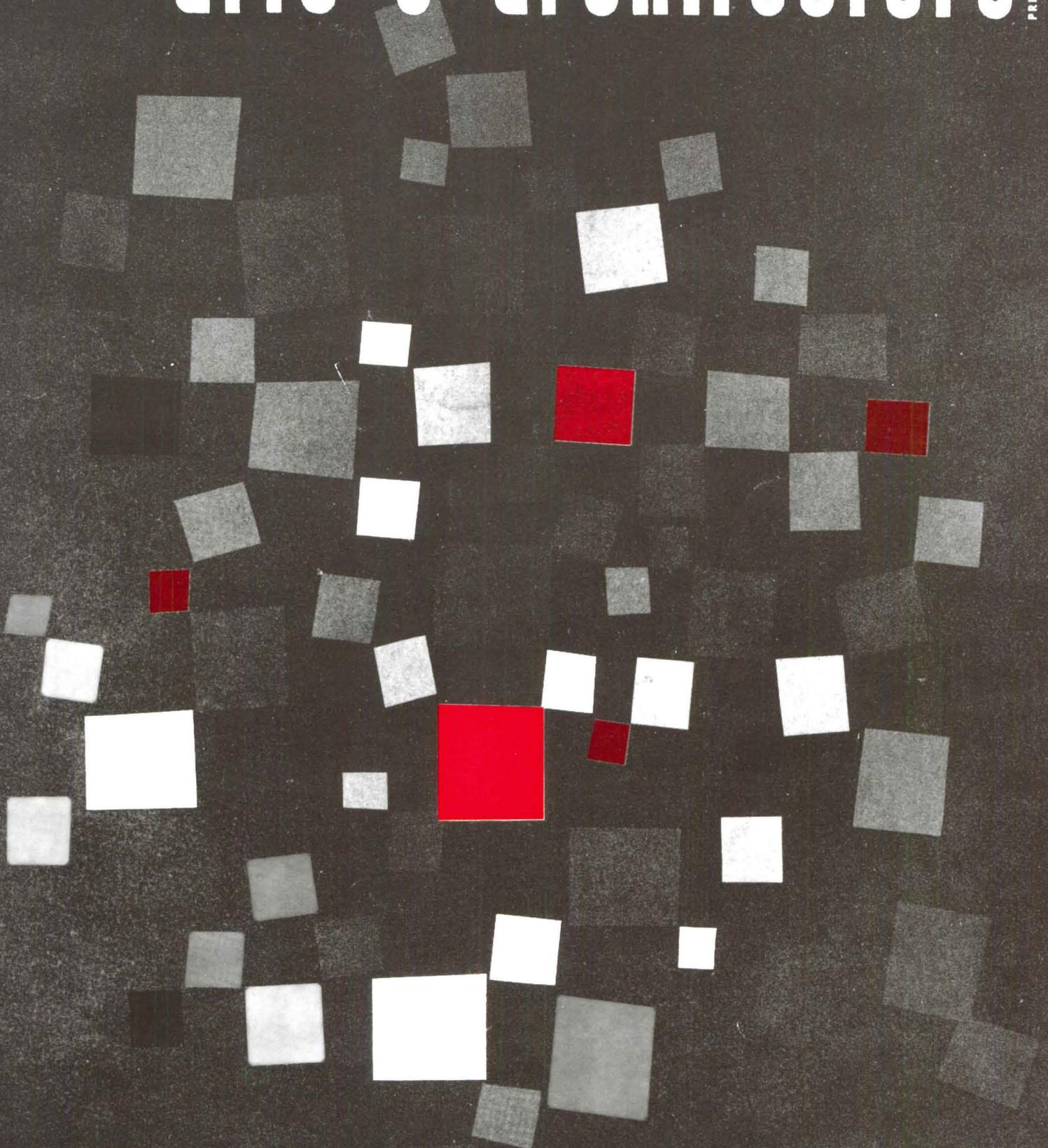


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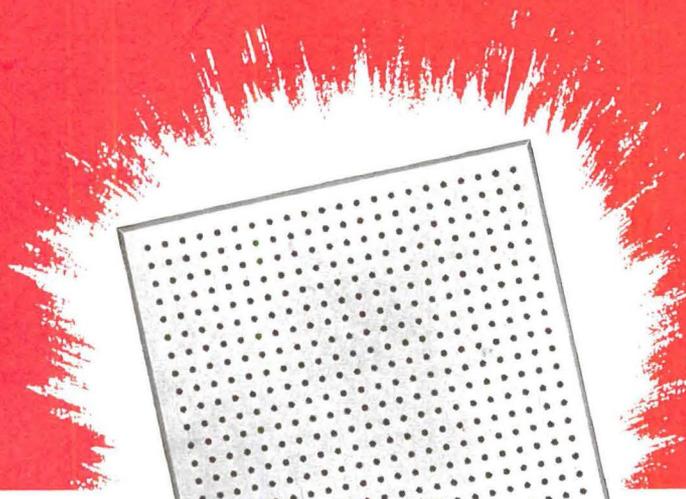
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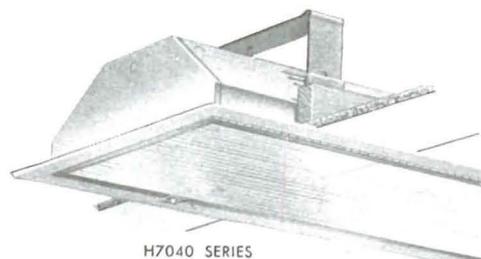
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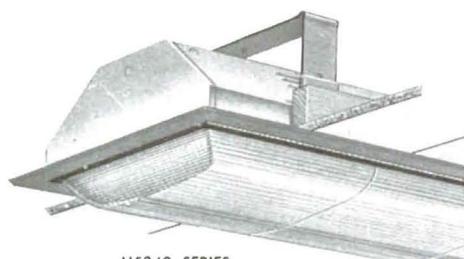


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## CURRENTLY AVAILABLE PRODUCT LITERATURE AND INFORMATION

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

### APPLIANCES

(84a) Automatic Disposal Unit: Information new Calcinator automatic disposal unit featuring faster dehydration, ignition; sturdy, self-leveling four-point suspension base; built-in automatic draft and stack temperature control; disposes of all types garbage, burnable trash; white enamel model for kitchen or utility room, gray "Krinkle-Kot" model for basement, other installations; well engineered, well designed.—Calcinator Division, Valley Welding & Boiler Company, Bay City, Mich.

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

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

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

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

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

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

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

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

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

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

(80a) Select-a-Range: Brochure remarkable Universal Select-a-Range; consists of three basic units permitting 25 variations; makes possible convenience-level cooking, larger work areas, more storage space, greater eye appeal, new versatility, complete flexibility; this data belongs in all files.—Landers, Frary & Clark, New Britain, Conn. A, D, B.

•(28a) Stainless Steel Kitchen Tools: Information, literature Ace stainless

steel kitchen tools; good modern design, high quality workmanship, excellently weighted; made of polished stainless steel with heat-, stain-resistant ivory Catalin plastic handles drilled for convenient wall mounting; merit specified for CSHouse 1950.—Ace Products Company, 12 South Twelfth Street, Philadelphia 7, Pa.

### ARCHITECTURAL PORCELAIN ENAMEL

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

### BARBECUE EQUIPMENT

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

### CABINETS, COUNTER TOPS

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

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

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

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

•(958) Plastic Drainboards, Counters: Information Formacove drainboards, counters; top and backsplash formed into continuous cover one-piece unit; uniform  $\frac{3}{4}$ " concave radius through patented heat, pressure; Formica, Far-lite, etc., bonded to  $\frac{3}{4}$ " plywood with solid wood filler strip in cove; outside radius, other decorative postformings on special request; good answer to difficult problem; merit specified CSHouse 1950.—Blue Ox Industries, Post Office Box 1064, Redwood City, Calif.

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

### ELECTRICAL EQUIPMENT

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

•(152) Door Chimes: Color folder Nu-Tone door chimes; wide range styles, including clock chimes.—Nu-Tone, Inc., Madison and Red Bank Roads, Cincinnati

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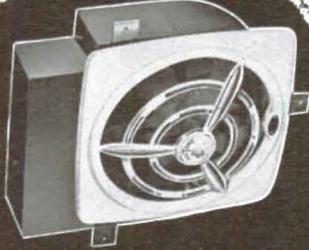
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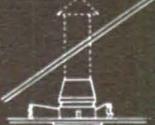
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(402) Electric Planning: Brochure electricity in house plans; check lists, suggestions for all types of rooms, typical floor plans, wiring data available only in Northern California.—Northern California Electrical Bureau, 1355 Market Street, San Francisco,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

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

#### FABRICS

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

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

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

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

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

#### FLOOR COVERINGS

(989) Custom Rugs: Illustrated brochure custom-made one-of-a-kind rugs

and carpets; hand-made to special order to match wallpaper, draperies, upholstery, accessories; seamless carpets in any width, length, texture, pattern, color; inexpensive, fast service; good service, well worth investigation.—Rugcrafters, Inc., 143 Madison Avenue, New York 16, N. Y.

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

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

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

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

•(990) Vinyl-Cork Tile: Brochure with color chart on Dodge Vinyl-Cork Tile; combines advantages of cork with toughness of vinyl surface; bright, permanent colors, including several remarkably good plain colors; resilient, quiet, safe to walk on, long wearing; good insulating, sound deadening qualities; resistant to fire; requires no waxing; cleans with soap and water; inks, grease, acid, mild alkalis do not mar; merit specified for CSHouse 1950.—Dodge Cork Company, Inc., Lancaster, Pa.

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



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ified for use CSHouse 1950.—Belrug Mills, Inc., Greenville, S. C.

**FURNITURE**

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

(85a) Contemporary Furniture, Day-bed: Information new retail outlet good lines contemporary furniture, accessories; includes exceptionally well designed Felmore day bed; seat pulls forward providing generous size single bed; 4½" thick foam rubber seat, fully upholstered reversible seat cushion, permanent deep coil spring back; frame available in walnut, oak, ash, black; legs aluminum or black steel; reasonably priced, shipped anywhere in country; this is remarkably good piece, deserves close attention.—Felmore Associates, 15221 Sunset Boulevard, Pacific Palisades, Los Angeles, Calif.

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

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

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

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

562) Furniture, Retail: Information good source best lines contemporary furniture; designs by Eames, Saarinen, Martine, others; full interior design

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service; also fabrics, accessories.—Armin Richter, 7661 Girard Avenue, La Jolla, Calif.

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

•(314) Furniture, Retail: Information top retail source best lines contemporary lamps, accessories, fabrics; designs by Eames, Aalto, Rhode, Naguchi, Nelson; complete decorative service.—Frank Brothers, 2400 American Avenue, Long Beach, Calif.

•(86a) Household Utility Chairs, Tables: Color folders describing Cosco household utility chairs, tables; line includes posture back kitchen work chair, high chair, step stools, tables; sturdy, clean design, good colors; tubular steel construction with all edges rounded or turned under; chrome or enameled legs; seats washable, stain-resistant plastic; highly practical items; merit specified for CSHouse 1950.—Hamilton Manufacturing Company, Columbus, Ind.

•(954) Indoor-Outdoor Contemporary: Complete catalog new line Van Keppel-Green indoor-outdoor contemporary chairs, tables, chaise lounges; cord, rattan, redwood and glass framed in charcoal-black steel; crisp, fresh, simple design team; this is must information for all files.—Daystrom-Pacific Corporation, 311 South Highland Ave., Fullerton, Calif.

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

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

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

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

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Carper Furniture Company, Inc., Roanoke 6, Va.

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

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

#### HARDWARE

•(16a) Contemporary Locksets: Full color contemporary Kwikset pin-tumbler, cylindrical locksets; clean design, simple operation, precision engineered, rugged construction; unique cam action locking device provides positive knob locking; half-round spindle reduces number working parts; hand-finished in satin, polished chrome, brass, satin bronze; merit specified for CSHouse 1950.—Kwikset Locks, Inc., Anaheim, Calif.

#### HEATING & AIR CONDITIONING

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

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

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

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

(994) Heating Facts: Remarkably well prepared 20-page question-and-answer brochure "How to Select Your Heating System" featuring Lennox heating equipment, now available; practical, readable information by world's largest manufac-

turers; should be in all files.—Dept. AA-5, The Lennox Furnace Company, 974 South Fair Oaks Avenue, Pasadena, Calif.

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

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

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

•(907) Quick Heating: Comprehensive 12-page catalog featuring Markel Heet-

aire electrical space heaters; wall-attachable, wall-recessed, portable; photographs, technical data, non-technical installation data; good buyer's guide.—Markel Electrical Products, Inc., Buffalo 3, N. Y.

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

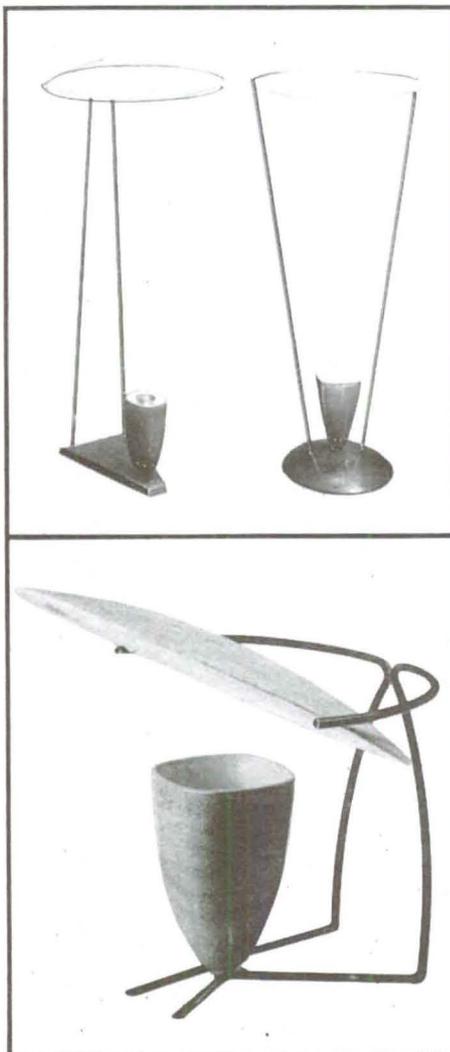
#### INDOOR PLANTING

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

#### INSULATION AND ROOFING

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

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



## Lamps and Furniture

by MITCHELL BOBRICK

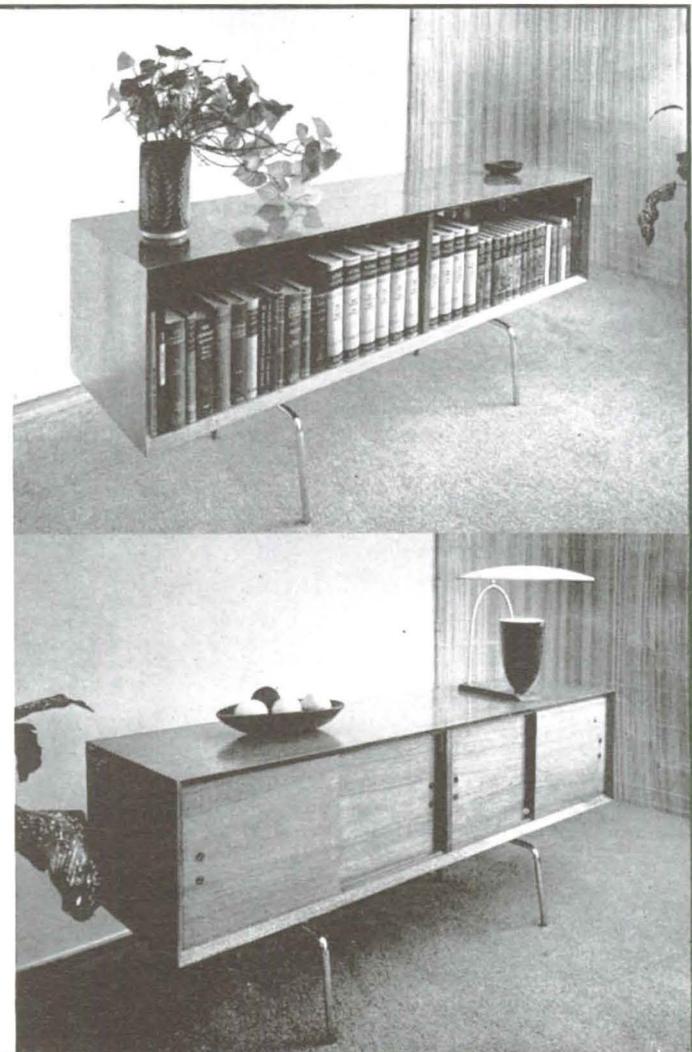
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and Master Specifications for Copper Roofing and Sheet Metal Work; these brochures, comprising one of best sources, belong in all files.—Revere Copper and Brass Incorporated, 230 Park Avenue, New York 17, N. Y.

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

**LANDSCAPING**

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

**LIGHTING EQUIPMENT**

●(34a) Accent and Display Lighting: Brochure excellently designed contemporary Amplex "Adapt-a-Unit" Swivelite fixtures; clean shapes, smart appearance, remarkable flexibility, ease of handling; complete interchangeability of all units, models for every type of dramatic lighting effects; includes recessed units, color equipment; information on this equipment belongs in

all files.—Amplex Corporation, 111 Water Street, Brooklyn 1, New York.

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

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

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

●(965) Contemporary Fixtures: Catalog, data good line contemporary fixtures, including complete selection re-

cessed surface mounted lense, downlights incorporating Corning wide angle Pyrex lenses; recessed, semi-recessed, surface-mounted units utilizing reflector lamps; modern chandeliers for widely diffused, even illumination; selected units merit specified for CSHouse 1950.—Ledlin Lighting, Inc., 49 Elizabeth Street, New York 13, N. Y.

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

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

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

(825) Contemporary Lighting Fixtures: Brochure illustrating complete selec-

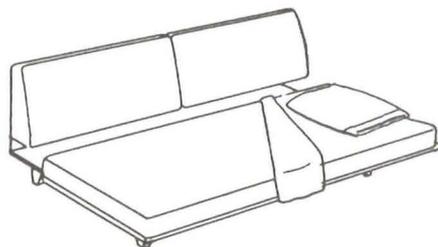
tion architectural lighting fixtures for every purpose—General Lighting Company, 8336 West Third Street, Los Angeles 48, California.

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

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

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

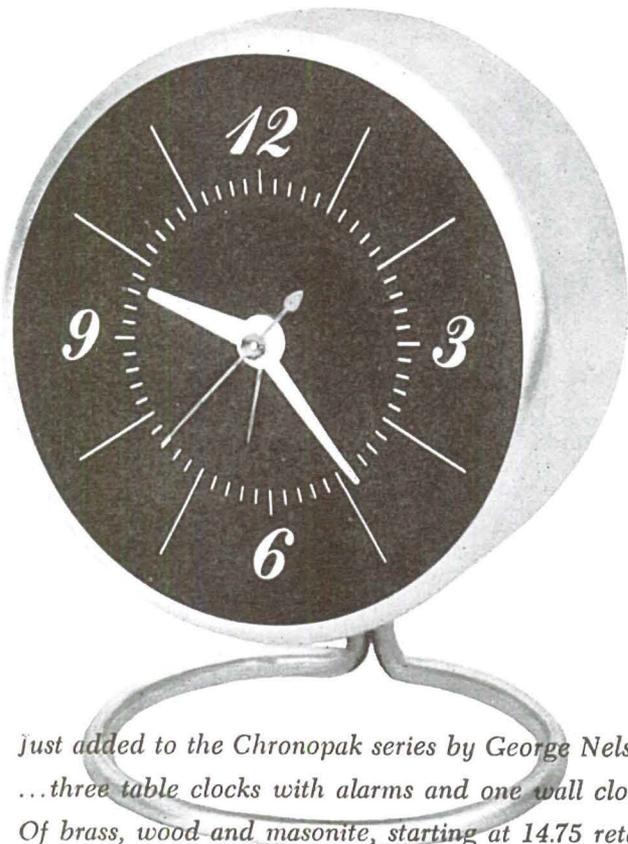
●(60a) Lamps, Lampshades: New Catalog showing more than 70 modern and rattan lamps and occasional pieces;



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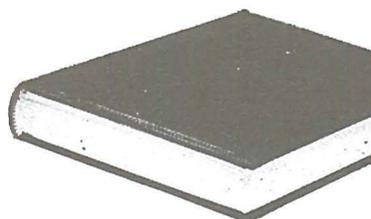
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features Mobile table and floor lamps merit specified for CSHouse 1950; also features Fantasia, 1949 AID lighting award winner designed by George Farakas; belongs in all files.—Decora Designs, 1853 West Flagler Street, Miami, Fla.

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

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

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

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

**MATERIAL HANDLING**

(83a) Material Handling: Information Elwell-Parker electric and gas industrial power trucks for handling materials in warehouses; studies of various types of equipment to use and their effective application to warehouse design; one of best sources of information, worth contacting.—Elwell-Parker Electric Company, Cleveland, O.

**MISCELLANEOUS**

(360) Telephones: Information for architects, builders on telephone installations, including built-in data.—P. E.

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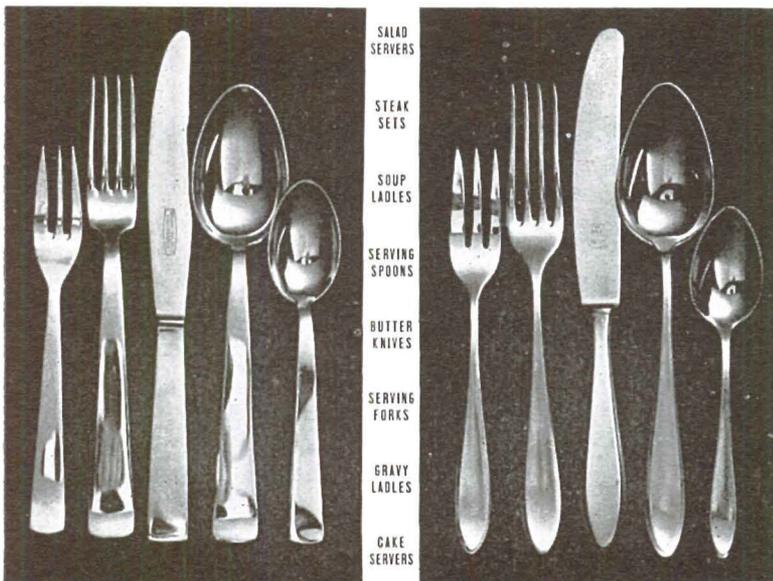


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(917) Movable Metal Walls: Catalog Mills Movable Metal Walls; practical workbook for architects, engineers, contractors on problems in flexible division of interior space; emphasizes advantages movable walls; fully illustrated, complete detailed construction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

**PAINTS, SURFACE TREATMENTS**

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

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

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

**PANELS AND WALL TREATMENTS**

● (902) Building Board: Brochures, folders Carrco Wallboard, which is fire resistant, water resistant, termite proof, low in cost, highly insulating, non-warping, easy to work, strong, covered with one paint coat, finished on both sides, semi-hard, and uniform; 4'x8' sheets 1/4" in thickness; merits close attention.—L. J. Carr Company, Post Office Box 1282, Sacramento, Calif.

