Architecture / West

A/W

THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO WESTERN ARCHITECTURE ◆ JUNE 1965

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Business data on page 52

THE COVER: Aerial view of Sea World, San Diego; Victor Gruen Associates. Gordon Sommers photo. Page 21.

ABOUT THIS ISSUE: June seemed an appropriate month to kick off a summer of fun and relaxation. Our *Designs for Loafing in the Active Western Way* features some typical Western recreation—from golf to gulls, from porpoises to power boats.

Sea World, San Diego's magnificent marine park, has something for everyone in the family, from the tiniest tot to grandpa. You'll find it featured for the first time anywhere this month (page 21). Architects Blair & Zaik's Longhouse condominium at Salishan Beach had already been scheduled for June publication when it came up with an Honor Award in the Portland Chapter, AIA, design program (page 25).

A church and an apartment can't really be classified as recreational, yet they are so much a part of day-to-day living that we felt these two projects were the topping on the summer sundae. The Japanese Presbyterian Church (page 35) is an understanding combination of Issei and Nisei needs. And the Cherry Creek Towers (page 32) offers some delightful spots – and views—for easy living.

NEXT ISSUE: Urban design is so much a part of every community, every state and even the nation these days, that we will take a look at a small segment of what is going on here in the West. Lawrence Halprin's freeway sketches, some excellent fountains and plazas, parks, will be among the projects to be presented in July.

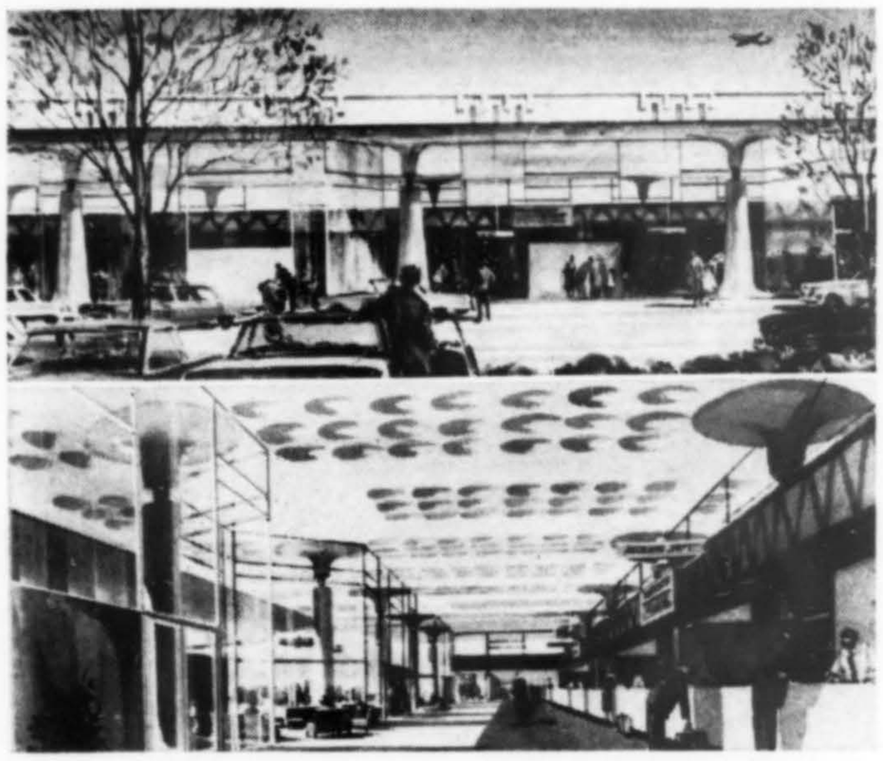
THE BUILDING MONTH

Highlights & Sidelights

HIGH-RISE DORM EVERY 15 MONTHS—Montana State University, Missoula, has plans to construct a high-rise dormitory every 15 months for the next dozen years. A contract has just been let on the first, an 11-story, $1.8 million structure, expected to be completed in the fall of 1967. Preliminary plans are under way for the second.

$85 MILLION CONSTRUCTION UNDERWAY, MORE TO COME IN ALBUQUERQUE—Almost $85 million in major building and public works projects is under way in the Albuquerque area and by the end of the year, work is expected to begin on another $40 million worth of contracts. Half of this figure is in building projects, commercial and institutional principally, with the balance divided between public works and engineering contracts. In the planning stage are major educational buildings and hospitals scheduled for bids yet this year.

CITY WITHOUT TELEPHONE POLES—A proposal for utility companies to put lines underground as the poles for overhead utilities wear out has been submitted to the Los Altos Hills (Calif.) City Council for study. Planning Commissioner Melvin Hawley, who made the suggestion, has urged the council to contact the League of California Cities to work out a pilot program for the entire town. Previous suggestions to place utilities underground had been rejected because of excessive cost. Mayor William B. Clayton will suggest to the League that legislation be sought to keep the assessed value of underground utilities at the same level as overhead.



INTERNATIONAL AIR TERMINAL, Lindbergh Field, San Diego, has a unique service to perform since most flights either originate or terminate in San Diego: the transference of air passengers to a land conveyance in the shortest time and most pleasant way possible. All facilities are located in close proximity to the terminal building with the farthest parking stall only a distance of 500 ft. away. Provision has been made for curb baggage check-in with underfloor moving conveyors to baggage makeup areas. Poor soil conditions in the area dictated the use of lightest of structural-spanning systems and the selection of a lightweight reinforced concrete pan-joist system for roof. In some areas concrete will be exposed. All structural members will be covered with lightweight acoustically treated surfaces. Architects: Padrewski, Dean & Associates, San Diego.

SANTA MONICA MOUNTAINS ADVISORY COMMITTEE—To secure the ultimate in community planning of 3550 acres in the Mountain Park area of Los Angeles' Santa Monica Mountains, the Sunset International Petroleum Corporation has appointed a planning advisory committee composed of Pietro Belluschi, FAIA, dean of the School of Architecture and Planning, M.I.T.; Carl Feiss, FAIA and AIP, consultant to the state of Connecticut on the Grand Bahama Development; George A. Dudley, dean of the School of Architecture of Rensselar Polytechnic Institute and dean elect, U.C.L.A. School of Architecture; A. Quincy Jones, FAIA, Los Angeles; Paul Hayden Kirk, FAIA, Seattle; Richard W. O'Neill, editor, House & Home. Their purpose: to probe the implications of developing an urban area and retaining the natural beauty and resources.

URBAN PLANNING DEGREE—A new four-year program leading to a degree of bachelor of arts in urban planning at the University of Washington has been approved. The new program, expected to be phased out within about two years, enables the College of Architecture and Urban Planning to coordinate its undergraduate course in urban planning with graduate study goals, according to Robert H. Dietz, dean.

HILLSIDE CONSTRUCTION—A trend toward hillside building near downtown Los Angeles has been noted by the William A. Shubin Co., Montebello-based firm, specializing in hillside construction. The firm's study showed a 50% increase in signed contracts for both single and multiple residences on hillside locations in the past six months.

WATERFRONT REDEVELOPMENT PLAN—John Graham & Company, Seattle architects and planners, have proposed a $15.5 million redevelopment plan for the downtown Seattle waterfront. It would provide a tourist attraction similar in drawing power to Fishermen's Wharf and the Jack London Square. The proposal envisions a waterfront park equal to four city blocks as the focal point, extending 500 feet into Elliott Bay. An esplanade, lighthouse, kiosks, historical exhibits, aquarium, small maritime museum are planned for this area. A marina would provide berthing for approximately 100 boats plus historical ships and sightseeing boats. Private development would include shops, restaurants, marine supplies, an office building, two major motels. In addition to pedestrian access, an aerial tramway from the Pike Place Market is proposed. The redevelopment would span approximately 10 years with the park and environs constructed during the first five year phase.

JAPANESE CULTURAL AND TRADE CENTER STARTED—Work on the new $15 million Japanese Cultural and Trade Center in mid-San Francisco's Western Addition Redevelopment project has been started by National Braemar, Inc. and Haas and Haynie Corporation. Plans call for a 14-floor hotel, a Kabuki Theater-Restaurant with 989 seats, a Peace Pavilion and Peace Pagoda, shops and trade exhibit areas and a two-story 800 car underground garage. Overall design of the center was by Minoru Yamasaki.

NOW IT'S WATER CONDITIONING—The newest wrinkle in luxury apartments will help prevent tenants from getting wrinkles. At least, that is the claim for water conditioning. In chlorinated hard water towns, where many of the suburban area homes have water softeners, women moving into the city from the suburbs will appreciate the latest attempt to create an ideal human environment. A sodium ion exchanger, installed in an apartment complex, will work very much like any home water softener. It will replace molecules of calcium and other "hard" chemicals taken from the water with sodium molecules from ordinary salt. In a test apartment in Chicago, no extra charges are made the tenants for the water conditioning. It is supposed to pay for itself by saving the building money on maintenance!

OFF-STREET PARKING ORDINANCE—San Jose now has an off-street parking ordinance under which builders of single family units must provide two off-street parking spaces. Duplexes will require 1½ spaces per dwelling and apartments, 1½ spaces per unit.

CONSULTING THE CALENDAR—

Specialty Conference on Wood sponsored by the Structural Division of the American Society of Civil Engineers, Pick-Congress Hotel, Chicago, June 9-11.

"Cities of the New World", **97th Annual AIA Convention** and the XI Pan American Congress, Washington, D.C., June 14-18.

International Design Conference, **"End of the World,"** Aspen, Colorado, June 20-25.

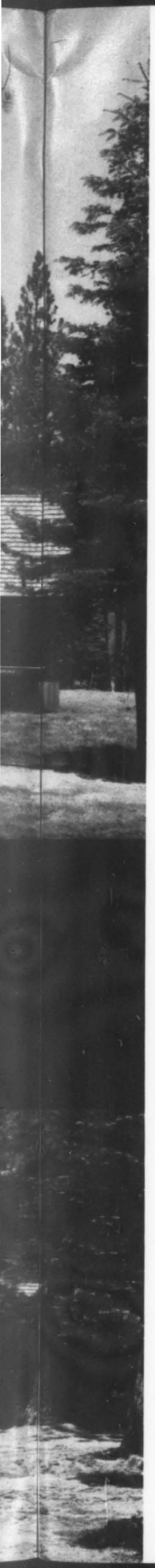
National Society of Professional Engineers, Western Skies Motel, Albuquerque, June 30-July 3.

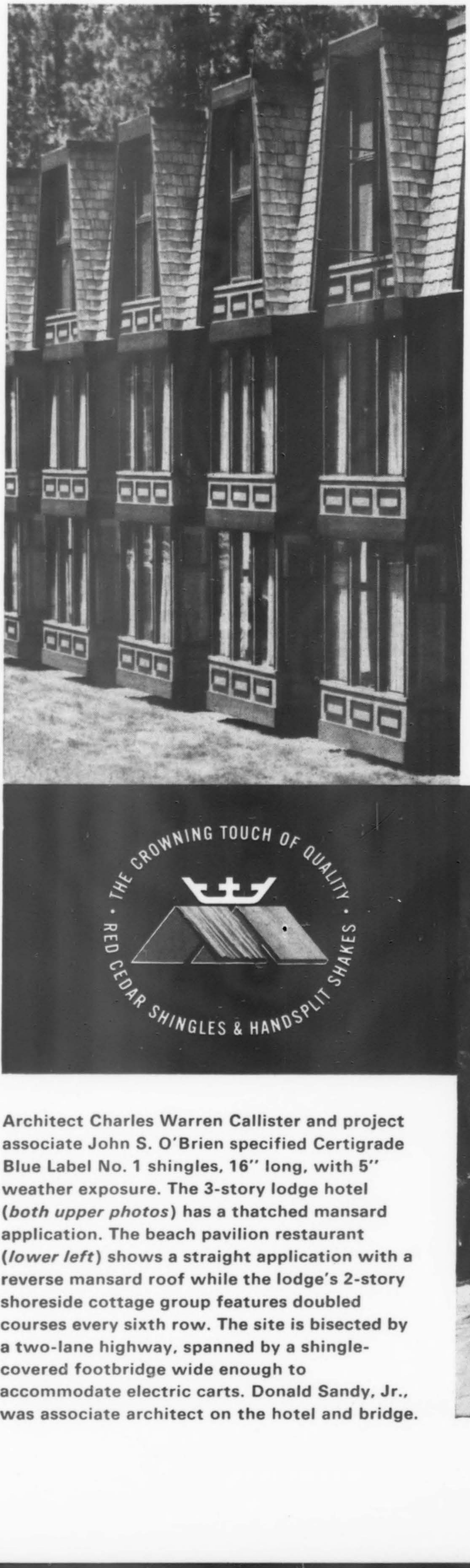
Regional Technical Conference, Society of Plastics Engineers, **"Reinforced Plastics '65,"** Edgewater Inn, Seattle, July 14-15.

American Institute of Building Design, 15th annual convention, Hotel del Coronado, Coronado, July 15-18.

Rustic, rich and restful:

Red Cedar Shingles and Handsplit Shakes





The new Sierra Tahoe Lodge at Incline Village, Lake Tahoe, Nevada, has the tingle of elegance about it. Yet it also seems to say "make yourself at home." Part of this appeal — and part of the elegance, too — is a characteristic of the roof material used : Red Cedar. Notice also how well the Red Cedar shingles used here adapt to the various designs used on the site. Aesthetics aside, Red Cedar shingles and handsplit shakes are eminently practical on a roof or sidewall. They're strong, light in weight, durable, dimensionally stable in all kinds of weather, and they insulate. Altogether, a sound business proposition. If you'd like more information, just write the Red Cedar Shingle & Handsplit Shake Bureau, 5510 White Bldg., Seattle, Washington 98101.
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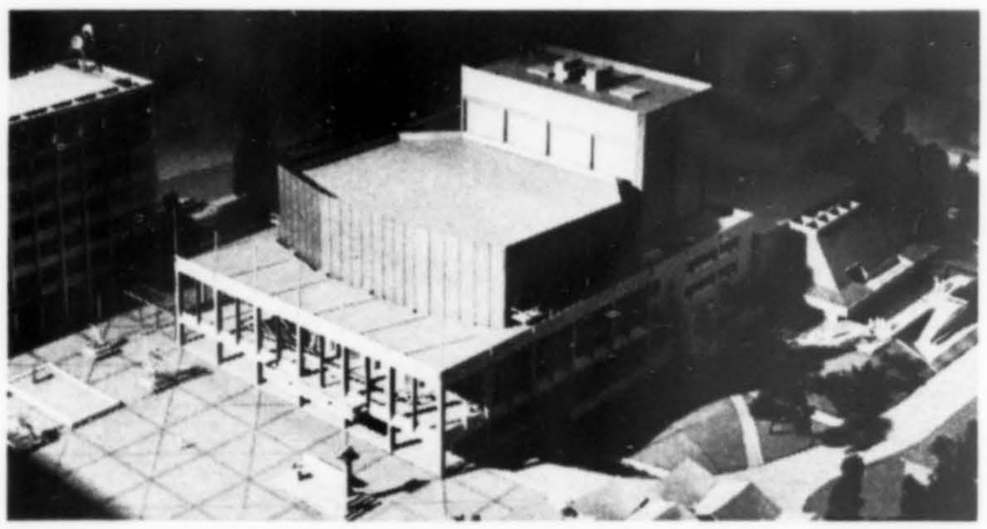
THE CROWNING TOUCH OF QUALITY
RED CEDAR SHINGLES & HANDSPLIT SHAKES

Architect Charles Warren Callister and project associate John S. O'Brien specified Certigrade Blue Label No. 1 shingles, 16" long, with 5" weather exposure. The 3-story lodge hotel (*both upper photos*) has a thatched mansard application. The beach pavilion restaurant (*lower left*) shows a straight application with a reverse mansard roof while the lodge's 2-story shoreside cottage group features doubled courses every sixth row. The site is bisected by a two-lane highway, spanned by a shingle-covered footbridge wide enough to accommodate electric carts. Donald Sandy, Jr., was associate architect on the hotel and bridge.

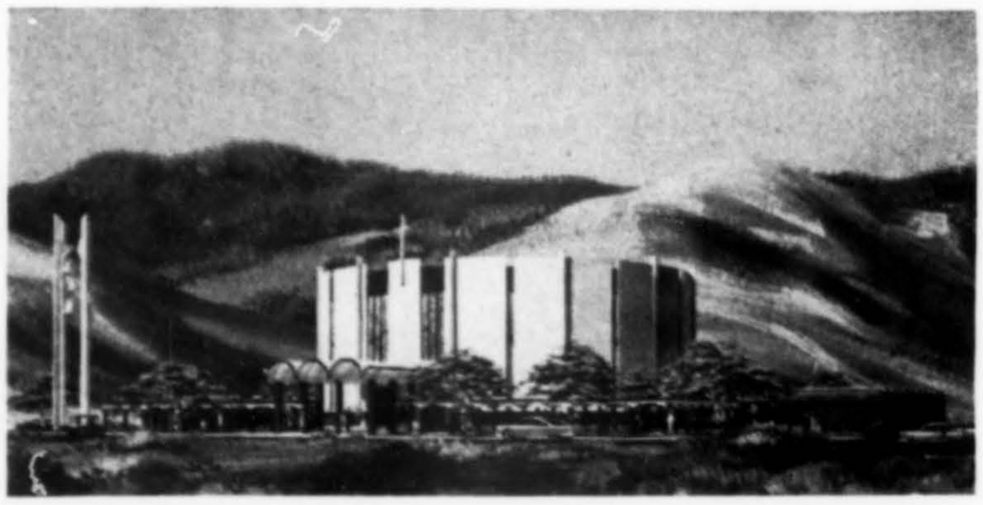
PROJECT PREVIEW

TECHNOLOGY BUILDING at Pasadena City College, Pasadena, is scheduled for completion in August. Building is planned as a modular frame in three rows of columns supporting concrete joists and cantilevered balconies and roof structures. Cost: $900,000. Architects: Allison & Rible, Los Angeles; Ropp & Ropp, structural engineers.

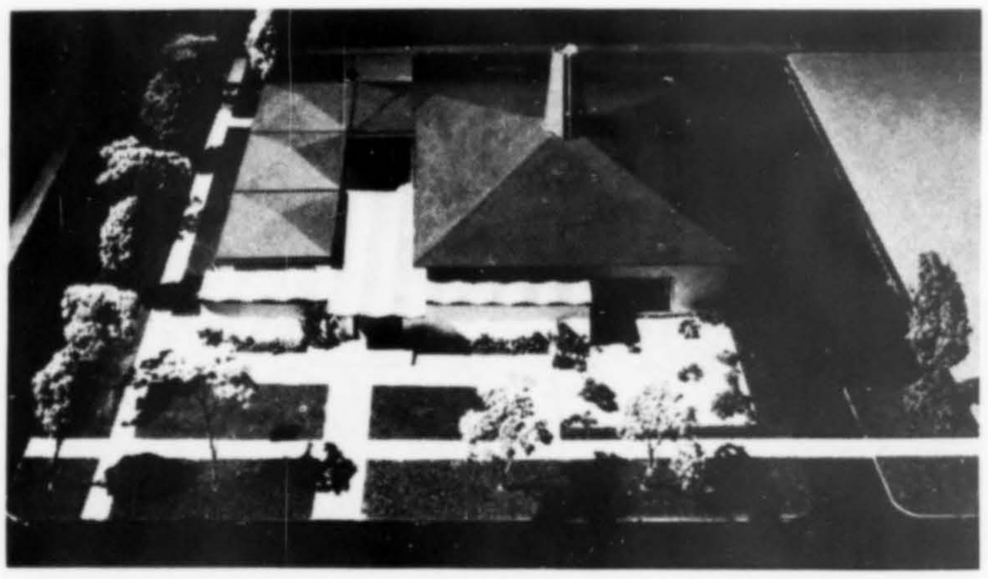
MEN'S HIGH RISE Dormitory, Arizona State College, Flagstaff, will have nine stories. Channel shaped prefabricated concrete column and wall units permit heat piping to be installed as construction progresses. Exterior: exposed aggregate. Cost: $1.6 million. Architects: Guirey, Srnka & Arnold; Foltz, Hamlyn & Adam, structural engineers; Johannessen & Girand, mechanical; Manhattan-Dickmann Construction Co., contractor.



AUDITORIUM-THEATER, University of California, Berkeley, provides multi-purpose auditorium, smaller multi-form theater; workshops, rehearsal rooms, storage and parking. Buildings will be concrete frame, finished inside and out of exposed concrete. Upper exterior walls of auditorium will be brick. Estimated cost: $5.5 million. Architects: DeMars & Reay, Berkeley.

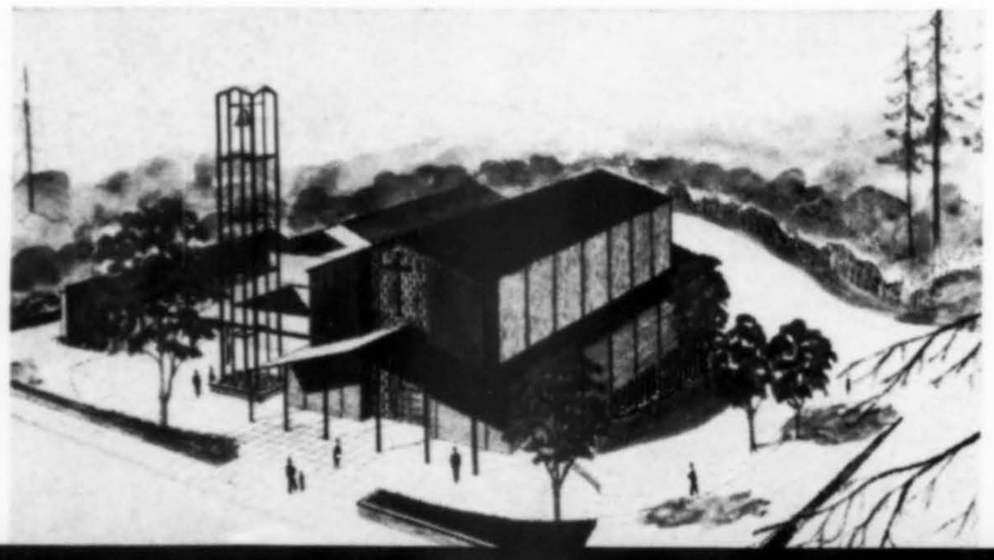


THREE BUILDING COMPLEX for Holy Apostles Parish, East Wenatchee, Washington, includes church, confraternity center, rectory, all connected by colonnade of brick piers and precast concrete arches. Architects: Fraley & Leighton, Wenatchee.

