

*THE* **LUSTRON** *HOME*

***“A NEW STANDARD FOR LIVING”***



# *Overview*

*Historic Context*

*Design Context*

*The Lustron Home Design*

*The Lustron Company*

# *Post-War America!*

*Germany defeated — Apr. 11, 1945*

*Japan surrenders — Sept. 2, 1945*

*Veterans return home en masse.*

*Massive housing shortages.*

*Victory Day in NYC — Jan. 12, 1946*

*and then...*



# *Baby Boom!*

WOOHOO!

AWW!  
BABIES!

CAMERA MAN  
IS CUTE...

SRLSY?

AHHH!!!  
TOO MANY!

... *ZZZZZZZZZZZZ* ...



# *Design Context*

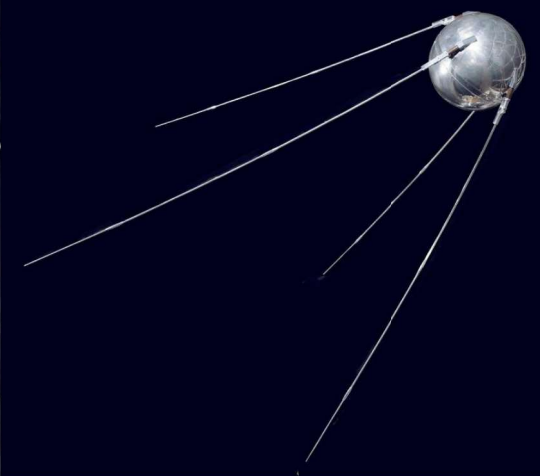
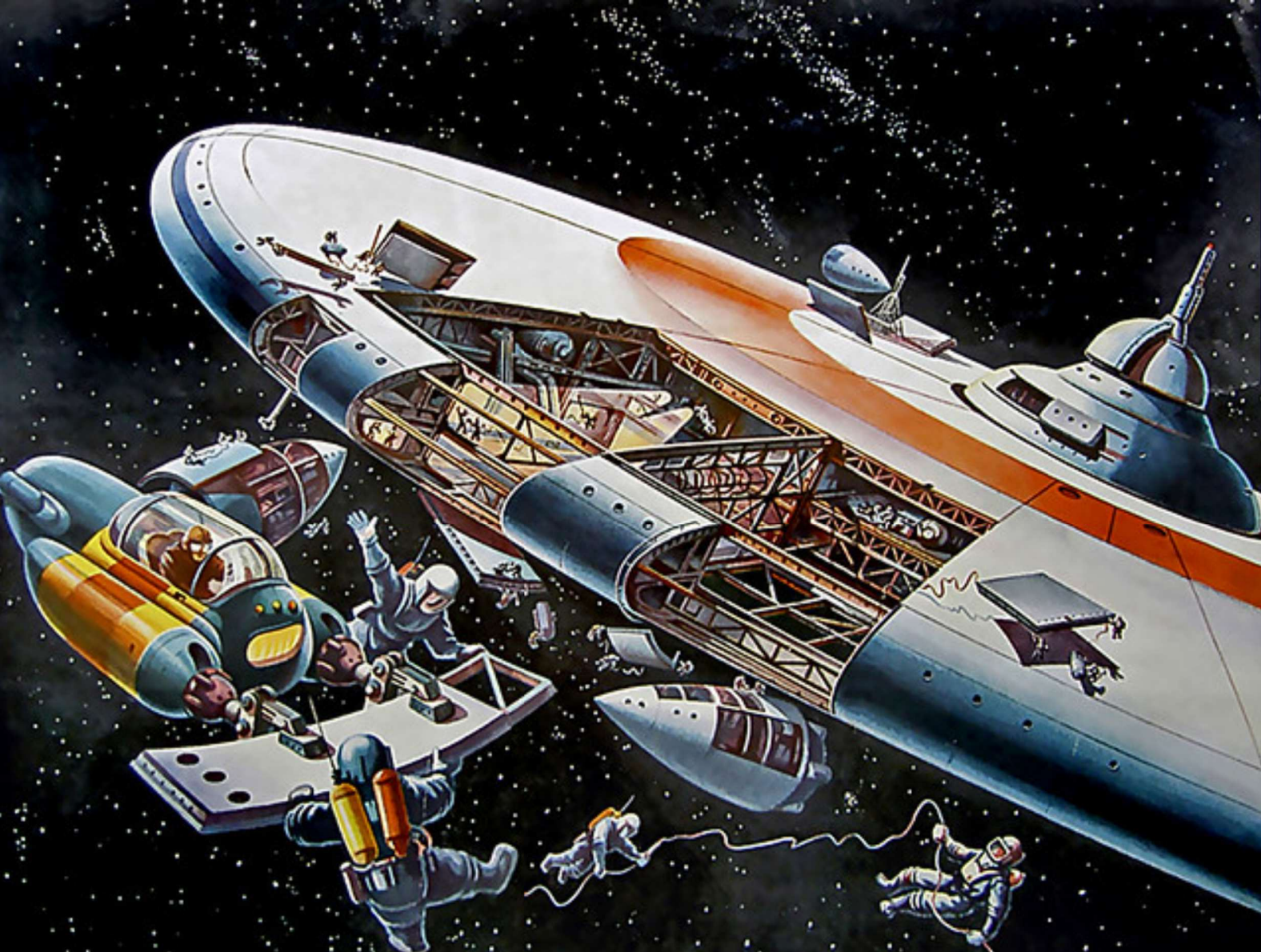
*Optimism!!!*

