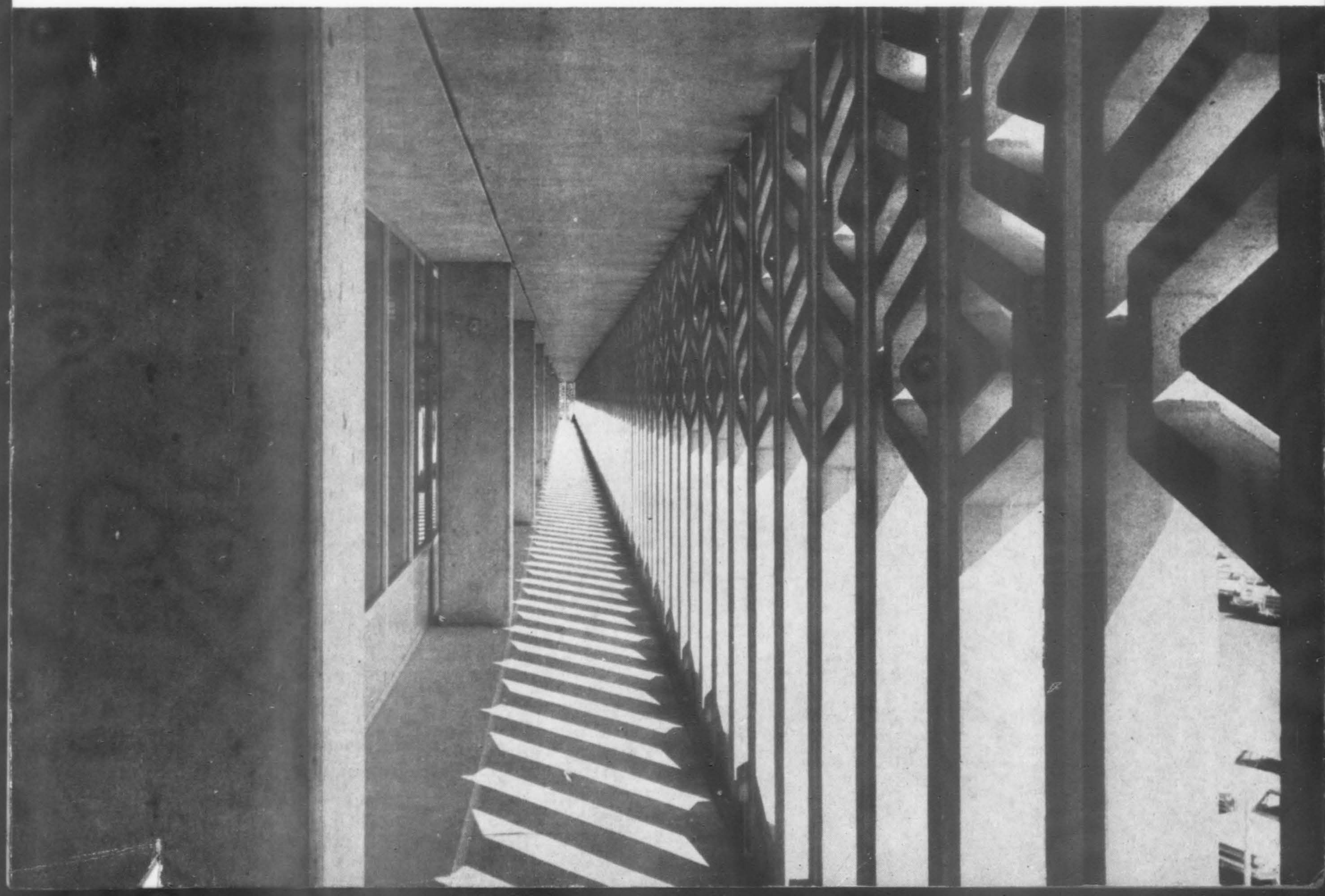
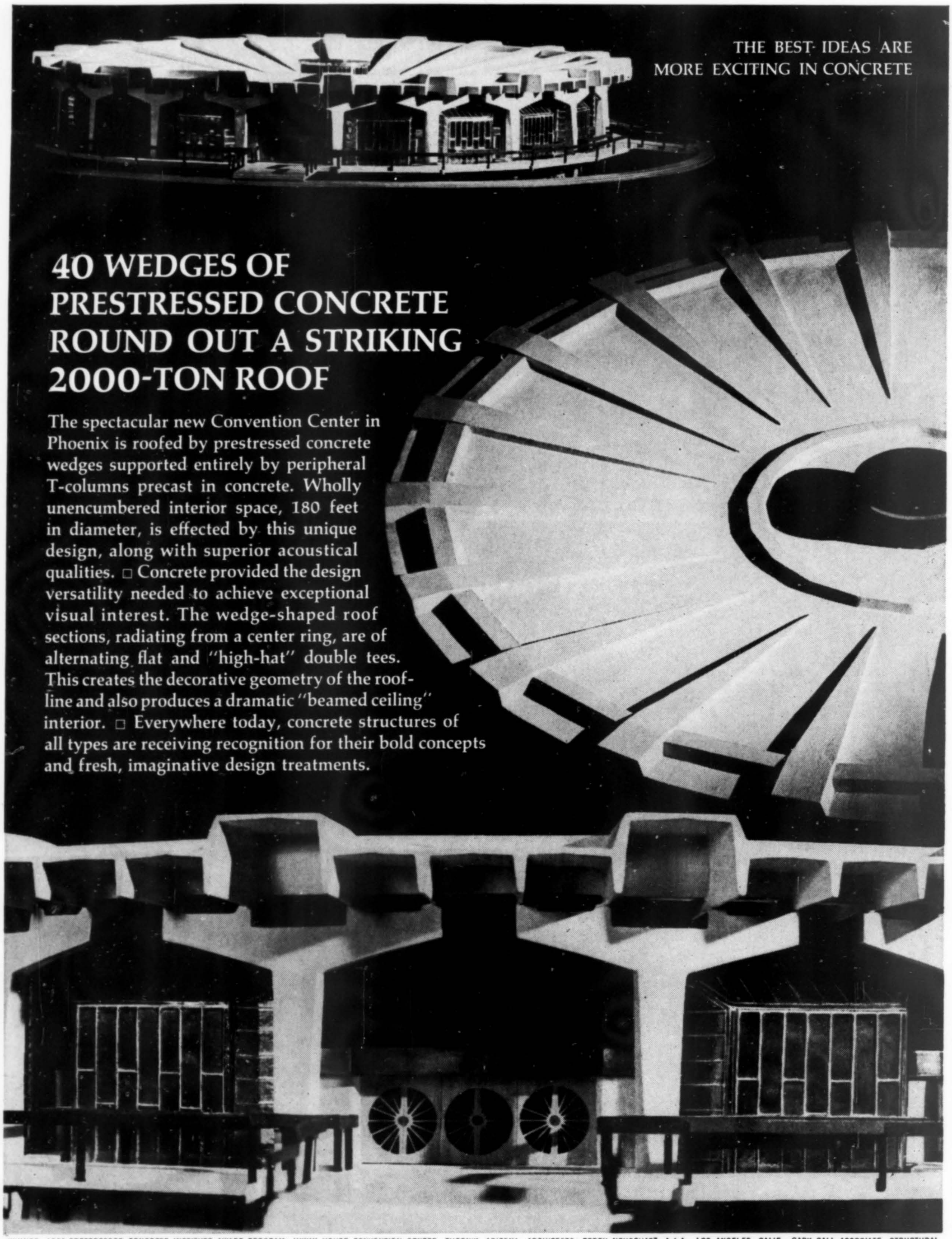
Architecture / West

THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO WESTERN ARCHITECTURE ◆ APRIL 1966





THE BEST IDEAS ARE
MORE EXCITING IN CONCRETE

40 WEDGES OF PRESTRESSED CONCRETE ROUND OUT A STRIKING 2000-TON ROOF

The spectacular new Convention Center in Phoenix is roofed by prestressed concrete wedges supported entirely by peripheral T-columns precast in concrete. Wholly unencumbered interior space, 180 feet in diameter, is effected by this unique design, along with superior acoustical qualities. □ Concrete provided the design versatility needed to achieve exceptional visual interest. The wedge-shaped roof sections, radiating from a center ring, are of alternating flat and "high-hat" double tees. This creates the decorative geometry of the roof-line and also produces a dramatic "beamed ceiling" interior. □ Everywhere today, concrete structures of all types are receiving recognition for their bold concepts and fresh, imaginative design treatments.

WINNER, 1964 PRESTRESSED CONCRETE INSTITUTE AWARD PROGRAM: HIWAY HOUSE CONVENTION CENTER, PHOENIX, ARIZONA. ARCHITECTS: PERRY NEUSCHATZ, A.I.A., LOS ANGELES, CALIF., GARY CALL ASSOCIATE. STRUCTURAL ENGINEERS: T. Y. LIN & ASSOCIATES. CONTRACTOR: E. L. FARMER CONSTRUCTION CO. OF PHOENIX

PORTLAND CEMENT ASSOCIATION

An organization to improve and extend the uses of concrete, made possible by the financial support of most competing cement manufacturers in the United States and Canada

235 Montgomery St., San Francisco, California 94104 • 903 Seaboard building, Seattle, Washington 98101
680 Wilshire Place, Los Angeles, California 90005 • 721 Boston Building, Denver, Colorado 80202
Suite 816-3800 N. Central Ave., Phoenix, Arizona 85012 • Mezzanine-Placer Hotel, Helena, Montana 59601
304 Executive Bldg., Salt Lake City, Utah 84111 • Suite 705-5301, Central N. E. Albuquerque, N. Mex. 87108

A/W

Architecture/West

editor
RELTA GRAY

consulting editor
A. O. BUMGARDNER, AIA

managing editor
ROSCOE E. LAING

contributing editors

PEGGY HANSEN
Rocky Mountain

BEATRICE M. HOWELL
Hawaii

JAMES D. GOUGH, JR., Architect
Montana

VOLUME 72, NUMBER 4

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 34

THE COVER: Pacific Telephone headquarters building, Sacramento; Hertzka & Knowles, architects. Page 29.

BART's bidding and financial difficulties—

Lack of funds has caused a delay in completing the Oakland downtown rapid transit subway. The bid of $61.5 million by a joint venture of three large contracting firms, exceeded the engineer's estimate by 28% and was 70% over funds allocated in the budget. A redesigned plan for the Broadway subway and the two stations is hopeful of cutting the cost to about $44 million. Meanwhile, the contractors (Perini Corp., Morrison-Knudsen and Utah Construction & Mining Co.) have all indicated they will bid on no more BART contracts. A spokesman said: "They have no policy and we have no way to know if they'll do the same on the next one. They have just knocked three of the largest contractors in the country out of their projects." The BART directors had voted three times on whether to accept the joint-venture bids. Work was to have commenced immediately and be completed by December 1968. If revised plans, which call for breaking the project into four contracts, are accepted, work will start in June and be completed in April 1969.

Motorola's multi-million Mesa plant—

Construction has started on Motorola's multi-million dollar plant in Mesa, Arizona. Sited on an 80-acre site, the new Integrated Circuits Center will house the Semiconductor Products Division primarily. Designed by Phoenix architects Varney, Sexton & Sydnor Associates, the center will have 10 separate but interconnected nodules, each over 17,000 sq. ft. in size. Seven of these will be single story, the other three, two-story. Ultimately the plant will total 230,000 sq. ft. in size.

$10 million headquarters for Weyerhaueser—

Weyerhaueser Company has announced plans for a new corporate headquarters building in King County, Washington, on a 1400-acre site 2½ miles northeast of Tacoma city limits and substantially in the center of the developing southern Puget Sound megalopolis which planners call "Puget City". The site, being planned by Portland architects Skidmore, Owings & Merrill, is convenient to the Auburn and Federal Way interchanges of the Seattle-Tacoma freeway and fronts on the projected Tacoma-Auburn expressway. Headquarters will be constructed in a campus-like complex at a cost expected to exceed $10 million. The company has had its headquarters in Tacoma since 1900. Expansion, nationally and internationally, now numbers employees at 32,000 with manufacturing plants in 27 states, Puerto Rico, three Canadian provinces and 12 other countries. Application has been made to the King County planning commission for zoning approval to permit the construction.

73% increase in Washington building construction—

Building construction in Washington State will increase 73% during 1966, according to a statewide building forecast of the Seattle Northwest Chapter of the Associated General Contractors and the Seattle Construction Council. Building dollar volume will increase $199.46 million over that of 1965, to a total of $473.14 million, the forecast stated. The major increase is expected to be in the Northwest portion of the state with most of it accounted for in King County where an increase of 110% in building construction would be recorded. Eastern Washington can expect a 13% increase; Central Washington, 67% and Southwest Washington will maintain a status quo. The report was prepared after an extensive survey of building projects on the boards of architects, engineers and awarding authorities.

Cultural Plaza in Honolulu renewal plans—

An ambitious project to create a complete urban community in Honolulu where people can live and work, shop and sight-see as well as follow cultural pursuits, has been unveiled by master planners John Carl Warnecke & Associates. To be called the Cultural Plaza, it is part of the Kukui Urban Renewal program. This is the first "planned unit" urban renewal project in Honolulu and one of the few in the United States. Explicitly, this means that it is a project with mixed uses of the land, calling for the separation of residential, commercial and cultural activities into the specific environment they need in order to thrive. On the ground level will be shops and markets, situated on narrow alleys made to resemble Oriental streets or on malls and plazas. Above them would be restaurants, offices, and in one section, headquarters for the 27 Oriental societies now located in the renewal district. Apartments would rise from a recreation deck four stories above parking garages. Modern American architecture will be employed with the Oriental flavor obtained by building authentic Chinese buildings at various locations in the project.

Palm Springs, California, own best customer—

Palm Springs, California, found it was one of its own best customers for building permits during 1965. Some 15% of the 1965 construction total covers three major civic buildings (library, City Hall addition, airport terminal building) plus a municipal airport project financed with federal funds (FAA flight control tower). These totaled about $2 million of the approximate $16 million in building permits issued in 1965.

"Freezing" of building projects proposed—

The Oakland (California) City Planning Commission has proposed "freezing" all new private building projects near Bay Area Rapid Transit stations in the city pending a study on how such areas could best be used. The proposed freeze, still in the discussion stage, would stall all new commercial and residential building while professional planners made an extensive land use study. City Planning Director Norman Lind indicated to the commission that the area adjacent to BART stations would have a tremendous growth potential and there would be demands for the land.

Sound control law adopted—

Berkeley, California, has adopted one of the nation's few sound control laws with a new ordinance which specifies the number of decibles walls, ceilings, floors and other partitions must absorb in a new apartment or other multi-family dwellings. The new ordinance results in large part from studies by a Code Review Committee headed by Berkeley architect John Hans Ostwald.

Urban engineering center at CU—

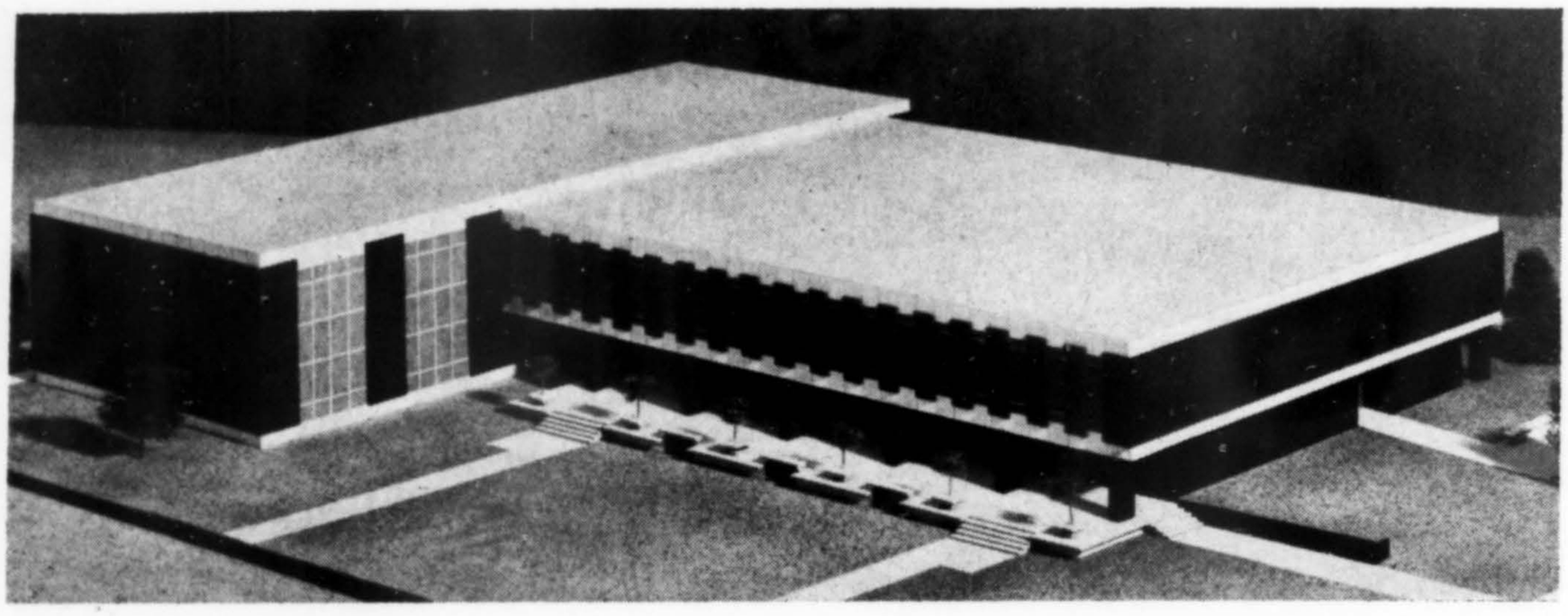
A center of teaching research and information dealing with urban engineering problems is planned by the University of Colorado. To be known as the Center for Urban Engineering Studies, work on such problems as urban transportation, water supply, air and water pollution, land use, housing, planning and design for control of major natural disasters and the coordination of engineering and urban planning, will be accomplished.

Trend to cluster housing—

A trend for builders to switch from single home construction to cluster housing is predicted by Sanford R. Goodkin, Los Angeles research expert. "Land is simply too expensive to be used for sprawling one-story detached homes. The future belongs to the multiple, the cluster, the two house and the patio or garden type home," he said.

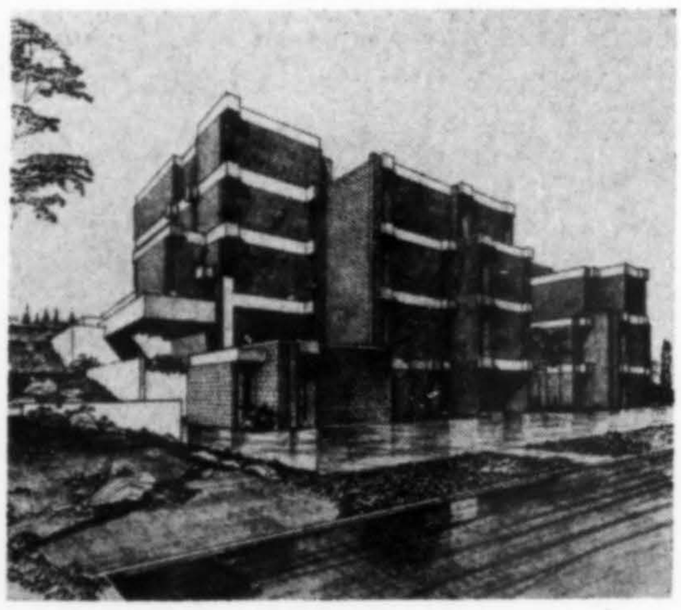
Wooden buildings reprieved—

Hundreds of old, wooden San Francisco buildings have received a new lease on life; the city has decided not to enforce the hitherto mandatory demolition of fire damaged wood frame buildings in downtown fire districts established to prevent another 1906 holocaust. San Francisco also plans to relax an ordinance that virtually prohibits the improvements of any wooden structures in fire districts. Heretofore, if repairs to a fire-damaged building exceeded the assessed valuation, by law it had to come down. No remodeling was permitted when the cost exceeded double the assessed value. This policy amounted virtually to confiscation. The Fire Department is studying the situation hoping to work out a realistic set-up in regard to assessment values and will undoubtedly proposed amendments to the fire district ordinance, part of the city's building code.

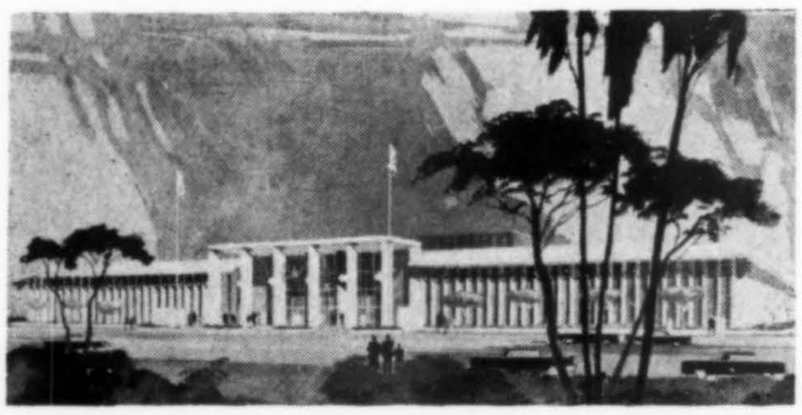


LIBERAL ARTS BUILDING for Boise College, Boise, Idaho, will be same red brick and white cast stone used on all existing campus buildings. A two-story exhibition court forms the main entrance. Adjacent to the court will be a 350-seat auditorium-lecture room. The large entrance platform is on an axis with a similar platform on the recently completed library, forming a relationship between the two buildings. Architects: Hummel, Hummel, Jones & Shawver.

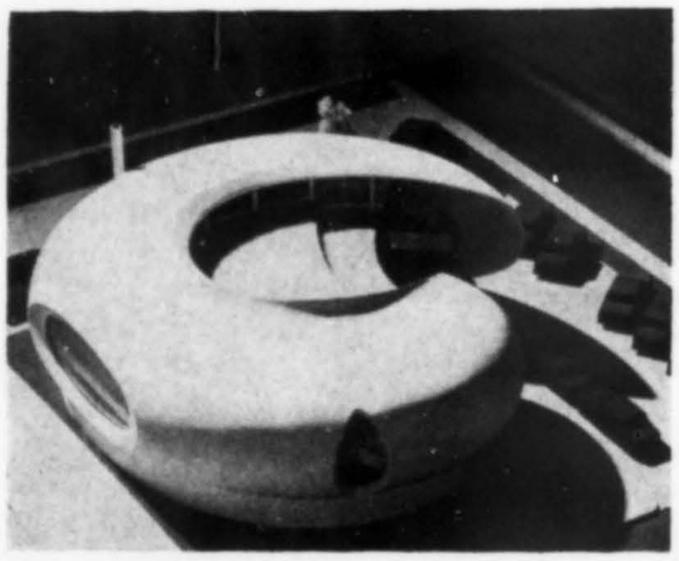
PROJECT PREVIEW



TECHNICAL classroom building at Olympic College, Bremerton, Washington, will provide facilities for health occupations, business occupations and electronics. It will be reinforced concrete frame with masonry walls. Estimated cost: $675,000. Architects: Branch, Branch and Garrison.