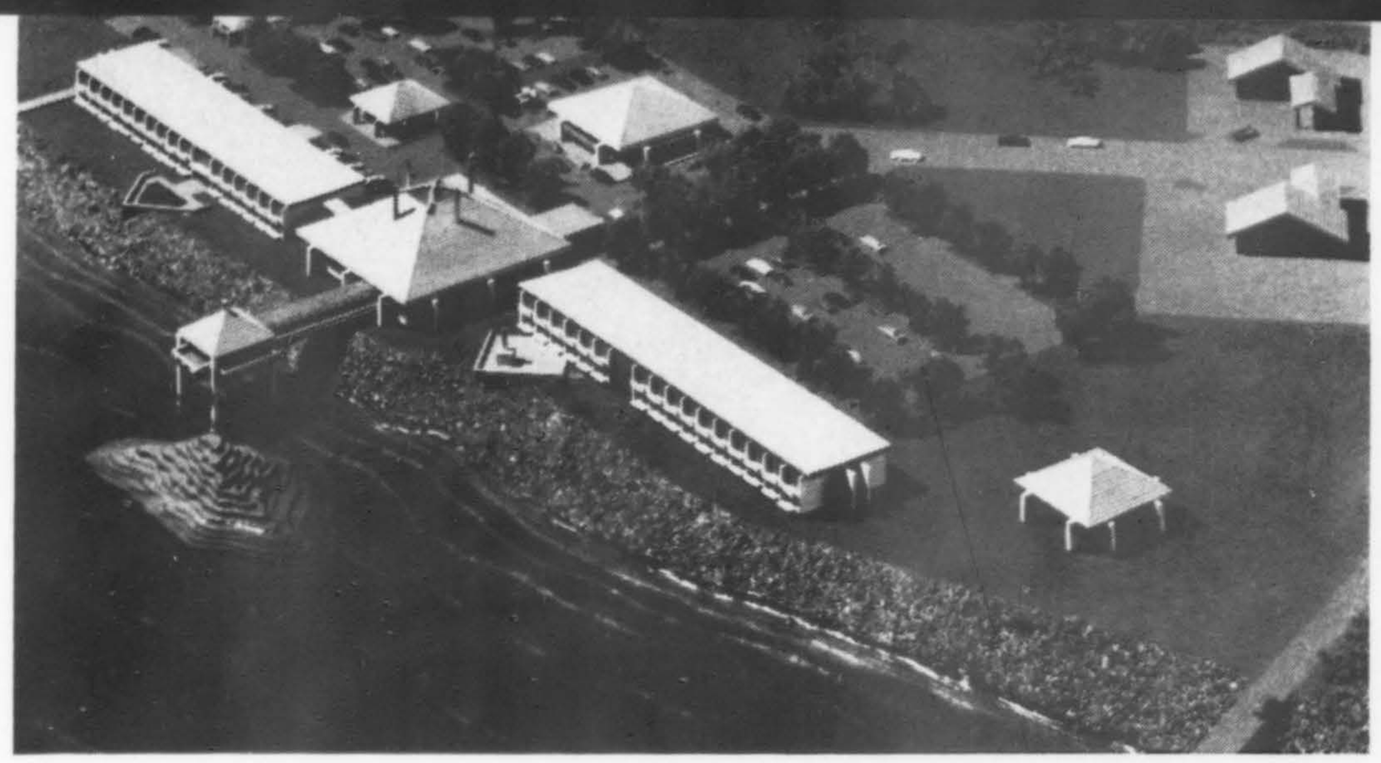


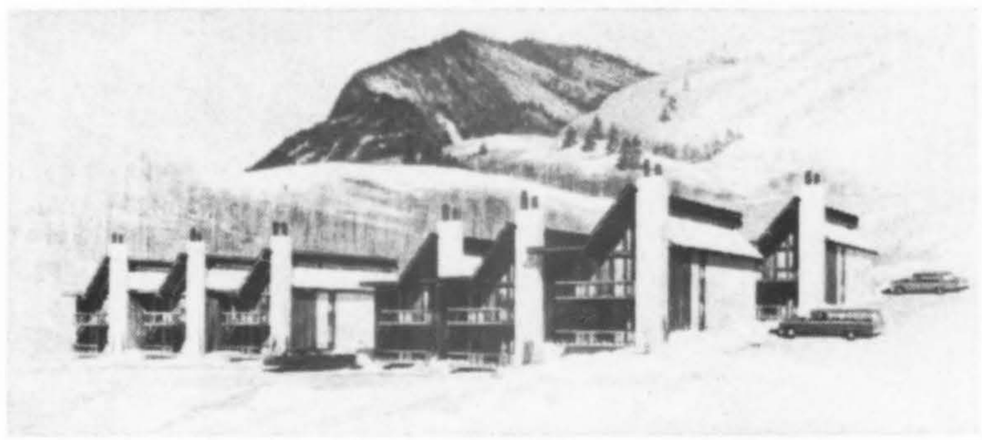
NEWMAN CENTER, University of Montana, Missoula, has masonry walls, white exterior brick, cedar shake roof. Estimated cost: $200,000. Architects: Fox, Ballas & Barrow, Missoula.

SANCTUARY ADDITION to St. Andrew's United Presbyterian Church, Portland, will be brick cavity walls with glued laminated arches. Architects: Stewart-Allen-McMath, Portland.

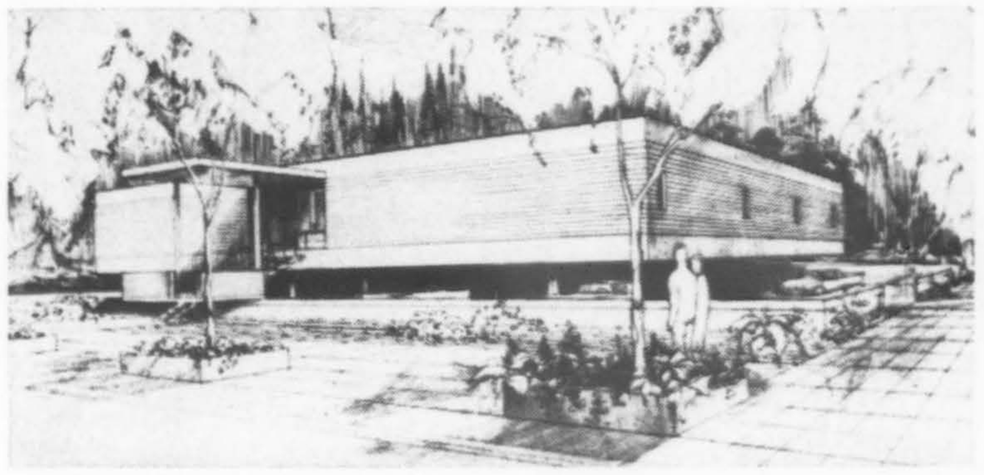


CONVENTION CENTER, Hood River, Oregon, located adjacent to river, will have four units: restaurant and banquet building; river bar building on pilings over river, connected to restaurant; Diamond Fruit Growers' Market and Display building; 64-unit motel on two floors. Exteriors: sandblasted concrete, metal fascias, shake roofs and built-up roofing. Estimated cost, not including furnishings: $1,260,000. Architects: Campbell, Miller, Michael, Portland; Cooper & Rose, structural engineers.





THE FIFTH AVENUE, own-it, rent-it condominium units, Aspen, Colorado. Development will be built in two stages, first to include 12 luxury units, two basement units. Exterior will include cedar shake roofs, rough sawn fir siding. Estimated total cost: $300,000. Architects: Bell and Bicknell, Denver.

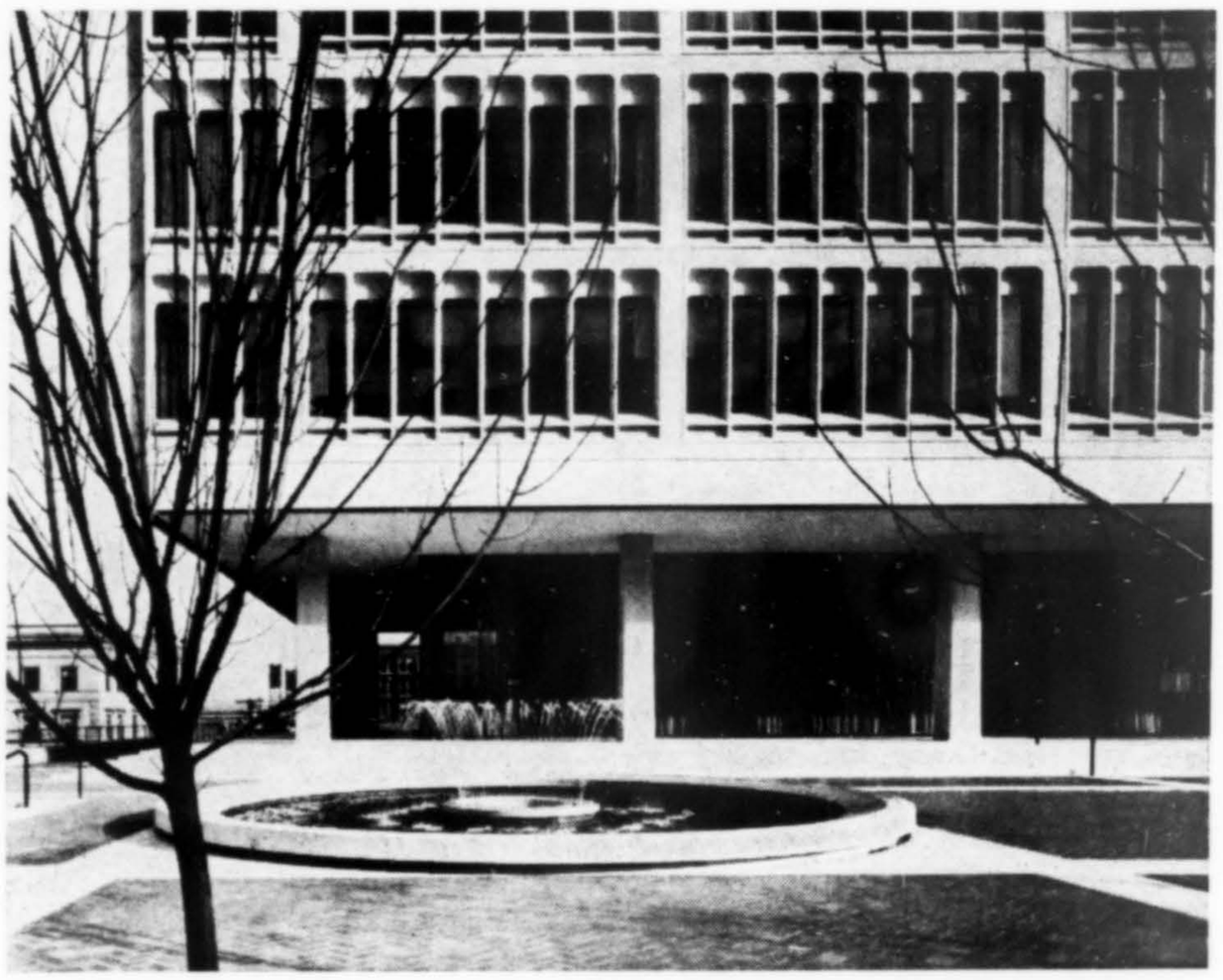


ELEVATED MEDICAL-DENTAL Building, Tacoma will have exterior of stained bevel cedar siding. Architects: Harris & Reed, Tacoma; Anderson, Birkeland, Anderson & Mast, structural engineers; Jardeen Brothers, Inc., general contractor.

Five firms honored in Portland Chapter, AIA, program

In the Ninth Annual Design Awards Program of the Portland Chapter, AIA, five projects received citations from architect-jurors Henrik Bull, San Francisco; David A. McKinley, Jr., Seattle, and Donlyn Lyndon, head of the department of architecture, University of Oregon, Eugene. The firm of Blair & Zaik were recipients of two Honor Awards. Other Honor Awards went to Fletcher & Finch and Wolff/Zimmer Associates in association with Pietro Belluschi, FAIA. A single Award of Merit went to the Portland office of Skidmore, Owings & Merrill.

RUSSELL M. COLWELL vacation house, Gleneden, Oregon. Honor award. Architects: Fletcher & Finch. ". . . exceptionally good use of a difficult site. A home of restraint and charm."

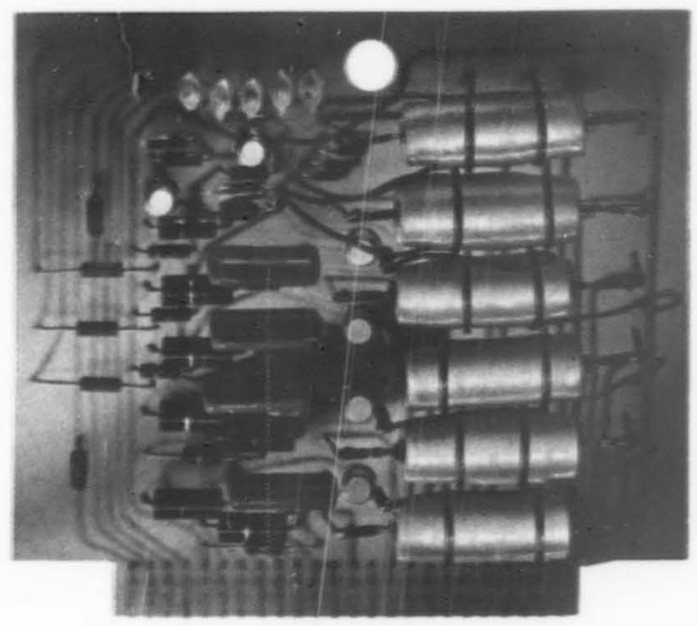


EQUITABLE SAVINGS & LOAN ASSOCIATION Building. Honor award. Architects: Wolff/Zimmer & Associates in association with Pietro Belluschi, FAIA. "The building comes at a time when faceted gems fronted by plazas have become a national cliche . . . the serious attention to refinement of detail and proportion throughout this building should be instructive to those who might too easily follow . . ."

PUBLIC SERVICE Building lobby, Portland. Award of merit. Architects: Skidmore, Owings & Merrill. "Building on the initial dignity of the arched entry, the architects have remodeled the lobby . . . with formal consistency and elegant detail."

SOUTHGATE BRANCH, U.S. National Bank, Lebanon. Honor award. Architects: Blair & Zaik. Cited for ". . . architect's attempt to relate the building's form and materials to the community's interests."

LONGHOUSE APARTMENTS, Salishan. Honor Award. Architects: Blair & Zaik. (See this issue A/W, pp. 25-27.)



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T-SQUARE TALK

NEW OFFICES

William R. Williams has opened offices in Greeley, Colorado, for the practice of architecture. He was formerly a partner in the firm of Miner, Miner and Williams, Architects & Engineers.

Kenneth D. Maynard and Lawrence T. (Ted) Schultz have opened offices in the Mony Building, 1049 Fifth Avenue, Anchorage. The firm will be known as Schultz/Maynard, Architects. Schultz has been with the Federal Aviation Agency in Alaska and Maynard has been associated with the Edwin Crittenden firm.

Rudolph De Chellis and Richard Opava announce the formation of a partnership under the firm name of De Chellis & Opava, Architects, AIA. Offices are at 4868 Oak Park Avenue, Encino, California.

R. G. Nelson announces the opening of his office for the practice of architecture at 123 Sherman, Coeur d'Alene, Idaho.

The formation of the new architectural firm of Foote, Okerlund, Zeiger & Associates has been announced. The firm will occupy recently remodeled space at 302 Lakeside South, Seattle. Principals are Donald J. Foote, Dallas R. Zeiger and Garland A. Okerlund. James J. Sanders is an associate.

Leonard Frojen who has been associated with the Eugene firm of Balzhiser, Seder & Rhodes for the past five years, has opened an office for the practice of architecture in Suite 309 Tiffany Building, Eugene.

Principals in the new Los Angeles-headquartered interior design firm of Morganelli-Heumann, are Dan Morganelli, director of interior design for Welton Becket & Associates for 18 years, and Werner Heumann, assistant director with the same firm since 1953. The new firm's headquarters will occupy the entire upper floor at 8584 Melrose Avenue.

PARTNERSHIPS and PROMOTIONS

Bunts & Kelsey, Colorado Springs, have named Ralph E. Fowler and Duane R. Waldo as associates.

Neill Smith, Mill Valley architect, has named Brendan O'Hare and James Hastings, associates.

Harold J. Peterson and Stanley H. Pansky have been appointed associates in the Portland office of Skidmore, Owings & Merrill.

Harold Marks, engineer, has been promoted to the position of director in the architectural - planning-engineering firm of Victor Gruen Associates, Beverly Hills.

Architects David D. Fisher and Ken Wallin have formed a partnership, Fisher-Wallin, Architects, with offices at 902 Jefferson St., Oregon City, Oregon.

Hans William Meier has been named project manager for Koebig & Koebig, Inc., Los Angeles-based architecture and engineering firm.

Wilsey, Ham & Blair, San Mateo, have named four new associates, with the title of vice president. Ronald T. Calhoun and Daniel W. Klar will be located in the San Francisco branch and will be in charge of environmental design and as assistant head of engineering, respectively. Fred P. Dinger will be in charge of the Los Angeles office's architecture department, and Eduard A. Wallach will be head of the Santa Ana office.

Berkeley architect John Hans Ostwald announces that E. Paul Kelly has been made a partner and the firm will be known as Ostwald and Kelly, Architects. Offices are at 1711 Grove Street.

Neste, Brudin and Stone, civil engineers of San Bernardino and Hemet, have named architect James E. Calkins as an associate to direct the architectural department, with offices at 535 E. Florida Avenue, Hemet.

W. R. Jonason has been appointed vice president and a member of the board of directors at Design/Planning, Inc., San Francisco. He will be in charge of the firm's interior design department.

Jack N. Bell, architect, has joined the Denver office of Henningson, Durham & Richardson, engineers-architects-planners, Omaha. Arne Lahlum, civil engineer, has become associated with the Phoenix branch of the firm.

OFFICE CHANGES

The Fairbanks, Alaska, firm of Gray, Rogers & Osborne, architects-engineers - surveyors, announce a change in firm name to Gray, Rogers & Cotting with the move of architect-

Marvin Silver photos

The 1964 Institutions Interiors Award program earlier this year cited four West Coast projects in the eleventh annual international competition. Awards were made to Integrated Design Associates, Inc., for the Wilshire House Hotel (lobby above) and El Gaucho Restaurant, one project, in Beverly Hills, and for the Chez Voltaire Restaurant, Beverly Hills; to Val Arnold & Associates for the White Horse Tavern Restaurant (right); and to Mario Gaidano, architect, for the Parloir d'Eiffel, Clay-Jones Apartments, San Francisco.

partner Edward T. Osborne to Milwaukee, Wisconsin, where he will be associated with the architectural firm of Py-Vavro, and with the promotion from associate to partner of architect Roger B. Cotting.

San Francisco architect John S. Bolles announces a change in firm name from John S. Bolles & Company to John S. Bolles Associates.

The partnership of Davis/Tilley Architects at Albany, California, has been dissolved. Norman D. Tilley has opened offices at 206 Professional Building, El Cerrito Plaza South, El Cerrito.

APPOINTMENTS

A. Calvin Hoiland, Great Falls architect, has been appointed by Governor Tim Babcock to a full four-year term on the Montana State Board of Architectural Examiners, replacing W. J. Hess.

Architects Douglas Ackley, Fairbanks, and Edwin B. Crittenden, Anchorage, have been appointed by Governor William Egan to the Alaska Board of Engineers and Architects Examiners.

Robert E. Alexander, FAIA, Los Angeles, has been named by Governor Edmund Brown to his five-member Advisory Council on Good Design.

HONORS

Richard J. Neutra, FAIA, Los Angeles, has been conferred a degree, Causa in Architecture, by Rome University.

Kenneth M. Nishimoto, Pasadena, has been elected an honorary member of the Architectural Institute of Japan for his work in promoting a better relationship between the architects of Japan and the United States.

Charles Warren Callister & Associates of Tiburon, California, have been named recipients of the 1965 American Lumber Industry Award in Wood Structure Design. The 1965 citation reads in part: "The firm of Callister & Associates has used wood in dramatic ways to fill historic architectural forms with a new sense of excitement."

COMMISSIONS

The Portland architectural firm of **Stanton, Boles, Maguire & Church** will design a $1.5 million science center for Lewis & Clark College . . . **Spencer, Lee & Busse,** San Francisco, have been selected to design a new main library and branch library in

Koehler named editor of A. I. A. Journal

Robert E. Koehler, former editor of Architecture/West, has been named editor of the A.I.A Journal, the official publication of the American Institute of Architects. Headquarters are in Washington, D.C. He succeeds Joseph Watterson, FAIA, editor the past eight years who is retiring in June. Koehler will assume his new duties officially June 18.

KOEHLER

The announcement was made by William H. Scheick, executive director of the Institute.

Bob Koehler joined the staff of Construction Publications/West in March 1953. In June 1956 he became editor of the old Pacific Architect & Builder, continuing in that post when PAB was renamed Architecture/West until his appointment as managing editor of the A.I.A. Journal in August 1962.

Bob is a journalism graduate of the University of Wisconsin ('48).

T-SQUARE TALK continued—

East Santa Cruz . . . Corvallis architects **Jeppsen & Miller** have been assigned to do all architectural planning for all projected Corvallis school expansion through 1967 . . .

DeRosa & Daly, architecture-planning-engineering firm, Long Beach, have been retained to plan a complete remodeling and renovation of the Enlisted Men and Petty Officers' Club at the Long Beach Naval Station, Terminal Island . . .

Boise architects **Dropping and Kelly** have been named to design a new elementary school building and cafeteria for Richfield school district, Idaho . . .

John Carl Warnecke & Associates, architects and planners, San Francisco, have been selected to design the multi-million dollar research center to be established by Kaiser Aluminum & Chemical Corporation at Pleasanton, California.

COMPETITIONS

✔ The 13th Annual Industrial and Institutional Landscape Awards competition has been announced by the American Association of Nurserymen. Classifications include (1) manufacturing and utilities, including research buildings; (2) retail and service establishments including office buildings, hotels, motels, apartment houses, restaurants, filling stations, stores, etc.; (3) public and private institutions; (4) special awards for outstanding achievement not included in the other classifications.

Entries must be received by September 1, 1965. Information available from Curtis H. Porterfield, Executive Vice President, American Association of Nurserymen, 835 Southern Building, Washington, D. C. 20005.

MISCELLANY

✔ John B. Skilling, Seattle partner in the firm of Worthing, Skilling, Helle & Jackson, structural engineers, has been elected a member of the National Academy of Engineering.

✔ Seven finalists have been named in a design competition for the proposed $2.8 million arts center for the University of California at Berkeley. A jury selected the seven from among 366 firms who submitted entries. Final selection will be made July 17, with the finalist to receive $25,000 to be applied to his fee.

Finalists, who will receive $5,000 each, are Walker & McGough, Spokane; Marvin Hatami, Denver; Louis J. Johnsen, Chicago, with Arthur S. Takeuchi; Earl Swensson of Swensson & Kott Architects, with Alan Cooper, Nashville, Tenn.; Alfred Wastlhuber, San Francisco; Sanford Pollack, Berkeley, with Eugene Lew and Wilbur Weber; Mario J. Ciampi, San Francisco, with Paul W. Reiter, Richard L. Jorasch and Ronald E. Wagner.

The art center, to be completed in 1968, will include seven art galleries, theater workshop, music and art studio and conference facilities.

Thomas Vreeland to head UNM department of architecture

Thomas R. Vreeland, member of the architectural faculty at the University of Pennsylvania since 1955, will become chairman of the department of architecture at the University of New Mexico this fall.

The new chairman studied at Yale, the Ecole des Beaux Arts and the Sorbonne. He will replace John Heimerich, chairman for a number of years, who is stepping down to devote more time to teaching.