*Visionary Futuristic Fantasies!!*

*Commercialization of innovative new wartime technologies!*

*Steel supplies rationed :(*

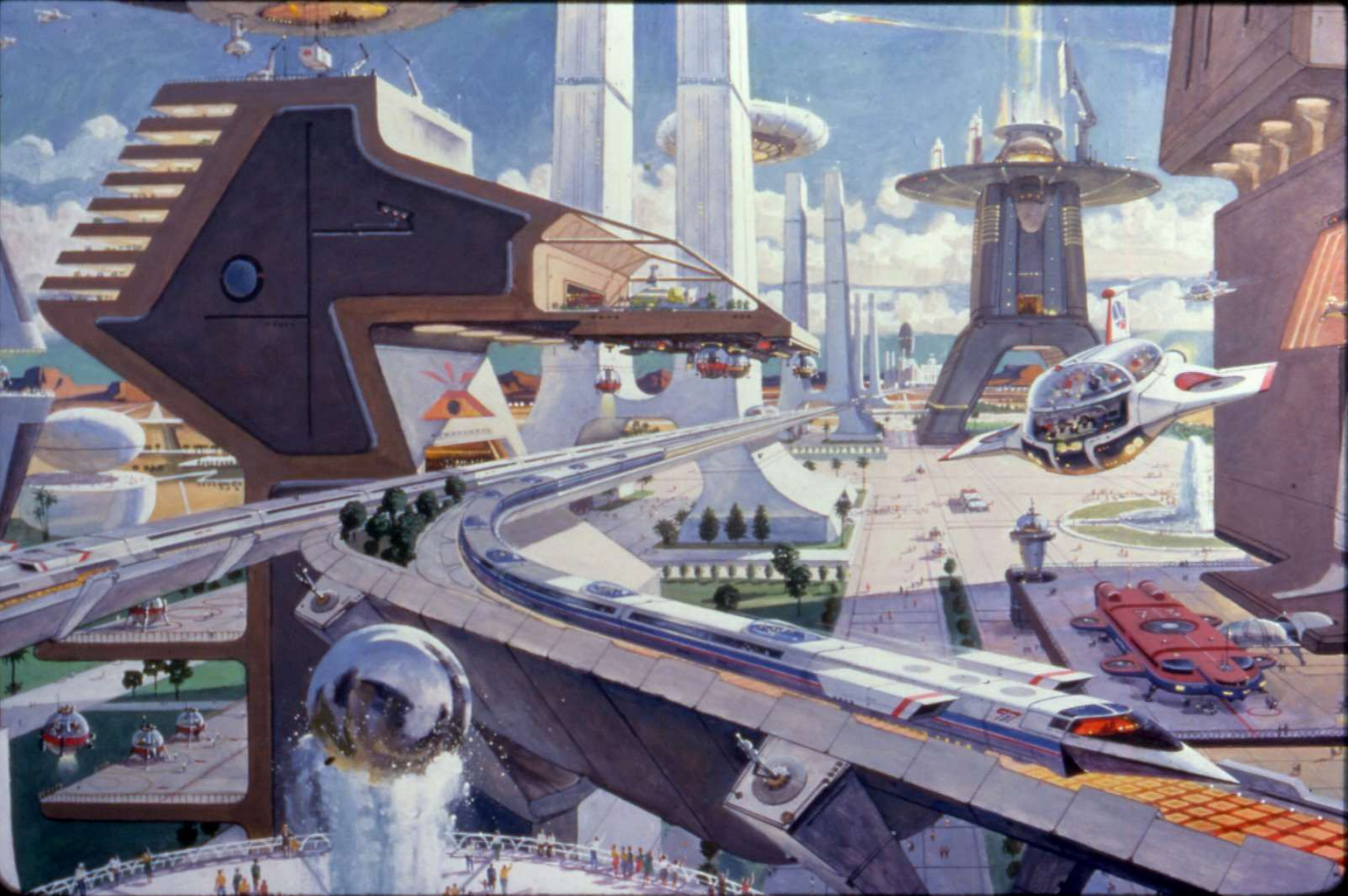
*Huge housing shortages :( :(*



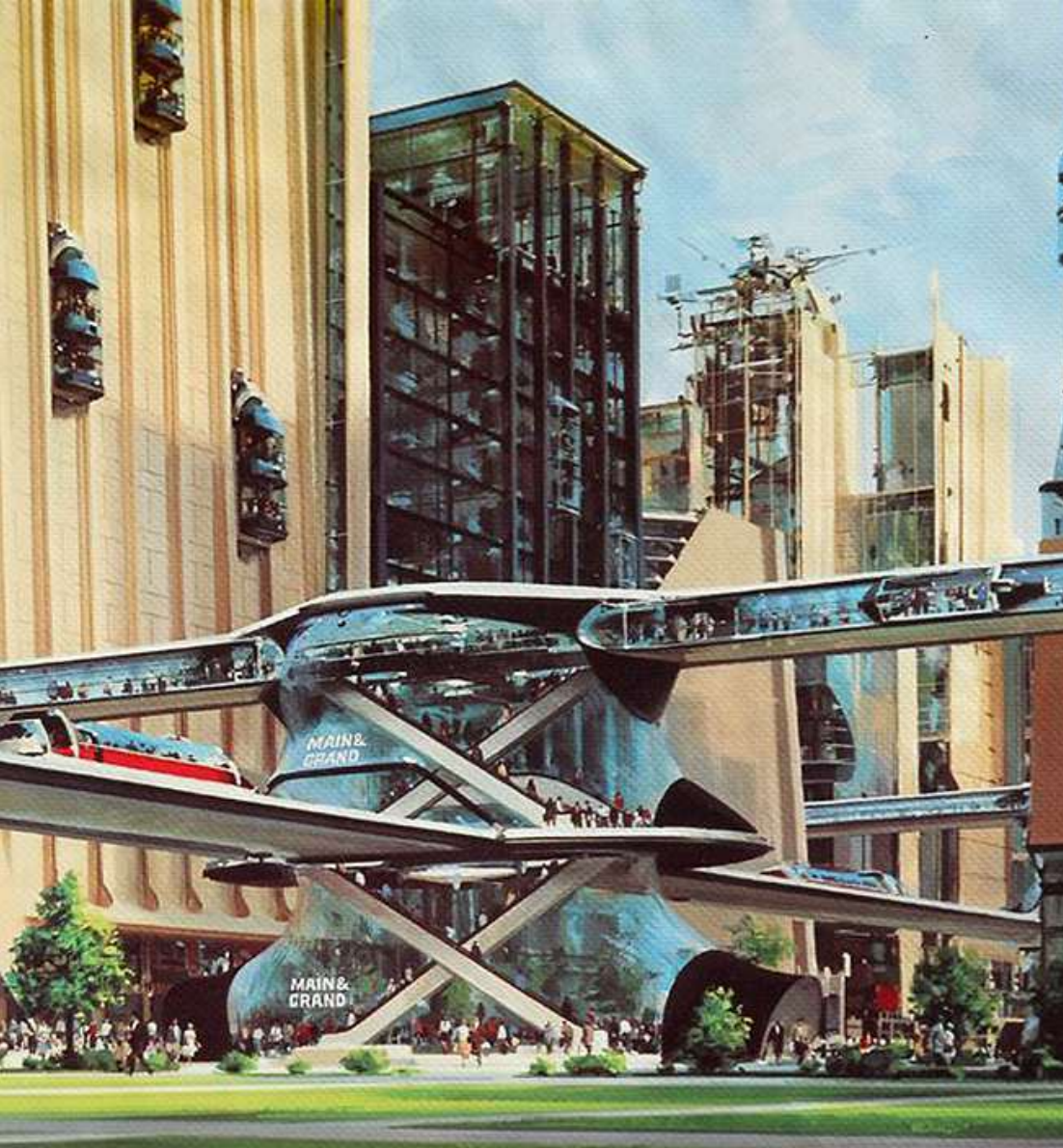
**SPUTNIK IS NOT  
UNTIL 1957!**



77th Call B-56











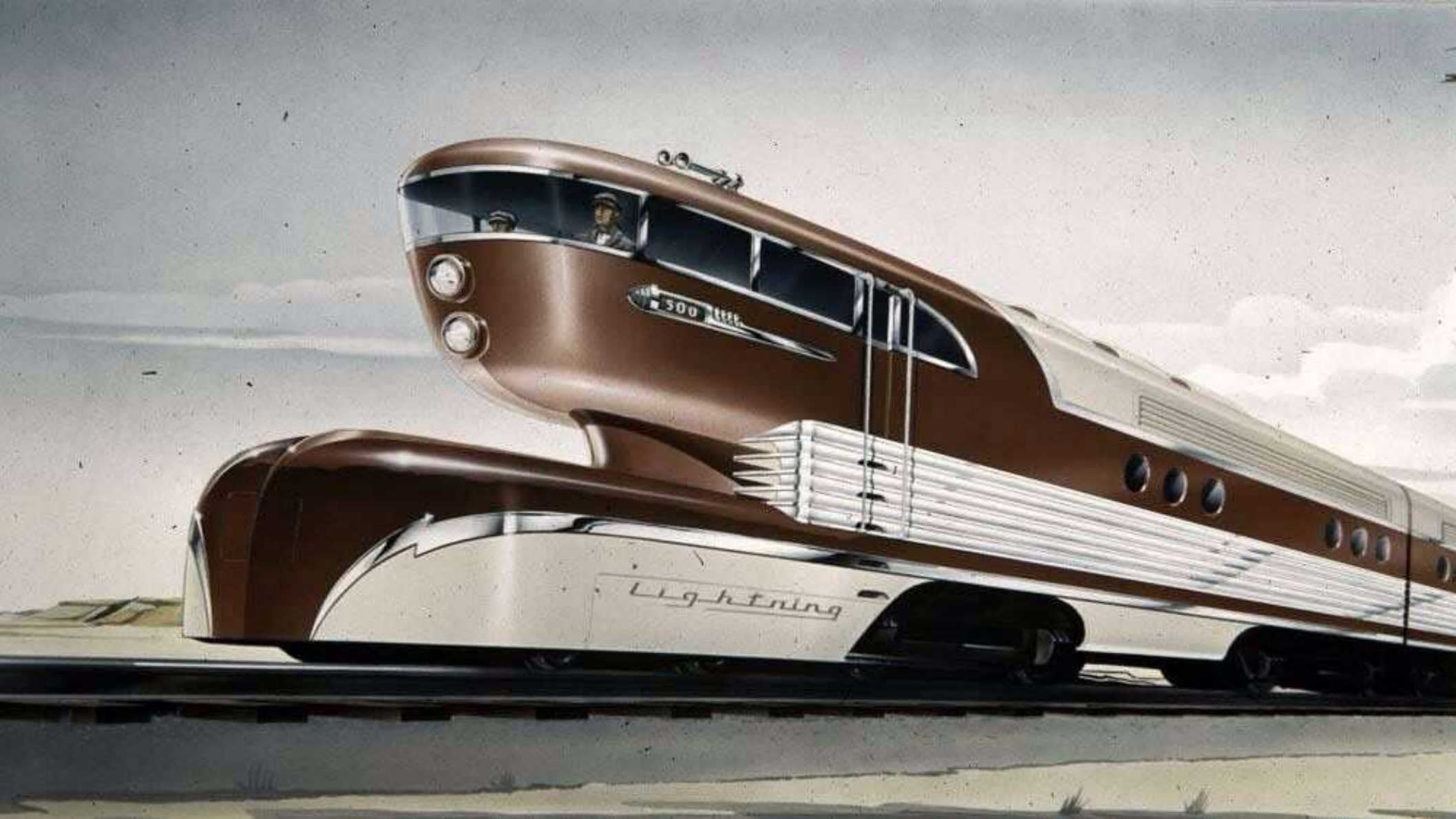
*Future Freighter  
1968?*











300

Lightning



# *The Lustron Home Design*

*Factory Fabricated Modular*

*Modern, Sleek, & Classy*

*Accessible for Disabled Veterans*

*Low Maintenance*

*Porcelain Enameled Steel*



# THE LUSTRON HOME

## Never before in America a house like this



Somehow, some way, you knew that modern engineering "know-how" would go to work in home construction just as it has in automobiles.

The Lustron Home is the answer—with cost-saving volume-production techniques, unit assembly, and precision engineering applied to home building.

Here is a new standard for living, a home of cheerful convenience with the beauty of porcelain and lifetime strength of steel. Read some of the details about this new contribution to American living—the new Lustron Home described here.

