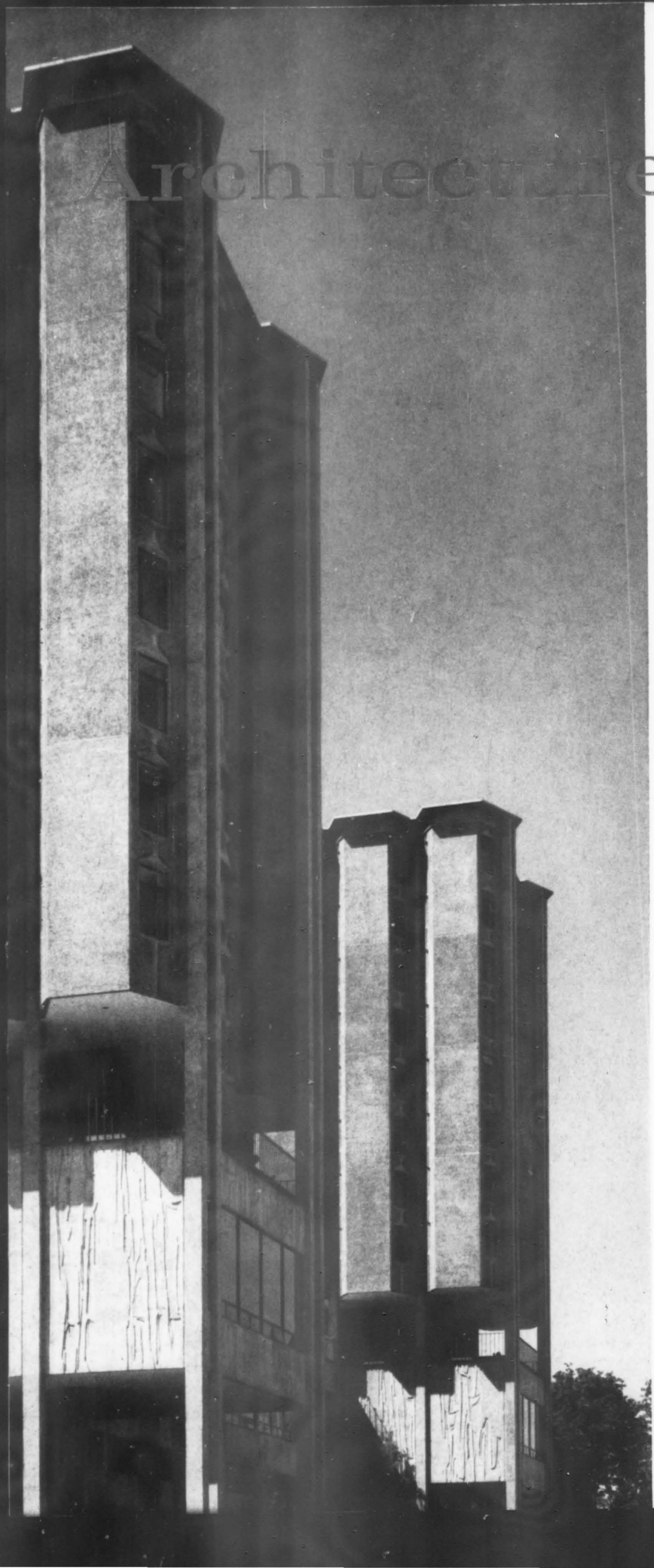

Architecture/West

A/W

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OCTOBER 1965

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VOLUME 71, NUMBER 10

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 44

THE COVER: Haggett Hall, coeducational dormitory, University of Washington, Seattle; Kirk, Wallace, McKinley, architects. Hugh N. Stratford photo. Page 23.

HIGHLIGHTS and SIDELIGHTS

Civic Center Plaza design rejected—

San Francisco's Park and Recreation Commission has rejected the prize-winning design for refurbishing the Civic Center Plaza. City architect Charles Griffith said that his estimated cost of one million dollars far exceeded the figure the commission had anticipated for the project. Bulgarian artists Ivan Tzvetin and Angela Danadjieva, residing in Paris, who submitted the winning design, had believed the cost would not exceed $173,000. Architect Henry Schubart, Jr., who directed the city's international search for a design to enhance the Civic Center Plaza, said he would urge his professional colleagues to boycott city cultural competitions until radical procedural changes are made. However, the City Planning Commission said that the planned improvement of the plaza is not dead and expect to come up with a new and satisfactory design that will also meet the cost requirements.

Multi-million, multi-purpose stadium—

San Diego's $27.6 million multi-purpose All-American Stadium is planned for completion in time for the 1967 grid season. Frank L. Hope & Associates, San Diego architects-engineers, plan features a wide concourse on the outside and spiralling ramps leading to the seating areas. Escalators will be used to speed fans to their seats. The facility will provide 50,564 seats for football, 47,144 for baseball. The semi-depressed stadium is 90-feet high, allows spectators to enter at mid-elevation. Seats will be theater-type of contour molded plastic with arm rests and self-rising seats. Horseshoe shape will allow expansion to a total of 70,000 seats. Parking is provided for 15,000. Construction is expected to begin April 1966.

SOM wins fight in Oregon—

The name of Skidmore, Owings & Merrill will remain intact in Oregon as long as one of the name partners is living. In a long-drawn out procedure, the Portland office of SOM took a petition to the Oregon State Legislature and was successful in getting the law amended to permit continuation of use of the present SOM name. A former state statute had specified that three years after the death of one of the name partners, that name must be dropped from the corporate firm name in the state of Oregon. This would have made the Portland branch the only SOM office with a different firm designation. David A. Pugh, partner, was the successful petitioner.

Coins for three fountains in Seattle—

Three fountain projects have been funded in Seattle: the Joshua Green Fountain, designed by sculptor George Tsutakawa, is under construction and will be ready for dedication of the new Ferry Terminal next spring. The $30,000 fountain will salute Seattle's water gateway. Several downtown firms have subscribed $6,700 of the $8,000 total for a fountain in Westlake Park. Seattle artist Jean Johanson has received the commission for the bronze sculpture in the fountain to be dedicated in early spring. Tom Gildersleeve's Sponsored Art Committee is working with the Women's University Club on a fountain to be located in the small "sitting-out" park adjacent to the freeway on Sixth Avenue between Seneca and Spring streets, near the Seneca Street ramp, the principal gateway into the heart of downtown from the south.

West expends more for remodeling—

The U. S. Census Bureau's recent study on remodeling turned up the fact that 87% of single family home owners in the nation made some upkeep or improvement in 1963, the year studied. In the 13 Western states, the average expenditure was $244, the highest for any region and the biggest increase in any region over the prior year studied.

Anchorage names planning coordinator —

Richard C. Watts, Olympia, Washington, formerly with the Puget Sound Regional Planning Council, has been named to fill the newly created position of planning coordinator for the city of Anchorage. Duties will call for maintaining close communications between the city and the borough on planning matters. He will also serve as liaison between the city, the Alaska State Housing Authority, and other agencies connected with urban renewal projects.

New California towns and communities—

On the drawing boards or actually under construction in California are some 31 entire new towns and planned communities according to the current Pacific Coast market and business report published by the Bank of California. The projected population is 1,781,500 with new areas comprising an estimated 346,000 acres, 11 times the land size of San Francisco. Two-thirds of the population increase is expected in Southern California and 16 communities; one-third in Northern California, 15 communities.

AIA offers aid on Platte River Study—

A team of professionals from the American Institute of Architects has volunteered its services to Denver's Platte River Development Study. The AIA is sending the team at its own expense. It will be headed by Charles Blessing, FAIA, planning director for Detroit, Michigan, assisted by architects Kenneth Brooks, Spokane, Wash., James Hunter, FAIA, Boulder, Colorado; Theodore Moore, Denver. The team's services will be available to the Inter-County Regional Planning Commission.

Oakland subway station design approved—

Model of the second level of the Oakland subway station, designed by architect Gerald M. McCue & Associates, for the Bay Area Rapid Transit, shows a major feature: a series of supporting columns running along the sides of the stations that will permit opening the walls at any point between columns without loss of structural strength. The plan will accommodate later modification of station entrances and the adding of new store entrances. Fifteen architectural firms have been named so far to design the system's 37 stations, located both in San Francisco and the East Bay. Most recent design assignments have gone to: Masten & Hurd in association with Joseph Esherick; Reynolds & Chamberlin in association with Neill Smith; Corlett & Spackman, in association with Ernest Born; Wurster, Bernardi & Emmons; Kitchen & Hunt; Hertzka & Knowles.

Violation of sign laws in Phoenix—

Phoenix City Council finds itself in an embarrassing position: it is attempting to legislate greater controls on advertising signs in Phoenix while at the same time finding that the city itself is the most flagrant violator of the sign laws. The city is responsible for nearly 1,400 advertising signs placed around the city on public rights-of-way. Many are in residential areas where zoning ordinance prohibits commercial advertising signs. Involved are those placards placed on rest stop benches and on trash cans. The city attorney has indicated that these are illegal because public rights-of-way may not be devoted to private use of profit. In an attorney's opinion, state supreme court cases from Florida and Kansas were cited, with the attorney pointing out that the same rulings apply to Phoenix. The Florida court held: "that in the absence of express legislative authority, the city has no power to grant a private individual a privilege to use any portion of the streets or sidewalks for special private purposes." No action has been taken by the Council, pending expiration of contracts next year. Meantime, the city nets about $1,075 per month in revenue from the benches and cans.

City planning head for San Francisco—

Mayor John Shelley has named Professor Jack Kent, 48, a member of the University of California faculty, as San Francisco's first overseer of planning, housing and development. Professor Kent was director of city planning in 1946 until he established the university's Department of City Planning in 1948. Prior to this, he had served eight years on the Berkeley Planning Commission.

A new plan for listing subcontractors—

The General Services Administration now requires the prime contractor to name all mechanical and specialty contractors, plus any others whose work amounts to 3½% of the value of the project. The rule whereby contractors could list subcontractors 48 hours after submitting a bid has also been eliminated. Under the new plan, subcontractors must outline to the prime contractor the specific work on which they plan to bid 48 hours prior to bid opening. The GSA plan is contrary to one submitted by the Council of Mechanical Specialty Contracting Industries—AGC Joint Cooperative Committee. The AGC has objected to the plan and asked the CMSCI-AGC joint committee to review it.

San Francisco program criticized—

San Francisco's million dollar computer prepared Community Renewal Program report is receiving considerable criticism from public leaders who believe it may be a prelude to bulldozers tearing down entire neighborhoods. The proposal by Arthur D. Little Company, who is doing a master study for the city, calls for rebuilding a large part of San Francisco and sprucing up much of the rest in the next six years with $30 million in Federal funds. Areas to be cleared for rebuilding would include the northern waterfront, the rim of Bernal Heights and part of the Inner Mission.

Pittock Mansion opened to public—

The Pittock Mansion, a four-story edifice built on a breathtaking view site in Portland some fifty years ago, has been restored and opened to the public for viewing. When the mansion and site were put up for sale a few years ago, hundreds of voices were raised in protest and the house and grounds were finally acquired by the City of Portland as a park to be known as Pittock Acres Park. It is comprised of the mansion and 44 acres lying between West Burnside and Macleay Park. Members of the American Institute of Interior Designers have arranged individual rooms and vignettes throughout.

Funds allocated for Seattle's Pike Plaza—

Congress has approved a $4,000,000 allocation for Seattle's Pike Plaza Project. A $400,000 advance grant for survey and planning will be made and the City Urban Renewal Department is already conferring with prospective planning and design consultants. The study is expected to be completed within 18 months and construction started within two more years.

Calendar of coming events —

"The Architect-1965," California Council AIA 20th annual conference, Yosemite Park, Oct. 6-9.

Structural Engineers Association, 34th annual convention, Hotel del Coronado, Coronado, Calif., Oct. 7-9.

Western Mountain Region AIA 14th annual conference, "Architecture and the Great Society," Mountain Shadows Resort, Phoenix, Oct. 21-23.

The Fall Conference, Building Research Institute, Washington Hilton Hotel, Washington, D.C., Nov. 10-12.

National Building Material Distributors Association, 14th annual fall convention, Palmer House, Chicago, Nov. 10-12.

Construction Contracts and Specifications, 5th annual institute, sponsored by University of Wisconsin Extension division and Region 7, C.S.I. Madison campus, University of Wisconsin, Nov. 18-19.

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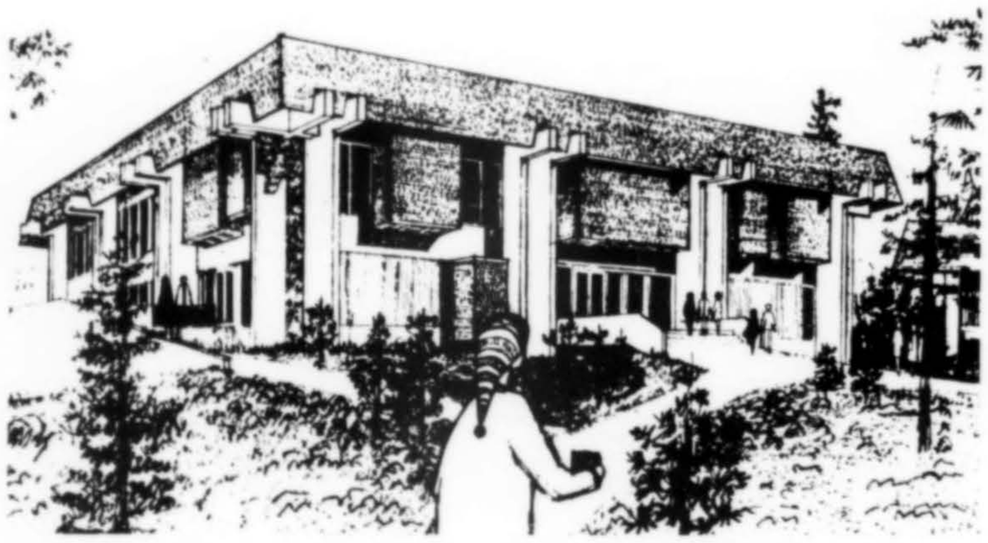
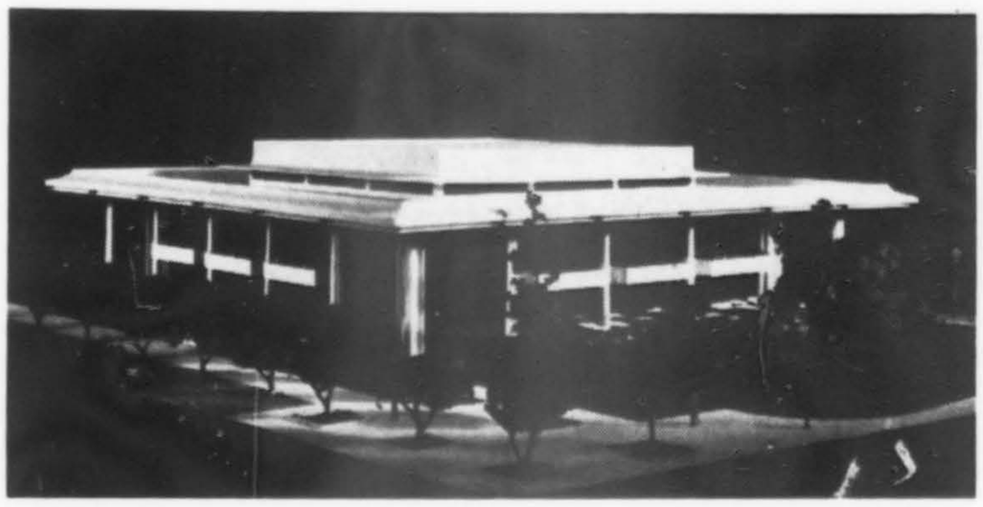
SOUTH TAHOE HIGH SCHOOL, El Dorado County, California, is a complete new plant designed for 2400 student capacity. First phase will contain classrooms plus most of the ancillary facilities for ultimate capacity. Site is 55 acres in a heavily wooded mountainous forest reserve. Ski slope is adjacent to campus. Corridors between buildings will be kept free of ice and snow during winter months with radiant heat included in cement walkways. Exterior walls are wood frame with rough sawn cedar plywood sheeting, low transmission glass windows. Cost: $2.1 million, $19.55 sq. ft. Architects: Van Bourg/Nakamura & Associates.

PROJECT PREVIEW

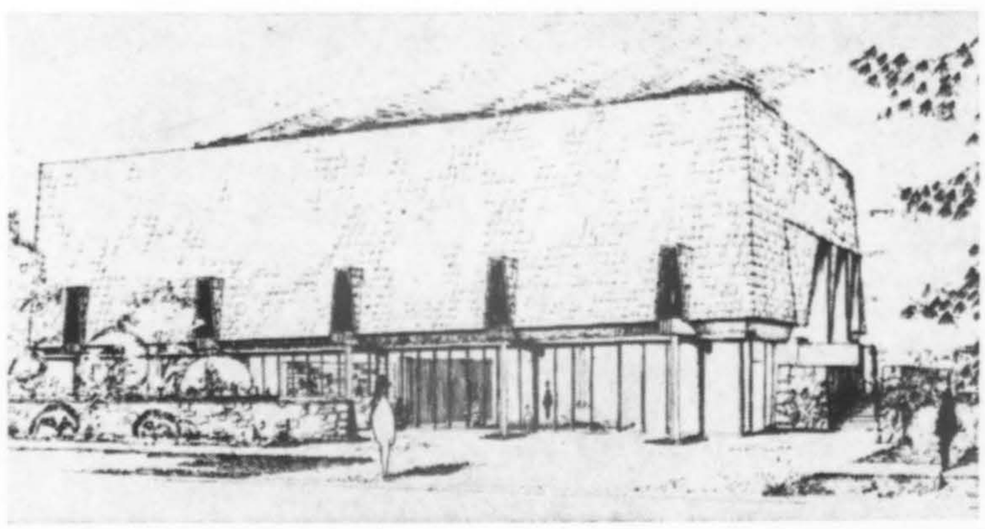


LIBRARY, Central Oregon College, Bend, is a two-level structure with concrete waffle slab separation between first and second floors. Roof is wood framed. The shingled "bonnet" over the building follows the design of the six other buildings, now completed. Architects: Wilmsen, Endicott & Unthank.

HEADQUARTERS BUILDING, Nevada State Education Association, Carson City, Nevada, will be one-story, will house administrative offices, space for state P-TA groups, the School Board Association, a printing room, conference area and rental space. Cost: $50,000. Architects: Vhay and Ferrari, Reno.



DINING HALL, Ambassador College, Pasadena, is first of eight major structures specified in master plan for eventual 12-block campus under $12 million expansion program. Hall will have four small dining rooms off main room, two student lounges, outdoor dining patio, game and recreation room. Faculty dining rooms are on second floor off an interior balcony. Building will be precast concrete faced with heath red stoneware tile. Cost: $1.5 million. Architects: Daniel, Mann, Johnson & Mendenhall; William J. Moran Co., contractor.



NEWMAN STUDENT CENTER, University of Oregon, Eugene, will provide space for a chapel accommodating 250-300 persons, reception-lounge area, library, chaplain's office, multi-use space for groups of 10 to 20 persons, kitchen, large area for educational and social activities. Future expansion provides for a second unit, joined by a courtyard. Estimated cost: $100,000. Architects: Stearns, Mention & Morris; J. M. Steinmuller, Jr., contractor.

MEDICAL CENTER, Loma Linda University, Loma Linda, California, includes in first phase, facilities for teaching, medical research, out-patient clinic, 360-bed hospital (ultimately 500 bed). Four floors of rectangular design are surmounted by three circular towers connected by a service stem. Expansion plans call for two additional floors, three wings. Completion, CPM planned: spring of 1967. Estimated cost: $17.8 million. Architects: Heitschmidt & Thompson; L. C. Havstad-Del E. Webb Corp., contractors.

Urban Development . . . and problems in the West

THE WOODSIDE, CALIFORNIA fight with the Atomic Energy Commission on the installation of overhead power lines and steel poles through 5.5 miles of scenic beauty in and surrrounding the city hasn't yet subsided. Although Congress has passed a bill overriding the recent U.S. District Court's banning of the lines linking the $114 million Stanford Linear Accelerator, Woodside's special legal counsel points out that the city has grounds on which to stand: the government cannot just seize the land and begin the project without taking some new legal action—and if it did it would be in contempt of court. President Johnson, who is sympathetic with Woodside's plight and who, while concerned with the preservation of beauty, says that practical considerations demand that the AEC go ahead with its plan to build power lines and that Woodside will just have to live with the overhead wires, at least for the present. He bases his recommendation on the suggestion of Laurence Rockefeller (chairman of the White House Conference on Natural Beauty): that Woodside make the best of a difficult situation. His recommendations to the president included: that the AEC should build lines to meet the immediate needs of the Stanford project but with maximum concern for the natural environment; that Woodside be asked to use any funds earmarked for putting the lines underground to bury existing distribution lines in the city; that the government speed up research on undergrounding high voltage lines; and that the AEC agree to replace the overhead line with an underground line when full power is required, assuming that Woodside has made progress in burying its own power lines.

SAN FRANCISCO is seeking $6.8 million in federal funds to build longer underground shopping arcades at the three downtown subway stations and are hopeful that federal funds will also be available to build tree-lined plazas in Market Street at the three stations. Two questions have held up an agreement between the city and the Bay Area Rapid Transit District: the length of the shopping arcades and the location of utilities in the underground system. BART officials would like to put utilities in a box between the arcades at the mezzanine level; the city wants to lay them under the sidewalk so that the level of the arcades can be raised. BART officials say they have no funds available but if the city can raise the necessary $13.6 million, the extensions can be incorporated into the plans. It seems likely that the federal grant will be forthcoming.

