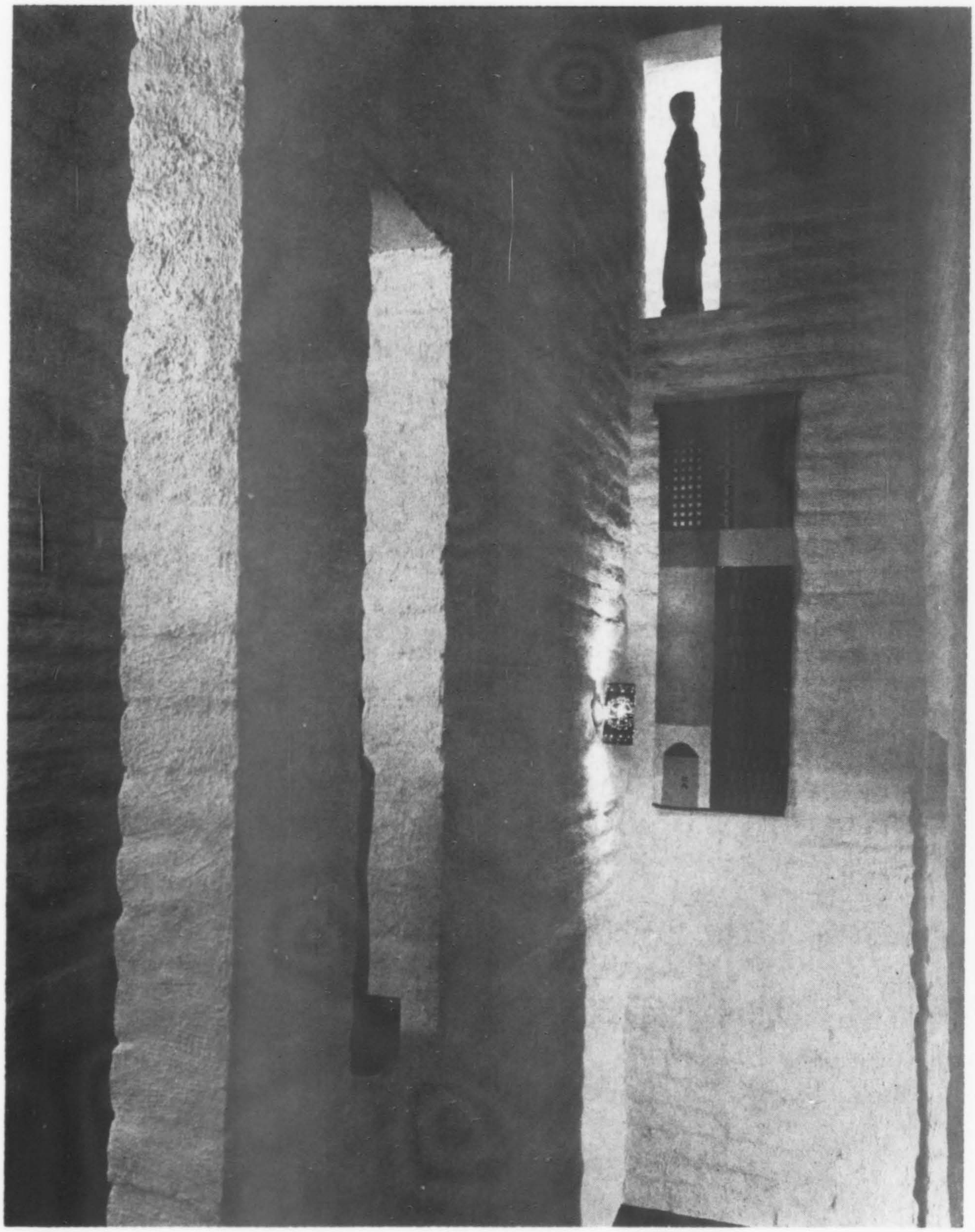
Architecture / West



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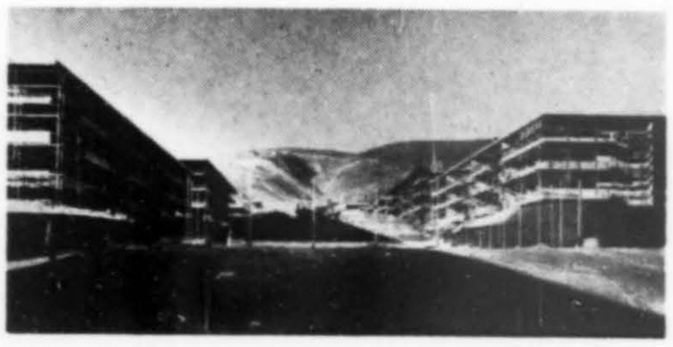

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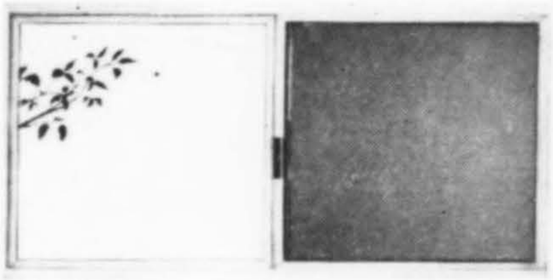

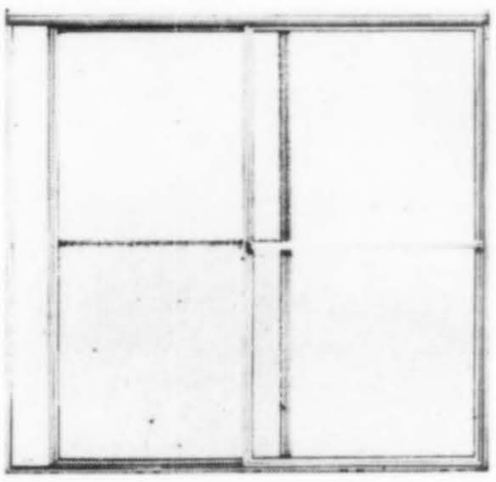

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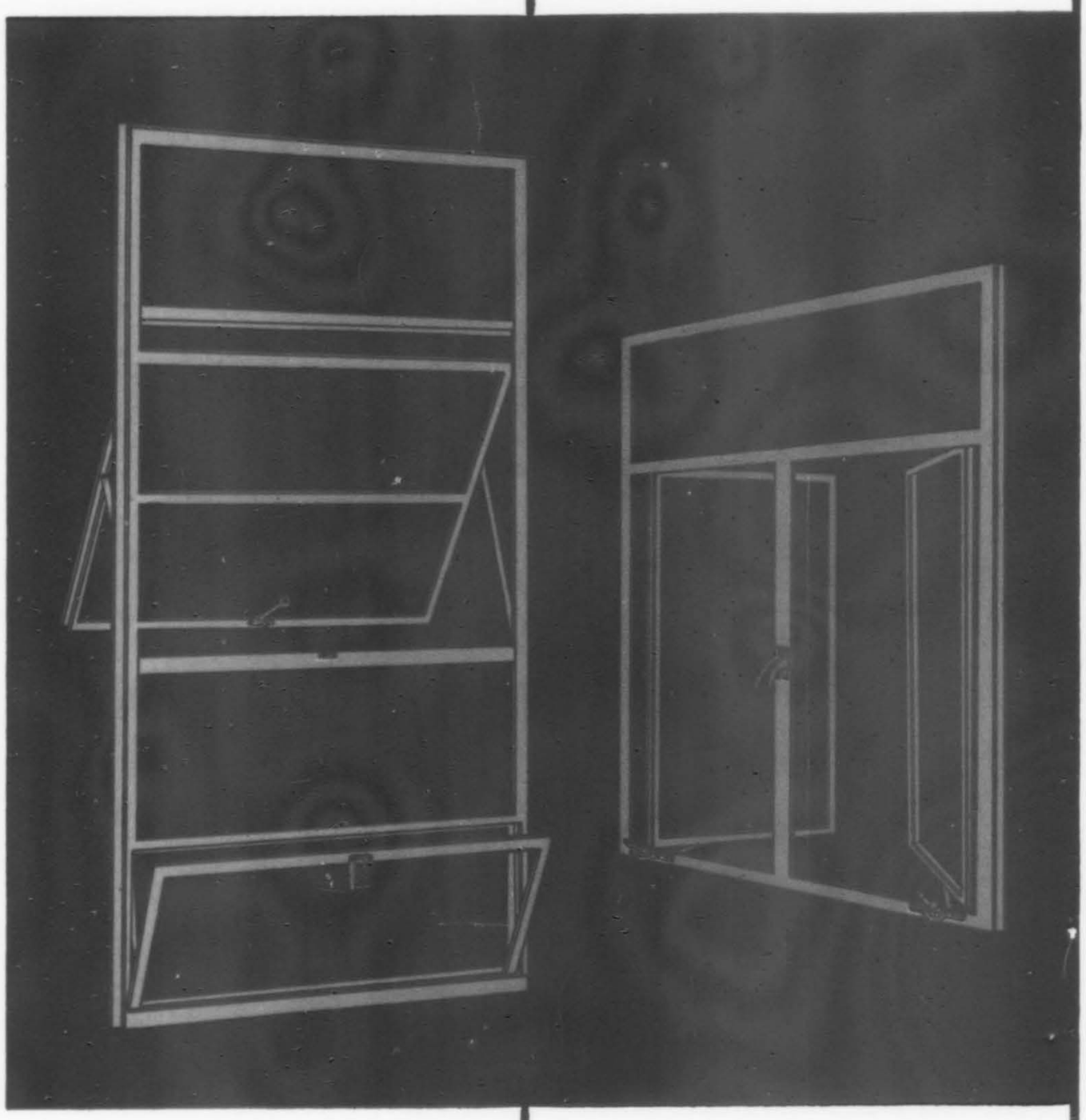

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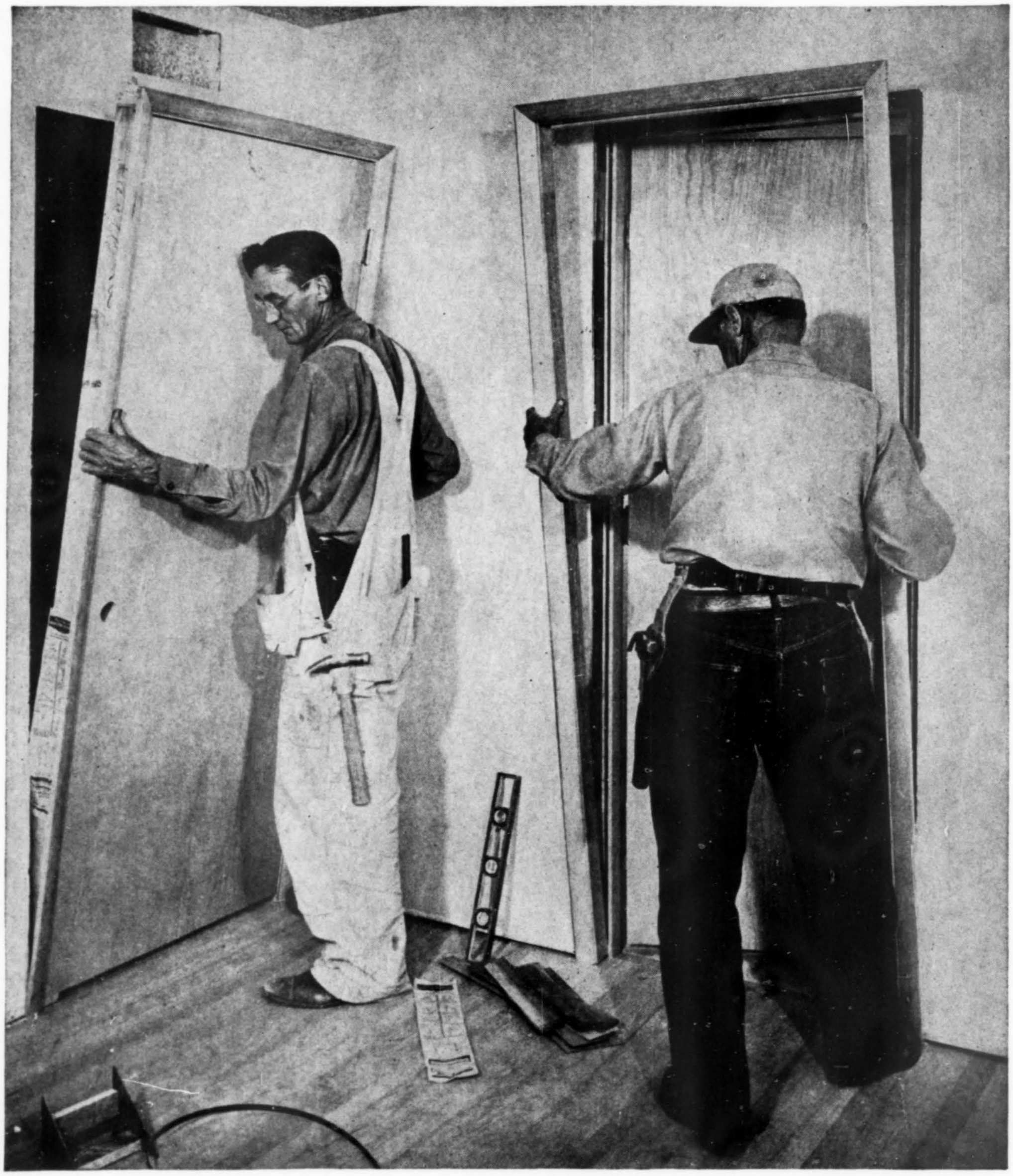

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THE COVER: The Bennie Gonzales residence, Paradise Valley, Arizona; Bennie M. Gonzales, architect. Bill Sears photo. Page 29.

HIGHLIGHTS and SIDELIGHTS

Tight money no deterrent to Denver construction—

Mortgage money still remains scarce but in Denver, residential construction defies the national trend and continues at a fast pace. In the first six months of this year, permits were issued in the Metropolitan Denver area for $58.8 million in residential construction. That's a gain of $14 million over the same period last year. The report confirmed statements of builders that despite the tight money situation, the custom home field is out in front in Denver. There were almost 5,000 permits issued for single, two-family and multiple dwellings in this six-month period.

Transit plans for Oahu under study—

A $95,000, 24-week contract to study mass transit alternatives on the Island of Oahu in Hawaii has been awarded to Daniel, Mann, Johnson & Mendenhall of Los Angeles. The firm was selected by the Oahu Transportation Study, a joint agency of the city of Honolulu and the state of Hawaii to conduct an anlysis of data to determine which combination of highway and mass transit system will best meet Oahu's future transit needs. A major task will be the determination of whether fixed rapid transit is applicable to Oahu or whether future needs should be accommodated by an expansion of the existing bus operations. Alan M. Voorhees & Associates of Washington, D.C., consultants in traffic and transportation, are associated with DMJM on the project.

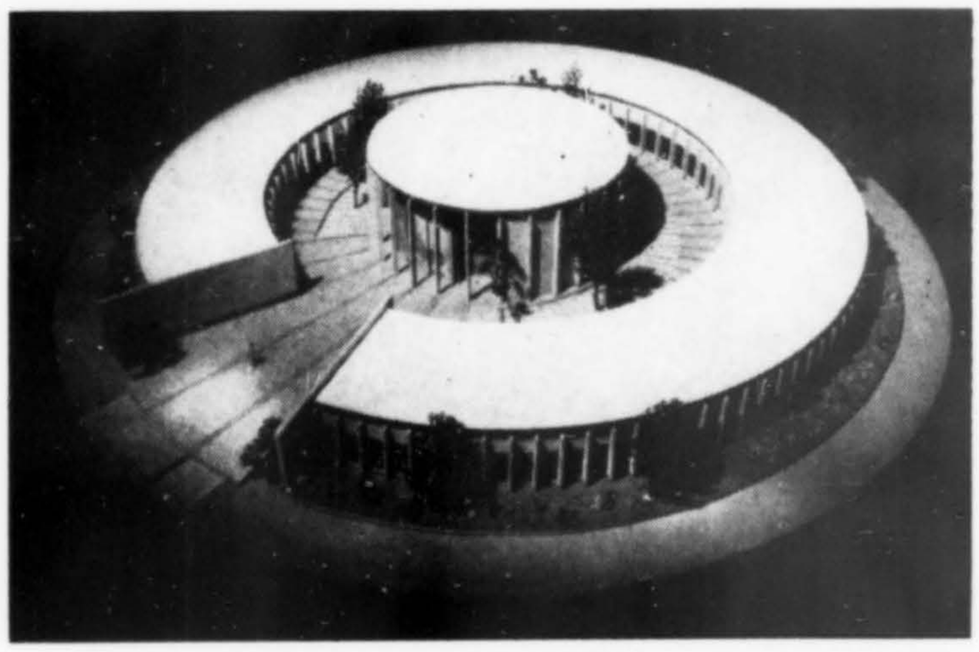
Portland's controversial Fremont Bridge approved—

The controversial Fremont Bridge, crossing the Willamette River in Portland, Oregon, is shown above in the final approved design: a stiffened tied arch with two decks. The upper deck is of orthotropic design. Total length of the span is 2,150 feet. The bridge will be part of the Interstate Highway 405, known as the Stadium Freeway in the city of Portland.