LUSTRON CORPORATION  
Box 2023B, Columbus 16, Ohio e.t.c.

This is your opportunity to enjoy the home of your own you have dreamed about all these years. And you can afford it if you can pay \$50 to \$60 a month.

**Design**—A home of colorful beauty, spaciousness, lasting permanence. A home so easy to maintain and keep clean. A home you can be proud to own—and a welcome addition to the community.

**Size**—five spacious rooms, plus large utility room—total of more than 1,000 square feet.

**Design**—follows growing trend toward contemporary ranch-style architecture. Choice of colors for exterior and interior, all in non-glossy, porcelain enameled steel.

**Permanence**—fireproof, decay-proof, rustproof, termite-proof, verminproof, ratproof. Sunlight, salt water, or chemical fumes cannot stain or fade finish. It will never fade, crack, or peel.

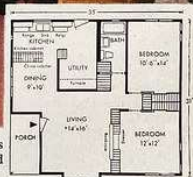
**Maintenance**—can be kept clean with damp cloth. Never needs repainting, redecorating, or reroofing.

**Heating**—most modern type of radiant panel heating from ceiling. Automatic heating unit in utility room. Eliminates air currents that carry dust and dirt through house. Proved in two years of severe Chicago winters. House is fully insulated.

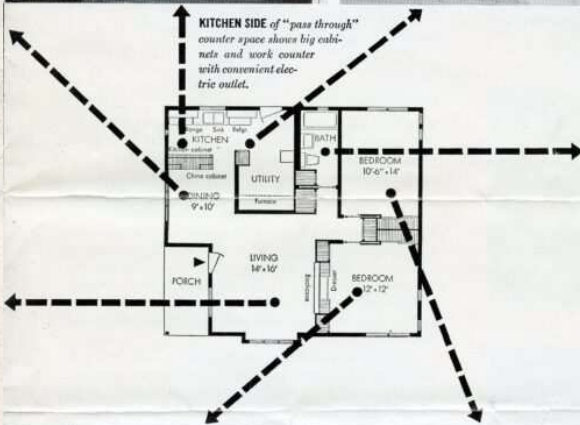
**Erection**—The Lustron Home will be shipped f.o.b. Columbus to builder-dealer. It can be erected on the site in three to four days, from completion of concrete foundation to putting key in front door.



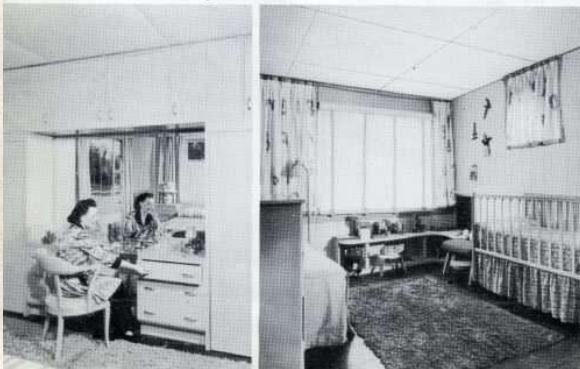
The Lustron Home—a new standard for living—features this spacious 14 by 16-foot living room with big picture window and built-in bookshelves.



KITCHEN CABINETS, exhaust fan, lighting fixtures, dishwasher-clotheswasher, 80-gallon capacity automatic water heater (in utility room) are among features included in delivered price of home. Stove and refrigerator are not included, but standard makes fit in floor space.



COLORFUL BATHROOM is complete, with combination tub and shower, medicine cabinet, lighting fixture. All plumbing pipes are copper.