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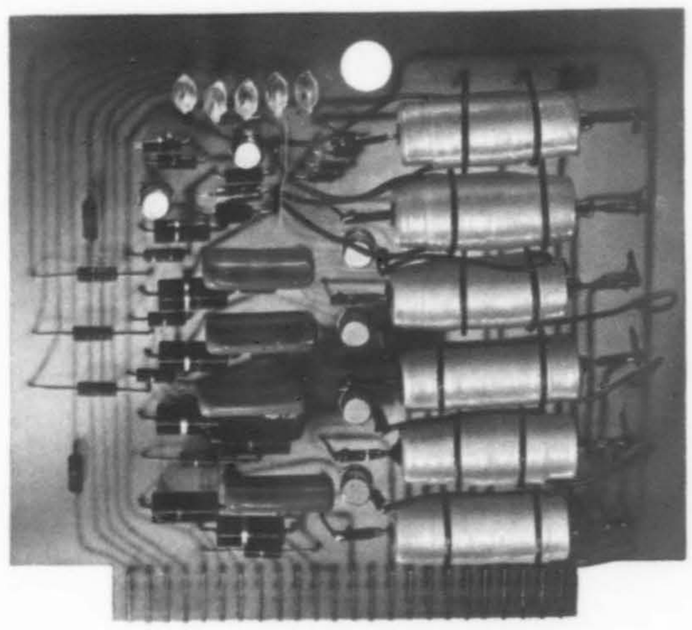
MARICOPA COUNTY, Arizona, is suffering from overbuilding in the 1950s according to Dr. Gary Driggs, economist for Westerns Savings & Loan Association. His analysis shows that the county has 7,000 more apartment units than needed by its population and that Phoenix's new high-rise office buildings also comprise more office space than will be needed in the next five years. The apartment surplus occurred when an overbuilding of single-family housing developed in 1962. The economist noted that, in spite of the county population growth at the rate of 40,000 per year, buildings are still being overproduced. However, there is a bright light: single family housing vacanies dropped to only 4% this summer; the rate of population growth in the 1960s is predicted at a 5% average with Maricopa County having 1.1 million residents in 1970; the county can support 11,000 new housing units per year for the rest of the decade.

° ° °

SALT LAKE CITY voters turned down a proposed urban renewal program by a 6-to-1 vote, a stunning defeat for proponents of the measure who had launched an extensive educational, instructive campaign on what urban renewal means and what the city would or would not be empowered to do. The many interpretations of "urban renewal" prompted the careful campaign. In spite of this, antagonists distributed leaflets warning that citizens could lose their homes, Temple Square could become a renewal project.

Salt Lake City's downtown has probably had less new construction than any city of comparable size in the country until the last two years. Some face-lifting has been going on in conjunction with the new construction but in spite of this, a deteriorating slum area adjacent to Temple Square and near Main Street, has proved a continuing threat to any rejuvenation of downtown. The 1965 Utah Legislature enacted enabling legislation for local urban renewal programs and voters approved a $17 million county bond issue for a convention center complex in the heart of the deteriorating area. If the defeated program had passed, the city would have been eligible for some $1.6 milion in federal funds for the convention center complex. The city will go ahead with the center.



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New offices, associations, changes

☐ Gessel & Smith, new architectural firm, has been established in Walla Walla, Washington, by H. Brandt Gessel and Theron Smith. Offices are in the Professional Building, Birch and Catherine Streets. Frank Ellis will be a member of the firm as an associate.

☐ Vincent R. Bonfanti and Donald J. Lawrence have formed an architectural firm with offices at 8221 East Third St., Downey, California. Lawrence has been an associate of the Bonfanti firm since 1962.

☐ John Hale Calef, Reno, Nevada, architect, has become associated with the firm of Harada & Meu, Architects and Interior Designers, San Francisco.

☐ Guirey, Srnka & Arnold, Architects, Phoenix, announce that George W. Sprinkle has been made partner and James V. Jasper, associate. Sprinkle has been manager of the firm's Flagstaff branch for four years and will remain in that office in the new capacity of partner-in-charge. Jasper has been with the Phoenix office for one and one-half years.

☐ Richard G. Pollock has joined the Santa Barbara firm of Arendt, Mosher, Grant as a project architect. He was formerly with Pollock and Palmer in Los Angeles.

☐ W. Gayne Wimer has been appointed to the position of general manager in the firm of Richard George Wheeler, AIA & Associates, Los Angeles. He also serves as vice president and treasurer. Architect Wayne Owens, formerly head of his own firm in Hawaii, has also joined the staff.

☐ Arthur J. Rendon, architect, has joined the staff of Daniel, Mann, Johnson & Mendenhall, Los Angeles, as project director in the educational facilities division. He was formerly a partner in the firm of Kistner, Wright & Wright, architects, where he served in the educational facilities field for 28 years.

☐ Clifford Wayne Moles, architect, has been named senior associate in the Los Angeles architectural and planning firm of Bodrell Joer'dan Smith & Associates.

☐ Douglas Dacre Stone, 68 founder of the San Francisco architectural firm of Stone, Marraccini and Patterson, has retired after more than 35 years as an architect. The firm which he established in 1927 has completed more than 800 design commissions in the United States and abroad to date.

STONE

The firm will continue as a California corporation with Silvio P. Marraccini, president.

☐ The firm of Francis E. Stanley & Associates, Inc., Albuquerque, announce a change in name to Stanley, Oravec & Crawford, Inc., Architects/Engineers/Planners. Offices are at 1317 San Pedro N.E.

☐ Victor Gruen Associates, Beverly Hills, announce the transfer of William H. Dahl from the organization's Toronto, Canada, offices to the Los Angeles headquarters where he will assume a position as vice president.

Appointments, commissions, citations

☐ Kenneth W. Brooks, Spokane architect, has been reappointed to the Washington State Arts Commission by Governor Dan Evans.

☐ A unique position in municipal government has been established with the appointment of Forrest N. Scott as architect to the Los Angeles Municipal Art Department. The architect will act as liaison between the Art Commission and the leading architectural firms in the city, Los Angeles Beautiful, and other civic agencies in an effort to achieve a coordinated, harmonious building plan. He will also act as liaison for the city's Cultural Heritage Board and the various historical societies and civic groups in the determination and preservation of historic cultural monuments.

☐ Maynard Lyndon, FAIA, Santa Monica, has been named as architectural consultant in the design of a science lecture hall complex at the University of Maryland.

☐ William L. Pereira & Associates, Los Angeles, have been named to design the New England Regional Center for Continuing Education. The Center will bring the six New England state universities together at Durham, New Hampshire for regional and international programs, on a site adjacent to the University of New Hampshire campus. A series of buildings is planned to provide seminar rooms and study areas, housing and dining facilities, an administrative structure to provide headquarters for the entire enterprise. The development of the Regional Center has been made possible by a gift of $1.8 million from the W. K. Kellogg Foundation and an appropriation of $500,000 from the New Hampshire General Court. The University itself is also raising additional funds. The Pereira firm was selected from several leading architectural firms.

☐ William W. Caudill, FAIA, partner in the Houston firm of Caudill, Rowlett & Scott, has been appointed to the Architectural Commission of the University of Washington, to complete the term of William W. Wurster, FAIA, San Francisco, expiring with the summer quarter of 1967. Mr. Wurster, resigned the position after serving more than six years. Mr. Caudill is presently chairman of the Department of Architecture at Rice University.

☐ Leonard Abbott, architect in Visalia, California, has been appointed

to the newly created position of director of Campus Planning and University Architect at the University of the Pacific, Stockton.

☐ Los Angeles County Harbor General Hospital was cited as Modern Hospital of the month in August. The $11.6 million structure was designed by an architectural team of Welton Becket, Adrian Wilson, Paul R. Williams and Francis J. Heusel.

☐ Architects *Mario Ciampi* and *Paul Reiter,* San Francisco, have been named to make site studies for the proposed new state college in San Mateo or northern Santa Clara County. They were appointed by the committee on campus planning, buildings and grounds of the Board of State College Trustees . . . Two architectural firms, *Johnston-Campanella & Co.,* Renton, Wash., and *Skidmore, Owings & Merrill,* Portland, have been authorized to proceed with drawings for a 200-bed, $6 million hospital building in the Renton-Kent area for King County (Wash.) Hospital District No. 1. . . . *John Carl Warnecke & Associates* have been named master planner for an expansion development of the present Kaanapali resort complex on West Maui, Hawaii.

News notes, address changes

☐ Francis Joseph McCarthy, FAIA, San Francisco, died August 20 of an apparent heart attack. He was born in Sydney, Australia, graduated from Stanford University and the California School of Fine Arts, opening his own office for the practice of architecture in 1941. He served as president of the Northern California Chapter, AIA, and as a member of the San Francisco Art Commission. For the past 10 years he had been a lecturer in architecture at Stanford. Among his many commissions: the San Leandro Community Library Center, main library at Stanford University, the Inyo County Health Center and the Inyo County Public Lbirary, Bishop Union High School, power houses in Fairbanks.

☐ The University of Hawaii is developing a program in tropical architecture, offering a B. A. with a major in architecture. It hopes to offer the two additional years of graduate work to evolve into a School of Tropical Architecture within the next few years, a course which is presently offered in New York and London, only, each specializing in dry and humid wet zones of the tropics, respectively. Hawaii's school will focus upon the Pacific Basin.

☐ A second five-year accreditation of the School of Architecture at Montana State University, Bozeman, has been approved by the National Architectural Accrediting Board. Harold "Cle" Rosé is dean of the school.

☐ The 15th annual CCAIA-sponsored exhibition of school architecture will be shown at the annual conference of the California Association of School Administrators at Brooks Hall, San Francisco, November 30 to December 2. Lee B. Kline, FAIA, Pasadena, is chairman of the CCAIA School Architecture Committee.

☐ *The following notices of change of address have been received:*

GEORGE R. SIMPSON—4306 Alderwood Way, Sacramento, from Bainbridge Island, Wash.

GEORGE WILLIAM SINNOTT — 2063 Mountain Boulevard, Oakland.

WILLIAM H. YOUNG—General Delivery, Charlotte Amalie, St. Thomas, U.S. Virgin Islands, from Sacramento.

C. A. CARLSON—1801 Avenue of the Stars, Suite 535, Los Angeles, from Brea, Calif.

JAN KAIER—1718 E. Olive Way, Seattle.

Holland Gateway restaurant. Graphics consultants William B. Frost.

In Portland: Good taste in signs

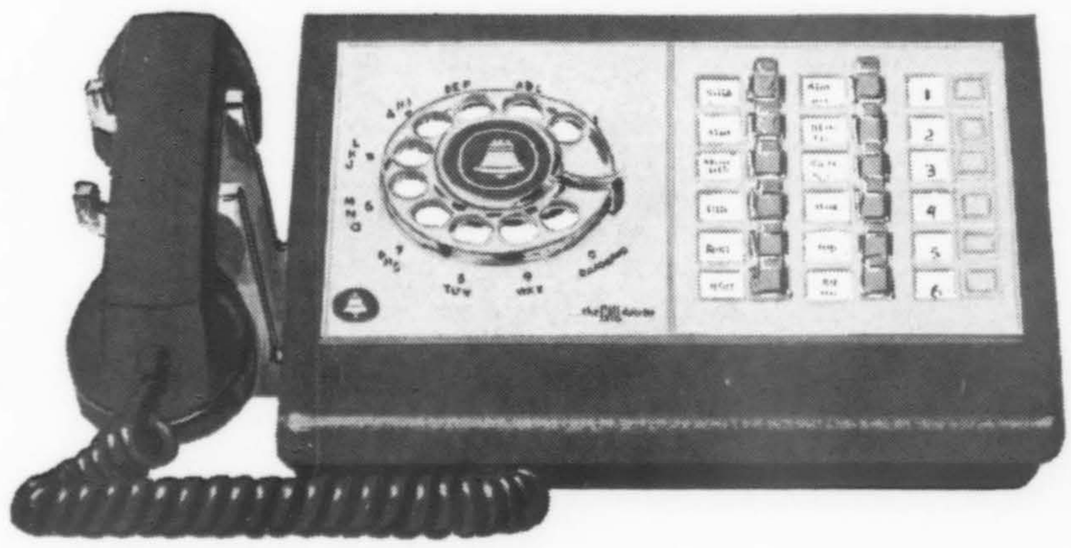
Four awards for excellence of building signs within the Portland metropolitan area were presented recently by Portland's Art Direction Group. The awards, given annually by the ADG, go to those who have encouraged good taste in the design and use of signs.

Shaarie Torah Synagogue. Hebrew letters by sculptor James L. Hansen; architect: John F. Jensen.

Red Wagon Coffee Store, Project architects: Barnes & Hilgers.

Finley Sunset Hills Memorial Park. Artist: Byron Ferris; architect: Willard K. Martin.

Photos courtesy Portland Oregonian



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POMEROY

THE WELCOME to "oom-coo-la-mush-taw" in the Land of the Big Sky was as expansive as Montana itself and the Montanans who hosted the 14th annual Northwest Regional Conference fulfilled every reference ever made about the hospitality of that wide country.

Wisely presided over by Chief Mu-Ka-Ki-Pi-Ta (Wise Eagle) and Chief E-Nee-Ka-Ya-Yee (Fast Buffalo), the four day conference embraced the small architectural firm and the smaller project in a series of design colloquias interspersed with social events planned for the utmost enjoyment of Glacier Park.

Montana governor Tim Babcock, in welcoming the conference to Glacier Park, described the architectural profession as a wedding of the artist and engineer, and was firm in his statement: "I believe all state construction should fit into a long range plan for building rather than to grow like Topsy at the whim of each legislative session."

Aaron Green, San Francisco architect, challenged the members to be more aware of quality in their professional services, to maintain high standards in design workmanship. He cautioned: assume contracts that are ethical, requiring competent architects and competent clients; on economics, involvement in a project must have careful consideration since design can be affected. Architecture, too often evaluated on how beautiful the finished product is, must be concerned with esthetics never forgetting the recognition of human values. To insure the dignity and respect you need and want, set your standards and stick by them. Never be afaid to say "go to hell and get somebody else." Green was emphatic in his concern for the education of youngsters in the schools of architecture pleading that investigation of curricula is in order; that education of the rank and file with an awareness of professional standards is a must.

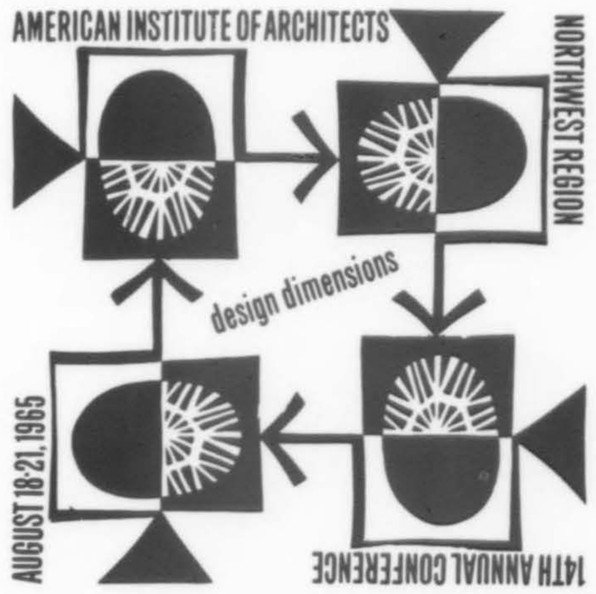
Cleveland architect-engineer-attorney - physicist, George White (who holds degrees in all these professions but is a practicing architect), discussed contractors and owners insurance, the basic facts on what kind of insurance, the financial limits and who is responsible for insurance. He suggested the best place to start: with the AIA documents, and was adamant in charging that all insurable interests must be protected; that an architect is obligated to apprise the client about insurance.

Morris Ketchum, FAIA, president of the Institute (Chief Wise Eagle), in discussing the "Road to Achievement" set forth his program for the year, especially urging every member and every chapter to fight the "War on Community Ugliness" in their respective communities. He sounded the call to arms in seeking to bring all architects into AIA membership: a strong profession takes in all architects who are willing to follow a code of ethics.

Montana Chapter's nominee for the AIA craftsman medal, sculptor Lyndon Pomeroy, spoke on the integration of art into buildings with an excellent color presentation and of his own special techniques. Later in the day, sculptor Pomeroy demonstrated his skill with metal, and displayed examples of his artistry.

Harwell Hamilton Harris, architect and professor in the school of design, North Carolina State University, Raleigh, discussed the preservation of historic architecture, citing a case study of his restoration of a Louis Sullivan bank in Owatoona, Michigan, as an ex-

Small offices and small projects can equal great architecture . . . If you do not design great architecture it is not because you do not have a large office or a great client.



GRAPHICS BY JIM GOUGH, JR.

ample of client-architect-public relationship and cooperation. In a design colloquim following the talk, the client-public education was again stressed.

Arthur Hood, management consultant, again probed the sale of architects' services that he explored at the Western Mountain Regional conference last fall. His talk, "Prerequisites for Maximized Sales of Architects' Services," pointed out the importance to all architects to develop their sales ability and suggested the use of the AIA aids available for such salesmanship. Sales, he cautioned, is the only means by which the profession can hope to meet the competition and challenge of the coming years.

Business meetings, presided over by Robert Martin, regional director, were routine with the election of Paul Carlson, Seattle, to the regional judiciary committee the only highlight. Director Martin, at the Saturday night banquet, presented the AIA's Community Excellence Award to the City of Eugene, Oregon, for their accomplishments as a community in developing and preserving beauty with buildings.

Glacier Park Lodge provided an ideal family spot for those architects who combined the conference with vacation. Day-long entertainment was planned for the children and the wives, with one free day (Friday) allotted to sightseeing and outings for the conferees with many taking advantage of the day to drive the spectacular Going-to-the-Sun highway in the Rockies, or visiting the Browning Indian Museum, Lake McDonald, and other scenic trips thoughout the park. For many, this was their first time astride a horse in years; others took advantage of the handy golf course (right in front of the lodge).

Vincent S. Werner, general chairman of the conference, who certainly earned the many accolades he and his committee received, noted that there were 280 adults in attendance (including associates, exhibitors, wives, and special guests) and 99 children.

Seattle Chapter will host the 1966 conference in mid-October in Seattle. —R.G.

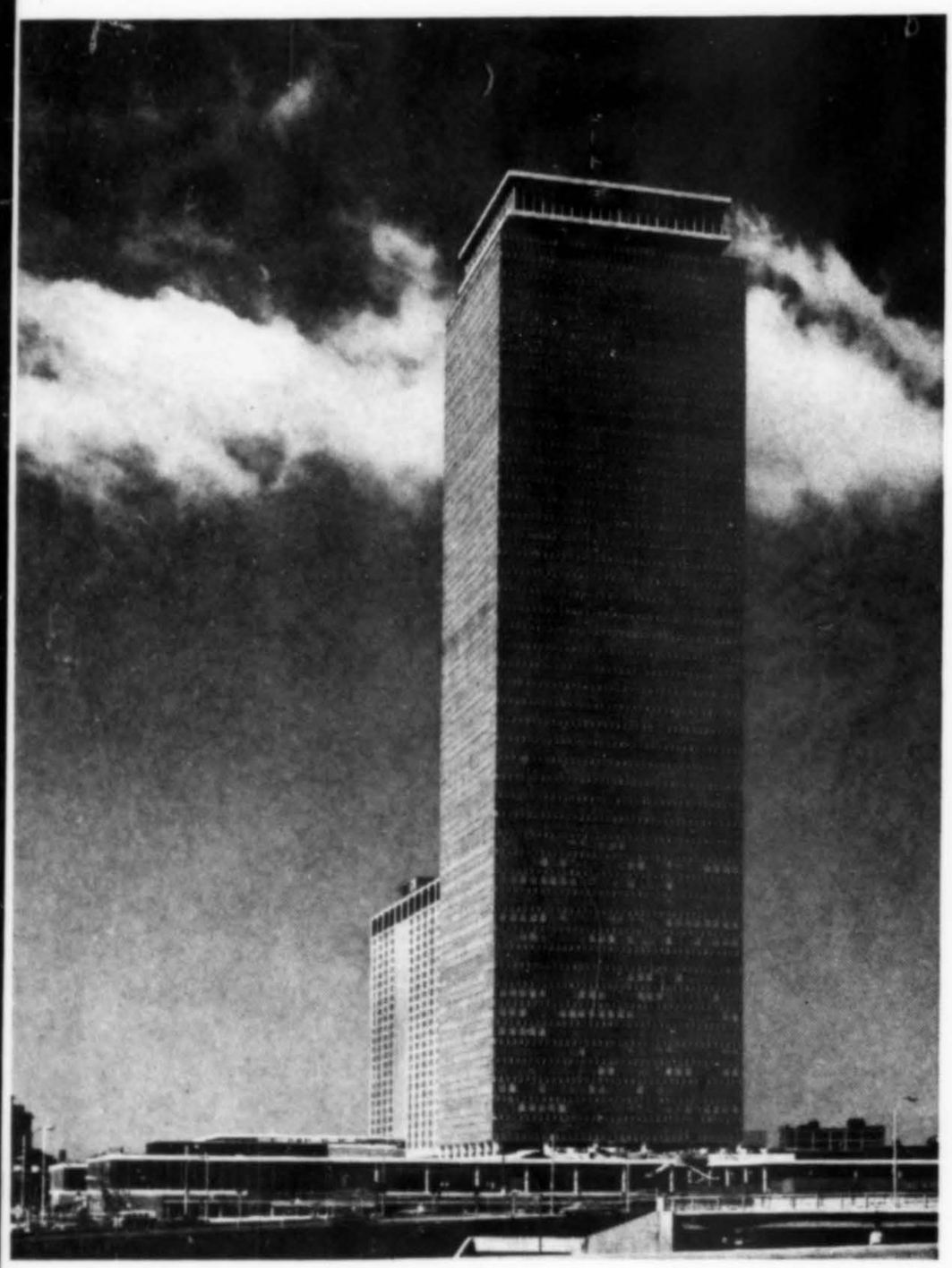
MARTIN

HARA, SULLAM

Charging Home (Earl Oldperson), Chief of the Blackfoot Nation, majestic in white buckskin and eagle headdress, inducted Robert Durham, Seattle, vice president of the AIA, into the tribe giving him his own late father's tribal name, E-Nee-Ka-Ya-Yee or Chief Fast Buffalo. (Photo at left). Morrison Ketchum, New York, president of the Institute, in receiving the name of Mu-Ka-Ki-Pi-Ta, Chief Wise Eagle, was charged with the responsibilities of leading wisely.