NEW ADDRESSES

BRAINARD J. GANNETT—4533 N.E. Alameda, Portland.
JONATHAN K. KAHANANUI—559 East 16th, Eugene.
KINNEY E. GRIFFIN—Administrative Office Bldg., Peralta Park, 4510 Williams St., Fremont, Calif.
DEAN BLAKE CHAMBLISS—304 Main St., Grand Junction, Colo.
CHOPAS & STARKOVICH—1538 East Missouri Ave., Suite A-101, Phoenix.
BENHAM, BLAIR, TUCKER & VANLANDINGHAM—1608 E. Earll Drive, Phoenix
GERALD M. McCUE & ASSOCIATES—631 Clay St., San Francisco
PADEREWSKI & DEAN—to F. T. Scripps Building, 525 C Street, San Diego.
RICHARD G. MOE—823 Governor Stevens, Olympia, Wash., from Kennewick.
WILLIAM C. JARRETT—3313 Oxana Ave., Long Beach, from Los Angeles.
WILLIAM WILDE — 402 Phoenix Title Bldg., Tucson.
RAYMOND E. NORDQUIST—2440 Santa Clara, San Luis Obispo.
ALFRED M. FISHER—1601 Fulton Ave., Suite 19, Sacramento.
KLYNN L. COLE—P. O. Box 1392, Great Falls, Montana, from Glasgow, Montana.
WILLIAM B. McCORMICK—215 Kearny St., San Francisco.
KELLER & DASEKING—825 Oak Grove Avenue, Menlo Park, Calif.
LIDDLE & JONES—116 South 7th St., Tacoma.
HARRY W. SECKEL—10 Rue Street, Louis En L'Ile, Paris, France, from Honolulu.
KENNETH K. AKIYAMA and GEORGE H. KEKOOLANI—311-1110 University Ave., Honolulu.
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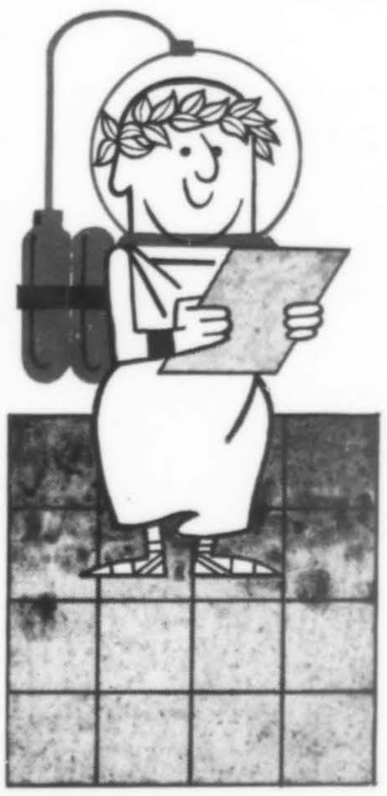

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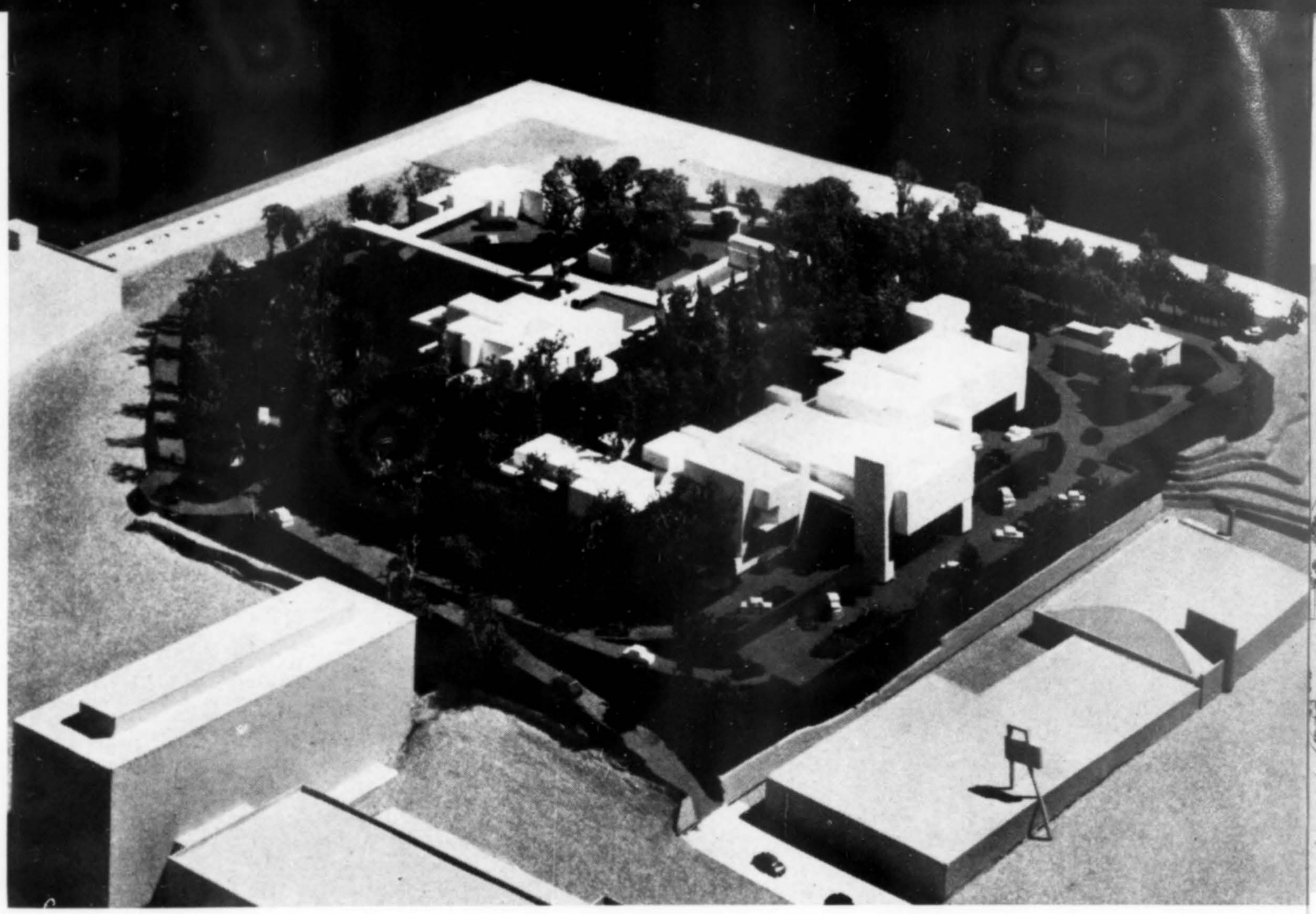


Job of the Month

BARNSDALL PARK, LOS ANGELES: a heritage preserved

A joint venture of architects:

HUNTER and BENEDICT

KAHN, FARRELL & ASSOCIATES

HISTORIC BARNSDALL PARK has a new destiny: the fourth major cultural development of the 1960s for the City of Los Angeles, joining the Music Center, the County Art Museum and the Hollywood Museum of Radio, Television and Motion Pictures.

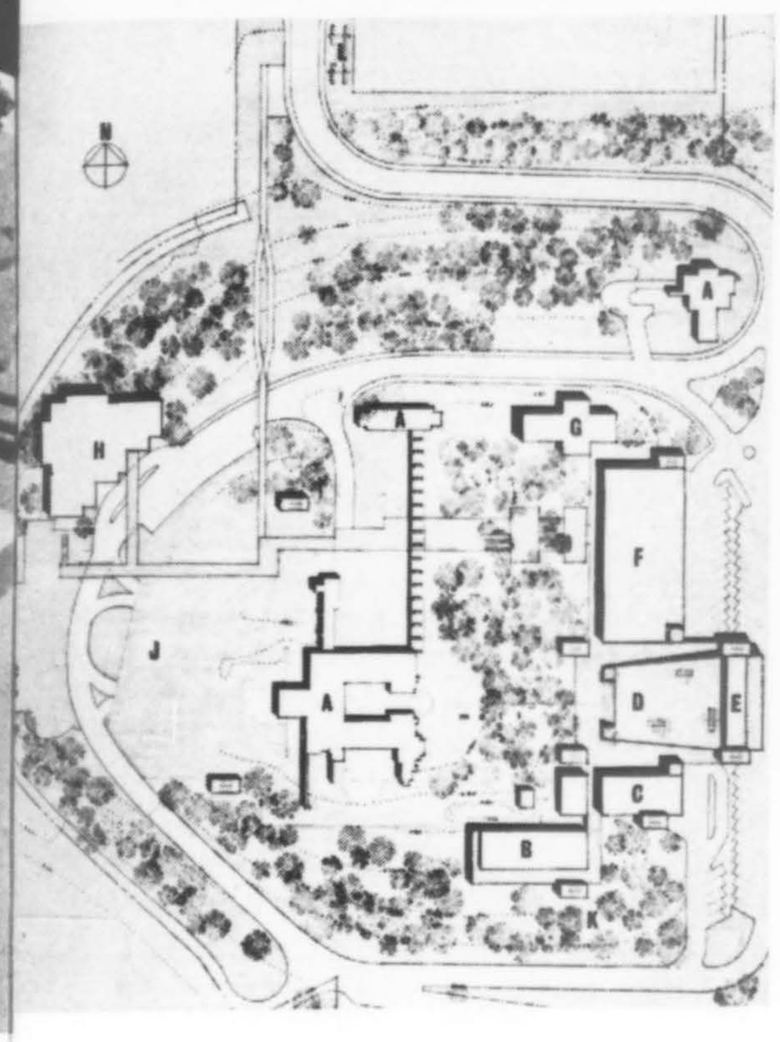
Olive Hill, where olive trees were planted at the turn of the century, is the site of famed Hollyhock House, the first Frank Lloyd Wright home in California. Originally owned by Aline Barnsdall, the 11-acre site was deeded to the city in 1927, the grant specifying only that the land should be used for art and recreation purposes. It soon became a hub for cultural events and as the city grew, the need for a municipal art center became increasingly apparent. In 1954, the Municipal Art Patrons, a non-profit organization, commissioned Frank Lloyd Wright to design the present 8,000 sq. ft. gallery adjoining Hollyhock House. Two years later the entire operation was taken over by the city.

The Los Angeles Department of Municipal Art and the Department of Recreation and Parks have commissioned an extensive master plan for Barnsdall Park that envisions a four-phase program.

The original Frank Lloyd Wright buildings will set the pace for new developments, with Hollyhock House as the actual coordinating element of the plan. Guide lines in the planning and design of the development set forth that the park should not only be a headquarters for art but an active force in encouraging creative activity; there should be a strong exterior appearance to the periphery of the site so that the facility will be woven into the urban environment; open areas should be maintained on all sides of the original house in order to preserve the original character of the residence; new buildings should respect the scale and design of existing buildings, forming an integrated whole without imitating the earlier work; adequate parking facilities should be added.

The Master Plan provides for the ultimate construction of six new buildings, a children's creative play area, improved pedestrian facilities, automotive circulation and parking. The first to be built will be a junior arts center, followed by a municipal art gallery, administration building, auditorium, food facility, museum of city history. The $2.87 million cost will come from private subscription by civic agencies and individuals.

Master Plan of Barnsdall Park.



A existing buildings
B children's work shops
C junior museum
D auditorium
E food facility
F art gallery
G administration
H museum of city history
J subterranean parking.
K creative play area
L entrance structure

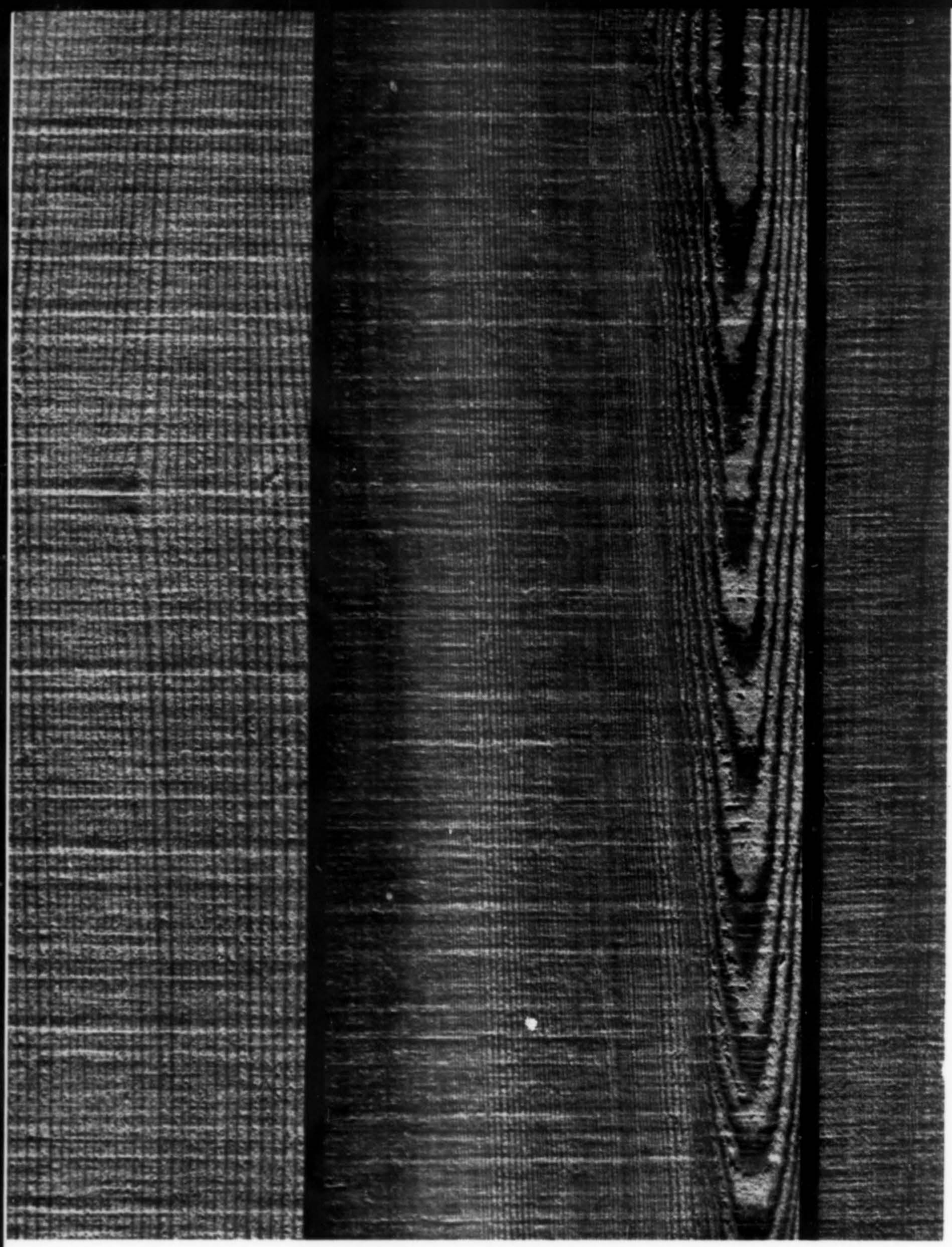
The four-phase development program:

Phase I—Children's Arts Center; creative play area; north parking area to accommodate 20 cars.

Phase II—Municipal Art Gallery; administration building; east parking terrace (108 cars); south exit road; removal of temporary gallery; restoration of arcade; landscaping of mall.

Phase III—Auditorium; food facility; completion of north parking area (41 cars).

Phase IV—Museum of City History; subterranean parking (157 cars); speed transport; entrance display structure; refurbishing of existing buildings.



Wood...

Coupon No. 11

Diamond Head proposals er

HONOLULU'S DIAMOND HEAD may not be a volcano, but bitterness has erupted and spewed forth a few points of order for any professional man who sits on a public commission.

The proposal in question: To rezone a section of beach frontage at the foot of picturesque Diamond Head so that a complex of 14-story apartments may be built. The bitterness: The City Planning Commission overrode objections and approved the rezoning proposal over many legitimate objections, without much public hearing and prior to completion of various overall plans for the development of the area and for a possible national monument.

The point of order: If there is any possible tinge of confliction of interest, disqualify yourself and stay disqualified no matter how pure your heart or dispassionate your views.

The announcement, earlier this year, that four view lots on the upper slopes of Diamond Head would be sold for a high-rise development, drew vociferous protests from Honolulu citizens and civic groups alike. Among the protesting organizations were the Chamber of Commerce, the Hawaii Chapter of the American Insitute of Architects, the Society of Landscape Architects, the Outdoor Circle.

Critics claimed that such a development would deface Hawaii's most famous landmark. They envisioned preservation of the area as a Diamond Head State Monument and requested action on the sale be halted until the Legislature could take action on bills creating the boundaries of such a monument. However, a request for a zoning change was made and presented to the City Planning Commission. At a public hearing, those opposing the development took the position that there should be no rezoning until the comprehensive plan for the entire Waikiki-Diamond Head area is completed. An advisory committee, appointed by the mayor, was to work with the City Planning Department in developing such an overall plan. The City Charter requires detailed land use maps be prepared in addition to the General Plan before zoning changes are approved, and while these are in process, none has been completed for either Diamond Head or Waikiki.

James P. Ferry, director of the Department of Land and Natural Resources, rejected all protests on the grounds that the architectural restric-

sals erupt into "hot" issue

tions would be placed on the lot purchasers, preventing the profile of Diamond Head from being marred. Now, the City Planning Commission has voted unanimously to permit the rezoning thus paving the way for construction of the four high-rise apartment-hotels proposed.

The Commission's action has started an even worse controversy. It develops that Alfred A. Yee, structural engineer and a City Planning Commissioner who cast his vote in favor of the rezoning, once served as a consultant on the design of the proposed complex, and although he is no longer associated with the project, his firm is working with the same developer, Oceanside Properties, Inc., on three other major condominiums, two still under construction. Yee, in justifying his vote, said that he favored the development because he did not think any master planning of the area would change the use of beach frontage. He maintains the proposed development would improve the area which he now believes looks like a slum. *"Making a park out of it,"* Yee says, *"would just bring in the bums, beer bottles and congestion."*

The Honolulu Advertiser, daily newspaper, has taken to task both Yee and George Centeio, Commission Chairman, the former for his association with the developer and the latter for allowing Yee to vote in view of this association.

Architect Tom Wells, chairman of the Honolulu Chamber of Commerce Beautification Committee, said: "At a time when the entire country, from President Johnson on down, is more concerned with planning and urban aesthetics than ever before, it is a disgrace that Honolulu will never live down if this type of thinking is allowed in our own Planning Commission." He commented that the Commission had disregarded all recommendations and protests as well as the legal planning process in passing the zoning change without discussion and added that *"if this closed-door type of session is going to determine the future character of Honolulu, then we are in more serious trouble than anyone can now realize."*

The City Council must now vote to make the Commission's action final. Herman Lemke, Chairman, expects that a public hearing on the action will be held and that the entire matter could take up to two months before a decision is reached.

The exterior photo demonstrates the lengths to which architects can go to achieve total design. Snow in June, yet, just to fulfill a color scheme that is basically white, with accents of black and gold! Actually, just a dead giveaway that we received the material in midwinter and delayed six months before presenting it.—The Editors.

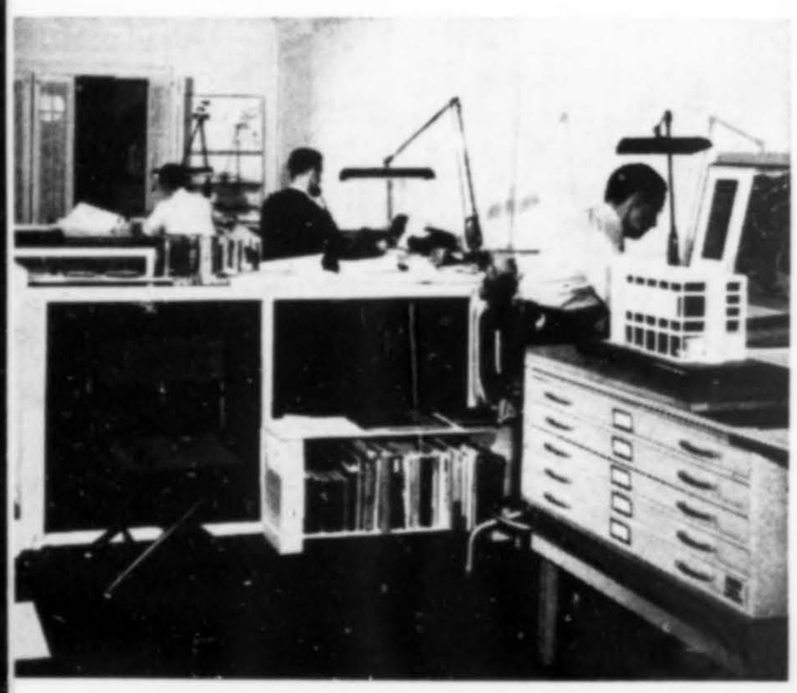
Where the Architects Hang Their Hats

BRIXEN and CHRISTOPHER
Salt Lake City, Utah

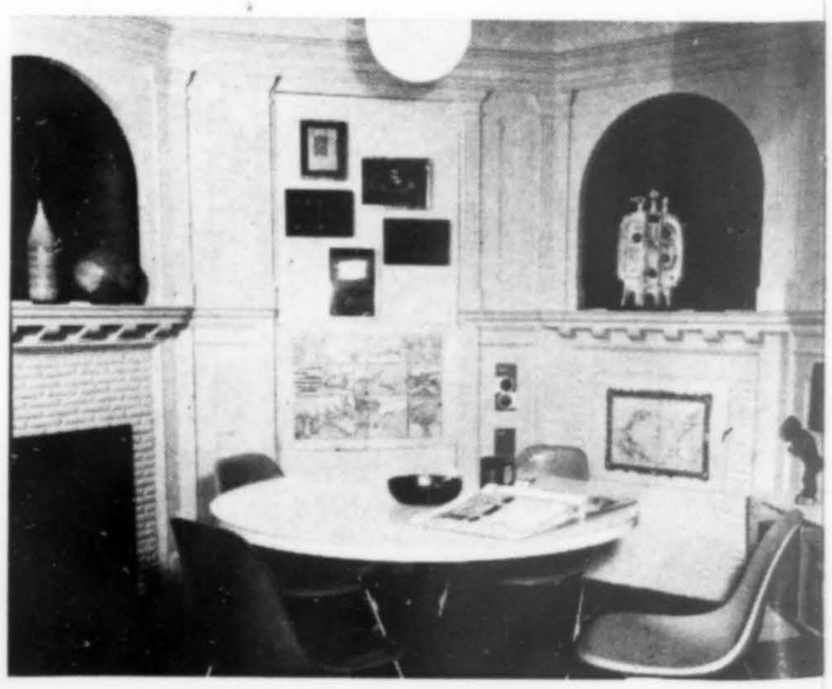
A DELIGHTFUL old residence in a distinguished and historically significant part of the city, converted to office use, helps keep the feet of this contemporary architectural team firmly planted on a strong base of tradition.

The interior was remodeled for business purposes without subduing the elegant residential character, and many of the residential elements actually were strengthened by the delineating contrast of blacks and whites, walnut and gold. A common reception area at the base of a winding staircase serves the ground floor architects and compatible tenants on the second floor.

Martin Brixen and Jim Christopher (in the photo, Martin is left, Jim is center, and Jack Smith is right), formed the partnership two years ago after a friendship that began in 1956. Christopher took his BA and BS at Rice and his Master in Architecture at MIT. Brixen is a University of Utah man.



Conference room table of firm's design is cast in polyester and onyx sand, edged in walnut and supported on black tubular steel legs. Director's chairs are black with gold Naugahyde.



5. UNDERWATER THEATRE ACCOMMODATES 800 PEOPLE WITH NO SPECTATOR MORE THAN 45 FT. FROM A PERFORMANCE. FOUR EXPOSED LAMINATED BEAMS SPRING FROM CONCRETE BUTTRESSES, SUPPORT MECHANICAL EQUIPMENT ABOVE 150,000-GAL. TANK.

SEA WORLD

Designs for Loafing . . .

in the active Western Way

THE MISSION BAY aquatic recreation area of San Diego—owned and regulated by a city commission but developed and operated by individual leaseholders—first produced Islandia hotel and restaurant complex as a challenging nucleus, and now presents Sea World.

Sea World is an entirely original concept of oceanariums—not a set of tanks on land, but an actual ocean lagoon tediously converted into a showplace for sea life and a performing area for the more talented of fishes.

