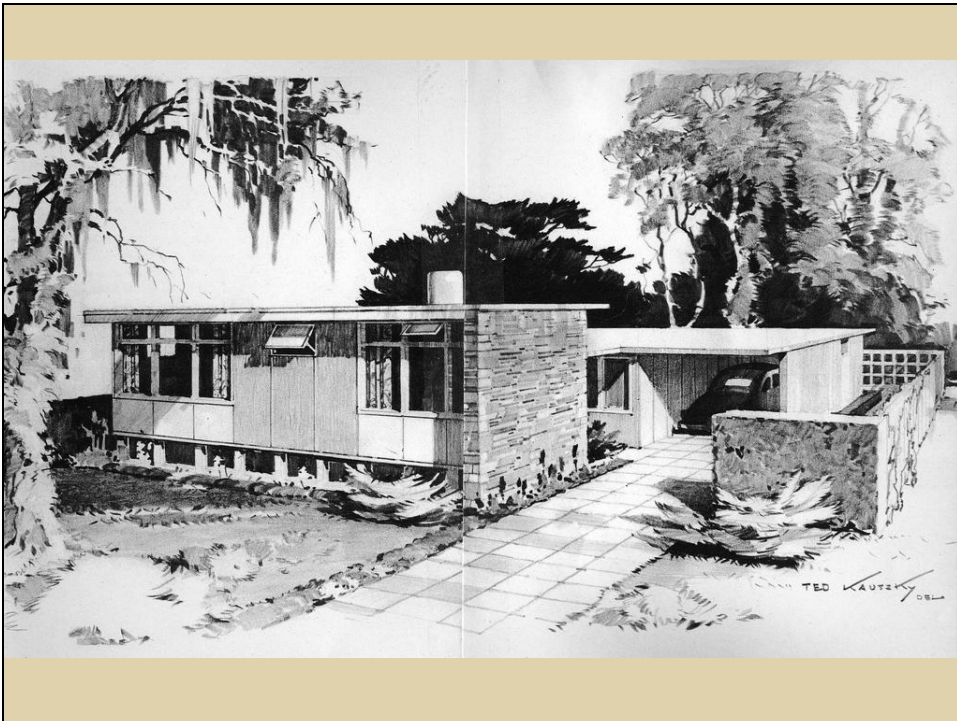
It was, most definitely for Georgia, a house ahead of its time!

92



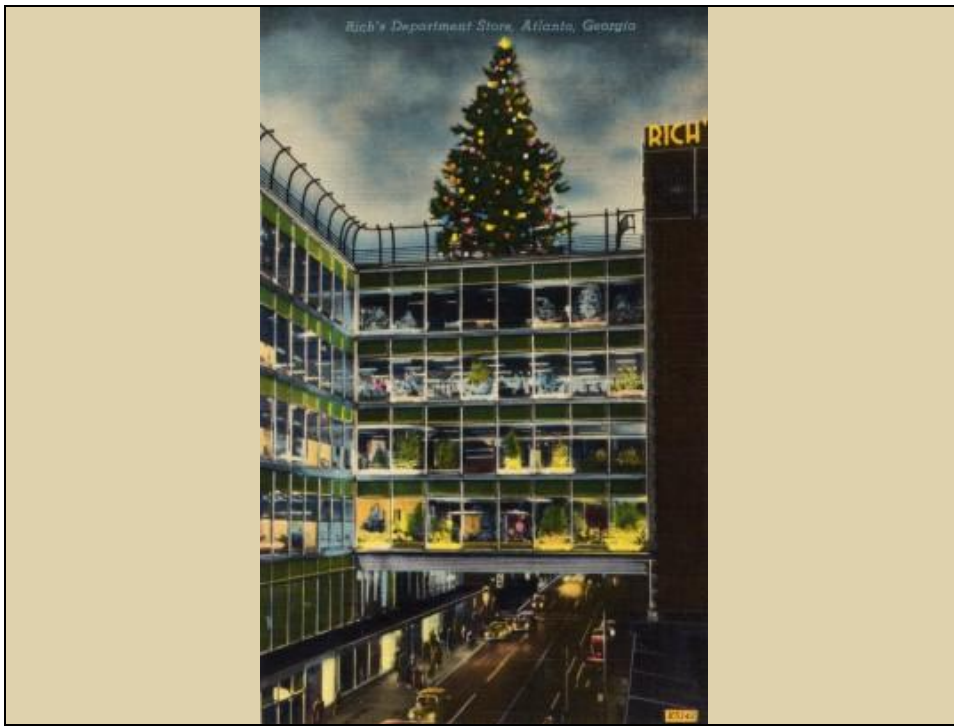
We also have learned recently about this early Split-Level House in Athens, built in the early 1940s, and reportedly designed by two recent Georgia Tech School of Architecture graduates.

93



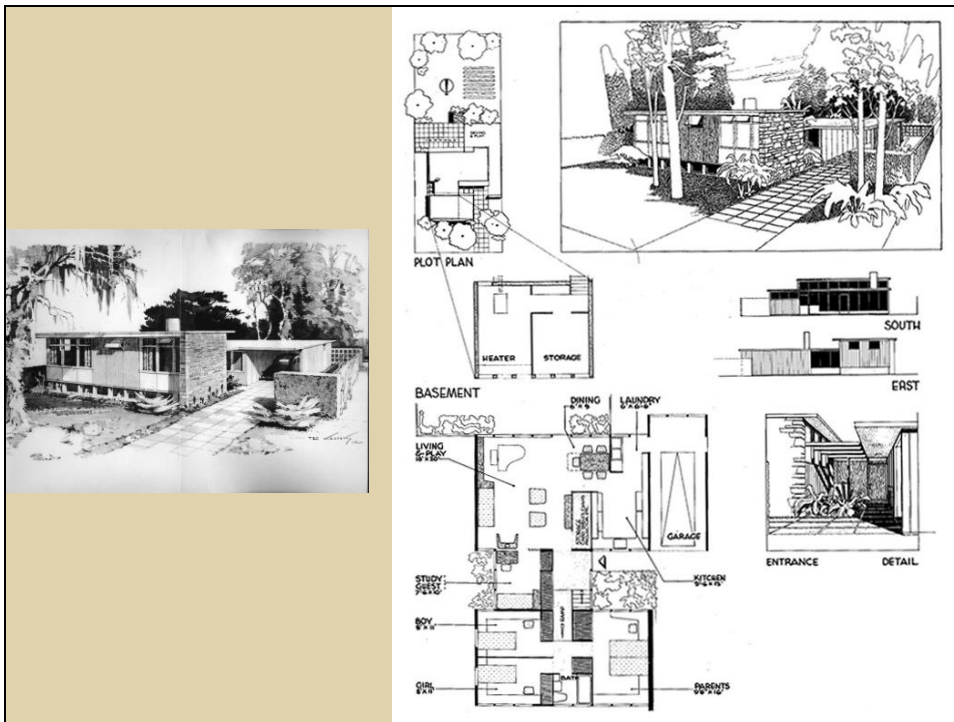
Here's another Split-Level House design that was *way* ahead of its time in Georgia -- from a 1946 design competition sponsored by *Progressive Architecture* magazine and Rich's Department Store in Atlanta.

94

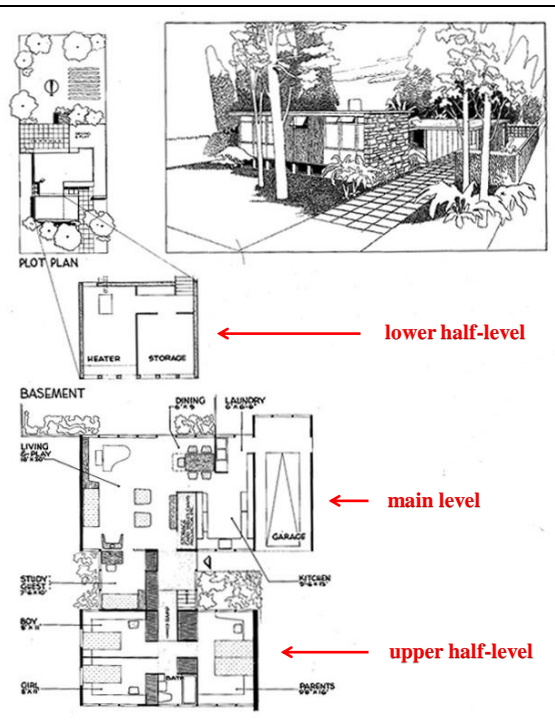


At that time, Rich's was expanding its "Store for Homes" in anticipation of the post-war frenzy for new homes and home furnishings. The house-design competition was intended to complement the store's new line of house furnishings.