Travacoustic

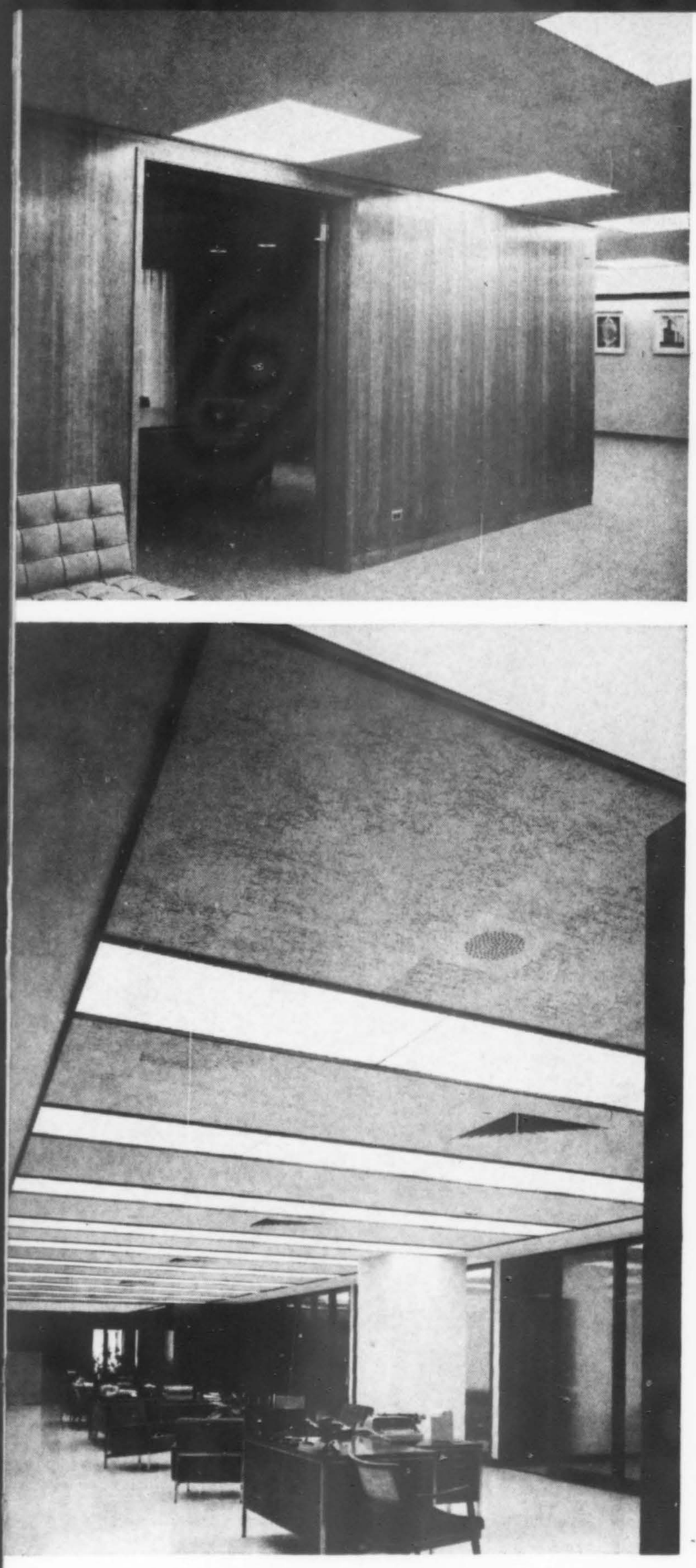
We think new about ceilings



Prudential Tower, Boston • Owner: The Prudential Insurance Co. of America • Architect: Charles Luckman Associates, Inc., N.Y.C. • Assoc. Architects: Hoyle, Doran and Berry, Boston.

Gold Bond Travacoustic installed

It's the tallest building in the U.S.A., outside of Manhattan. 750 feet high. A proud monument to the stability of the owners. And on the ceilings of this impressive structure are 12" x 12" Gold Bond Travacoustic acoustical ceiling tiles, unexcelled for their natural appearance and dimensional stability. Travacoustic captures the fissured beauty of travertine stone, and no two tiles are fissured exactly



General Contractors: Combine of Perini Corporation, Framingham, Mass., Perini Ltd., Toronto, Walsh Construction Co., Inc., N.Y.C. • Acoustical Contractor: Dillaby Fireproofing Co., Cambridge, Mass.

in Prudential Tower in Boston

alike. Due to an exclusive manufacturing process, the lightweight 12" x 12" tiles have exceptional resistance to high humidity — can be installed before plaster is dry, cutting days off building completion and occupancy time. Travacoustic tiles have a base made of long mineral wool fibers that are uniformly interlocked to give greater resistance to sag than ordinary acoustical tiles. Rated Class A-noncombustible, Travacoustic has noise-reduction coefficients up to 80%. Thinking about ceiling tile for your next building? Think new with Travacoustic, in fissured or sculptured patterns. See your Gold Bond® Representative. Or write to National Gypsum Company, Department AW-105, Long Beach, California 90813.

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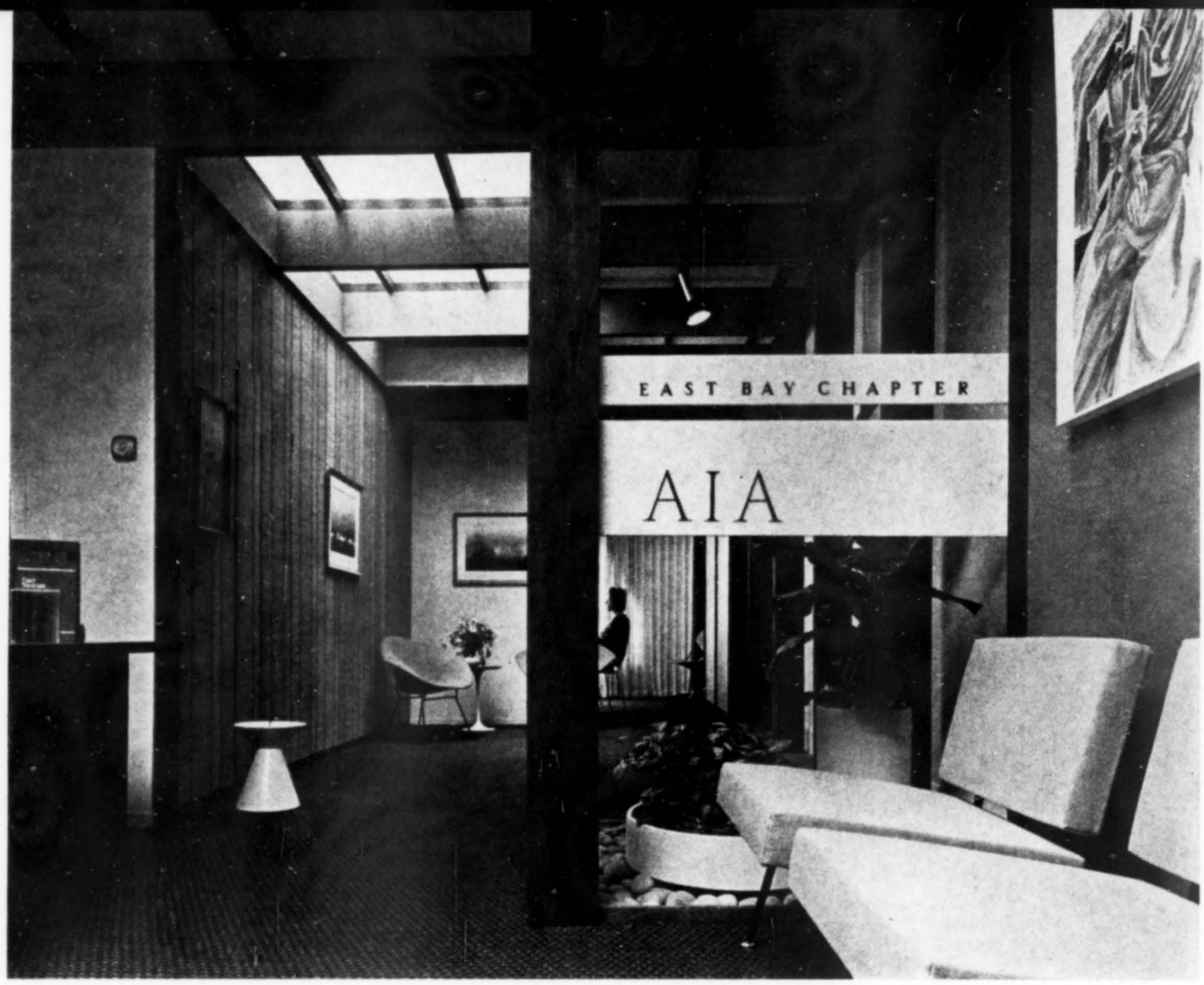


1

Where the Architects Hang Their Hats

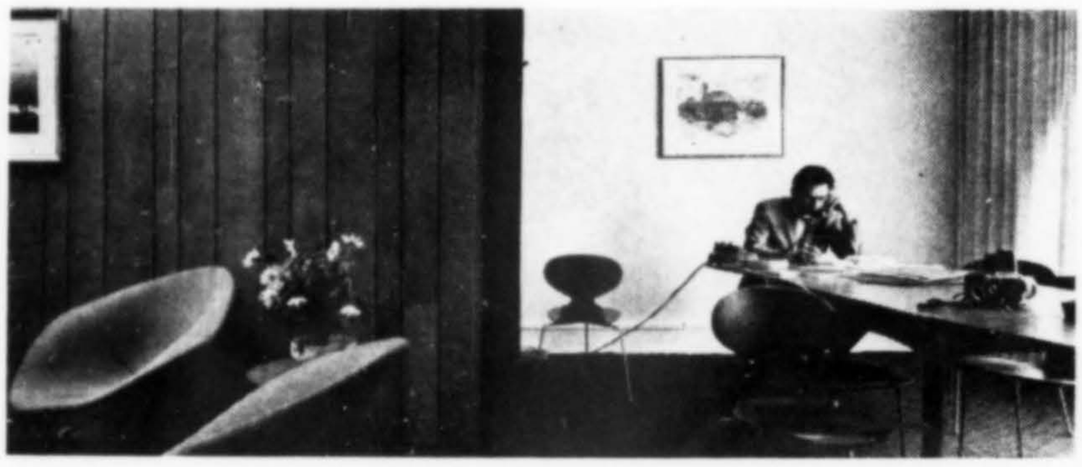
EAST BAY CHAPTER AIA———OFFICES

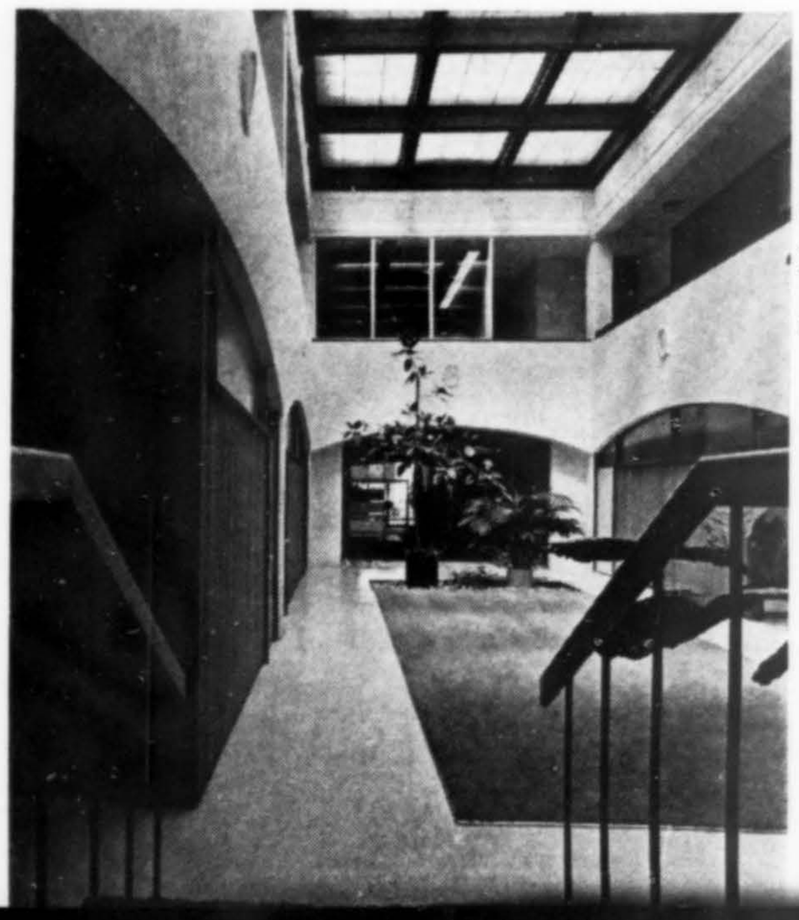
Oakland

HAMMARBERG & HERMAN
Architects (for building, A/W October '64)

THE EAST BAY Chapter, AIA, serving Alameda, Contra Costa Napa and Solano Counties, was chartered in 1947 with 24 members; its present strength is 227 corporate members. Originally quartered in the basement of the old Claremont Hotel in Berkeley, the office was relocated in June, 1964, to larger quarters in attractive, modern surroundings. The positive quality of this space with its light, airy court does much to enhance the image of the East Bay architect!

Early in 1965, the office was completely refurnished and a revolving art show provided by the Northern California Chapter of Artists Equity, Inc.





Rondal Partridge photos

Julius Shulman photos

2

Where the Architects Hang Their Hats

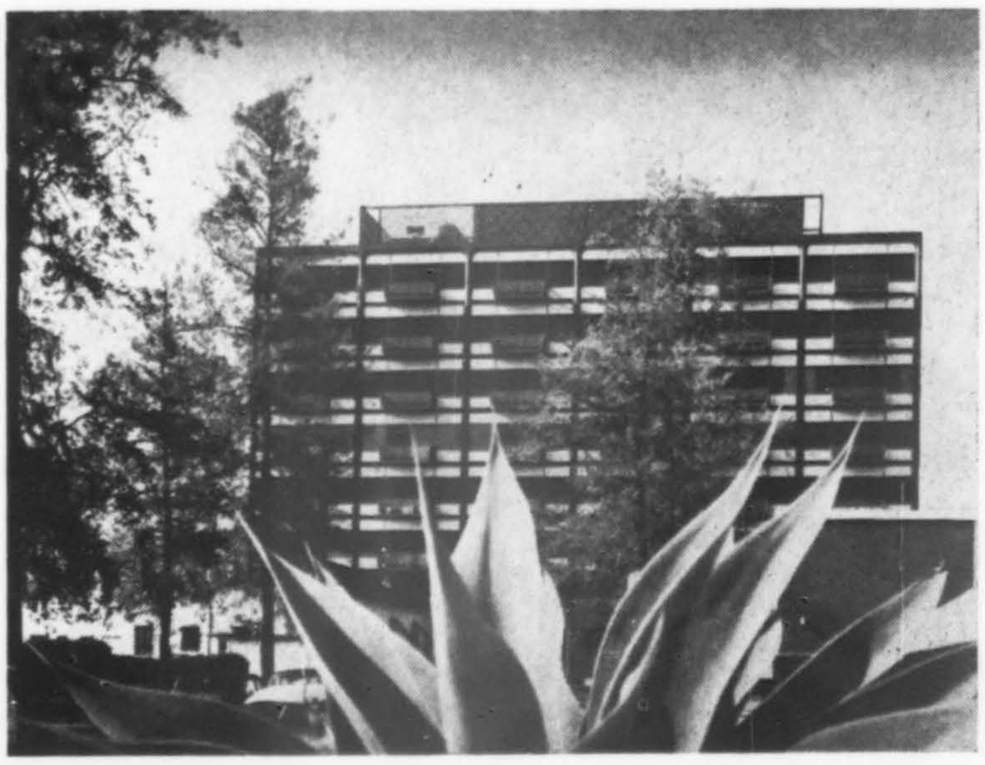
SOUTHERN CALIFORNIA CHAPTER, AIA—OFFICES

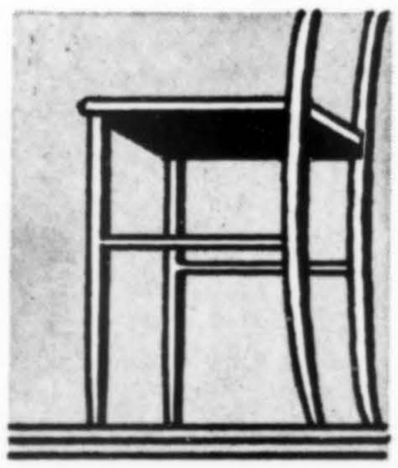
Los Angeles

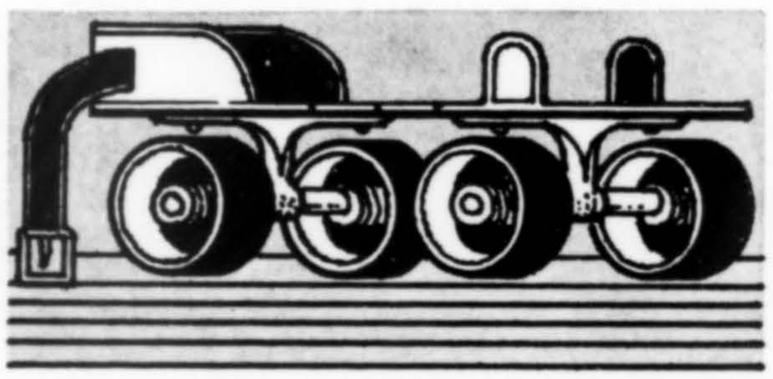
RICHARD DORMAN & ASSOCIATES
Architects (AIA suite & building)

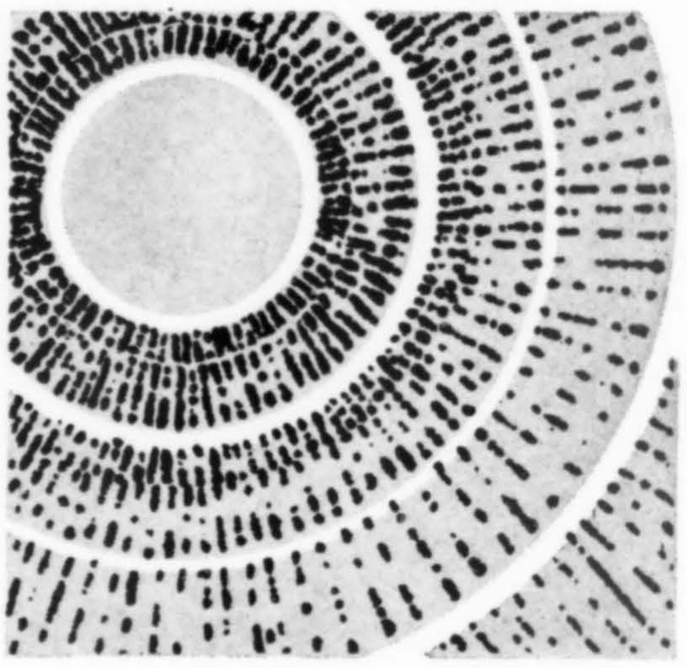
ONE OF THE NATION'S largest AIA chapters — the Southern California Chapter—is newly established in the Design Center Building on Beverly Boulevard. Here in the heart of the decorators'-home furnishings area, the chapter offices occupy 1,350 square feet of the nine-story center.

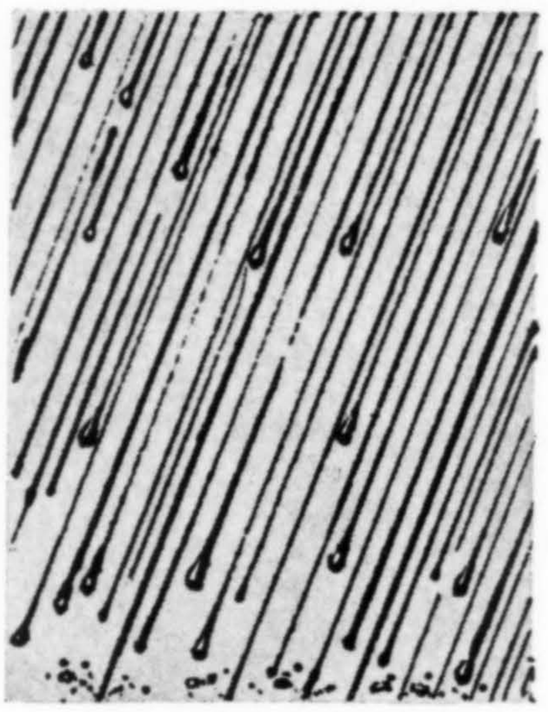
Secretarial offices enjoy a view of the Santa Monica Hills (looking north) across the seven-foot projecting balcony. The crisply-detailed offices employ teak in all natural wood exposures; ceilings are nine feet high. Knoll Associates furnishings are used in the reception area. Costa Mesa desks and Art-Metal file cabinets complete the secretarial areas.

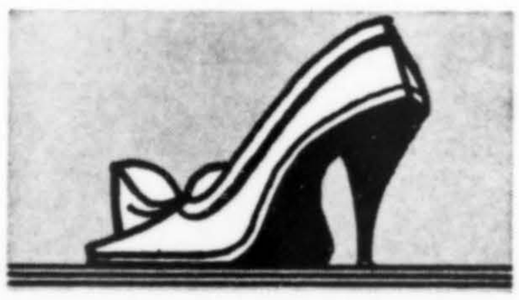












It takes a tough, well-protected deck to stand up under the kind of beating these things dish out.