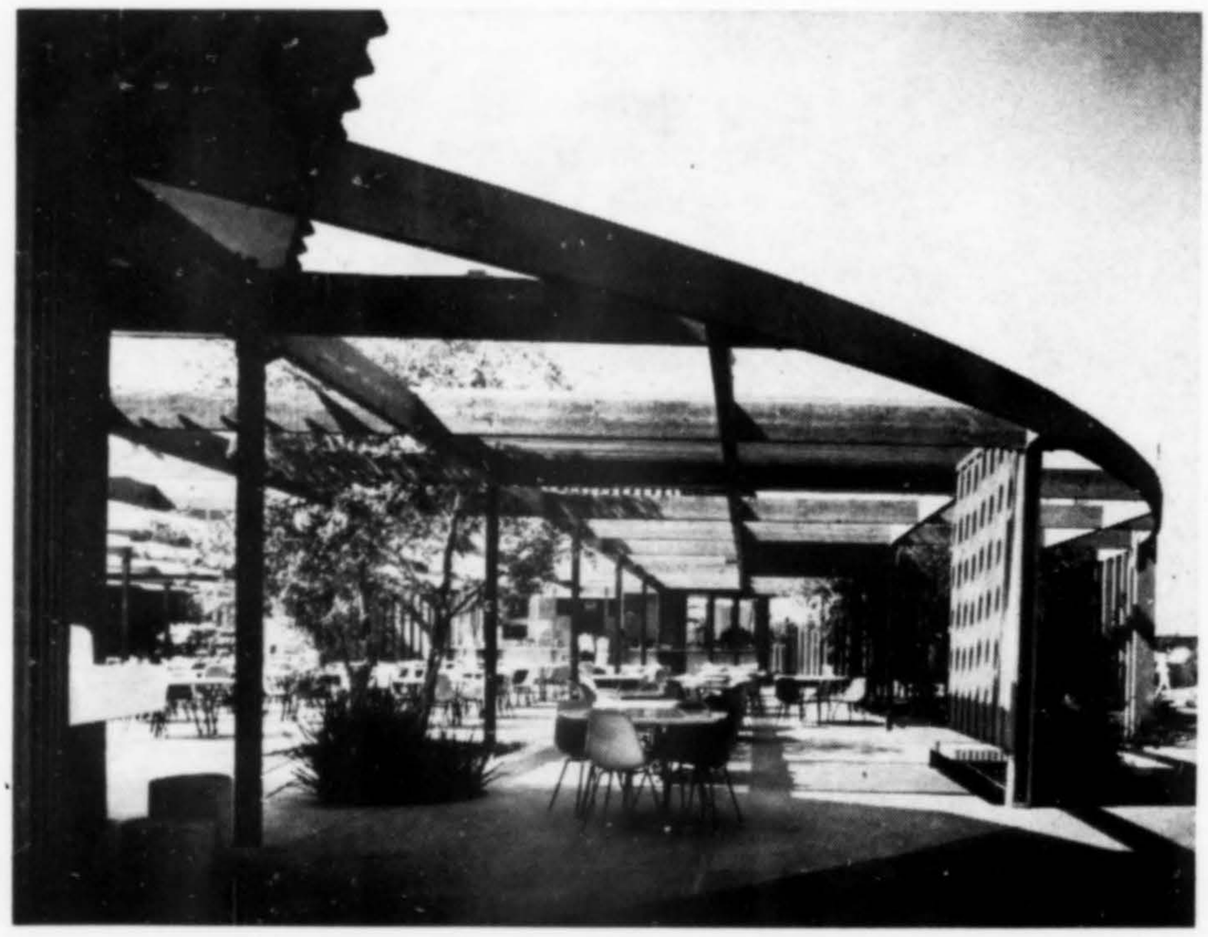
Great care was taken architecturally to provide facilities that would not dominate the scene or detract from a natural setting. With a variety of purposes to be served, each structure was required to house activities so specialized that conventional building forms would be inappropriate. Therefore, each was treated individually and given a specific character of its own in accordance with its purpose—all within rigid design and materials regulations imposed on all structures in the Mission Bay Complex.*

*Islandia and the Mission Bay concept were described in detail in the September 1962 issue of A/W.

The 21-acre site was once a salty marsh, converted into artificial islands and peninsulas and waterways, and the lagoons are actually an extension from the adjacent open sea. The development is both an oceanarium and a park. It is an example of good building design and good landscape design. All of the elements are blended into an intimate setting of trees, flowers, flowing water and undulating topography and gently curving pedestrian walkways. The buildings are just sufficiently dramatic to attract people ever onward through the park to new discoveries in the fascinating world of the sea.

9. APPROACH TO STADIUM AND AQUARIUM BY CURVING AND GENTLY SLOPING PATHWAYS.

3. SNACK BAR TERRACE HAS RANDOM SHELTERED AND OPEN SECTIONS.



7. SCREEN SURROUNDS OCEANSIDE CASTING POOL.

SEA WORLD

Mission Bay, San Diego

Victor Gruen Associates, architects
Ben Southland, partner-in-charge

Moffatt and Nichol, structural engineers

Wimmer and Yamada, landscape architects

Donald J. Fears, architect
Hawaiian Punch Building

Kajima Construction Co., architect and builder
Japanese Pavillion

ONE OF THE LARGEST traditional structures ever erected outside of Japan is the Japanese Tea House, set in an equally authentic garden. All of the building components were detailed with interlocking joints, assembled in Japan, then numbered and wrapped in plastic and shipped to San Diego. Local mechanics reassembled the building under watchful eyes of master craftsmen sent from Japan to supervise the various crafts. In addition to beautifully crafted wood pieces, there are handmade copper shingles, traditional black roof tile. Stone pagodas, bridges and specially selected rock were included in the shipment.

6. JAPANESE TEA HOUSE AND THE PEARL POOL. Gordon Sommers Photos

1. CHILDREN'S PLAYGROUND AND PICNIC AREA.

2. ENTRANCE STRUCTURE 50 FT. HIGH PULLS VISITORS.

2. CHARM OF LANDSCAPING BEGINS WITH POOLS AT ENTRY STRUCTURE.

SEA WORLD

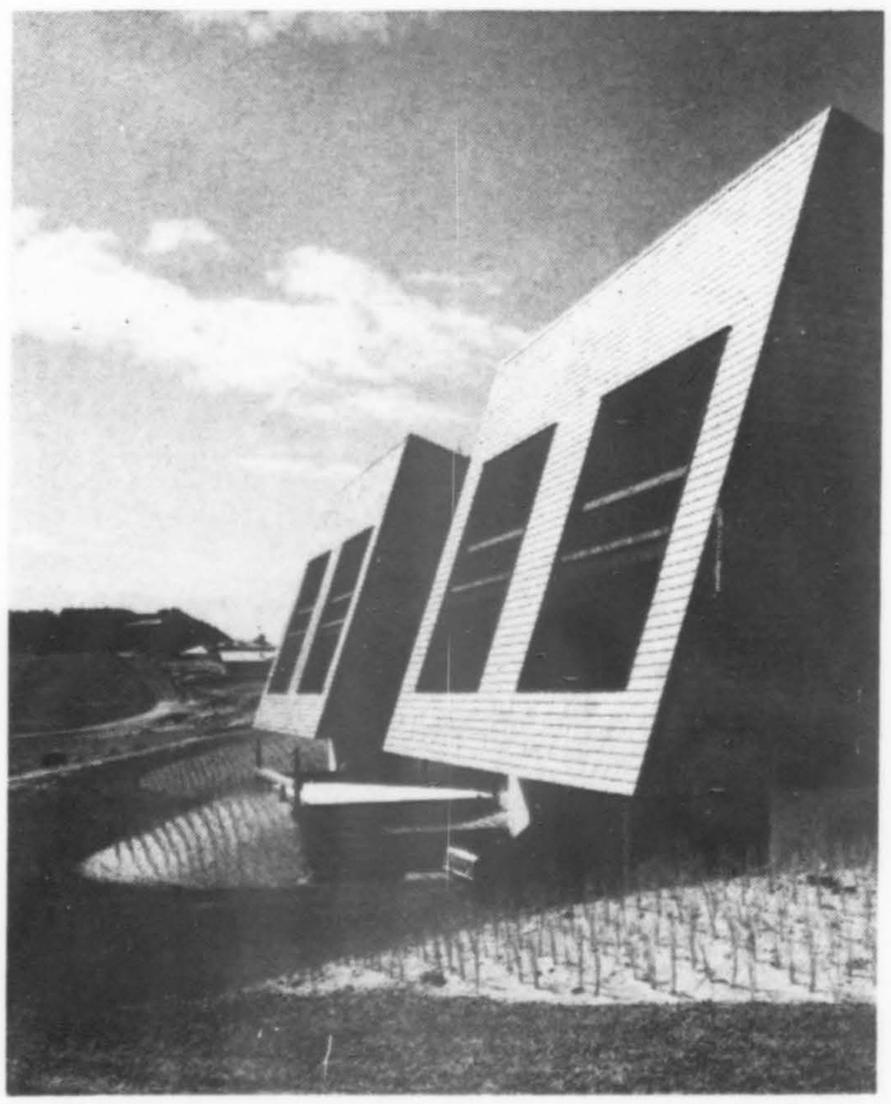
ONE OF THE MIRACLES of Sea World has been the ability of architects and engineers to perform machinations without showing their machinery. Since there are producing oysters and fishes from many climes, and even penguins (and you know what kind of temperature *they* like), there has been the necessity for pumping and cleaning and heating and cooling and circulating hundreds of thousands of gallons of water daily in a dozen different areas and pools and tanks. But never does the machinery obtrude upon the landscaped scene.

A/W

Designs for Loafing

4. VISITORS ENTER CAVE-LIKE UNDERGROUND SEA GROTTO.

8. MARINE PERFORMERS ARE KEPT IN FOOTBALL FIELD SIZE LAGOON BY UNDERWATER FENCE. STADIUM SEATS 1,000.

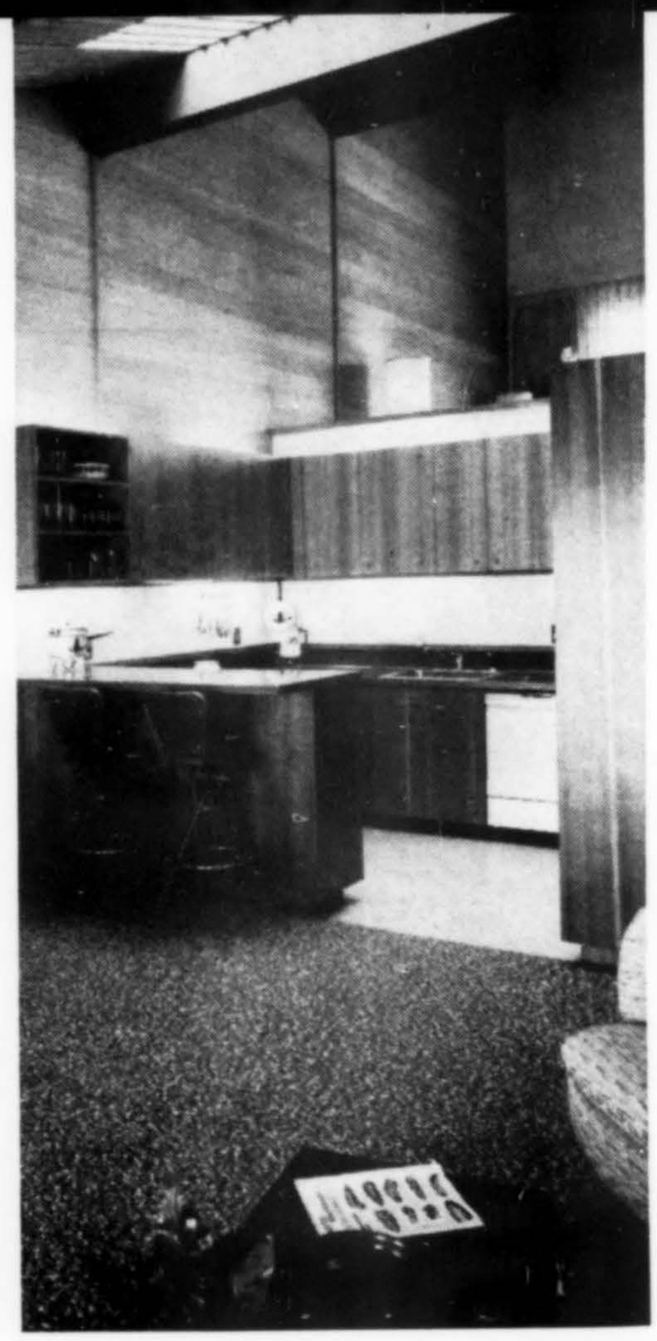


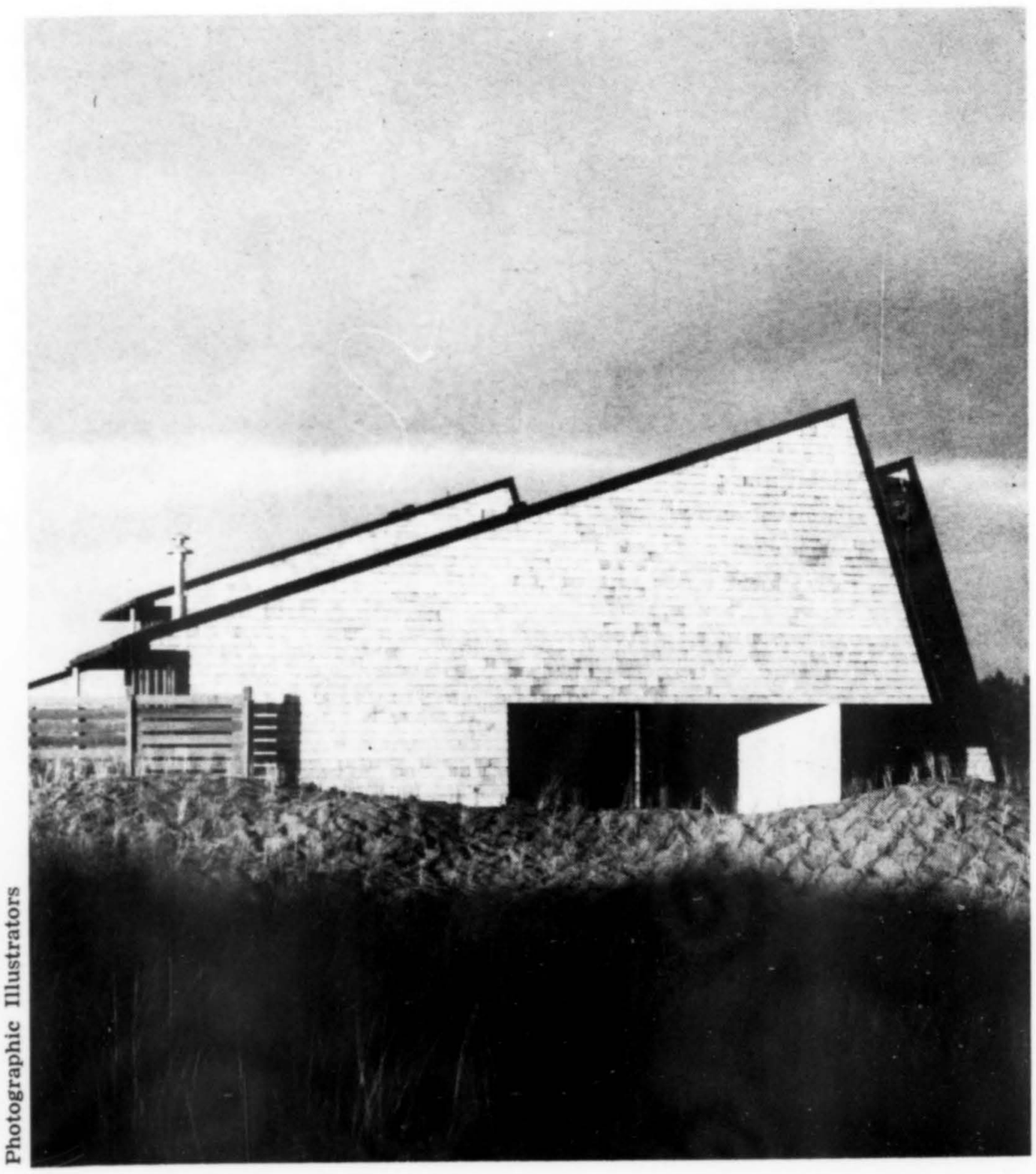
Design for loafing
on the Oregon coast . . .

LONGHOUSE APARTMENTS

Salishan (Gleneden), Oregon

BLAIR & ZAIK, Architects





Photographic Illustrators

SALISHAN is a 500-acre peninsula on the Oregon coast. Fronting on US Highway 101, it is within easy reach of Portland and Salem as a residential and recreational area. General planning and overall development of Salishan is by Skidmore, Owings & Merrill. Other construction (individual residences, Salishan Lodge) carries impressive architectural credits.

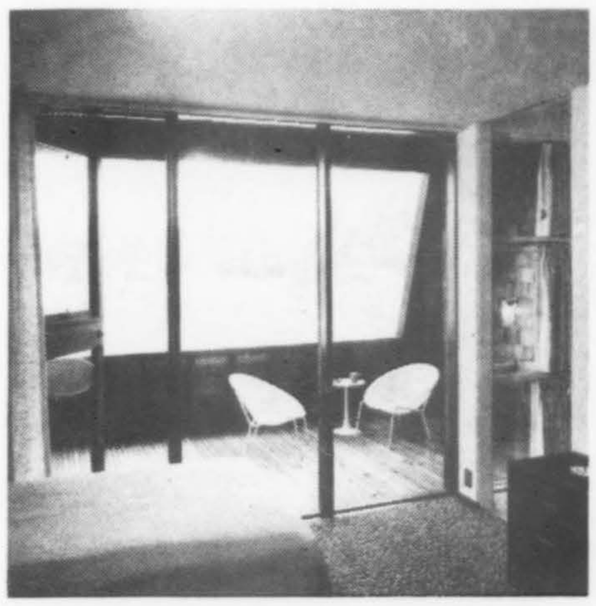
In the recent Portland Chapter, AIA, Honor Awards program, a first award went to the Longhouse Apartments, a seven-unit condominium, completed in November 1964. The Salishan site is a long stretch of ocean front property separated from the golf course by the main access road. Rolling sand dunes and beach grass represents the site's natural state.

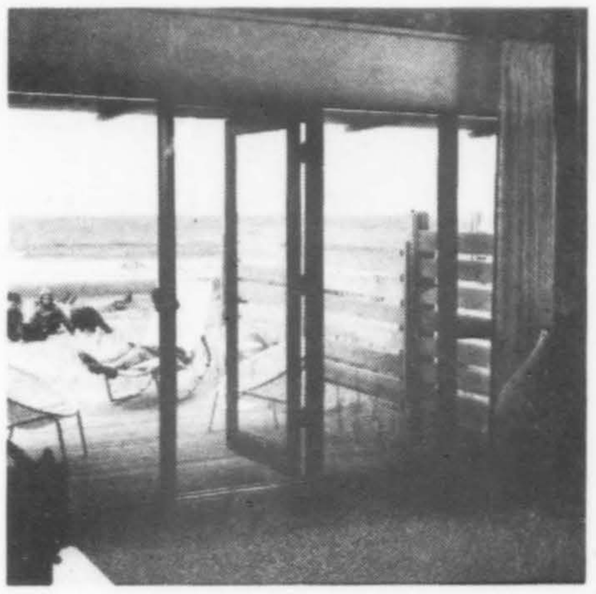
Since the access road lies some 20 feet below the top of the dunes, architects Blair and Zaik stacked the buildings in a series of levels. Since the ocean view was all important, the apartments had to develop in a row-house pattern. By varying the apartments up and down and slipping them front to back, considerable individuality and privacy for outdoor areas was achieved.

Interior spaces are are similarly varied. Balconies and two-story spaces give interesting views and accommodations. Construction is wood frame over concrete masonry foundations and with a 2x4" laminated roof. Exterior finish is entirely with cedar shingles left to weather; trim color is olive green. Interior finish is gypsum board with some resawn hemlock paneling in living and bedroom areas. These areas are carpeted with sisal matting.

Accommodations vary, but all are generous: bachelor apartment, 720 square feet on two levels with balcony sleeping; 1-bedroom apartment, 920 square feet on three levels with carport; 2-bedroom unit, 1200 square feet on four levels with carport.

Buildings will be repeated as the demand requires. ■

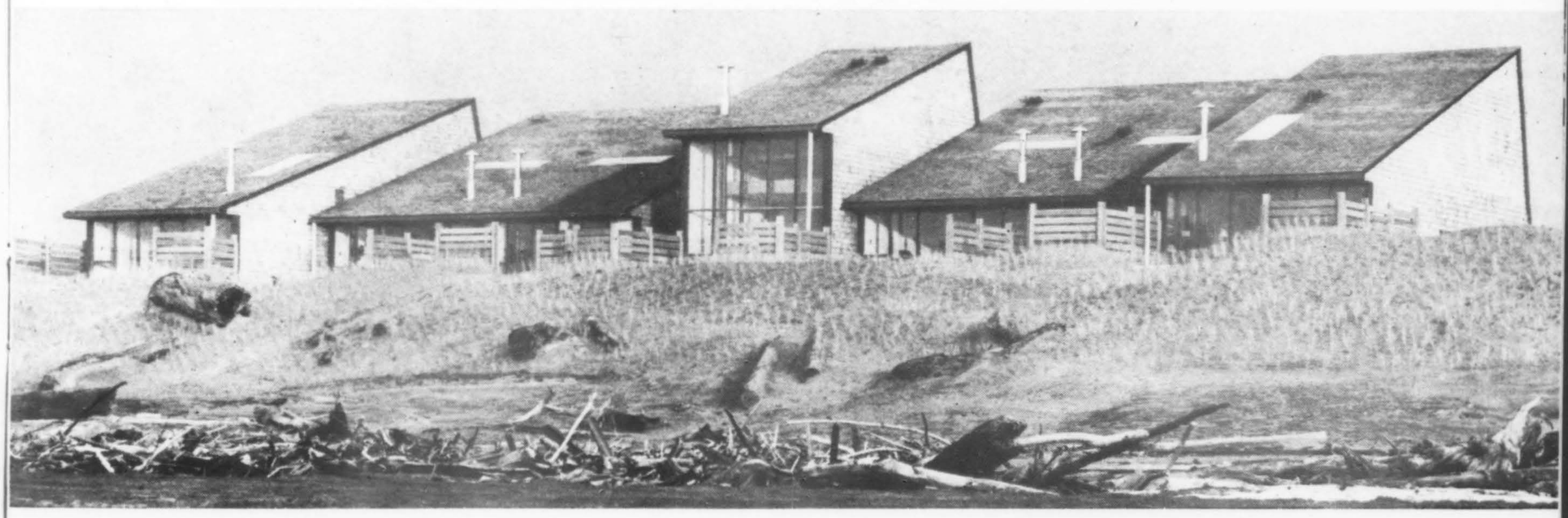




LONGHOUSE APARTMENTS, Salishan

BARBARA FEHEY
Landscape Architect

DEL BENNETT
Contractor



GOLFING: HAWAII

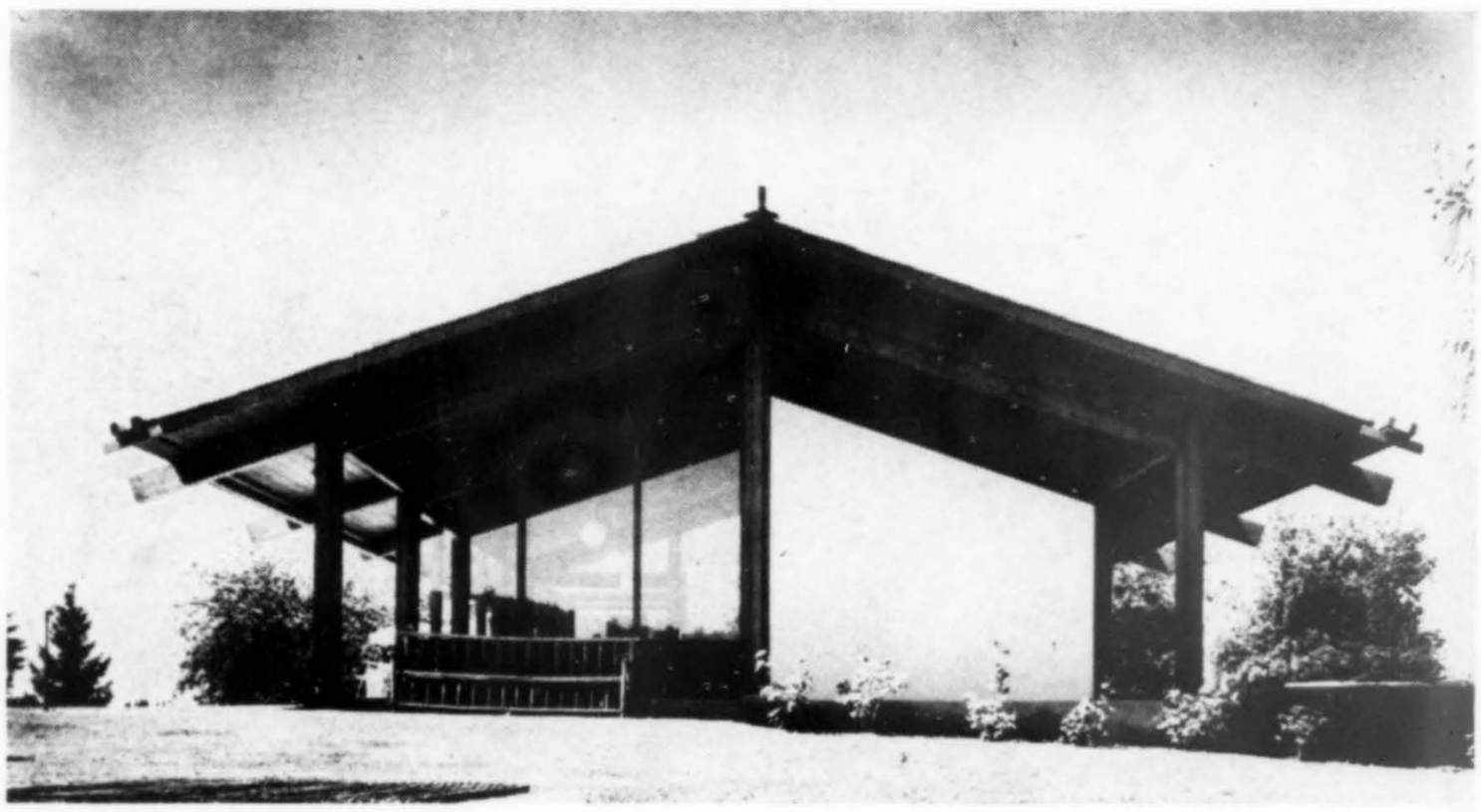
Design for Loafing . . .