● (903) Decorative Panels: Brochure full-color on Parkwood Decorative, laminated plastic panels using genuine wood veneers retaining all natural wood luster; ideal for table or counter tops, wall panels; standard and cigarette-proof grades; 24"x30" to 36"x96"; interesting product meriting close ap-

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Modern Lamps and Fixtures

praisal.—Parkwood Corporation, 33 Water Street, Wakefield, Mass.

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

●(585) Etchwood Panels: Literature Etchwood, a "3-dimensional plywood" for paneling, furniture, display backgrounds; soft grain burnished away leaving hardwood surface in natural grain-textured surface; costs less than decorative hardwood plywood; entire new product, merits close consideration.—Davidson Plywood & Lumber Company, 3136 East Washington Boulevard, Los Angeles, Calif.

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

(997) Metal Wall Tile: Information Crown Steel Wall Tile; will not rust,

chip, crack, craze, peel; lightweight, does not require heavy substructure; wide color range, available in stainless steel; a surety bond supplied for each installation; product warrants close appraisal.—Ohio Can & Crown Company, Massillon, Ohio.

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

●(951) Translucent Corrugated Panels: Full-color brochure Alsynite translucent corrugated glass fiber laminated panels which cuts, punches with common tools and adheres with translucent mastic; wide range pastel colors; light weight, will bend, fire-resistant, acid resistant; 2½" and 1¼" corrugations. 26" to 40" wide and 8' to 10' long; remarkable decorative product, indoor and outdoor uses; merit specified for CSHouse 1950.—O'Morrow Corporation, 4509 Firestone Boulevard, South Gate, Calif.

#### PLUMBING FIXTURES, ACCESSORIES

●(68a) Bathroom Accessories: Fully illustrated folder Faries bathroom accessories; clean, simple lines; ingeniously designed to solve placement problems, including adjustment features on

several items; particularly good recessed fixtures; this is a good line which deserves close attention; merit specified for use in CSHouse 1950.—Faries Manufacturing Company, 1050 East Grand Avenue, Decatur, Ill.

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

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

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

●(952) Shatterproof Shower Doors: Folder new Ripple-Lite shatterproof shower doors; all sizes, types shower

doors, tub enclosures; polished aluminum frames, simply designed, Alsynite Fiberglas laminate panels; major savings due to lighter weight than comparable products and complete absence of replacement costs; good products, merit specified for CSHouse 1950.—O'Morrow Corporation, 4509 Firestone Boulevard, South Gate, Calif.

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

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

#### RADIOS

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

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•(948) Record Changer: Literature, data new Markel 3-speed Playmaster, only complete 3-speed changer that automatically plays all speeds and all sizes of records and automatically plays both sides of 10" and 12" records continuously in sequence; handles 12 12" 33-1/3 records for total of 9 hours playing time; remarkably well engineered; this item must for all interested in sound equipment.—Markel Electric Products, Inc., 145 Seneca Street, Buffalo, N. Y.

**SASH, DOORS AND WINDOWS**

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

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

(356) Doors, Combination Screen-Sash: Brochure Hollywood Junior combina-

tion screen-metal sash doors; provides ventilating screen door, sash door, permanent outside door all in one.—West Coast Screen Company, 1127 East Sixty-third Street, Los Angeles, Calif. (in 11 western states only).

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

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

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

•(901) Hollow Core Flush Door: Brochure Paine Rezo hollow core flush door featuring interlocking air-cell grid

core combining the strength of cross-banded plywood with lightness in weight; accurately mortised and framed together, and overlaid with matched resin-glued plywood panels; one of best products in field.—L. J. Carr and Company, Post Office Box 1282, Sacramento, Calif.

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

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

•(927) Rubber Weatherstripping: Brochure, folders Bridgeport Inner-Seal Weatherstripping; spring wire, rubber construction; remarkable wearing qualities, easy to install; waterproof, won't stain sills, resilient, inexpensive; a re-

markably well engineered product merit specified for CSHouse 1950.—Bridgeport Fabrics, Inc., 165 Holland Avenue, Bridgeport 1, Conn.

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

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

**SPECIALTIES**

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

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

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

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

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

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

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

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

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

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

(23a) Swimming Pools: Well prepared book "Planning Your New Swimming Pool" giving full data Paddock swimming pools; nationally known,

widely accepted; one of best sources of information on subject.—Paddock Swimming Pools, 8400 Santa Monica Boulevard, Los Angeles 46, Calif.

(973T) Tile-setting Cement: Literature, samples, architectural specifications Acorn Thinned Cement, Hardner and Binder; a new good cement for setting and grouting real clay tile over plaster, wall board or any other good base; walls or floors require only  $\frac{3}{8}$ " overall; hard and strong, saves time, expense, weight; works like Portland Cement.—Acorn Adhesives & Supply Company, 1011 West Eleventh Street, Los Angeles 15, Calif.

## STRUCTURAL BUILDING MATERIALS

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

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

(3a) Interlocking Building Block: Information new Hydro-Stone interlocking building block; made entirely from waste materials, eliminates use of mortar; resembles cut stone, granite or marble; made with patented tongue-and-groove design within tolerances of  $5/1000$ "; mastic put on with hand spray gun as assembled insures against moisture; contents include sand, oyster shells, iron ore waste, crushed brick, coal mine tailings, stone dust, or whatever material is most available locally; remarkably inexpensive, worth consideration; manufacturing franchises now open.—Hydro-Forged Stone Associates, Inc., 434 Bulkley Building, Cleveland, Ohio.

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

(64a) Permalite Plaster: Two folders on fireproofing with lightweight Permalite plaster; include detailed drawing, short form specification; gives specifications of fireproofing steel columns for 1 to 4 hour ratings; cover suspended ceiling under noncombustible construction with 4-hour rating; method replaces use of solid concrete, permitting lower cost construction; excellent source of information, folders belong in all files.—Great Lakes Carbon Corporation, Building Products Division, 612 South Flower Street, Los Angeles 17, Cal.

(87a) Ply Hole Cover: Information new ply hole cover permitting re-use of plywood concrete forms; simple metal disks constructed with barbs; covers placed over unneeded holes and driven flush; three sizes, 1 3/4", 2 1/4" and 2 3/4" diameters; sensible product, saves time, money.—Troiel Companies, Inc., 839 Channing Way, Berkeley 2, Calif.

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

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

**VISUAL MERCHANDISING**

(939) Visual Merchandising Presentations: 80-page brochure of metal dis-

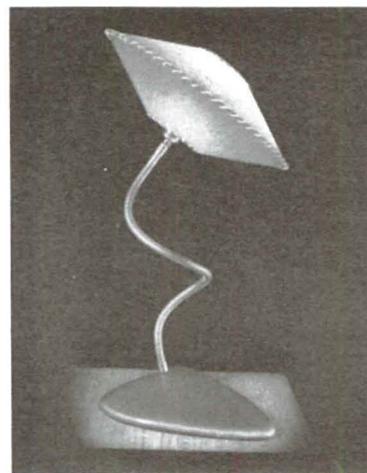
play and merchandising fixtures; merchandising ideas and suggestion, layouts, presentations, all affording maximum display space in minimum floor area; this is, without a doubt, one of the best manuals of its type offered today.—Reflector-Hardware Corporation, Western Avenue at Twenty-second Place, Chicago 8, Ill.

**WALL COVERING**

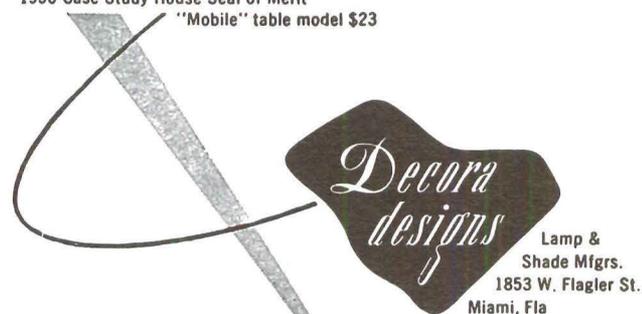
(4a) Fabric Wall Coverings: Information, samples Authority Line Fabric Wall Coverings; wide variety patterns, decorator colors; custom produced, permanently washable, permanently crack-resistant; reasonably priced; worth investigating.—Standard Coated Products Division, Interchemical Corporation, Empire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

**WATERPROOFING**

(974) Waterproofing, Dampproofing: Office test kit, data on Formula No. 640; a clear liquid sealer penetrating deeply into masonry surfaces; hydrocarbon solvent evaporates leaving pores filled with a balanced formula of seven waxes, resins.—Haynes Products Company, 4007 Farnam Street, Omaha 5, Neb.



1950 Case Study House Seal of Merit  
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**EXCUSE US, KLEARFLAX**

For the last two months we have insisted—or at least our printer has—that Klearflax Linen Looms (which makes those luscious rugs) has a Chicago show room located at 8436 Merchandise Mart. Its Chicago show room really is located at 1881 Merchandise Mart. So we not only have to apologize to Klearflax but also to the people in 8436 because they undoubtedly have been swamped with callers who insist on buying Rugs by Klearflax.

**The magazine ARTS & ARCHITECTURE**

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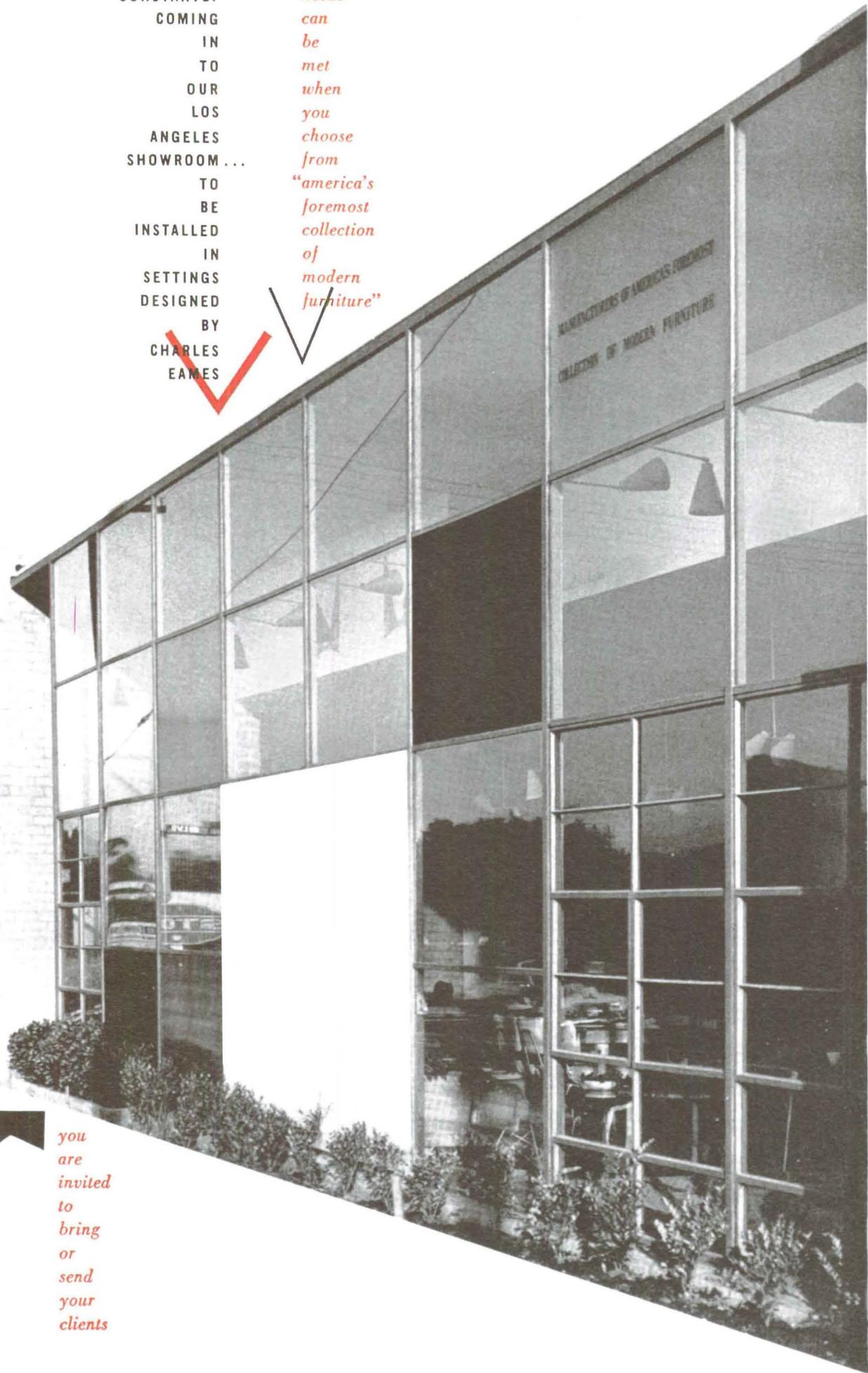
We at Tropicraft are pleased to announce the appointment of JAMES STEWART, 143 North Robertson Boulevard, Los Angeles 48, as exclusive representative in Southern California for WOVEN-WOOD drapery fabrics, roll shades and floor screens, and Tropicraft wall and floor covering materials.



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**FURTHER EXCERPTS FROM THE SPEECH "HUMANITY IS UNDER NO COMPULSION TO ABDICATE," BY JAIME TORRES BODET, UNESCO'S DIRECTOR GENERAL**

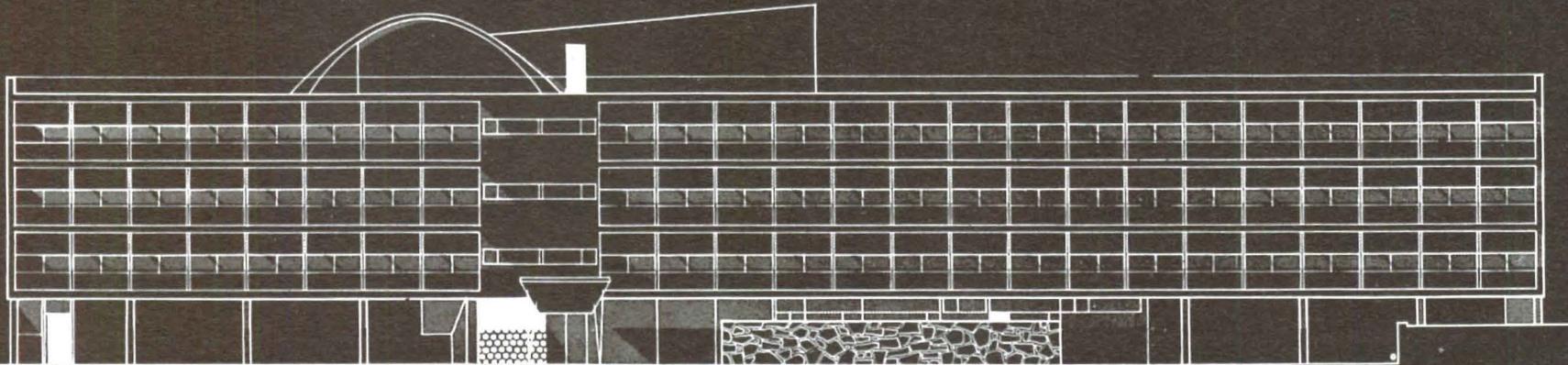
\*\*\*Because of the fields in which it operates, and of the nature of its methods, Unesco, in carrying out its mission of peace, must mainly focus upon the future. The deeper it enters into its tasks the more time will it take to show results; for the habits of thought and feeling, which are the substance as well as the instruments of its activity, call for patient and difficult adaptation. But are we sure that we have all the time we need? That is a question we cannot escape from. And even if peace is maintained, is it fitting that we should not have helped in maintaining it? The future is child of the present. If we stand aside today, we shall forfeit the authority to win acceptance for our ideal tomorrow.

As I said to you in Beirut when accepting the position to which you had elected me, it is our duty to make of Unesco the conscience of the United Nations, and conscience can never stand aside from the main stream of history. Therefore, Unesco must associate more closely in the work of the United Nations. Admittedly, its strictly technical sphere is different from that of the political organization of which it is a specialized agency. But that should not prevent it from taking its part today in the defense of peace—remembering that never before have education, science, culture and mass communication been such important factors in political action and practice. It is said that Leonardo da Vinci once uttered these despairing words: "Hate sees more clearly than love." Let us not be defeated by such pessimism, against which Leonardo himself so ardently fought. Were not the smiles of the Gioconda and of St. Anne painted after he had said this? We ask ourselves today what suffering he had to endure in order to give being to those two smiles, which have in them such infinite wisdom and forgiveness. No!—for Leonardo, hate was not more clairvoyant than goodness. Nor will it be so for us. After all, if civilization has continued it is because, like the smiles of those unforgettable faces, every culture contains the message of a hope that has been tempered and purified by grief.

Unless it is accompanied by social progress, material progress carries with it an immense danger. And how can we imagine social progress without a fair chance for all of an education that liberates each one, without the consolation of a culture in which each one can find his happiness? Unesco's very name indissolubly links the trinity of science, culture and education. The realities to which those words correspond require towards all three of them an equal loyalty. In a world from which science were missing, culture would again become subservient to magic, and education would decline into an automatic and tyrannical machine. On the other hand, in a world where progress depended solely upon science—where education lacked the influence of humanism, and culture was without warmth or vitality, where power would end by outgrowing the capacity of the mind that controlled it—the inventor would be merely the victim of his inventions. Vanquished by his own victories, conquered by his conquests, Man, placed between the tyranny of technical triumph and the responsibility of freedom, would no longer know how to choose.

Happily, humanity is under no compulsion to abdicate in order to continue its onward march. The peace we aspire to would be a poor pretence if we thought to build it upon the repudiation of science, the restriction of teaching, or the placing of culture in leading strings. On the contrary, Unesco is fighting for a fellowship of human beings capable of full self-expression and genuine self-realization. It is only with men thus worthy of the name of men that we shall be able to assure a true peace.

May your debates, gentlemen, be inspired by the ideal of such a peace!



## NORTH

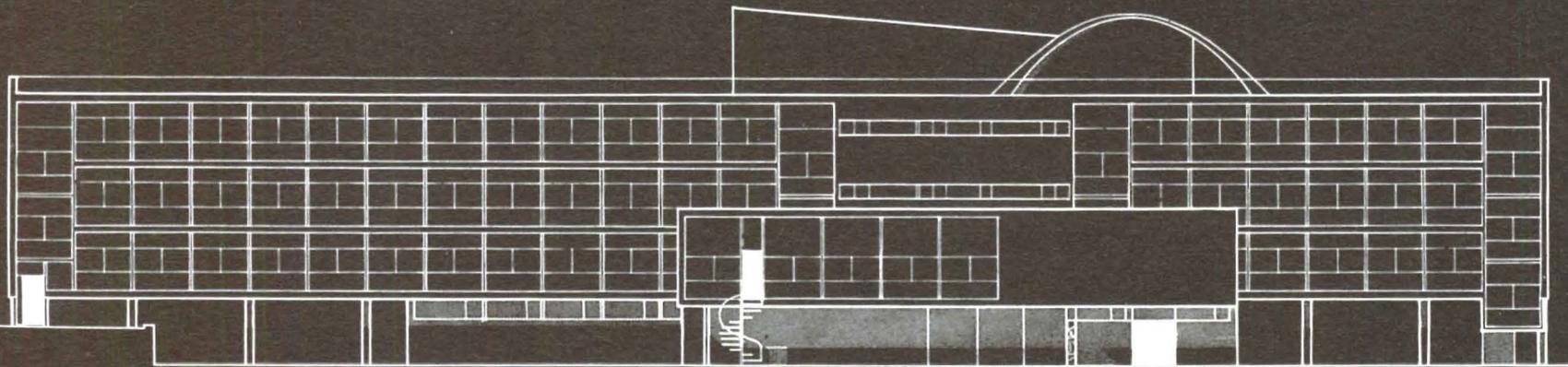
### PROPOSED STUDENT HOSTEL FOR SYDNEY UNIVERSITY, AUSTRALIA HARRY SEIDLER, architect

A self contained dormitory for 120 University students.

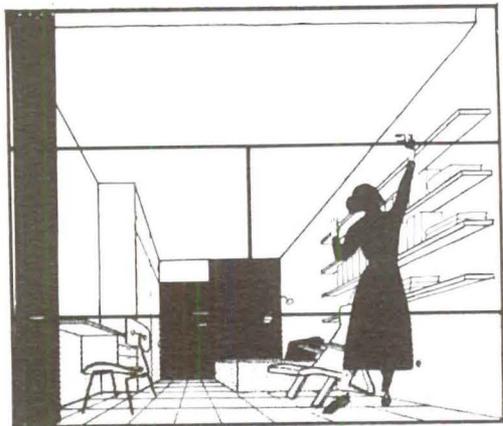
The building is divided into two essential parts: a) the dormitory block (Quiet); b) Community facilities, dining, recreation, etc.

Dormitory floors are all raised off the ground for privacy—the ground floor being utilized for the main entrance hall with supervision desk, mail collection and stairs to both men's and women's sections. Services common to all occupants are located on this floor accessible from the entrance hall (such as laundry, storage, caretaker's apt., etc.). The remainder of the ground floor space serves as covered carport and playspace.

