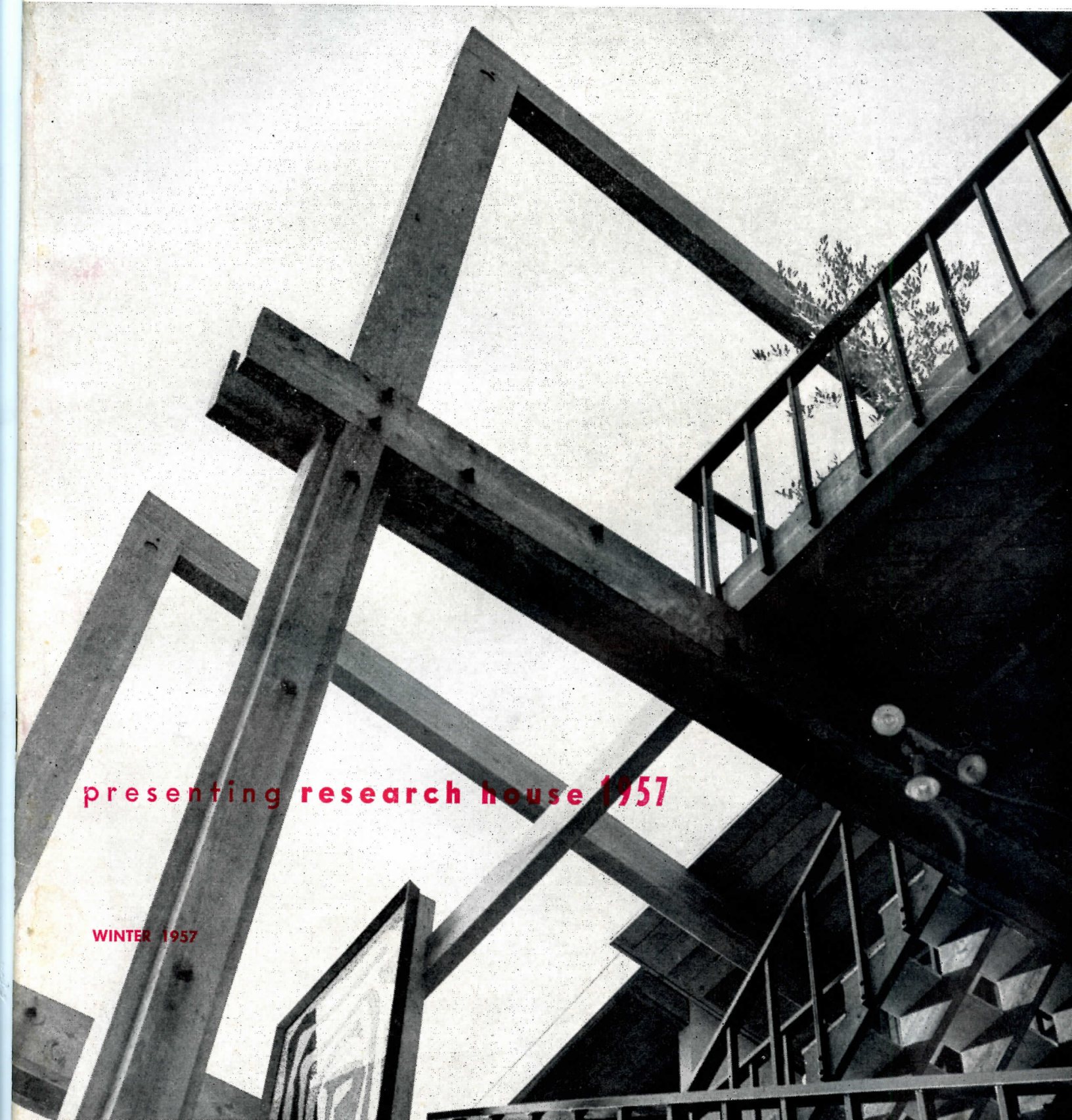


HOUSE & PATIO

THE PROFILE OF SOUTHERN CALIFORNIA

presenting research house 1957

WINTER 1957



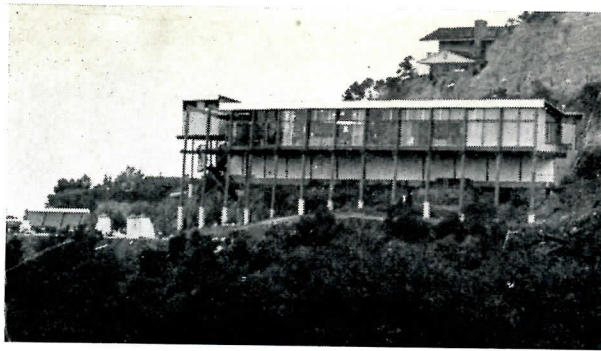


Presenting
**RESEARCH
HOUSE
1957**

**AMERICA'S FOREMOST
DEMONSTRATION HOUSE**

... apparent against the invigorating horizon of Flintridge is the portion of the laminated beam Rilco construction which fastens Research House 1957 to a hillside ... winding stairs lead to house level 50 feet above ... exterior materials had to be chosen for aesthetic as well as endurance qualities ... even the foundation wall is decorative item called Panelrock ...





CREDITS

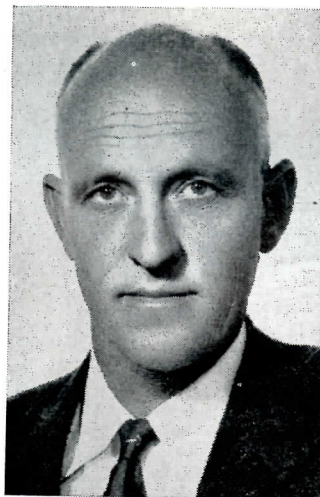
LOCATION: *Research Village, Flintridge, Calif.*
ARCHITECT: *John C. Lindsay, A. I. A.*
BUILDER: *Norwood and DeLonge*
DECORATOR: *Barker Bros. (Gregg Juarez)*
LANDSCAPE CONTRACTOR: *Satsuma Landscape Company*
SWIMMING POOL: *Anthony Bros.*
SPONSOR: *Cron Publications*
OFFICIAL PHOTOGRAPHER: *Ralph Gee*



THE ARCHITECT
John C. Lindsay, A.I.A.



THE BUILDER
Jack Norwood



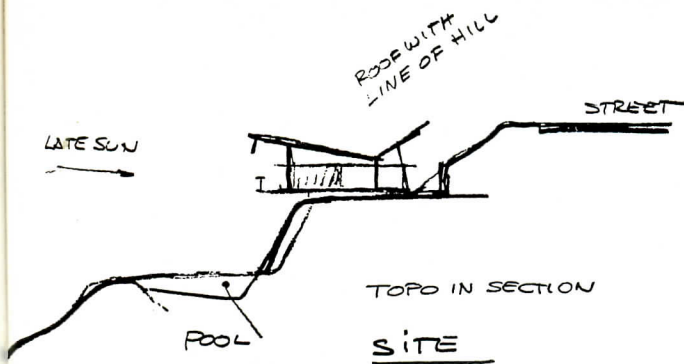
THE BUILDER
Jack DeLonge

THE DECORATOR
Gregg Juarez
Barker Bros.



