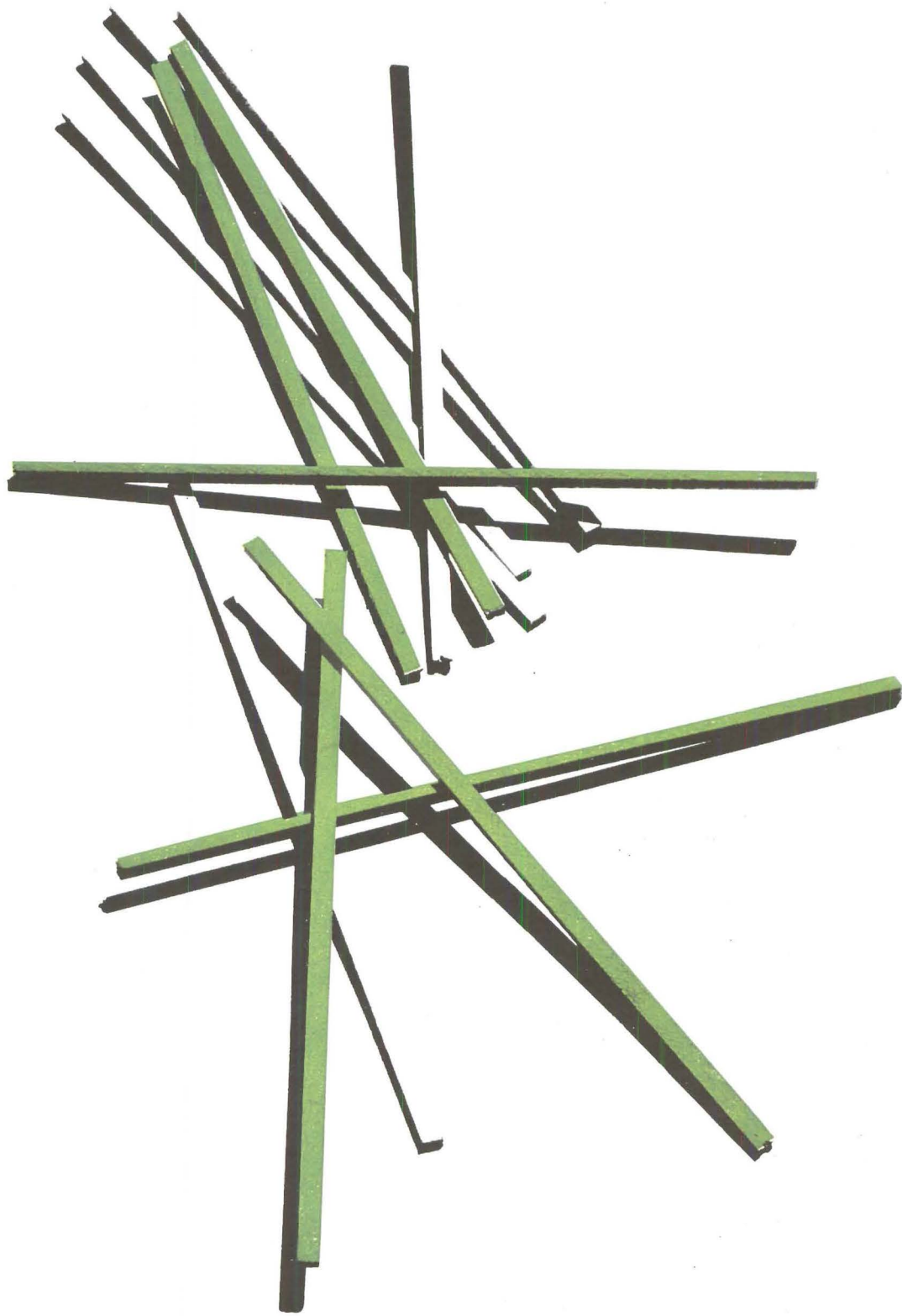


# arts & architecture

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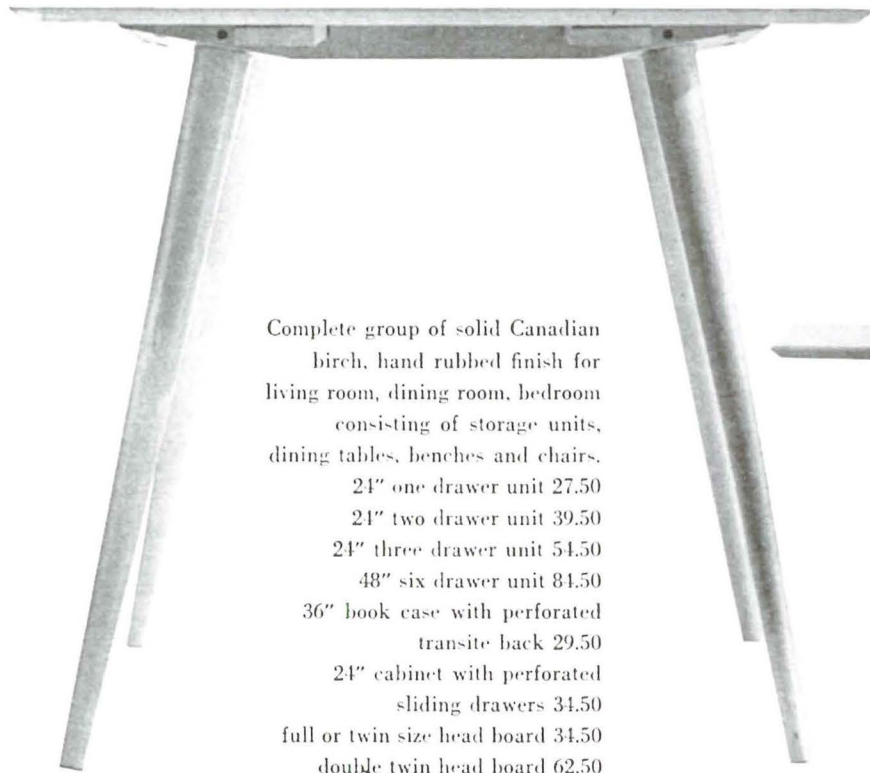
Open now for public inspection and approval is Case Study House #9—dramatic evidence that commercial construction methods convert smoothly to residential needs. And protecting the evidence is a Pioneer Built-Up Gravel Surfaced Roof in a powerful supporting role of beauty and utility. Architects Charles Eames and Eero Saarinen produced such dynamic functional props for gracious living as built-in furniture, a television bedroom and sliding glass panels that deftly combine master bedroom and living room into an area 56 feet long! Generous use of glass, floor to ceiling, preserves a commanding view of Santa Monica Bay and the home's 2½ acre wooded cliff site. Steel construction, employed wherever possible throughout CSH 9's 3300 square feet, assures permanence and upkeep economy.



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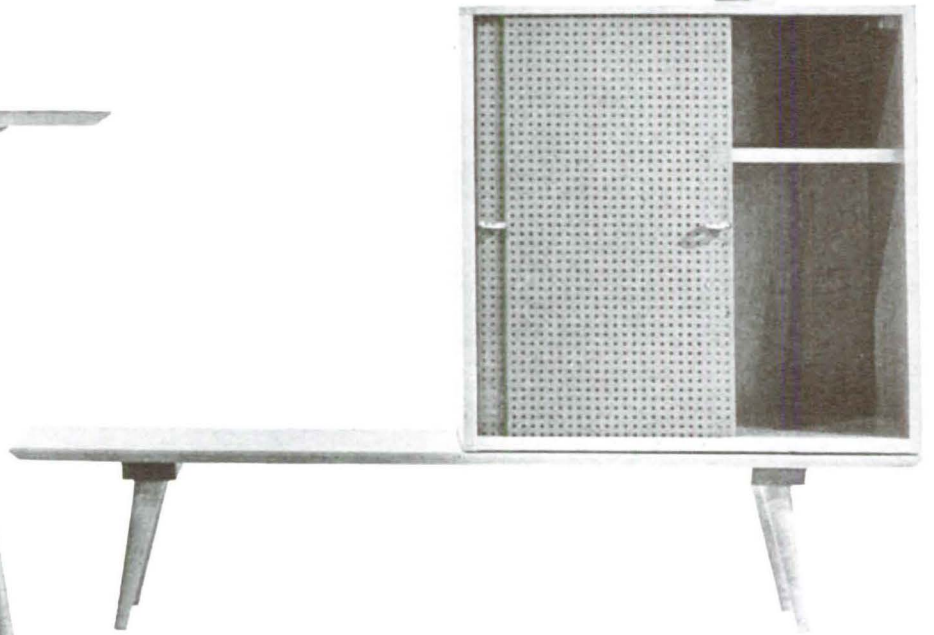
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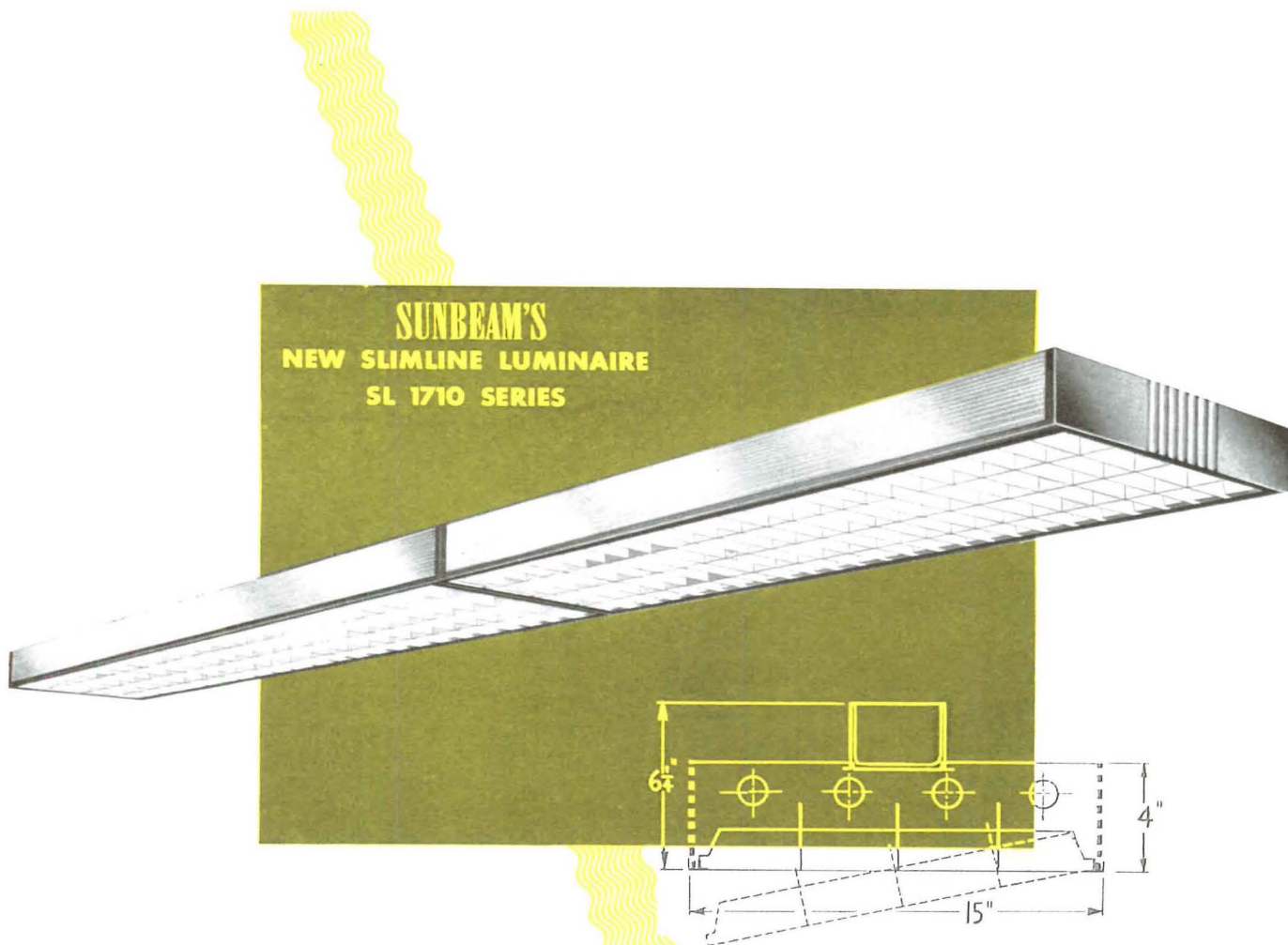
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**CURRENTLY AVAILABLE PRODUCT LITERATURE AND INFORMATION**

*Editor's Note: This is a classified review of currently available manufacturers' literature and product information. To obtain a copy of any piece of literature or information regarding any product, list the number which precedes it on the coupon which appears below, giving your name, address, and occupation. Return the coupon to Arts & Architecture and your requests will be filled as rapidly as possible. Items preceded by a dot (•) indicate products which have been merit specified in the Case Study House Program.*

**APPLIANCES**

(29a) Automatic Sink: Brochure Thor Automatic Sink combining kitchen sink, clothes washer, dishwasher in one well designed, engineered unit; 60" wide, 36" high plus 4" backguard, 27" deep, 408 pounds; white acid-resistant porcelain enamel on 14 gauge enameling iron; Chrome plated mixing swing spout; sensible product.—Thor Corporation, 2115 South Fifty-fourth Avenue, Chicago 50, Ill.

• (979) Cabinet Sinks: Folder, data sheets Morton cabinet sinks; one-piece top die-formed metal finished with acid-resisting porcelain enamel; 42" to 66" widths, double or single sinks, drainboards, chrome fittings; cabinets heavy gauge furniture steel bonderized and enameled; exceptionally well designed, engineered, fabricated; merit specified CS-House 1950.—Nash-Kelvinator Corporation, 1620 East Seventh Street, Los Angeles 21, Calif.

• (426) Clocks: Information contemporary clocks by leading designers, including George Nelson; probably best solution to contemporary clock design.—Howard Miller Clock Company, Zeeland, Mich.

(11a) Combination Refrigerator-Stove: Full General Chef combination stove-refrigerator and General refrigerators; combination includes four burner range, gas or electric, oven and refrigerator in 4.1 square feet; refrigerator has 4 cubic foot capacity; 39" high, 27½" wide, 23" deep including handle; good for small space, worth investigating.—General Air Conditioning Corporation, 4542 East Dunham Street, Los Angeles 23, Calif.

• (980) Electric Range: Folder, data sheets Kelvinator Automatic Cook Electric Ranges; 3-way automatic control for oven, Scotch Kettle, appliance outlet; finger-tip control all cooking operations, 7-heat surface units which tilt up for easy cleaning; "up-down" unit for Scotch Kettle or surface use; two-unit oven; grouped controls easy to read; recessed light for panel, work surface; will cook entire meal automatically; merit specified for CS Houses 1949 and 1950.—Nash-Kelvinator Corporation, 1620 East Seventh Street, Los Angeles 21, Calif.

• (981) Electric Water Heater: Folder new Kelvinator Electric Water Heaters, round and table-top models; heavy gauge enameling steel tanks lined with two coats of porcelain; hydrostatically prestretched at high pressure before porcelaining; adjustable automatic thermostats; complete engineering, specification data; good contemporary design; merit specified CS House 1950.—Nash-Kelvinator Corporation, 1620 East Seventh Street, Los Angeles 21, Calif.

• (982) Garbage Disposer: Folder Morton Electro-Drain automatic sanitary garbage disposer; 3-way control serves as operating switch, stopper for drain

outlet, safety top for shredding compartment; shredder has full meal capacity and works forward or reverse; no vibration; easily installed, easily operated, safe clean, odorless; well engineered; merit specified for CS House 1950.—Nash-Kelvinator Corporation, 1620 East Seventh Street, Los Angeles 21, Calif.

• (57a) Home Food Freezer: Folder containing full data, photographs, specifications Revco Chill Chest home, farm food freezer; features chip-proof, rust-proof, easy-to-clean aluminum freezing wall; provides for quick freezing large quantity of food; frost free seal zone trims top edge of interior food storage compartment preventing frost build-up; feather-touch lid, simplified food storage arrangement; highly efficient, well engineered, good design; 8, 15, 23 cubic foot capacities; merit specified CS House 1950.—Crescent Advertising Company, 344 North Church Street, Kalamazoo, Mich.

• (956) Indoor Incinerator: Information Incinor unit for convenient disposal combustible refuse, wrappings, papers, garbage, trash; gas fired, unit is 35" high, 22" in diameter, weighs 130 pounds, has capacity of two bushels; heavy steel plate combustion chamber; AGC approved; excellent product, merit specified CS House 1950.—Incinor Division, Bowser, Inc., Cairo, Ill.

• (365) Kitchen Appliances: Brochures, folders complete line Sunbeam Mixmasters, Wafflemasters, Ironmasters, Toasters, Shavemasters; recent changes in design well illustrated.—Sunbeam Corporation, Roosevelt Road and Central Avenue, Chicago 50, Ill.

(10a) Kitchen Ventilating Fan: Information data Marco Filter Fan for houses, apartments; trap, eliminate greasy vapors, smoke, cooking odors; utilizes principles, equipment used in commercial, railroad dining car installations; life-time washable filter, efficient centrifugal blower; all-metal, removable filter unit cleaned in hot, soapy water; low cost, quiet, heavy duty self air-cooled motor; easily installed; good product, merits careful study.—Marvin Manufacturing Company, 3071 East Twelfth Street, Los Angeles 23, Calif.

• (984) Refrigerator: Folders, data sheets Kelvinator Moist-Master Refrigerators incorporating near-zero freezing area, moist cold area for usual daily foods, supermoist cold mist zone for foods having high moisture content; two sets refrigerating coils, one surrounding freezing compartment, the other attached to back wall of freezing compartment; well designed, engineered; merit specified CS Houses 1949 and 1950.—Nash-Kelvinator Corporation, 1620 East Seventh Street, Los Angeles 21, Calif.

(80a) Select-a-Range: Brochure remarkable Universal Select-a-Range; consists of three basic units permitting

25 variations; makes possible convenience-level cooking, larger work areas, more storage space, greater eye appeal, new versatility, complete flexibility; this data belongs in all files.—Landers, Frary & Clark, New Britain, Conn. A, D, B.

• (28a) Stainless Steel Kitchen Tools: Information, literature Ace stainless steel kitchen tools; good modern design, high quality workmanship, excellently weighted; made of polished stainless steel with heat-, stain-resistant ivory Catalin plastic handles drilled for convenient wall mounting; merit specified for CS House 1950.—Ace Products Company, 12 South Twelfth Street, Philadelphia 7, Pa.

**ARCHITECTURAL PORCELAIN ENAMEL**

(929) Architectural Porcelain Veneer: Brochure, well illustrated, detailed, on architectural porcelain veneer; glass-hard surface impervious to weather; permanent, color fast, easy to handle, install; lends well to all design shapes; inexpensive; probably best source of information on new, sound product.—Architectural Division, Porcelain Enamel Publicity Bureau, P. O. Box 186 East Pasadena Station, Pasadena 8, Calif.

**BARBECUE EQUIPMENT**

• (977) Electric Barbecue Spit: Folder Rotir electric barbecue spit with seven 28" stainless steel Kabob skewers which revolve simultaneously over charcoal fire; has drawer action so unit slides in and out for easy handling; heavy angle-iron, gear head motor, gears run in oil; other models available; full information barbecue equipment, including prints on how to build in kitchen or den; one of best sources information; merit specified CS House 1950.—The Rotir Company, 8668 Otis Street, South Gate, Calif.

**CABINETS, COUNTER TOPS**

(731) Cabinet Tops: Booklet requirements for building sink cabinet tops, table tops, other horizontal surfaces using Formica; covers tools, equipment, gluing, pressing, edging, finishing.—The Formica Company, Cincinnati 32, Ohio.

(30a) Formica Development: Information new Softglo solid color Formica laminated plastic panel; available in 14 colors covering all decorator tints based on consumer preference studies;

samples available.—The Formica Company, 4633 Spring Grove Avenue, Cincinnati 32, Ohio.

• (481) Hardwood kitchen Cabinets: Full details well designed Porta-Bilt Hardwood Kitchen Cabinets; same precision construction as steel cabinets with all advantages of wood; continuous counter sink tops, rotating corner cabinet, recessed sink front; any color; comes ready to install; a remarkably good product meriting close study.—Mutschler Brothers Company, Napanee, Ind.

• (921) Magnetic Latch: Folder ingenious magnetic cabinet latch using attraction of permanent horseshoe magnet to special steel plate; noiseless, simple, practical; particularly good in holding warped, sagging doors; this item is new and well worth investigation.—Laboratory Equipment Corporation, St. Joseph, Mich.

• (958) Plastic Drainboards, Counters: Information Formacove drainboards, counters; top and backsplash formed into continuous cover one-piece unit; uniform ¾" concave radius through patented heat, pressure; Formica, Far-lite, etc., bonded to ¾" plywood with solid wood filler strip in cove; outside radius, other decorative postformings on special request; good answer to difficult problem; merit specified CS House 1950.—Blue Ox Industries, Post Office Box 1064, Redwood City, Calif.

• (985) Steel Kitchen Cabinets: Folder, data sheets Morton Pantryettes, Base Cabinets; available in separate units, Pantryettes hang like pictures, cabinets move like furniture; Pantryettes have sliding glass doors; base cabinets have recessed knee, toe room; all units heavy-gauge furniture steel bonderized and enameled like refrigerators; best contemporary design, clean, sensible; merit specified for CS House 1950.—Nash-Kelvinator Corporation, 1620 East Seventh Street, Los Angeles 21, Calif.

**ELECTRICAL EQUIPMENT**

• (373) Ceiling Ventilating Fan: Brochure Blo-Fan electric ceiling-type residential ventilating fan; removes cooking odors, steam; nine-position switch; some models combined with recessed lights.—Pryne & Company, Inc., 140 North Towne Avenue, Pomona, Calif.

• (152) Door Chimes: Color folder Nu-Tone door chimes; wide range styles, including clock chimes.—NuTone, Inc.,

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NOTE: Literature cannot be forwarded unless occupation is shown.

Madison and Red Bank Roads, Cincinnati 27, Ohio. A, D, DR, B, AS, ID, PB, C.

(402) Electric Planning: Brochure electricity in house plans; check lists, suggestions for all types of rooms, typical floor plans, wiring data available only in Northern California.—Northern California Electrical Bureau, 1355 Market Street, San Francisco, Calif.

•(922) Safety Electric Receptacles: Literature No-Shok Safety Duplex Electric Receptacles; built-in rotary cap automatically closes outlet when not in use; protects children, reduces fire hazard; merit specified for use in all Case Study Houses.—Bell Electric Company, 1844 West Twenty-first Street, Chicago 8, Ill.

#### FABRICS

(986) Artists' Concepts: Exceptionally well prepared and illustrated 24-page brochure showing work of Estelle and Erwine Laverne, Alvine Lustig, Ray Komai, Zahara Schatz, Juliet and Gyorgy Kepes, and Alexander Calder in fabrics and wall papers, and of William Katavolos, Douglas Kelley and Ross Littell in furniture design and ceramics; artists' concepts uninhibited by "what the public will buy" approach; this brochure belongs in all files.—Laverne Originals, 225 Fifth Avenue, New York 10, N. Y.

(79a) Bamboo Drapery Materials: Information, samples Higo inside core bamboo drapery material; imported from Japan; natural or matched to color samples; also fine narrow outside peel in deep natural; comes taped with riveted-in hooks ready to hang; good product, merits consideration.—Rattan Stylists, 1145½ North Las Palmas Street, Los Angeles, Calif.

(955) Contemporary Fabrics: Information one of best lines contemporary fabrics, including hand prints and correlated solids for immediate delivery; Textura by Testa, consisting of small scale patterns creating textures rather than designs; reasonably priced; definitely deserves close appraisal.—Angelo Testa & Company, 49 East Ontario Street, Chicago 11, Ill.

(31a) Hand Printed Panel Draperies: Booklet new Barret Redi-Made hand printed panel draperies retailing from \$19 to \$40 for pair of panels 11 designs varying from unlined cotton ruff-text to sateen-lined failles, imported linen, antique satin; pinch pleated, 50" wide, 2¼ yards long, or longer; sensible, needed product, merits consideration.—Barret Fabrics, Inc., 1071 Avenue of the Americas, New York, N. Y.

•(987) Reed Fabric Drapes: Information Sun Reed fabric drapes, shades; imported from Southwest Germany, made from selected hearts of Black Forest fir; loomed from slender reeds 36" to 136" long into rolls of same width and up to 120" feet long with 11 reeds to the inch; reeds straight, uniform, without nodes or breaks; stitched solid in 1" or 2" widths at top with recurring stitches ¾" across width of material; can be cut at any point without additional bindings; hangs in graceful fold; merit specified for CSHouse 1950.—Decorium, Inc., 420 Market Street, San Francisco, Calif.

(988) Silks: Information Scalandre silk fabrics; wide range patterns, designs, colors; one of best sources of information.—Scalandre Silks, Inc., 598 Madison Avenue, New York, N. Y.

#### FLOOR COVERINGS

(78a) Contract Carpets: Remarkably well prepared 12-page brochure contract carpets; presents carpet designs for churches, hotels, restaurants, theaters, offices, clubs; contains appointment card for consultation.—James Lees & Sons Company, Bridgeport, Pa.

(989) Custom Rugs: Illustrated brochure custom-made one-of-a-kind rugs and carpets; hand-made to special order to match wallpaper, draperies, upholstery, accessories; seamless carpets in any width, length, texture, pattern, color; inexpensive, fast service; good service, well worth investigation.—Rugcrafters, Inc., 143 Madison Avenue, New York 16, N. Y.

•(49a) Mastic Composition Flooring: Folder Diato composition mastic flooring; light, strong, durable, wear resistant, flexible, plastic, fine finish, low cost, easy tread; formula includes diatomaceous earth; non-combustible, not damaged by cigarette burns; waterproof, verminproof, no seams; available in wide color ranges, can be applied in color combinations; molds to any shape; used in living room area Eames-Saarinen CSHouse; definitely worth consideration.—Diato Company, 2000 Hyperion Avenue, Los Angeles 27, Calif.

(12a) On-Grade Sealer: Information Stafco On-Grade Sealer concrete slab treatment; permits safe application of rubber, cork, linoleum tile or rubber-backed carpet on on-grade concrete; seals out moisture, alkali; finished floors will not come loose or buckle; useful product, well worth investigating.—Standard Floor Company, 141 Gulf Building, Pittsburgh 19, Pa.

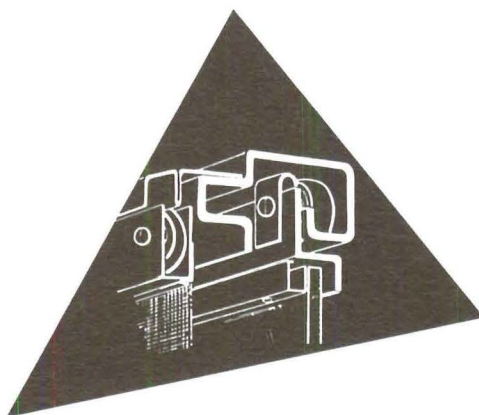
•(7a) Rubberized Waffled Rug Cushion: Brochure, folders Allen Rubber-Loc Rubberized Waffled Rug Cushion for all types of contract installations; pure rubber, durable fibers; non-slip, provides comfortable walking, preserves rugs, carpets.—Allen Industries, Inc., Leland and G. T. R. R., Detroit 7, Mich.

•(961) Rug Cushion: Leaflet on Spon-gex sponge rubber rug cushion; greatly increases carpet life, provides luxurious comfort underfoot, creates no dust or lint, easily vacuumed or damp-wiped, has no dirt catching crevices, moth and vermin-proof, never mats down, made of natural rubber, long lasting.—The Sponge Rubber Products Company, 335 Derby Place, Shelton, Conn.

•(309) Rugs: Catalog, brochures probably best known line contemporary rugs, carpets; wide range colors, fabrics, patterns; features plain colors.—Klearflax Linen Looms, Inc., Sixty-third Street at Grand Avenue, Duluth, Minn.

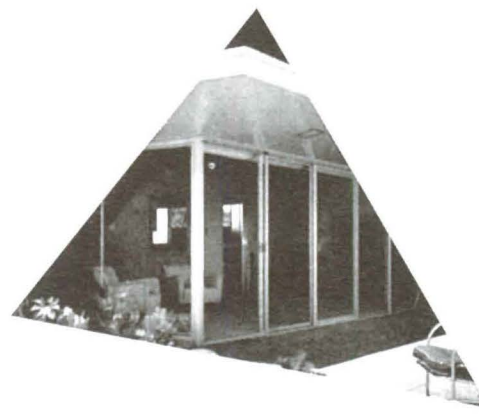
(13a) Vinyl Carpeting: Information Vinatred Vinyl Carpeting with embossed surface, fabric backed; 9 decorator colors and smart designs; non-porous, cleanable, sanitary, wear resistance, skid-resistance, resilience; particularly good for store use; highly recommended.—Southbridge Plastics, Inc., 470 Fourth Avenue, New York 16, N. Y. A, D, ID, B.

•(990) Vinyl-Cork Tile: Brochure with color chart on Dodge Vinyl-Cork Tile; combines advantages of cork with toughness of vinyl surface; bright, permanent colors, including several remarkably good plain colors; resilient,



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quiet, safe to walk on, long wearing; good insulating, sound deadening qualities; resistant to fire; requires no waxing; cleans with soap and water; inks, grease, acid, mild alkalis do not mar; merit specified for CSHouse 1950.—Dodge Cork Company, Inc., Lancaster, Pa.

•(62a) Woven Cut-Pile Rugs: Full color literature Wunda Weve loom woven cut-pile cotton carpets, rugs; tough, durable cotton yarns pre-dyed for color penetration, evenness of tone; pile loom woven through back and double locked for durability; wash without fading, matting; clean with any vacuum; wide range good plain colors; available by square foot or in fringed or unfringed standard sizes; merit specified for use CSHouse 1950.—Belrug Mills, Inc., Greenville, S. C.