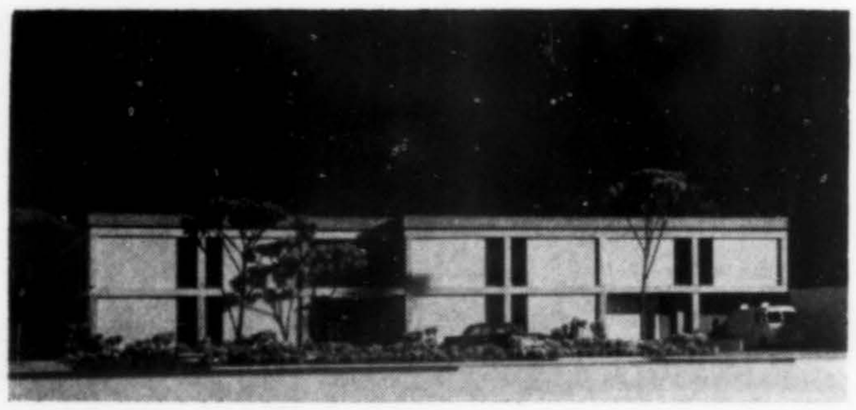


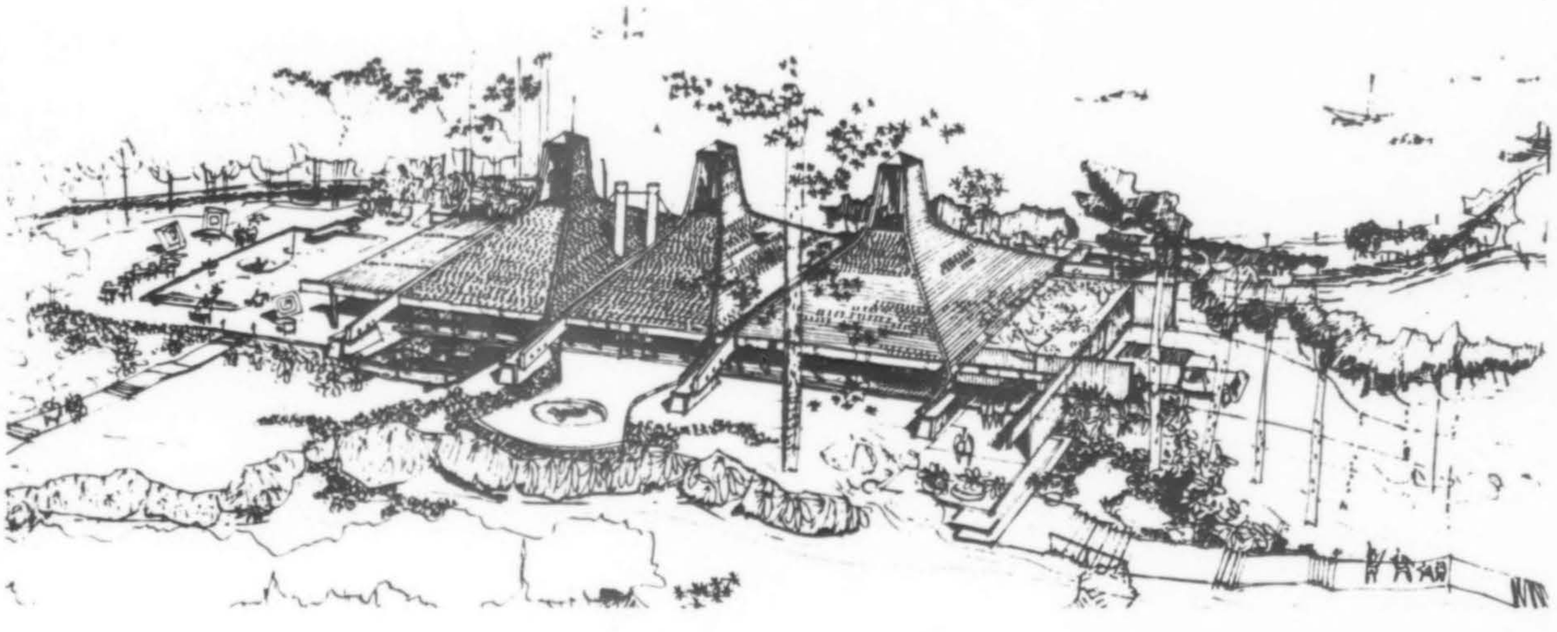
U. S. CUSTOMHOUSE, Long Beach-Los Angeles harbor area, will house the U.S. Customs department, Post Office and the Department of Agriculture. Gross area of the building is 222,600 sq. ft. Completion date: April 1967; estimated cost, $4,099,000. Architects: Austin, Field & Fry; contractor, Montgomery, Ross & Fisher.



ENGLEWOOD SAVINGS & LOAN ASSOCIATION's new building in Englewood, Colorado, is a sculptured shell of reinforced concrete with average shell thickness, 6½-in. Clerestory windows on a curve between the flat roof and the shell admit daylight. A central lobby will be two stories high with a circular vault part of the lobby design. Architect: Charles Deaton; contractor, Langfur Construction Corp.; structural engineer, Meheen Engineering Co.

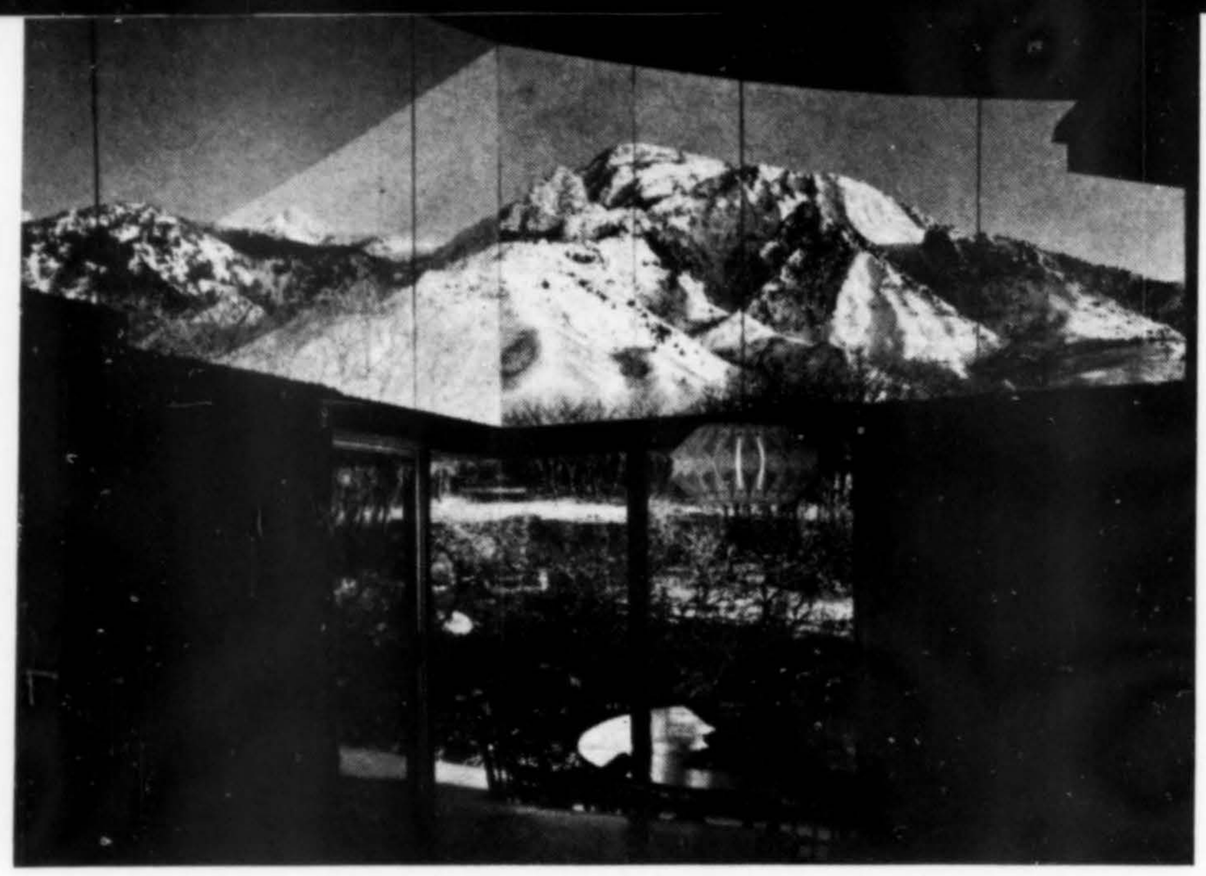
LIBRARY SERVICE CENTER, Portland, Oregon, will combine services now provided in several structures. The two-story building, planned for third story expansion, will be reinforced concrete with exposed aggregate finish, pre-cast colored concrete window frames, concrete floors and roof. Cost: $353,819. Architect: Farnham & Peck; contractor, Lorentz Bruun Co.





SKY HARBOR YACHT CLUB, Millerton Lake, California, is a "space hip-frame" in three structural elements, engineered in all wood construction. Four glulam beams hold up roof structure with apex of the beams forming a skylighted peak in each element. Roof will be sheathed in shingles; redwood siding and native stone on exterior walls. Buildings will house snack bar, lounge, bar, additional dining areas, recreational area. Architect: Richard Dorman & Associates.

THE SEQUOIAS in San Francisco will be a 25-story residential center for retired persons under the sponsorship of the Northern California Presbyterian Homes, Inc. There will be 300 apartments and building will have two elements: the 25-story high rise and a quadrangular five-story building, connected by a core of elevators and stairs. An enclosed central courtyard, roofed with glass, climatically controlled, will be a focal point of the low rise building. Architects: Stone, Marraccini & Patterson; structural engineer, T. Y. Lin.



HONOR AWARD: ELLIS residence in Salt Lake County. Boyd A. Blackner, architect.

Utah Chapter, AIA, honors six projects

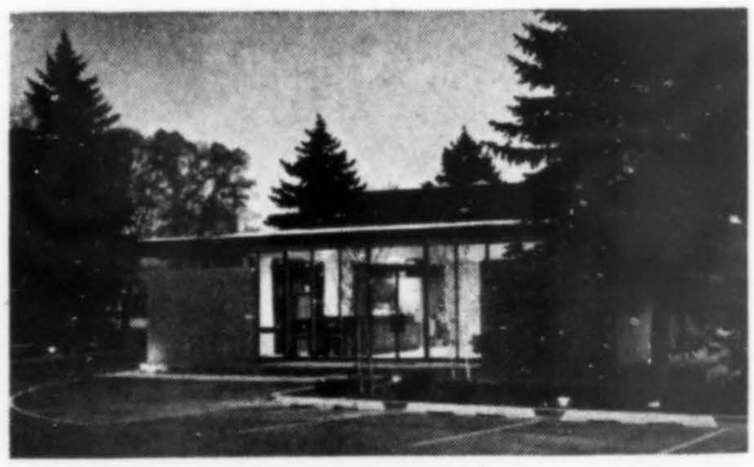
The Utah Chapter, AIA, on January 20, 1966, cited six projects in their annual Honor Awards program. Two Honor Awards and four Merit Awards were presented by James M. Hunter, FAIA, regional director of the American Institute of Arcihtects.

Jurors were three San Francisco architects: Claude Stoller, acting chairman, Department of Architecture at the University of California and partner in the firm of Marquis & Stoller, who served as jury chairman; John O. Merrill, Jr., and Norman Klein, both with Skidmore, Owings & Merrill.

HONOR AWARD: SALT LAKE CITY public library. Edwards & Daniel, architect.

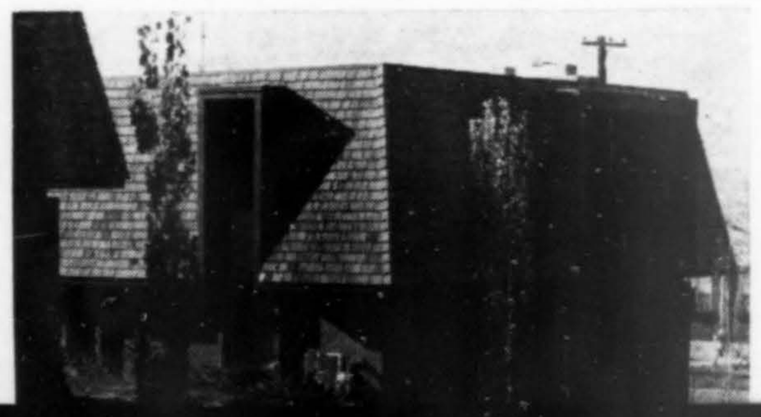
Merit Awards

WESTERN SAVINGS & LOAN COMPANY, Portland, Ore. Dean L. Gustavson Associates, architects.



FIRST SECURITY BANK, Cottonwood Branch, Salt Lake City. Dean L. Gustavson Associates, architects.

KIMBALL RESIDENCE, Salt Lake City. James W. Christopher, Brixen & Christopher, architects.



LOGAN AVENUE TOWNHOUSES, Salt Lake City, Glen Ashton Lloyd, architect.

Small sampling of the commercial trend in Western construction . . .

The establishment of manufacturing facilities in the West . . . development of recreational areas . . . expansion of utilities . . . all have added to the construction boom in the 13 Western states. The following is but a small sampling of the trend in commercial building:

COMMERCIAL

California

San Diego—$19 million, 25-story downtown building for Pacific Telephone Company, including 900-car underground garage, Deems-Lewis-Martin Associates, architects. A $10 million, 21-story building for San Diego Gas & Electric Co., Richard George Wheeler & Associates, architects.

Oakland—$20 million, 350 room hotel and associated office building complex, Albert Criz, architect. A $1.3 million office building-medical complex to be built by Kaiser.

San Bernardino—Three major shopping centers, expansion of two existing centers and possible starts on seven others. The $20 million La Cumbre Plaza is the largest.

Los Angeles—$5 million office building-medical complex on Warner Ranch in Woodland Hills, Sam Reisbord, architect. A 19.1 acre redevelopment of industrial property into an industrial center will start this spring, total cost of $8 million, Robert Clements & Associates, architects.

Placentia—$1.6 million Sierra Vista Shopping Center.

Newport Beach—14-acre community park, including ball diamond, bleachers, parking areas.

Mountain View—$10 million Mayfield Mall shopping center.

Colorado

Denver—A $10 million resort along the Fraser River will become family type weekend ski resort, with multiple units and condominium sites. A $1.5 million 6-story building for Financial Programs, Inc., W. C. Muchow architect.

Littleton—$5 million improvement and expansion at Martin Company, aerospace firm, with major project, a $2 million space environmental laboratory.

New Mexico

Albuquerque—$6 million airport development plan at Sunport terminal to encompass nearly 3,000 acres, be completed in 1975.

Nevada

Reno—A $3.5 million branch warehouse and sales office for Baker & Taylor Co., New York book wholesalers, to service Pacific Coast points. A $3 million Incline Village ski area overlooking Lake Tahoe.

Oregon

Klamath Falls—$5 million Shasta Plaza Shopping Center.

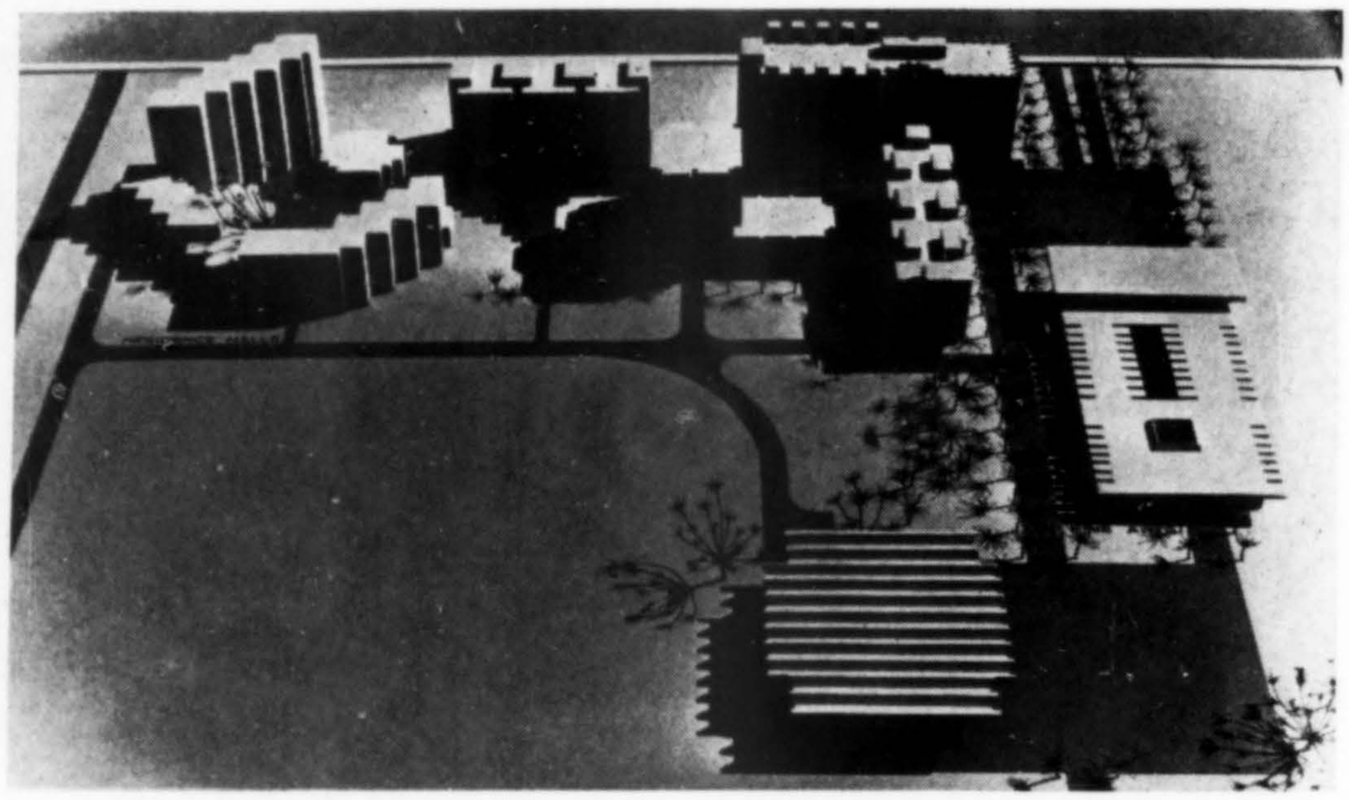
Newburg — $27.5 million newsprint manufacturing plant for Publishers Paper Co.

Eugene—Valley River shopping center, multi-million dollar project planned by John Graham Co.

Washington

Anacortes—$30 million expansion for Lone Star Cement Company.

Seattle—$4 million program for Port Commission; $7 million expansion for O. N. C. motor freight terminal; $1.5 million remodeling of Olympic Hotel; $250 million Boeing expansion; $10 million Weyerhaeuser headquarters.



CAMPUS MODEL *shows layout of $20 million Second College under design at the University of California at San Diego. Towers on residence hall, at left, are designed to shield campus mall from prevailing northwesterly winds. Architects Naegle & Malone designed the $2.7 million first stage facility of dormitories for 500 students. Mosher & Drew are designing the $4.35 million campus computer laboratory, upper right; Liebhardt & Weston, the $2.75 million biological science building, center right. The psychology and anthropology building ($3.0 million), top center, is being planned by Frank L. Hope & Associates and the administration, arts and social science building in center of complex ($2.8 million) is by Richard George Wheeler & Associates. To rise at a later stage, the fine arts building at far right and the gymnasium at lower right. Arcades connect academic buildings at each level. The model points out basic building masses and relationships but does not reflect the individual design and detailing.* Photo courtesy SAN DIEGO EVENING TRIBUNE

New offices, associations, firm changes

☐ Harry C. Newton has opened offices at 360 N. W. Canyon Road, Beaverton, Oregon. He was a partner in the Oregon City firm of Schumaker, Newton & Mears which will now be known as Schumaker & Mears.

☐ Koebig & Koebig, 56-year-old California engineering and architecture firm with headquarters in Los Angeles, opened their fifth branch office in San Luis Obispo on February 1.

☐ Maxwell Starkman, AIA & Associates, Beverly Hills, announces the appointment of Bryon V. Citron as director of new project development.

☐ John Carl Warnecke & Associates, Architects and Planning Consultants, San Francisco, announce the appointment of Carl Russell, Jr. as an associate and vice president of the firm. He has assumed responsibility as office manager in the firm's Bay area office.

☐ Salt Lake City architect Fred L. Markham announces a change in firm name to Markham and Markham, Architects and Engineers, with the association of John F. Markham and Dixon J. Markham as partners.

☐ Joal Cronenwett who has been with the Denver architectural firm of James Sudler Associates since 1956, has been named senior associate of the firm. Douglas I. Johansen, who joined the firm in 1958, has been named junior associate.

☐ Julio J. Veyna, landscape architect, has been named an associate in the Santa Barbara firm of Cooke, Frost, Greer and Schmandt.

☐ Joseph M. Hensley has been advanced to an associate member of the firm of Kenneth W. Brooks, Architect, Spokane. He has been with the firm three years.

☐ William E. Cowell has been named chief architect at Associated Construction & Engineering Company, South San Francisco, where he will have responsibility for supervision of the firm's architectural staff.

☐ Cox-Liske-Associates, Sacramento architects and engineers, announce the appointment of George Lionakis, architect, and Klyne G. Beaumont, structural engineer, as partners in the firm. Lionakis has been with the firm 12 years and Beaumont, nine years.

☐ With the appointment of Donald M. Trotter, architect, as an associate, a change in name to Lawrence E. Matson & Associates, AIA, Architects & Engineers, has been announced by the Idaho Falls, Idaho firm.

☐ Portland architect Donald Parks has moved his practice to 701 Oregon Bank Building, establishing his office as successor to the late Irving G. Smith.

Appointments

☐ Gerald McCue, Berkeley architect, has been appointed Chairman of the Department of Architecture, College of Environmental Design, University of California, Berkeley, succeeding architect Claude Stoller who has been Acting Chairman the past year. William H. Liskamm, San Francisco architect and urban design consultant, has been named Vice Chairman.

☐ J. Warren Wright, Bakersfield architect, has been appointed to Title 21 Advisory Board to the California Department of General Services by California State architect Carl McKelvy.

☐ Harold Cle Rose, director of the School of Architecture, Montana State University, Bozeman, has been named Dean of Professional Schools. The post has been vacant since the death of Dean Gertrude Roskie, killed in an auto accident while returning from the Northwest Regional AIA conference at Glacier Park last June. A successor to head the department of architecture will be announced soon.

☐ John Austin, Tacoma, Washington, architect, has been appointed to the Pierce County Planning Commission, to fill the unexpired one-year term of William Swenson who resigned.

☐ Charles Luckman, FAIA, president of Charles Luckman Associates, Los Angeles architectural-engineering firm, has been appointed to the Board of Trustees of the National Art Museum of Sport. The announcement was made in New York by Germain G. Glidden, president.

Competitions and commissions

☐ The seventh annual Architectural Awards of Excellence program sponsored by the American Institute of Steel Construction is open to all registered architects practicing professionally in the United States. Steel-framed buildings constructed anywhere in the 50 states and completed since January 1, 1965, may be entered in the competition. Entries must be submitted prior to May 1, 1966. Information may be had by writing to the AISC, 101 Park Avenue, New York 10017.

☐ Schmatic plans for a new wing on the University of California Irvine campus, designed by Los Angeles architects *Jones & Emmons,* have been approved . . . *Ernst & Lloyd,* Stockton architects, have been retained to draft plans for the remodeling of the old Hotel Stockton for use as a permanent home for the County Welfare Department . . . *Stone, Marraccini and Patterson,* San Francisco, in association with Chicago architects *Perkins & Will,* have been named to master plan and design the third campus to be established by the Peralta Junior College District in Alameda, California. . . .