THE COORDINATOR
Charles T. Pawley
Cron Publications

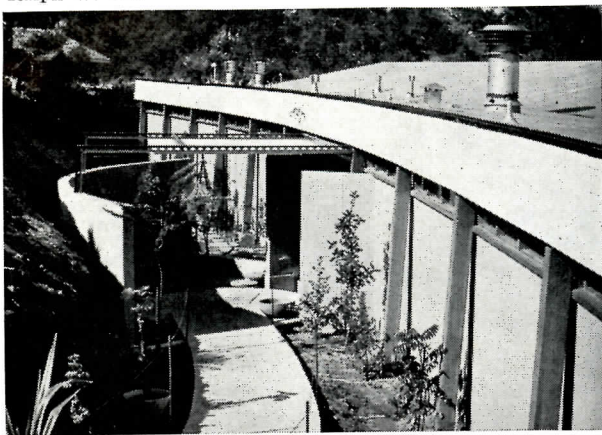




beginning

..... completion

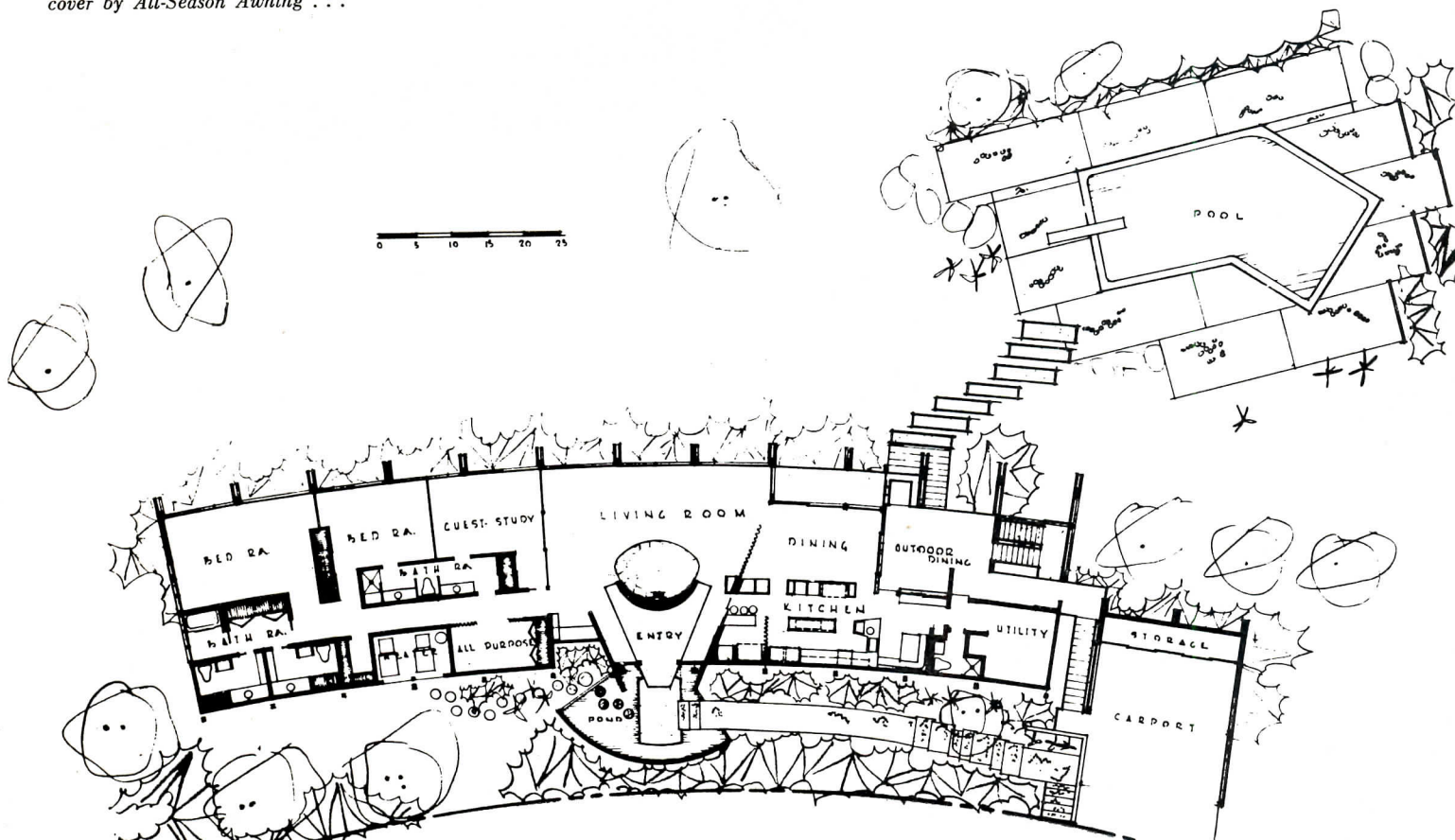
Ralph W. Gee



... entrance to Research House 1957 is ornately decorated with varied textures of mosaic cobbles by Pyramid rock, concrete panels by Switzer Panelite ... topped by an entry cover by All-Season Awning ...



... "nestled" against its hillside lot, the house here displays its slight horizontal curve and stilted Rilco framework ... one entire facade is fenestrated with Fuller glass ... area is Flintridge ...





... lute-playing, a somewhat neglected art these days, has a luxurious setting with Lindsay's free-standing fireplace, set into Palos Verdes Stone, with a special hood treated with Vitrocen . . . fireplace stools are covered in Stroheim & Rohmann fabric . . . a special receiver for ashes, by A & A, eliminated need for frequent disposal . . . all furnishings are by Barker Bros. . . .

Research House 1957, graphically presented in these pages, is a field laboratory house. It has been planned and executed specifically to illustrate what the new products in the building industry can do, especially when they are put in the hands of rating experts in the fields of architecture, decoration, landscaping, building and finance. These experts, together, planned, built, furnished, equipped and landscaped the house. The products, techniques and services used for and in it were combined to provide an articulate summation of the best residential structures.

Prototype might be the second name of *Research House 1957*: For the next several months, it will be open, without

charge, to idea-hungry consumers and highly critical building professionals. They will inspect the house and come away convinced that many of the products are the finest they've seen. And, perhaps, they'll feel that some did not quite measure up to expectations. Opinions do, after all, play strong roles, influencing the tastes of decorators, architects and consumers. In this issue *Research House 1957*, is presented graphically as a guide for the 250,000 visitors expected and for the study of those who cannot visit it physically.