#### FURNITURE

•(923) Contemporary Furniture: Brochure, folders remarkably well designed line commercial contemporary furniture; features strong construction; clean, simple lines; selected pieces merit specified for CSHouse 1950.—Sterling Furniture, Inc., 1611 West Cortland Street, Chicago 22, Illinois.

•(81a) Contemporary Specialties: Information, folders Hosken contemporary specialties, including service cart consisting of tubular steel frame mounted on 5" ball-bearing soft-tired casters with two adjustable height trays, lacquered coffee tables with separate serving trays, and lighted cornice curtain light consisting of fluorescent fixture with clip-on cornice and I-beam curtain track; all products well designed; merit specified CSHouse 1950.—Hosken, Inc., 10 Roanoke Avenue, Boston 30, Mass.

(949) Contemporary Tables: Information contemporary tables designed by Joseph Carreiro; won honorable mention 1949 Furniture Design Competition of AID; clean, well fabricated, worth close investigation.—Pine & Baker, 28 Otis Street, Cambridge 41, Mass.

(975) Furniture in Kit Form: Information well designed contemporary string, tape chairs in unfinished knock-down kits ready for assembly; also tables; available by mail order at very reasonable prices; well worth investigation.—Calfab Furniture Company, Post Office Box 215, San Gabriel, Calif.

•(316) Furniture: Information top lines contemporary furniture designed by Eames, Naguchi, Nelson.—Herman Miller Furniture Company, Zeeland, Mich.

562) Furniture, Retail: Information good source best lines contemporary furniture; designs by Eames, Saarinen, Martine, others; full interior design service; also fabrics, accessories.—Armin Richter, 7661 Girard Avenue, La Jolla, Calif.

(584) Furniture, Retail: Information good source contemporary furniture, retail and trade; designs by Rison, Functional, Eames, Knoll, Nelson, Sebring, Glenn, Dunbar; also Versen, Nessen lamps; specializes on service to architects, decorators.—Carroll Sagar & Associates, 7418 Beverly Boulevard, Los Angeles 36, Calif.

•(314) Furniture, Retail: Information top retail source best lines contemporary lamps, accessories, fabrics; designs

by Eames, Aalto, Rhode, Naguchi, Nelson; complete decorative service.—Frank Brothers, 2400 American Avenue, Long Beach, Calif.

•(954) Indoor-Outdoor Contemporary: Complete catalog new line Van Keppel-Green indoor-outdoor contemporary chairs, tables, chaise lounges; cord, rattan, redwood and glass framed in charcoal-black steel; crisp, fresh, simple design team; this is must information for all files.—Balboa Pacific Corporation, Fullerton, Calif.

(14a) Kingsize Beds: Folder "How to Buy a Bed" featuring custom kingsize beds; mattresses, box springs Hollywood beds; innerspring construction; any width, length, shape; old established manufacturer.—Hollywood Bedding Manufacturing Company, 8418 Santa Monica Boulevard, Los Angeles, Calif.

(6a) Modern Office Furniture: Information one of West's most complete lines office, reception room furniture; modern desks, chairs, tables, divans, matching accessories in woods, metals; wide range competitive prices on commercial, custom pieces; professional, trade discounts.—United Desk Company, Twelfth and Olive Streets, Los Angeles, Calif.

(991) Painted Aluminum Furniture: Information painted aluminum furniture featuring interchangeable combinations made up of upholstered chairs, ottomans, sofas, corner and end tables; fitted to conform to architecture of any room; diagrams illustrating flexibility available.—The D. R. Bradley Company, 22 East Forty-ninth Street, New York 17, N. Y.

•(962) Prize-Winning Contemporary: Full information case goods designed by Robin Day and Clive Latimer which won first prize in the Museum of Modern Art International Competition for Low-Cost Furniture Design; standard adaptation by Edmond J. Spence, Inc.; fresh, clean, well engineered; merit specified for CSHouse 1950.—Johnson-Carper Furniture Company, Inc., Roanoke 6, Va.

(15a) Swedish Modern: Information clean, well designed line of Swedish modern furniture; one of best sources.—Swedish Modern, Inc., 675 Fifth Avenue, New York 22, N. Y.

(992) Wrought Iron Furniture: Complete color catalog showing settings Woodard Upholstered wrought iron furniture; clean designs, well made; chairs, tables, lounges; Parkerized to prevent rust; one of best lines, well worth consideration; wholesale showroom open to trade, corner Beverly and Robertson Boulevards, Los Angeles.—Lee L. Woodard Sons, Owosso, Mich.

#### HARDWARE

(77a) All-Weather Threshold: Data Von Duprin all-weather Latch Track threshold; assures coordination between panic exit and threshold; gentle stumble-proof slope, ample clearance to prevent binding, plus latch bolt engagement at any point; no holes for latch bolt; wind, water stop holds door in alignment; weeps stop water travel; serrations hold caulking compound; remarkably well engineered product.—Von Duprin Division, Vonnegut Hardware Company, Indianapolis 9, Ind.

•(16a) Contemporary Locksets: Full color contemporary Kwikset pin-tumbler, cylindrical locksets; clean design,

*merit specified...*

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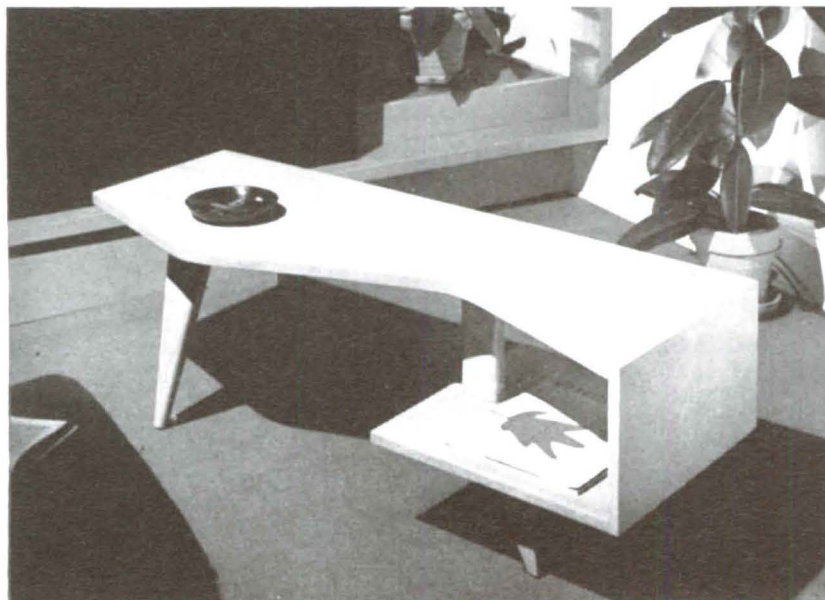
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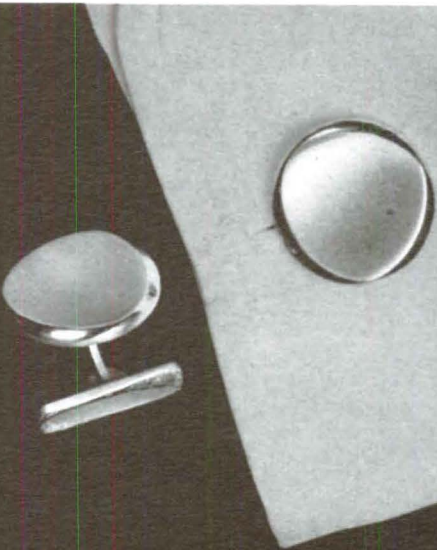
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simple operation, precision engineered, rugged construction; unique cam action locking device provides positive knob locking; half-round spindle reduces number working parts; hand-finished in satin, polished chrome, brass, satin bronze; merit specified for CSHouse 1950.—Kwikset Locks, Inc., Anaheim, Calif.

(963) New Furniture Hinge: Information Tulson Lazy Tong Hinge; versatile addition to basic furniture hardware permitting new designs; eliminates unsightly gap; no rubbing joints; square joining of horizontal surface and hinged leaf; good product, worth investigating.—Tulson Distributing Company, 1905 Logan Avenue, San Diego 13, Calif.

(32a) New Type Exit Lock: Information new type Hunter emergency lock, approved by UL, Casualty Insurance Underwriters; can be opened with key or by breaking thin glass panel; in latter case bell rings; keeps emergency exits legally protected; highly practical item, deserves close appraisal.—Hunter Lock Company, 1109 South Robertson Boulevard, Los Angeles 35, Calif.

**HEATING & AIR CONDITIONING**

(76a) Automatic Boiler: Information remarkably well styled, engineered US-112 completely automatic boiler; cast iron, manufactured for steam or water in four sizes and models—oil boiler-burner, oil-fired boiler without burner, gas-fired boiler, coal-fired boiler; engineered by Lorin G. Miller, dean of Michigan State College engineering school; styled by George W. Walker, Fashion Academy winner; definitely worth appraisal.—United States Radiator Corporation, 300 Uhl Building, Detroit 26, Michigan. A, D, B.

•(798) Boilers, Burners: Brochure, information six sizes vertical tube-type boilers, compact interchangeable oil, gas burners; full specifications; detailed, well illustrated descriptions.—The Aldrich Company, 125 Williams Street, Wyoming, Ill.

(75a) Certified Capacity Rated Ventilator: Engineering data book Breidert Air-X-Hausters, first ventilators with certified capacity ratings based on tests with wind blowing in all directions; for chimney tops stops down draft, exhausts smoke and fumes, overcomes sluggishness; for vent flues eliminates back draft where no interior negative pressure exists; highly efficient for roof ventilator; practical, well fabricated, well engineered product.—The G. C. Breidert Company, 3129 San Fernando Road, Los Angeles 65, Calif.

(73a) Explosion-Proof Wall Exhausters: Information new line Jenn explosion-proof wall exhausters; directly flanged to outside wall, motor mounted outside air stream; entire unit on building exterior away from explosive concentrations; aluminum housings; non-ferrous centrifugal impellers directly connected to ball bearing explosion-proof motors; similar units for roof applications.—Jenn Air Products Company, 333 North Pennsylvania Street, Indianapolis, Ind.

(542) Furnaces: Brochures, folders, data Payne forced air heating units, including Panelair Forced Air Wall heater, occupying floor area of only 29- $\frac{3}{8}$ "x9 $\frac{3}{8}$ "; latter draws air from ceiling, discharges near floor to one or more rooms; two speed fan.—Affiliated Gas Equipment, Inc., 801 Royal Oaks Avenue, Monrovia, Calif.

(994) Heating Facts: Remarkably well prepared 20-page question-and-answer brochure "How to Select Your Heating System" featuring Lennox heating equipment, now available; practical, readable information by world's largest manufacturers; should be in all files.—Dept. AA-5, The Lennox Furnace Company, 974 South Fair Oaks Avenue, Pasadena, Calif.

(74a) Kitchen Fans, Bathroom Heaters: Folder Broan kitchen fans, bathroom heaters; include wall fan, ceiling fan, utility fan, fan-type heaters; well engineered, clean grille designs, sturdy fabrication; good products by recognized manufacturer, merit close consideration.—Broan Manufacturing Company, 1669 North Water Street, Milwaukee 2, Wis.

•(827) Kitchen Ventilating Fans: Well illustrated 4-page folder featuring new NuTone kitchen ventilating fans; wall, ceiling types; more CFM than competitive models in same price range; only screw driver needed to install; quickly removable grille, lever switch, motor assembly rubber mounted; well designed, engineered; merit specified for CSHouse 1950.—NuTone, Inc., Madison and Red Bank Roads, Cincinnati 27, Ohio.

•(72a) Portable Thermostat: Information new E-C portable thermostat for use with any portable electric heater rated up to 15 amperes, 110/125 VAC; plugs in any outlet, heater plugs into adapter; maintains any desired temperature within one-half degree Fahrenheit; no special wiring; ideal for special heat purposes in living quarters, nursery, office, sickroom, bathroom, greenhouse; UL approved, inexpensive, practical; merit specified for CSHouse 1950.—Electric Controls, Inc., Swan Island, Portland 18, Ore.

•(907) Quick Heating: Comprehensive 12-page catalog featuring Markel Heet-aire electrical space heaters; wall-attachable, wall-recessed, portable; photographs, technical data, non-technical installation data; good buyer's guide.—Markel Electrical Products, Inc., Buffalo 3, N. Y.

•(381) Radiant Heating: Firm will engineer and install systems in Los Angeles area; one of the best sources of practical information on radiant heating.—Horace F. Allison, 8346 W. Third St., Los Angeles 36, Calif.

**INDOOR PLANTING**

(900) Indoor Plants: Brochure "Foliage Plants for All Occasions"; well illustrated; professional discounts to architects, designers, decorators; nation's largest wholesale growers of decorative plants.—Roy F. Wilcox & Company, Box 240, Montebello, Calif.

**INSULATION AND ROOFING**

•(995) Aluma-Life Roofing: Folders, specification data light-weight Aluma-Life roofing; uses aluminum foil, 99.4 per cent pure, between cotton gum base layers with a coating of marble or granite chips of selected colors; rated "A" by National Board of Fire Underwriters, approved by FHA; hurricane specifications; insulation value equals 2" of mineral wool; particularly good for modern design; merit specified for use on CSHouse 1950.—Aluminum Building Products, Inc., Route 1, Atlantic Boulevard, Jacksonville 7, Fla.

(33a) Flashing Service: Brochures Revere-Keystone Interlocking Thru-Wall Flashing, Revere-Simplex Reglet System for Flashing Spandrel Beams,

and Master Specifications for Copper Roofing and Sheet Metal Work; these brochures, comprising one of best sources, belong in all files.—Revere Copper and Brass Incorporated, 230 Park Avenue, New York 17, N. Y.

• (95) Roof Specifications: Information packed 120-page manual built-up roof specifications featuring P-F built-up roofs; answers any reasonable roofing problem with graphs, sketches, technical data.—Pioneer-Flintkote Company, 5500 South Alameda Street, Los Angeles, Calif.

#### LANDSCAPING

• (63a) Plants, Landscaping, Nursery Products: Full color brochure most complete line of plants, including rare, trees, nursery products in Southern California; fully qualified landscaping service, consultation both in field and in nursery; firm chosen to landscape six CS Houses, including current Eames-Saarinen CS House; best source of information.—Evans & Reeves Nurseries, 255 South Barrington Avenue, Los Angeles, Calif.

#### LIGHTING EQUIPMENT

• (34a) Accent and Display Lighting: Brochure excellently designed contemporary Amplex "Adapt-a-Unit" Swivelite fixtures; clean shapes, smart appearance, remarkable flexibility, ease of handling; complete interchangeability of all units, models for every type of dramatic lighting effects; includes recessed units, color equipment; information on this equipment belongs in all files.—Amplex Corporation, 111 Water Street, Brooklyn 1, New York.

• (734) Architectural Lighting: Booklet Gotham Contemporary Architectural Lighting featuring pendant, recessed light-troughs; illustrates flat, curved, diffusing, louvered lenses; residential, commercial styles; specifications.—Gotham Lighting Corporation, 548 West Twenty-second Street, New York 11, N. Y.

• (909) Architectural Lighting: Exceptionally well prepared 36-page catalogue architectural lighting by Century for stores, display rooms, show windows, restaurants, museums, churches, auditoriums, fairs, exhibits, hotels, night clubs, terminals; features optical units, downlights, decorative units, reflector units, fluorescent units, spots, floods, strips, special signs, color media, dimmers, lamps, controls; full data, including prices; worth study, file space.—Century Lighting, Inc., 419 West Fifty-fifth Street, New York 19, New York.

(964) Bank, Office Lighting: Brochure planned lighting for banks, office; covers recent advances use standard lighting equipment for architectural, illuminating results and influences properly maintained foot-candle levels to improve efficiency, increase working accuracy, add visual comfort; data costs, installation, maintenance; well illustrated; one of best sources information on subject.—Pittsburgh Reflector Company, 452 Oliver Building, Pittsburgh 22, Pa.

• (965) Contemporary Fixtures: Catalog, data good line contemporary fixtures, including complete selection recessed surface mounted lens, downlights incorporating Corning wide angle Pyrex lenses; recessed, semi-recessed,

surface-mounted units utilizing reflector lamps; modern chandeliers for widely diffused, even illumination; selected units merit specified for CS House 1950.—Ledlin Lighting, Inc., 49 Elizabeth Street, New York 13, N. Y.

(462) Contemporary Lamps. Full information; good line of contemporary lamps; well designed.—Lamps, Ltd., 368 Sutter Street, San Francisco 8, California.

(946) Contemporary Lamps: Information 3-way swing table and floor lamps in modern mode by Hosmer; entirely new design combines functionality of gooseneck, swing arm, advances beyond both; arm with two rotating sprung friction joints permits full 3-way swing in infinite variety of positions; floor lamp telescopes 5-7"; instantly transformable into torchiere, bridge lamp or directional spot; choice of brush brass, brushed cadmium or copper finish; shades in cloth or acorn aluminum spin.—Hosmer Lamps, 1422 Grant Avenue, San Francisco, Calif.

(71a) Contemporary Lamps: Information good line of contemporary lamps designed by Greta Magnusson Grossman; bullets, clamshells, combinations; table and floor models; available in 10 colors; merit specified for use in CS House 1950.—Ralph O. Smith Manufacturing Company, 1750 North Evergreen Street, Burbank, Calif.

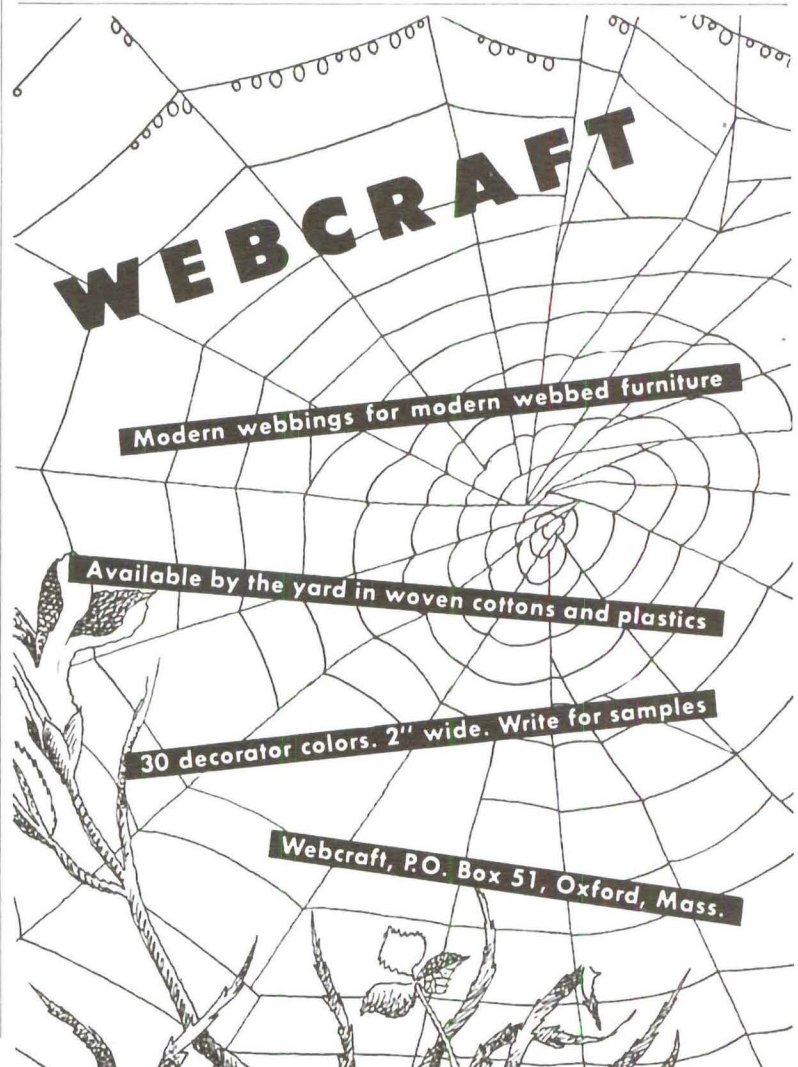
(825) Contemporary Lighting Fixtures: Brochure illustrating complete selection architectural lighting fixtures for every purpose.—General Lighting Company, 8336 West Third Street, Los Angeles 48, California.

(35a) Flexible Store, Showroom Lighting: Remarkably well prepared brochure Day-Brite Plexoline system of modern store, showroom fixtures permitting use of curves, angles of any degree; comprises linear sections, circular units, adapter fittings; no special, custom parts needed; forms networks slimline, fluorescent illumination; 2-light, 4-light systems; brochure contains full installation details, descriptive information, illustrations; this is a good product, information on it belongs in all files.—Day-Brite Lighting, Inc., 5411 Bulwer Avenue, St. Louis 7, Mo.

(782) Fluorescent Luminaries: New two-color catalog on Sunbeam Fluorescent Luminaries; clear, concise, inclusive; tables of specifications; a very handy reference.—Sunbeam Lighting Company, 777 East Fourteenth Place, Los Angeles 21, Calif.

• (911) Glareless Lamps: Brochure glareless Lam Lamp, contemporary design, which provides well diffused light which can be directed where needed; lacquered parchment diffuser snaps inside rim of shade; birch base, rod and goose-neck of lacquered brush brass; laminated natural fabric and parchment shade; inexpensive.—The Lam Workshop, 63-A Summer Street, Somerville 43, Mass.

• (60a) Lamps, Lampshades: New Catalog showing more than 70 modern and rattan lamps and occasional pieces; features Mobile table and floor lamps merit specified for CS House 1950; also features Fantasia, 1949 AID lighting award winner designed by George Far-



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kas; belongs in all files.—Decora Designs, 1853 West Flagler Street, Miami, Fla.

• (375) Lighting Fixtures: Brochures, bulletins Prylites, complete line recessed lighting fixtures, including specialties; multi-colored dining room lights, automatic closet lights; adjustable spots; full technical data, charts, prices.—Pryne & Company, Inc., 140 North Towne Avenue, Pomona, Calif.

(26a) Lighting Guide: Factual, well illustrated 16-page lighting guide featuring several architecturally designed lines for commercial and institutional installation available in various sizes for both fluorescent and slimline units; features matching fixtures in several sizes of 2, 3, and 4 lamps or more; a complete line of incandescent display lights are also shown; these are good products, guide belongs in all files.—Garden City Plating & Manufacturing Company, 1750 North Ashland Avenue, Chicago 22, Ill.

• (70a) Portable Ball Table Lamp: Information portable table lamp with 16" brass stem set in brass ball in base; concealed mechanism affords complete universal movement; swivel at top allows spun aluminum housing to rotate in all directions; plastic switch knob turns housing; leaf green, soft white, pewter grey, cherry red, lemon peel baked enamel, or brushed brass finish; designed by Harry Gitlin; merit specified for CSHouse 1950.—Middletown Manufacturing Company, Post Office Box 3440, Middletown, N. Y.

(36a) Slimline Fluorescent: Illumination data, specifications new Collegiate Slimline Fluorescent fixtures; designed for economical, efficient operation in commercial, institutional installations; steps up lightlevels with Duraglo white synthetic enamel finish; single-pin instant starting lamp, no starter needed; piano hinge assemble permits rapid lamp changes; well designed, soundly engineered; overall length 96¼", width 13½"; pendant or pedestal-type mounting.—Smoot-Holman Company, Inglewood, Calif.

(910) Theatrical Lighting: Smartly designed 48-page catalogue showing best in contemporary theater lighting for stage, exhibits, window displays, pageants, fashion shows, dance halls, cabarets, night clubs and fairs by Century; lights, special equipment, control equipment, accessories; one of most complete workbooks published, completely illustrated and with prices; this is a must.—Century Lighting, Inc., 419 West Fifty-fifth Street, New York 19, New York.

### MISCELLANEOUS

(360) Telephones: Information for architects, builders on telephone installations, including built-in data.—P. E. Dvorsky, Pacific Telephone & Telegraph Company, 740 South Olive Street, Los Angeles 55, Calif.

### MOVABLE STEEL WALLS

(917) Movable Metal Walls: Catalog Mills Movable Metal Walls; practical workbook for architects, engineers, contractors on problems in flexible division of interior space; emphasizes advantages movable walls; fully illustrated, complete detailed construction drawings, specification data; probably best source of information this subject.—The Mills Company, 975 Wayside Road, Cleveland 10, Ohio.

### PAINTS, SURFACE TREATMENTS

• (925) Portland Cement Paint: Folder L & S Portland Cement paint merit specified for use CSHouse 1950; for concrete, stucco, masonry, new galvanized iron, other surfaces; long wearing, won't absorb moisture, fire retardant; easy to apply with brush, spray; used for 30 years.—General Paint Corporation, 2627 Army Street, San Francisco, Calif.

• (924) Sash and Trim Colors: Folder strong, durable sash and trim colors ground in treated oils; pure, light-fast pigments combined with specially formulated synthetics; won't check, crack, withstands discoloration, retains gloss, flows easily but won't run, sag; good hiding capacity; worth investigation.—General Paint Corporation, 2627 Army Street, San Francisco, Calif.

• (938) Paint Book: New 47-page paint book featuring General Paints: full architects' specifications, more than 200 color samples, complete catalog of finishes; full descriptions paints, enamels, varnishes, lacquers, etc.; invaluable information on finishing all surfaces, including plaster, hardwood, close-grained woods; this is a must for all files.—General Paint Corporation, 2627 Army Street, San Francisco 19, Calif.

### PANELS AND WALL TREATMENTS

• (902) Building Board: Brochures, folders Carco Wallboard, which is fire resistant, water resistant, termite proof, low in cost, highly insulating, non-warping, easy to work, strong, covered with one paint coat, finished on both sides, semi-hard, and uniform; 4'x8' sheets ¼" in thickness; merits close attention.—L. J. Carr Company, Post Office Box 1282, Sacramento, Calif.

• (903) Decorative Panels: Brochure full-color on Parkwood Decorative, laminated plastic panels using genuine wood veneers retaining all natural wood luster; ideal for table or counter tops, wall panels; standard and cigarette-proof grades; 24"x30" to 36"x96"; interesting product meriting close appraisal.—Parkwood Corporation, 33 Water Street, Wakefield, Mass.

(69a) Direct-to-Metal Suspension System: Information Alumi-Lock direct-to-metal suspension system for attaching kerfed acoustical tile for air-tight ceiling without backing materials otherwise required; for use of 12"x12" and 12"x24" kerfed acoustical tile; includes I-runner, I-runner splicer, T-reinforcement spline, flat spline, L-molding; simple, well engineered, practical; merits investigation.—Midwest Acoustical & Supply Company, 1154 West Sixty-ninth Street, Cleveland 2, Ohio.

(970) Douglas Fir Plywood: Basic 1950 catalog giving full data Douglas Fir Plywood and its uses; delineates grades, features construction uses, physical properties, highlights of utility; tables on nail bearing, acoustics, bending, rigidity, insulation, condensation; full specification data; undoubtedly best source of information, belongs in all files.—Douglas Fir Plywood Association, Tacoma Building, Tacoma 2, Wash.

• (585) Etchwood Panels: Literature Etchwood, a "3-dimensional plywood" for paneling, furniture, display backgrounds; soft grain burnished away leaving hardwood surface in natural grain-textured surface; costs less than decorative hardwood plywood; entireiv

new product, merits close consideration. — Davidson Plywood & Lumber Company, 3136 East Washington Boulevard, Los Angeles, Calif.

• (796) Hard Board Panels: Brochure, data, sample new controlled process hard board for walls, ceilings, partitions, shelves, furniture, cabinets; smooth surface, exceptionally resistant to abrasions, cracking, chipping, splintering, denting, breaking; can be installed with ordinary tools.—Alport Associates, 620 Equitable Building, Portland 4, Ore.

(997) Metal Wall Tile: Information Crown Steel Wall Tile; will not rust, chip, crack, craze, peel; lightweight, does not require heavy substructure; wide color range, available in stainless steel; a surety bond supplied for each installation; product warrants close appraisal.—Ohio Can & Crown Company, Massilon, Ohio.

(998) Plastic Wall Tile: Full color folder Pittsburgh Interlock Plastic Wall Tile, including chart of 16 plain and barbeized colors; made of polystyrene, does not contain or absorb moisture; lightweight, can be installed on any straight structurally sound wall or ceiling area; self-aligning, each tile locked in place, excellent product, well worth consideration.—Jones & Brown, Inc., 439 Sixth Avenue, Pittsburgh 19, Pa.

• (951) Translucent Corrugated Panels: Full-color brochure Alsynite translucent corrugated glass fiber laminated panels which cuts, punches with common tools and adheres with translucent mastic; wide range pastel colors; light weight, will bend, fire-resistant, acid resistant; 2 $\frac{3}{8}$ " and 1 $\frac{1}{4}$ " corrugations, 26" to 40" wide and 8' to 10' long; remarkable decorative product, indoor and outdoor uses; merit specified for CSHouse 1950.—O'Morrow Corporation, 4509 Firestone Boulevard, South Gate, Calif.

#### PLUMBING FIXTURES, ACCESSORIES

• (668) Bath Fixtures: Information Case contemporary bath fixtures, including T/N Water Closet, free standing non-overflow fixture; also complete line well designed lavatories.—W. A. Case & Son Manufacturing Company, 33 Main Street, Buffalo 3, N. Y.

• (68a) Bathroom Accessories: Fully illustrated folder Faries bathroom accessories; clean, simple lines; ingeniously designed to solve placement problems, including adjustment features on several items; particularly good recessed fixtures; this is a good line which deserves close attention; merit specified for use in CSHouse 1950.—Faries Manufacturing Company, 1050 East Grand Avenue, Decatur, Ill.

