



ROBOTPHONE . . . Many of the rapidly increasing number of coin telephones in the United States are designed for a specific usage, according to J. F. Leggett, local exchange manager of Pacific Telephone. This friendly looking robot telephone was installed in Baltimore's Johns Hopkins Hospital for youngsters.

... Let's Go

By LARRY MACARAY

Poor Prince Franz Josef II. Surely everyone has heard of him by now since all of the publicity concerning his unbelievable collection of old masters. 'Tis a pity that he turned down Norton Simon's casual offer of \$6 million for his prize painting, Leonardo da Vinci's Ginevra dei Benici.

Of course it is the only da Vinci in existence that is not possessed by a museum. He didn't paint an over-abundance of masterpieces as he actually left so many paintings unfinished. This particular painting that Simon is attempting to extract from Prince Franz Josef is a portrait of an Italian noblewoman — not unlike the famous Mona Lisa, that hangs in the Louvre in Paris.

Ginevra seems to have the same knowing look in her eyes, the same refinement of line and the same purity of composition as the Mona Lisa. So many people wonder why the Mona Lisa is so famous as a work of art. One reason — it was a discovery of da Vinci's that most of the displays to the world rests mainly in two features: the corners of the mouth, and the corners of the eyes. He treated these features as no other artist had ever done before.

PRINCE FRANZ JOSEF is the ruler of tiny 61 square mile Liechtenstein which is nestled between Austria and Switzerland. All stamp collectors know that Liechtenstein is noted for the high quality stamps that it prints. This is one of their major sources of income for the principality. It would be interesting to check with an avid stamp collector and find out whether Liechtenstein has ever used any of the Royal Family's masterpieces as the subject of a stamp.

It made headlines all over the world when Prince Josef turned down Simon's offer. The poor Prince seems to have lost a considerable amount of money on "bad in-

vestments" and now needs a little spending money. They say that he is holding out for \$8 to \$10 million. I wonder what kind of investments he had. Maybe Simon could trade him all of his varied business ventures here in the United States for the Prince's 1,500 old master collection.

It might not be a bad deal for both of them. All of Simon's business ventures make money and everyone knows that the Prince inherited all of these fine paintings. His sixteenth-century ancestor, Prince Karl of Vaduz (the tiny capital) actually accumulated them when he helped rule the Holy Roman Empire. Naturally on a deal like this, the Prince would throw in Liechtenstein also — complete with palace.

NORTON SIMON could then install Dr. Richard Brown, Los Angeles County Art Museum director, as the head of the country — naming him King or something comparable. Now, since the trustees of the Art Museum have forced Dr. Brown to resign, he would be at leisure and no doubt eager to take on this new position.

He made a visit there this past summer in Simon's behalf to inspect the da Vinci painting more carefully. So he knows what a truly beautiful country it is. He could build an art museum there that would compare with any in the world — and if he were King — who could force him to resign? I forgot — Simon would own the country though.

All this business about paintings selling for higher and higher prices must mean that our system of values is changing very radically in today's culture-conscious world. The really lasting "things" in our civilization are the thoughts and original ideas of creative men — not the pedestrian material efforts of the many.

Clean, Invisible

Radiant Ceiling Heat Most Popular in Area

Most popular form of electric home heating in southwest Los Angeles County is radiant ceiling cable heat, according to Frank Schultz, Southern California Edison Co. division sales manager.

More than 95 per cent of Gold Medallion apartments and homes in Edison's southern division feature this invisible home heating system, he said.

The radiant ceiling cable system, introduced to Southern California only 10 years ago, has electric heating cable embedded in the ceiling plaster and is completely hidden from view. Individual room thermostats are the only visible signs of the system, Schultz said.

just like the sun—to objects and occupants in the room, he added.

Other benefits of electric heating have been cited by families throughout the nation in a survey conducted recently by the Edison Electric Institute.

Nine out of 10 families report electric heat is the cleanest form of home heating they've ever used, and more than 90 per cent indicated room-by-room control of electric heating was superior to the one-thermostat system.

Although radiant ceiling heat was introduced into the area in 1955, the rising trend of installations of this system did not start until 1958—the beginning of the Medallion Home program, he pointed out.

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