Research during construction of the house — 10,000 manufacturers were queried — is the only part of the story of the project. During the display period, visitors will be given forms on which they can request further information on any of the products which specifically

capture their fancies. But, more important, there will be a space for their comments in general, should they desire to hold forth in terms of their personal reactions, opinions — and, for that matter, their downright prejudices.

Research House 1957 is not, perhaps, properly termed *avant-garde*, though its system of laminated beam construction literally fastens it to a hillside — something of a revolution in the trade. Its main function is the integration of new, revised and newly-adapted products into a contemporary answer to the *practical* needs of the average upper — middle income family living in America today. Its success can only be measured in terms of this concept. Yet, in providing an ever-changing answer to these needs, the program does comprehend innovative, including the *Research House* at

of an elevator outdoors, providing transportation between the house and its patio, is a new idea. But it will be some time before convertible, roll-back ceilings, insect-killing paint, self-making beds and self-cleaning kitchen floors will be a reality.

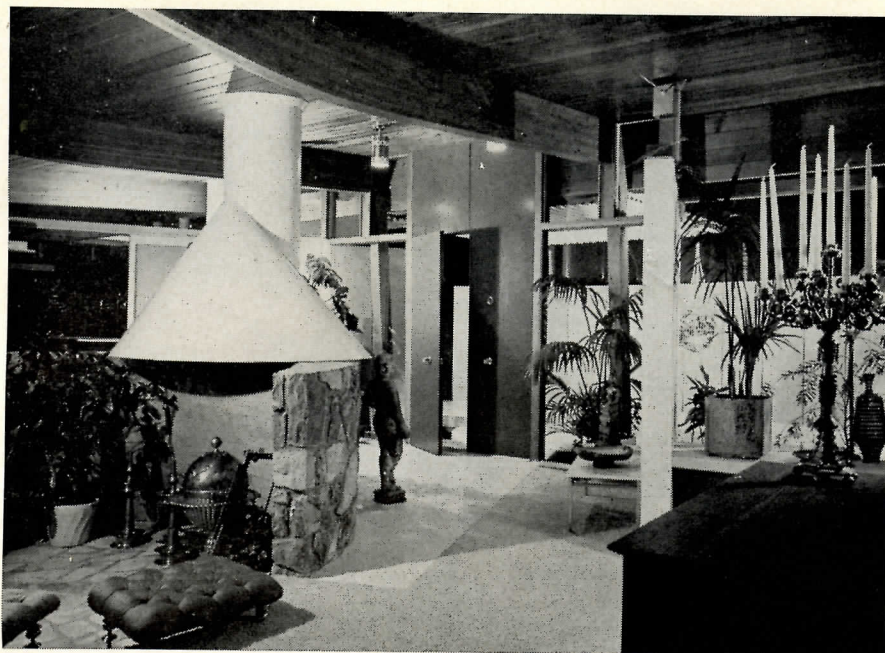
Research House 1957 could in its primary design-purpose borrow a term from the stage. All the products in the house are "practicable"; they are not presented in "mock-up" form: they can all be taken and immediately applied to the home of the visitor who is inspired by the new house. Yet, of course, this house is not the total product-answer to the problem it was set to treat. From the time the house entered the architect's discussion to the time it came off the drafting table, at least a score of new products had come out which would have been suitable for use. But *all* could not be incorporated. Some of these will be used in *Research House 1958* and later houses in the series. What has been incorporated in *Research House 1957* is, however, a dramatic cross-section of the products of 10,000 manufacturers which were available.

By the way of background, *Research House 1957* is the fourth in an annual series of houses built, furnished, equipped, landscaped and exhibited by Cron Publications. In this project nearly 200 manufacturers were active participants. The first of the series, in 1954, designed by Honnold & Rex, both of A.I.A., attracted nearly 100,000 visitors; the second, in 1955, by Edward Fickett, A.I.A., drew nearly 200,000 visitors; and the third, in 1956, was designed by Daniel Dworsky, A.I.A., attracted almost 250,000 visitors.

Hanging on a cliff in a dramatic, rough-hewn way, *Research House 1957* presents a striking prospect to anyone

. . . one of the many little "private spots" designed into the house by architect Lindsay provides seclusion and variety . . . the bench-area is just behind the Kaiser-Vaughan wall which divides entry from hall . . . visible are decorative exterior flamingoes . . .





Ralph W. Gee

. . . Lindsay's fireplace area is a graceful blend of curves, begun in the Cyclopean free-standing fireplace itself, complemented by curves of the sunken hearth and even by the carpet line . . . hood is treated with Vitrocen . . .

who drives up to the newest Los Angeles site development in the Flint-ridge area to view it. Blending with the contour of land as if it has always been there, the house offers a new concept of hillside building, with a system of laminated-beam-construction which is not dependent on the old ideas of slab, foundation and framework-to-ground construction. The *Research House 1957* structure is fastened to the ground, which fact seems to provide it with a new freedom unlike anything ever seen before. The outdoor eating area seems to float in space, and, indeed, it is unanchored beneath. The pool area is accessible only by a delicate stairway, or, for the lazy visitor, by an easy-riding elevator. The illusion is of a great deal more space than is actually present.

But the real news is obtainable only from inside the house. Here the reason for the stark, vertical lines of the structure is apparent. Standing in the *Research House 1957* living room, one can command a view of all of the Glendale area, with hardly an awareness that glass exists between spectator and view. The glass is fixed, and the outdoor area seems to wander in and out of the house with portions of it visible from inside the house through the glass. This interchange, this communion of outside and inside materials is a happy one, as if neither one were restricted to one particular application.

The problem which the architect faced, in addition to the formidable obstacles of building on a steep hillside lot, was to create a residence for family of varying likes and dislikes of such sort that it would allow these varying interests to complement each other and yet not conflict. The answer could have been a chopped-up affair of many little rooms without obvious relation to each other. Yet, the house flows from one area to another with logical sequence, and, even though the house is 3,000 square feet in area, none could become the slightest bit lost or confused on even his first visit. Naturally, since this is a *Research House*, the architect was con-



. . . looking out the view-windows from the fireplace area . . . with antique coffee tables with crystalized tops apparent in front of Stroheim & Rohmann covered Dunbar sofa . . .



... looking through the length of the living room, a feeling of the spaciousness of the house is evident ... glimpse of dining room and eating area beyond is afforded in back of Louis XVI chairs . . .

fronted with the products of 200 manufacturers to be integrated and functionally used in the house.

First apparent from the exterior view of the house is a butterfly roof design, creating an interesting variation in the usual pattern, and, on closer inspection, a large "cobblestone" mosaic patterned walk which leads from the garage to the principle entry, which is an elaborate structural affair properly hinting of the flair within. A reflecting pool of colorful plants rests by the entry, and the entry door is of tropical wood in unusual proportion, relieved by large panes of glass at either side.