• (67a) Bathroom Cabinets: Folder Faries Fari-Chrome finish bathroom cabinets; feature exclusive inner cabinet for storage of drugs, poisons designed to protect children; also has adjustable reflector to control side lights; clean design, spacious, plate glass mirrors, adjustable bulb-edge shelves; full length piano hinges; merit specified for use in CSHouse 1950.—Faries Manufacturing Company, 1050 East Grand Avenue, Decatur, Ill.

(826) Bathroom cabinets: Folder bathroom cabinets, one piece drawn steel bodies, bonderized after forming; also chrome bath accessories and wall mirrors.—F. H. Lawson Company, Cincinnati, Ohio.

• (477) Harcraft Plumbing Fixtures: Brochure full information new line bath accessories in good contemporary design; clean, efficient, practical; used in CSHouse Number 18.—Harvey Machine Company, 6200 Avalon Blvd., Los Angeles, Calif.

• (971) Lighted Bathroom Cabinet: Folder Milwaukee Fluorescent Bathroom Cabinet; completely recessed lighting provides very high level diffused illumination; flush mirror; four 20-watt fluorescent tubes shielded with Corning Albalite translucent opal glass; simply designed, well engineered, soundly fabricated; merit specified for CSHouse 1950.—Northern Light Company, 2051 North Nineteenth Street Milwaukee, Wis.

(18a) Plastic Lavatories: Information on Durable Plastic Lavatories made of thick shatter-resistant Lucite or Plexiglas; lightweight, will not chip, rust, stain; will withstand boiling water; pastel pink, green, blue, and white; small size, for use extra bathrooms, trailers, boats, planes; standard faucets, drains; merit investigation.—Durable Formed Products, Inc., 6 Greene Street, New York, N. Y.

(66a) Safetymix Shower Valve: Prevents scalds or chills; bulletin full data Symmons Safetymix shower valve; keeps shower temperature constant even with pressure fluctuations up to 85% automatically shuts down flow when either hot or cold water fails; only one moving part; easy to repair; fully guaranteed; good product, worth close consideration.—Symmons Engineering Company, 791A Tremont Street Boston, Mass.

• (952) Shatterproof Shower Doors: Folder new Ripple-Lite shatterproof shower doors; all sizes, types shower doors, tub enclosures; polished aluminum frames, simply designed, Alsynite Fiberglas laminate panels; major savings due to lighter weight than comparable products and complete absence of replacement costs; good products, merit specified for CSHouse 1950.—O'Morrow Corporation, 4509 Firestone Boulevard, South Gate, Calif.

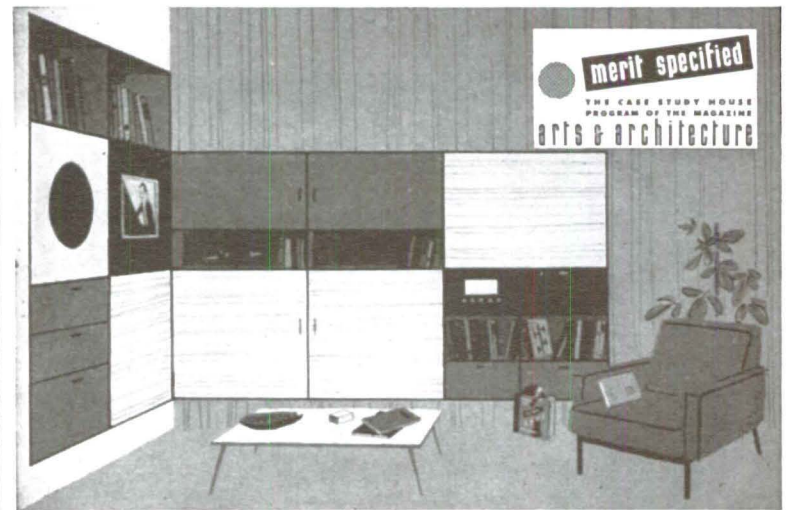
• (953) Stainless Steel Shower Floor: Information Permafex one-piece stainless steel shower floors; leakproof, skid-proof, permanent, sanitary, easily installed; heavy deep-drawn stainless steel, underside coated with sound deadening asphalt rubber emulsion; costs less than tile; this is sensible product, merit specified for CSHouse 1950.—The O'Morrow Corporation, 4509 Firestone Boulevard, South Gate, Calif.

(55) Water Heaters, Electric: Brochure, data electric water heaters; good design.—Bauer Manufacturing Company, 3121 W. El Segundo Boulevard, Hawthorne, California.

#### RADIOS

• (27a) Custom Radio-Phonographs: Information Gateway To Music custom radio-phonograph installations; top quality at reasonable cost; wide variety custom-built tuners, AM-FM, amplifiers, record changers including three-speed changers which play consecutively both sides all types of records; television, magnetic recorders, other optionals; cabinets also available; five-year parts, labor warranty; merit specified for CSHouse 1950.—Gateway to Music, 3089 Wilshire Boulevard, Los Angeles 5, Calif.

• (948) Record Changer: Literature, data new Markel 3-speed Playmaster,



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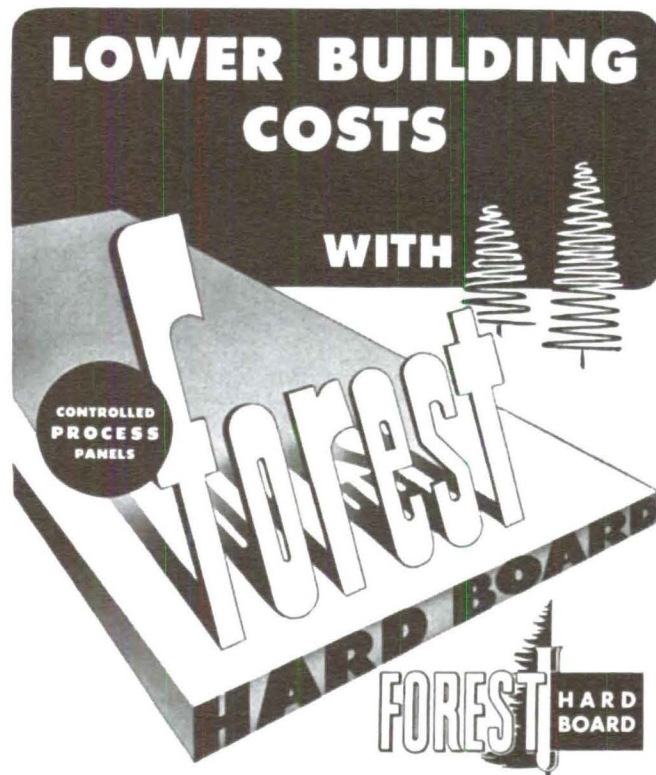
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**SASH, DOORS AND WINDOWS**

(522) **Awning Windows:** Brochure Gate City Awning Windows for homes, offices, apartments, hotels; controlled by worm and gear drive operating two sets of raising mechanisms distributing raising force to both sides of sash; standard and special sizes; contemporary design.—Gate City Sash & Door Company, 15 Southwest Third Avenue, Fort Lauderdale, Fla.

(19a) **Decorative Glass:** "Modernize Your Home with Decorative Glass" is the title of new Mississippi Glass Company booklet featuring actual photographs that show how figured glass adds charm to the home; enlivens and brightens every room in the house; makes each radiant with interest; free copy on request.—Mississippi Glass Company, 88 Angelica Street, St. Louis 7, Mo.

(973) **Deep Setting Furring Cement:** Information Acorn Furring Cement; sets wood trim, base, panel furring or floor sleepers to concrete and masonry without plugs, bolts or any other mechanical support; sets trim in straight lines without shims or spacers; solid in 90 minutes; test show high strength.—Acorn Adhesives & Supply Company, 1011 West Eleventh Street, Los Angeles 15, Calif. Richmond 7-5338.

(356) **Doors, Combination Screen-Sash:** Brochure Hollywood Junior combination screen-metal sash doors; provides ventilating screen door, sash door permanent outside door all in one.—West Coast Screen Company, 1127 East Sixty-third Street, Los Angeles, Calif. (in 11 western states only).

(37a) **Flexible Door:** Information Ra-Tox Flexible Door designed for home or apartment use for walk-in closets, Pullman-type kitchenettes, room partitions; similar applications; made of woven splints, easily hung from ordinary traverse channel; folds accordion-wise to either side of frame; finish painted in 11 lacquer enamel colors, including natural wood.—Ra-Tox Division, Hough Shade Corporation, 1115 Jackson Street, Janesville, Wis.

(151) **Folding Doors:** Idea-packed 12-page brochure Modern-fold doors; accordion-type folding walls, top hung, no floor track; metal frame with leatherette cover; good contemporary design accessory.—New Castle Products, New Castle, Ind.

● (972) **Heat Absorbing, Glare Reducing Glass:** Helpful, informative 12-page catalog featuring Mississippi Glass Company's Heat Absorbing, glare reducing Coolite glass; shows typical industrial and other applications; presents facts based on independent laboratory tests covering properties of glass; contains heat and light transmission tables, specification data.—Mississippi Glass Company, 88 Angelica Street, St. Louis 7, Mo.

● (901) **Hollow Core Flush Door:** Brochure Paine Rezo hollow core flush door featuring interlocking air-cell grid core combining the strength of cross-banded plywood with lightness in weight; accurately mortised and framed together, and overlaid with matched resin-glued plywood panels; one of best products in field.—L. J. Carr and Company, Post Office Box 1282, Sacramento, Calif.

● (930) **Metal Window, Door Casings:** Folder Milcor Steel window, door casings; simple, clean, good for contemporary houses; solid or expansion wings; all styles straight, uniform, permitting good mitres at corners, neat, invisible union with plaster surfaces.—Inland Steel Products Company, Box 393, Milwaukee 1, Wis.

(24a) **Reversible Action Sash Hardware:** Folder Whitco reversible action sash hardware permitting two-side window cleaning from inside; adaptable to all casements, awning-type windows or transoms regardless of size, style; wind-holder stops slamming from wind-pressure, yet always free-acting, sag-proof; eternaplated steel or perpetual solid brass; interchangeable, fits either right or left swinging casements, top or bottom hung awningtype windows; full specification, installation data; well designed, engineered; worth investigating.—Vincent Whitney Company, P.O. Box 335, Sausalito, Calif.

● (927) **Rubber Weatherstripping:** Brochure, folders Bridgeport Inner-Seal Weatherstripping; spring wire, rubber construction; remarkable wearing qualities, easy to install; waterproof, won't stain sills, resilient, inexpensive; a remarkably well engineered product merit specified for CSHouse 1950.—Bridgeport Fabrics, Inc., 165 Holland Avenue, Bridgeport 1, Conn.

(38a) **Store Fronts:** Information Natcor Store Fronts; fully extruded aluminized aluminum mouldings and entrances; narrow stile doors and jambs; sturdy, modern; specification data and engineering aid available.—Natcor Store Fronts, Taunton, Mass.

● (550) **Windows, Horizontally Sliding:** Folder Steelbilt horizontally sliding windows, doors; wide range stock sizes adaptable to contemporary design; narrow mullions, muntions; outside screens. Steelbilt Inc., 4801 E. Washington, Los Angeles, Calif.

**SPECIALTIES**

● (1a) **Door Lookout:** Information new B-Safe wide angle door lookout; glass optical system encased in slender cylinder of lock metal with silent-operating eyepiece shutter; wide angle lens system permits viewer to inspect those outside in full figure, but visitors cannot see in; easily installed wood or metal doors up to 2" thickness; tamperproof, well designed; merit specified for CSHouse 1950.—Danca Products Corporation, 52 Broadway, New York 4, N. Y.

(209) **Flock, Flock Finishing:** Booklet (32 pages) flock, flock finishing; process of coating short fibers on surfaces to velvet-like pile finish; contains

actual color samples.—Behr-Manning Corporation, Troy, N. Y.

(21a) Folding Stairway: Information EZ-Way Folding Stairway; light pull on cord brings stairway through trap door; light push sends it back up; brings more usable space to homes, cottages, garages; well conceived product meriting consideration. — Minnesota Wood Specialties, Inc., Post Office Box 216, St. Paul Park, Minnesota.

(39a) Iron Work: Illustrated 44-page catalog showing 200 photographs case iron lacework from old New Orleans Vieux Carre designs; pilasters, balustrades, friezes, other details all exact replicas of authentic originals; also includes photographs wide range modern installations; descriptions, weights, measurements, architectural suggestions; highly useful reference work, belongs in all files.—Lorio Iron Works, 738 South Gayoso Street, New Orleans 19, La.

•(913) Lightweight Core: Brochure Parkwood Honeycomb, very lightweight core material for use between sheets of aluminum, plywood, veneer, decorative laminate; various grades range in compressive strength from 50 to 250 lbs. per square inch; ideal for doors, furniture, sliding panels; inexpensive.—Parkwood Corporation, 24 Water Street, Wakefield, Mass.

(937) Magnetic Tape Recorder: Brochure high fidelity magnetic tape recorder for custom installation in studios, schools, houses, industrial plants; instantaneous monitoring from tape while recording, separate heads for high frequency erase, record, playback; well engineered, reasonably priced.—Berlant Associates, 9215 Venice Boulevard, Los Angeles 34, Calif.

•(59a) Paper Table Mats: Information, samples paper table mats with contemporary designs; come in sets of 24, cellophane wrapped, each package one design but in three different colors; priced so they can be discarded after one use; good answer to table setting problem.—Siok-Howell Designs, 14 School Street, Danielson, Conn.

(2a) Plastic Numerals: Information new line plastic numerals for door, house numbers, other exterior-interior uses; luminous polystyrene, red fluorescent acrylic, gold acrylic, silver acrylic, black acrylic: 4½" high, well designed for readability; impervious to weather conditions, won't corrode, never need painting; good product, worth investigation.—Gits Molding Corporation, 4600 West Huron Street, Chicago 44, Ill.

(25a) Prefabricated Chimney: Folder entitled "Vitroliner Type 'E' Flue"; functions as a complete chimney for all home heating equipment; individually designed to fit the particular roof pitch of house with tailor-made roof flashing and flue housing; made of heavy-gauge steel, completely coated with acid-resisting porcelain; low initial cost; installs in two hours, light weight, saves floor space, improves heating efficiency, shipped complete in two cartons; listed by UL for all fuels; good product, definitely worth investigation.—Condensation Engineering Corporation, 122 South Michigan Avenue, Chicago 3, Ill.

•(54a) Seating Arrangements: Full color folder, complete details Hennell

custom seating arrangements to fill specific spaces; superior construction, seats filled with neoprene bonded curled hair, Tampico fibre, cotton; springs if desired; backs plain or in horizontal or vertical folds; plywood frames; plain or vinyl plastic fabrics; used for major seating arrangement in Eames-Saarinen CSHouse. C. H. Hennell Company, 3845 West One Hundred Eleventh Street, Inglewood, Calif.

(20a) Silicone Water Repellent: Manual on exterior masonry waterproofing, featuring Crystal silicone water repellent; invisible after application; does not change color or texture of surface; makes surfaces stainproof, prevents efflorescence; repels water throughout entire depth of penetration; one coat sufficient, can be applied at any temperature; product merits investigation.—Wurdack Chemical Company, 4975 Fyler Avenue, St. Louis 9, Mo.

(82a) Snap-On Beading: Information new bright stainless snap-on beading for dressing raw edges of plastic, wood, leather, metal products; easily installed with hand tool for applying small toothed clips at intervals along edges; moulding snaps over clips with permanent gripping action, completely concealing clips; can be formed for any shape product including rounded corners; wide design applications; merits consideration.—Spotrim Corporation, 15301 Mack Avenue, Detroit 24, Mich.

(23a) Swimming Pools: Well prepared book "Planning Your New Swimming Pool" giving full data Paddock swimming pools; nationally known, widely accepted; one of best sources of information on subject. — Paddock Swimming Pools, 8400 Santa Monica Boulevard, Los Angeles 46, Calif.

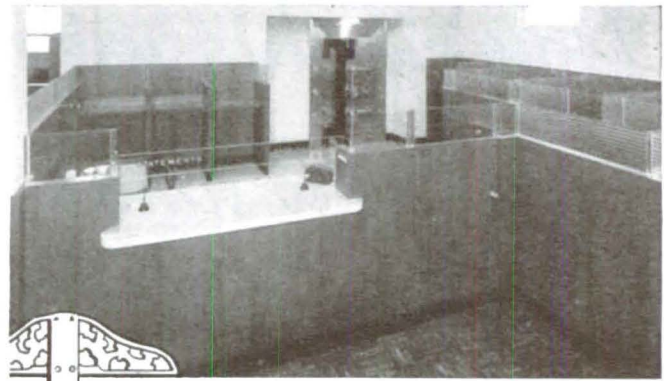
#### STRUCTURAL BUILDING MATERIALS

(943) Aluminum: Informative booklet on aluminum point out that often excellent production economies can be made by using aluminum in place of other materials; complete descriptions various forms in which Revere aluminum is fabricated; illustrations, charts, tables giving properties, characteristics of most wrought aluminum alloys. Revere Copper & Brass Inc., 230 Park Avenue, New York, N. Y.

(933) Custom Stock Store Front Metals: Information Kawneer Custom-Styled Stock Metals for store fronts; custom styling, clean-lined simple glass areas in residential and commercial stock metals; less costly than other materials; detailing; good product, worth made-to-order specials; eliminates draft-thorough investigation.—The Kawneer Company, 289 North Front Street, Niles, Mich.

(3a) Interlocking Building Block: Information new Hydro-Stone interlocking building block; made entirely from waste materials, eliminates use of mortar; resembles cut stone, granite or marble; made with patented tongue-and-groove design within tolerances of 5/1000"; mastic put on with hand spray gun as assembled insures against moisture; contents include sand, oyster shells, iron ore waste, crushed brick, coal mine tailings, stone dust, or what-

continued on page 41



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Conference Room, John Hancock Branch, First National Bank, Boston

The use of handsome, enduring Parkwood Genuwood made from genuine wood veneers, in these two banks on opposite coasts proves simply that good taste and sound judgement are not a matter of locale. Architects the nation over select Parkwood Genuwood and Parkwood Decorative for their inherent beauty and lasting quality wherever these two elements — plus toughness — are essential.

FOR BEAUTY AND DUTY — SPECIFY

PARKWOOD *Decorative*

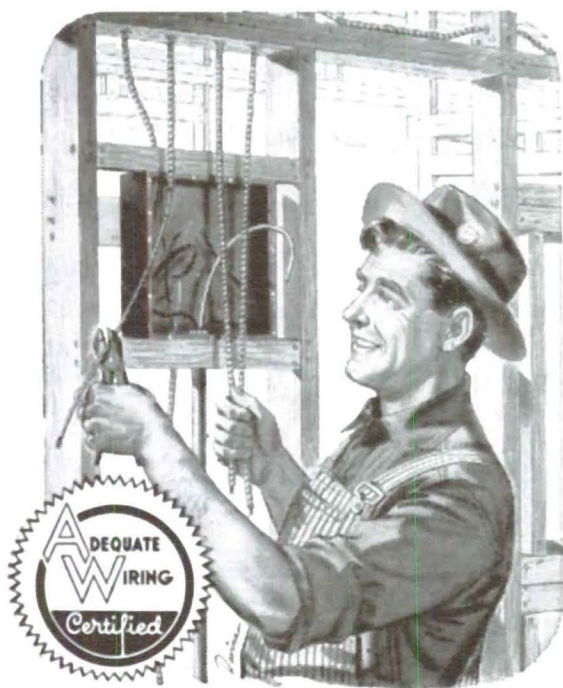
*Beauty* that's "skin deep" may be deep enough, but it is much more penetrating in Parkwood Decorative's wide selection of genuine wood veneers and new 3-dimensional patterns (Parkwood Pebble-Tex and Stardust) in a broad range of handsome colors.

*Duty* is exemplified in beautiful laminated plastic table tops which wear indefinitely and are virtually impervious to alcohol, fruit juices, cigaret burns and the usual cleaning chemicals.

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31 Water St., Wakefield, Massachusetts

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Well, that's just what your clients want. And they'll get it if the specifications state "Certified Adequate Wiring." Cost? On the average allowing just two cents more out of the building dollar for wiring makes the difference between ordinary wiring and **Certified Adequate Wiring.**

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## ART

E. BOYD

### ARTISTS OF LOS ANGELES AND VICINITY, 1950

This year's annual at the Los Angeles County Museum was extended to admit works from San Diego and Santa Barbara; U. S. Census Bureau please note. The show was rather different from those of recent years in its content. Since the war the museum policy has been to give a fair showing to all art styles currently employed in the region. For standing by this policy the museum staff has too often been under fire for being "radical" or "red;" accusations brought by John Doe, the tax-paying art layman, as well as by reactionary pressure groups. In the past year pressure has come from many art organizations as well, claiming the right to dictate museum policy. In fact the county museum, once condemned for its conservatism, is now the sole institution with any wall space that is open to creative artists in metropolitan Los Angeles since other good-sized art galleries have closed their doors. However, the museum is still living up to its credo of giving all facets of regional art a place in the annual shows, a fair policy which is by its nature bound to keep the sniping from all sides at a maximum.

In picking this year's show the distinguished jury, Donald Bear, Alfred Frankfurter, and Jermayne MacAgy, succeeded in supporting the museum policy to a degree which is, quaintly, provoking protests as usual. The show contained creative, conservative, and amateur-or Sunday painters'-work; it appears that both branches of professionals resented the latter although the vogue for Rousseau, Kane and Grandma Moses is hardly recent. This catholicism of selection naturally did not result in an exhibition of uniformly high quality but, in a region harboring four million people, it is obvious that the artistic fraction of this total is using all kinds of idioms for expression, from those of the real painter's painter through pictorialism, the advanced student's derivative essays, to the naive hobbyist's testimonials. The sum total was amazingly like the old Waldorf Independent shows where moderns of those days rubbed elbows with Academy rejectees, Indians, children and maiden ladies. With only three galleries to receive the entries it took an outstanding jury to reproduce what the Waldorf shows did by the devices of no jury and unlimited wall space; the result was really democratic. It is a pity that resentment this year is as violent as ever.

Prizes in the form of purchase awards and honorable mentions went, with one exception, to artists unknown outside of this area and some were given to "discoveries" unfamiliar here. This offers a clear field for speculators in the art market to start now to invest in works by these dark horses. Of the new comers not given awards a luminous canvas by Strohmeier and a well organized abstraction in depth by McLoughlin were strikingly mature. Among the oils by painters whose work grows intellectually as well as technically from year to year were a sombre, titanic figure by Rico Le Brun, Frary's cleanly organized arches, Haines' thoughtful play upon symmetrical planes of color, and Ynez Johnston's mosaic of emotional brilliance. The so-called watercolor section was virtually all of works in tempera or gouache and contained some agreeable and able moments by Howard Bradford, Phil Dike, Julius Engel and Keith Lynch. As to sculpture, Bernard Rosenthal's decorative Harp Player, seen this winter at the Architectural League show in New York, had a nice feeling for its material and for space. A portrait head by Gladys Bush had sensitive surfaces over solid form and the subtlety of Falguiere, whose perceptive insight lifted his work from the rut of Salon figures of his day. Unfortunately these two pieces did not represent most of those in this show which inclined to the fortuitous shape of tree root and boulder school, more or less acceptable as decoration in small spaces such as the home or shop window but, intrinsically, without any conceivable relation to the architectural needs of our time.

Prints and drawings in the show included some exciting performances despite the discouragingly unequal purchase awards in these departments. Bertoia's monoprint and June Wayne's lithograph were technically satisfying and aesthetically agreeable while

continued on page 42



# MUSIC

PETER YATES

## A STATEMENT OF POLICY

The story has been told a good many times. I shall summarize it briefly for the sake of those readers who have not heard it before. During the winter of 1938-39 a large studio was added to our home, making a second floor where previously the roof had been. At the same time a series of concerts was planned, which began in April 1939, the month after the room was finished, with a program of music by Bela Bartok. The program included the Piano Sonata and the Second Violin Sonata, not at all popular music in those days, and nineteen people came to hear it. At the bottom of the printed program appeared the following statement: "Concerts are for the pleasure of the performers and will be played regardless of audience."

Since then this simple statement of policy has stirred up a surprising amount of applause, misunderstanding, argument. The refusal of the Roof to budge from a strict, literal interpretation of its meaning has had a decisive effect on musical activity in Los Angeles.


Chamber music, public and private, had nearly vanished from the Los Angeles scene. The old Los Angeles Chamber Music Society was gone. The local chapter of Pro-Musica was moribund. Except for the sturdy Coleman Concerts in Pasadena and occasional series presented to the universities by Elizabeth Sprague Coolidge, both using imported musicians, Los Angeles had no chamber music. Elsewhere the situation would not have been regarded as abnormal. It was abnormal in Los Angeles only because of the large number of resident musicians, most of whom had come to work in the motion picture studios. Among them were many highly trained players who made a good living and liked the climate but could find no incentive to exert themselves beyond the simple requirements of their routine. Los Angeles, the largest city in the world by area though not by population, is one of the most geographically isolated, cut off from association with other large cultural communities. For this reason the resident musician who wished to play in public for the improvement of his skill must expect to pay for the privilege and contrive besides to find himself an audience. If these conditions were to be overcome, a Los Angeles audience must be created and either trained or accustomed to enjoy the widest range of chamber music.

The statement of policy was designed to satisfy these conditions. The concerts were "for the pleasure of the performers"; that is to say, they were intended to encourage resident instrumentalists to prepare music above and beyond the call of duty for the pleasure of doing so. The fact that the music would be played as scheduled, "regardless of audience," added a purpose and a date. Regardless of the size of the audience the performer would be heard.

Nowadays when chamber music by resident musicians has become a weekly and often a daily feature of the Los Angeles musical scene, when Evenings on the Roof presents a subscription series of sixteen or more concerts in the season and special concerts besides; when the County Museum has expanded its Sunday afternoon series to fifty-two weeks a year; when at least a half-dozen other organizations offer chamber music seasons played wholly or in part by resident performers; it is hard to return in imagination to that situation as it was only eleven years ago and understand how such an offer could stir musicians to shake off their indifference or resignation and prepare music for so small a probable audience. But there was the promise and the opportunity: the plan worked. Out of the original statement of policy two other statements were developed. No performer could be dropped from the Roof group for playing badly or for any other reason, except by his own wish.


This gave positive meaning to the phrase, "regardless of audience." And the music to be played would be selected by the musicians who would play it. This last turned out in practice to be by no means so absolute as it seemed. Many musicians were

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**NCF-10**

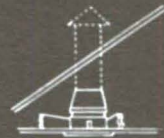
10" Ceiling Model. White enamel ceiling plate with removable chrome grille. Motor guaranteed for 5 years. \$31.50 list



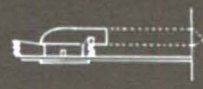
*new  
different  
outstanding*

# NU TONE

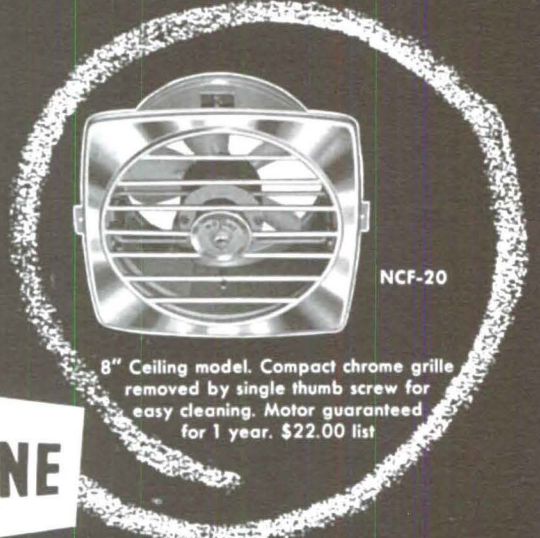
*ceiling ventilating fans*



NCF-20 with Reducer




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**NCF-20**

8" Ceiling model. Compact chrome grille removed by single thumb screw for easy cleaning. Motor guaranteed for 1 year. \$22.00 list


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## **“HUMANITY IS UNDER NO COMPULSION TO ABDICATE”**

*From a speech by Jaime Torres Bodet, to the 5th Session of the Unesco General Conference.*

\* \* \* \* The reason for our existence is not to create what none can create by order, by rules and laws. The clear intent is rather to serve the creative minds among mankind by putting them in more direct relation with the problems of the masses, and at the same time to serve those masses, who, in the longing of their unsatisfied needs, aspire towards education, and through it towards freedom. . . .

Thus, in clearly recognizing our limitations, we become the better aware of our ambitions. There is no Unesco science, no Unesco art, no Unesco philosophy. But there are many dark places among men; to light up these places requires a joint effort on the part of all the different countries; a faith which no individual State can furnish, a truth of which no State is the sole repository, a wisdom and knowledge no one single State possesses.

Our greatness will lie in serving. But how? What can fifty-six assembled countries do to strengthen peace by means of education, science and culture? What more can they do—some will ask—than they were doing before they joined Unesco?

I could not accept such a skeptical attitude. Fifty-six countries working together in the pursuit of so lofty an ideal can together do infinitely more than each in isolation, within its own boundaries and by its own unaided means.

First of all, countries working together in this manner can regularly exchange information, and can agree simultaneously to take the most effective measures to surmount or remove obstacles to the free flow of culture.

Again, they can study and try out together the various modern means of helping men to participate actively in the progress of the international community. They can undertake together to further all steps which may help educators to form citizens conscious of their rights and yet equally conscious of their duties towards their fellow-men of every nation, language, race and religion.

Above all, they can infuse a spirit of justice and concord in their domestic and foreign policies, so that there may prevail between peoples and governments that atmosphere of mutual confidence which is essential for peace. Such an atmosphere is indispensable for the success of Unesco's mission also. Only in a world free from the continual threat of war can culture, science and education bear their finest fruits.