Honolulu architects *Lemmon, Freeth, Haines & Jones* have been retained to design the $500,000 Lanai Community Hospital, a 15-bed private hospital on land given by Dole Co.

Victor Gruen Associates, Los Angeles, has signed an agreement with the Imperial Government of Iran for furnishing of master planning for the capital city of Teheran. They will work under a joint agreement with Aziz Farmanfarmian, head of Iran's leading architectural organization . . .

Kirk, Wallace, McKinley & Associates, Seattle, have been chosen to plan site development for the new Suzzallo Quadrangle, a multi-level four-acre site that will someday include a new Western entrance to the University of Washington campus. They have also been retained to design the $4 million undergraduate library planned for the plaza that will include the former Meany Hall site . . . *Walker & McGough,* Spokane, have been named by the U. of W. Board of Regents to design the $2.6 million classroom - auditoria complex on the new "Quad" site . . .

Missoula, Montana architects *Fox, Ballas & Barrow,* have been chosen to plan the $4 million library at the University of Montana; *Cushing, Terrell Associates,* Billings, will plan the $2 million Life Science Complex at Montana State University and *Norman J. Hamill & Associates,* Butte, will do pre-planning for a $1.3 million geology, mining and mineral dressing building at Montana College of Mineral Science and Technology . . .

Salem, Oregon architects *Payne & Settecase* have been retained to prepare plans for the proposed $5.2 million civic center which will include a city hall, library and fire station. They will work in association with *Donald Richardson* and *Charles Hawkes,* both Salem architects . . .

It's GRAHAM—not SOM!

Architectural acknowledgements on the Wells Fargo Building (March A/W, page 11) were in error. John Graham & Company are architects for the project — not Skidmore, Owings & Merrill.

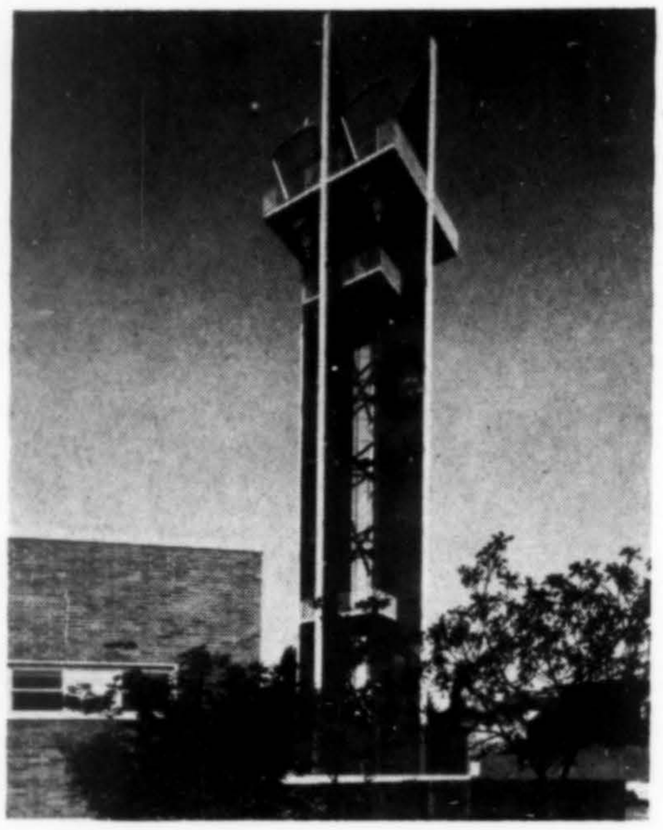
News notes

☐ Robert E. Alexander, FAIA, Los Angeles, has been retained as consulting architect for the California Institute of Technology, where he will advise Caltech trustees regarding future campus planning and in the selection of and consultation with architects for individual buildings.

☐ The partnership of Frey & Chambers, Architects, Palm Springs, California, has been terminated. Principals were Albert Frey, FAIA, and Robson Chambers.

☐ The Puget Sound Chapter, Construction Specifications Institute, will sponsor, in cooperation with the College of Architecture and Urban Planning, a seminar series entitled "Construction Documents, Preparation through Supervision," at the University of Washington, Seattle, beginning April 4 in Architecture Hall.

The series is designed to be of benefit to architects and engineers who prepare plans and specifications for construction. Featured speakers include John Anderson, AIA, FCSI, Minneapolis; Harold Rosen, FCSI, New York, chief specifier for Skidmore, Owings & Merrill, New York; Glen Abplanalp, FCSI, New York.



AWARD WINNING SENTINEL. *This Pacific Northwest Bell telephone tower, located atop Seattle's Queen Anne Hill, is the terminal of a new cross-state microwave system. Rated as one of the eight best buildings in the Bell System, the tower was cited with an Honor Award in the competition throughout the United States and Canada for the best Bell buildings built during the past two years. There were 310 submissions for which architects Gordon Ferguson, Albuquerque, J. Roy Carroll, Philadelphia, and John C. Parkin, Toronto, were jurors. The tower designed by Seattle architect Ralf E. Decker, glamorizes a utility structure in a residential area. Trygve Bjornstad of Anderson, Kane & Bjornstad, was structural engineer.*

Elections

☐ 1966 officers for the Ventura County Chapter, AIA, were installed on the first anniversary of the chapter's formation:

George E. Wilson, Santa Paula, *president.*

Howard E. Leach, Oxnard, *vice-president.*

James McGinley, Ventura, *secretary.*

Thomas A. Priest, Ventura, *treasurer.*

Kenneth H. Hess, Fred E. Hummel, Darwin A. Fisher, all Ventura, *directors.*

☐ New officers of Central Arizona Chapter, AIA:

Hugo A. Olsson, Jr., Phoenix, *president.*

Robert Sexton, Phoenix, *vice-president.*

Richard Arnold, Phoenix, *secretary.*

Clarence Shanks, Phoenix, *treasurer.*

☐ Southern California Chapter, AIA, has installed the following new officers:

Frank Gruys, Los Angeles, *president.*

Edward A. Killingsworth, FAIA, Long Beach, *vice-president.*

Douglas Honnold, Los Angeles, *secretary.*

Robert D. Bolling, Long Beach, *treasurer.*

Morris D. Verger, Los Angeles, *director.*

National Conference on Religious Architecture
April 26-28 at San Francisco's Sheraton-Palace

"AN END TO FALSE WITNESS" is the chosen theme for the 27th National Conference on Religious Architecture to be held in the Sheraton-Palace Hotel, San Francisco, April 26-28. The theme is directed to both facets of religious architecture: religious groups whose beliefs the buildings express and the architects who interpret those beliefs in architectural design.

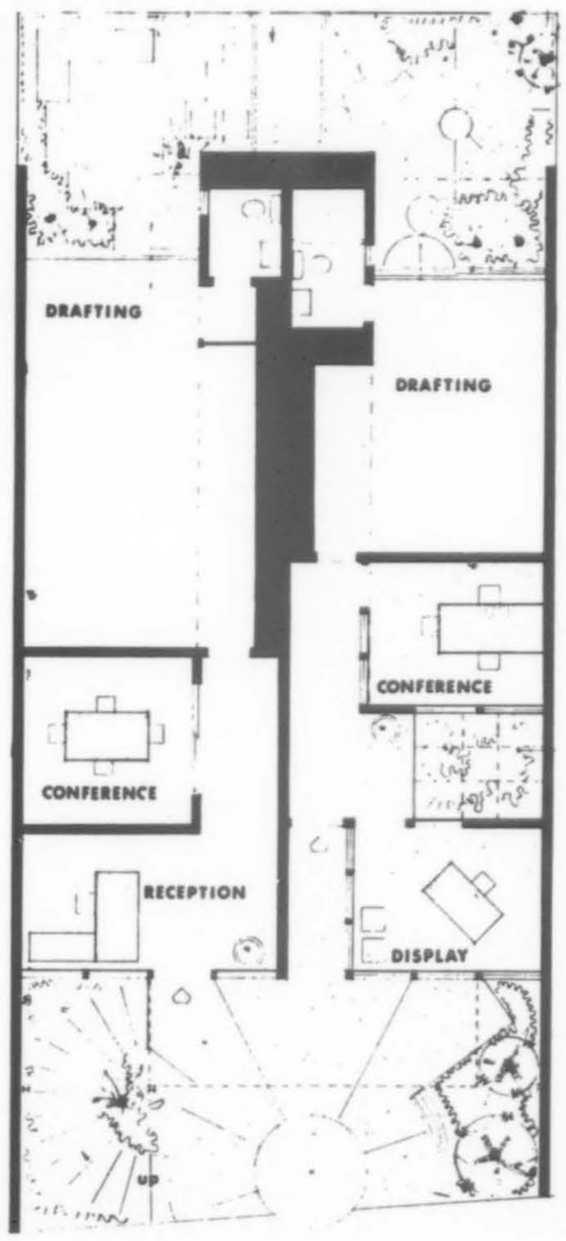
Keynote speakers will be Dr. Robert McAfee Brown, professor of religion at Stanford University; the Reverend Peter Hammond of Cottingham, England, and Edward Larrabee Barnes, New York City architect.

The annual conference is sponsored jointly by the Commission on Church Building and Architecture, National Council of Churches of Christ in the U.S.A.; the Guild for Religious Architecture (formerly the Church Architectural Guild), and the American Institute of Architects. Cooperating organizations include the California Council, AIA; Northern California-Nevada Council of Churches; the Archdiocese of San Francisco; Board of Rabbis of Northern California; San Francisco Council of Churches; Honolulu Council of Churches; Hawaii Chapter, AIA.

San Francisco architect Donald Powers Smith heads a joint committee of the Northern California Chapter, AIA, and the Guild for Religious Architecture.

Registration for the conference may be made by writing to the Conference on Religious Architecture, Sixth Floor, 254 Sutter St., San Francisco.

Post conference tours to Hawaii and to Monterey Bay have been scheduled. Information and reservation for these tours may be obtained by writing: Reverend Scott Ritenour, National Council of Churches, 475 Riverside Drive, New York 10027.



Where the architects hang their hats . . .

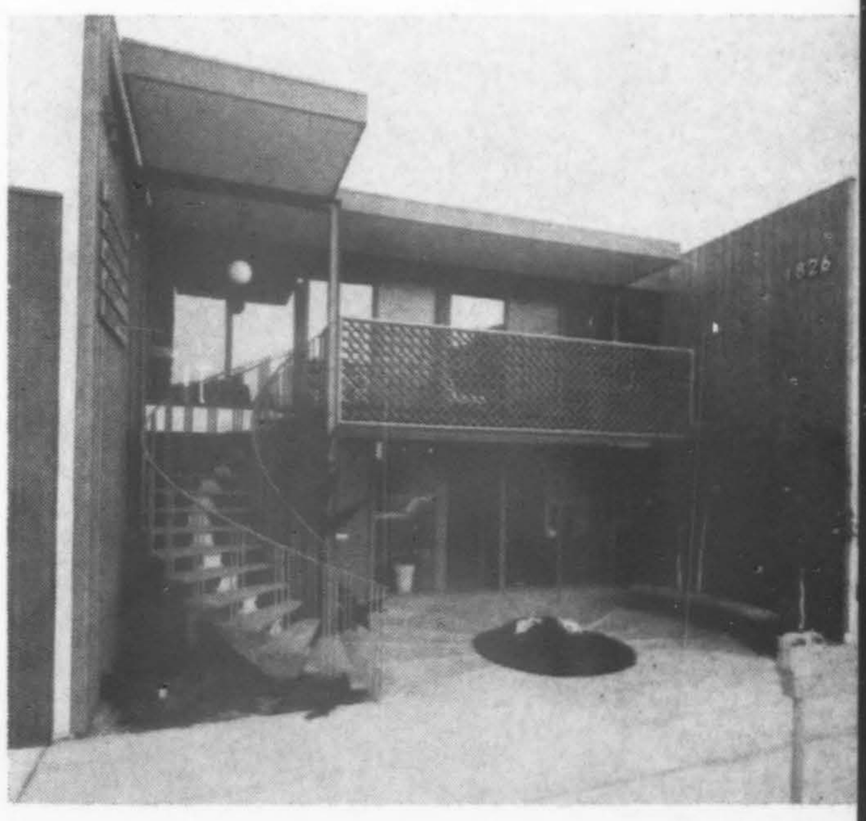
FRIEL & LINDE
Redondo Beach, California

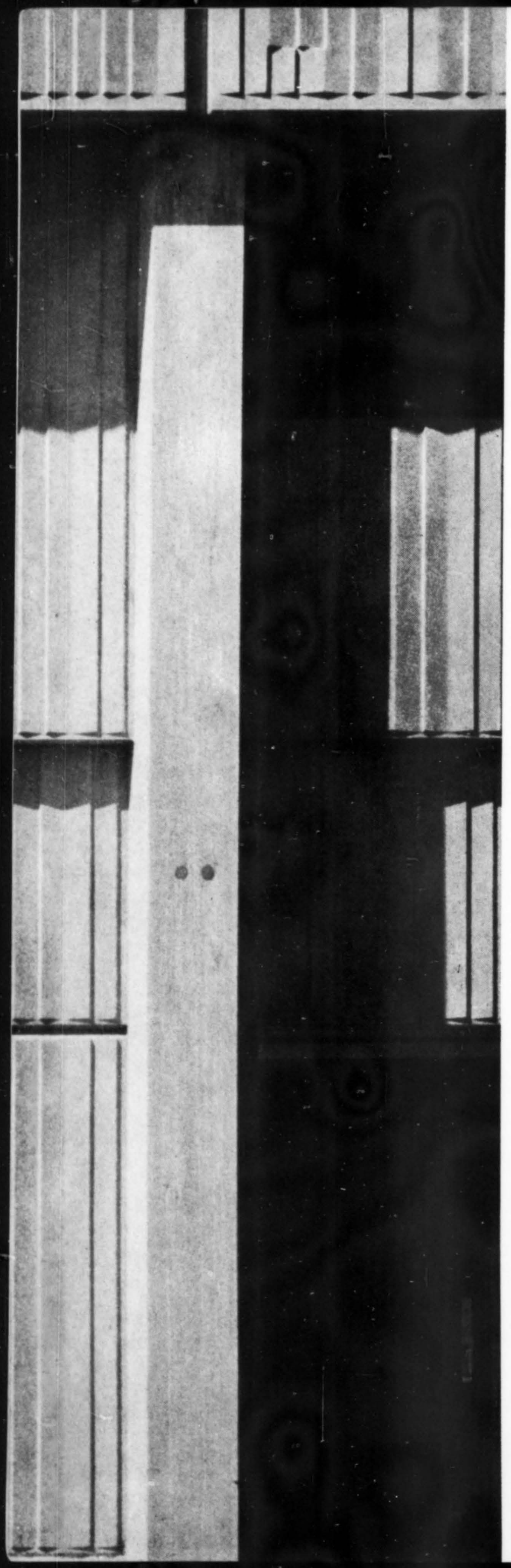
A SMALL professional office building, housing the designing architect team, a landscape architect and two other professional tenants, is sited on a narrow interior lot (30x100-ft.) in this California beach community.

Because of site restrictions, each of the four suites in the two-story building has only a maximum of 15-ft. in structural width. Landscaped patios opening from the lower floor drafting rooms create a feeling of spaciousness as well as providing a spot for relaxation over coffee. Interior offices on the second floor are naturally lighted by skydomes which also act as artificial lights through the use of fluorescent fixtures in the plastic ceiling. Each unit has both front and rear entrance.

The narrow facade of the building was visually expanded by recessing the front wall 12-ft. and extending the side walls to the front property line. The two-story high walls enclose a garden and a concrete spiral stairway. The building is frame and plaster construction on a concrete slab floor (the second floor is lightweight concrete over a wood frame). Rough sawn redwood siding (1x8-in.) is spaced with recessed redwood batt on exterior walls.

Henry J. Friel, senior partner (graduate of the University of Southern California) founded the original firm, Henry J. Friel, Architect, in 1950. Richard M. Linde is junior partner.





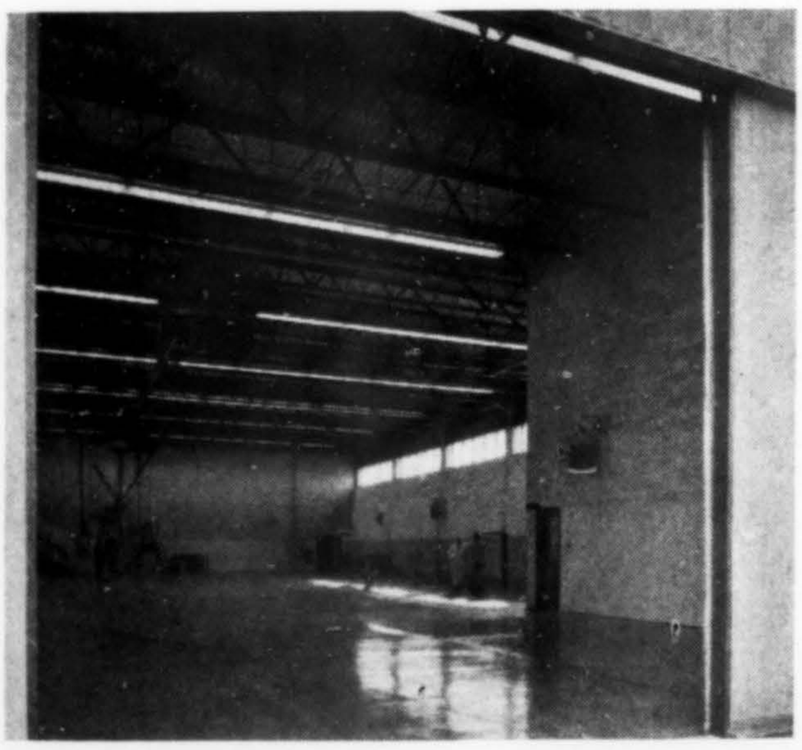
A STRAIGHT - FORWARD, orderly industrial building, without ostentation or embellishment, South Service Center, Building B, fulfills the necessary work requirements of an expanding city-owned utility. The consolidation of various service departments into one space, adjacent to an existing service building, resulted in a two-story plan providing 50,725 sq. ft. of gross floor area (two and one-half times the lot area).

In this area are located a garage repair shop, wash rack, mobile radio shop, constructors shop, stock, parts and tool rooms, conference room, lunch rooms, offices, with space left for a future meter expansion.

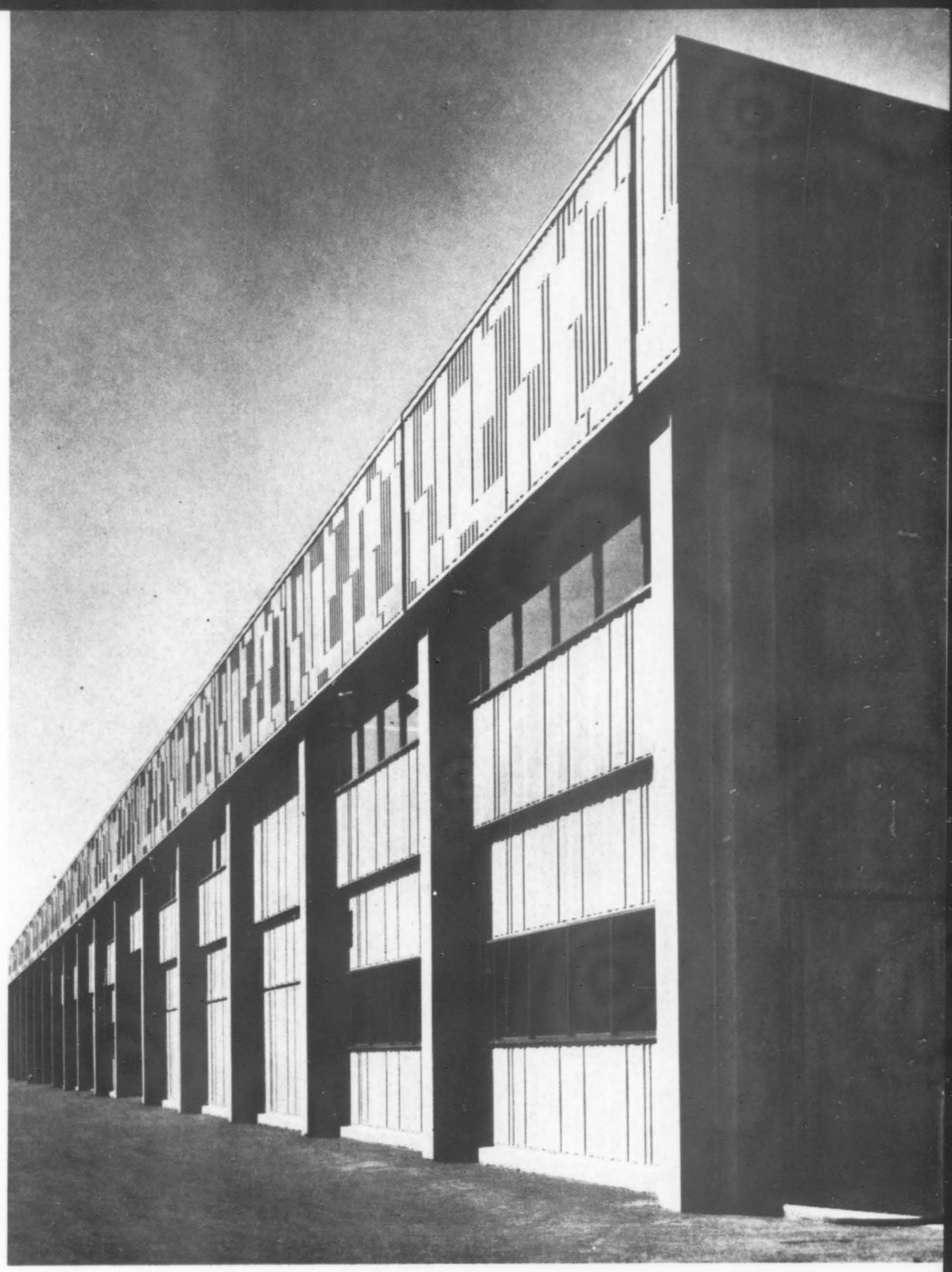
Walls are precast concrete with a textured outside surface on the exterior. Interior surfaces are concrete masonry units or poured concrete with plaster finish in the offices, lunch rooms and conference room, exposed masonry in shop areas. The structural frame is reinforced precast concrete columns and spandrels with tie beams between pile caps. Columns and bearing walls are supported on concrete caps on treated wood piling. The ground floor slabs (5-in. concrete) are on a compacted pit run sand and gravel base without support of piling. Beams carrying the second floor are reinforced precast, prestressed concrete supporting cast-in-place floor slabs. Construction and finish materials were selected to provide the most reasonable initial cost consonant with low maintenance and replacement costs.

The building was completed in October 1965 at a cost of $681,500.

Utilitarian buildings . . .

