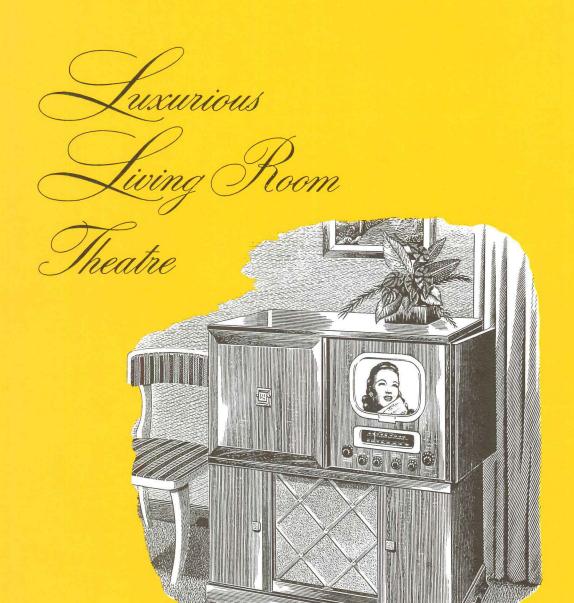
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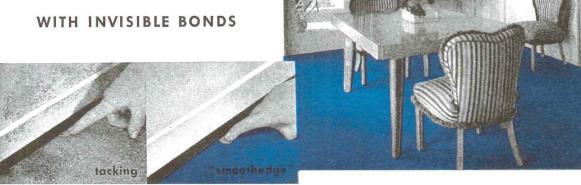
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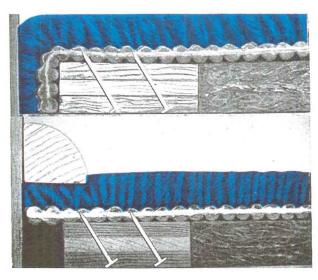
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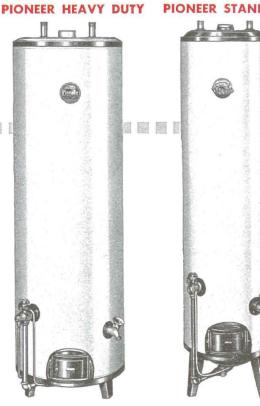
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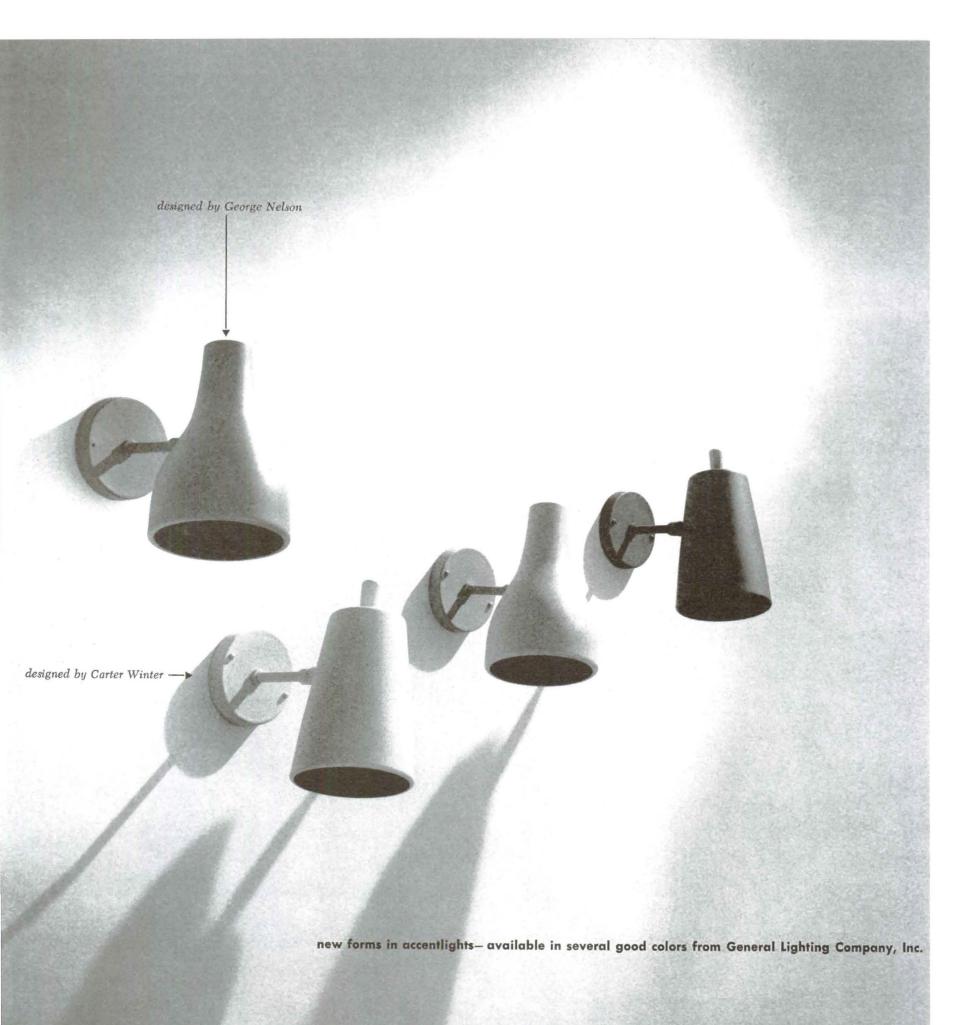
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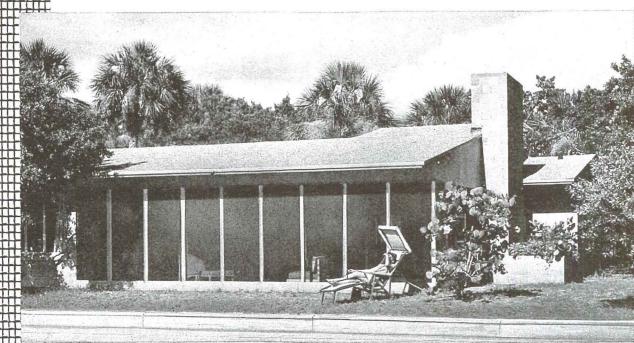
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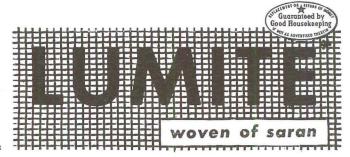
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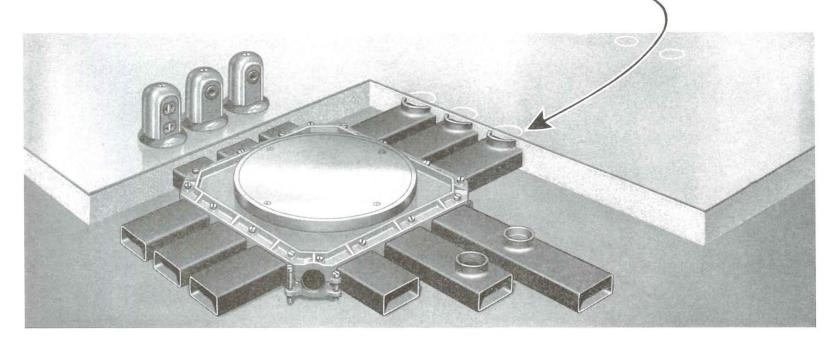
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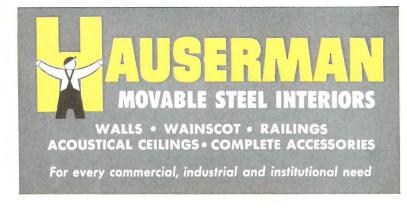
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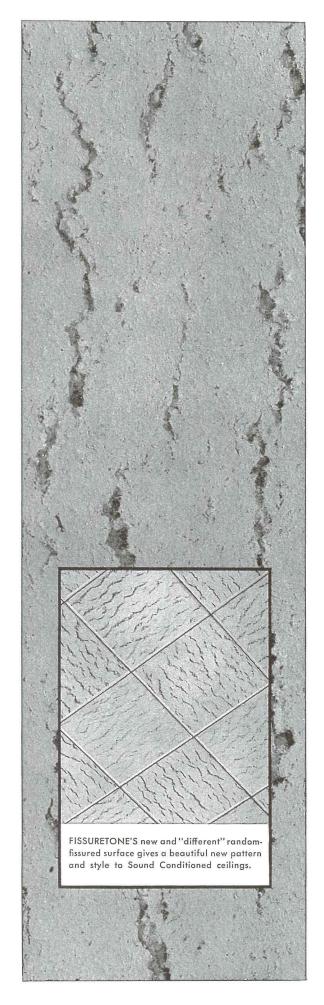


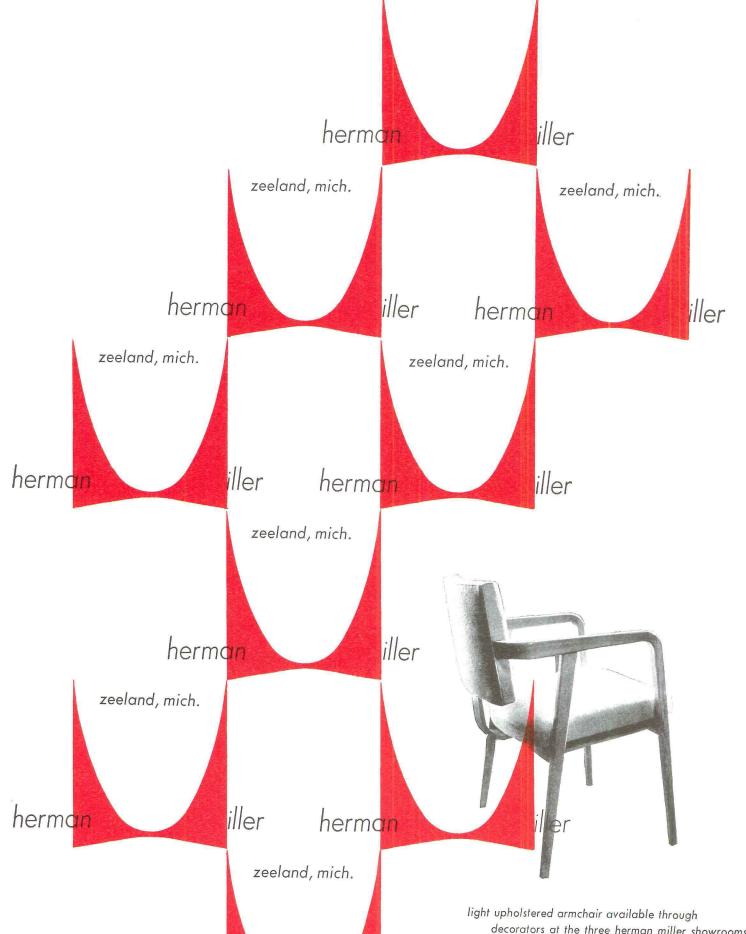
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AN IMMEDIATE NECESSITY

The Modern Institute of Art in Beverly Hills closed on March 31 not to be reopened as scheduled in May unless more public support can be immediately forthcoming. This has been one of the best organized efforts of its kind ever attempted in the Southern California area. An active movement is on foot to help establish the Modern Institute of Art on sound financial footing by memberships and contributions, and it is not too late to make it possible to help continue its very successful activities in the field of contemporary thinking.

For fourteen months the Modern Institute of Art has conducted a series of exciting exhibitions, concerts, lectures and film programs, that have proved to have the widest appeal to the general public and to have been a focal point for the best kind of art activity. The contribution of this organization has been very real and has received an enormous response from professionals and laymen and students. It is not in any sense a mere stylish amusement or "little civic ornament" to be discarded without serious thought.

All memberships and gift contributions should be addressed to the Modern Institute of Art, 344 North Rodeo Drive, Beverly Hills, California. Student membership \$2.00; others from \$10.00. All donations will be returned if this campaign is unsuccessful, but a concerted effort on the part of all those really interested can make possible the continuation of this very necessary enterprise.

SAN FRANCISCO

PAINTING TODAY was the subject for a round table discussion held recently at the California School of Fine Arts under the joint sponsorship of the Artists' Council and the Women's Auxiliary of the San Francisco Art Association. The attendance being limited to members of the San Francisco Art Association did not prevent an intermingling of artists and laymen, for the organization is composed of both artist and lay members.

Artists and scholars made up the panel, the moderator being Dr. Lynn White, president of Mills College. The speakers were Ernest Mundt, instructor of Esthetics and Cultural History at the California School of Fine Arts, Dorr Bothwell, San Francisco Artist, Jean Varda, instructor in Figure Composition at the California School of Fine Arts and Walter Horn, professor of Art History at the University of California.

The stated object of the round table discussion: ". . . to clarify the nature of today's painting. To interpret some of the major categories of Modern Art such as surrealism, expressionism, objectivism and non-objectivism," was not completely realized. However, something of the life-spark in contemporary painting was projected. Reference was to have been made to several paintings borrowed from the California Palace of the Legion of Honor and from the San Francisco Museum of Art. And, though there were fine examples of six contemporary painters (Tanguy, Masson, Leger, Klee, Stumfig, Helion), only two entered directly into the discussion. Klee's work provoked the most thought, while Leger's painting was considered to some degree toward the end of the

Douglas MacAgy, Director of the California School of Fine Arts, speaking in retrospect, was enthusiastic about the panel discussion. He felt that this "proved itself effective in communicating ideas of a group of people on matters of Modern Art to the interested public of this community." He added that . . . "the San Francisco Art Association has a unique function in San Francisco of bringing artist and layman together in common cause.

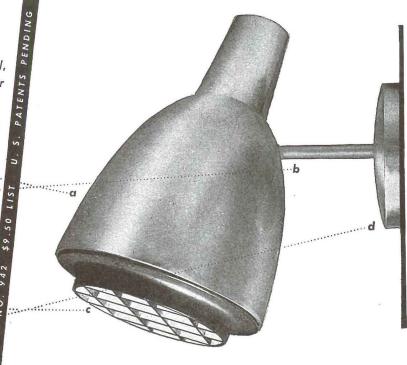
It occurred to me, as I sat in the audience, that a play was being enacted. In spite of the fact that the studied art of the theater was replaced by unrehearsed words, these actors knew their lines well. And their previous work-performance in the visual arts gave conviction to their delivery. Though the participants might have disagreed rather sharply on some of the issues at another time,

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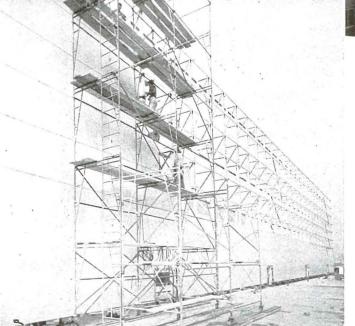
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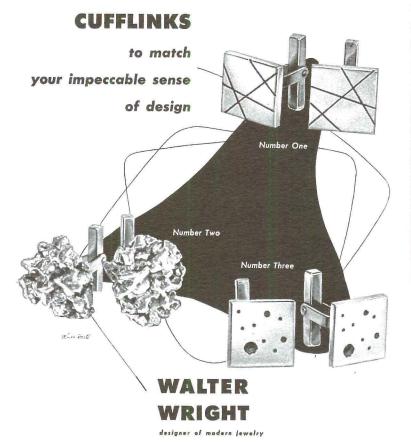
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their answers to the questions put to them by the moderator indicated more harmony than contrast.

Moderator—Dr. Lynn White; Panel—left to right: Dr. Walter Horn, Dorr Bothwell, Jean Varda, Ernest Mundt.

PAINTINGS DISCUSSED: "Nearly Hit" by Paul Klee; "Still Life" by Fernand Leger.

Moderator: There is a quality of conflict in Modern Art. And the objectives and methods of those practicing it do not agree. The more developed the practitioners, the less they agree on the question: What is art? How then is the layman to understand? How different it was in the Middle Ages! The high development of craftsmanship allowed for no concept of "genius" to separate and individualize. There was a unified approach to art among the artists and laity.

(Turning and pointing to the painting "Nearly Hit" by Klee) for example, what does this painting mean?

Mundt: We may compare the apprehending of this picture, or any work of art for that matter, to the apprehending of humor. Humor is like painting that it must be sensed; its essence cannot be explained and analyzed. One should ask, what does the painting do to me? "Nearly Hit" is a visual statement of a narrow escape, of being nearly hit. To apprehend painting, a way of seeing must be developed so that the senses are opened to visual experience.

Horn: It is a painting of being **nearly hit**, a representation of a psychological state, not a representation of a man. The displaced, off-parallel lines denote a startled perplexity, even amusement.

Bothwell: The content in this picture is an experience. 'o backtrack in one's mind, to recall the emotion and feelings pertaining to a particular experience is Klee's idea. He examines and projects an ephemeral state of mind by visual means. A rapid state of mind is held within a pictorial image. He isolates one tiny, emotional moment; he doesn't allow this sharp moment to fade out.

Moderator: What is the **function** of a picture in our society, in our time?

Varda: Painting is a philosophical instrument of life. Art is food for the soul, as basic and fundamental in its relationship to the human being as the relations between man and woman, man and space, man and sound . . . A painting has a cosmic reason for being; its creation is the result of the ecstatic moment at the peak of clarity in vision.

Horn: Painting is a response to life in a durable material. It is not necessary to ask what is the **final** function of a work of art. The form and content of art are in life.

Varda: I repeat, art is food for the soul. If we are not thus fed we are afflicted with psychological asthma or boils. The artist is of primary importance. He is indispensable. The most important thing is to continue and enlarge art production in the community.

Mundt: If art is food for the soul, what if some of the art-food is indigestible?

Bothwell: Assimilation of the food depends upon the universals in the work. All of us are searching for a way of communicating with each other. A feeling of belongingness is primary to mankind.

Mundt: Paul Klee contributes to our sense of well being in "Nearly Hit." He gives a descriptive, positive answer in visual terms to the challenging experience of nearly being run down at an intersection. Klee shows us first, how we feel when we experience a narrow escape, then how we meet the experience. He prescribes



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a medicine for the difficulty. He assists us in maintaining our equilibrium.

Moderator: How is the layman to understand that this really is medicine? There are such complex problems to be met in our everyday living. Are we also to ponder on the abstruse meanings of modern art?

Mundt: We are all laymen in front of a work of art-you, me. . . . Varda: Layman is a statistic, and therefore an abstraction. Statistics are more deadening than atomic bombs.

Horn: I disagree, the layman is very real, he is not an abstraction. He could be a threat to freedom of expression; he is dangerous because he is desperate. If he does not understand, he is vicious

Moderator: Work was performed for a particular place in the Middle Ages. Art was not esoteric then. Part of the difficulty of Modern Art, I think, is that it is not produced for a specific place, for a particular function. Content and context is not specified. The layman is cut off. The artist is isolated from the public now, whereas in the Middle Ages the artist, being humbler, accommodated himself to his patron and to his colleagues. There was a tacit agreement between the laity and the craftsmen. Art was all about, and it was understood. It had a civic function and a religious function.

Bothwell: The layman is disturbed if anything is presented to him that is new. He mistrusts anything that does not coincide with his preconceived ideas of what should be said and how it should be said.

Moderator: There was no conflict between the layman and the artist in the Middle Ages.

Bothwell: Today's layman is anybody. There has been a democratizing of opinion since the Middle Ages. Anyone with eyes to see, feels qualified to criticize.

Horn: The world today is more complex than the world of the Middle Ages; therefore, the art is more complex. We must accept the challenge of today's world and express it in its own terms, in all of its profundity and diversity.

Varda: I have thought of a machine that would bring aesthetic appreciation to the layman. If a beautiful receptionist would press a button whereupon the pictures on the museum walls would be dropped to the floor, the layman would accept them. The framed picture, requiring contemplation, instills antagonism.

Mundt: Some kinds of pictures are accepted quite readily by the rayman. For example, if we classify the various approaches to painting: There are the souvenirs-photographic replicas; then, there are those that relieve frustration—saying I want to express myself; finally, there is Klee's kind of painting. He communicates a common experience. The first classification is readily accepted.

Bothwell: I should like to extend this idea of classification of kinds of painting. There are paintings that preserve objects, and those that preserve emotional approaches. If the representation of the emotional approach is true enough, communication between the artist and the observer should take place. However, the observer should not ask: How do I look at it? Rather, how do I feel about it?

Varda: If we are merely interested in recording the look of objects we should hand over the job to the photographer!

Moderator: I have begun to feel Klee's "Nearly Hit." Up to this time I must confess that I have not been able to be particularly aroused by the work of Klee. Now, how should I feel about Leger? I agree with Varda that I could take the Leger painting flat, as a coffee table for example. What does it communicate?