Fear can corrupt the very aim and essence of education and of research. It can distort them entirely to meet the demands of another war. It can transform these factors of peace into instruments of hate and destruction. It is thus of the most fundamental importance that governments should do everything that lies within their powers, to fight against the obsession of war, to act as members of Unesco not only when they speak at Unesco, but also and still more when, outside the Organization, they are taking decisions with regard to all those questions which may affect our aims and ideals.

These are some of the things which fifty-six countries cannot undertake separately but which, working together, they could achieve.

This would be a great achievement. Yet it would not be enough. If for instance education does not provide equality of prospects to all men and women—the same men and women who, on the political plane, guarantee collective security with their lives—then collective security will rest upon bases which are fundamentally unjust, and therefore unstable and precarious. So that all countries may provide this equality, there exists a sacred duty of reciprocal help, on some aspects of which Unesco has already made a beginning.

According to our Charter, we are an Institution whose guiding purpose it is to ensure peace by means of international understanding, and to help to promote that international understanding by means of education, science and culture. These are our ultimate aims. Nothing that we undertake must deflect us from them. None the less, if we would not have Unesco founder in empty phrases, we must admit that peace will not be won by us alone.

Our authority is only of a moral character. It cannot by itself produce the political and economic decisions which could limit armaments and halt preparations for war. The path which is set for us is assuredly long and hard.

Far from discouraging us, the difficulties of the present hour should rather strengthen our resolve. Are not freedom of the individual, and respect for the dignity of man, the very bases of the system set up by the United Nations? Without the support of the common will of all the peoples of the world, peace would be no more than a truce, under constant threat of new conflagrations.

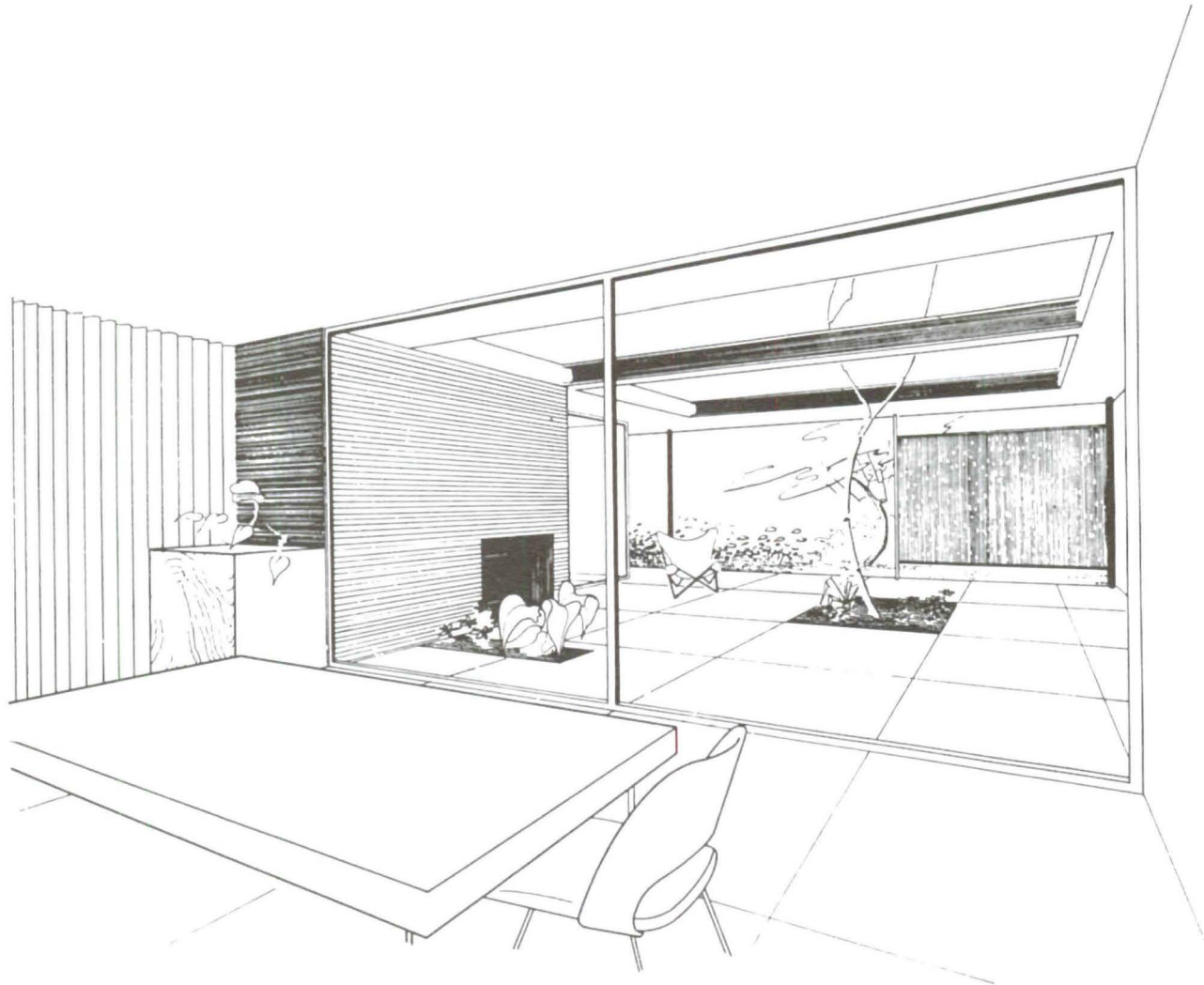
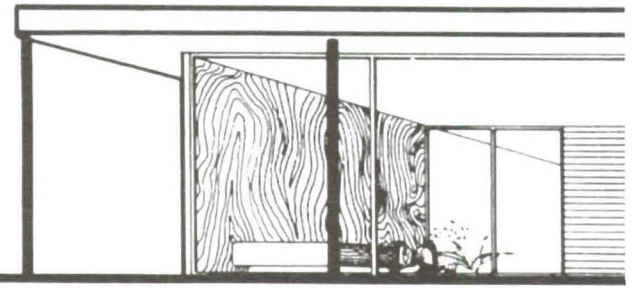
I said: The peoples of the world, and I want to make it clear that I mean all the peoples of the world without distinction of ideological tendency or party. Yesterday you heard from M. Lauguier of the concern of the Secretary-General of the United Nations at the fact that, whether from perma-

(continued on page 45)

*raphael soriano, architect*

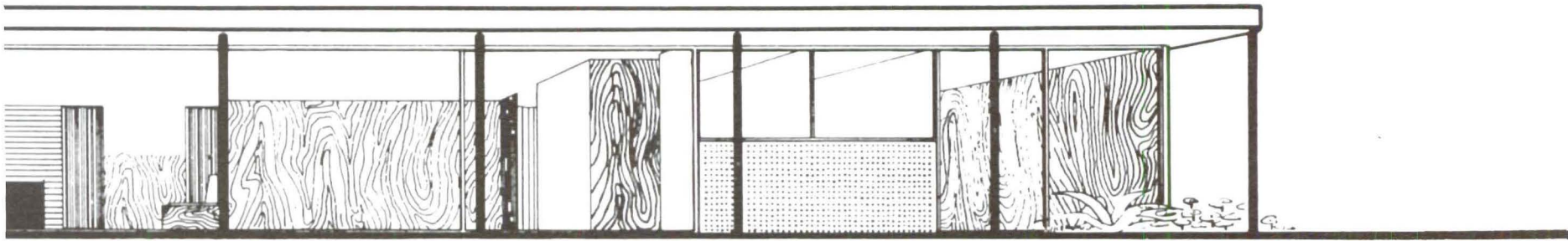
# CASE STUDY HOUSE 1950

FOR THE MAGAZINE  
ARTS & ARCHITECTURE  
NOW IN CONSTRUCTION



Above: Perspective showing relationship between kitchen, dining area and partially enclosed patio. In general the completed structure will express the original intention of the steel skeleton as it went into place during the early stages of framing, most of the structural members remaining exposed throughout. The channel used also as fascia is a basic structural member itself.

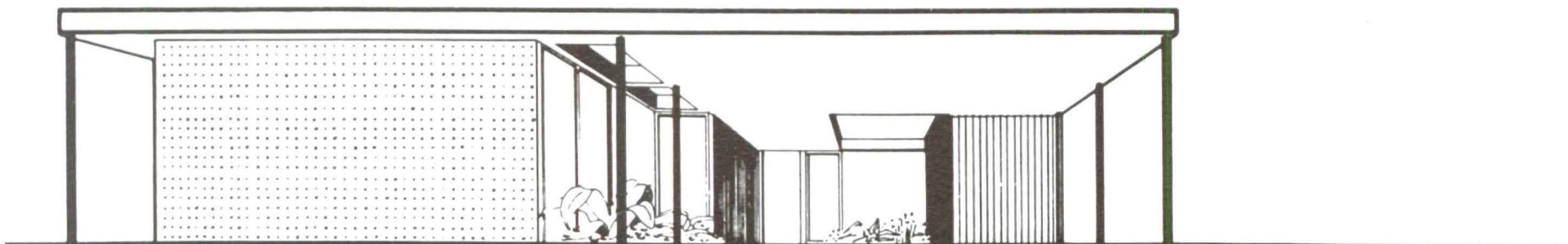
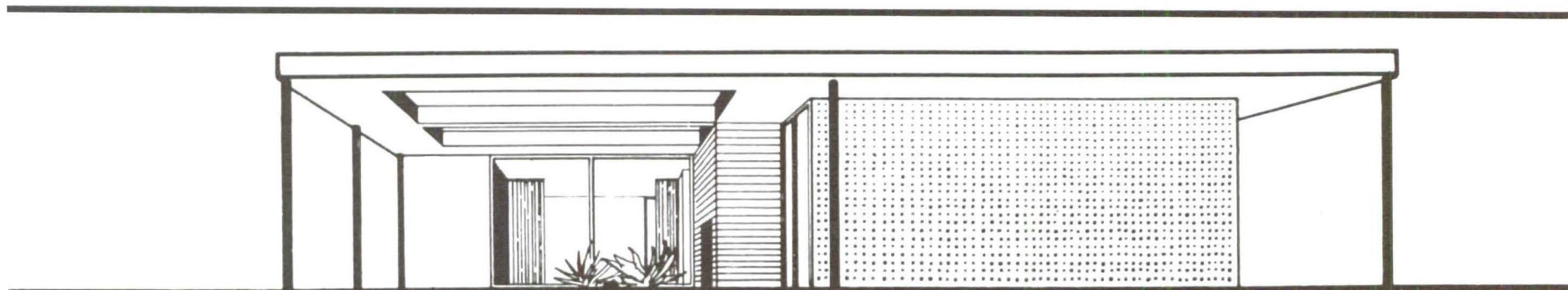
Right: The south elevation showing the entry through planted passageway immediately adjacent to the carport.



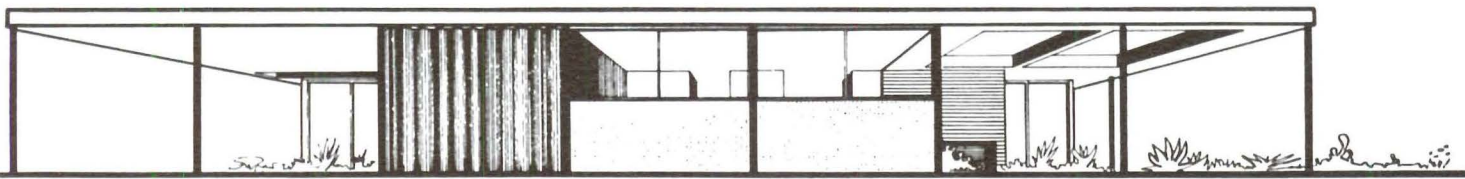
Above: The west elevation showing living room, bedrooms and two baths that have access to the private garden spaces through sliding steel framed panels of glass. From this elevation the entire house is transparent with its carefully planned partitions for privacy and flexibility in living. Interior walls are of forest-board and fine woods.

The house, nearing completion, is located on Ravoli Drive just north of Sunset Boulevard to the left of Amalfi Drive.

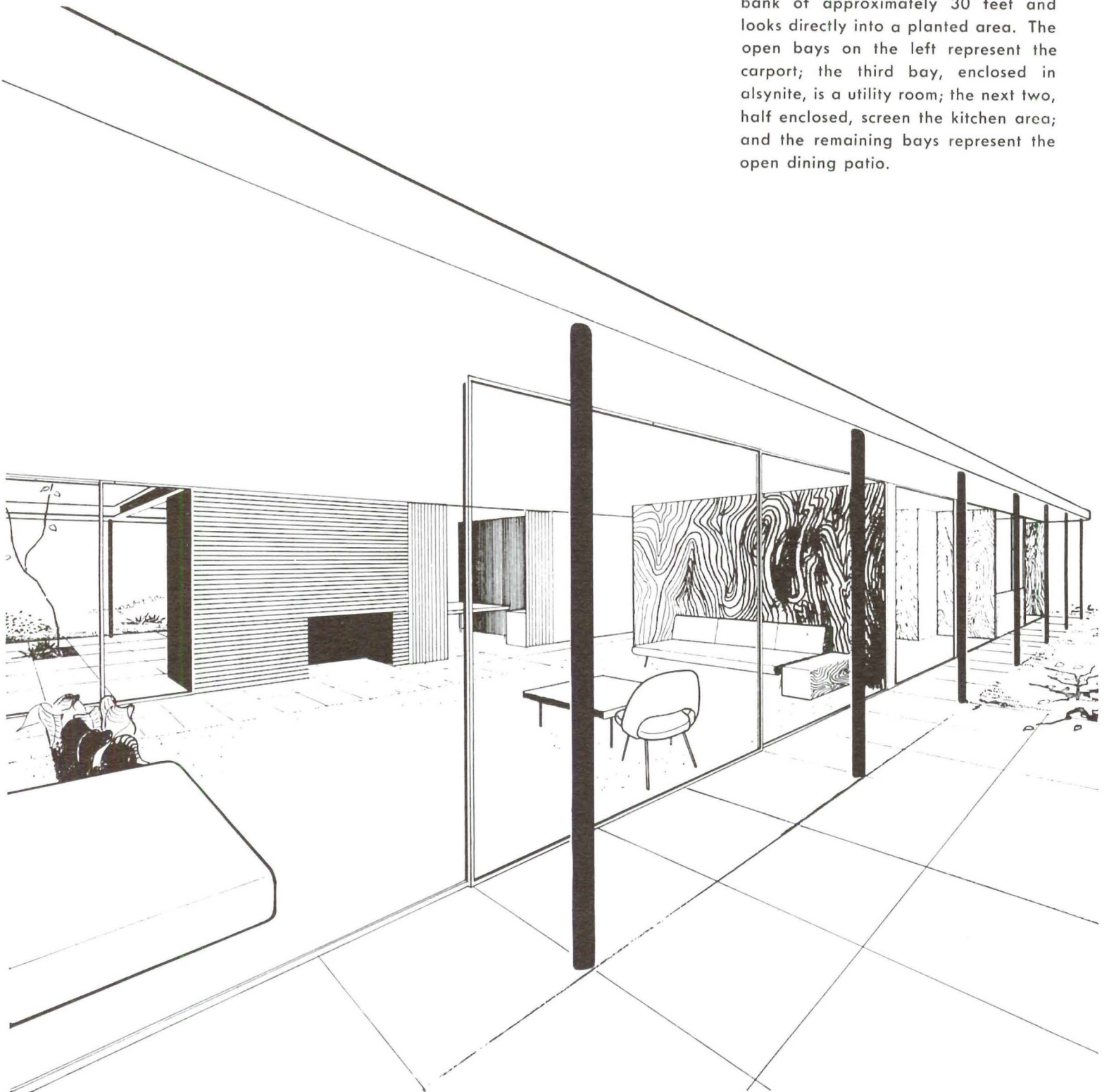
Below: The north elevation showing integration of the kitchen and dining area through a partially covered patio with fireplace which has its own relation to the living area.



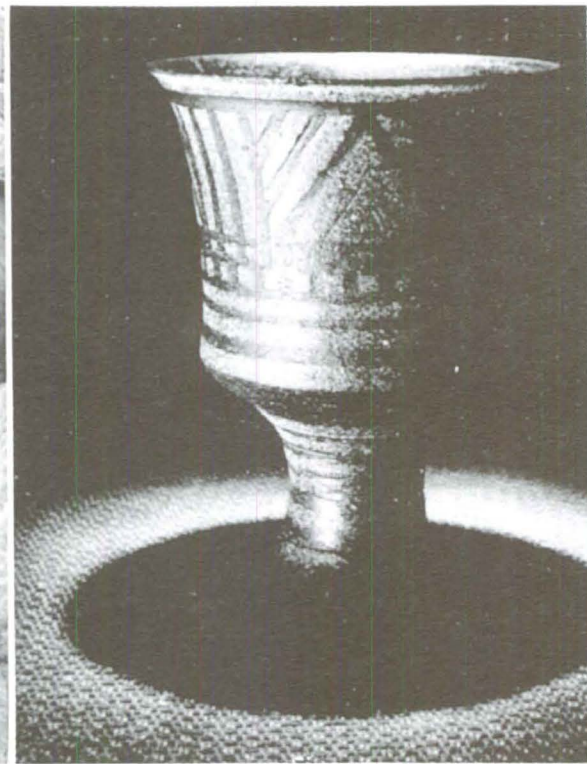
CASE STUDY HOUSE 1950  
*raphael soriano, architect*



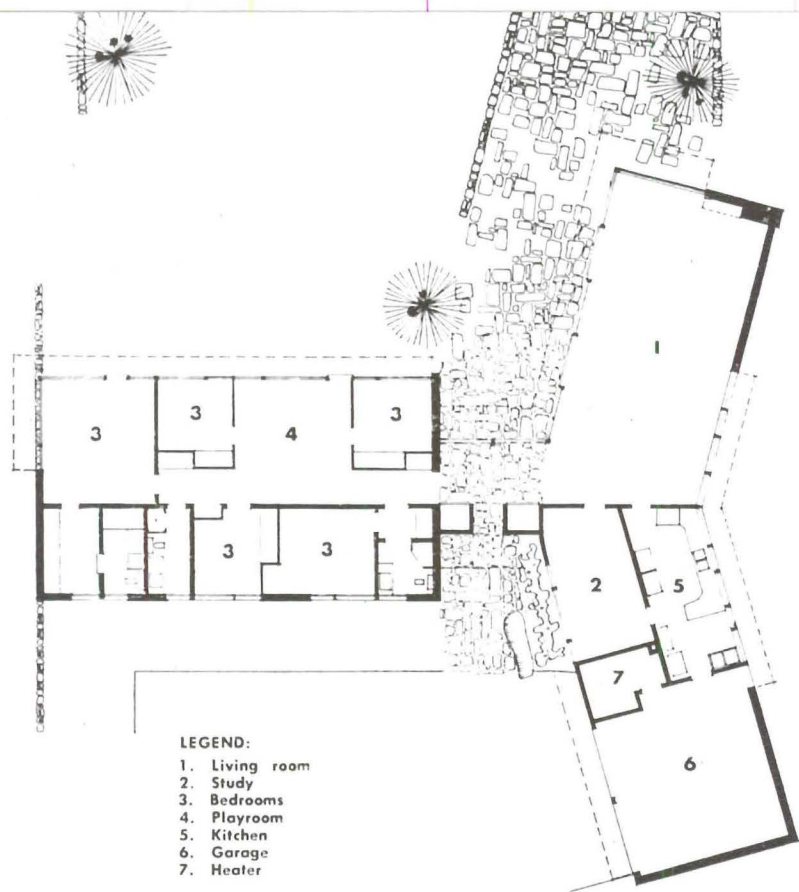
Above: East elevation which faces a bank of approximately 30 feet and looks directly into a planted area. The open bays on the left represent the carport; the third bay, enclosed in alsynite, is a utility room; the next two, half enclosed, screen the kitchen area; and the remaining bays represent the open dining patio.



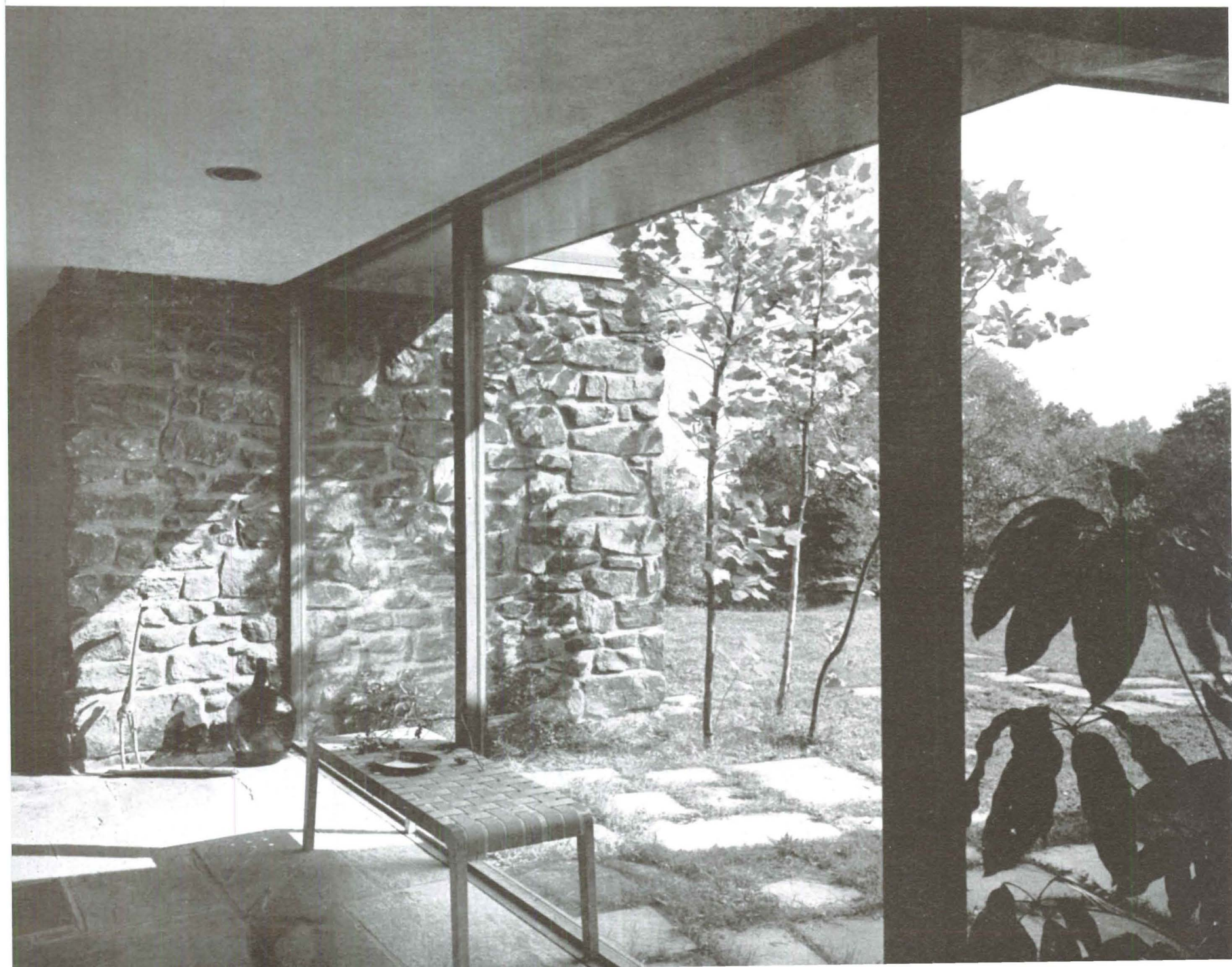
POTTERY BY FRANS WILDENHAIN



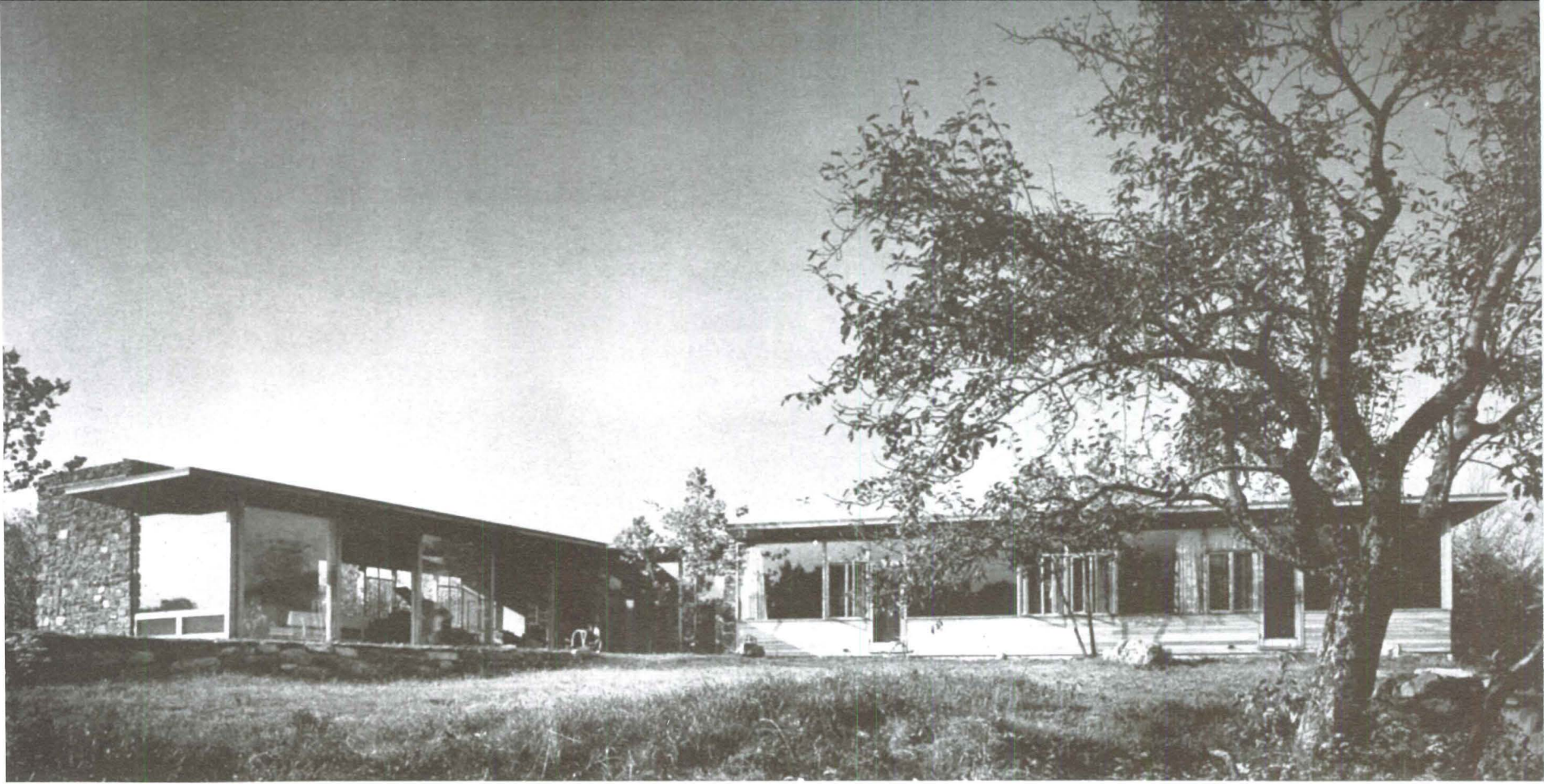
photographs: Peterhans  
Otte Hagel  
H. Finsler



HOUSE IN THE COUNTRY BY HUSON JACKSON, architect







photographs: Ezra Stoller

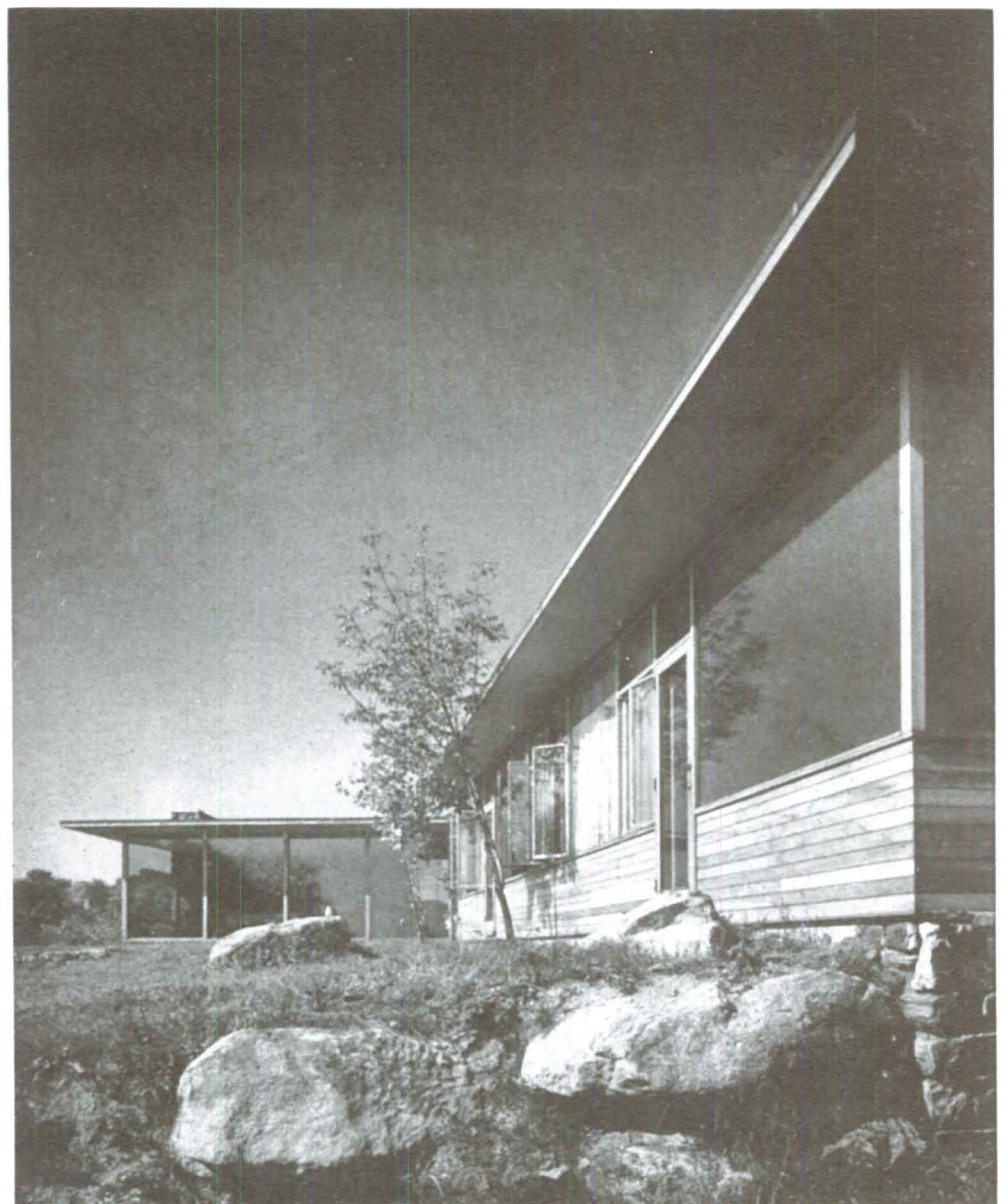
The house was designed and built for a family needing the utmost flexibility in living, because of extremely diversified interests. It had to be a house in which the clients could live a close-knit family life largely without hired help. It had also to consider the privacy of a child and a place where children could play without too much interference from their elders. It had also to provide a peaceful refuge for these elders and their demands for relaxed privacy.

