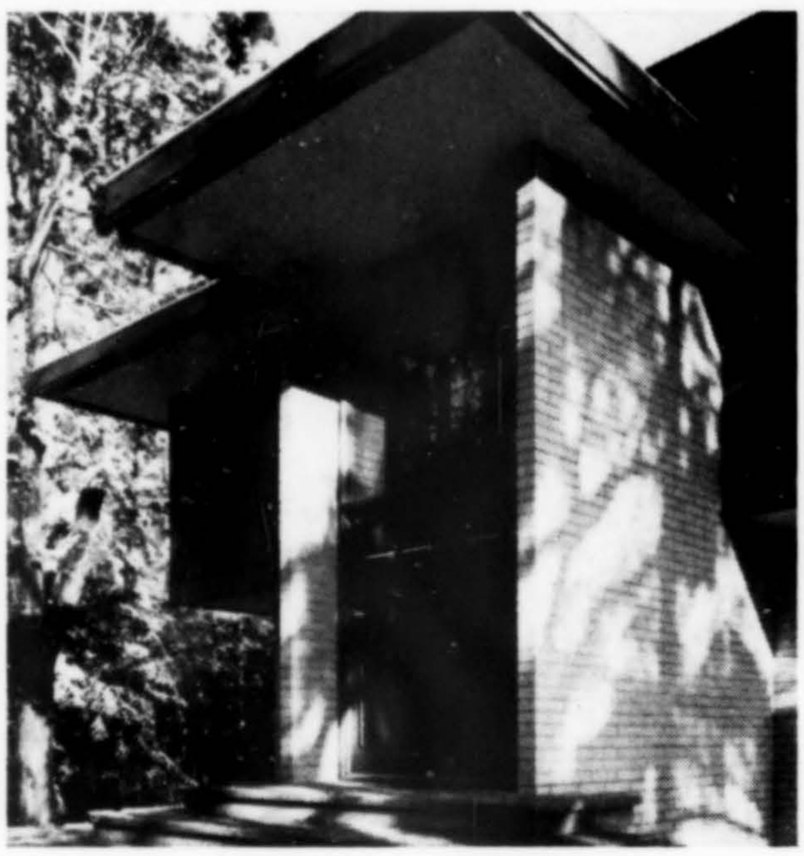
Architecture / West

A/W

The only magazine
devoted exclusively
to Western architecture

JULY 1965

What's new in architectural ceramics?



Seattle's Brick "Home of the Year"

For intriguingly modern designs, many are turning to one of the oldest building materials, as the award-winning house shown attests. It was selected "1964 Home of the Year" by a jury of architects, from the Seattle Times' twelve "Homes of the Month." Architects were Nelsen, Sabin & Varey, contractor Tim Ryan, masonry contractor George Krsak. All masonry costs were less than $5,600. This included three large fireplaces, and all exterior walls of Pearl Gray SCR face brick by INTERPACE. How's that for the interesting texture, substantial look, minimum maintenance and many other advantages of face brick! ■ For building materials of all types—standard or unique—with the many virtues of chemically inert ceramics, see the man from INTERPACE.

Gladding, McBean building products by

INTERPACE

INTERNATIONAL PIPE & CERAMICS CORPORATION

LOS ANGELES / SAN FRANCISCO / SAN DIEGO / SACRAMENTO / SANTA CLARA / PORTLAND / SEATTLE / SPOKANE / SALT LAKE CITY / DENVER / PHOENIX / HONOLULU / (AMERICAN FACTORS)

Coupon No. 1

A/W

Architecture/West

managing editor
ROSCOE E. LAING

consulting editor
A. O. BUMGARDNER, AIA

associate editor
RELTA GRAY

contributing editors
MAY B. HIPSHMAN
Northern California

PEGGY HANSEN
Rocky Mountain

BEATRICE M. HOWELL
Hawaii

VOLUME 71, NUMBER 7

Published monthly by
Construction Publications/West, Inc.
1945 Yale Pl. E., Seattle, Wn. 98102

Subscription price: $5 a year;
outside 13-state West, $10

Controlled circulation postage paid
at Seattle, Wash.

Business data on page 38

THE COVER: Restored building at 10 SW Ash Street, Portland, houses architects Gordon, McGoodwin, Hinchliff. Page 16. William H. Grand photo.

ABOUT THIS ISSUE: The tempo of interest in urban design and renewal is being accelerated at such a pace that what is current today may well be improved by tomorrow. This July issue presents some of the ideas that have evolved from the discussions and presentations of many firms and/or communities. We hope you will find a helpful note for your area among these.

Excerpts from Lawrence Halprin's freeway studies, exhibited last year at the St. Louis AIA conference, are striking and thought-provoking (page 18). We predict, too, that you will find Garrent Eckbo's critique on recent competitions stimulating (page 26).

The first Purves Memorial paper was presented at the June AIA and Pan-American conference in Washington by Lewis Mumford. We share it with you, albeit a bit edited, but the gems are there (page 24).

From the business side of the ledger: two public-spirited associations have considered the community and the people therein in erecting new buildings (page 22). And when a client commissions an architect to design a building that is as pleasant for the employees as for customers, and when the same client considered every aspect of the building not on what it costs today, but what will the costs range over 10, 20, 30 years, he is to be commended and deserves a building cited for excellence. It is, of course, the West Coast Telephone Company building (page 26).

THE BUILDING MONTH

Highlights & Sidelights

"Design Dimensions" at Glacier Park—

The Montana Chapter, AIA, will host the 14th annual Northwest Regional AIA meeting at Glacier Park, Montana, August 18-21. Theme will be "Design Dimensions" with emphasis on architectural works of lesser scope—the small office practitioner. The meeting is planned around family attendance with events for children, ladies and members attending. Speakers and panelists include newly elected AIA president Morris Ketchum, FAIA; architects Aaron Green and Harwell Hamilton Harris. Management consultant Arthur Hood will climax conference with challenge to architects. Vincent S. Werner, Great Falls, is general chairman.

$285 million development protested—

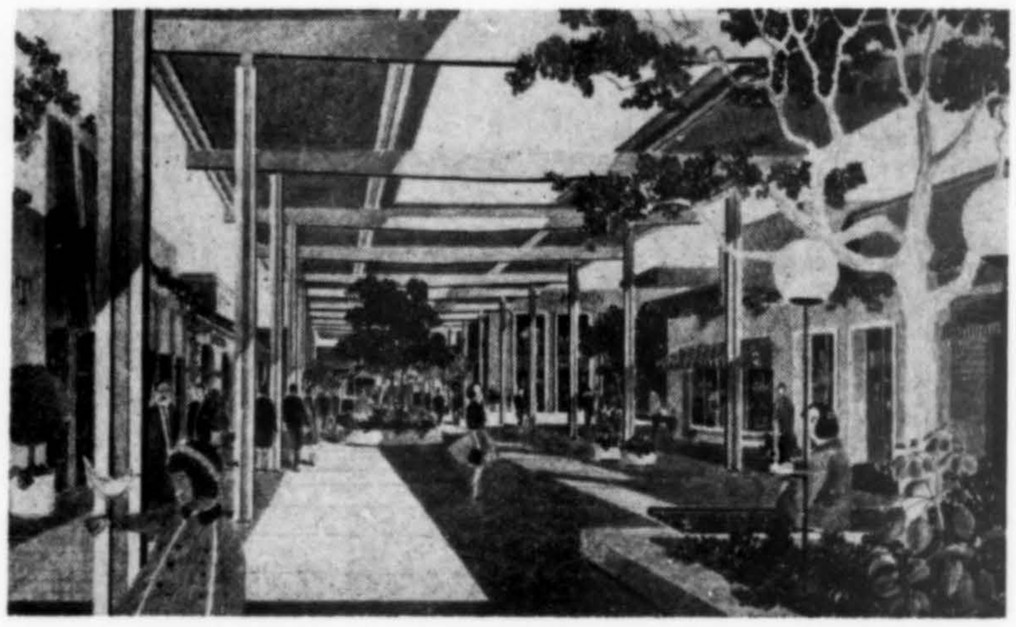
New York builder Thomas Frouge, planning a 2,138-acre, $285 million development at Marincello on the headlands north of San Franciso's Golden Gate bridge, to house 25,000 residents in single family homes, garden apartments and 53 high-rise, 16-floor apartment towers, is facing opposition from the powerful Sierra Club. Frouge, who wants to build six housing units per acre (present county limit is 3.5 units), is seeking amendment to Marin County's ordinance to permit higher density of population on his development. Sierra Club members are protesting the high-rise towers on the basis that they will destroy the view now seen from San Francisco. (Shades of Waikiki!)

Fairgrounds in expansion program—

The King County Fairgrounds at Enumclaw, Washington (at the foot of Mt. Rainier) is undergoing an expansion program that will see new barns, administration building, exhibition buildings and land improvements, including new underground electrical distribution system designed for future expansion, ready for the 1965 Fair. Second phase, during 1966-67, is expected to include additional barns, covered show ring seating over 5000, rodeo facilities and complete landscaping. Total investment: approximately $1,000,000. Architect: Leon Bridges and Ben Woo, Seattle.

Eichler offer rejected—

A proposal by builder Joseph Eichler that he turn over the 573 apartment Eichler Towers in Visitacion Valley to the San Francisco Housing Authority for use as a low-cost public housing project has been rejected by the authority because "Mr. Eichler wanted to sell it for middle income housing and not for a low income project. This is all we are permitted to operate." Residents of the area had protested vigorously against any more public housing in the neighborhood.



Central City project at Redlands—

The Central City Development Project at Redlands, California, outlines a long range program intended to strengthen the retail and business community along the city's present main commercial artery, transforming State Street into a dramatic pedestrian promenade and abolishing all auto traffic. The total program would be built in two phases over an estimated 10 to 20 years. Cost for public improvements is estimated at about $6.5 million. Architects: Victor Gruen Associates, Beverly Hills.

Southern California AGC-AIA agreement—

Comprehensive guidelines designed to govern relationship between contractors, architects and owners have been agreed upon by the boards of directors of the Southern California chapters of the Associated General Contractors and the American Institute of Architects. Committees from both organizations have agreed upon 17 major points frequently in conflict. Emphasized is use of the single contract system, delineation of responsibilities to client, conditions pertaining to base and subcontract bids, guarantee periods, change orders and allowances, time allotments for bids, and similar items.

Mussen resigns urban renewal post—

Irwin Mussen, 33-year-old San Francisco Urban Renewal Coordinator since October 1960, has resigned to take a planning post with the United Nations where he will do city and regional planning with the Ministry of Israel.

College dorms in public housing—

Public housing, according to Business Week (June 5) seems headed for a new record this year. Contracts let so far in 1965 total more than $433 million nationally, leading last year by a whopping 79%. The category, usually associated with high rise and garden type units, includes college dormitories at public institutions which is particularly apropos in the West since there are plans under way at practically every campus for some sort of housing. A sampling would show a 900-man dormitory, $3.6 million, and a 200-student family apartment project, $2.1 million, at New Mexico State; a $950,000 dormitory at Southern Oregon College; a 250-student residence hall, $1.275 million, and a 500-student development at Central Washington College, Ellensburg.

Population growth goes on and on and on—

Is the California population boom nearing its end? Economists say "no", pointing out that the rate of 1,000 per day now moving into the state is the basis for the predicted population growth of 36.4% by 1985. The California Department of Finance says that the Southern California population alone will total 13.8 million by July 1, 1970, go to 17.8 million by July 1, 1980. And while there is more growth, more people, more problems, there are more opportunities in the state. Figures are from the Southern California Report published by the Security First National Bank of Los Angeles.

Concrete technology courses to be offered—

The Washington Aggregates and Concrete Association, in cooperation with the Portland Cement Association, has announced plans to install courses in concrete technology in community colleges and vocational-technical schools throughout the state of Washington. The program has been endorsed by the State Superintendent of Public Instruction. The courses, designed to provide instruction in the basic technology of mixing, handling and placing quality concrete, will follow a pilot course just completed at Everett Junior College, and will make concrete technology training available for persons already employed in the construction industry.

Red Rock bailed out by G-E—

The General Electric Company has taken over the $40 million Red Rock Hill development on San Francisco's Diamond Heights, thus bailing out San Francisco Redevelopers, Inc. (headed by Irving Kahn and Norman Smith), builders of the 1,000 apartment project of which only 28 units have been completed to date. G-E already had a 10% interest in the site. The shopping center, which will be occupied in July, remains in the hands of the building firm. No change in design is contemplated and G-E will proceed with construction as market demands dictate.

For the Preservation of Camelback—

Headed by Barry Goldwater, the Valley Beautiful Citizen's Council of Phoenix, Arizona, has set up a Preservation of Camelback Mountain Foundation. It hopes to preserve all of the famed landmark above the 1800-ft. level from the encroachments of home-builders. Initial step will be attempted acquisition of the 400 acres on top of Camelback now held by 12 private individuals.

Plastics in construction—

Use of plastics in construction may climb to 6.2 billion pounds by 1970, a 158% increase over the 2.4 billion pounds used last year. Modern Plastics, a McGraw-Hill publication, reports that the largest use of plastics for construction in 1964 was for paints and coatings (532 million pounds), floor coverings (475 million pounds) and wire coatings (432 million pounds). The rate of increase will depend on three factors, says the magazine: 1—the new application of relatively old plastics, such as one-piece molded reinforced plastic shower stalls and plastic roofs; 2—improvement of plastics for greater acceptability; 3—the economics incurred as plastics become more competitive with traditional building materials.

THE BUILDING MONTH

Some significant trends—

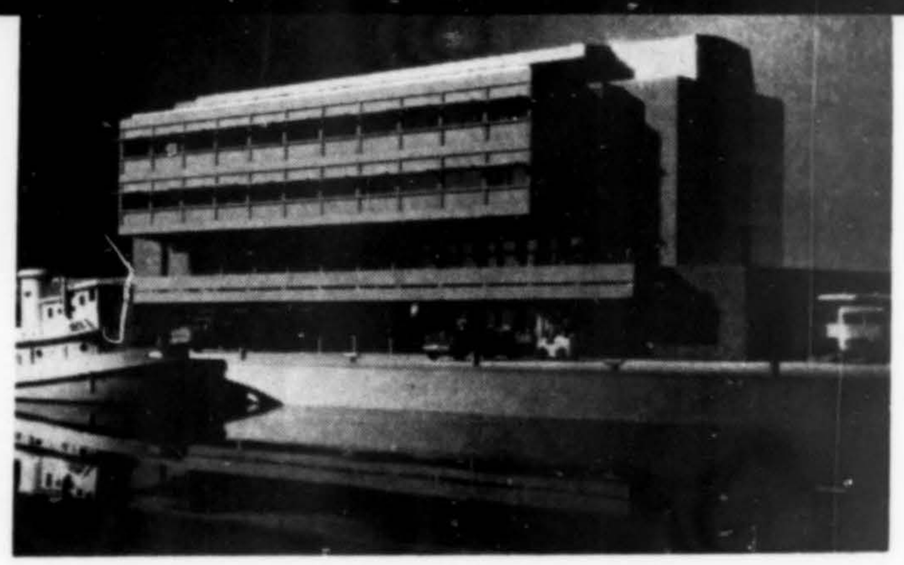
A recent survey conducted in non-retirement communities revealed that more than 66% of the people planning to live in multiple-unit dwellings wanted families with children located in an area separated from all-adult families. The survey, conducted by Sanford R. Goodkin Research Corporation, indicated other significant trends: Americans want more security in their homes, more safety on their residential streets, more realistic recreational facilities. Some 35% queried in a community admitted they never used the large swimming pool or meeting hall.

Jobs and housing—

The construction industry accounts for almost 500,000 jobs in Southern California, or about 15% of the area's employment according to Dr. James M. Gillies of the U.C.L.A. real estate research program. He predicted that the construction pace will quicken and that by 1980 we'll have had to match the total of housing units now in existence in California.

First underground utilities district—

The Board of Supervisors, Santa Cruz County, California, have designated a 700-acre piece of the county, actually environs of University of California, as an Underground Utilities District, the first to be set up under the new county ordinance. All new power and telephone lines must be installed underground immediately. Existing lines are not affected.



Marine Sciences building cited by Dow—

The Marine Sciences Building, at the University of Washington, will be situated on Portage Bay (Lake Union area of the campus). This was one of two Western projects cited in the Dow Chemical Company's 1965 awards program (see page 9), was designed by architects Liddle and Jones, Tacoma. The building will be reinforced concrete with a copper-roof, three floors and penthouse for equipment. It will house offices and laboratories, staging areas for ocean-going vessels. Estimated cost: $1.8 million.

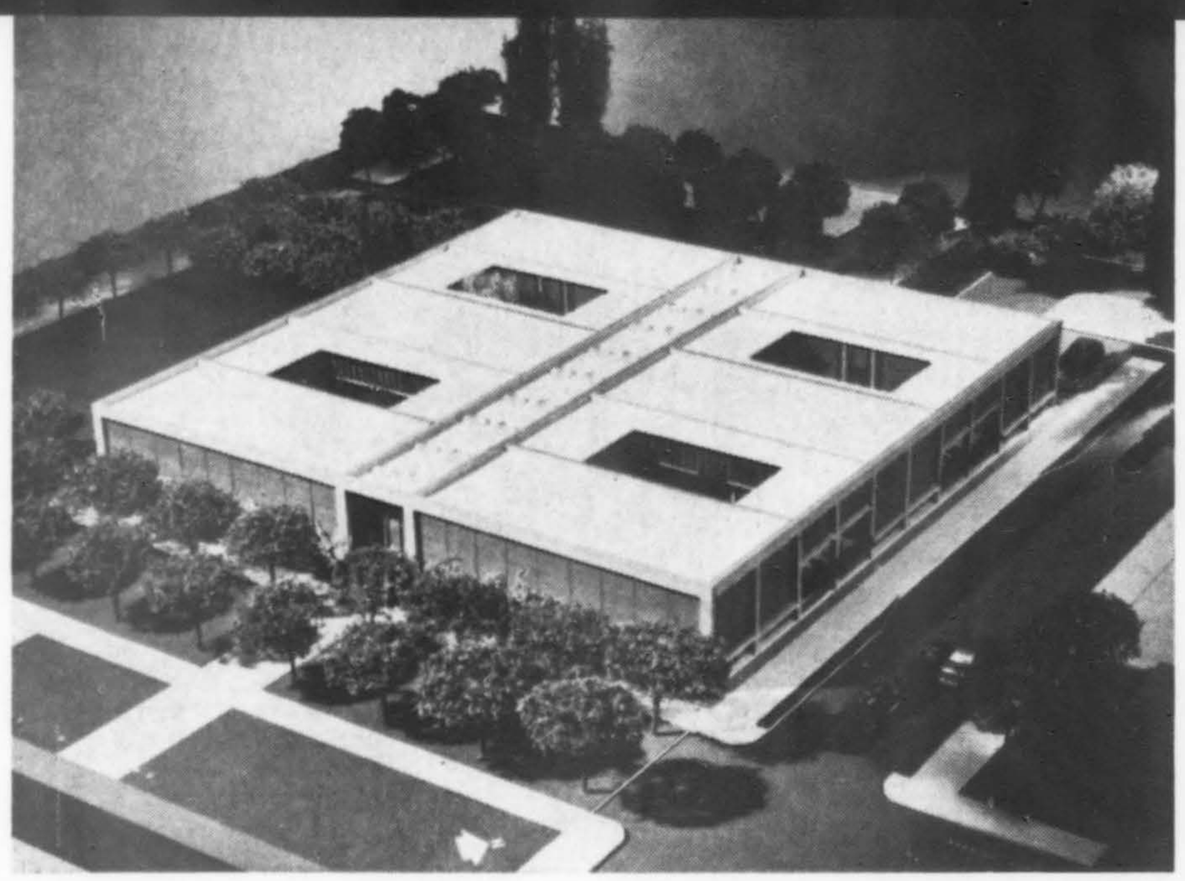
Consulting the calendar—

Northwest Regional AIA Conference, Glacier Park, Montana, August 18-21.

Summer meeting of Plumbing Brass Institute, the Water Tower Inn, Chicago, August 23-25.

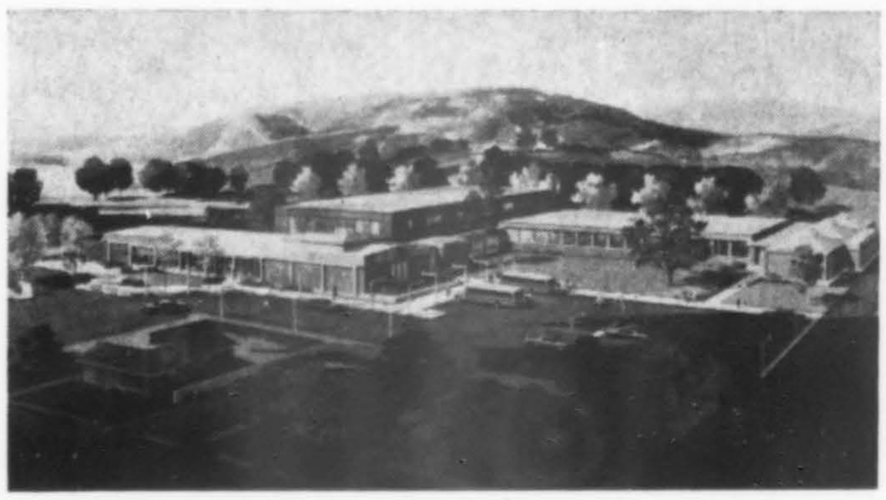
International conference on "Plastic Design of Multi-Story Frames", Lehigh University, August 24-September 2.

Producers Council 44th annual meeting, "Many Ways to Market", Louisville, Kentucky, September 14-17.

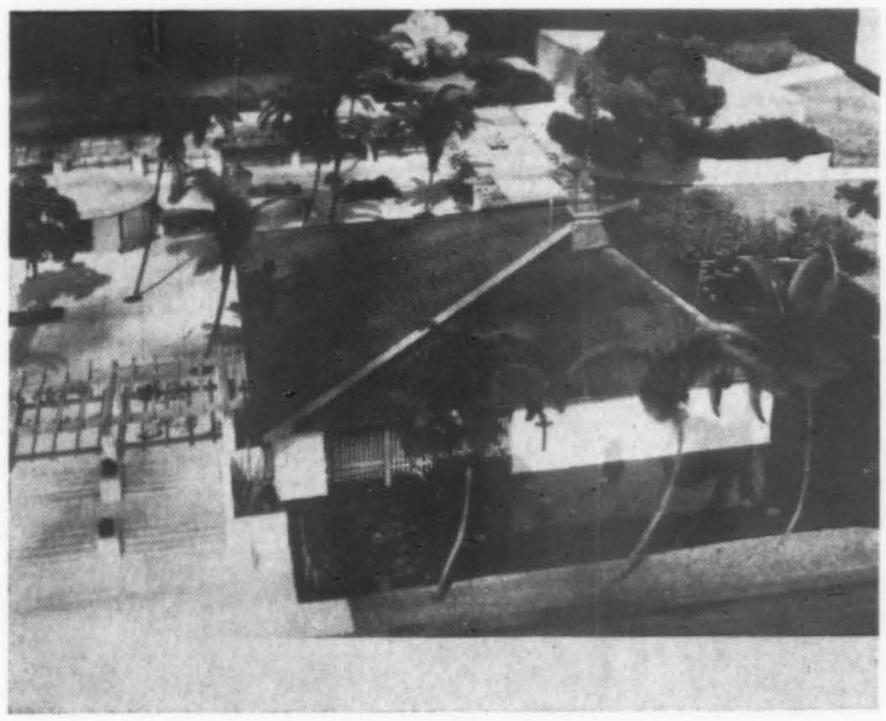


CHICO STATE COLLEGE UNION, Chico, California, will be built in two increments. Project will have social areas, offices, meeting rooms, bookstore, recreational space. A skylighted and enclosed central mall where art exhibits will be featured will have a series of patios branching off. Extensive use of masonry material with exposed structural concrete frame will coordinate with existing buildings. Architects: Hatch-White, San Francisco.

