

# Eastward Ho

## CALIFORNIA HOME STYLES INVADE REST OF U.S.

The informal, easy way people live in California is so appealing to the whole U.S. that native son Harry Jackson, executive vice president of the five Jackson furniture stores in northern California, has sparked a vigorous movement to make West Coast houses and furniture available to other parts of the country. As an example of the casual comfort and low price of California designs, Architect Jon Konigshofer built this 840-square-foot, two-bedroom hillside house in Carmel, complete with hot-water heater, central furnace, mirrors, and lighting fixtures for under \$10,000 (floor plan is left, living room below). It is designed for a hillside because these sites are usually inexpensive. The

Jackson stores furnished it for under \$3,000.

Konigshofer's plans may be rented for \$350 and include a complete list of all necessary materials down to the last nail and washer so that the home buyer can order the materials, save the cost of architect and contractor, and have his house put up for no more than the cost of most development houses. In rugged climates it might require an additional \$1,500 to \$2,500 to insulate the house. The \$3,000 worth of comfortable, modern furnishings show how pleasantly California modifies and uses Japanese and Pacific island influences. Many examples of this style of West Coast design, called "Pacifica," are now appearing in stores across the U.S.



**SPACIOUS EFFECT** is created by the wall of sliding glass doors which separate the living-dining room from the deck. Even when the doors are closed there is an illusion of a vast room. Philippine mahogany dining table (left) costs \$75,

benches \$24.50 each. At right are officer's chair and tansu (buffet) imported from Japan; the 8x10 straw rug (right) costs \$34.50. Header on deck sits in one of two boomerang chairs, \$60.45 each. Coffee table by windbreak on the deck is \$39.50.





## Young America is finding out

The Younger Generation (the feminine half of it!) has been a powerful force in spreading a knowledge of Tampax as the sanitary protection for women during "those days" of the month. . . . Sales in women's-college towns prove the campus popularity of Tampax and the home-town circle quickly learns to follow the discoveries of Miss Undergraduate.

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CRUSADERS for West Coast houses, furnishings are Architect Jon Konigshofer (left), Harry Jackson.

## HOW MONEY WAS SAVED

A basic economy in building Konigshofer's Pacifica house is achieved by scaling it to a standard building measure, which makes it possible to order all the panels and lumber, windows and doors in stock sizes, saving money in material and labor. The roof is tar and gravel, the interior ceilings are painted redwood. Since the joists are exposed and not plastered over, the rooms look higher. To reduce the plumbing costs the bathroom and kitchen are back to back. The walls at the side have clerestory windows so that no one can look in. Even if this house were built on a small plot, the neighbors would be relatively remote.



REDWOOD EXTERIOR of house might be another material in another area. View shows carport, decorative doors to walk which leads to entrance door.



LIVING ROOM, seen from the deck, shows steps to the bedrooms. Kitchen, at right, may be hidden by sliding screen. Walls are plywood, floor is pine.



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