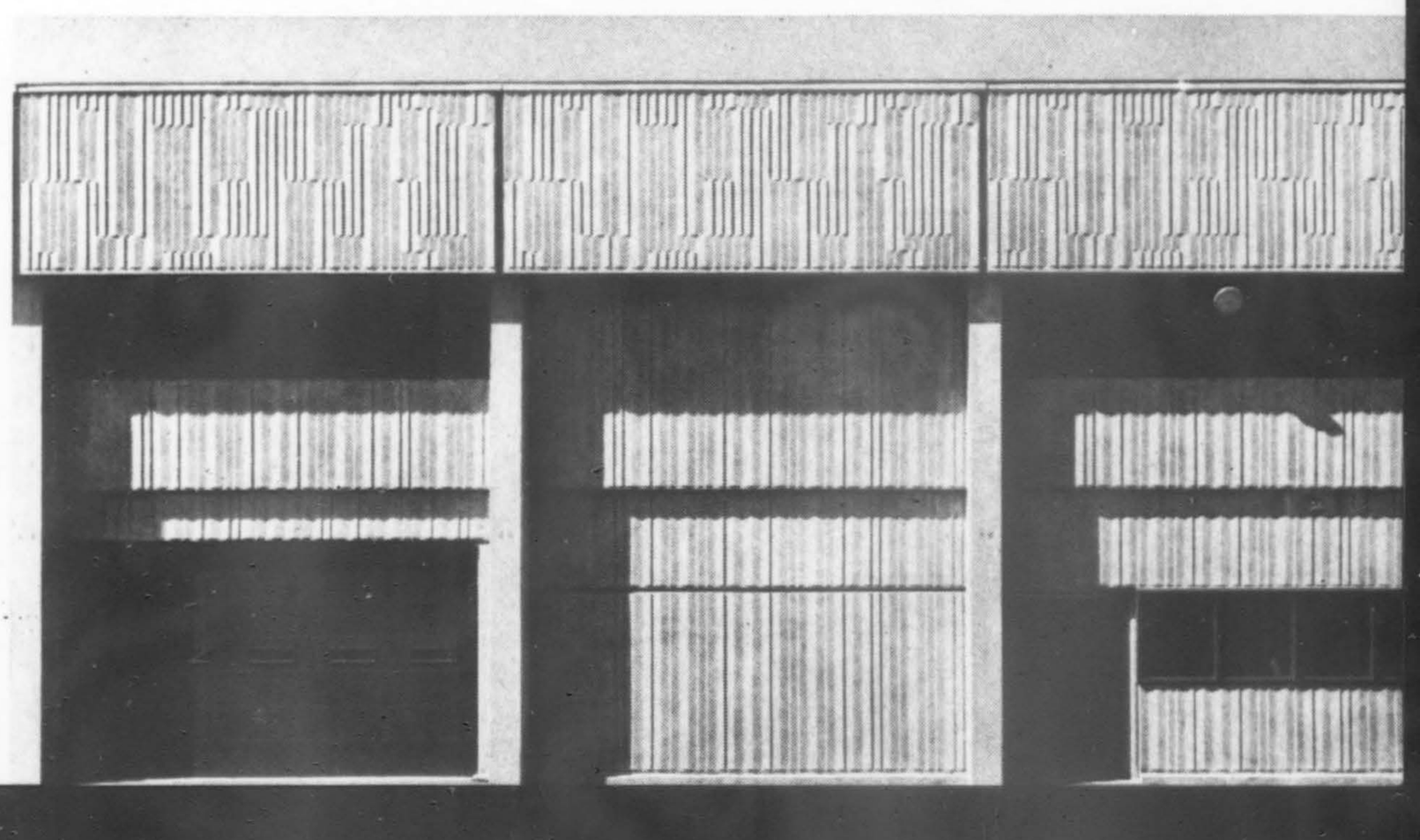


Charles R. Pearson photos

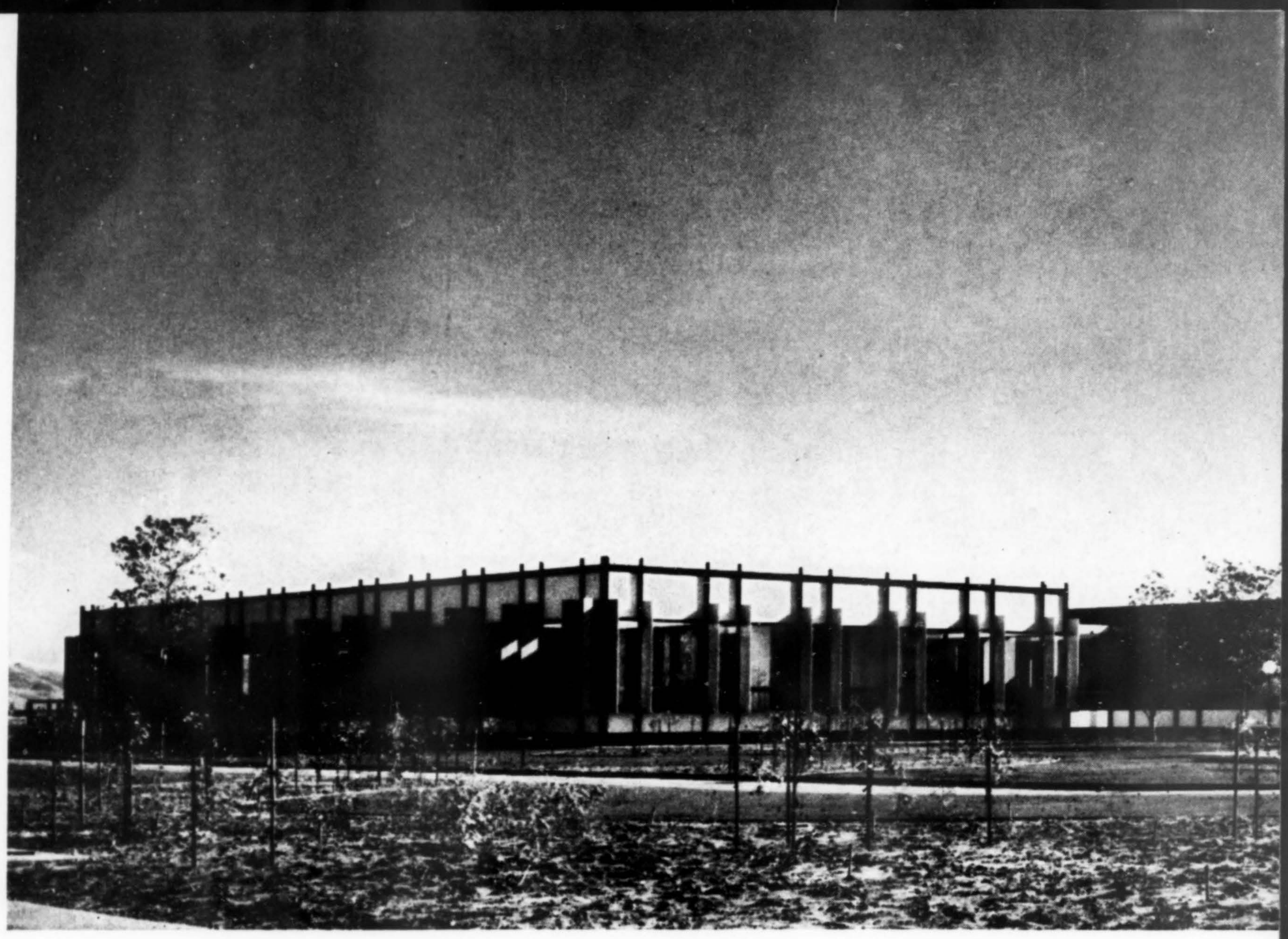


YOUNG, RICHARDSON & CARLETON
Architects-Engineers

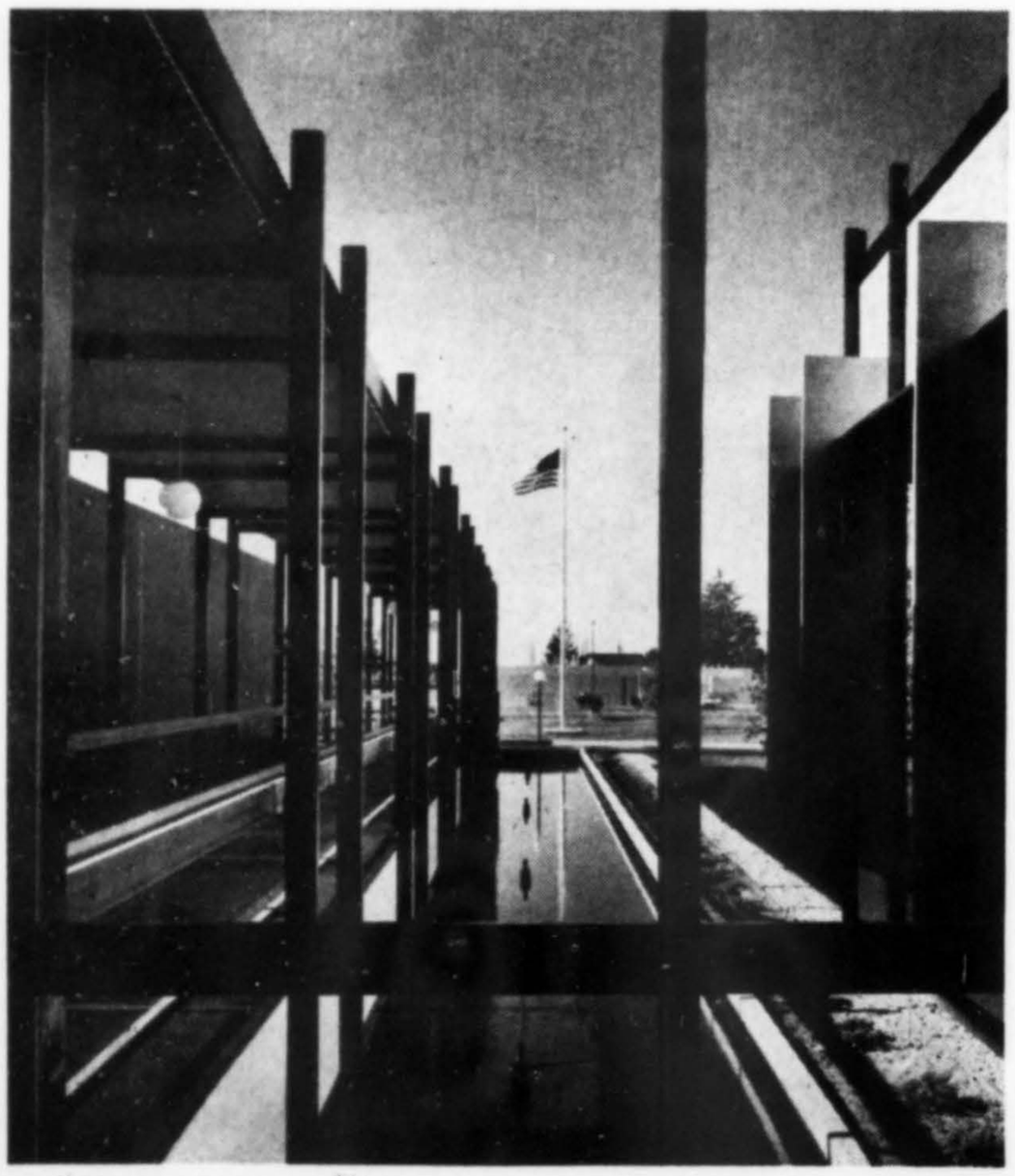
SERVICE SHOP | South Service Center for Seattle City Light



CENTURY CONSTRUCTION COMPANY
Contractor



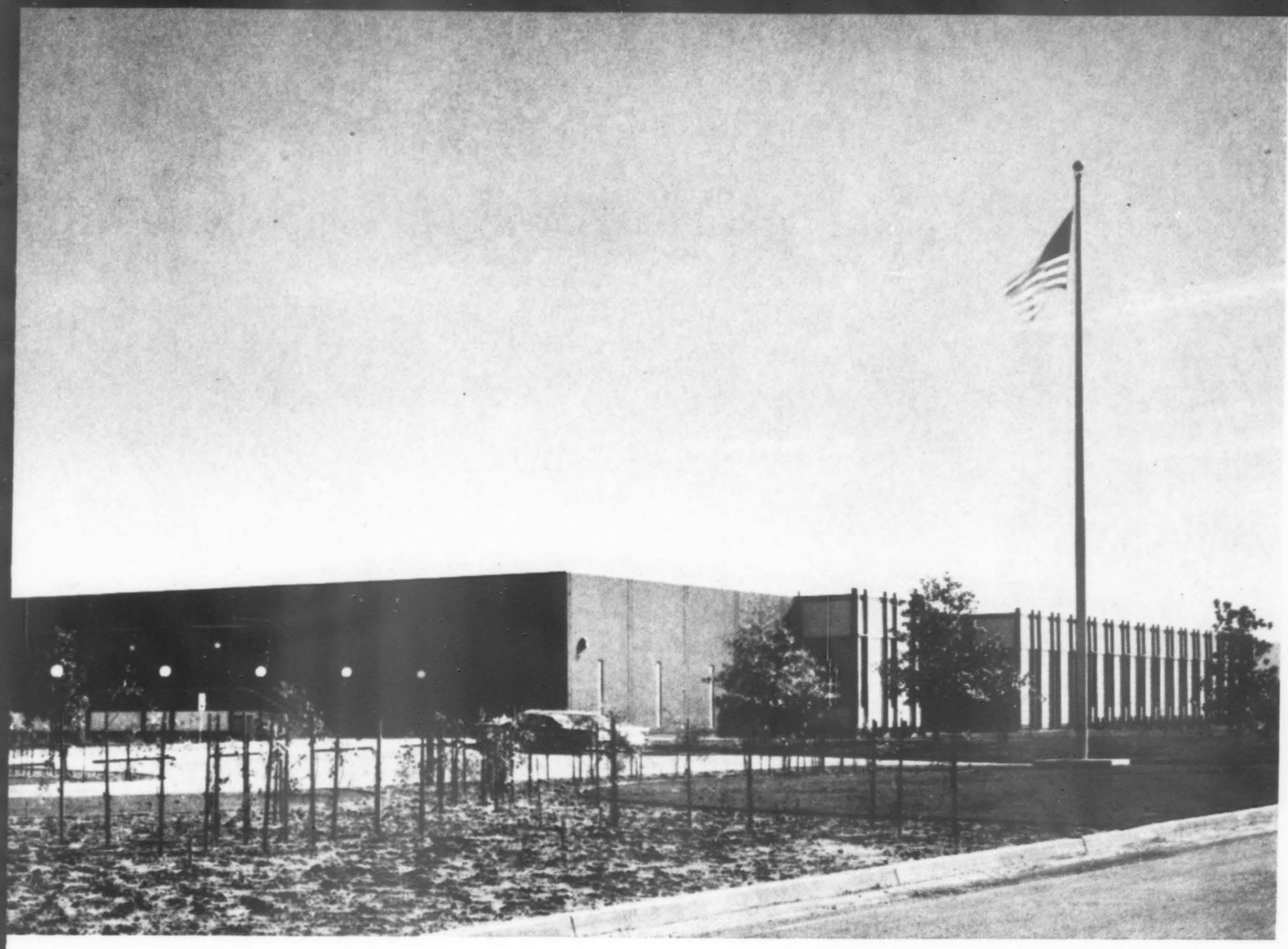
Utilitarian buildings: FACTORY (1)



COLUMBIA RECORD'S new factory at Santa Maria, California, is recognized throughout the recording industry as the world's most modern facility exclusively producing phonograph records.

The plant (cited by Factory Magazine as one of the 10 top factories in the nation in 1965) is located on a 12-acre site adjacent to a residential zone. It does not, however, intrude upon the neighborhood character since special care was given to allowing for generous planting areas on all sides of the building. The 185,000 sq. ft. facility is in two connecting buildings with the office wing fronting on the main thoroughfare. A covered entrance walk, flanked by a reflecting pool, leads to the administrative offices which appear to be a "floating" area with floor-to-ceiling plate glass between exposed steel mullions.

The manufacturing area (120,000 sq. ft.) is a 60x40-ft. bay size in which all exterior walls are tilt-up concrete, painted black. Vermillion colored steel vertical blades shield the glass from direct sunlight.



Columbia Records Company | Santa Maria, California

Architect:
WILLIAM L. PEREIRA & ASSOCIATES

General Contractor:
MAINO CONSTRUCTION CO., INC.

Structural Engineer:
WOODWARD TOM

Mechanical & Electrical:
J. S. HAMEL ENGINEER

Landscape Architect:
ROBERT HERRICK CARTER

Julius Shulman photos

Ground was broken for the plant in December 1962 and by October 1963, it was in full production on round-the-clock shifts, five days a week, making 60,000 12-in. LP records and 30,000 7-in. 45 rpm records every day.

Utilitarian buildings:

FACTORY (2)

MOORE & BUSH, Architects

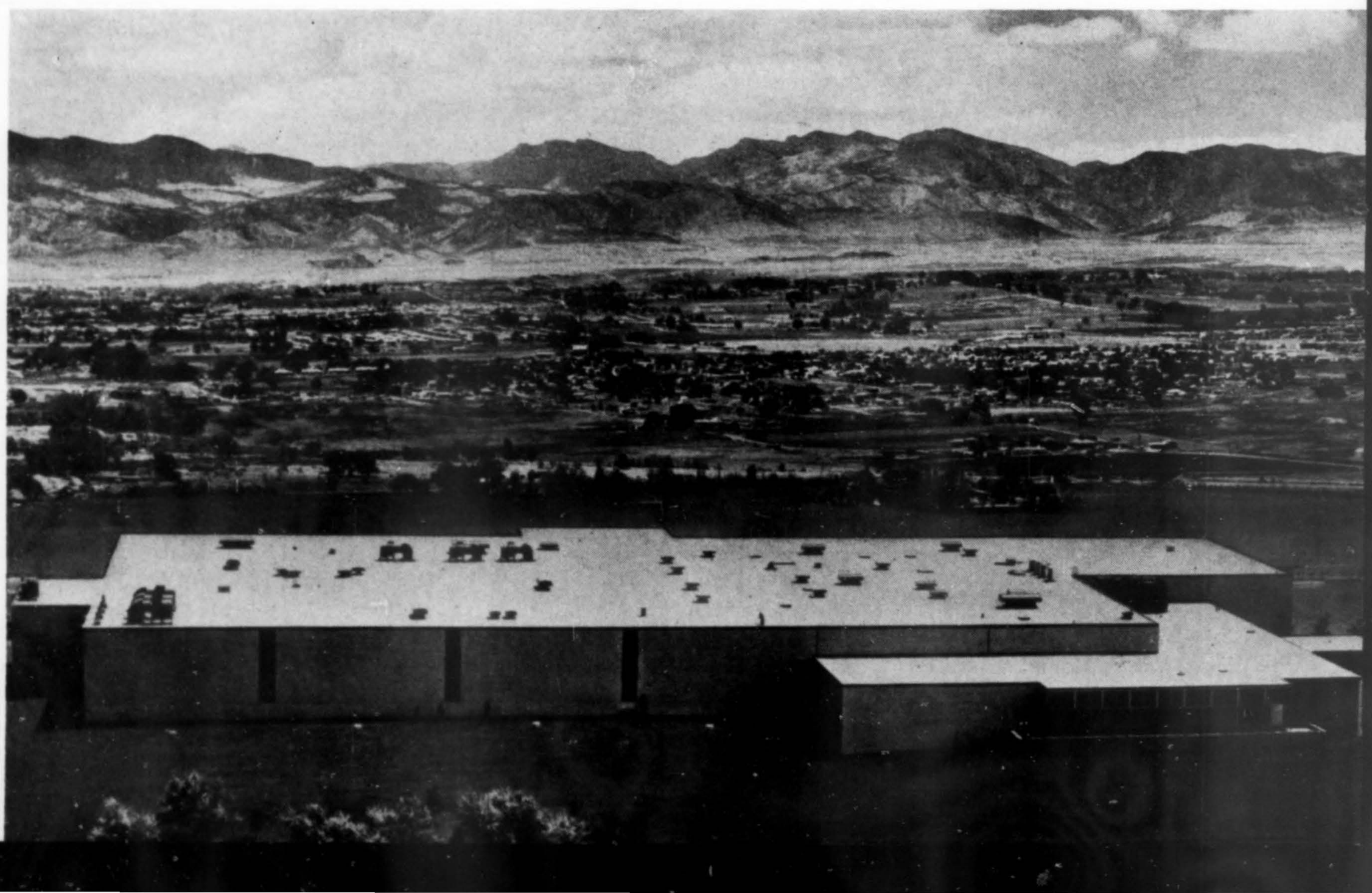
HANSEL PHELPS CONSTRUCTION CO., Contractor

A PANORAMIC view of the nearby Rocky Mountains, a 22-acre site that provides a park-like atmosphere enhanced by a large lake adjacent to the main building, has added to the pleasantness of working at the C. A. Norgren Company for their 300 employees. The firm lists their most important asset as "people" and the planning that went into their new facility seems to attest to this statement.

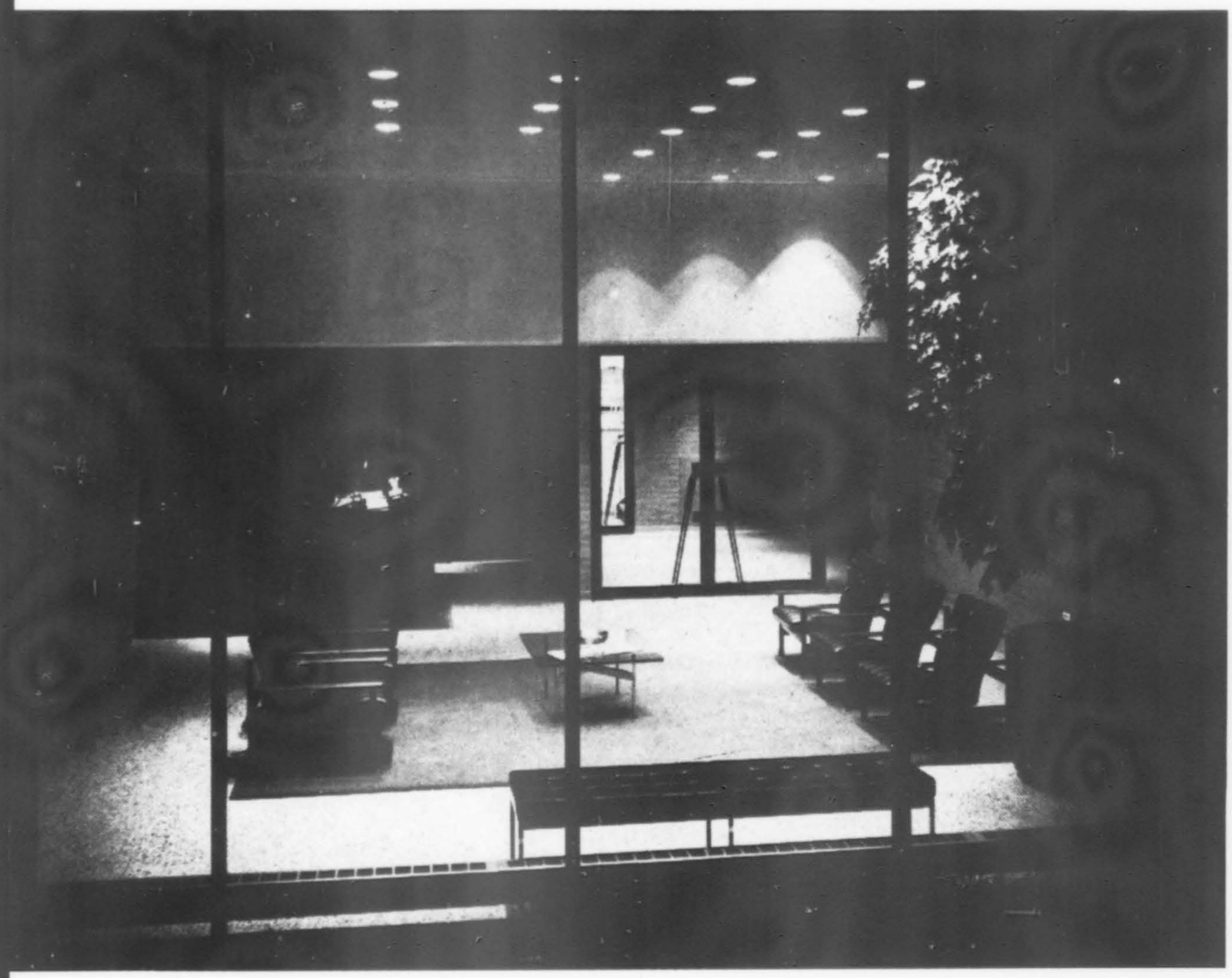
The firm manufactures and designs pnuematic products for shipment throughout the world. (They have manufacturing licensees in several countries abroad as well as foreign and domestic representation.) The site provides for ample future expansion but before this plant was started, original plans were altered to increase the size from the planned 125,000 sq. ft. in the main building to some 140,000-plus sq. ft. A separate research laboratory and training center are connected to the main plant by a covered walkway. Two lobbies accommodate personnel and job applicants in one, visitors and salesmen in the second. Walls in the main reception lobby are gray brick and the areas around the receptionist's desk and switchboard are paneled with Brazilian Rosewood.