PROJECT PREVIEW

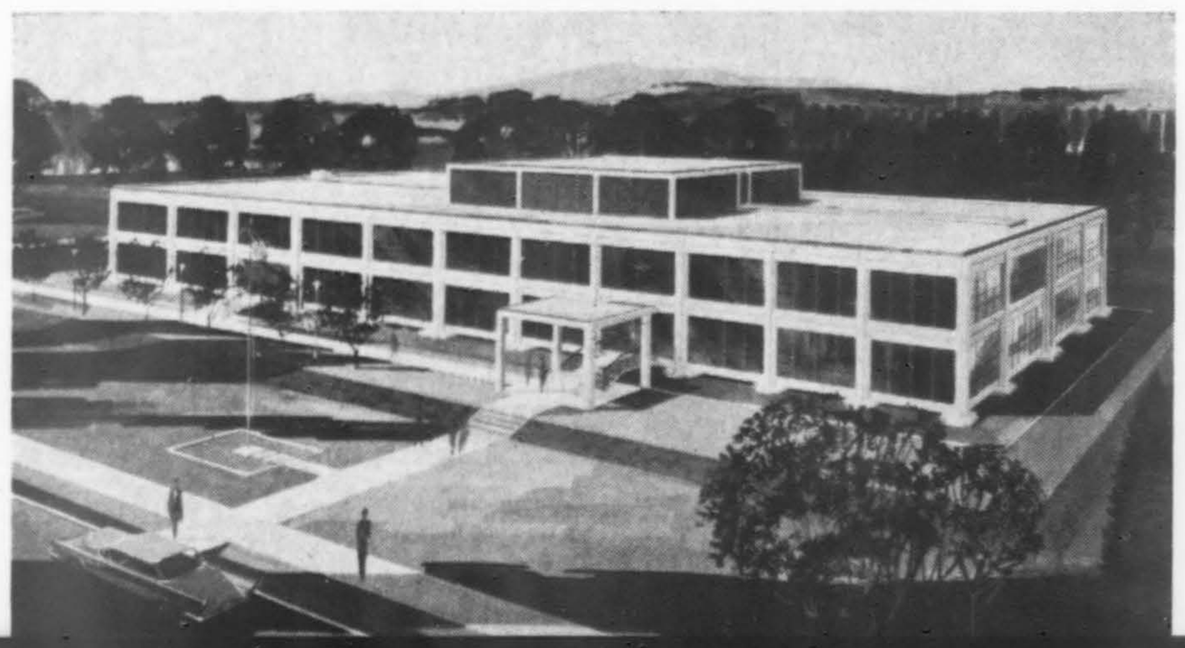


LABORATORIES AND MULTI-PURPOSE ROOM additions, Belt Public School, Belt, Montana. Space will be provided for music department, stage, cafeteria, student commons and related facilities. Fixed science laboratory will be flanked by two lecture rooms. Walls are face brick and exposed concrete frame, laminated wood roof framing. Architects: Hoiland-Zucconni, Great Falls.



ROBERT THURSTON, JR. MEMORIAL CHAPEL, Honolulu, will be located on the Punahou school campus. Stream flows through chapel, separating altar sitting within a quadrant, underneath the transparent campanile. Circular pavilion provides classrooms; offices, choir room are in one arbor. Masonry steel frame construction, tile roof with copper sheetting. Architect: Val Ossipoff & Associates.

PACIFIC NORTHWEST WATER LABORATORY, Corvallis, Oregon, is being erected for the U.S. Public Health Service, will adjoin the Oregon State University campus. Rectangular, two-story building, will have central mechanical core with laboratories on two sides. Offices will be along outside walls. Main entrance is free-standing canopy with separate connected building at back designed for future expansion. Estimated cost: $1.97 million. Architects: Skidmore, Owings & Merrill, Portland; Contractor: A. V. Peterson Company, Portland.



New offices, associations, promotions

☐ Architect Warren Pugh announces the opening of offices for the practice of architecture at 28 First St. S.E., Auburn, Washington. He has been a member of the Seattle office of Maloney, Herrington, Freesz & Lund for the past 18 years.

☐ Sam Reisbord and Jerrold Caris, architects, announce formation of a partnership for the practice of architecture with offices at 1551 South Robertson Boulevard, Los Angeles.

☐ Joseph Murray and Associates have opened engineering offices at 1606 International Building, San Francisco. Joseph Murray recently sold his interest in Buonaccorsi and Murray, partnership which he co-founded in 1947.

☐ Portland architects, Stanton, Boles, Maguire and Church, on the 30th anniversary of the founding of the firm of the "Office of Glenn Stanton" and the 10th anniversary of the present firm status, June 1, announced the advancement of Theodore Hoch and George Kotchik to associates, Elizabeth Wick was advanced to administrative secretary.

☐ John K. Grist announces he is engaged in the practice of architecture at new offices in Eagle Rock, 1617 Colorado Blvd., Los Angeles.

☐ Richard Lumsden has opened an office for the practice of architecture at 3600 Linda Vista Drive, Fallbrook, California.

☐ Dirk Jongejan and Terry Gerrard, formerly with Royston, Hanamoto, Mayes and Beck, San Francisco, announce the opening of the office of Jongejan & Gerrard, Landscape Architects and Site Planners, 23 103rd Ave. N.E., Bellevue, Washington.

☐ Earl Nisbet who worked many years with Frank Lloyd Wright and then spent several years in the Far East, has returned to the San Francisco Bay area to establish an architectural office at 302 Main St., Los Altos.

☐ Appointment of Walter Brown, Fred Rudat and Jack Gilstrap as participating associates in the architectural firm of Skidmore, Owings & Merrill, Portland, was announced by David Pugh, resident partner.

☐ Dan Powell has been appointed vice president and director of interior design for Burke, Kober & Nicolais, Los Angeles architectural and engineering firm.

☐ Jaro Stephan has been appointed a director of design by Design/Planning, Inc., San Francisco.

☐ San Francisco based firm of John Carl Warnecke and Associates, architects and planning consultants, announce the appointment of Harry Newman, William D. Stubee and Glenn Schneider as associates in the firm.

☐ Alan Gallion has been named chief designer of the new educational facilities division of Albert C. Martin & Associates, Los Angeles architectural and engineering firm.

☐ The Seattle architectural firm, Durham, Anderson & Freed, announces the advancement of five architects and one structural engineer to increased responsibility in the firm. Richard V. Peterson and Harold K. Roe have been named partners; James E. Boone, Stephen N. Dam, Richard O. Parker and K. E. Richardson, associates.

☐ INARCO, division of David Reynolds Company, Whittier, California, announces the appointment of E. Ross Staton as project architect. INARCO will specialize in industrial architecture, planning and design for manufacturing, research, warehouse and industrial facilities.

☐ Appointment of Thomas Ballinger as vice president of Irving D. Shapiro & Associates, Los Angeles, architectural and land-planning firm, has been announced by firm president Dr. Irving Shapiro.

☐ Hall & Goodhue, architects and city planners, Monterey, California, announce that Russell D. Haisley has become an associate in the firm.

☐ Edmund Ames, urban planning specialist, has been appointed to the staff of Cornell, Howland, Hayes & Merryfield, engineers and planners, Portland and Corvallis. Mr. Ames will work with Lloyd E. Anderson, head of the planning services division, in the Portland office. He joins CHHM from South Pasadena, California, where he was with Eisner-Stewart & Associates, planning consultants.

☐ Smith, Powell & Morgridge, Los Angeles architectural and engineering firm, has changed the name to Powell, Morgridge, Richards and Coghlan. Albert A. Richards and R. Redmond Coghlan have been partners in the firm for several years. Bruce B. Bader, architect, has been named a partner.

☐ Carroll Rudd, a registered architect and formerly director of design with Welton Becket & Associates in New York and Houston, has become a partner in the firm of Morganelli-Heumann, according to architect Dan Morganelli. The firm will be known as Morganelli, Heumann and Rudd, at 8584 Melrose Ave., Los Angeles.

Robert Durham, FAIA, Seattle, newly elected vice president of the American Institute of Architects, exchanges congratulations with Robert Martin, Portland, who steps into Durham's shoes as Northwest Regional Director of the Institute. Photo, by Mel Chamowitz, was taken at the June AIA annual convention.

Honors, awards, appointments

☐ The American Institute of Architects has conferred the degree of Fellowship upon the following West Coast architects:
Richard S. Banwell, San Francisco, service to the profession; *James S. Chiarelli,* Seattle, public service; *William F. Cody,* Palm Springs, design; *Robert H. Dietz,* Seattle, education; *Joseph Esherick,* San Franicsco, design and education; *Frank L. Hope, Sr.,* San Diego, public service and service to the profession; *Lee B. Kline,* Los Angeles, service to the profession; *Alfred Preis,* Honolulu, public service; *George Patton Simonds,* Oakland, service to the profession; *R. Lloyd Snedaker,* Salt Lake City, service to the profession; *Adrian Wilson,* Los Angeles, public service and service to the profession.

☐ Two Northwest architectural firms were the only Westerners named among the six winners of the Dow Chemical Company's 1965 awards program: Johnston - Campanella & Company, Renton, Washington, for the city's public library, and Liddle & Jones, Tacoma, for the Marine Sciences building, University of Washington. All six named were in the honorable mention award category.

☐ Eleven honor awards for excellence in design were made by the American Institute of Architects at the annual convention. Four were from the West. A First Honor Award went to Reid & Tarics, San Francisco, for the Eleanor Donnelly Erdman Memorial Chapel at Robert Louis Stevenson School for Boys, Pebble Beach, California. Awards of merit went to

Awards, appointments——

Clark & Beuttler, San Francisco, for the Citizens Federal Savings & Loan Association headquarters in San Francisco; Roger Lee Associates, San Francisco, Terrace East and Terrace West Apartments, Berkeley; Kirk, Wallace, McKinley & Associates, Seattle, for the Japanese Presbyterian Church, Seattle (A/W June 1965). There were 388 entries in the competition.

☐ Frederick Bockerman, chief architect in the Seattle regional office of the Federal Housing Administration, has been cited for outstanding service to the FHA.

☐ The Bellevue, Washington architectural firm of Beckwith & Spangler Associates has been awarded the first place citation for church design by the National Association of Evangelical Churches and Christian Life Magazine. The award, for the Lakeview Free Methodist Church, Seattle, was presented at the association's convention in Minneapolis in May.

☐ John S. Bolles, San Francisco architect, has been named chairman of the city planning and improvement committee of the Down Town Association. Byron Nishkian, consulting engineer, was appointed vice chairman.

☐ Don Emmons, San Francisco, principal in the firm of Wurster, Bernardi & Emmons, has been appointed to the Potomac River Task Force by Secretary of the Interior Stewart L. Udall. He is the only member from the West. The nationwide 11-man task force has been directed by President Johnson to present a comprehensive plan for the river by November 1.

☐ A three-member advisory council on State Buildings has been announced by Walter Anderson, Montana State Controller, Helena. Named were Richard Taylor, architect, Kalispell; George R. Pew, representing building chapter, AGC, Missoula; Ben Hurlbut, consulting engineer, Billings.

☐ Jacob Robbins, Oakland architect, has been named to that city's Planning Commission, the first architect so appointed.

☐ Fred Briggs has been elected chairman of the Laguna Beach City Planning Commission.

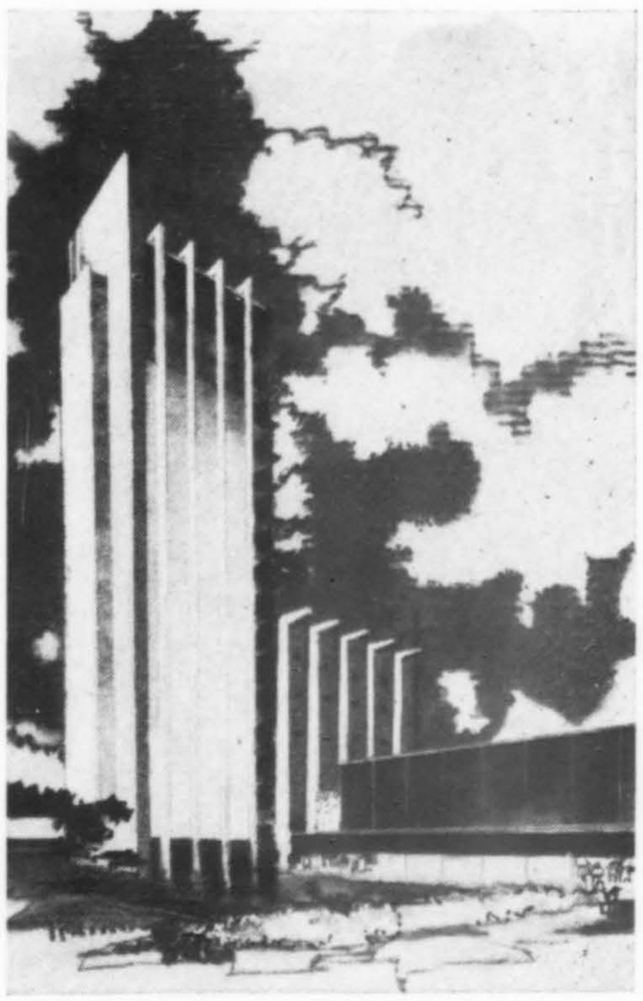
☐ Ralph Kenyon, Helena, architect, has been appointed by Montana Governor Tim Babcock, as State Controller.

Elections, news notes, address changes

☐ Henry Baume, partner in the architectural firm of Baume & Polivnick, Denver, was named 1965-66 national president of the Construction Specifications Institute at the ninth annual convention in San Diego in May. William P. Vickers, supervising specifications writer for the California State Office of Architecture, Sacramento, was elected director, Region 11.

☐ A newly formed Central Washington Chapter, AIA, was chartered on May 21 in Kennewick, Washington. Officers are J. D. Kesterson, Kennewick, president; Donn Rothe, Yakima, vice president; Thomas O. Williams, Walla Walla, secretary-treasurer; H. Brandt Gessel, Walla Walla, A. Robert Williams, Yakima, and Mark Pence, Kennewick, board members.

☐ The Spokane Chapter of the Construction Specifications Institute has named architect Donald J. McKinley as president for the 1965-66 term. Architect E. Norman Sylvester will serve as first vice president and B. Russell Smith, architect, as secretary-treasurer. Fred L.Creager, architect, is immediate past president.



TOWER OF HOPE, *Garden Grove, California, is a new addition at the Community Church in that city. The 18 story tower is located behind the open belltower of the church. It will be devoted to educational facilities, family and marriage consultants, board and committee rooms and a small glazed chapel overlooking sea and mountain, at the top. Architect: Richard J. Neutra, FAIA & Associates, Los Angeles.*

☐ Charles W. Moore, who has been Chairman of the Department of Architecture at the University of California, Berkeley, since 1961, assumes the same post at Yale University in July. He succeeds Paul Rudolph who is opening his own office in New York City. Moore, a principal in the firm of Moore, Turnbull, Lyndon & Whitaker, Berkeley, will open a branch of his office in New Haven, Connecticut. William Turnbull will be partner-in-charge of the Berkeley office.

☐ Architects David A. McKinley, Jr., Seattle, and Ellis Kaplan, San Francisco, were among the participants in the Rice University Design Fete on Community Health Facilities, June 7-18, in Houston. Six prototype community facilities were to be developed during the conference; they will be published this fall.

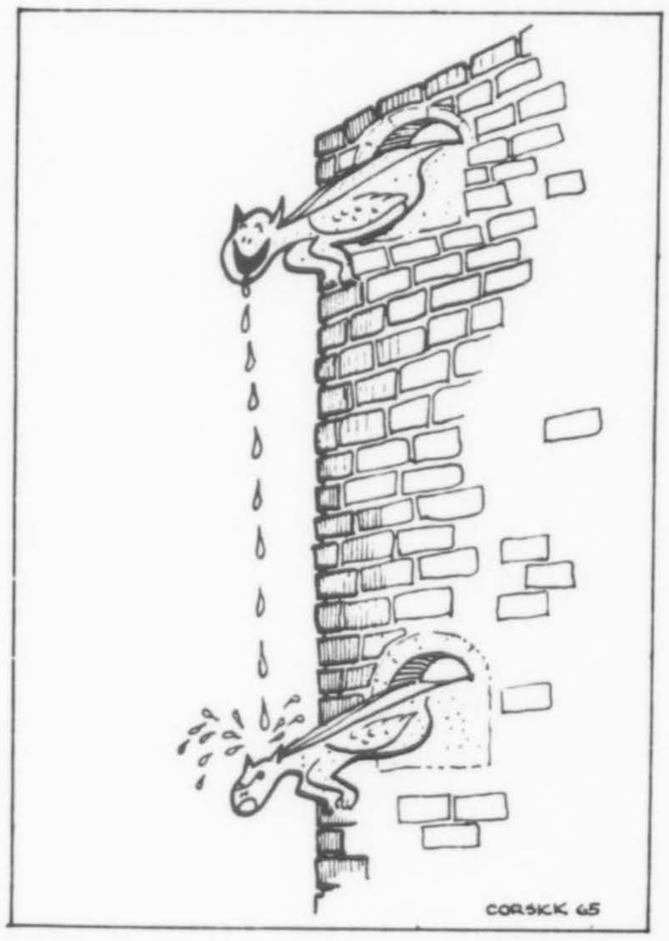
☐ Craig Ellwood, Los Angeles, was one of four American architects invited by the Bonn government to visit and tour West Germany on a month-long inspection visit to historic structures, architectural firms and for conferences with German architects, part of a cultural exchange program between the United States and West Germany.

☐ Board of trustees of the California State College System has announced the selection of three architects to serve on the 1965 Architects Advisory Committee: George Hasselein, FAIA, dean of the Department of Architectural Engineering, California State Polytechnic College, chairman; John Lord King, FAIA, San Francisco, and Carl Louis Maston, Pasadena.

☐ Comprehensive two-day indoctrination seminar in the fundamentals and practical use of CPM and PERT, with actual computer demonstrations, will be held at the Olympic Hotel, Seattle, July 16-17. A. James Waldron of Haddonfield, New Jersey will conduct the seminar. More information is available from the Technical Computing Center, 515 Market St., San Francisco.

☐ William Purcell, FAIA, 84, died April 11 in Pasadena. He was one of the major figures of the turn of the century Prairie School movement (see Chicago school review, April '65 A/W), and a contemporary of Frank Lloyd Wright and Louis Sullivan. He was a principal in the Chicago firm of Purcell-Elmslie which had projects as far as Honan Province, China.

☐ John Hutchison, 50, San Fernando Valley architect, died April 30 after



a short illness, at his home in Reseda, California.

☐ Ralph Alonzo (Lonnie) Wells, 71, an inspection supervisor 20 years for Lescher and Mahony, Phoenix architects, died March 20 at his home. He had retired five years ago.

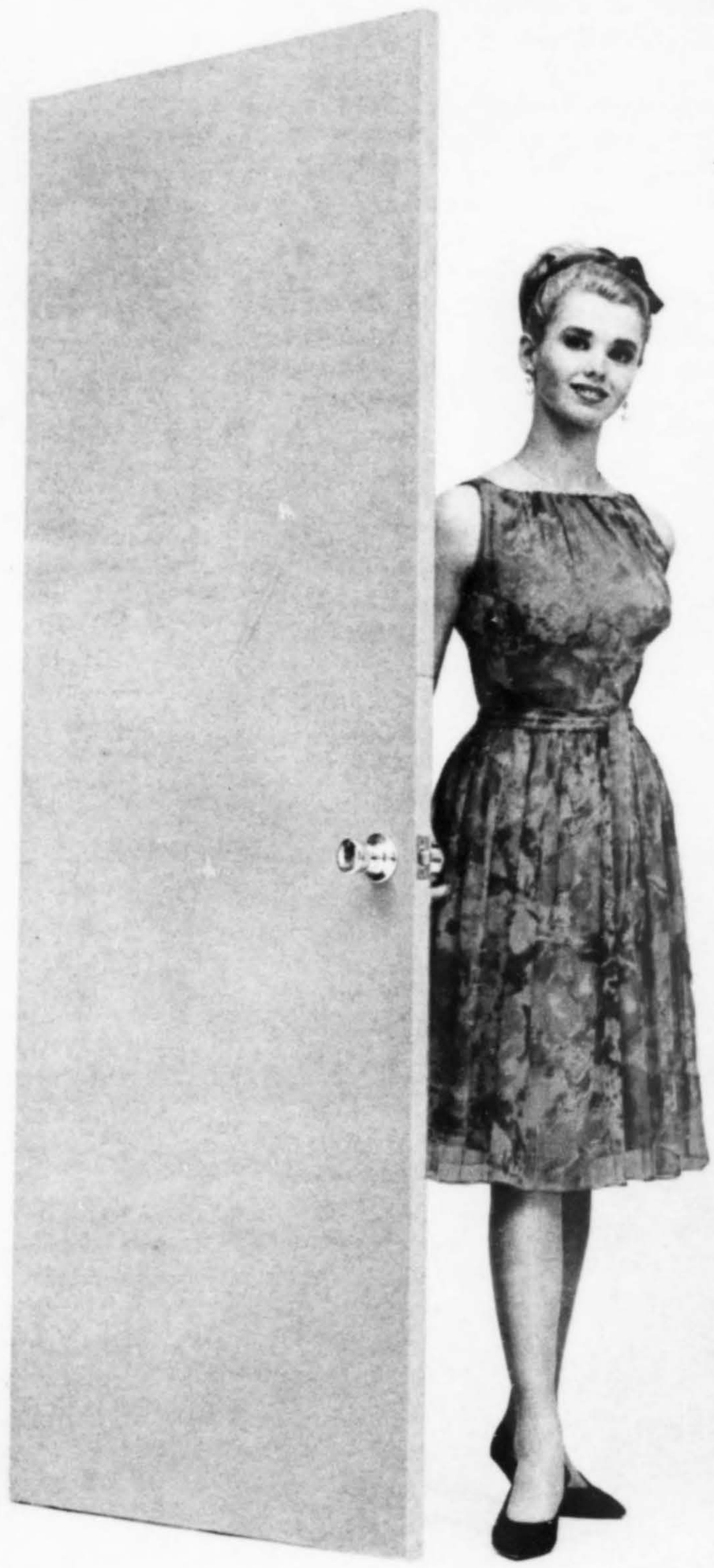
☐ John Fetzer, 84, Salt Lake architect, died June 6. He founded the firm of Fetzer & Fetzer, Architects with his sons, Henry, John Jr. and Emil. He received his architectural degree at the Royal Bavarian College in 1905 and came to the United States in the same year. Among buildings he designed were the Park Building, administration building at the University of Utah, the Deseret Building, Carbon College in Price, Utah.

☐ William D. Will, 76, civil engineer with Belanti and Claus, Architects & Engineers, Phoenix, died on May 8 at his home.

HAWKINS & LINDSEY & ASSOCIATES—401 Silver Lake Blvd., Los Angeles.
EVERETT L. TOZIER—260 N. Park, Pomona, Calif.
VAN LEE SCHMIDT—256 South Rampart Blvd., Los Angeles.