Varda: Again diversity! World interchange today is less satis-



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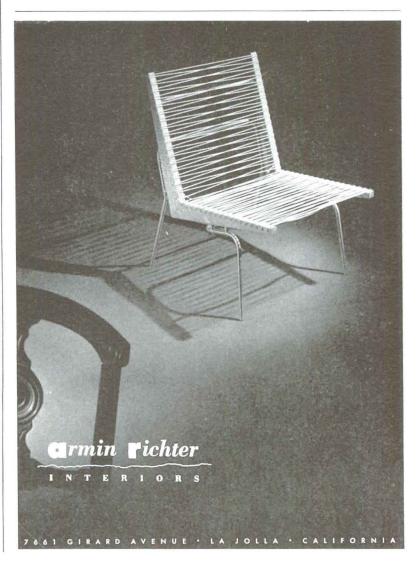
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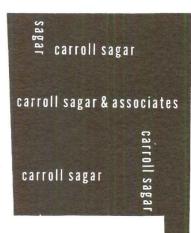


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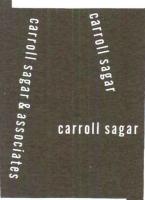
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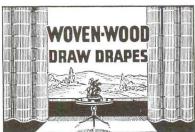
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Varda: Diversification is natural at this time. We cannot expect to have unanimity in expression or interpretation in today's world. Horn: There is an intensification of separateness now. In the 12th

previously.

plex world.

experience art.

through ecstacy.

No one man can integrate and digest the accumulated knowledge that we have at hand. Today's knowledge is compartmented. The layman should not blame the artist if the work is not intelliaible at times. Varda: A work of art is the result of a condensation of experience

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BY EDITH HEATH

factory in spite of the airplane, radio, etc. They are confusing to

human contact. We communicate less with each other today than

Mundt: We should consider today as a dynamic set-up as opposed

to the static set-up before. The dynamic rhythm of events is the

Horn: The lack of understandability of the world is carried over

into the layman's approach to art. He trembles in fear of the com-

century, there was a unity between subject matter and its handling. And the uniform concept of esthetics called for a uniform response.

Mundt: Two kinds of knowledge are necessary to apprehend the

nature of the physical world: scientific and artistic. And there is a

separation between these ways of knowing the world—i.e. be-

tween reason and feeling. Yet our rationalism frowns upon direct

reaction to art stimuli. The majority of contemporary observers

must first "recognize," afterwards react. They do not want to look

the fool, or to get hurt. They prefer to sit on the fence. Whereas,

art is not a scientific pursuit; recognition is not primary. The ob-

server who insists upon such an attitude is out of luck if he would

Horn: Indeed, we must feel a work of art to respond to it. But

the main difficulty is the same as with the totality of the world.

Mundt: Yes, that is true. We may learn more and more about

less and less. We must express felt reality.

Horn: Do not forget that we live in a rational age!

subject rather than a static statement of facts.





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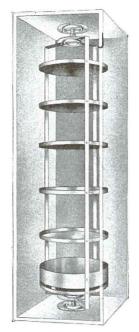
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Bothwell: The future tree is today's seedling. Though the inner character of creation and our human module of contemplation endures, each age has its own direction. The artist reflects his environment.

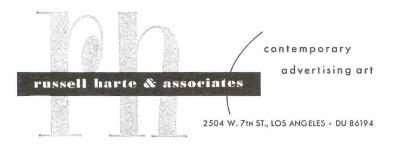
Modulator: The layman must participate, and he is frightened by the contemporary manifestation of art. In order to make the necessary emotional adjustment for the assimilation of painting, he must have many questions answered as well as subject himself to much looking at works of art.

MUSIC

PETER YATES

Music for prepared piano, a technique invented and brought to a remarkable degree of creative expression by John Cage, lies between the outright noisemaking of such tentative composers as the Italian, Marinetti, and the tonal dissonance that emerges from the German tradition in the work of Schoenberg. Like a percussion orchestra the prepared piano combines in one entity tone and controlled sound. The controlled sound is produced by damping the piano strings at specific points with metal, rubber, or fibre: a procedure no less practical, scientific, or reasonable, though it seems so, when one describes the metal resonators as ordinary bolts, some complete with washer and nut, the rubber as semicircular halves of fruit, jar rings, and the fibre as scraps of composition board. The remaining notes of the piano are used without preparation; but since the prepared notes interpenetrate all octaves, normal scales are avoided.

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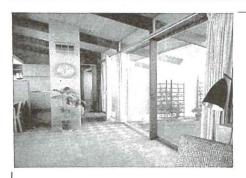




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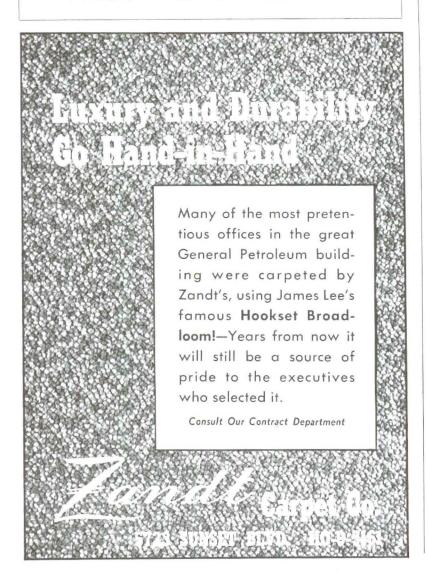
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born, concentrated, undeviating, one might almost say blind and blunt, notion of idiosyncratic purpose. This is a sort of genius which often stumbles and fails; it may be vague, mystic or incomprehensible. Among would-be classicists the term "mystic" is allowed to connote only "vague." Along the fringes of religiosity the same term, though no more defined, is recognized as the mingling of conscious action or awareness with the uncontrolled and incomprehensible, that which, in the most primitive definition, thinks for itself. In this understanding the art of John Cage is mystical; it begins not with scientific deduction but with selective, and thus conscious, action, which invents by trial and error an art-medium capable, like any classical art-medium, of thinking for itself. Or to simplify the matter: John Cage evolves the medium out of his special experience as an artist, like a romantic composer borrowing from several distinct traditions, and then draws from this medium the first utterances of its own consistent classicism.

Few persons who listen to music know or even suspect the vast number of different musical possibilities inherent in instruments, scales, manners of notation, and sound combinations outside the contemporary fashion. Professional instrumentalists are equally uninformed: they take their instrument and its qualities for granted. Only the specialist may be expected to have such information, and he is more likely to discuss the instrument in relation to its literature than the literature in relation to its instrument. To set up, as a primary creation, by whatever fortuitous means, a gamut of sound not merely self-sufficient to but generative of its own musical purpose is an accomplishment as easy to underpraise as it is difficult to describe. This rather than the music he has derived from it is the achievement of John Cage.

The music that John Cage has written for his prepared piano is an exploration of this central creative idea or, in the case of works for more than one keyboard, an enlargement upon it. The Sixteen Sonatas and Four Interludes, which are his principal composition in this medium, are intended to be heard as a single unbroken experience, interrupted by a pause after each group of four sonatas and one interlude. Like many another American creator Cage reaches out towards the Orient, while to some extent putting aside the accepted Western musical inheritance. Like several other composers of his generation he was first directed to the principles and philosophy of Oriental music through the teaching, compositions, and personal propaganda of Henry Cowell, that untiring benefactor and liberator of our still derivative musical thought. In the Oriental manner Cage conceives of one arrangement of tones and prepared sounds as the medium of one composition. Modulation, the chief structural means of modern Western composition before Schoenberg, is accordingly excluded, both by the nature of the new medium and by its method. As Schoenberg in his later music begins with the equal twelve tones of the octave, undistinguished by key tonality, Cage begins with the whole sounding body of his prepared gamut, still undifferentiated by internal forms.

This gamut of prepared and unprepared tone differs strikingly in heard effect from the normal experience of Western music. Prepared tones several octaves apart on the piano keyboard may be less than a semitone apart in audible fact, while normal semitone intervals may be either enlarged or transformed into quite unlike sounds, one resembling perhaps a woodblock, another possibly a gong. The overtones of the various prepared strings are altered by the quality of the damping material, its length in some instances, its position between the strings, or by some other extraneous factor. A sound produced by insertion between two of the piano strings leaving the third string free may be quite altered by the use of the soft pedal, shifting the hammer to strike only the two damped strings.

To improvise on the prepared piano is an enchanting experience, like playing on one and then another of the instruments of a small orchestra, blowing, drawing, or striking a tone from each; and since the control is a piano keyboard, the player in effect has the pleasure of sounding at will several different instruments at once. For the amateur, whose use of the normal piano is seriously restricted by lack of training in harmony and modulation, playing a prepared piano is like being let loose into a new world of sound. To explore and set in order this new world of sound is the

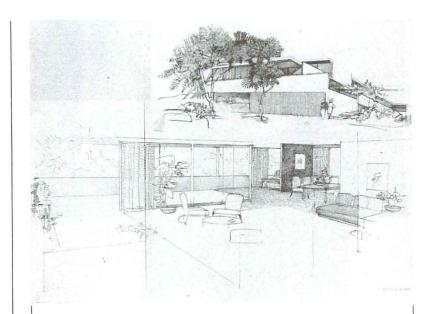
work of the composer. His notation is that of the conventional piano keyboard, but his reading of it must be modified by ability to hear and correctly anticipate the unexpected qualities of the prepared gamut. Modulation, the directive principle of modern Western structural music, having been eliminated, the composer must necessarily define his forms or measure them by rhythm. Modulation in general operates against a fixed recurrent pulsation, which by accurate division, shifts of emphasis, and occasional stretching or pressing of time produces variable rhythm. With modulation removed, the recurrence of beat as a structural factor becomes unnecessary. Instead, there is the recurrent and subtly varied phrase, an overlaying of rhythmic textures in greater or less prosodic variety. The rhythm is given directive emphasis by displacement and alteration of tones and by a general principle of tonal balance. This position in the breakdown of the classicalromantic system had already been reached by Debussy in that phase of his art most influenced by French prosodic impressionism and by Erik Satie.

The principle of tonal balance is to the effect that more highly pitched sounds tend to unrest and sounds of lower pitch to rest. Instead of a dominant and tonic pair of final chords, Cage may repeat the same group of simultaneous sounds, emphasizing first the higher registers as a dominant and then the lower as a tonic, a very reasonable and satisfactory ending process. Many variations of this principle enliven the sonatas. Other means of structure are found in the balance between movement and non-movement, between sound and silence, between the hurrying of many tones at one level of sound and the slow fall of single sounds upon another level, the two interpenetrating but never mingling as chords. These means, present in all music, assume more prominence by the removal of harmonic modulation.

In improvising on the prepared piano one finds very soon that the sound body lies between two sets of recognizable extremes, one resembling the chiming of the Javanese gamelang orchestra, the other very closely resembling the extra-harmonic melodies and tone-combinations of Schoenberg's Six Little Piano Pieces. It is a striking feature of Cage's ability to deal with his medium that he has avoided the obvious mannerisms of each extreme. Only in one sonata is there a definite, extended, imitative reference, to the fifth of the Little Piano Pieces. This provides an interesting comparison between what Schoenberg accomplishes with tone and Cage with prepared sound. The results are not dissimilar, but the Cage version is by far the longer, less defined and more embellished. References to the gamelang orchestra depend as much on the manner of playing as on the arrangement of the successive sounds.

A pupil of Schoenberg and a follower of Cowell and Varese, whose musical experiments include a variety of non-derivative combinations, John Cage has now gone far beyond his masters and is himself the leader in the field of extra-tonal sound. Both in his earlier experiments with percussion orchestras and in his present field of musical individualism he has shown an unusually practical ability to bring his oddest compositions to performance before interested audiences, to obtain favorable reviews and widely disseminated publicity. His air of a gentle prophet, innocent of worldly ways, covers a rugged determination to drive through to a fulfilling conclusion whatever interests him. Whether the prepared piano is a temporary and transitional means is to him of no immediate importance: he makes the most of what he has. In the back of his mind is a plan to work out some sort of electronic keyboard instrument, capable of extremely variable registrations for each note. This rather than the prepared piano is the ultimate instrument of his ambitions. There is some reason to hope that the means to develop it may be provided.

In his own medium he reflects qualities resembling those of Debussy, Schoenberg, and of that interest in sound-coloring as an art in itself that comes down from Berlioz and Liszt. He joins company with two other masters who avoided the traditional Western structure, two prosodists who composed in rhythms of overlying or successive non-thematic phrases, Erik Satie and Anton von Webern. Like theirs his music reaches to the future, to the unknown second half of the Twentieth Century in which Schoenberg, Bartok, and Stravinsky will be no longer strange and revolutionary but known, fixed, and classic.



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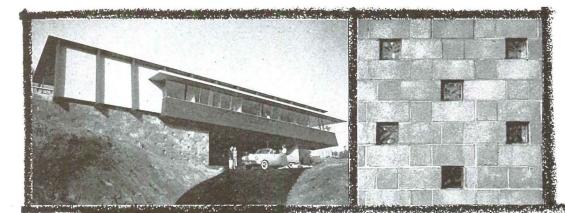
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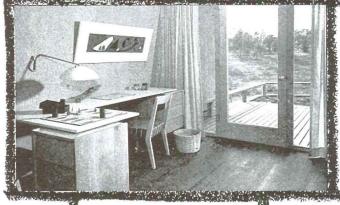
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in passing

As a world of people we seem to be living from hand to mouth within an enigma surrounded by anachromisms placed neatly beyond our own self-constructed eight balls. While from time to time we seem to solve the problems of the moment, we are left, as now, vaguely uneasy as to the realities of the final results. Perhaps we make the mistake in seeking our solutions in terms of things and not in terms of people.

Of course, no one is foolish enough to disregard the necessity of material balances. However, neither can any one exist without a deep awareness of human scale values which possess a power beyond the control of our most precise science. This is not to say that we must deal in mystiques but only that we must recognize the inherent nature in man that tends to defy laboratory techniques and that forces decisions on the basis of matters beyond the reach of merely logical mechanical devices or political systems.

Oddly enough we have always been aware of this. The whole history of thinking man has in one way or another generalized about it. Until now, however, we have never been forced to cope with it as a hard fact to be joined with the other hard facts of every day existence. Perhaps, we have had too much to do in the physical world, too many bits and pieces to put together in order in some way to control the rigors of our environment.

Certainly, it is the better part of human wisdom to really recognize and do something about man not only as a material and political animal but also man as a social animal. It is a natural tendency to seek a panacea within the framework of political systems, but political systems in themselves can never become more than instruments through which the needs of mankind achieve reality. It is in the largest social sense that man must consider his adjustment to an environment that can only partially be of his own creation. Perhaps a small part of the answer can be found in a recognition of his own limitations that can only be changed or rearranged or modified in ways not yet known or by means not yet perfected.

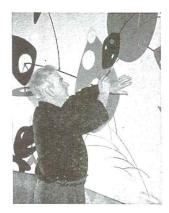
Perhaps we have felt too secure in our control of the most obvious environmental limitations without realizing that in these factors we have only prepared the way for the larger problems that exist deep within ourselves. We have for too many years nodded agreeably at the phrase "the proper study of mankind is man" while steadfastly refusing to do very much about it. Such a study or even the willingness to undertake it must presuppose an objective attitude toward all the major and minor hypocrisies that, often out of necessity, have been built up in order to create our culture system. There is little comfort in the fact that the reasons were apparently sound at the time, but the real point is that we are well beyond that time and there is not enough comfort and security in what we have done. It is a weary thought that the future comfort and security of mankind must depend almost totally upon what we have yet to do.

Certainly we cannot find our way in this new strange modern world with the out-dated road maps chartered by instincts that have been conditioned through unnumbered years of protective colorations. Perhaps real safety remains in those certain generalities that do nothing more than point a direction. We can no longer live by systems of thought that are not conditioned by the nature of our time any more than we can be efficiently transported by systems of conveyance that no longer have any reality in a world of unlimited power.

As social animals it is difficult, but necessary, that we realize the difficulties of dealing with the complex fabrications of our physical environment. We are at last forced to admit the limitation of our ability to run beyond exhaustion and to fly beyond breathing. In some way we must recognize ourselves as a part of an inter-nationality possessing a common denominator in all human beings, even though we find ourselves in the uncomfortable position of denying the validity of some of our cherished concepts.

For ourselves we have chosen democracy as the objective through which the world can achieve its best balance. We are preoccupied in securing what we consider the first principles of freedom as against others, in bitter opposition, equally convinced that they too are securing the same first principles of freedom. Somewhere within the maze of this controversy surely there is a truth upon which we can all agree in terms of what constitutes a kind of liberty that has nothing to do with either the means by which it is to be administered or the methods by which it is to be achieved. If we can decide what we mean and what we want, then it would seem that the world has pretty well demonstrated its ability to work out procedures.

Having done so much it would seem that man should be able to do this little more without recourse to catastrophe or bloodshed. At the moment, however, it seems that we are all wandering in a morass and not seeing the light of reason for the trees of politics that surround us.



I like to work in any medium where I am free to do as I choose. Of course, I wish I had invented this medium of Mural-Scrolls myself, but as I didn't—the Orientals having been doing this for many years—I am still very enthusiastic about smearing up somebody's wall. I would neither wear it, as Matta, nor collaborate it, as Miro, but just spit on the back of it, and stick it up where it can best give pleasure, or diminish gloom. — CALDER

Calder

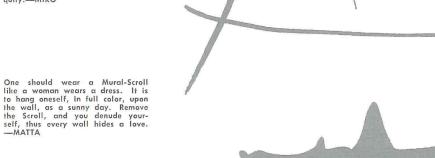


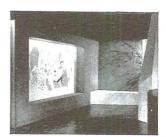
Mural-Scrolls offers the possibility of reproducing, without hindrance, the great qualities of mural art, bringing to all, the work of those artists worthy of this project.—

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I am happy to collaborate with Mural-Scrolls, which presents a possibility of going beyond the pure speculation of easel painting, and all the anecdotes of capricious line, nuances of color, etc., so as to work more freely and capaciously, addressing oneself in a more direct way to men in the collaboration, so humble and so full of grandeur, of the painter, the artisan and the technician, and in that state of splendid anonymity which marked the great epochs of antiquity.—MIRO





photographs: Dana B. Merrill

Katzenbach and Warren, Inc., presents this series of silk-screen murals known as Mural-Scrolls from original designs by recognized non-commercial artists. The first four, by Calder, Matisse, Matta and Miro, are presented here. Others will be announced later. The first Mural-Scrolls are printed in the exact color by silk-screen process. In full-scale they will be on canvas and published in limited editions of two hundred copies, available by advance subscription. Each will be from six feet to ten feet in length and from four feet to six feet in height. They are intended either for direct application to the wall like a scenic wallpaper or for hanging in scroll form like a Chinese ancestor painting.

The influence of living artists on interior decoration has been immense, but very often it has been forced by other hands through commercial filters which have taken the good out of it—and the taste. The clean Dutch flavor of Mondrian's art becomes gritty in linoleum designs borrowed from his research. The biomorphic shapes

of Arp are copied everywhere for display counters and coffee tables, but only casually and with insufferable loss of pride. The idea is to reduce to a minimum any intervention between the artist's discoveries and their execution in reproducible media.

A decorated wall, whether painted or printed, asks a different kind of concentration than an easel picture. It is less dependent on minute subtleties of tone and stroke; its virtues are more often strength and boldness than precision or delicacy of matiere.

Of course, any art project, however, ingenious, can only be as good as the artists involved. These four men have repeatedly proved their talent for large-scale decoration, and all are certain to know silk-screen's limitations and advantages. This is not to deny the usual supremacy of the original work of art, but only to suggest that we should encourage honest attempts to extend the range and availability of media in which the artist can create by his own plan and choice.—James Thrall Soby



Above: El Sol by Joan Miro. The full-scale reproduction measures 4 feet in height by 6 feet in length. Below: A Piece of My Workshop by Alexander Calder. The full-scale reproduction measures 6 feet in height by 10 feet in length.

FOLLOWING PAGE:

Above: Sun-Dice by Matta Echaurren. The full-scale reproduction measures 4 feet in height by 6 feet in length. Below: Arbre En Fleur by Henri-Matisse. The full-scale reproduction measures 5 feet in height by 6 feet, 3 inches in length.







Hante

The small house with its many amenities both aesthetic and practical is too often, in actuality, a juxtaposition of toys and stumbling people, children and spots on living room rug, impatience at the bathroom door, a mother trying to be in four places at one time and a father in search of his temper. One could, of course, say that such situations are proper problems for trained psychologists and not architects, but a great deal of this could be avoided if human motivations and family relations were more generally understood.

From the architectural viewpoint it is necessary to be cognizant of the principle that guidance instead of rigid discipline and cooperation instead of obedience are desirable attitudes of adults in the home. Certainly these precepts must be part of the philosophic basis upon which interior living space is organized. Unfortunately present-day planning of the small house reflects too little understanding of home life in terms of the family situations in all their prosaic details. We have planned homes around abstract, though seemingly practical, concepts of "outdoor living," "space relationships," etc.