95

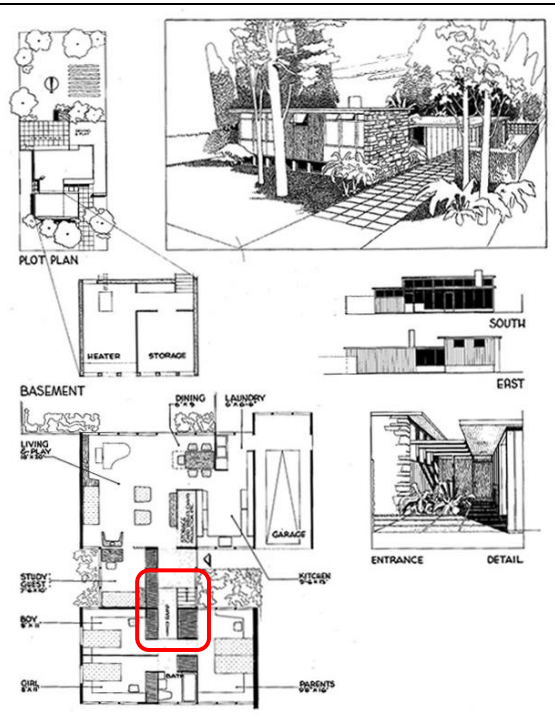


Canadian architect Watson Balharrie pulled out all the stops in his design for this over-the-top Contemporary-style Split-Level House for Georgia.



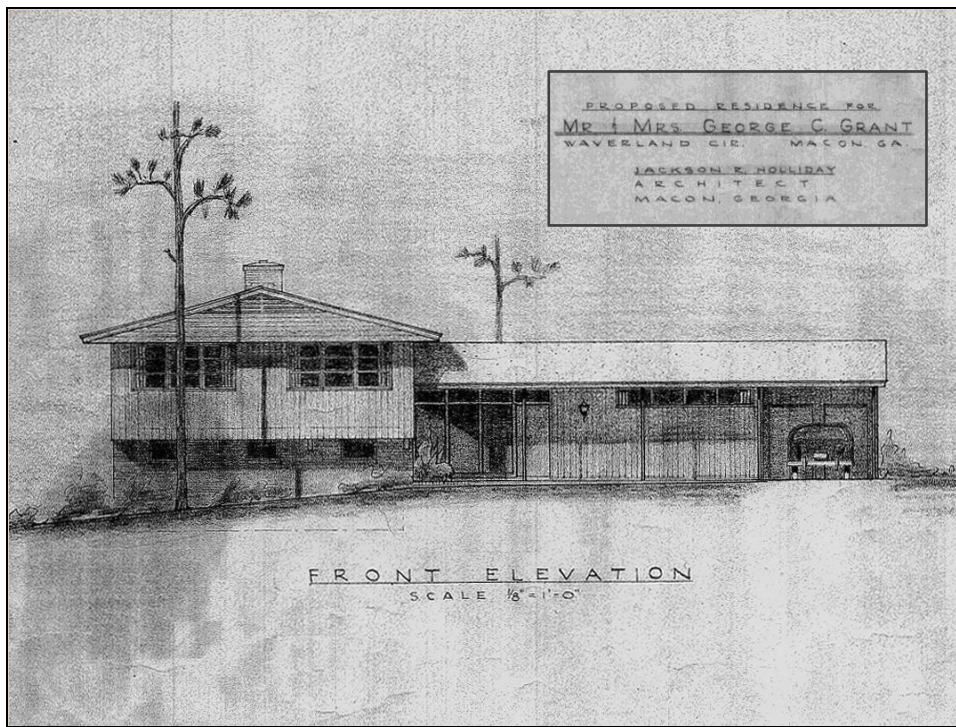
Here are some pointers as to where the three half-levels are located.

Note that the lower level was originally devoted to "storage" and "heater" but was intended for future use as a rec room.



An unusual detail of the house was a *ramp* instead of the usual half-flight of stairs between the main living level and the bedroom level.

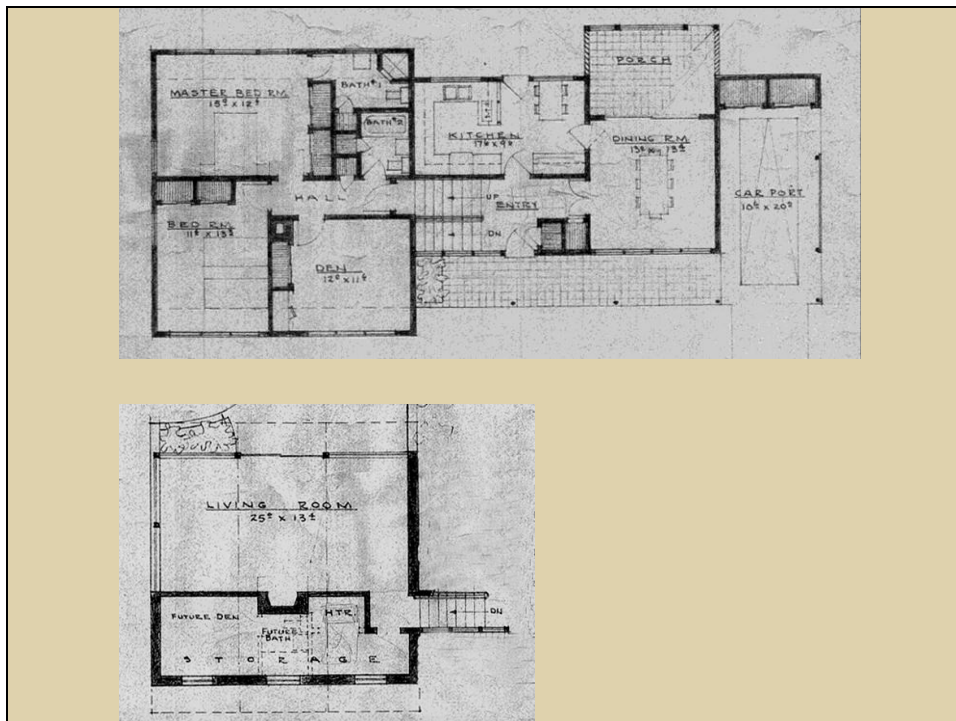
98



Another architect associated with Split-Level Houses is Jackson R. Holliday in Macon.

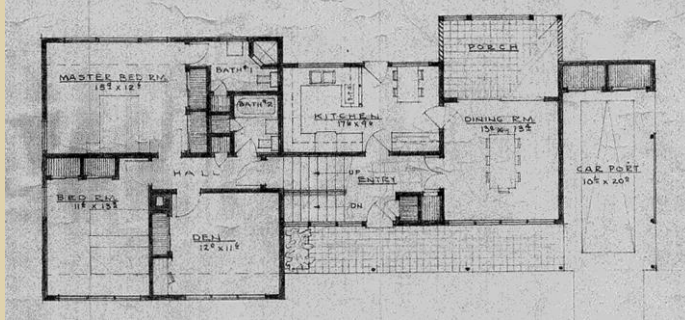
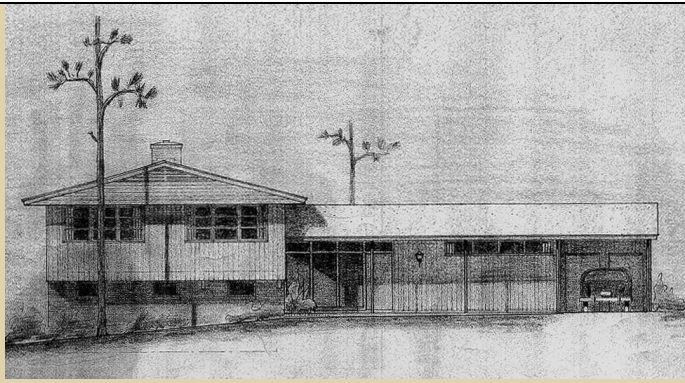
We don't know a lot about Holliday ... except that he designed this stylish Split-Level House for Mr. and Mrs. George Grant in 1953.