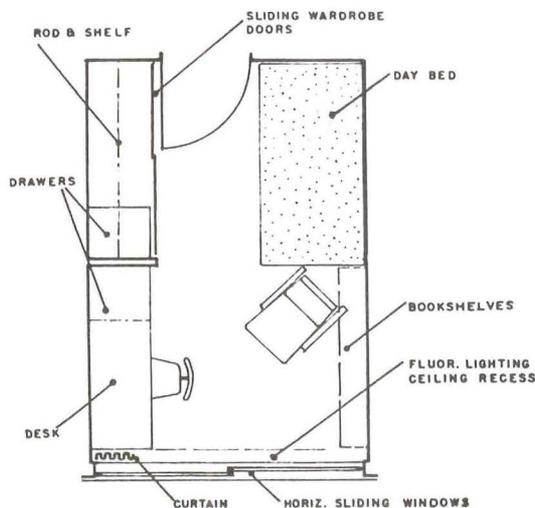
Individual rooms are 8 feet by 12 feet with built in storage and furniture. Common wash rooms are on each floor in the center of the building (back to back for both sections). Quiet recreation room, lecture room and library are located on the roof accessible to all (part of which has a glass resisting translucent plastic roof). The common facilities are approached through a connecting link, which also serves as a line-up space for the cafeteria tray-slide. Considering the great number of people gathering in this portion at one time, high and interlocking spaces are provided for dining and common rooms (the latter being approached by a ramp and an exterior stair from the playground).



## SOUTH

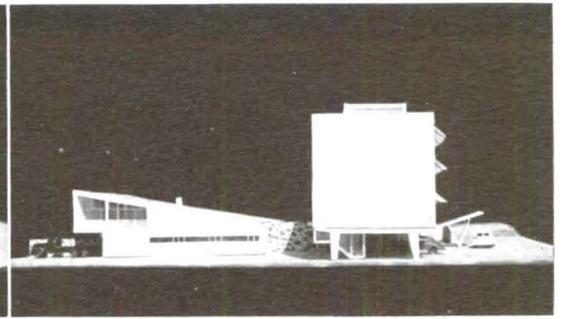


TYPICAL DORMITORY ROOM



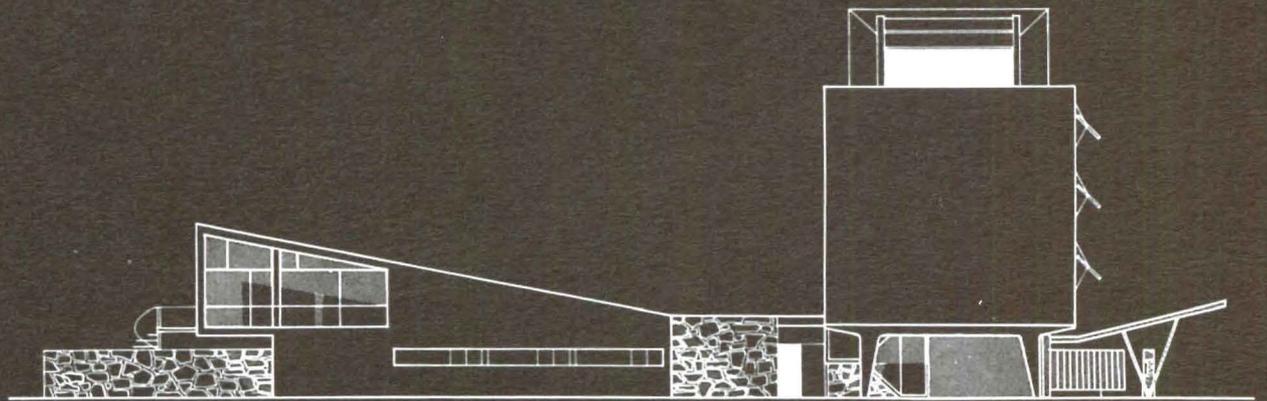
Sun protection for the north side is provided by horizontal pivoted aluminum louvres, individually adjustable for each room. The Western sun is kept out by large fixed vertical fins.

The structure is of reinforced concrete frame, except for the three floors of individual rooms, which are brick wall bearing construction and concrete floors, considering the small spans.

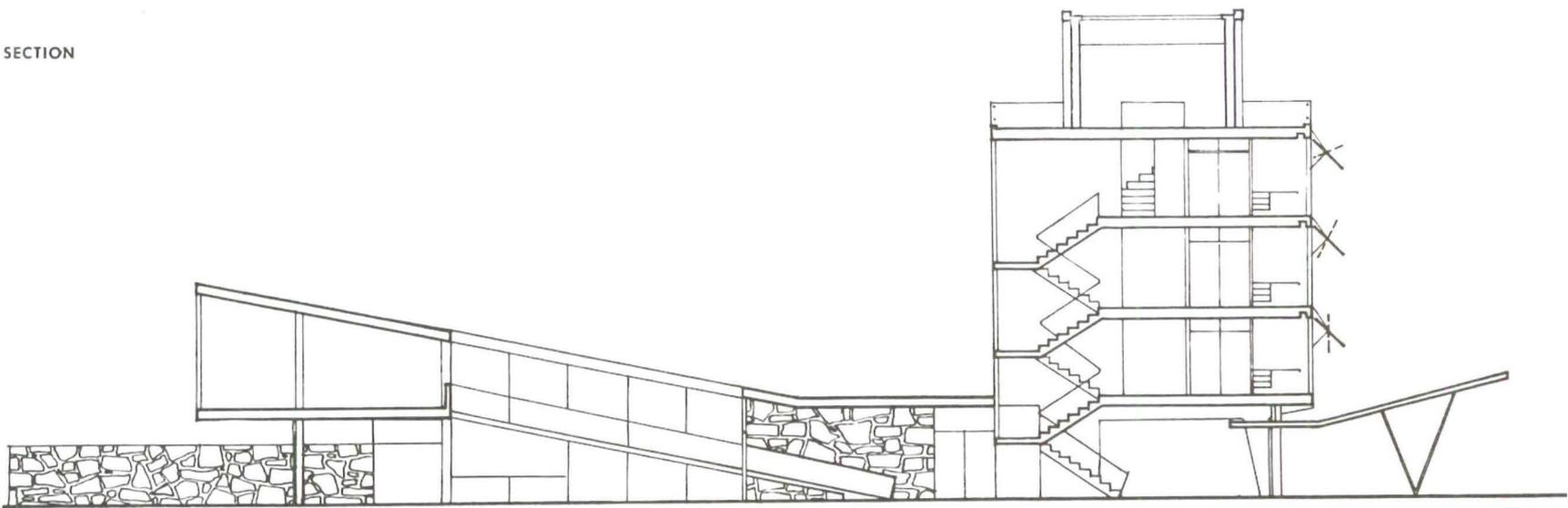


WORKING MODEL OF THE PROJECT

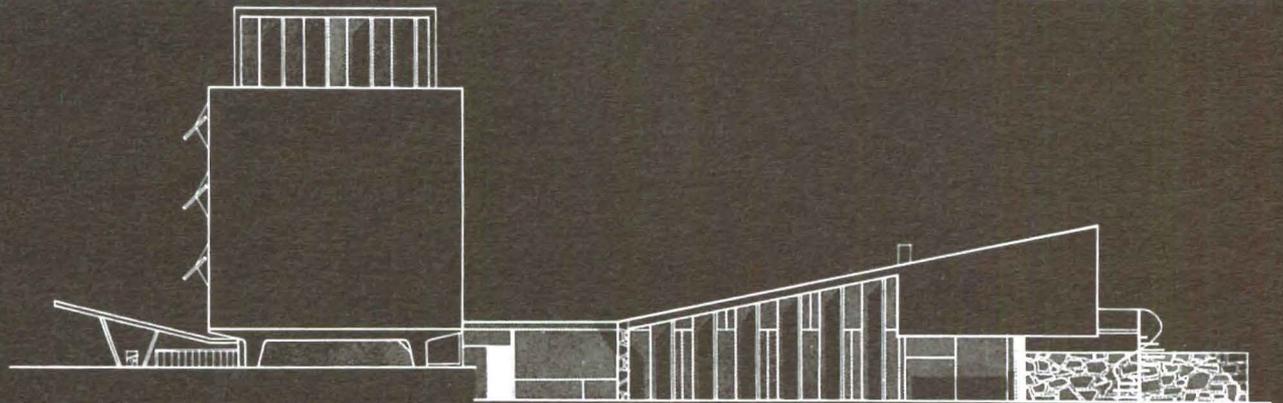
**E A S T**

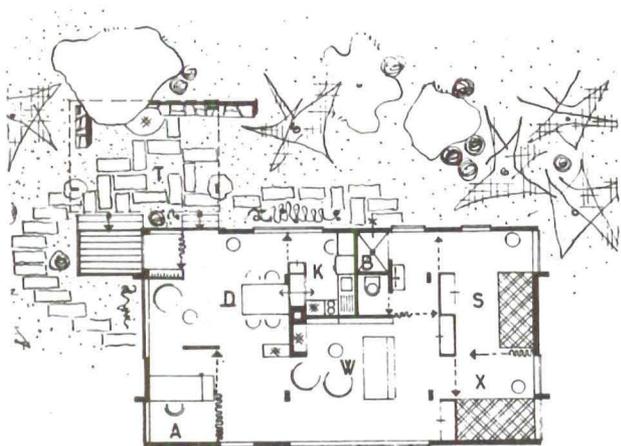
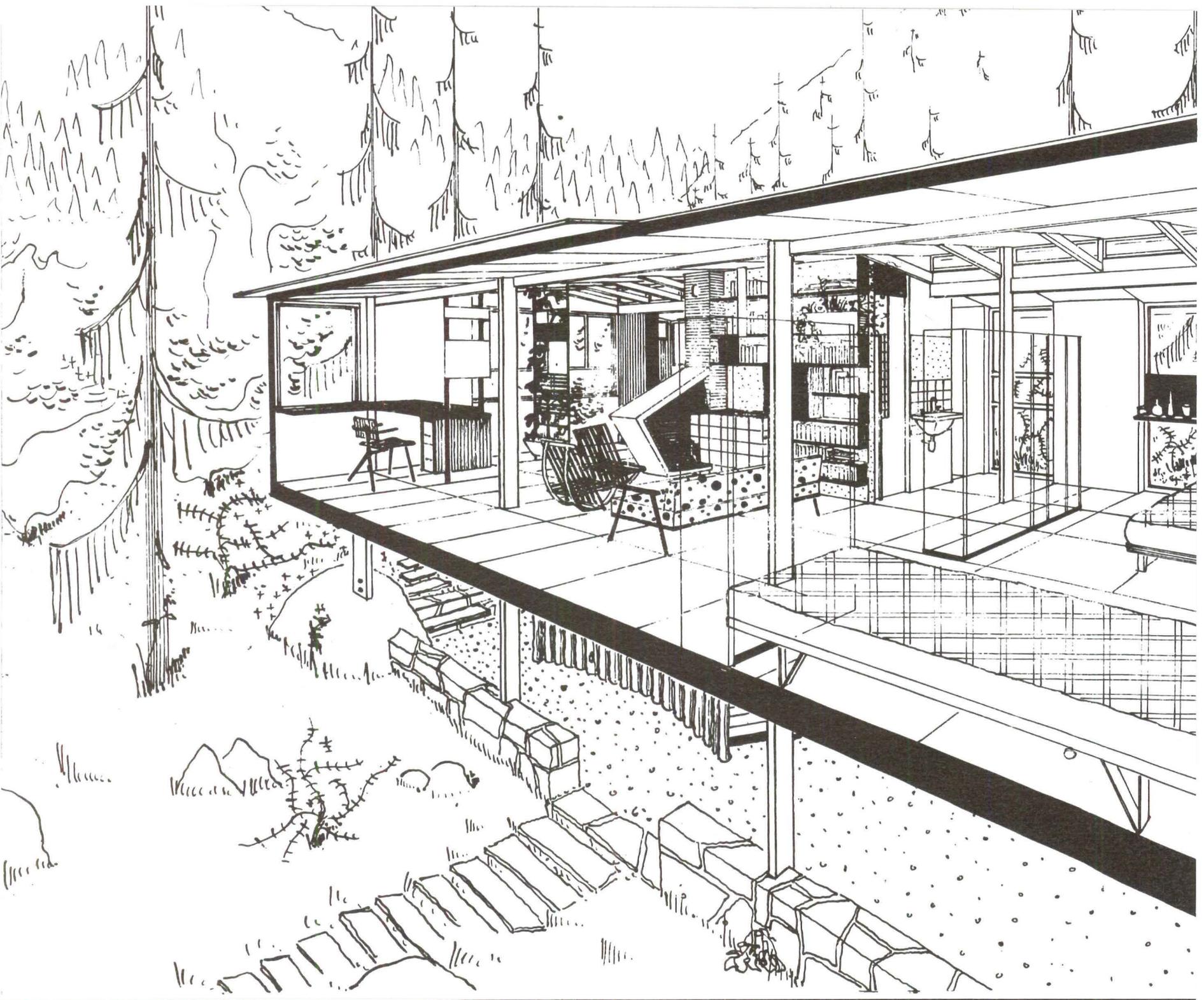


SECTION

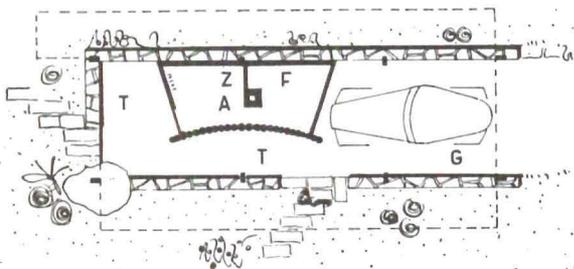


**W E S T**





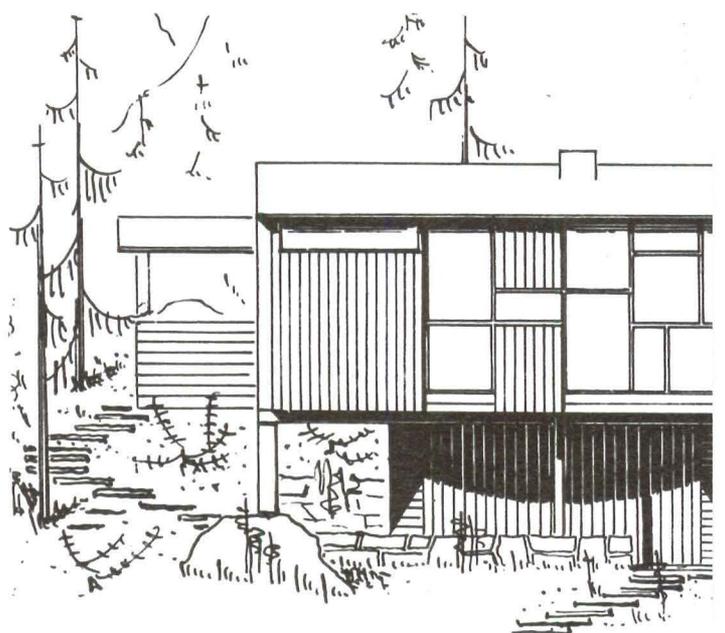
UPPER FLOOR

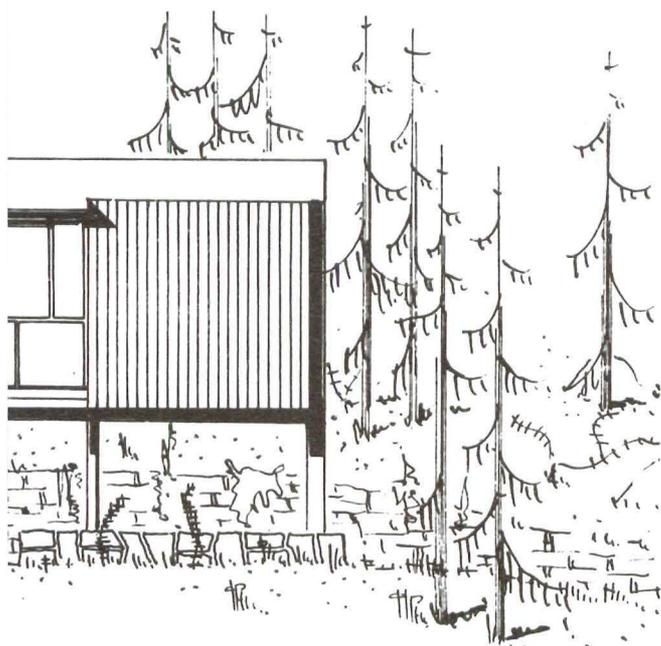
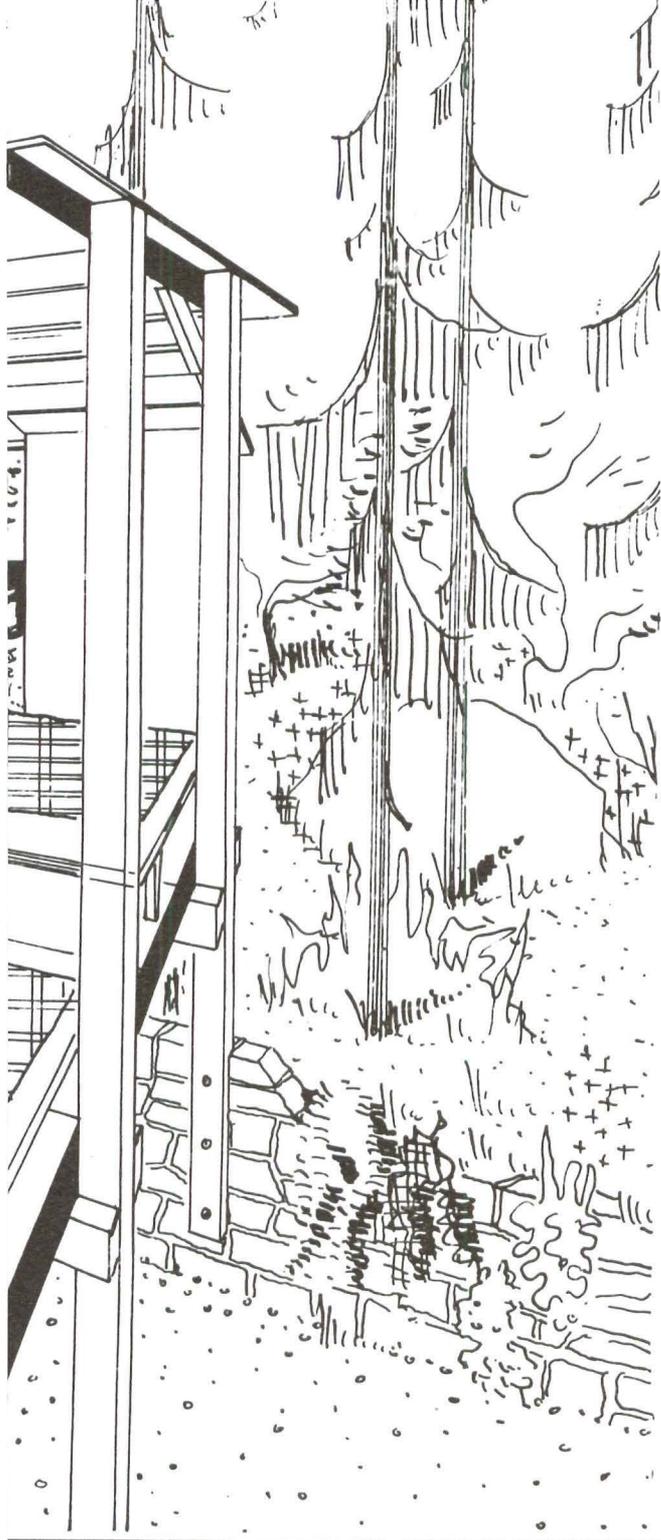


LOWER FLOOR

LEGEND:

- T Open terrace and fireplace
- D Dining area
- K Kitchen area
- A Working area
- W Living area
- B Shower
- S Sleeping
- X Guest
- Z & A Skis & Storage
- F Wood storage
- G Garage





REAR ELEVATION



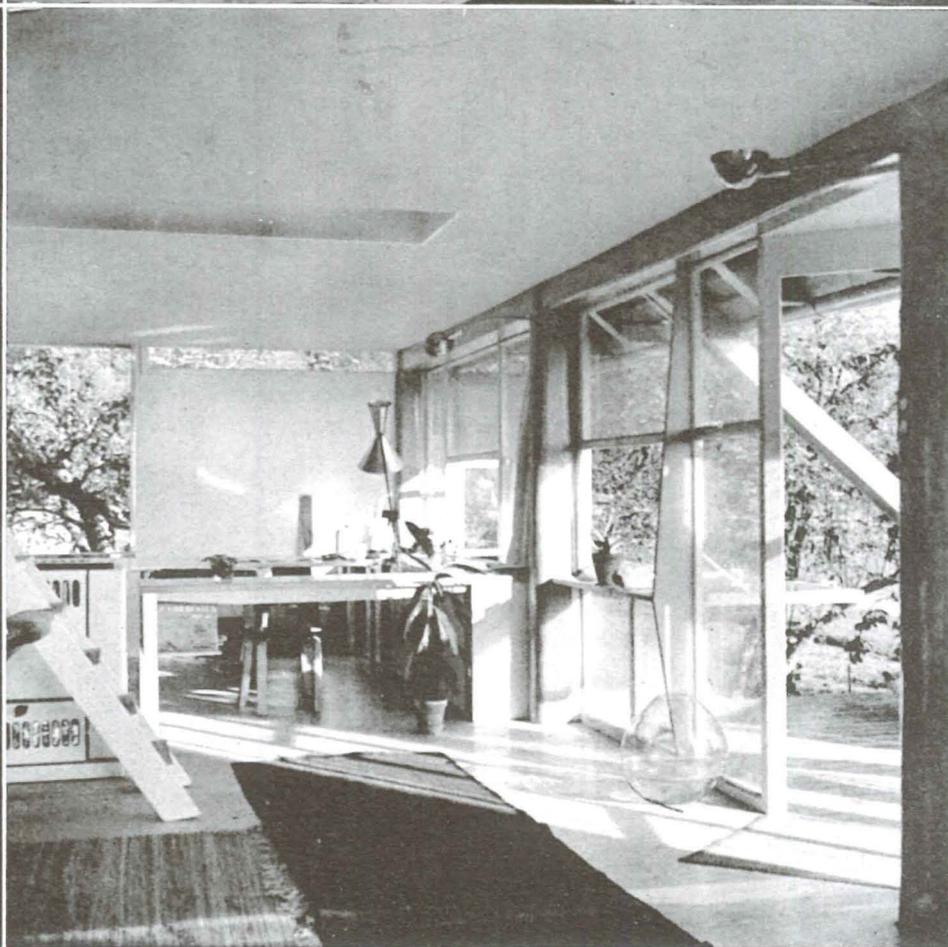
To the left we show a small house, by way of project, by Otto Kolb, recently of Switzerland, now of the Institute of Design in Chicago. It stands in a forest of what might be noble pines,

**TWO HOUSES BY OTTO KOLB, designer of the Institute of Design, Chicago**

and the legend pretty well explains the functions of its simple structure. Obviously intended to be reasonable in cost, Mr. Kolb has devised an interesting use of space hanging in the tree tops.