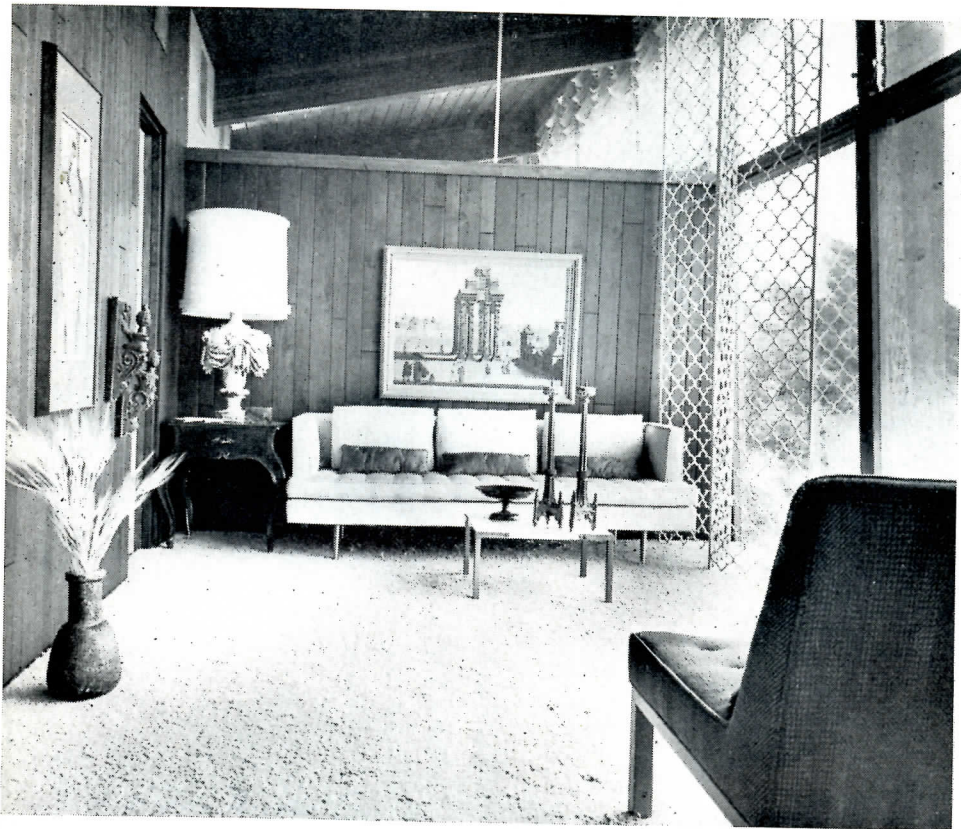
One entire facade of the house is fenestrated and anchored to the hillside; the other, level with the street, is constructed of pre-cast reinforced hollow concrete panels. The modular pattern created by these is picked up in vertical joints of the fibre-laminate used as ex-

ous series of windows the full length of the house and above the sight line of the concrete wall. The windows are divided into patterns, some louvered and some plain, to capture desirable breezes and present a pleasing aesthetic composite. All are protected by an "eyebrow" roof projection from glare and afternoon sun.

In consideration of the demands of the site, Lindsay has chosen to give his house a subtle horizontal curve, to blend with land contour, instead of resting uneasily on a hostile land layout. The effect is to give all room occupants maximum enjoyment of landscape and view.

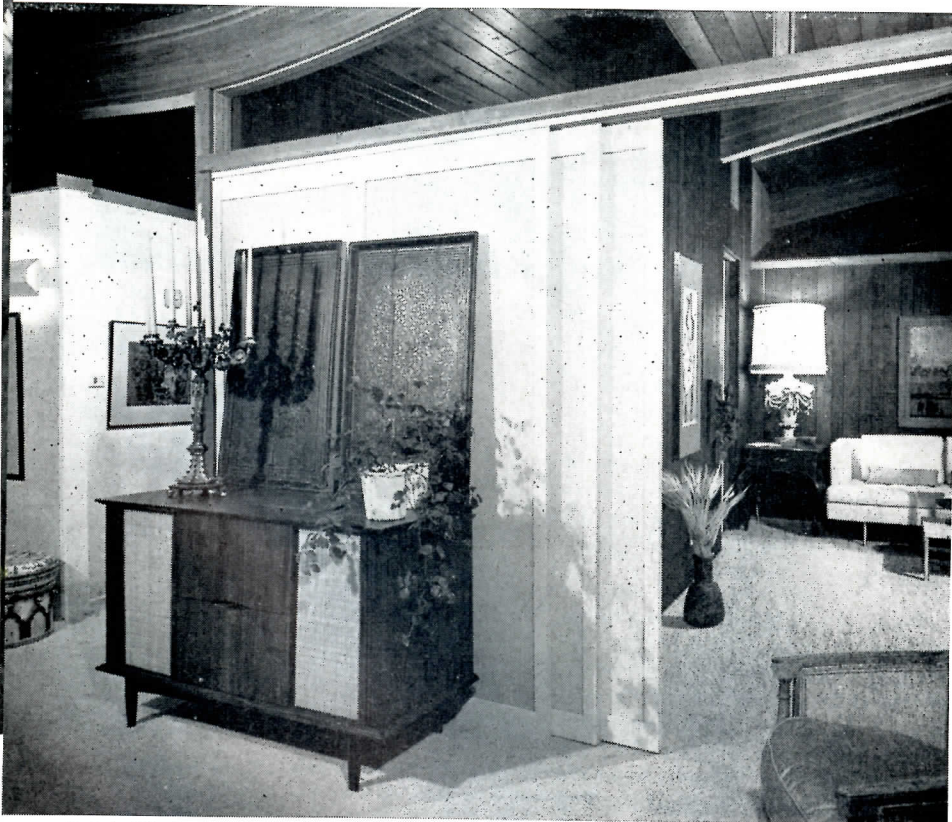
The floor slab of the house is unique with its core of metal cuts laid over the heavy wooden sub-flooring and special concrete mixture applied above, to create an unusual heating and cooling air flow system which can be controlled for temperature by any chosen means—convection, radiation or conduction. The





... a study of the convertible den-bedroom discloses warm wood paneling by Stanton, modern furniture by Dunbar and a light, airy atmosphere through Fuller fenestration and a B. B. O. iron screen ... room provides a place to 'get away from it all' ...

... listening section of the living room is dominated by Ampex Home Music Center, containing all components for high-fidelity pleasure, including stereophonic speakers ... beyond, at right, is glimpse of den-bedroom ...



izes on his and on a linear relationship created by plane intersection around a hillside slope, so that the effect is one of being "nestled" against the slope.