Boulder, Colorado to be another Reston?—

The developers of the model community in Reston, Virginia, have been in Boulder, Colorado to see if it is feasible to develop such a sub-community along the Boulder-Longmont diagonal. A committee of landowners, north of the city, sponsored the discussion with Julian Whittlesey and Edward Echevarria. The former farm and undeveloped acreage along the diagonal is expected to be dotted with research, light industry and residences within the next 25 years. The idea of a model community is being seriously weighed with all the attendant responsibilities of good planning.

Elmer Otto Center at San Diego Zoo under way—



Construction is under way on the Elmer C. Otto Center at the San Diego Zoo. The circular structure features a 200-seat auditorium, plus office space for the zoo curatorial, teaching, public relations and graphic departments. The building was named for the late Elmer C. Otto of Alpine, California, whose estate left a gift of $1.7 million to the San Diego Zoological Society. Cost of the structure will be $750,000. Completion is planned for October 1966. Architect-engineer is Tucker, Sadler and Bennett. The Callahan Brothers Construction Company is building the center.

Funds authorized for Los Angeles transit—

The California State Legislature at their final session in July authorized the Los Angeles County Board of Supervisors to raise $3.9 million for preliminary work in starting a rapid transit system. However, the board seemed reluctant to raise the funds so the legislature appropriated the amount out of state tideland oil revenues and gave it directly to the Southern Rapid Transit District.

Washington raises school square foot cost ceiling—

The square foot cost ceiling for state matching funds for school construction has been raised from $16.97 to $18.81 by the Washington State Board of Education. The rising construction costs reported by school districts is being blamed on the economic expansion in the state. Louis Bruno, state schools superintendent, said that no additional state school monies are available and that the higher figure will have to be met from reserve funds. The board has approved recommendation to the next legislature of a $93.2 million budget estimate for state school construction aid for the 1967-69 biennium. This figure includes $7.7 million for four new community colleges.

Fire-retardant pressured treated studs meet code—

The City of Los Angeles has recently put into effect a new building code ordinance (No. 132268) permitting, for the first time, the use of approved fire-retardant pressure treated wood studs in high rise residential and commercial buildings. According to ordinance provisions, approved wood studs, labeled by Underwriters Laboratories, Inc., may now be used for framing one hour non-load bearing partitions in Type I and II buildings.

Ticky-tacky mail boxes?—

The Post Office Department has given a flat "no" to the request for repeal of the order requiring mail boxes (as in the RFD system) to be installed in front of houses in new subdivisions. The department says they cannot keep extending door-to-door deliveries in new communities not on city routes. The result may be a forest of ticky-tack boxes, hardly in keeping with the Keep America Beautiful program.

35-ft. sidewalks approved—

San Francisco's Planning Commission has approved 35-ft. sidewalks and four lanes of traffic on the new Market Street which will be rebuilt after the Rapid Transit subway is completed. Architects John Carl Warnecke & Associates and Mario Ciampi Associates, Market Street consultants for the city, recommended the wider sidewalks.

Governor's Mansion to be saved—

Smoke had hardly cleared over the battle of whether or not to save the Governor's Mansion at Olympia, Washington, when another donnybrook seems in the making. There is now arising a hue and cry of "Save the Capitol" since remodeling of the Legislative Building, often called the main capitol building, has been announced in a long-range planning effort. The 60-year-old Governor's Mansion, brought forth many heated discussions concerning demolition or remodeling, but the "Save the Mansion" adherents have won out and renovation by Nelsen, Sabin & Varey, Seattle architects, will go ahead with planning for the $378,000 project.

Controversial plan—

A controversial master plan calling for two motels, a restaurant and high-rise apartments is being used for guiding development of the Palo Alto (California) yacht harbor. The plan, prepared by John A. Blume, a consultant, is unacceptable to both city council and county supervisors. The council has apparently never approved the plan but did allow the use of it to guide the first phase of development subject to the city's right to approve all projects. Lease terms are deadlocking both governmental bodies with the county insisting on a 50-year term and the council divided on sticking with the present 25-year lease.

$7 million Glen Acres development—

A HIGH rise apartment (16-stories) will be included in the $7 million 400-unit apartment complex bordering the Glen Acres Golf Course in Seattle, Washington. Scme 75 acres (including golf course) will be developed. Major improvement to the Glen Acres Country Club is already in the planning stage, with this the first phase planned for completion. The project has been planned by architect Robert F. Cooper & Associates with landscaping architect Richard Haag & Asociates. Leonard Homes, Inc. is the building contractor.

Ground broken for World's Fair in 1969—

Ground has been broken on the 350-acre site of the projected California World's Fair at Riverside, slated to open in March 1969. Sanford I. Collins, president and general manager, said the fair will employ at least 22,000 persons.

Arizona public buildings in Spanish motif—

Arizona's State Senate in giving tentative approval to a bill creating a state cultural coordinator has indicated that they also approve all future public buildings in Arizona being designed with the motif of early Spanish architecture.

Calendar of coming events—

Producers Council 45th annual meeting, Our Changing Industry, Waldorf-Astoria, New York City, Sept. 27-30.

Annual fall meeting of **Hardwood Plywood Manufacturers Association,** International Inn, Washington, D. C., Sept. 26-27.

Second **Contract Market Seminar,** National Design Center, 415 E. 53rd St., New York City, Oct. 4-5.

The 2nd International **Hall of Building Industrialization,** Fair Grounds, Bologna, Italy, Oct. 8-16.

"Thirty Years of Progress," Architectural Aluminum Manufacturers Association annual meeting, Statler-Hilton, Dallas, Texas, Oct. 9-12.

Architectural Woodwork Institute annual convention, Williamsburg, Virginia, Oct. 19-21.

National Building Material Distributions Association **15th annual convention,** Palmer House, Chicago, Nov. 15-18.

The national **Better Heating-Cooling Council's** 11th annual meeting, Summit Hotel, New York City, Nov. 21-22.

Third annual humanistic Aspen Award to Dr. C. A. Doxiadis

DR. C. A. DOXIADIS, Greek architect and planner, traveled from Athens to Aspen, Colorado, on July 29 to accept the third annual award given by the Aspen Institute for Humanistic Studies. The Aspen Award is rapidly gaining recognition as the "Nobel Prize" of the humanities. A $30,000 tax-free monetary tribute goes with the award which Dr. Doxiadis will donate to the Center for the Study of Ekistics in Athens, Greece, specifying that the monies be used to help that school in its effort to create the city of man.

In accepting the award, Dr. Doxiadis delivered an address before a distinguished audience of representatives from all over the world. Excerpts from the address, *"Anthropocosmos–the World of Man,"* follow:

> Our habitat is the world of man, our goal can only be human happiness and safety leading to the human city.

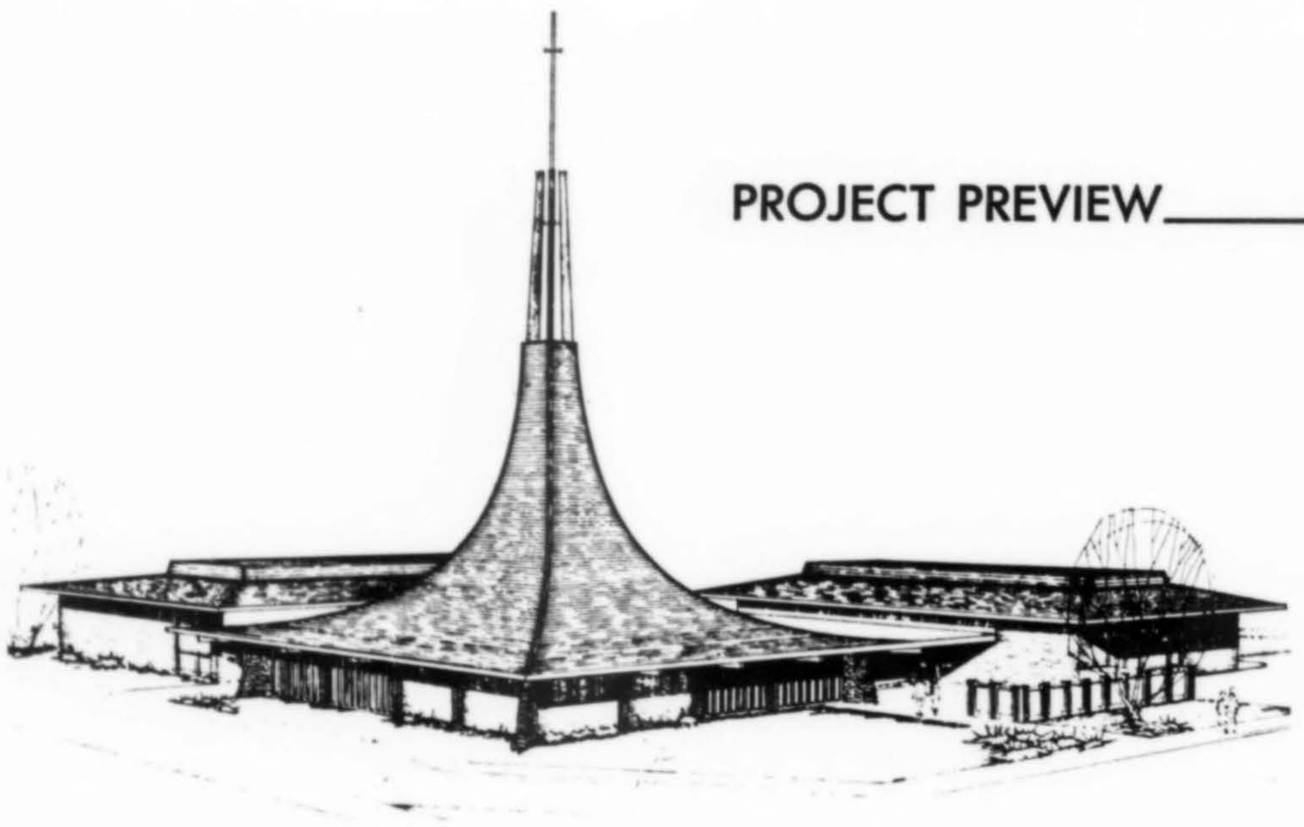
> We must now face the fact that modern man has failed to build adequate cities . . . Now human forces and mechanical ones are mixed and man is confused – he tries and fails. We say he will become adapted. Yes, he is *running the danger of becoming adapted,* since adaptation is only meaningful if it means the welfare of man. Prisoners too become adapted to conditions! We cannot justify our actions by examining only the *behaviour* of man in the city of today. For man to adapt to our present cities would be a mistake since he is the great prisoner . . .

It has often been said that man may exterminate himself through science. What we must also say is that man's hopes for a much better evolution lie in a science which, after all, is the only acquisition of a proven universal value that he can transmit from generation to generation. The whole difference between extermination and evolution lies in the goal that science will set.

The human society does not operate as it did in the past since natural human contacts are fewer in our cities with increasingly lower densities. Of course we have cars–but not all of us do, certainly not the children who miss their grandparents, and certainly not the underprivileged citizens. Of course we have tele-communications–but how can a telephone replace a father at bedtime, and how can television replace the contact of the two sexes? . . .

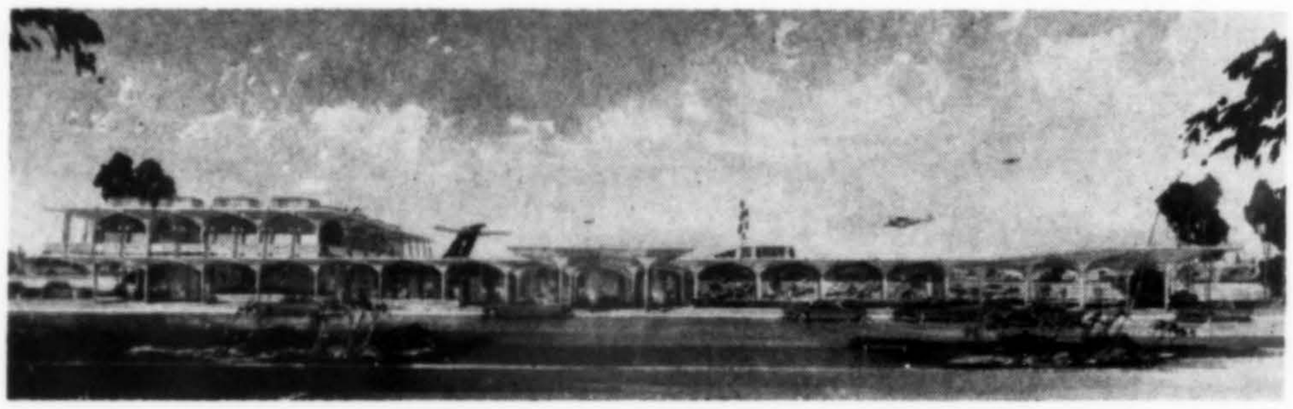
. . . dreaming and conceiving is not enough. We have to carve the stones and lift them and this is why I try hard to help build all sorts of cities because we can learn only by building and suffering.

PROJECT PREVIEW

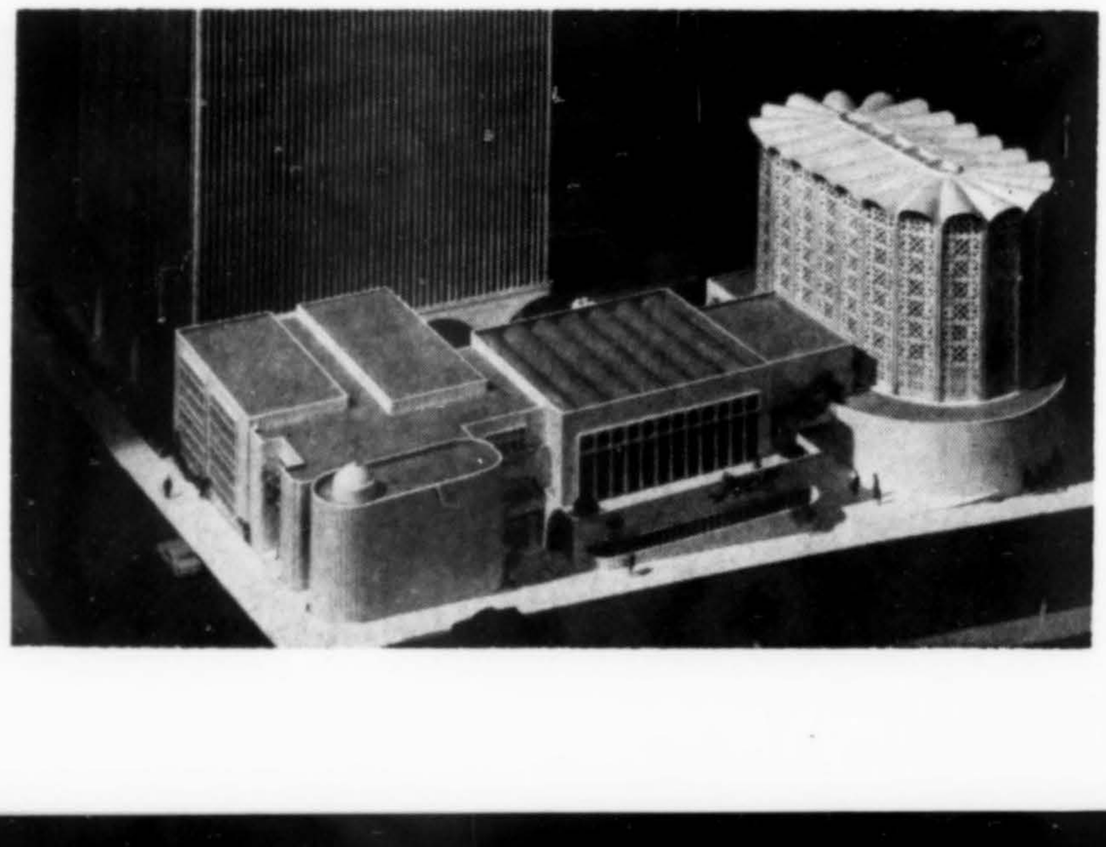


FIRST CONGREGATIONAL CHURCH, Boise, Idaho, is sited on a triangular lot. Native materials (Idaho white pine decking, native stone) will be used with brick veneer and glu-lam beams. Plans call for a chapel in the sanctuary, narthex, foyer, lounge, in a total usable space of 14,000 sq. ft. Cost: $191,600. Architect: Johnston & Associates.