SECOND BEDROOM features privacy, ample wall space and a large double closet with sliding doors.



















@properties





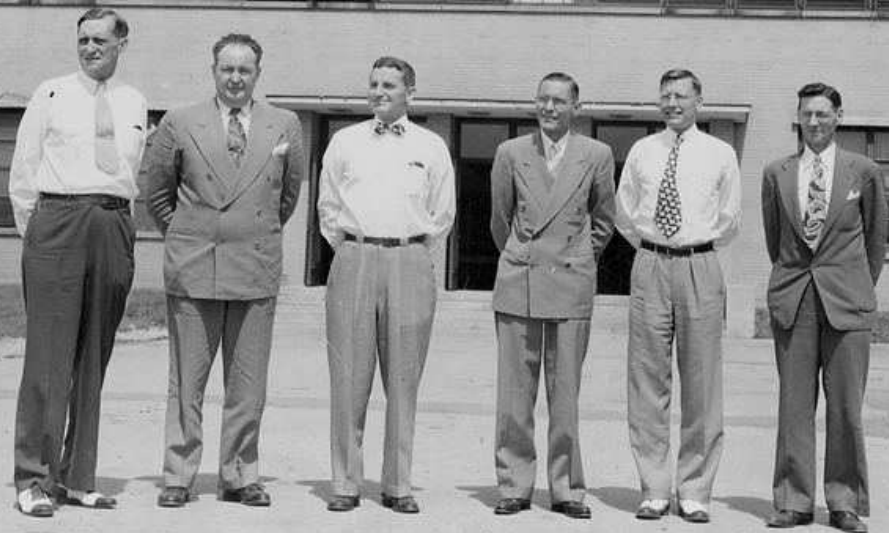


# *The Rise and Fall of Lustron*

- *Founded in January 1947 by Carl Strandlund*
- *\$12.5 million Reconstruction Finance Corporation loan (Federal)*
- *Additional loans to complete factory and operations*
- *About 3,000 homes total fabricated and erected*
- *Lustron declares bankruptcy in 1950*

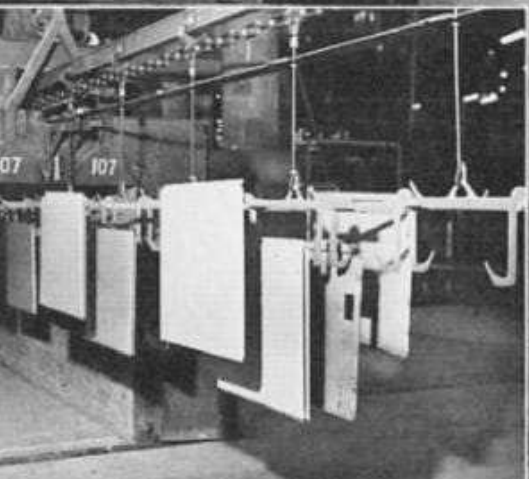
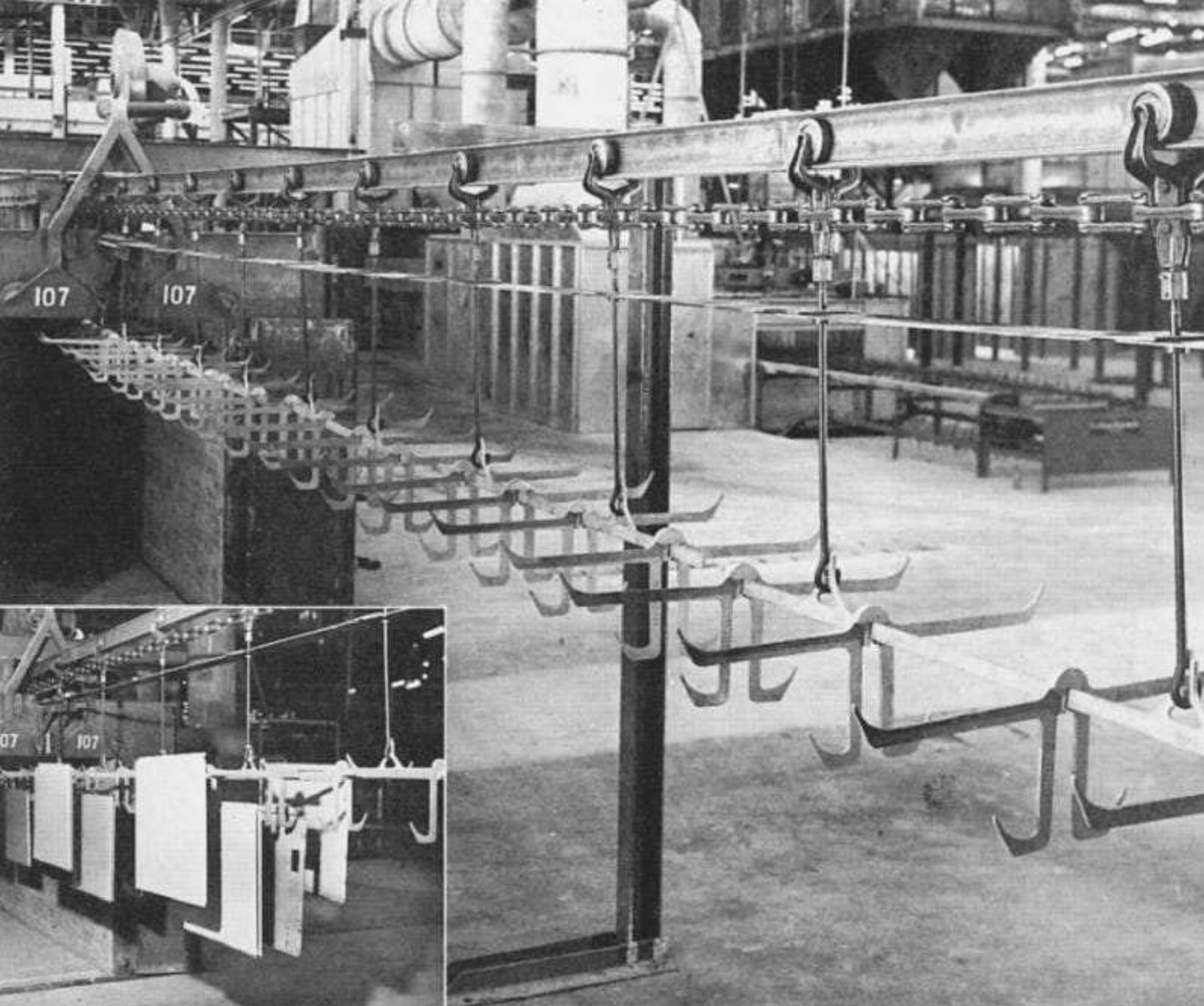
# LUSTRON