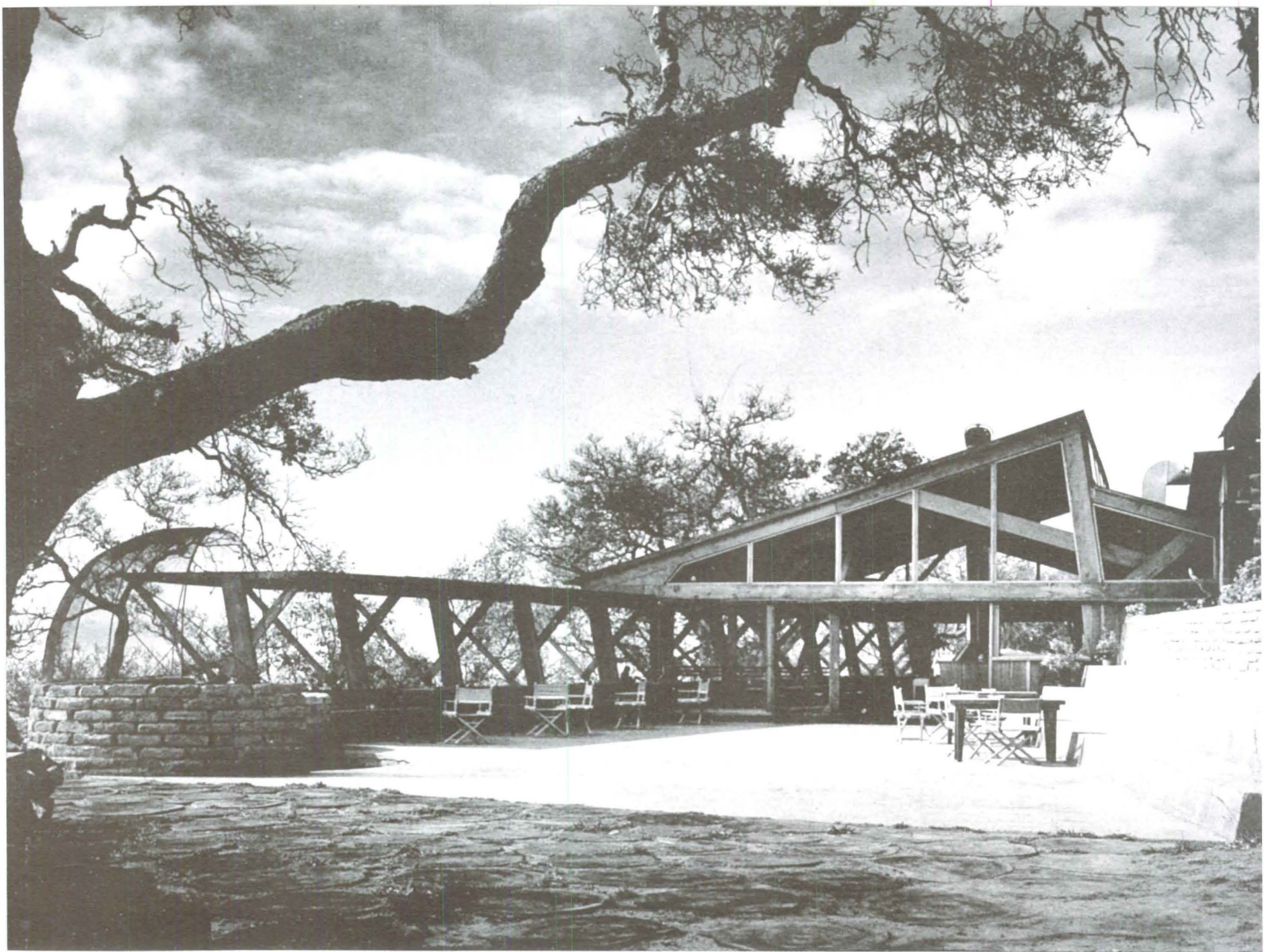
The Y-shaped plan seemed to solve the largest part of the problem, because it not only fitted the site well, but also in taking advantage of gentle 120-degree angles it gave each wing considerable privacy from the others and achieved almost perfect solar orientation of bedrooms, play room and living room.

In general, the materials are field stone and concrete block, with the south and east walls of cypress, and one vertical accent in the field stone chimney.

The unobstructed views include not only terrain, but the things that happen to it and upon it, and this is important inasmuch as the clients seem addicted to the watching of summer squalls and the participation in winter blizzards with perfect comfort.

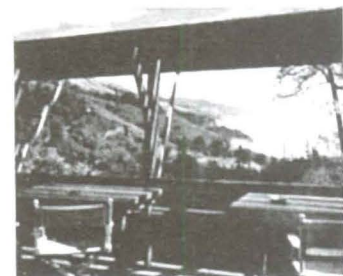
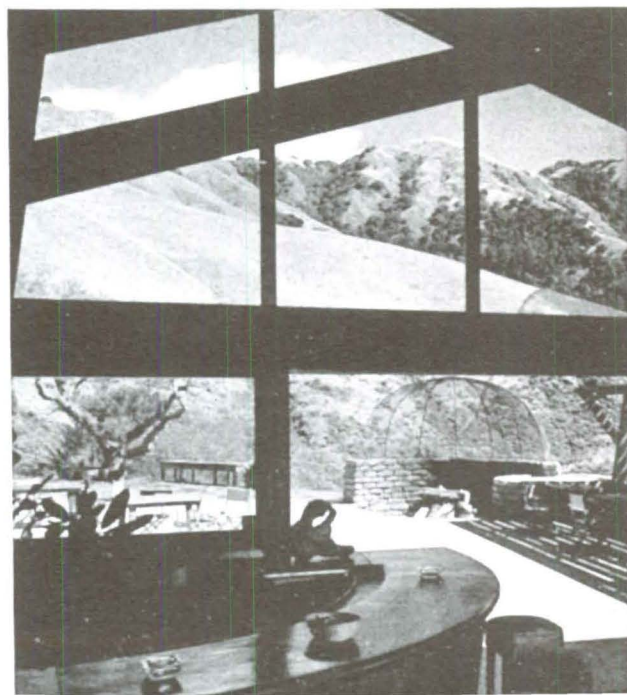
Listed among very few drawbacks is the fact that the house kills an average of a bird a fortnight, as they try flying through the glass. The kitchen is cool when there is a strong west wind, however, with floor coils throughout and by the use of thermopane, the house was found to be more than adequately warm against the weather.

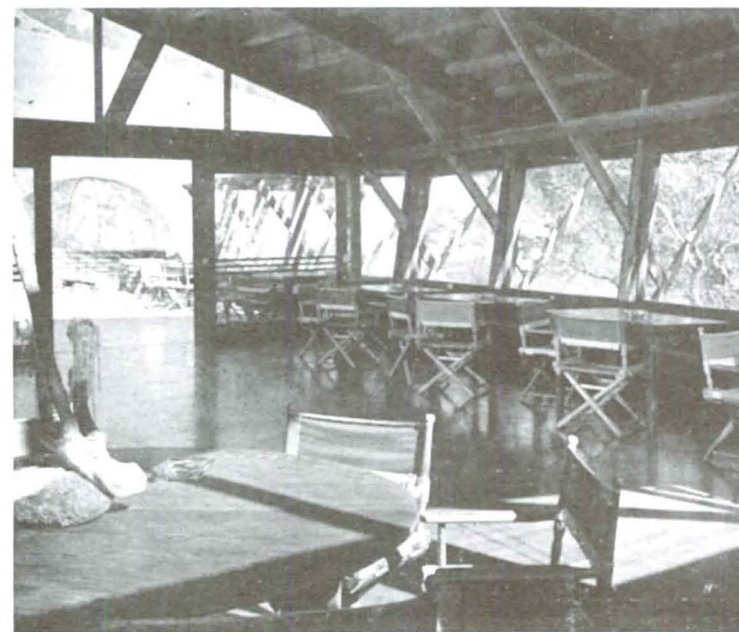
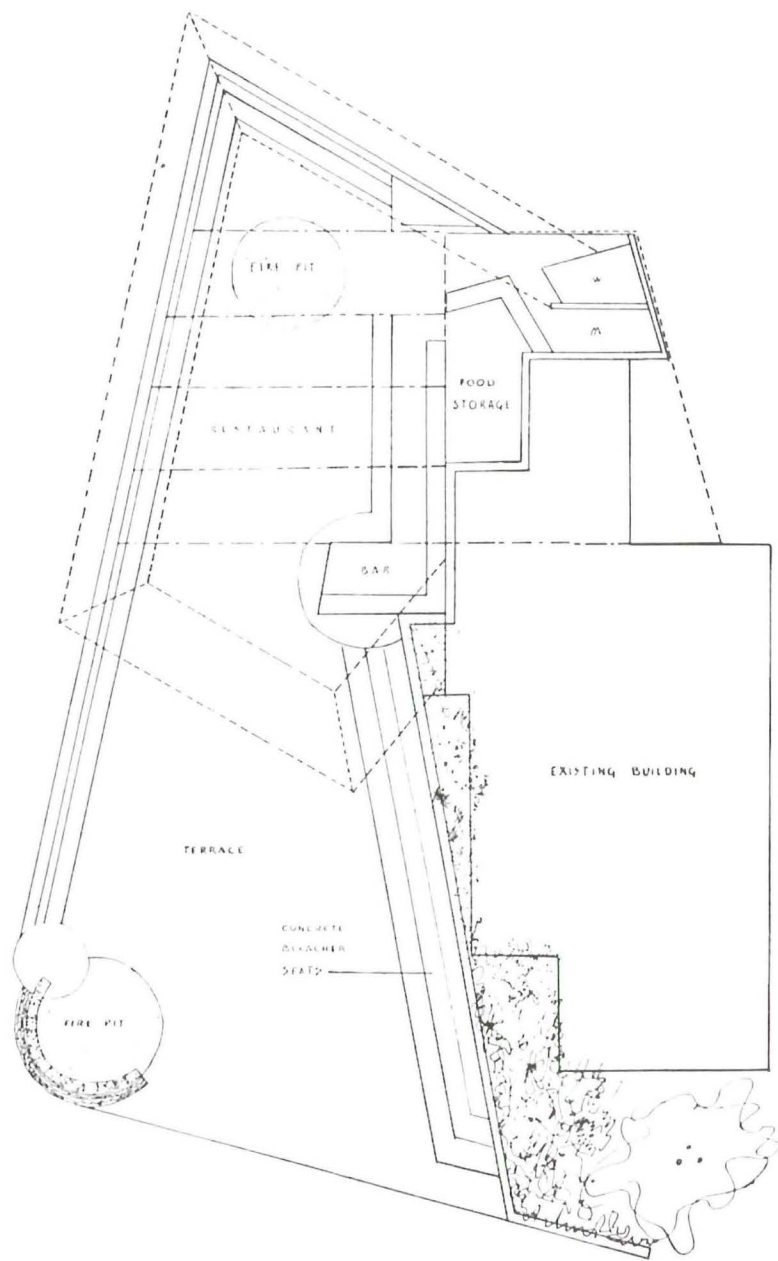




Above: The terrace of concrete slab with approach of huge redwood discs is bounded on the right by concrete bleachers and on the left by a trussed sunshade providing shield for a portion of the tables.

photographs: Morley Baer



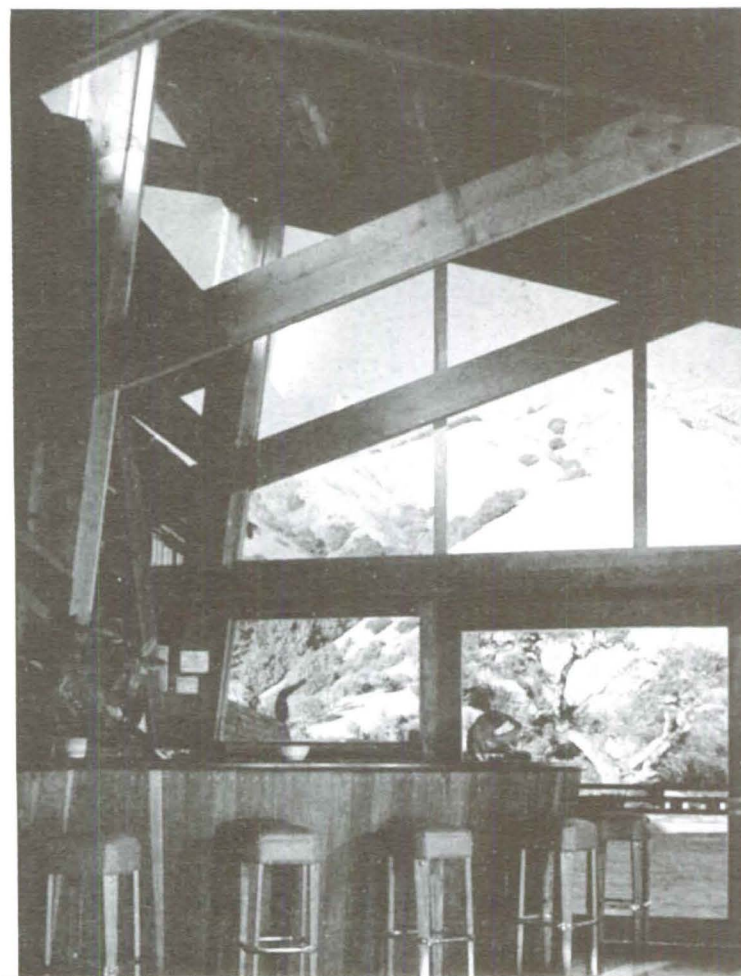


**NEPENTHE: AN OUTDOOR RESTAURANT IN BIG SUR BY ROWAN MAIDEN**  
*designer*

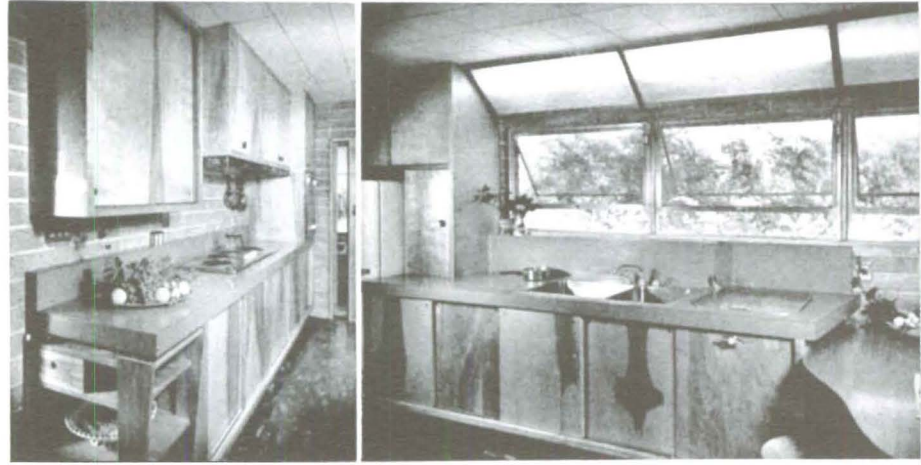
Essentially this is a construction on a large terrace commanding a magnificent view of coast line and shrub-covered hills. It is in the Big Sur country south of Monterey, a wild and undisciplined terrain, with a constantly changing panorama of sun and sea. One comes upon it walking over great slices of redwood logs.

The concrete slab is actually an extension of the dining room floor, and the structure rises out and over that portion of it devoted to the restaurant itself. Actually the general effect is one of a light structural umbrella half extended over a shelf high above the changing world below it. The terrace is bound by concrete bleacher seats against the hill—a trussed sunshade at the very edge of the property and the cage like metal hood over a large barbecue pit. The whole structure is a kind of light shelter projecting from the hill and shading in part a created shelf.

This project is a good example of what can happen with freedom and imagination, disciplined by a strong sense of economy and a creative awareness.







The site, gently sloping and half-covered with a subsistence orchard, was fenced within an area more than an acre. The orchard was kept intact, and the house was developed on graduated levels against it for protection. The main plan was then oriented for the benefits of the sun and the moon, with an irregular pool and a huge black oak tree as the main focus of view. The design and its requirements indicated a solution free of maintenance and chores, full insulation, fireproofing, economical construction and use of standard manufactured items, a house fluid for small or large entertaining. Thus the industrial 8x4x16 (Angelus) lightweight block, dry by nature, was chosen—to be used without fuss or feathers, in a grid pattern. It remains behind kitchen cabinets, wardrobes, shelves and furniture as a patterned backdrop. Throughout, the idea was the use of materials for materials' sake; the full utilization of their engineering values. The planning requirements were developed to release the owner's inhibitions gathered in apartment living. Investigation of kindred colors, materials and textures, the need for low maintenance at all times, were several points considered. The lack of draperies to clean, the use of stainless steel, formica, asbestos, concrete, hardwoods, tinted seeded marine glass panels for privacy, emphasized a practical handling of factory products. The reinforced concrete slab over a layer of vermiculite (plus 2 layers of Richcraft paper and hot mopped tar) is shock resisting, verminproof, insulating, fireproof and moisture free. Integral lithochrome hardener was used as topping. The block joints were

struck horizontally only, and the hollow cores on the south and west exposures were filled with dry vermiculite for added insulation. A grid method of reinforcement, with solid filled cores occurring every 32", gives the building the best earthquake resistant qualities. An 8'-0" ceiling, except 9'-8" in living room, was maintained.

The hard textured walls suggested an acoustical surface complementary to it, so blown asbestos acts as a resonant surface for expert musical installations required by owner.

The minimum trades were employed; contracts for plumbing, heating and electrical work were awarded. Coordination was swift as the designer supervised work and checked on materials.

For the sleeping wing, 1/4" birch ply screens the soundproofed 2x4 partitions, which house many plumbing and utility lines.

Pre-assembled, especially designed, birch furniture units (under supervision at the shop) were ready to slide into place before roofing was on.

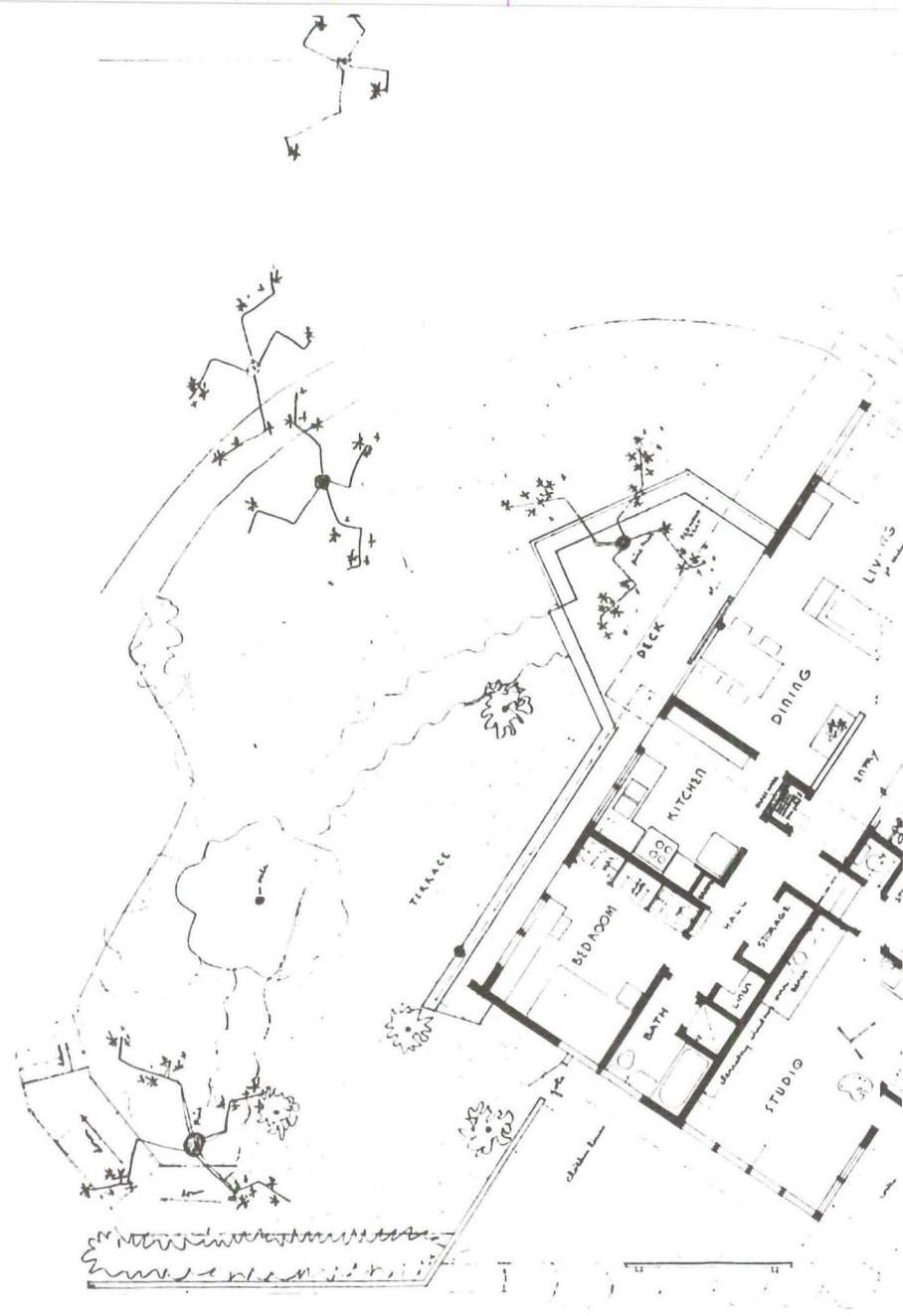
Hot air heating, through underslab ducts, was carried to least obtrusive locations, mainly toe spaces. All built-in furniture design took into account the need of access panels for electrical and plumbing trades, thereby minimizing complexities in the block walls. The flat beamed roof, covered with white quartz to deflect rays, has a 3" fiberglass lining and 1" blown asbestos ceiling finish, for soundproofing and insulation. The redwood fascia and aluminum gravel stop conceal beam ends and bind the design.

For the large carport 3 steel girders and lally columns support a



wood roof, with underside covered with JM flexboard. For the major part of ventilation and view anodized aluminum sliding panels and plate glass were used as doors and windows; ventilating units on east and west side are awning type aluminum sash. The gallery merges dining area with patio, living area with terrace, and the same relation of indoors to outdoors is true throughout, except kitchen and study, where a feeling of enclosure was desired. Space and time-saving factors add to the general scheme of the

continued on page 45

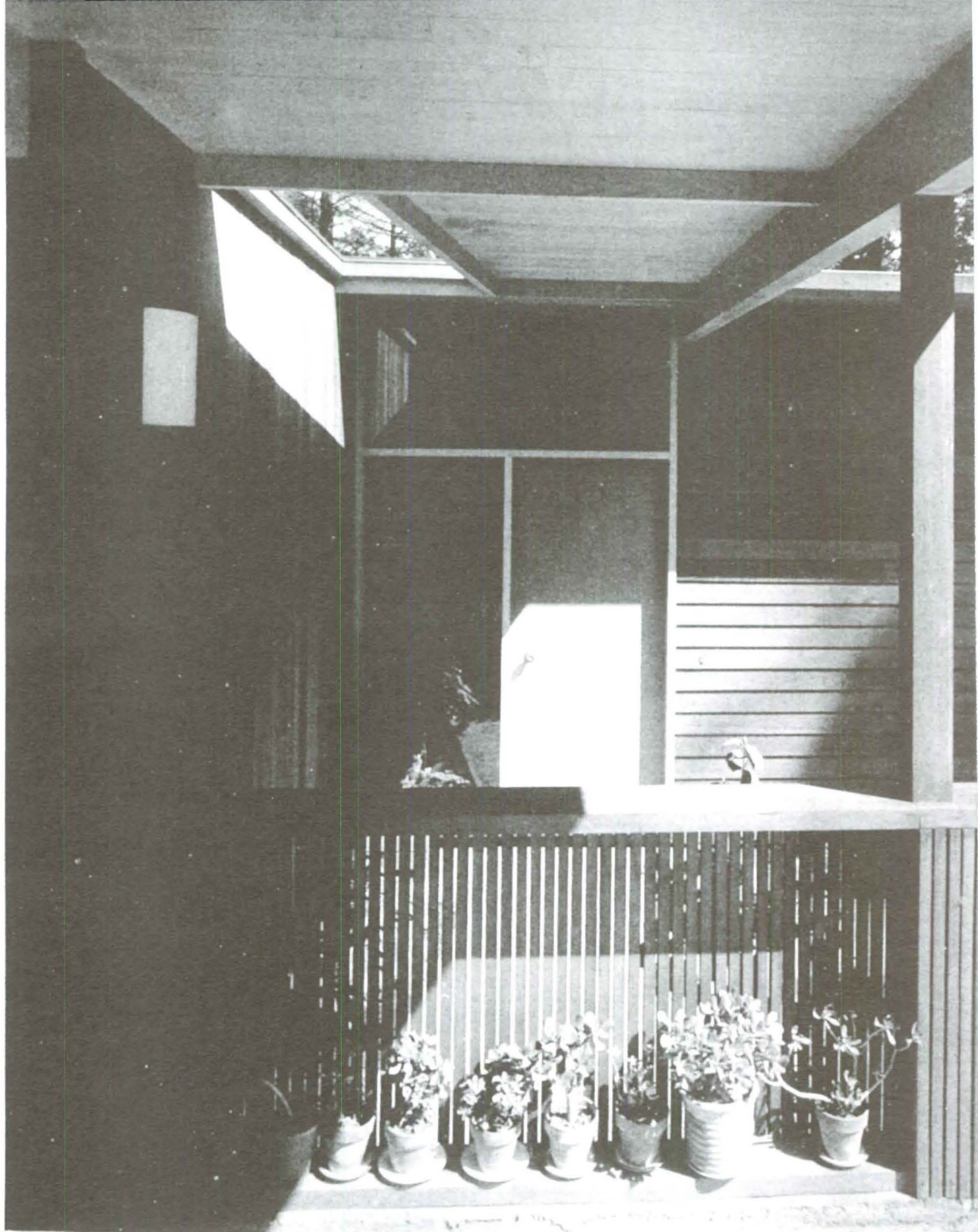
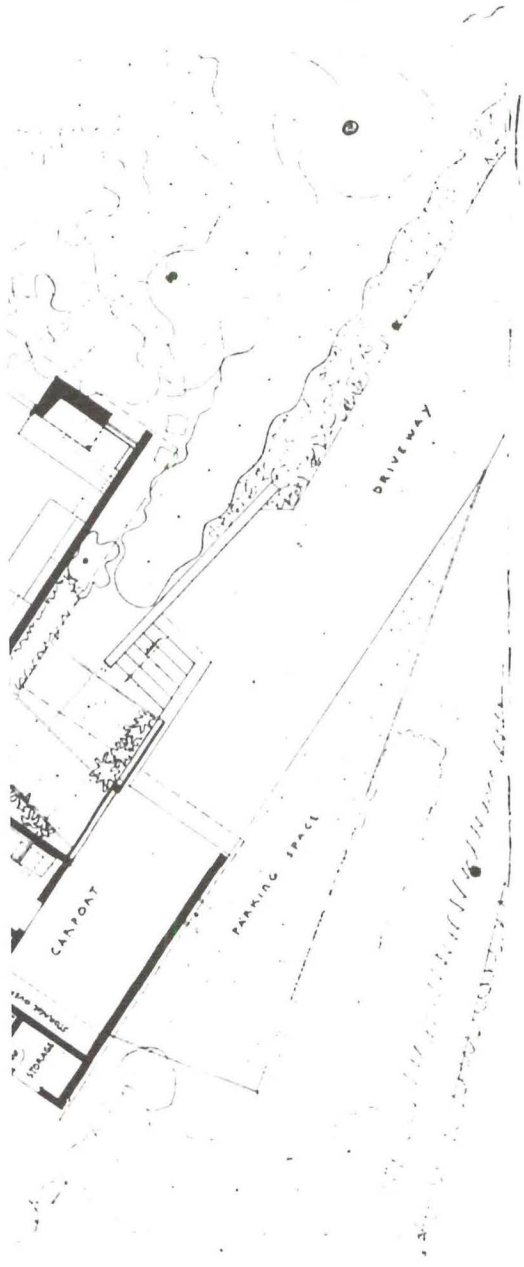


**S T U D I O   H O U S E   B Y   W O R L E Y   K .   W O N G**  
**JOHN   C A R D E N   C A M P B E L L**  
*architects*

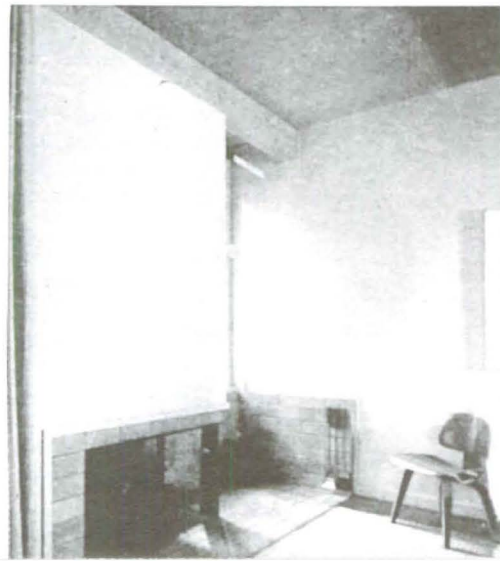
The house was planned at least as a background for contemporary painting and sculpture and for people who have a part in working with it. The essential idea was to create a simple working area in which considerable entertaining could take place, but which could be closed in to the necessary privacies for creative work. The studio was placed to receive north light, provided with a special lighting fixture, and clerestory windows for secondary lighting. The floor is of concrete; there is ample storage for paintings, and a sink. On a limited budget the result had to be what it actually became—a direct and simple structure.