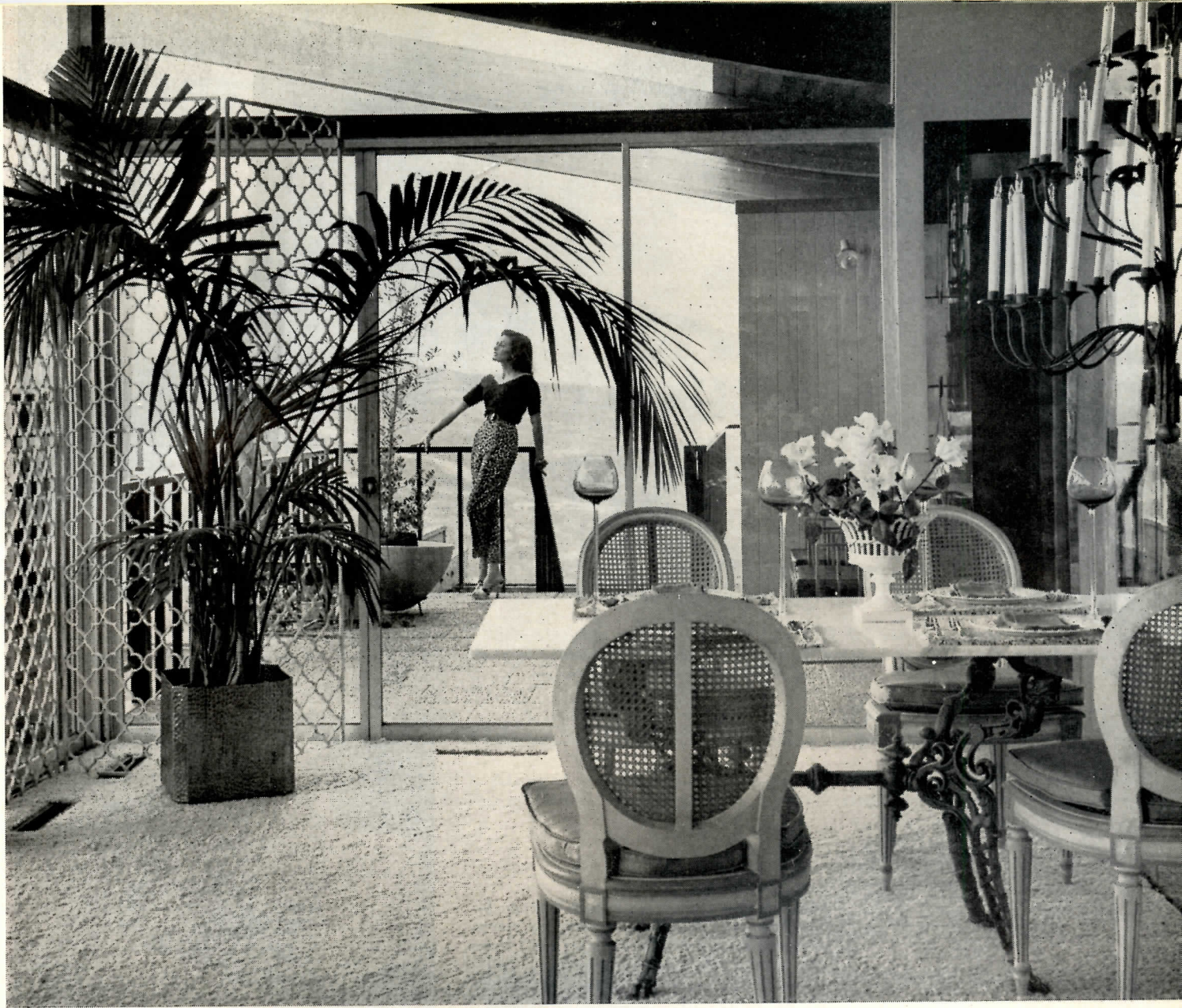
Once inside the foyer, the visitor is confronted with a curved Cyclopean fireplace wall, led to by a terrazzo mosaic floor. An anodized aluminum hood, has been sculpted into place between the ceiling above and the completely free-standing fireplace, which last is recessed to below floor level. A covered floor cavity below the grate catches ashes and eliminates frequent disposal. Floor carpeting follows the curve of the room and returns at the fireplace edge, giving the whole a feeling of harmonious line.

Kitchen, bar, breakfast room, patio and guest quarters, to the right of the foyer, have been provided with a separate entrance. The kitchen is equipped with a real "soda-fountain" bar, and is designed with an el-shaped utility island. A counter connects kitchen and breakfast room, and the whole is lent interest through an interesting use of tile. Described by sliding glass panels, framed in aluminum, the patio outside can also be used as a dining area. The patio floor and stairs leading down to the swimming pool and garden are covered with pebble-mosaic tile of muted earth colors.

Bedrooms, den and an all-purpose room lie to left of the foyer, along with closets and storage areas, placed so that they serve as wall separators and are themselves accessible from either side.

A combination of fixed and sliding walls and screens lends sculptural interest to the floor plan, with a series of out-rigger louvre sections providing privacy for the glass walls of the master bedroom and bath. Two separate dressing rooms in the Mr. and Mrs. pattern are included in this area.

The swimming pool, a cavity in the shelf projecting beyond and below the house, is also within the curved area of the total house and presents a striking prospect with its unusual cabana com-



... the lacy look of the dining area is enhanced by artful use of iron screens by B. B. O. . . adjoining the kitchen wall, and just off the living area, the table seats four comfortable, more when extended . . . seen beyond is the terrace which overlooks the pool and is itself an outdoor eating area . . .

panion, designated "all-season", a unique application of steel roof decking in a free form pool shelter.

Belying the idea that antiques and modern do not mix, Gregg Juarez, Director of the Decorating Studios at Barker Bros., the world's largest furniture store which supplied all furnishings, attacked the *Research House 1957*

decorating assignment with a unique and innovational concept. Throwing to the winds some of the more orthodox viewpoints that have been held in consideration of decorating modern houses, Mr. Juarez, assisted by Robert Esterson, also of Barker Bros., set to work in utilizing his formidable list of *Research House 1957* product participants. Especially in the area of combining new materials with old designs, Mr. Juarez bent the "new" to old uses. The effect



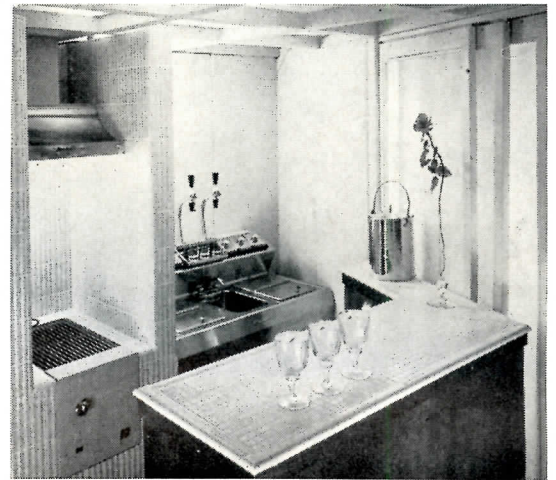
... looking back in from dining area to the airy, well-fenestrated living area . . .