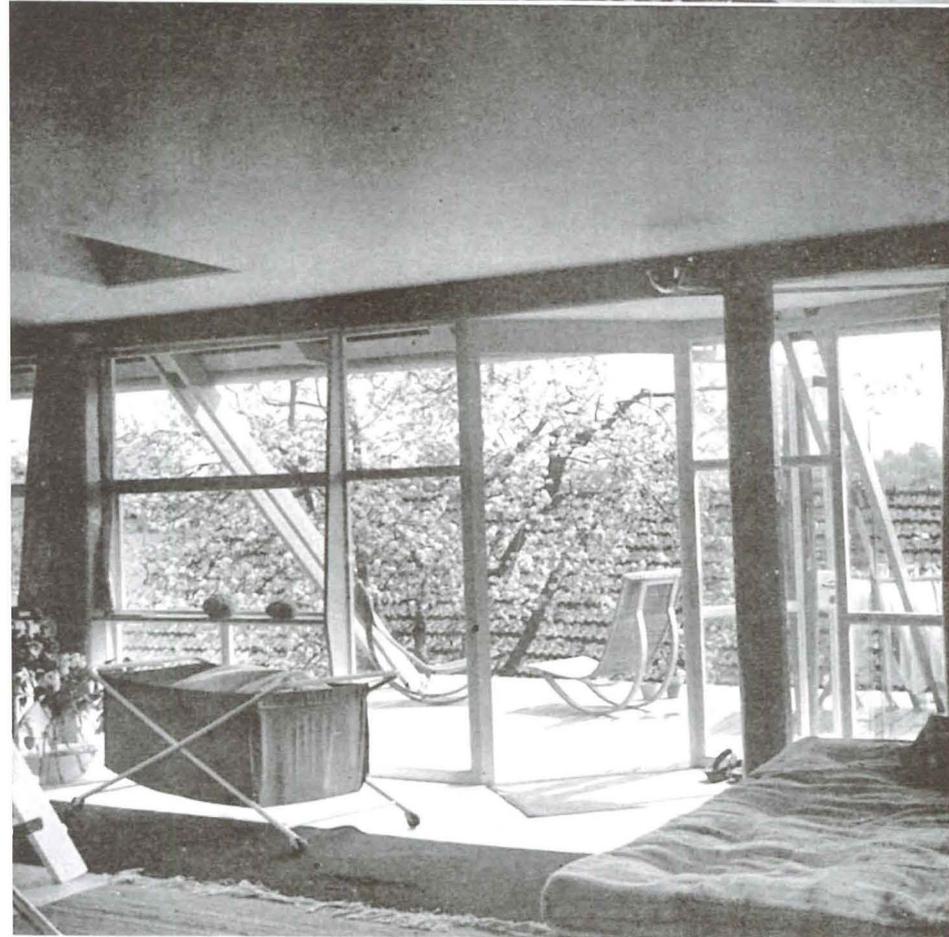
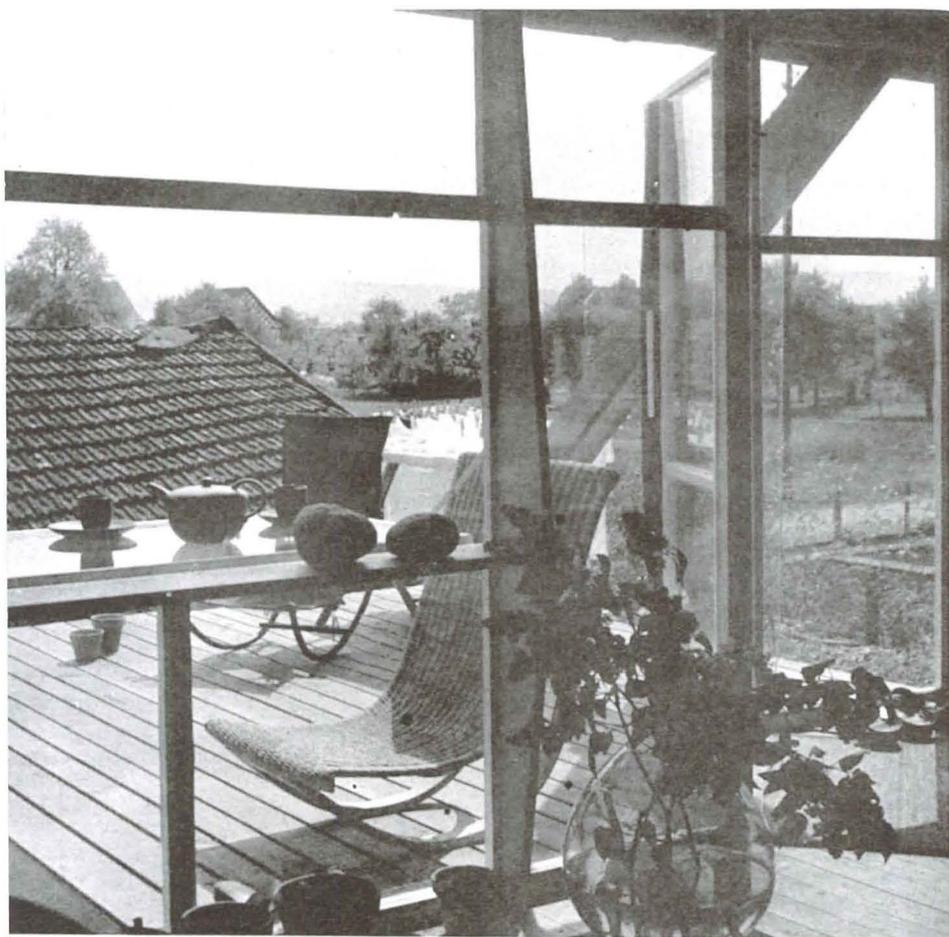
The house shown in photographs on the right is a made-over barn which Mr. Kolb developed as a home for his own family. Working principally with the second floor of the existing structure, he has managed a freedom and flow in the space relationship which, while dividing the various functions of living, nevertheless creates a unity within itself and gives a feeling of fresh openness while securing the necessary privacies. This second-story level is reached by two outside stairs. A suspended balcony projects from the principal living area and is reached from a stair to the ground. Within there are no complete partitions, divisions being made by cabinets, wardrobes, book cases, and draperies. The space, approximately 42 x 27, is heated by two oil heaters.





HOUSE AND FURNISHINGS BY OTTO KOLB  
*architect*





The photographs to the left show the interiors of the second story of the barn, recreated for living by Otto Kolb. Here the general freedom of space is very apparent, with the living functions well segregated.

Most of the furniture has been done by the architect, and the book tree shown is an amusing invention, which probably functions very well in containing and making readily accessible pertinent reading matter. The ladder shown reaches to a small attic.

The walls are white plastered—the interior woodwork is painted yellow. The sleeping corner contains two beds separated from the rest of the room by curtains, with a storage wall acting as a divider between the corridor.

The suspended balcony, at tree top level, is supported by an extension of existing rafters, and is without a restraining rail. It looks, as in the picture, into the flowering foliage of a nearby tree.

The kitchen-dining area is separated by a storage unit composed of a complex of sliding doors and partitions, clear and opaque, which serves both rooms in use.

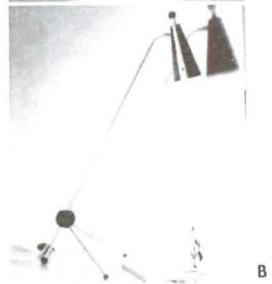
On the ceiling over the dining room table Kolb has devised a mobile-like counterbalanced lamp for indirect lighting.

All furniture in the house has been designed by the architect. Photographs to the left show lamps and chairs of his devising.

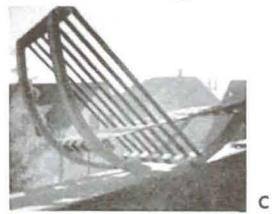
In the overall plan of furnishing this small apartment-like house, Kolb has deliberately simplified everything and eliminated the nonessential. Yet the interiors have taken on a highly individual character, which however find common denominators with universal living problems and make for ease and interest and general workability in a restricted space.



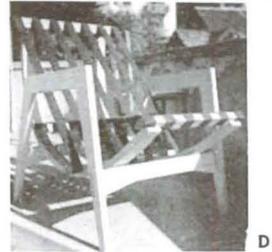
A



B



C



D

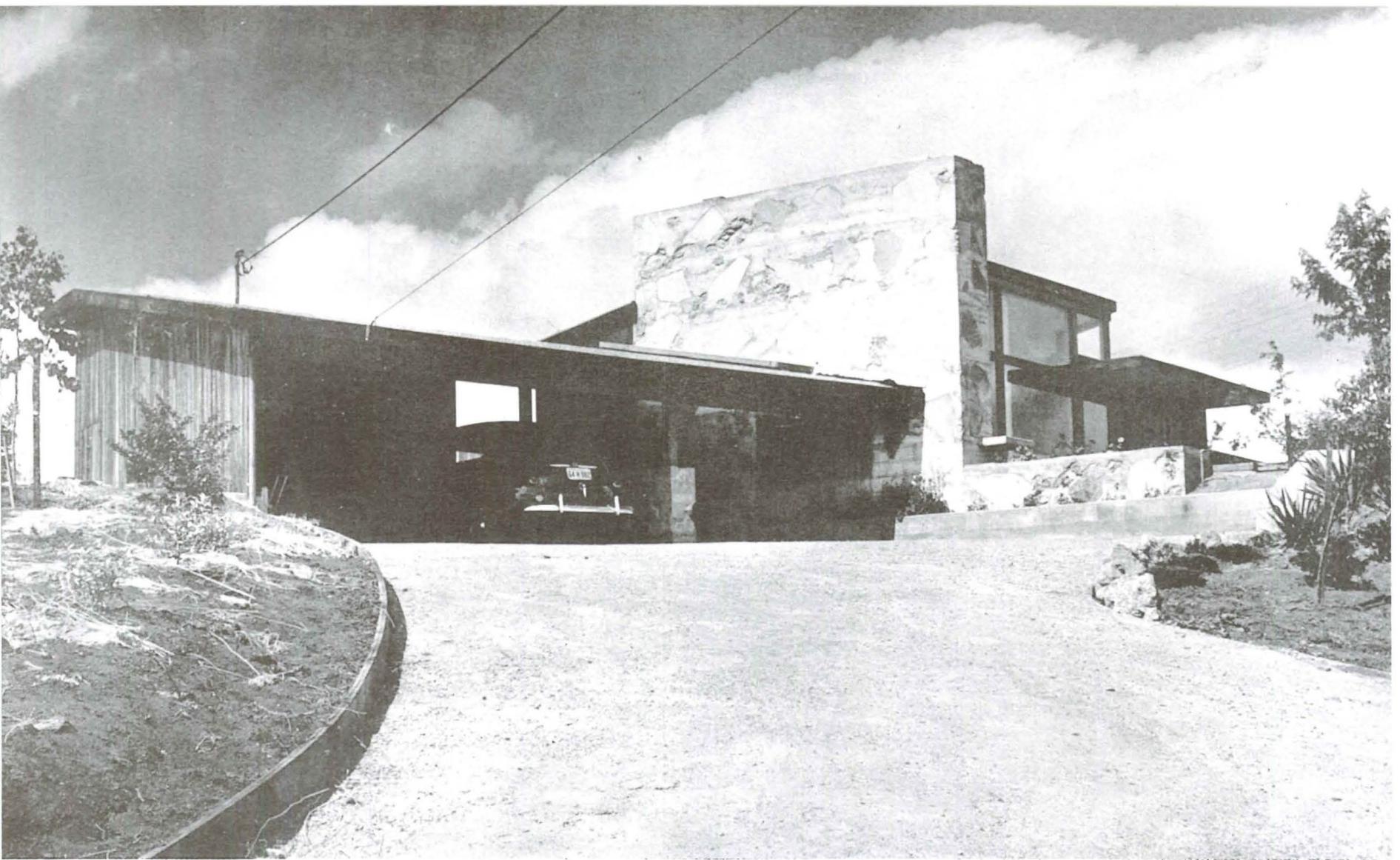


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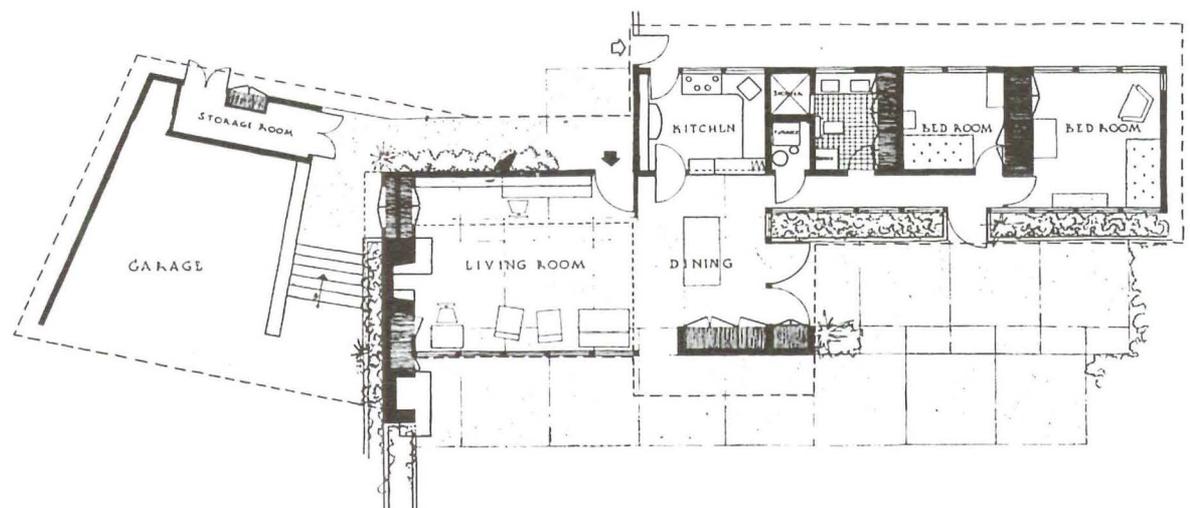
F

- A—Wall lamp with double reflector.
- B—Floor or desk lamp with single reflector and telescopic tube.
- C—Webbed chair, seat part.
- D—Wobbed chair in frame.
- E—Canvas chair with rocker or with legs.
- F—Dining chair.

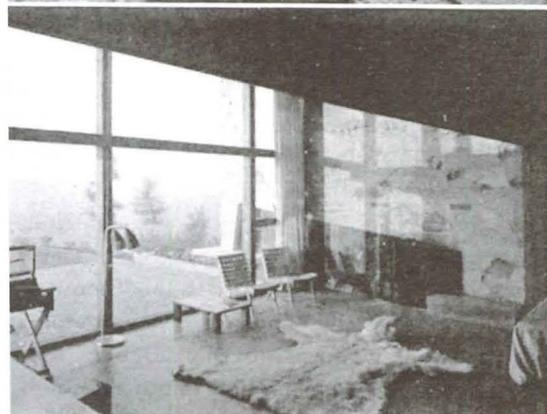
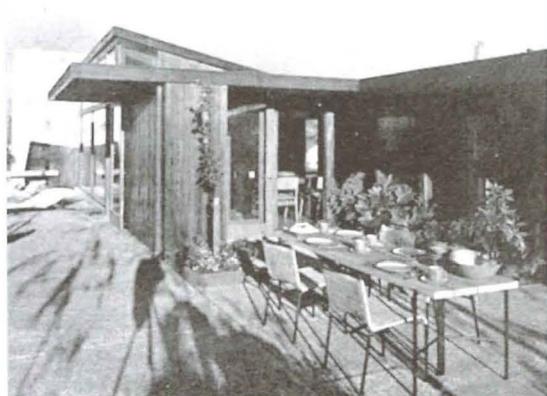
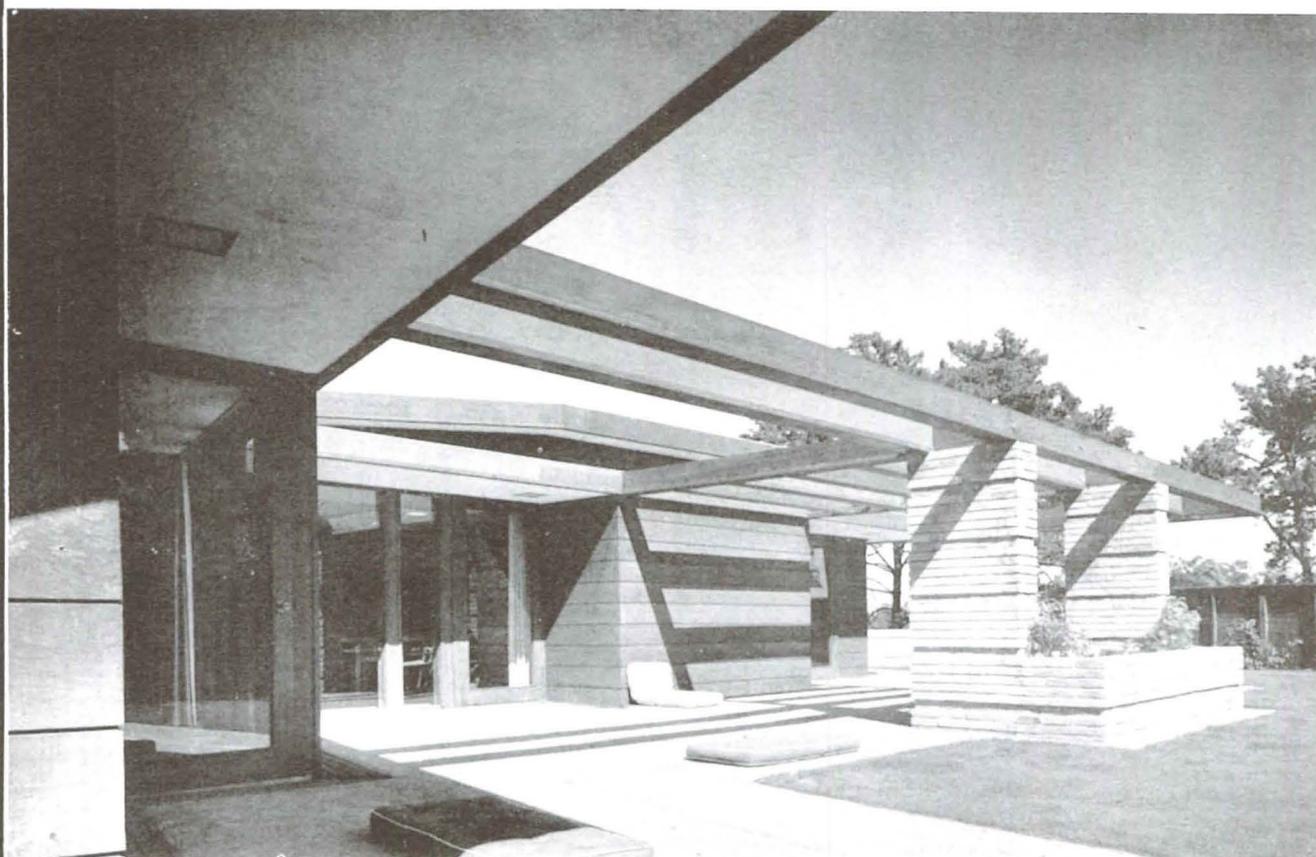


In this house the client desired a complete scheme, to be built in parts. The present living-dining room faces north to obtain the even light necessary for its later use as a studio. Partitions between the bedrooms are removable. The kitchen works from both sides, serving the present as well as the future dining space. At the present time the two bedrooms are used by the children and the living room is used

for sleeping. The bathroom is extra large to accommodate the family at this stage of the development. With the next step in the project, nothing will be lost of the present structure except the wall between the two bedrooms. In the meantime, during this interim stage, the family will find their temporary house to be attractive and workable.



*from an exhibition*  
*at the*  
*San Francisco Museum*  
*by*  
*Fred and Lois Langhorst*  
*architects*



The step level plan of this house brings the hall to the center and makes all sections not only close to one another but accessible without passing through other rooms.

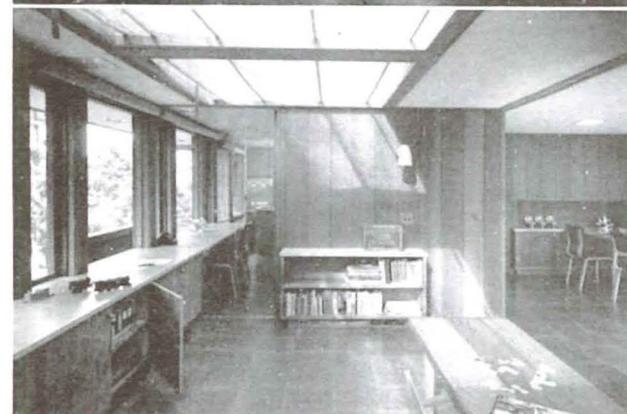
The terraces open directly from the living room, dining room, and studio, with paving flush with the house floor. Here a trench supports the house and is covered with a redwood grating which permits air circulation under the building and keeps the earth below the wood line.