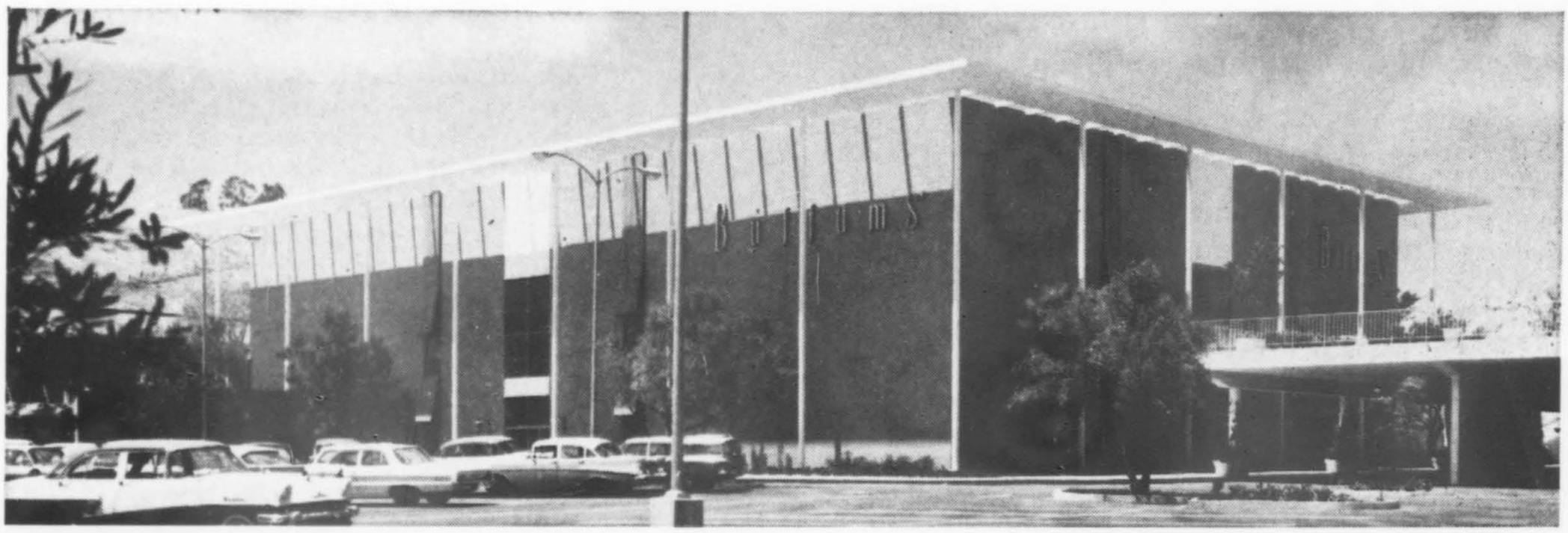
DAVID O. McKAY HOSPITAL, Ogden, Utah, will have an exterior of white cast stone in both rough and honed finish. The eight-story building will be reinforced concrete, accommodate 66 beds on each floor. Vertical transportation and communication facilities will be housed in a central core, separate from the nursing area. Floors will be carpeted throughout. Cost: $8,198,000. Architect: Keith W. Wilcox & Associates; H. C. Hughes, structural engineer.

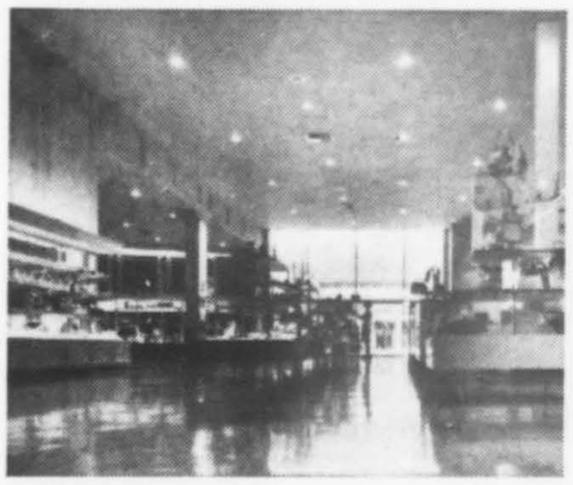


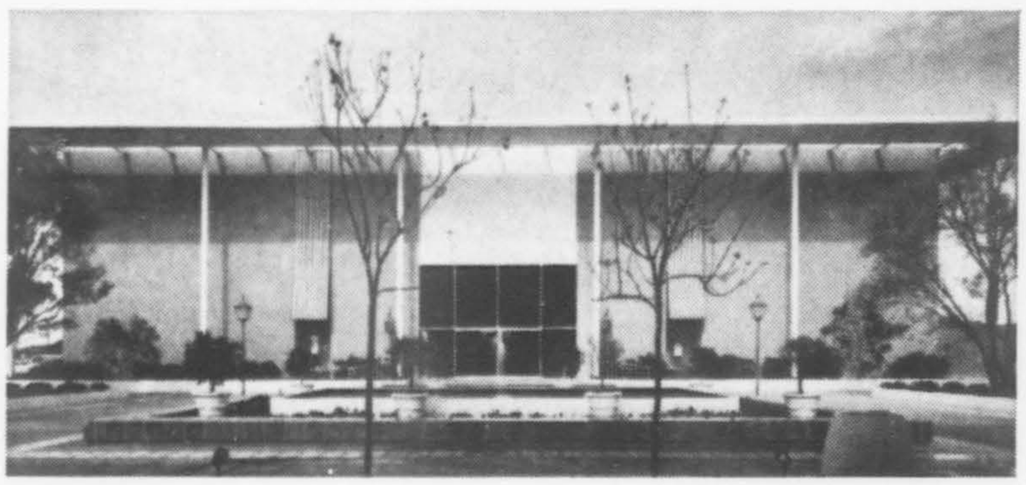
ORANGE COUNTY AIRPORT Terminal, Santa Ana, Calif., will be formed by a series of 18-ft. square reinforced thin shell concrete umbrellas. Interconnecting umbrellas will provide structural continuity and offer earthquake stability without shear walls. Further expansion will be accomplished by additional umbrella units. Architects: V. J. Spotts and T. V. Merchant; Porter, O'Brien & Armstrong, consulting engineers; Scherrer-Baumann & Associates, structural engineers; Coastate Construction Co., contractor.

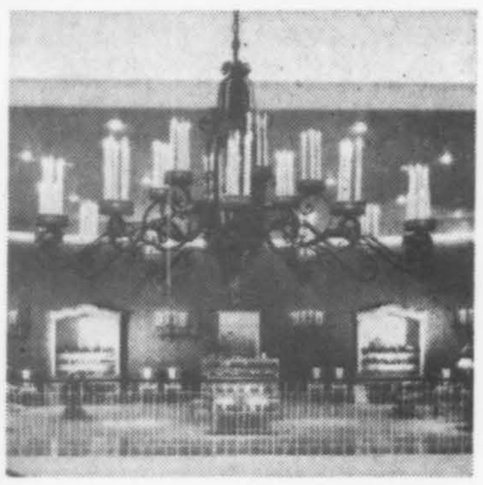


PLYMOUTH CONGREGATIONAL CHURCH, Seattle, replaces an older church at the same location in the downtown area. Immediately adjacent to the I.B.M. building, the church has been designed to harmonize with the neighboring structure and plaza (the architects were associates on this project). The building will be one and two-level, of reinforced concrete block, precast concrete walls and panels. Negotiated contract bid: $1,230,000. Architect: Naramore, Bain, Brady & Johanson; Baugh Construction Co., contractor.









ALL-ELECTRIC BUILDING AWARD

Buffums' Department Store
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Palos Verdes Peninsula,
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Architect:
Killingsworth, Brady
and Associate, A.I.A.

Buffums' completes fourth (plans fifth) All-Electric building

In retailing and in building, Buffums' knows value; and they stay with it!

Buffums' new Palos Verdes store has won the All-Electric Building Award for their fourth all-electric department store. The fifth is on the drawing boards.

By going all-electric, Buffums' achieved a greater flexibility of design, permitting wide aisles and high ceilings that give a smart, modern appearance. Savings in space alone provided enough square feet for a complete shoe department.

Lighting, designed as a subtle tool for merchandising, also helps heat the store. High capacity heaters are not needed.

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Santa Monica Mountain park development receives top priority from state for land aquisition

RAPID INCREASES in land values (escalating as much as 2% per month in Southern California) has served to place the Santa Monica Mountains Park plan on top of the agenda of California state planners and the department of parks and recreation. The controversial plan, which stirred Southern California as far north as Sacramento when it was conceived more than three years ago, has been drastically scaled down. The original concept, backed by an organization called "Friends of the Santa Monica Mountains State Park," embraced some 20,000 acres, providing a vast recreational area covering virgin mountain terrain to serve some seven million metropolitan area residents.

The original concept has been trimmed to a scant 1,040 acres. However, top priority has been given to the acquisition of a multi-million dollar land package as the nucleus for a regional park and open space buffer. Eight million dollars has been earmarked for the project. State land acquisition will include two parcels: 800 acres in the Rustic-Sullivan Canyons adjoining Will Rogers State Historical Monument, and 240 acres in the Topanga Canyon area. The latter includes 50 acres of the old Trippett Ranch. Because of the rise in land values, the state hopes to make offers for the property by the end of 1966.

Master plans for privately owned properties call for retention of half the mountain slopes in their natural state. A series of existing or planned public owned lands and open space which will provide more than 7,000 acres of parks and recreational sites in the mountains and between the San Diego Freeway and Topanga Canyon Boulevard will be linked to the project.

The Friends of the Santa Monica Mountains are hopeful that a newly reapportioned legislature, to convene early next year, will allocate more monies to supplement that used this year for land acquisition. A $150 million statewide parks and beach bond issue, approved in 1964, has only about $9 million left in the budget. The Friends are quick to point out that much of the success of the 1964 bond issue was due to the support given by Los Angeles area voters who bought a promise that a great state park would be developed in the mountains. Apparently at this time, the only additional funds that might become available to assist in the park plans would be from the federal government under the Open Space Program administered by the Department of Housing and Urban Development and the Department of the Interior's Land and Water Conservation.

Meantime, the state must deal with 30-40 land owners in acquiring the 1,040 acres for the state of the park. If land can be purchased, facilities may be ready for the first visitors within 18 months to two years. It may not be what park proponents wanted—but it is a beginning of the mountain retreat.

Two Western church buildings cited

Two of the four national awards for outstanding examples of church architecture went to Western architects at the 1966 National Conference on Reiligious Architecture held recently in San Francisco. Cited were the parish hall for the Episcopal Christ Church of Sausalito, California (top photo), designed by architects Henrik Bull & Associates, San Francisco; and the remodeled St. Leo's Roman Catholic Church, Solano Beach, California (at right), for which Delawie & Macy, San Diego, were architects.

Blueprint for beautification outlined by Denver

PLANS FOR an urban beautification program required to substantiate applications for federal reimbursement of 50% of the city's cost of the work in this field have been approved by the Denver Planning Board. The application could produce up to $500,000 in federal aid.

A key part of the proposal is an outline submitted by the board's urban environment committee for "a continuing effort to refine and develop a more detailed and meaningful plan and program for the entire city."

Specific projects recommended for high priority include: (1) expansion of existing city work on tree planting, development of parkways, improvement and beautification of gulches and irrigated landscaping of traffic islands; (2) implementation of the Civic Center plans; (3) improvement and beautification of various squares and plazas, particularly in the downtown and at the airport; (4) beautification of the South Platte river frontage; (5) improvement of at least one pilot area of a developed commercial strip; (6) enhancement of city landmarks and (7) continuing work on better design of street fixtures and of such structures as bridges.

The total plan stresses the importance of appearance and environment in future developments. Action is recommended on air pollution problems, on acquiring more parks and open spaces, the allocation of funds for landscaping and works of art in major public projects, legislation to protect landmarks and mountain views, and careful design and landscaping of major traffic systems.

The broad goal is to make Denver a "city of excellence." Points in accomplishing this objective emphasize the city's setting at the foot of the Rockies, its landmarks and Western customs and traditions; the establishment of Denver as a center of culture with high standards of design for public and private projects.

The Denver planning office hoped to complete by late summer a full revision of the comprehensive plan.

"Emerging Philosophies"

PROBABLY nowhere does such rapport exist between a School of Architecture and an A.I.A. Chapter than in Montana. Much of the credit for this unique relationship must be attributed to the annual joint meeting of the Montana Chapter and the Montana Student Chapter, hosted each spring by the School of Architecture, Montana State University, Bozeman.

The idea of the joint meeting was conceived in 1950, under the guidance of Professor H. C. Cheever, head of the department of architecture, to commemorate the establishment of the student chapter.

RAPSON

MARTIN

"Emerging Philosophies" was the theme of the 17th annual joint meeting held May 13-14. Guest speakers were architects Bruce Walker, Spokane, Washington, and Ralph Rapson, Minneapolis, professor and head of the school of architecture, University of Minnesota, and Robert Martin, Northwest regional director of the A.I.A., Lincoln City, Oregon. The annual A.I.A. student design awards competition was juried and awards presented together with the awards for the annual art competition, sponsored by the student chapter. The presentation of scholarships and honors to students climaxed the annual meeting with less-wicked-than-usual awards from the students to the faculty of the school of architecture.

Fourth year student Ed Alexander was general chairman. James Gough, Jr., is acting director of the school of architecture, and Harold Rose, dean of the professional schools.

GOUGH, ALEXANDER, WALKER

Advisory Panel

A FIVE-MEMBER design advisory panel for the new $125 million development of the remaining five blocks of the Golden Gateway project has been named by the San Francisco Redevelopment Agency.

The team, which will have $17,500 allocated for its use, includes Pietro Belluschi, FAIA, dean emeritus of MIT's school of architecture; Gerald M. McCue, chairman of the department of architecture, University of California; Thomas D. Church, San Francisco landscape architect; William L. Slayton, Washington, D.C. city planner and urban development specialist; and Jessie Reichek, Berkeley artist and professor of design at UC's school of architecture.

The remaining five block area to be redeveloped is on the Embarcadero. The property has been purchased for $11.5 million by a combine of Crow-Box-Portman and David Rockefeller & Associates. The developers recently lost an appeal to the Board of Supervisors for a cut in their assessment from $6 million down to $3.4 million.

New firms, associations, office changes

☐ Jerzy L. Pujdak, AIA & Associates, announce the opening of offices for the practice of architecture at 6328 North Longmont Avenue, San Gabriel, California.

☐ The opening of a new Ventura-Santa Barbara County office at 199 Thousand Oaks Blvd., Thousand Oaks, California, has been announced by Daniel, Mann, Johnson & Mendenhall, Los Angeles based architects, engineers and planning consultants.

☐ Dennis D. Hellesvig has been named an associate architect with the Eugene, Oregon firm of Morin & Longwood, architects, where he will be responsible for project production in the office. He has been with the Eugene firm since 1962.

☐ Dale H. Long has opened an office for the practice of architecture at 707 Auburn Avenue, Auburn, Washington. He has been with the General Services Administration most recently.