Ralph W. Gee

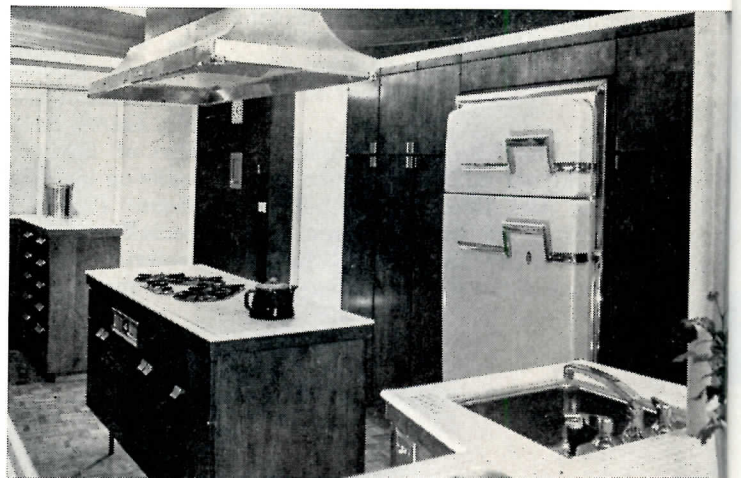
... the aesthetic pattern of the RH/57 kitchen is apparent here, with its harmony of tones and textures, and its natural flow into the living area at the far end ... in bold relief among the cabinets is a Westinghouse multi-outlet where all the diversified bustles of homemaking can be carried on at once ... clearstory windows above are by Fuller ...

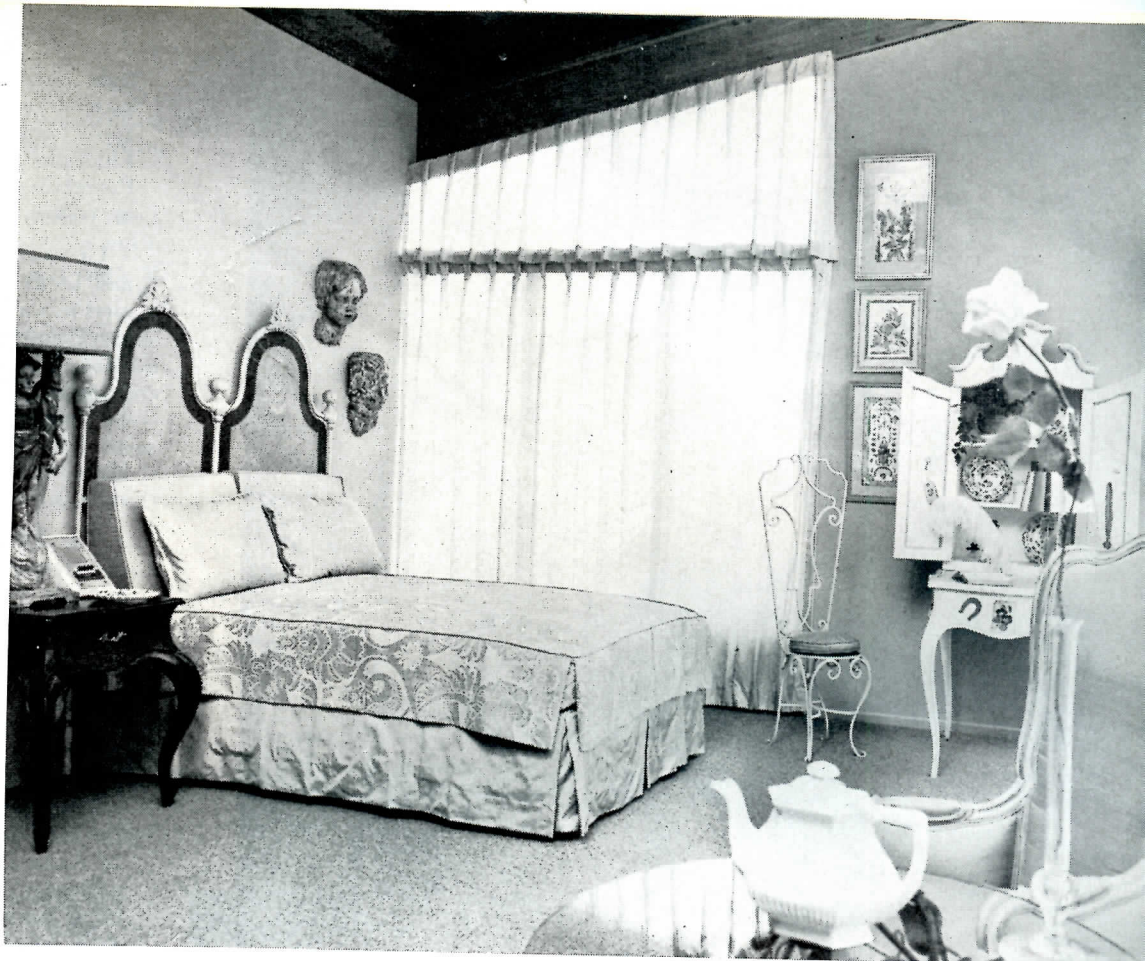
"sun-center of the kitchen is soda fountain by Everfrost, fully equipped for every ice cream and/or alcoholic delight ... for easy, tasty entertaining, the Char-Glo broiler is indispensable ... a "floating island" completes the bar set-up ...



... the compact, precision-fitted, jig-saw plan of the kitchen is outlined here ... with its breakfast-nook just beyond, the kitchen groups together the finest of O'Keefe & Merritt, Vent-A-Hood, and Vance for greatest convenience ... parquet flooring is by Stanton ... cabinets are by Brandom ...

... close-up of stainless steel sinks by Vance, built-in gas-refrigerator by Servel, tile by Pomona, free-standing range units by O'Keefe & Merritt ...





... the master bedroom is dominated by a Directoire bed, with armoire and a Trompe L'Oeil desk to match
 ... the carpet is Ming Crochet by Firth ... room is placed in secluded, set-apart portion for privacy and quiet.

is somewhat startling when the visitor first comes upon it. As one enters the house, there is a feeling of something "known and familiar" which cannot quite be localized, until he realizes that the shapes around him are somewhat elegant representations of shapes from a past era. The subtlety and dignity of antiques have their contributing effect on the decoration plan of *Research House 1957*.

Living room, entry and dining room of the house are mid-European in decorating flavor, with French, Italian, Portuguese and Persian influences, as manifested in Louis XVI arm chairs, coffee tables carved out of Indian wood elephant figures, and marble table-tops. The color combination, which is basically shades of red, is accented by the electrifying colors of the sofa in watermelon and crayon pinks and in oranges, and backed by "linen white" paint. The listening-pleasure of the room is provided by the high fidelity housed in a contemporary walnut casing, to blend with walnut in the entry area. A specially-designed pull-out shelf support the color television set, Sliding poly-plastic doors separate the living and entry



... a "second" bedroom in the house contains a Directoire bed ... luxurious abundance of decorative photographs ... antique, pull-down Austrian shades of Stroheim and Rohmann fabric ... as well as a delightful view of Glendale ...