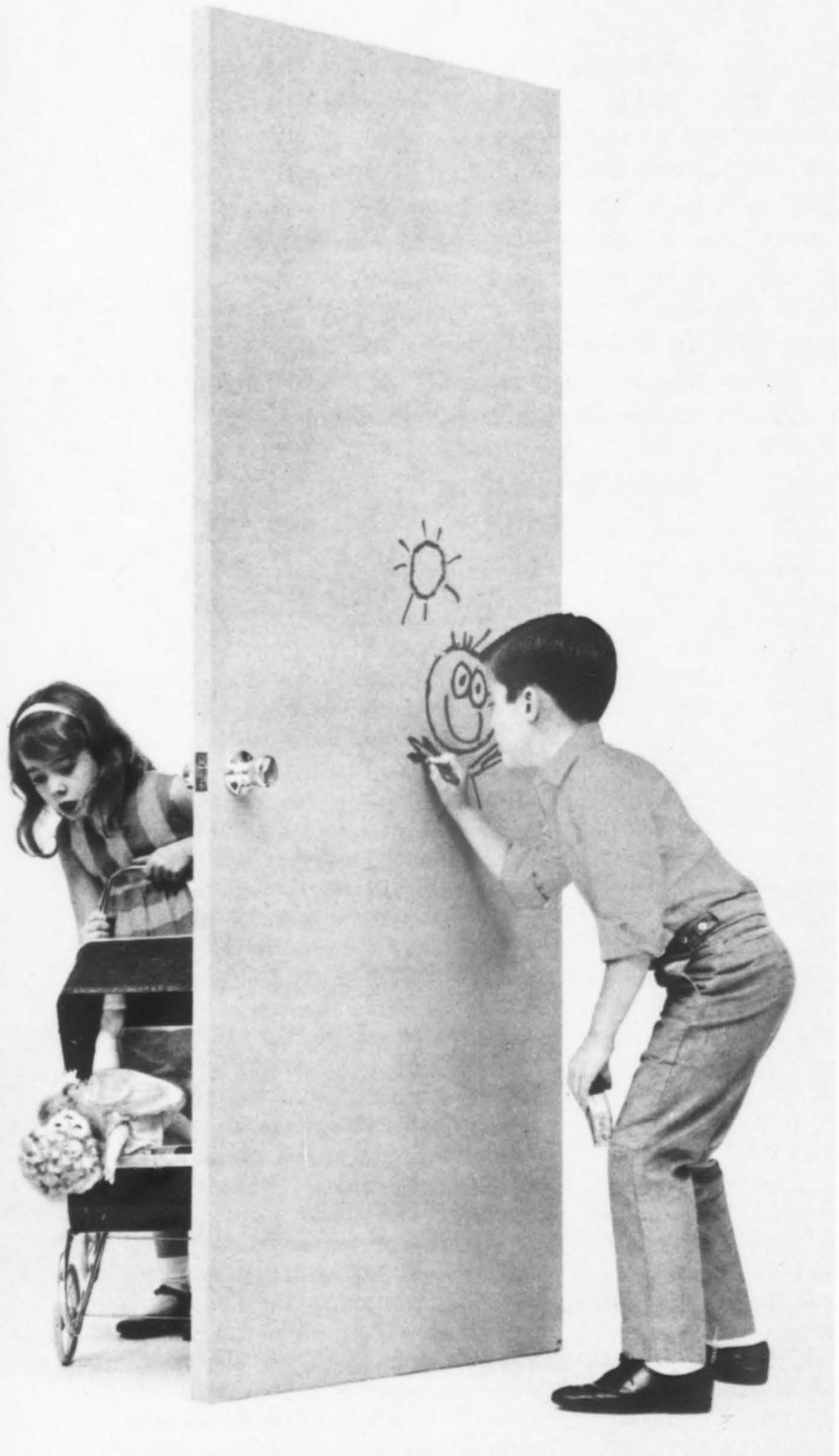
3 good reasons to specify new Masonite Super Dorlux

Better looks. New Super Dorlux door facings are free of grain and imperfections, smoother than ever for superior paint holdout. These quality hardboards are available prime coated for fast, long-lasting finishes. Super Dorlux faces will not "mirror" the core.



Newest Dorlux project: "The Diamond of the Dunes" —22-story addition to the famed Dunes Hotel in Las Vegas. All 510 rooms have doors faced with Super Dorlux.

2 **More durability.** Super Dorlux won't split, splinter or check. It's remarkably dent resistant and virtually unaffected by temperature/humidity changes. Unusual dimensional stability, too, with equal strength in both surface dimensions.



3 **Certified Performance.** Super Dorlux is guaranteed. It meets all Commercial Standard specifications —which most hardboards cannot.

GUARANTEE

Masonite Super Dorlux is guaranteed by Masonite Corporation to be free of manufacturing defects. It is guaranteed for use in flush doors provided they are manufactured in accordance with Commercial Standard 171-58 and are not subject to abnormal heat, dryness or humidity before painting all sides and edges.

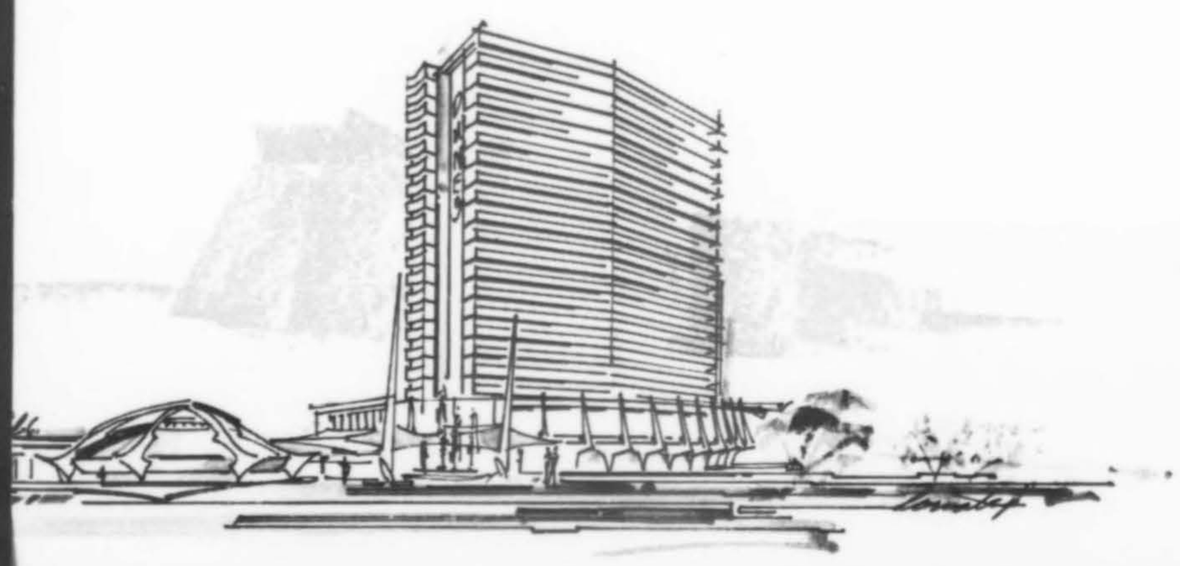
For a period of one year after manufacture, should a door warp beyond the conditions stated in Commercial Standard 171-58, or the face delaminate, due solely to the failure of the Masonite Super Dorlux, Masonite Corporation will compensate the door manufacturer for the cost of the door, f.o.b. plant, less salvage value.

This is to certify that Masonite Super Dorlux complies with paragraph 3.15 of Commercial Standard 171-58 for Hardboard Faced Doors.

Low cost, too. Find out about the other advantages that are yours when you use Super Dorlux from Masonite. Send for brochure and technical data to Masonite Corporation, Dept. CB 200 Mason Way, City of Industry, California.

These Manufacturers Rely on Dorlux Facings:

A & A Cabinet Company—440 N. Varney Ave.—Burbank, Calif. • Alexander Cabinet Co., Inc.—17205 S. Figueroa St.—Gardena, Calif. • Anderson Cabinet Corp.—1901 E. El Segundo Blvd.—Compton, Calif. • Artesia Door Co., Inc.—11456 E. 166th St.—Artesia, Calif. • Bellwood Company—533 W. Collins Ave.—Orange, Calif. • Carlow Company—6807 S. McKinley Ave.—Los Angeles, Calif. • Comstock Mfg. Company—1666 S. Main St.—Milpitas, Calif. • De Marco Cabinet Mfg. Co.—15700 S. Main St. Gardena, Calif. • Glen-Mar Door Mfg. Co.—310 S. 43rd Ave.—Phoenix, Ariz. • Haley Brothers—1620 14th St.—Santa Monica, Calif. • Hoffman-Atchley—Chatworth, Calif. • Like Mfg. Corp.—13645 Excelsior Dr.—Santa Fe Springs, Calif. • Ray Cabinet & Sales—6441 S. Roland Ave.—Buena Park, Calif. • Roy Den Door Company—2510 N. Chico Ave.—El Monte, Calif. • Seattle Door Company—P. O. Box 38—Kirkland, Wash. • Simpson Timber Co. (Plywood and Door Plant) McCleary, Wash. • Strait Door and Plywood Corp.—1230 N. Tyler Ave.—S. El Monte, Calif. • Vancouver Door Company—Box 207—Puyallup, Wash. • West Coast Door Mfgrs.—1710 Villa St.—Mountain View, Calif. • Robt. Worth Cabinet Inc.—11635 Sheldon Ave.—Sun Valley, Calif.



SUPER DORLUX
by
MASONITE

shows the way!

Urban Design News

PORTLAND

In Portland, they are making their urban development plans come true, with no controversy from the city folk, and with a three-to-two matching fund from the Federal government. The Portland Development Commission decided at the outset that it would not become a debating society, management would be paramount, and they would make the best end-use of the reconstructed area. Arguments are not aired, but settled within the commission. New business has been interested into coming into the area, and local businesses have been enticed back into downtown.

The South Urban Renewal area is changing the face of staid old Portland. The new Portland Center, which will take 34.3% of the land area of the 83.8-acre South Auditorium site, will have the Northwest's largest living and shopping complex. It was relieved of Portland's century old platting with blocks now the size of nine ordinary Portland blocks; with public parks, fountains, statuary, ample off-street parking, yet with buildings occupying an efficient 61% of the space as compared to only 55% downtown. Also planned is the remodeling of the Public Auditorium, extension of urban renewal northward to tie this new city into the business center, now undergoing a face-lifting. Portland's next obstacle: the Willamette River front. (A/W May 1965).

PHOENIX

Latest development in *Phoenix* is the committee headed by Barry Goldwater and formed for the preservation of Camelback Mountain as a scenic viewpoint in Arizona (see page 5). Meanwhile, the city itself is undergoing some rebellious upheavals about its appearance. There have been vociferous complaints about the billboards and signs in this tourist paradise. Most vocal was Clare Booth Luce who said (in reference to what uncontrolled billboards could do): "Phoenix is rapidly becoming one of the ugliest cities on earth. On street after street, the beautiful palms, cacti, and citrus trees which delighted the tourist's eyes a decade ago, have been bulldozed out to make room for shrieking, smirking, blinking, winking, glaring, blaring, leering, trashy and threatening armies of billboards. These bellicose behemoths have also started to settle, like a plague of enormous locusts, along the once incredibly splendid scenic roads".

It is rather frightening to think of all the storage space that is taken up in this country by mouldering plans for revitalization of deteriorating downtown centers. Why so many of them have not been acted upon leads one, of course, into a variety of reasons. If, however, any generalizations at all might be made to account for the frequent lack of implementation of these plans they would have to be in two areas: the overambitiousness of so many plans and the difficulty in developing leadership than can meld the diverse downtown interests into a common force.

—Robert W. Glasgow
Regional Editor,
The Arizona Republic

SEATTLE

Rapid transit proposals in *Seattle* have met severe criticism from the public and city officials alike. The city has retained DeLeuw, Cather & Company for a rapid transit feasibility study. Preliminary suggestions from this firm have been for subways in heavy traffic concentration areas, utilizing busses, and having specified stops in the downtown core, ultimately crossing Lake Washington (on a third floating bridge) to serve the population-heavy east side. Mayor Dorman Braman has announced formation of a citizens' group to foster understanding of the problems involved.

In his annual message to the City Council, he offered the alternatives of continued construction of highways in the downtown area or a rapid-transit system which would move large numbers of people into and out of the central area without automobile congestion and parking problems. If the feasibility study is affirmative, application will be made to the federal government for preliminary engineering funds for a first-stage transit line. If plans do go ahead, it will be at least eight to 10 years before the first lines would be in operation.

ALBUQUERQUE

Albuquerque Downtown, a planning organization formed to find out what the city could do about its dying inner core, has proposed the first preliminary 20-year plans for redevelopment. The first phase, to cover efforts through 1970, includes suggestions that auto traffic be replaced with a pedestrian mall in the area of the Federal Building complex; high-density residential development in an area immediately contiguous to downtown; the elimination of parking on certain sections of the main street (Central) and Route 66, which is also slated for beautifying.

The most ambitious proposal: the Gateway project, a development for both sides of the downtown railroad tracks which would be covered over with Gateway Avenue. This would provide a transportation nucleus of railroad and bus stations, a heliport, convention center, major hotel, restaurants and small shops. An elevated street off Gateway would lead to one of the two major retail areas that would be developed sometime after 1975. No costs are being discussed, no approach to application for Federal funds has been suggested. Public response to the tentative plan has been good. Now needed, strong leadership to implement the plan—and money.

From rapid transit to bay fill; from mountain and historic building conservation to slum development renewal programs, the West is actively and vocally engaged in some portion of LBJ's "America the Beautiful" plan. A few highlights from programs planned or being implemented:

LOS ANGELES

1. The legislature failed to support rapid transit in *Los Angeles,* forcing curtailment or perhaps even abandonment of plans for a modern transportation system. The Southern California Rapid Transit District suffered a setback when the proposal to allow a county-wide vote on financing for rapid transit was killed. The bill would have permitted voters to decide whether the motor vehicle license fees should be increased 1% to help guarantee an $850 million rapid transit bond issue.

It is feared by many civic officials and professional firms that the lack of rapid transit in Los Angeles has sounded a death knell, economically, for the city.

2. *Los Angeles,* however, is proceeding with redevelopment of the downtown area's central city. The recently unveiled master plan, called the Los Angeles Centropolis Report, has been under preparation since 1957. It is the work of the Central City Committee of Downtown Businessmen's Association and the Los Angeles City Planning Commission. The plan is based on the assumption that the central city will serve a Southern California metropolis of some 17 million by 1980. The plan notes that several redevelopment programs are needed to prepare the way for this growth, recommends an imaginative interplay between the various ethnic neighborhoods encompassed by the central city, some of which are already in the development stage. More than $600 million has already gone into remodelling and construction in the central area in the past six years. Some of Los Angeles "paper talk" has now become reality.

DENVER (& COLORADO)

1. The *Colorado* billboard law, a compromise approved by the state's outdoor advertising industry, is a weak excuse for a bill which bans billboards completely on some interstate highways, allows one complex of billboards every mile on others, and permits billboards every 660 feet on still other highways. The State Highway Department, complaining about administration of the formula, has started to photograph every billboard along 9,000 miles of highways in the state. It will be the first step in enforcing the new control law, although any real effect is not expected to be noticeable for at least four years because of the provision allowing existing signboard contracts to expire. The U. S. Bureau of Public Roads, to whom the measure was sent to see if Colorado qualified for federal funds under the highway beautification act, turned the application down, saying that the new measure did not qualify as presented. However, if President Johnson's proposed billboard control becomes law, it will add some teeth to the present Colorado law.

2. The *Denver* Metropolitan Area Transportation Study has come to a temporary halt. It appears that the present plans do not meet federal law requirements which went into effect on July 1. More comprehensive planning is obviously necessary. The DMATS plan has been projecting Denver's needs for arterial streets and freeways by 1980 without considering expansion of the city's transit system, if needed. Denver's Mayor Currigan has suggested that no specific freeway routes be set in East Denver until a comprehensive new study is made which includes mass transit expansion in the calculations. Denver's next order of business appears to be a study of mass transit.

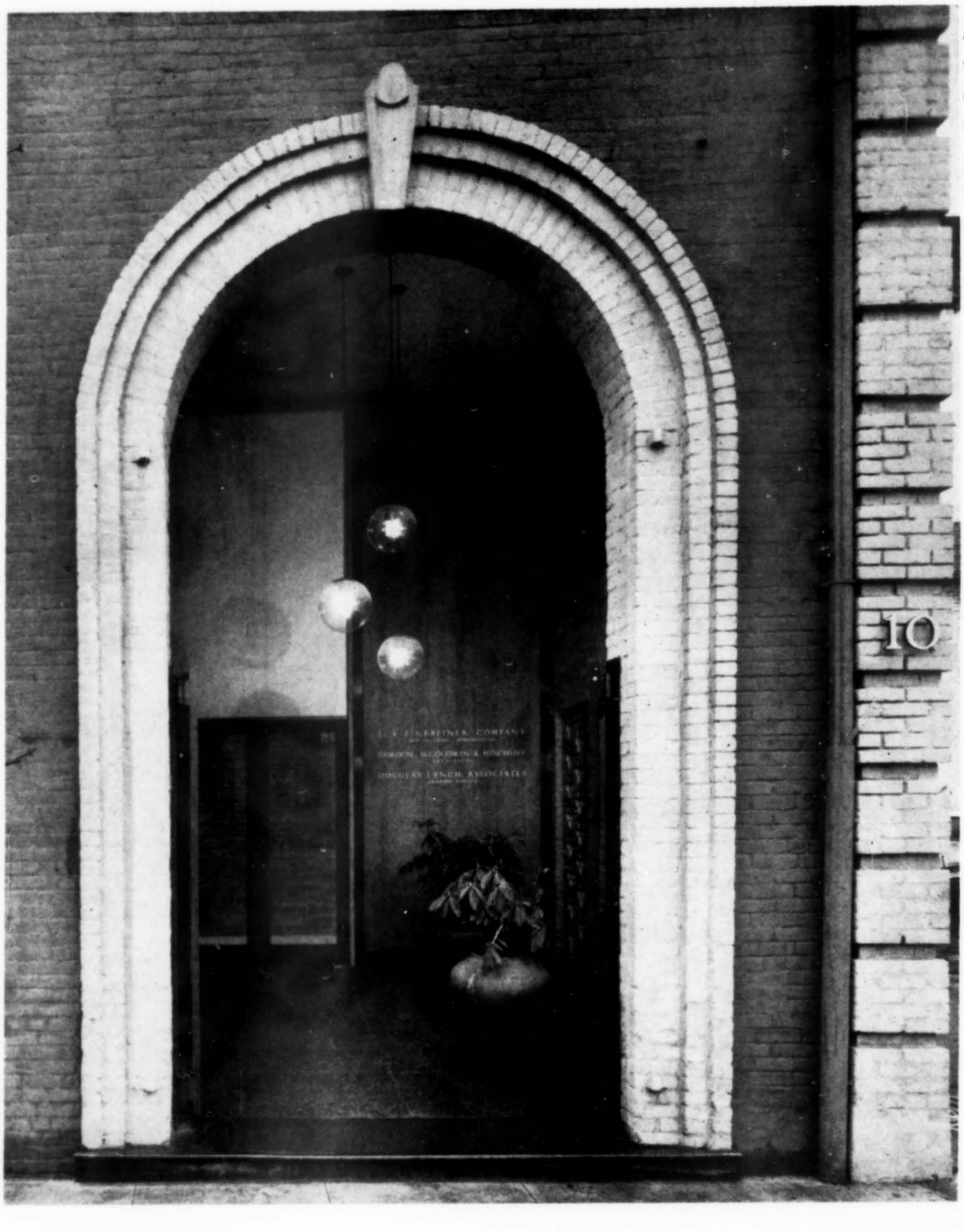
SAN FRANCISCO

San Francisco is embroiled in as many controversies and phases of urban development as can be enumerated.

1. The uproar over the Civic Plaza design (won by Ivan Tzvetlin and Angela Danadjieva, Bulgarian artists living in Paris), has resulted in sculptor Tony DeLap's resignation as a member of the Art Commission. (The Plaza is situated at the City Hall-State Building-Federal Building complex.) Opinions have always been divided as to what is best concept for the plaza and 1965 seems no different. City officials have been most candid in their outspoken remarks concerning the design. Architect Henry Schubart, Jr., professional advisor to the Art Commission, pointed out that the jury's report emphasized at the outset that if there was to be a departure from the present design, it should be so decisive that a truly original and new space experience was created. The question: will the city go ahead with the design or pay the artists their fee, then start again?

2. Fill permits for San Francisco Bay were held up while a bill before the legislature was hotly debated: the establishment of San Francisco Bay Conservation and Development Commission, a 25-member commission that would have veto power over all fill projects and would be charged with the task of developing a master shoreline plan for submission to the 1968 legislature. The bill has been passed and sent to Governor Edmund Brown, who has said he will sign it. The law will then go into effect on September 17. Opponents were concerned about the way the commission powers and plans would be handled. Many believed that the dangers of unregulated filling versus the economic development necessary for the marine industries in the Bay Area should share equal billing.

3. On the plus side, construction has started on the 75-mile, one billion dollar rapid transit system which will include trans-bay tubes and tunnels under the hills as well as elevated rail lines. The three-county system (San Francisco, Alameda, Contra Costa) envisions 25,000 passengers daily by 1975. The first regular passenger service is scheduled to commence in mid-1968. Expansion to serve all nine counties adjacent to San Francisco Bay seems certain.



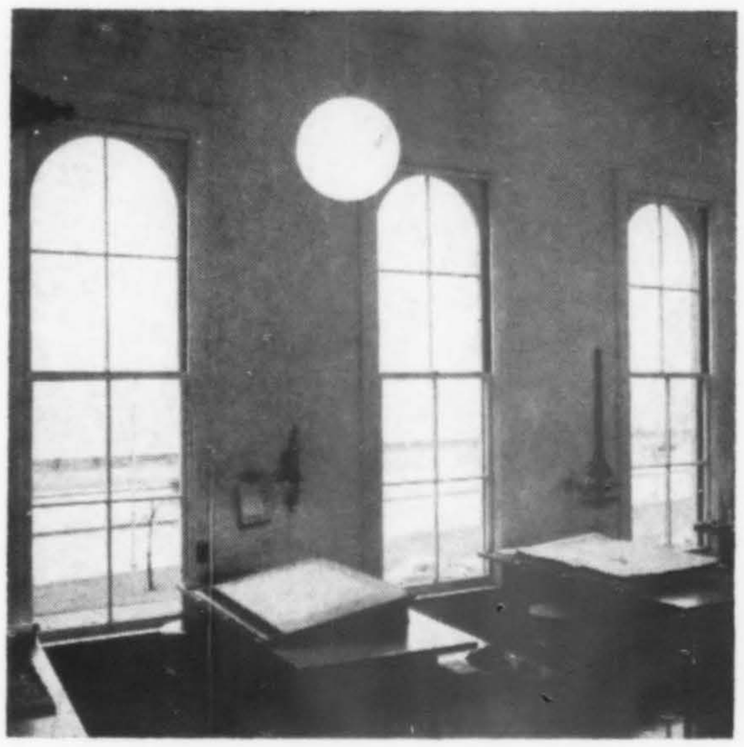
William H. Grand photos

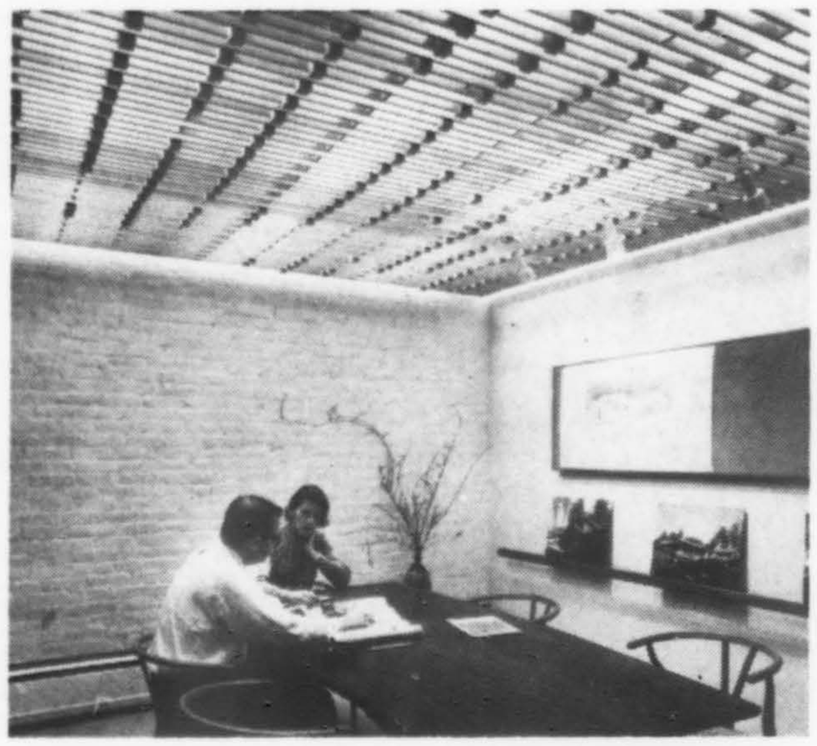
Where the Architects Hang Their Hats . . .