☐ Architect Robert M. Hanna and Donald K. Sakuma, landscape architect, have been named associates in the Seattle firm of Richard Haag Associates, Inc., landscape architects and urban planners.

☐ McClure & Adkison, Spokane, Washington, architectural firm, announce the dissolution of their partnership and the immediate formation of separate offices with expanding staffs in Spokane and Seattle. Thomas Adkinson will retain the present offices at 707 Sherwood Building, Spokane, and Royal McClure will open an office at 1502 IBM Building, Seattle.

☐ William R. Willams and Howard W. Johnson have formed a new firm for the practice of architecture in Greeley, Colorado. Johnson has been with the Denver firm of Moore and Bush, Denver, for nine years. Offices will remain at the Williams location, 2540 11th Avenue.

☐ Richard Beaudet has joined the architectural, interior design and planning firm of Morganelli-Heumann & Rudd, Los Angeles, as head of their store planning division. He was formerly vice president and director of store planning for Victor Gruen & Associates.

☐ Albert Bodinger, formerly associate with architects Ainsworth & McClellan, has joined the Los Angeles firm of Daniel L. Dworsky & Associates, as a project architect.

☐ Donald Cotner, architect and engineer, has been named assistant chief engineer for Rockwin Engineers, Santa Fe Springs, California, consulting firm specializing in prestressed concrete design.

Two of the 12 national awards made by the Prestressed Concrete Institute 1966 program went to Kurt Meyer & Associates, Los Angeles architects. The honors were for two Lytton Savings & Loan Association regional offices: the Oakland office (above) and the office in Canoga Park, California (right).

WELLS FARGO *branch bank at Turlock, California, is presently under construction. Exterior will be resawn redwood batts on resawn redwood plywood, terne metal roof. Colors will be driftwood grey, charcoals, with rust and blue accents. Completion scheduled for November 1966. Architects-engineers: Garretson-Elmendorf-Klein-Reibin.*

News notes

☐ William Peyton Day, 83, San Francisco architect-engineer, died early in August. A native San Franciscan, he was a graduate of the University of California. Among the projects for which he was prime architect were Treasure Island and the Golden Gate International Exposition; the Mark Hopkins and Sir Francis Drake hotels; the administration building at San Francisco International airport (now the Central Terminal); the San Francisco Library and Courts building, and the state office building in Sacramento, as well as many other structures along the Pacific Coast and in Hawaii. He retired from practice in the late 1950's because of failing health.

☐ San Francisco architects Stone, Marraccini and Patterson are designing the Tropical Medical Center at Fagaialu Village, Tutila Island, Pago Pago. It will provide ultra-modern medical facilities and care for residents of a large segment of the U.S. mandated South Pacific territories.

Conferences

Three regional architecture conferences will convene in October, all emphasizing the need for a "total" architecture.

In Monterey

The California Council, AIA, will discuss "Space for People" at the 21st annual conference, Oct. 6-8.

In Santa Fe

The Western Mountain Regional, AIA, will explore "Design for People", at their 15th annual meeting, Oct. 12-15.

In Seattle

The 15th annual Northwest Regional AIA conference will begin "The Search for Total Architecture", Oct. 23-27.

☐ The Birmingham-Jefferson Civic Center Authority, Richmond, Virginia, announces an American Institute of Architects approved national architectural competition for the design of its $25,000,000 Civic Center.

The center will consist of (1) a sports and convention coliseum; (2) concert hall; (3) theatre; (4) exhibition hall; (5) restaurant, meeting rooms, parking and other allied facilities.

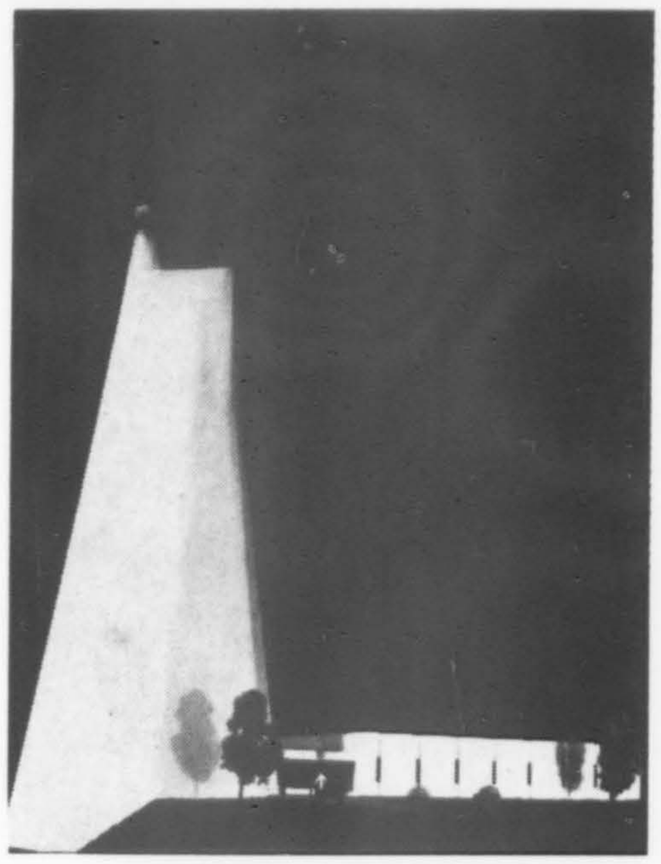
Awards will be made as follows: an honorium of $5,000 to each of the eight finalists; first prize, $25,000, payable toward the commission which will be six per cent of construction cost (estimated at $22,500,000); second prize, $15,000; third prize, $5,000. "Honorable mentions" will also be awarded.

The program for the competition became available August 1, 1966. Registration will close September 24, 1966. William A. Briggs, AIA, is serving as professional advisor.

☐ First prize for the winning design in the St. Louis (Mo.) Gateway Mall national architectural competition will be a $15,000 cash award, and will carry with it a recommendation that the designer be retained for the development of the mall complex. Cash awards of $4,000, $3,000 and $2,000 will be given to second, third and fourth prize winners. The competition is sponsored jointly by Downtown St. Louis and the City of St. Louis. Registration deadline is October 1, 1966. Information is available through Charles E. King, St. Louis architect, who is professional advisor for the competition. Write to: 407 N. 8th St., St. Louis, Mo. 63101.

☐ The 1967 school building architectural exhibit is accepting entries until September 15, 1966. The exhibit will be shown at the national convention of the American Association of School Administrators in Atlantic City, February 11-15, 1967. Entries should be sent to AASA office, 1201 16th St. N.W., Washington, D.C. 20036.

☐ The Third Design in Steel Award Program, sponsored by the steel industry through the American Iron and Steel Institute, will accept entries until January 27, 1967. Award will be made on the basis of imaginative use of steel in the design and engineering of any kind of product, structure or component.



SOLAR VACUUM *Telescope, Sacramento Peak, New Mexico, for U.S. Air Force, includes a 13-story tower, a 200-foot-deep shaft and a two-story lab building for an "optics bench", offices and mechanical and utility facilities. Within the three-foot-thick walls will be heating and cooling system to control the distorting currents of air outside tower caused by solar heating. Cost, exclusive of optics and instrumentation: $2,073,161. Completion: Summer, 1967. Architect: Rochlin and Baran & Associates; engineering, Charles W. Jones; general contractor, Chaney & James in joint venture with Gibralter Construction.*

Appointments, elections, honors

☐ Richard Layne Tom, partner in the Anaheim, California firm of Tom and Truskier, Architects, has been appointed to the City of Huntington Beach Planning Commission.

☐ Vernon DeMars, FAIA, Berkeley, has been named a trustee of the San Francisco Museum of Art as the architect member of the board.

☐ Arthur Froehlich, FAIA, Beverly Hills, has been appointed by Governor Edmund Brown to the California Board of Architectural Examiners. He succeeds architect Joe Johnson, Los Angeles.

☐ Seattle architect Robert H. Eyre has been re-elected president of the Citizens' Planning Council, a non-profit organization with headquarters in Seattle, functioning on city, county and state levels to encourage effective citizen participation and support of planning.

☐ James W. Rice and Matthew Laposta have been named to the Beverly Hills Architectural Commission.

☐ Donald Beach Kirby, FAIA, San Francisco, has been elected president of the Society of American Military Engineers. He is currently chairman of the Building Industry Conference board and is a past president of the San Francisco chapter, SAME.

☐ Rex Lotery, Los Angeles architect, has been named to the Design Review Committee of the Los Angeles Department of City Planning.

☐ William H. Paynter, Bakersfield, has been re-appointed for an additional three-year term as chairman of the Kern County Planning Commission.

☐ Pasadena architect David Oakley has been appointed to the Temple City (Calif.) Planning Commission.

☐ Bruce H. Jensen, director of Campus Planning and Construction at the University of Utah, has been elected secretary-treasurer of the Association of University Architects. At the same time he was named a director of the association.

☐ James D. Gough, Jr., assistant professor in the school of architecture at Montana State University, Bozeman, has been named an associate professor and acting director of the school, succeeding Harold C. Rose who was appointed dean of the professional schools in January. Gough, a contributing editor to Architecture/West, received his B. A. from the University of Washington in 1952 and his M.A. from Cranbrook Academy of Art in 1957. He has been on the staff at M.S.U. since 1958.

GOUGH

☐ A seven-member jury on good design and beauty, appointed by Governor Edmund Brown of California, will be chaired by architect Nathaniel Owings of San Francisco. Two other architects will be members of the jury: Dean Sam T. Hurst, University of Southern California school of architecture, and Cesar Pelli, Los Angeles. The others serving will be Allan Temko, and T. Y. Lin, both of the University of California, Berkeley; Mrs. Helen Reynolds, president of the California Roadside Council, and Harry Ashmore, Santa Barbara.

☐ Gerald Weisbach, Oakland architect, has been appointed assistant professor of architecture at the Berkeley campus of the University of California.

☐ Alan Kreditor, architect and planner, has been appointed assistant professor in the University of Southern California's Graduate Program in City and Regional planning. He has been recently serving in a United Nations Special Fund project in Dublin, Ireland; is a graduate of the University of Pennsylvania and Pratt Institute.

☐ The Architecture and Architectural Engineering Department at California State Polytechnic College, San Luis Obispo, has been accredited by the National Architectural Accrediting Board. George Kasslein is head of the department.

☐ Los Angeles architect Raymond Whalley has been awarded the Construction Specification Institute's certificate of appreciation for distinguished service to the Institute in the advancement of its objectives and in its administration.

GEORGIA-PACIFIC'S *new headquarters building in downtown Portland, Oregon, will rise 28 stories, cost an estimated $10 million. The central tower will rise from a block square landscaped plaza between S.W. 4th and 5th Avenues, Salmon and Taylor Streets. Completion is scheduled for September 1969, with construction slated to start in September 1967. Skidmore, Owings & Merrill have been retained as architects.*

☐ Architects Roland Terry & Associates, Seattle, have been given three interior design awards by Institutions magazine. The 1966 citations were for the Plaza Five restaurant in the IBM Building and the Windjammer Restaurant at Shilshole Bay, both Seattle, and the Canlis Restaurant in the Fairmont Hotel, San Francisco.

☐ Donald E. Paine, Olympia (Wash.) architect and architectural consultant to the Weyerhaeuser Company, received the Construction Specification Institute's Citation Award at the annual convention in Boston. The plaque was for his "single outstanding accomplishment in the form of specification writing."

Architect's Air Trek

Continuing the Architects Grand Air Treks successfully completed earlier this year, another series of 22 days each, starting October 28 and ending March 1967, is planned by United States Travel Agency, Inc. The trip has been approved by the American Institute of Architects. The tour will include Egypt, the Middle East and Baghdad. Further information may be had by writing the agency at 807 15th St. N.W., Washington, D.C. 20005.

New addresses

LEWY EVANS, JR.—Suite 100, Broadwater Shopping Center, Billings, Mont.

FLETCHER & FINCH—920 S.W. 13th, Portland.

FRANKS & NORMAN ASSOCIATES—730 S. W. First Ave., Portland.

JAMES J. GATHERCOAL—310 N. 5th, Corvallis, Oregon.

RICHARD L. GESSFORD—1395 Cedar St., Coos Bay, Oregon, from Eugene.

GROSSGOLD - BORDERS - MCCULLOCH—3535 Farquhar, Los Alamitos, Calif., from Long Beach.

ROBERT K. GRUBB—960 N. San Antonio Road, Los Altos, Calif., from Portland.

HARNISH, MORGAN & CAUSEY—500 East "E" Street, Ontario, California.

HAROLD D. HAUF—12225 San Vicente Blvd., Los Angeles.

FRANK P. HIGGINS—2110 Main St., Huntington Beach, Calif., from San Francisco.

WILLIAM C. HOWLAND—P. O. Box 309, Hamilton, Montana, from Santa Barbara, Calif.

ROBERT G. KRUSE—1595 South Cape St., Denver.

ROBERT J. LEE—1800 N. Highland Ave., Suite 707, Hollywood, from Los Angeles.

ROY E. LUNDGREN—411 North I Street, Aberdeen, Wash., from Mill Valley, Calif.

WILLARD K. MARTIN—519 S. W. 3rd St., 200 Dekum Bldg., Portland.

HARRELL L. MCCARTY—P. O. Box 42, Hilo, Hawaii, from Seattle.

JAMES MILDES—1463 Bittern Dr., Sunnyvale, Calif., from Warren, Michigan.

WILLIAM L. PARRISH — 3222 S.W. Marigold, Portland, from Phoenix.

L. PERRY PEARSON, PAUL S. WUESTHOFF—1758 S. LaCienega, Los Angeles, from Beverly Hills.

CLARENCE O. PETERSON—74 New Montgomery St., San Francisco.

JOHN R. REMINGTON—South 1108 Wall St., Spokane, Wash.

LOUIS H. ROTH—4164 Los Cohes Way, Sacramento, from Littleton, Colo.

HERBERT W. SCHNEIDER—3528 W. Campbell Ave., Phoenix.

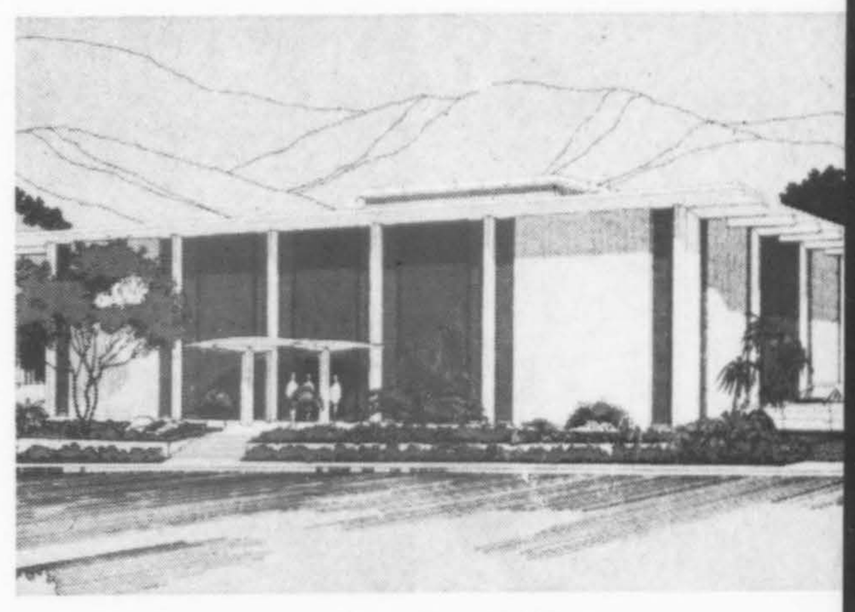
VICTOR B. SCHOON—851 N. Kellogg Ave., Santa Barbara, from Los Angeles.

GENE SHRESBURY—122 Villa Italia, Denver.

EVERETT SIMPSON—808 Mendenhall, Juneau, Alaska, from Costa Mesa, Calif.

RAYMOND D. STEVENS—1375 Everett Ct., Lakewood, Colorado, from Aspen.

JOHN STORRS & ASSOCIATES — 4444 S.W. Macadam Ave., Portland.