99



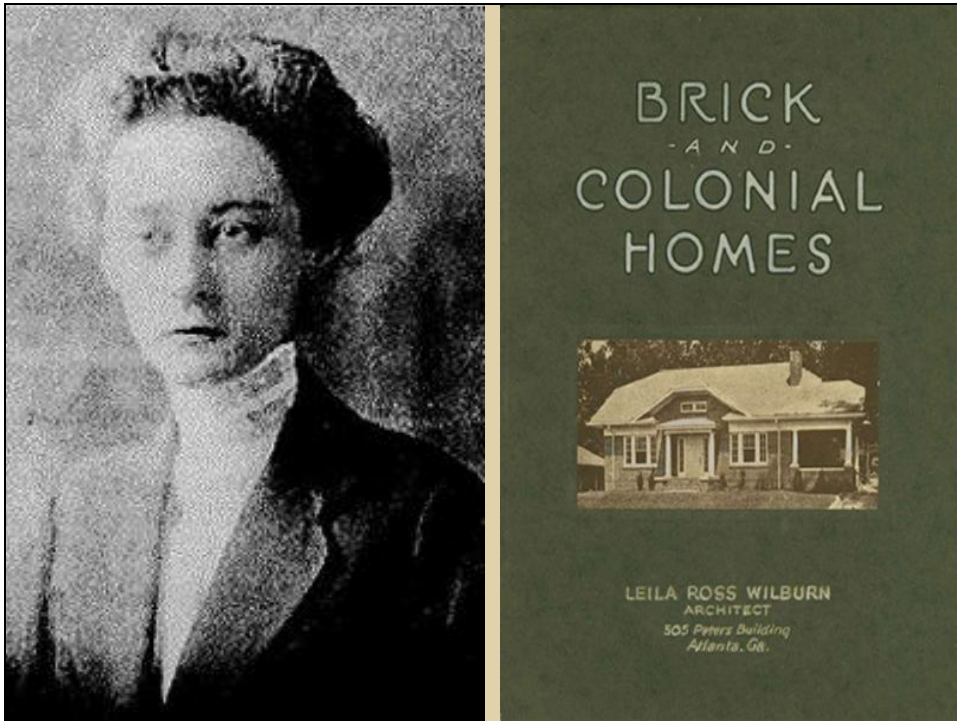
Here are the floor plans, showing the characteristic three offset levels.

100



This house was to have been built at 1430 Waverland Circle in Shirley Hills, but apparently it was never constructed.

101



*Leila Ross Wilburn*, in Atlanta, another pioneering woman architect in Georgia, contributed significantly to the Split Level phenomenon in Georgia.

102

**Here's Help for Builders**      Select the design that will best fit your needs.


The group of attractive and practical homes illustrated in this book were especially designed for the average American family. If you do not find the house to suit your desires in "Ranch and Colonial Homes," see page 56 for a list of my previous plan-books. The designs shown in one plan-book are not repeated in any other book.

Order Plans From  
**LEILA ROSS WILBURN, ARCHITECT**  
205 One Peachtree (Peters) Bldg., Atlanta, Ga.

Her stock in trade was publishing *plan books* for builders and prospective homebuyers.

103

**SOUTHERN  
HOMES and  
BUNGALOWS**



LEILA ROSS WILBURN  
ARCHITECT  
205 ONE PEACHTREE (PETERS) BLDG., ATLANTA, GA.

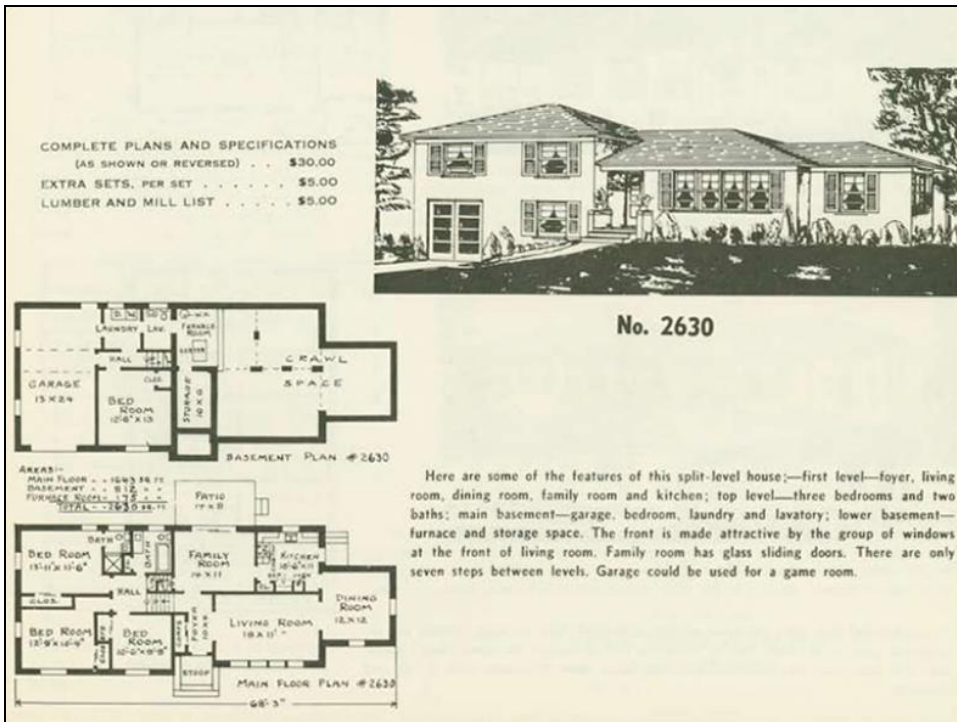
PRICE 75c

She has been best known for her Craftsman-style Bungalow homes from the 1910s and 1920s.



But more recently her contributions to the mid-century Ranch House have been celebrated ...

and now her contributions to Georgia's Split-Level Houses are being documented.



Here's a short overview of her Split-Level House designs:

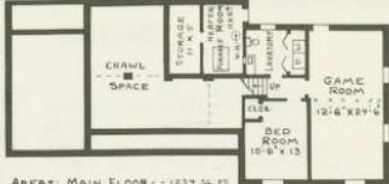
hip-roofed with integral garage below ...

Order Plans From  
**LEILA ROSS WILBURN ARCHITECT**  
 218 One Peachtree (Peters) Building  
 Atlanta, Georgia

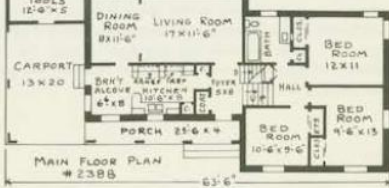
COMPLETE PLANS AND SPECIFICATIONS  
 (AS SHOWN OR REVERSED) . . . \$30.00  
 EXTRA SETS. PER SET . . . . . \$5.00  
 LUMBER AND MILL LIST . . . . . \$5.00



**No. 2388**




AREAS: MAIN FLOOR - - 1237 sq. ft.  
 BASEMENT - - 462 - - -  
 CENTER STORAGE - 18.5 - -  
 CARPORT - - - 338 - - -  
 PORCH - - - 103.2 - - -  
**TOTAL - 2156 sq. ft.**



AREAS: MAIN FLOOR - - 1237 sq. ft.  
 BASEMENT - - 462 - - -  
 CENTER STORAGE - 18.5 - -  
 CARPORT - - - 338 - - -  
 PORCH - - - 103.2 - - -  
**TOTAL - 2156 sq. ft.**


In this split-level plan the carport is brought forward to provide a covered way to the front door. An effective, light touch is obtained by using cast iron trellis columns at carport and porch. Brick for main walls and vertical boards for tool closet contrast favorably. The foyer gives direct access to living room and kitchen, then by half stairs to bedrooms and basement. End of kitchen is set aside for breakfast area. The basement under the bedrooms provides a large game room, bath and an extra bedroom. Furnace is located in the lower basement under the living room.

hip- and gable-roofed with attached carport ...