GORDON, McGOODWIN & HINCHLIFF

restored 10 SW Ash Building

PORTLAND





PORTLAND is a riverport city, with the early business district growing up along Front Street. After years of neglect, a number of these old buildings have been preserved, focusing about the Skidmore Fountain, restored in its own little plaza (largely through the labor and diligence of the Junior Chamber of Commerce).

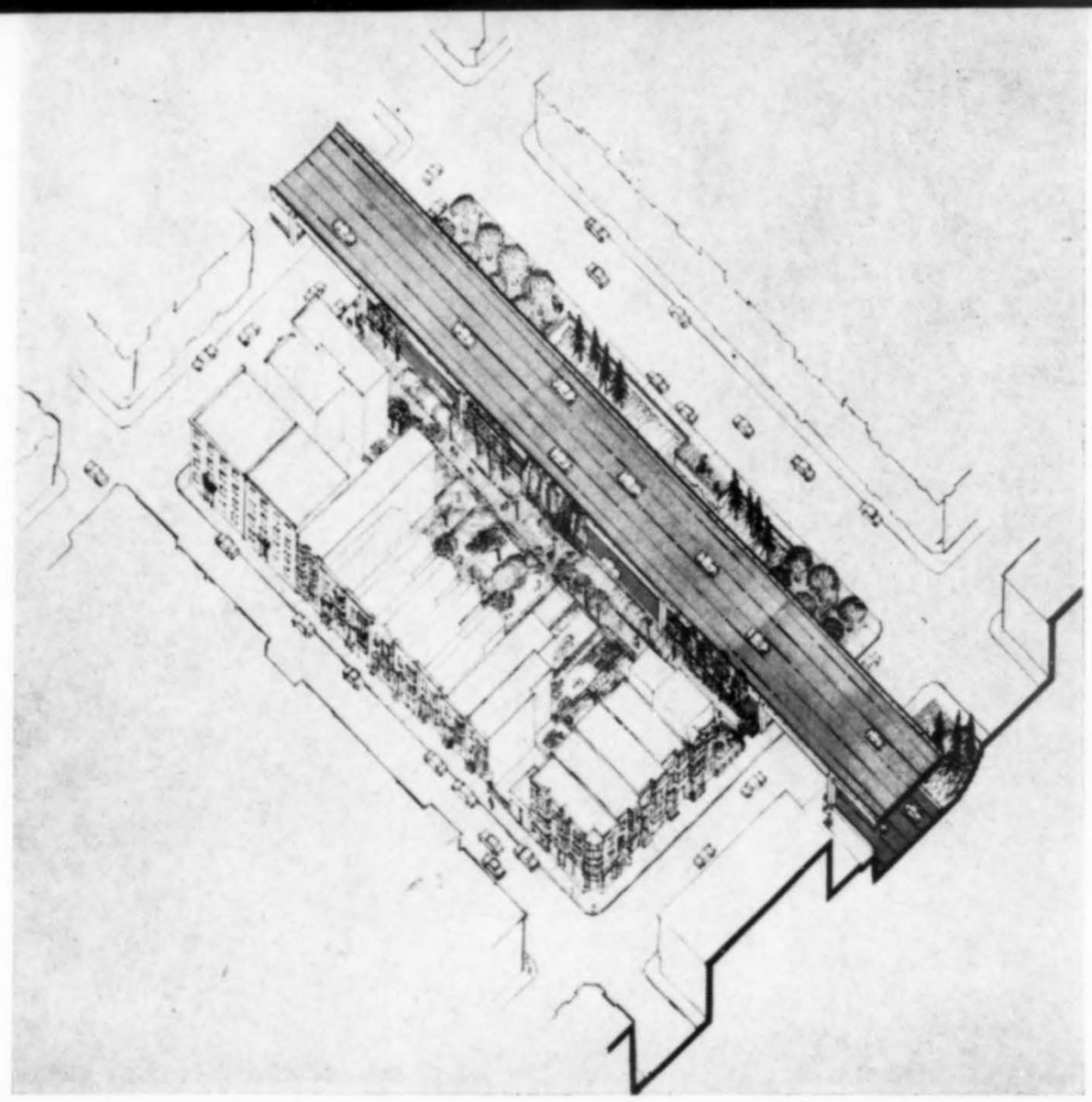
One of the most noteworthy of these restored buildings, in what is now designated by the City Planning Commission as a "Design Zone", is 10 SW Ash Street. The two-story brick structure shows its original cast iron front, window arches and ornamental keystone—all painted in off white. The exterior brick of the bearing walls is a medium-dark gray (painted). Interior plaster was removed to expose the masonry, painted white in some cases. Most partitions are only eight feet high within the 16-foot ceilings; thus an aura of light and air permeates the spaces. The building owner occupies the ground floor; the architects responsible for the restoration, Gordon, McGoodwin & Hinchliff, hold forth on the second floor.

The building and its architects stand sentinel over the waterfront here. Since 1961, freeway engineers have threatened an elevated ramp in Ash Street from the Harbor Drive freeway. This would wipe out the building. Under the leadership of Daniel McGoodwin and the Portland Chapter, AIA, this has been stymied, but not dropped.

Principals in the firm, associated since 1962:

Walter Gordon, BS, MFA, Princeton, '30; Dean, School of Architecture & Allied Arts, University of Oregon, '58-'62; Urban Design consultant, Portland Redevelopment Commission, '62 to present. *Daniel McGoodwin:* M. Arch., University of Pennsylvania, '40; *John Hinchliff:* Architectural Association, London, Dipl., '37. Present staff totals six.

Milieu of the restored old cast-iron front building has not only a view of the river but of extremely heavy traffic of Front Street (where parked cars are shown) and Harbor Drive, a divided freeway cutting off Portland from its river.



BEFORE REDEVELOPMENT
The freeway is located in one-half block disturbing the least number of existing buildings. These would remain until appropriate governmental agencies, or private enterprise supports renewal or redevelopment of the surrounding area.

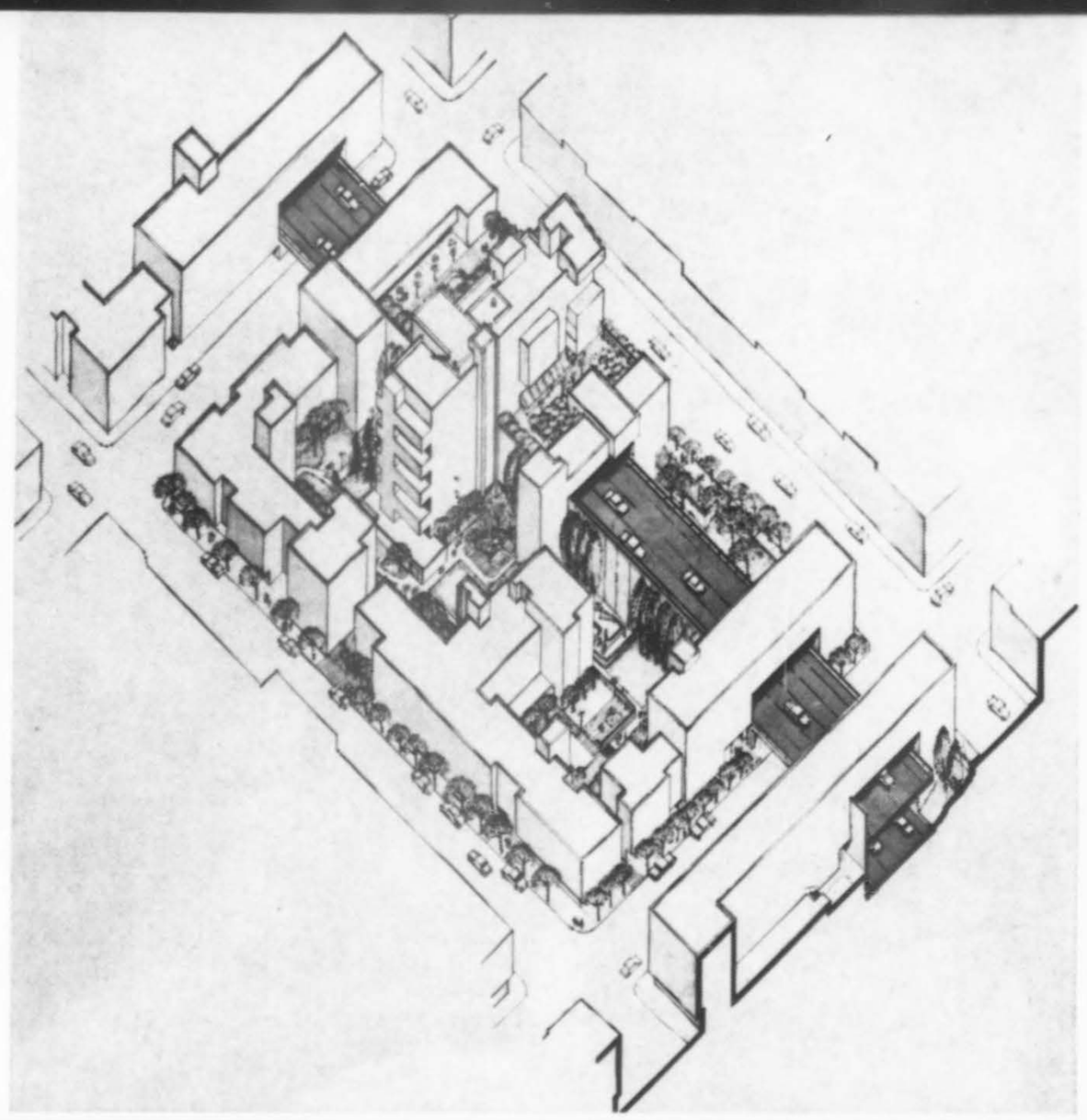
LAWRENCE HALPRIN ON FREEWAYS

THE CITY OF SAN FRANCISCO, zealously guarding its reputation as one of the world's most beautiful cities, made history early in the controversy on freeways when it rebelled at an elevated roadway cutting off its waterfront. Since this rebuff, the State Highway Department has acted with greater prudence. In 1963, the State of California hired Lawrence Halprin & Associates, Landscape Architects, as consultants in planning two major new freeway connections to the Golden Gate Bridge (Panhandle Parkway and Crosstown Tunnel). More unusual, Halprin was engaged *before* the routes were established.

Noting that as yet there was no body of philosophy on the urban freeway from which to draw, Halprin & Associates produced their own creative study of the subject. In an early progress report, Halprin made a six-point summary of "design principles" noted across page.

Sketches reproduced here are representative of the striking exhibit at the 1964 AIA convention at St. Louis where Lawrence Halprin was honored with the AIA's Allied Professional Medal.

Local street cantilevered over depressed freeway.



AFTER REDEVELOPMENT
Older buildings have been replaced with new ones utilizing space around the freeway. They are oriented to take advantage of the open space created by the new roadway and at the same time functionally separate living and transportation activity. This concept of building around the trafficway would absorb its scale into that of the buildings thereby integrating it with the cityscape.

THE SINUOUS, curvilinear pattern of country freeways is on the whole inappropriate in the city. It cuts across the existing grid, disrupts neighborhood patterns, and leaves odd, difficult-to-integrate pieces. Urban freeways should follow the grid of the city.

1

The wide right-of-way with variable median strips and planted verges and shoulders is inappropriate in cities because it wreaks havoc with existing structures, takes too much land off the tax rolls, and separates neighborhoods by great swaths cut through a city's fabric.

2

Urban freeways should fit into existing and projected land-use and topographic patterns in a city, i.e.: they should go between neighborhoods, not through them, or they should go between different land uses such as industrial and residential, or utilize topographic changes by sliding along below hills where they cannot be seen.

3

Urban freeways should be condensed and concentrated, not spread out. They should employ urban, not rural, esthetics. Accordingly, they must use multilevel, split-level, depressed, and elevated groupings to facilitate concentration of the road bed. As a by-product, connections across freeways, from one side to the other, become much easier to achieve.

4

Urban freeways should be integrated with the city and not simply be corridors through it. They should pass through buildings, have shops . . . restaurants and parking garages integrated into their structure.

5

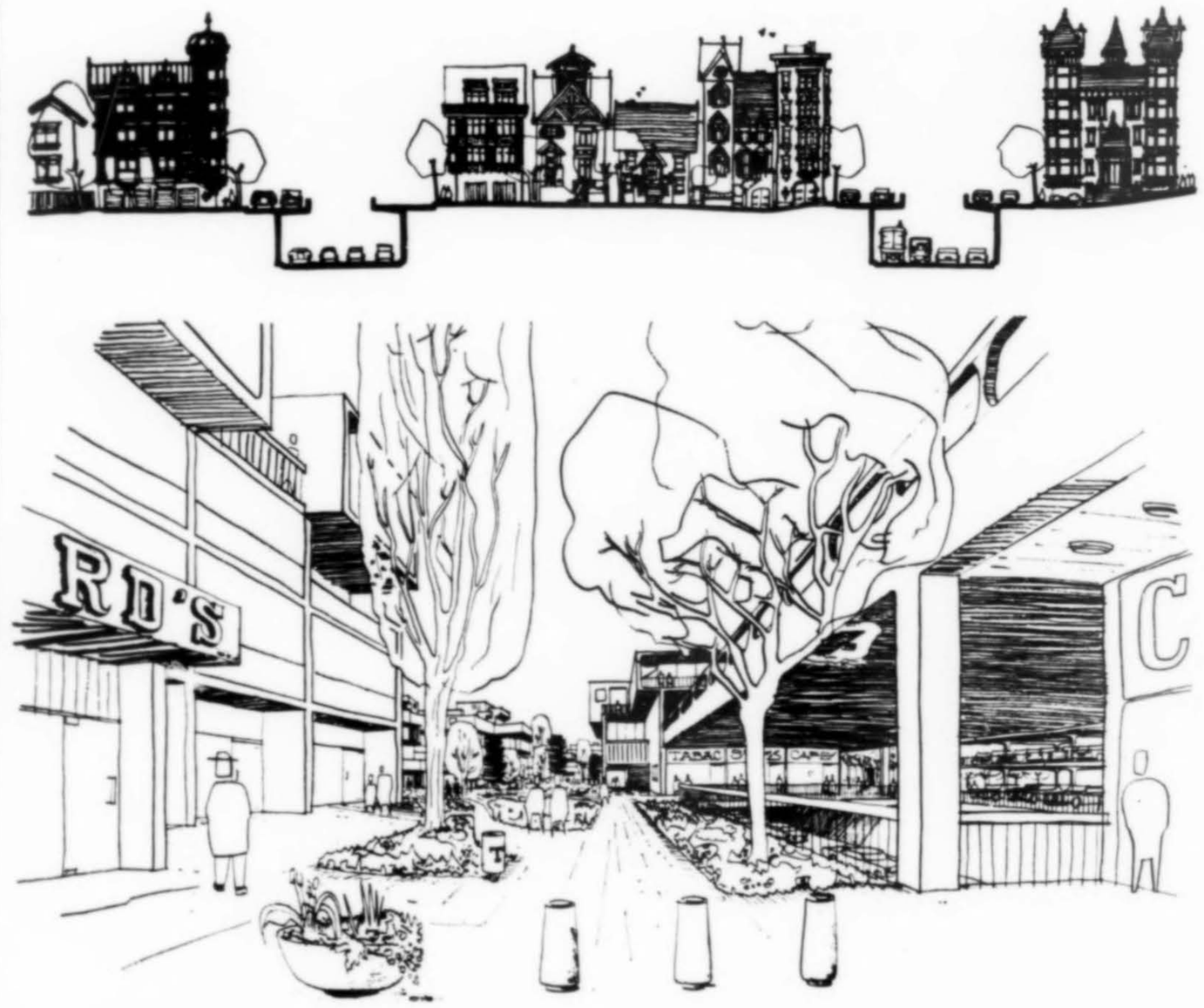
Freeways should be built as part of a total community development, not unilaterally. They can take the lead in generating amenity in a city in new or rebuilt areas by having parks and playgrounds pass under them, new structures built over them. Ultimately, it is the design of the *environment* of a freeway which counts more than the structure itself.

6

HALPRIN ON FREEWAYS

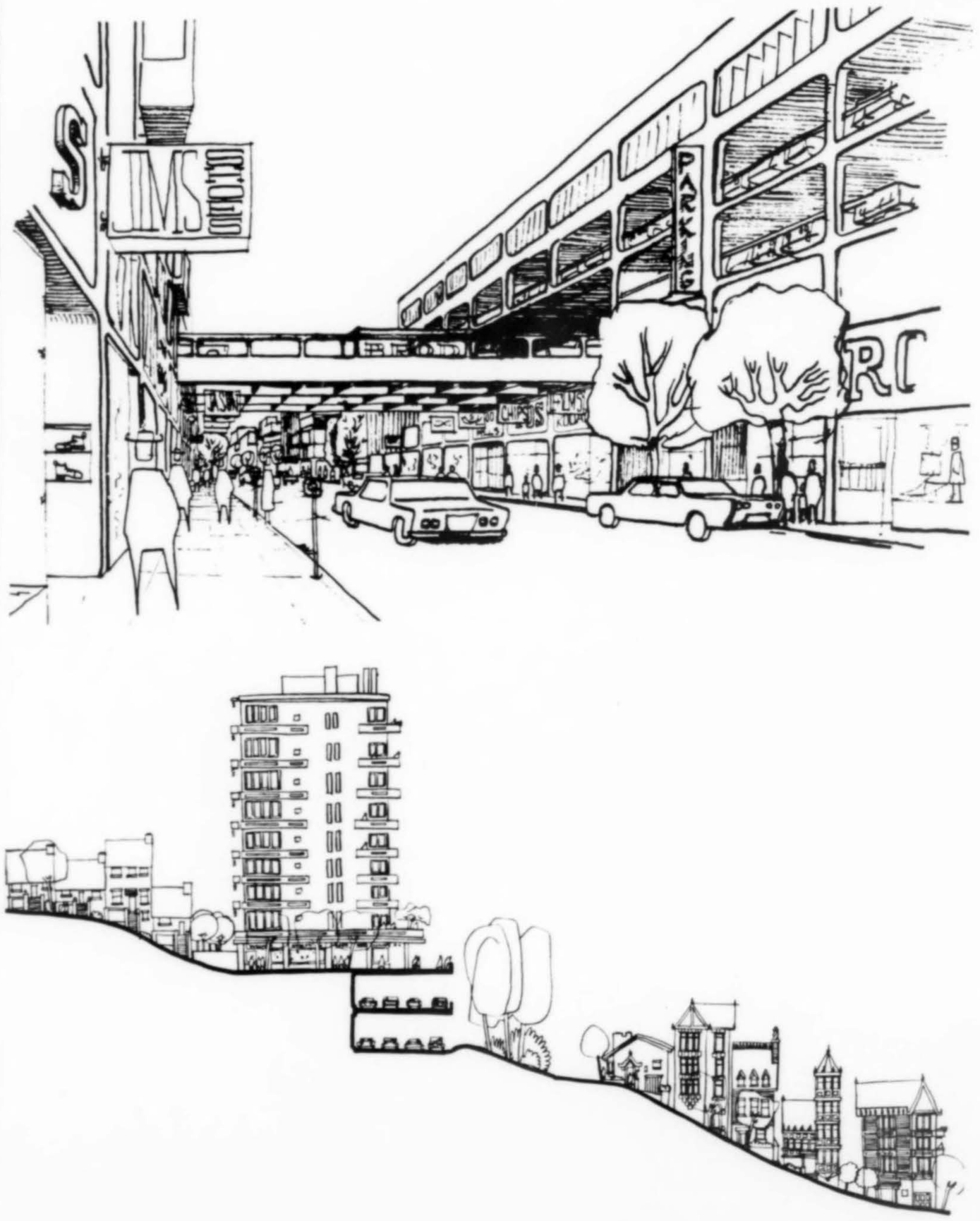
CONDENSATION. All facets of community life in San Francisco take place in a highly restricted densely concentrated area. The application of such an approach to highway roadways is certainly in keeping with the overall character of this city. Accordingly, serious consideration is being given to utilizing narrow rights of way with multi-level roadways both above and below the ground surface when in keeping with immediate surroundings.

Community Development

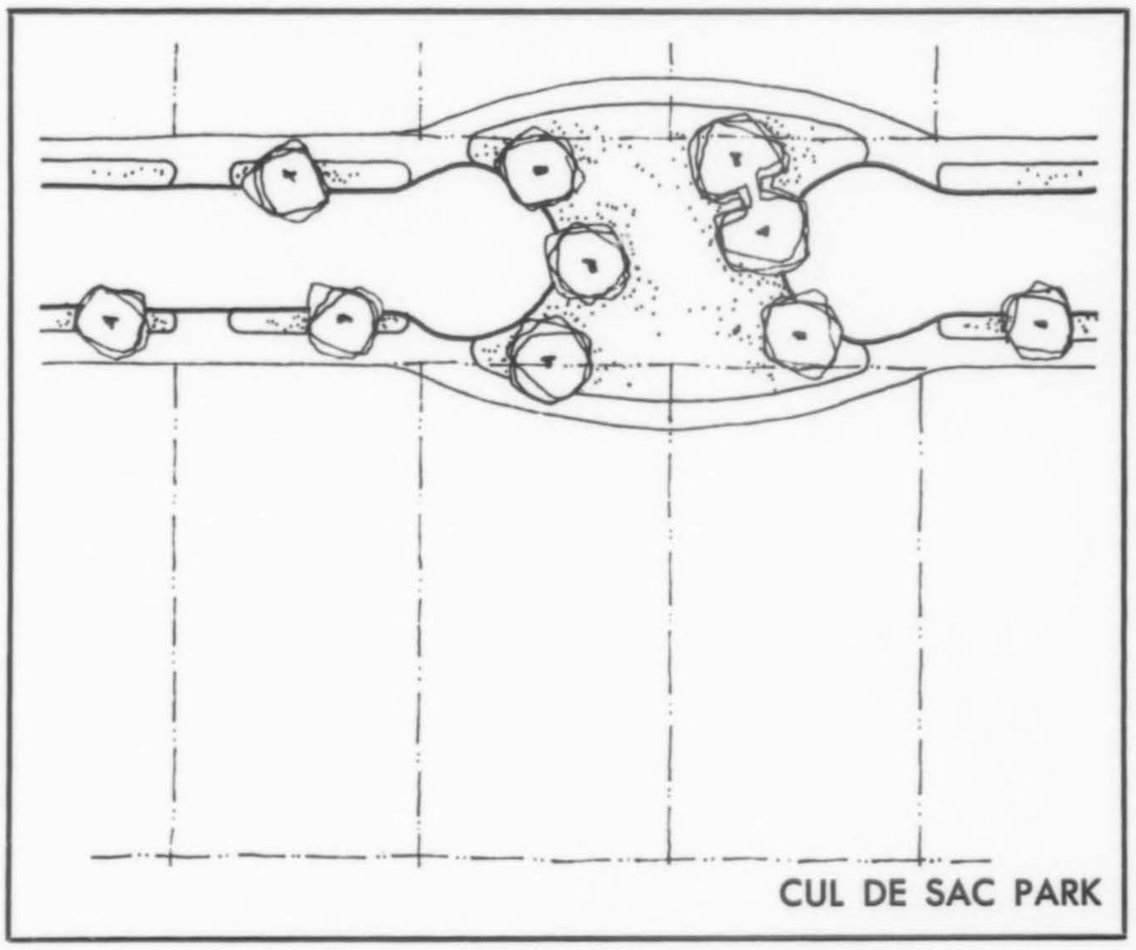


Over and Under Freeways

INTEGRATION. Most streets serve many purposes. They provide pedestrian and vehicular access to abutting properties and at the same time serve as neighborhood distributors and corridors for various kinds of utilities. The normal street is intimately related to all facets of city life. The freeway differs in that it serves a single function in an exceptionally efficient manner. This means that if the freeway is not to have a disjointing or separating effect on the community it must be designed to facilitate, rather than just permit, normal urban activity—under, over or beside it as the case may be. ■



A PLANNING TECHNIQUE to achieve small play lots in densely built up areas is the cul-de-sac park, which is obtained by the simple expedient of closing a through street, which is not a traffic carrier of any proportion, but a small residential street. This area can then be developed into any number of uses, from the purely visual (a well planned landscaped focal point) to the intensely used and improved tot lot, with equipment, sand boxes, spray pools and other facilities.