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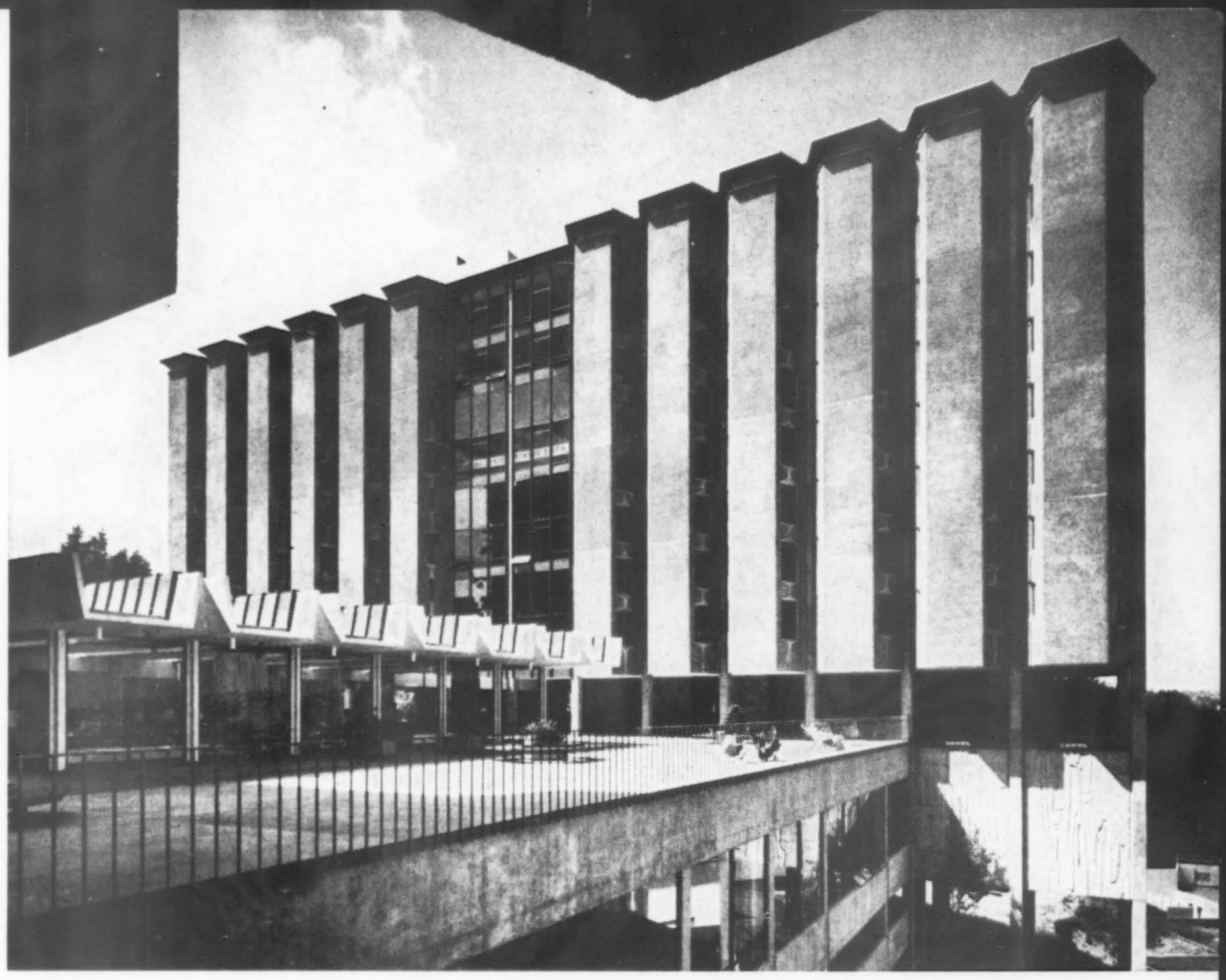
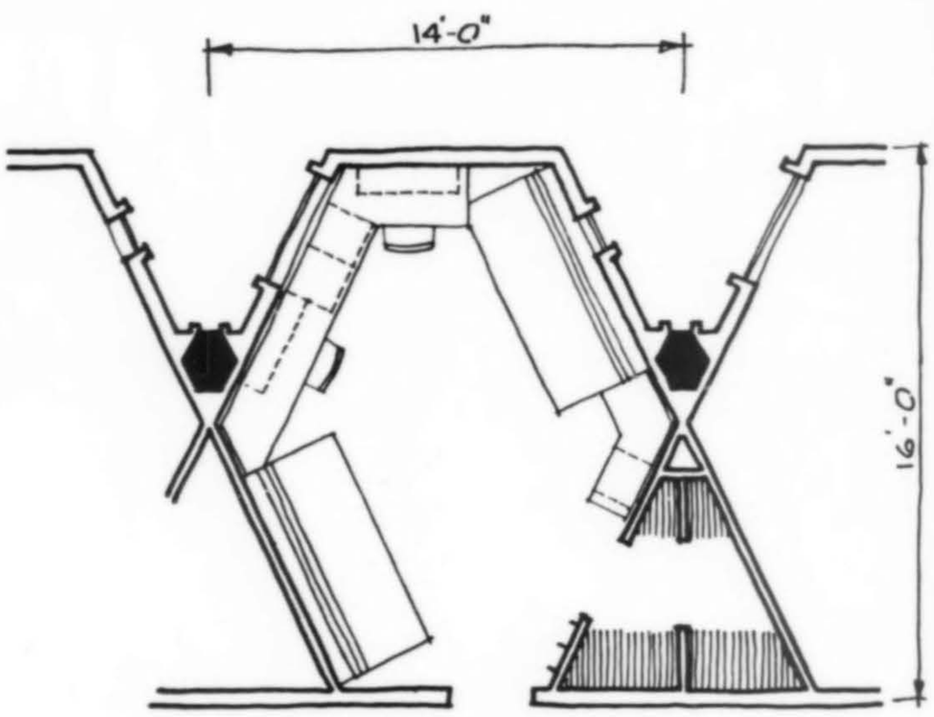


HAGGETT HALL | *Seattle* | coeducational residence hall University of Washington

KIRK, WALLACE, McKINLEY & ASSOCIATES | Architects

HAGGETT HALL



TYPICAL ROOM PLAN

KIRK, WALLACE, McKINLEY
& ASSOCIATES Architects

WORTHINGTON, SKILLING, HELLE
& JACKSON Structural Engineers

JAMES B. NOTKIN & ASSOCIATES
Mechanical Engineers

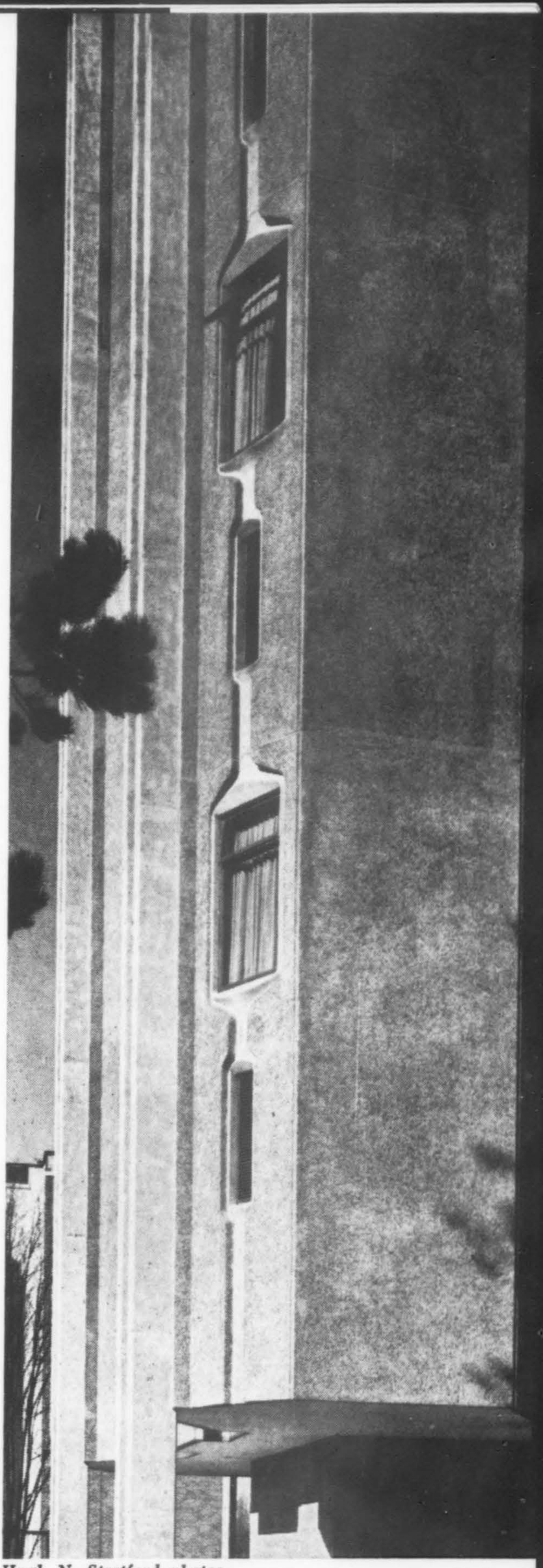
THOMAS E. SPARLING & ASSOCIATES
Electrical Engineers

LAWRENCE HALPRIN & ASSOCIATES
Landscape Architects

HOWARD S. WRIGHT CONSTRUCTION CO.
General Contractors

A second coeducational residence building designed by Kirk, Wallace & McKinley is being completed directly south of Haggett Hall. The development of this residential facility is based upon the program principle of providing a quality living environment for 1,000 students, housed within appropriately-sized social groups or "clusters." The composition of social groups within the student floor evolved into three sizes of "clusters": 7, 8 and 10-student units, each with its own living room with private balcony. The concrete tower is divided vertically at the center by stairs, so that 500 men and 500 women may use the building. Second dormitory building (shown at left side of adjacent photo) has been named McMahon Hall.

Each tower floor accommodates 49 students and two advisors. A centrally-located two-story lounge unites two floors into a "house" of 100 students. Handsomely - designed interiors are by architects.



HAGGETT HALL is composed of two eight-story towers, each housing 400 men or women students. The towers loft above a central plaza level, where coeducational lounge, library and recreational spaces are provided. The dining level is situated below the plaza.

The basic living units are the two-man study rooms, hexagonal in shape. They result from three basic program factors: first, to provide a view of Lake Washington and the Cascade Mountains from each of the study spaces; second, to shield direct views into the study rooms from one tower to the other; and third, to provide cross-ventilation. By placing the furniture around the periphery of the hexagon, an open central space is provided. Through the use of a modified bolster, the bed may be used as a sofa with a storage unit beneath. The study desks are arranged to provide students a view without directly facing a window.

A walk-in closet occurs at the intersection of two adjacent hexagons. When the closet door is closed, hanging and cubby-hole storage is out-of-sight; presumably the room thus maintains an aura of neatness. Casework, study desks, and closet wall are faced with plastic laminate.

Structure of the building complex is reinforced concrete. Exterior facing is precast concrete with exposed aggregate formed into sculptural panels. Interior walls are plaster, the floors are vinyl-asbestos (on student floors) and terrazzo or carpet in public areas. The building is heated by a combination sytem utilizing hot-water radiation in student areas and warm air ventilation in public spaces.

Occupied in the fall of 1963, Haggett Hall cost approximately $4,500,000 for a per student cost of about $5,960 (including furnishings, but not including separately-financed three-story parking garage under the complex.)

Hugh N. Stratford photos

Edmund Y. Lee photos unless otherwise noted

Campus plan

SENIOR HIGH SCHOOL

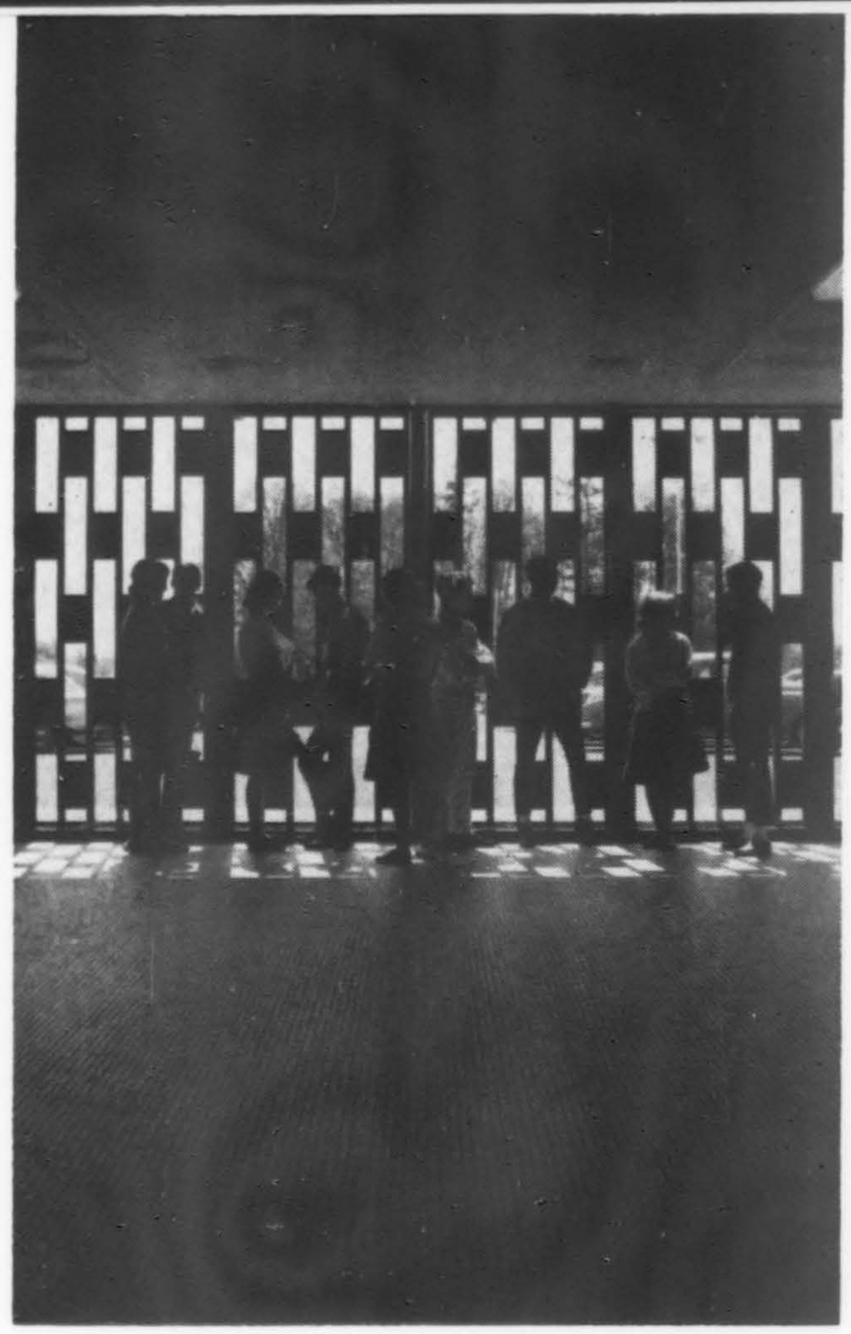
NEWBERG, OREGON

JAMES C. GARDINER, Architect

JOHNSON & MELOY, General Contractors

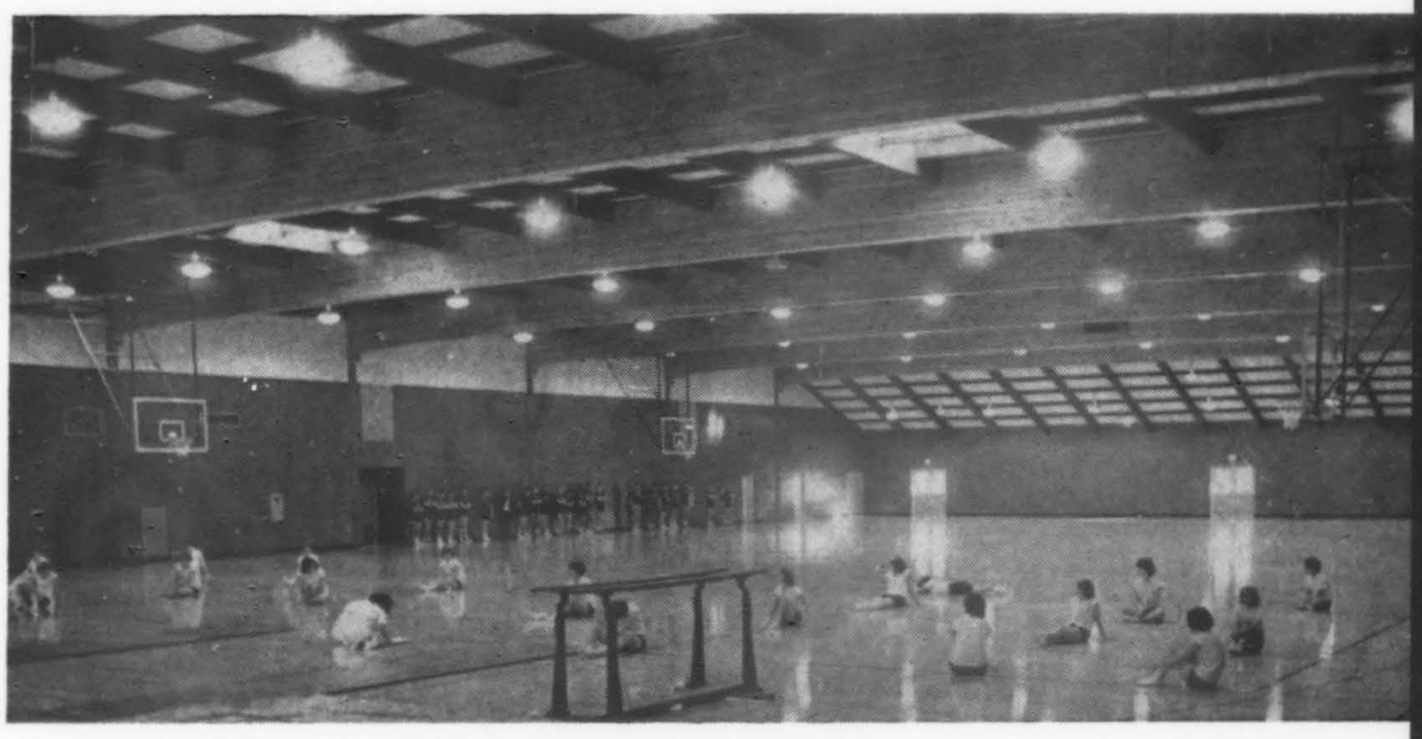
In concept, the school is laid out as a campus encompassing six separate buildings of different functions: administration (with library), math and science, languages, business-social studies, industrial arts, and the field house.

Each academic unit houses its own locker area, college-type lecture rooms seating 100, plus a research and reference area in the center of the building. Classrooms in academic buildings have subdivisible classrooms for 20, 40, or 60 students, permitting complete flexibility: team teaching, station teaching, or by lectures. In addition, each unit has its own teachers' room and services, including air-conditioning plant. It is foreseen that the school plant may be used in the future as a full 12-month facility with each building operating as a self-contained unit.



"For the more general diffusion of knowledge"

Title of bill authorized by Thomas Jefferson in 1779



Gymnasium playing area of 200 x 120 feet is spanned by seven glue-laminated beams (11" x 49"). The entire manual arts-shop area is arranged for ready interchange among students desiring to work in differing materials as wood or metals. In the same building are automotive and agricultural facilities. (Boys whose primary interest is in the shops are subtly forced to take an interest in more academic English and math because their shop projects require full description and justification in report form.)

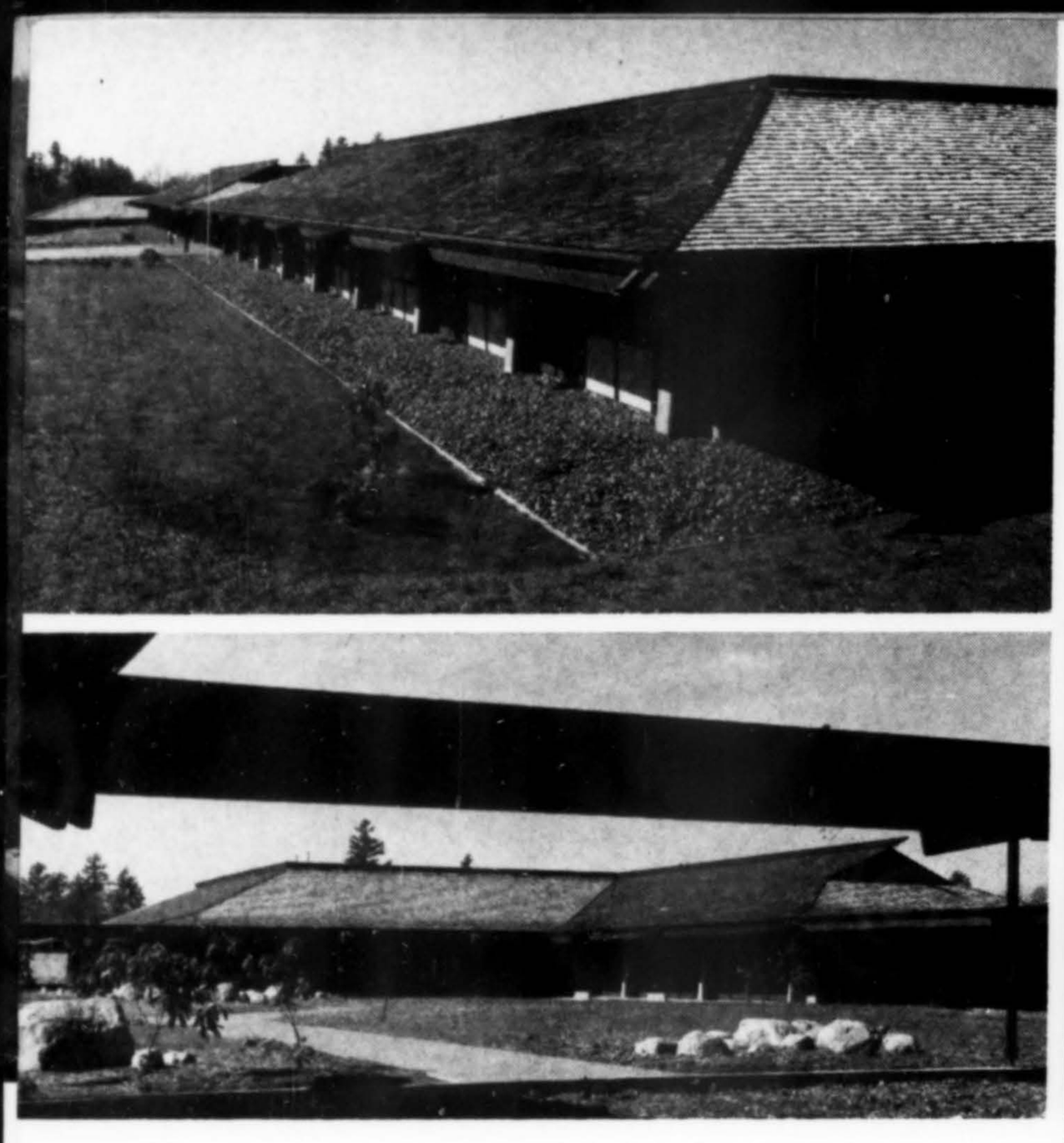


Photo-Art Commercial Studios

NEWBERG HIGH SCHOOL

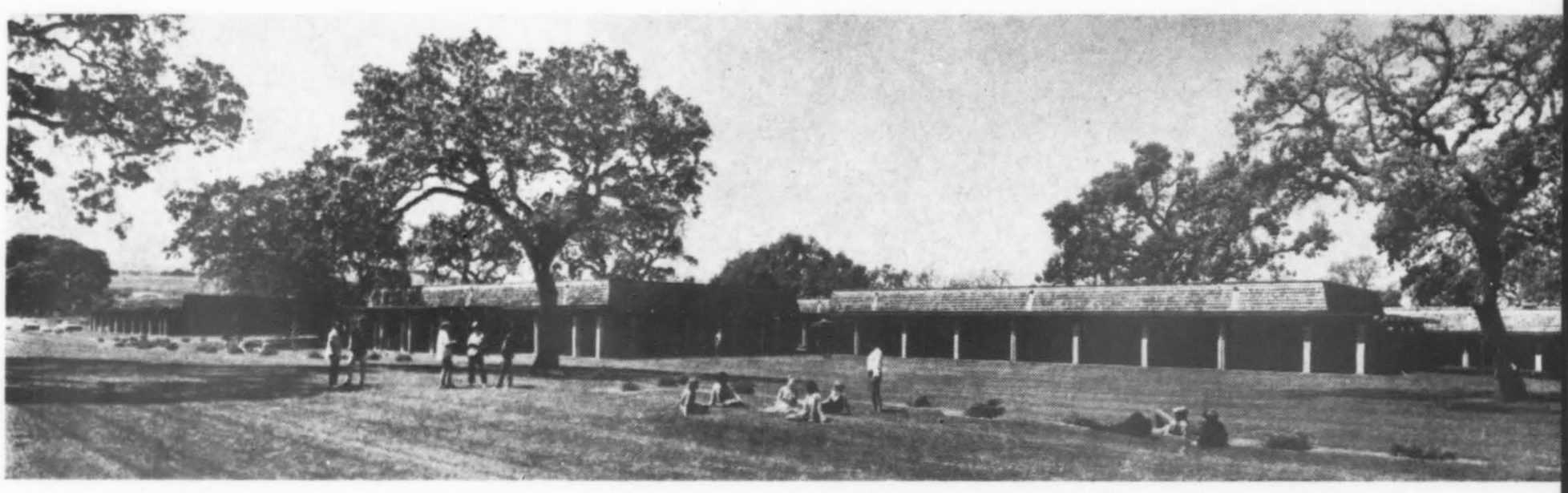
ONE MILLION board feet of lumber and plywood went into six buildings of Newberg's new high school. The structure of the buildings was studied from the standpoint of economy, maintenance, materials availability, flexibility, and indigenous materials. There are no bearing interior walls; the use of full-span 100-foot trusses (of glue-lams and sawn lumber) has been employed in the four academic units and in the industrial arts building. All the mechanical and electrical utilities are placed through the resulting attic space, 8 to 9 ft. in height, with easy access for service or changes. Lumber decking was made up in panels 2x10 ft. in size, spanning 10 ft. between purlins. Cedar shakes were then nailed through insulation into the 2 in. decking. Exterior walls are sheathed in 1x4 in. western red cedar resawn siding, prestained by the supplier.