The lot is sloping and thickly studded with pine trees—the space is broken into workable units consisting of living room, dining room, kitchen and bath, one bedroom and studio.





photographs: Rondal Partridge



# GOOD DESIGN, *added objects*

*from the exhibition  
sponsored by the  
Museum of Modern Art  
and the Merchandise Mart  
now showing in Chicago*

A new set of more than 150 exhibits displaying important design advances in the field of modern home furnishings is now added to the continuous "Good Design" exhibition at the Chicago Merchandise Mart, sponsored jointly by The Mart and the Museum of Modern Art.

Chosen from more than 400 submissions to the Museum Selection Committee, these well-designed products are new on the market since the installation of the January "Good Design" show. The Selection Committee was composed of Edgar Kaufman, Jr., of the Museum of Modern Art and Director of "Good Design," as chairman; Serge Chermayeff, Director of Chicago's Institute of Design; and Berthold Strauss, President of Moss Rose Co. The choice was made on the basis of the standard: "Design intended for present-day life, in regard to usefulness, to production methods and materials and to the progressive taste of the day."

This new and original design can be divided into two types: one that shows lightness, refinement of proportion and detail and a new sense of intrinsic elegance, with harmony in the use of materials; the other showing development of the casual—familiar for country and outdoor living—but of a type which is trim and neat enough to be agreeable inside as well as outdoors.

A few worthy designs were overlooked in the January selections in the haste of organizing a

ture—chairs, dining and casual tables and storage units—included in the exhibition is the clearcut articulation of their design. It is immediately apparent that each structural component is doing its special job, and despite the fact that most furniture must be composed of many arts, this clarity of expression carries over into the whole. The furniture shown uses techniques ranging in inspiration from the traditional to the highly experimental, yet all are progressive in their form. Despite a frequently voiced idea that furniture is technologically and even stylistically backward in its development in the U. S., there is every evidence here that the industry is making a considerable advance.

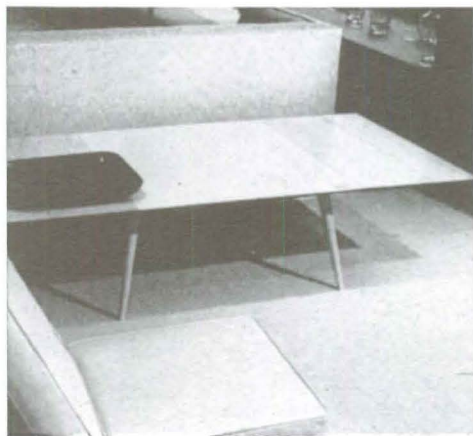
The furniture by more experimental designers indicates that these innovators are becoming more sure of themselves, more fluent as they become more generally accepted.

In both types of design there is marked indication of a development toward lightness of line. The framing is notably thin, and even storage cases are restrained in their dimensions. The Museum-selected Committee felt it was important to be able to continue the tradition of showing both trends in this "Good Design" exhibition.

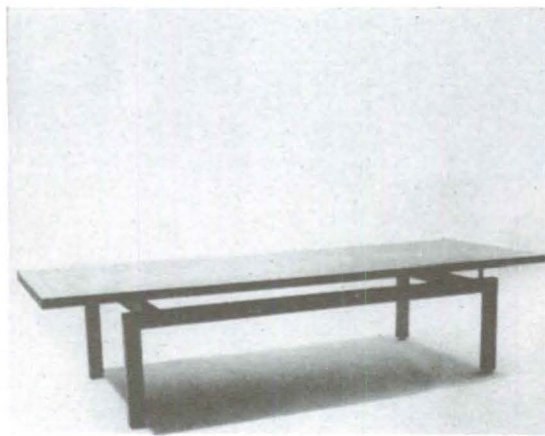
In addition to two trends in ideological approach on the part of modern designers, there is a great variety of uses of materials and techniques in the furniture shown.

"Very warm and genuine thanks are due the

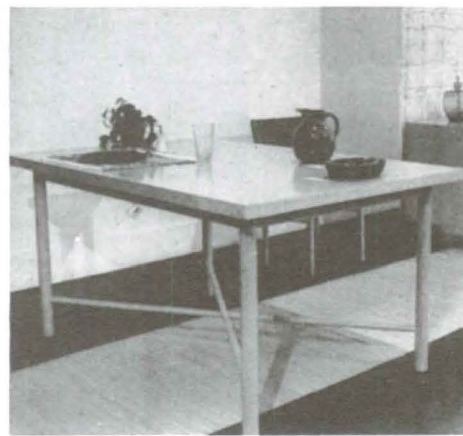
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photographs: Fran Bryne

new enterprise. These are now being put into the exhibition. Moreover, the Selection Committee feels that especially with the spread of information about "Good Design" an even larger percentage of enterprising new home furnishings has by now been submitted and carefully examined.

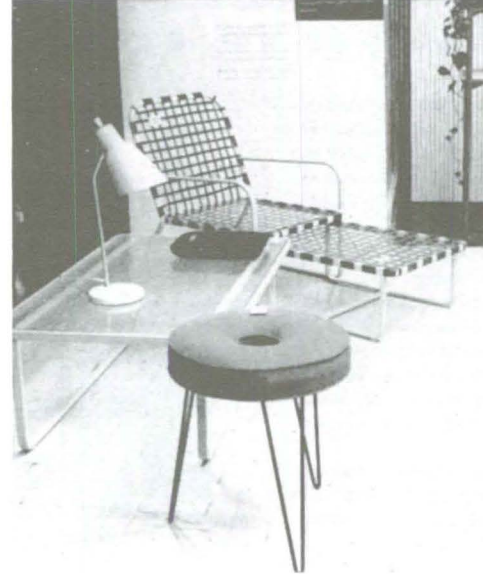
The present enlarged showing will continue in The Mart until November. New selections will be made at that time and added to the exhibition. In addition to this enlarged show at The Mart, which will be as good a representation as can be found of everything of new design put on the home furnishings market in 1950, the Museum of Modern Art will install a concurrent exhibition of as many of these same products as its space will permit.

Perhaps the outstanding characteristic of the furni-

trade for real cooperation in making possible the scope and effectiveness of this whole program. This is the first time the Museum has had the opportunity to organize a series of home furnishings exhibitions geared to the timing of the market itself. Even these first two collaborative showings have been a strong indication of the many advantages of such an arrangement—the opportunity to discuss design problems with manufacturers, retailers and salesmen as well as designers, the chance to test the Museum's standards in the active world of business, an unprecedented working basis between the Museum and the industries. There is no doubt that this is the finest opportunity ever offered an educational institution to relate its standards and influences to every day life, and to develop them accordingly."—Edgar Kaufman, Jr., Director.



1. Chair designed by Finn Juhl, distributed by Frederick Lunning, Inc. 2. Chair designed by Alvin Lustig for Paramount Furniture Co. 3. Floor lamp designed by Gerald E. Thurston for Lightolier, Inc. and chair by Edward J. Wormley for Dunbar Furniture Mfg. Co. 4. Chair by Hendrik Van Keppel for Daystrom-Balboa Corporation; Fabrics by Bronzini of Italy for William H. Sparr and hand printed fabric by Juliet and Gyorgy Kepes for Laverne Originals. 5. Stool by William Armbruster for Edgewood Furniture Co.; Coffee table and aluminum lounge chair by Robert Brown for The Brown-Jordan Co.; Lamp by Harry Gitlin for Middletown Mfg. Co. 6. Chair by Carola for House of Italian Handicrafts. 7. Coffee table by Paul McCobb for The Winchendon Furniture Co.; Joined cushion by Edward Wormley for Dunbar; Plastic bowl by Plastic Productions. 8. Cocktail table by Joseph Salerno for Corviglia Furniture, Inc. 9. Dining table by Robert S. Levine for Woolf Furniture Co.; Water jug by Edith Heath; Pepper mill by Trudi and Harold Siterle; Vegetable dish by Brusche Ceramics; Glass by Baccarat & Porthault. 10. Ash receptacle and fruit table by Jane Kidder for "Wireware." 11. Dining table by Joseph Salerno for Corviglia Furniture; Loveseat by Eero Saarinen for Knoll Associates; Reed trays by Ed Langbein for Langbein Giftwares; Jug by Johan Rohde



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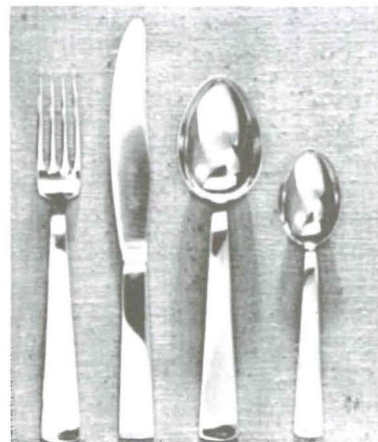


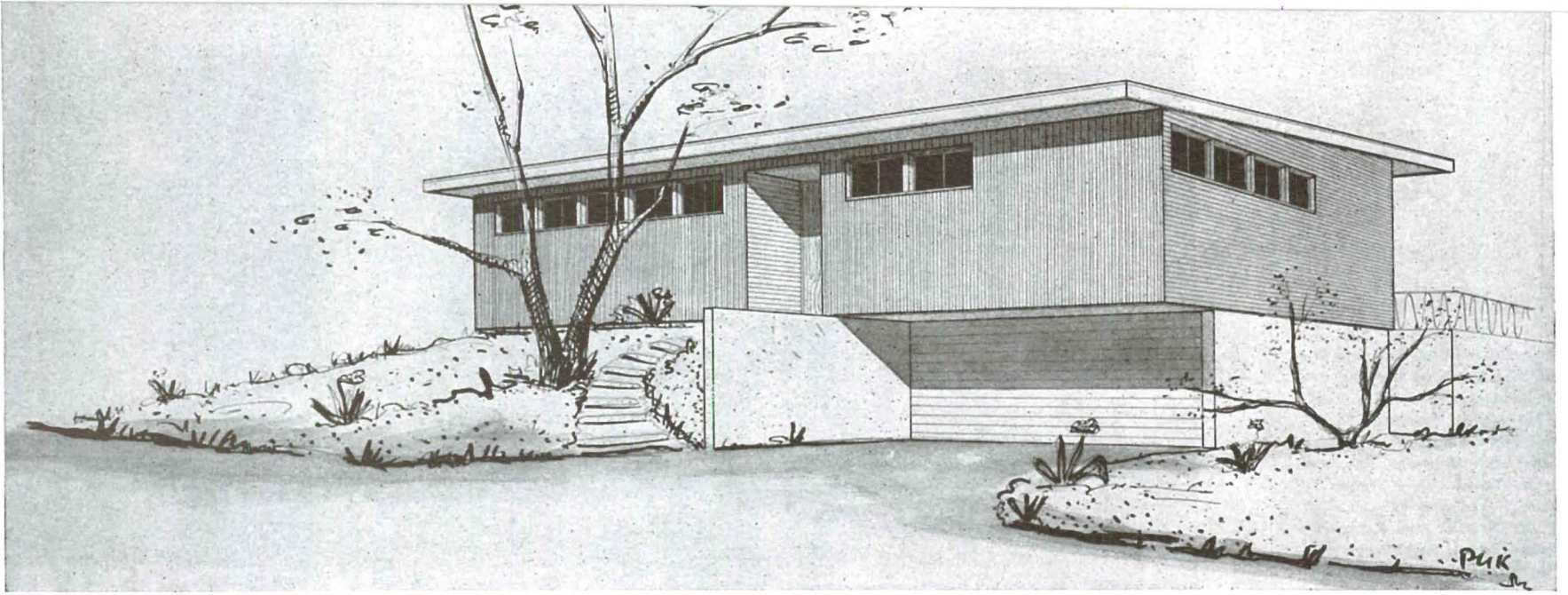
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for Georg Jensen, Inc.; Bowl by Baccarat & Porthault. 12. Chair by Davis Pratt for Kula & Pratt; Lamp by Bohlman for Baldwin Kingrey, Inc.; Coffee table by Hosken, Inc.; Chair by Fred Tydor for Universal Converting Corp. 13. Chair and dresser by Robsjohn-Gibbins for The Widdicomb Furniture Co.; Glass vase by Alban Conway; Lamp by Greta Magnusson-Grossman by Ralph O. Smith Co.; Coffee table by Edith Hernandez & Co. 14. Stainless Steel Flatware by Gio Ponti distributed by Fraser's. 15. Glassware by Alban Conway for Fenini Glass. 16. Bowls by Dickman Walker distributed by Pacific Shop.





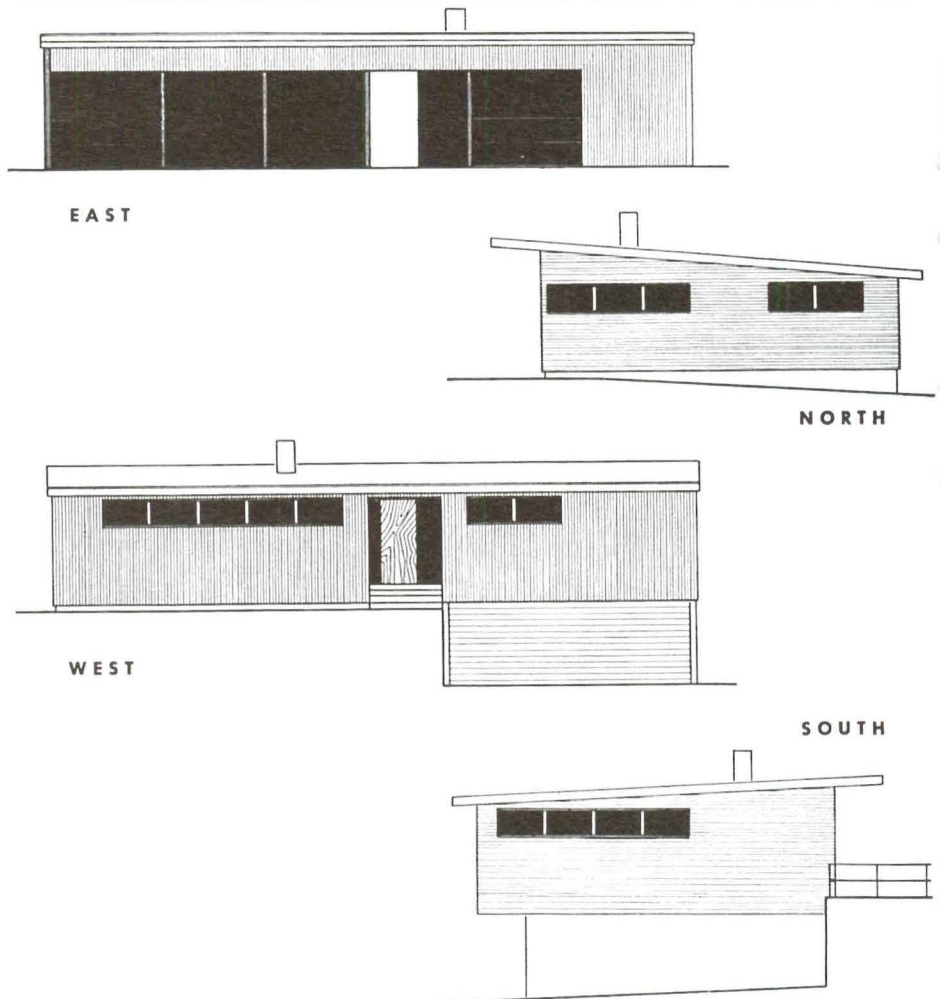
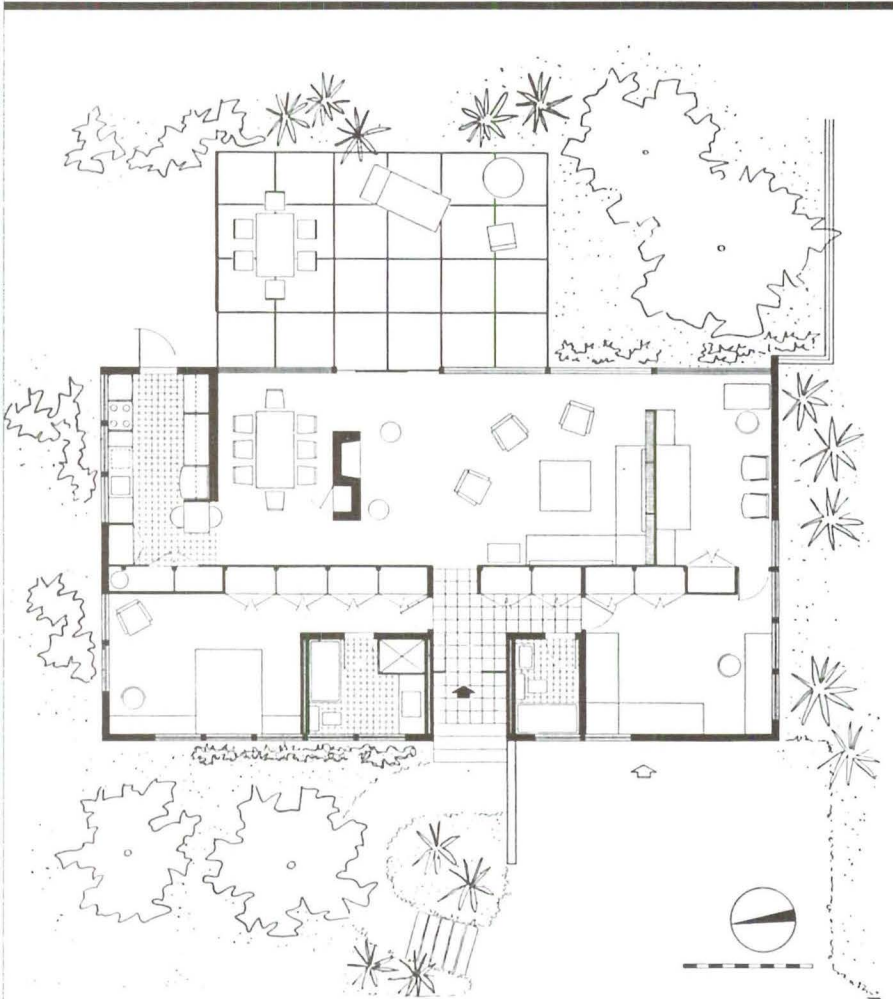
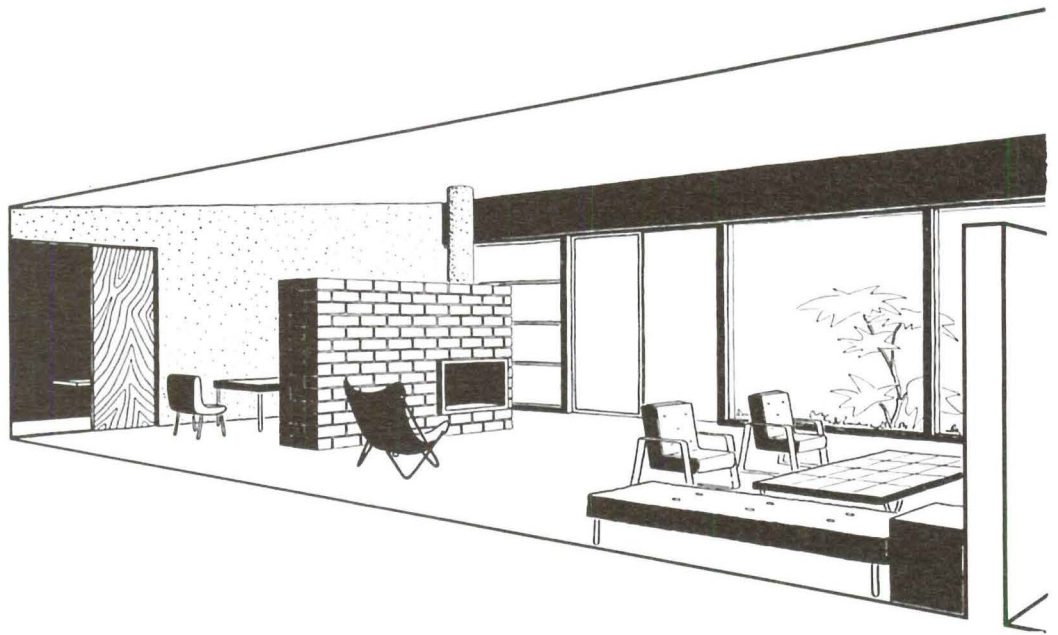
**PROJECT FOR A HOUSE IN CALIFORNIA BY PETER U. KOLLER, designer**

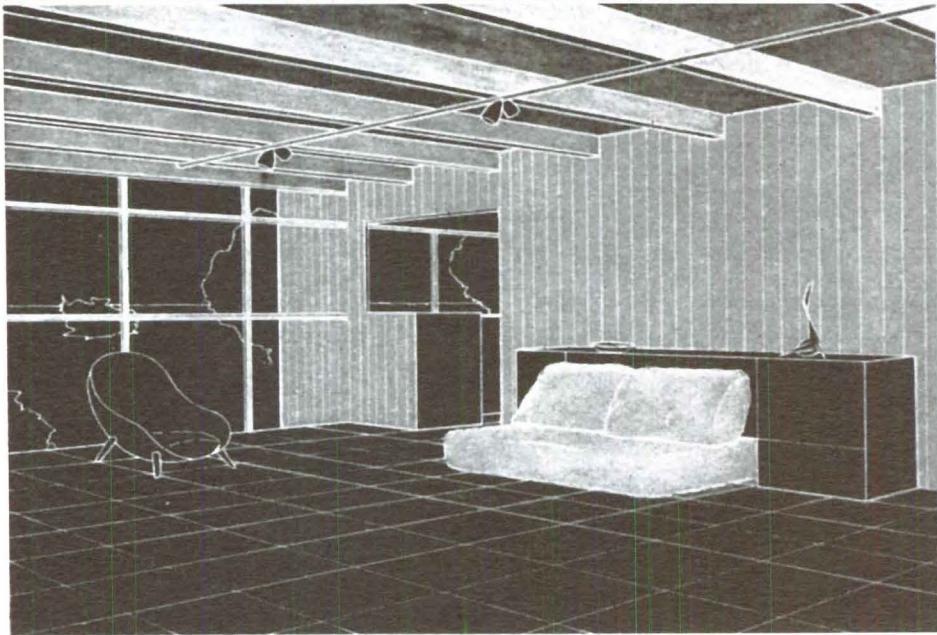
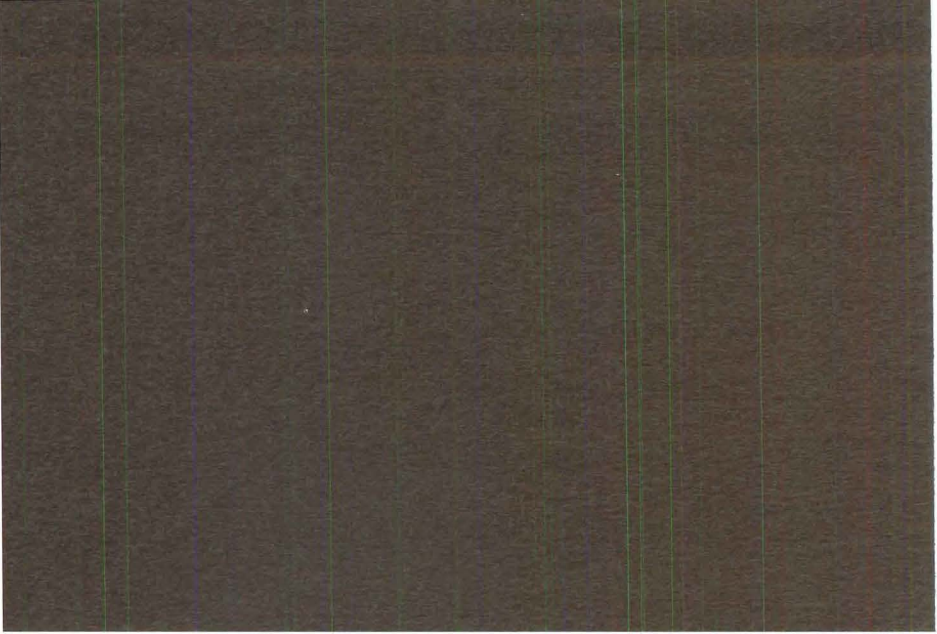
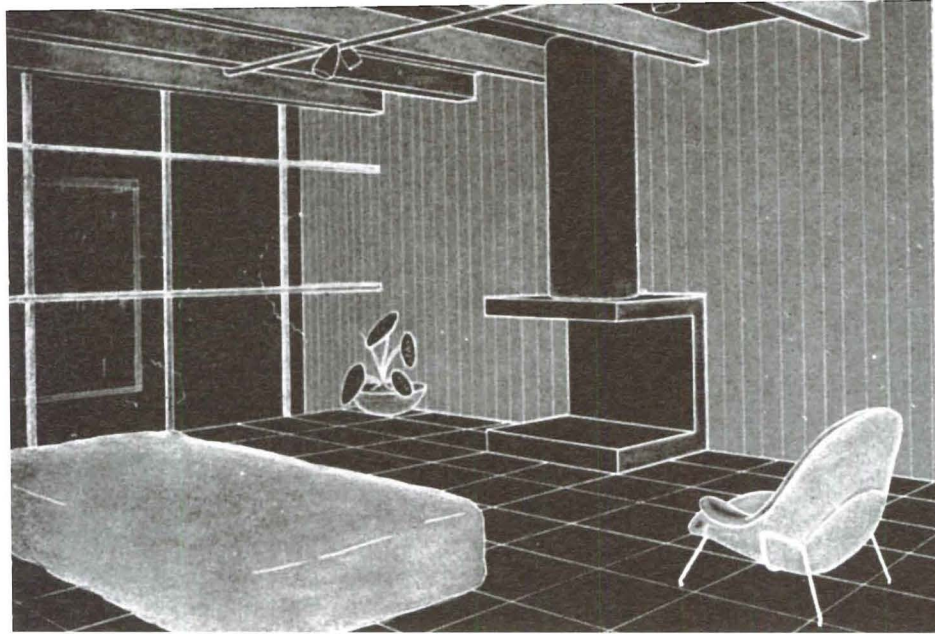
**Problem:** a maximum of space for a minimum of money.  
**Solution:** economy in shape, clear traffic, separation of living and sleeping area by entire wall of closets with no emphasis on mere appearance. A satisfying distribution of 16 equal windows on three elevations for a good relationship between openings and walls. The importance of the garage is diminished by recessing it under uninterrupted horizontal line of the house above.

The lot is on a southwest slope with privacy only on the east side. The entry is a center of circulation with provisions for general storage. Both bedrooms have cross-ventilation. The living area is separated from the den by high book-shelves and from the dining area by the brick fireplace. All dining areas both in and out-doors are accessible easily from the kitchen.

The building is supported by two walls with a line of columns in the center. The columns are spaced 4'-0" on center, x 1/2" hardwood plywood on the side facing the living area with closets on the bedroom side.

The exterior walls: redwood siding; roof: composition; ceilings: plaster; kitchen and bathroom floors: asphalt tile; other rooms: carpeted.