Probably the most important of all solutions is a resolution of those differences and conflicts that normally exist between adults and children. Modern architectural logic has been absorbed with the liberating of space. Technical improvements have enabled the modern architect to prove that more aesthetic homes can become a reality if one has the necessary money and also an appreciation for the finer (but more expensive) things of life. For the average person the hiring of a modern architect and the building of a modern home is too often a snare and a delusion of the slick magazines. For them the architect becomes a swami of space well beyond their practical reach. The post war period has seen a succession of models of mass produced small houses which were to have opened new horizons in the housing of families in the average income groups. From the Buckminster Fuller circular house on, each has great merit in technical innovations and presumable low cost. For numerous reasons they are falling by the wayside, and the average small house remains the responsibilty of the average architect. As planners of small houses we have frequently been absorbed with the problem of the back-to-back bath and kitchen. This would save a two inch stack and presumably bring the small plan within reach of the person who otherwise could not afford one. In factory produced units this would be an item, but with field methods, costs are still based on the number of fixtures, and many an architect has personally spent many times over in study of plan any moneys he might have saved the client through using this device. Its very use complicates the many insolubles in planning. As long as small homes are not stamped out in giant presses we could allow ourselves the luxury of dispensing with Siamese plumbing and, instead, actually consider the people who are to inhabit our "machine to live in" space concept, ding bat, or whatever term is appropriate at the time.

The accompanying sketch is merely by way of illustration. It compresses the footage to a minimum. Enlargement would simplify the solution, but would fail to answer the need for a small home. The plan is divided into a quiet section consisting of parents bedroom and family living room, and the activity section which includes children's play and sleeping areas. Bath and kitchen form natural connecting links and are considered as the functional core of the house. The modern mother, even when she has available any or all of the latest in labor saving devices, is still an appendage to the kitchen and, as such, spends most of her time there.

In actuality it is the kitchen that is the focal point around which the home seems to function. From the viewpoint of child supervision, it is necessary to be able to view the inside and outside activity of the young from this work point without their being underfoot and getting into things. When the sliding panel is opened from the play room a

folding gate will keep the child out of the pot and pan drawer (and mother's hair). In this manner the child can play in its own domain without interference. This visibility provides for a relaxed attitude while the parent is occupied and should eliminate hours of anxiety, accidents, cleanups and rushing to and fro. It will also release the young child from oppressive awareness of constant adult supervision, and free him to develop his own creative independence, offering at once, the security of a supporting presence.

The bar in the kitchen seating six comfortably is primarily a device to simplify the mechanics of serving and cleaning up, the living room being used for more formal occasions. The bar area eliminates a certain amount of cabinet space which may be compensated for by intensified use of other storage space. The inclusion of laundry units in the kitchen is becoming standard practice. A large door between two bedrooms to increase the activity area has been used for some time. It is the purpose of this plan to go a step further and dispense with the idea of bedroom for children and consider their zone as a playroom, with single or double deck bunks having storage drawers underneath. The sleeping use is approximately ten hours and major use is other than sleeping. It should therefore be so planned. A continuous counter with desk section and cabinets for personal linens and toys will add to the efficient use of the children's area. This space can be planned so that it will contribute to the selfsufficient living of the young and growing child. It can become their responsibility to maintain it and thus help in the general cooperative effort of living in a home.

A bath and a half should be minimum equipment for any well-planned small house, but additional plumbing is still prohibitive in cost. A practical solution, providing needed flexibility and multiple use, results from the addition of a small amount of space and some doors. The placing of the parent's bedroom off the living room is important to all, as it takes children away from parent domination and protects parents from overdemanding children. Some may consider that this bedroom is too far away from the children's room. In general, sound travels very easily at night. When the child is still in a crib it can be wheeled into living room for the night (sleeping in same room with parents is not approved by child psychologists). For those requiring them there are intercommunication systems to maintain contact with the children. The parents' bedroom could of course be set up as a study or a part of the living room, depending on taste.

The living room, instead of being a catch-all for toys, food and furniture, can be set up for family relaxation. Because of the convenience and use of the other areas this room will have an atmosphere distinct from the bustle of the rest of the house. Family musical participation, fireplace, stories, occasional dining and similar social activities will be a complement to the general activity of the family living.

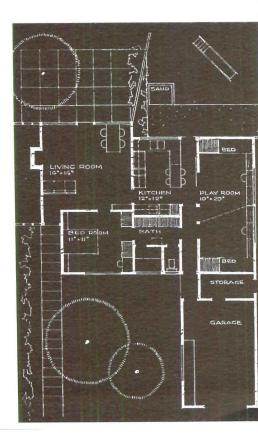
The garage, storage, or workroom and service connection are always subject to site conditions. The play yard with its equipment near the kitchen view, and the adjacent living room terrace, a cooperative vegetable and flower garden, etc., could be the subject of another article. The arrangement indicated allows for 1050 sq. ft. of living area. It explains a viewpoint which could be expanded and varied in scope depending on personal requirements and economic limitations.

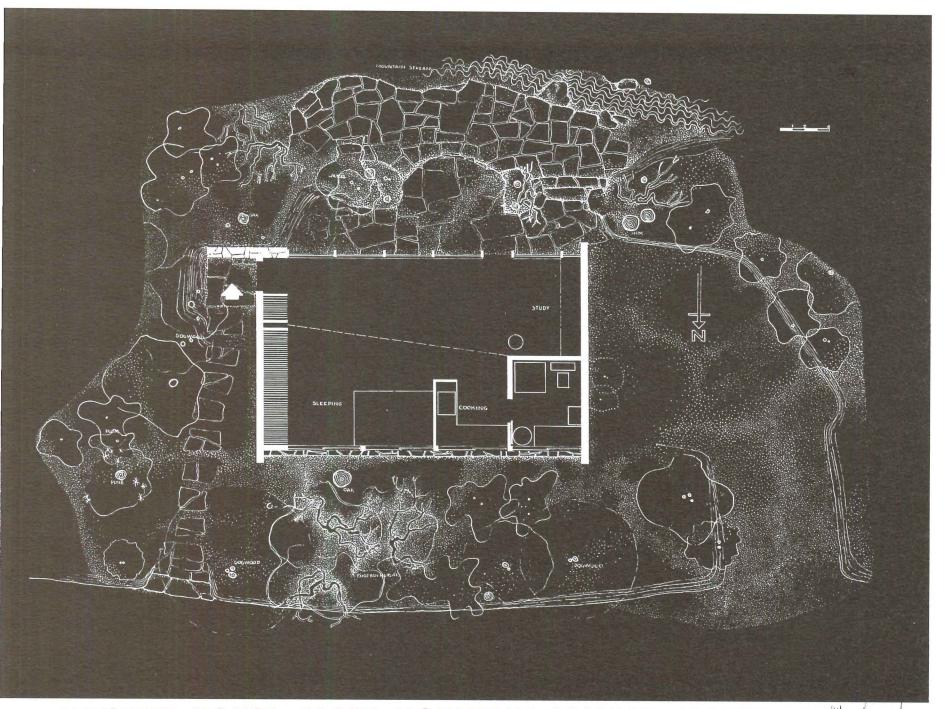
We do not presume to have solved parent-child relationships. We do attempt to indicate a direction toward the offsetting of certain problems of frustration, security and friction which have not ordinarily been considered in terms of space organization.

Finally, those problems of financing which pertain to lending institution or governmental approval agencies, and which tend toward limiting use of this type of plan to those with higher cash reserves, might be more readily solved when this direction is recognized.

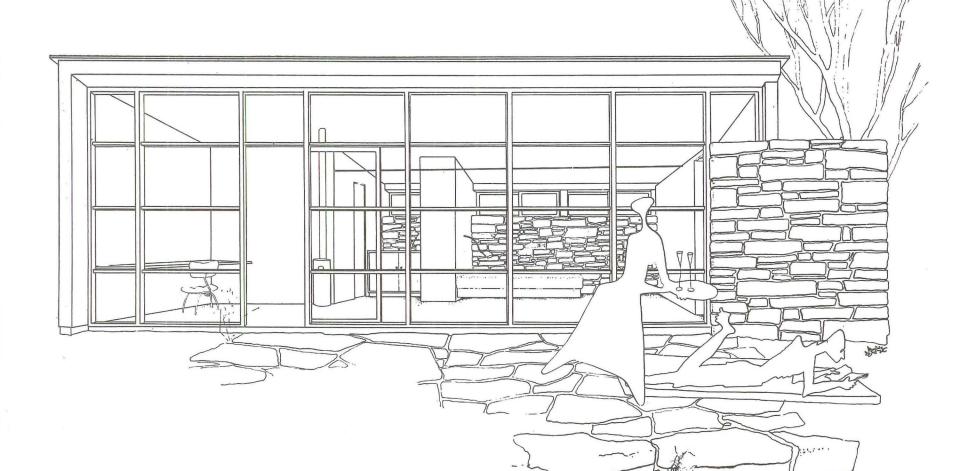
CONSIDER THE FAMILY

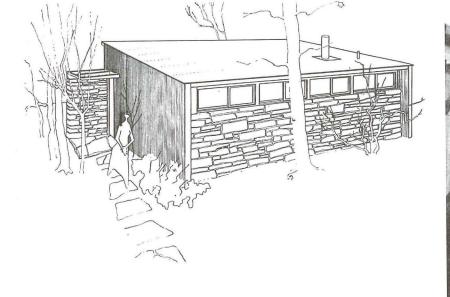
By JOSEF VAN DER KAR





MINIMUM HOUSE · BLACK MOUNTAIN COLLEGE · NORTH CAROLINA ·





drawings: albert lanier

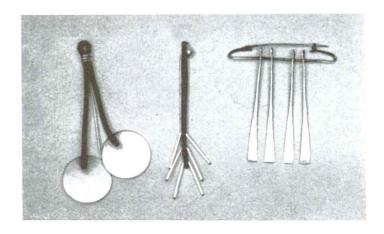
photographs: hazel-frieda larsen

A STUDENT PROJECT

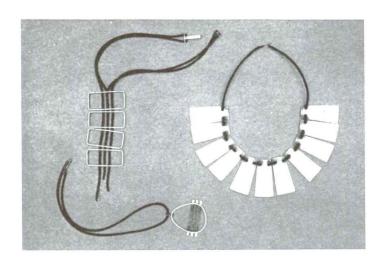
Housing for a faculty or student couple was the project chosen by several students for study and possible construction. The group set 1000 dollars as ceiling for the material cost of the unit to be equipped with studying, sleeping, bathing, and light cooking facilities for two. The site slopes south and east and is bound on the north by a road and on the south by a rock stream. Cost estimates and drawings were presented to the Board of Fellows. With their approval and 1000 dollars from a friend of the college, work began in November, 1947. Aluminum, stone, wood, and glass enclose the area of 400 square-feet.

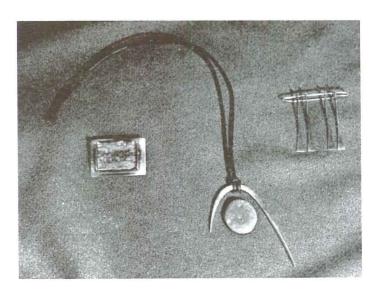
Still a low-cost project, it was completed last summer and occupied by two of its builders, satisfying the original requirements.





JEWELRY DESIGNED BY BETTY COOKE





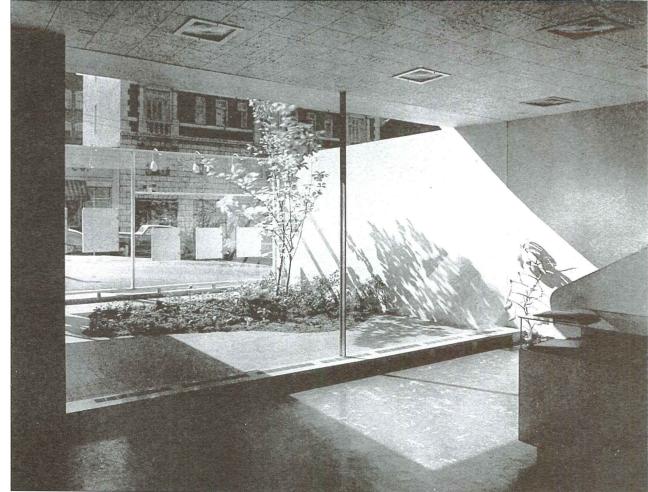
In a practical sense function in jewelry has little application or the safety pin would have taken care of everything long ago. Actually, the true function of jewelry is to appeal through the ageold business of attracting attention and admiration. This purpose of jewelry rarely changes but the form it takes shifts according to the taste of the designer and the trends of the day.

Simplicity that creates a pleasure when a thing is seen in clear orderly design is neither cold nor impersonal. Then we have ornament which is a thing in itself adding quality to a costume instead of a confusion of vague gobs of glit and glitter. This simplicity comes through logical consideration of materials, and it is most important that the designer be conscious of the "good" and "bad" qualities of the material, for in them is to be found the richest possibilities of design.

Understanding how much the material itself can do is a first necessity, and understanding how much the designer has a right to do to the material without destroying its quality is the second. Pleasing shapes combining metal and leather or wood or stone or enamel can be exciting in themselves, but if engraved and tooled and carved and distorted, the excitement is too often lost in the confusion of an overdose of techniques. Tortured materials usually result in the designs of the same nature, but good design always remains as fine as the day it was created.

Of course, this all comes down to the basis for one's own personal satisfaction and frankly this jewelry is designed as it is because I am fond of it that way and hope the people who wear it and see it will be fond of it also which is, I think, as good a reason as any and better than most.—

Betty Cooke





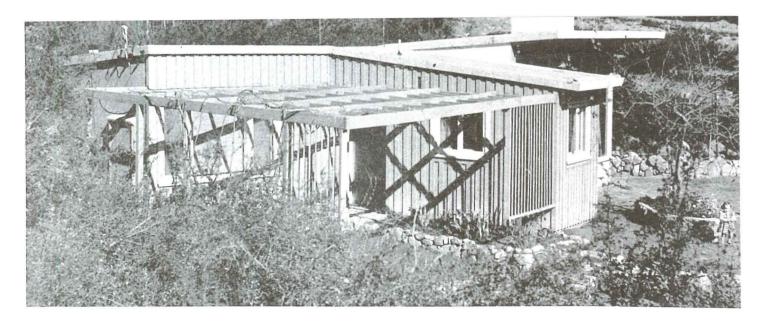
photographs: Dearborn-Massar

photograph: Edris Morrison

PHOTOGRAPHIC STUDIO BY PIETRO BELLUSCHI, architect

This studio, designed for a photographer, was planned for a typically narrow commercial city lot. A two story structure, it is set back from the street through the use of a landscaped forecourt facing the street itself, with a glass wall used for display purposes. A handsome reception office is actually an extension of the open court entered by way of a covered and sheltered walk-away from the street. The enclosed space is simply and richly treated through a direct use of building materials. Exterior walls are exposed concrete; interior is plaster. Wide window areas are framed in aluminum steel sash. Insulation is acoustical ceiling tile, and partitions are metal lath and plaster.

Illustrations show the reception room from the forecourt and the street from within the reception room itself.



SMALL HILLSIDE HOUSE

EUGENE WESTON, III designer



This house was planned in the years immediately following the war and subject to all the limitations and scarcities prevalent at the time. These were the considerations that forced an extremely minimum house of the simplest construction.

The plan arrived at contains approximately 900 square-feet yet fulfills all the living requirements of the client. Inasmuch as the view is a primary consideration the house has been literally built around it. Situated in an old wash on a mountain slope, there are unobstructed vistas of Pasadena on the south and forested mountains to the west.

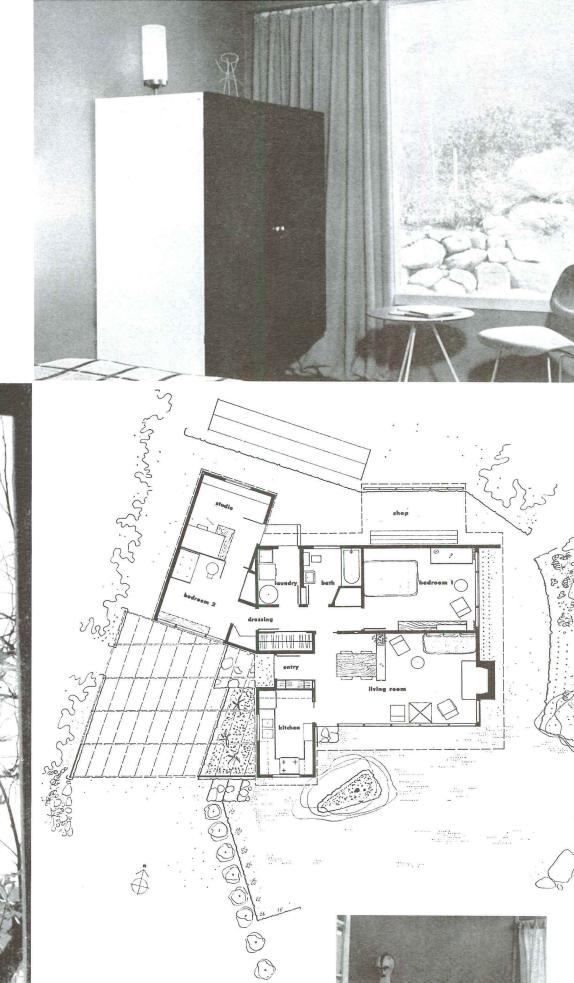
The living room, facing due south, has the advantage of a wide free view and during the winter gains solar heat. Living and dining areas are combined but visually separated by a free-standing screen providing space for books, records and magazines. The fireplace, with its raised hearth, provides added sitting space and informal table service.

Main traffic is restricted to one end of the room permitting a free arrangement of uninterrupted space.

The kitchen, although small, is an economical arrangement of space with more than adequate storage. A central hall connects the living room with the bedroom, bath, laundry and child's room. Large windows in the bedroom take full advantage of the view of the nearby mountains.

The child's room opens to the southern view and becomes a removed, quiet space for play and rest. Next to it is a small studio and a covered shop area.

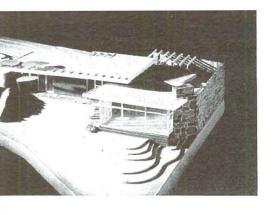
The final result was a small well-planned completely adequate house coming well within the original budget and planned without the too-often sterile limits of the necessarily restricted small house.

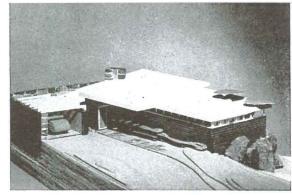


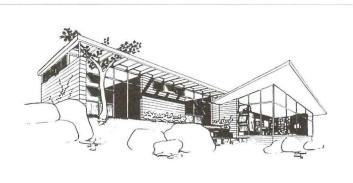


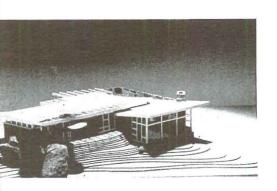


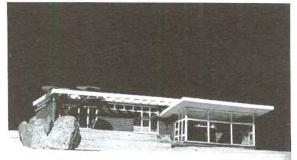
photographs: Burton Flower

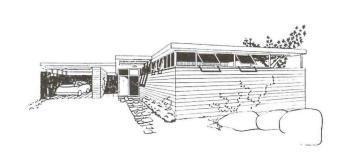


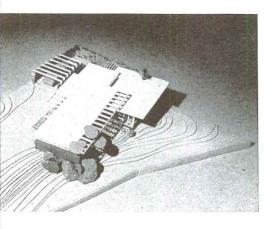














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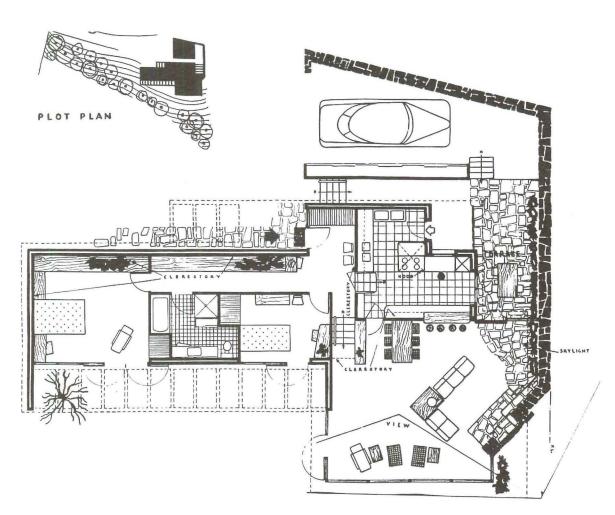
HOUSE FOR URBAN DEVELOPMENT IN SYDNEY, AUSTRALIA

DOUGLAS B. SNELLING designer

This house is in direct participation with its site, with the living area following the grade down five steps from sleeping area. This interrelationship makes for the extension of space feeling and intimate association with its environment. With the panoramic view of wooded ground and harbour inlets to the north east, it was possible to face the main glass areas in this direction in order to take advantage of the sun for light and warmth. Roof overhangs control penetration of sun's rays. The early morning sun streams into bedrooms; noon sun in winter gets well across all rooms; while the hot noon summer sun does not get in anywhere; the uncomfortable parallel rays of the west sun are prevented from entering entirely by the solid masonry wall.