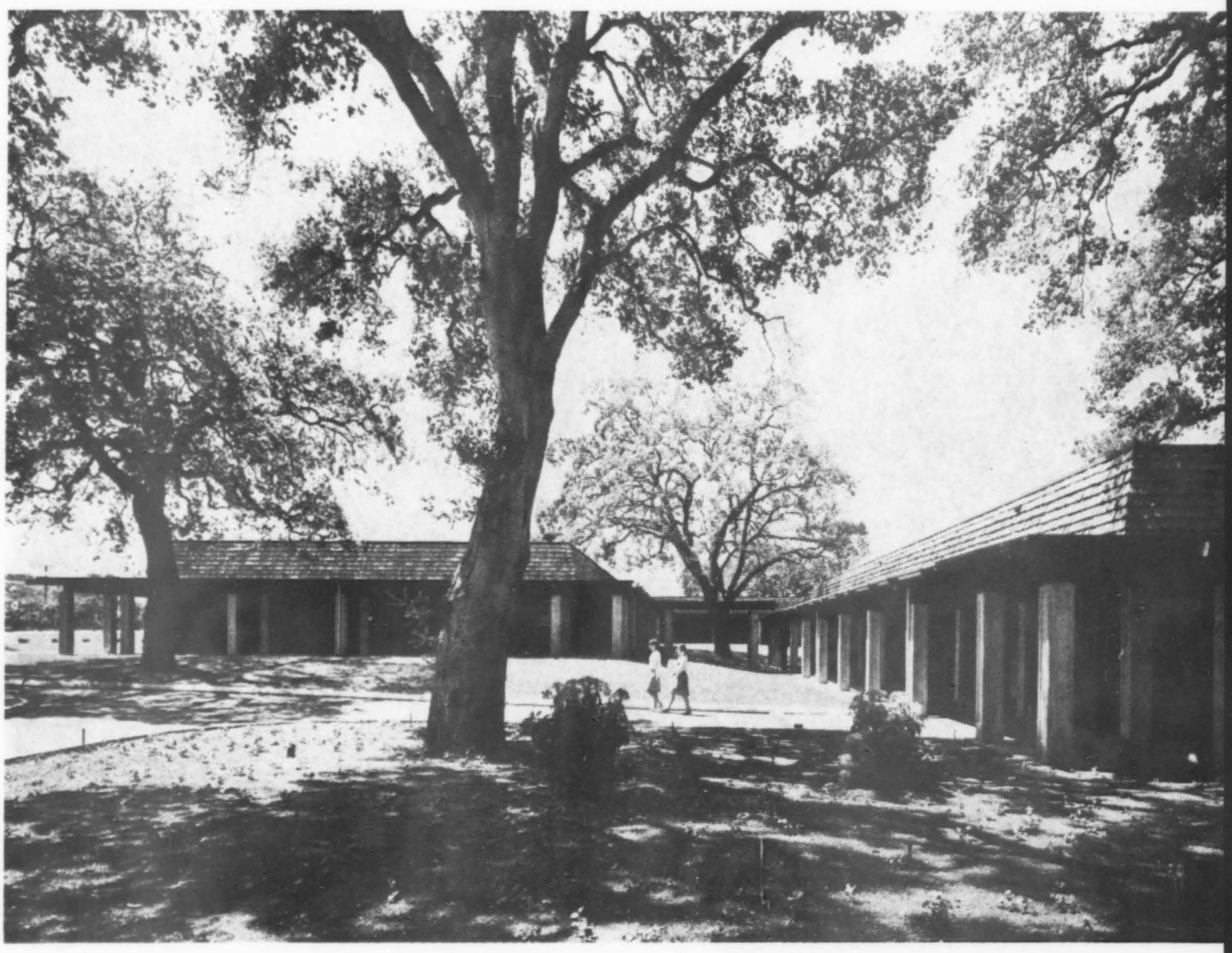
All ceilings are hung from the truss structure and are 1-hour fire-resistive. Lighting fixtures are recessed fluorescents, part of the entire ceiling grid on a 2x4 ft. module.

Construction cost of the school, housing 1100 students in 10th, 11th and 12th grades, was $1,482,000 for 127,130 square feet ($9.50/sq. ft., or if equipment, fees and site development are included, this totals $10.81/sq. ft.). Obviously, these costs are considerably below average for air-conditioned space having flexible design components. Consultants included Honey & Kramer, structural; Dr. A. R. Tenturi, acoustics.

Campus plan **SENIOR HIGH SCHOOL**

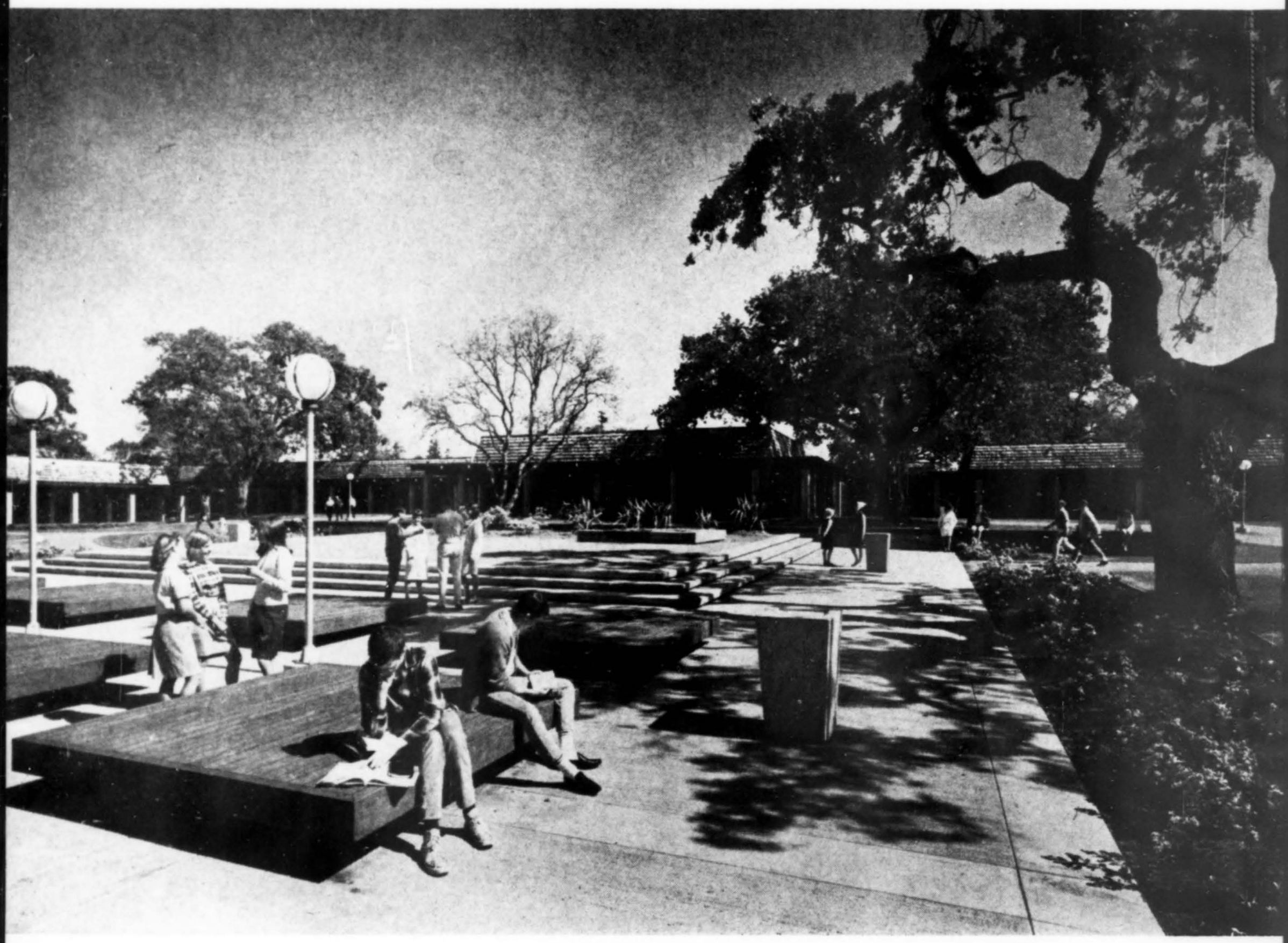
PALO ALTO, CALIFORNIA | ERNEST J. KUMP ASSOCIATES, Architects





Architects: Ernest J. Kump Associates
Civil Engineer: Edwin H. Smith
Structural Engineer: Clarence E. Rinne
Mechanical Engineer: Alexander Boome
Electrical Engineer: Smith & Garthorne
Landscape Architects: Sasaki, Walker, Lackey Associates, Inc.

HENRY M. GUNN SENIOR HIGH SCHOOL



A CAMPUS PLAN for Palo Alto's Henry M. Gunn Senior High School developed as the best answer to several building program requirements: a flexible educational program; respect for beauty of the site; the district's emphasis upon the development of the student as an individual; and as perhaps the only possible solution to the variety of property restrictions and easements which came with the site.

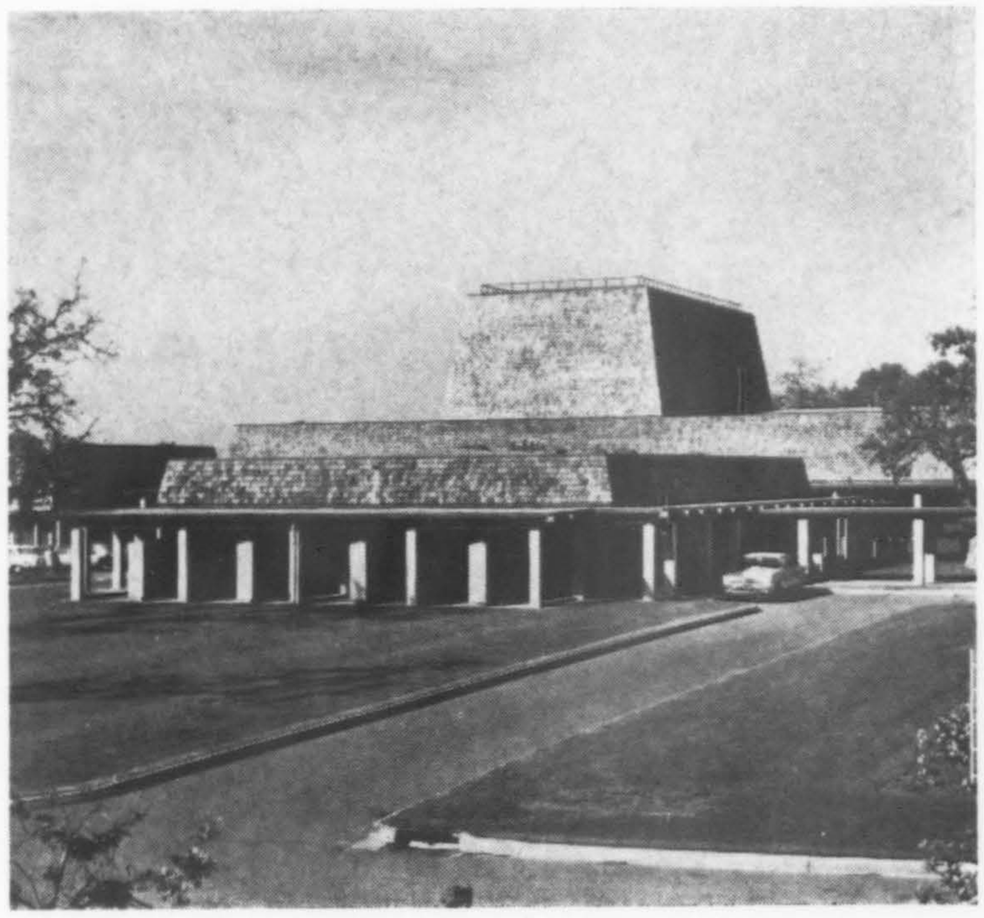
Basis of the campus plan is the module building which the Kump firm has developed to a highly efficient and sophisticated degree. In this project, buildings occur in multiples of basic space modules, 56 feet by 56 feet. Each such space module is self contained with all utilities which may be relocated from the attic mechanical rooms. Enclosed space is free-span, divisible by partitioning or folding doors placed on a 14-foot structural grid.

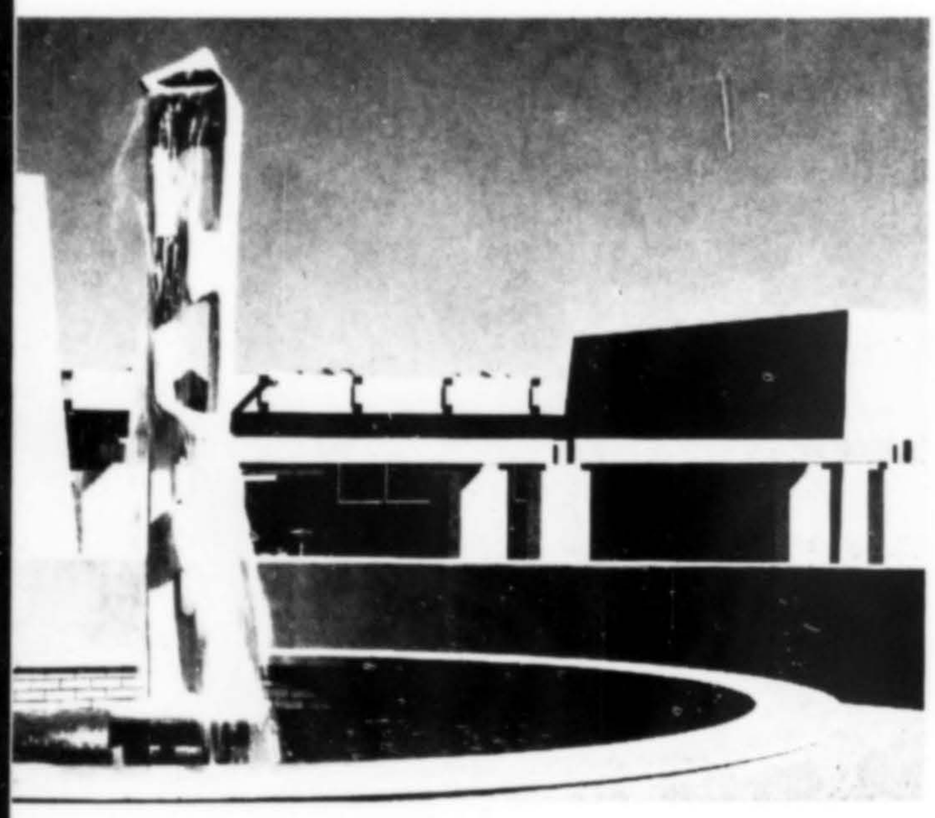
A group of the basic space modules form the nucleus for each of the departmentalized disciplines found within the senior high school curriculum: science and math center, liberal arts center, business and homemaking center, industrial arts center, etc. These are placed about the resources material center which includes the library.

Floor slabs and cast-in-place columns are concrete. Roof trusses are of steel. Siding panels are redwood used with gray light-reducing glass (no draping necessary for visual aids); sloping roofs have cedar shakes. Gas-fired ducted individual furnaces supply warm air to classroom ceiling perimeters.

This school plant serves 1250 students initially; eventually, 1500. The site comprises some 50 acres with magnificent trees but is confounded by a bevy of rights-of-way: water, power, gas, sewer. Total construction cost (exclusive of land, landscaping and fees) was $3,250,000 for $15.20/square foot.

Karl H. Riek photos



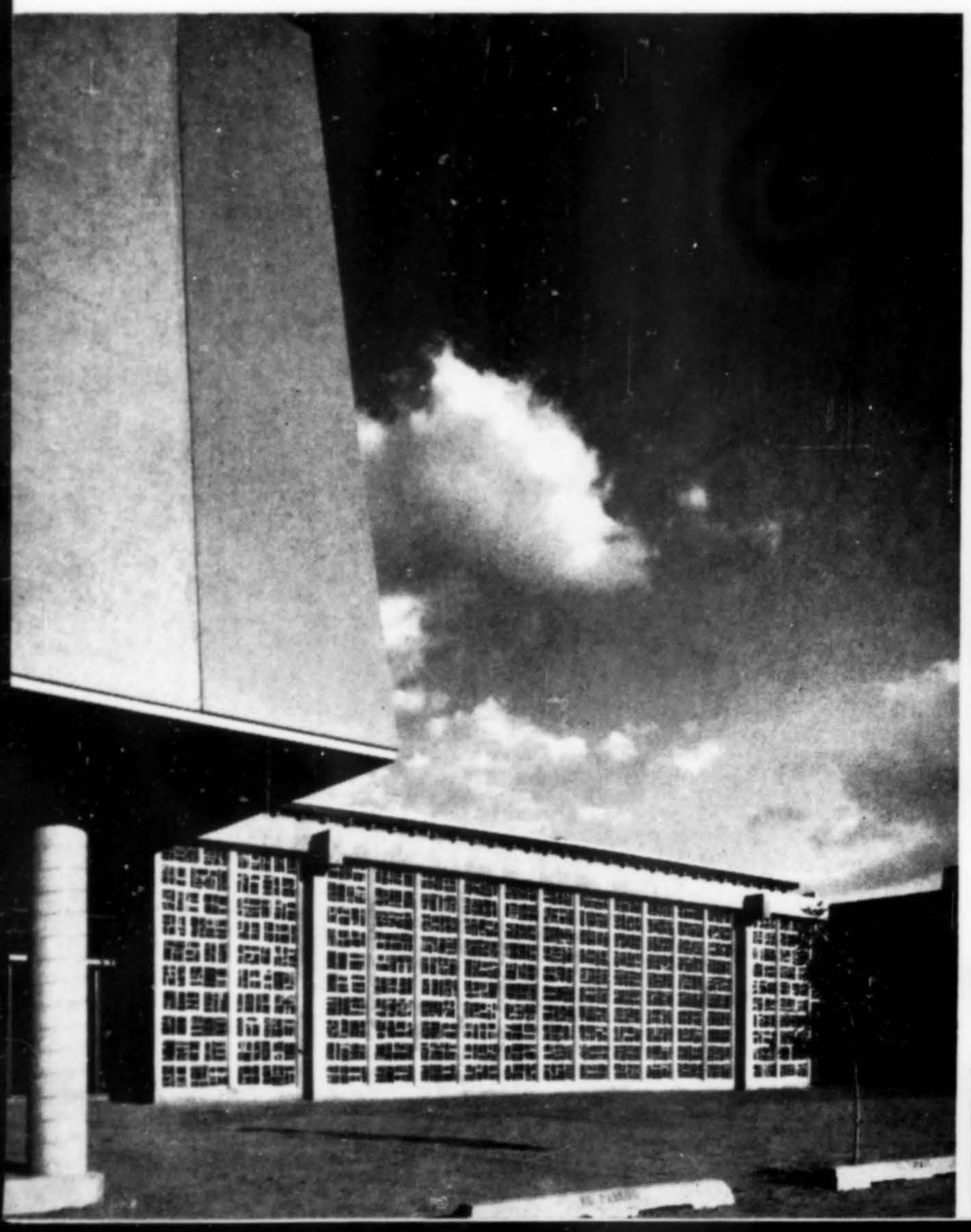


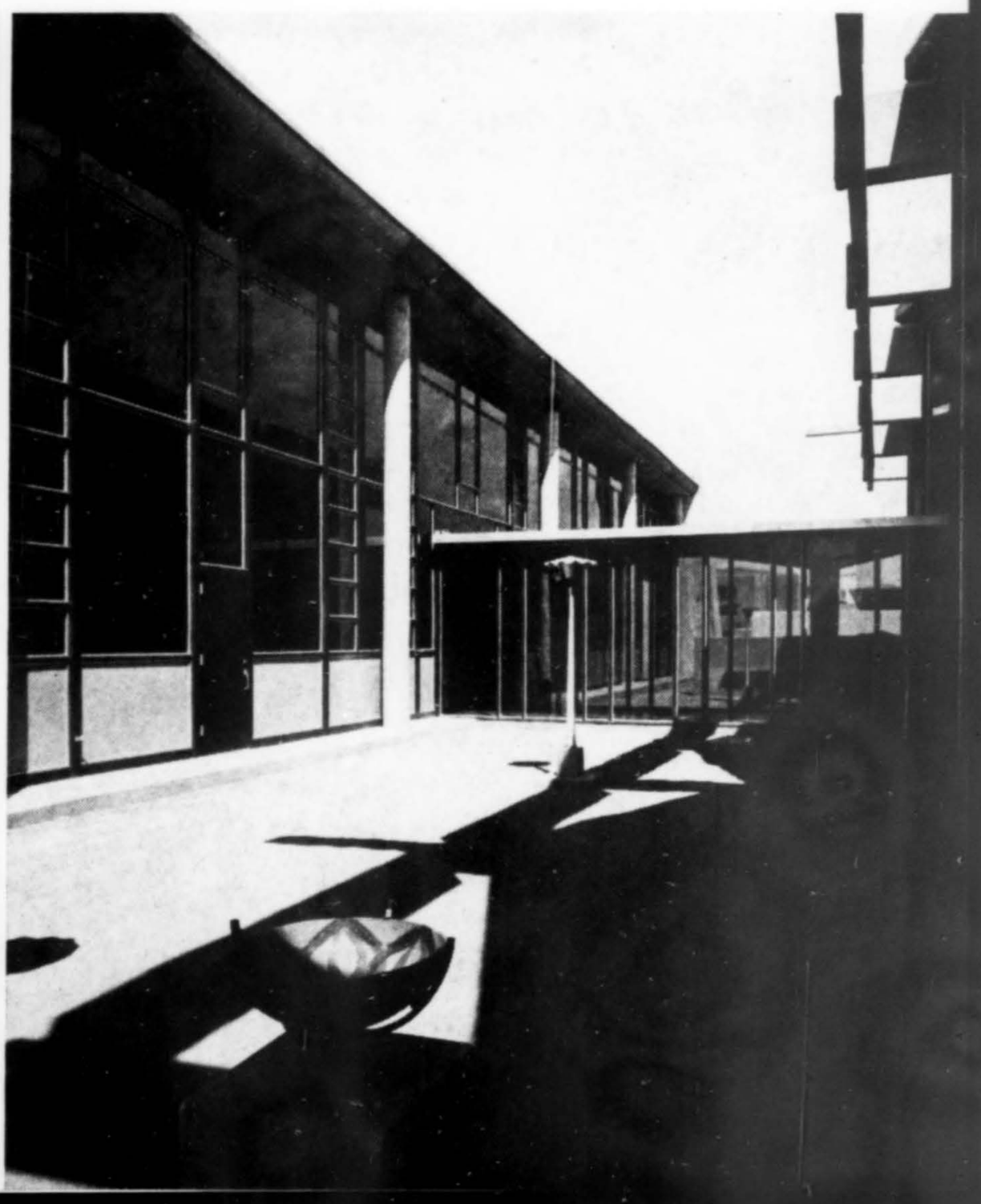
FLATOW, MOORE, BRYAN & FAIRBURN
Architects