**No. 2528**

COMPLETE PLANS AND SPECIFICATIONS (AS SHOWN OR REVERSED) . . . \$30.00  
 EXTRA SETS. PER SET . . . . . \$5.00  
 LUMBER AND MILL LIST . . . . . \$5.00



AREAS: MAIN FLOOR - 1182 sq. ft.  
 BASEMENT - 923 - - -  
 PORCH - - - 128.2 - - -  
**TOTAL - 2233 sq. ft.**




AREAS: MAIN FLOOR - 1182 sq. ft.  
 BASEMENT - 923 - - -  
 PORCH - - - 128.2 - - -  
**TOTAL - 2233 sq. ft.**

Though small, this house has an exterior presenting an extra pleasing effect. The front door is sheltered and has a brick planter. The foyer leads to the living room, kitchen and up half a flight to bedrooms and bath. The brick fireplace is flanked by door to porch and open book shelves. Dining room has glass sliding doors to patio. Space for breakfast table will be found in the kitchen. Half stairs lead to the basement level; here garage, game room, lavatory and laundry are located. Seven more steps down and space for furnace and storage is reached.

cross-gabled with integral garage below ...


Order Plans from  
**LEILA ROSS WILBURN  
 ARCHITECT**  
 218 One Peachtree (Peters) Building  
 Atlanta, Georgia



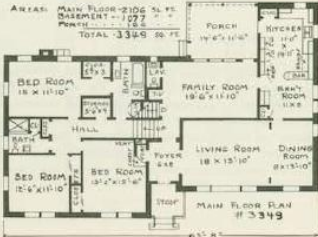
**No. 3349**

COMPLETE PLANS AND SPECIFICATIONS (AS SHOWN OR REVERSED) . . . \$35.00  
 EXTRA SETS, PER SET . . . . . \$5.00  
 LUMBER AND MILL LIST . . . . . \$5.00

Note the good, homelike effect of this house. Easier living to-day demands a division of floor levels. Here you will find only seven steps up to sleeping area and another half flight down to a fourth bedroom, bath, garage and game room. Heating plant is on this level. The screened porch at the rear of the large family room is a fine place for summer meals. The dining room is separated from the living room by iron grills. Breakfast room and kitchen are most spacious. Master bedroom has cross ventilation and walk-in closet. Outside walls are brick-veneered with horizontal boards in gable ends. The built-in garage will be appreciated in bad weather.



BASEMENT PLAN  
 # 3349



AREAS: MAIN FLOOR - 2106 sq. ft.  
 BASEMENT - 1272 sq. ft.  
 TOTAL - 3349 sq. ft.

MAIN FLOOR PLAN  
 # 3349

and side- or end-gabled with integral lower-level garage.



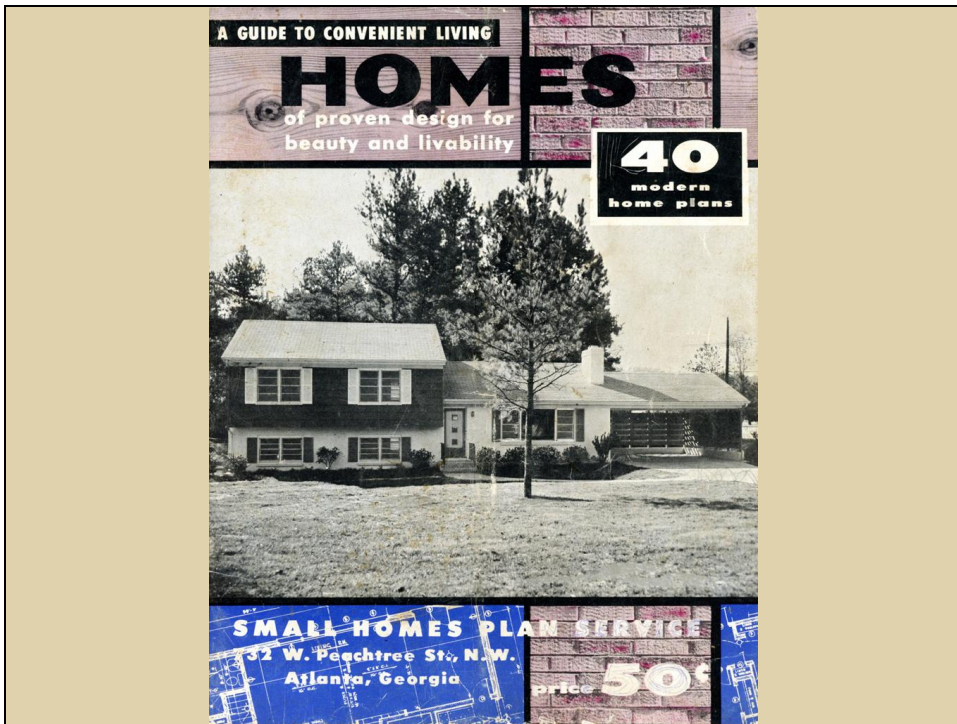
Here is a rare *documented* Wilburn-designed Split-Level House in Atlanta, on Ponce de Leon Manor, dating from 1960.

110



This house, like most of her Split Levels, was designed to be built of red brick.

111



Published in 1955 was this plan book by the Small Homes Plan Service of Atlanta. It included a number of Split-Level Houses, along with many more Ranch Houses.

The really interesting thing about this plan book is that it featured *already built* houses in the Atlanta area.

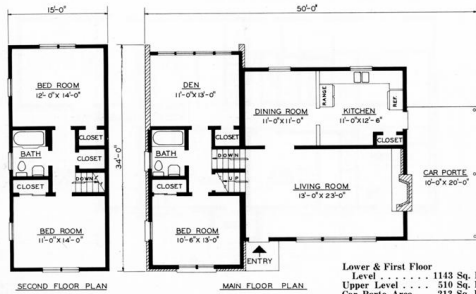


No. A-704

**Popular Split Level Features Spaciousness**

What homemaker wouldn't be excited over occupancy of this attractive old brick and frame-siding home. Here is a home that really makes the most of an average size lot. On the left wing are two bedrooms with bath

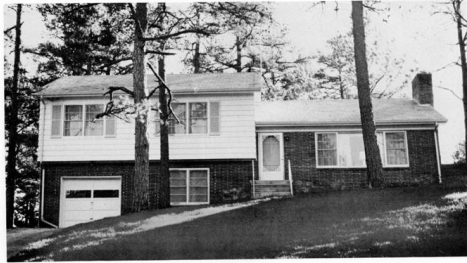
and closets. Lower level has an additional bedroom, bath, den, dining room, kitchen and a lovely living room with large paneled picture window. Simply ideal for a young and growing family.



Lower & First Floor  
 Level . . . . . 1143 Sq. Ft.  
 Upper Level . . . . . 318 Sq. Ft.  
 Car Porte Area . . . 213 Sq. Ft.

Small Homes Plan Service 732 West Peachtree Street, N.W., Atlanta, Georgia

The write-up for this Split-Level House pointed out that this type of house was now "popular" in this area -- a contender to the more numerous and well-established Ranch House.



No. A-707

**Two-Level Home Efficient Space Saver**

This pleasantly simple split-level home includes many excellent features for enjoyment of every day living. The lower level contains a garage, utility room and a much desired recreation room or den. Main floor

has three bedrooms with two baths—living room, kitchen and dining room. An attractive, well arranged plan that fits into the average family's way of life.

House Area . . . . 1464 Sq. Ft.  
 Lower Level Area . . 728 Sq. Ft.



Small Homes Plan Service 732 West Peachtree Street, N.W., Atlanta, Georgia

This one spoke to the unique attributes of the Split-Level House, including additional living space for the same footprint as a smaller Ranch House.



**No. A-517  
Ideal Home for the Sloping Lot**

Building into the side of a hill can give you a fascinating design and provide unusual living features. This split-level home has two floors and really appears deceptively large from a downhill view. The living room, dining area, kitchen plus one bedroom and bath are on ground level. The upper level provides two additional bedrooms with bath. Split level affords a wonderful opportunity for originality of design and has become immensely popular everywhere.

Main Floor Area - 1090 Sq. Ft.  
Upper Floor Area - 490 Sq. Ft.  
Car Porte Area - 299 Sq. Ft.

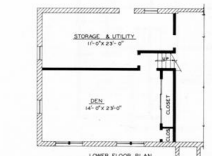


*Small Homes Plan Service 732 West Peachtree Street, N.W., Atlanta, Georgia*

This one emphasized the unique suitability of the Split-Level House for Atlanta's sloping terrain.