Exterior materials used are common brick; wood trim painted pale cream, natural stone fireplace and wall; roof is built up with roofing felt and asphalt with crushed crystaline limestone bonded into asphalt. Being white it reflects the sun's rays, and each piece throwing a shadow will keep the roof at least 15% cooler than other types of roofing.

Interior finishes will have large areas of natural wood; over-all built-in storage units, with natural wood (continued on page 60)

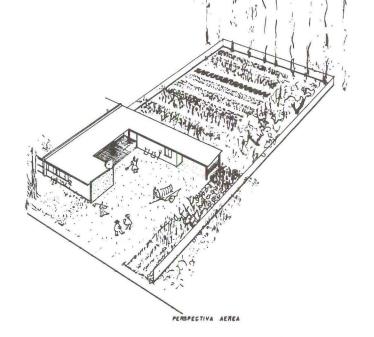


These houses in the Central Zone of Chile, 34° south of the Equator, are for a temperate climate very similar to Central California.

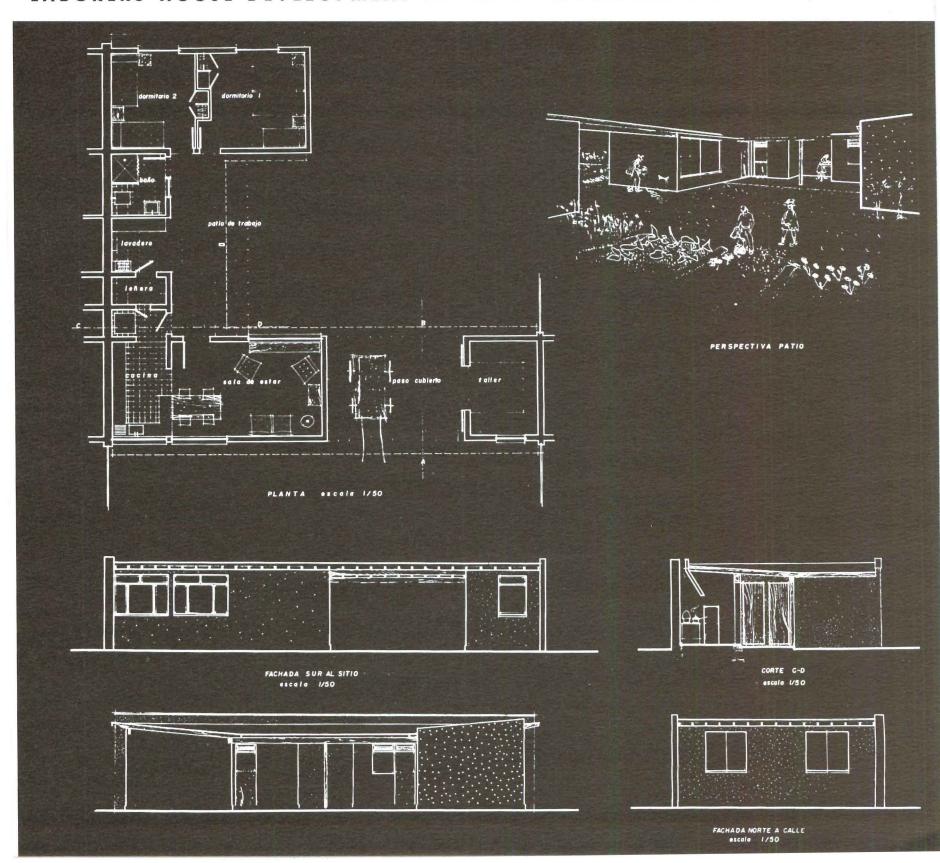
They have been designed for the laborers on the experimental farm of the Chilean National Agricultural Society, an institution whose objective is to maintain investigations in all the fields of agriculture and in rasing the standards of living among its workers. These homes are loctated within the farm in streets near the main buildings, which house a market and the administration offices where the workmen are assigned their jobs.

Taking into account the size of the average Chilean agricultural workman's family (larger than the families in the United States), it was decided that building units of 2, 3, 4 bedrooms each were the most satisfactory.

The plan opens on three sides around a patio where the majority of household chores are carried out. The common wall dividing the two units of similar floor plan provides ample privacy, as each unit faces the opposite way, the plumbing facilities being within this one wall of each two of units. A covered porch facing the patio is accessible to all main rooms. A covered passage leads to a garden where each family may grow its own vegetables.



LABORERS HOUSE DEVELOPMENT IN CHILE-HORACIO ACEVEDO, architect





Problem: The design of a three-bedroom residence, with servants' quarters, on a lot sloping steeply from northeast to southwest. The lot led to the development of the house on a three level scheme. The kitchen and service area, breakfast room, dining room, living room, children's rooms, and servants' quarters are arranged on the second (or garden) level. The master bedroom, bath and dressing room comprise the third level.

The client requested, and the site dictated, that the house be completely zoned. As a result, the living and activity areas have been placed to the north, while the dining area and the master bedroom have been oriented to the

south insuring maximum view.

The living room has been zoned into two areas, separated by the fireplace. Both areas open directly to the living terrace which is partly under cover and is directly adjacent to the swimming pool and garden area.

The children's bedrooms are directly accessible from the entrance hall and stair. The stair is unusual in that it is held free of the glass wall area directly behind it. The master bedroom gives the feeling of unlimited space due to the use of floor to ceiling glass on two sides, insuring both maximum privacy and exposure.

The primary exterior material is redwood, natural finished. Good texture contrast is found in the living room through the exploitation of glass, textured brick and wood walls. Maximum privacy from adjacent properties has been effectively solved and the development of the three-level scheme led to a play of the three basic planes in a harmonious relationship with the site.

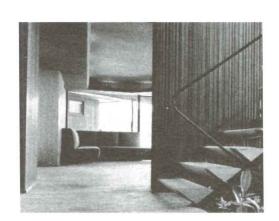
SUBURBAN HOME BY A. QUINCY JONES, architect

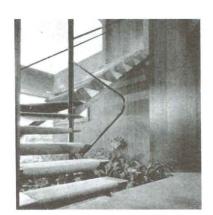


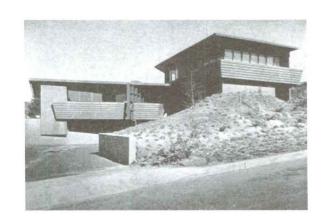




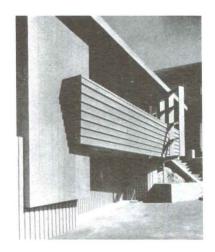
General Contractors: Lamport, Cofer & Salzman

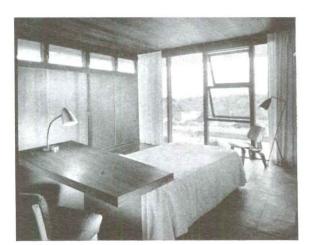




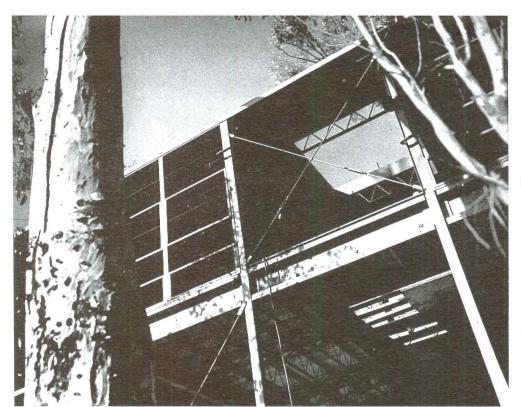








photographs: Robert C. Cleveland



CASE STUDY HOUSE FOR 1949

Arts & Architecture's case study house for 1949 is truly a study of logical use of materials and integration of spaces. Materials long used in common practice, by the very directness of their application here, take on a new freshness. The results will be provocative to many and, for all we know, might be one of the small steps toward the development of a building idiom for our time.



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A close-up of Sealuxe-Browne Windows and Sealuxe fins in the new building of

General Petroleum Company Los Angeles

WURDEMAN AND BECKET — Architects

P. J. WALKER CO. — General Contractor

Many original and advanced ideas were developed in planning the General Petroleum Building. Sealux Engineering produced the huge Alumitex Solar Fins in connection with Browne folding-type windows; a major item which adds to the distinctive beauty and practical utility of this monumental structure.



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THE NEW GENERAL PETROLEUM BUILDING

WALTER WURDEMAN WELTON BECKET

architects

P. J. WALKER COMPANY general contractors



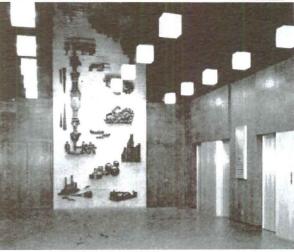
photograph: Jay Connor



The new building housing the general offices of the General Petroleum Corporation is one of the largest in the Southern California area. The architects have achieved an almost completely fluid floor plan through the use of a 7 foot basic module. This space has thus become almost completely interchangeable through a system of movable partitioning and can be rearranged or readapted as the usefulness of one system is superseded by another.

The structure is 13 stories high subject to a local code limination and contains 504,000 square-feet, all but three and one-half floors of which will be used as the home offices of the Corporation. The over-all exterior is beige terracotta with vertical "fins" of alumilite-finished aluminum. A light-weight structure of maximum strength was achieved





View of the main floor lobby paneled in teak with elevator doors of aluminum. The sculptures by Bernard Rosenthal are carved in black walnut, and are mounted on a travertine wall. through the use of materials such as pumice, vermiculite and rocklite.

The architects basic module provides an air conditioning outlet, control thermostat, lights, window and the necessary plumbing for wash stand cabinets. All hallway doors fit the modular system. Partitions can be removed and rearranged in a matter of hours to change space relationships as needed. More than 12 thousand tons saved through the use of light weight materials, permitted the engineers to design the steel structure as an unusually light framework.

To facilitate the general flexibility an underfloor duct system can be tapped every five feet for telephone, light and intercommunication outlets and portable lavatories in closet units can be installed at every second module.

can be installed at every second module.

The aluminum "fins" reach from the third to the 13th floor on three sides of the building and are effective in the control of the air conditioning. The architects' responsibility included not only the building but extended to furnishings, color schemes and fixtures.

The building is in the central business district of Los Angeles and extends a full city block from Sixth Street to Wilshire Boulevard on a site 272x148 feet. A 30 foot steel superstructure on the roof provides a frame for roof signs and conceals the cooling tower.

A top-and-bottom waterproofing seals the 90,000 square feet of roof area and provides a five-coat seal from underground water for the basement floor and basement walls.

The water system filters and softens enough water each 24 hours to supply a city of 5,000 people.

Rest rooms are so designed that all equipment, fixtures, and partitions are suspended from the ceiling or walls providing complete and easy access to the tile floors for cleaning.

Prefabricated office cabinets contain washstand, mirror, medicine cabinet and cloak rack. The cabinets can be moved from place to place without replastering. Plumbing hooks into pipes concealed in vertical columns adjacent to interior walls.

Seven passenger elevators, each with a twenty person capacity, travel 700 feet per minute. A 400 foot per minute freight elevator can lift 8000 lbs., and has an eight-foot by ten-foot floor area. A 500-lb. capacity "dumb waiter" is used for distribution of mail, messages, teletypes, etc., eliminating inter-floor trips by messengers.

Office lighting is accomplished by 3500 fluorescent fixtures, each with three tubes. About 35 candlepower reaches desk level through diffusing glass which sets flush to the ceiling. Corridors are lighted with 774 square fixtures.

Interiors of the building's 1000 plus offices are a soft gray.

the new general petroleum building

Lower left: view of a typical upstairs elevator lobby showing 3 of the 8 elevators serving each floor. Center: view of the entrance to a typical upstairs office. Right: view of building at busy intersection showing fresh window treatment and louvred visors.

photographs: Art Streib









VIEW OF ENTRANCE

Warm, finely-grained woods, glass and aluminum set the interior decor. Elevator lobbies are paneled in red birch with a gray "driftwood" stain. Corridors are two shades of green. Clear glass panels and fluted frosted glass are used on each floor. Large photo murals are used on upper floor reception room walls while the main floor lobby, which is done in bleached teak, has two large display windows.

Doors throughout the building are of matched birch veneer numbering over 1500. Their changing natural patterns provide a contrast to the solid colors of the corridors and office interiors. The pre-fabricated office cabinets are of the same finish.

The walls of the 25x85 foot main elevator lobby are in bleached teak with solid panels carrying up 12 feet from the floor. The elevator entrances are blocks of aluminum with ribbed surfaces in order to minimize light reflection. The lobby floor is of green stone with a gray-green tone. Ceilings are of mirror tiles. The wall facing the entrance is a three-quarter relief mural carved from black walnut depicting the basic area of activity in the oil industry. The sculpture units are by Bernard Rosenthal and are continued on page 60







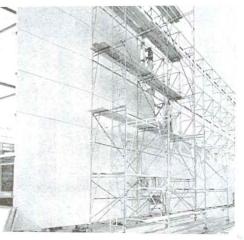
Executive offices and the Board of Directors room in the new General Petroleum Building



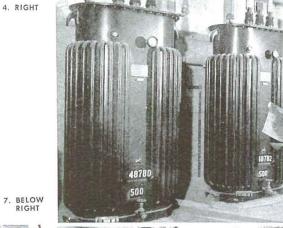




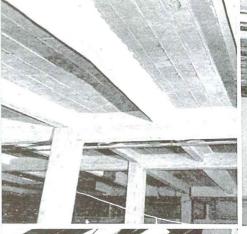




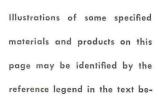
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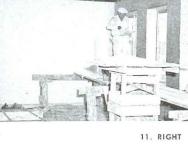
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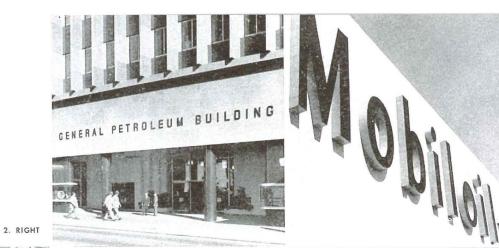


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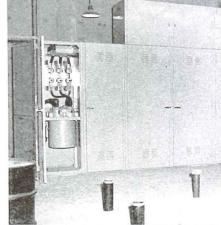
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5. RIGHT



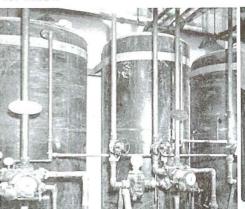
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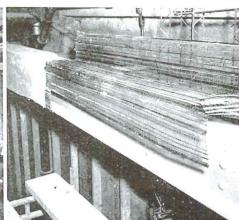
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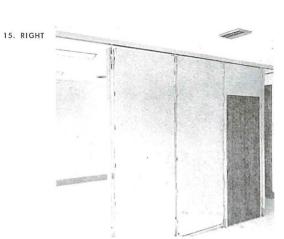








14. LEFT



principal materials specified in the construction of the building

The last stronghold of structural "dead weight"—in office buildings has been attacked by Wurdeman & Becket, architects; the P. J. Walker Company, the general contractor, and Murray Erick Associates, structural engineers, in the construction of the new 13-story General Petroleum building in Los Angeles, the 504,000-plus square feet of floor space of which makes it the largest office building in Southern California.

Desert Materials Corporation supplied controlled, high-grade pumice, a puffed up volcanic glass, which was substituted for sand and gravel to yield a concrete 1,400 pounds lighter for every cubic yard used. This cut 8,300 tons from the skeleton load of the building and added considerable insulation qualities.

SAVES 2,800 TONS

Although concrete was used to form the corners and in the construction of one blank wall, the use on the three other sides of hollow walls consisting of a two-inch layer of light-weight concrete on both sides of a four-inch empty space, saved 2,800 tons of dead weight, and engineers say the system is stronger than an 8-inch wall of solid heavy concrete.

heavy concrete.

A placement of windows was designed which allowed enough space between the window lines of each floor so that a lightweight steel truss, covered by steel mesh and a "gunite"-applied layer of light, crushed-blue shale concrete called "rock-lite," could be used instead of a solid concrete block.

LIGHT JOISTS USED

Further use of lightweight vermiculite concrete to encase and fireproof the steel joists supporting the floors permitted the substitution of lightweight steel joists for heavy beams. The vermiculite, supplied by Gladding, McBean & Company, is a mica containing millions of tiny air cells and weighing only 6 to 8 pounds per cubic foot as compared with 100 pounds for sand, but it provides twice the fire protection of ordinary concrete around the joists.

On individual H-beams installed beneath

On individual H-beams installed beneath floor areas where exceptional weight would be placed, an individual "over coat" of 1" of vermiculite was applied. For every lineal foot of these beams—and there are 117 beams, totaling 1500 feet in length, beneath one floor alone—a weight saving of 200 pounds per lineal foot was made, with an additional money saving in the elimination of concrete-pouring forms by the use of the "gunite" process, handled by the Johnson-Western Company.

VERMICULITE USED

Vermiculite was also used as fireproofing in

um building

stairways, shafts and around dry stand pipes, and, although it was coated with hard surface plaster wherever it would be exposed to use, it saved weight in plaster by reducing the number of coats used. Altogether, vermiculite resulted in a net saving of 1,000 tons in the building's dead weight. The 8,300 tons saved with light-weight concrete, the 2,800 tons saved with hollow walls, and the 100 tons saved with vermiculite fireproofing (photo 6—below, page 46), enabled the designers to save 1,200 tons of structural steel, a total saving, it is roughly estimated, of some \$180,000. The designers and builders know they did a better job for less money and struck a solid blow for progress in the science and practice of building construction.

USG TRUSSTEEL STUDS

Trussteel studs, manufactured by the United States Gypsum Company, (photo 14—left, page 46) were specified for all hollow, non-load bearing partitions in the building. Supplied through the Security Materials Company, Los Angeles building material dealers. Trussteel studs were specified because they permit fabrication of hollow partitions of remarkable stiffness and fire resistance. The finished partitions weigh only 13 to 17 pounds per square foot when plastered, and provide ample room for complete concealment of pipes, conduits and air ducts. By means of attachment shoes furnished by the manufacturer, the studs can be adjusted for variations in ceiling height up to 4 inches.

The studs are economical because the material cost is moderate, and erection, which requires only standard lather's tools, is fast. Because the resulting partitions are light, they can be located anywhere within the building without the use of special structural framings.

PENN METAL STUDS

Elsewhere in the building, Penn Metal steel studs, designed primarily for strength, were used. The exceptionally light weight of this type of partition permits an economical structural design, and their width provides for the concealment of unsightly piping and conduits.

The Pioneer Roof Company, Los Angeles, covered the 90,000 square feet of roof area with roofing which one engineer described as "one of the very finest specifications ever written." Designed to be equally impervious to torrential rains, hot summer sun and quick drops in temperature just after sundown, the roofing consists of a two-inch layer of cork insulation, five layers of rag felt saturated with asphalt, and a double surfacing of gravel.

The same protection was given the building far below the surface of the ground, so that actually it is waterproofed top and bottom. The basement floor consists of two thick slabs of concrete separated by a waterproofing membrane consisting of five layers of kraft paper and 30 pound felt, each sealed with an asphalt coating. This membrane not only seals against water seepage but also cushions any movements of the building to prevent cracking the rigid concrete. The basement walls received five coatings of a waterproof asphalt emulsion and a protective coating of roofing material. The materials for waterproofing and roofing were manufactured in Los Angeles by The Pioneer-Flintkote Company.

In addition to the 62,000 square yards of vermiculite plaster used in the building, about 65,000 yards of United States Gypsum's RED TOP (photo 7 below, right) were applied by the C. F. Bolster Company, lathing and plastering contractor.

HAUSERMAN REMOVABLE PARTITIONS

Building changes and rearrangements of offices will be a relatively simple matter in the building because of the use throughout of almost 10,000 feet of movable steel walls (photo 15—right, page 46) manufactured by the E. F. Hauserman Company, Cleveland. Two men with screw drivers and hammers can build a complete wall in minutes with these panels. When changes are necessary, the panels can be taken down and re-used. No demolition is necessary. No repainting or plastering is required. Doors may be installed by removing a solid panel and substituting a special door frame panel.

smoling a special wood frame paties.