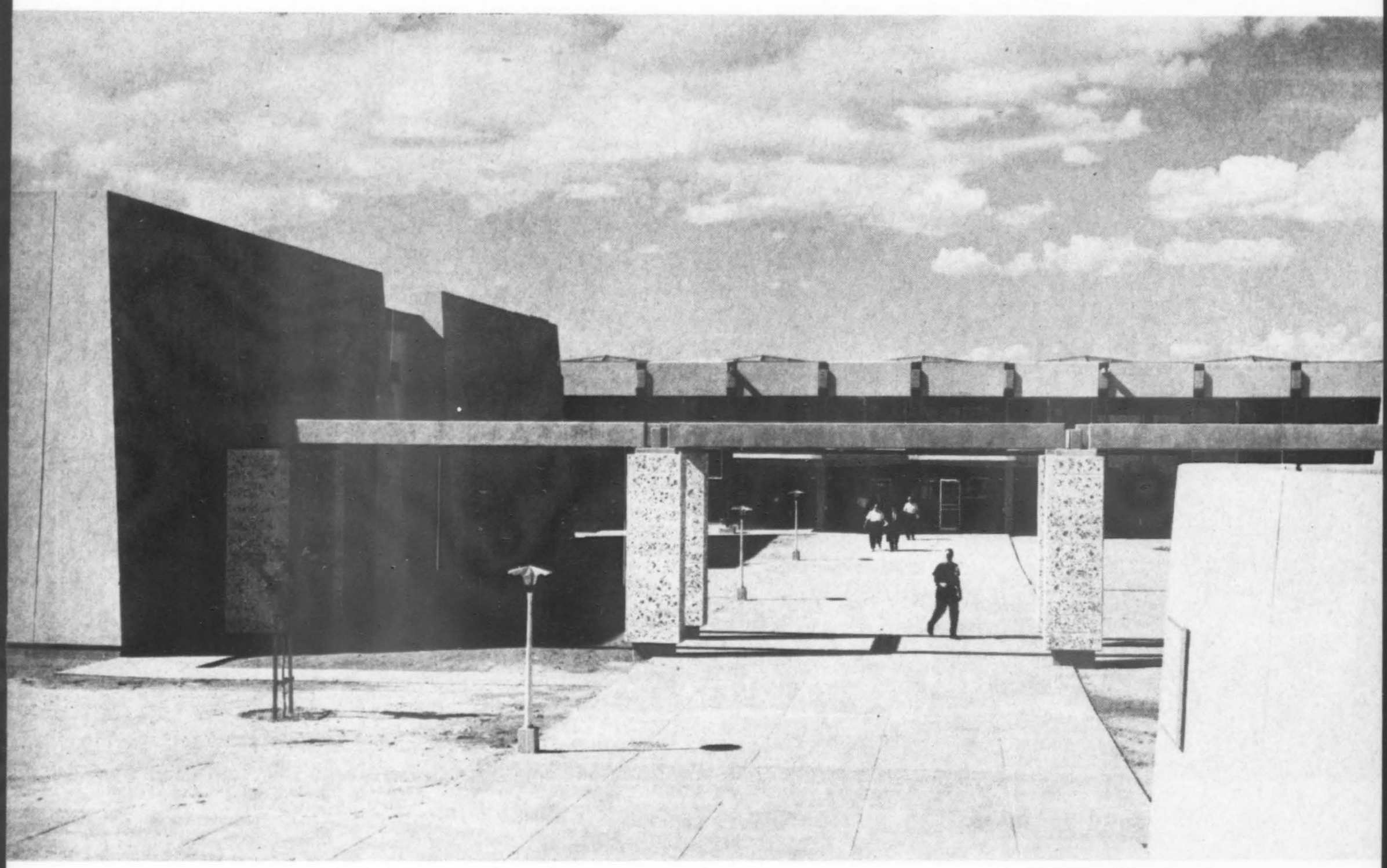
UNDERWOOD & TESTMAN
General Contractors

COLLEGE OF EDUCATION
UNIVERSITY OF NEW MEXICO

Albuquerque







John Whiteside photos

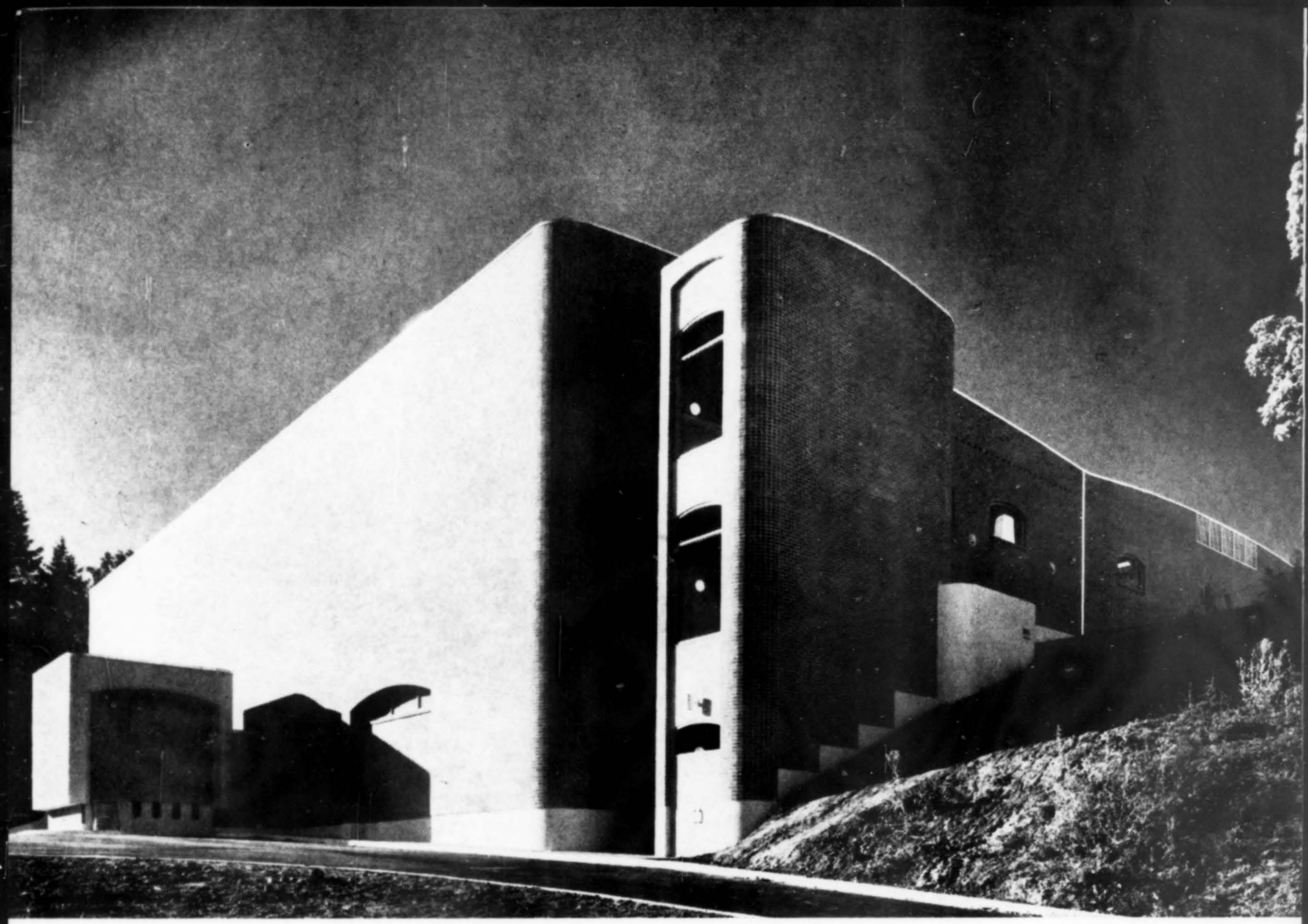
LONG WINDOWLESS walls wrap around the periphery of the College of Education at the University of New Mexico, shielding against the harsh desert extremes and forming a protected, intimate area. Such a spatial organization follows both the traditional Spanish Colonial heritage and the master plan of the campus prepared in 1960 by John Carl Warnecke Associates.

Although honoring the basic traditions of Southwest architecture, the design enthusiastically accepts modern planning requirements and technology. These College buildings do, however, break sharply from tradition with respect to scale. (Early Southwestern architecture was domestic in scale.) The designers have employed bolder massing without the simulated domesticity of many breaks in roof and wall planes.

Working with modern pre-cast aggregates in rich earth tones, the architects have created a series of eight interrelated buildings connected by open courtyards and colonnades. Central units in the new complex include a two-story administrative and learning materials center and a circular auditorium or Kiva (Pueblo ceremonial chamber), about which are grouped buildings for faculty offices, classrooms, home-science, child care, industrial arts and art education.

Through the complex, commissioned works of art enhance the architectural idiom. New Mexico's first Craftsman Award (AIA) went to John Tatschl who designed the vibrant wall of colored glass at the administrative center. Carl Paak created a ceramic mural and is also responsible for ten large ceramic basins (ollas) designed to catch rainwater and permit it to run off slowly.

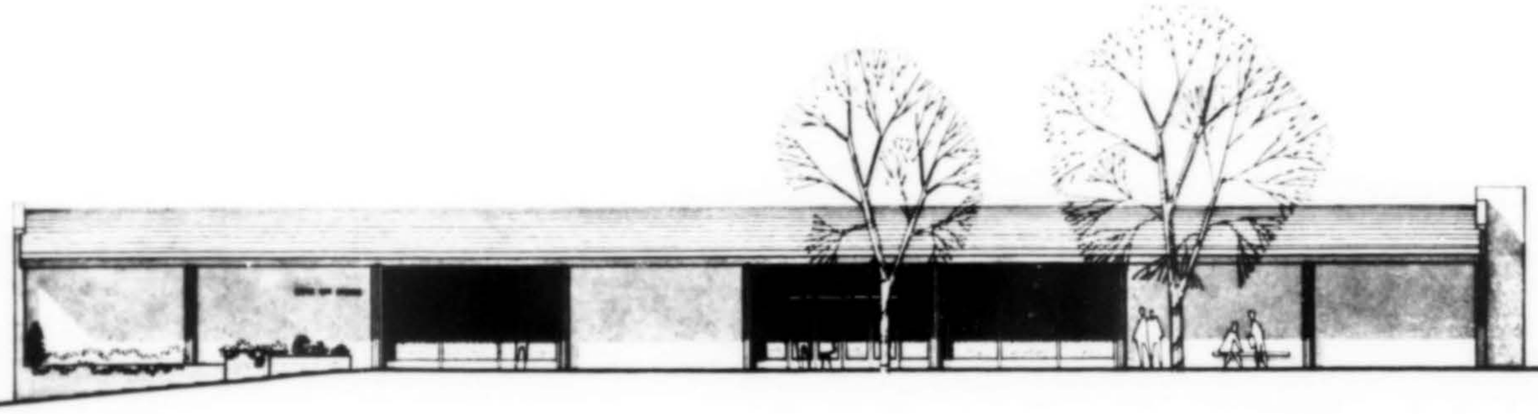
Total cost was approximately $2.2 million.



additions to the BOOKSTORE

Washington State University | Pullman

TROGDON-SMITH
Architects



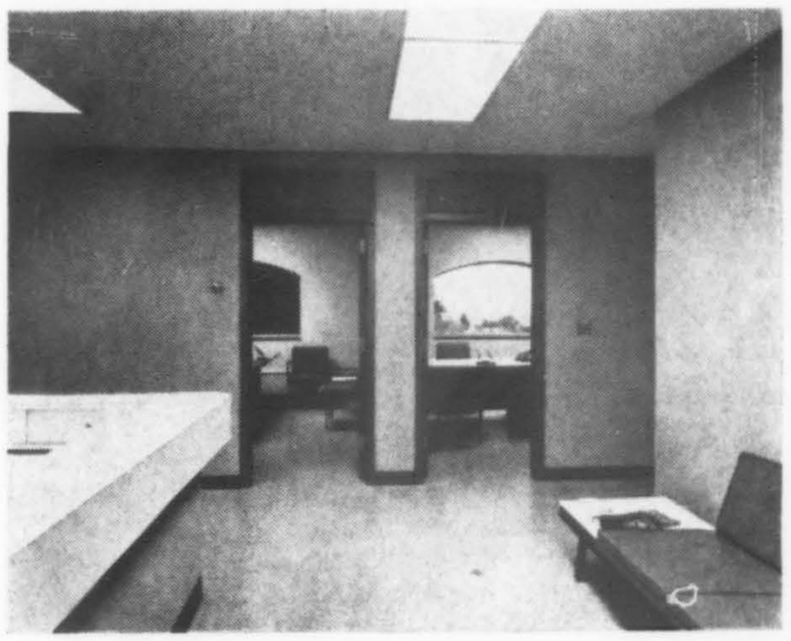
WEST

THE NEED for more adequate facilities at Washington State University, reflected by the continuing growth of the school, became acutely apparent in the existing students bookstore built in 1956. Space was needed for book sales and supplies. A three-story addition to the older structure has provided a new sales area for text books, trade books and paperbacks on the lower level, supplies on the upper level. The existing sales area was remodeled for general merchandising: men and women's clothing, drugs, gifts. Storage area, mechanical space and new administrative offices were included.

The addition (30,300 sq. ft.) matches the existing building with the reinforced concrete cast-in-place columns, beams, pan joist floor system; glu-laminated beams and wood joist roof system. The masonry exterior walls with brick veneer also match the first building. A complete air conditioning system with a supplementary hot water radiation was included; and a combination of fluorescent and incandescent lighting is provided with special fixtures for displays.

The west elevation (sketch, lower left) was not part of this project. However, the architects did consolidate the two entrances into one, as shown.

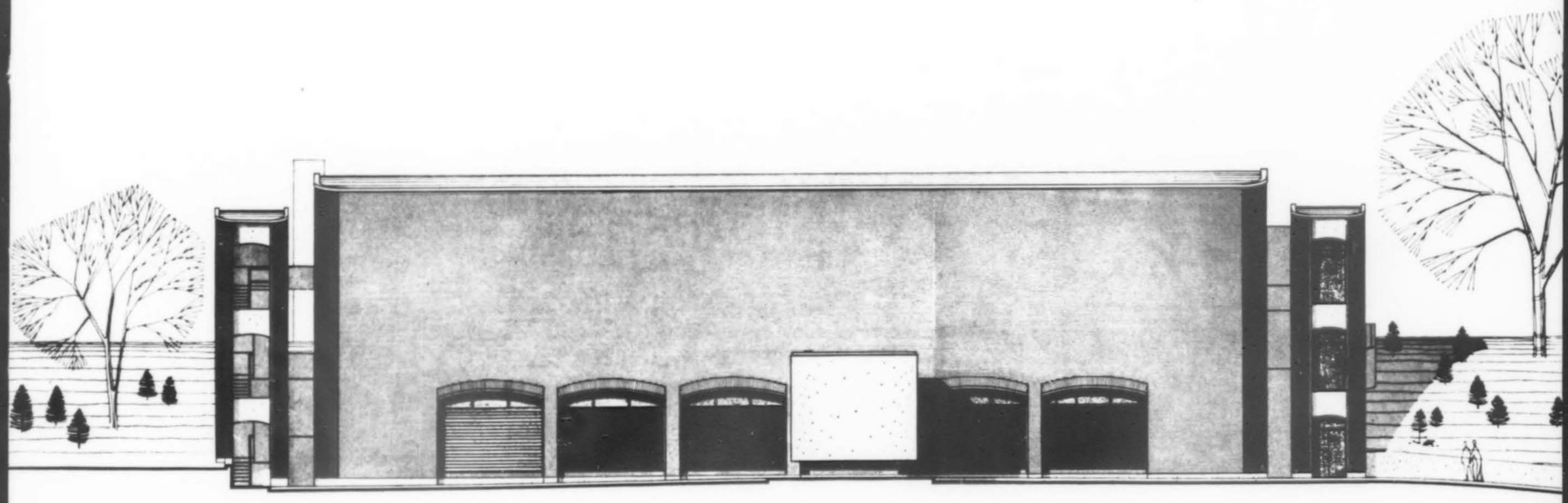
The addition, completed in August 1964, cost $536,800 including general, mechanical and electrical work and site development, but exclusive of fees, casework, furnishing and landscaping.