Half of the ceiling or roof-deck in the manufacturing area is perforated metal covered with insulation, acting like acoustical tile and affording noise reduction of 70%. The entire plant is air conditioned with a completely automatic exhaust system to eliminate fumes, etc., coupled into it. The mechanical system is electronically, mechanically and/or pneumatically monitored for failure.

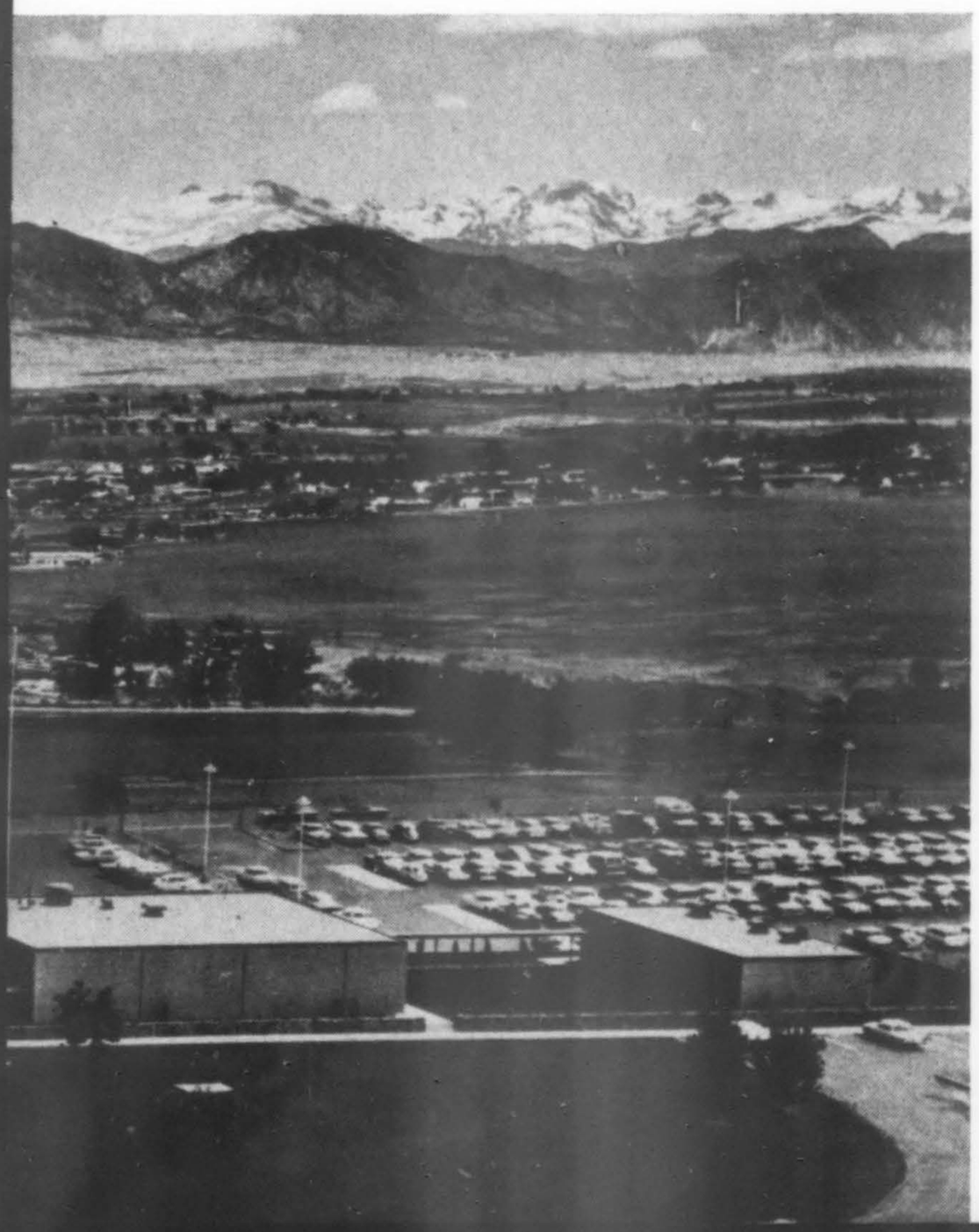
Occupied in March 1964, the building cost $2.5 million. It was cited as one of the Top Ten factories in the nation by Factory magazine in 1965.



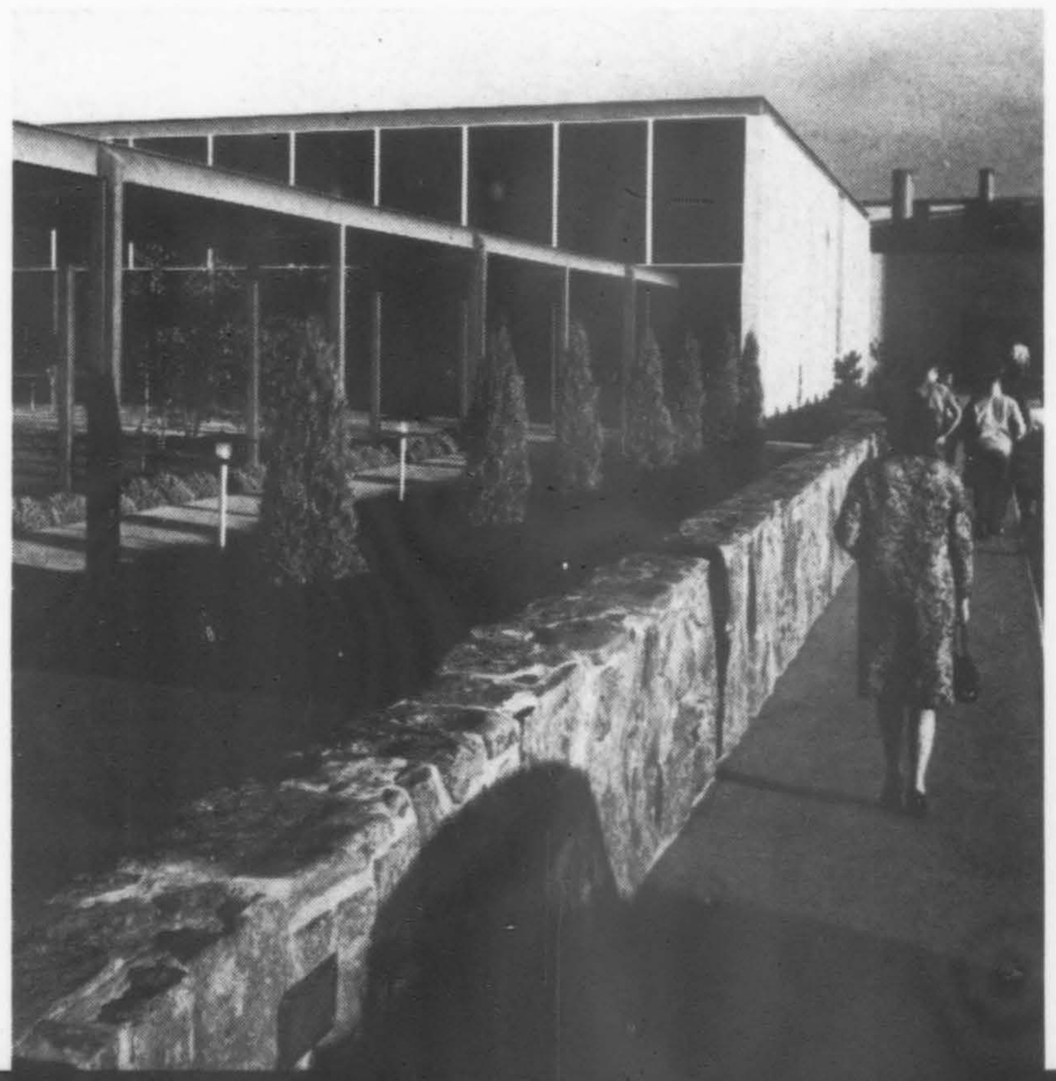
C. A. Norgren Company | Littleton, Colorado



Boxes of all sizes wait conveniently overhead in their chute to be on hand for final packing. An express lane carries boxes not normally made up for shipping, ordered via intercom from the mezzanine above. The shipping area has four loading and two receiving docks, each with dock levelers.

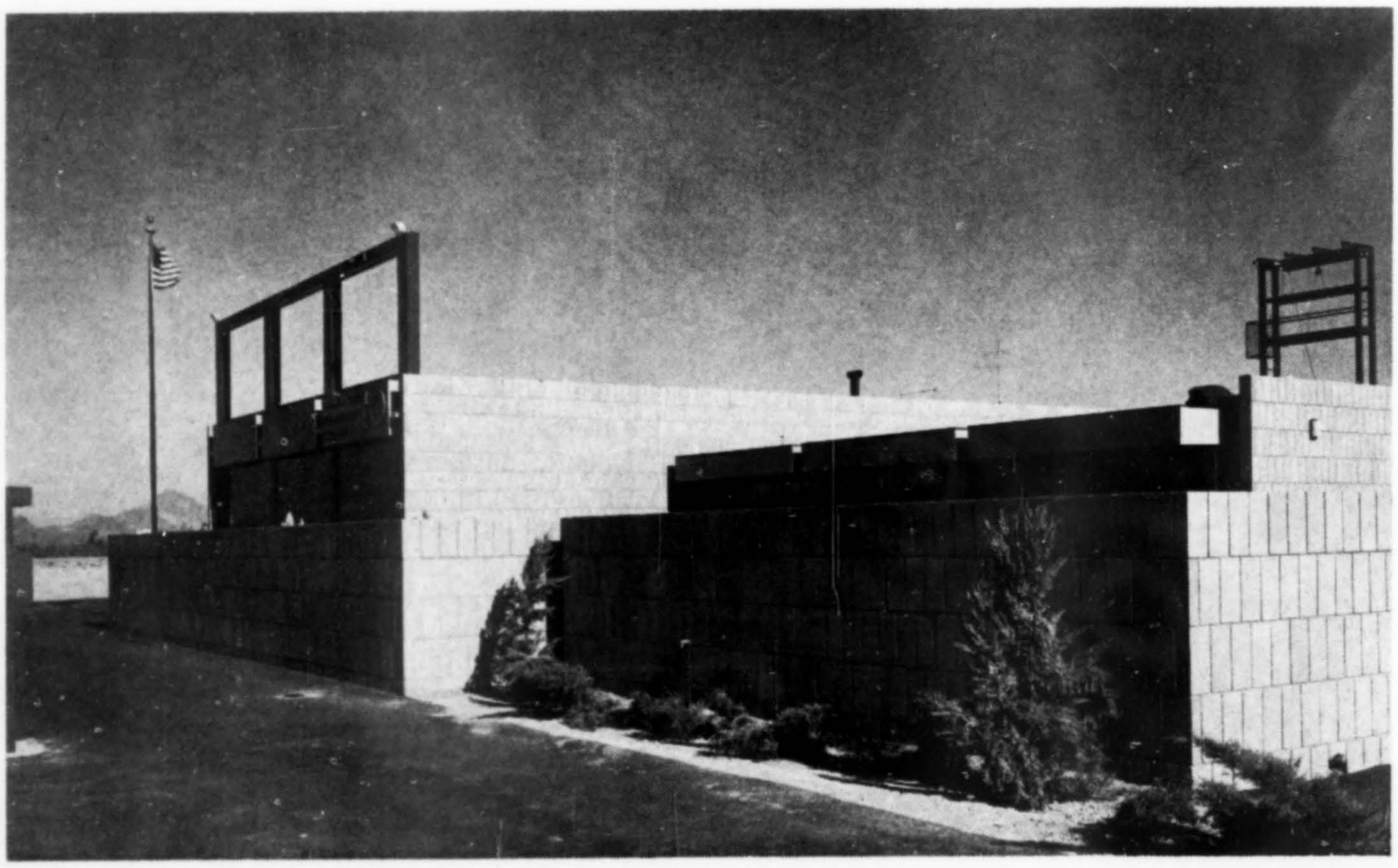


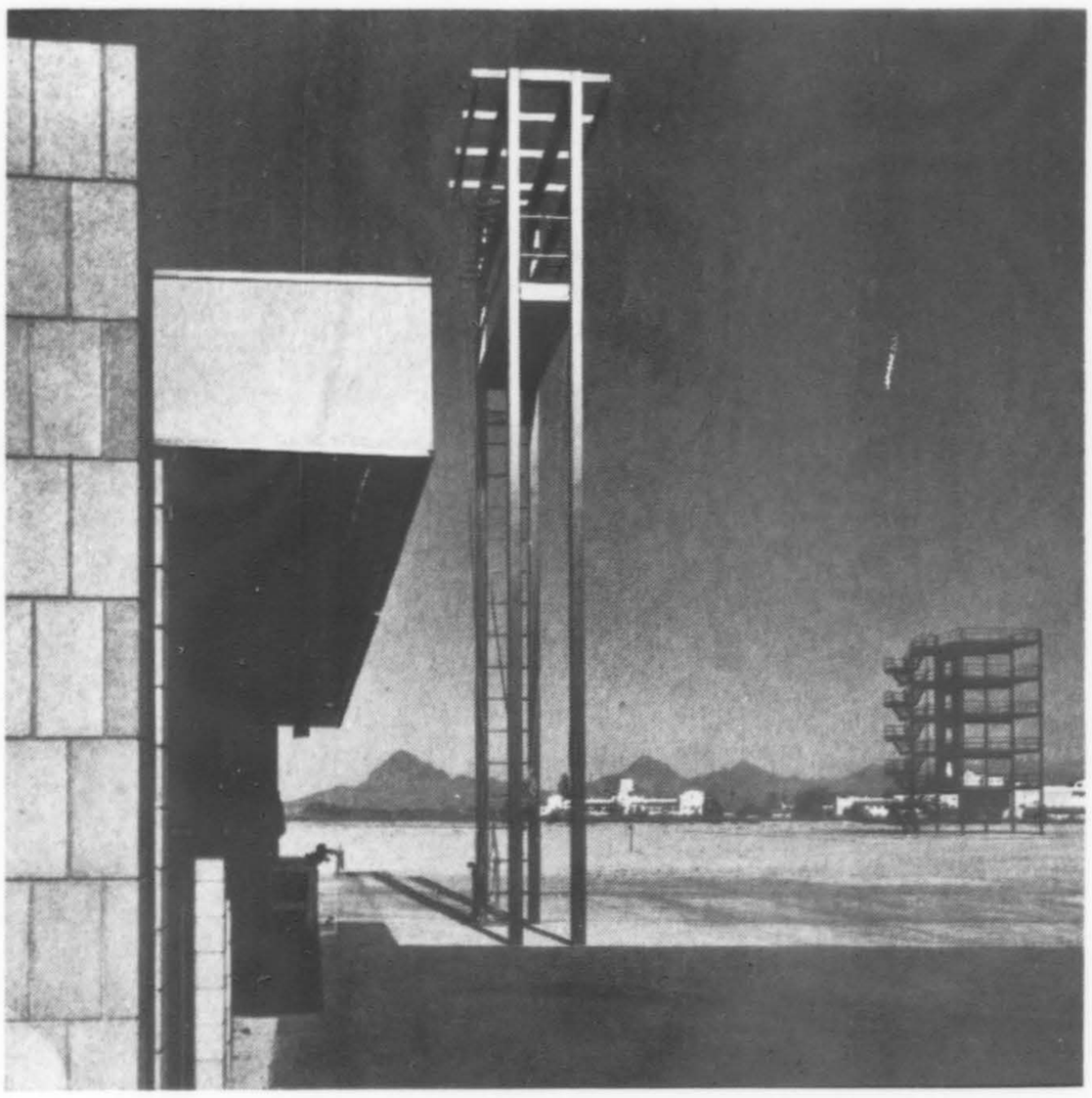
The employee's entrance is a busy place as personnel arrive for work. This sidewalk is heated below by utility lines in the subway tunnel which runs to the Research and Development building. A covered walkway connects the separate cafeteria with the main building. On the south side of the cafeteria a sun-screened window-wall opens to a partially covered terrace.



Utilitarian buildings:

FIRE STATION (1)





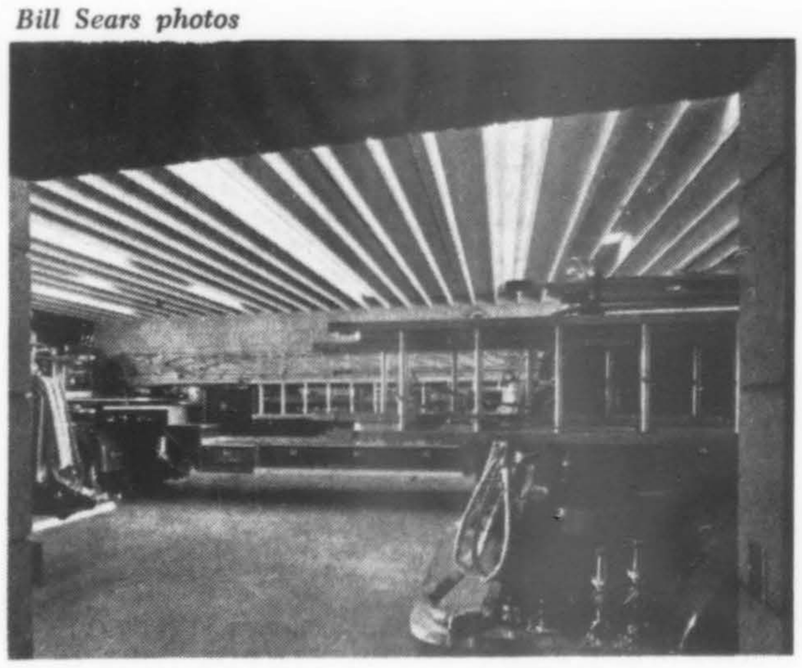
CAIN, NELSON & WARES
Architects

Firehouse and training facility | Tucson, Arizona

ROD GOMEZ & ASSOCIATES
Structural Engineer

GEORGE CODD CONSTRUCTION CO.
General Contractor

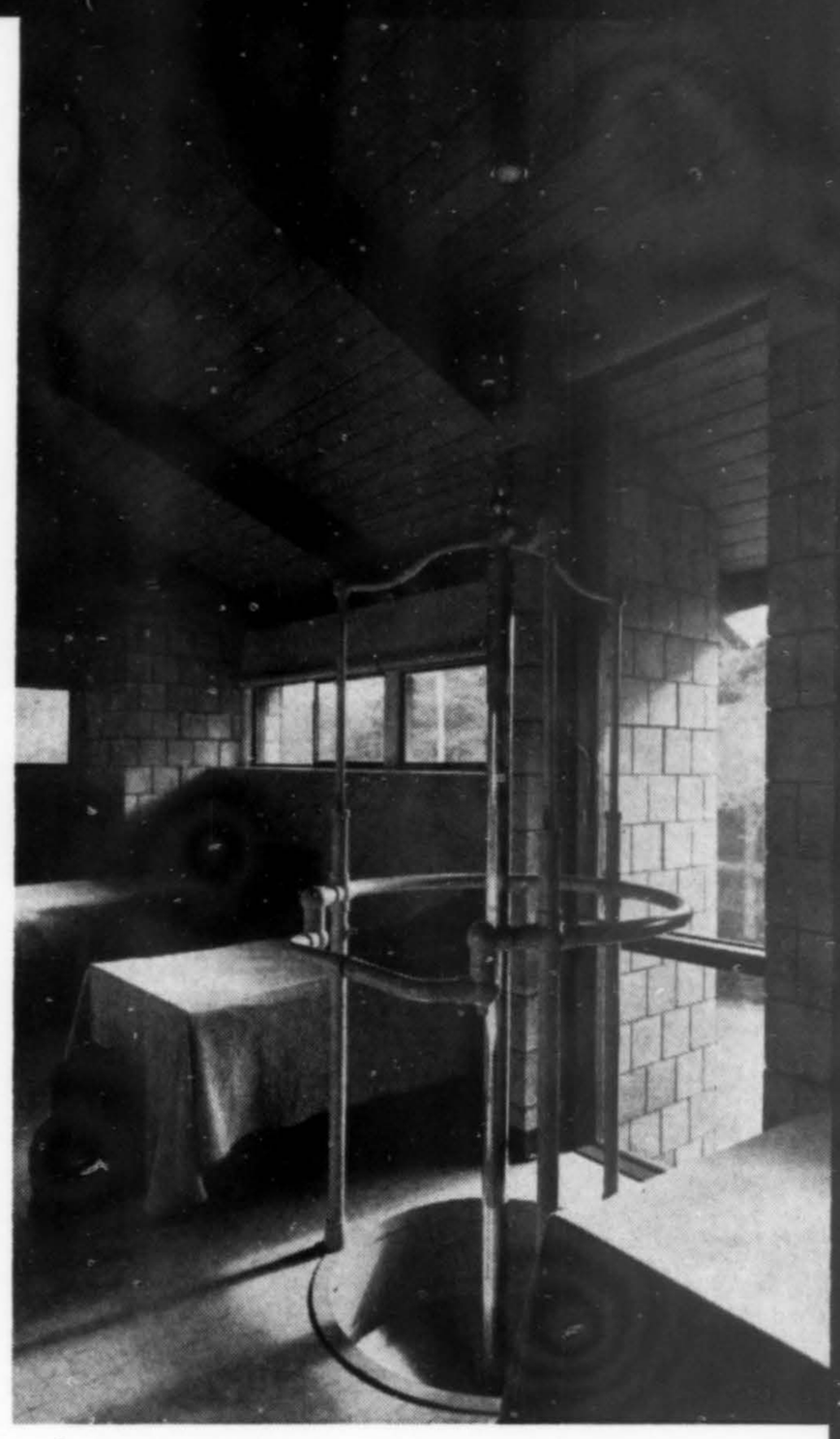
Bill Sears photos



FIRE STATION No. 10 serves two purposes: it is a three-company, four vehicle fire station as well as a training station for Tucson's firefighters. The first phase of the recently completed facility incorporates the station house, a multi-story training tower, the 30-ft. tall hose drying rack and a concrete tank for testing hoses. Future construction will provide a control tower; a high-intensity fire practice building; several fire-simulator stations, and a classroom.

The modest materials used in the construction assure easy maintenance and long life. Concrete block bearing walls (integrally colored a light tan) are used throughout with bond beam blocks as reinforcement. Precast concrete slabs span the engine house (equipment room) with wood joists over the spartan living quarters. The guillotine doors of the firehouse (painted fire-engine red) are one-piece, operating on a simple principle for maximum speed (they open in eight seconds), silence and trouble-free operation: doors rise into the framing above. Auxiliary doors at rear permit re-entry to a ready-to-go position. The training tower is a lightly-framed steel structure with concrete floors on steel decks.