Entire walls may be removed by disassembling them in reverse order of the erection procedure. A few putty holes are the only evidence that a wall was ever located

on the spot. The edges of the panels are equipped with patented steel clips which rigidly attach one panel to the other. The 2-inch gap between panels is equipped with patented steel clips which rigidly attach one panel to the other, and it is covered with a long metal cap which fits flush with the panels to form an unbroken, smooth surface.

FORM COMPLETE WALLS

The groups of panels form complete walls are attached to ceilings and masonry walls by means of channels. Floor connections are to small, star-shaped steel mounts. The channels are attached with screws, and the panels clip onto the channels. All connections at ceilings, floors, and other walls are concealed by other metal caps which, like the post caps, clip onto the panels to form a smooth surface flush with the panels. The panels, which are 21/2 feet wide and 3 thick, are soundproofed with wool, held in place by spotwelded rein-forcements. The reinforcements also assure permanent rigidity of the sheet steel exteriors of the panels. The rockwool soundproofing in the panels is greater than that provided by tile and plaster walls twice as thick and also reduces heat transmission four times as effectively as clay tile plastered walls. The panels average about 22 pounds per square foot less than a comparable tile and plaster partition.

REDUCES DEADWEIGHT

Thus use of the Hauserman partitions considerably reduced the dead-weight load, effecting a net economy, although the initial cost of the wall is slightly higher than tile and plaster. Additional savings will be realized in the elimination of the confusion and lost working time of people located near remodeling operations. The Hauserman wall is finished in a baked enamel which has high lasting qualities. It need only be washed with soap and water to keep it clean and attractive. The thrice-yearly paintings required for plaster walls are eliminated.

Window cleaners who are looking for thrills will avoid the building, because the windows are of a design which permits them to be completely washed without climbing outside. The Browne Monumental Folding Type Windows, manufactured by the Universal Corporation, Dallas, practically eliminate window washing, which means a saving of many thousands of dollars over a period of years. Insurance rates are lower because of the reduced hazard. Several thousands of dollars were saved on the initial installation by the elimination of the hooks in which window washers customarily attach their safety belts.

FRAMED IN ALUMINUM

The windows, which measure 5 feet high by 5 feet 6 inches wide, are of heavy strong aluminum construction. The frame is in an "Alumilite" finish, which has a light silvery tone and which requires no paint. It does not discolor nor tarnish with age. Despite its size, each window can be operated with one hand. Pushed in the center, it folds at that point, making all four sides of the two panes of glass accessible to a person standing inside.

Though invented in 1905, and until comparatively recently made in New York, the Browne Folding Window is relatively new to the West. Only two other important western buildings have such installation, but they have been widely used elsewhere. Originally manufactured in steel, the Browne window has been made in aluminum since just before the recent war. In aluminum the weight of the window is about 66% per cent less. About 200,000 pounds of aluminum were used in fabricating the 1600 win-

dows. They are now economically feasible for use in the west because of the lighter shipping weight of aluminum as compared with steel, and the closer proximity of the manufacturer.

FINS SHADE WINDOWS

Fifty-nine vertical aluminum solar fins shade 1,600-odd windows, catching the heat of the sun's rays and piping it up to the top of the building where it is released. They will save an estimated 100 tons of refrigerants annually. The fins are so integrated into the design of the building that a casual observer would think they were for decorative purposes only. On the north side, in fact, they are. But on the south and west, extending 129 feet from the third floor level of the building up to its thirteenth floor, the fins perform their cooling function where the summer sun hits with full impact.

The fins are 6 inches wide and stand 4 feet 2 inches out from the building wall. They are formed from a rolled aluminum sheet, .102 inch thick, Sealux Fluted Alumitex, which has a fluted surface to diffuse the light of the sun and eliminate glare. The surface of the aluminum is anodized, which gives it a non-discoloring, non-oxidizing and virtually permanent finish.

PERMITTED TO EXPAND

About 190,000 pounds of aluminum were used in the fabrication of the fins, which are supported by horizontal aluminum members, perforated to provide for the upward passage of the warmed air inside the fins. Expansion joints about every 6 feet allow the fins to expand as they absorb the sun's intense heat. But new extrusion processes used in the fins' manufacture retail a "tailored" appearance and prevent "waving" or buckling, holding sharp shadow lines.

Though the fins were prefabricated and factory-built, considerable craftsmanship went into their installation. The varying shadows on the fins give a pleasant and constantly changing eye-appeal. The fins mirror the spandrels and windows.

CONTAINS "WEATHER FACTORY"

A "weather factory" large enough to turn out a ton of ice a day for each office in the building but sensitive enough to supply a different temperature every 14 feet throughout the structure was installed by W. S. Kilpatrick & Company, Los Angeles heating and air conditioning contractor.

Sixteen hundred horsepower in electric motors alone is used in the air conditioning and heating system, which includes 48 separate fan rooms to provide a "zoned" control. Another 600 horsepower capacity is contained in the 4 oil or natural gas boilers, and 900 horsepower capacity in three centrifugal compressors brings the total to 3,-100 horsepower of weather-making equipment

The office of Ralph E. Phillips, consulting mechanical and electric engineer, solved the problem of Southern California weather, which may require simultaneous heating and cooling, by a twin-duct system. One duct brings cooled air and the other heated air to all portions of the building. The ducts join as they enter the air outlets, which are located every 14 feet on most floors to fit the 14-foot and 7-foot modular design. A few floors, where smaller offices may be used, contain outlets every 7 feet, thus each office can choose its own weather.

LINKED TO SEVERAL OUTLETS

Where offices are larger, one control can be linked to several outlets, the extra control positions simply being blanked off. The controls operate dampers which automatically mix hot and cold air to provide the desired temperature. (continued on page 48)

48 ARTS & ARCHITECTURE

These smart modern win-

dows never rust, never rot, never wear out . . . and they never need painting!

Made of heavier aluminum extrusions than most windows, with integrally flashwelded joints and corners, they are sturdy and stormtight, yet operate easily and with finger-tip inside controls.



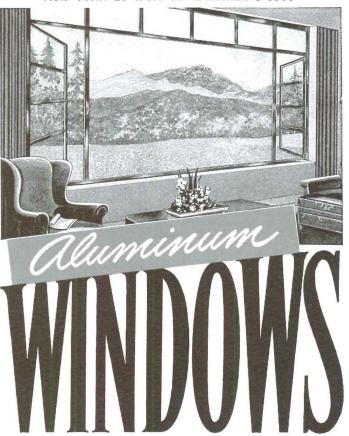


Choice of sturdy Ware Butt Hinges or convenient Extension Hinges.



WARE LABORATORIES, INC.

1827 Delaware Parkway, MIAMI 35, FLA. New York: 21 West St. Whitehall 3-6860



SPECIFIED MATERIALS . GENERAL PETROLEUM BUILDING

A minimum of 6 and an average of 8 complete air changes hourly are provided by the 48 fan rooms, 4 of which are located on each floor from the second to the top floor, and each of which may be operated independently from an instrument

board in the basement when only parts of the building are in use.

This instrument board gives the building engineer the complete picture of the efficiency of the temperature control system of the building at a glance. At the top are precision temperature recorder-controllers manufactured by the Brown Instrument Division of the Minneapolis-Honeywell Regulator Company. They both record and control temperatures of three giant water chillers, supplying the cooling medium for the building. There is a master recorder-controller which re-sets the top battery of instruments. A strip chart recorder gives simultaneous recordings of outdoor wet and dry bulb temperatures and the water temperatures to and from the cooling tower on the room. This provides permanent hour-by-hour records of the control system's efficiency.

SERVE 20 ROOMS EACH

Each fan room serves approximately 20 rooms and contains heating and cooling coils and a 3-horsepower electric fan flowing 7,500 cubic feet a minute. The fan draws about 25 per cent outside air to mix with about 75 per cent re-used air which has been passed through a sound filter and past a bank of 5 General Electric 36T6 Germicidal sterilizing tubes (photo 12—above, page 46). This process, together with additional duct filters, is expected to reduce colds and other infections and know the interior face of superiors and degree in duct. The coils for hot and cold air are located in separate chambers, and the hot coil

chamber is automatically controlled at a level required by the heating load, which enables the system to provide a high delivered air temperature during warmup periods and periods of extreme heat demand.

HEAT THROUGH AIR DUCTS

The moderate climate plus the insulated construction features of the building make possible the heating of the building entirely by the hot air ducts. Heat conservation is aided by the use of a double ceiling above each floor, one formed by Acousti-Celotex (photo 11—right, page 46) and containing the lighting fixtures and air conditioning ducts, and the other formed by vermiculite plaster. Interior aluminum venetian blinds also act as insulation to keep exterior heat absorption down. To keep overhead space usage to a minimum, ducts were designed only 5 inches in depth. More than 250 tons of galvanized steel were used in fabricating

the twenty miles of ducts in the building. Connecting the fan rooms with the central heating and the refrigeration plants in the basement are risers which are much smaller than those which would have been required if separate fan rooms had not been used. This brings a consequent reduction in fire hazard.

REFRIGERATION PLANT PROVIDED

REFRIGERATION PLANT PROVIDED

The refrigeration plant of the building consists of three 300-horsepower centrifugal compressors with a capacity of 333 tons each and using "Freon 11" refrigerant. Four chilled water pumps, each serving one group of fan rooms, drive the refrigerant through the building. Condensers are located on the roof of the building, and, for appearance, are completely surrounded by a sheet steel superstructure. The Worthington Pump & Machinery Corporation manufactured the three centrifugal systems, two condensing units and five self-contained air conditioners.

The centrifugal systems cool 2,500 G.P.M. of water from 54.1° to 44° using 3,150 G.P.M. of 80° water through the condensers. One condensing unit is used to cool drinking water for the building, and the other for the air conditioning system

cool drinking water for the building, and the other for the air conditioning system for the auditorium. The 5 self-contained units are used for air conditioning separate offices when individual conditioning would be uneconomical on the main system.

BARBER-COLMAN EQUIPMENT

Barber-Colman engineered air distribution products were selected for installation in the building after careful analysis. More than 700 Venturi-Flo ceiling outlets were used, together with Uni-Flo supply grilles and return air Multilouvre registers. The selection of Barber-Colman equipment was based on flow characteristics, rapid diffusion, aspirating efficiency and the use of greater temperature differential, with minimum pressure drop and lower noise level. Venturi-Flo ceiling outlets and the Uni-Flo sidewall grilles and registers combine design simplicity with pleasing appearance.

The electrical contractor, The R. R. Jones Electric Company, chose Nepcoduct, (photo 7—below, right) manufactured by the National Electric Products Corporation, Pittsburgh, for the floor electrical distribution system and installed 103,000 feet (more than 19½ miles) in the floors of the building to carry power for lighting, fans, controls, telephone wiring, signal and buzzer wiring, etc. Nepcoduct is a strong, rigid and durable steel raceway with 1½" pipe threaded convenience outlets every 24" at floor surface. A steelgrounded system, Nepcoduct automatically shields telephone, television and radio wires from outside interference.

BRINGS WIRING TO FLOOR SURFACE

BRINGS WIRING TO FLOOR SURFACE
The 1" raised outlet brings wiring right to floor surface, so that service fittings
for light, power, telephone and signal services, may be established quickly and
without interruption of office occupancy and at minimum expense of time. Wires
are brought through the duct opening into the service fitting, then in a wideradius sweep and connected to the receptacle, buzzer or device. Companion Nepcoduct service fittings and floor boxes were also produced for the job by National Electric.

A source of pride to General Petroleum, is its modern general wash rooms and their concealed cabinets in the individual offices. Durability, styling and renewability of working parts were given prime consideration in the selection of plumbing brass goods. Mueller Merit Line Lavatory Combinations (photo 9—be-

plumbing brass goods. Mueller Merit Line Lavatory Combinations (photo 9—below, right, page 46) were selected because of their many exclusive features—especially in the faucets.

Since the washer lifts and closes vertically without turning on the stem, it precludes any possibility of the washer dropping off and eliminates all grinding, abrasive action on the washer or seat. An internal spring provides effortless operation and gives a positive, non-drip closing without forcing. The fitting itself, need never be removed as all working parts can be replaced as a unit when neces-

sary. The extra heavy, all bronze construction of the body, has thick chromium plating which assures long life with a lasting, mirror-like finish

KAWNEER ALUMINUM DOORS

Kawneer interior welded, mirror polished, alumilited finshed, extruded aluminum doors were used in many of the executive offices and these were set in extruded aluminum frames of the same finish. Lightness of weight as well as beauty recommended their use. An "L" style of Kawneer flush setting for plate glass was used in both the main building and garage. A new type extruded Kawneer division and corner bar was employed. Velvet smooth finish, standard with Kawneer metals, was specified on all aluminum trim.

The building is beautifully color styled and decorated. The G. C. Hewitt Company, the painting contractor, assisted in preparing the surfaces and furnishing the painting and decorating as well as material finishes, bleaching and staining as employed throughout the building on the various hardwoods, all of which has entailed the work of 25 to 30 men for over a year. The company introduced to the Southern California area for the first time the new spider staging on the

the Southern California area for the first time the new spider staging on the General Petroleum Building, which simulates the act of a spider suspending itself on a single line and provides a scaffolding from which a painter can work. The main facing of the building was done in ceramic veneer, and it was the job of McFarland & Company, Seaporcel Architectural Porcelain contractors, to match this material both in color and texture on the so-called sign structure and at the same time to give a permanent and lasting job of high quality. Ceramic veneer is a ceramic (or better, glass) on clay. Seaporcel Architectural Porcelain (photo 1—above, page 46) is a ceramic on steel. Therefore, it was easy to match both colors and textures. The material was erected directly on an open steel framework, no additional backing being required. It is mechanically fastened and entirely corrosion resistant. Its cost is less than half that of ceramic veneer and its erected weight is less than one third that of ceramic veneer.

HOLES BURNT IN

One particular part of the job which was interesting was the method used for provding holes in the material for erection of the flying horses and sign letters (photo 3—above right, page 46). Normally these holes are provided in the shop during metal fabrication before application of porcelain. In this case, it was impossible to arrive at the sign details before erection, and also the enormous layouts would have provided some knotty problems. So the necessary holes were spotted on the face after erection, and the holes were made by burning through with torches.

The advantage of this burning over drilling the holes is that while burning, the porcelain immediately around the hole melts and afterward solidifies around the hole, effectively closing off all raw steel leaving the hole corrosion resistant. If these holes were drilled through, raw edges of steel would have been left to

Eleven months of research and some of the most complicated and delicate switching mechanisms ever built for an outdoor spectacular went into the animation of the Flying Red Horse, General Petroleum's trade mark, built by Electrical Products, Incorporated, Los Angeles. An illusion of flight with thrashing wings and galloping hoofs will be given the Flying Red Horse, which is 35 feet high and 45 feet long. What in reality are eight separate neon signs provide the illusion.

OUTLINED BY TUBING

OUTLINED BY TUBING
The eight signs are outlined in electrical tubing and superimposed over a full reproduction of the General Petroleum trade mark in red porcelain enamel which is visible in daytime. At nightfall the electrical signs take over and Pegasus, after which the trade mark is modeled, comes to life. The eight signs—each a different position in the horse's galloping flight—are flashed on in sequence, giving a remarkable illusion of continuous motion. Key to the success of this illusion is the custom-built switching equipment which

allows each sign to burn only two-tenths (0.2) of one second. The eight signs are lighted—no two at the same instant—in a continuous cycle which is repeated every one and six-tenths (1.6) seconds. The design and construction of such equipment is no small engineering feat in itself.

ANIMATION PRINCIPLES FOLLOWED

The animation of the giant sign was accomplished by applying principles developed in the animation of motion picture cartoons. After studying the galloping motions of horses and the flying characteristics of eagles (the largest birds available for study) the designers developed the eight basic positions of the horse's wings and legs. Movements of the flowing tail were added for symmetry. Drawings of the eight positions were photographed in sequence with a motion picture camera until over 3000 shots had been made. This film was put into a projector and run at various speeds until the best speed for the desired illusion was found.

LARGEST CARPET INSTALLATION

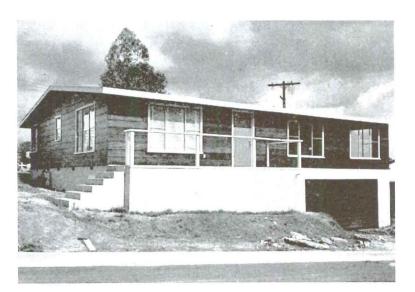
The largest installation of carpeting in any office building in Southern California was made in the building. Nearly 100,000 square feet of the 504,000 square foot building were carpeted by Barker Bros., Zandt Carpet Company and Greene & Hinkle Company, all of Los Angeles.

About five-sixths of the total carpet area is covered with "Pullman Carpet," a design worked out and used by the Pullman Company in their railroad cars for many years. The surface of the carpet is a "salt and pepper" mixture of three shades of grey which shows very little dirt or stain. The carpet is manufactured by James Lee & Sons and is a hooked wool type known as "Hooksett" and "Locksett." These types are of a round wire construction which provides a surface that does not show footprints. The name extends through to the reverse side of that does not show footprints. The nap extends through to the reverse side of the carpet. The choice of this type of carpet was determined by a desire to gain maximum beauty with a high wearing level and ease of maintenance.

SAME BASIC APPROACH

The same basic approach, but with more emphasis on a luxuriant effect, was followed in carpeting the offices of the principal executives of the company, the corridors in the executive offices and the board of directors room. In the board of directors room and the offices of the president and the two executive vice presidents, a Mohawk Mills Avalon Chenille Seamless Made Carpet was used. Each piece was custom made without seams to fit the individual room in which it was to be placed. The board of directors room, for example, is carpeted with a single piece measuring 29' x 42'. The Avalon Chenille carpet was hand carved

FIRE CAPTAIN'S HOME 100% ELECTRIC



"As Fire Captain, safety is part of my job, so when I built my home, naturally I used electricity 100%." That's what Captain Burt Abell says about his beautiful new home at 4269 Verdugo View Drive, Highland Park.

When Captain and Mrs. Abell started to plan their new home, they wanted as many electrical appliances as they could afford - not only because of the safety of electricity, but because they wanted the laborand money-saving conveniences of modern electrical living.

After deciding on an electric range, water heater, garbage disposal unit, refrigerator, and automatic washing machine, they realized that the cleanliness of electricity would save them much cleaning and repainting in their kitchen and service porch. They wanted this cleanliness and safety all through the house. Then they made the final decision - to go 100% electric.

It goes without saying - safety-conscious Captain Abell has Certified Adequate Wiring in his new home.

If you are interested in this modern way of living, but still have a budget to consider, phone our Adequate Wiring Specialists at MIchigan 4211, Station 2637, or write Los Angeles City-Owned DEPARTMENT OF WATER AND POWER, 207 South Broadway, Los Angeles 12.



to designs made by Wurdeman and Becket, architects of the building. The remaining executive offices were carpeted in Mohawk Mills Biltmore Chenille, which is also a seamless carpet.

The carpets were attached with Smoothedge Tackless Carpet Grippers (photo 8—below, page 46) manufactured by the Roberts Company, Los Angeles. Grippers are plywood strips ¼-inch thick and 1½ inch wide which are placed where the edges of the carpet will fall around the sides of the room.

Protruding upward through the plywood are two rows of conical steel pins placed at a 60-degree angle to the floor. The pins, which are of varying length depending on the thickness of the carpet being laid, pierce the carpet, and hold it firmly in place. The plywood strips themselves are held to the concrete floor by means of glue or concrete nails or both.

This method of securing the carpet eliminates the necessity of nailing through the carpet and gives a finished appearance to the job. Removing the carpet for changes in wiring is simplified. Barker Bros. handled the chenille carpet, Zandt the "Hooksett" and Green & Hinkle the "Locksett."

HUGE RUBBISH CHUTE

A rubbish chute which extends to the top of the 13-story structure collects the 16,000 pounds of waste paper and other refuse that the building's 1500-odd occupants dispose of daily. In the basement the paper is fed into a huge double "rubbish destructor" manufactured by the Morse-Boulger Rubbish Destructor Company of New York. A guillotine-like steel door rises and falls, letting rubbish into the destructor gradually as it is burned up.

Because smoke and fumes from such furnaces could present a problem in Los Angeles' warm atmosphere, the designers of the "rubbish destructor" took no chances. To completely eliminate the possibility of any smoke being produced by the burning paper, they added a second furnace to the installation.

Baffles are placed between the second furnace chamber and the chimney to "scrub" the gases of any ashes or other solid material that might not have been consumed in the double burning. The L. M. Scofield Company, Huntington Park, Calif., was in charge of the installation.

Other illustrations—page 46: photo 2—right, Forecourt of the building; photo 4—right, 500 kva transformers; photo 5—right, Circuit breakers; photo 10—left, Steel workers; photo 13—below, Permutit water softening installation.