... for that second cup of coffee a delightful setting in the living area in a tall-back chair, near a B. B. O. ornate table, looking out over the terrain dominated by the hillside house.

areas, and the whole general area, including the dining area, commands a magnificent view, reflected in an antiqued mirror. The two rooms are again unified through the use of terracotta architectural pots which add their lush planting note.

The terrace-on-a-shelf outside is complimented by a softly-lighted antique French tole birdcage, and comforted by adaptations of French tall-back campaign chairs, with individual tables to be positioned near the chairs or brought to center for communal dining. Lighting is accomplished by strategically placed spotlights. A modernfold door covered in "white sky" antique satin separates dining area. The miniature elevator, carries one down to the swimming area

fifty feet below to enjoy an unobstructed view of lush planting and wrought iron furniture.

Upstairs again, in the middle bedroom, a parquet floor is partially covered with a luxurious carpet, custom-designed for the area and called "Morocco". As suggested by this name, the colors are exotic: olive green, linen white, French mustard and citron yellow. The sleek lines of hanging bed pillows, supported by handsome brass hardware, are reflected in the pieces selected from Barker's Young Home Planners Group used in this room: a three-drawer chest, a suspended caned-door hutch and a desk of softly-rubbed walnut. Walls are again linen white, and antique accessories include a rustic

light fixture and antique mirror. The bath accompanying is painted "pine-apple" and the floor is vinyl-tiled in Eldorado Nubian & Gold combination. Porcelain plumbing fixtures complement in yellow.

Unusually enough, the bar, kitchen and breakfast area are floored and paneled in walnut parquet with complementary mottled-ochre tile. The breakfast nook is upholstered in a red plastic material. Wrought iron chairs and marble-topped table, imported from Italy, are the focal point of the breakfast area. Bath and kitchen is divided by a folding door in antique white plastic.

The All-Purpose Room, furnished for endurance and versatility, is made comfortable with contemporary furniture: a paneled-door cupboard for extra storage, a free-form desk and a specially designed tall-back campaign chair covered in plaid. An antique French oil lamp tops the desk and a contemporary rendition of a traditional deep-tufted wing chair, with matching ottoman, invites long sitting. Walls are linen white and the floor is an especially durable version of Amtico vinyl tile called Renaissance alabaster beige, good for dancing and other heavy-wear activities. The folding door opens up to create a bar area, advantageous for overflows of guests.

The guest room returns to the traditional, using Austrian shades from ceiling to floor for light control, a French



... when the view's not the 'thing'... Strohheim & Rohmann drapes afford a change of atmosphere ... carpeting is by Firth.

directoire bed, an antique bamboo French chest in pale blue antique satin, and an antique mirror.

The bathrooms carry gold vinyl, jeweled tile, an interesting line of built-ins of chrome, and a new selection of accessories.

An antique French tole bed dominates the master bedroom, and antique chests, covered in the decoupage process, personalize. Drapery treatment creates privacy and decorative effect with beautiful new fabrics. The carpet is acrilan gold, complemented by walls of "Flax".

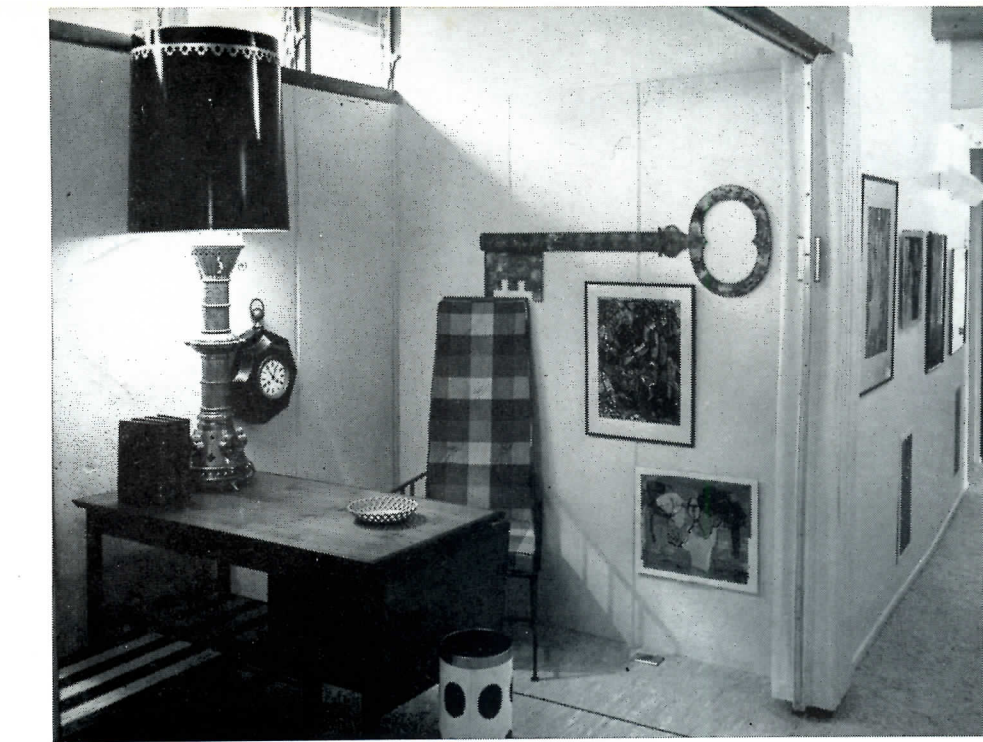
The architect for *Research House 1957* is John C. Lindsay, A.I.A., easily among the most prominent in his profession in this country and especially noted for versatility in custom homes, housing developments, commercial buildings and city planning equally. He has probably designed more tract houses than any other architect in the United States.

Recently he completed designs for a co-operative apartment building on the Sunset Strip of Los Angeles and in Palm Springs; the plans for a spectacular office building for Mutual of New York Insurance Company, to be located in Beverly Hills; and the assignment for Mount Sinai Hospital in Los Angeles. City planning and large shopping-center layout work, as well as restaurants, retail store buildings and warehouses, have also claimed Mr. Lindsay's attention in recent months. Influenced by a recent trip to Japan, Mr. Lindsay's a worthy embodiment of "contemporary" architectural ideas, keeping his

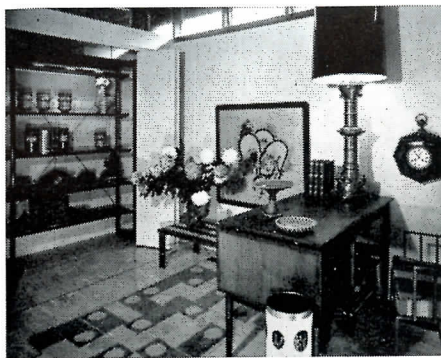
... a second view of the second bedroom discloses built-in shelves and closets used as a room divider ...



Ralph W. Gee



... an all-purpose room, tucked away, when necessary, behind a Modernfold room divider is decorated in the modern vein with Dunbar desk and shelves ...