**No. A-710  
Three Levels Give Living Luxury**



This outstanding, eye-catching split level home is not merely a beauty, but completely livable. And what homemaker would not be thrilled with these convenient living arrangements. Entrance leads into a big living room with fireplace and adjoining is a dining room and kitchen. A short step-up to the left carries you into the sleeping area of three bedrooms, two baths and closets—while stepping down from this level you enter the den, storage and utility room. Two car carport completes plan.

Home Area . . . 1511 Sq. Ft.  
Lower Level Area - 800 Sq. Ft.  
Car Porte Area . . 420 Sq. Ft.

*Small Homes Plan Service 732 West Peachtree Street, N.W., Atlanta, Georgia*

And the write-up for this one (featured on the cover as well) cast the Split-Level House in the light of luxury, not just efficiency.

116


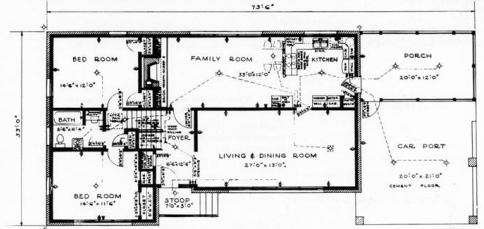


Another important mid-century plan book publisher in Atlanta was the Home Builder's Plan Service.

117

We've seen this company before, in our study of Ranch Houses: in 1948, it introduced prototypes for many of the soon-to-be common "red-brick" Ranch Houses.

**"DESIGNS FOR BETTER LIVING"**

**378**  
**LARGE SPLIT LEVEL**

A roomy split-level home with kitchen, family room and large dining. Four large bedrooms with two baths, a nice screened porch and double carport.


House Area Upper Level 1375 Sq. Ft.  
House Area Lower Level 627 Sq. Ft.  
Porch and Carport 665 Sq. Ft.

**HOME BUILDER'S PLAN SERVICE • 22 MARIETTA STREET BUILDING • ATLANTA 3, GA. 63**

With a little less fanfare -- and not quite so much on the cutting edge -- this company did the same for Split-Level Houses.

Here's its Split-Level equivalent of the plain-style red-brick ranch house from about 1960.

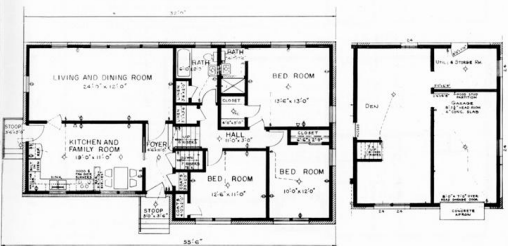
**"DESIGNS FOR BETTER LIVING"**



**364**  
**FAMILY LIFE SPLIT LEVEL**

For those who desire a medium price split level this home with three bedrooms and two baths up is desirable. The living and dining room on back with a large kitchen and family room on front. Entrance hall with stairs up and down gives almost privacy. Note sliding door to kitchen. Down stairs can be arranged with a garage and playroom and half bath also plenty of storage room and laundry space.

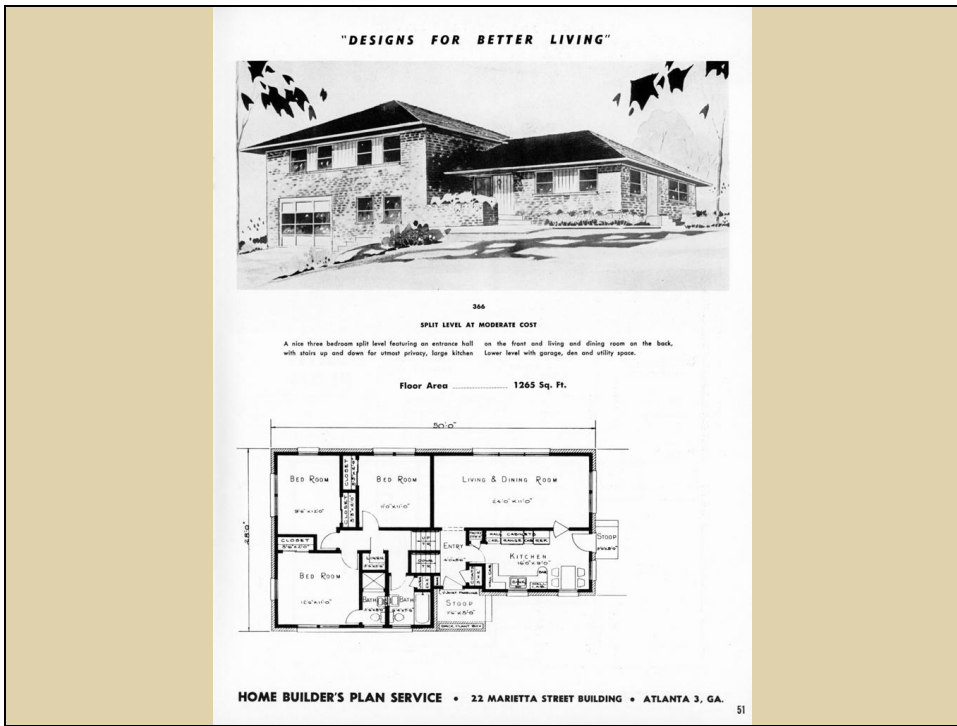
House Area 1450 Sq. Ft.  
Lower Level 825 Sq. Ft.



**HOME BUILDER'S PLAN SERVICE • 22 MARIETTA STREET BUILDING • ATLANTA 3, GA. 49**

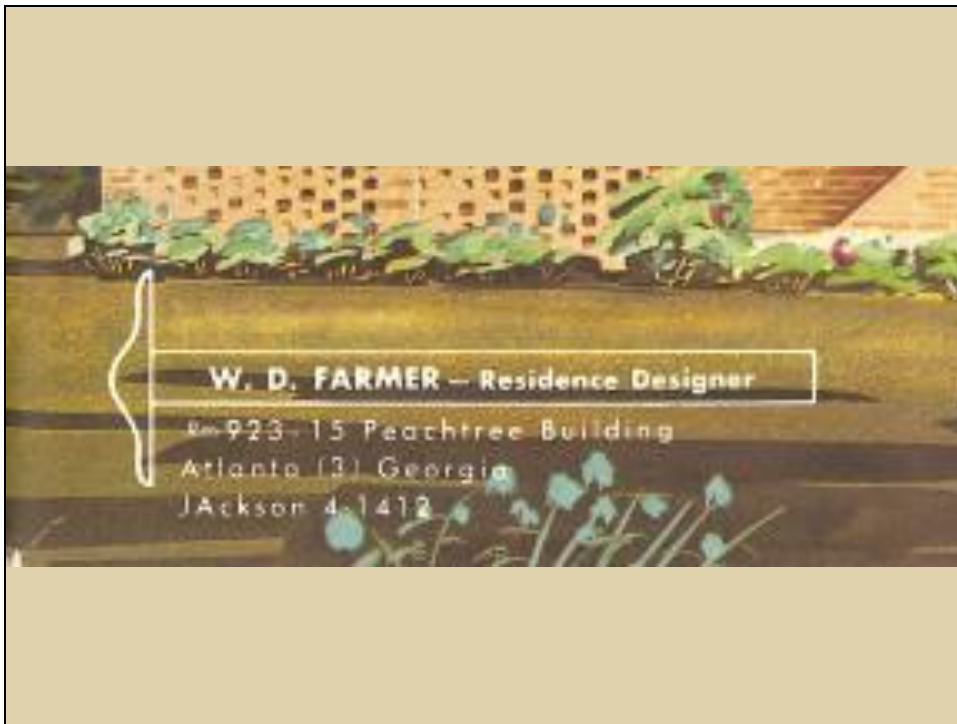
And here it is again, somewhat bulked up, very much like the ones being built in the Toney Valley subdivision in DeKalb County at the time.