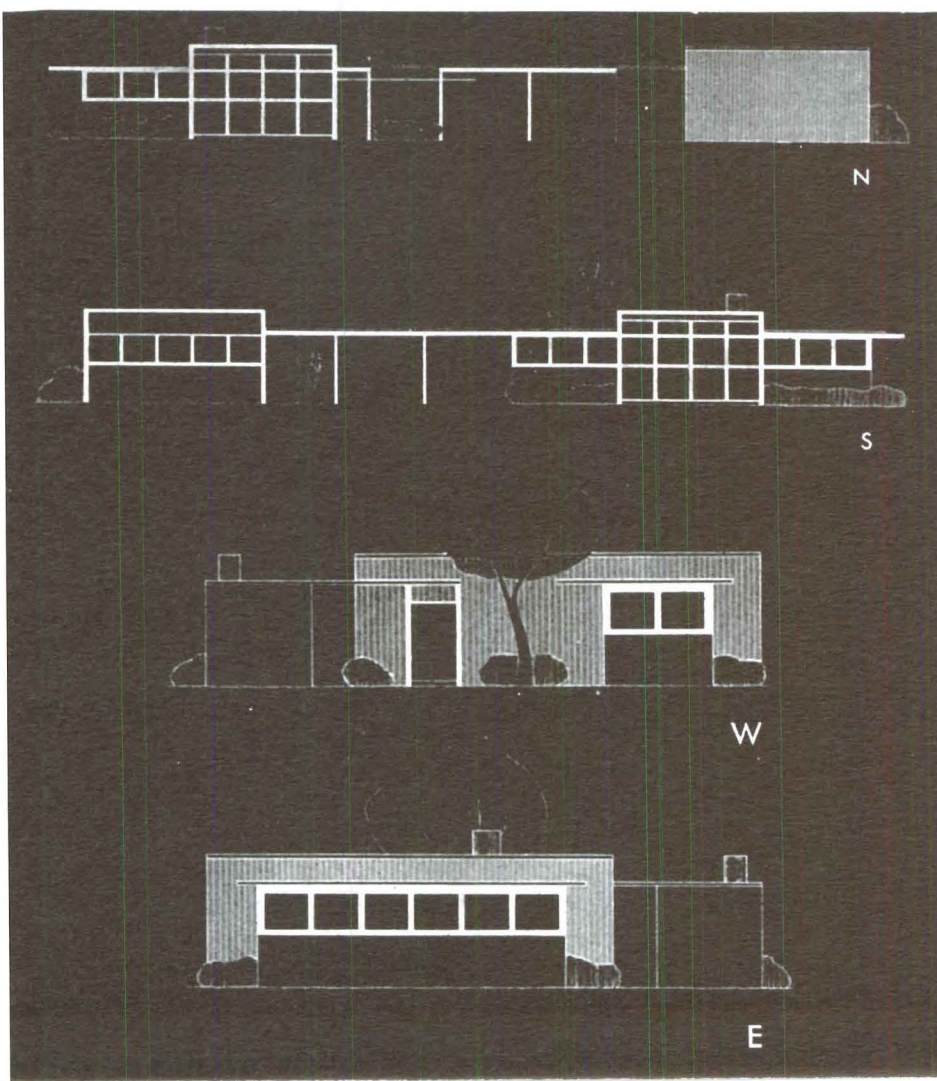
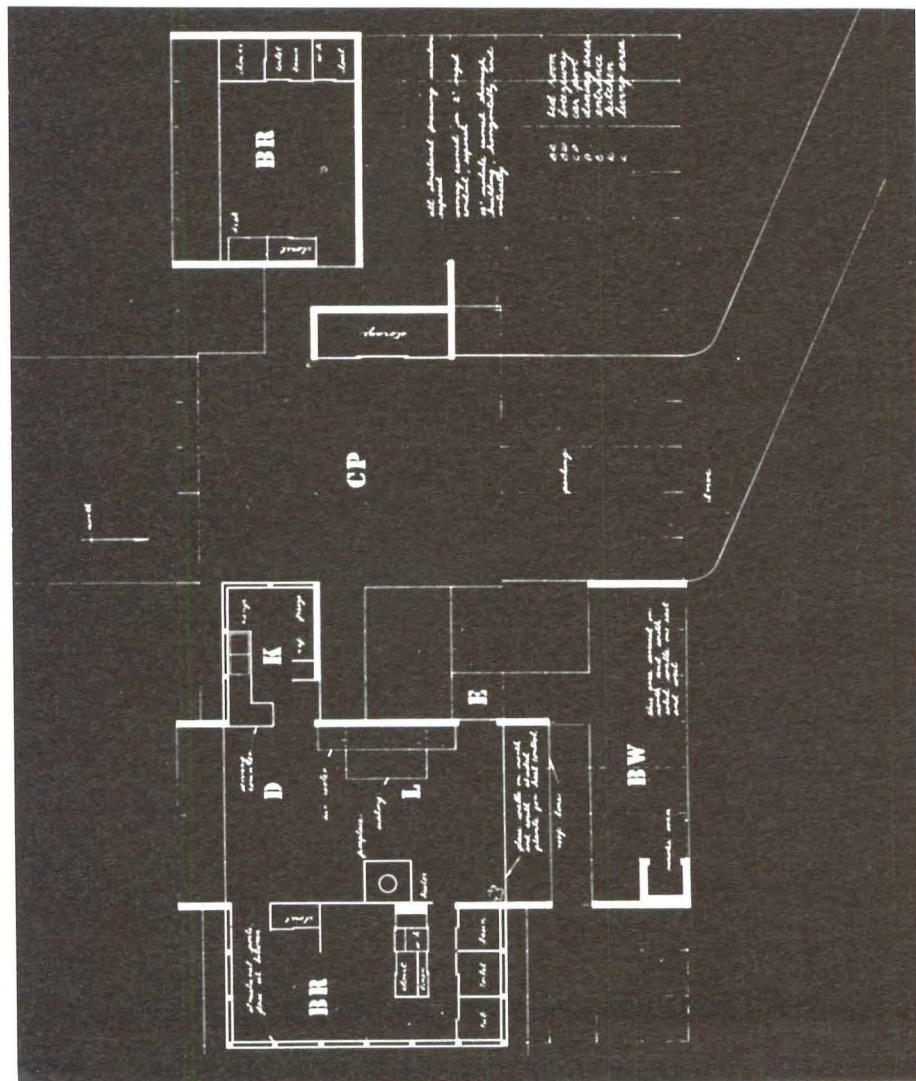
The entire layout is based on a 48" module, horizontally and vertically, which facilitates the use of standard building materials—insulating boards and plywood—as well as lumber lengths.

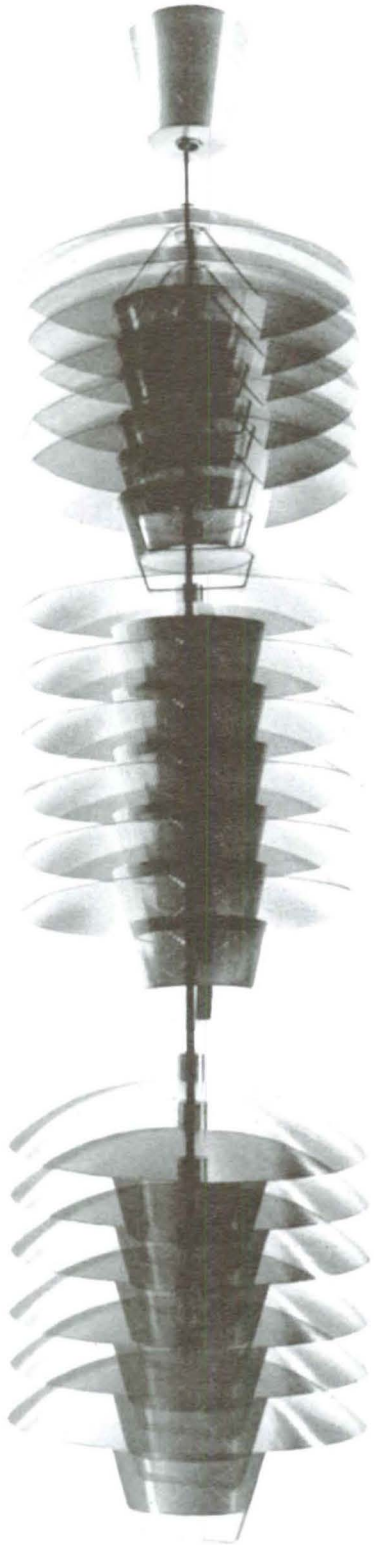
A major problem is summer heat; therefore, the living-dining area has large opening windows at the north and south ends. The high ceiling is composed of two-inch sheathing, one-inch insulating board, aluminum foil, and built-up roofing with white covering. An air-conditioning unit will cool this area, the bath, bedroom, and kitchen. A prevailing southeast breeze will also cool the sleeping area. The bath units are compartmented, opening into the bedroom and living area. An open car-port separates these units from a building consisting of a sleeping or work area and bath. Storage and water heater, to avoid long plumbing runs, help make this a private unit.

The interior drawing shows the reinforced concrete fireplace opening into the living-dining area. The exposed rigid conduit is seen with attached lights. This conduit is carried throughout the house as an integral part of the design. All lights, switches, etc., come directly off of this one conduit or are connected by smaller conduit. Through the glass to the left, the breezeway can be seen.

The lower drawing shows a seating unit which can be pulled out from the surrounding cabinet and used for sleeping. The cabinet contains, at one end, an air-conditioning unit. The opening toward the left end of the wall shows the entrance to the kitchen and the serving counter.

PROJECT FOR A HOUSE IN TEXAS BY FRANK LaPRELLE, designer





**REEL LIGHT**

Catalog

Number

GL5

**GENERAL LIGHTING COMPANY**

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WESTERN DIVISION OF LITECRAFT MFG. COMPANY NEW JERSEY



## NEW PRODUCTS MERIT SPECIFIED FOR 1950 CASE STUDY HOUSE

Progress toward the completion of Case Study House 1950, first sketches of which are published in this issue of Arts & Architecture, was rapid during the last month and, barring the unforeseen, it now appears that within 30 days it will be ready for furnishing, equipping, and final landscaping. Due to the simplicity of its construction, no major problems have developed, although the war situation has made it more difficult to obtain deliveries on some products exactly when they are needed. During the last month Raphael Soriano, AIA, has written several more merit specifications for products which will be used in CSHouse 1950, and now has practically completed his selections. When CSHouse 1950 is opened to the public—it will be on exhibition for a period of four months—it will incorporate nearly 500 different products made by more than 200 manufacturers. It will present probably the best product cross-section of any of the earlier 14 CSHouses.

Among the more important new merit specifications for CSHouse 1950 calls for the use of Kwickset Locksets, manufactured by Kwickset Locks, Inc., Anaheim, Calif. These locksets are designed with an eye to both beauty and utility, and offer a rich simplicity which is in tune with the design of CSHouse 1950. Their clean symmetry of design, distinctive styling, and finishes in brass, bronze and chrome give them an edge over competing products. Finishes, incidentally, are protected by a special baked-on plastic coating that permanently prevents darkening or other discoloration.

Kwickset locksets, which have very few working parts, provide rugged durability through precision-built construction. They are engineered to provide a life-time of trouble-free service. Accelerated laboratory tests duplicating actual "in use" service have given them high ratings. After more than 8½ million turns on an accelerated laboratory test, equivalent to 550 years of normal service, Kwickset locks still functioned perfectly. They utilize the pin tumbler type of lock design, which provides maximum resistance to picking and permits practically an unlimited number of key arrangements.

As have all other architects who have designed CSHouse, Mr. Soriano has written a merit specification for the use of Knappe & Vogt K-Venience Clothes Closet Fixtures in CSHouse 1950. K-Veniences make closets so convenient they practically hand out your clothes. They include every type of fixture which could make a closet more accommodating and easier to use, from adjustable clothing carriers which will fit any closet to fool proof and highly practical shoe racks and trouser and skirt hangers. They include a line of tie racks which make it reasonable for the average man to own more than one tie. All fixtures are well engineered, all are chrome finished.

In addition Mr. Soriano has written a merit specification for the use of a new line of Knappe & Vogt Kitchen K-Veniences which are practical enough to give all other manufacturers of such items uneasy moments. These include a K-Venience disappearing pan rack, a disappearing towel rack, a sidewall towel rack, a double prong utility hook (for brooms, dust mops, etc.), and an over-the-door hanger to be used when ironing. These have been developed after close study, and apparently after a long series of conversations with women who know what's to do in the kitchen. They are of the same quality and good appearance as other Knappe & Vogt K-Veniences.

The problem of what to do with garbage, tin cans, broken bottles and other discardable refuse was well solved with the authorization by Mr. Soriano of a Majestic Underground Garbage Receiver. This is a well designed unit which is buried in the ground or a block of concrete with just the lid, which has a foot pedal for opening without stooping, showing. The

inner can is of 26-gauge steel, the top and flip-up lid of pressed ⅛" steel, and the body of 16-gauge steel, all rust-proofed. The receivers come in 8-gallon to 25-gallon capacities.

Although such an item may seem to be unimportant, particularly in a house which will also be equipped with an incinerator and a disposal unit, it serves a highly practical purpose in that there is always refuse which must be manually discarded and stored until it can be hauled off the premises. This kind of a garbage disposal unit prevents flies, keeps animals from getting into garbage, and is not unsightly. Also, and of great importance, is the fact that it keeps broken glass out of the way and prevents garbage odors—garbage does not ferment in such a receiver.

In a contemporary house the selection of spreads for beds is always difficult, due to the tendency of manufacturers to turn out anachronistic monstrosities that neither make excuses for themselves or sense to anyone else. However, in the case of CSHouse 1950 Mr. Soriano found a good solution in Monument Bedspreads, which come in a number of interesting textures and acceptable patterns. The colors are fresh and strong enough to carry weight, but subtle enough to blend with the rest of the rooms in which they are used. A "hokus pokus" pattern was chosen.

Feeling that close attention should be paid to bathroom accessories, Mr. Soriano has been slow in making his selection. However, he has finally written merit specifications for the use of Faries bathroom cabinets and bathroom accessories. The former are of clean, simple design, and incorporate a number of exclusive features. Most interesting of these is an inner cabinet built into the upper left corner of each unit for the storage of drugs and poisons. This is opened and closed by a concealed button, so that it affords protection for children who otherwise might get into trouble.

The Faries line of bathroom accessories is ingenious as well as well designed. Several of the items in it can be moved to the right or left or forward or back after they have been permanently installed, thus making the most of placement possibilities. Included in the line are several fully recessed pieces. Among these is a new item—a recessed miniature cabinet for toothbrushes, soap, a tumbler, toothpaste and other small items. This cabinet has its own door. All items in the line are of sturdy construction, and come with a rich Fari-Chrome finish. These items are certain to attract wide and favorable comment when CSHouse 1950 is shown.

A merit specification has been authorized for a pleasant portable table lamp designed by Harry Giltin for the Middletown Manufacturing Company. This lamp has a 16-inch brass stem set into a brass ball in the base. It has a concealed mechanism affording complete universal movement. The swivel at the top of the stem allows its spun aluminum housing to be rotated in all directions. It comes in baked enamel colors—leaf green, soft white, pewter grey, cherry red, lemon peel—and in brushed brass. The shade

is either bullet shaped or cone shaped, and the cone shaped shade will be used in CSHouse 1950.

Convenience in the kitchen of CSHouse 1950 was further assured by the merit specification by Mr. Soriano of Cosco household utility chairs, stools and tables. These products are sturdy, smartly styled, and designed to help with the housework in a wide variety of uses—in the kitchen, laundry, nursery, bath—throughout the house. They include step stools to get to high places, posture back chairs, work seats and movable tables. All models are constructed of heavy gauge steel, with all edges rounded or turned, tested to support 1,000 pounds. Legs are equipped with floor-protecting gliders. Upholstered models are covered in washable, stain-resistant plastic fabric, and metal finishes are either chrome or enamel. They come in a variety of good colors.

The dangers and discomforts of using a portable electric heater for quick heat purposes has been eliminated in CSHouse 1950 by the merit specification of an E-C portable thermostat for use with portable electric heaters. It requires no special wiring and no wall installation. It combines a super-sensitive, highly accurate thermostat with a cord and series adapter. The thermostat can be plugged into any outlet, and the portable heater is plugged into its adapter plug. By setting the dial the heater can be kept at any desirable temperature. It saves considerable current.

The E-C thermostat can be used with any portable electric heater rated up to 15 amperes, 110/125 VAC. It is an ideal heating arrangement for quick and constant heat when needed for special purposes in living quarters, nursery, sick-room, bathroom, office, or greenhouse. It maintains a temperature differential of only one-half of one degree Fahrenheit. This thermostat is approved by Underwriters Laboratories, Inc. It is readily available through Electric Controls, Inc., and is not expensive.

For the record, following are descriptions of several other products which were merit specified earlier. As explained in earlier issues of the magazine, no product is merit specified for use in the CSHouse Program unless it can pass the careful examination of the architect designing the individual CSHouse. Therefore they represent products chosen carefully by qualified men from among all of their competitors.

One of the most interesting newly merit specified for use in CSHouse 1950 by Mr. Soriano calls for the use of Wallfab, a washable plastic wall covering from which ink, food, grease, pencil marks and dirt can easily be removed, on the walls of the kitchen and the two baths. Although only plain colors will be used in CSHouse 1950, the product comes in several patterns—in as many patterns as are available in cloth.

Wallfab is a plastic-impregnated twoply laminate of cloth and paper. Cloth, paper and plastic are literally welded into one. A new polyester-type plastic saturates the cloth and paper, locking them inseparably and forming a protective surface when the laminate is cooked at high heat. When completed it is flexible, rollable and easily and inexpensively applied over any smooth wall. It costs no more, and often considerably less, than any other permanent type decorative wall covering, such as baked enamel, wall-board tile, or imitation tile.

A marked touch of luxury will be given to CSHouse 1950 by the use of Wunda Weve cotton carpets not only in the bedrooms but in the two bathrooms. Wunda Weve rugs are loom woven, and wear comparably with quality wool broadloom. In them tough, durable cotton yarns are pre-dyed in a wide range of pleasant plain colors for perfect color penetration and evenness of tone. Pile is loom woven through the back and double locked for better durability. They can be easily washed—they don't fade or shed in the washer—and they come out as fluffy as new.

In order to use Wunda Weve rugs in the two bathrooms, twin sets of rugs will be made, so that while one set is being washed the other set can be in service. In this manner, inasmuch as they will be laid over Dodge Vinyl-Cork Tile, all danger of matting and moulding will be eliminated. They will be easily installed and removed by using Roberts Smooth-edge Carpet Strips, which work very much like the old fashioned curtain stretchers. With this combination of products the use of wall-to-wall carpeting in the bathrooms seems to be highly practical.

Wunda Weve rugs, which have a cut pile, should receive a strong response from those doing contemporary interiors because of its reasonable cost and because of its wide range of colors, which include wood rose, dusty rose, forest green, fairy green, cherry red, gold, taupe, gray, ancient ivory, dove gray, magic blue and muted beige. They are available in fringed scatter sizes from 24"x36" to 36"x60", and in unfringed sizes from 4'x6' to 12'x18'. Other sizes to order sell at \$1.10 per square foot.

CSHouse 1950 will present a new type of lamp—one of which combines good lighting with good design. Called the "Mobile," it has everything the name implies. With each turn of the flexible arm a new effect is achieved. The lamp, which comes in both a table model and a floor model, consists primarily of a gooseneck and a "double" shade of hand-laced glass floss laced together to completely conceal its single bulb. The shade diffuses the light, but is sufficiently translucent to provide ample light. In one spot the shade emits a highly concentrated light.

In the table model the Mobile has a gooseneck which extends to the base. In the floor model there is a long standard, about half the length of the usual standard, above which the same length of goose neck serves. Shades come in any combination of coral, chartreuse, cocoa, white, red, yellow and green and will not fade. The clam-shaped hydrocal bases are finished in coral, chartreuse, cocoa, white, black, red yellow, green and gold. This is a highly practical pair of lamps, and undoubtedly will find a ready market among those looking for something new and good.

Among the lighting fixtures which will be used in CSHouse 1950 will be Amplex Adapt-a-Unit Swivelites, a new idea in display and accent lighting. All basic parts of these well designed units are interchangeable, affording the user to extend his ingenuity in accomplishing any desired lighting arrangement. Designed primarily for commercial applications, their use in CSHouse 1950 will mark their most important use to date in residential construction, and will give Mr. Soriano

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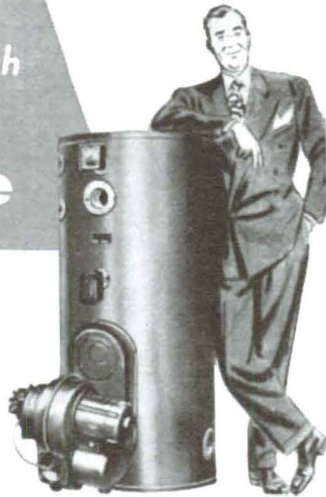
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wide leeway in planning his lighting arrangements.

Swivelites' advanced design includes these four outstanding features. A doubleball swivel provides free-floating 360-degree horizontal and 170-degree vertical directional focus. Fixtures can be flexed to any position by a fingertip touch and stays put on any angle without the use of set screws or wing nuts. Their satin-aluminum finish is protected by Amplex "perma-coat" which neither discolors nor blisters from operational heat. Improved ventilating ports carry off excess heat from the lamp socket, which means lamps burn cooler and last longer.

A remarkably sensible addition was made to the kitchen equipment for CSHouse 1950 with the merit specification by Mr. Soriano of an 8-cubic foot Revco Chill Chest home food freezer. This unit, which has aluminum interior freezing walls which provide for dependable quick freezing of a quantity of food at the same time and for lower operating costs, will handle 320 pounds of frozen food. The aluminum freezing walls won't rust, are non-chipping, and clean easily. After a thorough survey of the field this unit was considered the best for the purpose for which it is needed.

Among the features which weighed in its favor are its easy-to-lift wire baskets, which have plastic-wrapped handles, placed in an offset manner to give good balance; removable compartment separators for easier organization and arrangement of packages; adjustable temperature control, which gives freezing range from zero to minus 20 degrees for fast freezing when needed; long-life Tecumseh "Chieftian" hermetic unit, which is thrifty on current, quiet running, and guaranteed for five years; automatic temperature signal, which flashes a bright red light automatically to warn of rising temperature, and automatic interior lighting—a light which comes on when the lid is lifted.

Another good addition to the kitchen—and bath and laundry equipment—was the merit specification approved by Mr. Soriano for the use of Moen single handle mixing faucet. By lifting the handle water is turned on. By pressing down it is turned off. By turning the handle to the left the water becomes hot. By turning it to the right the water becomes cold. Thus with one handle any desired flow of hot or cold water is possible—or any degree of hot water. In addition, the flow can be stopped at any time and can be resumed at exactly the same temperature. This item makes good sense, and has long been needed for the contemporary house.

The dining area of CSHouse 1950 will be dressed up with paper table mats designed by James A. Howell. These table mats, with contemporary designs as patterns, come in sets of 24, cellophane wrapped, and are highly satisfactory in service, and are so priced that they can be discarded after one use. Sets come in single design but in three different colors. They are a sensible solution to a problem which hitherto hasn't been given too much attention.

Aluma-Life light weight roofing material, manufactured by Aluminum Building

Products, Inc., Jacksonville 7, Fla., utilizes aluminum foil between cotton gum base layers and is finished with a coating of marble or granite chips of selected color. It has earned an "A" rating from the National Board of Fire Underwriters and is FHA approved. It can be easily applied, and is more economical than roofs carrying lower ratings, part of the economy being accounted for by the elimination of all metal flashings on chimneys and valleys. Aluma-Life is the only built-up roofing with hurricane specifications, bonded direct to wood sheathing which can be used on pitches of 5 on 12 and up. Its unique advantage is the use of the aluminum foil interlayers and the very stable sealing and bonding compound used throughout. The 99.4 pure aluminum foil, when embedded in Aluma-Bond, a cotton gum base which is the essential mastic, will last indefinitely. Dodge Vinyl-Cork Tile, manufactured by the Dodge Cork Company, Inc., Lancaster, Pa., combines the long acknowledged advantages of cork with the toughness of a vinyl surface. The cork base and vinyl top are fused together under extreme heat and pressure to form an integral unit. Dodge Tile has a resilience and warmth, and it is quiet and comfortable to walk on. It has high insulating and sound deadening qualities, and is strongly resistant to fire. Requiring no waxing, it cleans with ordinary soap and water. Inks, grease, acids, or mild alkalis will not mar its surface. Wearing qualities are two or three times that of most other smooth floor coverings. It comes in natural cork, several good plain colors, and a number of marbled colors.

One of the Gateway to Music's Radio-Phonograph installations was merit specified for the 1950 Case Study House because it provides an ideal music reproduction system for the home. It offers top quality at a cost even lower than ordinary mass-produced instruments. Musical and technical experts, including Arthur Schnabel, Otto Klemperer, George Szell and physicist Dr. Harry T. Wensel have singled out this equipment for highest praise. A wide variety of custom-built Radio Tuners (AM and FM), Amplifiers, Record Changers (including a radically new three-speed changer which plays consecutively both sides of all types of records, yet fits into a very compact space) are available. Television, Magnetic Recorders and other "optionals" can be provided to complete the most up-to-date Home Entertainment Center. All units are so designed to be interchangeable and a large variety of combinations can be arranged in accordance with the owner's budget, his musical tastes, the acoustic conditions of the room and the space available. Where installation in a cabinet is preferred to a built-in installation, the owner may choose from a large selection of well designed and executed functional cabinets or have the equipment installed in his own cabinet. A staff of experts is maintained to consult with architects and decorators, to make the installation, provide maintenance service. Note the very unusual "Five Year Warranty," covering parts and labor. On sale only at the

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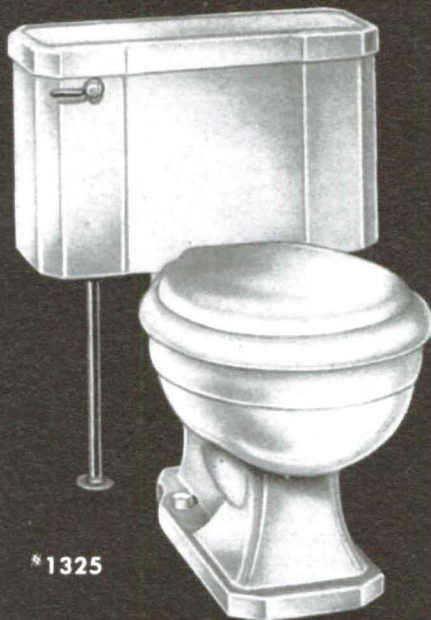
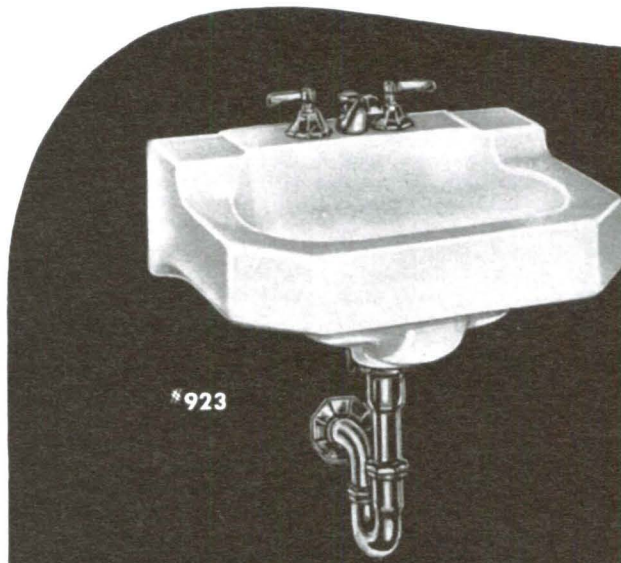
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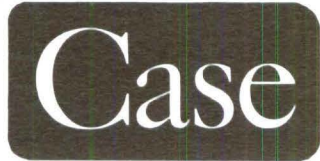
**WINSTED**  
Vitreous China Lavatory with Integral Shelf, Square Basin, Front Overflow. 22" x 18"



#1325

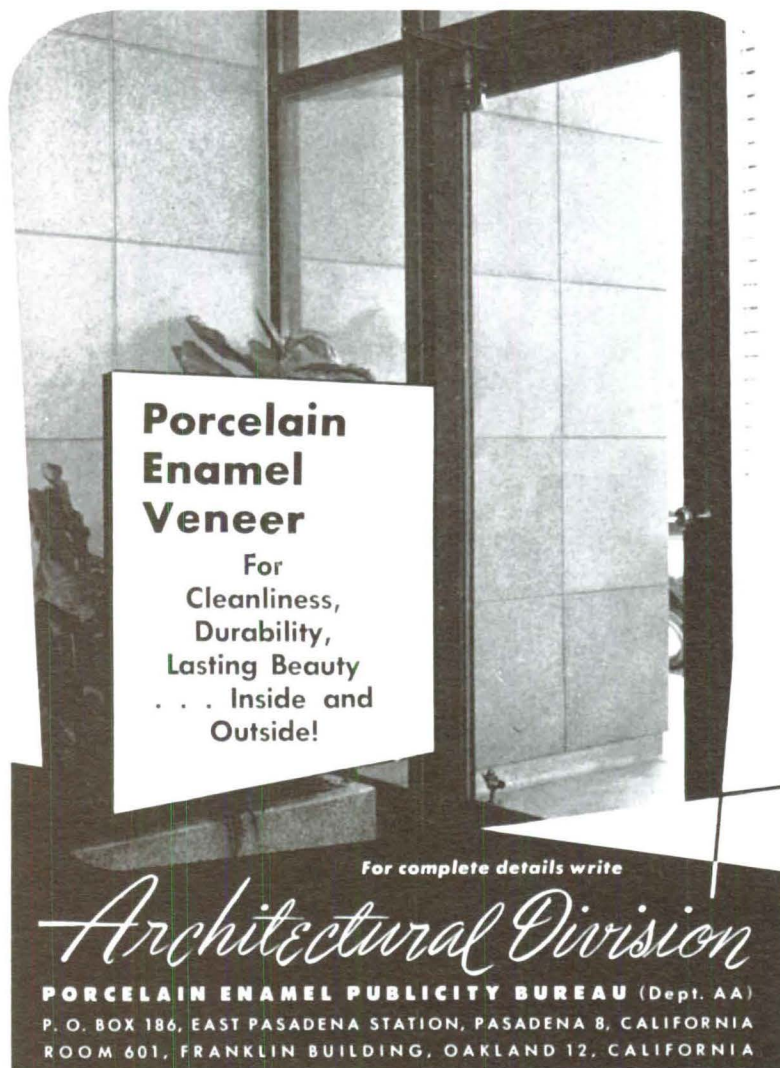
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L & S Portland Cement Paint, merit specified for CSHouse 1950, is the largest selling paint for concrete, stucco, masonry, new galvanized iron, and other similar surfaces. It is long wearing and the manufacturer says that it will not absorb moisture. It is fire retardant. It is a combination of special pigments ground in treated oils, producing a close-grained flat film of cement-like hardness and strength, yet remaining so elastic that extreme exposure and temperature changes will not cause it to crack, check or rub off. The manufacturer is the General Paint Corporation, 2627 Army Street, San Francisco, Calif.

