



1. “When Today's Visions Take Shape”

Stran-Steel

*The Architectural Record*

February, 1943

Courtesy of Stran-Steel

2. “Roof Structures”

*Arts+ Architecture*

June 1948

3. Schrage House by Raphael S. Soriano

Los Angeles (Los Feliz), construction completed 1952

Photograph by Julius Shulman

Courtesy and @ J. Paul Getty Trust. Used with permission

Julius Shulman Photography Archive, Research

Library at the Getty Research Institute, Los Angeles

4. “PENMETAL ANNOUNCES BRAND NEW Lightsteel  
STRUCTURAL SECTIONS”

Penmetal

*House and Home*

January, 1953

Courtesy of Penmetal

5. Untitled

Bell Telephone System

*The Architectural Record*

December, 1954

Courtesy of Bell Telephone System

6. Kallis House by R.M. Schindler

Los Angeles (Studio City), construction completed 1946

Photograph by Robert Cleveland

Facsimile print

Courtesy of R.M. Schindler Papers, Architecture and Design Collection,  
Art, Design, & Architecture Museum,  
UC Santa Barbara

7. “The Solar House”

May Company and Libbey-Owens-Ford Glass Company

*Sunset*

November, 1947

Courtesy of May Company and Libbey-Owens-Ford Glass Company

8. “There is nothing to date the garden living room of the Richard Neutra home,  
built 17 years ago but still as modern as tomorrow.”

*Los Angeles Times Home magazine*

10 July 1943

9. Untitled

Steelbilt Inc.

*House and Home*

April, 1952

Courtesy of Steelbilt Inc.

10. “It's high time”

Crosley Company

*Arts+ Architecture*

January, 1946

Courtesy of Crosley Company

“A New Era of Selling Demands a Powerful Sales Appeal...WITH Hotpoint ALL-ELECTRIC  
Laundries!”

Hotpoint Company

*House and Home*

May, 1954

Courtesy of Hotpoint Company

“Prize-winning kitchen and utility room from Crane’s architectural competition”

Crane Company

*House and Home*

January, 1953

Courtesy of Crane Company