120



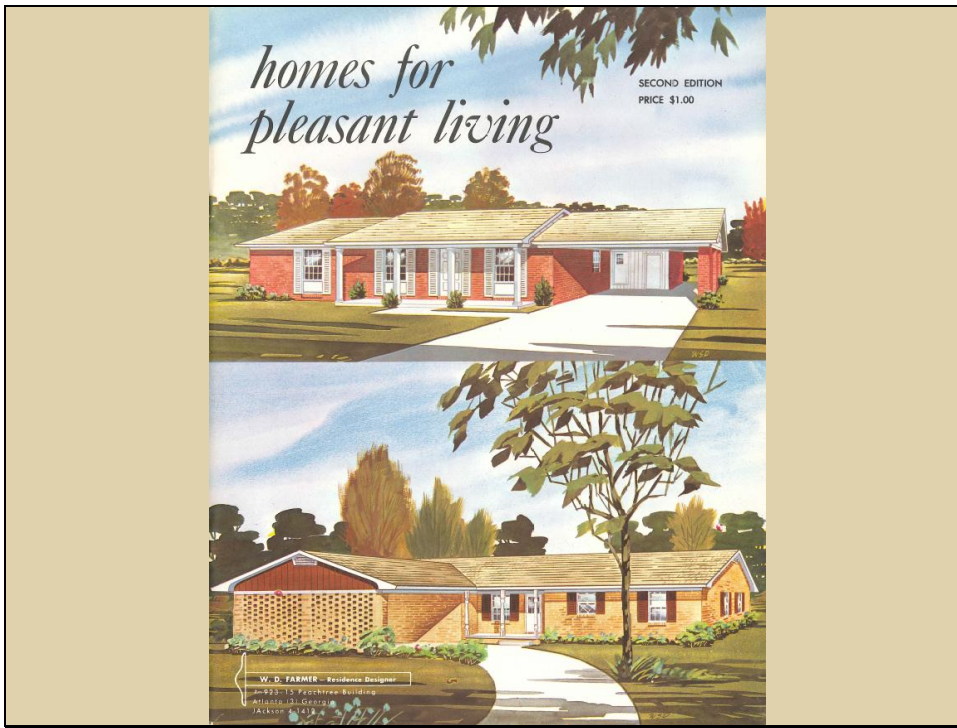
But in spite of their brave showing, even in this plan book the Split Levels were outnumbered by Ranch Houses by about ten to one -- very much like the actual ratio of Ranch Houses to Split-Level Houses across the state.

121



Another major contributor to the designs of Split-Level Houses in Georgia is *W. D. Farmer*.

122



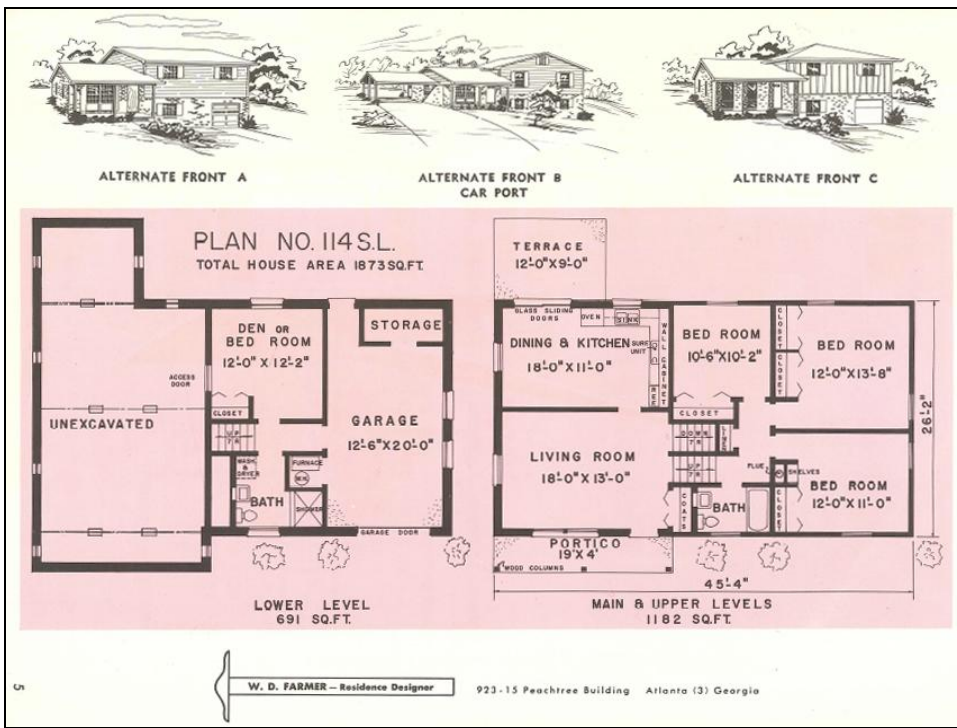
Farmer, like Wilburn, was a self-made plan-book designer and publisher. However, his career began in the early 1960s, just as Wilburn's was winding down.

Although Farmer's plan books could be purchased on the newsstand, he focused on providing them to builders who used them in lieu of model homes.

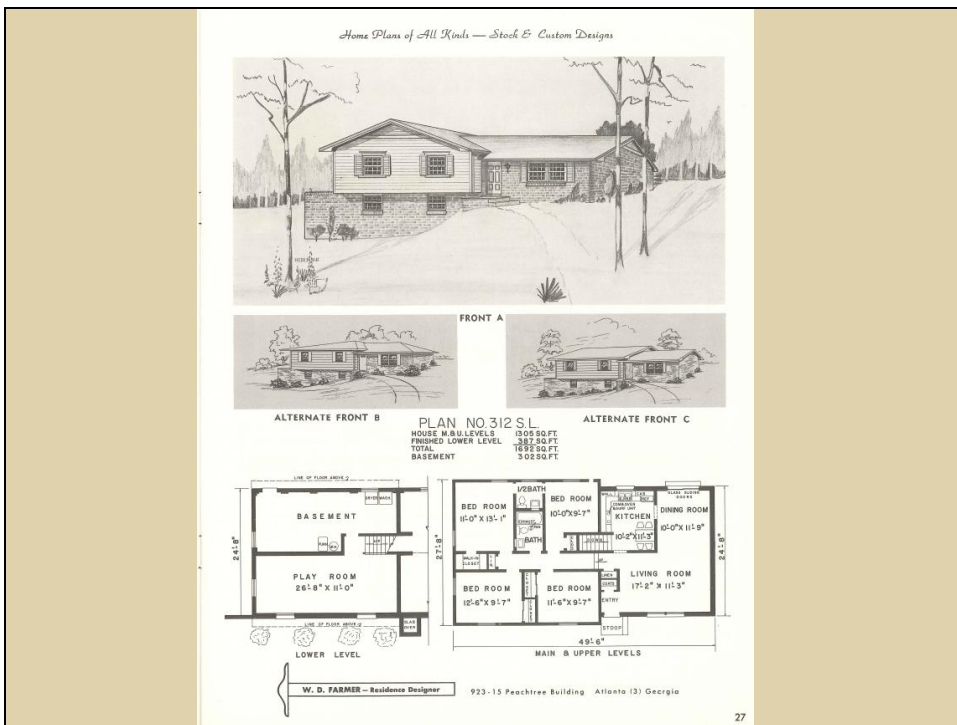
123



Farmer was a big promoter of the Split-Level House in the 1960s; he understood it to be a practical and cost-effective house design.