CURRENTLY AVAILABLE PRODUCT LITERATURE AND INFORMATION

Editors note: This 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 the item about it on the coupon which appears below, and give 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 of the magazine. Items appearing for the first time this month are set in bold-face type.

APPLIANCES

- (560) W. R. Ames Company: Information Ames revolving shelves for kitchen cabinets, coolers; sturdy aluminum construction; easy to install without rebuilding cabinets; turns at a touch, eliminating stooping, climbing, rummaging; sanitary, ant-proof; sizes for all standard cabinets, coolers; sensible products.
- (669) Blackstone Corporation: Brochure, folders, data sheets Blackstone Combination Laundry; washes, dries, irons automatically; counter height, counter depth, requires only six feet of wall space; rated best by Consumers Union; very good design; should be investigated for contemporary kitchens.
- (469) Coolerator Company: Brochures unusually well designed, engineered 8½ cubic foot refrigerator; gives maximum storage space, including 40 # built in frozen food locker, 5 ice trays; also 15 cubic foot heavy duty home food freezer; thermostatic controlled temperature 5 degrees below to 5 degrees above zero; includes 5 year food insurance policy; both used in CSHouse Number 18.
- (364) Ecko Products Company: Data, and information. Splendidly designed, weighted kitchen tools, knives, canopeners; also pressure cookers; these belong in contemporary kitchens, are used in all CSHouses.
- (641) Finders Manufacturing Company: Brochure, folders line of Holliwood electric table appliances, including grill, broiler, waffler-grill; well de-

- signed, well engineered; merit specified for CSHouses Numbers 1, 3, 20.
- (690) General Electric Company: Two-color booklet demonstrating new Heat-wrap Calrod heating unit in General Electric Automatic Water Heat-
- (586) Kaiser-Fleetwings Sales Corporation: Information new Kaiser Timesaver Sink, unit combining Kaiser water-powered dish-washer and Kaiser disposal unit in 48" steel cabinet to retail \$369.50; porcelain work surface, four access doors; dishwasher and disposal unit will still be sold separately as well.
- (472) Kaiser-Fleetwings Sales Corporation: Brochure, full information new automatic food waste pulverizer; odorless, clog-proof, safe; disposes of bones, fruit pits, fibrous foods, fits sink drain; manufactured in west and readily available; used in CSHouse Number 18.
- (642) Kelvinator Division, Nash-Kelvinator Corporation: Folders, catalogue sheets covering Kelvinator refrigerators, electric ranges, electric water heaters (including counter-top style), frozen food cabinets (both home and commercial); precise, well presented information one of the best lines of appliances.
- (750) Lewyt Corporation: "The Finest Vacuum Cleaner You Can Own," pamphlet illustating new Lewyt Vacuum Cleaner, light, convenient and compact, incorporates

new principles of high-suction, triple-filtering cleaning; has no dust bag; is good looking.

- (702) Magic Chef: Catalogue new Magic Chef line, different models illustrated with mention of individual features, dimensions and operational
- (426) Howard Miller Clock Company: Information contemporary clocks by leading designers, including George Nelson; probably best approach to application of contemporary design to clocks.
- (63) PIONEER WATER HEATER COMPANY: Folder Pioneer water heaters; Grayson controls, Fiberglas insulation, oven-baked washable gloss finish; steel tanks electrically welded, galvanized.
- (587) Servel, Inc.: Complete set brochures, folders, data Servel gas refrigerators, including information "twinsix" dual 12-cubic-foot model; no noise, no moving parts; merit specified in CSHouses Numbers 11, 15, 16, 17, and 7
- (365) Sunbeam, Inc.: Data, information most complete line kitchen appliances Mixmaster, Wafflemaster, Ironmaster, Sunbeam Toaster; well designed, highly efficient.
- (739) Themador Electrical Manufacturing Company: Folder reviewing Thermador electrical appliances for finer living, interesting kitchen layout suggestions for Bilt-in electric ranges; review of heaters and cooling fans; prices listed.
- (535) Utility Appliance Corporation: Brochure Gaffers & Sattler gas ranges, all sizes; automatic low-temperature oven control, no-tilt racks; sizzle-roasting broiler; triple-click top burner controls; divided top with griddle; CP; well engineered, designed; merit specified CSHouse Number 1.
- (740) Western Stove Company: Folder on Western-Holly ranges explaining "Choose Your Own" features by which specifications of any one of 500 models can be duplicated; custom styling at competitive prices; top notch engineering and designing; immediately available; merit specified.

BOOKS

(491) Kurt L. Schwarz: Catalog of fine and rare books; early editions of literary, artistic and scientific importance; choice collection of unusual interest.

(345) Zeitlin & Verbrugge: Catalogs books on architecture, art; imported, domestic, new, out-of-print.

CABINETS, COUNTER TOPS

- (643) Berger Manufacturing Division, Republic Steel Corporation: Folders, brochures steel kitchen cabinets; merit specified for CSHouses Numbers 8, 9; efficiently designed; drawer glides on ball bearings; removable adjustable shelves; insulated against metallic sound; bonderized finish, two coats of enamel.
- (731) The Formica Company: Booklet covering entire operation required for building sink cabinet tops, dinette and coffee table tops, vanitory units and built-ins where Formica is utilized; materials, tools and other equipment required; gluing, pressing, edging and finishing explained according to factory tested methods.
- (526) Frank Brothers: Full information Morton and American lines metal kitchen cabinets; good contemporary design endless combinations of units full specification service available.
- (493) Hotpoint, Inc.: Hotpoint kitchen and laundry installation manual; complete manual illustrated to show proper ways of affixing Hotpoint cabinets and of connecting Hotpoint appliances in a kitchen, particularly valuable to architects, builders.
- (481) Mutschler Brothers Company: 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.

DRAFTING ROOM EQUIPMENT

- (458) Clearprint Paper Company: Information new Papercloth as substitute for tracing cloth; marked stability under all atmospheric conditions, resists stretching, shrinking, buckling; takes ink, pencil well, erases easily; not damaged by folding; samples available.
- (482) Cowhig Industries: Folder E.Z.C. Scale rule size of cigarette package with 6' flexible tape with built-in flashlight to illuminate it; snap-back rule, etched figures; interesting product.
- (483) Listo Pencil Corporation: Information new drafting pencil with

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full vision at point; leads propelled through spring tension point which prevents turning, wobbling, slipping; has colored top to indicate degree of hardness of lead being used; only one operating part; good draftnig room tool.

(494) Rapidesign, Inc.: Information new detailer template containing all most commonly used plan and side view hexagon bolts, nuts, screws; circles from 3/16" to 1" diameter, 9" scale graduated in 32nds; plastic.

(495) Triple "E" Products Company: Information new pencil sharpener with ball-hearing indicator cap producing any kind of point from long-lead blunt to long-lead sharp; Bakelite plastic with hollow-ground blades; portable, size of salt shaker; handy gadget.

(724) The Varigraph Company: Brochure illustrating the use of new precision instrument which produces professional hand lettering in one-tenth the usual time; looks practical and efficient

ELECTRICAL EQUIPMENT

• (449) Cannon Electric Development Company: Folders, information Cannon Pathfinder Light designed to illuminate driveways, gardens, steps, pathways, etc.; light below eyelevel is thrown downward; well designed, engineered; practical.

(768) ELECTRICAL PRODUCTS, INC.: Information neon signs and animations; custom-built switching equipment; engineering service for specific advertising p r o b l e m s; builders of the animated flying horse on the General Petroleum Building.

(496) Emerson Electric Manufacuring Company: New master catalog Emerson fans, ranging from table fans to kitchen and restaurant exhaust fans; 32 pages give design, construction specifications, performance data, dimensional information; one of top lines in field well presented.

(537) Fluorescent Fixtures of California: Literature new Allbrite of California "Lifemaster" fixture designed for individual or continuous mounting; surface or drop; made for two, four or six slimline tubes; spotlight units for accent lighting; heavy gauge metal chassis, cast aluminum ends.

(528) General Electric Company: New 48-page catalog GE wires and cables; all GE thermoplastic, braided, leaded building wires and BX, entrance, Braid X, PVX cables listed, along with many other wire and cable products; information National Code requirements; NEC tables printed in full.

(711) Manning Manufacturing Company: Saf-T-Plug wall receptacle permits electrical contact only on twist of plug; eliminates danger of shock, foolproof, durable, inexpensive.

(1) NATIONAL ELECTRIC PRODUCTS CORPORATION: Booklet illustrating installations of Nepcoduct, strong, rigid, steel raceway with pipe threaded convenience outlets every 24"; a steel-grounded system that protects communications from interference; service fittings quickly established without disturbing units already in use.

(402) Northern California Electrical Bureau: Data-packed 16-page, twocolor brochure electricity in house plans; check lists, suggestions for every room, typical floor plans, adequate wiring information; practical, factual, best type of information.

(713) S & M Lamp Company, Inc.:
"Red Cap" Flood-Lites for outdoor
night use; plugs in easily as toaster;
weather proofed, corrosion resistant aluminum; light when and where you
want it for safety, pleasure and protection; very good product; excellent
selection of styles and models.

(497) Westinghouse Electric Corporation: New 12-page booklet wiring diagrams and kitchen layouts; plans for both L-shaped and 2-story feature houses meet recommended cabinet, counter surface requirements; gives specifications, dimensions for refrigerators, sinks, range, water heaters, cabinets, other equipment; valuable data.

(697) The Wiremold Company: Brochure illustrating installation and many uses for Plugmold, wire raceway with plug receptacles on 6" or 18" centers, fits neatly over ordinary baseboard, ample power supply when and where needed.

FABRICS

• (485) Bolta Products Sales, Inc.: Information and samples Boltaflex, all-plastic upholstery fabric blending quality, toughness; good colors, soft to the touch, spectrum of 51 colors; will not crack, chip, peel, stain under normal conditions, stretch, sag; good product worth study.

• (301) Brunschwig & Fils: Information one of best sources of contemporary fabrics; wide variety of textures, colors, designs; Worth appraisal.

• (428) Cheney Brothers: Information contemporary line textured fabrics; new emphasis on modern textures, weaves, colors.

(549) Frannie Dressel's Studio: Information one of best sources fabrics hand printed to specifications of architects, decorators; fabrics have won solid recognition contemporary circles.

(567) Goodall Fabrics, Inc.: Folder Goodall wrinkle-resistant bedspreads in wide range textures, designed, color styled by Dorothy Liebes; contain Angora mohair, are not bulky, color fast, pre-shrunk, custom hemmed; standard 72x106 and 88x106 inch sizes; special widths to 92 inches.

• (486) Greeff Fabrics, Inc.: Information wide line exciting contemporary fabrics; interesting textures, designs, colors; merit specified for CSHouse Number 7, definitely worth investigating.

(303) Boris Kroll: Information good contemporary line textured fabrics; available Beverly Hills, San Francisco, Chicago, New York; interesting weaves, colors; worth investigating.

• (407) Lumite Division, Chicopee samples Lumite woven plastic fabrics that can't fade, stain, scuff; wide range colors homogenously integrated, many weaves, patterns; ideal for furniture upholstering, especially garden furniture; handles easily and does not "cup."

(733) The Masland Duraleather Company: Recently developed "Duran Adhesive" merits consideration of architects and decorators; permits lamination of DURAN to woods, metal, ply-

Ten Carloads of ACOUSTI-CELOTEX were used in effectively sound quieting, for better hearing throughout the entire building of GENERAL PETROLEUM.







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wood, wallboard, plaster, glass, and stone surfaces practical and useful solution to many problems.

(305) Pantasote Corporation: Free swatches, information Pantasote coated upholstery fabric; virgin vinyl; wide color range; new product worth investigating.

(539) Reg-Wick Hand Woven Originals: Information custom designed handwoven upholstery, drapery fabrics; colors dyed to order; good contemporary designs, fabrics; several national awards; worth investigating.

(444) Ben Rose: Information one of best designed lines hand-printed contemporary fabrics; intelligently handled, good colors, textures.

(306) Textileather Corporation: Brochure Tolex upholstery, wall covering plastic leathercloth; tailors well, cleans easily, stain resistant; wide color range.

FLOOR COVERINGS

(433) Bigelow-Sanford Carpet Company, Inc.: Information Lok-weave Gropoint carret; tufts are locked in, cannot pull out; no sewn seams, damaged, worn areas easily replaced with leftover pieces.

• (309) Klearflax Linen Looms: Catalogue, brochures probably best known line contemporary rugs; exceptionally wide range colors, fabrics, textures.

(434) Oregon Flax Textiles, Inc.: Descriptive brochure Flax-tex all-linen rugs; unique texture from "twist-tite" strands fine flax; long wearing; seven warm colors, no patterns.

• (388) Paraffine Companies: Pleasant 4-color booklet "Pabco Floors the Modern Home;" suggests treatments for floors of all rooms in house; practically suggests colors, patterns.

(685) The Roberts Company: Fourcolor brochure for sales purposes, shows by comparative photographs the more attractive appearance of smoothedge applications as compared with other carpet installation methods.

(310) Shelley's Floor Coverings: Information one of best retail sources contemporary rugs, carpets from foremost looms; new weaves, textures, colors.

(487) Alexander Smith & Sons Carpet Company: Well executed 24-page four-color brochure on Alexander Smith & Sons rugs, "Colorama," Clara Dudley's color idea book; emphasizes, explains colors, textures, patterns one of most widely known lines; many good plain colors; definitely worth study, file space.

• (670) Tile-Tex Division, The Flintkote Company: Printed color charts, 4" x 4" samples Tile-Tex asphalt tile, featuring new line of colors; colors based on national survey by color experts to determine color preferences; wide range of colors immediately available, including plain and neutral colors; good source of data.

(769) ZANDT CARPET COM-PANY: Information long-wearing carpeting for easy maintenance; featuring "Hooksett" and "Locksett" type footprint-proof wool construction with nap extending through to reverse side of carpeting; also Mohawk Mills Avalon Chenille Seamless Carpeting for luxury.

FURNITURE

• (412) Aalto Designs: Information one of oldest lines contemparary furniture; made in Sweden; available several West Coast. Eastern outlets.

(311) Barker Brothers: Information Multi-Unit Pacific Modern furniture; built-to-unit measure, fits any floor plan; budget priced; definitely worth investigation; good approach to contemporary furnishings.

• (559) Barwa Associates: New illustrated catalogue of one of America's most revolutionary chairs, the Barwa; winner of three design awards in 1947-48; merit specified in CSHouse Program; worth investigation.

(568) Cabaniss of Denver: Information source of good contemporary furniture in five Rocky Mountain states, including Aalto, Eames, Van Keppel-Green; also lighting fixtures by Versen, ceramics by Beatrice Wood, fabrics by Ben Rose.

• (583-A) Cannell & Chaffin: Information several of best lines of contemporary furniture and good contemporary decoration service; one of oldest and best sources of information and services, having to do with interiors.

(714) Certified Chrome: "A-Just-Rite" chrome dinette chair, adjustable by a flip of the wrist to a four-inch-higher level; ideal for growing children and workshop usage; test-proven upholstery, no sharp edges.

(645) Claywood Design Products: Brochure line inexpensive modern furniture for homes, offices, stores, clubs, institutions; tables, chairs, desks, woods finished in hard clear lacquer or solid colors; designs by Clayton Lewis; western manufacturer; immediate delevery.

• (435) Drexel Furniture Company: Information new clean line contemporary furniture designed by Edward J. Wormley; living room, dining room, bedroom; forty pieces, well integrated; charge made of 10c.

• (312) Dunbar Furniture Manufacturing Company: New booklet covering modern furniture, decoration featuring Dunbar furniture designed by Edward J. Wormley; considerable attention to accessories; requires 25 cents in stamps for deliver:

(709) Edgewood Furniture Company: Catalog of the William Armbruster collection of modern furniture "designed by an architect—for architects" lists specifications and prices; gives small paste-up pictures for architectural layouts; deserves file space.

• (313) Ficks Reed Company: Catalogue contemporary Malay Modern and Amber Ash furniture; versatile, good especially for recreation rooms; indoor quality; one of best lines informal furniture.

• (314) Frank Brothers: Information top retail source best lines contemporary furniture; designs by Charles Eames, Alvar Aalto, Gilbert Rhode, Isamu Naguchi, George Nelson; complete contemporary interiors service; upholstery and drapery shop.

(436) Functional Furniture Manufacturers; Illustrated brochure new functional line tables, chairs using molded plywood on mass production basis; clean, strong, light.

Permanent Floor Beauty at Moderate Cost

Customer-Approved CALIFORNIA BRAND BRAND RUBBER TILE

Architects, Review these Features!

- Seventeen colors—deep to pastel. A floor to establish or complement any color scheme.
- Rich gloss . . . resilient . . . quiet, warm and clean underfoot.
- Resistant to acids and household liquids.
- Precision manufactured to 1/8" thickness, 9"x9" & 8"x8" sizes.
- Your floor-covering applicator will have color samples, prices and information on base cove and feature strip.
 IMMEDIATE DELIVERY.

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SACRAMENTO 16th & A Streets Ph. 3-6586 STOCKTON 1020 E. Main Street Ph. 8-8643 SAN JOSE 790 Stockton Avenue Ballard 8670



(569) Ingram of California: Contemporary cocktail, dining and end tables, laminated plastic tops are alcohol, cigarette and stain resistant and come in choice of three solid colors—black, brown or green satin finish, hardwood legs in ebony black and natural blonde; worth investigation.

• (437) Knoll Associates, Inc.: Information one of best lines authentic contemporary furniture; chairs, tables: string, strap, fabric upholstering; wood or metal chair frames.

(705) Leyton Furniture Company: Originals by Maximillian, complete line, dining, living and bedroom furniture, something new, modern, sturdily built.

• (316) Herman Miller Furniture Company: Information top lines contemporary furniture designed by Isamu Naguchi, Charles Eames and George Nelson, reflects one of most important design programs in furniture industry.

(720) Modernage: Folder presenting the new Multiplex Modern line of contemporary, functional, inter-matching furniture, graceful design to please the eye as well as serve the purpose; specifications given for individual prieces

(570) Multiplex Furniture Sales Corporation: Information new Multiplex contemporary furniture designed by Martin Feinman of Modernage; now in national distribution; 12 basic case goods units capable of 150 combinations plus foam rubber upholstered pieces, occasional tables, fabrics, accessories; makes good sense.

(646) Pacific Desk Company: Information good line exclusive furniture

for executive and professional offices; also complete coordinated office planning, decorating service; special service for architects, decorators through which clients can inspect stock.

• (562) Armin Richter: Retail source for contemporary designs in furniture by Aalto, Nelson, Eames, Saarinen, Martine and others. Modern Interior design, and also fabrics.

(723) Royal Metal Manufacturing Company: Listings and specifications for Royalchrome, established line of distinctive metal furniture.

(584) Carroll Sagar & Associates: Source of modern furniture lines, Jens Risom, Functional Furniture, Charles Eames, Knoll, Herman Miller, Everett Sebring, Glenn of California, Dunbar; Versen and Hansen lamps; specialize in service through architects and decorators; worth investigating.

(730) John B. Salterini Company: 1949 catalog Salterini line of wrought iron furniture guaranteed not to rust for six years, at once exquisite and rugged, smartly and serviceably upholstered, luxuriant but styled for wear and tear.

• (460) Everett Sebring Furniture: Well prepared brochure illustrating line contemporary low tables; large single tables or groups of small tables assembling into one large table; wide range of finishes, wood, cork, or leather surfaces; also incidental pieces; available through decorators or architects exclusively.

(540) Tappan-Keal: Brochure well designed line contemporary California

furniture; includes photographs, record cabinet, buffet, bookcases, tables, desks, chests, night stand; one of best West Coast lines; price lists included.

(438) Thonet Brothers, Inc.: Illustrated catalog new clean-cut line modern furniture; chairs particularly well designed.

(735) H. H. Turchin Company: Manufacturers of brilliant glass furniture now present booklet "The Decorator Touch," discussing design, color and lighting; factually written, thoroughly illustrated; costs 10c but worth much more.

• (323) Van Keppel-Green, Inc.: Information complete line contemporary metal, wood furniture; designed by Hendrick Van Keppel, Taylor Green; available nationally.

(707) Waldron Associates: Package of sheets illustrating available lines of modern furniture and lighting equipment, flexible reference file which can be supplemented by additional sheets as new items are added, sizes and specifications given.

GENERAL

(6) Libbey-Owens-Ford Glass Company: Well illustrated brochure solar houses, 24 pages of fundamentals of planning "open" houses; gives good examples; technical data.

(686) Otis Elevator Company: Vertical transportation review, illustrates autotronic elevator controls for commercial installations, specifications for hospital, apartment house and private residence elevators, recommended sizes and capacities given; escalator layouts illustrated; dumb waiter data given.