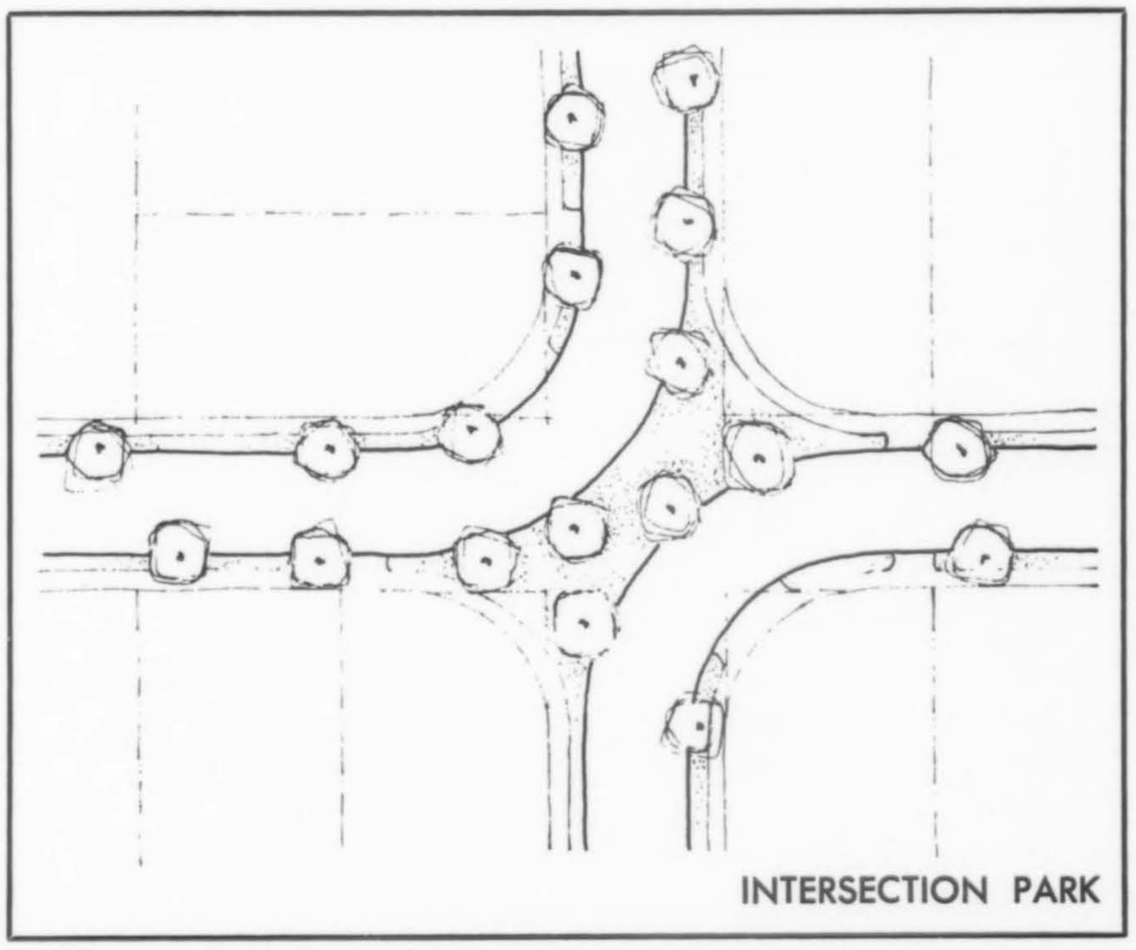
proposed solutions to providing small recreation areas in old established residential areas—from

A RECREATION & PARK STUDY REPORT FOR MONTEREY, CALIFORNIA

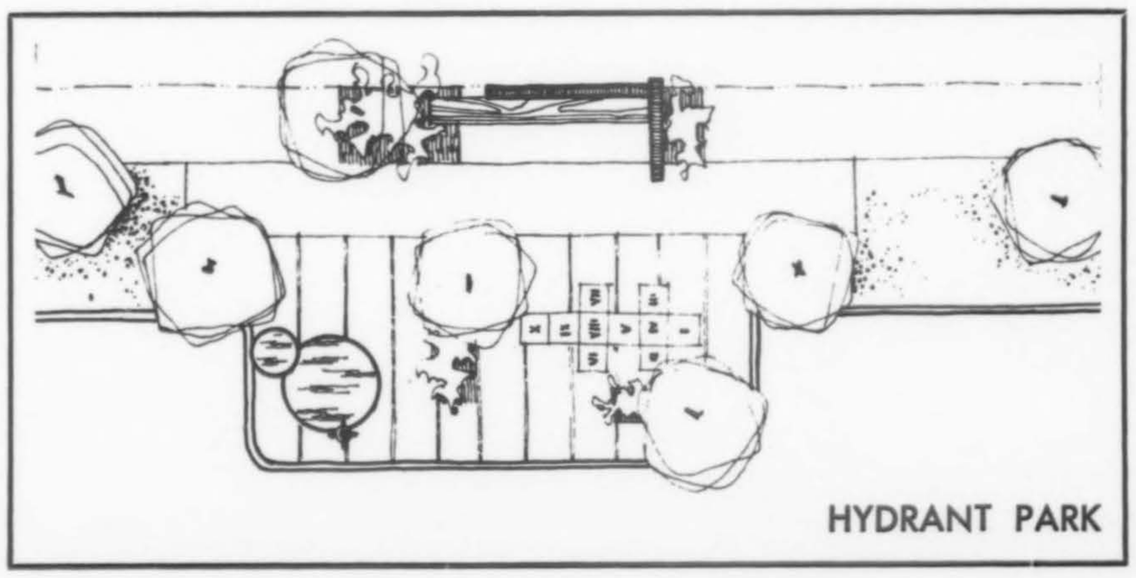
PLAY PARKS—Smith & Williams, Architects

Some of the principles incorporated in these sketches have been utilized by Smith & Williams in their designs for two "New Town" projects: California City, California, and Colorado City, near Pueblo, Colorado.

BY MEANS OF acquiring portions of the front yards of four corner lots at an intersection, the intersection could be closed, the North Street hooking up with the West Street and the South Street with the East Street and a small park can be created in the area which used to be the street intersection.



IT IS A WELL known fact that parking within a certain distance of a fire hydrant is not permitted. This proposal would project the curb for a small distance into the "parking lanes" of the street. The hydrant then would be moved forward into this area, to make it more accessible to the fire equipment, thus adding a missing play element in built-up neighborhoods.



William H. Grand photos

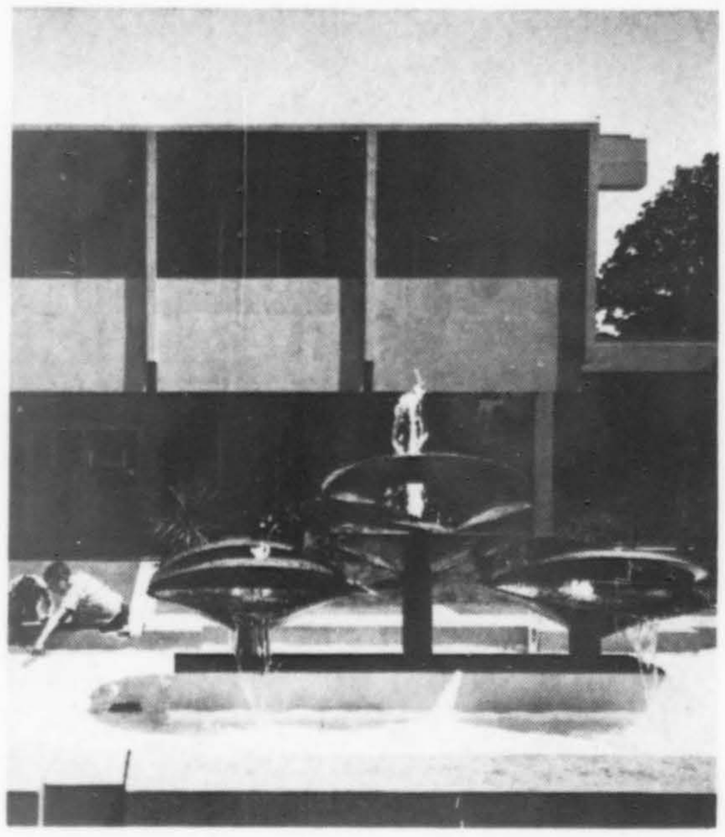
1. LYTTON SAVINGS | North

Paving: white concrete and red paving brick in diagonal pattern. Circular planter seats: precast concrete, containing a shade tree. Lighting standards designed by architect from steel tubing and translucent Acrylic plastic globes.

EXTENSIVE public facilities are being incorporated in all of the Lytton Savings' new projects. Mr. Lytton feels strongly that private business should set a good example for both private businesses and for governmental agencies in the redevelopment of downtown areas. To implement this philosophy, he has spent over $75,000 for the construction of this *temporary* plaza for the people of Palo Alto. Eventual plans call for a major building in Palo Alto to house headquarters of Lytton Savings of Northern California.

An old bank building was demolished from the 85x100-ft. site, lying across Emerson Street from the present Lytton Savings office. (See A/W, June '64, for interiors of this present temporary office.) ■

Landscape Architect: Robert Herrick Carter
General Contractor:
Moroney Construction Co., Inc.



ESCHEWING the typical whirling time and temperature neon signs, the First Federal Savings & Loan of Corvallis elected to create a landscaped plaza with a sculptural fountain and pool on the principal corner of their new building in downtown Corvallis. The use and enjoyment of the plaza and its fountain have been formally dedicated to the citizens of Corvallis and Benton County.

By setting back the Association building, the architects opened up the street intersection for spacious views to neighbors with an unusually interesting history: the Benton County Courthouse and the historic Woodstock residence (a fine example of early Carpenter Gothic). ■

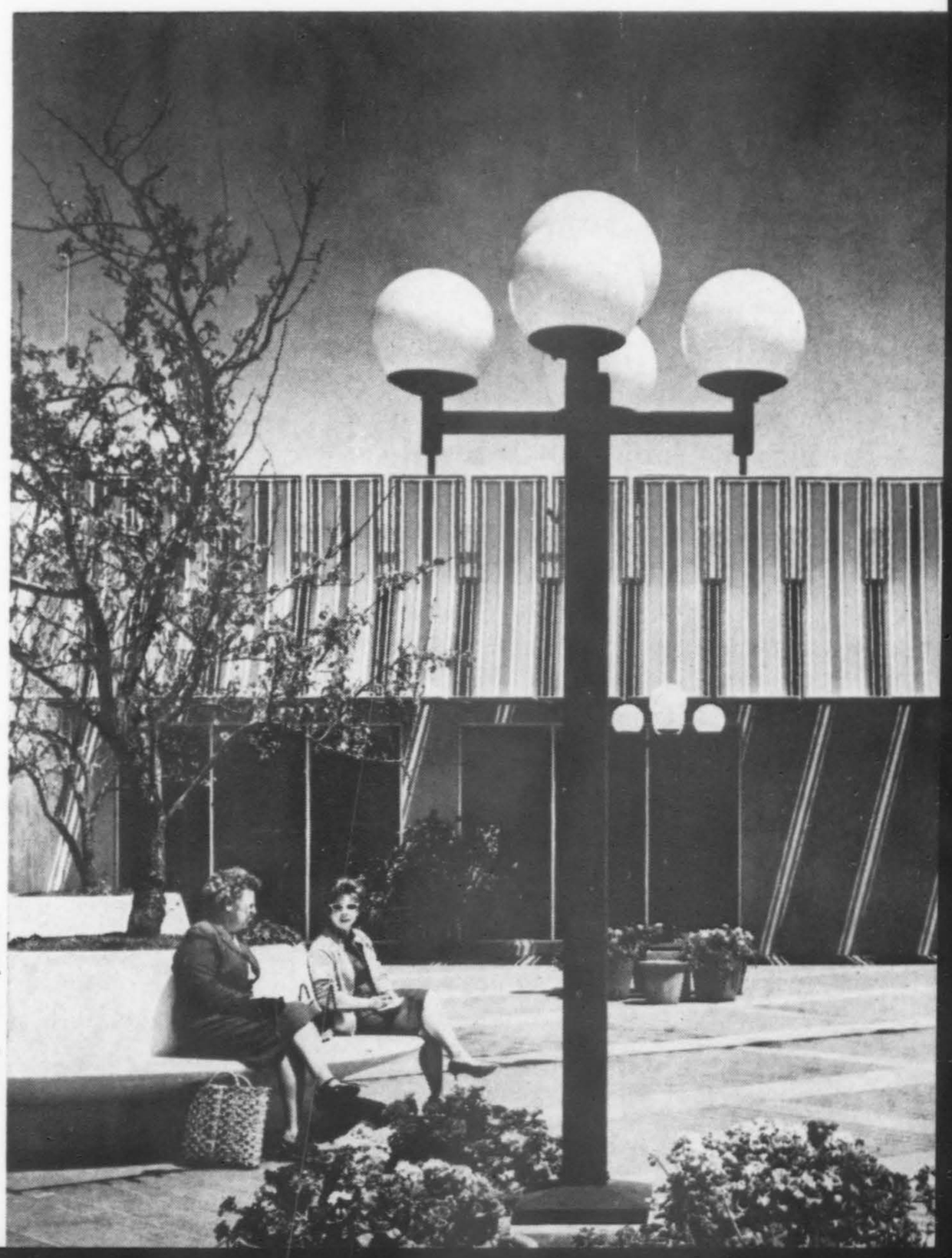
WILMSEN, ENDICOTT & UNTHANK | Architects

Sculptor: James Lee Hansen
Landscape Architect: Mitchell & McArthur
Consulting Engineers:
Cornell, Howland, Hayes & Merryfield
General Contractor: Robert C. Wilson

LENDING INSTITUTIONS AS URBAN DESIGN PATRONS . . .

2. FIRST FEDERAL SAVINGS & LOAN ASSOCIATION | Corvallis

Palo Alto | KURT MEYER & ASSOCIATES Architects



Morley Baer photos

LEWIS MUMFORD on *"The New World Promise"*

FIRST PURVES MEMORIAL LECTURE (abridged) before the joint conventions of the American Institute of Architects and the Pan-American Congress of Architects — June 1965

° ° ° The hope first expressed in the sixteenth century was not without a genuine foundation. The New World expanded the human imagination. In its vastness and geographic variety, in its range of climates and physiographic profiles, in both its wild life and in the treasure-hoard of cultivated food plants and flowers that we owe solely to the original neolithic cultures, the New World was a land of promise, indeed a land of many promises, for both body and mind. Here was a natural abundance which promised to lift the curse of both slavery and poverty, even before the machine lightened the burden of purely physical toil. The belief that a better society would be possible in the New World stirred company after company of immigrants, from the Jesuits of Paraguay to the Pilgrims of Massachusetts. Thus, until almost the end of the nineteenth century, the secret name of the New World was Utopia.

That New World utopia took many forms; but by the nineteenth century it had come to rest on three implicit assumptions: first, the biological premise that man's life is closely attached to nature and can be lived fully only by entering into an understanding and loving partnership with nature. Second, the mechanical premise that the exploitation of non-human resources of energy, through science and invention, is essential toward increasing man's mastery over his physical environmnt, and to breaking down the purely physical barriers to further human cooperation and communication on a planetary scale. Finally, it rested on the human premise that the goods of every culture, both spiritual and material, must be offered freely to all its members, and eventually to all mankind.

All three of these assumptions, at least when taken together, were sound; and though we are still far from achieving them, they constitute what we may honestly call the New World promise. These three underlying beliefs were not explicitly formulated, and did not come fully into consciousness until the nineteenth century; in the end, though they modified Old World beliefs and institutions at many points, they never fully displaced them. Yet there was a moment, at least in my own country, and particularly in one region of that country, New England, when it seemed that the potentialities of the New World would actually be realized in every area of life, as one by one the Old World barriers between peoples and between economic classes were breaking down and a new aristocracy of the spirit, open to all men, was arising.

What Van Wyck Brooks called The Flowering of New England took place between 1820 and 1860; and it was then that the fresh experience of the New World at last took shape in the mind. Almost all that is truly original and humane in architecture and planning in the United States derives directly or indirectly from this brief period of integration. From Thoreau and Olmsted came our national parks and wild life reservations; from George Perkins Marsh, the author of *Man and Nature*, and Major Wesley Powell, came our conservation movement and our insights into natural and social ecology; from this common fund of ideas came the fresh forms of park, parkway, and park-like settings for cities, beginning in 1869 with Olmsted's Riverside and culminating, in 1929, in the Radburn plan of Henry Wright and Clarence Stein, with its equal respect for communal, mechanical, and biological needs. And from the same sources came the domestic architecture of H. H. Richardson, Frank Lloyd Wright, and Bernard Maybeck. A fresh feeling for Nature and for man's intercourse with Nature characterized these achievements.

What we have to explain to ourselves now, as we look around our New World cities and regions, is why, in spite of many brilliant single works, we have made such a mess and a muddle of our opportunities. Surely one of the obvious reasons for our failure is that we have been over-weighing the very component of the New World promise that the framers of this program sought to eliminate from this discussion: the New World of science and technics. Our leaders have been trying to create a substitute life out of the machine, and have subordinated the character of the landscape and the needs of its inhabitants to the dynamics of mass production and the exploitation of technological power, treated as if this were a valid human end in itself.

Yet even today's inverted romanticists cannot entirely ignore the older passion for nature which still survives as an essential part of our New World heritage; for they have invented a prefabricated substitute for the wilderness, or at least an equivalent for the hunter's campfire. That ancient paleolithic hearth has

. . . One component of the New World promise, the machine, has become dominant, and has replaced human choice, variety, autonomy, and cultural complexity with its own kind of uniformity and automatism.

become a backyard picnic grill, where, surrounded by plastic vegetation, factory-processed frankfurters are broiled on an open fire, made with pressed charcoal eggs, brought to combustion point by an electric torch connected by wire to a distant socket, while the assembled company views, either on television or on a domestic motion picture screen, a travelogue through Yosemite or Yellowstone. Ah wilderness! For many of my countrymen, I fear, this is the ultimate terminus of the New World dream.

Against such a defective vision of life, a more organic view of man's place in nature, based on historic and prehistoric realities, has no need to bow respectfully, still less to blush in embarrassment. Those who belittle the importance of the natural landscape and the regional habitat overlook the fact that the discovery of the complex interrelationship of organisms, functions, and environments is one of the master achievements of modern biology; most significant for man's further development than the most spectacular flights of nuclear physics or computed technology. For the first time since the neolithic period, man has made a beginning of understanding the biological properties of a life-sustaining environment.

But what, you may ask impatiently, has all this to do with our New World cities? And I answer: just to the extent that this consciousness of natural functions and human purposes is absent from their design, they are not yet New World cities, in any hopeful sense of the word. One component of the New World promise, the machine, has become dominant, and has replaced human choice, variety, autonomy, and cultural complexity with its own kind of uniformity and automatism. The result is an urban environment that is both biologically and culturally deficient. Only one thing need be said about our cities: those who have a free economic choice are constantly moving out of them—though they must sacrifice the social facilities of the city in order to ensure all-too-temporarily a better biological environment.

But a worse fate is in store, if we continue to let technological expansion curb human purposes and flout essential human traditions. Anyone who wishes to know what lies ahead if the present tendencies continue, need only examine the mechanical labyrinths that the so-called advance guard of planners have been presenting as the "cities of the future." A few years ago, the Museum of Modern Art in New York held an exhibition of such work: and if the designs shown there had been called "Prisons and Penal Colonies of the Future," they would still have been monstrous. These ideal plans showed cities built under water, cities suspended in the air, cities burrowed underground, or cities covered by immense geodesic domes—all of them using the most extravagant kind of mechanical and electronic apparatus to achieve the smallest possible human benefit, under a system so tightly controlled that no individual alteration and no escape would be possible. Is it not time that we asked ourselves whether total mechanical control and total uniformity are in any sense human ideals? Whether they are not in fact just the opposite of the original dream that lured daring men to the New World, in order to recapture some of the wild freedom of movement and choice that Old World civilization had harshly smothered?

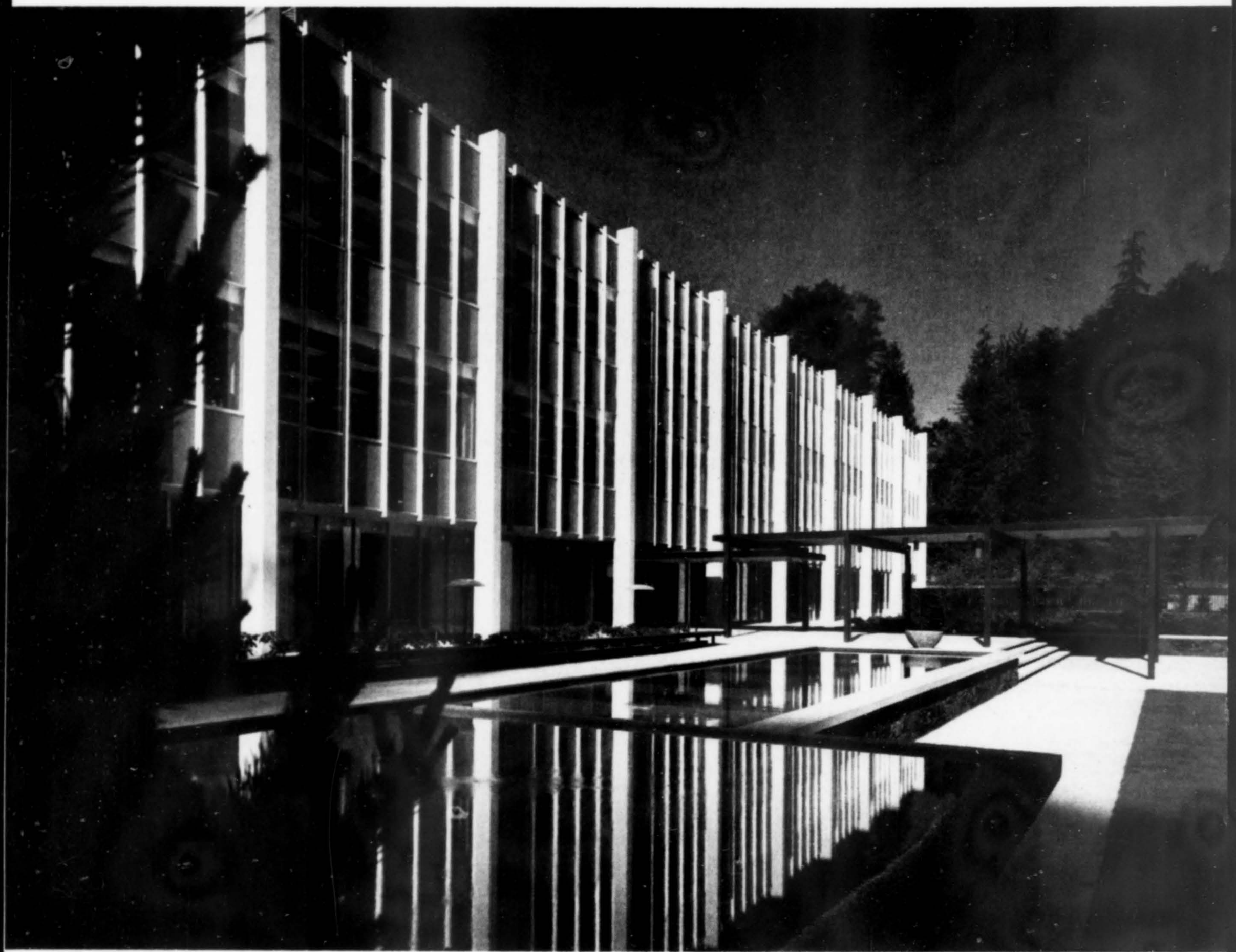
Now I cannot console you with the thought that this is just a fashionable aberration, which, like all fashions, will soon pass. For the fact is that cities designed to fit no human needs except those that conform to the machine are precisely the kind that are favored by our financial, industrial, scientific, military, and educational experts—the new Pentagon of power—whose under-dimensioned ideology now increasingly dominates our society. All that the planners who conform to these requirements are doing is to blow up into vast urbanoid mechanisms a variety of small scale models that are already in existence. Witness our underground rocket centers, our battery-chicken farms, our stratoliners, and increasingly our motor cars: they are all variations on the archetypal space capsule. And by necessity, a space capsule—a minimal environment permitting only a minimal life—is the precise antithesis of a rich, many-sided, exuberant, life-sustaining habitat, teeming with biological fulfillments and cultural possibilities.