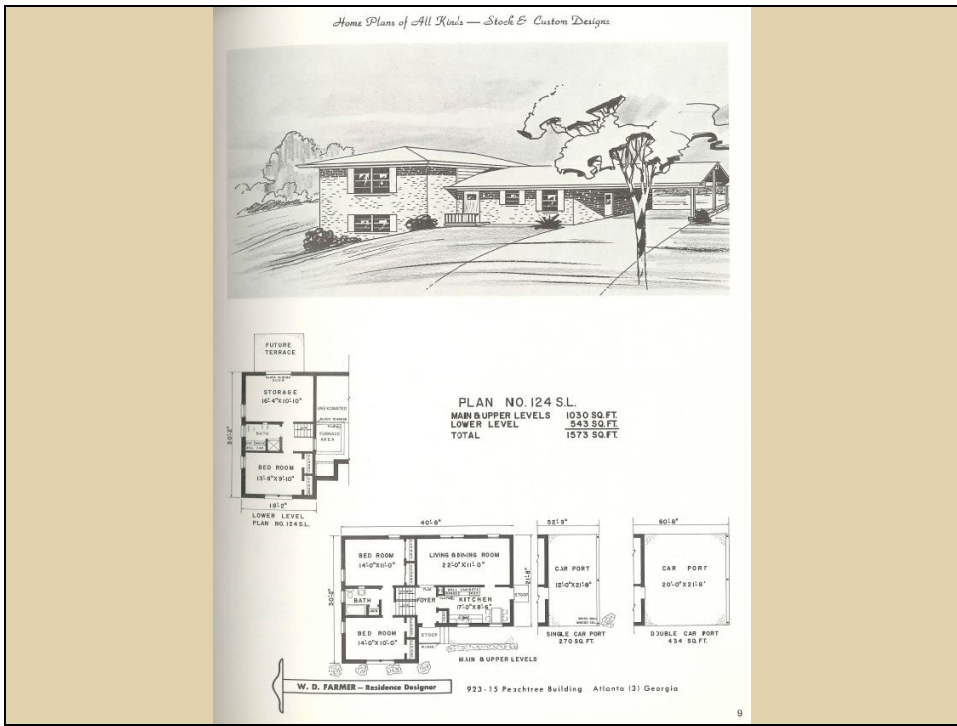


And although his catalogs are filled with mix-and-match floor plans and exterior designs, Farmer believed strongly that it was the *floor plan* that mattered, not the exterior appearance of the house.



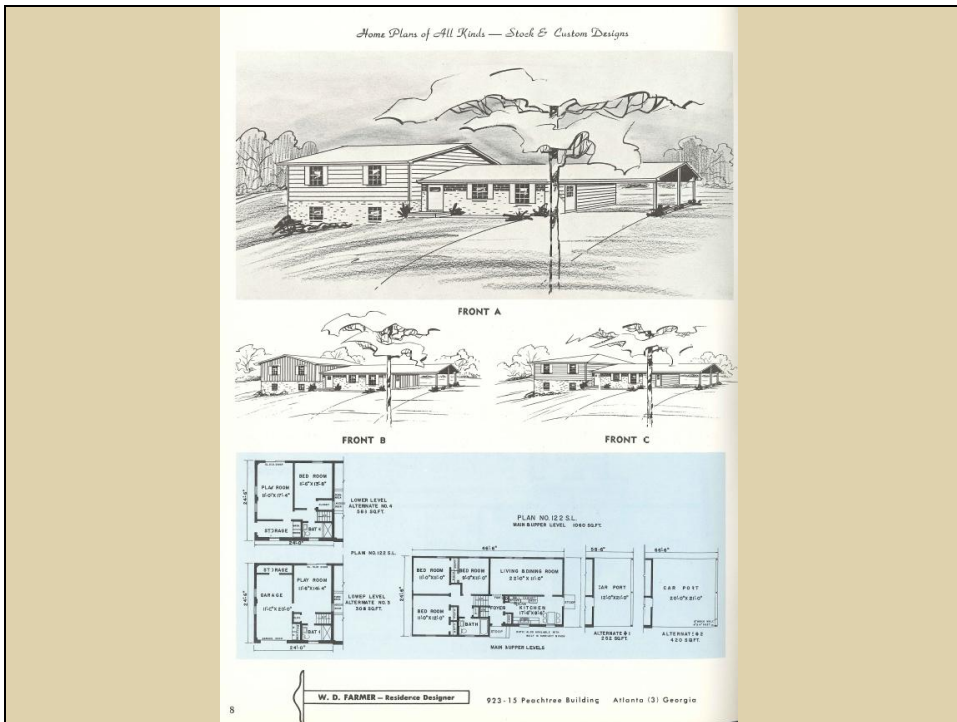
This and the next three images are from his 1962 catalog, showing a variety of Split Levels appropriately sited on sloping lots:

126

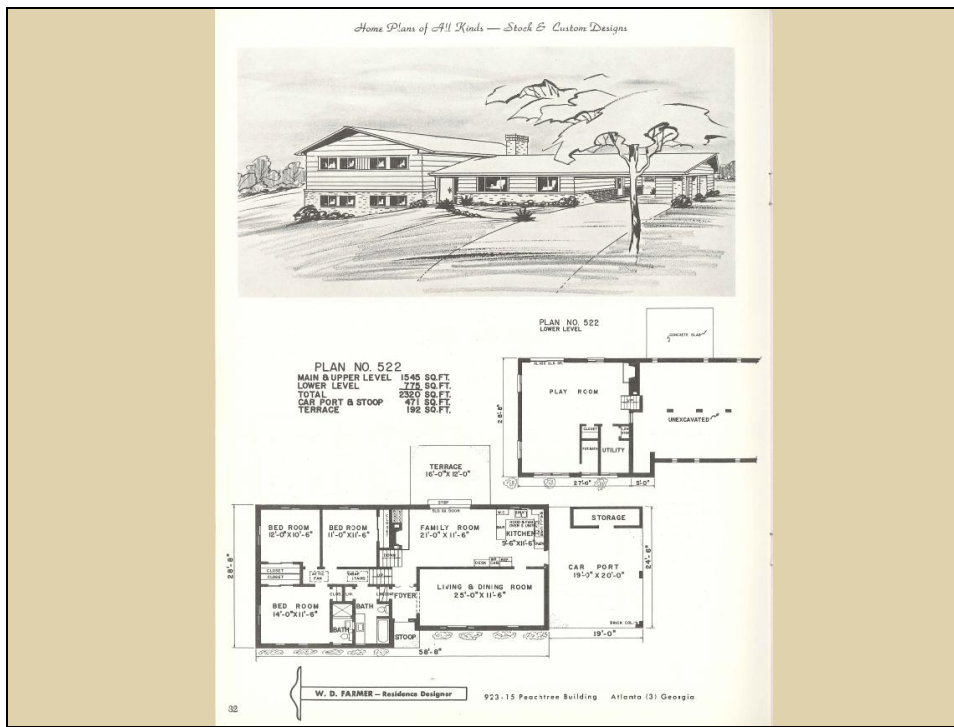


this one featuring the brick plain-style with a hip-and-gable roof ...

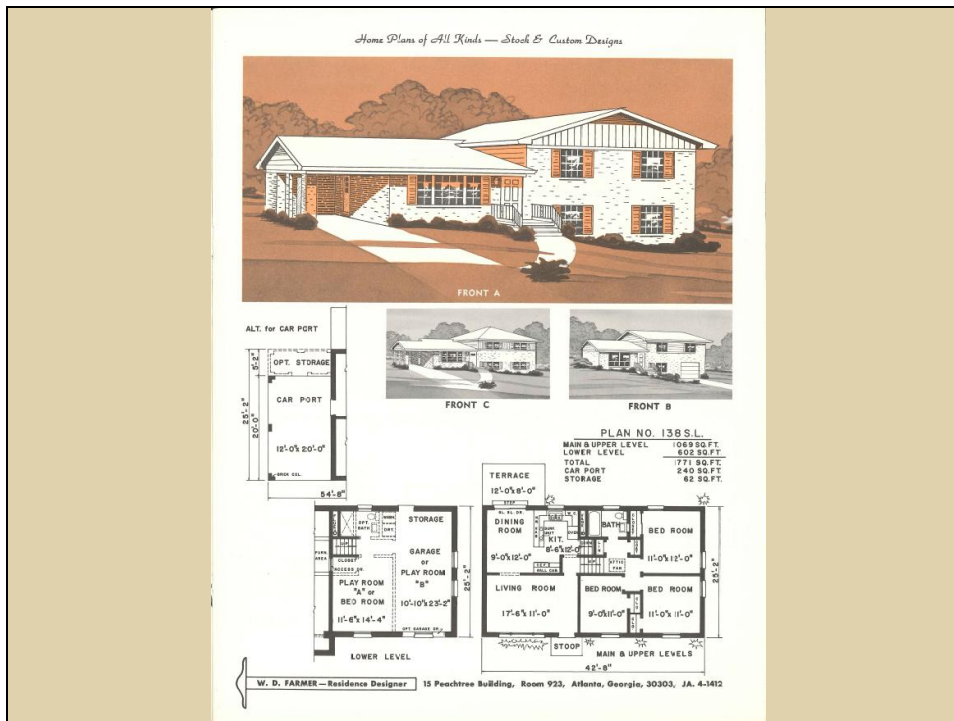
127



this one, contrasting exterior materials ...



and this one, the Contemporary style with carport.