(443) Pacific Shop: Contemporary accessories for the home; jewelry by modern designers and crafstmen; one of best sources in Northern California.

(571) Philip Carey Manufacturing Company: Good four-color catalogue Carey roofs, side walls, floors, partitions, foundation materials, heating system materials and bathroom cabinets and accossories; excellent presentation of products by one of oldest national manufacturers.

(462) Lamps, Ltd.: Information good line of contemporary lamps; well designed.

HARDWARE AND FIXTURES

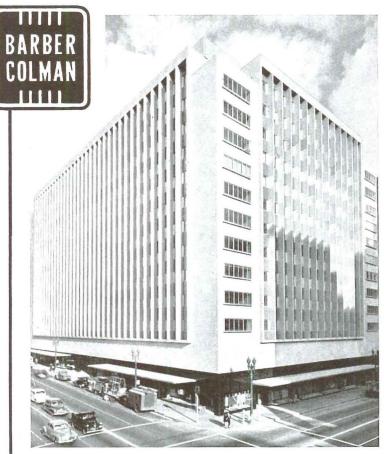
• (589) Adams-Rite Manufacturing Company: Complete information well designed contemporary line hardware for sliding doors; features new Rite-Lock, adjustable to any door thickness from 1½" to 1-15/"; easily installed by notching stile; five surface finishes available; merit specified in all current CSHouses.

• (393) American Cabinet Hardware Corporation: Folder, data sheets Amerock line contemporary cabinet hardware; Beauty-Seal platings, matched ensembles, easy-working catches; includes semi-concelled hinges, friction catches, pulls, sash lifts, sash lock jul is inical, installation data.

(439) Bennett-Ireland, Inc.: Illustrated folder Flexscreen fireplace metal curtains; hang in folds; easily opened, closed; one of best contemporary lines fireplace equipment.

• (561) Custom Hardware Inc., Los Angeles. Fine finish hardware custom made. French Georgian, Colonial and Modern periods. Cast brass, brouze





CEILING OUTLETS

SUPPLY GRILLES and RETURN AIR REGISTERS

WERE SELECTED FOR INSTALLATION IN THE

GENERAL PETROLEUM OFFICE BUILDING

BARBER-COLMAN Air Distribution Products were selected for use in this outstanding Los Angeles building after careful analysis and study by the owner, architect, and mechanical engineer. The study showed superior flow characteristics, more rapid diffusion, higher aspirating efficiency, use of greater temperature differential, minimum pressure drop, and lower noise level than other units considered. There are over 700 VENTURI-FLO Ceiling Outlets throughout the building offices, and a large number of UNI-FLO supply grilles and return air registers in the halls and rest rooms.

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ARCHITECT Wurdeman & Becket 3757 Wilshire, Los Angeles

MECHANICAL ENGINEER Ralph E. Phillips 600 St. Paul Ave., Los Angeles

AIR CONDITIONING CONTRACTING ENGINEERS W. S. Kilpatrick Co. 1100 E. 33rd St., Los Angeles



and aluminum. Colonial rim locks. Special pulls, push bars and plates for structural glass and other entrance

(741) H. S. Getty & Co., Incorporated: "Butt Hinges for Builders' Hardware Trade," explanation of extrusion methods of hinge manufacture; catalog of Getty hinges and price lists for loose and fixed pin models.

(698) Latchinge Corporation: Information new self-latching, self-aligning cupboards, etc., permitting hardware and labor savings up to \$71.94 for seven-room house; practical new develop-

(708) Magic Mirror Door Detective: New safety device for doors, utilizes two-way glass which permits observer on the inside to scrutinize visitors but presents only a shiny mirror surface to those on the outside; modestly priced.

(710) Maximoff Research: Recoil Door Bumper with self-engaging holder that keeps doors open; designed for beauty and serviceability, can never wear out; merits investigation.

• (565) Mitchell-White & Company— Modern design Brake-O-Matic door check for use in the best homes, finest hotels and offices, write for literature.

(325) Parlyn, Ltd.: Brochure remarkable new finger-tip push-pull con-troll Parlyn door lock and latch; light finger pressure opens or closes door; contemporary design; zinc alloy; no visible screws.

• (408) Sargent & Company: Folder new Sargent Intergralock; well design-ed, knob keyhole, pressure formed metals; available in number of bronze, brass chromium finishes; full technical details.

(372) Security Lock Corporation: Brochure new keyless push-button combination door lock; locked by flick of lever, opens by pushing proper combination four small buttons.

• (326) Soss Manufacturing Company: Remarkably well prepared 24-page man-ual on Soss Invisible Hinges; permit streamlining door by eliminating vis-ibility of hinges; gives full details of construction use.

(722) Sturdee Steel Products: New 1949 line "Easy to Lift" overhead garage door hardware, standard and lohead jamb, pivot and commercial track types, merit specified for use in Case Study House.

(727) Tulson Distributing Company: Illustrative folder new Tulson Sliding Hinge; saves space, eliminates gap left by conventional hinges, presents new possibilities in furniture design, airplane fixtures, galleys and built-ins; good new idea.

HEATING & AIR CONDITIONING

(381) Horace F. Allison: Information on radiant heating; firm engineers, installs systems in Los Angeles area; one of best sources of practical information, installation service. (Unable to service inquiries from other

(747) Barber-Colman Company: Brochure illustrating Line-O-Flo ceiling outlets for air conditioning systems; high-diffusion efficiency through Venturi-like discharge openings; prevents air stratification, eliminates drafts; models illustrated and colonition oberts explain ed and calculation charts explain-

(749) Barber-Colman Company: Catalog of Venturi-Flo, circular ceiling air conditioning outlets; provide quiet operation, high diffusion efficiency and sturdy construction where good looks are essential; available in a wide range of sizes. of sizes.

(78) Bell & Gossett Company: Information-packed folders, brochures Hidro-Flo Triple-Duty Radiant Panel ro-Flo Triple-Duty Radiant Panel Heating Systems; hot water pipes in floor; also provides domestic hot wa-ter; authoritatively discusses radiant heating theory; good information

(390) A. M. Byers Company: Practical, factual booklet covering study of 1,000 radiant heating jobs in last ten years; gives engineering preference methods, materials mostly used; geographic statistics.

(572) Philip Carey Manufacturing Company: Brochure Careyduct all asbestos air conduit for heating, ventilating, air conditioning; is both conduit and insulation; hushes fan noises, permits higher air velocity due to flush joints; easily installed, economical; worth study worth study.

(414) Chase Brass & Copper Company: Full color brochure on brass and copper in residential planning, emphasizing copper tubing for radiant heating; also covers hardware, screen, roofing products.

(700) Chase Brass & Copper Company: Radiant Heating pamphlet gives reliable and interesting data for the layman; nicely done and informative.

(509) The Firan Company: Brochure Glomaster bath heater featuring direct infrared heat radiation; one piece dieformed aluminum alloy reflector; well engineered, designed; worth investiga-tion; uses convection flow of air.

(510) Fraser & Johnston; Brochure new Lo-Boy shallow model furnace, dual or floor; 26\%" deep overall; dual models feature "bi-flo" register head, eliminating floor grilles; single rod control valve; streamlined heating element of pressed steel; gas fumes cannot escape into room. cape into room.

HODGE SHEET METAL PRODUCTS: Information custom sheet metal work; did the sheet metal work on General Petroleum Building.

(773) W. S. KILPATRICK & COMPANY: "Weather Made To Order," discussion of heating, ventilating and air conditioning problems encountered in large commercial type, structures; contracting cial-type structures; contracting engineers for the air conditioning system in the General Petroleum Building.

(329) Lennox Furnace Company: Brochure Lennox Aire-Flo gas residential furnace; provides warmed, filtered, humidified air; completely quiet; cab-inets remarkably well designed.

(759) The Lunkenheimer Company: Guide for selecting valves, boiler mountings and lubricating devices; valves grouped according to steam pressure and special ap-plications; used in boiler and heat-ing system installations; wide variety of models; engineering service available in solution of steamline problems.

(684) Minneapolis Honeywell: pamphlet discussing zone control for various

ARBER-COLMAN COMPANY 1252 ROCK STREET • ROCKFORD, ILLINOIS types of heating systems, suggests various domestic applications of Minneapolis Honeywell control units, making recommendations for maximum safety and comfort.

- (541) Montag Company: Electric furnace, manual and circular, provides continuous filtered all-year ventilation; M-H modulating thermostatic controls for eight blower speeds, 12 heating steps within two degrees of room temperature; full data available.
- (542) Payne Furnace Company: Information new Payne Panelair forced air wall heater; occupies floor area of only 29%"x9%"; room air drawn in near ceiling, discharged through outlet grilles at floor level into one or more rooms; built in thermostatic fan controls provide two-speed fan operation; 55,000 btu; worth investigating.
- (446) Payne Furnace Company: Folder new Cooler Air evaporative cooling unit for residential and commercial cooling; 14 major innovations and features; Fiberglas evaporative filter; true air delivery from 2,300 to 8,000 CFM claimed.
- (330) Penn Electric Switch Company: One of best manuals showing wiring diagrams for heating systems; loaded with technical data, diagrams for all types of systems; this is "must" for all files.
- (647) Radiant Heat Engineering, Inc.: Brochures and folders complete radiant heating engineering and installation service in Southern California; firm thoroughly experienced by many major installations, now installing radiant heating CSHouses Numbers 8, 9; good source of information.
- (331) Revere Copper & Brass: Spectacularly good non-technical discussion radiant panel heating in 36 well-illustrated pages; this is a down-to-earth manual and no architectural file is complete without it; can't be recommended too strongly.
- (699) L. N. Roberson Company: Information installation methods, materials and costs radiant electric heating with Roberson Heatsum Cable, special applications for green houses; practical for low power rate areas.
- (755) Security Valve Company: Pamphlet presenting the Warden, automatic, low-pressure, shut-off valve for high and low-pressure applications; provides absolute shut-off of fuel when supply pressure fails; will not leak, seep or re-open until reset manually; a good safety device for industrial applications.
- (756) Tennessee Enamel Manufacturing Company: Introduction of Temco Gas Heaters, a new design trend in gas heaters; radiant and non-radiant circulators; vented and unvented models available, new cabinets designed for harmony with home furnishings.
- (490) H. A. Thursh & Company: Well prepared and illustrated brochure Thrush forced circulating flow control hot water heat; emphasis on radiant heating, with good technical data simply presented; equipment used in Kaufmann house by Frank Lloyd Wright; worth study, file space.
- (648) Trade-Wind Motorfans, Inc.: Folders Trade-Wind small room ventilator that installs in the ceiling; easily cleaned blower, totally enclosed motor, quiet air inlet, partition keeps greasy air from motor; built-in conduit

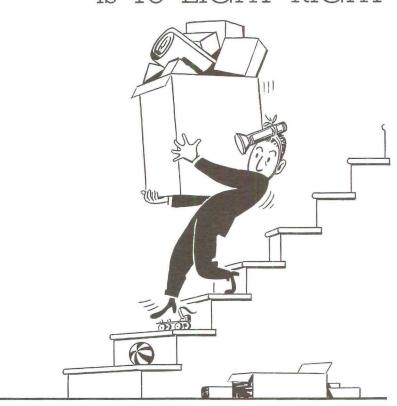
box, plug-in receptacle; includes hood of good design over stove when used in kitchen.

- (693) The Trane Company: Solutions of special problems in air conditioning and residential heating; piping diagrams and heat calculation graphs included.
- (649) Trane Company: Fifty-four page brochure "Merely a Matter of Air" featuring Untrane air conditioning for multi-room buildings; one of the best presentations of air conditioning; good descriptive, technical matter, well illustrated with drawings; simply written; worth having.
- (544) Utility Appliance Corporation: Brochure Utility forced air furnace, gas fired; provides complete forced air circulation, fully automatic temperature control, glass fiber filters; modern compact cabinet design; well engineered; full dimensional, performance data; merit specified CSHouse Number 1.
- (545) Utility Appliance Corporation: Brochure Utility Wall-o-amtic built-in circulating heater, gas fired and vented; can be used all types construction, installation remarkably simple; fits into any standard 4" stud wall without furring; high velocity discharge assures over-all room heating; well designed; merit specified for CSHouse Number 1.

INSULATION AND ROOFING

- (546) Acoustical Materials Association: New brochures on sound absorption coefficients of architectural acoustical materials and theory and use of architectural acoustical materials; data-packed, well illustrated; undoubtedly best source of information; worth file space, study.
- (334) Babcock & Jones, Inc.: Brochures, data on Ferro-Therm Steel Insulation; exceptionally good with radiant heat—reflects 90-95% of radiant heat; vermin-proof, no moisture, easily installed; one of best new products and merits study.
- (650) Basalt Rock Company, Inc.: Folder for architects, builders on Strestcrete roof and floor slabs, telling what they are, how they are made, and what they will do; well presented material, worth file space.
- (573) Phillip Carey Manufacturing Company; Brochure specifications Carey built-up roofs; one of best sources roof information, including tables, architectural and construction sketches, application data; good service material by one of oldest national manufacturers
- (221) Gladding, McBean & Company: Brochure Zonolite concrete insulation; interesting for use in portion concrete slab below radiant heating pipes; prevents heat loss into ground; normal concrete should be used above pipes.
- (716) Infra Insulation, Incorporated: "Simplified Physics of Thermal Insulation" brochure giving good, thorough discussion of heat transfer, conduction and density, radiation and rejection, condensation and temperature calculation tests; discusses advantages of aluminum foil insulation; gives installation details.
- (691) Johns Manville Products: Sound control pamphlet gives construction methods for Sanacoustic units, fluorescent lighting with Sanacoustic units, fibertone noise traps, transite acoustical materials and special installations for broadcasting studios and industrial noise problems.

The Important Thing is To LIGHT RIGHT



Falling down stairs is just one of the many hazards and inconveniences resulting from improper or inadequate lighting.

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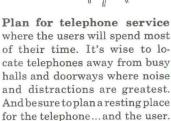
Remember: for satisfied clients, for increased home values, for come-again business for you the important thing is to light right. Specify Certified Adequate Wiring.

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ONE OF THE BREEZE PRODUCTS



- (652) Owens-Corning Fiberglas Corporation: Manual, 36 pages, illustrated, to assist architects, engineers, others, to solve problems of heat flow through roof structures; new data derived from field experience; features Fiberglas in-sulation; extensive charts; good source of information.
- (695) Pacific Lumber Company: Palco wool insulation for increasing tem-perature control comfort in old and new houses, makes fuel savings pos-
- (95) Pioneer-Flintkote: Information-packed 120-page manual built-up roof specifications; invaluable detail, source material; features P-F Built-up Roofs, answers any reasonable question with graphs, sketches, technical data.

LIGHTING EQUIPMENT

- (706) California Home Products: Literature on fluorescent-lighted cabinets; perfect shaving or makeup in clear, shadowless, equally distributed light; selected for use in Case Study House Program.
- (653) Cannon Electric Development Company: Folder new Cannon colored utility pilot lights for signal, warning, decoration, general illumination applications; from one to four lens on plate wide to necessary depth; lens in five colors of unbreakable plastic.
- (718) Century Lighting: Folder intro-ducing new "Dramalite" designed by ducing new "Dramalite" designed by Oliver Lundquist, practical for office and home installation; good, adaptable, carefully engineered product in a variety of attractive models; prices giv-
- (704) Corning Glass Works: Bulletin on engineered lightingware; discusses merits of direct, semi-direct, demi-indirect, and totally luminous ceiling lighting systems, control, brightness determinants, and basic data included.
- (547) Day-Brite Lighting, Inc.: Bulletins 20-A and 20-B recessed troffers; all standard types listed with full technical data, including sketches, tables, installation data, foot-candle intensities charts; also includes information incandescent boxes for flush installation; well worth file space.
- (717) General Electric Company: "Fundamentals of Light and Lighting" very thorough discussion of light engineering, gives light calculation charts; beautifully illustrated; excellent reference text solving general as well as special problems; should be on "required reading" list.
- (106) General Lighting Company: Brochure (14 pages) complete line contemporary lighting fixtures; one of best available lines.
- (654) Gibson Manufacturing Company: Folder new 6200-6400 louvered fixtures; feature full depth metal louvers, translucent side panels of Polystyrene; finished natural satin aluminum with "hi-baked" white enamel louvers; two or four lights in each fixture.

- (734) Gotham Lighting Corporation: New booklet Gotham Architectural Lighting; demonstrates pendant and recessed light troughs, illustrates flat, curved, diffusing and louvred lenses; lamp types shown for household and commercial use, specifications given.
- (590) Guardian Light Company: Information Guardian kitchen counter light, 8 or 15 watt fluorescent fixtures for easy installation under top cabifor easy installation under top cabi-nets to flood work areas with indirect light; portable or permanent; sensible product; merit specified for all current CSHouses.
- (268) Hollywood Lighting Fixture Company: Information contemporary lighting fixtures, stock and custom; one of best sources in Southern Cali-
- (500) Lighting, Inc.: Series folders, brochures Philite fluorescent lighting fixtures, incandescent reflectors for residential, commercial, industrial use; includes interesting equipment for subtle spotlighting, flush lighting; profusely illustrated; provides full technical data, prices.
- (657) The Miller Company: New revised edition "Ceilings Unlimited," illustrating and describing Moler fluorescent troffer lighting systems; complete engineering, installation details, illumination performance; good examples of combining light and ceiling equipment; well prepared worth close equipment; well prepared, worth close
- (658) Pressteel Company: Illustrated bulletin (AA2) and catalogue sheets 42 distinctive styles of residential and commercial lighting fixtures, including one of best lines contemporary recessed fixtures; available only through electrical jobbers; this line worth investigating vestigating.
- (375) Pryne Company, Inc.: Illustrated bulletins Prylites, complete lir. recessed lighting fixtures, includin specialties; multi-colored dining roor lights, automatic closet lights; adjust able spots; full technical data.
- (392) Smoot-Holman Company: Information newly designed Zenith luminaire; Polystyrene plastic side panels ribbed to permit proper light distribution while reducing surface brightness to minimum; certified ballasts, starters; individual or continuous mounting; opens either side for servicing.
- SUNBEAM LIGHTING (782) SUNBEAM LIGHTING COMPANY: New two-color catalogue Sunbeam Fluorescent Luminaries; clear, concise, inclusive; tables of specifications; a very handy reference.
- (270) Supreme Lighting Company: Comprehensive 23-page catalog well designed line fluorescent fixtures; hanging, open and glass covered; recessed fixtures with egg crate louver or dif-fusing glass; industrial, reflector, window types; strip, circline; kitchen fix-tures, vertical mirror lamps, bed lamps.



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(762) Webb Electric Company: Specification sheets new Webb recessed lighting fixtures with exclusive snap-in feature and Holophane lens; use 100 or 150 watt incandescent lamps; installation instructions given; a different lighting treatment.

(696) The Wiremold Company: Outlets for fluorescent lighting fixtures on wire raceways for continuous runs of line-o-lamps; good wiring system for drafting rooms, showrooms and other spaces requiring special lighting.

MISCELLANEOUS

(726) The Kemode Manufacturing Company: Information new Quik-Shot Soldering Irons, inexpensive and have interchangeable tips from 3/8" to 1" or more, heated by package heat element in 5 seconds; has no breakable parts. Good idea.

• (592) The Homer Laughlin China Company: Full color folders Jubilee Dinnerware; simple design, pleasant color selection; simplicity allows accessories to make table settings formal or informal; light in weight; merit specified for CSHouses Numbers 20, 1 and 3.

• (426) Howard Miller Clock Company: Information contemporary clocks by leading designers, including George Nelson; probably best approach to application of contemporary design to clocks.

• (474) Modern Designers: Full information good lines ceramic trays, bowls, incidentals, and lamps; well known contemporary designers; available through selected retail outlets; used in CSHouse Number 18.

MOTION PICTURE EQUIPMENT

• (512) Bell & Howell Company: Brochures, information Filmosound projectors for use in homes, schools, churches, industry; gives full technical information regarding equipment, installations, use, operation; practical, interesting sensible.

PAINTS, SURFACE TREATMENTS

(725) Gordon Chemical Products: Gordon's 101 Sealer, preserves natural wood beauty while providing greater color control, prevents grain raising, color bleeding through surface, filler shrinkage and stain bleeding; provides absolute sealing.

(729) Lehwood Corporation: Suggestions for inexpensive, luxuriant-looking, "business as usual" applications of Amerwood rustic paneling; comes in even widths 6" to 12" and even lengths of 8' to 16'; provides a wide variety of patterns.

(703) National Electrical Manufacturers Association: Standard for Laminated Thermosetting Decorative sheets; explains standard wear, heat, stain, light, moisture and expansion tests for laminated sheets, and gives recommended method for application.