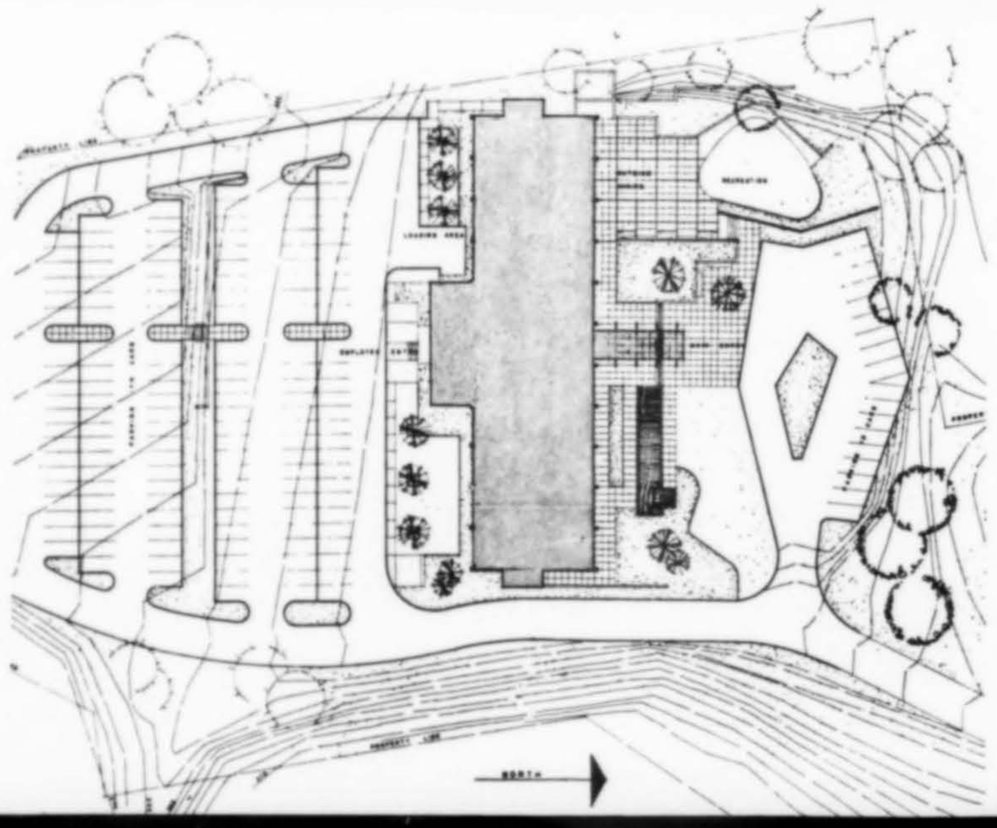
(Continued on page 33)

. . . The time has come to restore man himself, once more, in all his cumulative historic richness, his regional individuality, his cultural complexity to the center of the picture . . .

GENERAL OFFICE BUILDING
EVERETT, WASHINGTON

WEST COAST TELEPHONE





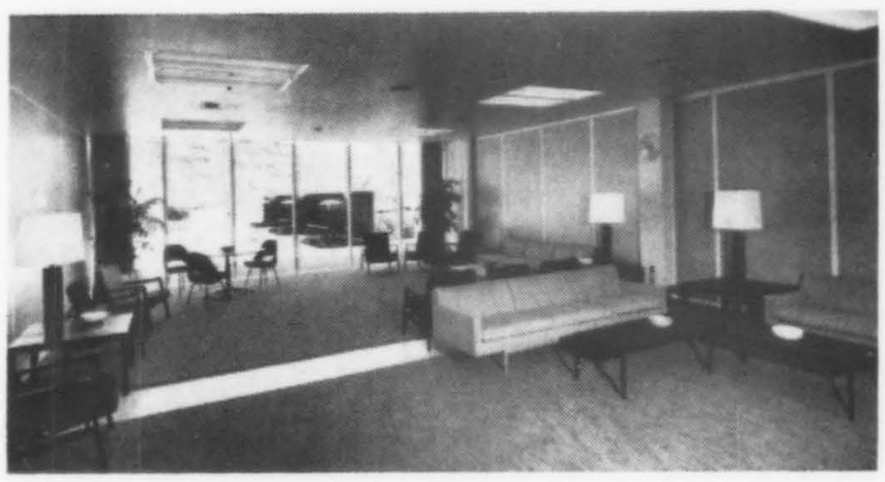
Its 1962 citation for Honor Award by the Seattle Chapter AIA, read: "This is a building of great competence and restraint contrasting admirably with its romantic setting. The designers have managed to coordinate the site, landscaping and approaches, building form, colors and internal furnishings in an exemplary manner."

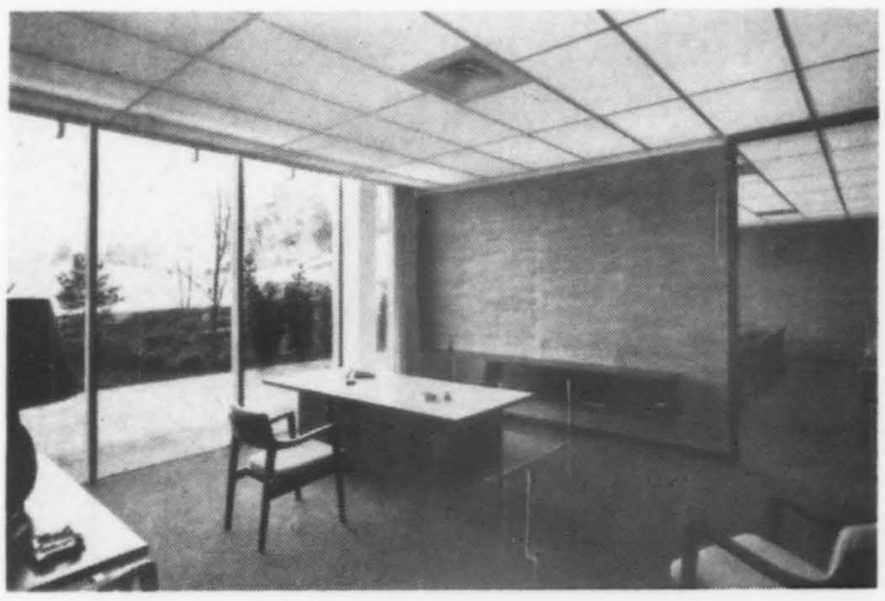
COMPANY □ RALF E. DECKER, ARCHITECT Gary L. Shavey, Administrative Architect

RESPONSIBILITY for total design was vested in the architects when West Coast Telephone Company constructed its new general office building. Consolidating their 350 employees from scattered Everett buildings required 70,000 square feet in a 3-story building on a 7 1/2-acre site. (Expansion plans provide for two more stories vertically, with a 5-story wing to the rear.) The general offices serve as home base for operations in Washington, Oregon and northern California.

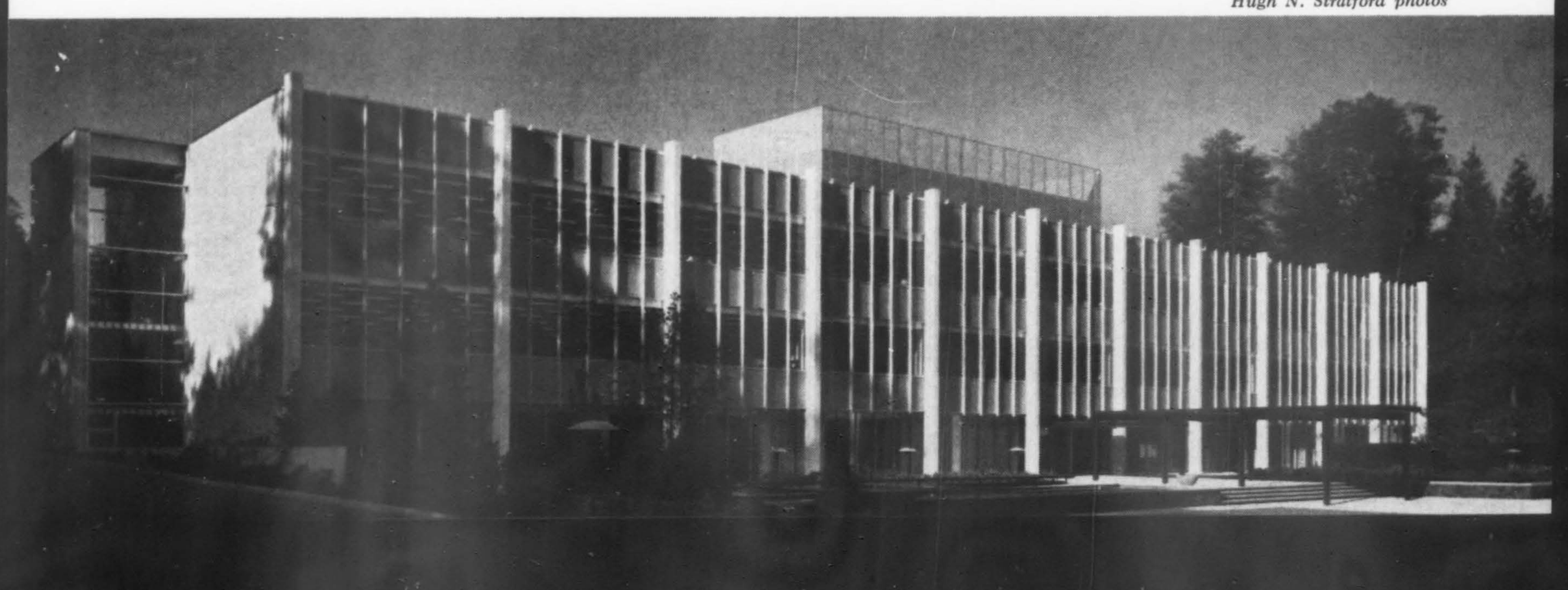
In underwriting the highest standards for a colorful, air-conditioned, well-lighted, flexible environment, the company chose to demonstrate its progressive image. Interior offices were requested to have pleasant exposures to the landscaped site. The same feeling of openness pervades the ground floor executive suite where floor-to-ceiling glass reveals a reflecting pool. Likewise, the employees dining room-lounge opens to a landscaped court and putting green. (Interior designer: Arthur Morgan, Inc.; landscape architects: Beardsley & Brauner.)

Structural concrete is employed (by Charles E. Kitchin, structural engineer) up to the first floor; a fireproofed steel frame above has curtain-wall cladding. Cellular floor decking allows conduit space for services at every 18-in o.c. over the entire floor areas. A high-velocity induction system for air-conditioning uses reverse cycle heating and cooling with water at 52° pumped through the system at 650 gpm from two deep wells. (Bouillon, Christofferson & Schairer, mechanical and electrical engineers.) In all cases where selecting building materials and equipment, the owner evaluated decisions on the basis of a sound investment for quality building. Total construction costs, including site improvements, fees, taxes, came to $1,900,000. John H. Sellen Construction Company acted as general contractor. ■





Hugh N. Stratford photos



A CRITIQUE ON RECENT COMPETITIONS

DURING RECENT years there have been four important design competitions that because of their content, programming and results have served to exemplify the attitudes and capabilities of our design professions toward the general landscape. It is important to consider this because of the growing expansion in scale of design projects in our environment, and the growing recognition of the interconnection of all such projects in the totality of the general landscape.

Reading backward in time, these competitions were for Allegheny Square, the Seattle Civic Center Fountain, the Franklin Delano Roosevelt Memorial and the Toronto City Hall and Square.

The results of these four competitions suggest a professional disinterest in the continuous quality of the general landscape. The attitude seems rather that the landscape is a negative receptacle, stage or setting for the work of genius sought by the competition. Parallel to the general American concept of the landscape as a playground for speculators, the professional concept seems to be that it is a gymnasium for genius.

The Toronto competition was for a new city hall and square. Although the building was obviously primary, the square was given considerable importance in the program. It was clear that the two were considered complementary to one another, that they were intended to combine as a unit of architecture and open space in the great Renaissance tradition. Prime competitors had to be architects, but they could of course include other designers on the team. The jury was composed of highly respected architects. ° ° ° ° The winner was a somewhat sensational building with a completely undistinguished square. None of the entries selected for award gave more than negative importance to the square.

The Franklin Delano Roosevelt Memorial, the most famous or notorious of these competitions, brought forth the greatest effort, and created the greatest controversy. It was an exciting problem, a good site, and a well-written program. Although it stated very carefully that the solution was not necessarily structural, by some peculiar quirk of professional politics the prime competitor had to be an architect, again with the option of setting up a design team. The jury was composed of three architects, one art museum director and one landscape architect. The winner was a sculptural-structural solution of uncompromising verticality. Two of the other first stage winners were structures of bold and demanding form, two were horizontal landscape schemes.

° ° ° ° °

The site for the Franklin Delano Roosevelt Memorial lies between the Jefferson and Lincoln Memorials, on a diagonal axis off the central Washington Monument. A vertical or demanding structure in this location will set up a competition with the existing structures and disrupt the basic axial structure of the cenral composition. This exists whether we approve of it or not. Therefore the memorial should be of a horizontal landscape nature, rather than a vertical or demanding structure. Winner was a brilliant design in the wrong place. In general the competitors and jurors appeared to pay insufficient attention to the environment of the memorial.

The Seattle Civic Center Fountain competition again had a two-part program, fountain and surrounding plaza. Both were stressed in the program, although it was clear that a great hydrostatic display was primary. The competition was open to all designers, and the jury consisted of one architect, one planner, one sculptor and one landscape architect. The jury was disappointed in the submissions. Few seemed to grasp the potential for exciting water display, or for powerful combinations of water, sculpture and open space. The fountains of Rome are still unequalled. Of the five first-stage winners four had excellent landscape-sculptural concepts but only one had a potentially brilliant water concept. Unfortunately the latter had the weakest open space design. This led to some dissension in the jury, but it finally agreed that the water concept was primary.

Latest and perhaps most controversial is the Allegheny Square competition, sponsored by the Urban Redevelopment Authority of Pittsburgh. An exciting and classical problem involving a substantial open space, two historical buildings (one classical, one romantic) and a surrounding of distinguished modern apartments; a good program open to all designers a jury of highly respected names—four architects, one landscape architect, two lay members, all led to a resoundingly disappointing and exasperating conclusion. Although it was a two-stage competition the jury selected only one entry out of 305, as the immediate winner. Only that one has been published to date, and we do not know whether any of the others will be.

There were special, exciting and subtle possibilities in this problem. From that point of view, the winning solution is a step backward to a mechanical, over-simplified, neo-Beaux Arts approach to open space. The modern revolt of fifty years ago seems to have made the full circle back to the academic, bureaucratic approach from which it started. Certainly the design is simple, so simple that it ignores substantial elements of the problem. Within the continuous enclosure of apartment structures three buildings demand recognition—a romantic library with a tower, a planetarium which is a symmetrical, window-less cube, and a new office building, likewise symmetrical, a typical three-dimensional grid on pilotis. The fact that the two symmetrical buildings face each other across the main open space makes it easy to produce such an over-simplified design. The library, representing precisely the touch of fantasy, wonder, and intimacy that is needed to save the square from death by boredom, is ignored. The exclusion of its difficult picturesqueness is typical of the confirmity to arbitrary preconception, the refusal to recognize complex potentials, that leads to the sterilization of design. The four substantial promenade spaces which connect the square radially with its surroundings receive minimal recognition. Trees are treated as decorative elements rather than structural components. Likewise barely recognized are the progam requirements that the square accommodate substantial crowds, and provide for important exhibits.

in Urban Design . . .

by GARRETT ECKBO, FASLA
Eckbo, Dean, Austin & Williams
Landscape Architects
Los Angeles & San Francisco

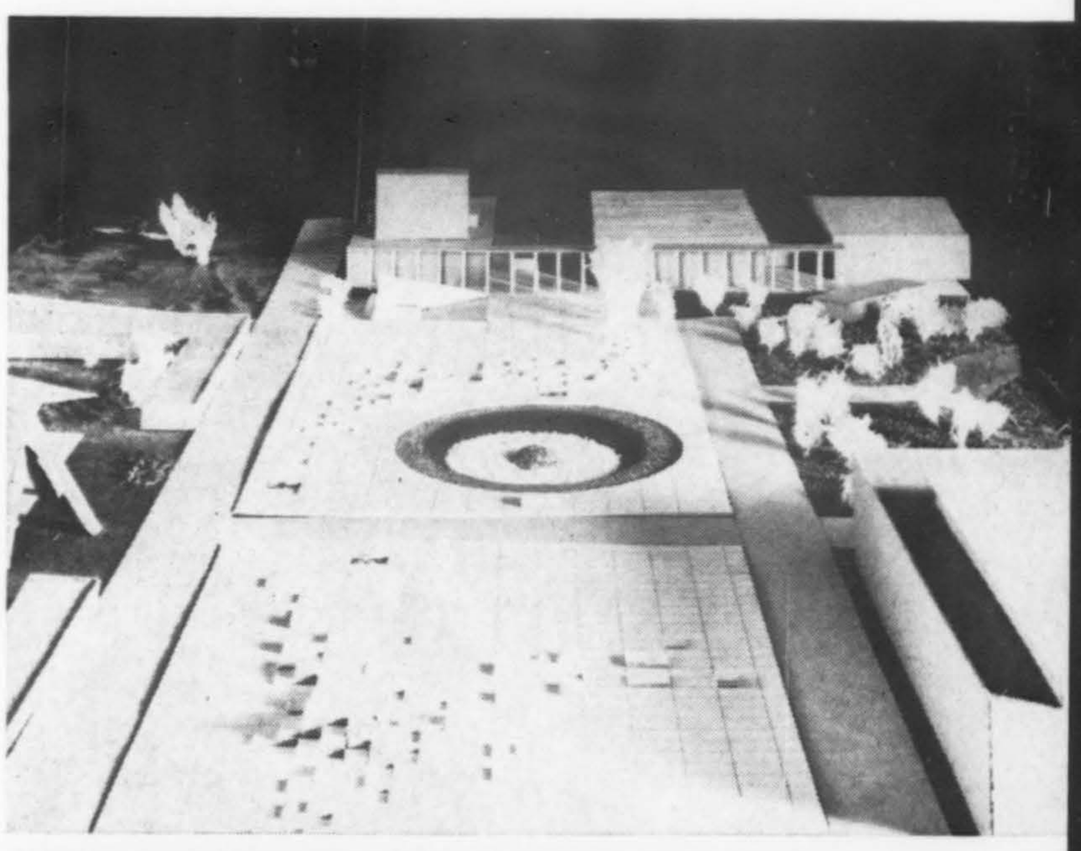
Garrett Eckbo has been named chairman of the Department of Landscape Architecture in the College of Environmental Design in the University of California in Berkeley.

If these words start a few wheels turning, some dialogue flowing, they will be worth the effort. Perhaps we can even continue to close the gap between the architectural tendency to view open space as a negative setting or decorative frill for positive architecture, and the landscape tendency to view construction as a negative background or decorative enclosure for positive open space. The landscape is an endless continuity of experience, a continuous network of reciprocal relations between structures, open space, and nature. Whenever one element in this continuity shifts or changes, whenever something is subtracted or added, the repercussions spread like ripples from the stone thrown into the pond. We can no longer afford to treat each project as an isolated entity. Rather each must be treated as a part of the larger whole, a source of physical and social reactions far beyond its borders.

". . . The attitude seems rather that the landscape is a negative receptacle . . . for the work of genius . . ."

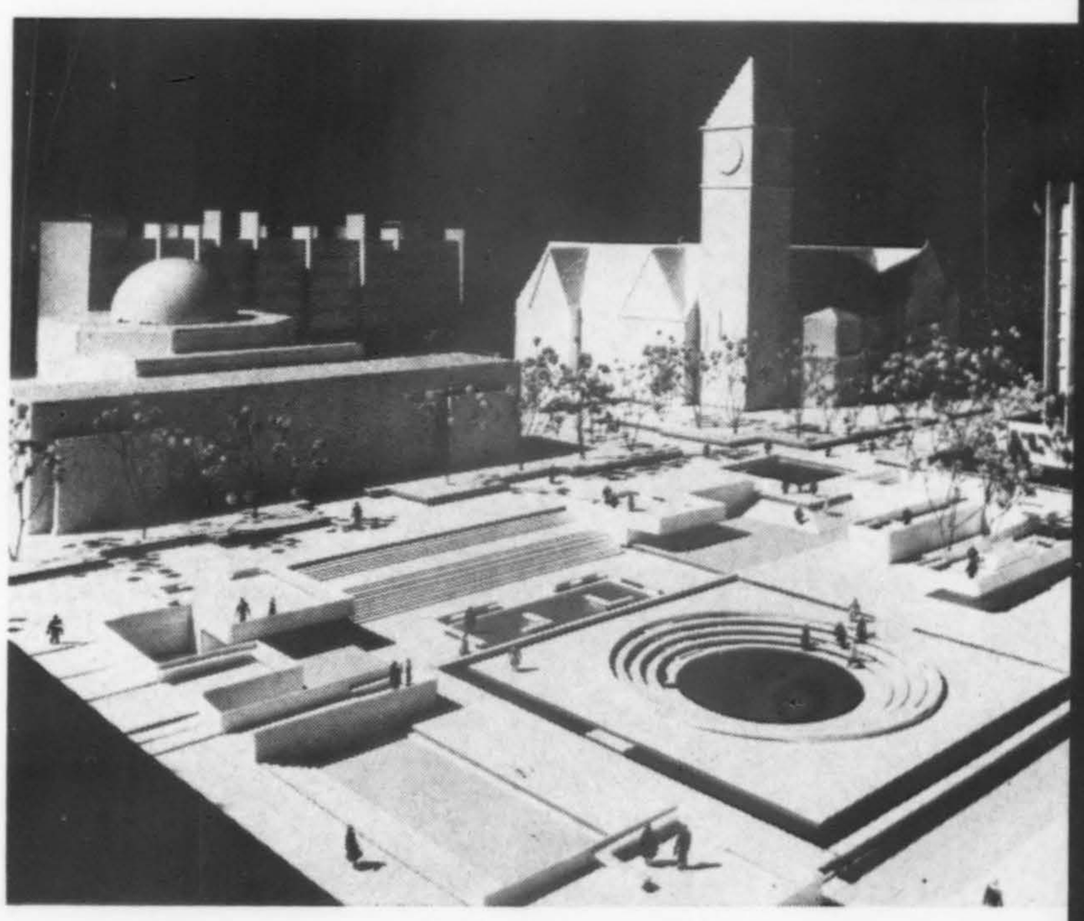
To re-capitulate—

The TORONTO competition demonstrated a determination to maintain the dominance of structure over an open space, regardless of the amount of structure in the environment.