These next three examples come from a slightly later catalog (post-1963):

this one showing various exterior treatments for the same plan ...

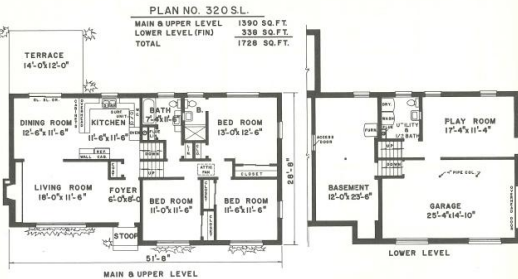
130

*Home Plans of All Kinds — Stock & Custom Designs*



PLAN NO. 320 S.L.

MAIN & UPPER LEVEL	1390 SQ. FT.
LOWER LEVEL (FIN.)	338 SQ. FT.
TOTAL	1728 SQ. FT.

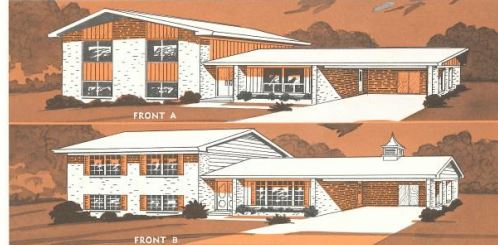


W. D. FARMER — Residence Designer 15 Peachtree Building, Room 923, Atlanta, Georgia, 30303, JA. 4-3812

this one displaying the plain-style brick Split Level ...

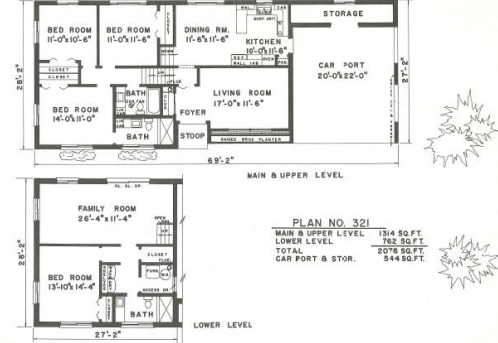
131

*Home Plans of All Kinds — Stock & Custom Designs*



FRONT A

FRONT B



PLAN NO. 321



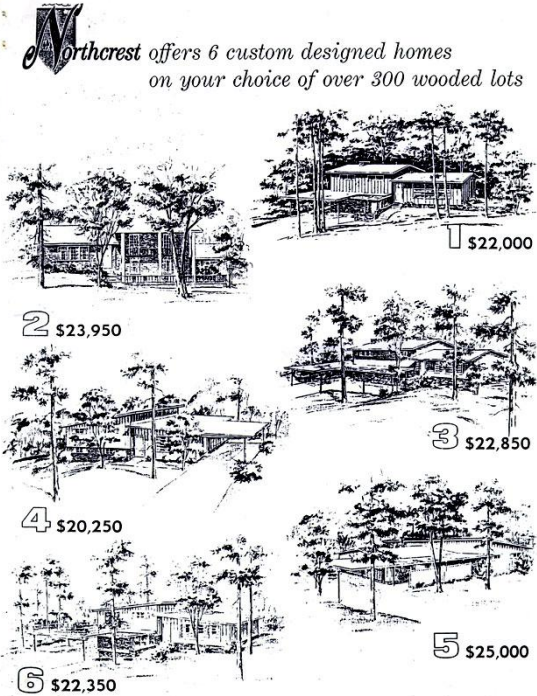
MAIN & UPPER LEVEL	1314 SQ. FT.
LOWER LEVEL	785 SQ. FT.
TOTAL	2099 SQ. FT.
CAR PORT & STOR.	544 SQ. FT.

W. D. FARMER — Residence Designer 15 Peachtree Building, Room 923, Atlanta, Georgia, 30303, JA. 4-1412

and this one featuring the same floor plan in the Contemporary style (top) and the contrasting Colonial style (bottom).

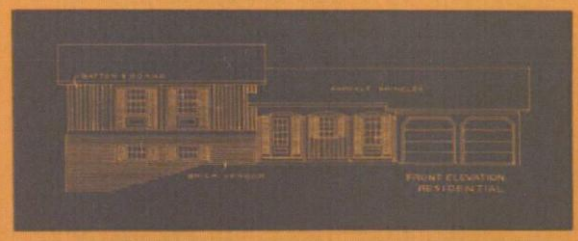
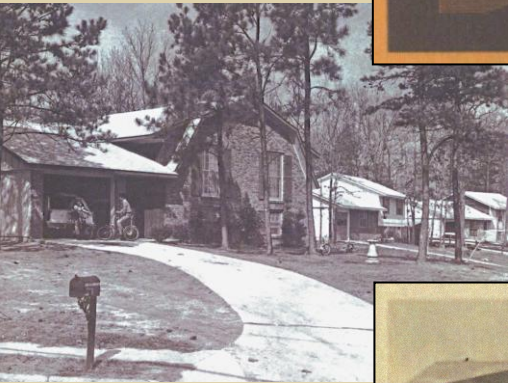
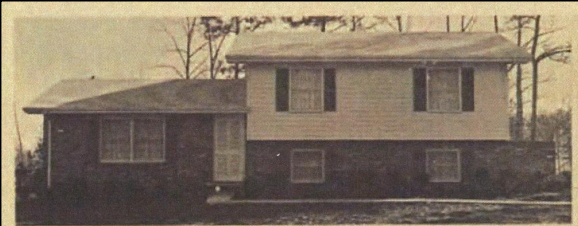
**N**orthcrest offers 6 custom designed homes on your choice of over 300 wooded lots

The architect: Ernest Mastin who designed six different houses to provide variety without resorting to superficial variations or gimmicks to cover up poor design.

Many of those Contemporary-style Split-Level Houses that we've already seen in the Northcrest subdivision in DeKalb County were designed by a Georgia Tech-trained architect, *Ernest Mastin*.

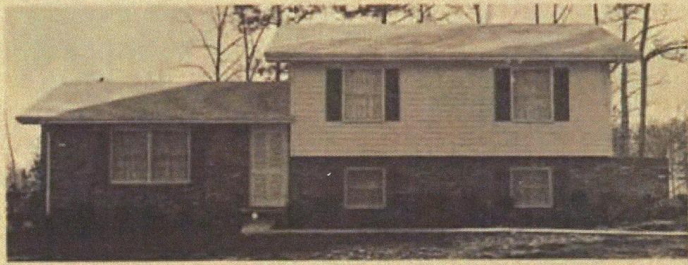
A neighborhood researcher is documenting Mastin's life and works, so hopefully we'll know more about him in the near future.

Oakcliff Estates—the Wellington, \$20,300—2,100 sq. ft.

And thanks to a recently completed study of mid-20th-century houses in DeKalb County by a Georgia State University historic preservation class, we've learned about Split-Level Houses designed for Cousins Properties, Inc., in the 1960s.

Starting out as a small-time builder in the 1950s, Tom Cousins grew his business into one of metro Atlanta's largest real estate developers.



*Oakcliff Estates—the Wellington, \$20,300—2,100 sq. ft.*



Oakcliff, in northeast DeKalb County, was one of his earliest subdivisions featuring Split-Level Houses.

Here is one of the model homes in Oakcliff, built in 1963, as advertised at the time and as it looks today.

The architect is not known at this time.



And here are three "typical" 1960s Split-Level Houses in Oakcliff.



This concludes our presentation about Split-Level Houses in Georgia. From time to time, as new information is obtained, this presentation will be updated.

For guidance in surveying and researching mid-20<sup>th</sup>-century Split-Level Houses in Georgia, we recommended following the protocols establishing for documenting Ranch Houses in *“The Ranch House in Georgia: Guidelines for Evaluation,”* available for viewing and downloading on our office’s website (under “historic resources,” “housing,” “Ranch Houses”).

For a national perspective on the Split-Level House, please see our companion website presentation entitled *“... and the first runner-up is: the split-level house, Mid-20<sup>th</sup>-Century Split-Level Houses: A National Overview.”*

## Mid-20<sup>th</sup>-Century Split-Level Houses in Georgia



March 2012

Richard Cloues, Ph.D.

THE END