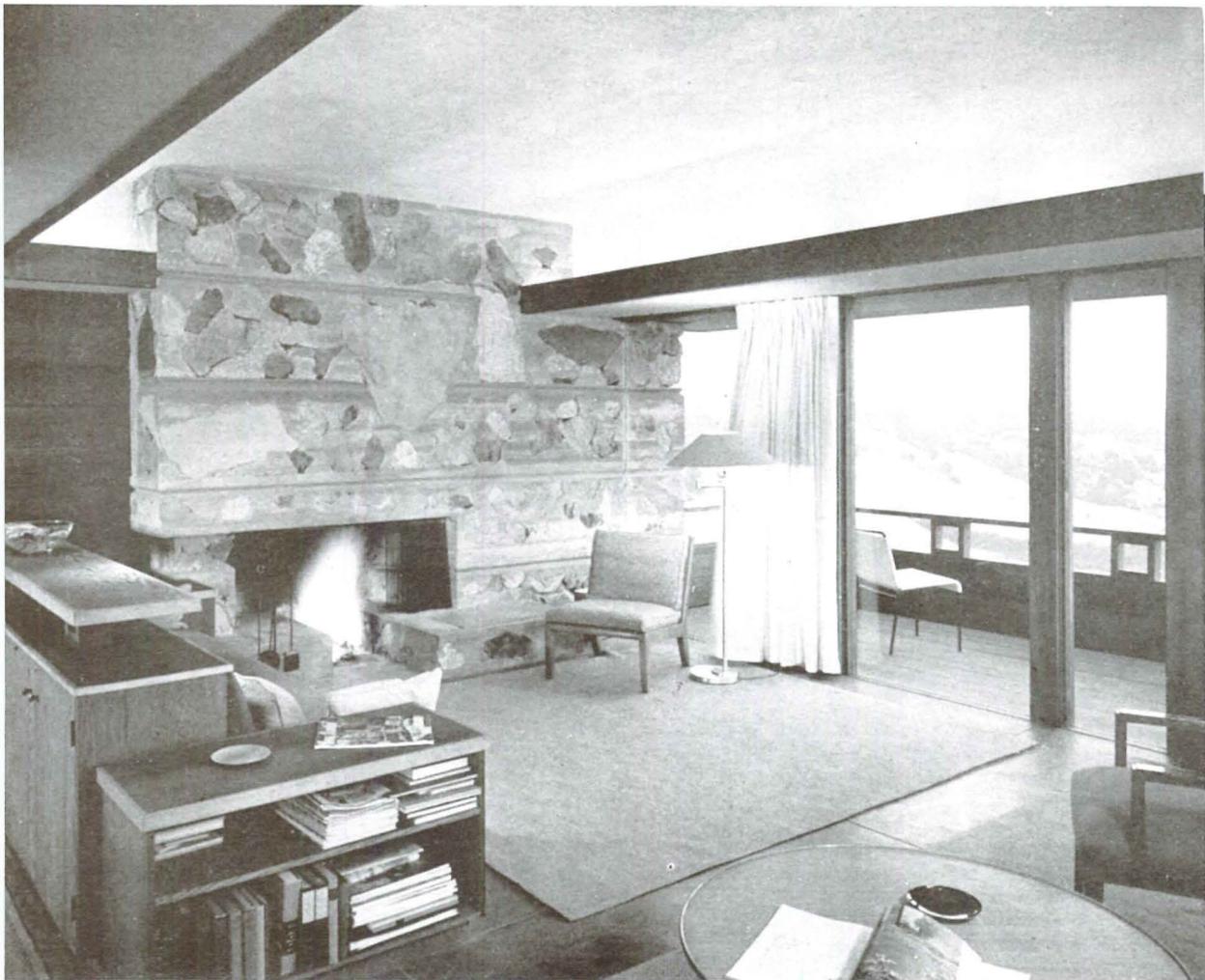
The unit system used here is an alternation of 2 feet and 4 feet spaces, the 4 feet units being generally fixed glass and the 2 feet units with sash, which together with their posts makes a more solid frame supporting the house than the usual single posts at equal spacing.

Low ceiling heights (6'9" with 50% raised to 8') permit the eave of the bedroom wing to carry on across as the roof of the living room for the 10' ceiling there.

The island-type kitchen permits all work to be done facing into the room. A storage wall behind the working island contains all the necessary cooking gear at easily reached heights.

all photographs: Rondal Partridge  
Ernest Braun

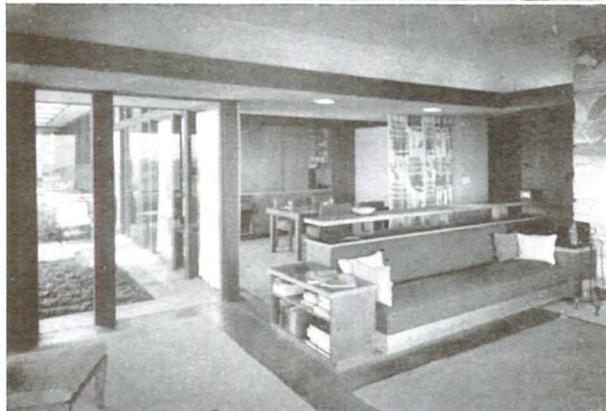


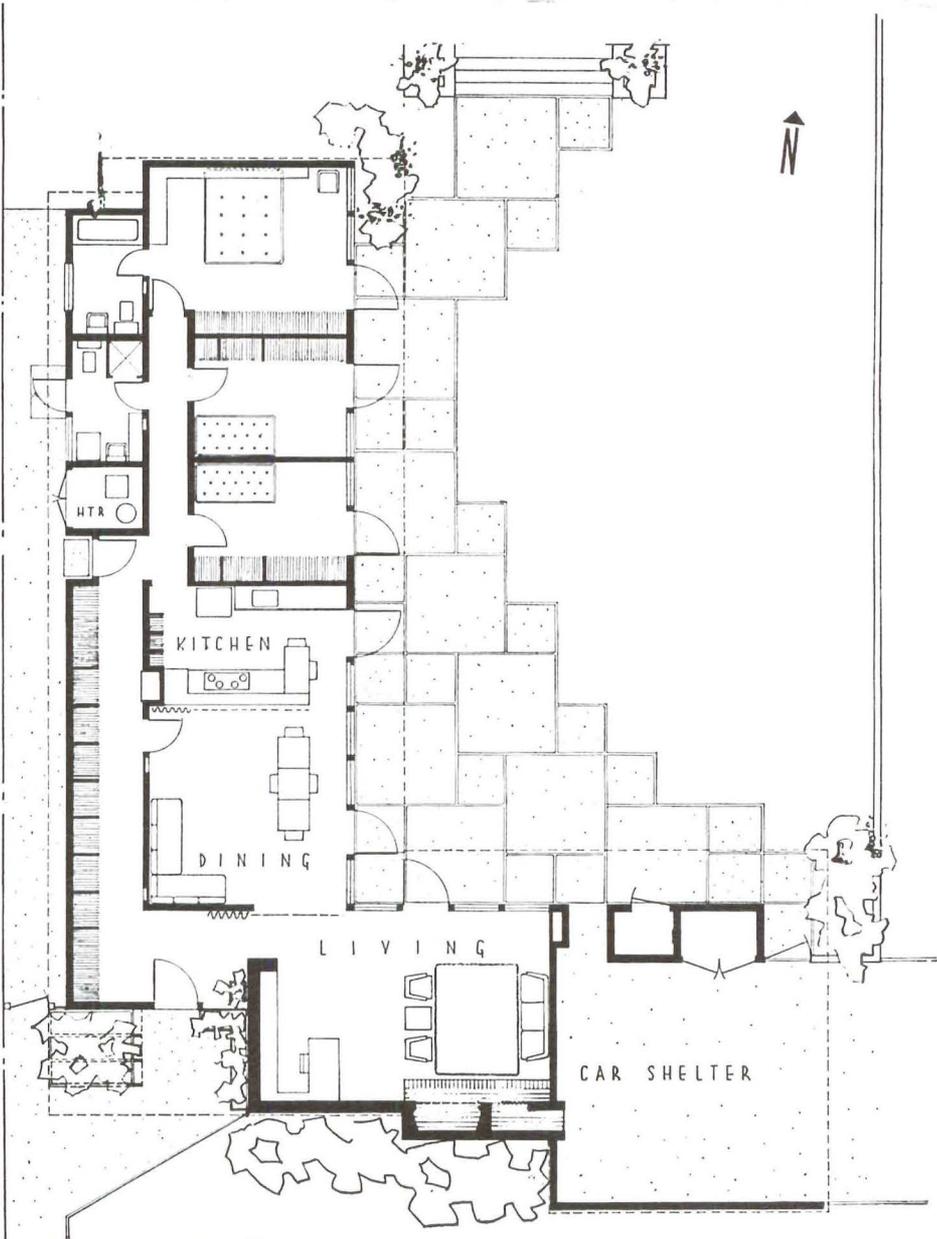
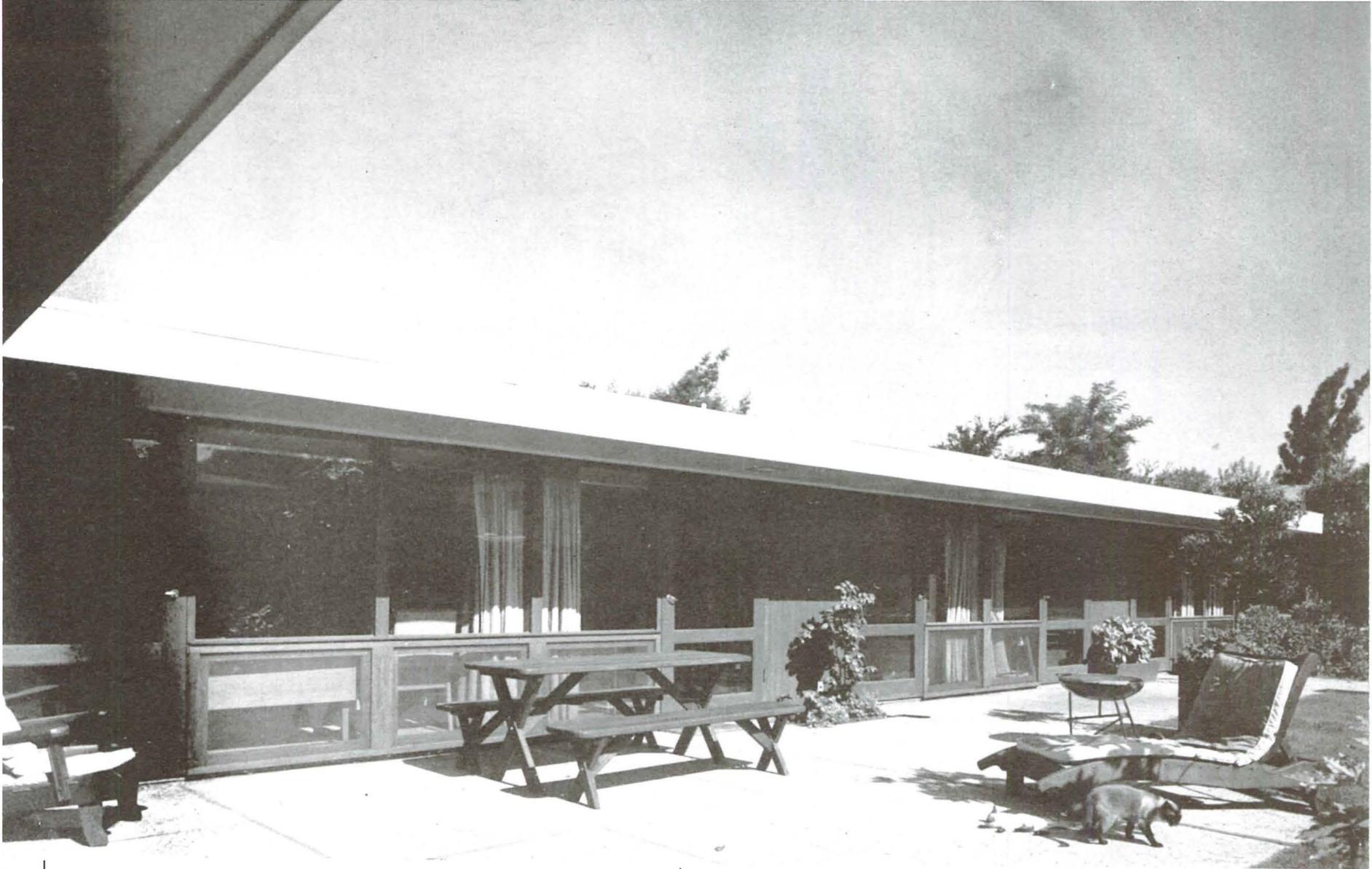


A house designed primarily for an expanding family, with an arrangement by which extensions can be made along the hall. The house is located in semi-country, and the material used was chosen for its affinity to the site.

The living room-dining room surrounds an outside terrace, with a balcony serving the view side of the living area.

Stone-cut masonry has been used to tie the house in and anchor it to the hill. Not exactly economical, but less than laid stone in cost, it is colorful in its generous sizes. It is also used for the massive fireplace.





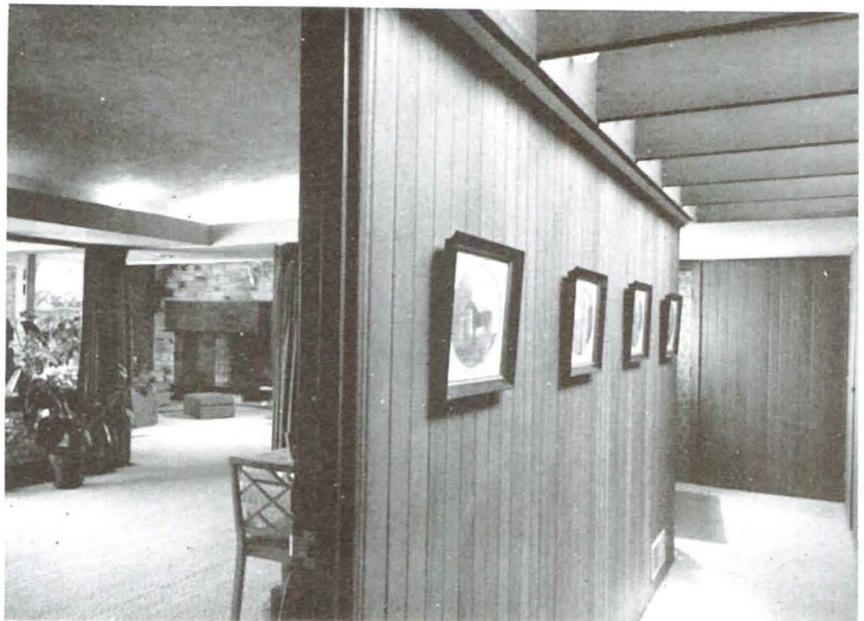
This house was developed from a plan with a long hall, away from the court, in order to permit all rooms to open directly into the large garden terrace. With the living room separate, though opening into the dining room-kitchen combination, it was possible to arrive at a flexible arrangement for entertaining which could also flow easily into the outside areas.

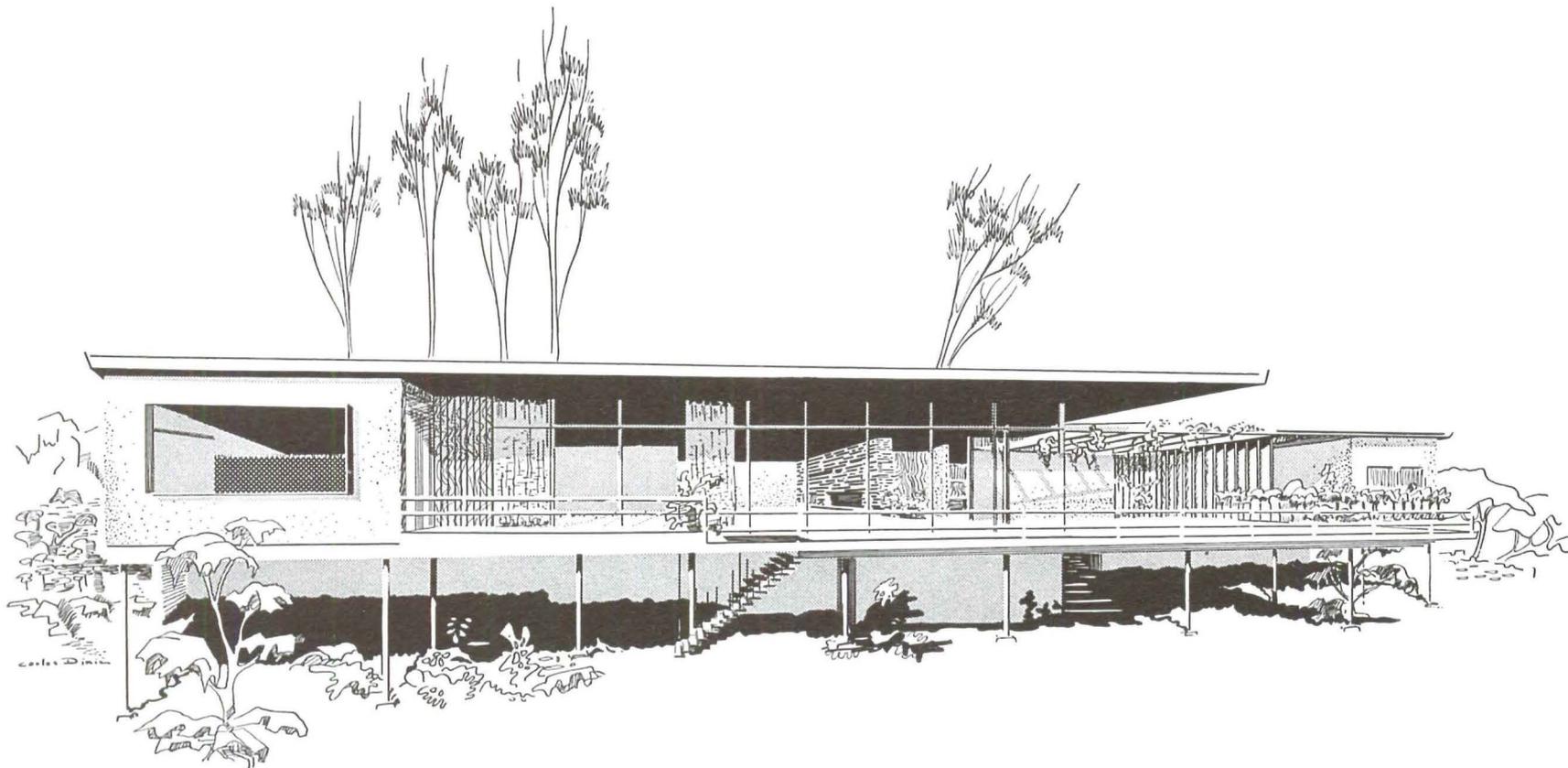
The sash below the fixed glass is screened on the outside and kept below eye level.

A large masonry wall is exposed from the living room and the entry, giving the house a warmth of color and a feeling of security and strength. Storage units line the long hall as it leads to the sleeping areas from the entrance foyer.

Clerestory windows in the living room and dining room admit the sun, but successfully maintain privacy from the street and the neighboring house.

A low partition screens the kitchen from the dining room, but permits a counter pass through.



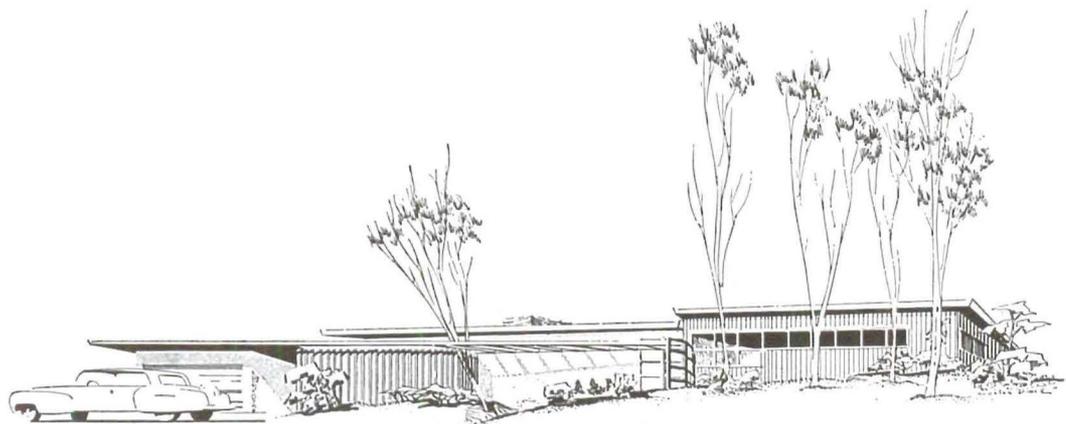


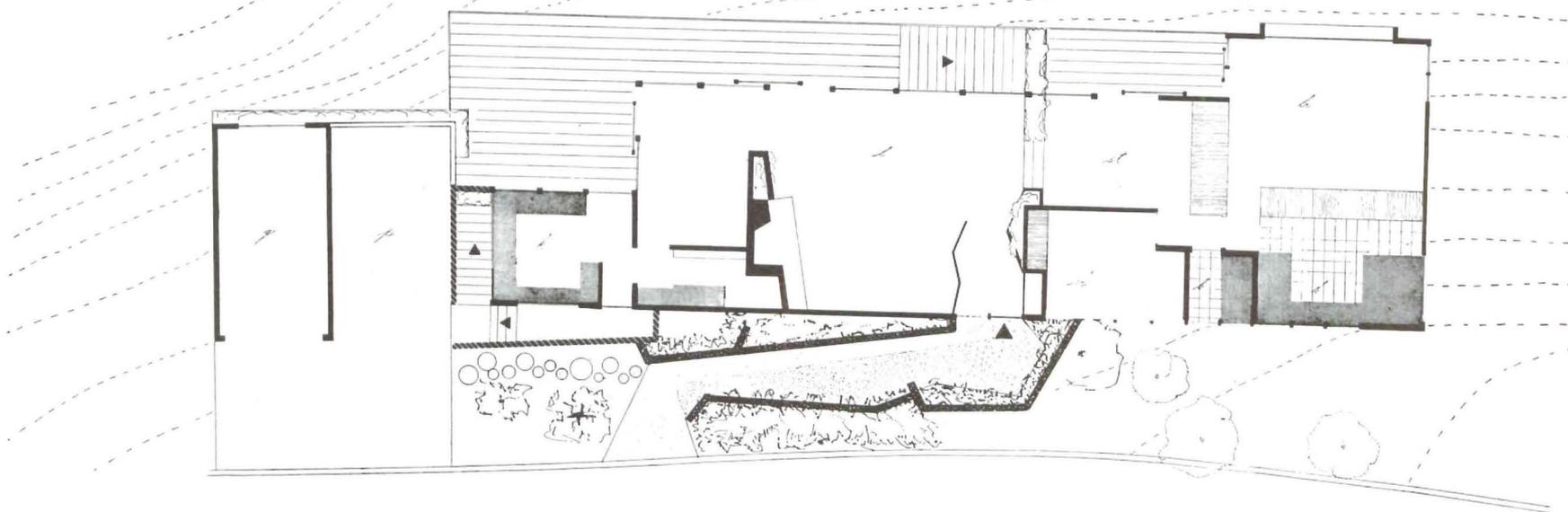
TED JAEHN, STRUCTURAL ENGINEER

The site, facing a canyon on the west, has a 600 foot frontage, of which only about 100 feet are usable as a building site. The client seeing the beauty of the canyon below and imagining the view over the city and the ocean naturally wanted the house planned to take the best advantage of the situation.