Sash and Trim Colors are strong, durable colors, especially ground in treated oils, manufactured by the General Paint Corporation, 2627 Army Street, San Francisco, Calif. They are manufactured of pure, light-fast pigments combined with specially formulated synthetics, and will not crack or check under extreme exposure. They withstand discoloration to a remarkable degree and retain their gloss for an unusually long time. They flow easily, level out well, yet do not run or sag. Hiding capacity is good.

A Payne Forced Air Unit was specified for CSHouse 1950. Anticipating the heavy trend to forced air heating, the Payne line now includes four different forced air models . . . a unit to fit the needs of every home—and budget, from three rooms up. Spearheading the line is the low cost Panelair, the new type wall-heater that delivers forced air heat directly to three or more rooms, at floor level. It is Payne's answer to the cold floor—hot ceiling problem. The panelair can be partly or fully enclosed in a wall or placed in a corner. The Sentry requires little more space than a water heater—fits in kitchen or closet, on service porch or wherever space is available. It circulates filtered heat in winter, ventilation in summer. Operation is fully automatic. When space is extra scarce, Payne suggests the Spacesaver. It operates effectively from almost any nook or corner—under the floor, on service porch, or even from the attic. The Payne Zoneair is designed primarily for heating basement homes. It heats and filters the air in winter, ventilates in summer, and is fully automatic.

Again door and clock chimes, manufactured by NuTone, Inc., Cincinnati, Ohio, will be used—these products, because of their good design and engineering features, have been used exclusively in all CS Houses to date. These chimes range from two to eight notes, and are the leaders in their field. Installations will be made for the front door and the rear of the house.

Kelvinator's "Automatic Cook" Electric range, merit specified for both of the 1949 CS Houses, again is merit specified

for use in CSHouse 1950. It offers all of the many advantages of electric cooking, topped off by its three-way automatic control—oven, Scotch Kettle, or appliance outlet. This range has finger-tip control of all cooking operations, seven-heat surface units which tilt up for easy cleaning, "upside down" unit for Scotch Kettle or surface use, a two-unit oven which will hold a 25-pound turkey, and good design. All controls are grouped on an easy-to-read, easy-to-reach control panel. Recessed light illuminates the panel and work surface. The range is equipped to cook an entire meal automatically by proper setting of dials.

All the advantages of the most expensive "made-to-order" mail delivery system are available in an easily installed complete unit manufactured by the American Device Manufacturing Company of Red Bud, Ill. A unique feature is a completely flexible steel chute which may be positioned for inside mail delivery at any angle desired to conform with wall construction and thickness. A number of horizontal or vertical exterior face plate designs in brass, bronze or aluminum are available, to harmonize with any architectural motif. One style includes removable enameled house numbers which may be eliminated if desired. Interior door for mail removal may be wood cabinet type or aluminum.

This country has seen the development of certain new metals, some of which are called alloys. One is the alloy Dirilyte. It is the color of polished gold, hard, much harder than gold or sterling silver. It is highly resistant to scratching. Therefore, Dirilyte tableware is extremely durable. Dirilyte tableware is solid, not plated. The warm golden color goes all the way through. It costs no more than good plate. Stylists have been quick to see color schemes it suggests, and how easily it solves certain difficult table-setting problems. For instance, many people have struggled with the problem of what to use with gold-decorated china and crystal.

A new device providing protection from intrusion by unwelcome visitors, the B-Safe Door Lookout consists of a glass optical system encased in a slender cylinder of lock metals, supplied with a silent-operating eye-piece shutter. Unlike previous peep-holes, this new door lookout can't be seen through from the outside. Through the use of a wide angle lens system the viewer can inspect a visitor full figure, even at close range, without the visitor being aware of the inspection. It is easily installed in all doors, wood or metal, up to 2" thick. Once locked into place, it is tamperproof. This is a much needed, well designed product, manufactured by the Danca Products Corporation, 52 Broadway, New York 4, New York.

Rotir Electric Barbecue Spit, judged the most versatile electric barbecue spit, is well engineered. It has seven 28" stainless steel Kabob skewers revolving simultaneously over a charcoal fire. It has a sturdy stainless steel roasting spit, and a drawer-like action so the working portion slides in and out. The frame sets on the same layer of brick and the fire is on, eliminating burning out of metal parts. The frame is heavy angle iron welded. The unit is equipped with a gear head motor, gears running in oil, sturdy steel case sealed in simulated old copper. Motor will not produce radio interference.

Westlite Contemporary Fixtures are a line of imaginative and well engineered lighting fixtures manufactured by Associated Lighting Service, 488 Bryant Street, San Francisco, Calif. They include Accentlites, Sightlites, Highlites, adjustable downlights, Fresnel lens units and pinhole spotlights. They are available in all good contem-



porary finishes, and are readily available, particularly in the West.

The Modernfold Doors used in the 1950 CSHouse are an improved type of folding door with an accordion-like action in opening and closing. They make a room larger because they eliminate area used by swinging doors for swinging. Door interference, also, is eliminated. Larger Modernfold Doors can be used as movable wall for easy, economical room divisions. They have washable fabric coverings concealing their metal frames and are available in a wide range of colors. Glareless, well diffused light which can be directed where needed distinguishes the Lam Lamp. The lacquered parchment diffuser which snaps into place on spring brass clips within the rim of the shade eliminates the usual incandescent lamp glare. Instead, it presents a uniform glow which distributes evenly adequate quantities of light for reading, yet is pleasant to look at. The lamp is set on a solid birch base with a rod and goose-neck of lacquered brush brass and laminated natural fabric and parchment shade.

Properly planned interior plantings afford the architect opportunities to create accents and moods. For this reason arrangements have been made to use the plants and the services of Roy F. Wilcox & Company, the west's largest wholesale growers of decorative plants. Horticultural experts connected with the Wilcox organization, which has its headquarters in Montebello, Calif., will work directly

continued on page 46

**PRODUCT LITERATURE**

continued from page 15

ever material is most available locally; remarkably inexpensive, worth consideration; manufacturing franchises now open.—Hydro-Forged Stone Associates, Inc., 434 Bulkley Building, Cleveland, Ohio.

(65a) Lightweight Permalite Aggregate: Information, 6-page two-color folder describing Permalite lightweight aggregate, made from perlite rock, for use as plaster aggregate; provides better workability, lighter weight, insulating values, fireproofing, crack resistance, sound absorption; full specifications, technical data, instructions for use; good product, well worth investigation.—Great Lakes Carbon Corporation, 18 East Forty-eighth Street, New York 17, N. Y.

(22a) New Gypsum Wallboard: Information new type Firestop Bestwall gypsum wallboard; single 5/8" layer on both sides load-bearing wood stud partition has fire-resistance rating of one hour; single 1/2" layer on same construction has 45-minute fire-resistance; carries UL seal; incombustible ingredients added to gypsum core; strong, rigid, dimensionally stable, will not crack, warp, buckle; cuts easily; can be used for interior walls, partitions; smooth ivory surface.—Certain-teed Products Corporation, 120 East Lancaster Avenue, Ardmore, Penna.

(64a) Permalite Plaster: Two folders

on fireproofing with lightweight Permalite plaster; include detailed drawing, short form specification; gives specifications of fireproofing steel columns for 1 to 4 hour ratings; cover suspended ceiling under noncombustible construction with 4-hour rating; method replaces use of solid concrete, permitting lower cost construction; excellent source of information, folders belong in all files.—Great Lakes Carbon Corporation, Building Products Division, 612 South Flower Street, Los Angeles 17, Cal.

(712) Sliding Steel Doors: Side Sliding steel doors and fixed sash for commercial buildings; high quality, fully guaranteed; assembled at factory and delivered ready for installation; standard types and sizes illustrated details given: Arcadia Metal Products, 324 North Second Avenue, Arcadia, Calif.

• (926) Stucco Plaster: Folder Velvatone wall finish; colors in exterior interior Insultone Insulating Plaster; thermal, acoustical insulation values; good product well worth investigation.—Velvatone Stucco Products, Inc., 2066 Hyde Park Boulevard, Los Angeles 14, Calif.

(56a) Tubular Steel Scaffold: Folder on Advance tubular steel scaffold; well illustrated, contains descriptions of patented self-contained cam locks for instantly attaching cross braces to panels and stack lock for locking panels together vertically; various types stand-

ard panels illustrated.—Beaver Art Metal Corporation, 1210 Factory Avenue, Ellwood City, Pa.

**VISUAL MERCHANDISING**

(939) Visual Merchandising Presentations: 80-page brochure of metal display and merchandising fixtures; merchandising ideas and suggestion, lay-outs, presentations, all affording maximum display space in minimum floor area; this is, without a doubt, one of the best manuals of its type offered today.—Reflector-Hardware Corporation, Western Avenue at Twenty-second Place, Chicago 8, Ill.

**WALL COVERING**

(4a) Fabric Wall Coverings: Information, samples Authority Line Fabric Wall Coverings; wide variety patterns, decorator colors; custom produced, permanently washable, permanently crack-resistant; reasonably priced; worth investigating.—Standard Coated Products Division, Interchemical Corporation, Empire State Building, New York 1.

**WATERPROOFING**

(974) Waterproofing, Dampproofing: Office test kit, data on Formula No. 640; a clear liquid sealer penetrating deeply into masonry surfaces; hydrocarbon solvent evaporates leaving pores filled with a balanced formula of seven waxes, resins.—Haynes Products Company, 4007 Farnam Street, Omaha 3, Neb.

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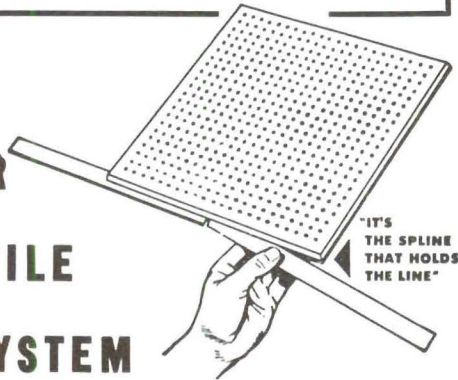
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#### ART

continued from page 16

ink drawings by Dan Lutz and Ed Reep were, in very different ways, lovely projections of mood and exploration into the possibilities of the medium.

\* \* \*

In line with the current epidemic of attacks upon juries is a statement from Paris in regard to the recent Hallmark competition, by Georges Wildenstein of the Paris and New York Wildenstein Galleries and editor of *Arts*, the weekly of Paris art news. In reply to bitter criticisms of his part in the French participation in the Hallmark awards he wrote: "It has been charged that we were wrong to organize in France a painting competition financed and offered by a great American maker of 'Greeting cards.' Should we then have refused this useful and generous aid to our artists at this particularly trying period, or, as one sees it done in many competitions, disguised the patronage of a commercial firm behind a philanthropic facade? I have also been accused of having chosen my fellow workers in the project from too far to the left and, equally, from too far to the right.—Impartiality and objectivity seldom come together."

Granting the demerits of the Hallmark exhibition M. Wildenstein has a strong point in his realistic axiom that the artist must eat and therefore even modest funds channeled directly to him during his lifetime are worth more than fabulous sums that may be brought by his works in some distant future. It was with precisely this interest of the living artist in mind that painting curators of museums in the United States lent their assistance to the Hallmark exhibition.

#### MUSIC

continued from page 17

glad to be encouraged to play unfamiliar compositions; others, after objecting, were glad to have been urged.

All of us have read those periodic critical effusions in which the writer takes the performer to task for repeating the same old repertory display-pieces; calling for the new, the unusual, the works of local or American or living composers, and so on. The critic who writes such pieces does so in full honesty. But the same critic when he listens to the new, the unusual, the piece by the local composer, the American or contemporary work, especially when it turns out to be immodestly large or demanding, loses a great part of his evocative enthusiasm. The music, so carefully prepared to his order, strikes him as ugly and obscure, dull, or what is often worse, hard to identify. It is plainly not by Brahms or Beethoven.\*

The critic cannot be too much blamed. He is a spokesman for the public. He is not supposed in most instances to create taste but to correspond with it, in the double meaning of that word. The Los Angeles critics have repeatedly caught the meaning of the Roof policy and recorded it with memorable vividness in their columns, only to slip away from it again into the routine manner of discussing these programs as musical entertainment. The Los Angeles critics have had a large share in bringing the Roof and its significance to popular attention. Without their help and recurrent enthusiasm the frail flower of Roof purpose, the high intentions and the variable practice, might never have stirred up the flourishing chamber music activity which is an internationally recognized feature of Los Angeles communal culture at the present time.

Because the critic is a spokesman for as well as to the public, the written record of his opinions documents the changing responses of the audience. Although *Evenings on the Roof* goes its way "regardless of audience," the concerts could not for long have existed without audience. The audience must be taken into account in making up the programs, and it is a problem of conscience to decide when programming satisfactory in itself tends to merge

\*But Beethoven and Brahms have furnished a large part of the Roof repertory.

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into box-office programming. The split personality of audience and critic demands a steady diet of recognized classics, seasoned with acceptable novelties of proper vintage. It also demands a courageous offering of non-repertory music, making no concessions to routine.

The listener with a passion for the classics and a fixed attitude of distaste for any music which does not sound like music to his ears argues vigorously against having Satie or Schoenberg thrust upon him. Yet he has learned to receive with ovations, contrary to any reasonable opinion of five years ago, the most demanding music by Bartok.\* Pre-Bach music, and for that matter the greater art of Bach's own music, unless predigested in the manner of the past century, confuses him as much as any music of the present. In spite of his innumerable prejudices, the conservative listener can be habituated to a degree of which he is never at any time aware that he is capable.

Phonograph recordings and radio broadcasts have done much to break down musical prejudices. Musical conservatism is being swept away by a flood of mechanically preserved performances; but the resulting landscape too nearly resembles the bleak surface of a flooded countryside. The earlier music has been made charming; the recent music has been made accessible. Sensations of sound, of novelty, of technical detail, or performing skill have been diverted into a mechanical similitude, beneath which the content of all music is presumed to be somehow alike. The listener who indulged his sensibilities with Chopin and his soul with Beethoven has been told that he is old-fashioned. The risk of performance, the danger that what is intended may not be brought off on the particular occasion, has been minimized. The individuality of the virtuoso has been replaced by the accuracy of the recording. At the present time one can criticize Stravinsky or Schoenberg for being too emotional or not emotional enough; it is prejudicial to one's self-esteem to confess that one is moved and stirred by them. Music, even the most sacred, is in serious danger of becoming no more than interesting sound out of a box. Heard and read as a score, it becomes personless.

To survive as a living force in culture, music must be continuously reread, rediscovered, replayed. Musicians and music-lovers must be constantly urged to go beyond the safe limits of an art which has been mastered by routine. The Roof has maintained at all times a program balance of two-thirds classical and one-third contemporary music. The balance can never be strictly even; however adjusted it can not avoid offending someone sometime. Many persons believe that the covert purpose of the Roof, for better or worse, is to propagate contemporary music. Others believe that the Roof has been slipping away from this high purpose. Actually there has been no change. Perhaps the best test of successful programming in such circumstances is that no party should be fully satisfied.

Unusual non-contemporary music presents similar difficulties. It may delight the advanced listener but not the conservative. The historically-minded may find it interesting, the self-indulgent a bore. What is earnest to one is to another painfully amusing. Whatever is unfashionable may open up to one listener new musical vistas and sound to another merely curious or in bad taste.

The faults of any work which does not receive immediate approval may be visited upon the players. If the work is well known, the audience, comparing the immediate performance with some other sanctified version, may condemn the player for what it likes to call "interpretation." A listener who does not care for strings, or winds, or high sopranos may condemn all music in the objectionable medium. A showy player may be praised for his reading of a little-known composition, though scarcely any of the composer's intentions have come through the instrumental gloss. A careful exposure of the musical content may be accused of workmanlike dullness. And the listener who fails to agree with

\*Bartok's Music for strings, percussion, celesta, and piano, recorded in Los Angeles by the Los Angeles Chamber Symphony under Harold Byrnes, has been selling like tacos at a Mexican fiesta.



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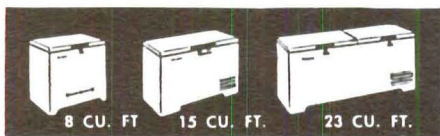
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the proceedings may relieve himself by accusing the players of poor intonation, wrong notes, lack of musical capability, or incompetence.

A favorite procedure of the last several seasons has been to describe the Roof programs and performances as "uneven." It could scarcely be otherwise. Five dozen performers playing alone or in mixed groups a great variety of compositions and styles cannot be expected to maintain a consistent level of musical effectiveness, and do not for any other known correct series.

In spite of all differences the basic Roof policy has held up well. It has been shot at, argued about, explained away, but the most damaging approach is to describe it as idealistic. In pragmatic America this seraphic word has taken on overtones of impracticality, unsureness of motive, or preciousness, implying that what is done is being done for the wrong reason. The Roof policy has been idealistic but only in the most realistic sense. It was designed to set up a scheme of action which would make certain things happen. It did make them happen.

In the early days of the Roof I was often asked how big I thought the audiences would be when we were successful. The answer didn't make much sense then; today it does. I replied that by the end of ten years, if we should last that long, our own audiences would not be greatly enlarged. The tough, non-competitive Roof programming would take care of that. The measure of our success would be the number of our worthy progeny, the number of chamber music programs played in Los Angeles by Los Angeles musicians. By that standard, as we can measure it now after eleven years, the Roof policy has paid rich communal dividends.

Is it still the best policy? The unprecedented opportunities offered by this community have not begun to saturate the musical needs either of the resident musicians or the resident public. Culturally the Los Angeles community cannot be defined by the boundaries of the city or of the county of Los Angeles. Up to Ventura, Ojai, and Santa Barbara the urge is spreading: near Santa Barbara the new summer school of music with its strong faculty concerts, in Ojai the progressive May-end festival, in Ventura a well established winter season, not all imported. To the east are the school and community programs at Claremont, San Bernardino, and Redlands, led by the Redlands Community Music Association, now in its twenty-seventh season of summer Bowl concerts, equally divided between Southern California and imported musicians. Southwards the beach towns are establishing their orchestras, winter seasons, summer bowls. Like clumps of diccondera ripens separately planted these cultural clusters are reaching towards one another to make Southern California a single community, overcoming common geographical isolation by intensive cultivation of our expanding audience.

Chamber music does not pay well, will not pay well and should not be expected to. Evenings on the Roof has paid its way with a minimum of outside help, often at the expense of its member musicians. Many of these musicians have become the leaders of chamber music activity in Southern California, from Santa Barbara and Ojai to La Jolla and Laguna. The amount of time these musicians can devote to chamber music is limited by their professional duties. To satisfy the rapidly expanding Southern California interest in chamber music and give the variety it needs to thrive on, new chamber music groups will have to be developed and new cultural centres provided where they may meet the public. The success of the County Museum shows that the public wants and will attend such concerts. Contrary to the bias of the impresario, who believes that the quality of a concert should be cheapened with its price, because only the well-off can be musically literate, the standards of the free Museum concerts have been steadily rising.

The audience which attends these free Sunday afternoon concerts does not include many of the regular chamber music devotees. It is a new audience drawn from another part of the community, a band-concert audience, if you like. Yet it turned out more than

eight hundred strong, filling both concert and overflow rooms, to hear an entire program of difficult late works by Arnold Schoenberg; and people stood at the exits begging extra copies of the handsome special program book for souvenirs.

I believe that the policy of Evenings on the Roof, which has helped to make possible such events, will be useful for a long time to come, until the entire Southern California area is crisscrossed by the comings and goings of its professional musicians. The opportunities of our many resident composers are still very limited. In recent years so many resident composers have been offered for Roof performance by musicians who wish to play them that an annual program, **Music by Southern California Composers**, is a feature of the Roof season.

There is need for another, complementary policy, emerging from the public and directed to its fruition as a creative audience. A policy above and beyond the call of entertainment. A policy which will always make a flourishing community aware of and contemporary with its art. Here is the gist of it: Composer and performer are our voices: by their art we are heard.

**ALEXANDER SUBURBAN HOME**

continued from page 29

kitchen with its dark brown rubber tile floor covering; natural finished blond birch sliding cabinetry and breakfast space; blue formica counters, aprons and splashbacks; stainless steel sink, range, oven and dishwasher. Incorporated in cabinets or built in the wall are friction can-opener, ironing board, plantbox, 40 gallon counter-type hot water heater, garbage disposal, spice selves, tea cart space, et cetera. The baths have blue anodized aluminum tiles from floor to ceiling, birch cabinets and stainless steel lavatories. Stainless steel was used for sinks, lavatories, range, oven, dishwasher top, dining table surface and for reflecting panel at sitting room fireplace. Formica was used, butt-jointed for counter tops, splashbacks, coffee tables, dresser top and lavatory stands. Airfoam on ply slabs was the best solution for 4 sleeping surfaces, for comfort and hygiene.

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Construction time for pool, house, road and furniture was slightly over 4 months. Cost breakdown shows construction under \$8 per square foot.

**NOTES IN PASSING**

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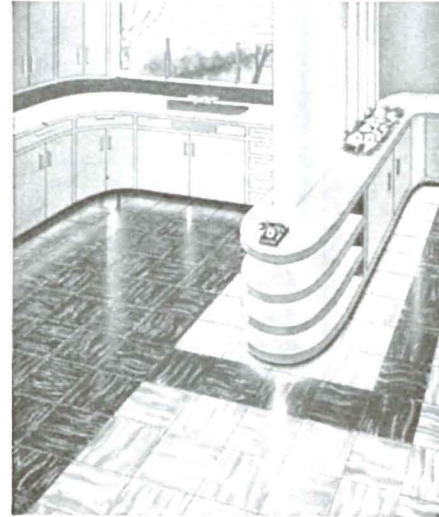
ment abstention or what I hope are temporary withdrawals, not all the peoples are represented at our meeting.

I share his concern, for an organization dedicated to education, science and culture cannot attain the kind of universality essential to it merely by increasing the number of its member states. The universality of the human spirit is not a matter of arithmetic but consists essentially in a unity with diversity of opinions, systems and points of view. Without that diversity UNESCO will not be universal and unless in fact it does seek to be universal I can see no significance in it.

Our work, then, does not lie in the domain where diplomats erect the legal groundwork of peace. Our work is less spectacular. We are dealing with the very stuff of culture. Yet, will culture ever be separable from the political and social circumstances which condition it.

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**NEW PRODUCTS**  
continued from page 41

with the architect in planning the indoor planting for CSHouse 1950. Grant Pulley & Hardware Company 33-36 Fifty-seventh Street, Woodside, Long Island, N. Y., knows sliding door hardware, its manufacture, its application, and its installation, and is recognized as one of the leaders in its field. Its products, used exclusively wherever specifications call for such products throughout the CSHouse Program, will be used again in CSHouse 1950, including sliding door hardware, curtain and drapery hardware, and sliding drawer hardware. All of these products are carefully engineered and fabricated.

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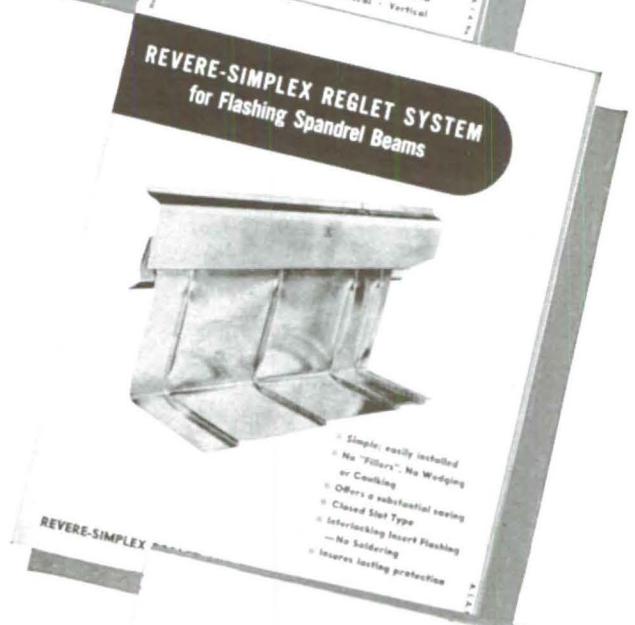
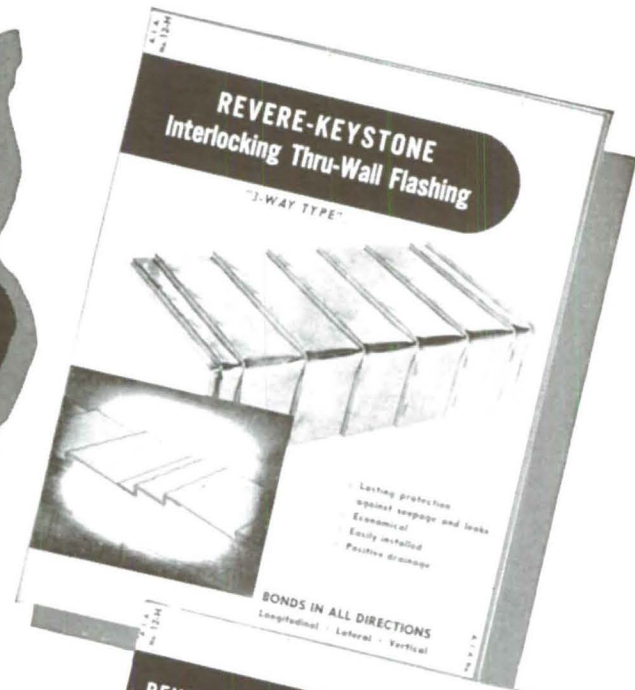
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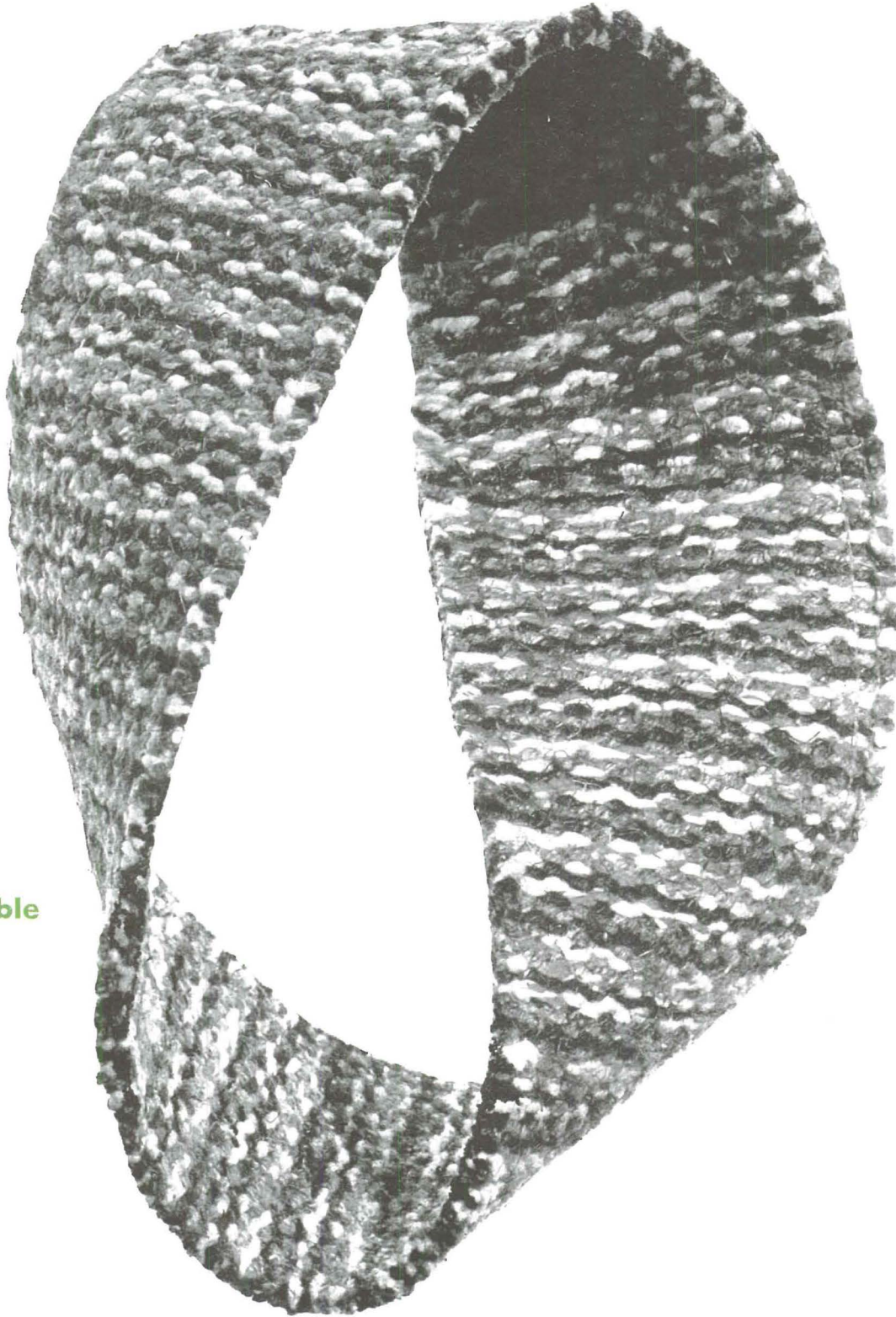
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