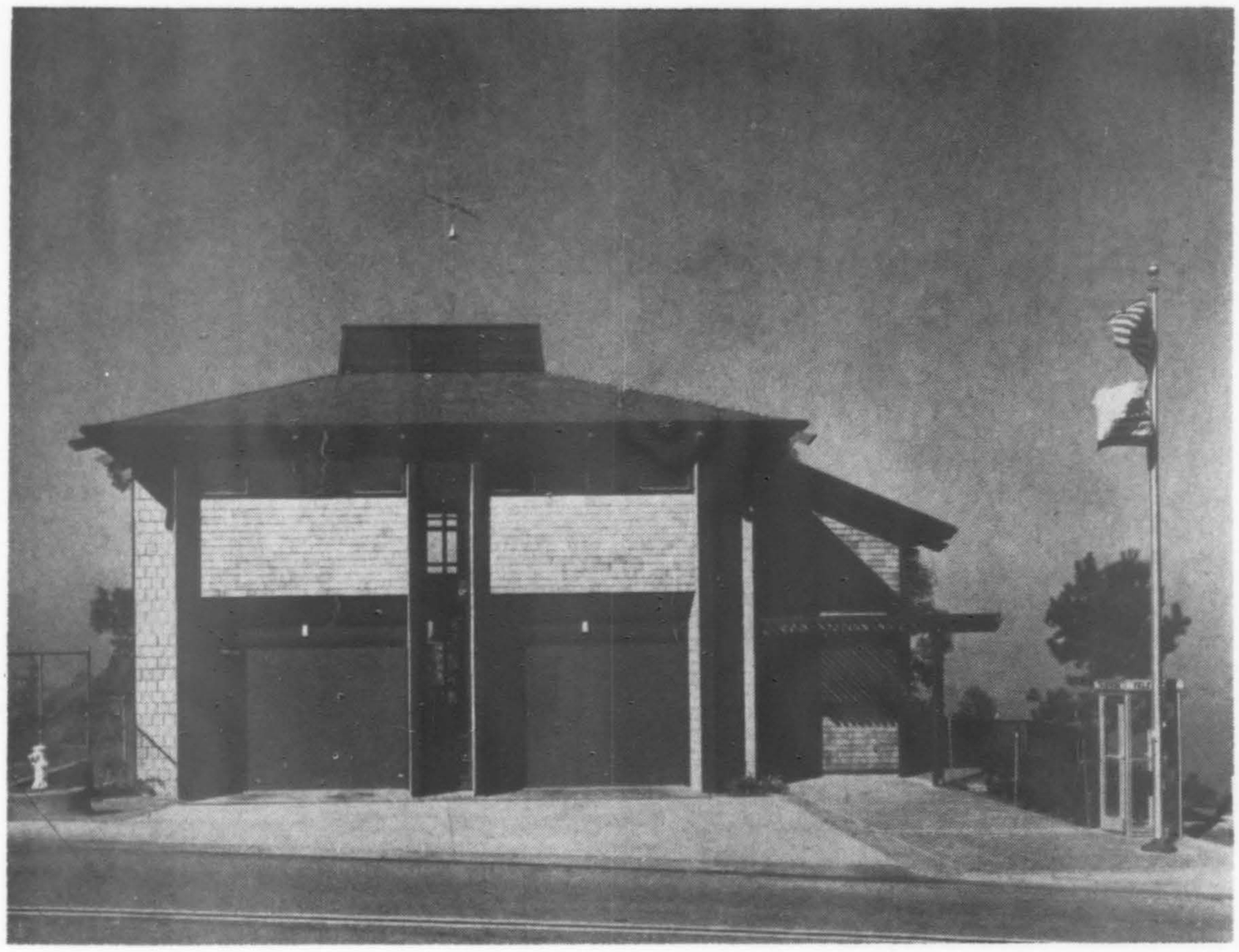
The Western Mountain regional AIA design competition cited this project in 1965.



Utilitarian buildings: FIRE STATION (2)

FIRE STATION | Sausalito, California | ROCKRISE & WATSON | Architects | ROBERT S. MILLER | Contractor

Karl H. Riek photos

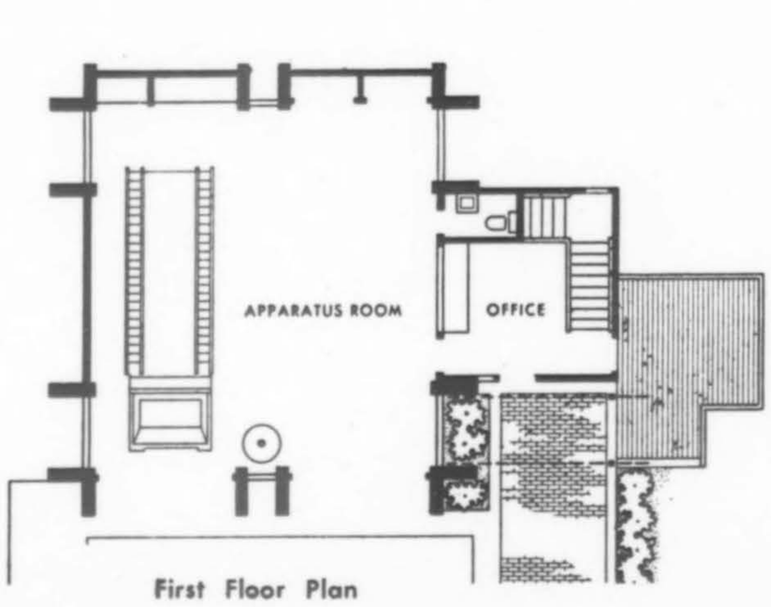


Solution for steep site in Sausalito neighborhood

ESTABLISHMENT of a fire station in a residential area called for compatibility of structure with the surrounding area. The problem was further compounded by the site: a steep, triangular lot (5,060 sq. ft.) overlooking Richardson Bay, just north of the Golden Gate Bridge. Site limitations suggested a two-story solution for the station with heavy equipment and office functions located on the ground floor, living quarters above. A greater floor area was required for living quarters, solved by overhanging the walls of the first floor (see plan). Window areas are principally on the north face of the living area to take advantage of the spectacular views. Weather exposure limits the use of glass elsewhere. Exterior balconies allow maintenance as well as occasional viewing.

Materials used for the building (concrete block, shingles, heart redwood) were selected to require minimum maintenance and for their compatibility with the neighborhood.

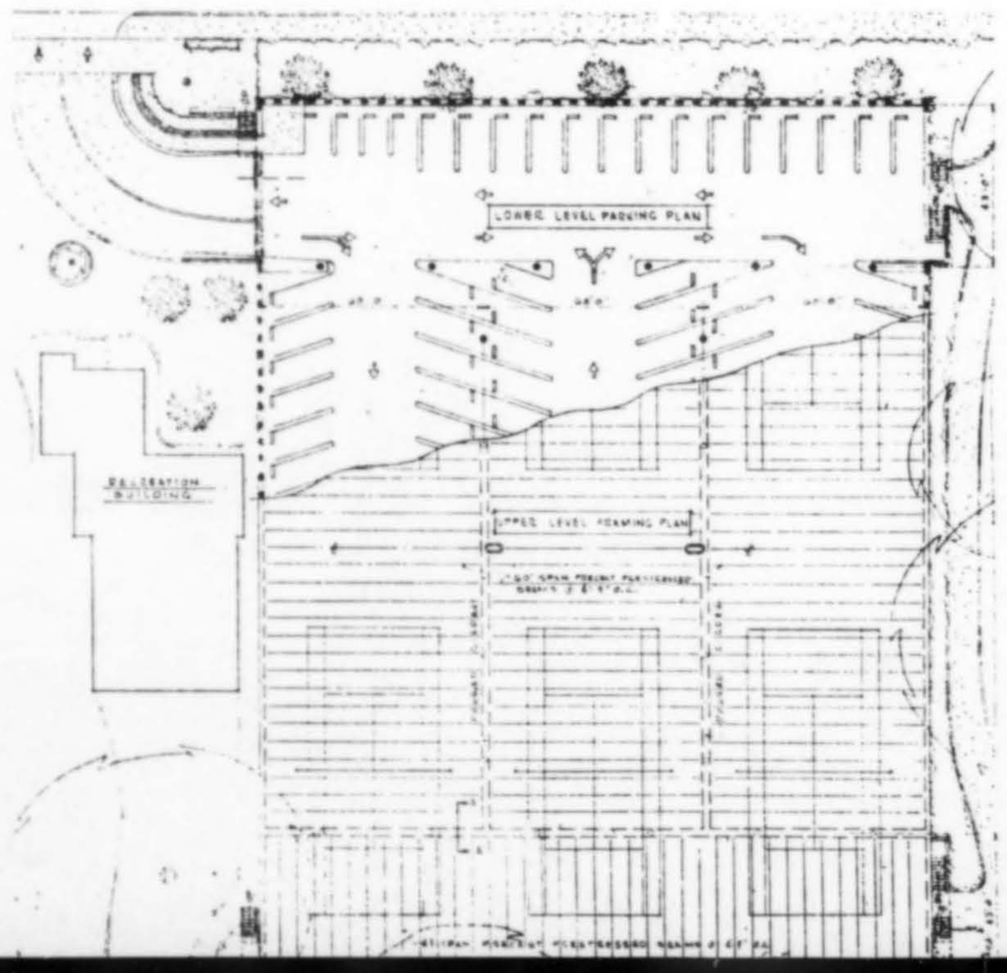
Completed in October 1964, the building cost $68,675 ($24.10/sq. ft.). Gilbert, Forsberg, Diekmann and Schmidt were structural engineers; Yanow and Bauer, mechanical and electrical consultants.



First Floor Plan

Second Floor Plan

Utilitarian buildings: PARKING FACILITY



CENTRAL PARK SELF-PARK GARAGE
San Mateo, California

A joint venture between:
LEONARD MICHAELS, Architect
H. J. DEGENKOLB & ASSOCIATES, Consulting Engineer

ADAM ARRAS & SON, INC., General Contractor

Tapered beam supports around the garage perimeter create the effect of a low, multi-legged platform that gives the roof tennis deck a light, floating character.

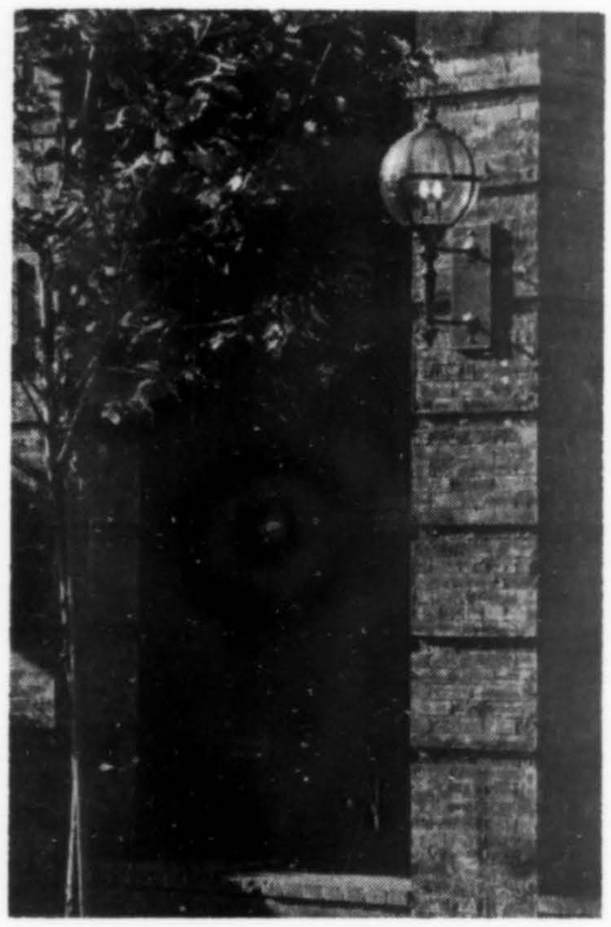
ONE COMMUNITY—San Mateo—has faced up to the problem of parking the downtown shopper and the commuter car without inflicting an eyesore on the city. It was not built without argument. In 1962 the city decided to create a parking garage in Central Park on the edge of the downtown shopping district. The park was a pleasant, oak-dotted place and the threat of its being marred by an ungainly garage stirred a lively controversy between "save-the park" citizens and the downtown merchants.

Plans called for a new garage and six tennis courts to replace four existing courts and a playground. The limits of the site (180x240-ft.) were strictly defined by the trees. City officials required that the park's appearance be retained as closely as possible while at the same time requesting a spacious 134-stall self-parking garage in an open structure attractive to shoppers.

A joint venture of architect-engineer arrived at an acceptable solution: a partially submerged structure with the tennis courts above. A 60-ft. module was adopted, based on the site's 180-ft. width. The use of 60-ft. span, 26-in. deep, precast, prestressed concrete I-beams kept cast-in-place girders and columns to a minimum of two rows where they least interfered with cars. Uniform spacing of the beams permitted tapered leg supports at each beam around the building perimeter. Self-parking stalls are 9-ft. wide at a 72° angle with 22-ft. aisles, an efficient 320 sq. ft. per car. The garage can be converted to attendant parking at a 90° angle for an increase of 36 cars.

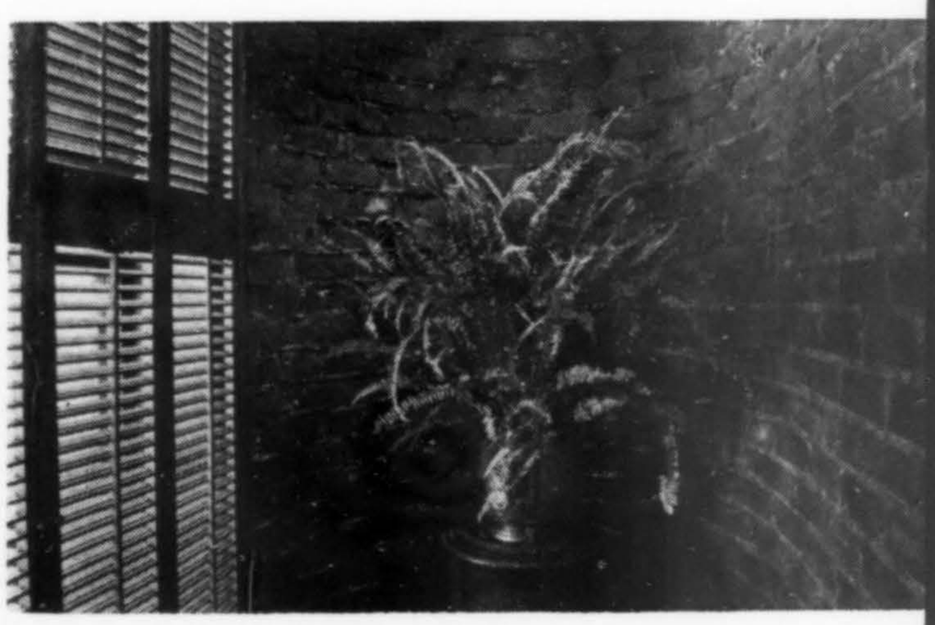
Opened in September 1964, it was built at a cost of $352,000, satisfying officials by contributing aesthetically to the urban landscape and the merchants with an adequate, safe and convenient facility.

Central Park Self-Service Garage | San Mateo



The now handsome brick building, in a site whose history goes back to the gold rush days of 1849, consists of three full floors and a large penthouse. The agency's media and marketing departments are on the first floor; account executive and administrative offices on the second and third, and the creative department on the fourth floor penthouse.

Design/West . . .



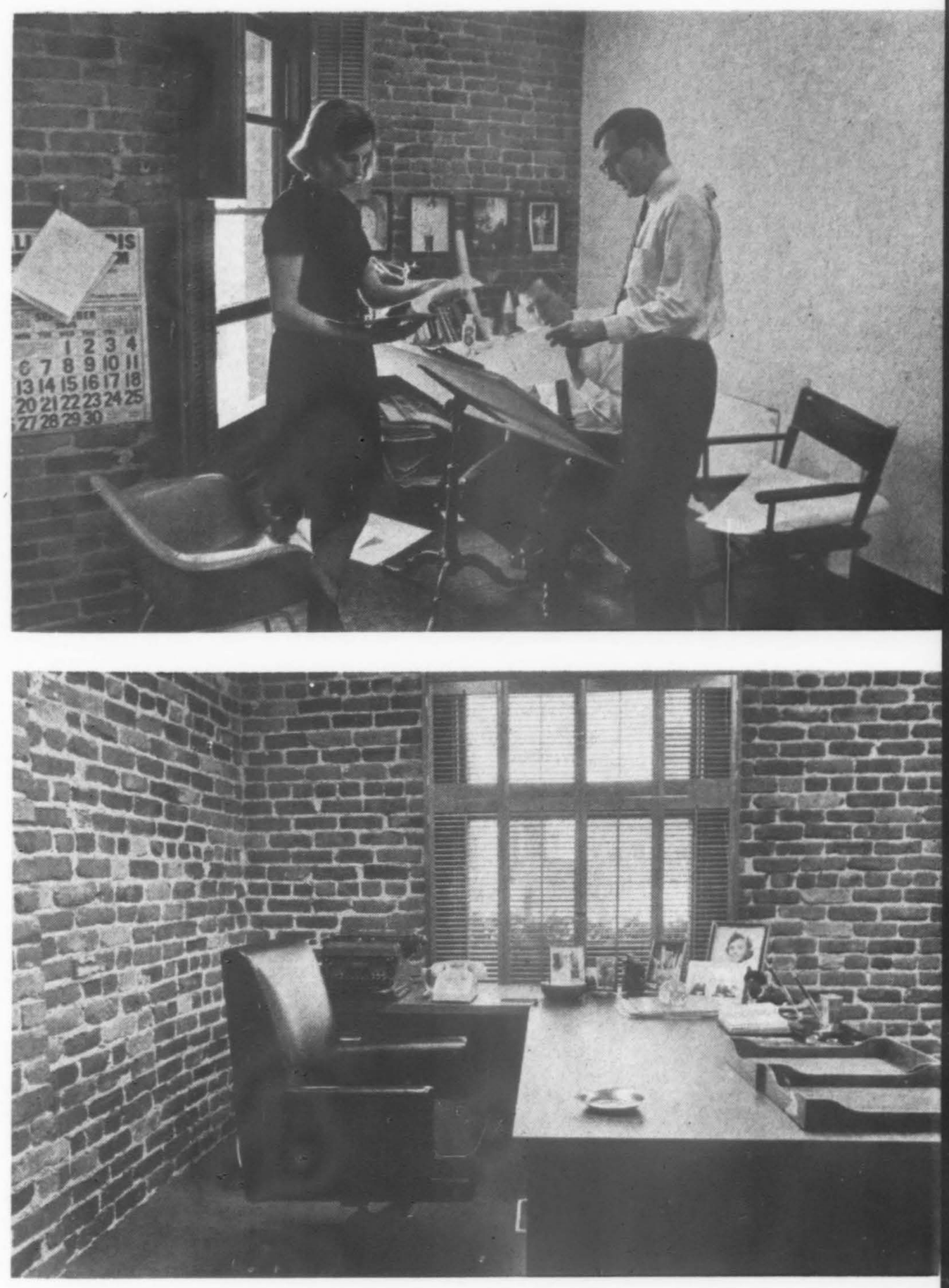
Restoration -- with "love and feeling" for San Francisco

THE OLD has been adroitly combined with the new at San Francisco to restore to profitable use a relic of the city's historic Barbary Coast. A building at 574 Pacific Avenue, constructed in 1911 as a dance hall, now is the elaborate and luxurious West Coast headquarters of Campbell-Ewald Company, a nationally known advertising agency based in Detroit.

Inasmuch as San Francisco has "love and feeling" for its ancient buildings and traditions, Campbell-Ewald wanted to restore the structure in the style of the 1800's. Cost and function, however, determined an interior of contemporary decor. While the agency contracted for the renovation design, the owner, a member of the Jackson Square Association (membership entails agreement to remodel a building into decorator show rooms or offices, architect-designed) paid all architectural and design construction costs. In return, Campbell-Ewald signed a firm 10-year rental agreement.

Through use of wood, lighting fixtures, furniture, wood panels and colors, the designer has tried to capture a "Victorian" feeling for the building. The center mechanical core existing prevented a repetitive and symmetrical floor plan layout. The building had no such thing as a "typical" hallway, office, window or door, so it was decided to emphasize this lack of regimentation in the remodeling layout. Where space permitted, a variety of wall display alcoves with specially directed lighting were created. The hallways were also established as "galleries" with both cove and spot lighting. Original brick walls were carefully stripped of old plaster and many coats of wallpaper. A number of imperfections were found in the interior wall and window construction but were left untouched and exposed, in order to add to the general charm and atmosphere of the remodeled interior.

Total cost of the remodeling was $200,000. This approximated $11 per sq. ft. for the 18,000 sq. ft. structure.