The SEATTLE CIVIC CENTER FOUNTAIN competition demonstrated an inability to solve plastic, irrational, non-functional open space-hydrostatic display problems in integrated, imaginative and meaningful forms. In this case the square was the environment for the fountain.

The FRANKLIN DELANO ROOSEVELT MEMORIAL competition demonstrated a determination to produce a forceful and impressive monument, regardless of its effect on the environment.



The ALLEGHENY SQUARE competition demonstrated, just when opportunities for great and challenging civic design are expanding, a return to the security of the Beaux Arts womb and the arbitrary regimentation of axial symmetry, a retreat from which the exciting potentialities of uninhibited design which have as yet had little impact on our landscape.

The Establishment appears to be taking over. Design will no longer represent a threat to the status quo in the environment. ■

Precast Concrete Roof Suspended on Cables

ARIZONA STATE FAIRGROUNDS COLISEUM
Phoenix, Arizona

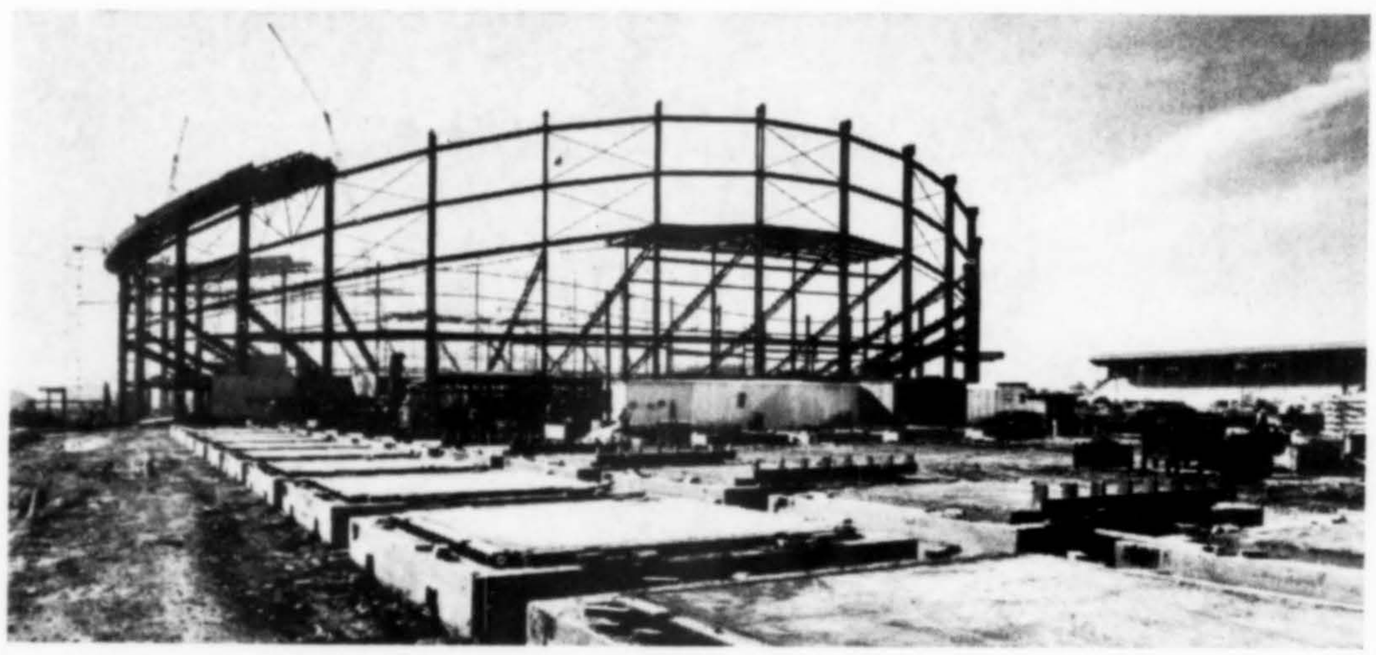
Lescher and Mahoney, architects

T. Y. Lin Associates, consulting engineers

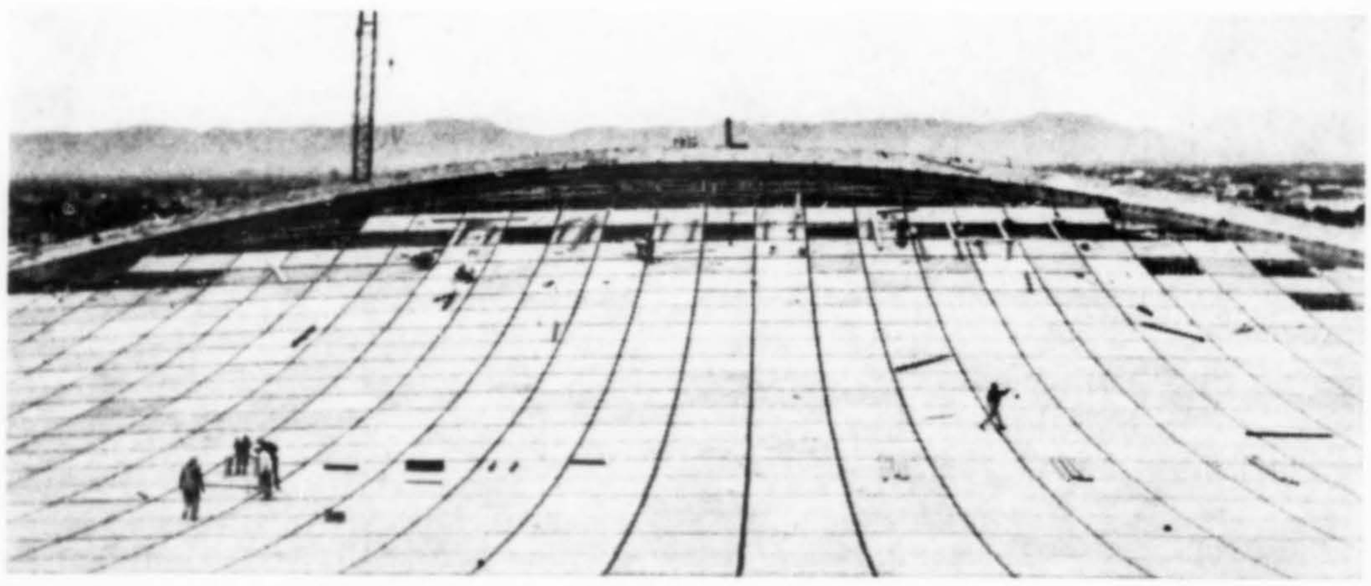
Manhattan-Dickmann Construction Co.

Charles R. Conley Photo

Scale? Tiny dots on roof are pickup trucks!



Steel columns 60 ft. to 100 ft. high support undulating compression ring.



Precast concrete panels are 9 ft. 6 in. square, supported on 3 in. dia. wire rope.

Four trucks atop compression ring carry hydraulic tensioning jacks.

LIKE THE NOTED World's Fair Coliseum in Seattle, the Phoenix Coliseum is a vast clear-span space with roof supported on cables. But unlike the Seattle building, where lightweight aluminum sandwiches were used for the skin, the Phoenix cables support precast concrete panels—1,000 of them each 9-1/2 ft. square.

The $6-1/2 million building, which will seat 15,000, is circular with a 367-ft. diameter and a circumference of 1,152 ft. A perimeter compression ring of concrete 12 ft wide and 39 in. thick, is supported on steel columns that range from 60 ft. to 100 ft. high, creating a saddle shaped roofline.

Steel cables are made up of quarter-inch tendons (56 to 66 tendons per cable) 150 to 380 ft. long, 36 of them in each direction to form a grid of 10-ft. squares. Cables in one direction support the panels, while cables in the other direction oppose any aerodynamic lift on the roof surface.

The roof panels were cast with steel brackets on each side to fit onto the cables, and with tongues to receive quarter-inch Masonite forms that span the gaps between the panels. Concrete poured into this space between the panels envelopes the cables and panel brackets to join all the panels into a monolithic unit with a smooth surface.

Until that point was reached, the cables were supported by scaffolding within the building. Panels were lifted from the ground by an electric hoist and then moved into place on a high wire operated between crane booms on either side of the building. This was a spectacular process, but more improbable was the method of post-tensioning in which four pickup trucks carrying hydraulic jacks were placed atop the compression ring to apply pressure against each other in tensioning from both ends of each cable simultaneously. Tension reached as much as 420,000 psi.

Kennatrack's New Steel K-Doors are a snap, snap, snap to install

It all adds up.

Fiddling and fussing with door hardware at $3.65 an hour (or whatever you pay) adds up to a lot of lost time. Extra wages. Delays. That's why we invented a steel door that literally *snaps* into place and can be dialed up or down with your thumb. Without tools. Or mistakes.

Kennatrack's new plunger-type hardware does it. Once the track is installed and the door steadied in the lower jamb pivot, everything else snaps into place. In twenty seconds, time's up. And so are the doors.

And they're snappy looking, too. Six styles to match any interior—flush, louver, louver/panel, flush with molding, louver with molding, louver/panel with molding. Two and four-door units in a variety of panel widths, in 6′8″ and 8′0″ heights to fit all standard openings. Cameo White prefinish looks good just as it is. Or takes decorator colors without further preparation. (Custom colors also available on special order.)

Mail coupon now for your personal SNAP-PAK kit containing full specifications, prices and color catalog.

Kennatrack Division Ekco Building Products Co.,
1250 Bedford Ave., S.W., Canton, Ohio 44701
Please send SNAP-PAK kit.

NAME_____

FIRM_____

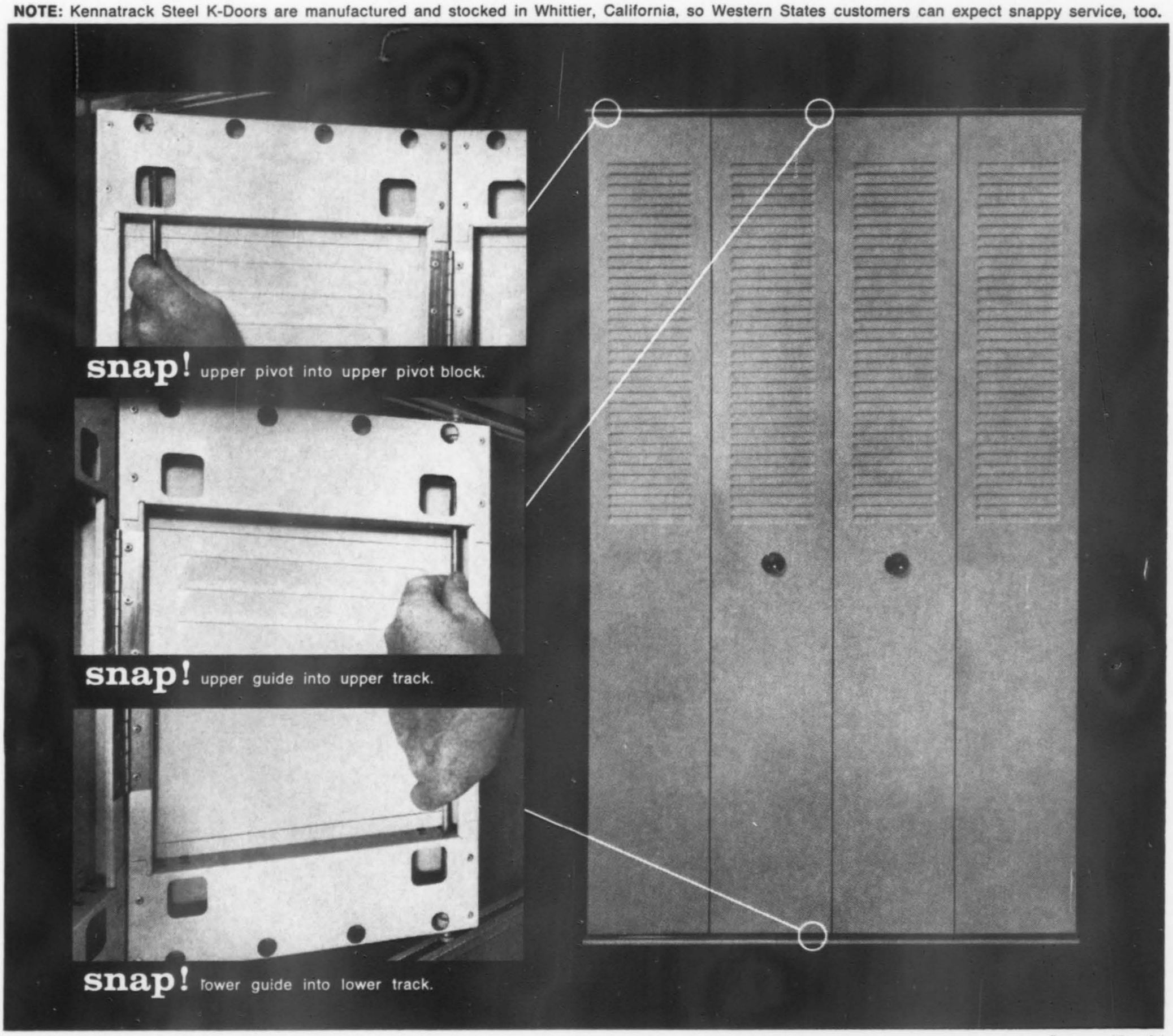
ADDRESS_____

CITY, STATE_____ ZIP_____

☐ Architect ☐ Builder ☐ Distributor

☐ _____
(If other, please specify)

NOTE: Kennatrack Steel K-Doors are manufactured and stocked in Whittier, California, so Western States customers can expect snappy service, too.



Coupon No. 14

Low labor cost ductworks feature future movability

MODULAR FLEXIBILITY of an air conditioning and heating system, with minimum labor and expense when expansion or remodeling of office suites is needed, is a feature incorporated in the construction of Western Air Lines' new $5 million corporate headquarters and maintenance base at Los Angeles International Airport.

Specified use of Glass-Flex, a unique insulated, prefabricated duct with built-in thermal and acoustical properties is responsible for the wide latitude of arrangements afforded and for a number of cost-saving installation features.

The new duct was used to connect more than 1600 individual diffusers boxes, located at 4-ft. intervals throughout the structure's four stories. The modular diffusers are integrated with lighting sources in movable ceiling tracks, which can be easily slid to a new position when rearrangement is called for.

Flexibility of the duct permits it to move as much as two feet in any direction. During installation the duct was merely pushed or pulled into position, cut easily to size with a knife and connected securely with tape.

The flexible duct bends to a maximum 180 deg. without losing its efficiency, important during connection of many short runs in restricted work space. In many instances where obtsacles were encountered, connection with metal duct would have required an hour, including installation of elbows and offsets, plus wrapping of insulation. By comparison, the flexible duct was merely looped over the obstacle, cut to dimension and securely taped in 15 minutes.

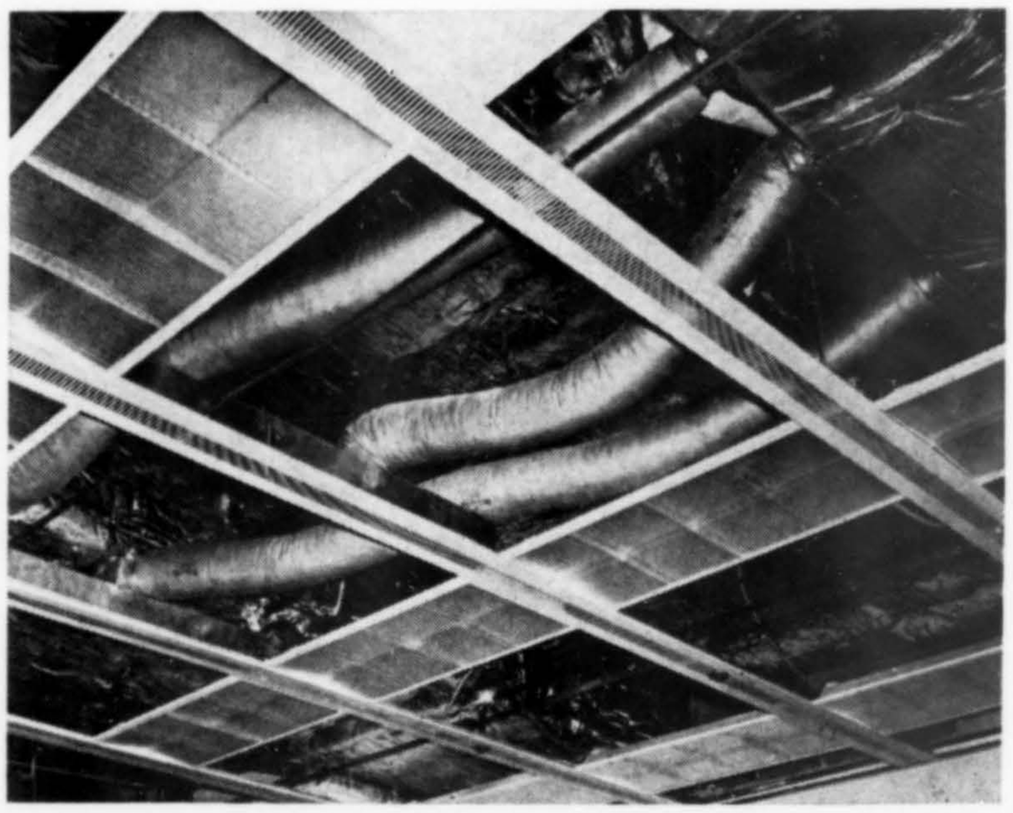
Glass-Flex consists of a spiral-wound galvanized wire covered with fiber glass, and a tough, scuff-proof exterior vinyl jacket which serves as its vapor barrier.

Because it is 25% less in weight than galvanized duct, one man can handle several lengths, and it may be laid on any grid or ceiling system without sagging.

"K" factor is 0.24 at 75 deg. F., and the duct may be used in systems up to a maximum air temperature of 250 deg. F. Interior surface is covered with a special fire-resistant flexible coating to prevent fiber erosion.

The Glass-Flex is manufactured under license from Pittsburgh Plate Glass Co., Fiber Glass Division. This installation was by J. Herman & Co. using material fabricated by Glass Insulation Co., Inc. The building was designed and engineered by Quinton Engineering, Ltd.

Lightweight duct is cut to fit with knife, taped into place.



Flexible duct hooks to connections without fittings.

Mumford . . .

(Continued from page 25)

Thus the mechanical New World to which we have increasingly committed ourselves, turns out when taken as our ultimate goal to be the chief enemy of the territorial and utopian New World that raised men's hopes to such a high pitch four centuries ago, so close does it come to being the only religion we are prepared to make sacrifices for, that the most imaginative architect of our time, finally succumbed to it. He whose early work marvellously wrought into a unity the three aspects of the New World dream, the culture of the landscape, the free use of the machine, the full expression of the human personality, ended his life by designing the Machine Age equivalent of an Egyptian pyramid: a building a mile high, a kind of static space rocket. That design demolished in a single stroke all that was most deeply creative in his philosophy and his art. Thus mechanical triumphs that once seemed like an advancing wave of the future, now turn out to be a deadly undertow, dragging us back to the past.

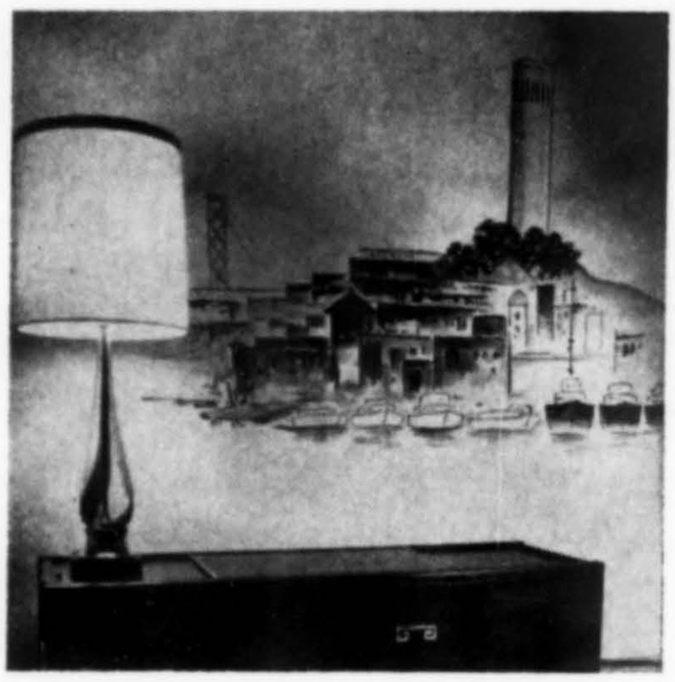
But we are not doomed to sleep this nightmare out till its end: we have only to open our eyes to make it vanish. Life is real, life is earnest, and the space capsule is not its goal. In taking possession of the Western Hemisphere our ancestors mistakenly thought that they could trade time for space. All too eagerly, they turned their back on the past, so that they might make a fresh start; and too many thought not only that mechanical progress would be a positive aid to human improvement, which is true, but that the mechanical progress is the equivalent of human improvement—which turns out to be sheer nonsense. The time has come to restore man himself, once more, in all his cumulative historic richness, his regional individuality. his cultural complexity to the center of the picture, so that he may play his part once more as dramatist, scenic designer, actor, and spectator in the unfolding drama of life. And the cities we build must give all of their citizens, at every stage of their development, a role to play and a dialogue to participate in.

To achieve such cities, we must reverse the present order of our thinking, and restore those components of nature and culture that we have neglected in our one-sided preoccupation with financial profits, national aggrandizement, and mechanical power. In nature, we must safeguard what is left of our primeval inheritance: in our culture, we must emphasize continuity, as essential to all rational change; and in the depths of the individual soul, we must attempt to transcend the limitations of our time and our place by seeking what is eternal and divine—addressing ourselves to possibilities still unplumbed and to ideals that have still to emerge. There, and not through rocket trips into outer space, lies the New World that has still to be discovered and domesticated by the spirit of man.

PRODUCTS

fountains for convalescents

A drinking fountain especially suited for convalescent home and hospital patients mounts on the wall at a height which allows a wheel chair patient abundant knee room beneath the receptor. Model 7WC is stainless steel with an extra-long extension from the wall to the bubbler, permitting patient to approach from either side as well as in front with ample room for maneuvering. The wrap-around casing conceals all waste and supply plumbing but moving parts may be removed for adjustment and repair without detaching fixture from the wall.—Haws Drinking Faucet Co. (A/W), 1435 Fourth St., Berkeley, Calif. **Coupon No. 32.**



custom murals, background papers

Complete line of imported and domestic hand-painted murals and background papers are now available in custom ordering. A sketch or picture of the design desired is all that is necessary, plus selection of the background paper. Murals can be hung like wallpaper, can be made washable through a special protective plastic sealer. Standard inventory is available on wall scenics in various popular sizes. Especially recommended for use in office, apartments, hotel, motel, residence.—House of Noble (A/W), 2825 Wilshire Drive, Salt Lake City, Utah 84109. **Coupon No. 33.**

gymnasium lighting fixtures

Specifically designed for use in gymnasiums or related sports areas, Wheeler's gym fixtures are said to be impervious to normal knocks or bumps, will go with any new construction or modernization. The fixtures provide strength, hanging flexibility and low cost based on foot candles produced. Fixtures are all heavy 18-gauge steel, complete with welded wire guard, and are available in two or three light models, 4-ft. and 8-ft. for 800 MA or 1500 MA lamps. —Wheeler Reflector Co., Inc. (A/W), Hanson, Mass. **Coupon No. 34.**

natural finish for woods

A hardy finish which allows the natural grain of the wood to show through has been announced by Olympic Stained Products. Called Naturaltone, the finish is available in cedar, birch and redwood shades. The finish is clear and protective, is suitable for either exteriors or interiors, for decking, beams and siding. — Olympic Stained Products Co. (A/W), 1118 N.W. Leary Way, Seattle. **Coupon No. 35.**

expansive shower floor

The Molded-Stone Cascade shower floor, designed as a base for the more expansive showers, measures 60x32-in. Lightweight and molded with tilting-in flange, the Cascade is for recessed installation, features reinforcing ribs on the underside, no sub-pan or backing-up needed. Molded-Stone is primarily natural stone, finely ground. Resins and reinforcements are added and molded into finished shape by heat and pressure. The resulting "man-made" stone is said to be stronger, denser, considerably lighter than natural or cast stone. It has a flexural strength of more than 20,000 psi., is easily cleaned, unharmed by household chemicals or cleansers. — Fiat Products Dept., American Cyanamid Co., Plainview, L.I., New York 11803. **Coupon No. 36.**

A/W pinpoints . . .