THESE TWO GOLF clubhouses serve only golfers, are not country clubs, and consequently do not have extra facilities associated with the other sports included at country clubs. They have all been built recently and express Hawaiian architecture more completely than many architect-designed structures in the Islands.

The most recent is the Pacific Palisades public golf course clubhouse; the Kauai clubhouse has been in successful operation for several years and was the first to stimulate the building of golf courses in Hawaii.

Tourists now flock to Hawaii's outer Island from all over the world in increasing numbers merely to play golf at these two large courses. Along with this increase in golf addicts will come the necessity for good clubhouses. Hawaii has made a unique contribution to this specialized architecture in its casual, Polynesian style to house this outdoor sport's indoor facilities.

GOLFING: WASHINGTON



CEDARCREST GOLF CLUBHOUSE
Mr. & Mrs. Thomas Quast, Owners
Marysville, Washington

A STRONG ROOF silhouette is the dominating feature of this golf clubhouse in northwestern Washington. Built on a 10-foot module (eight bays enclosed with one bay as a covered porch), the building's palette both as to materials and color is very restrained: white stucco panels on the exterior, white painted plasterboard on the interior, with fir and cedar stained in the brown-green range throughout. The extensive use of wood and the cedar shingles honor the tradition of the preceding rustic clubhouse which was destroyed by fire.

The nature of such clubhouses requires that a number of diverse services be provided (men and women's locker rooms and showers, office, shop, equipment display, snack area). In this case, however, the architect has provided a strong architectural element—the big central skylight—that dominates the vending machines and equipment display. A sense of order and refinement is produced not usually found in such a facility.

Construction cost totaled $55,000 for the 2400-square foot building (900 square feet on lower level) which is heated (and cooled) by air-to-air heat pumps.

PACIFIC PALISADES GOLF CLUBHOUSE, Honolulu. *Architect: Ormond L. Kelley, AIA, of Weed & Kelley. Designed with a Polynesian motif, this clubhouse was built to serve a hilltop housing project. It contains a bar, pro shop, coffee shop and office. The clubhouse has cedar shingle roof with verdigris copper ridge, concrete floors throughout, painted plasterboard walls and ceilings. The exterior is stained rough redwood siding with battens. Doors are solid mahogany or redwood, louvered.* *(Opposite page)*

WAILUA GOLF COURSE CLUBHOUSE, Kauai, Hawaii. *Architect: Ernest Hara, AIA. This attractive clubhouse is situated on the southeastern coast of Kauai on a very scenic site and, because its 18-hole course is so well designed, it is highly patronized by both local people and such golf addicts as Bing Crosby. With its roof, it is reminiscent of the Waiole Mission on the northern coast of Kauai. Construction is cedar shake roof, hollow tile white concrete walls, floors with rubber padding to protect them against golf shoes. It contains a dining room, kitchen, lounges and pro shop.*

Beatrice Howell photos

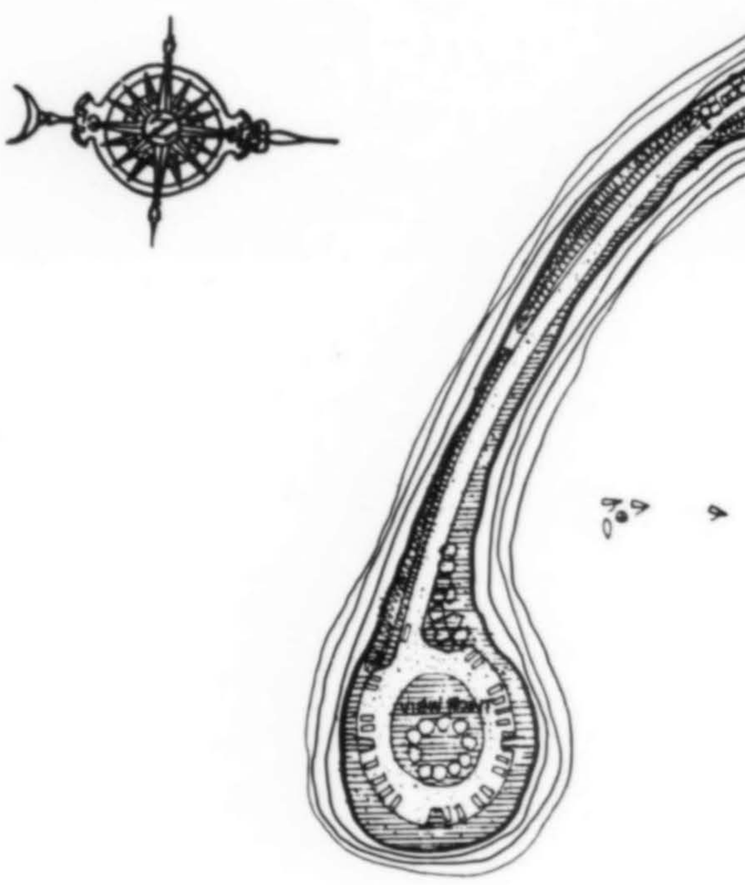
Ray O. Welch photos

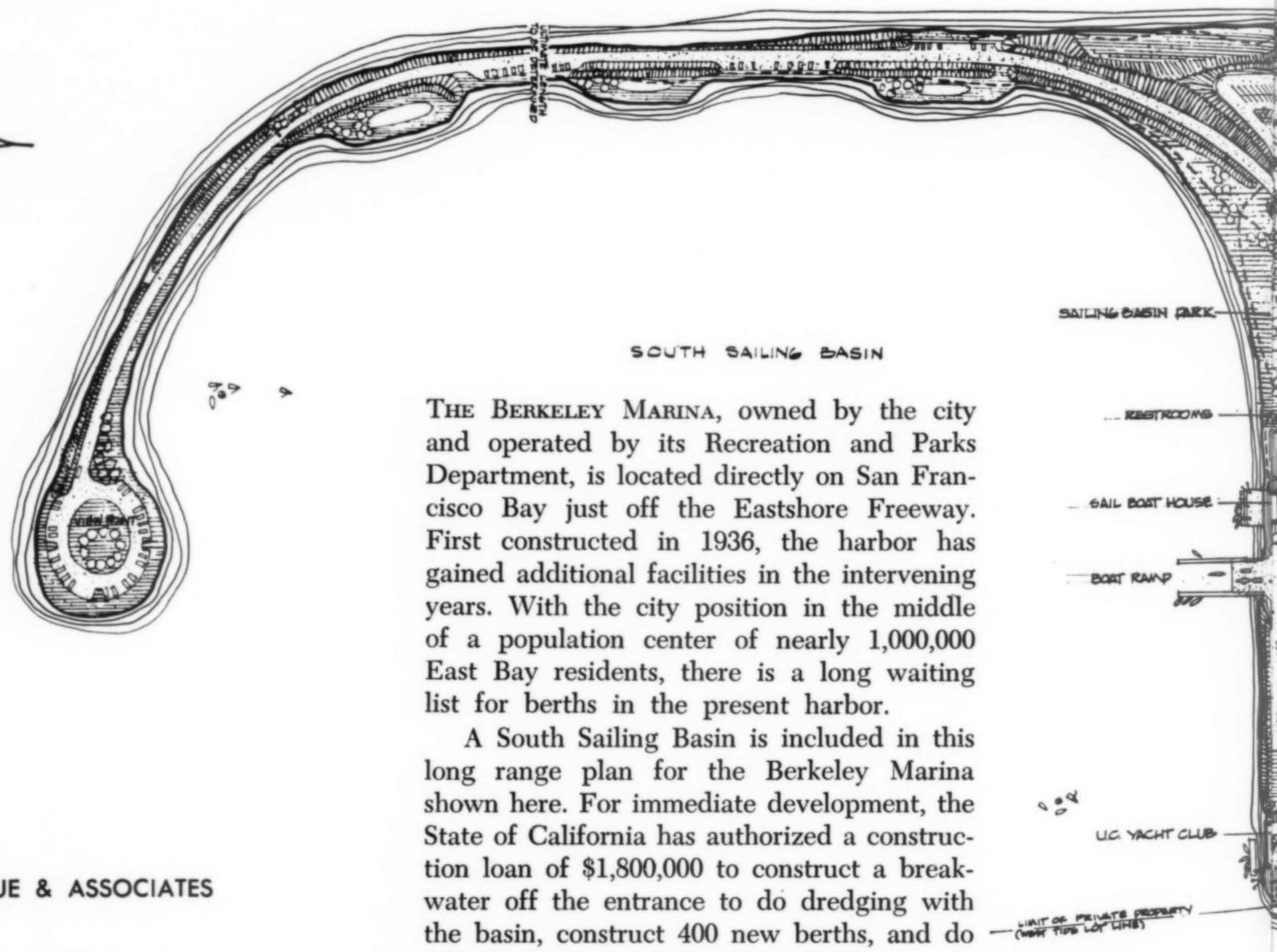
| GENE ZEMA | Architect

RAYMOND CONSTRUCTION CO. | Contractor

Design for Loafing . . .

BERKELEY MARINA





THE BERKELEY MARINA, owned by the city and operated by its Recreation and Parks Department, is located directly on San Francisco Bay just off the Eastshore Freeway. First constructed in 1936, the harbor has gained additional facilities in the intervening years. With the city position in the middle of a population center of nearly 1,000,000 East Bay residents, there is a long waiting list for berths in the present harbor.

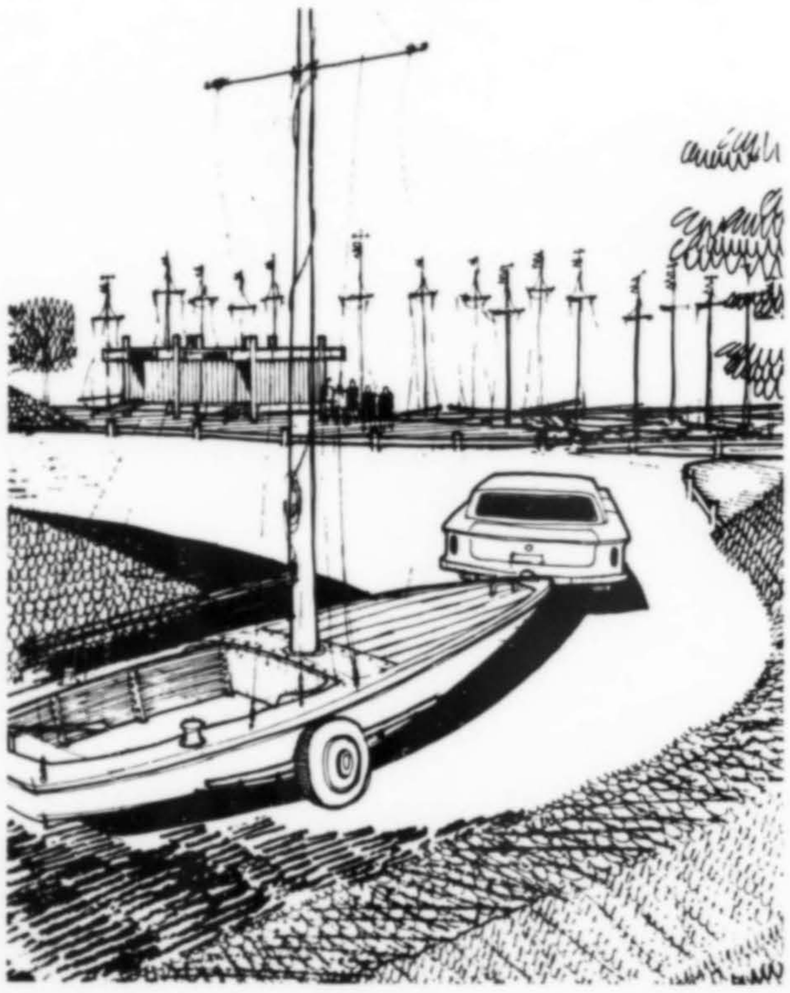
A South Sailing Basin is included in this long range plan for the Berkeley Marina shown here. For immediate development, the State of California has authorized a construction loan of $1,800,000 to construct a breakwater off the entrance to do dredging with the basin, construct 400 new berths, and do additional appropriate service facilities.

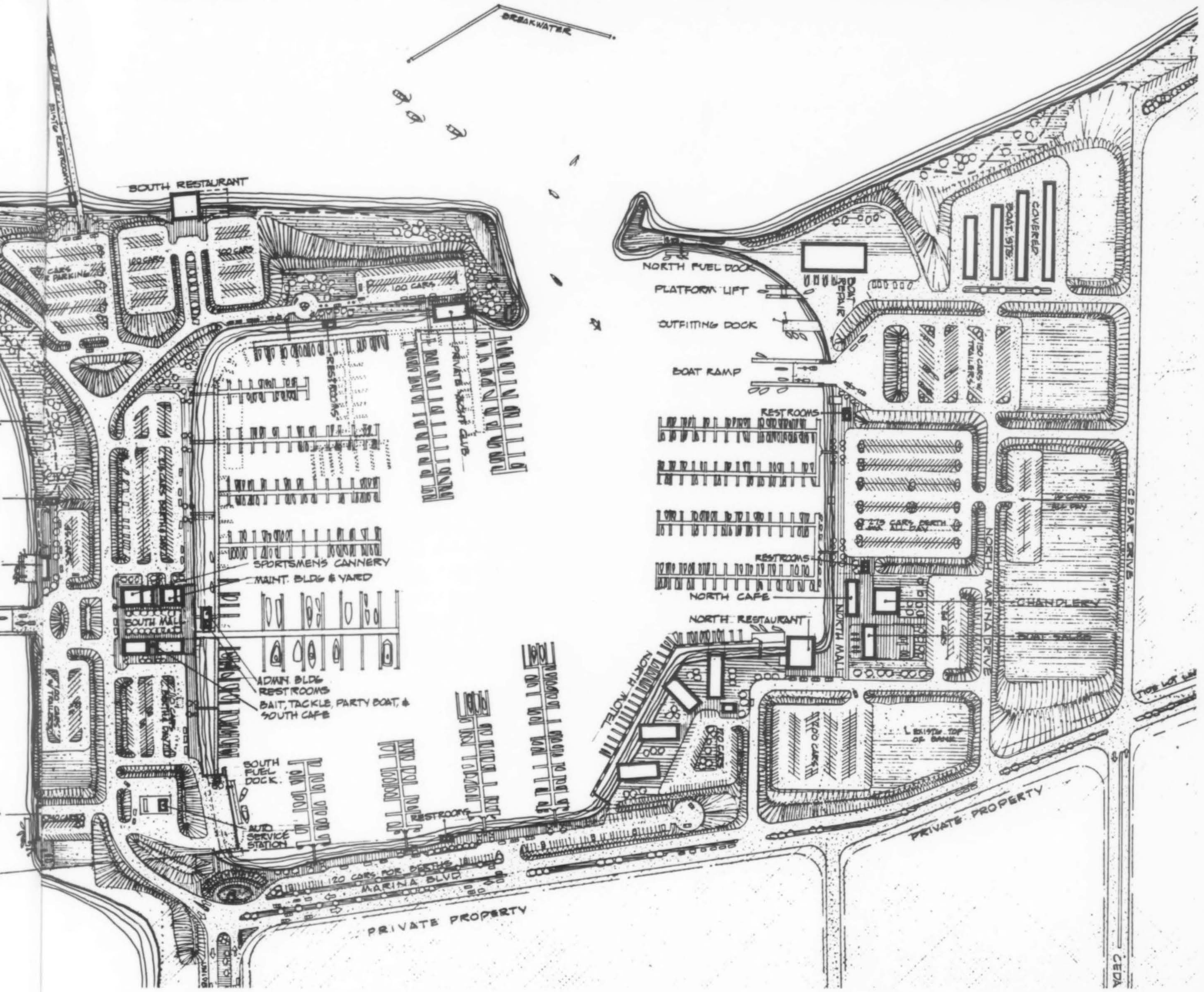
The only buildings being constructed by the city are the Administration Building (sketch opposite) and Restroom - Service Buildings (sketch at boat ramp, this page). These are designed by the McCue office. However, along with the general planning functions (performed with the Sasaki-Walker-Lackey office), the architects' important contribution is the establishment of design control standards for the buildings which will be built on 14 leased parcels, varying from a fuel dock, sportfishery cannery, chandlery, boat repair shop and associated marine functions to a motel and restaurant. The design of all buildings and open areas on lease parcels will be subject to review and approval by the city at three stages: schematic plans, preliminary plans, and working drawings and specifications. Requirements set forth this admonition: *Design and materials for both sites and buildings shall be simple and direct and shall reflect the tradition and heritage of the waterfront without resorting to fakery, design cliches, or stylistic mannerisms.*

Architects
GERALD M. McCUE & ASSOCIATES

Engineers
JOHN A. BLUME & ASSOCIATES

Landscape Architects
SASAKI, WALKER, LACKEY & ASSOCIATES




BREAKWATER
SOUTH RESTAURANT
100 CARS
RESTROOMS
PRIVATE PROPERTY
SPORTSMENS CANNERY
MAINT. BLDG & YARD
SOUTH MALL
ADMIN. BLDG
REST ROOMS
BAIT, TACKLE, PARTY BOAT, & SOUTH CAFE
SOUTH FUEL DOCK.
AUTO SERVICE STATION
120 CARS FOR RENTAL
MARINA BLVD
PRIVATE PROPERTY
NORTH FUEL DOCK
PLATFORM LIFT
OUTFITTING DOCK
BOAT RAMP
BOAT REPAIR
COVERED BOAT SITES
150 CARS W/ TRAILERS
REST ROOMS
NORTH CAFE
NORTH RESTAURANT
NORTH MOLE
NORTH MARINA DRIVE
CHANDLERY
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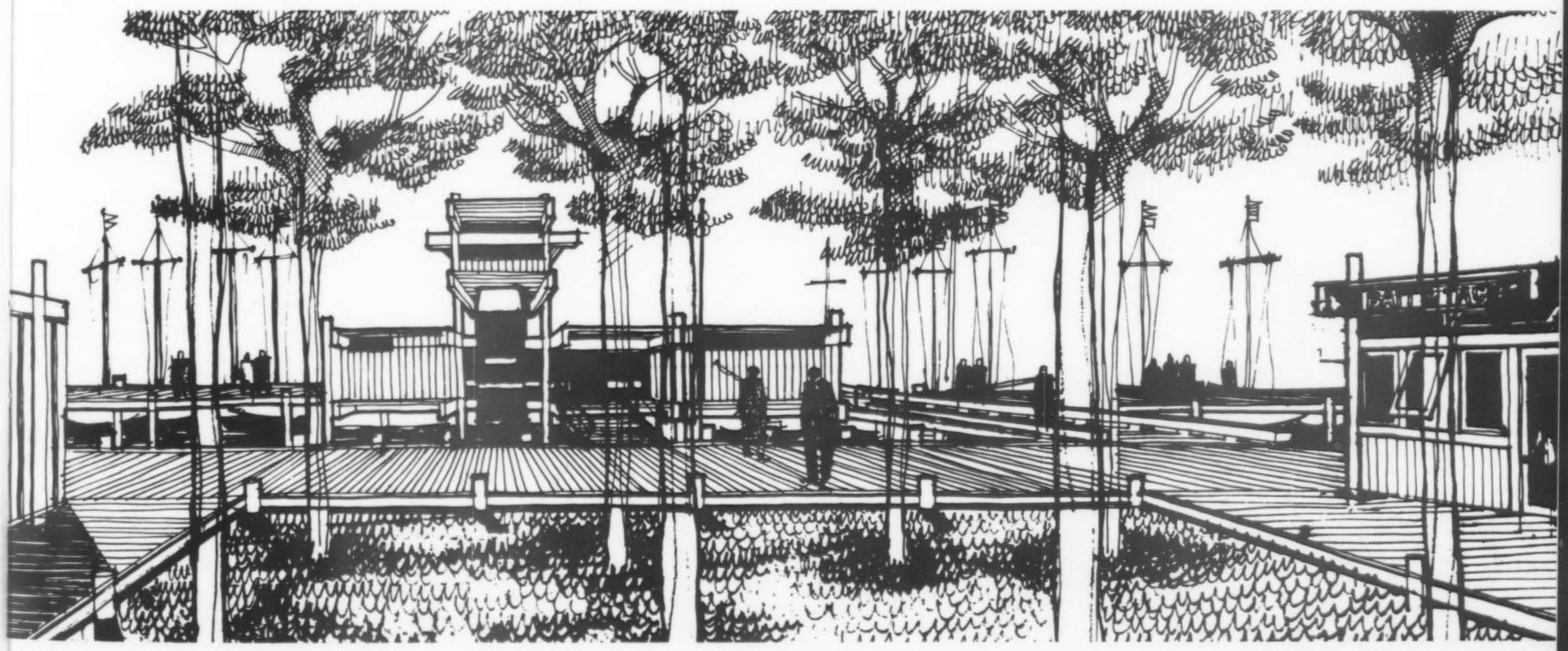


CHERRY CREEK TOWERS | *Denver*

CARL GROOS, JR. & ASSOCIATES
Architects

Hedrich-Blessing photos

CORBUSIER's early ideal of the "Radiant City"—apartment towers in greenbelts—seems to have come to life here in Denver. Sited on a raised (filled) terrace over a former dump, Cherry Creek Towers enjoys an excellent position: it is across the road from a flowing creek at an existing park. The street alongside will become a tree-lined boulevard. To the east, another large park is being developed. Within three blocks are numerous recreational facilities: golf course, swimming pools, tennis courts.