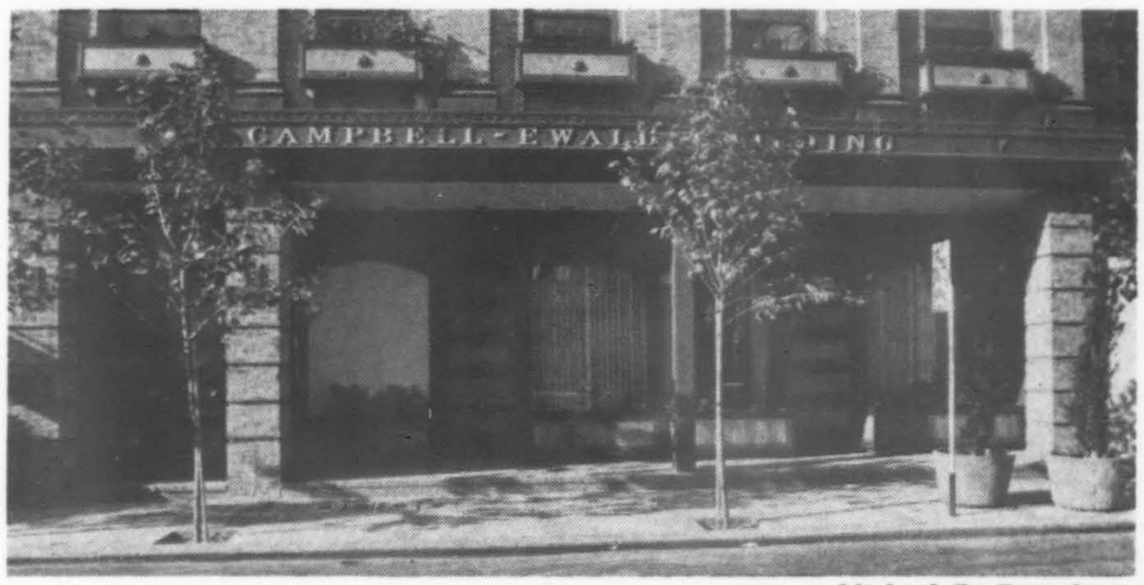


CAMPBELL-EWALD OFFICES
San Francisco

WILLIS & ASSOCIATES, INC.
Designers, Architects, Engineers

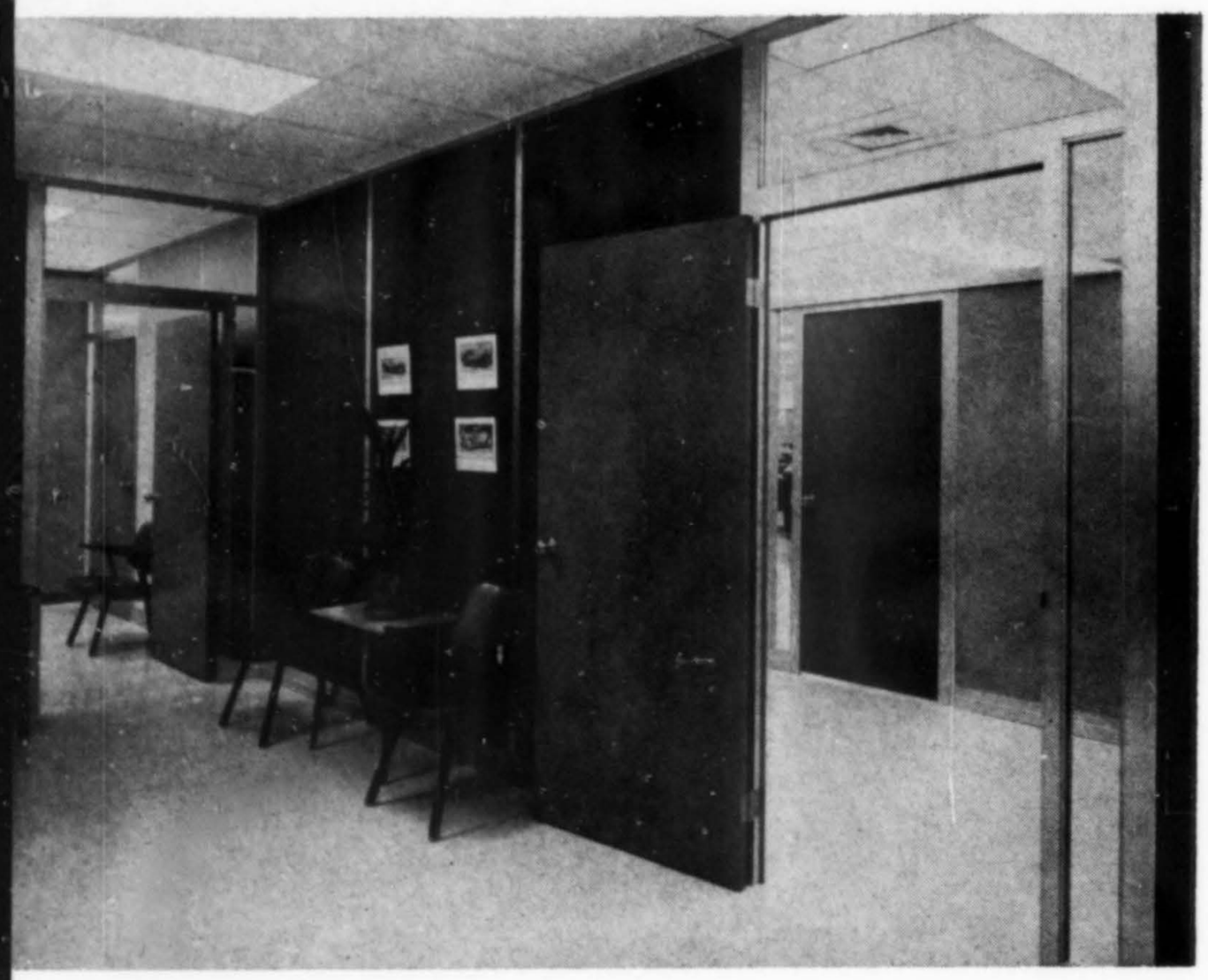
PEARSON & JOHNSON
General Contractor

ELMER GAVELLO
Building Owner

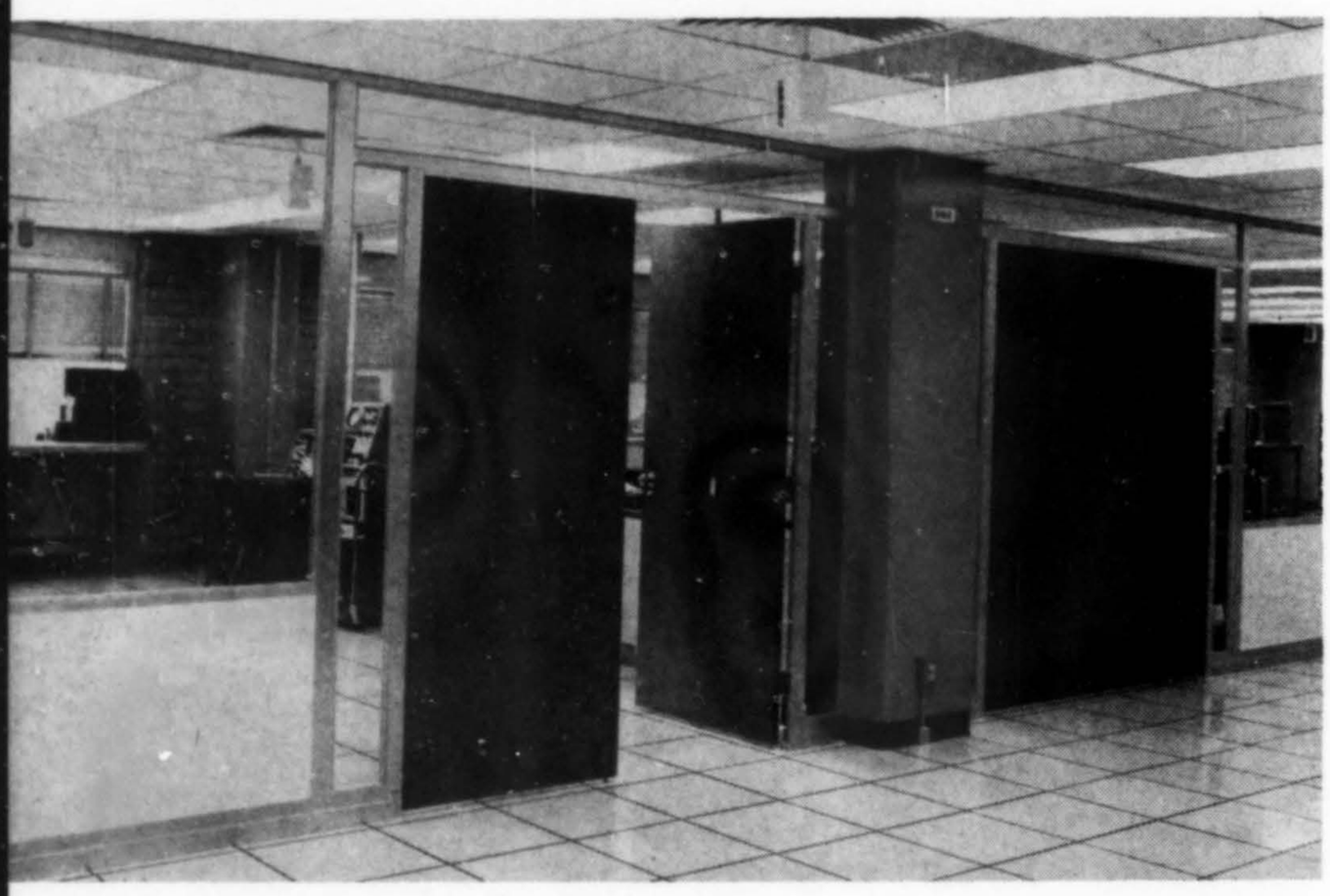


Michael B. Bry photos

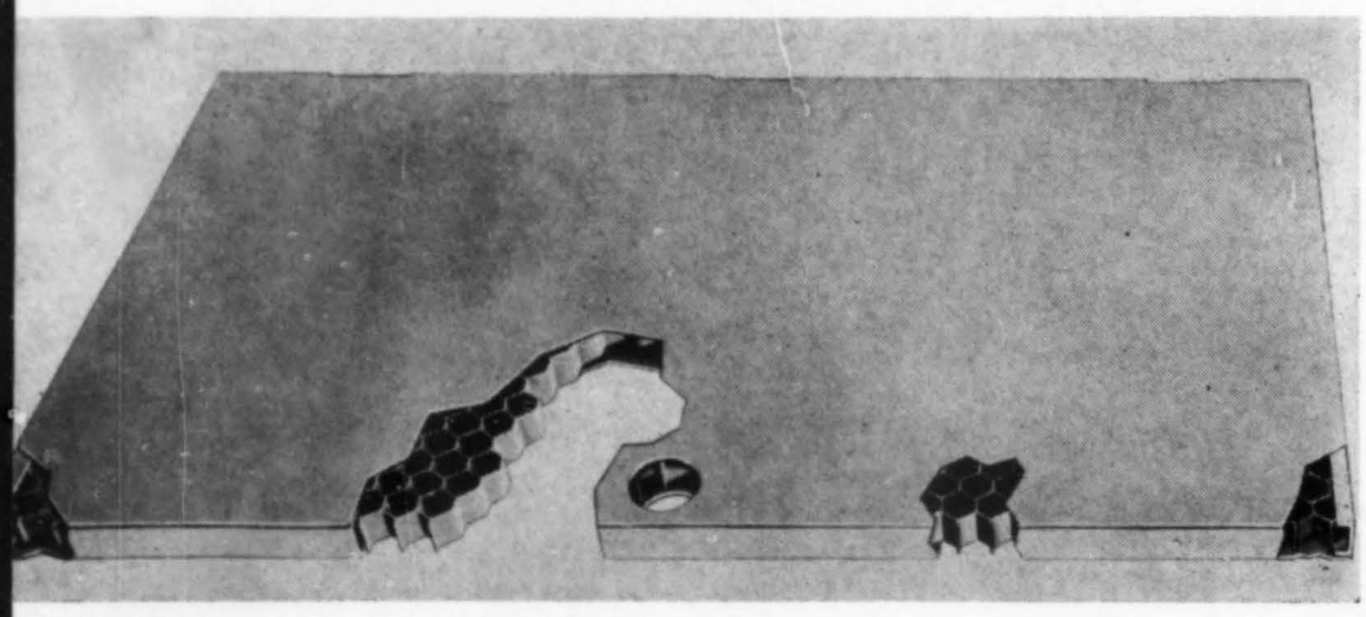
Color, style, low cost in factory-finished doors



Brown color of steel door blends with wood grain veneer used in executive office interiors as well as with flat metallic colors in corridors. The extensive glass areas offset solid look of flush doors where working areas are exposed to view from the corridors.



Cut-away view of honeycomb door shows how it is fabricated from No. 20 gauge steel face sheets applied to kraft honeycomb core. The core contributes toward insulation and acoustical benefits.



EVEN TO THE CASUAL observer the doors in the Department of Motor Vehicle Headquarters office building in Sacramento are a conspicuous feature of the design. In the nine-story structure there are about 900 doors!

In selecting the Colorstyle steel doors (manufactured by The Ceco Corporation) an analysis of door usage in the building indicated that doors would remain either open or closed most of the time (as opposed to opening and shutting) and therefore moderate-frequency types could be chosen. Further, one of the primary functions of all doors in the building was to provide aural privacy. Since glass lights incorporated in the partitions provided visibility between adjacent areas, flush doors were specified. The doors, of honeycomb core construction, are one and 3/8-in. thick, fabricated from No. 20-gauge steel face sheets. The inside surfaces of the steel faces are coated with a strong adhesive to assure a tight bond with the sound-reducing core which completely fills the interior of the door.

Doors were delivered factory-finished with a vinyl-type baked-on enamel applied to the exterior steel surfaces following pretreatments of bonderizing and epoxy-based prime coating. The finish coat enamel was electrostatically applied to produce a film thickness of 1.26 mils minimum.

Interior partitions in the building are of anodized blue aluminum panels and glass lights in aluminum framework. The same framework serves as door framing for the brown-color steel doors. Visually, the building's interior areas have bright colors, smooth surfaces, and rectilinear forms with all building materials chosen for low initial cost and long-term usage, with the elimination of maintenance a paramount factor. Installation of doors and partitions proceeded rapidly since there was no need for any on-site painting.

HEADQUARTERS OFFICE BUILDING
Department of Motor Vehicles
Sacramento, California

STONE, MARRACCINI & PATTERSON ASSOCIATES
and
DONALD FRANCIS HAINES & ASSOCIATES
Architects

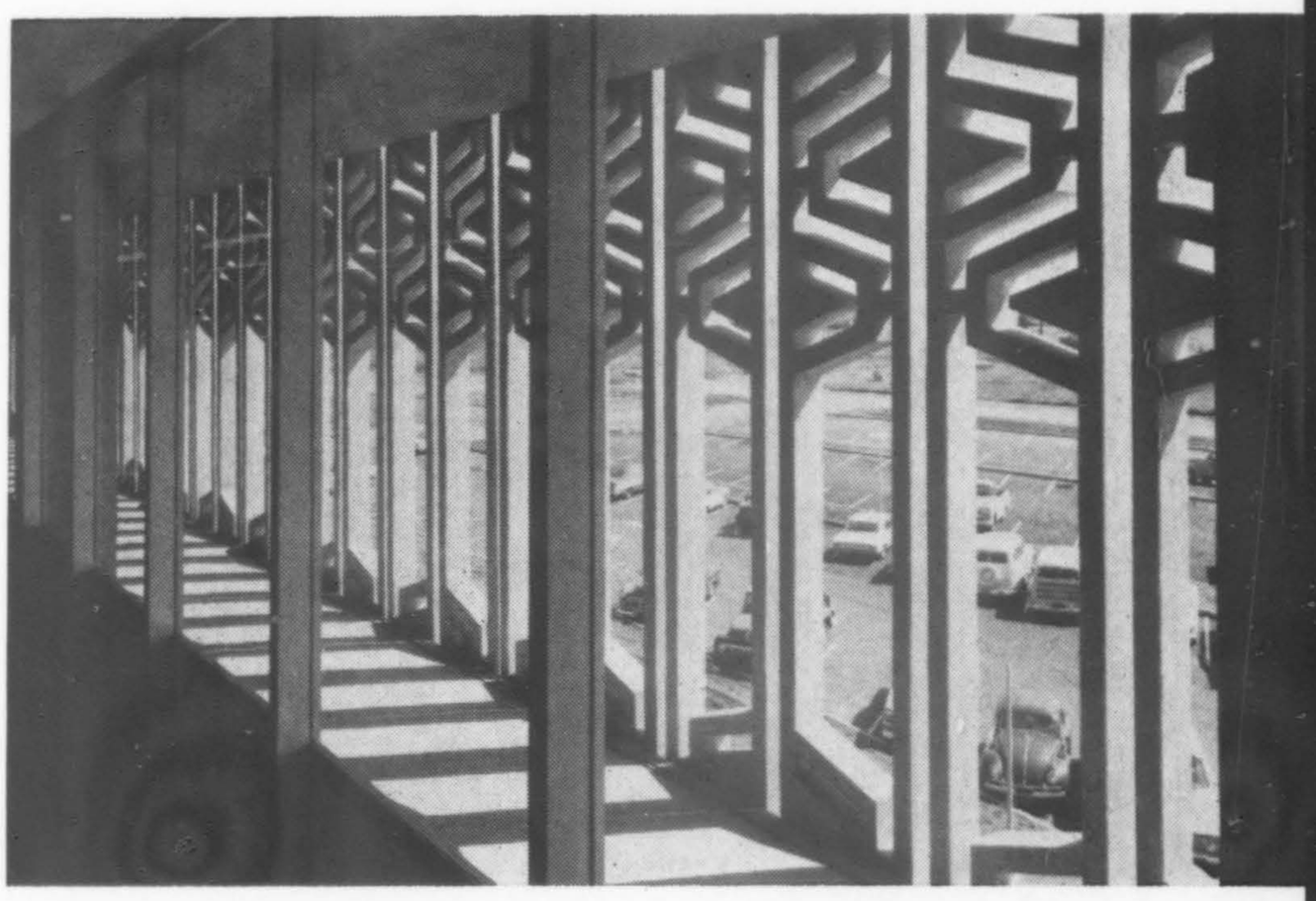
CRAMER ASSOCIATES
Contractor

Screen Patterns not Handcuffed to Uniformity

THE PATTERNS of precast concrete panels in this building were varied to serve the special needs of various portions of the building. Where necessary to screen or shade certain areas, the webs are close-knit. Wherever possible, they are opened to permit a less-obstructed outward view. Yet the designs, formulated by the architects, are so related that the appearance does not suffer from the variations.

An important part of the project, the sunscreens are of white cement and sand, acid etched by dipping. The Grassi-American Company precast screens, 2,708 of them, two feet wide and nine feet 10 inches high, and welded them with stainless steel clip angles to spandrels precast of same materials by the Ben C. Gerwick Company. Spandrels are bolted to steel structural frame of the building.

The sunscreens are set outside 3/16-inch Pennvernon "Graylite" gray-tinted heat and glare resisting glass.



PACIFIC TELEPHONE AREA HEADQUARTERS BUILDING

Sacramento, California

Hertzka and Knowles
Architects

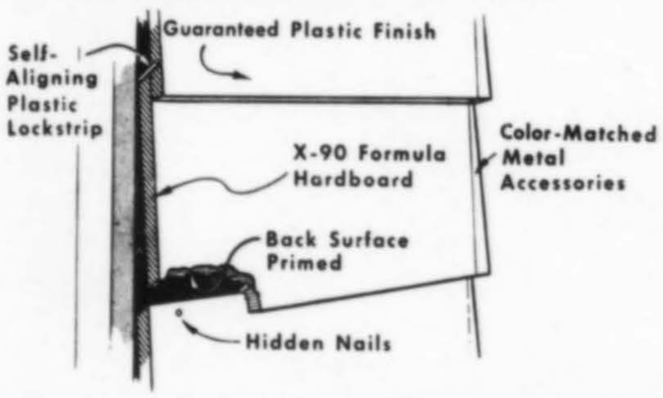
Dinwiddie Construction Co.
General Contractor

• NEW PRODUCTS •

furniture to fit office needs

Office Span II is a complete line of desks, chairs and credenzas specifically designed to increase efficiency by providing the correct type of desk for each worker. They are designed individually to include only the accessories required for specific jobs. Furnishings are all steel construction with plastic laminate tops, brushed chrome drawer handles, rounded at the corners, and are available with paper and equipment organizers for busy executives. Chairs have deep foam seats and backs with an exclusive selection of fabrics available. The series comes in a variety of bright, cheerful colors that will mix or match. Desk tops are in a choice of seven laminates in warm wood or leather grain.—Simmons, Contract Division, (A/W), Merchandise Mart, Chicago.

COLORLOK X-NINETY LAP SIDING



prefinished color hardboard siding

Colorlok X-ninety lap and panel prefinished hardboard siding has just been introduced by Masonite, carrying a double guarantee—10 years on surface finish and 25 years against hail damage, manufacturing defects in the base board and delamination due to normal exposure. The finish is warranted against cracking, peeling, blistering or checking. The X-ninety is offered in horizonal lap form and in panels for board and batten treatment. Lap siding, 12x144″ and 12x192″, is in shell white, willow green, desert sand pearl gray. Colorlok panels 4x8′ and 4x9′, are available in white only. Siding is self-aligning and has a perforated lock strip providing ventilation.—Masonite Corp. (A/W), 29 North Wacker Drive, Chicago 60606.

creative wallcoverings

Creative Wallcoverings is an imaginative collection introducing a new "Old Look" to meet the desire for silk-screened hues and designs without a slick appearance. The wallcoverings are plastic-coated for washability and fade resistance. There are 10 patterns available in a variety of subtle decorator colors.—Don Rumsey Associates, (A/W), 472 Jackson, San Francisco.

lightweight structural steel sections

Six new lightweight sections have been introduced by Bethlehem Steel. They are an extension of the "BL" series, especially designed to meet modern steel design fabrication. The new sections include two new weights each in the 18, 21 and 24-in. beam depths. They range from 10 to 22% lighter than the previously available lightest weights in these depths according to the manufacturer, and are specifically designed to reduce construction costs. — Bethlehem Steel Corp., (A/W), Room 1026, Bethlehem, Pennsylvania.

wall coating material

A new wall coating material that does double duty on exterior and interior surfaces, "Bloc Tex" is a latex emulsion material said to uniform and prime interior and exterior concrete block and is a one-coat texture finish for dry wall surfaces. Finish coats over Bloc Tex on dry wall are optional as is interior masonry. Exterior applications do require a finish coat since in this use Bloc Tex is designed to fill voids and pores, creating a smooth surface for painting. Available only in white it may be tinted; can be applied by brush, roller or spray.—The Sherwin-Williams Co. (A/W), Professional Coatings Div., Cleveland, Ohio 44101.

vibration dampening weatherstrip

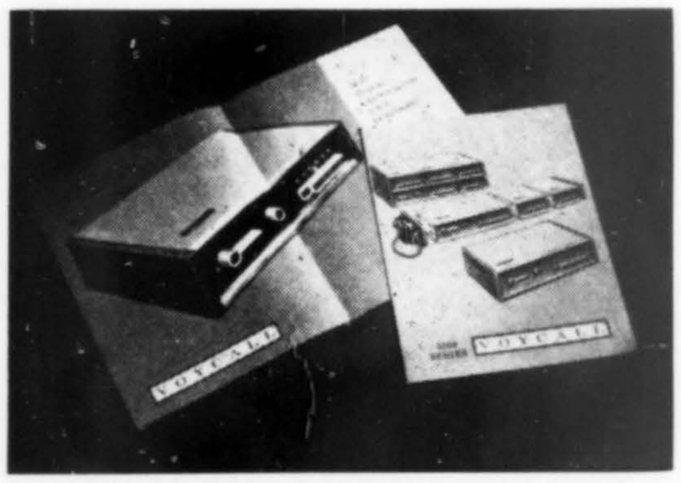
FOAM-SEAL, a new, vibration dampening, sound and light proof weatherstrip, incorporates a 3/8-in diameter vinyl-covered Polyurethane FOAM-EDGE gasket and a ½-in. wide aluminum extrusion with adjustable screw holes spaced at approximately 6-in. intervals. When mounted, FOAM-SEAL is said to eliminate rattling doors and sound leaks common to mutliple unit apartment buildings, office buildings, hospitals, schools. They are available in "door-unit" packages which include 7-ft. lengths, one 3-ft. length and mounting screws. Special lengths are available up to 9-ft. The material is said to have an effective temperature range varying from —30° F. to 150° F. plus.—The Sterling Alderfer Co. (A/W), 1460 Industrial Parkway, Akron, Ohio 44310.

ceramic textured floor tiles

Textured floor tiles which represent a new concept in use of ceramics as facing for floors has just been introduced by Interpace. Named Franciscan Terra Floor, the 12-in. modular size flooring comes in five patterns and four colors. It can be cleaned as quickly as other ceramic tiles and units are said to be frost-proof and weather-resistant. Since Terra Floor is a ceramic material, colors will remain true.—Interpace, Ceramics Div., (A/W), 2901 Los Feliz Blvd., Los Angeles, Calif. 90039.

truss design for pole frame buildings

A roof truss design for use in low cost pole frame buildings is now available. It is adaptable for spans ranging from 30 to 40-ft. with a roof slope of 4-in. in 12-in., and a spacing of 11-ft. o.c. Nominal 2-in. lumber is utilized throughout. An alternate detail for pre-drilling and cutting of pole tops prior to erection is offered, making possible the attachment of trusses to poles while still on the ground. The design is based on the split ring system of construction.—Timber Engineering Co., (A/W), 1619 Massachusetts Ave. N.W., Washington, D.C. 20036.



intercom meets all requirements

An intercom system that will never be obsolete is the claim of the new 5300 Voycall. It can be added to, dissassembled into modules and reassembled to meet any new business requirements. The 5300 Series comes in a walnut, chrome and vinyl-clad steel cabinet, offering beauty as well as reliability and flexibility.—Voycall Sales, Inc., (A/W), 2323 Chestnut St., Oakland, Calif. 94607.

ceiling Bubble Lights

Bubble Light, a new type of lighting fixture, takes its design from the luminous ceilings to provide low-intensity, flare-free illumination for homes, motels, hotels, hospitals, offices, other buildings. Lights are 24-in. diameter and combine two durable plastics produced by Dow Chemical. Bubble Lights weigh three pounds and are designed to hug the ceiling. A dozen models are offered in the Lumitex Bubble Light line: units trimmed with wood, accentuated with plastic and glass decorations, sculptured plastic. All are 6-in. deep and accommodate three 60-watt bulbs.—The Dow Chemical Co., (A/W), 350 Sansome St., San Francisco 94106.