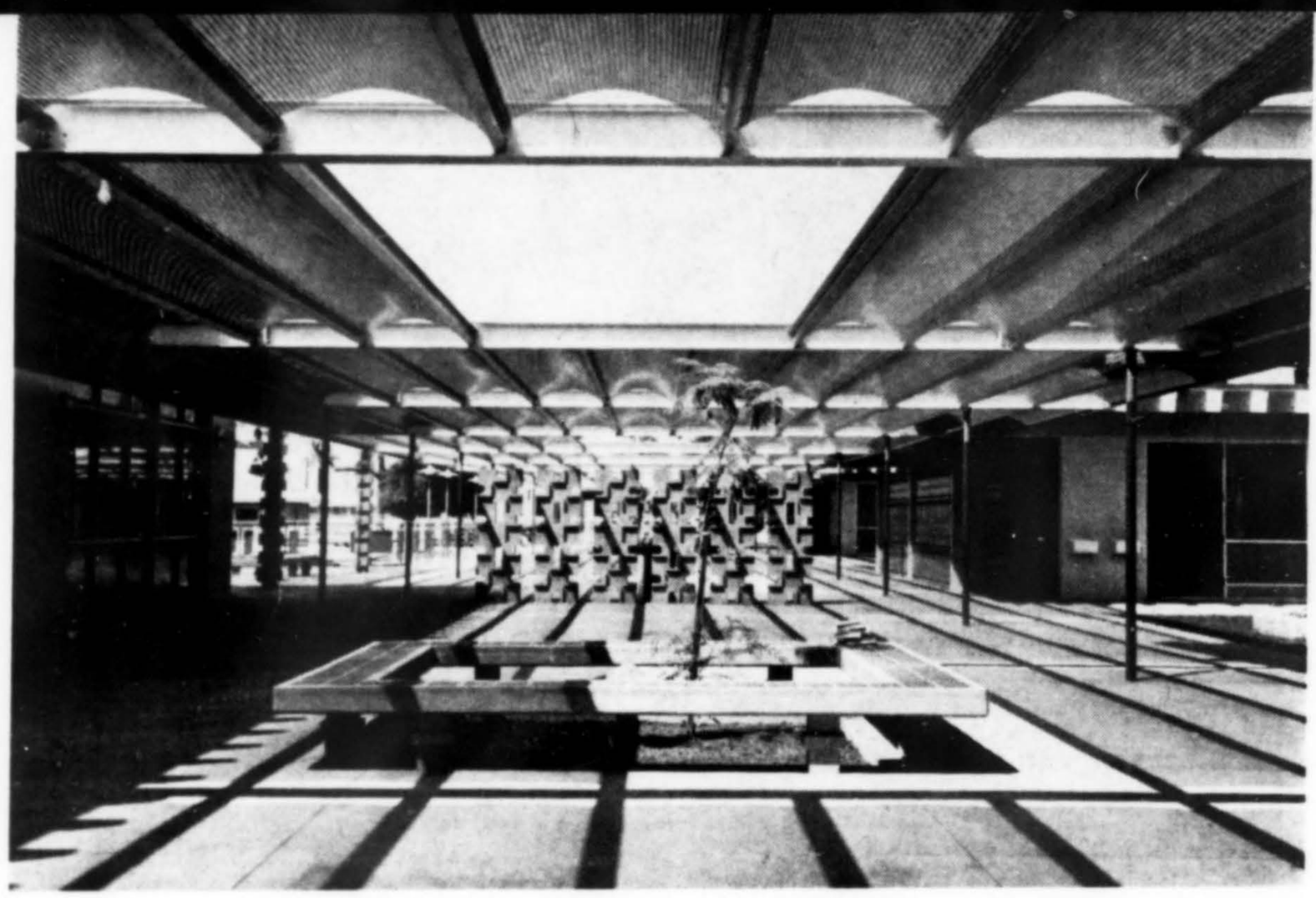
Charles R. Pearson photos

Structural Engineer: Lyerla & Peden
Mechanical Engineer: Rice, Strecker & Cook
Electrical Engineer: J. M. Doyle & Associates
Landscape Architect: L. Keith Hellstrom

HAZEN & CLARK
General Contractor



EAST



Design/West

CHOPAS & STARKOVICH
Architects

Social Courtyard

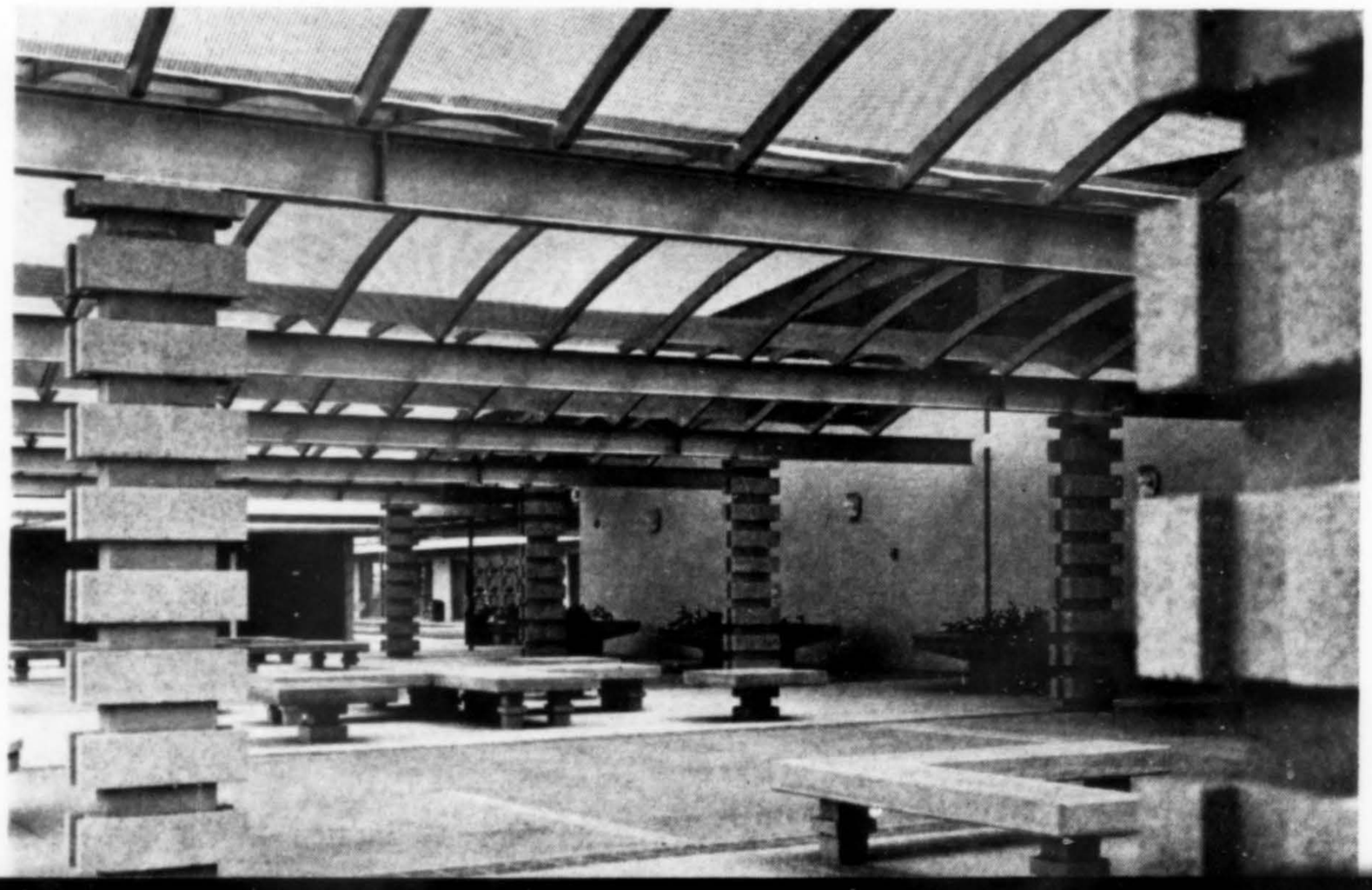
PHOENIX INDIAN SCHOOL

PHOENIX, ARIZONA

YOUNG PEOPLE need a social area. Understanding this, the architects designed the new high school complex at Indian School with wide, sun-shaded corridors that connect each of the seven buildings and lead directly to a sunken courtyard. Focal point in this area is the saucer-shaped concrete fountain lined with colored tiles. The five classrooms, administration building and library form a "U" enclosing the courtyard on three sides with a "conversation area" adjoining the library. Tile-topped tables, benches and planters are placed here. An aluminum sun screening, set in arched frames that repeats the graceful arches of the foot bridge enclosing the fountain court on the north, covers this social area.

The architects made the most of a tight budget in providing the esthetics for the students. The design criteria required a standardized structural system with a minimum of architectural decoration. Inherent decorative qualities were accomplished with the use of precast concrete double tees suited to the architecural and budget requirements. The complex is raised three feet above the surrounding area on a 13-acre podium. Existing buildings are being up-dated in a long range plan.

JAMES RAE CONSTRUCTION COMPANY | GENERAL CONTRACTOR



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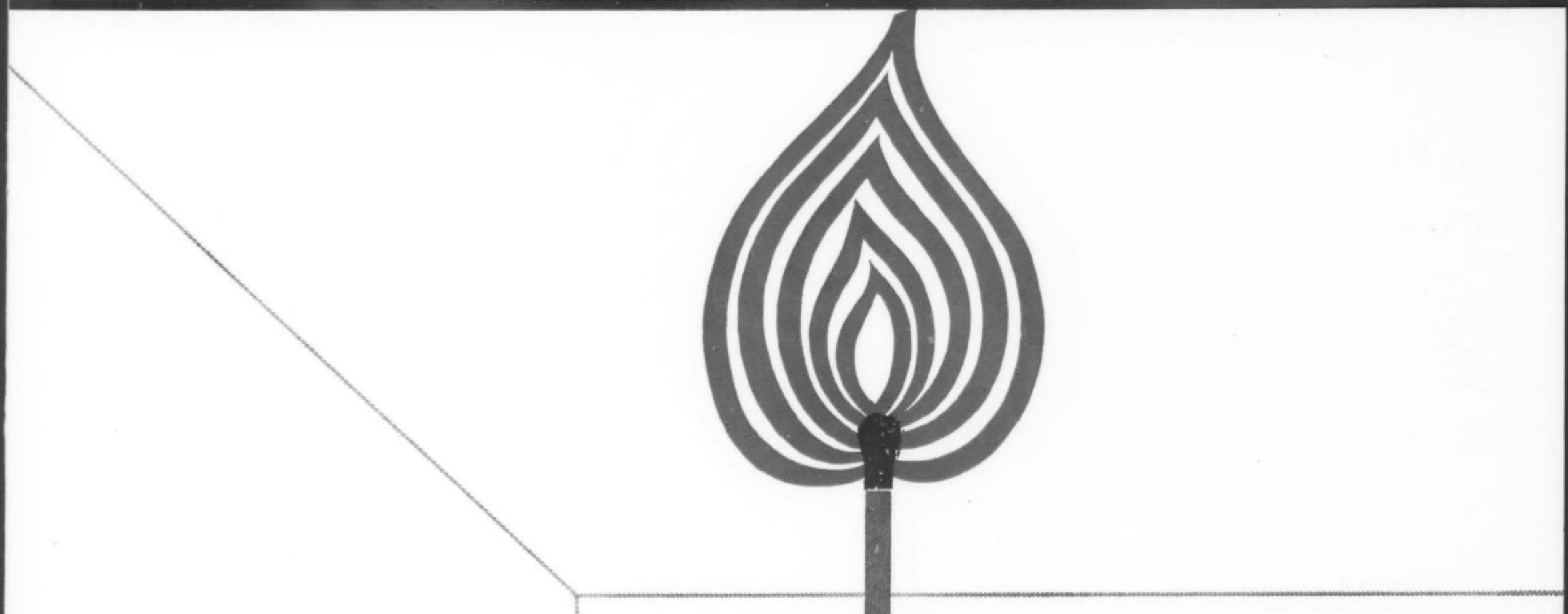

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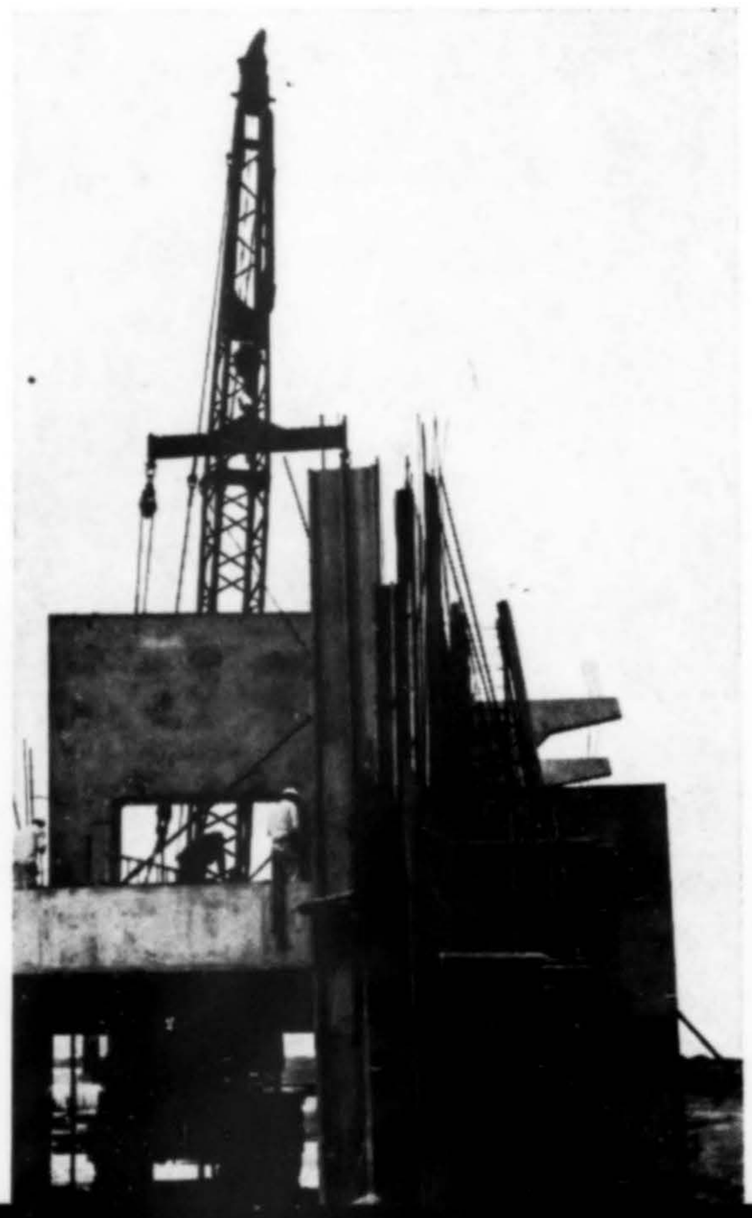
Total use of concrete components highlights Mayan theme



REFLECTING the influence of the Indian tribes in the neighboring Mexican and Central American states, Southwestern College, located on the rolling hills between San Diego and the Mexican border, is designed in what architect George D. Foster calls "contemporary with a Mayan flavor."

Concrete, both precast and cast-in-place, was used extensively to carry out this design. Large pylons, cast-in-place, exposed aggregate wall panels, precast panels with indented Mayan art which form the frieze and provide the Mayan theme, highlights the entire campus. Basic structure of all buildings follows this same design, based on a 24-ft. module.

Window openings are located between the non-bearing wall panels and cast-in-place spandrel beams which rest on top of the pylons. Precast panels forming the frieze are bolted to the spandrels.

An interesting contrast in concrete is afforded between the exposed aggregate wall panels and the exposed gray surface of the pylons. The textural face (1/2-in. Imperial Valley aggregate) of the panels was cast face down on the adjoining concrete slabs. Before placement of the concrete, a chemical retardant was applied to the bottom slab. After five days curing, the panels were tilted into position, brushed down and washed with water and a water-sealer applied. Panels vary in size, including both 4 and 6-in. units.

A third concrete texture was achieved on the precast panels for the frieze at the top of all buildings. The panels contain a repeated Mayan artform, have a smooth, glazed surface accomplished by using special fiberglass forms manufactured for the project by Kettenberg Boat Works of San Diego. The 10 fiberglass forms were used 84 times each in casting 839 panels on a schedule of 10 units per day. The resulting surface was so smooth that the panels required no finishing. Frieze units measure 4-ft. 5-in. x 10-ft., are 4-in. thick and weigh a ton each. Truck cranes lifted both frieze and wall panels into place.

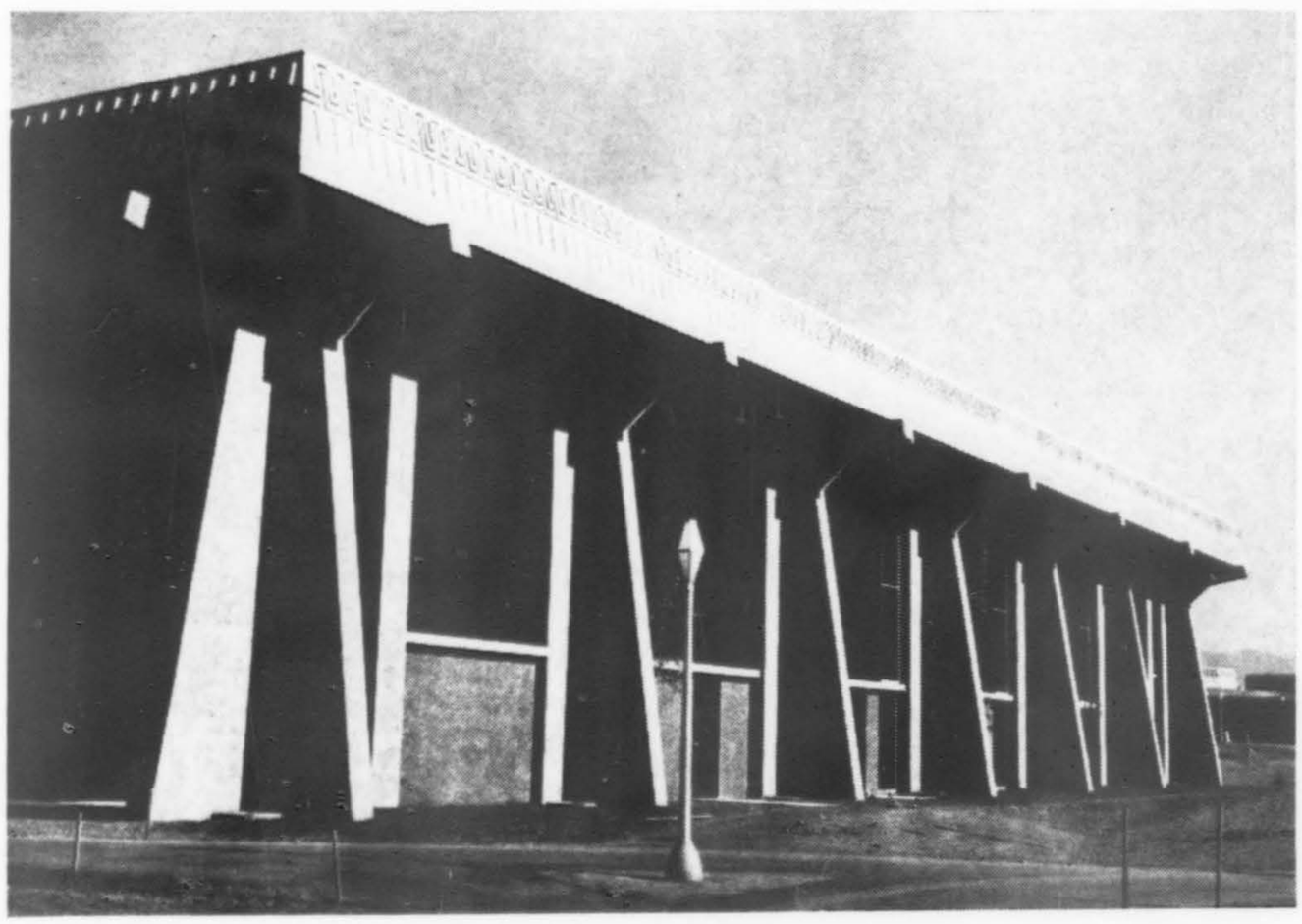
More than 14,000 cu. yds. of concrete were used on the project. Structural concrete was designed for a compressive strength of 2500 psi. with an average cement content of 5.3 sacks per yard and a maximum 1-in. aggregate. In addition to the pylons, wall and frieze panels, and concrete spandrels, the project included a total of 177,504 sq. ft. of floor slabs for the structures.

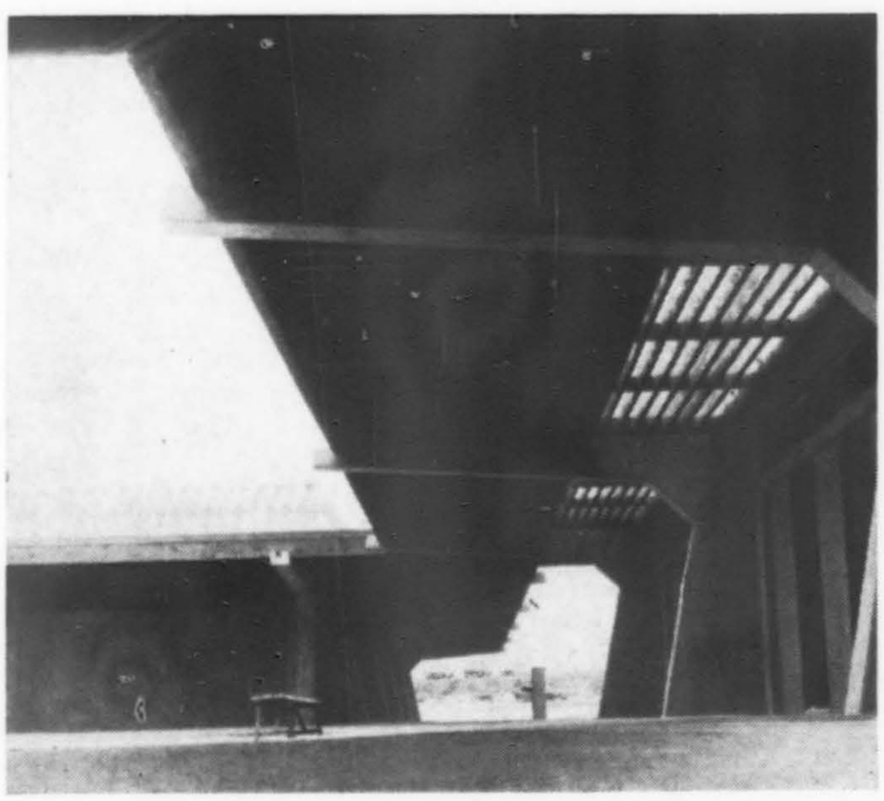
The presently completed $6.75 million campus comprises 23 major buildings, all now in use. The new campus, master planned by architect Foster, will eventually accommodate 6,000 students.

General contractor—a joint venture—was O. L. Carpenter, G. L. Cory, Inc., and Cotton Construction Company, all of San Diego. Nelson and Sloan of Chula Vista supplied all of the ready-mixed concrete, and Henry Gibson, Brawley, the Imperial Valley aggregate.