OFFICE BUILDING, *Arcadia, California, is being built on land cleared by the city as part of a locally-financed and directed urban renewal program. The structure is the first one of any size in the area, will house the designing architects with 6,000 sq. ft. for lease to other firms. Sections of bronze glass and white terra cotta extend around the building. Cost: $175,000. Architects: Frick, Frick, Tipton & Jette.*

THOMAS MERCHANT—1014 Galloway St., Pacific Palisades, Calif., from Los Angeles.

DON SLADE—770 El Camino Real, Belmont, Calif., from San Mateo.

CHARLES E. BERGSTROM—15 West McGraw, Seattle.

BRUCE E. GERWIG—1016 South Taft Hill Rd., Fort Collins, Colo., from Colorado Springs.

LYLE D. HOOD—360 Grant Ave., Petaluma, Calif., from San Rafael.

D. W. STETSON—529 Sixth, Fairbanks, Alaska, from Salem, Oregon.

WILFRED E. BLESSING—1190 Coleman Ave., San Jose, Calif.

RICHARD D. STODDARD—Lincoln Savings Building, 13701 Riverside Dr., Sherman Oaks, from Van Nuys.

JOHN A. TARAS—213 Grand Avenue, Pacific Grove, California.

WESLEY V. WALLACE—3739 W. 20th Ave., Denver, from Hemet, Calif.

FELIX M. WARBURG—1456 Vallejo St., San Francisco, from Ross, Calif.

JAMES W. WILSON—8901 Lawndale S.W., Tacoma, from Seattle.

HARRY K. WOLFE—1245-4th St. S.W., Washington, D. C., from Auburn, Wash.

ROBERT K. L. WONG—243-B N. Judd St., Honolulu, from Seattle.

ALBERT K. WONG—5117 Hilda Road, San Diego.

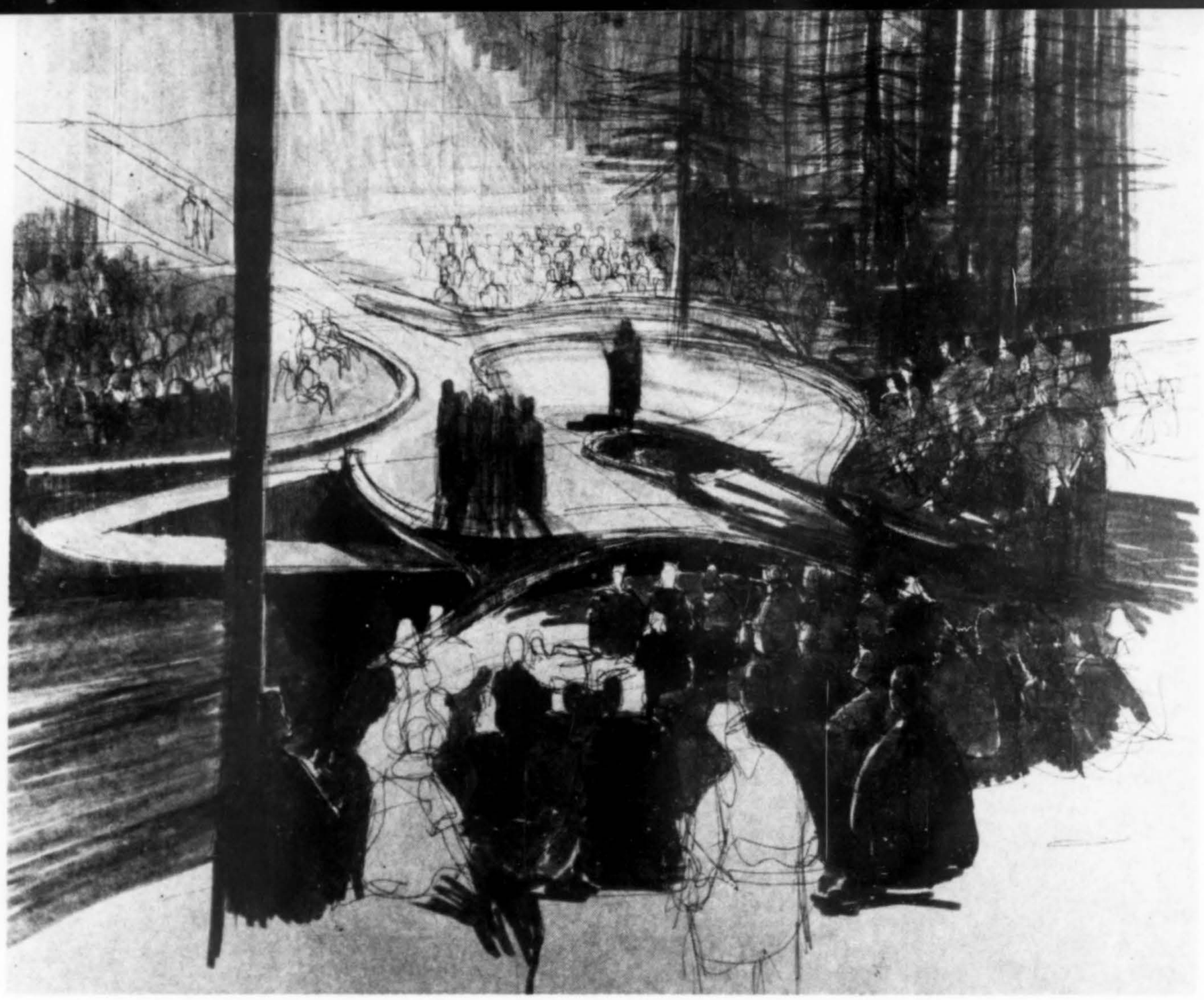
RICHARD A. YOUNG—3628 Santa Carlotta, La Crescenta, Calif., from Montrose, Calif.

ALV G. YOUNGBERG—67 North Main St., Bountiful, Utah

MAUCK-STASTNY ASSOCIATES—734 E. 2nd Avenue, Durango, Colo.

N. K. VAN OSDOL, JR.—Daniel, Mann, Johnson & Mendenhall, APO, San Francisco.

Job of the Month

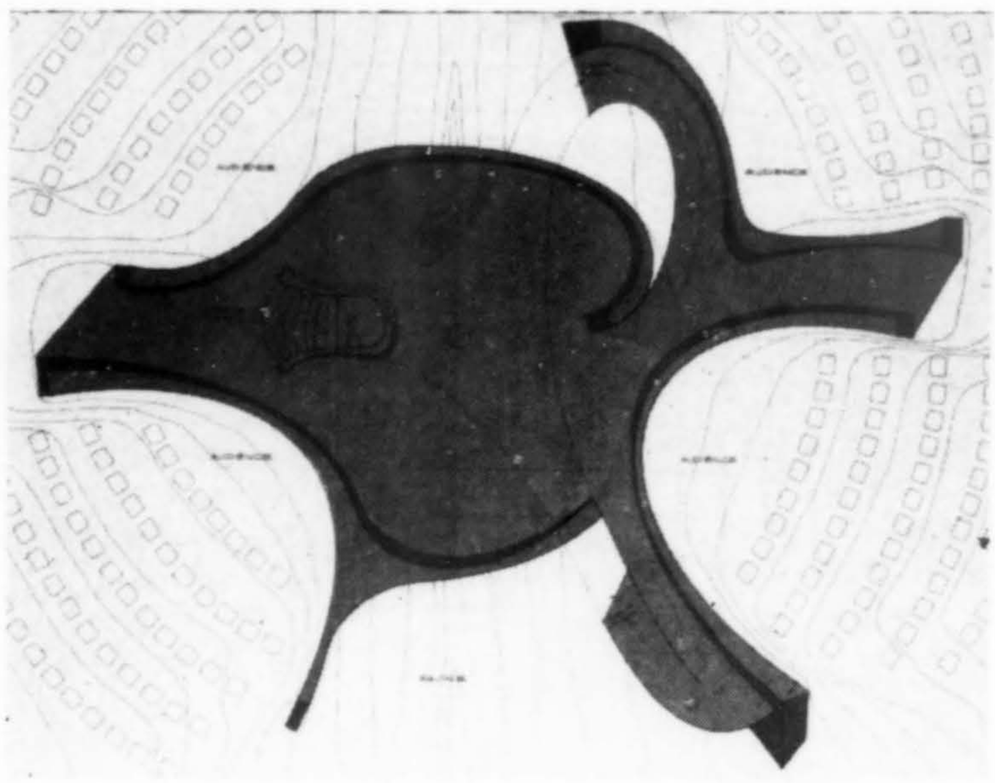


PERFORMANCE PLATFORM for a COLLEGE CAMPUS

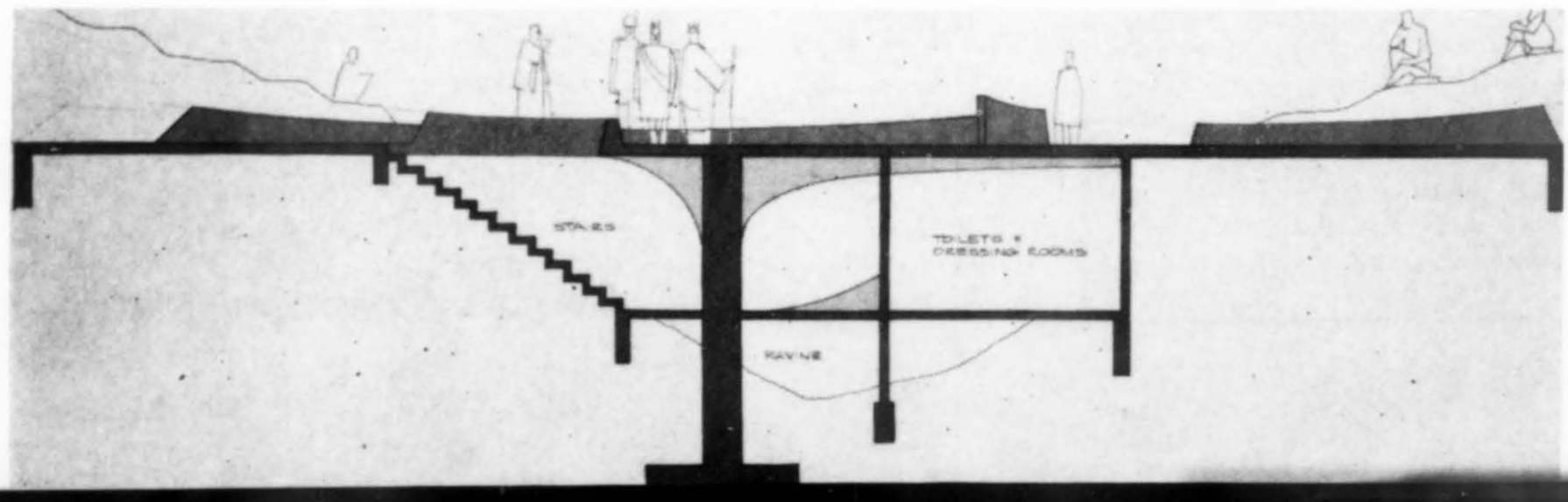
LEWIS & CLARK COLLEGE, Portland, Oregon — **WILLARD K. MARTIN, Architect**

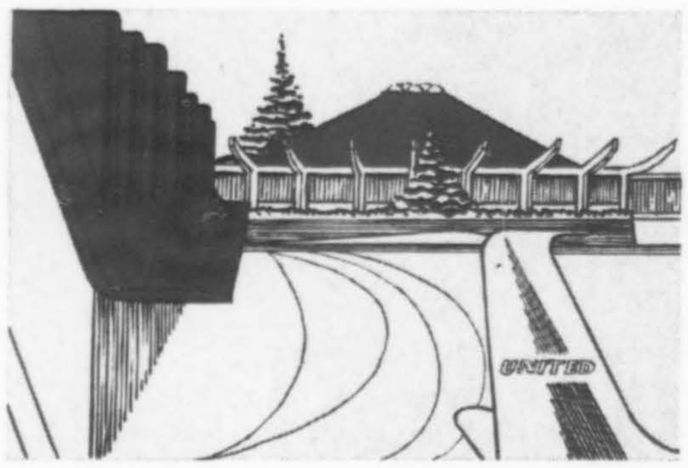
THE CONCEPT of a structure allowing freedom of movement spanning across a ravine in an area of inexpensive property is an idea that William Iron, head of the Drama Department at Lewis & Clark College, has been formulating for some time. It was born of his deep concern with space that would not inhibit but rather enforce performer motion—an open structure reflecting a fluid feeling to be a part of the action taking place on it and through it.

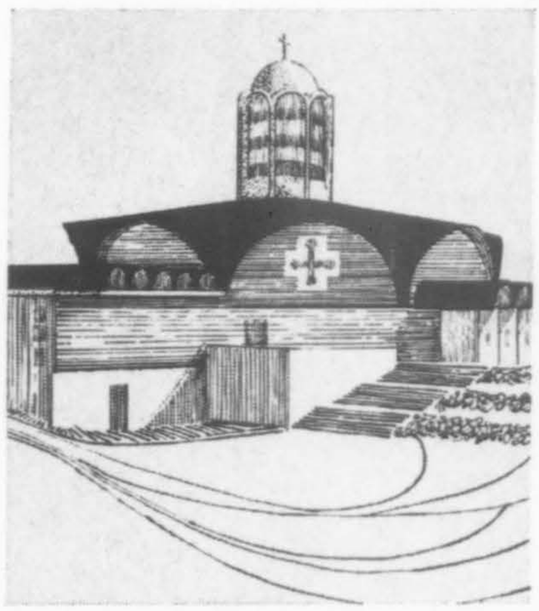
Enthusiasm on the campus, generated by the Lewis & Clark Centennial program next year, was a factor in the planning of such a multi-purpose platform. Dr. John Howard, president of the college, envisions such a platform as a permanent addition to the campus, providing extensive use for a variety of outdoor productions—modern dance, small musical groups, classical theatre presentations.



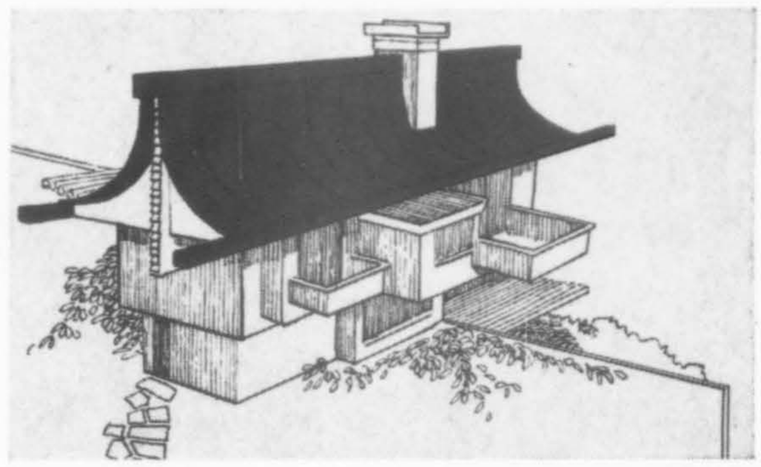
The platform would be built on two levels spanning the ravine. Audience seating will be opposite the four corners on the hillsides. Textured, cast-in-place concrete, left in a natural finish, is planned for the project.





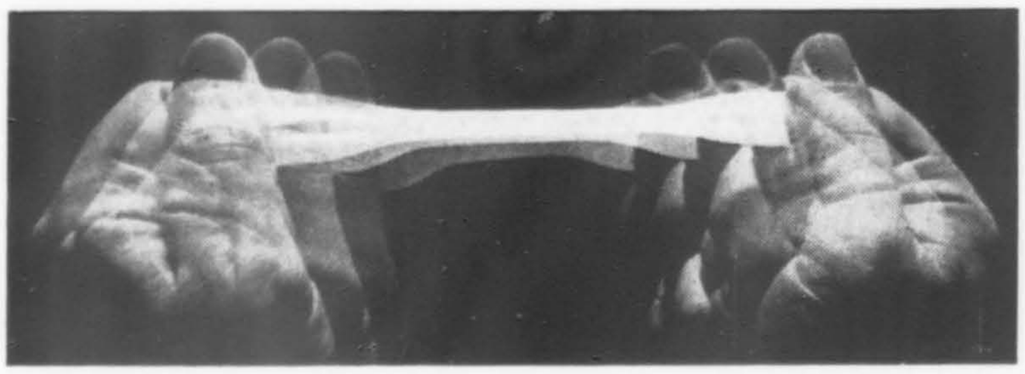


For years architects have designed daring roofs like these...