CORPORATION

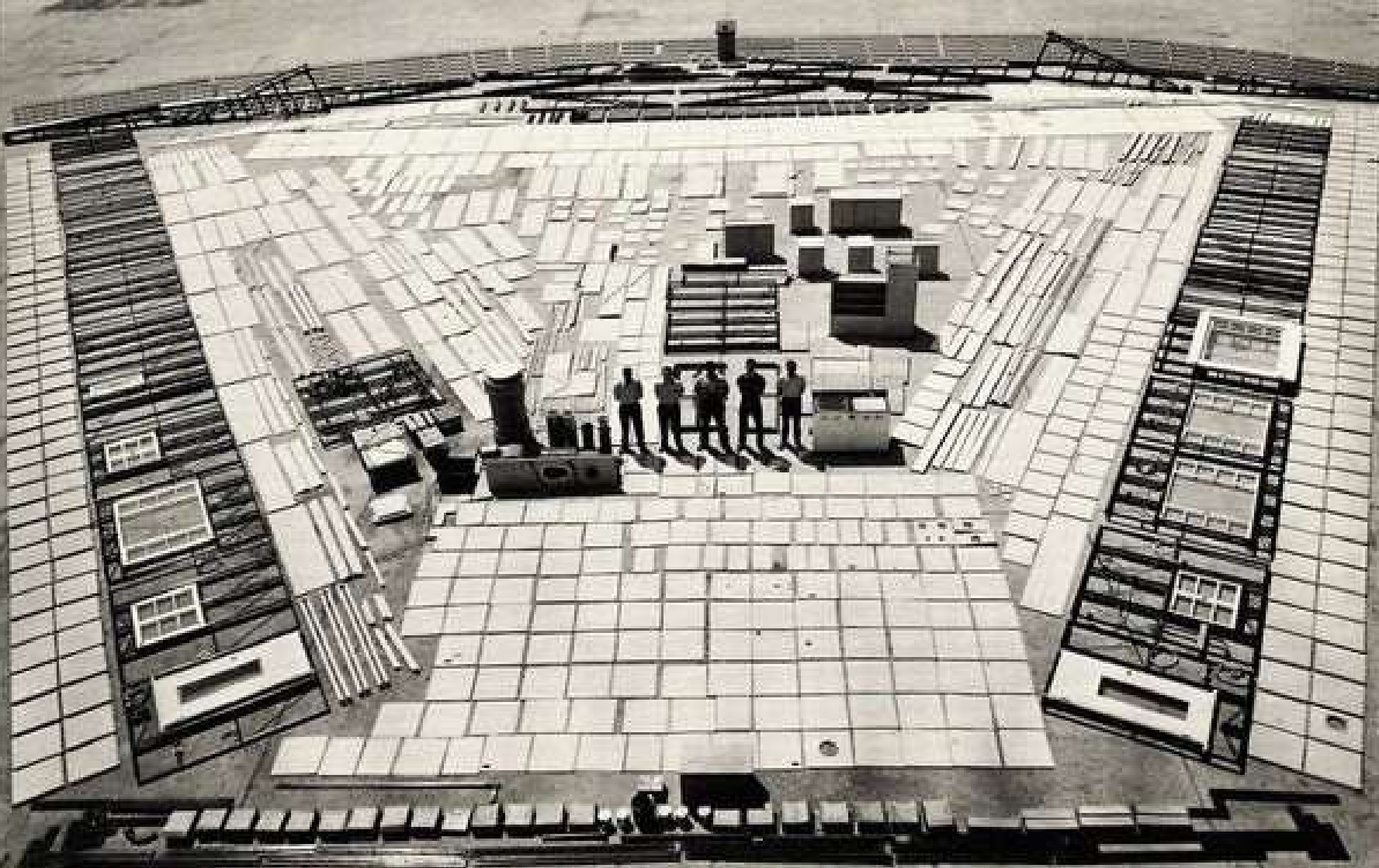










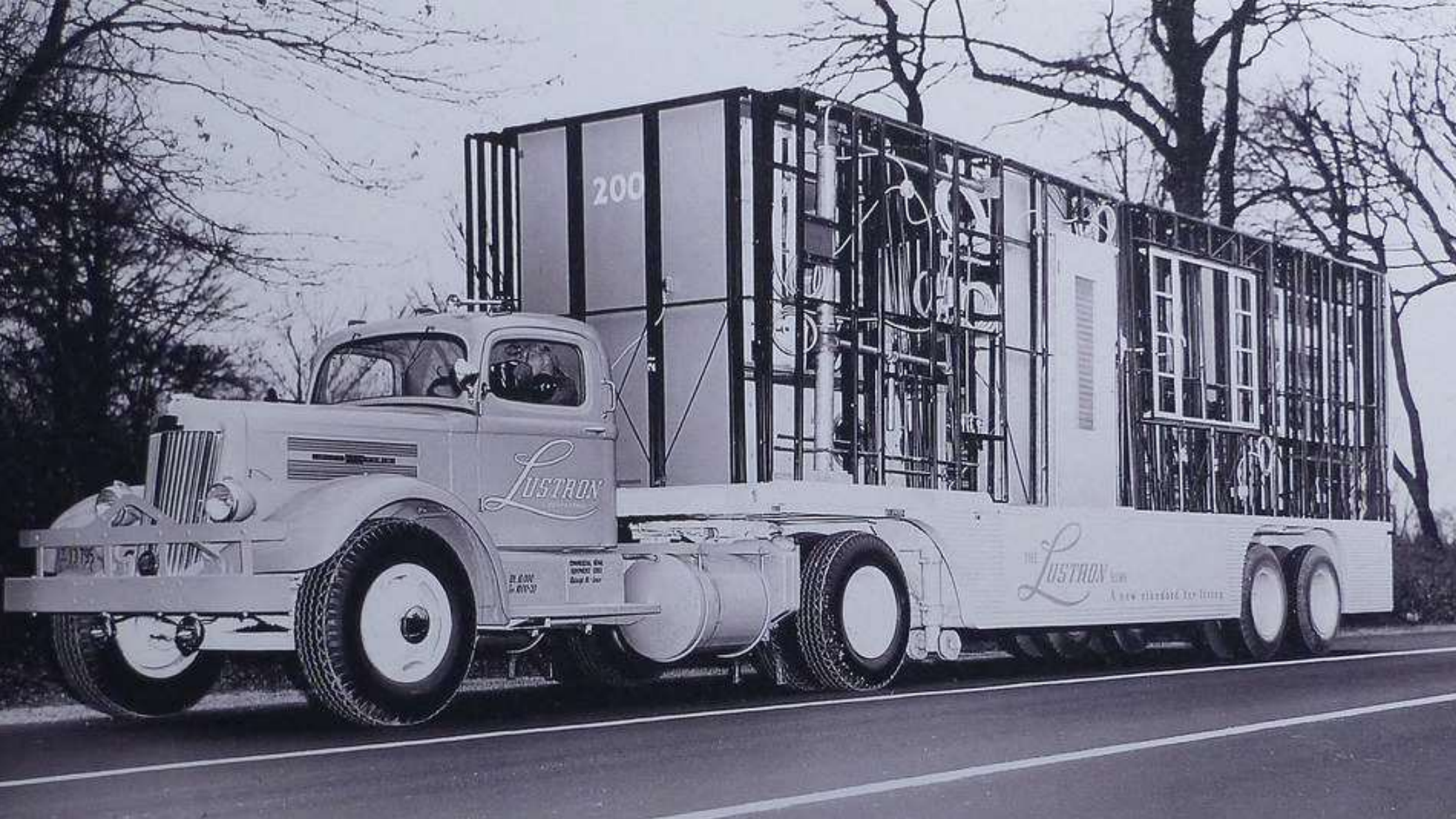




ANOTHER

*LUSTRON*

HOME



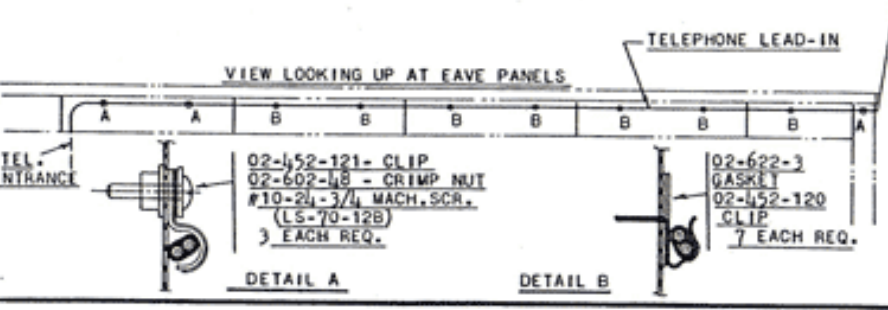
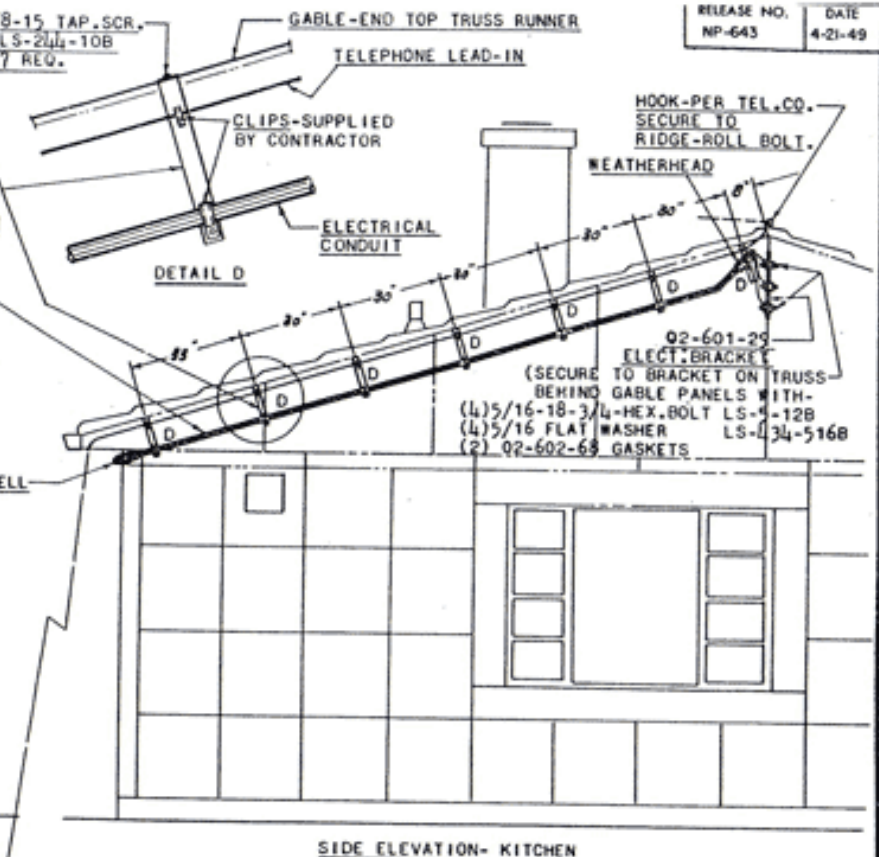
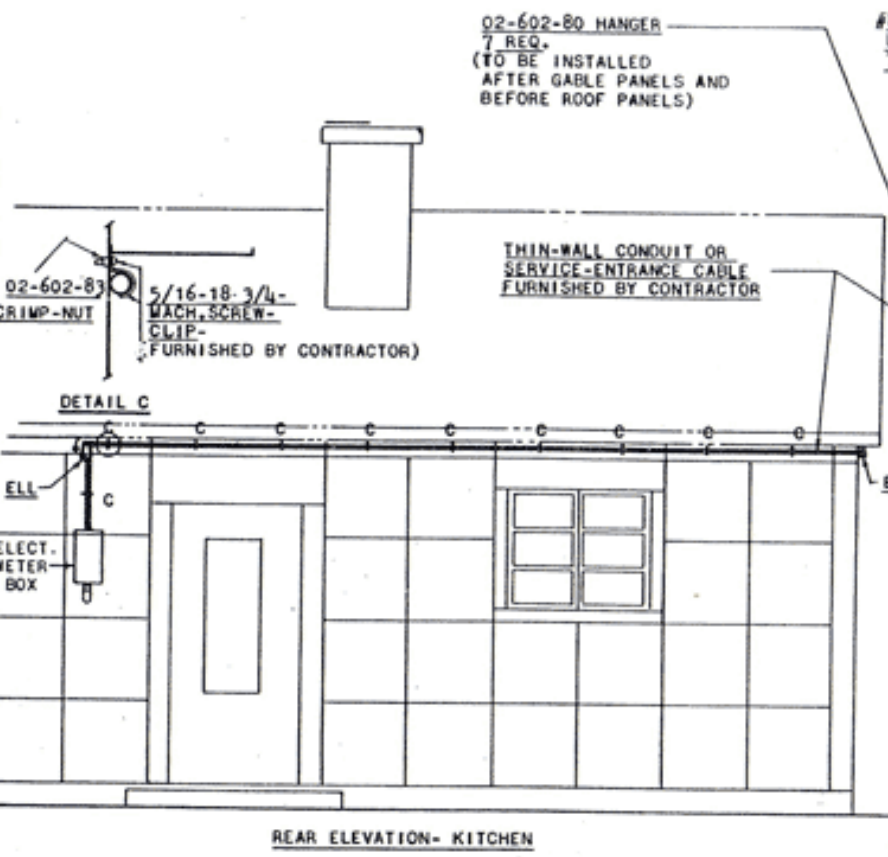
200

*Lustron*

21.80V  
2.81V37

SWITCH THE  
SPARE TIRE  
ON & OFF

THE *Lustron* TRAILER  
A new standard for living



NOTE: THIS PAGE SHOWS TYPICAL SUGGESTED INSTALLATION FOR LEFT SIDE ON HOUSE---- THE SAME INSTALLATION MAY BE MADE ON RIGHT SIDE OF HOUSE DEPENDING ON LOCATION OF UTILITY POLES AT SITE. THIS SHOULD BE DECIDED BEFORE INSTALLATION OF PLENUM, EAVE, GABLE OR ROOF PANELS.

**Lustron**  
CORPORATION

ERECTOR		MANUAL	
TITLE SERVICE ENTRANCE INSTALLATION- ELECTRICAL AND TELEPHONE			
PREPARED BY REL	DATE 4/13/49	REV. 511- SUB.	DRAWING NUMBER EM-02-K-80.1



THE *LUSTYRON* HOME





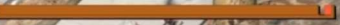


The Reconstruction Finance Corporation  
and the New Deal, 1933-1940

JAMES S. OLSON

# *The Fallout of '49*



HP 

*Make no Small Plans*