1400 rustic stain colors available

Rustic stains, available in more than 1400 semi-transparent and solid colors, have just been introduced by the Pabco Paint Division of Fibreboard Paper Products. The new custom line offers virtually unlimited opportunities to color and beautify as well as protect wood surfaces. The stains are recommended for exterior surfaces, interior wall surfaces and exposed beams and wood ceilings. They can be used on a smooth or resawn surface and dry to matte finish. The stains are said to be easy to apply without lapping marks using a brush, roller or spray gun. Usually one coat is sufficient.—Pabco Paint Div., Fibreboard Paper Products Corp., (A/W), 475 Brannan St., San Francisco.

walnut frames for ceiling system

A blend of hand-rubbed solid walnut frames with fade-free opal white acrylic diffusers, the Heritage design offers a lighted ceiling system said to have a moderate cost. The T-bar is completely concealed. A variation of module sizes, 1x2-ft., 2x2-ft., or 2x3-ft., permits a broad variety of applications. Heritage also introduces Acryglo, a new concept in luminous diffusers, of 100% Plexiglas, that can be easily cleaned without removing the frame from the ceiling.—Integrated Ceilings, Inc., (A/W), 11766 West Pico Blvd., Los Angeles 90064.

Plastic Dome Skylights (AIA 12-J): among illustrations is the Harris County stadium in Houston, Texas. All of the various PAM skylights and domes are listed, illustrated, with specifications, dimensions and construction features well tabled. 16-pp. —The Pam Company, 10801 N. Lombard, Portland, Oregon.

Washroom Equipment (AIA 29-J): illustrates and describes 250 recessed and surface mounted washroom accessories. More than half the book is devoted to accessories designed for office buildings, hotels, motels, dormitories, institutions. A special section shows an expanded line of hospital accessories with another section covering soap dispensers. Guide specifications and installation details are included. No. P6606, 24-pp.—Architectural Service Dept., Bobrick Dispensers, Inc., P. O. Box 39638, Los Angeles 90039.

Movable Component Classrooms: describes components as used for school space flexibility including demountable movable Double-Wall and sliding Operable Wall, plus a new approach to classroom functions, making full use of the walls as teaching tools. Illustrates floor-to-ceiling chalk panels and projection screen panels which are movable parts of the wall itself. A service panel consolidating location of clock, speaker, phone, electric units with switches and outlets is shown. A comparative cost chart is given.—The E. F. Hauserman Co., 6800 Grant, Cleveland, Ohio.

Zonolite, an Insulation for Every Purpose (AIA 37-C-2): provides a detailed look at four of the firm's insulating products: water-repellant vermiculite masonry fill insulation; Dyfoam polystyrene insulating board; vermiculite attic insulation; glass fiber batts and blankets. Guide specifications, thermal insulating values, coverage tables, recommended applications are included. 12-pp.—Zonolite Div., W. R. Grace & Co., 135 S. LaSalle St., Chicago 60603.

Remodeling for Urban Improvement: reports on a study of three types of building modernization — renewal, restoration and remodeling, and offers an illustrated discussion of how facade screening can help solve downtown remodeling needs. Illustrations demonstrate what can be accomplished with actual examples shown. — Julius Blum & Co., Inc., Carlstadt, New Jersey.

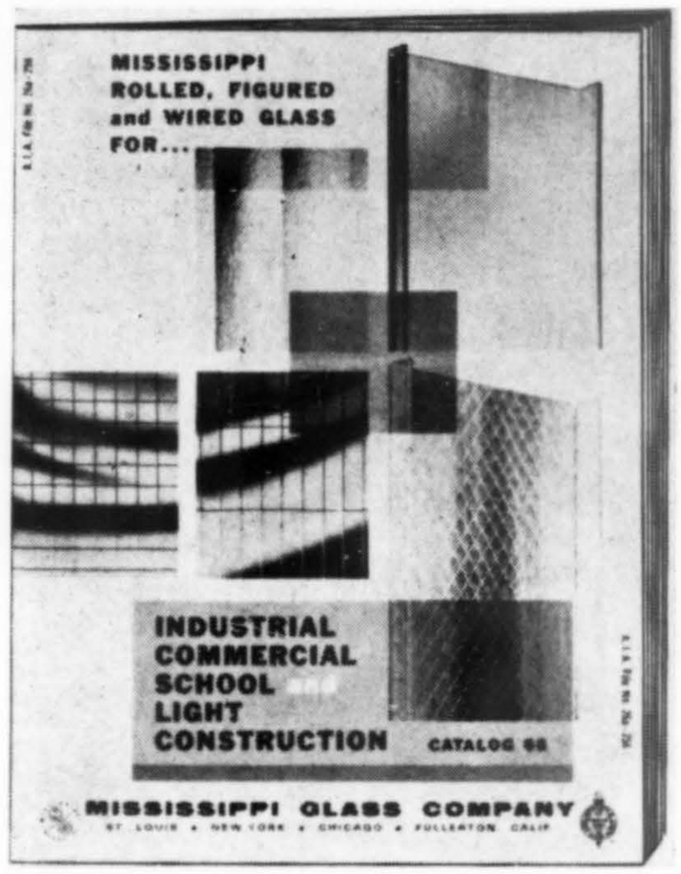
Underwater Lighting: illustrates a complete line of underwater equipment designed to meet the new National Electrical Code on pool lighting. Specifications on watertight fixtures are detailed for standard and low-voltage use. Accessories are listed. The entire article on the pool lighting code is reprinted.—Stonco Electric Products Co., 333 Monroe Ave., Kenilworth, New Jersey 07033.

Commercial and Institutional Carpets: full color photographs of outstanding carpet installations showing marked variety in color, texture and design are presented in a country club, hotel dining room, bank, offices, and so on. —Philadelphia Carpet Co., Contract Div., Allegheny Ave. and "C" Street, Philadelphia 19134.

Architectural Glass: describes six multi-purpose laminated glass products ranging from Acousta-Pane to Frost-Lite with informative case histories, photos, charts and architectural specifications. Brochure is a handy reference for those faced with noise problems in motels, hotels, schools, factories and office buildings, or with solar light, heat and glare difficulties in either new or remodeled buildings. Two-color, 12-pp. — Amerada Glass Corp., 2001 Greenleaf Ave., Elk Grove Village, Illinois 60007.

New Patterns in Palos Verdes Stone (AIA-8): includes 14 different patterns for laying stone together with complete data on physical properties, coverage specifications and methods of anchoring stone veneer to brick, block, wood, precast masonry backings. Good photographs of typical installations. Catalog PV-66. — Palos Verdes Stone, P. O. Box 2981, Torrance, Calif. 90509.

Decorative Interior Door and Window Treatments: well illustrated pages with spindle doors, decroframe window and door panels, patio doors, wall units, shutters, louvre doors, cabinet and cafe doors, with opalescent, acrylic, other types of inserts available. Sizes, specifications, list prices included. Special details available, instructions for installing, optionals shown.—J. Zeluck, Inc., 2-6 Preston Court, Brooklyn, N.Y.



Rolled, Figured, Wired Glass for All Construction (AIA 26a-256): covers complete line of glass patterns for installation in industrial, commercial, school, church, institutional and residential structures. Well illustrated with typical installations and individual patterns. A light distribution chart and transmission data is included. Special 4-page insert features the new channel-shaped glass, Profilite. Catalog 66, 20-pp. — Mississippi Glass Co., 88 Angelica, St. Louis, Mo.

Olympic Pre-Stained Wood: details on the recently introduced Olympic Stainer for pre-staining wood are available in a new brochure. The folder points out that quality-controlled staining process insures immediate delivery of pre-stained finishes on any lumber up to 4-in. thick and 14-in. wide, including channel siding, bevel siding, T & G siding, paneling, end-matched soffit, boards and battens, decking. Any of Olympic's 60 tones can be selected with special colors on request.—Olympic Stained Products Co., 1118 N.W. Leary Way, Seattle 98107.

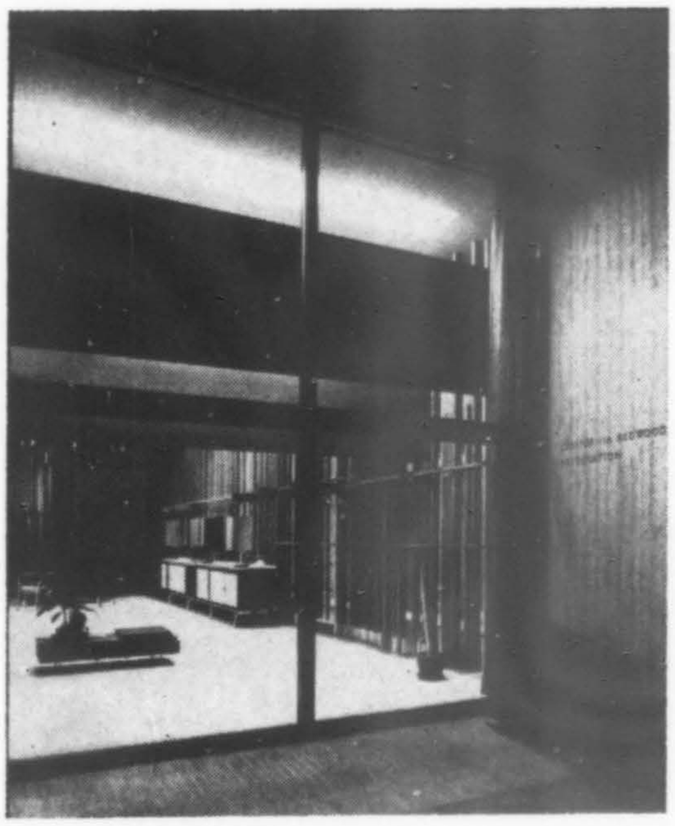
Steel Shelving: contains wide range of photographs showing the many designs and sizes of Lyon shelving to meet every need. Includes concise product and ordering specifications for all steel shelving, tool rooms, shoe shelving and other special-purpose shelving, and a section on custom shop containers and material handling containers. Catalog 600-L, 24-pp.—Lyon Metal Products, Inc., 75 Plant Ave., Aurora, Illinois.

Built-Up Roofing Systems: a comprehensive guide containing specifications and procedures for application of Barrett built-up roofs. Purpose is to assist in planning for the proper roof to meet requirements of almost any roofing situation. Individual specifications are simplified. 40-pp.—Barrett Div., Built-up Roofing Dept., 40 Rector St., New York 10006.

• **Western States Clay Products Association:** Richard Houlahan, Seattle, president of Builders Brick Company, has been elected president of the association, representing brick manufacturers in 11 Western states. Other officers elected: Frank Fisher, Jr., Gardena, Cailf., first vice president; Owen McComas, Los Angeles, second vice president; Arthur Culver, San Francisco, secretary; H. C. Mathers, Van Nuys, treasurer; John Cahoon, Salt Lake City; Archie Campbell, Phoenix, Lyman Lacy, Sacramento, and William Reordan, Los Angeles, directors. At the same time announcement was made of the opening of a new research laboratory for the association in San Francisco to be operated by John A. Blume & Associates Research Division.

• **Pacific Clay Products:** Henry Zimoski has joined the firm as an architectural sales representative for the Los Angeles Brick Division. Mr. Zimoski was formerly district sales manager for Pomona Tile Manufacturing Company.

• **Grace Construction Materials:** Stanford Horn, western manager of the firm at San Francisco, announces the appointment of Alfred S. Griffin as district sales manager with headquarters in Los Angeles. He will be in charge of sales in Southern California, Arizona and Southern Nevada. Simultaneously, John Holt was appointed to the newly created post of Los Angeles sales service manager, responsible for coordinating sales administration.



NEW OFFICES of California Redwood Association at 617 Montgomery Street, San Francisco, in the Pony Express Building, in the heart of the city's architectural and interior design district. Ernest Born, FAIA, was the architect responsible for the remodeling.

• **W. P. Fuller Co.:** Edgar W. Lochrie has been elected vice president-trade sales, according to an announcement by F. G. McDermott, president of the Fullerton, California firm.

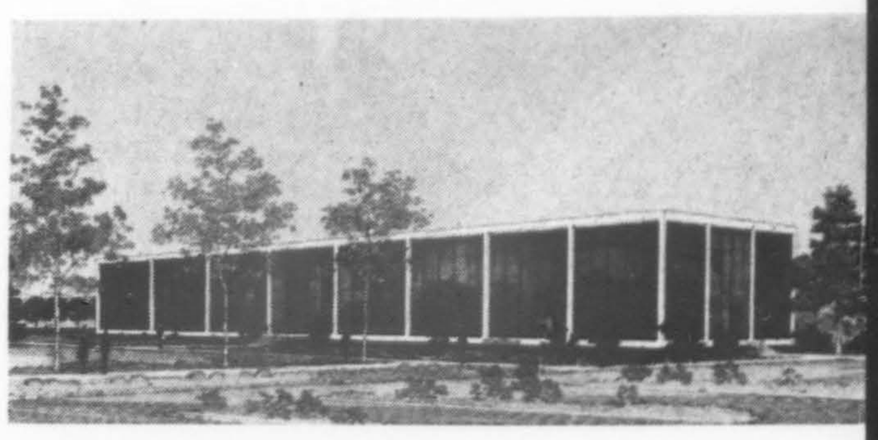
• **Armstrong Cork Co.:** William J. Appel has been appointed architectural-builder consultant for the firm's floor division office in Los Angeles. He was formerly assistant district manager for the company's defense division in that city.

• **Marsh Wall Products:** The Dover, Ohio manufacturer of plastic-finished Marlite paneling, has created a new West Coast division and re-aligned three division managers. The Western Division has been divided into a Northwestern Division and a Pacific Division with Howard Robison, formerly manager of the Western Division, heading the Northwest office at 777 139th Avenue, San Leandro. Ezra Whaley, formerly manager of the Southwestern Division moves from Dallas to Los Angeles as head of the Pacific Division.

• **Evans Products Co.:** Lawrence M. Flahive has been appointed executive vice president in charge of the new Building Products Group with direct supervision over the Building Materials Division, Portland; the Plywall Division, Corona, Calif.; and the Fiber Products Division, Corvallis, Oregon. James J. Conway has been named executive vice president in charge of the Transportation Equipment Group; J. Kenneth Brody has been appointed executive vice president in charge of the legal, corporate planning and acquisition planning functions, and Lauren L. Wygal, executive vice president in charge of the financial, control and accounting functions.

• **Bobrick Dispensers, Inc.:** Richard J. Lane & Associates, 2166 Market St., San Francisco, has been named representative in Northern California and Northern Nevada for the New York and Los Angeles washroom equipment manufacturer.

• **E. T. Barwick, Mills, Inc.:** Preparatory to moving into a new building early in 1966, the Chamblee, Georgia, carpeting firm has established a western distribution facility in Sparks, Nevada, the first Western operation for the company. Distribution and special orders are now being handled and when the new building is occupied, E. T. Barwick, president, announced that an inventory of carpeting sufficient to carpet an area as large as 30 football fields will be maintained.



FORMICA CORPORATION'S Placer County, California Plant near Roseville, has been altered to provide an additional 4,500 sq. ft. of floor space and exterior applications of Formica panels. The entire facility totals more than 300,000 sq. ft. for production operations, laboratories, offices and a major warehouse. Completion is scheduled for early 1966.

• **Pittsburgh Plate Glass Co.:** Announcement has been made that the firm's fully-tempered safety glasses, Herculite and Herculite K, have been established as the first in the industry to be issued research recommendations in compliance with safety glazing requirements of three major national organizations of building officials: the International Conference of Building Officials; Building Officials Conference of America, Inc., and Southern Building Code Congress. Both safety glasses have been designated as satisfactory glazing materials for use in locations subject to impact hazards.

• **American Society of Architectural Hardware Consultants:** Edward H. McCulloch, vice president of sales for Russwin, New Britain, Connecticut, has been named executive director of the ASAHC. He will headquarter at 2675 Cleveland Ave., Santa Rosa, California. Mr. McCulloch succeeds to the post left vacant by the death last summer of George P. Merrill.

• **Industrial Electrification Council:** The name of the Council has been officially changed to The Electrification Council, reflecting the increased responsibilities in serving both commercial and industrial electrical markets.

• **The Graning Co.:** Tom Graning, Jr., has been elected president of the Southern California manufacturing company, producers of brass and cast iron enamel plumbing fixtures. Headquarters are at El Monte.

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 94010, Diamond 3-3516

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

A/W not specified

WHEN CYRIL MAGNIN assumed the presidency of the San Francisco Chamber of Commerce in January, Kenneth Rexroth, columnist on the San Francisco Examiner, took the occasion to comment on both Mr. Magnin's post and the role of the Chamber in regard to the city. We quote in part from that column titled 'The Urbane Touch in Urban Affairs':

° ° °

". . . Today it (the Chamber) has the potential to play a creative and imaginative part in the leadership of civic research, growth and development. Cyril Magnin has announced a personal platform—development of a freeway system on which the responsible and knowledgeable people in this field can agree, equal economic and educational opportunities for all, revision of the antiquated city charter, an authority to coordinate the Bay Area airports, seaports and other transportation.

"This is quite a program. Notice that it has nothing to do with boosterism—it is a problem solving program. That's what we need, 'cause we've got problems . . .

"I am well aware that it is the people who are going to have to decide what kind of city they want, and then bring it about. The power elite are not going to lead the way to the New Jerusalem. For one thing, they disagree amongst themselves, even more than do the many-headed people. But it is good to have in a position of leadership an urbane man with a real knowledge of urban affairs.

"Trouble is, there is no 'consensus,' to use a Texasism, about what is wrong with The City or what to do about it. There are a lot of shortsighted, short-term objectives floating around on a vast and troubled sea of ignorance. We don't just need a Plan, or a Program, we need a Movement.

"We need clearly defined, structurally coordinated objectives, limited in number but drastic in effect. We need action bodies with real power to effect real change. We need all this stated in such simple terms that any literate person and many illiterate ones can understand it. And we need the broadest possible popular support.

"In other words, we do need boosterism, but a thoroughly civilized booster program that will boost ourselves. In developing such a program the Chamber of Commerce could play a big role . . ."

OUR ADVERTISERS . . .
and where you will find their messages

OUTLINE SPECIFICATIONS FOR
MATERIAL AND PRODUCTS SALES BUILDING · · 1965-1966

ALL SPECIFICATIONS AND BRAND NAMES SUBJECT TO "EQUAL SUBSTITUTION" EXCEPT ARCHITECTURE/WEST (FOR WHICH THERE IS NO EQUAL)

STRUCTURE: ARCHITECTURE/WEST · · TRIM SIZE 8¼" x 11¼" · · 50 OR 60 PAGES THICK.

FOUNDATION:
(A) THE ONLY WESTERN ARCHITECTURAL PUBLICATION WITH 100% COVERAGE OF THE 6,200 REGISTERED ARCHITECTS IN THE 13 WESTERN STATES.
(B) REINFORCED BY OVER 3,000 CONTRACTOR BUILDERS WHO TEAM WITH ARCHITECTS ON THEIR PROJECTS.

EXTERIOR FINISH: FASTEST GROWING BUILDING MARKET IN U.S.A.

ROOF:
(A) VERSATILE; TO COVER YEAR AROUND BUILDING ACTIVITY AND CLIMATE THROUGHOUT WEST.
(B) ARCHITECTS CONTROL OR INFLUENCE 80% OF ALL COMMERCIAL-INDUSTRIAL-RELIGIOUS BUILDING IN OUR AREA.
(C) RESIDENTIAL BUILDING MARKET ALONE AMOUNTS TO OVER $4 BILLION YEARLY.

WINDOWS: TEMPERED GLASS TO WITHSTAND SHOCK OF INCREASED SALES FOR ADVERTISERS.

DOORS:
(A) FREE SWINGING; FOR ENTRANCE TO NEW PROSPECTS.
(B) OPENS NEW TERRITORIES TOO COSTLY FOR FREQUENT PERSONAL CALLS.

FLOOR SURFACING: UNDERLAYMENT OF PUBLISHING EXPERIENCE OF CONSTRUCTION PUBLICATIONS/WEST SINCE 1902 · · · PUBLISHERS OF ARCHITECTURE/WEST.

INSULATION:
(A) AGAINST PEAKS AND VALLEYS OF ADVERTISER'S SALES.
(B) REDUCES SALESMEN'S TRAVEL; LESSENS SALES RESISTANCE; REDUCES OPERATING SALES COSTS.
(C) INCREASES EFFICIENCY OF SALES FORCE BY COVERING PROSPECTS MORE FREQUENTLY.

INTERIOR FINISH:
(A) 75% EDITORIAL, WELL ILLUSTRATED; 25% ADVERTISING, SURROUNDED BY EDITORIAL MATERIAL.
(B) "BITE SIZE" PACKAGE THAT CAN BE READ COVER TO COVER AND REMEMBERED.
(C) FIRST PRIZE WINNER IN W.S.B.P. - OVER 140 ENTRIES IN 1964 COMPETITION FOR LAYOUT AND DESIGN.
(D) THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO WESTERN ARCHITECTURE.
(E) HIGHEST READERSHIP OF ANY ARCHITECTURAL PUBLICATION IN 13 WESTERN STATE TERRITORY.
(F) 100% INCREASE IN ADVERTISING PAGES IN 4 SHORT YEARS.

CEILINGS: EXPANDABLE; $7 BILLION DOLLAR MARKET - 1963; INCREASING EACH YEAR.

LIGHTING: SPOTLIGHTING WESTERN PEOPLE, PLACES, DESIGNS, PROJECTS INFORMATION AND NEWS.

HEATING: "HOT" POPULATION EXPLOSION WITH CALIFORNIA LARGEST POPULATED STATE IN NATION; LOS ANGELES LARGEST CITY IN NATION; SAN BERNARDINO LARGEST COUNTY IN NATION.

TOTAL AREA: 1,770,773 SQUARE MILES.

TOTAL COST: $450.00 PER PAGE (LESS FOR LOTS OF PAGES)

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

How do you make ordinary concrete or exterior-grade plywood decks beautiful, yet tough enough to take years of abuse?

(Easy!)

Gacodeck coating flows on over exterior-grade plywood or concrete decking, then cures to provide a ruggedly beautiful synthetic rubber membrane of protection. This colorful coating won't crack or leak. Gacodeck makes decks waterproof. Skidproof. Yet it's light in weight and exceptionally long lasting. Here's relatively low-cost beauty you can walk on with spike heels or even cleats — without marring the surface.

That's why you'll find Gacodeck the perfect solution for a colorful, tough finish for walking decks at schools or other public buildings, as well as decks on many modern apartments and residences. Contractors, approved and experienced in the application of Gacodeck, may be found in virtually every western city. For information about Gacodeck colors and applications, write:

GACO WESTERN, INC. • 4429 AIRPORT WAY S. • SEATTLE, WASHINGTON

Or contact your nearest Gacodeck representative:
Hobart Bros., San Francisco; Gaco Western, Inc., Denver; Elasco, Inc., Salt Lake City; Masons Supply Co., Portland; Safway Scaffold, Incorporated, Spokane; Lewers & Cooke, Limited, Honolulu; N. A. D'Arcy Company, Los Angeles

GACO