Now they're actually building them.

What's made the difference?



This!

Roof coatings for imaginative roof designs must be weatherproof and beautiful. In addition they must be highly elastic. Gacoflex Roof Coating provides all three characteristics.

Gacoflex contains Neoprene-Hypalon elastomers which form a tough yet elastic membrane over any concrete or plywood roof design you can think up. This elastic membrane conforms to any shape, and shrugs off anything the weather or elements can throw at it. Sun, flame, cold, heat, abrasion, ozone — Gacoflex resists them all. Stubbornly.

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GACO

Where the Architects Hang Their Hats . . .

JOHN B. PARKIN ASSOCIATES
Architects & Engineers

Los Angeles
Toronto
Montreal
Sault Ste. Marie

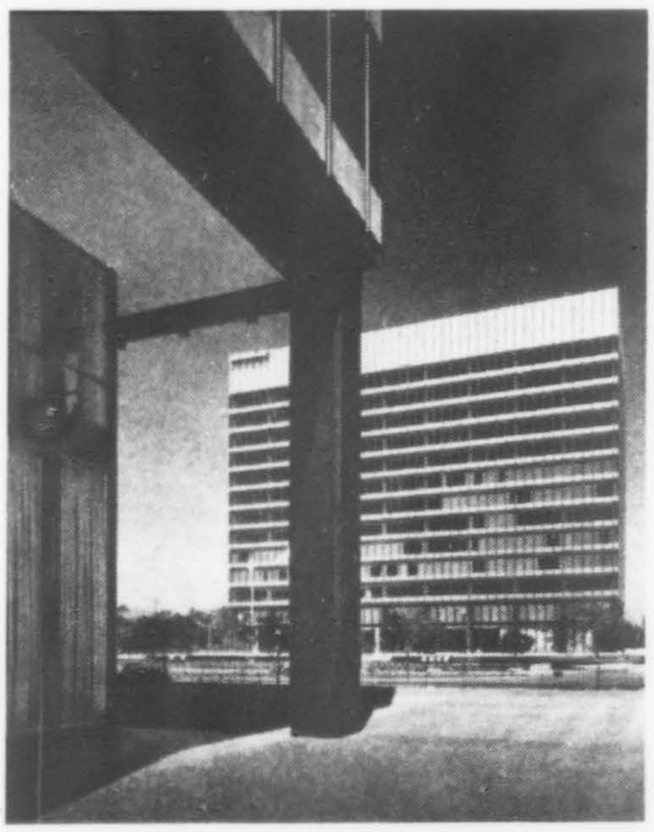
LOS ANGELES was chosen as the location for the first branch office in the United States for this internationally known Canadian firm. The scope of the work being accomplished in the southwest was similar to that which engages the Parkin organization in other cities.

The offices are in a high-rise building in the new Century City (Gateway West). The lean and clean interiors are black and white, accented by just enough color in the fabrics to provide a focus in each area. Large black and white photographic murals of the firm's award-winning work endow wall space throughout. The hallway is further utilized as a gallery for photographic murals of additional work.

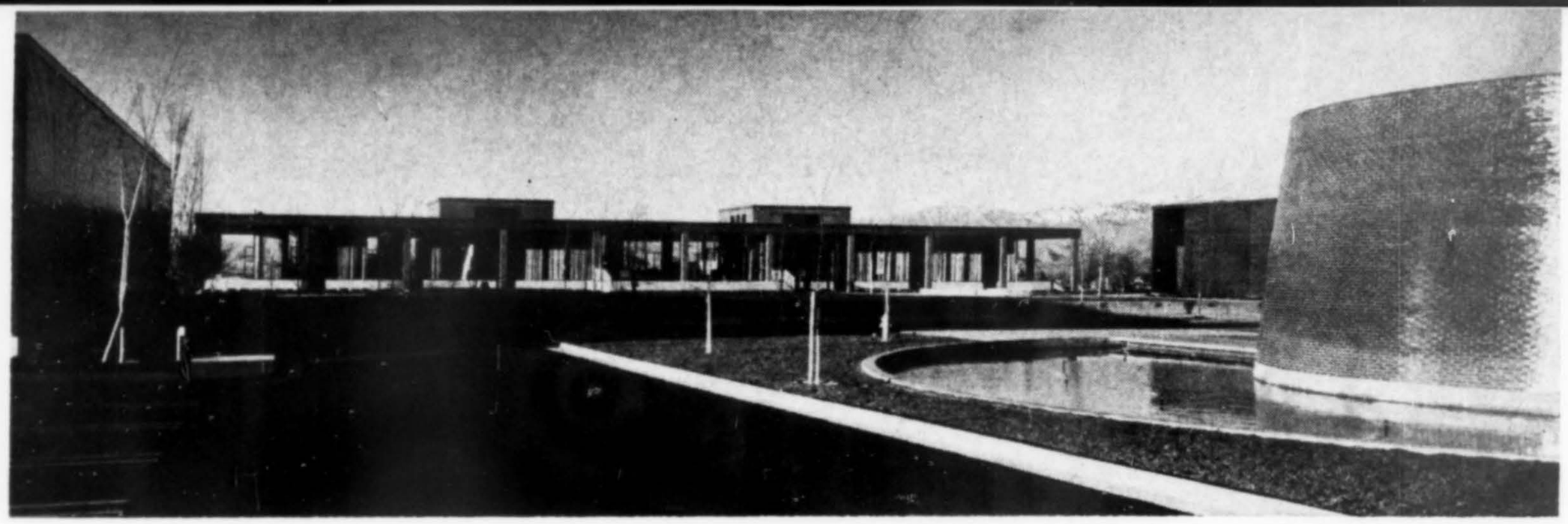
The drafting room enjoys a delightful view to the West overlooking the Century Square Shopping Center and the landscaped plazas of the building as well as the Santa Monica mountains to the north and the Pacific Ocean, some half dozen miles away. Steel drafting tables are custom designed and all office equipment is painted satin white.

The Los Angeles office is headed by architect C. A. Carlson, vice president of the organization. John B. Parkin, FRAIC, FRIBA, and an honorary Fellow of the American Institute of Architects, is president.

Gateway West was designed by Welton Becket Associates.



Julius Shulman photos



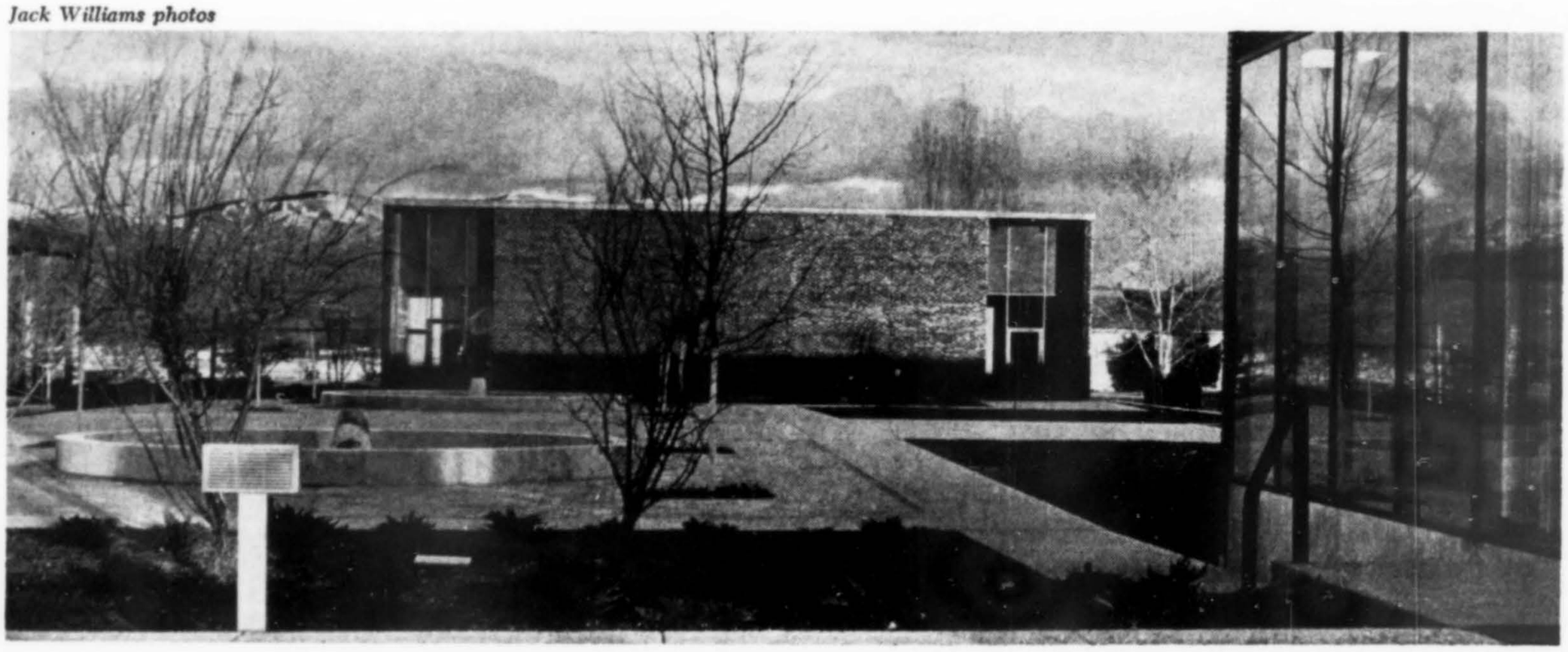
CENTRAL SERVICE FACILITY

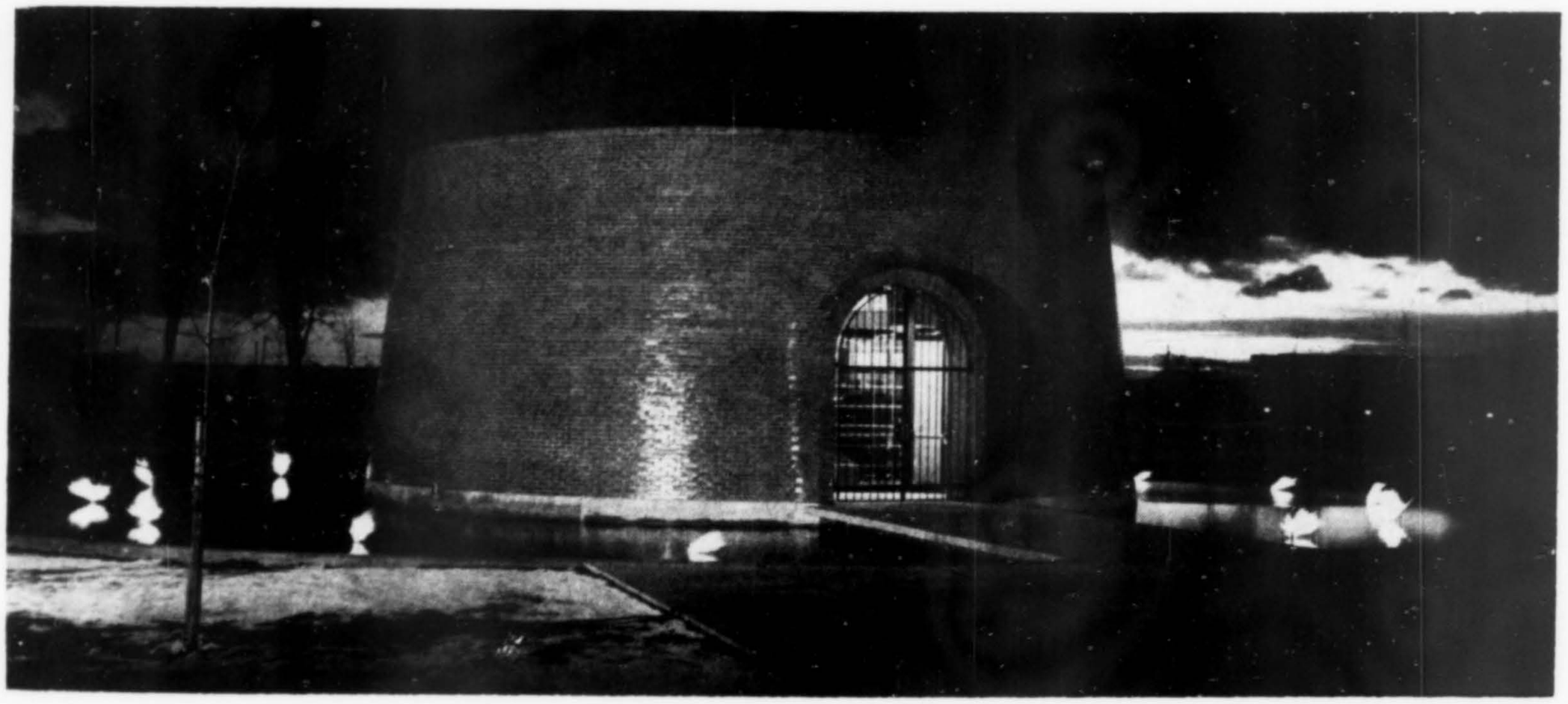
for INTERMOUNTAIN GAS COMPANY, Boise, Idaho

KENNETH W. BROOKS | Architect

JORDAN-WILCOMB COMPANY | General Contractor

Jack Williams photos





NAT J. ADAMS & ASSOCIATES
Project-representative architect

LAWRENCE HALPRIN & ASSOCIATES
Landscape architect

ESVELT & SAXTON ENGINEERS
Structural engineer

WHAT MIGHT have been a prosaic utilitarian complex of buildings has emerged as a straightforward architectural statement where each component is related to the other in this service facility for a public utility company.

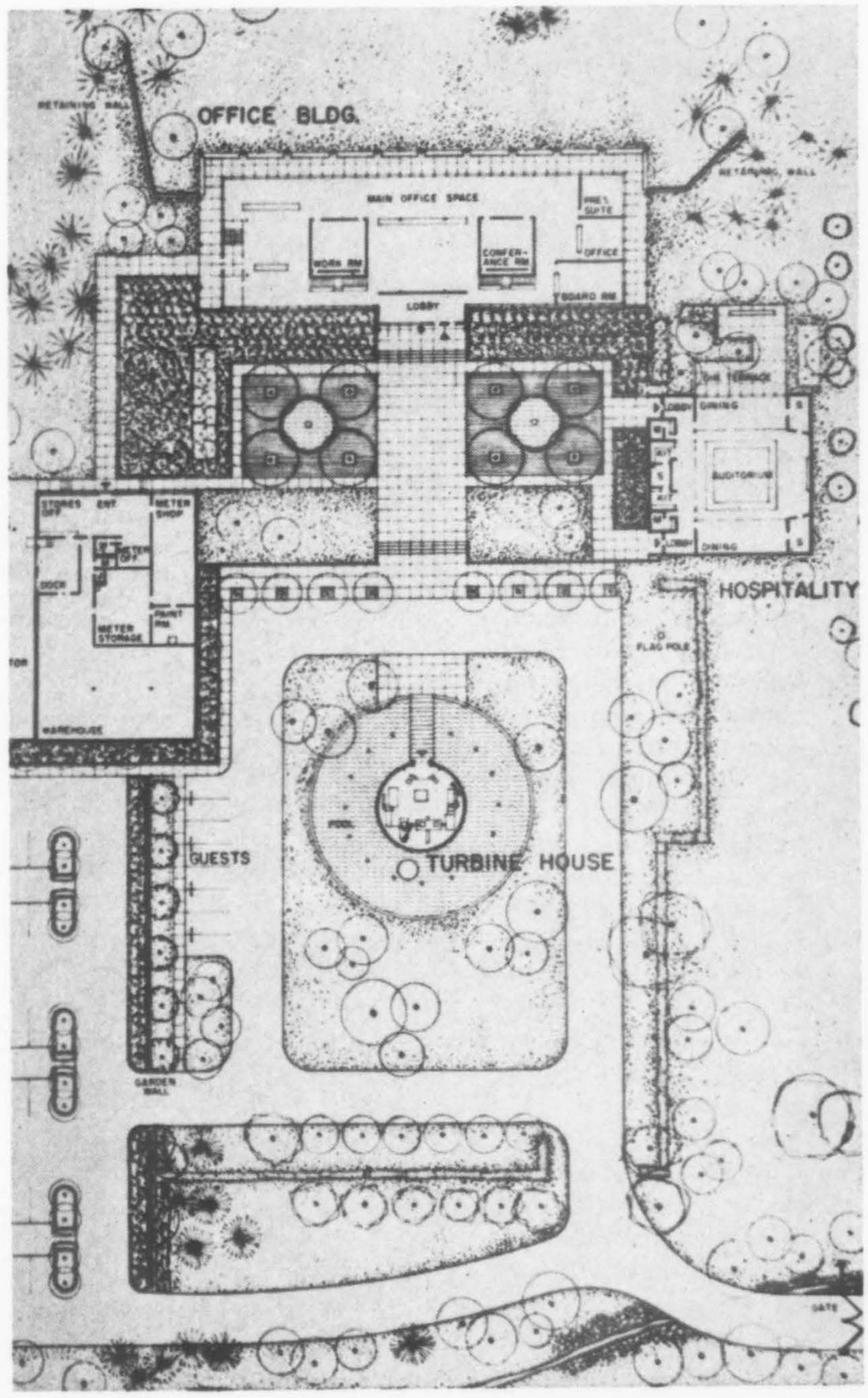
The site is a dramatic one on a plateau overlooking Boise. The landscaping concept supplements existing mature trees on the old farmhouse site. Working closely with the personnel of the gas company and the landscape architect, the design team met the desired requirements of making the visitor an important and comfortable part of the complex while emphasizing the big sky and rolling mountains of the Southern Idaho country.