• (457) Frederick O'Brien Paint & Varnish Works: Folders O'Brien Penchrome wood finishes; remarkably good plywood finish in modern blonde tints; available clear or in colors; preserves wood, allows grain to show; cheaper than paint or enamel; color card available

(577) United States Gypsum Company: Brochure USG Sheetrock, fireproof gypsum wallboard, paper coated, in plain or decorative surfaces; full specification, installation data, including full color photographs wood-grained surfaces; charts, tables.

PANELS AND WALL TREATMENTS

(767) C. F. BOLSTER COMPANY: Information special plaster application problems; contractors of vermiculite plastering job on General Petroleum Building; serve Southern California area.

• (585) Davidson Plywood & Lumber Company: 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; entirely new product, merits close consideration.

(746) Marsh Wall Products, Inc: New 12-page, full-color catalog illustrating original Marlite plastic-finished wall and ceiling panel for distinctive modern interiors; offers many new ideas for kitchens, breakfast rooms, bathrooms, playrooms, laundries, dens and commercial buildings.

(757) The Mills Company: Expertly designed catalog on movable walls; gives methods and suggestions for flexible partitions; special designs for drinking alcoves, toilet compartments and shower stalls; good line of hardware, louvres, bookcases, etc.; excellent information for architects, engineers and contractors.

(781) THE HAROLD E. SHU-GART COMPANY, INC.: Acoustical engineers and contractors; installation of sound conditioning Acousti-Celotex in General Petroleum Building; engineering service available for special problems.

• (382) United Wallpaper, Inc.: Information Varlar stainproof wall covering, in price range good wallpapers; resists grease, oil, fingermarks, lipstick, crayons, vermin; restored soap and water; 90 patterns, designs by Dorothy Liebes.

PLUMBING FIXTURES, ACCESORIES

• (515) Air Cushion Sales Company, Inc.: Folder new Air Cushion Arrestor to stop water hammer in plumbing pipes; separates air from water entering home system; low installation cost, no breaking into walls; reduces wear on washers, valves; simple answer to nagging problems.

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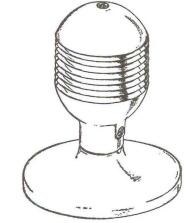
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• (516) Beneke Corporation: Series two-color folder Beneke water closet covers; white, mahogany, oak for any size, shape bowl; simplicity of design; seamless kiln dried hardwood; full specifications available.

• (668) W. A. Case & Son Manufacturing Company: Information regarding Case contemporary bathroom fixtures, including T/N Water Closet, free-standing non-overflow fixture; also lavatories with dry shelf space, builtin soap dish, concealed front overflow; towel bars wall hung or with flow; towel bars, wall hung or with legs; merit specified for several CS-

(126) Crane Company: Brochure (24 pages) presenting complete 1949 Crane line of plumbing fix-tures; features Dial-ese trim; il-lustrates model bathrooms, powd-er rooms, kitchens; idea packed.

(771) MUELLER COMPANY: Information Mueller Merit Line Lavatory Combinations with special faucet features; grinding, abrasive action on washer eliminated; positive non-drip closing without forcing; working parts can be replaced as a unit when necessary.

RADIOS

(701) Altec Lansing Corporation: Specifications new AM-FM Tuner and Amplifier for home use, utilized tuned radio frequency circuit, said to be freest from distortion.

• (350) Motorola, Inc.: • (350) Motorola, Inc.: Information, brochures Motorola FM/AM radiophonograph in cabinets of good con-temporary design; shadow-silent record changer, automatic shut-off; push-but-ton tuner; dark or blond; worth investigating.

ROOFING

(529) E. K. Wood Lumber Co.: Full information several of best lines of sash, doors; includes Druwhit metal doors, windows, Super-Vent awning type windows, Harvey sliding door hardware; Win-Dor integral hardware for jalousies; Schundler Fesco Board roof insulation, Grand Rapids Invisible sash balance, Woodlife wood preservations. tives, Truscon residential steel windows, Timm aluminum windows, Rylock tension window screens, and ictator combination screen and storm

SASH, DOORS AND WINDOWS

(519) Alumatic Corporation of America: Information new type combination screen-storm door in aluminum; extruded hollow aluminum sections; screen, storm inserts immediately interchangeable; comes with aluminum frame in all sizes for quick installa-tion; good product.

(712) Arcadia Metal Products: Side sliding steel sash and doors for resi-dential and commercial use, high quality, fully guaranteed, assembled at fac-tory and delivered ready for installa-tion; standard types and sizes illu-strated and installation details given.

(664) Glide Windows, Inc.: Attractive brochure new line Glide aluminum windows, doors; one of best, most practical solutions for wide areas of sliding glass; size limited only to size of glass used; full details; this brochure is one of best printed, product equally good.

(758) Premanente Products Company: New Kaiser aluminum shade screening, combines in one prod-uct the cooling action of an awning, the shading value of a vene-tian blind and the insect protec-tion of a fine wire mesh screen; interesting new product.

(754) Rice Engineering Company: (754) Rice Engineering Company: The Rice 3-Way Hinge, door closer and door check especially adapted to all-glass and glass-and-metal doors, simplified installation of heavy doors; completely concealed; requires no special preparation; excellent new solution to troubling problem; deserves investigation. tigation.

(745) Roddis Plywood Corporation: Roddiscraft Flush Doors, smooth, modern, finished in beautiful veneers, adaptable to any interior design; permanent Roddiscraft construction guarantees long life and lasting warm beauty of fine woodwork: Architects and designers should acquaint themselves with this excellent modern craftsmanship.

(728) Rolscreen Company: Four-color brochure on Pella Casement Windows; gives suggestions for handling large window areas, many good ideas at-tractively presented, stock sizes listed, installations diagrammed.

• (550) Steelbilt, Inc.: Folder Steelbilt steel horizontal sliding doors, windows; wide range of stock sizes permit unrestricted contemporary design; narrow mullions, mintons; outside screens; western manufacture, immediately available; one of best items of kind; merit specified CSHouse Number 1.

• (406) Super-Vent Company: Brochure contemporary Super-Vent awning type window that is cleaned from inside; permits draft-free ventilation; screens on inside as well as storm win-

(775) TRUSCON: Two-color bro-chure "Truscon Steel Doors for Hangars and Industrial Buildings" excellent source of technical infor-mation for the architect and engi-neer engaged in commercial in-stallations; extensive specifications, thoroughly illustrated.

(776) TRUSCON: Brochure "Truscon Residential Steel Windows," double-hung and casement types; provide a distinctive personality for any house without adding to its cost; smart appearance, fingertip control, weather-tight and in-expensive; fine installation details; deserves file space.

(777) TRUSCON: 87-page catalog Steel Windows and Industrial Doors; extensive illustrations of window types and installations, in-cluding jambs, mullions, hardware and screens; fine reference file ma-terial for architects and engineers.

UNIVERSAL CORPORA-(770)(770) UNIVERSAL CORPORA-TION: Featured in the General Petroleum Building, Browne Mon-umental Folding Type Windows can be washed 15 percent faster than other types and entirely from inside, reducing insurance rates; "Alumilite" finished frames re-quire no paint, do not tarnish or discolor. discolor.

• (356) West Coast Screen Company: Brochure Hollywood Junior combination screen, metal sash door; provides ventilating screen door, sash door, per-manent outside door all in one.

SPECIALTIES

(748) Barber-Colman Company: Uni-Flo grilles, registers and accessories illustrated and demonstrated in catalog; engineering principles detailed. (665) Basalt Rock Company, Inc.: Information, facts for architects, builders on Basalite light weight concrete masonry building units for residential, commercial industrial construction.

(760) A. J. Bayer Company: Architectural Metal Letters; information brochure covering permanent letters in all metatls and great variety of styles; flexibility of effects can be obtained; contemporary design; no maintenance problem.

(744) Belico, Inc.: Listing of services by organization and advise in all phases of design, specializing in interior decoration; makers of Case Study House models.

• (508) Colart Cement Tile Company, Inc.: Folder interesting Colart cement tile; available in any color to specification; colorfast, lime-proof, water-proof, acid-resistant, long wearing; any size, shape; inside and outside uses; lends itself well to contemporary design; definitely worth investigation.

(766) DICTOGRAPH PRODUCTS, INC.: Information Dictograph specialized communication systems, individually engineered and installed by experts, assure absolute privacy even on conference hookups; many extensions possible, no flicking of talk-listen keys; makes executive procedure easier.

• (597) Hawk House: Folder, information Hawk Barbecue-Brazier; one of oldest cooking devices given modern functional application; 24" and 36" models permitting cooking over open fire indoors or out; amounts to portable fireplace combined with incidental cooking facilities; merit specified for all CSHouses.

• (598) A. H. Heisey & Company: Sixteen-page brochure, several folders Heisey hand-wrought crystal glassware, featuring simple, well designed New Era contemporary pieces; brochure gives highlights history of glass; New Era merit specified for CSHouses 20, 3 and 1.

(475-A) Tony Hill — Wilmer James: Additional catalog sheets Tony Till Ceramics; illustrated.

• (475) Tony Hill-Wilmer James: Full information full line contemporary ceramics; unusual glazes, beautifully fired; also lamps with ceramic bases; used in CSHouses 11, 18.

(751) The Hollaender Manufacturing Company: Nu-Rail slip-on fittings, illustrating an entirely new method of fitting pipe; many interesting and practical applications for scaffoldings, railings, fencing, etc.; different fittings shown.

(737) Kempkes' Meubelfabrieken N. V.: Superflex, a fascinating new product by Dutch concern, flexible veneer plate presenting economical design possibilities limited only by imagination of the designer for curved surfaces, many suggested applications.

• (378) Lumite Division, Chicopee Manufacturing Corporation: Samples, brochures Lumite plastic insect screen cloth; remarkable improvement in screen cloths; no wear, can't bulge, no paint, easy to clean; comes in colors.

(753) Morse Boulger Destructor Company: Bulletin on heavy-duty destructors for the incineration of wastes; special models available for special applications, bond destructors, fume destructors, sput-

um destructors, crematory destructors, and engineering service for industrial disposal problems.

(360) Pacific Telephone & Telegraph Company: Information for architects, builders on telephone installations; features built-in telephones; definitely should be in all files.

(780) PREMIER TILE AND MARBLE COMPANY: Fabrication and installation of decorative masonry walls; Roman travertine, Virginia greenstone, marble, tile and glass mosaic work.

(742) Rosti: Ceramic lamp bases and vellum shades; wide variation of sculptured forms, glaze treatments and shade combinations possible; lighting and decorational requirements discussed and individual lamps illustrated; very interesting.

(752) The Patent Scaffolding Company: Information on Gold Medal Safety Scaffolding Machines; provide maximum safety, efficiency and economy; rental service available.

(763) Seaporcel Porcelain Metals, Incorporated: Booklet illustrating installations of modern enameling work for weather resistance and architectural effect; engineering and design services available; permanent color, low maintenance, simple installation, durable, unlimited in colors and textures.

(715) Southern Barbeque-Grill Company: "The Way to Perfect Barbequeing" tells how to barbeque chops, steaks, spareribs, chicken, roasts, fish and other specialties; gives recipe for proven barbeque sauce; also illustrates Southern Barbeque-Grills; makes your mouth water.

(761) Stainseal Corporation: Booklet illustrating the applications of stainseal products; guaranteed to clean, harden and restore original colors to brick, tile and flagstone; penetrates cells; removes and prevents alkali, surface discoloring, fungus, etc., good product.

(738 Stromberg-Carlson: "Better Than Being There" review of Stromberg-Carlson television models, quality design and construction, producing sight and sound at their best.

• (441) Tropicraft: Folder woven wood screens, ½" slats, 6' high by 7' long; natural finish or colors; also 2" slats and smaller overall dimensions; good for screens, shades, draw drapes, etc.; best contemporary treatment.

STRUCTURAL BUILDING MATERIALS

(680) Chase Brass & Copper Company: Catalog solder-joint and flared copper tube fittings and tools; shows how to make solder joints in copper pipe.

(743) Durisol, Incorporated: Folder describing construction and application methods for Durisol 3-in-1 insulated roof plank, combining roof deck, thermal insulation and acoustical ceiling, fire-proof, easy to install, permits savings up to 20%.

(765) Inland Steel Products Company: Specification sheets for Milcor steel studs, plaster mesh, screeds, mouldings and other products; recommended studs spacings given for steel construction; gives extra fire safety, earthquake resistance, insulation value, sound resistance; light but rigid; provides inexpensive electrical and plumbing installation.

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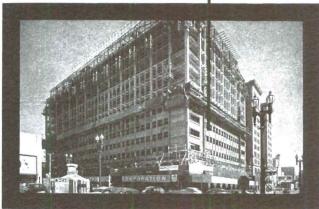
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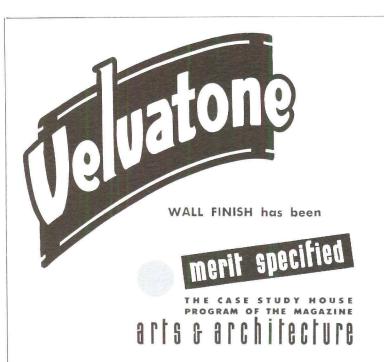
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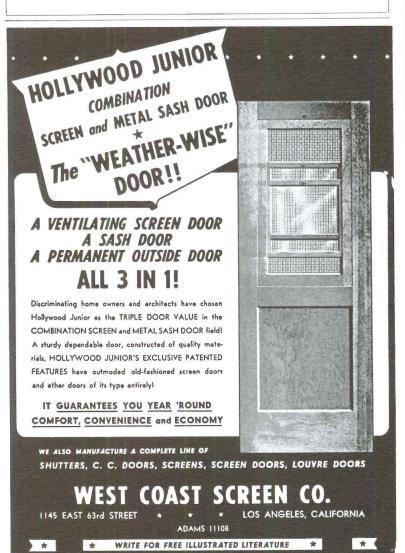
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HOUSE FOR URBAN DEVELOPMENT continued from page 36

siding as a lining to the entrance hall and part of the living room. Ceilings will be rough cast acoustic plaster. Floors for most part will be wood, T. G. flooring with rough spun rugs in living area and wall-to-wall in bedrooms. Kitchen floor will be covered with asphalt tile. The sloping living room ceiling rises to a height of 10'6"; the north east wall is entirely of glass, and opens to the view and trees; the western wall entirely of natural stone passes through living room to outdoor dining terrace. Large standing storage unit, supporting stairs, will house games and

standing storage unit, supporting stairs, will house games and dining equipment. Outdoor dining can easily be effected by service through glass doors direct from kitchen.

Kitchen is so designed that all foodstuffs would be stored near

rear entry, and prepared in this area. A copper hood with small exhaust fan enclosed covers the hot plate unit and refrigerator. Opposite is a large counter for cold food preparation. It is intended to operate an electric washing machine in laundry annex.

Clerestory windows light up kitchen ceiling.

Glass wall of bedroom is weather protected and kept private by extension of wall at end and has two glass doors opening onto terrace. Guest bedroom has glass wall to terrace and 5'0" of built-in storage.

Bathroom has both shower stall and bath, and features a 6'0" long counter with hand basin inset. A mirror extends over this counter with a ribbon of clerestory windows above. Future garage has 22'0" storage wall for work shop and garden equipment.

It is not intended that landscaping should be formal. Rocky site formation dictates that the natural flora should be developed and the small trees abounding on the property will be encouraged.

LABORERS HOUSE DEVELOPMENT

continued from page 37

This passage also serves on rainy days as a workshop. The bedrooms and living rooms face the north (towards the sun in this hemisphere). This orientation is maintained on either side of the street, which runs east and west. Therefore, the only difference in floor plan of units is the covered passage and corridor which are aligned to the living room wing in one unit and to the bedroom wing in another so that it will always be located adjoining the vegetable garden of each unit.

THE NEW GENERAL PETROLEUM BUILDING

continued from page 45

set directly on a background of tavertine. The combination of wood and aluminum is carried out in the elevators themselves with a panel of teak forming the rear wall and ceiling of the 14 passenger cars.

The reception and elevator lobbies of all floors of the building are paneled in red birch finish with a red driftwood stain. Ceilings are painted a natural gray.

A glass wall separates the elevator area from the receptionist area. An 8x14' photo mural of oil industry scenes covers one wall of each reception area while the opposite area is of fluted glass back-lighted with fluorescent tubes. Large glass doors connect all reception areas with office corridors.

Floors of these elevator lobbies are in black marbelized tile with touches of green and cream. Black rubber tile is used in all corridors. All corridors are finished in two shades of gray-green with ceilings of acousti-Celotex tile. The standard office decoration is in warm neutral gray with ceilings of the same tile. Windows are covered with light gray aluminum venetian blinds.

Offices of the principal executives of the company are individually decorated with a variety of woods, principally bleached walnut and bleached red oak. Carpets in six shades were used to suit the preference of each executive.

The board of directors room is finished in bleached red oak with an elliptical massive table of the same wood. The room is fully carpeted in beige with one wall entirely of glass looking out on a terrace finished in red tile.

A separate building has been erected to provide parking facilities for approximately five hundred automobiles. A six-story structure, it consists of a gently rising enclosed spiral ramp continuous from basement to roof providing two central traffic lanes and parking on both sides. After parking the driver descends to street level by elevators located in the central core of the spiral. A complete service station is located on the roof of the building.

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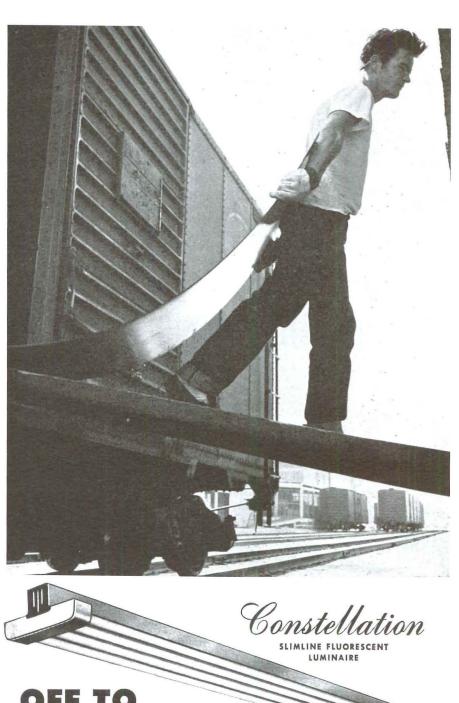
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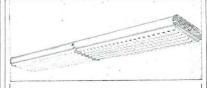


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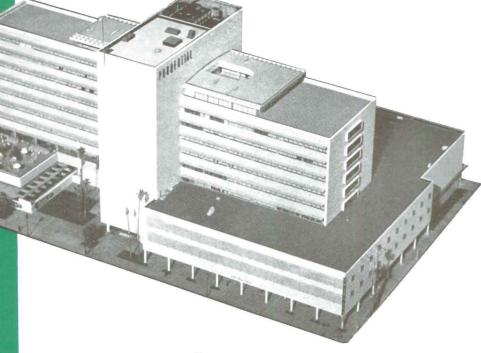
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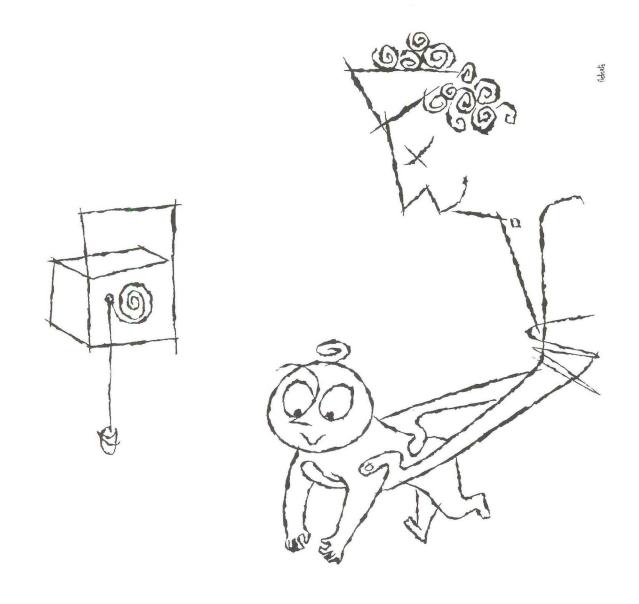
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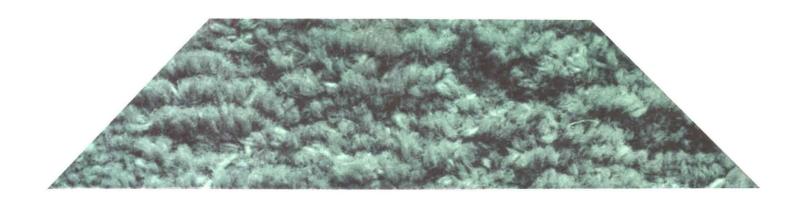
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