TOWER APARTMENTS, INC.
Owner

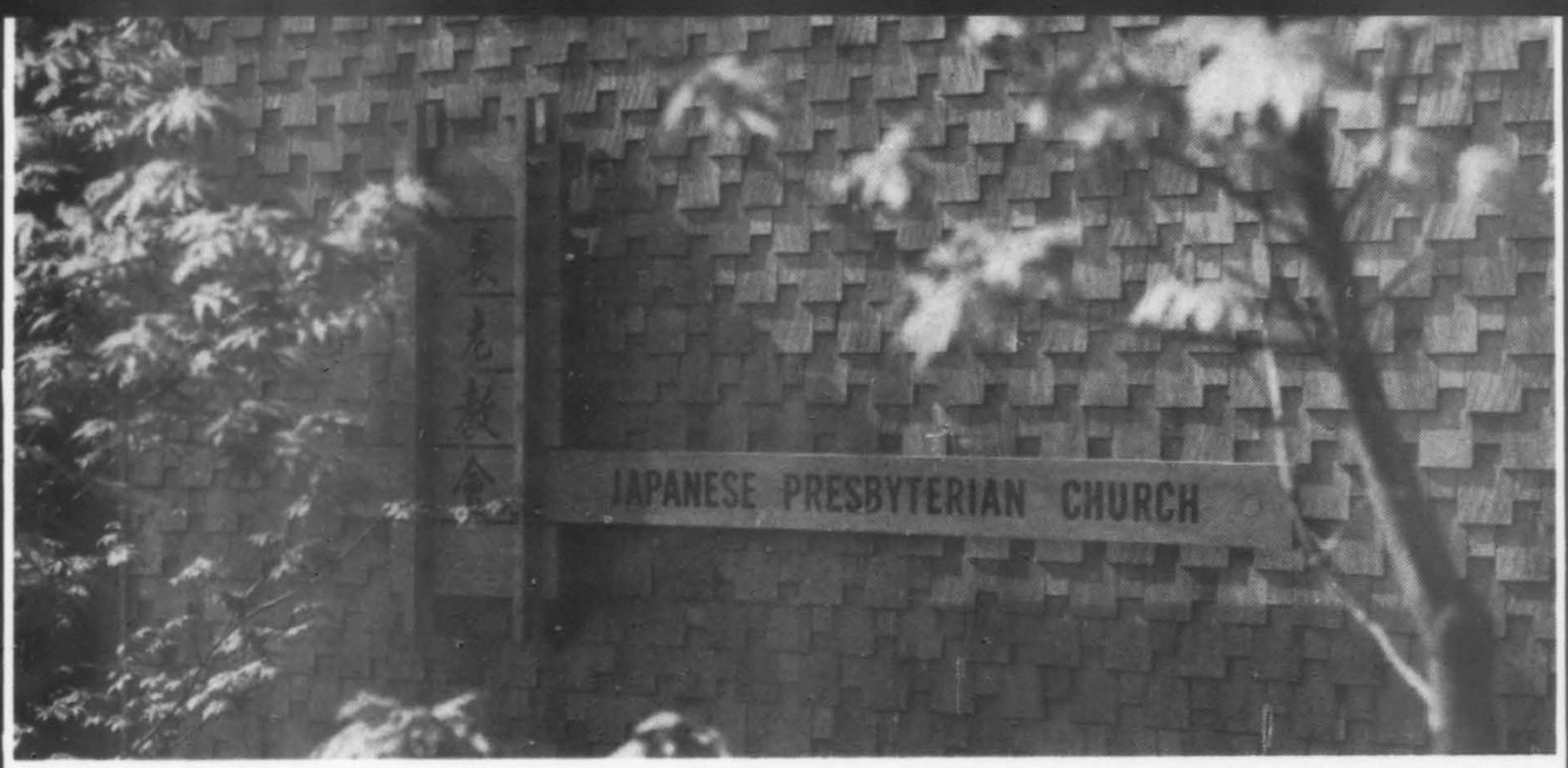
A major design goal was to provide a building of lasting quality in design and structure which would stand the test of economic competition and become a long-term residence for its tenants. The total design conceives of a group of towers, developed separately. A variety of apartment types are provided within the 120 units: one-bedroom units have commodious dressing rooms; corner apartments have dining rooms (pictured); all units have comfortably-sized master bedrooms, some being twenty feet in one dimension. But the most outstanding single feature is the placement of screen terraces within the building rectangle. The terrace has the feeling of an outdoor room, yet it is covered and screened. They are popular and widely used. The screened terraces and the building's link to the park on the street were cited in the 1964 HHFA Awards program.

PLATT ROGERS CONSTRUCTION CO.
Contractor

Structure is reinforced concrete flat slab; reinforcing steel is A-42 high-strength steel; curtain wall is aluminum and gray glass. O'Neill Ford, San Antonio, was associate architect. ■

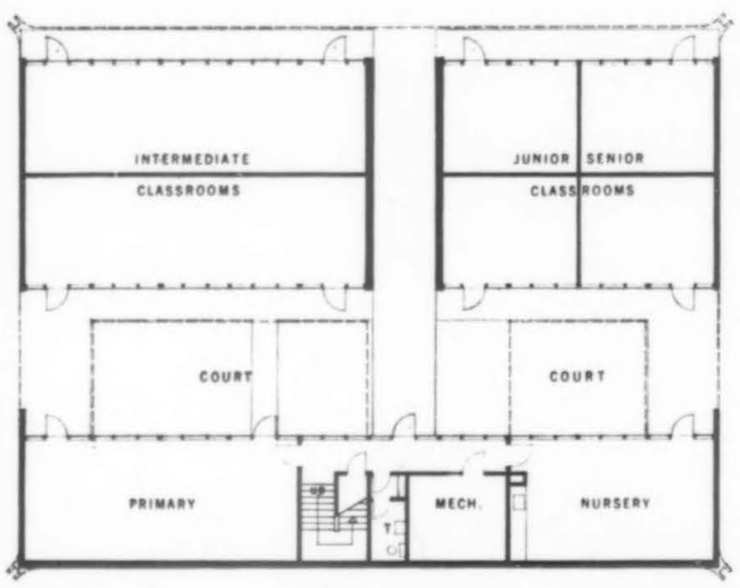
CHERRY CREEK TOWERS

Fiberglass screening of terraces contrasts with reflective gray glass wall. Screen frames are aluminum, duplicate adjacent glass frames. Demountable glass panels can be installed to "winterize" terrace rooms.

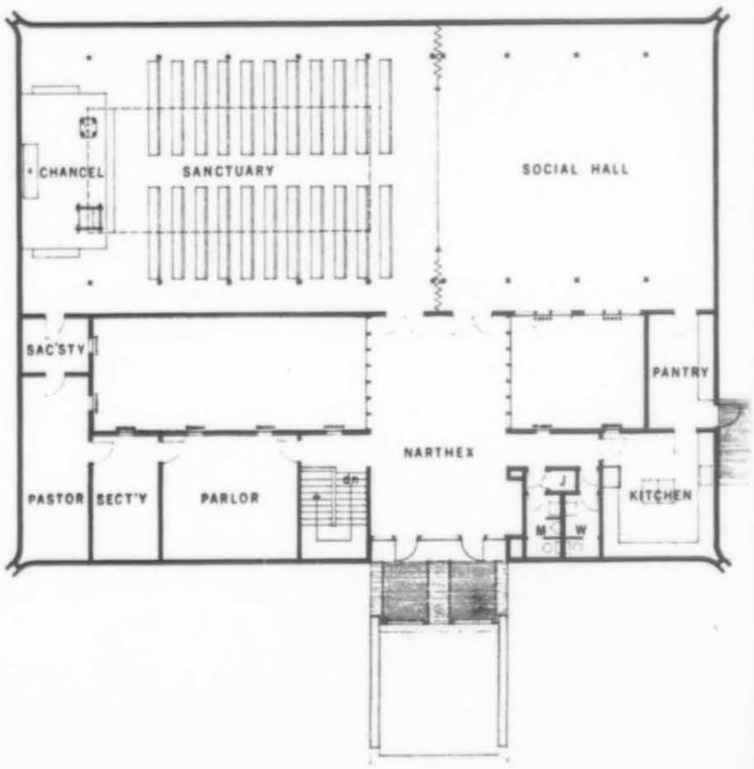


A PRESBYTERIAN CHURCH FOR THE JAPANESE COMMUNITY IN SEATTLE

designed by Kirk, Wallace, McKinley, AIA & Associates



LOWER FLOOR PLAN



MAIN FLOOR PLAN

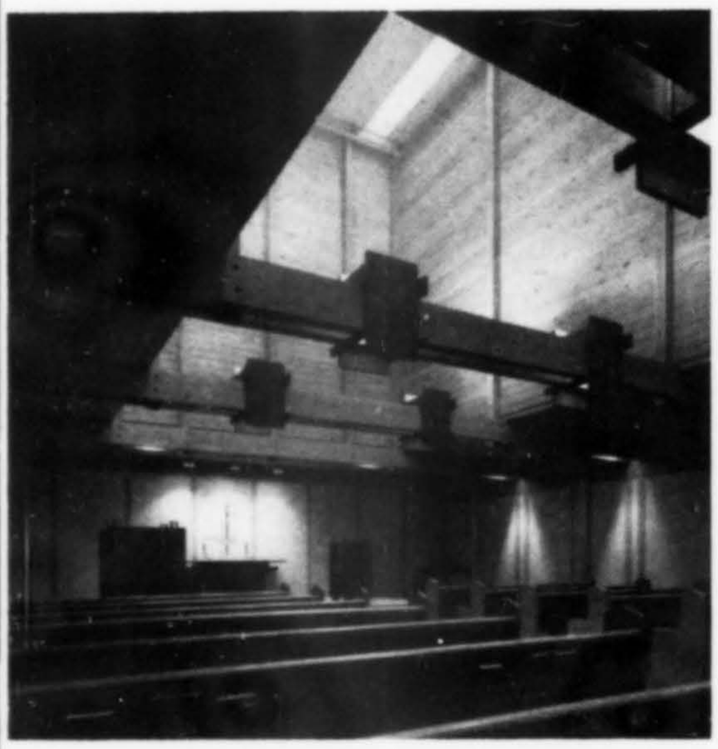
The narthex and church offices open inward onto two central courtyards. The narthex bridge (above) allows direct access from the main entry from the upper street to the sanctuary and fellowship hall. Otherwise, the entire upper level is enclosed with a 12-foot high textured wall of cedar shingles with no openings except egress doors and main entry.

THIS CHURCH is for a congregation consisting of both Issei (Japanese immigrants) and the Nisei. The older Japanese requested an Oriental design; the younger Nisei wanted something contemporary. Both heartily approved this solution.

Because of the topography, the scheme was divided into educational areas at the lower ground level, left partially developed at this time, and church offices, kitchen, narthex, sanctuary and fellowship hall on the upper level. The sanctuary seats 200, with adjoining fellowship hall which can be opened to the sanctuary for the large funerals which are very much a function of this church.

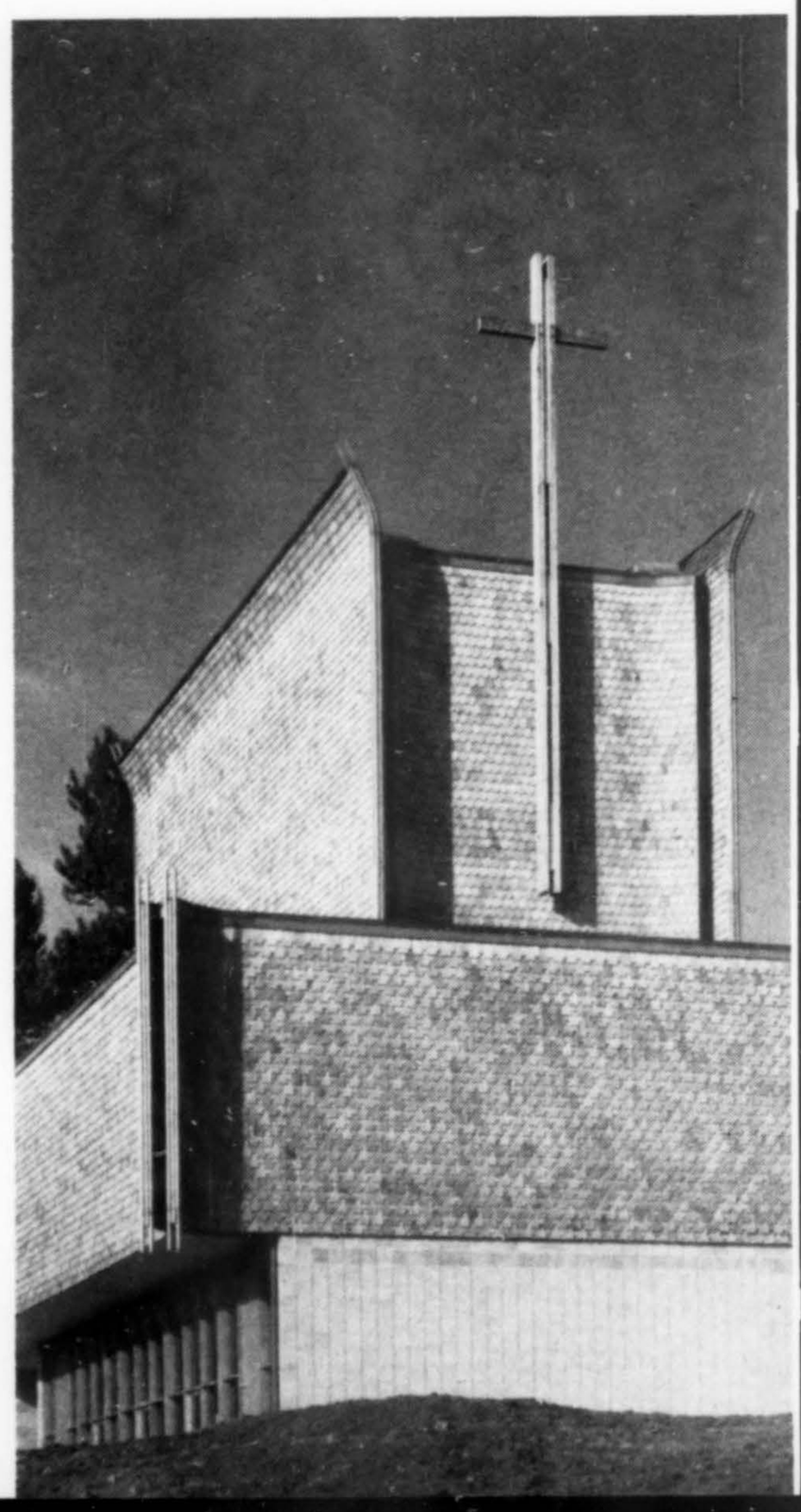
A veteran of early 1900 shingle styles set up shop at the church site where he cut all shingles to pattern. These include a horizontal texture of alternate 5" and 2-1/2" shingles and rounded butt 5" shingles.

Completed in 1963 by the Rudy Simone Construction Company, the building cost $118,000 ($14.25/sq. ft.). Engineers included Worthington, Skilling, Helle & Jackson for structure; James B. Notkin & Associates for mechanical; and Thomas E. Sparling & Associates for electrical. Robert W. Chittock is landscape architect, installation for which is still incomplete. ■



Future buildings will undoubtedly reflect the influence of the dramatic shingle texture of this church plant. But even more successful than the cladding, however, is the quality of the interior space within this completely enclosed environment. The sanctuary, with its side and central aisles, is completely contained within itself and is illuminated by two strip skylights in a tower extension rising 35 feet above the upper floor. The light flows down through the wooden tower structure into the sanctuary.

Hugh N. Stratford photos



Architect's Comment

THE CREATION OF a religious structure for the Japanese Presbyterian Church posed intriguing architectural problems: to produce a building that would satisfy the philosophical aspirations of the congregration, and to bring forth a Christian symbol inspirational to the community.

The natural characteristics of the sloping site inspired the contrasting vertical form, and the subtly curving textured walls of the lower narthex and upper sanctuary masses were designed to recall the distinctive designs reminiscent of Japanese architecture.

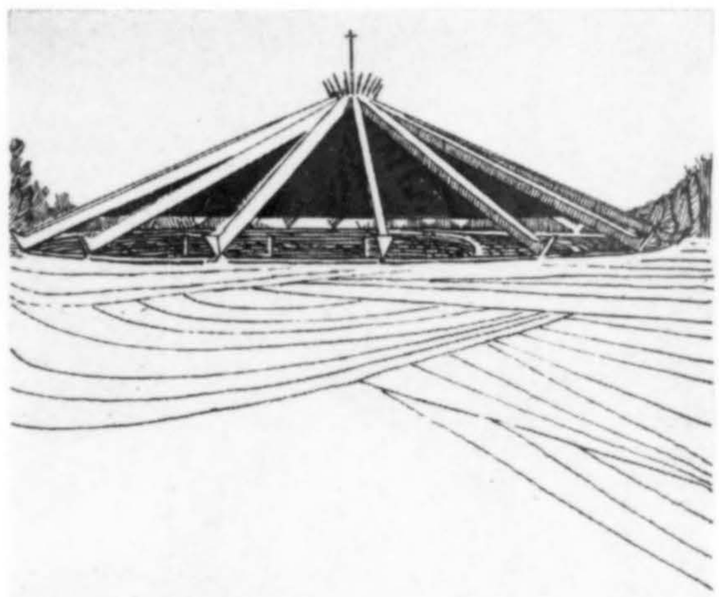
It is hoped that the quiet simplicity of textures, created by the native shingles, will produce an ageless quality for the shapes of the building.

The contrast of spaces that has been designed, together with the variety of lighting from courtyards and skylights—hopefully has created an inwardly directed environment of sanctity—truly conducive to religious inspiration.

. . . KIRK, WALLACE, MCKINLEY, AIA & ASSOCIATES, Architects

Gacoflex elastomers...

make it possible to design rugged, imaginative roofs like these...



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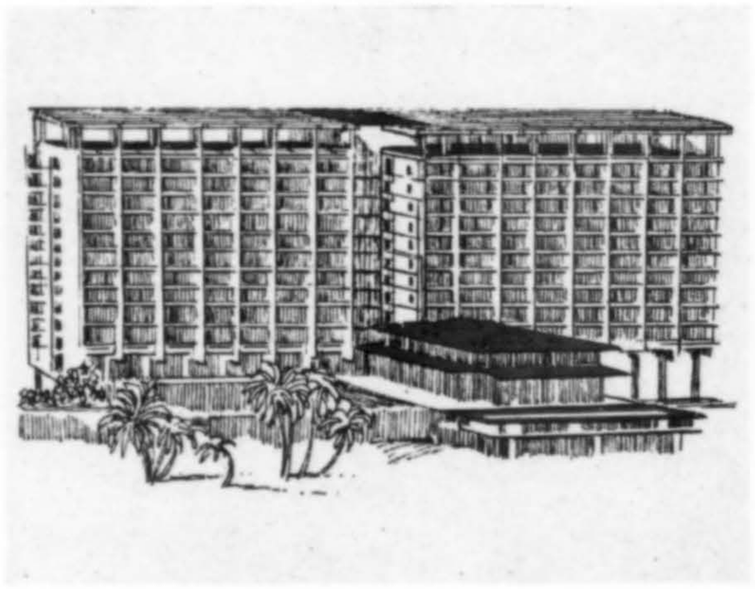

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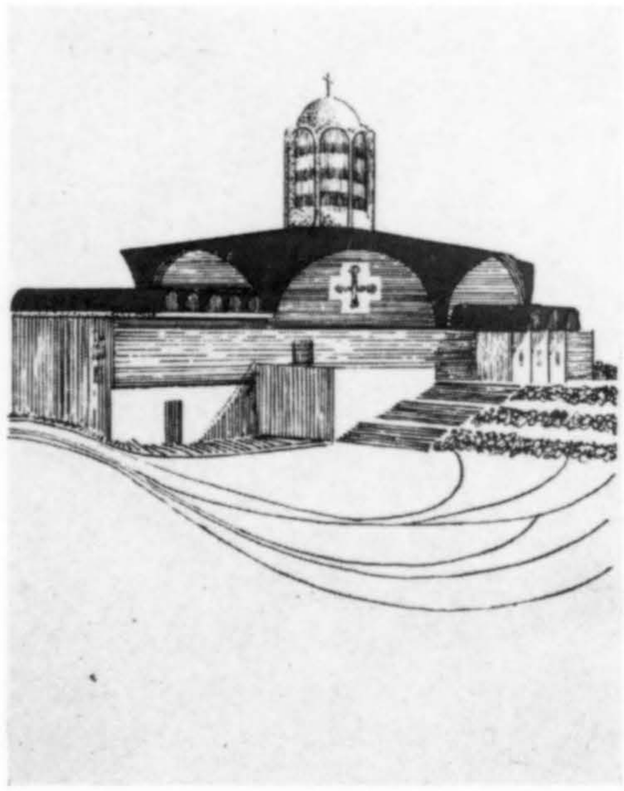

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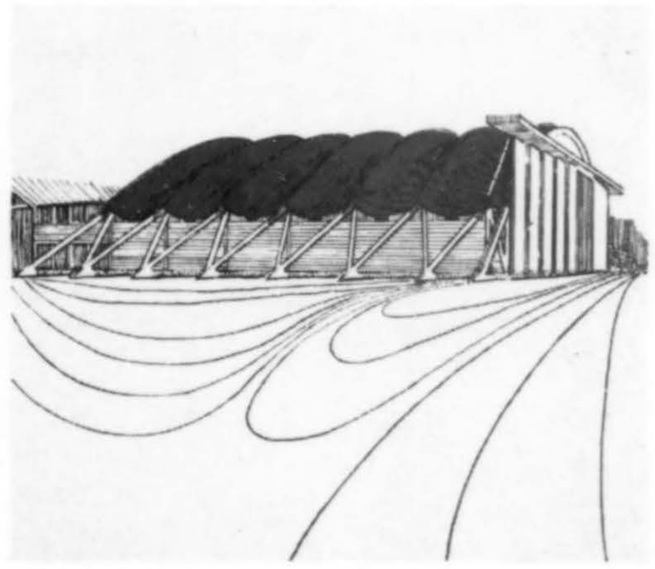


d.

e.

(*a*) St. Peter's Church, Pacifica, Calif. Mario J. Ciampi F.A.I.A. Archt. Paul W. Reiter Assoc. Archt. Harold A. Price Co., Inc., applicator.
(*b*) Kahala Hilton Hotel, Honolulu, Hawaii. Killingsworth, Brady, Smith and Associates, Archts. Merritt Laws Roofing Co., applicator.
(*c*) St. Demetrios Greek Orthodox Church, Seattle, Wash. Paul Thiry, Archt. Northwest Waterproofing Co., applicator.
(*d*) Hangar, West Coast Airlines, Seattle, Wash. Bassetti & Morse, Archts. Crow Roofing & Sheet Metal, Inc., applicator.
(*e*) Theater of the Sea, Sea World, San Diego, Calif. Victor Gruen & Assoc., Archts. Bradfield Roofing Co., applicator.
(*f*) Residence, North Vancouver, British Columbia, Canada. Roger Kimble, Archt. Sealproof Construction, Ltd., applicator.

f.

in color.

Time was when all roof weather sealing material was just like Henry's first Ford: you could have any color you wanted as long as it was black.

No more. Gacoflex Neoprene-Hypalon elastomers are designed to meet modern roofing requirements. So they come in any color you can think up. Just pick the one best suited for use over your particular concrete or plywood roof design.

Gacoflex elastomers go on cold, as a liquid, to form a tough, yet elastic, waterproof membrane that stubbornly resists deterioration from sun, flame, cold, heat, abrasion and ozone.

Maintenance is simple. And roofs protected with FHA-approved Gacoflex *stay* protected. For years longer than roofs weatherproofed by more conventional methods.

Small wonder so many top western architects have come to depend on Gacoflex.

Why not find out more about it for your next job? For specifications and samples of Gacoflex, and for information about Gaco's other fine weatherproofing product, Gacodeck, for walking surfaces, write: **GACO WESTERN, INC., 4429 AIRPORT WAY S., SEATTLE, WASHINGTON**

Or contact your nearest Gacoflex representative: *Hobart Bros., San Francisco; Gaco Western, Inc., Denver; Elasco, Inc., Salt Lake City; Masons Supply Co., Portland; Safeway Scaffold, Inc., Spokane; Lewers & Cooke, Ltd., Honolulu; Wm. Barrick & Assoc., Los Angeles.*

GACO

Coupon No. 15

Design/West . . .