IN BEL AIR . . .

the gazebo at the home of actress Janet Blair perches on the edge of the hilltop, the white columns etched against the sky. Gas heating strips are recessed in the ceiling for comfort in the evenings. A series of inter-connected gas lights afford soft illumination about the pool and terrace. Ceramic mosaic flooring from The Mosaic Tile Company, wrought iron railings and outdoor furnishings in red vinyl are a compliment to the gazebo.

moving sidewalks, ramps

"People-moving" units, designed to outfit entire shopping areas and malls with equipment to easily move pedestrians from one level to another or between shops, are being offered by Stephens-Adamson. SpeedRamp units, which can be inclined up to 15°, move people up and down between floors. Magnetic devices make it possible for shoppers to keep their carts in place while on the rubber belting. Carts are automatically released at end of ramp. Some installations offer traffic lights directing passengers to "walk" or "wait". One unit moves shoppers up and down the length of an entire area, moving continuously in both directions at a speed of about 120-ft. per minute.—Stephens-Adamson Mfg. Co. (A/W), Aurora, Ill. **Coupon No. 37.**

wood sliding glass door

A wood sliding glass door, with a wood panel base, has been announced by Rolscreen. According to the manufacturer, the door retains all conveniences and view of the all-glass doors. Optional removable muntins snap in and out for ease in washing and painting. The new doors may be used as simulated Dutch Doors, to give a French Door effect, as hall entries to cubicle type offices, and so on. Available in 33-in. glass width in standard fixed and ventilating combinations. All exterior surfaces are prime painted at factory.—Rolscreen Co. (A/W), Pella, Iowa. **Coupon No. 38.**

coating for asphalt surfaces

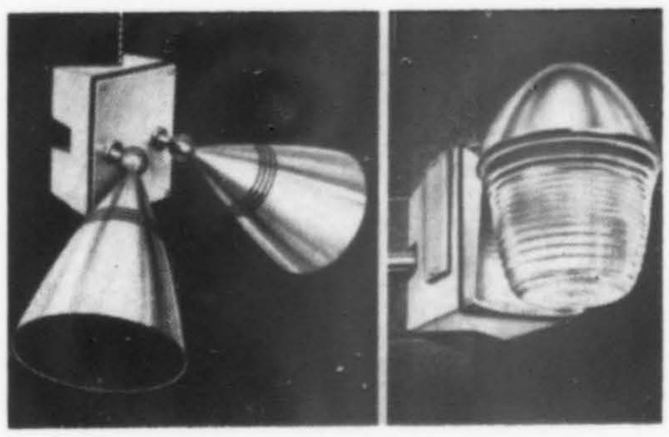
A new high film build epoxy coating and sealer for use on mastic surfaces, such as industrial flooring, has been developed. Called Masti-Poxy, it is said to provide mastics with many of the performance capabilities of an epoxy; resists fumes and spillages of corrosive chemicals, provides a hard, durable surface. The high film build of 10 mils when dried is claimed to be five times thicker, permitting a longer wearing life, than conventional coatings. It is developed for use on floors, roofs; is slip-resistant, has a medium gloss, easily cleaned, and can be used over wood, metal, concrete and tar surfaces. Available in standard black and a variety of colors.—Permaflex Products Co., 1844 North Front, Philadelphia. **Coupon No. 39.**

radiant ceiling panels

The new Hi-Performance radiant ceiling panel is said to solve problem heating and cooling situations such as those developed with large expanses of exterior glass. The panel simplifies zoning of ventilation systems and saves on mechanical equipment. It is said to carry noise reduction coefficients up to .55 and a sound attenuating ceiling rating of STC 40. Conductive heat barriers between the system's water and exposed ceiling surfaces are eliminated with only a single thickness of steel acting as both water grid and ceiling surface. The panel is a single component combining a radiant ceiling with integral water channels. It consists of two layers of steel brazed together, with internal voids in the form of a water-carrying grid. Panels are 2x4 and fit standard lay-in ceiling support grids. They may be combined with lighting panels and modular partitions systems. —Inland Steel Products Co. (A/W), P.O. Box 393, Milwaukee, Wis. 53201. **Coupon No. 40.**

smallest pneumatic thermostat

Described as the world's smallest thermostat, no larger than a cigarette, Honeywell's new model is designed for either high or low-velocity air distribution systems. It controls pneumatic valves or damper motors and can be linked to remote temperature-calibrated pneumatic gauge to give continuous temperature indication. Temperature span ranges from 50 to 100° F. Normal pneumatic operating pressures over this temperature range from 2 to 15 psi.; maximum pressure is 25 psi. Two models are available. Both have plug-in connections for fitting to plastic tubing. — Honeywell Commercial Div. (A/W), 2727 S. Fourth Ave., Minneapolis. **Coupon No. 41.**



corner lighting

A new series of spotlights, floodlights and wall brackets mount easily and quickly to any outside corner on apartment houses, schools, or any building where two-way lighting is required. Fixtures for incandescent or mercury lamps are weatherproof. The die cast aluminum line is available with "on-off" photocontrols for automatic dusk-to-dawn lighting; can be used on new or existing buildings. —Stonco Electric Products Co. (A/W), 333 Monroe Ave., Kenilworth, New Jersey. **Coupon No. 42.**

LITERATURE

Acoustical Shells: fully describes the Stagecraft approach to shell design for auditoriums, field houses, outdoor concert sites. Well illustrated, the brochure covers steps to be followed, from preliminary survey to final report. Included are typical plans of a custom designed installation, with explanation of how to obtain ideal sound balance economically in both new and renovated auditoriums.—Stagecraft Corporation, 83 East Ave., Norwalk, Conn.

Investigation of Masonry Wall Ties (AIA 10-C): discusses a fundamental study of the compressive and shear resistance of different types of material ties used in cavity wall construction. Function of cavity wall ties is described as well as different types of wall ties. Charts and photographs are included. Bulletin 64-3; 8-pp.—Dur-O-waL National, Inc., Box 150, Cedar Rapids, Iowa.

Pabcowall Gypsum-Steel Stud Sound Systems (AIA 20-B-21): offers a file on sound-rated gypsum steel stud wall systems containing various literature, folders and specification pages showing installation details and cutaway drawings. Characteristics and materials for various Pabcowall assemblies are described.—Pabco Technical Services, Pabco Gypsum Div., Fibreboard Paper Products Corp., 475 Brannan St., San Francisco 94119.

Total Interior Concept/Education: details problems involved in planning schools which not only meet needs of today but anticipate those of tomorrow. Describes benefits of the Hauserman Double-Wall demountable partition and the Hauserman Operable Wall, a sliding acoustic barrier, both of which allow day to day flexibility within the classroom. 8-pp.—The E. F. Hauserman Company, 5410 Grant Ave., Cleveland, Ohio 44105.

Architectural Wallcoverings: swatch book of gravure printed vinyl-coated textured wall-papers in wide range of colors. Designed to serve as homogeneous backgrounds in areas where patterned wallpapers are not desirable, the collection provides all types geared to meet most requirements of service, wearability, maintenance. 135-pp.—James Seeman Studios, Inc., 50 Rose Place, Garden City Park, N. Y. 11041.

Sizing and Installation of Commercial Water Heaters: reviews the classifications and characteristics of commercial water heaters and covers the consumption factors, temperature requirements and occupancy percentages needed to be considered. Sizing tables and installation drawings are shown for apartments, motels, hotels, swimming pools, restaurants, schools, laundromats, beauty shops. 44-pp.—General Water Heater Corp., 4851 S. Alameda St., Los Angeles 90058.

New Decorating Ideas with Ceramic Tile: shows 22 attractive and practical ideas used by leading decorators and designers to beautify kitchens, living and dining rooms, bathrooms, entrance ways, game rooms and patios with ceramic tile. Various colors, sizes and types of glazed, textured crystalline, scored and decorated tile, ceramic mosaics and quarry tile are displayed. Booklet 470. Full color, 16-pp., 10c.—Dept. AO-102, American Olean Tile Co., Lansdale, Pa. 19446.

Seating Catalog: includes office chairs, upholstery and reception seating. Designers represented are Selje & Bond, Kipp Stewart, Stewart MacDougall and Richard Thompson. Forty-four individual pieces are shown, with complete dimensions for each. All photos are reproduced on 11x17-in. pages. 16-pp.—Costa Mesa Furniture Co., 411 E. Julianna St., Anaheim, Calif.

Boy-Proof Pivot Reinforced Hinges (AIA 27-B): features Slimline Pivot Reinforced Hinges for use on school and public building entrances. Brochure presents hinge benefits, how stress is transmitted and shock forces are evenly distributed with the new hinges. Brochure H284, 4-pp.—Stanley Hardware, Division of The Stanley Works, Box 1800, New Britain, Conn.

Modern Equipment Guide for Climate Control: contains all information necessary to select any type of climate control system, from a two to 3,500 ton equipment selection. In two volumes, the guide encompasses package equipment up to 60 tons including furnaces, roof-tops, air handlers, remote condensing units in one 166-p. volume; systems equipment ranging from 20 to 3,500 tons in the 319-pp. second volume. Current sheets will be provided at intervals. 485-pp. total.—Worthington Air Conditioning Co., Ampere Station, East Orange, New Jersey.

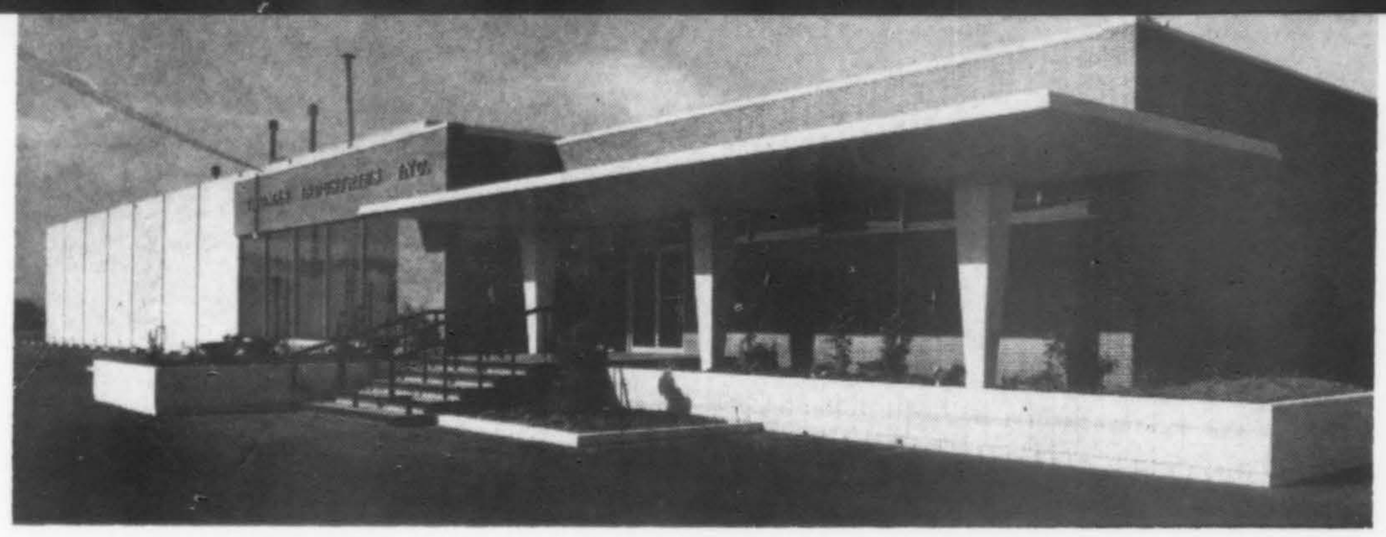
MANUFACTURERS/SUPPLIERS

• **H. B. Fuller Company.** The new building products division of the St. Paul, Minnesota firm, announces the appointment of Jasper Foletta, Los Angeles, as regional sales director for the West Coast.

• **Norris-Thermador Corp.:** The Los Angeles firm has purchased the assets of Trade-Wind Motor Fans, Inc., Pico Rivera, California manufacturers of kitchen ventilating hood and exhaust fan products. J. L. Lewis, Thermador's vice president-sales, said that the Trade-Wind name will be retained and distribution continued through the present distributors and dealers.

• **General Fireproofing Co.:** Robert B. Salie has joined the Youngstown, Ohio manufacturer of business furniture as a district manager responsible for sales in Arizona, Colorado, New Mexico, Utah, Wyoming, with headquarters in Denver. Mr. Salie was formerly Southwest district sales manager for Herman Miller.

• **Fiberboard Paper Products Corp.:** Ogden C. White is new general manager of the Gypsum Division, according to an announcement by George W. Burgess, president of Fibreboard. He steps up from the position of assistant to the president.



THOMAS INDUSTRIES, INC., new lighting fixture plant is located on a 10-acre site at 245 North Baldwin Park Boulevard, City of Industry, California. The facility more than doubles the manufacturing and warehousing space utilized by the company in Los Angeles since coming into the area in 1952. Lorand West was architect for the building; Carpenter and Smallwood, Inc., contractor.

• **Overly Manufacturing Co.:** The first factory sales office in the Northwest has been opened by the Pennsylvania firm at 557 Roy St., Seattle. Norman Rosenzweig has been appointed manager, serving western Washington, northern Oregon and Alaska. The office will be operated under the Los Angeles Overly subsidiary.

• **Dow Metal Products Co.:** Stanley Timoshek has been promoted to account manager for the West Coast. He has been on the Dow staff since 1954, handling technical and sales assignments. Headquarters are at Dow's San Francisco office, 350 Sansome Street.

• **United States Steel Corp.:** Leonard L. Shaw, 43, assistant to the district manager of sales in the Denver district, died suddenly March 20 while on a ski outing. He had directed marketing in a six-state area since January 1, 1964.

• **Atlas Prestressing Corp.:** Thomas E. Anderson has been appointed Northern Division manager and "Teeb" Thomas, Northern California sales manager for the Van Nuys firm. They will headquarter at 400 Montgomery St., San Francisco.

• **Tacoma Millwork Supply Co.:** Peter Steward has been appointed national sales manager for the Tacoma firm, manufacturers of Monitor Cabinets. The announcement was made by George Davis, president.

• **Roseburg Lumber Co.:** William T. Duvall has been appointed to the newly created position of market research manager of the Roseburg, Oregon firm.

not specified_____

THEY'RE TRYING to get you to *leave* your necks out! Not just stick them out once in a while.

Writing in the Seattle Post-Intelligencer, Louis Guzzo suggests that the dunderheads in and out of office botch up the landscape with poor planning and bad design, but what do the eggheads do about it? The architects cry "Terrible!" The engineers claim "Foul!" The beautification and design forces yell "Help!" while the historians just bow their heads and pound the table.

Garden clubs sigh, give out with the official translation of "Shucks," and go back to the petunias.

The American Institute of Architects issues several appropriate proclamations and then relaxes into its comfortable position of planning the next dinner-dance.

Guzzo suggests that all of these people are unusually intelligent and exceptionally sensitive in all considerations of esthetics, but they are woefully weak in influence because they scatter their shots instead of banding together to become a full voice, and because they lack in persistence. They quit too soon.

Get your necks out there and leave them out. Your cities need you.

° ° ° °

Down in Los Angeles, Art Seidenbaum in the Los Angeles Times decries the reserved attitude of architects that has left them only a minor voice in our urban redevelopment jungle. "When blight-shrieking citizens go stumping for ways to stop ugliness they turn to politicians and engineers and economists and professors and civil servants and sometimes, architects. The biggest, most expensive, most dimensional visual art form is lost in the stampede.

Why? Because architects tend to be silent. In music, drama, painting, the principals are forever fighting, scratching, philosophizing in public. This proves that they are not complacent and appears to produce a more immediate possibility of action.

"If architecture is the abandoned child of the arts, maybe it is because the profession has lost its tongue."

° ° ° °

A new Commerce Department report predicts the West will continue to outstrip other areas of the nation in population growth through 1985. Arizona leads the percentage predictions at 39.7%, while California is set at 36.4%. People are still moving into California at the rate of 1,000 per day.

Commerce also reports the West is now accounting for 30% of all money spent on remodeling of homes.

Architecture / West

Published by Construction Publications/West, Inc.
1945 Yale Place E., Seattle, Wash. 98102. EAst 3-7007

N. B. CHAPIN, President
ROSCOE E. LAING, Vice President, General Manager
LLEWELLYN F. WING, Secretary-Treasurer

HOME OFFICE
L. C. McDowell, Advertising Director
Larry B. Conaway, Advertising Manager
John Nederlee, Advertising Sales
Phyllis E. Forth, Production Manager
Frances S. Eggan, Circulation Manager

SAN FRANCISCO
Milton K. Harr, 1447 Floribunda, Burlingame, Dlamond 3-3516
May B. Hipshman, 1620 Montgomery St., EXbrook 7-6544

SALT LAKE CITY,
Peggy Hansen, 3790 Lois Lane, CRestwood 7-4606

HONOLULU
Beatrice M. Howell, Box 8048, 773-678

Subscriptions: $5 a year; $10 outside 13-state West.
Single copy, 50c
Pacific Printing Co.

BPA

OUR ADVERTISERS . . .

and where you will find their messages

4th FOLD—FOLD BACK

FIRST CLASS
PERMIT No. 147
Seattle
Washington

BUSINESS REPLY MAIL
No Postage Necessary if Mailed in the United States

POSTAGE WILL BE PAID BY—

ARCHITECTURE/WEST

1945 Yale Place East

Seattle, Washington 98102

3rd FOLD—FOLD BACK

1st FOLD—FOLD BACK

THIS "DO-IT-YOURSELF ENVELOPE" IS POSTAGE-PAID

WE INVITE YOU . . .

- **To tell us how you like this issue . . . what you'd like to see in future issues.**
- **To send for more information on products and services.**
- **To enclose your check for a PAID SUBSCRIPTION**

A
Service
for the
Readers
of
Architecture
West

2nd FOLD—FOLD BACK

Comments

☐ **Please enter my personal subscription to Architecture/West**

☐ **3 years . . . $10.00** ☐ **1 year . . . $5.00**

(Plus 4% sales tax in Washington)

☐ **Check enclosed** ☐ **Please bill me**

Name_____

Address_____

City_____ **State**_____ **Zip**_____

Occupation_____

Firm_____

☐ **Please send product information. (Numbers below correspond with numbers on product items and advertisements inside the magazine. Circle any on which you need more information.)**

E

1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32	33	34	35	36
37	38	39	40	41	42	43	44	45	46	47	48

OTHER_____

BLUE DIAMOND HD™-SYSTEMS

For Economy . . . Speed and Quality Too!

The HD-System has a two hour fire rating for corridor and party walls and a one hour fire rating for partitions . . . with an estimated STC 55 (staggered wood studs) and STC 52 (2½" steel studs).

The HD-System has a one hour fire rating for ceilings of either wood or steel frame construction.

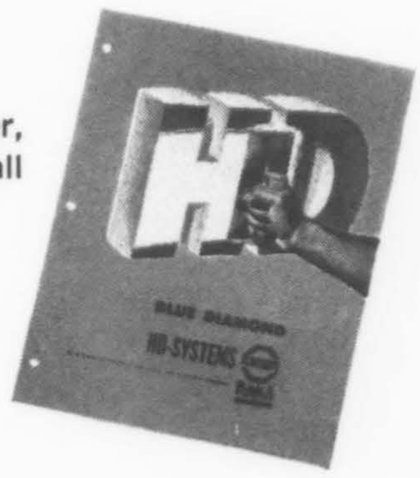
The basic fire rated HD-System consists of a HD-Base type "X," and a 1/16" high strength gypsum base finish.

Quality

FLINTKOTE®

BLUE DIAMOND®

Write for Blue Diamond's HD-System, 12 page folder, which details incombustible and combustible wall and ceiling HD-Systems.



"America's Broadest Line of Building Products"

BLUE DIAMOND COMPANY, a division of THE FLINTKOTE COMPANY, LOS ANGELES · Sales Offices throughout the West

Coupon No. 24

ARCHITECTURE/WEST
1945 Yale Place East
Seattle, Wash. 98102

You're looking at Los Angeles through a new glass from PPG that shuts out 70% of the sun's heat and has a "U" value of .35

Photograph taken through a sample of SOLARBAN TWINDOW simulating typical building location. Camera: 4 x 4 Linhof, 1/50 second at *f*/11 with Ektachrome daylight.

COMPARATIVE PERFORMANCE DATA		U Value	Maximum Heat Gain (BTU/hr./ sq. ft.)	Visible Light Transmittance %
PLATE GLASS				
Regular Plate Glass	¼"	1.1	200	88
Solargray®	¼"	1.1	150	42
Solarbronze®	¼"	1.1	150	51
Solex®	¼"	1.1	150	73
LHR Clear	¼"	1.1	140	47
LHR Solargray	¼"	1.1	110	24
LHR Solarbronze	¼"	1.1	110	27
LHR Solex	¼"	1.1	110	35
SHEET GLASS				
Clear Sheet Glass	3/32"	1.1	205	90
Graylite™ 31	⅛"	1.1	170	31
Graylite 61	3/16"	1.1	195	61
Graylite 56	7/32"	1.1	190	56
Graylite 14	7/32"	1.1	150	14
Graylite 52	¼"	1.1	185	52
HIGH PERFORMANCE (Insulating, Heat and Glare Reducing)				
Clear Twindow®		.60	170	78
Solarban Twindow		.35	65	20
LHR Solargray Twindow		.60	90	22
LHR Solarbronze Twindow		.60	90	25
LHR Solex Twindow		.60	90	32
Solargray Twindow		.60	115	36
Solarbronze Twindow		.60	115	45
Solex Twindow		.60	115	65

INDUSTRY'S MOST COMPLETE LINE OF ENVIRONMENTAL GLASSES.

It's called PPG SOLARBAN™ TWINDOW®—the latest and most effective product for Glass Conditioning.* It transmits only one third as much heat as regular ¼" plate glass, cutting winter heat loss and summer heat gain by 66%. This makes PPG SOLARBAN about twice as effective as a regular double-glazed insulating unit. And it transmits only about 20% of the sun's visible rays, greatly reducing glare.

What gives PPG SOLARBAN TWINDOW these remarkable properties? Actually, it's two panes of glass enclosing a dry air space. On the air space side of the indoor pane, an exclusive coating reflects approximately 46% of the sun's total energy.

SOLARBAN TWINDOW is the ideal environmental glass in any climate or location. It permits the ultimate in indoor comfort. And the savings in heating and air conditioning costs may more than make up the difference in price.

PPG makes environmental glasses to control the sun's heat and glare on any orientation, of any building, in any environment. For details on these modern glass products, consult Sweet's Catalog File, or contact your nearest PPG Dealer or District Office. West Coast General Office address: 405 Montgomery Street, San Francisco 4, California.

Pittsburgh Plate Glass Company, Pittsburgh, Pa.

PPG makes the glass that makes the difference

another product for

Glass Conditioning from PPG

*Glass Conditioning is a service mark of the Pittsburgh Plate Glass Company

Coupon No. 25