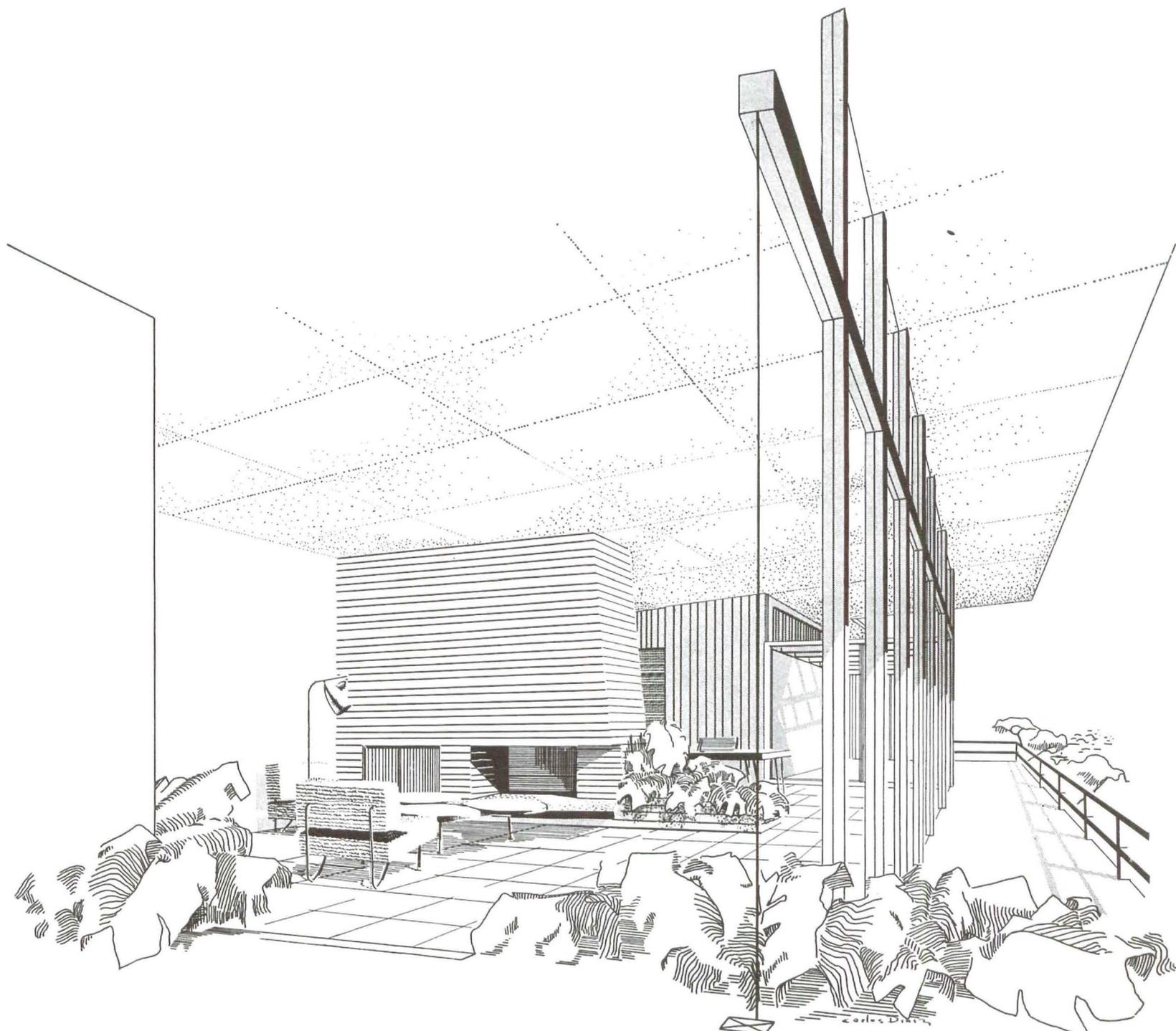
The first difficulty encountered was the necessity of a 12 foot setback from the property line. As this line was already out in the air, 12 feet did not help the situation. Permission, however, was granted to put the house on the line, and the City permitted the use of part of the setback as access. Deed requirements submitted to a board of approval called for a pitched roof, which in a house to be suspended over a canyon made for an impossible situation. However, the board of approval was finally persuaded to permit the roof as originally planned. The actual requirements of the client were simple: a large living room area, both in and outdoors, a small work place and spacious sleeping and storage areas.

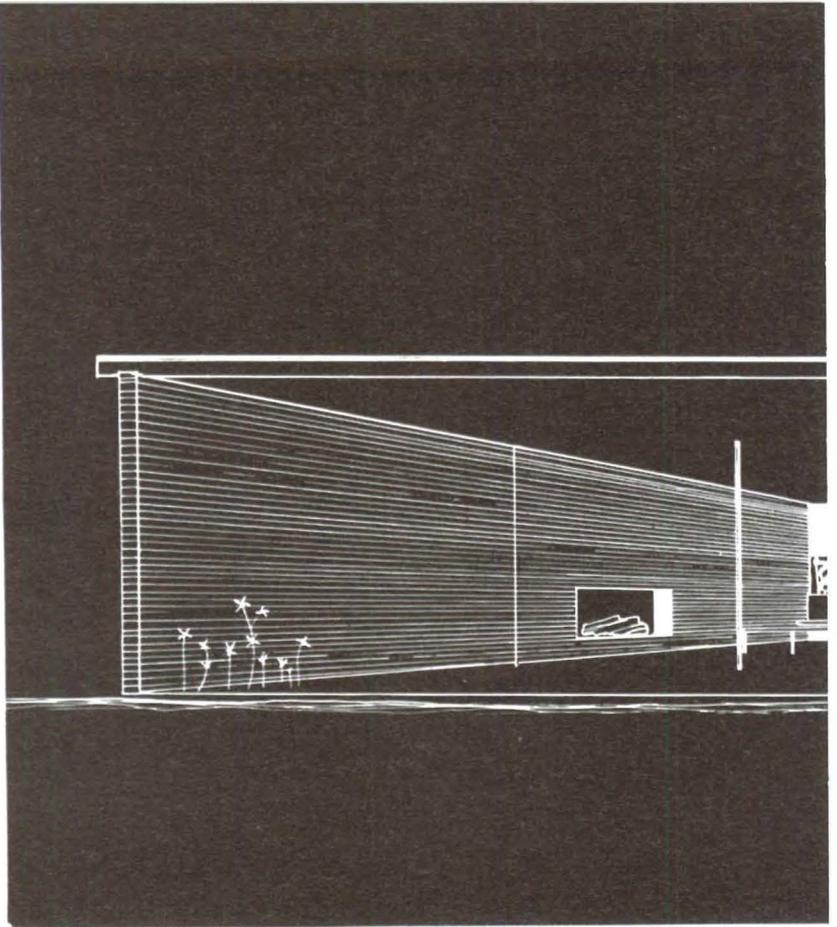
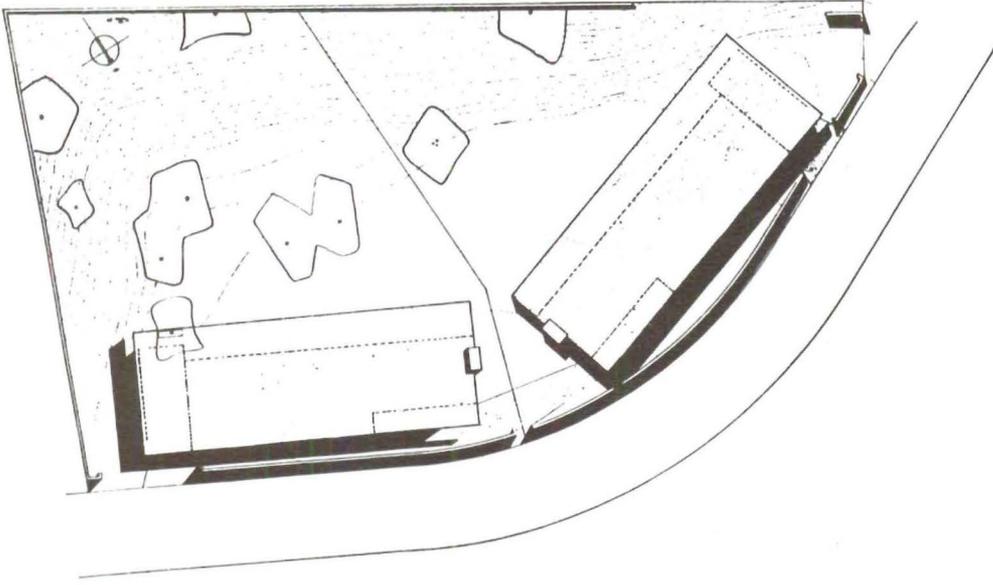
By doing a small excavation job along the property line and letting the house follow the slope of the street, it has been possible to keep the building above street level and anchor it sufficiently. The canyon side is entirely supported by exposed steel beams on steel posts. The carport is on the lower level of the street; the kitchen and living area two feet higher. Bedrooms are raised approximately two feet above that. From bedroom to carport the balcony surrounds the entire living area. For an extension of outdoor living, the space under the suspended part of the house will be developed.



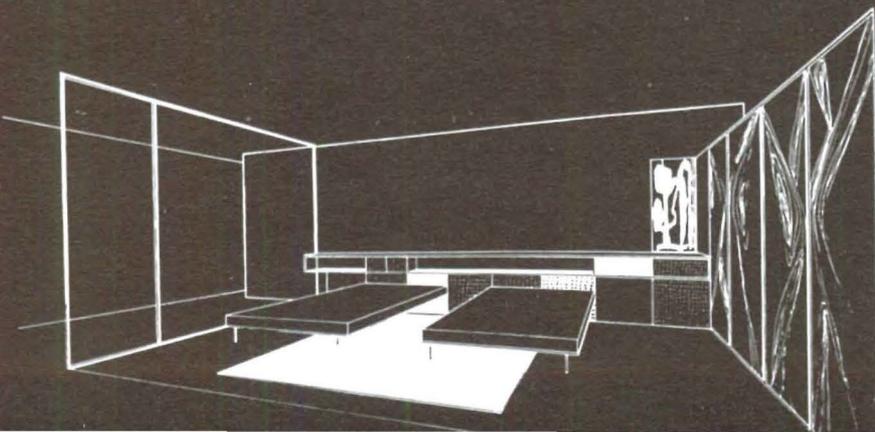
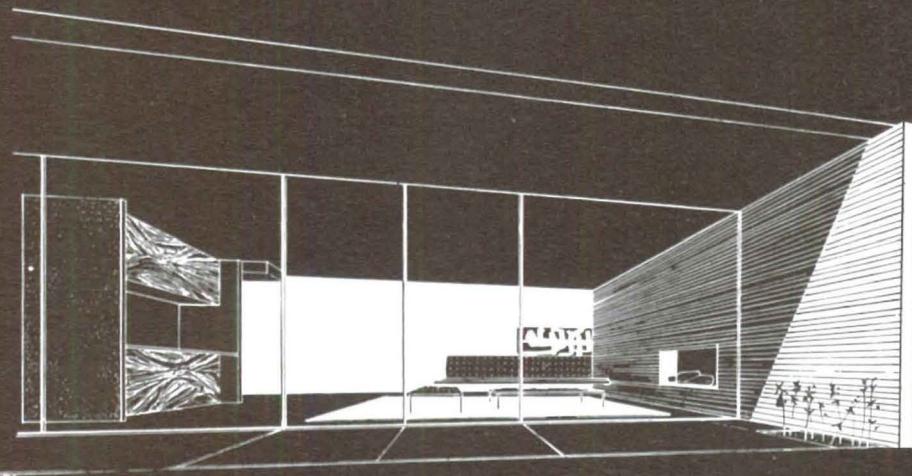
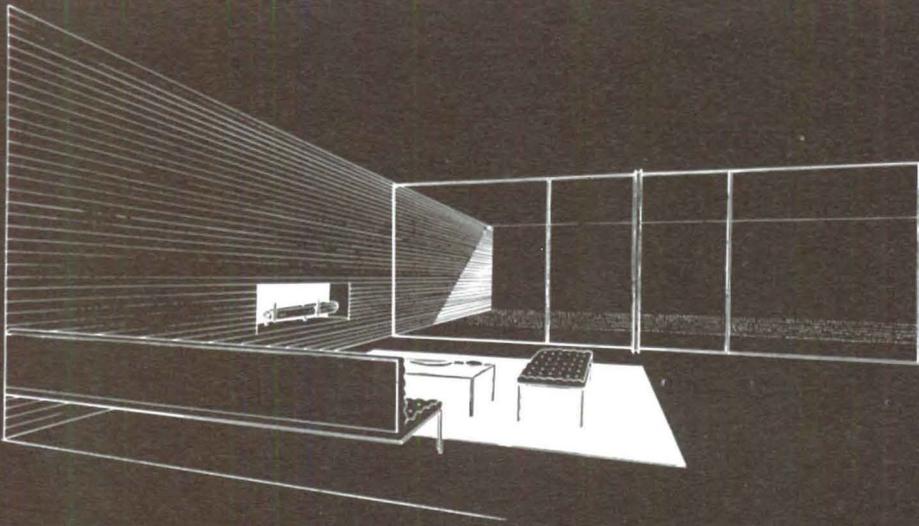


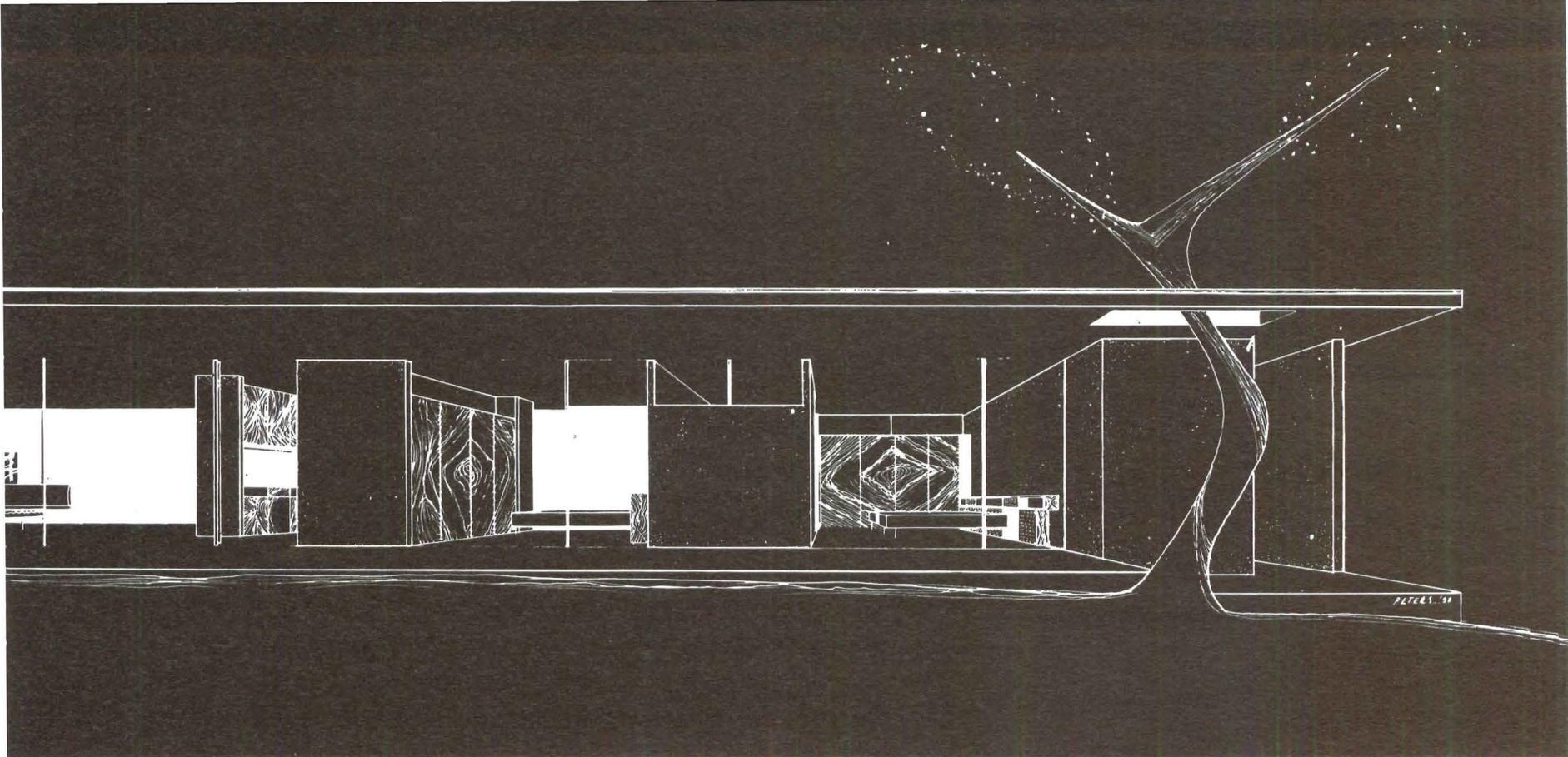
HOUSE BY GRETA MAGNUSSON GROSSMAN, designer





A MODERN TWO-HOUSE





## RENTAL PROJECT

BY CRAIG ELLWOOD, designer

MACKINTOSH AND MACKINTOSH, consulting engineers

The hillside site offers a southerly 180 degree view from the city to the sea and adjoins the property of a hotel-apartment building. The client's desire was to erect and furnish two villas for rental income. Because the site is comprised completely of filled ground, the price of the land was considerably less than relatively-sized view properties in the same location. The ground problem was easily solved with simply designed floating foundations. An interesting note is that the increased cost of the excavation and concrete work was less than one-fourth of the additional cost of relative properties with solid ground.

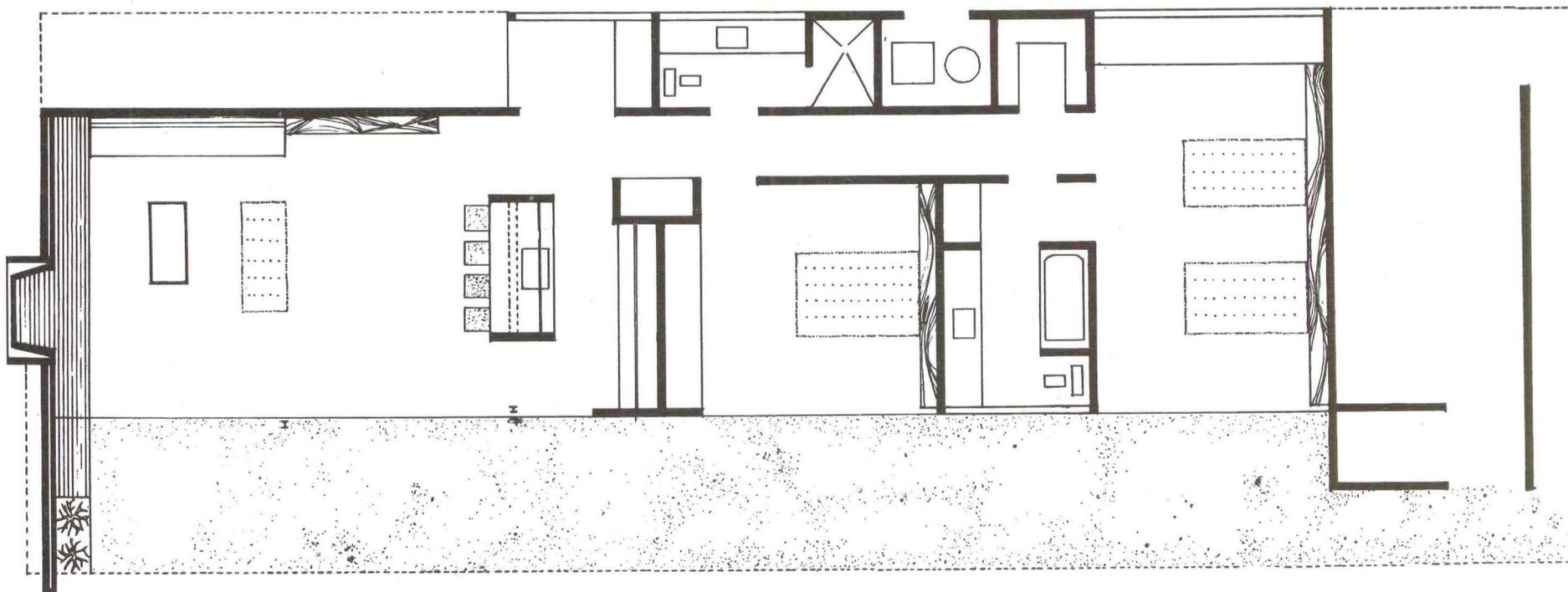
Although glazing is extended completely to the ceiling soffit plane, the economical structural design calls for only one steel beam. 2" x 8" ceiling joists also serve as roof rafters, and frame into 8" x 8" structural grade timbers through the use of joist hangers. The beams cantilever eight feet to carry southernside overhang loads.