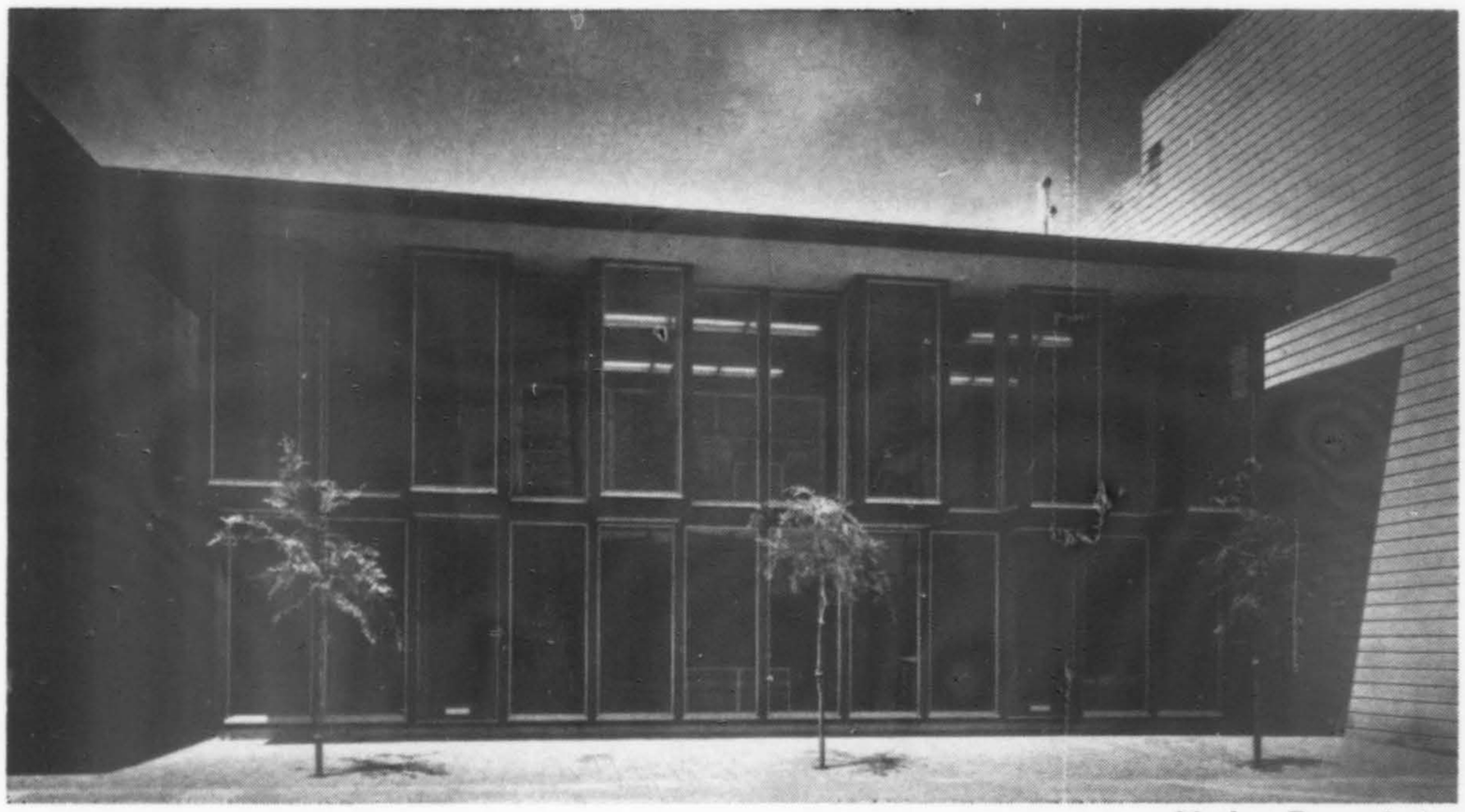
Office Setting: A Brick Plaza

SUN REPORTER BUILDING
San Francisco, California

DEL CAMPO and CLARK, Architects
Thomas Higley, A. Jane Duncombe, Associates

FONG C. CHAN
Structural Engineer

HOWARD B. NILSEN
General Contractor



Morley Baer photos

ADDING ONE of the first pleasant notes to a redevelopment area, this small office building skilfully portrays a self-help project that should prove an incentive to other professional and business offices scheduled to be included in the proposed new shopping district. Adjacent structures are slated for removal.

The building houses under one roof the many interests of a busy physician: medical suites for the doctor's own use, editorial space for a weekly newspaper (The Sun Reporter) which the doctor sponsors, and public meeting rooms for community activities.

The entire site is paved with brick set in sand. Of wood frame construction, exterior walls are resawn, stained redwood and glare reducing glass. Interior surfaces are painted gypsum wallboard. Broad roof overhangs shield the bay windows from glare and heat. Interior spaces are heated and cooled by roof-mounted electric heat pumps.

To the rear, a secluded landscaped patio provides a pleasant outlook from the ground floor offices and from the meeting room and balcony above.

Completed in June, 1963, construction cost was $125,000. Casey Kawamoto was landscape architect; Stanley Anderson, electrical engineer; Dariel Fitzroy, acoustical engineer.

GROUND FLOOR PLAN

How Can Architects Cope with Today's Package Dealer?

By ARTHUR P. ZEIGLER, JR.
Associate Editor, Charette

This is an abridged version of a conference sponsored by CHARETTE magazine, official publication of the Pennsylvania Society of Architects, whereby CHARETTE hoped to provoke further thought—and proper action—on a besetting problem for the architect today.

THE PACKAGE DEALER is an entrepreneur of construction who supervises all aspects of erecting a building. The Package Dealer is a contractor basically or interior equipment furnisher who operates in construction of banks, factory buildings, motels, college dormitories, offices for doctors and lawyers and, less frequently, schools. He handles the whole range of items that are involved in construction from the real estate phase of land acquisition through the architectural phase of drawing and engineering to the contractor's phase of actual construction—and does it at *guaranteed price*. Thus, he offers two advantages to the owner: "I'll do the whole job," and, more important, "I'll do it at a price agreed upon beforehand."

Since the Package Dealer is rapidly gaining ground in the area formerly belonging exclusively to the architect, it might behoove the latter to analyze his opponents tactics, to see what he could appropriate for himself. When he does this, he will find several facts:

1. The client has to deal with only one person: the Package Dealer represents realtors, financiers, accountants, tax experts, architects, engineers, contractors, even interior decorators.

2. The Package Dealer presents designs that are fashionable, advanced, even unique. They are not second-rate; they are not behind the times. He hires promising young architects who are well aware of current trends.

3. The Package Dealer does not obtain his contracts by offering a cheap job but by *selling* the client.

These three facts suggest that architects can regain lost ground by following four courses of combat.

Expand Service

Many architectural firms already provide a large range of services. They advise about land acquisitions, choice of contractors, and promotional efforts for instance. Their organizations already contain specialists in various phases of construction. What they need to do now is *inform* the owner that they are performing these services for him—let him know it—and expand them further.

Keep Abreast

A businessman who is scouting for an architect to design a building for his corporation wants not only one who can proffer a functional layout but one who can plan with taste and with awareness of fashion.

Inform the Client

The most important of the three battles to be waged is that of self-publicity, of selling yourself to the client. Architects have too long felt that using "business sense" vitiates the prestige of the profession. The assumption is that architecture is already so esteemed as an independent profession that efforts at self-elevation, at public relations, as it were, are unnecessary and beneath it. This idea is a grandiose and fatuous promulgation, one that is the prime cause for the inroads the Package Dealer has made.

When you are talking with a prospective client, you must convince him that designs are not unimportant in the total scheme, as the Package Dealer claims, but are most essential and that therefore the architect is the key figure in supervising the construction. Indeed the *architect should willingly undertake to provide all the services, the full "team" that his rival offers. And he must not belittle his co-workers. Again to quote an architect "The Package Dealer has a team. The team doesn't make a hero out of one at the expense of the others. On the other hand, architects do. They keep poopooing the contractor; the contractor keeps poopooing them." Thus rule three: Quit fighting; work to present a united front.*

Inform the Public

Last, the architect must inform the public about his role and his value. Without debating here the possibility of formal advertising, we can suggest that architects do not take advantage of opportunities now open to them.

Improve from Within

Perhaps, then, the profession had best begin its campaign within its own ranks. Too many members of the profession are content to be a member of the group but not the leader. The profession should assess its value, its opportunities, its vital artistic and practical promise; after that it should remind itself that it exists in a competitive economy where self-advancement depends largely on carefully planned public relations—and then forge ahead and plan them.

COMMENT and OPINION

The new return enevelope in the back of each issue of ARCHITECTURE/WEST has produced some interesting comments and opinions, as well as news items, subscriptions and requests for information. Here are a few excerpts from these comments:

I really look forward to ARCHITECTURE/WEST each month—great aid in the classroom. —Los Angeles

° ° °

Still the best in the west. I particularly noted your number of inside photos showing furniture and decor. —San Rafael

° ° °

Good work so far . . . let's see more Northern California! —San Francisco

° ° °

Keep up the good work on feature selections. —Jackson, Wyoming

° ° °

The Society of American Registered Architects is fast coming to the top across the country. As a member of the national group I would like to see something printed on the local California groups. —Hemet, California

° ° °

It would be more to my liking if 50% of the contents were devoted to residential design and construction.
—Cathedral City, California

° ° °

You're improving! Keep it up and I may subscribe! —San Mateo

° ° °

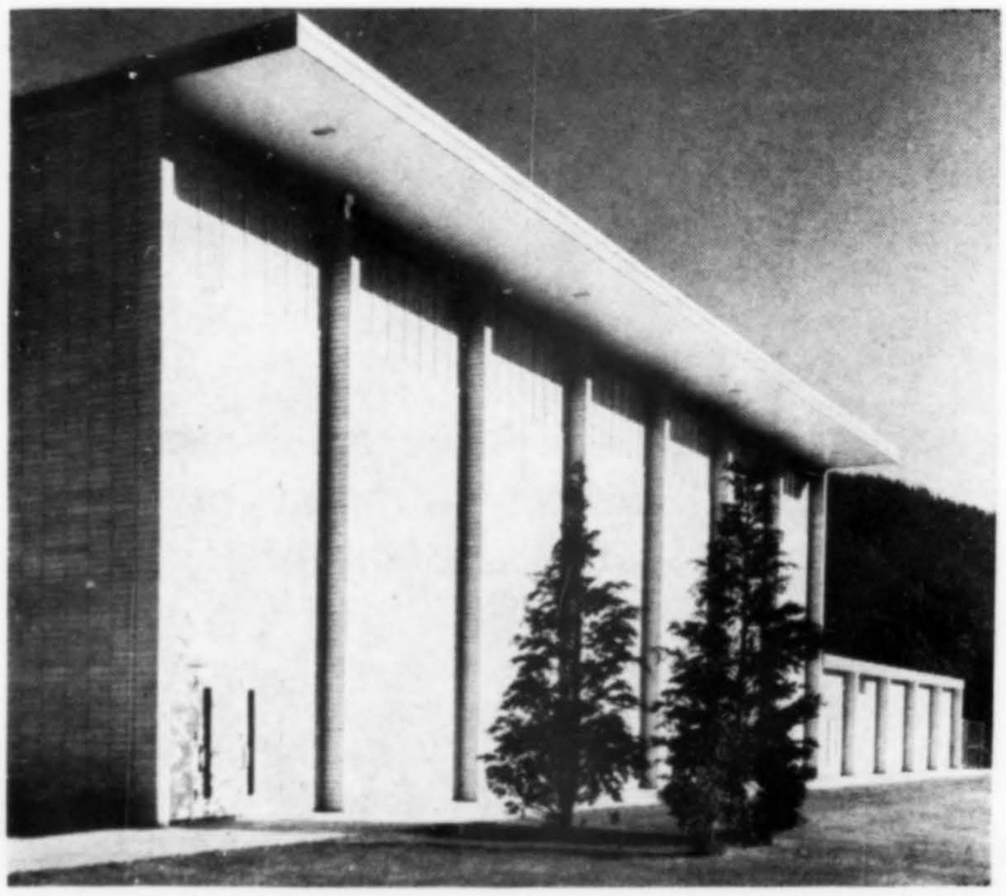
I am a subscriber—I like the magazine very much. Good format. Much information given with a few well chosen photos and facts. —Denver

° ° °

A particularly excellent issue (May). Some really nice work being done.
—Phoenix

° ° °

Excellent coverage—good photos. Keep up the good job! —Portland



Where Breakage Is A Major Factor

SPECIAL PURPOSE APPLICATIONS of acrylic plastic glazing, used in combinations with glass, are solving several problems in school construction, where breakage by accident and by vandalism has been on the rise.

Installed above the normal glass glazing in Issaquah (Wash.) High School, the Rohm & Haas Plexiglas in a shade of ivory provides high-level, glare-proof diffused daylighting. In the gymnasium and in other areas subject to hazards, it reduces potential breakage.

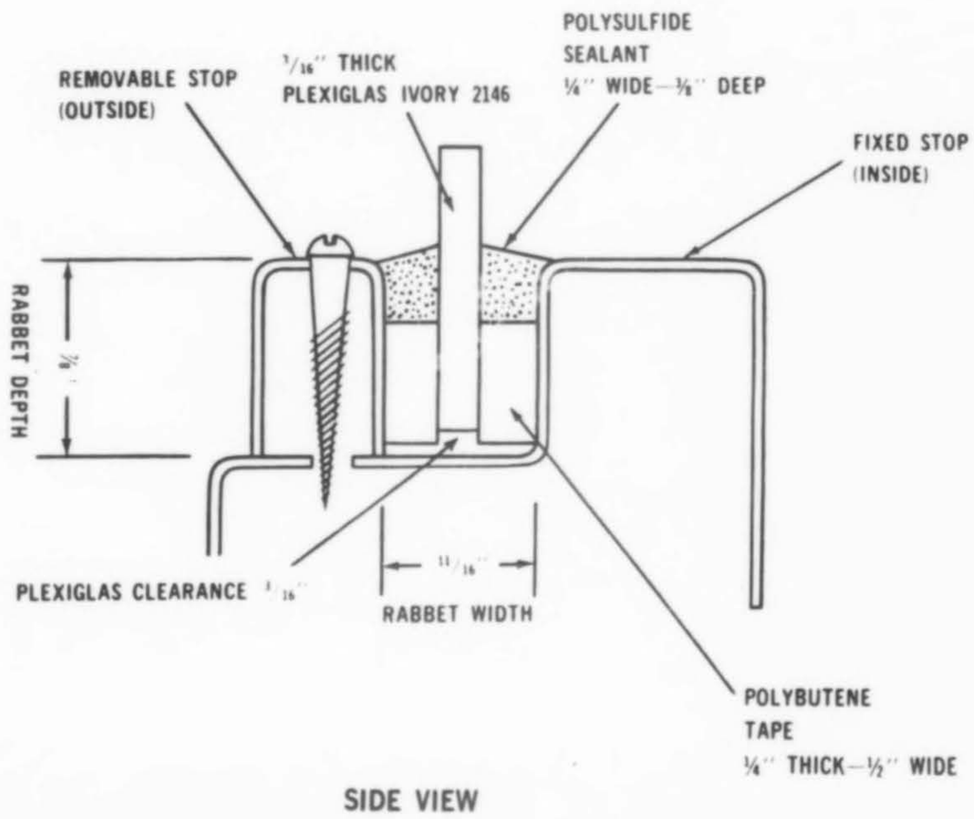
Three hundred of the 20x70-in. sheets, 3/16 in. thick, were installed in aluminum sash by Eastside Glass Co., using a polybutene rubber tape and polysulfide sealant bead 1/4 in. wide and 3/8 in. deep. Because the expansion factor for Plexiglas is about eight times that of glass, a quarter inch perimeter clearance was allowed for thermal movement. An accompanying drawing details the glazing in window sash rabbet.

The school presents some especially fine facades in block and brick, and the vertically installed plastic panels add to

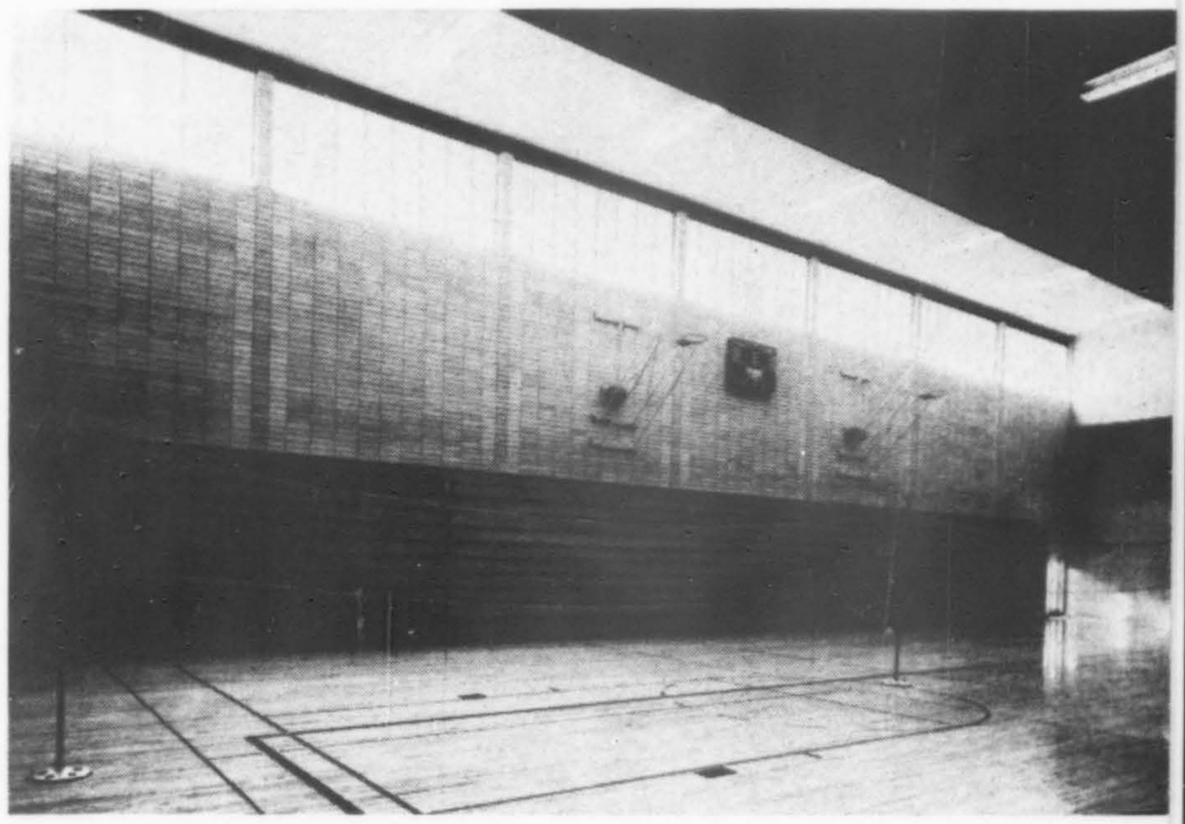
the design detail. Architect for the $1½ million, 104,000 sq. ft. project was Young, Richardson and Carleton; general contractor was Alcan Pacific Co. Walls are integrally colored concrete block half high; roof structure is glued laminated beams and girders with wood joists and tongue and groove decking; interior walls are sound insulated drywall. Heating is all electric baseboard and volume.

An impression of all-pervading light is dominant in the facing-page picture of a cafeteria area of the Issaquah High School. Ivory Plexiglas panels control glare while spreading daylight over the working area; in the gymnasium they reduce chance of breakage. Glazing is similar to glass procedures, but with a different sealant.

PLEXIGLAS GLAZING AT ISSAQUAH HIGH SCHOOL



SIDE VIEW



METHODS
and
MATERIALS

urethane foam
curtain wall sealant

Foam Unequivocably "Stops" Leaking

SECURITY LIFE BUILDING
Denver, Colorado

URETHANE FOAM, used the first time in a unique way in what will be Denver's tallest skyscraper, has solved the persistent problem of sealing curtain windows in a concrete building.

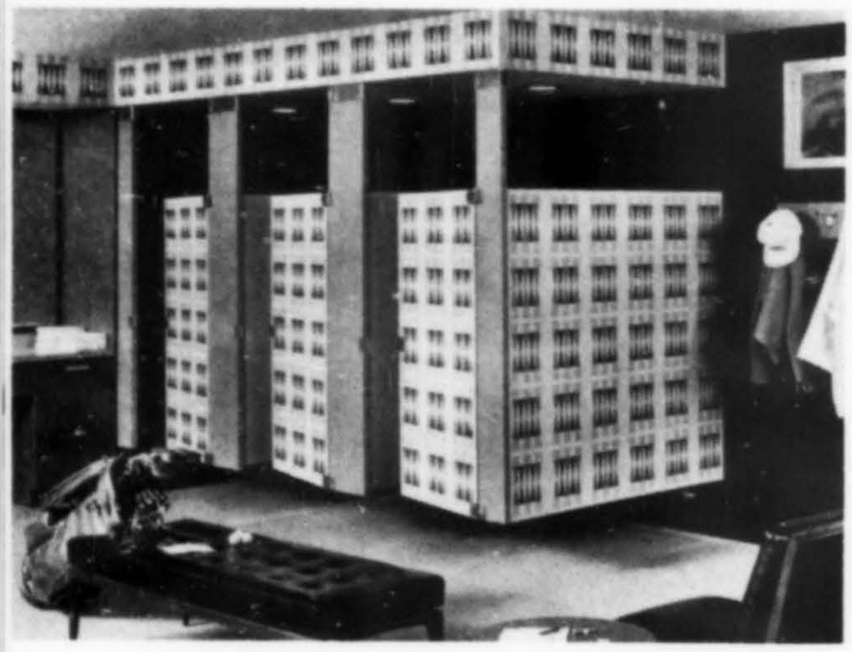
George Skinner, superintendent for Harmon Construction, Inc., general contractor, says, "We have solved the leakage problem with urethane foam, and we say this unequivocably and without reservation."

The foam, a product of Phelan's Resins and Plastics using Olin Mathieson ingredients, is pumped by gun directly into the cavity between curtain wall and concrete column from floor to ceiling, and between floor slabs by shooting through each spandrel beam from above. At each floor the 20-in. space between the spandrel beam, curtain wall and column was filled by shooting the foam down at the floor line along the fascia channel of the curtain wall. The foam flowed downward, met the foam already in place below and expanded upward to fill the cavity.

Within minutes after foaming and curing, the excess foam was trimmed even with the window channel with an ordinary knife or spatula.

In addition to forming a true barrier against leakage, the urethane foam makes economies possible. Since the foam expands as it is pumped to fill all crevices, column tolerances need not be as exact as with other methods. It is possible to seal a curtain wall to a rough stone building.

The Security Life Building will be 31 stories high, was scheduled for completion in May. Foaming was done by a subcontractor, Burkhardt Steel Co., Denver.



Formica toilet compartments

Four types of laminated plastic toilet partitions have been introduced by Formica for public-use bathrooms. The product package, all flush-panel, includes: floor mounted-overhead braced; floor mounted; ceiling hung, and a special high-performance floor mounted-overhead braced unit. The latter was developed for installations where rougher than normal wear is common, such as bus stations and grade schools. Components of the line include Formica laminate-clad partition panels, door panels, overhead braces and pilasters and tamper-proof chrome-plated steel hardware. Available in wide range of colors and patterns.—Formica Corp. (A/W), 4614 Spring Grove Ave., Cincinnati, Ohio. **Coupon No. 32.**

institutional carpeting

A revolutionary carpet that has the traditional elegance of velvet, Veltron has a napped surface of short nylon filaments that have been electrostatically applied by special machinery. Each fiber is straight and retains its upright position after pounds of furniture have rested on it. The pile is 1/5-in. deep, backed with jute and a special adhesive that withstands cleaning methods. Veltron carpeting comes in widths up to 15-ft., is available in wide choice of solid colors.—E. T. Barwick Mills, Inc. (A/W), Chamblee, Georgia. **Coupon No. 33.**

suspended grid ceiling system

The new Suspended Grid Ceiling System makes available the most practical ceiling height for all installations ranging from commercial and light industrial to residential structures. The Suspended Grid system effectively covers exposed joists, ducts, cracked or damaged ceilings. It can be installed from within 1 and 1/8-in. of the existing ceiling or joists. The grid is made of durable steel finished in a white baked enamel said to be highly resistant to chipping, scratching or soiling. Five patterns are used with the suspended system.—Insulite Division (A/W), Minnesota and Ontario Paper Co., Northstar Center, Minneapolis, Minn. **Coupon No. 34.**

packaged air conditioning, heating

The Weth'r Control'r is a simplified design in a full air conditioning "packaged unit" for schools, requires minimal floor space yet permits heating or refrigerated cooling independently of a central station system. It is said to provide full air conditioning at costs comparable to conventional heating alone. The Weth'r Control'r is a simple all-electric water cooled unit. Each unit may be used independently of any or all other classrooms. Units may be installed readily in existing structures as well as into new plans.—Reliable Steel Supply Co. (A/W), division of Pacific Industries, Inc., 740 E. 111th Place, Los Angeles. **Coupon No. 35.**

vinyl surface wallboard

A vinyl surface wallboard featuring a tough vinyl plastic covering, laminated to a gypsum wallboard base, is said to resist scuffing, chipping or peeling. The surface is stain and fade resistant, easly cleaned with damp sponge. The wallboard is offered in a choice of five colors in a fabric weave pattern or a walnut grain pattern. Recommended for use in commercial, insitutional or residential applications where walls are subject to hard usage and minimum maintenance is required. Panels have beveled long edges eliminating need for standard drywall treatment. — The Celotex Corp. (A/W), 120 South LaSalle St., Chicago 60603. **Coupon No. 36.**

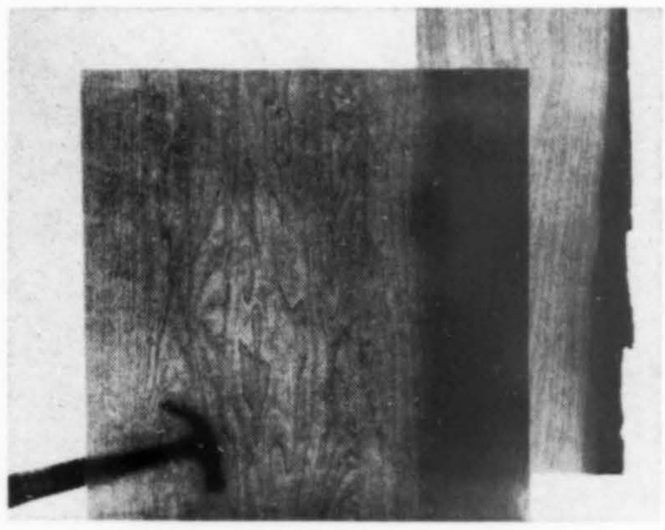
A/W pinpoints . . .