The program called for a four-building complex to include an administration building; a hospitality house for use as a social "living room"; a service building for warehouse and service offices, and a gas turbine building to house equipment for the production of electrical energy and for heating and cooling the entire group of buildings. Covered parking space has been provided adjacent to the service building. The resultant concept of simple rectilinear enclosures in exterior monochromatic color schemes permitted the architecture to serve as a background in both mass and color.

Claycraft ceramic glazed brick was used extensively on exterior and interior walls. The two solid masonry buildings, the service building and hospitality house, are in shades of blue, blue-green and blue-purple glazed brick; the administration building and turbine house are putty gray.

This complex was one of 12 projects cited by the American Institute of Architects with a 1966 national award of merit.

Consultants on the project, completed in 1964 at a cost of $1.5 million, included Kendall M. Wood & Associates, mechanical engineer; Joseph M. Doyle & Associates, electrical engineer; Robin M. Towne & Associates, acoustical consultant; Solar Company, gas turbine contractor.

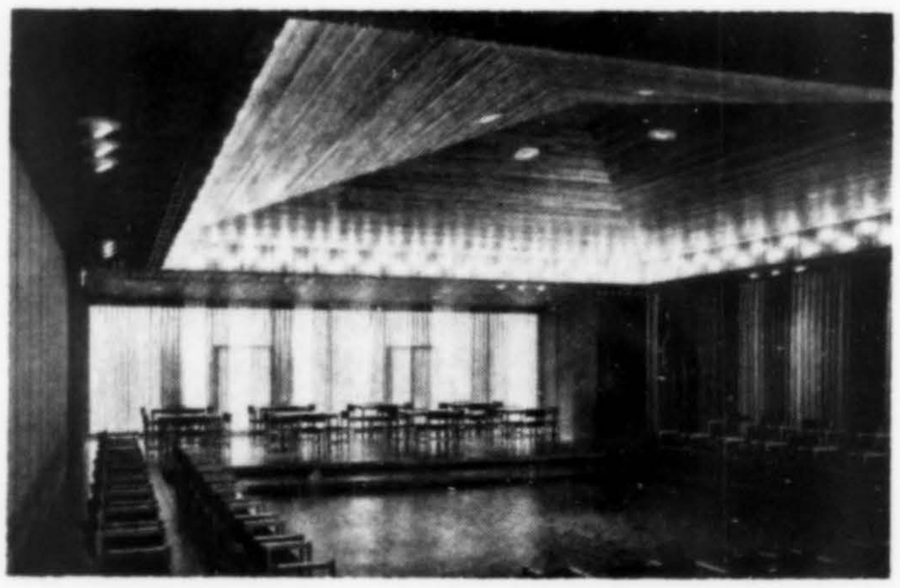


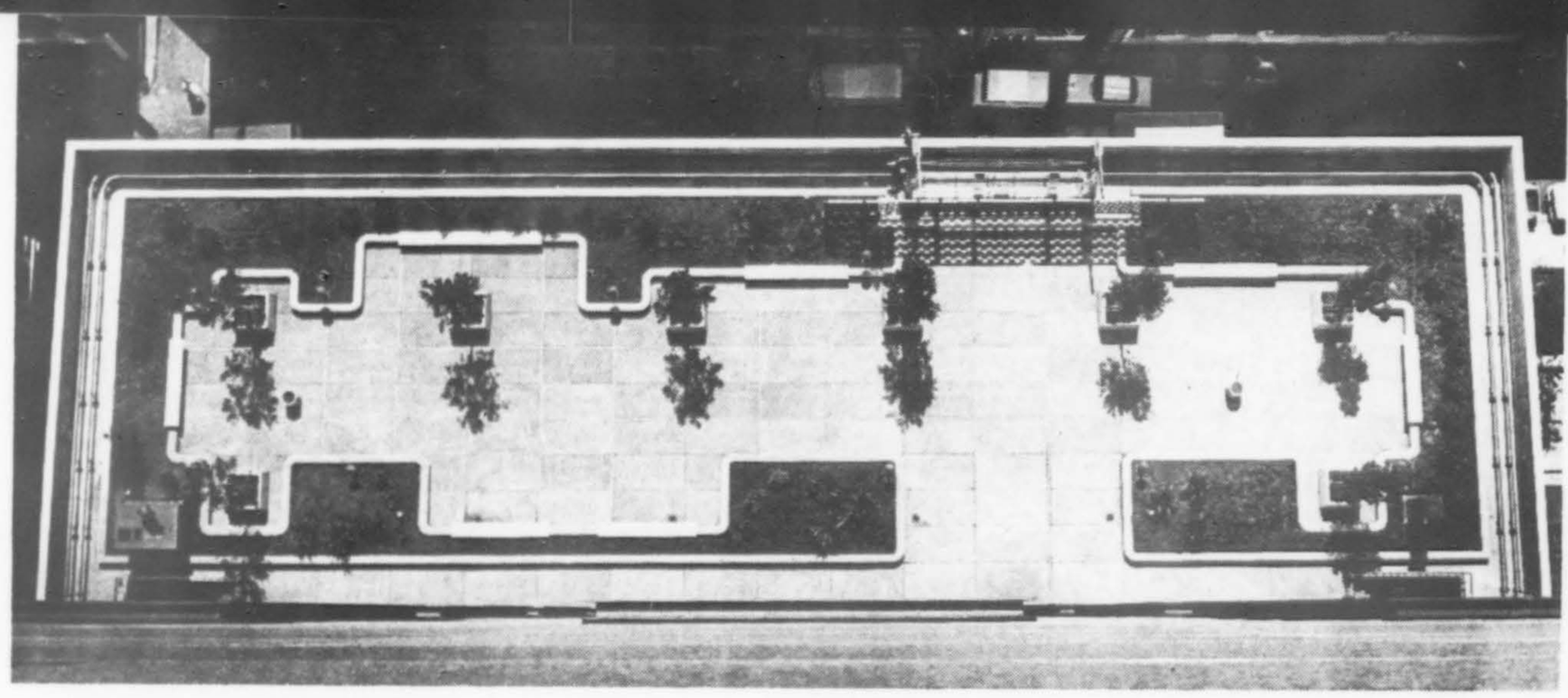
The Turbine House, usually relegated to some basement utility area, is located in the center of the entry court, reflecting the client's desires inasmuch as the gas turbine system is a newly developed type of equipment and of sales interest to the natural gas company since it is used as a demonstration unit. A surrounding moat provides water for cooling, for the fire reservoir and for lawn sprinkling.

CENTRAL SERVICE FACILITY

Kenneth Brooks, Architect

Executive office space is a completely open "bullpen" type. Knoll desks and the walls in this area are teak. Interior furnishings throughout are entirely in oiled teak or oak. Natural undyed wools are used in the carpeting (no rubber welcome mats here), plus black leather furnishings accented with some white. A contemporary map of Intermountain's service areas, designed by artist Harold Balazs, graces a ceramic brick wall in the administration building. The hospitality house was designed for employee luncheons, sales meetings and community or company functions. It is a convertible "theatre-in-the-square" with stages on each of four sides and in the step-down center. Folding partitions accommodate various size groups and activities.





Jon Brenneis photo

The Standard Oil Building

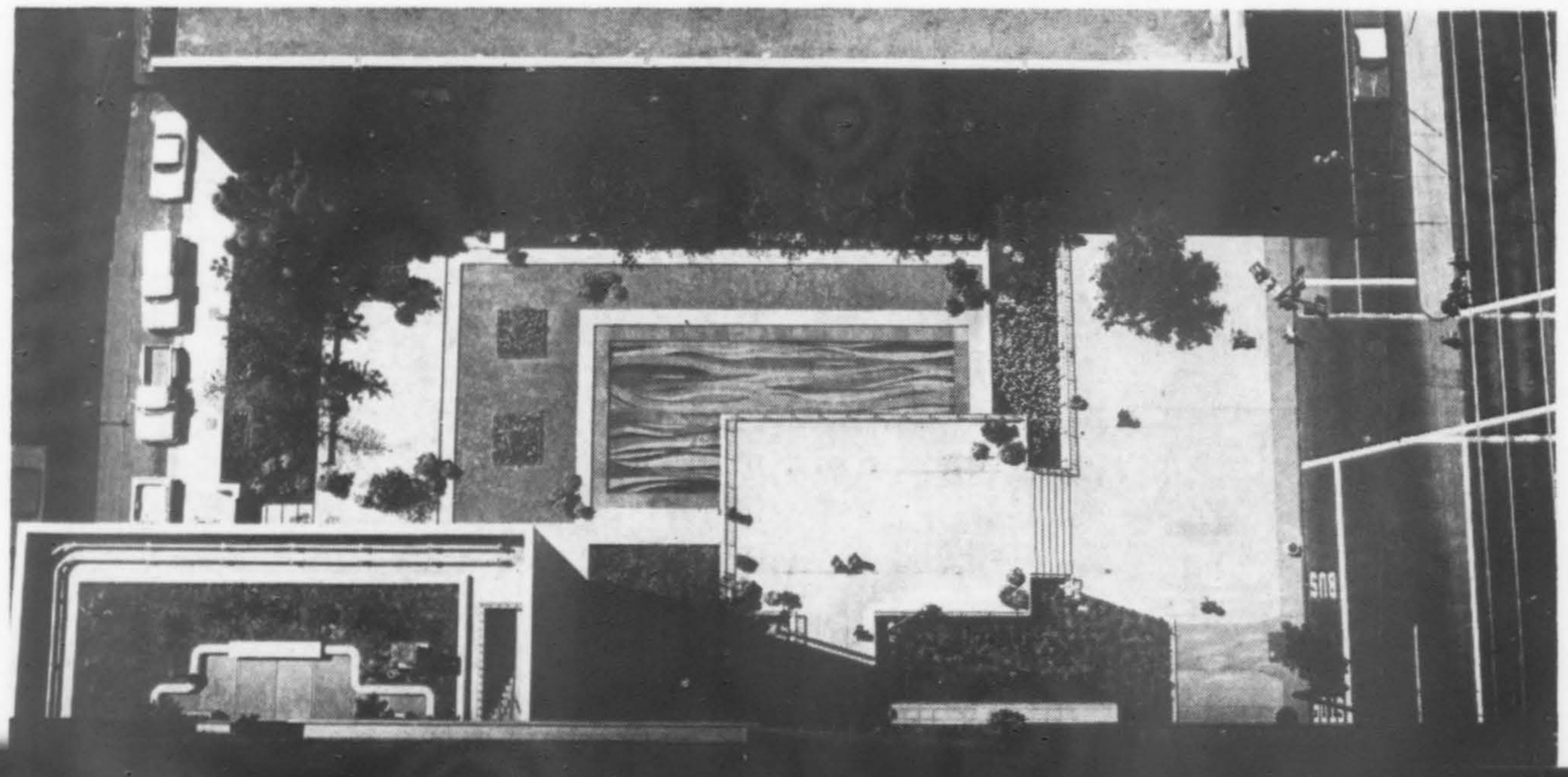
SAN FRANCISCO, CALIFORNIA

HERTZKA & KNOWLES
Architects

DINWIDDIE CONSTRUCTION CO.
Contractor

OSMUNDSON & STALEY
ASSOCIATES
Landscape architects

H. J. BRUNNIER & ASSOCIATES
Structural engineers



THE STANDARD OIL BUILDING

Morley Baer photos except as noted

The site provides a frontage of 317 ft. on Market Street. Of this, 70 ft. has been devoted to an entrance through a landscaped open plaza. The building has been set back 13-ft. from the front property line to provide for adequate foreground planting and to allow for the slope of existing grades on this frontage. The entrance plaza is the focal point for all approaches to the building and features a year-round floral display, planned by the architects and maintained by Standard Oil Company. The planting was selected to complement the planting of the plaza of the Crown Zellerbach Building directly across the street (and on which the Standard Oil building architects were associated). The roof over the deep portion of the fifth floor has been developed with easily maintained landscaping, both for viewing from the upper windows and for use as a private outdoor recreation area for company personnel.

HERTZKA & KNOWLES, Architects

NEWEST structure on San Francisco's famed skyline is the 165,000 sq. ft., 23-floor Standard Oil Building. Completed as the first phase of a Standard Oil expansion program in the Bay city, the new structure provides general and private office space for a company "population" of 1,300.

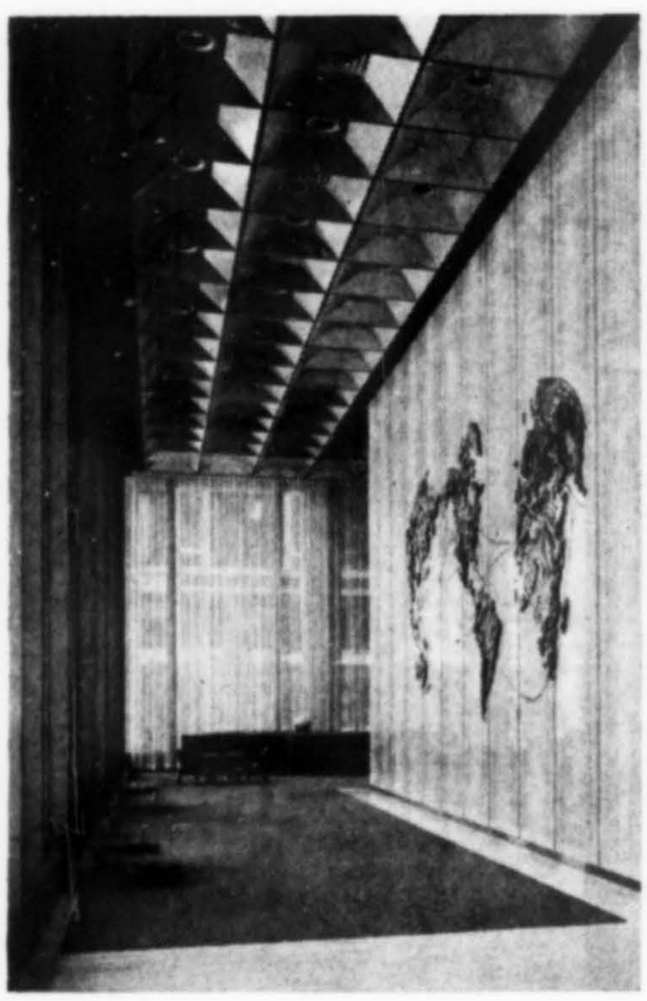
Located at 555 Market Street, toward the lower or Ferry Building end of San Francisco's main thoroughfare, the new building was planned by Standard Oil and designed by the architects specifically to aesthetically improve and upgrade an area which in recent years had been permitted to deteriorate.