... another view of the all-purpose area, as tiled with Amtico vinyl, showing off modern Dunbar furniture... rug is by Rugcrofters...

... the guest bedroom is accented by the V'soske carpet in brilliant tropical colors ... bed is Directoire, chest is by Dunbar ...



Ralph W. Gee

impressions and sources up-to-the-minute consistently with all the products and concepts he sees daily in his wide travels.

Background and education for the young architect divulge a USC degree, work at the University of Minnesota, membership in the A. I. A., in the Society of Planning Officials, and in the Alpha Rho Chi and Scarab, both national architectural honoraries. In the A. I. A., Lindsay serves on the Housing Board. He is also a member of the HBI and the NARB. He operates from a Bel-Air, Los Angeles base.

Norwood & DeLonge, 1441 San Marino Avenue, San Marino, Calif. were commissioned the general contractors for *Research House 1957*. The partnership of John L. Norwood and John W. DeLonge has existed for ten years, each partner having previously worked for other contractors or architects for another ten years. During this time their construction work has been almost entirely devoted to custom residential and residential income projects.

Custom residential work by Norwood & DeLonge ranges from \$15,000 to \$250,000, while their residential income projects range from \$20,000 to \$750,000. Their work volume is heaviest in the San Marino-Pasadena area, but other areas covered include Pacific Palisades, Brentwood, Westwood, Los Angeles, Glendale, San Fernando Valley, Flintridge, La Canada, Arcadia, San Gabriel, Covina and Monterey Park. From their Tustin office, they have done constructions in Santa Ana, Anaheim, Newport Beach and Laguna.



... master bathroom, divided into "Mr. and Mrs.," is furnished with colorful Pomona ceramic tile, cabinets by Brandom, and, in between, a built-in clothes hamper by Davis ... mirrors are Fuller ... light soffit is Marcoa vinyl plastic ...

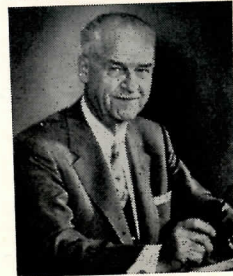


... white marbelized countertops dramatize the guest powder room and bath just off the guest bedroom ... door beyond leads to outdoor dining area and exterior stairways, providing whole suite with private entrance ...

Approximately 20 homes are under construction at all times.

The versatility of Norwood & De-Longe is particularly noteworthy, in that they have built fine quality homes of nearly every style and type—from contemporary to colonial, western ranch style or English farmhouse. They have worked with many of the top architects in Southern California, among whom are Roland Coate, Aron Green, Merrill Baird and Arthur Herberger.

THE financing of Research House 1957 represents a progressive step forward in banking history, as taken by a bank consistently known as a progressive leader in its field.

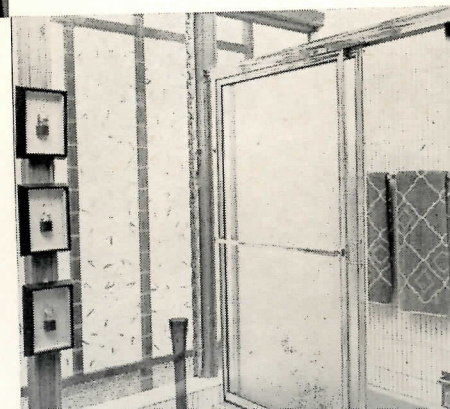


GEO. M. EASON

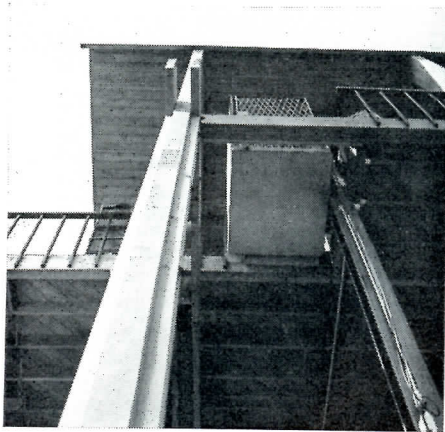
The company is Standard Federal Savings and Loan Association of Los Angeles, under the direction of George M. Eason, president and general manager. Mr. Ea-

son was anxious to work on the project, due to his belief that "Research House 1957 is an extremely important project to the public and to the home building industry." Representing advanced concepts in home design and the comfort to be found therein, and in modern techniques in achieving this both material—and construction-wise, *Research House '57*, should, Mr. Eason believes, draw every present and future home owner to its site to inspire them with long-lasting ideas.

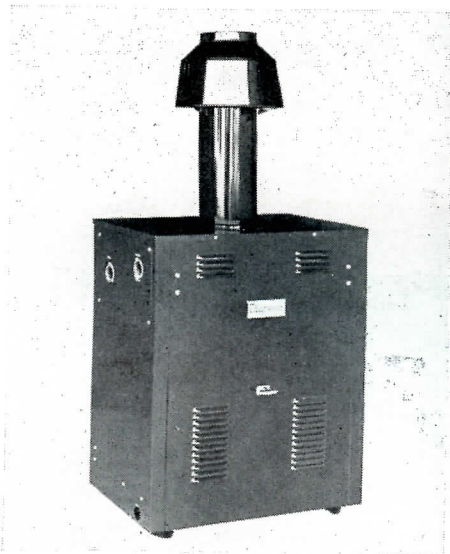
As founder of SFS & L, Mr. Eason has seen 32 years of active service intimately connected with home building activities in Southern California. His institution ranks high among the largest savings and loan associations in this country, with assets exceeding \$115,000,000 and a long record of specializing in the financing of large housing developments and subdivisions. The bank sees its role as providing comfortable, attractive and soundly constructed homes on easy plans for all. In order to accomplish this, Mr. Eason and his staff keep abreast of all home building developments. Therefore, even though RH '57 represents in some ways a divergent route from SFS's policy, being but a single job, it so typifies advanced thinking in its conception that it is actually a project consistent with SFS's overall policy. "We did this," said Mr. Eason, "because we felt that by having this outstanding home available for public viewing we, along with all the other firms and individuals participating in this project, would be helping to broaden interest in and knowledge of modern construction practices and new building



... second bathroom, adjoining second bedroom, shows off its Universal-Rundle tub surmounted with a Trimview shower enclosure ... decorative panels are Fiberglas by Marcoa ...



... going up! ... or down is made easier for the 50 feet separating house and patio levels, by an Inclinator Elevette. Fully-guaranteed, fully automatic ... and pleasant to ride ... in an application such as this, the electric elevator is an absolute necessity ...



... the little midget which does a big heating job for the pool to make swimming a tepid delight all year ... manufactured by Edgewood ...

... cabanas and a large free-standing awning by All-Season provide a festive touch to the pool area of RH/57 ... pool itself is Anthony Bros., specialists in free-form shape ... float is a Gazook, a brand new idea in pool-living: an Aqua Room developed to provide safe, easy water-pleasure especially for the inex-

Ralph W. Gee