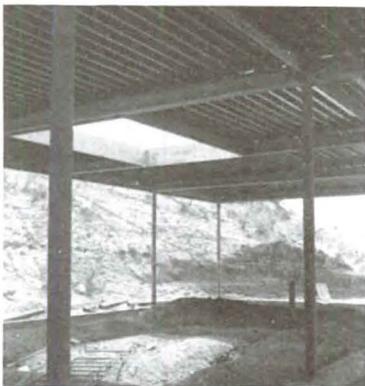
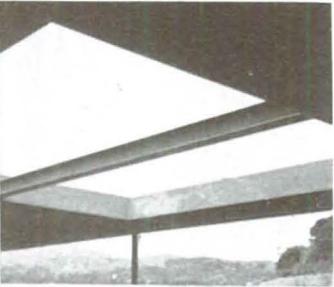
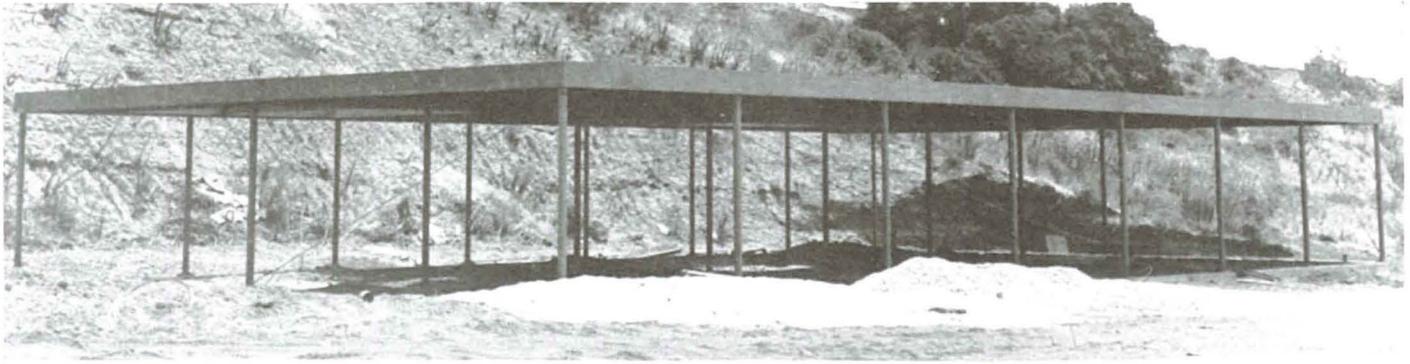
Living and dining combine in one area, and for additional space-

gain the minimum-sized kitchen opens to become a part of this area. The use of modular sliding panels of perforated transite for the storage cabinet below the bed headboards does not fix the bed size or position; the design allows for use of one or two beds, as the tenant may desire. Carports are attached singles. If additional automobile storage is required, the tenants have access to the hotel garage.

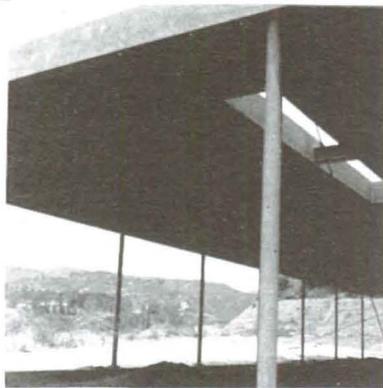
The result met the client's requirements. The houses are quite capable of functional independent operation, but should the tenant desire, hotel services and privileges are at hand.

Total cost of each unit is to be less than \$15,000.00—\$10 per square foot (based on total square footage of living area and 50% of carport's square footage). This price does not include the extra cost of excavation and concrete due to filled ground, but does include such items as forced air heating, insulation, air conditioning, metal plaster trim throughout, and shower and tub glass enclosures.

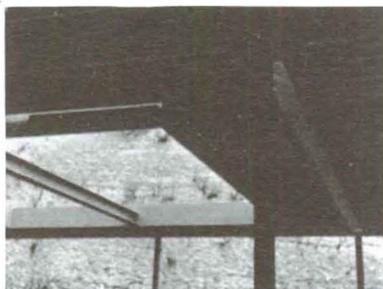
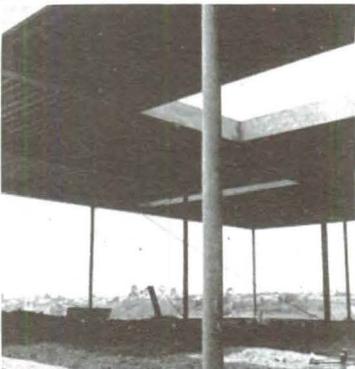




**What It Is:** The 1950 Case Study House, designed for and built by the magazine Arts & Architecture—the fifteenth in the series of CSHouses built, furnished, equipped and exhibited since 1945. **Who Designed It:** Raphael Soriano, A.I.A., Los Angeles. **Where It Is:** It is located at 1080 Ravoli Drive, Pacific Palisades, West Los Angeles—off Sunset Boulevard on Amalfi Drive and left to Ravoli Drive, two blocks to the house. **Present Status:** It is now in the finishing stages, and will be ready for furnishing and landscaping within sixty days. **Exhibition Plans:** Barring the unforeseen, CSHouse 1950 will be placed on extended exhibition to the public in October. **Can It Be Seen Now?** Yes, but please don't get underfoot—workmen are under pressure. **Whose Products Have Been Used:** All products used for the building, furnishing and equipping of CSHouse 1950 were merit specified by the architect. Photographs shown here, taken several weeks ago, show the simplicity of the steel framing system.



photographs: Marvin Rand



1950

It is a pleasure, and a relief, to announce that the 1950 Case Study House, designed for and built by the magazine *Arts & Architecture*, is rapidly nearing completion. The framing is up, the floors have been poured, the roof has been completed, the siding is on, the doors are being made, the steel windows are in place, the glazers have been alerted, the painters want to come three days too early, and the landscapers are already wondering what's holding up the parade.

Actually, the problems so far attributable to CSHouse 1950 have been no more wearing than those produced by the first fourteen CSHouses—they just seem so—because they are the most recent and remain to be solved, within the confusion that only the pressure of meeting a time deadline can create. The consoling factor is that the first fourteen did get themselves built and were exhibited to a great many gratifyingly appreciative people.

The architect, Raphael Soriano, A.I.A., is well through the complicated process of making end decisions regarding colors, fabrics, textures, wall surfacing, cabinets, fixtures, accessories, furnishings, appliances and just plain gadgets. He is constantly surrounded by color chips, swatches, samples and models. He is functioning as architect, coordinator, expeditor, and general nervous breakdown container, with astonishingly good results.

Progress on CSHouse 1950 has been more rapid and constant than on any of its predecessors, and it is within reason to believe that it will be completed close to its deadline of November 1. Begun in April, it was subject to only two delays. The first was the usual struggle to get an approval of its design and structure in the building department. The second was due to the unforeseen necessity of bringing in underground electric lines over a much greater distance than anticipated.

Much of this lost time was made up, however, by the rapidity with which the steel framing

was accomplished. Actual time consumed in erecting this framing, including the laying of the roof decking, which is shown in the photographs on the opposite page, was three days. First indication of the practical nature of the architect's planning and engineering was reflected in the fact that the framing cost was no more than it would have been had wood framing been used—probably less.

Pouring of the floors was held up for several days during which it was necessary to double-check the rough plumbing, rough electrical work, and heating equipment to be covered by the slab. Extra precaution had to be taken inasmuch as the house will have a forced air perimeter heating system which will provide semi-radiant heating by means of ducts buried in concrete. This is a new type of heating, and the closest cooperation was necessary between the architect and heating engineer. Time was picked up through the ease of putting up the walls and ceiling. A composition board was used, both inside and out, thus eliminating the usual lathing and plastering procedures. However, it was necessary to change some of the furring studs in order to use the foil insulation which was merit specified. Workmen now are installing hardwoods which will be used extensively in the living room. This is being done concurrently with the glazing of the house, to protect the hardwood finishes.

Within a relatively short time the finish plumbing, the finish wiring, the painting, and the glazing will have been completed. This will leave the final jobs of installing cabinets, hardware, flooring, carpet laying, and installation of appliances to be done. All furniture which will be used is scheduled to be on hand for immediate installation.

The architect is responsible not only for the design and construction, but also for complete furnishing and equipping of this house.

Furniture from several manufacturers will be

used, including some which will be designed for CSHouse 1950 and will be introduced into the line of the manufacturer when the house is opened. Rugs will come from two manufacturers. Appliances, both major and minor, will come from a wide range of manufacturers. CSHouse 1950 has 2800 square feet of floor space under roof, including an indoor-outdoor patio and a two-car port. Its enclosed space will have approximately 1600 square feet, including the living room, two bedrooms, two baths, and a kitchen-dining area considerably larger than usual. It occupies a quarter-acre site on high ground with a view, which can never be obstructed, of foothills and the Pacific Ocean. The view is faced through a 55-foot bank of floor-to-ceiling horizontally sliding glass doors.

Except for the heating system, which is gas-fired, it will be an "all electric" house, with an electric range, refrigerator, water heater and freezer. Particular attention is being paid to accessories such as cabinet hardware (magnetic), closet hardware, built-in canopener, medicine cabinets, and fixtures of various kinds. No function that can better be handled by a gadget is overlooked, but the architect has refused to use them where they could be considered as nothing but a novelty.

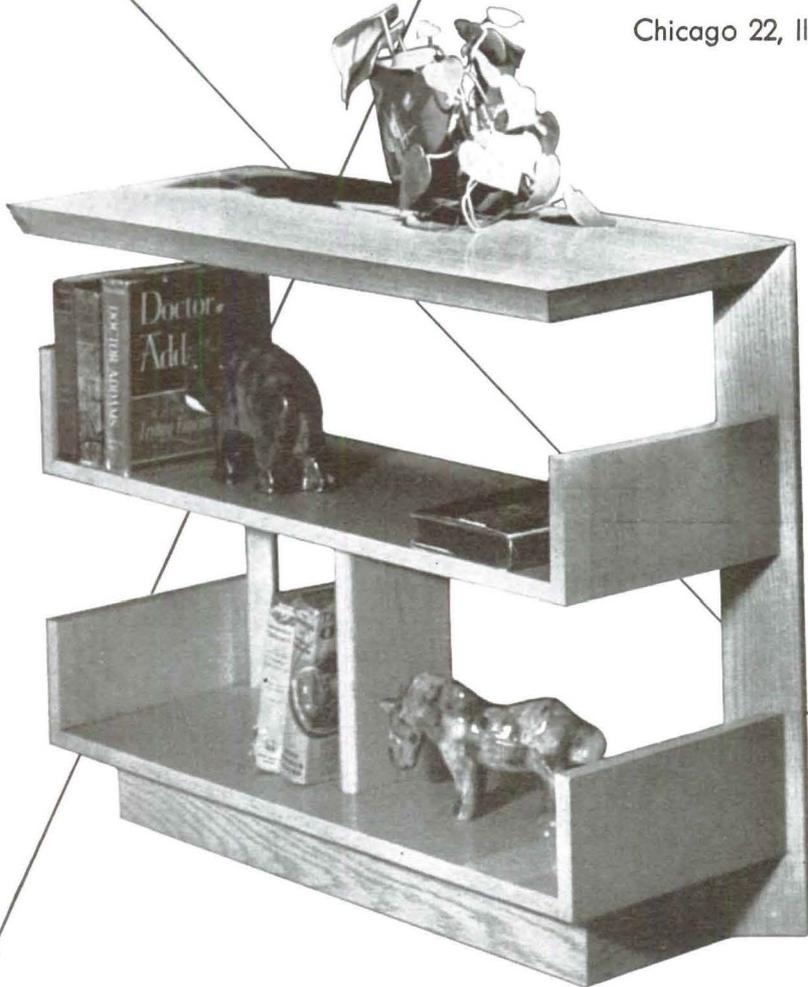
It is still too early to be either optimistic or pessimistic regarding building costs—but not, of course, too early to worry about them. So far, with minor exceptions, all items and jobs have come in either under or right on advance estimates. Widest variations from estimate have been in terms of labor, with men on the job having to cope constantly with new and varied techniques.

CSHouse 1950 promises to be a good contemporary house. How provoking, or how interesting, or how pleasing, remains to be seen. As we proceed toward completion, we naturally count ourselves among the most interested spectators.

designed by Forest Wilson

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# ART

William Millarc's first one-man show of 30 oil paintings is on exhibition at the Forsythe Gallery, 8220 Beverly Blvd., Los Angeles. Millarc was one of two local artists to be invited to show at the University of Illinois' annual national. He participated in the invitational exhibition at Chaffee College, and won a prize at the Greek Theater of Los Angeles in 1949. A single painting, "The Beast," exhibited at the Los Angeles Art Association and in the recent annual "Artists of Los Angeles and Vicinity" show at the County Museum provoked curiosity and interest in Millarc's work among various art groups. A one-man show at this date naturally follows. Millarc stands as a rare individual in painting of this area, with a competence resulting, not from learning a 'style,' but from his strong motivation to express the significant problems of our day.

Born in Oregon thirty years ago, Millarc is a California resident who grew up in San Francisco and Los Angeles. At fourteen he began to draw, sketching portraits of people as they relaxed in bars. He developed a profound concern in the people of the city; his work shows his identification with his subjects: Man and his inexplicable emotions struggling in a world of solid structures dictated Millarc's manipulation of form. His intensity of feeling reveals itself in startling pattern and subject matter. Deceptively mild-mannered, Millarc shows his enthusiasm when he begins to speak of the principles he advocates.

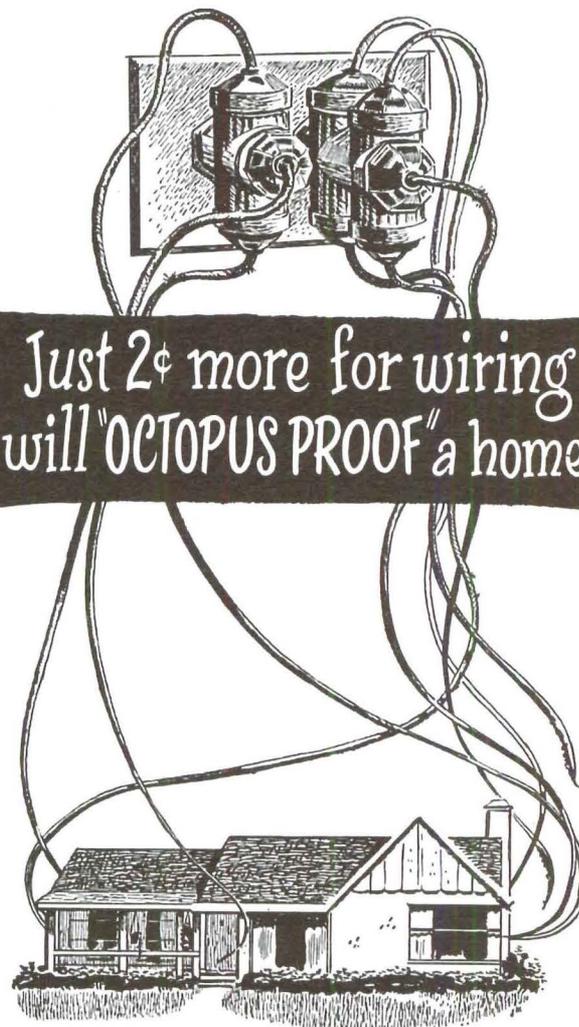
His early work brought to Millarc's formal schooling at the Bistram School of Fine Arts two important components. First, the intellectual disparity between animate man and inanimate surroundings. Secondly, the visual concept of lights moving over objects in reality, and penetrating and fusing matter in intellectual projection. Millarc's method of working—usually with no preconceived composition—allows the greatest freedom to his subconscious motivations.

The body of his work is minutely patterned. The shifting and interpenetrating lights of the city move over and through building and man. There is no facial expression or contorted gesture to signify man's situation. Figures and buildings have a stability in horizontal-vertical space: There is a classic calm even in figures vibrating with inner tensions. Fusion of objects, caused by interpenetrating transparencies, opposed to the unity of objects in reality: This insoluble dichotomy within the cohesiveness of his painting gives to Millarc's work an importance of statement.

He chooses tube oil for medium because of its substance and the vast range possible in color. The use of tube oils with a minimum of admixture permits Millarc the speed of application without the loss of sound technique.

Millarc has been an instructor at the California School of Art since 1949. As an educator he stresses the vital connection between art and life. His concern is not so much with the visual principles as with the creations of a new and personal reality within each painting. His strength lies in his own ability to capture all implications of light, depth, motion, life . . . and to exploit every provocative aspect of his subject.

He sees art as a trilogy of experience, science, and expression. Experience is the foundation of the artist's work: Whether he recall specific incidents or purified impressions. Science—Technique—is a manual and visual aid to make possible the artist's state-



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ment. The validity of the paintings depends upon the artist's ability to reveal and give form to his experience.

At a meeting of representatives of major art organizations in Los Angeles early this week, the Department of Municipal Art announced that eight outdoor art exhibits and artists' demonstrations at eight municipal playgrounds will be held simultaneously with the opening of the 6th Annual All-City Art Show at the Greek Theatre October 13. The show at the Greek Theatre will continue through October 29 while the outdoor shows will be held October 13 through 15 only.

In voting official and financial sponsorship for the extended All-City Art Show, members of the Municipal Art Commission pointed out that this is the first time in the history of Los Angeles that outdoor art shows have been sponsored by the city and that these shows will be the first held on such an extensive scale in any city in the United States. The extended program, the Commission announced, will in no way alter the annual Greek Theatre show held on a competitive basis and open to all artists in the greater Los Angeles area.

The juried outdoor shows of painting and sculpture, open to all artists in metropolitan Los Angeles, will be designed and staged by the American Institute of Architects. Outdoor demonstrations and talks by artists and music by city groups will be highlights of each community show.

The work of the artists will be exhibited in their own communities in order to focus public attention on the art activity taking place there. Special instructions for entering the 6th Annual All-City Art Show and the outdoor shows will be mailed to all artists in the city.

At the meeting representatives of the following organizations endorsed the plan and unanimously voted to cooperate: Los Angeles Chamber of Commerce, "Los Angeles Beautiful," Department of Recreation and Parks, American Institute of Architects, Los Angeles Junior League, Artists Equity, California Water Color Society, Council of Allied Artists, San Pedro Art Association, Verdugo Hills Art Association, Artists of the Southwest, Painters and Sculptors

Club, Women Painters of the West, Las Artistas, San Fernando Valley Professional Artists Guild, California Art Club, the Bureau of Music and leading civic dignitaries and art patrons. Kenneth Ross, general manager of the Department of Municipal Art, will be coordinating chairman of all groups.

Department of Recreation and Parks playgrounds to be used as exhibitions points are Banning, Cheviot Hills, Hollenbeck, Hollywood, Lafayette, North Hollywood, Queen Anne, South Park, St. Andrews and Sycamore Grove.

The enlarged 6th Annual All-City Art Show will be the climax of "Know Your City Week," October 9-15, which is sponsored by "Los Angeles Beautiful," in order to inform the public of the many cultural and art activities available free to the residents of the city.

In addition to the 6th Annual All-City Art Show scheduled for the end of the week, art schools, museums, galleries, and the American Institute of Architects will hold special exhibits, open houses, forum and tours of architectural projects in Los Angeles.

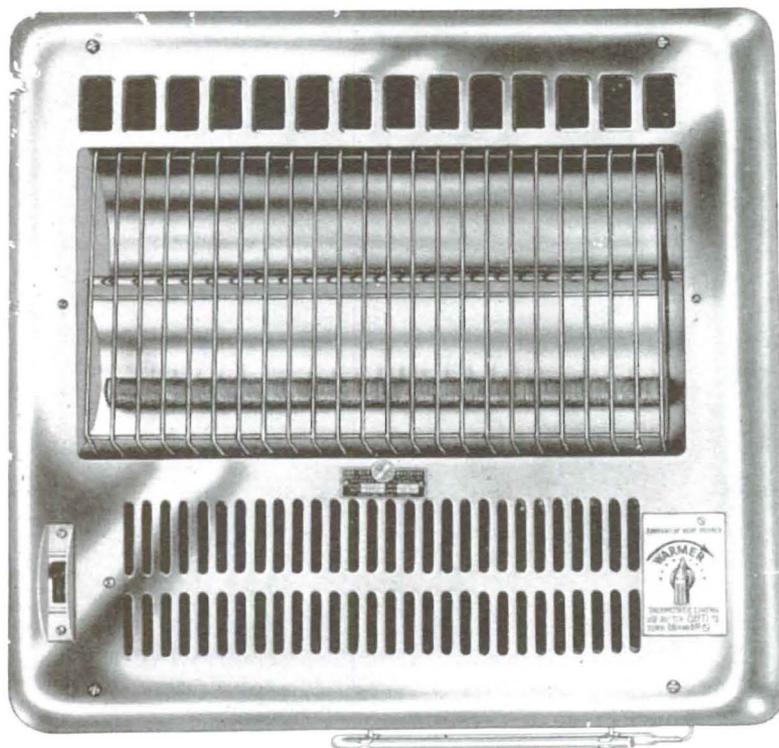
## CINEMA

ROBERT JOSEPH

A recent letter to the "Saturday Review of Literature" written by the wife of a man serving with the United States Occupation Forces, decries what Hollywood is doing to American prestige in Germany. The letter deserves a full quotation, and most certainly an answer.

"I now live in Germany with my husband who is a member of the Occupation Forces. Anyone who feels that Hollywood is not being almost traitorous to our country should come over here for a while and try to convince these people that we are not a nation of rich gangsters and cowboys, completely lacking in any cultural or moral values.

"After six months of trying to combat these ideas—to no avail—



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I am feeling rather helpless. It may not be intelligent of them to take 'entertainment' so literally, but they do.

"I hope that something will be done to represent our country in a truer light. If most Americans knew how their country is being 'sold down the river,' it would be done." Elizabeth H. Sykes.