IN THOUSAND OAKS . . .

the Autonetics Division of North American Aviation had a man-sized filing job on its hands. When the engineering drawings began to number into the thousands, the Plan Hold Corporation came to the company's aid, fitted a vault at Autonetics with bank on bank of modular units consisting of four moisture duro tubes, aluminum reinforced and housed in a furniture finished steel shell. The units stack on top of each other, from floor to ceiling.

colored gravel stops

Economy and the finishing touch of color are features of the C/S Econocolor Gravel Stop. Twelve permanent colors are supplied ranging from gloss white to black, including architectural grays, blues, greens, mandarin orange, desert tan, beige. Color finishes are factory applied hi-bake exterior coatings with a hardness, toughness, mar resistance and color fastness said to approach porcelain enamel. All finishes have written two-year guarantee. Other Gravel Stop features are sturdy fabrication from 16 B&S gauge embossed aluminum sheet, fast slip-joint assembly.—Construction Specialties, Inc. (A/W), 55 Winans, Cranford, N.J., **Coupon No. 37.**



fiberglass panel like natural wood

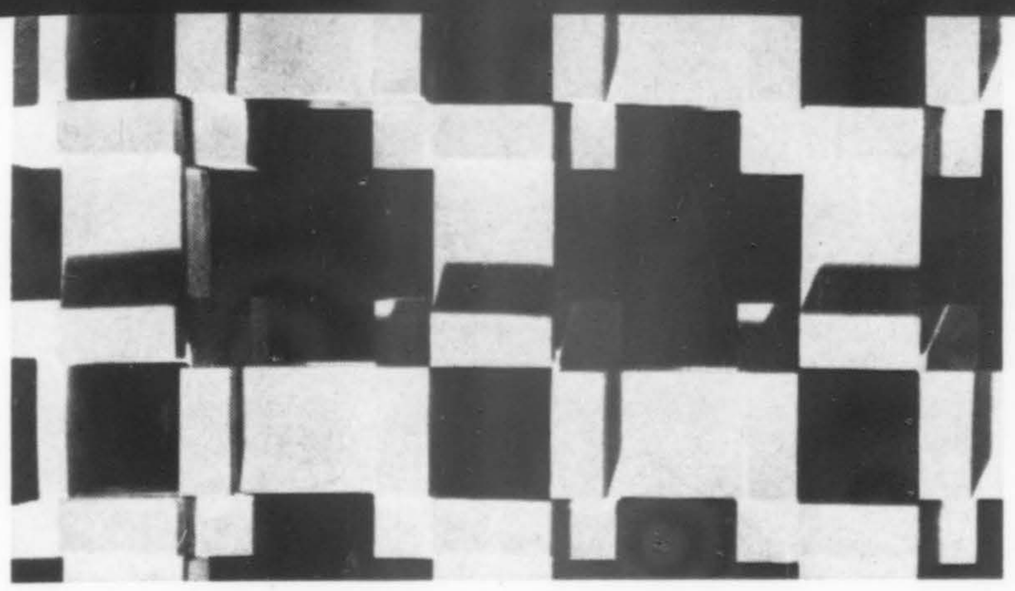
Just introduced by Alsynite is a translucent fiberglass panel that looks like natural wood. Called Ridgewood, the new panel retains all of the advantages of Alsynite's other translucent fiberglass panels: highly weather-resistant, will not shatter, fade, warp, rot, rust, craze or mildew. It is available in flat panels and in ribbed panels, both with smooth surface.—Alsynite Div. (A/W), Reichhold Chemicals, San Diego, Calif. **Coupon No. 38.**

stacking chair with arm tablet

A new stacking chair with fold-up tablet arm can be stacked without removing the arm. The arm is white laminate, 15-ply, 22 3/16-in. by 10½-in., can support 300 lbs. The chair's plated steel base attaches to rubber shock mounts, epoxy-glued to the fiberglass seat shell and unconditionally guaranteed. Six shell colors are available with special colors and fabrics on request. Sixteen chairs stack to less than six feet high.—Herman Miller, Inc. (A/W), Zeeland, Michigan. **Coupon No. 39.**

entrance matting

A link entrance matting is constructed of patented grease-resistant, crack and check-proof vinyl links woven on a non-rust steel network. It has a non-slip surface and is said to be 100% heel-proof. The tapered ribs on the walking surface provide maximum scrapeage of dirt, mud and slush from shoes. The mat is available in eight solid colors, rolls for easy cleaning.—American Mat Corp. (A/W), 848 Park Wapakoneta, Ohio. **Coupon No. 40.**



dimensional concrete block

Design #8, a three-dimensional concrete block, is the latest addition to the Erwin F. Hauer collection of sculptural pierced walls. The first completely geometric block in the collection, it emphasizes the theme of the entire group: creation of light diffusing interior and exterior screen walls distinguished by repetition of sculptural form. Blocks are 8x8x4-in., with each unit weighing seven pounds. They are available in warm beige and off-white.—Arts for Architecture, Inc., 50 Rose Place, Garden City Park, New York 11041. **Coupon No. 41.**

built-in pressure vents for roofs

All of the Foamglas-Board roof insulation manufactured by Pittsburgh Corning is now being produced with a built-in pressure vent system. A ¼-in. bevel on the long edges of the bottom side of each board allows moisture pressure to be vented at the perimeter of the roof. The manufacturer claims that this is only practical with cellular glass insulation because it is impermeable to moisture. Foamglas has a perm rating of 0.0; is made from mulitple sections of Foamglas cellular glass insulation sandwiched between specially laminated sheets of kraft paper to form a rigid 2x4-ft. board-type insulation. It is available in three thicknesses: 1½-in., 1¾-in., and 2-in.—Pittsburgh Corning Corp., One Gateway Center, Pittsburgh, Pa. 15222. **Coupon No. 42.**

service-weight stair treads

A service-weight vinyl stair tread features a new, easy-to-clean tread design, with an option of square or round nosing to assure snug stair fit. The tread is available in sandalwood, brown or gray and in standard lengths from 36 to 96-in. A companion accessory is matching, cove-design, 6-in. risers that come in either 48-in. lengths or 50-ft. coils.—Johnson Rubber Co., Flooring Accessories Div., 222 Vine, Middlefield, Ohio. **Coupon No. 43.**

economical Colorstrip chalkboard

The recently perfected Colorstrip Chalkboard is said to provide savings in the blackboard line since it is economically available in both cold rolled steel and aluminum in widths up to 48-in., and in a variety of colors including gray, dark green and black, and others. The chalkboard is given a zinc or iron phosphate two-coat conversion coating that is said to have a high degree of abrasion resistance that will retain its mat finish under long service. Coating accepts chalk and will erase without ghosting.—Marwais Steel Co., 6466 Gayhart St., Los Angeles, Calif. 90022. **Coupon No. 44.**

medium-priced office chairs

The "2000" series chairs are said to combine comfort and construction features never before available in a medium-priced office chair. Seven models are available: executive posture swivel chair, executive swivel chair, clerical swivel chair, executive side chair with arms, and without arms, clerical posture chair. Chairs have sculptured back cushions, extra-large, fully sprung foam rubber seats. Arm chair models have full-length arm rests of solid walnut. Swivel models turn on a thrust bearing insuring tight, friction-free fit for quiet operation without chair wobble. Chairs are available in wide choice of woven or vinyl fabrics.—Corry Jamestown Corp., Corry, Pennsylvania 16407. **Coupon No. 45.**

LITERATURE

Threshholds for Heavy Traffic Entrances (AIA 14-D-1): introduces a heavy-duty threshold of heat-treated extruded aluminum, filled with diamond-hard abrasive material. The Super-Grit thresholds are illustrated in the new 1965 catalog which also shows latest styles of abrasive metal safety treads and a complete selection of cast metal thresholds. 20-pp.—Wooster Products, Inc., Spruce St., Wooster, Ohio.

Dylite Refrigeration Panel Systems: describes two basic structural panel systems for refrigeration and environmental control structures. The heavy loading and medium loading panels are explained with characteristics, facings, construction features and all specifications included for each. Installation photos included. 16-pp.—Koppers Company, Inc., Panel Department, 6500 French Road, Detroit, Mich. 48213.

Low-Profile Wood Floor System: shows advantages over crawl-space systems, graphically illustrated with charts and diagrams. Test results of plenum system as concerned with airflow, heating, summer air conditioning, are detailed. Recommendations for constructing system included. Color. 24-pp.—National Lumber Manufacturers Assn., 1619 Massachusetts Ave. N.W., Washington, D.C. 20036.

It Pours and Job is Done (AIA 37-C-2): details features and specifications of water-repellant masonry fill insulation in concrete block and brick cavity walls. Tables of "U" values are included for various wall constructions. 4-pp.—Zonolite Div., W. R. Grace & Co., 135 S. LaSalle St., Chicago, Ill. 60603.

Underground Sprinkler System: offers an analysis of sprinkling needs and explains the economics of automatic underground sprinkling systems. The booklet describes how stepping up from hand watering to an automatic system can result in labor costs over a period of 10 years. Also describes full line of automatic pop-up sprinklers, valves and automatic controllers. 10-pp.—Toro Manufacturing Co., 8111 Lyndale Ave. So., Minneapolis, Minn.

Valedictorian Unit Ventilators: describes unit ventilators for school heating, ventilating and air conditioning as well as the modular line of schoolroom cabinets and accessories designed for use with the Valedictorian line. Well illustrated is the full damper control concept used in these units which are also suitable for heating and fresh air ventilating, or complete air conditioning. Bulletin V-1264, full color, 12-pp.—Modine Manufacturing Co., Racine, Wisconsin.

Unispan: describes the basic features of the Unispan self-supported folding partition system. Three components make up the system: a steel truss, two steel end posts; a Hufcor folding partition. The self-supporting system needs only tie rods to the existing ceiling structure to lateral stability, is completely relocatable as space requirements change. Installations, relocation, operating ease, acoustical performance are detailed. Three color, 6-pp.—Hough Manufacturing Corp., Janesville, Wisconsin.

Pools, with Integral Flow Recirculation System (AIA 35-F-2): brochure describes new form of recirculating system for commercial, competitive and institutional swimming pools. Reports how system is said to eliminate all buried and inaccessible perimeter pool piping and tells how it is applicable to gunite, steel and concrete installations. Covers indoor and outdoor pool designs, hydraulics, installation details, architectural specifications, preliminary pool data sheets as related to the system. 16-pp.—Paddock of California, Inc., P.O. Box 5101, Albany, N.Y. 12205.

Horizontal Style Apartment House Mail Boxes: full information on both front and rear loading models, structural details, features and simplified installation and cross sectional drawings. Model 50. 8-pp.—Auth Electric Co., Inc., 34-20 Forty-Fifth St., Long Island City, N.Y. 11101.

Spires and Crosses (AIA 35-A-4): describes design and construction of church spires and crosses. Specifications are given for crosses and five basic types of steeple and spire construction. Design variations are illustrated by 25 photos of installations. 8-pp.—Overly Manufacturing Co., 574 W. Otterman St., Greensburg, Pa. 15602.

Swivel Type Little Giant She-Bolts: shows construction, use, all specifications and sizes. Charts and illustrations graphically describe newest she-bolt. 4 pp.—Williams Form Engineering Corp., 1501 Madison Ave. S.E., Grand Rapids, Mich. 49507.

MANUFACTURERS/SUPPLIERS

• **Asphalt Roofing Industry Bureau:** Myles E. Sweeney, former vice president and national sales manager of Johns-Manville Corporation, has been named head of the new Western Division of the industry. Offices are in Los Altos, California. In this capacity, Mr. Sweeney will represent 19 national and regional producers of asphalt shingles, roll roofing and saturated felt roofing materials.

• **Fibreboard Paper Products Corp.:** Boyd I. Hill has been appointed Alaskan sales representative for the Pabco gypsum roofing, industrial floor covering and paint division. Headquarters are in Anchorage.

• **Evans Products Co.:** George C. Perkins has been appointed sales manager of the Panel Structures division, manufacturers of laminated and engineered wood structural components for roofs, floors and walls.

• **The Auth Electric Co.:** The Long Island, New York firm manufacturers of communication equipment and systems for hospitals, apartment houses, dormitories, schools and industrial plants, announce the appointment of two new sales representatives: Thomas Geis, 4820 E. Weldon, Phoenix, for the state of Arizona; John J. Harding Co., Ltd., Honolulu, for Hawaiian Islands.

• **Carmel Steel Products:** The Downey, California firm has announced the appointment of Clinton Watson to its staff of architectural representatives. Prior to joining Carmel, he was with Pacific Curtainwall, Inc., for five years. The firm manufactures window wall systems and sliding glass doors in both stainless steel and carbon steel.

• **American Cyanamid Co.:** To improve service to six Western states, the Building Products Division will now stock the Acrylite Palletter Collection of cast acrylic sheets at the Los Angeles warehouse, 2300 South Eastern Ave.

LECKENBY STRUCTURAL STEEL COMPANY opened new offices at 2745 - 11th Avenue S.W. on Seattle's Harbor Island earlier this year. Architect: Durham, Anderson & Freed; Herbert U. Taylor Co., general contractor.

• **Master Builders Co.:** Wilson Powell has been appointed salesman in the newly-established San Bernardino territorial office.

• **Soule Steel Co.:** Bayard M. Ordlock has been appointed as Southwest regional sales manager for the architectural products division, according to James Bedford, division manager. He will direct territory sales for the division in Greater Los Angeles, Nevada, Arizona, New Mexico with headquarters in Los Angeles.

• **Day and Night Manufacturing Co.:** Richard J. Mehren, manager of marketing services for Day & Night and The Payne Company, City of Industry, died March 22 at his home following an illness of four months. He was 52.

• **United States Gypsum Co.:** A new sales district in Spokane, Washington, has been created with G. D. Carr, formerly assistant district sales manager, Salt Lake City, as district sales manager.

• **Art Metal, Inc.:** Paul R. Schnitzen has been appointed district sales representative for the mountain states with headquarters at 1305 Trenton St., Denver. He will cover Colorado, Utah, New Mexico and some mid-west territory.

not specified

IRA HARDIN, new president of the Associated General Contractors of America, is embarked on a program to gain better recognition for building contractors—to improve their public image—and he has set his sights on "equal billing" with architects.

All well and good, say we, except that we've heard the architects themselves on this soap box for years. Worried about their own lack of recognition, as a profession as well as individually, architects have longed for a better image—and equal billing in the newspapers at least, with building owners and the realty firms (these being more conscientiously recognized for several reasons: They are good advertisers, and being promotion minded, they are often more cooperative in dealing with reporters).

So we find the building contractor envious of the recognition afforded architects, and the architects envious of the still greater recognition afforded the company or person who owns the building. And the public blissfully unaware that any of this is going on!

° ° °

In unity, there might be strength. Certainly the best of the architects have come to recognize that the best of the building contractors are their teammates in the creation of any good building that is built for a good client (a "good" client being one who happily produces the amount of money necessary to achieve his desires).

The architect and contractor together can stride much further towards their goals of favorable recognition if each takes every opportunity to praise the other—the design, the skill, the craftsmanship, the business-like attributes—and if they never publicly pass the buck when trouble arises. If there's trouble, "we" goofed, not "he" goofed. And when the awards are handed out, "we" won them. By publicly, we mean before the press, before the client, or in any public teahouse.

The product manufacturer really is part of the team, too, but we haven't heard him complaining lately, so let's leave him out of this discussion.

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Along these lines, although not directly, the Southern California chapters of AGC and the AIA have just established comprehensive guidelines designed to govern the relationship between general contractors, architects and owners of construction projects.

The goal was greater understanding, clarification and harmony, according to James H. Crowell of Weymouth-Crowell Construction Co., and Architect Louis Armet of Armet and Davis, heading their respective committees.

The guidelines emphasize the single contract system, respective responsibilities of the architect and contractor to the client, conditions pertaining to subcontractor bids, guarantee periods, change orders, time allotments.

If the guidelines prove workable, there will be an immediate and noticeable side benefit—better public relations for all.

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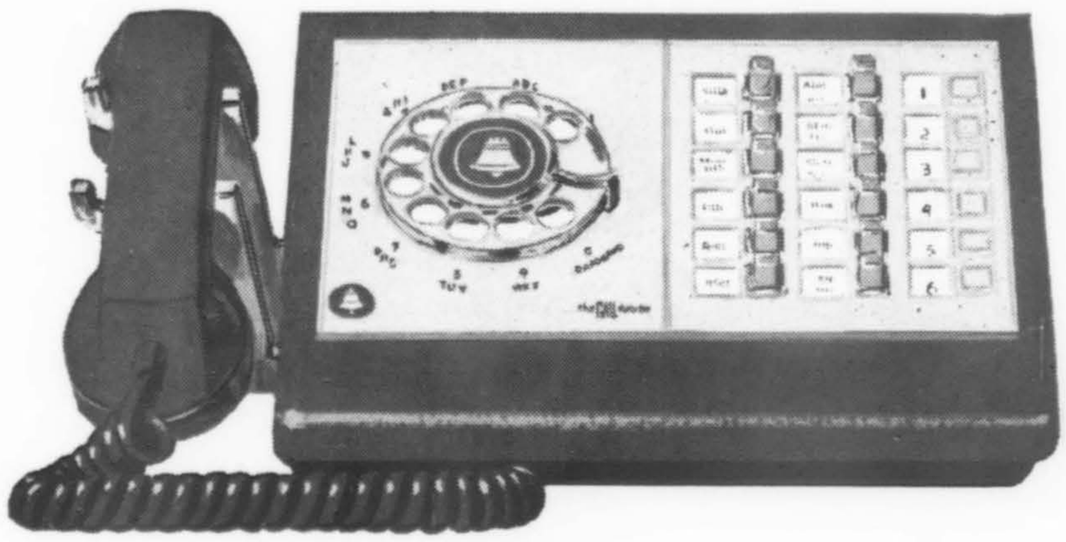

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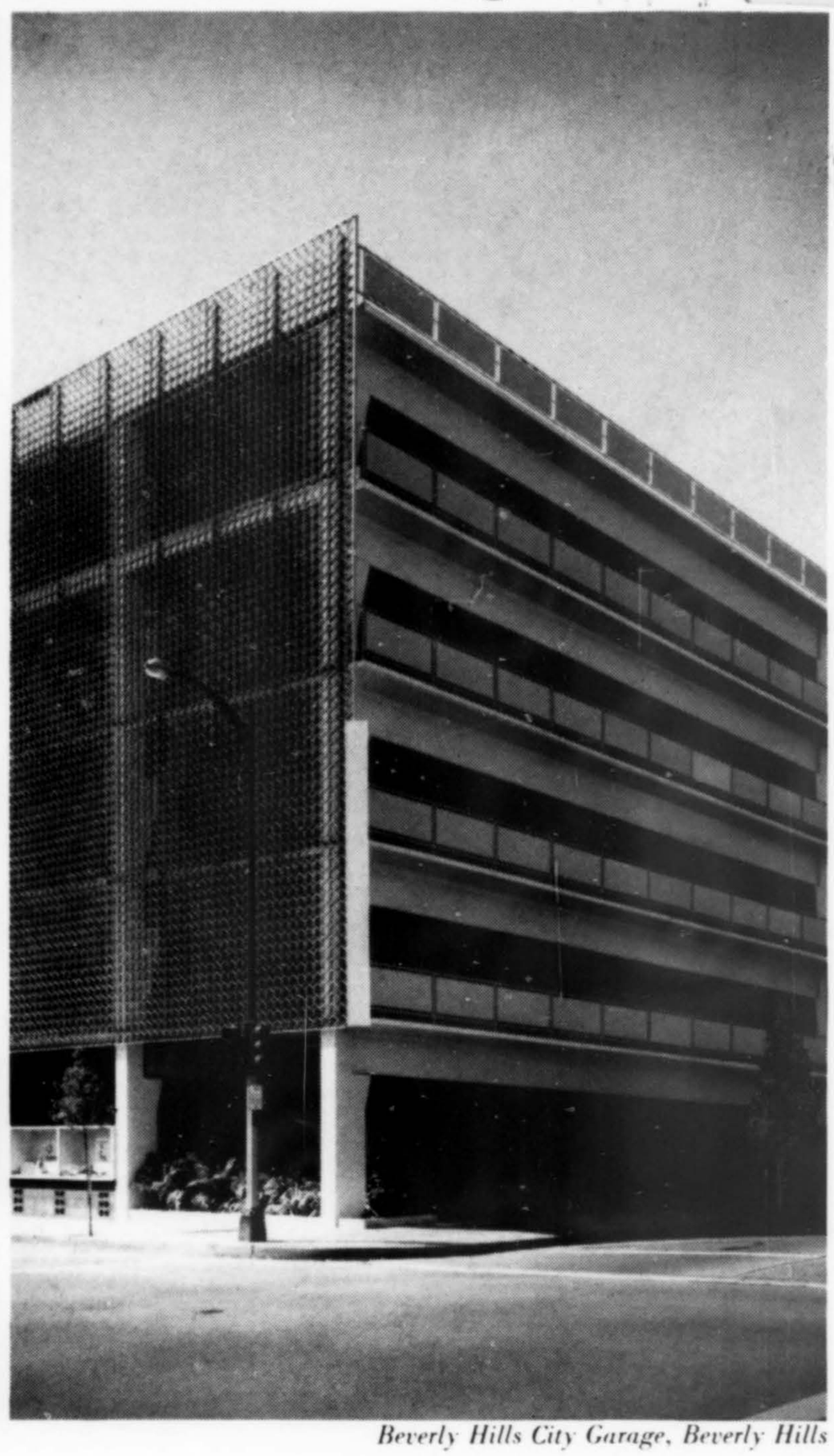

Beverly Hills City Garage, Beverly Hills

Beautiful answers to the parking problem ...garages of precast, prestressed concrete

Beverly Hilton Hotel Garage

Architects: Welton Becket and Associates, AIA, Beverly Hills. Structural Engineers: Stacy and Skinner, Beverly Hills. Contractor: Simkins and Perrin, Inc., Long Beach. Precast, prestressed members: Rockwin Prestressed Concrete Corp., Santa Fe Springs.

Beverly Hills City Garage

Architects: Welton Becket and Associates, AIA, Los Angeles. Structural Engineers: T. Y. Lin and Associates, Van Nuys. Contractors: C. L. Peck and Ellis E. White Co., Los Angeles. Precast, prestressed members: C. D. Wailes Precast Concrete Corp., Sun Valley.

Coupon No. 26

Beverly Hills parking has been made easier by the addition of two new parking garages, handling a total of 900 cars. The Beverly Hilton Hotel Garage holds 500; the Beverly Hills City Garage, 400.

Both buildings went up fast at a low cost per parking space. The major reason was construction with precast, prestressed concrete members. This quick, economical construction method is also a natural choice when great strength and a maximum of useable space are essential. What's more, it allows a garage to be beautiful.

The modern exteriors of both new Beverly Hills parking garages fit perfectly into an area notable for its outstanding architecture.

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