SOUTHWESTERN COLLEGE
Chula Vista, California

George D. Foster, Architect





John Ruskin, structural engineer, designed the pylons to take the lateral forces. They support the roof loads and provide support for a wood canopy which rests on the 15-ft. extensions at the top of the unit. Pylons are 11-ft. high for all buildings except the library, student center and gymnasium, which go as high as 27-ft. Plywood forms were re-used 18 times in casting the pylons with Burke's plastic form coating applied inside the forms.

thermal performance for curtain walls

An aluminum curtain wall for low-rise and high-rise use, designed to give thermal performance that matches one inch double glazing, has been introduced by Kawneer. The system, Series 1600, eliminates inside front and condensation problems on the metal, and is said to reduce heat loss through the metal framing. The system also offers economy for designs using Permanodic Hard Color since only the mullion covers require the color process. The 1600 accommodates the Sealair Window and will accept glass and panel sizes from 3/16-in. to 1-in. All glazing is from the outside.—Kawneer Co., Inc., (A/W), Niles Michigan 49120. **Coupon No. 40.**

precast concrete joists

Duwe precast concrete joists carry a 2-hour fire retardant rating when used with DuLite floor and roof slabs. The joists are lightweight Haydite aggregate and 4000 psi. ultimate compressive stress concrete. Anchor pins are cast in the top surface of the joist, 8" o.c. for floor construction and 12" o.c. for roofs. Spans range from 10 to 26-foot in heights of 8, 10 and 12". —Duwe Precast Concrete Products, Inc. (A/W), P.O. Box 1277, Oshkosh, Wisconsin. **Coupon No. 41.**

multiple-seating units

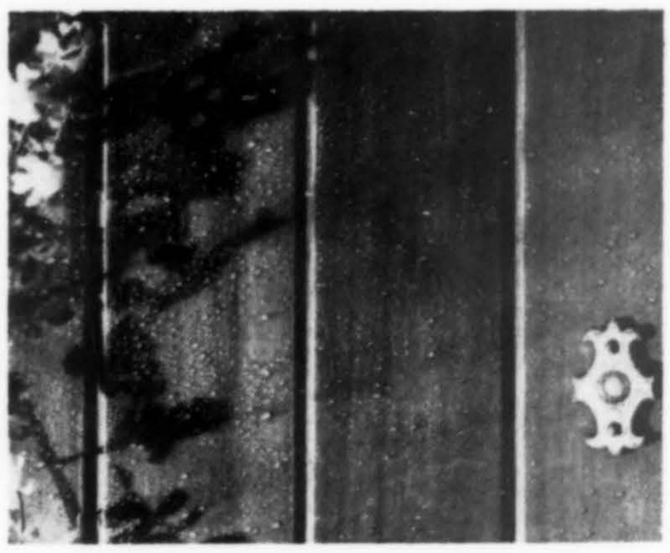
A newly-designed line of modular-seating components just introduced utilizes both fiberglass and upholstered shell styles. The multiple-seating units, with optional plastic-top tables, are mounted on cast iron bases in two, three or four unit variations for arrangement flexibility. Special ganging devices join units in-line or back-to-back. Fiberglass shells are available in the Krueger 3200 arm and 6000 armless styles in choice of seven colors. The 6000 series, in fully upholstered foam-cushioned shells are available in a full range of colors in Naugahyde Chromata or Spot-Shed treated, textured rayon fabric.—Krueger Metal Products Co. (A/W), Green Bay, Wis. **Coupon No. 42.**

textured steel door

A textured steel door, the LT-20, uses embossed steel to provide decorator effects in several patterns. The door is constructed of 20 gage steel and the pattern is embossed throughout the faces and vertical edges making the door stronger—equal in strength to a door using 18 gage flat steel. The door is available bonderized and prime painted ready for a finish coat of paint. It can be factory-finished with a high grade, baked-on-enamel. A full flush style with no face seams, the door is available in 1⅜-in. and 1¾-in. thick doors. A 14 gage reinforcing channel at the top and bottom is open to receive a rigid vinyl cap.—Steelcraft Manufacturing Co. (A/W), 9017 Blue Ash Road, Cincinnati, Ohio 45242. **Coupon No. 43.**

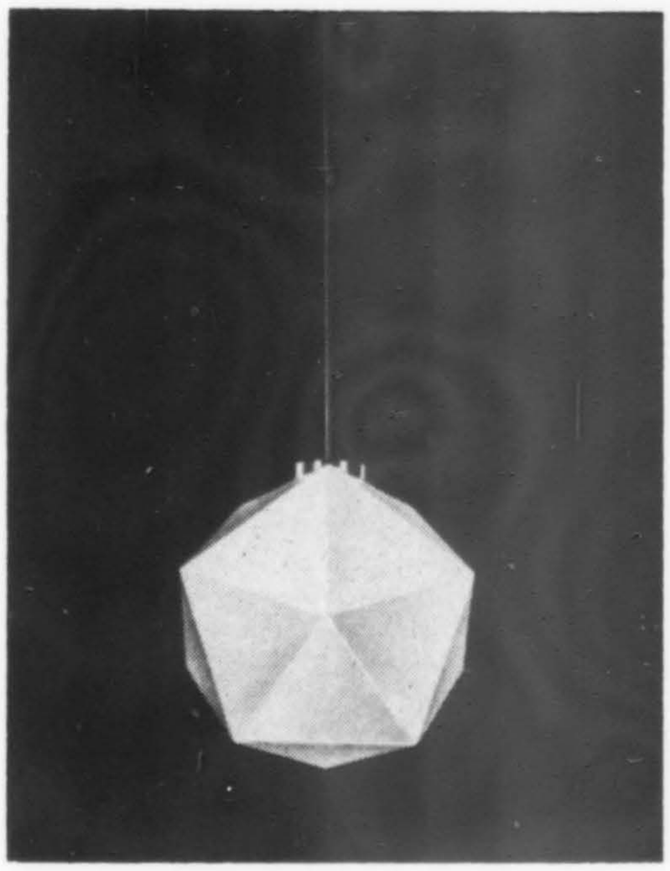
floors that combine carpeting, vinyl

A floor covering that combines live fiber and 100% vinyl produces a soft, pliable material offering the softness of carpeting and the toughness of vinyl. Called Tapiflex, the material never needs waxing, resists abuse and dent caused by furniture and high heels. It is said to absorb sound and vibration, to retain heat, cutting down on thermal loss through floors, yet costs no more than ordinary vinyls. Comes in 80.5" width for single seam installation in the average size room, 85-ft. long. Tapiflex is installed over a thin coating of Tapiflex adhesive bond, can be installed on any clean floor surface, is said to be non-flammable, meeting or exceeding most federal, state and local flame resistance requirements, and is impermeable to water. — Tapiflex Division, Felters Co. (A/W), 210 South St., Boston 02111. **Coupon No. 44.**



weatherproof prefinished siding

A prefinished siding, RG-5-Low Gloss, has a natural redwood appearance thoroughly protected from weather by a durable clear film of 7 mils thickness. The hard shell surface is dried in manufacturing to a satin sheen. The siding is available in both bevel and t&g patterns with the bevel patterns utilizing the TECO concealed fastener, eliminating face nailing. Siding is suitable for both exterior and interior.—Union Lumber Co. (A/W), 620 Market St., San Francisco 94104. **Coupon No. 45.**



geometric lights

The Polyhedra lighting form is a geometric design in hand blown glass in sizes ranging from 8 to 18-in. in diameter with opal or satin glass, for exteriors and interiors. The geometric form lends itself to many applications: residential, motels, restaurants, office buildings, shopping centers, schools, hospitals, public buildings.—Frederick Ramond, Inc. (A/W), 3762 Beverly Boulevard, Los Angeles, Cal. 90004. **Coupon No. 46.**

air diffusing panel

A high capacity modular air diffusing panel which permits simpler ceiling design or renovation has been introduced by the Multi-Vent Division of Pyle-National. The 12x24-in. units distribute between 40 and 220 CFM of air evenly throughout an entire room. Available in four types, diffusers can be flush-mounted for lay-in with T-bar grid-systems and Soundlock panels, or snapped-in place with spline-type tile and T-runner type metal pan acoustical ceilings. Diffuser openings are spaced around perimeter of the panel with efficient, draftless air distribution. A plug button in the center of the panel is easily removed to make quick adjustments to the air volume control valve.—Pyle-National Co. (A/W), 1334 N. Kostner Ave., Chicago 60651. **Coupon No. 47.**

custom designed templates

Custom-designed templates produced to individual specifications for plant, process and equipment design are listed in new brochure. Advantages of incorporating special symbols, lines and curves to suit particular needs and save time are pointed out. Design templates are precisely fabricated with sharp, smooth cutouts, can be used from either side with accuracy. Guide lines, scales and notations can be furnished in permanent colors.—Peco Design Co. (A/W), 13 Ridgedale Ave., Hanover, N.J. **Coupon No. 48.**

LITERATURE

CMP/Profitable New Way to Meet Deadlines: simple guide explaining advantages of CPM. The system graphically relates each job in a project to the whole job, highlighting specific steps that are critical. It is designed to replace the bar chart scheduling system. 4-pp.—American Plywood Association, 1119 A Street, Tacoma, Wash. 98401.

Vermiculite Concrete Roof Deck Systems (AIA 37-B-2): features suggested specifications for lightweight, insulating concrete roof deck systems. Included are "U" factor tables for various constructions and an explanation of Zonolite's roof deck certification program. 8-pp., color.—Zonolite Div., W. R. Grace & Co., 135 S. LaSalle St., Chicago 60603.

What You Should Know About Interior and Exterior Weatherstrip and Thresholds. (AIA 35-P-6): revised and expanded version covers additional developments as weatherstripping for cold climates, lightproofing X-ray and fluoroscopy rooms, thresholds between rooms with different floor levels. Conventional weatherstrippings are covered thoroughly in relation to protecting against drafts, noise, dust, leaks, light and humidity. Includes easy reference chart covering groups, types and subtypes as to materials, advantages, disadvantages, material costs, installation costs, ease or difficulty of maintenance. 24-pp., 8½x11. — Pemko Manufacturing Co., 5755 Landregan St., Emeryville, Calif.

Luminaires for Mercury Vapor Lighting: shows lighting distribution patterns and recent applications of the Ballux outdoor lighting fixtures. Specifications and description of fixtures are included. 6-pp.—Peerless Electric Company, 576 Folsom St., San Francisco 94105.

Zeecon Admixture for Quality Concrete (AIA 3-B-2): brochure shows how Zeecon is said to improve quality of concrete by reducing water requirements, improving workability and increasing strength and durability. Contained in booklet are specifications, graphs and charts showing effect of Zeecon on strength, set time, volume change, and a complete resume' of ASTM test data. 12-pp.—Crown-Zellerbach Corp., Chemical Products Div., Camas, Wash.

Washroom Equipment (AIA 29-J): catalog illustrates and describes more than 150 recessed and surface mounted washroom accessories. Highlighted are multi-purpose units for commercial use, hospitals, dormitories and institutions. Also included are dispensers, disposal units, full range of liquid, lather and powder soap dispensers. Guide specifications and installations details are listed. 16-pp.—Architectural Service Dept., Bobrick Dispensers, 11611 Hart St., North Hollywood, Calif.

Portable Lighting: offers solutions to a wide range of lighting problems with emphasis on light control, flexibility, durability and adaptability. The advantages of this versatile system are delineated in this new brochure. Thirteen distinct lamp groupings are illustrated with details, colors, specifications included. 38-pp.—Lightolier, 346 Claremont Ave., Jersey City, N. J. 07305.

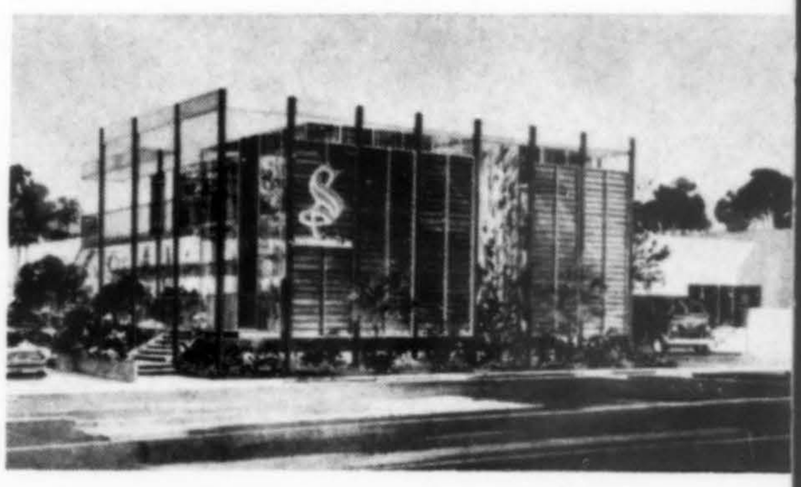
Rust-Oleum Stops Rust, a Specification Guide: (AIA 25-B-241): covers coating systems formulated to give maximum protection and wear under conditions of general weathering, severe industrial fumes, dust, abrasion, humidity, dampness, salt spray, and water, chemical immersion. Included are specifications for surface preparation, application of primers and finish coatings for all materials from steel through wood and wrought iron. The guide has color chips for all systems and short form specifications for all applications. 12-pp. — Rust-Oleum Corp., 2799 Oakton Ave., Evanston, Ill.

Mahon Building Products: covers complete line of specialized building products. It is basically a buyers' digest and fact file reviewing the principal products manufactured by Mahon including metal curtain walls, fire walls, siding, facing, interior partitions, rolling steel doors and grilles, subfloors, long-span steel roof decks and the Mahonaire floor and ceiling air distribution systems. Well illustrated. 64-pp.—The R. C. Mahon Co., 6565 E. Eight Mile Rd., Detroit, Mich. 48234.

Wood Kitchen Cabinets: full color photographs of every kitchen style and finish available from Kemper. Feature photographs are also shown along with descriptive copy and complete drawings of every type of kitchen cabinet and accessory offered by the firm. 12-pp.—Kemper Brothers, Inc., Richmond, Indiana.

Surface Art Form Downlights (AIA 31-F-2): illustrates in color the new line of Surface Round and Surface Art Forms. Available in matte black or white, anodized brass or aluminum finishes. Information includes illustrations of basic units plus details on specifications and lighting performance. 4-pp.—Art Metal Lighting Div., Wakefield Corp., 1814 E. 40th St., Cleveland, Ohio 44103.

Bi-Fold Doors: shows expanded line of Century Bi-Fold Doors in complete range of styles, woods and finishes. The exclusive Microseal finishing process is described with the special hardware available on each of three basic styles offered: flush, louver and louver-panel. — General Plywood Corp., P.O. Box 1403, Louisville, Kentucky.



C. W. STOCKWELL COMPANY, Los Angeles, moved into this modern new structure last fall. The building combines executive offices with design studios and warehouse facilities. Remy L. Chatain is president of the 60-year-old wallcoverings firm. The building was constructed by The Ted Cooper Company.

Architectural Specifications for Alsynite: contains architectural and general specifications on the complete industrial and residential lines of translucent fiberglass panels. Data on high-light and low-light transmission panels is listed including Duraglaze textured panels, flat panes for industrial glazing, decorative panels, luminous ceiling panels and accessories. Also offered are construction details, technical data and shapes available. Two color, 4-pp. Folder AE-965.—Alsynite Div. of Reichhold Chemicals, Inc., 4654 DeSoto St., San Diego, Calif.

P & K Designed Lighting: reports on the scope of Pfaff & Kendall outdoor lighting and details the major attributes of good lighting. Catalog includes photos of installations in parking areas, exhibits, airports, bridges, shopping centers, motels, and others. Catalog L-5, 20-pp.—Pfaff & Kendall, 84 Foundry St., Newark, New Jersey.

New products display

FEATURED displays of new products being introduced to the architect, the builder, the interior designer, the consumer, will be found in a new section being inaugurated by Producers Display Service, Seattle, this month.

The section will be a functional, attractive display where a variety of new products will be exhibited as they are introduced. This will be an ever-changing display with each month the latest in new products occupying the section. Information on the previous month's display will be maintained in a file for subsequent reference. All new products will be accompanied by specifications and informative brochures, together with samples.

Producers Display Service, managed by Harry M. Barker, is located in the Design Service Center, 1910 Fairview East, Seattle.

MANUFACTURERS/SUPPLIERS

• **Weber Showcase & Fixture Co., Inc.:** An agreement to purchase the Los Angeles firm by Walter Kidde & Company, Belleville, New Jersey, has been jointly announced by the two firms. Weber produces temperature-controlled display equipment and Kidde manufactures safety, security and scientific equipment. Weber will continue to operate under its present management group as a division of Kidde.

• **Terox Corp. of America:** Effective July 1, the firm changed its corporate name to Bolen International, Inc. The company manufactures Terox, Roxite and Amerox Fiberglass stone veneer panels for interior and exterior construction. Headquarters are in Chicago with representation throughout the nation. Harry Hearst at 1364 Los Lomitas Circle, Sacramento, is Western sales manager.

• **Automatic Doorways, Inc.:** A newly formed company, headed by Sherman W. Bushnell, has been established at 1718 Broadway, Seattle. They represent the door operating equipment division of The Stanley Works in Western and Central Washington. Jack Eby is sales manager and Babe Neville, service manager.

• **Mosaic Tile Co.:** The Cleveland, Ohio firm is now exclusive national distributor for Marblesion, a split-faced marble, the patent pending product of International Stone Corp., Franklin Square, New York.

• **Pittsburgh Plate Glass Co.:** Resumption of the manufacture of Carrara black and white structural glass has begun, according to the firm, who had terminated the product in 1964. Because of the demand for the opaque, marble-like glass, the product will be available in 11/32" thicknesses, in cut sizes to a maximum of 77x130".

• **Taft Structurals, Inc.:** Robert M. Glick has been named chief engineer, according to Buckie A. Taft, president of the Seattle firm.

• **Rheem Manufacturing Co.:** On July 1, E. F. Paquette, a group vice president and director of Rheem, established corporate representation on the West Coast, with headquarters in the Los Angeles area. H. T. Halvorsen, vice president and general manager of the company's Rheemetal Division at Huntington Park, California, has moved to the New York headquarters as group manager of operations.

JOHN LUKAS STAINED GLASS STUDIO, San Francisco, perches on the edge of a rocky bluff with a view of downtown area. The two-story building has been constructed to direct all interest and attention to the glass windows and glass side. Two windows on the north are intended for use as practice or "easel" windows to try out glass patterns and designs. Architect: Albert Hunter, Oakland.

• **Cincinnati Industrial Products Co.:** The Cincinnati manufacturer of Cipco's Jewel Stone flatback tile has appointed Crown Tile Co., 2640 River Road, Eugene, Oregon as distributor in that area.

• **Perspective, Inc.:** T. O. McCartney, 43, president of Perspective, Inc., Seattle, died of a heart attack on September 8. Mr. McCartney was inventor of the recently announced computerized perspective drawing machine, produced and marketed by the company. Headquarters are in Seattle and a branch office in Los Angeles.

not specified

While there were many thoughtful colloquias designed to better the architectural profession, the architect himself, and even the client, perhaps one of the most provocative results of the Northwest Regional AIA conference was the need for the very basics: reading, writing and arithmetic.

Too many architects, it seems, obtain a degree in their chosen profession still unable to spell the simplest of architectural terms, to speak in English that may be plain but correct, to write so that it is legible, to read instructions and inquiries correctly, to conduct the simplest forms of accounting necessary for continuing a practice.

To a prospective client—whether it be the formidable school board, the city commissioner, a country pastor, newlyweds—the architect has an image to maintain. The very fact of his being "professional" requires that he speak with authority, execute correspondence (even notes) with phraseology and spelling that will not be embarrassing, know that the dollars and cents in the invoices are in order.

It sounds relatively simple. Yet the need has become so apparent that the three R's are again being included in the curriculum of many schools as a requirement for a degree. These basic fundamentals are being equally graded with drafting, theory, design. In some classrooms it is actively being practiced, albeit somewhat off the record. A young Northwest professor in a school of architecture requires each student to pass a spelling test each week. If he is unable to spell the architectural and engineering terms that are a necessary part of his profession, he is flunked. The same young man is crusading among his colleagues in the other schools to do the same.

The recommendation for more stress on the fundamentals of the three R's came from the majority of participants in the four-day conference. It is just *that* important to the architectural profession.

An architect's image need not be perfect. It is nice to meet an architect as a fellow human being. Still . . .

° ° °

Words are our business and for this reason we have a simpatico with columnist Tom Cameron (Los Angeles Times) who strives incessantly to avoid use of the threadbare vocabulary of a specialized environment. He says (and we concur): "This effort is based on the knowledge that there are millions more lay readers than 'trade' people. But it's interesting to note new terms that come along. Some appear to have value for conveying an idea or information. For example, 'facadeism' as relating to a discussion of remodeling and redevelopment of commercial structures. We didn't realize it before, but that's what they were addicted to when they built the typical false-front frontier towns."

Architecture / West

Published by Construction Publications/West, Inc.
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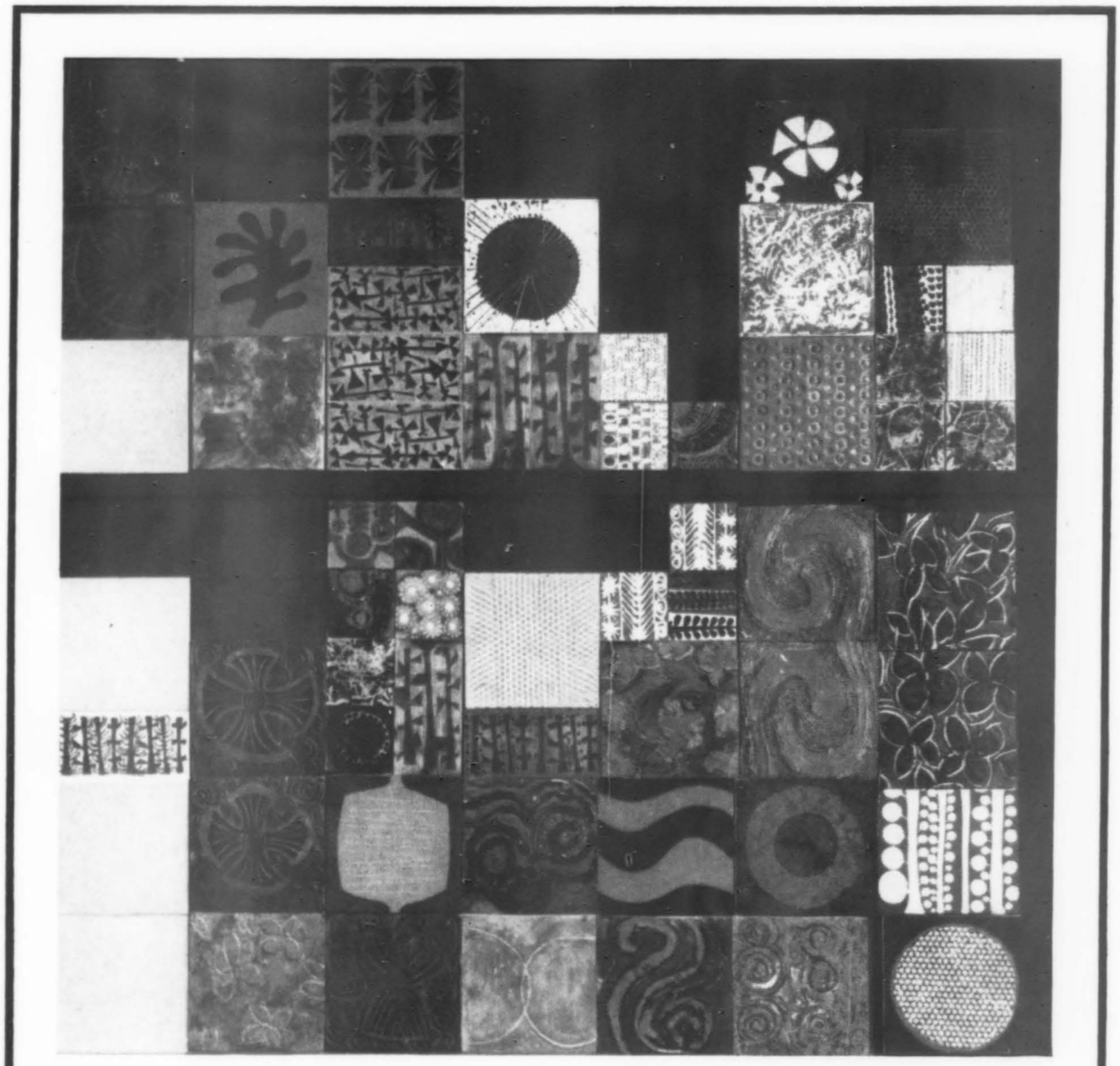

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