There are two considerations which merit attention and the fullest possible answer to Mrs. Sykes. I would be the last to deny the efficacy of motion pictures as media of education and/or propaganda. Mrs. Sykes' comment that "It may not be intelligent of them to take entertainment so literally" may have great validity. Yet, I have the feeling that people who go to the movies, who have had the movie-going habit for the last thirty or forty years—and the Germans have been enjoying films as long as the Americans, the French, the British, and the Japanese—must have developed a certain sophistication about the screen and about motion pictures in general. We all agree that motion picture audiences are extremely impressionable; but their education and background ought to equip them to make some reasonable and expected evaluations. I think that the time has past when the Swedes, Turks, Rhodesians, or Malaysians consider us cowboys because our western performers put on such convincing performances. This leads me to the following position: if the Germans do not have an intelligent perspective, if they lack intellectual objectivity with which to view American—or Russian for that matter—movies, and directly because of our films are of the opinion that we are solely "a nation of rich gangsters and cowboys," then such criticism ought to be directed in part, at least, toward our entire program of education and re-orientation of Military Government. I recall at a special showing of "The Human Comedy," that wonderful picture by William Saroyan, which was held in Berlin in September of 1945, for a very select group of intelligent Germans, that one of them said to me after the picture, "I hope that in time you will also furnish us with the education to understand the honesty of this picture." If Occupation authorities rely on Hollywood motion pictures to tell the German people, or if Embassy cultural attaches in any part of the world depend on Hollywood

movies to suggest American life to the natives, then we are failing miserably. I also recall a saying attributed to General Eisenhower, when he was Occupation Commander in Germany shortly after the end of the war: "The behavior of one GI is worth ten thousand words of propaganda." In that spirit, Mrs. Sykes ought to be equally concerned with American personnel as well as the work of information centers whose job it is to tell Germans the truth about America.

Mrs. Sykes also shares in the general misconception that Hollywood is solely responsible for what goes into foreign countries. The selection of American-made motion pictures for export into foreign theaters and in occupied areas is the function of the Motion Picture Producers Association, and the Motion Picture Export Association (one of the component parts of the MPPA), both of which have their headquarters in New York. Hollywood is the creative end of the business and exercises no control of any kind regarding export policy, which is as it should be. Let it be noted, that the Motion Picture Export Association exports films to foreign countries and to Occupied Areas after consultation with State Department and Occupation officials.

It is fallacious to assume that Hollywood either can or ought to determine what pictures shall be shown where and under what circumstances. The regulations, rules, orders and requests which now emanate from official sources of one kind or another plague Hollywood film producers enough as it is. No producer deliberately aims to belittle his country or besmirch its reputation in Bagdad or Bombay or Berlin. Producers do not have the indiscriminate right to put anything on the screen. Nor do they have the artistic duty of making every facet of American life, the good and the evil, palatable to foreign audiences. It is agreed that "All the King's Men" is strong medicine for American audiences; how much stronger must it be for Germans who have been indoctrinated by that best of all propagandists on the weakness of our American democracy. But I think that there is real strength in the fact that we can reveal our shortcomings so dramatically without fear. At that showing of "The Human Comedy" referred to, the same

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German also remarked, "It takes real courage to let a soldier admit on the screen that he is afraid to die. We never admitted that we were human beings."

Some Reviews Like Stanley Kramer's "The Men," the Gloria Swanson picture, "Sunset Boulevard" is a good picture precisely because it evokes so much comment. I cannot agree with many of the reviewers and critics who have done editorial cartwheels about this study in bitterness and decadence; however, the fact that the film has engendered so much comment is an indication of its vitality and general interest.

By now the story line is well known. An impecunious writer latches on to a passe screen queen of the silent era, a woman who lives in the fairyland of her past, surrounded by the baroque and roccoco of the grilled-work era when swans and black tile bathtubs were the vogue. Their love affair ends in tragedy for both. This is a bitter commentary on the Maxwell Parrish domain in which Hollywood used to and continues to live. Gloria Swanson refuses to reconcile herself to the realities of the present, chief of which is that she is no longer wanted or remembered. The bitterness arises out of the cheap and tawdry rules by which Hollywood judges itself in this picture. Bitterest of all is the frustration which surrounds Eric von Stroheim, the great director of the silent days, who is now Gloria Swanson's chauffeur and who keeps alive her myth of greatness. Director Billy Wilder uses symbolism with great effect; but I could not help remembering how much more effectively Von Stroheim himself used symbolism in pictures like "Greed" and "Foolish Wives." Perhaps what caused me to consider the bitterness of "Sunset Boulevard" is the fact that Von Stroheim, a master at portraits of this kind, plays a caricature of himself.

"The Furies" is a superior western, done with taste and intelligence and with refreshing originality in direction by Anthony Mann. If you're tired of Barbara Stanwyck as a gun moll or a gambler, do her justice by seeing her in a towering role as a New Mexico land grandee. And there's this last picture with Walter Huston; not one of his best—but his last, which is reason enough for you to want to see it.

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## NOTES

The writings of Gertrude Stein, like the novels of Proust and Joyce which she admitted to equality with her *The Making of Americans*, seem often all phenomenon, rough as nature and no pleasure. They lie map-flat in the introduction, with alluring directional quotations. Their topography in the synopsis stimulates ambitious travels. But the traveler, deep in the underbrush or among the pines, climbing thirty feet in the hundred, scrambling up verbal rock-slides and stuck at the foot or rim of crumbling vertical escarpments, encounters rough, discouraging country between the directional quotations and loses all sense of topography in grinding struggle with the immediate, restricted landscape.

It is not that Gertrude Stein cannot write clearly when she wants to, as the naive reader may affirm, charmed and enlightened by the idiomatic economy of *Lectures in America* and the *Autobiography*. Why did she often not want to? Why did she abandon this native flow of condensed, coordinated meaning, her normal manner of speech, as we find it transcribed from public talks or conversation, to make something so otherwise, withdrawn, granitic, quartz-ingrained, that she thought art? Nor was this effort peculiar to her single temperament, since there are Joyce and Pound, Proust and Rilke, even Yeats and Mann, spilling and teeming word-wrangers, who would cut the easy flowing of connectives that we use to the monumental solidity of a latin epigraph, who then pile up cross-references like harmonic counter-points, until each sound, the spelling of each syllable, may pun like a glossary. This art has come a long ways from that of Tolstoi, Flaubert, Trollop, the almost casual familiarity of Goethe. Why do the prose-writers compound themes to multilateral eloquence like symphonic poets? Why do poets substitute eye-wisdom and encyclopedic synthesis for traditional verse-form and rhythm?

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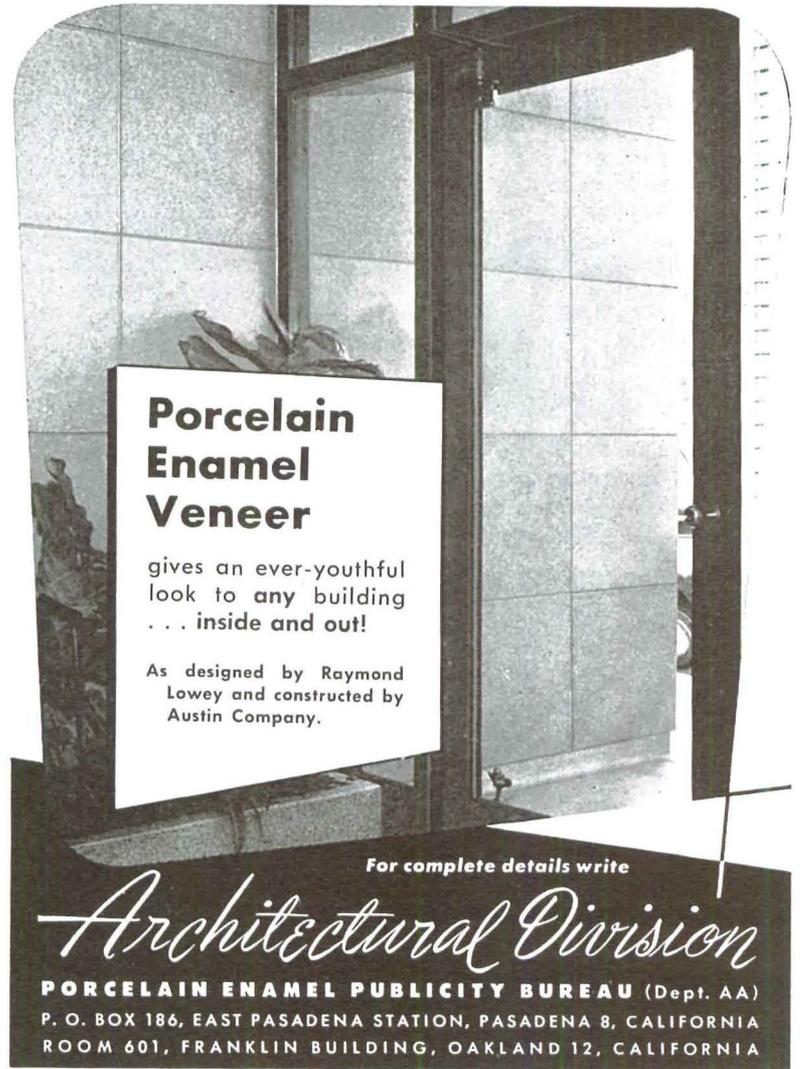
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what a garden! Now I don't want to put too much emphasis on that line, because it's just one line in a longer poem. But I notice that you all know it; you make fun of it, but you know it. Now listen! I'm no fool. I know that in daily life we don't go around saying 'is a . . . is a . . . is a . . .' Yes, I'm no fool; but I think that in that line the rose is red for the first time in English poetry for a hundred years."

There is Gertrude Stein extemporaneous. I delight in it. I know hers is the victory. Yet when I go beyond the introduction and attempt the pages of *Four in America* I can't make it. And I can lay her book aside to read easily and enjoyably from cover to cover *Poetry of the Present, an Anthology of the Thirties and After*, compiled and introduced by Geoffrey Grigson; I can admire the technical adroitness, follow each image, join every piled-up stanza to its conclusion; but to be honest I can feel no appreciable distinction, that will make the wise cry or the crowd laugh, between Empson and MacNeice, Barker and Spender, Day Lewis and Betjeman, Auden and Dylan Thomas.\* Like Paisley shawls they are made to be attractively used; they bring into one fashion something of two hemispheres; they are out of date even as we recognize them for what they are to accord them admiration. You can't pass around Gertrude Stein like that like candy.

Nor will she accept the venerated exclusion with which we honor Joyce. Her art is not a great book but keeps turning up in the mind, is still the butt of laughter, will not go sit on the shelf to be admired. She is not a book or books; her librettos insist on and reward music: we are her America, as she was by nature the contemporary of the ordinary, inarticulate GI. She could lose herself in a French village until no German saw her, in her own house, in her accustomed way of life. She is like the bare wall, against which one sees annually straining canvases. What could be in common between this presence as reposeful as a landscape and the narrow window high up out of which one sees looking

\*Drop a new Waste Land among them: they will shrivel like the Georgians. The precocious poet of *The Waste Land* afterwards labored earnestly for righteousness; but who would have believed the author of *Murder in the Cathedral* could write *The Cocktail Party*!

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A librarian of the history section set out on the display shelf and by the coincidence of my coming brought to my attention the **Selected Writings of Edward Sapir**, anthropologist, ethnologist, poet, music critic, linguistic scientist, and psychologist of culture. His **Time Perspective in Aboriginal American Culture: A Study in Method**, a classic in its field, indicates by the title his manner of bringing into conceptual form large areas of untamed fact, under the abstract control of theory. Eloquent, far-ranging, serene in understanding, winning his point by organization and method instead of argument, his writing shows him to have been everything a man of culture can be, except—not an artist. I bathed in every page of him where I could swim.

I think he must have understood this also, as he understood all else which came his way, and so let his poetry supplement his culture, instead of contracting his breadth into poetry. The artist in creation flows like water in the mountains with a technique transcending reason. Afterwards like a deliberate technical the stream erodes, smooths, economizes, concentrates in its main course. A thing of beauty it may be but not of utility, though that may come later. "It is not beauty that is desirable but form. "Clarity is of no importance because nobody listens and nobody knows what you mean, nor how clearly you mean what you mean. But if you have vitality enough of knowing enough of what you mean, somebody and sometime and sometimes a great many will have to realize that you know what you mean and so they will agree that you mean what you know, what you know you mean, which is as near as anybody can come to understanding anyone. "A coincidence is having done so."

War any war is easier.

A great artist is always quotable, but a quotable writer is not always a great artist, as I have come to find out about T. S. Eliot. **The Meaning of Culture** means almost nothing about culture. But when Edward Sapir writes about **Culture: The General View** he lifts the reasonable mind to common sense.

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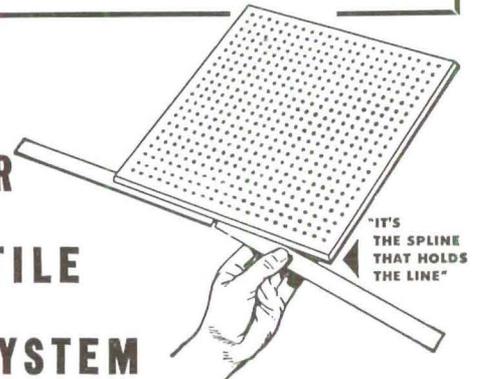
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In a modern sophisticated culture. I have insisted throughout that a genuine culture is one that gives its bearers a sense of inner satisfaction, a feeling of spiritual mastery. In the higher levels of culture this sense of mastery is all but withdrawn . . . from the economic sphere. It must, then, to an even greater extent than in more primitive civilizations, feed on the non-economic spheres of human activity. The individual is then driven . . . to the identification of himself with some portion of the wide range of non-economic interests . . . not so much for its own sake as in order to give the self the wherewithal to develop its powers. . . . I would not be understood as claiming that direct creativeness is essential, though it is highly desirable, for the development of individual culture. . . . The linking of self with master soul too often degenerates into a pleasurable servitude . . . the more insidious that it has the approval of current judgment. . . . Those of us who are not altogether blind can see in certain of our acquaintances, if not in ourselves, an indulgence in aesthetic or scientific goods that is strictly comparable to the abuse of alcoholic intoxicants."

Culture is the accumulation of creative actions each of which insists on being its own meaning. Culture is moral in its relation to the source that gives it authority, ethical in its consistently purposeful direction.

You can see that what Sapir has written comprehends culture. It is good expository prose but not art. Whether Webern's way or Mondrian's way will be art and culture now Webern and Mondrian are dead I can't prophesy. They were not fashionable artists to be spread in the slicks or stir the tabloids while they were living. They were not suns, not foci; but infinitely distant regressing to a point like constellations. When what they have done in private that is still known only in private by a few persons rings and is remembered, if only by a few persons, it will be art and culture, when the big bells that everyone hears jangling now toll no longer and are forgotten.

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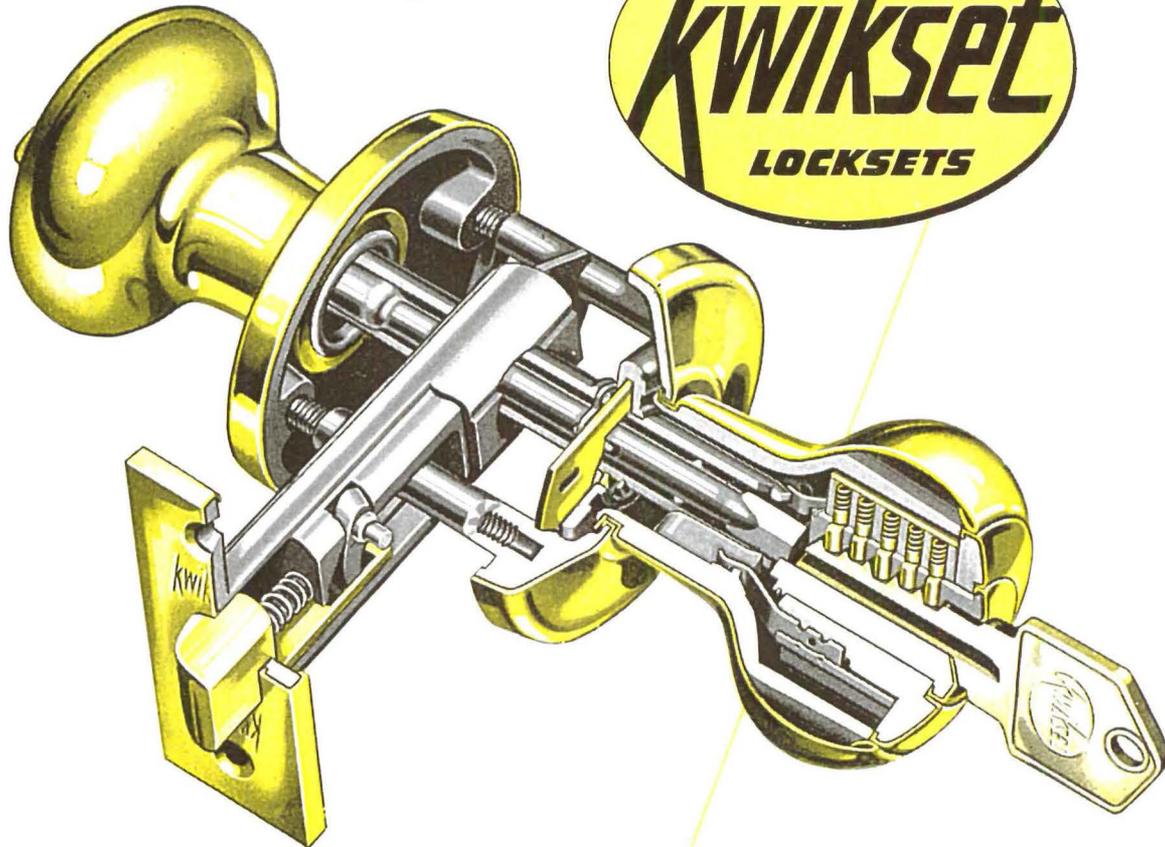
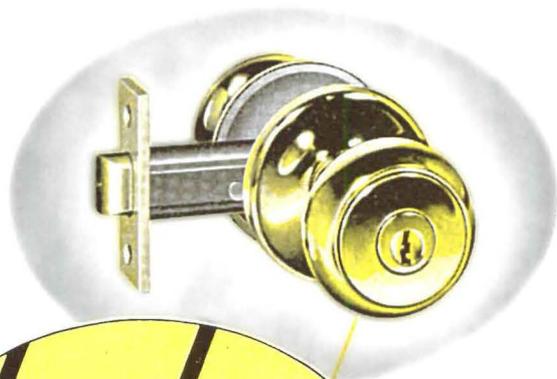
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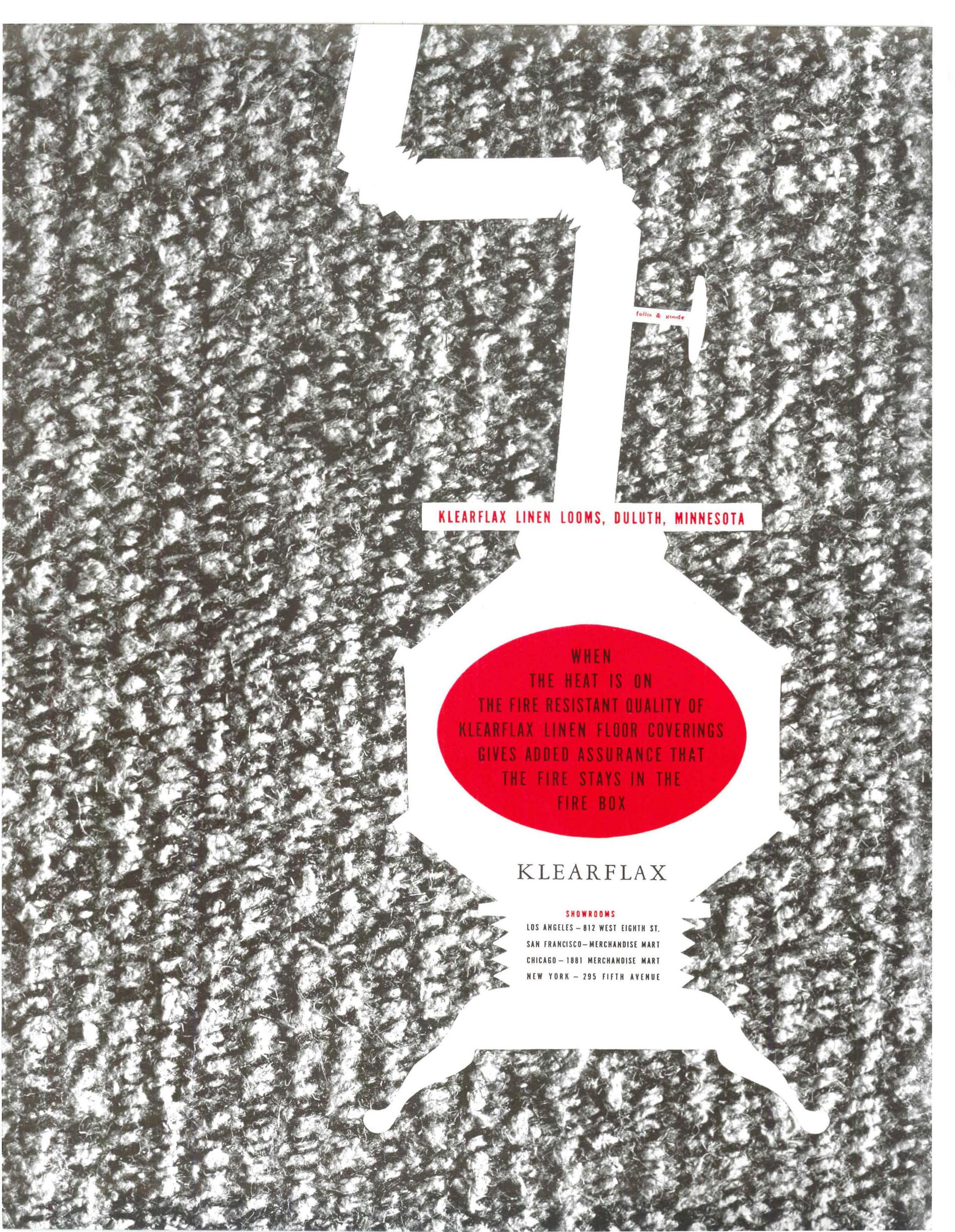
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WHEN  
THE HEAT IS ON  
THE FIRE RESISTANT QUALITY OF  
KLEARFLAX LINEN FLOOR COVERINGS  
GIVES ADDED ASSURANCE THAT  
THE FIRE STAYS IN THE  
FIRE BOX

KLEARFLAX

SHOWROOMS

LOS ANGELES - 812 WEST EIGHTH ST.  
SAN FRANCISCO - MERCHANDISE MART  
CHICAGO - 1881 MERCHANDISE MART  
NEW YORK - 295 FIFTH AVENUE