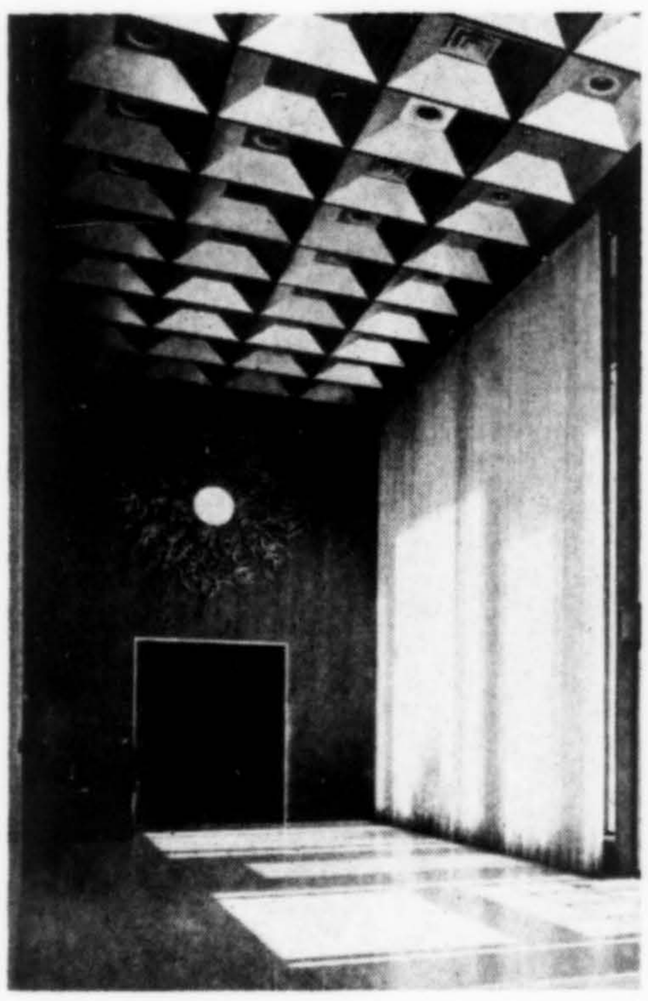
Street floor space houses a unique "World of Oil" exhibit; a travel service shares this floor level. The second floor houses an employe cafeteria and the third, a number of conference rooms. The first five floors were uniquely designed as a "bustle zone" for such large employee groups as the company's engineering, foreign trade and purchasing departments. Typical tower floors, 6 through 20, have approximately 9,000 sq. ft. of office area. These floors were planned for perimeter offices on north and south sides with relatively deeper areas at the east and west ends for use as general type office space. Parking for 50 company cars is provided in the basement. The top two floors house mechanical and storage rooms.

There are no exposed columns or projections from the exterior walls. Interior columns are at the central service core. Perimeter columns are at 9-ft. centers buried in the exterior tower walls except in the west walls where they are at 27-ft. centers to facilitate removal of the wall when future expansion takes place. The building frame is of structural steel, also with provisions for the future expansion. The exterior is a surface pattern of modularly spaced windows with protruding anodized aluminum window frames and heat resistant glass.

Top three photos and lower right, Moulin Studios

STANDARD OIL BUILDING, San Francisco / HERTZKA & KNOWLES, Architects

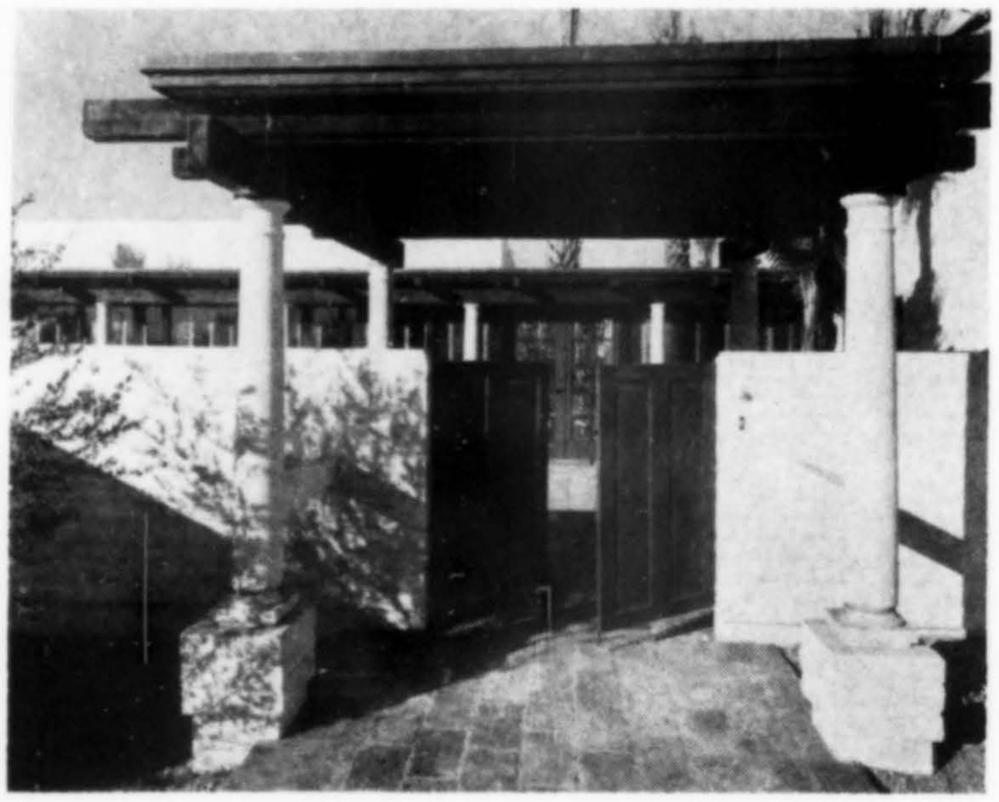




The bas-relief world map was designed by Jack Hoag. The creation of oil sculpture over the door in the lobby was by Stefan Novak, and the cafeteria mural by Edith Hamlin. The plaza pool was designed by Alfonso Pardinas.

SHUTTERS FOR SOUTHWESTERN SUN

THE BENNIE M. GONZALES HOME

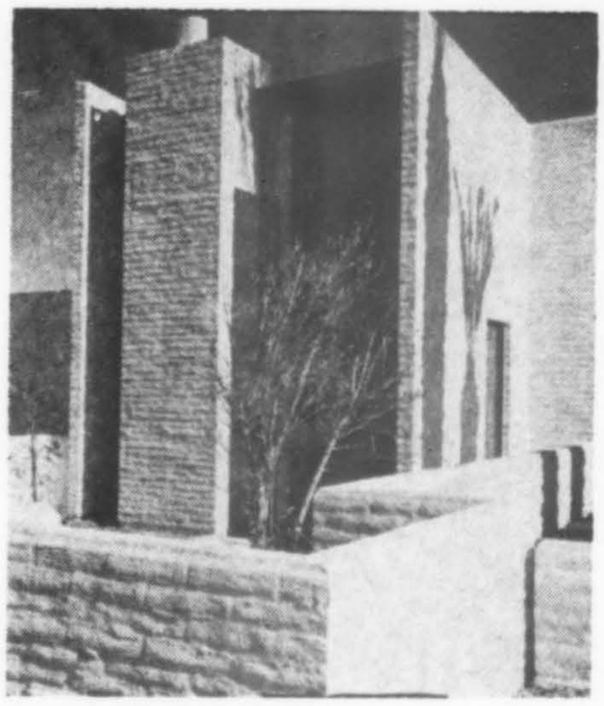


THE BENNIE M. GONZALES HOME
Paradise Valley, Phoenix, Arizona

BENNIE M. GONZALES
Architect

FRANK GONZALES
Contractor

Bill Sears photos

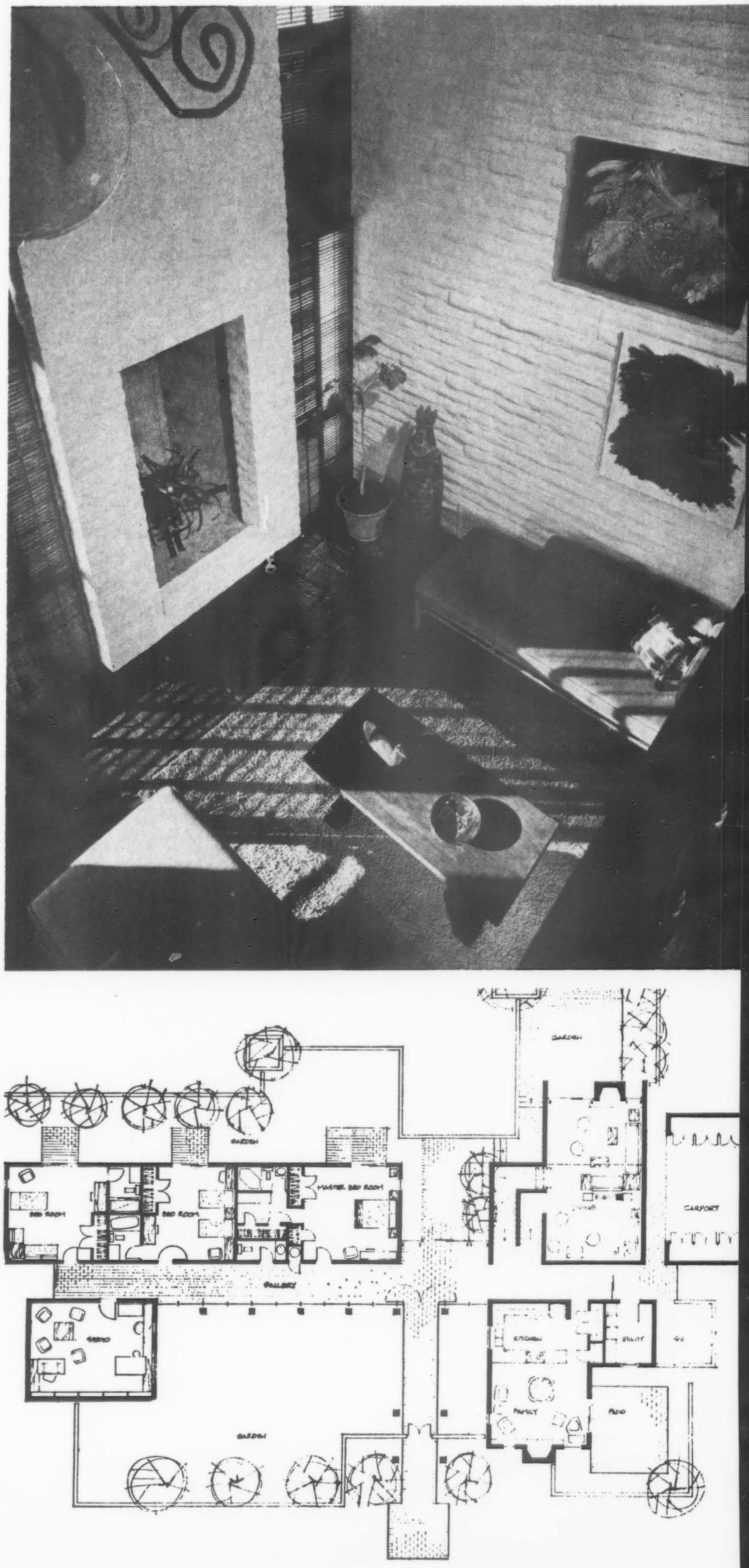


THE MEXICAN heritage that is one with the Arizona desert country is proudly reflected throughout this home—in the hand-carved furniture, the bright color accents, the art and sculpture seen everywhere. The heavy, dark-stained burnt adobe floors, slump block walls finished in dove white, the heavy ceiling beams of dark Douglas fir all contribute to and become a part of the southwest regional influence.

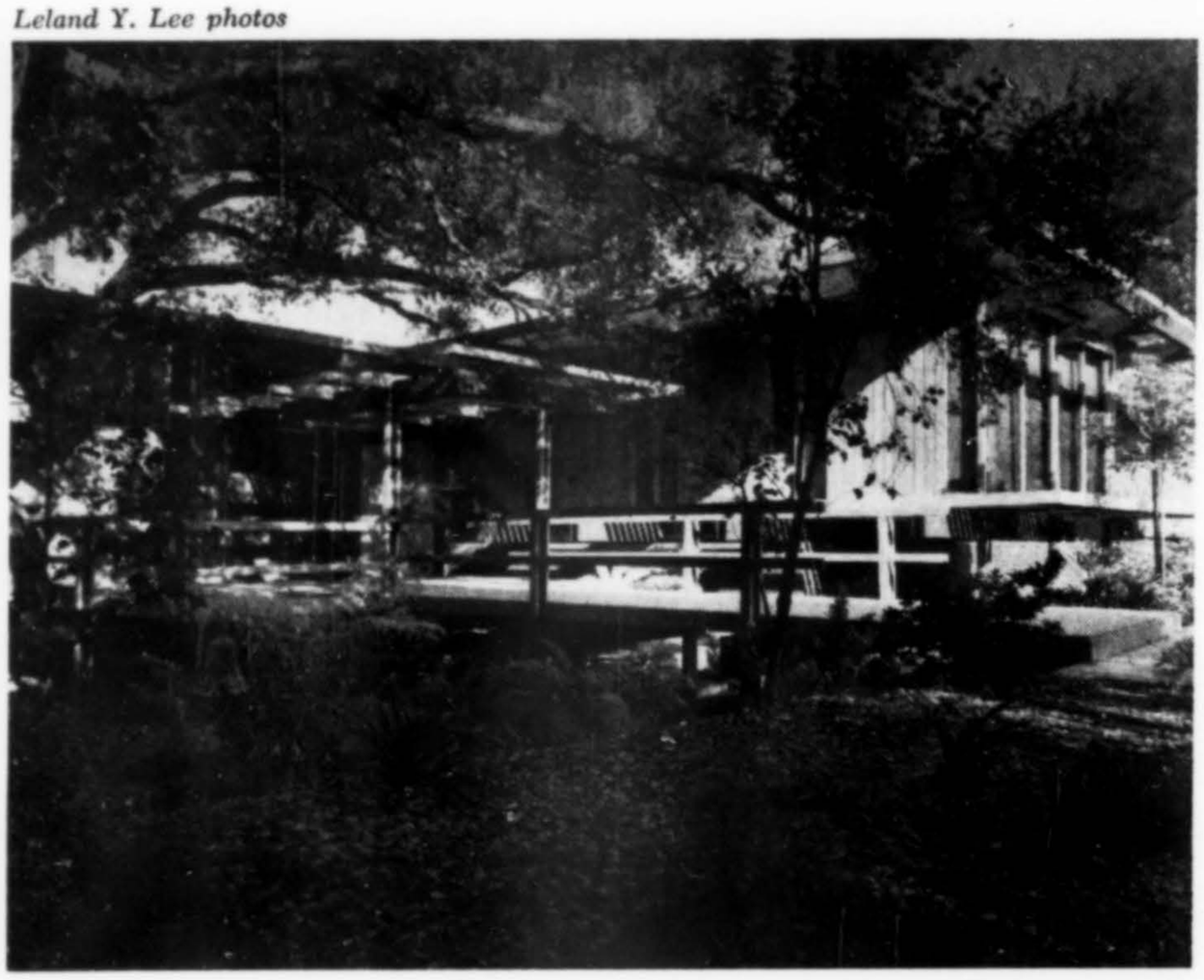
In an area where too much sunlight is a problem, the architect has opened his own house wide with gardens and patios while shuttering walls from floor-to-ceiling, gently filtering the bright light.

Four separate building units are united by a gallery running north and south across the house. They include a living and dining wing (two stories high), kitchen-family room wing, studio and bedroom wings. Many of the doors and cabinets are from old Phoenix buildings reflecting the owners' appreciation of fine detailing.

Heavy gates in the wall to the east open into a courtyard floored in adobe, leading to the front doors. The entry opens into a gallery which in turn views a patio through window walls. Small glass panes in the entry doors have carved Aztec designs in wood. Walls, cabinet tops, mosaic tile are all white, acting as a foil for the sunset colors of oranges, reds and yellows and for the dark woods. The talents of the architect are displayed throughout. A serious artist, his paintings hang in all wings, and the intriguing lighting fixtures of reinforcing rods were his own design.



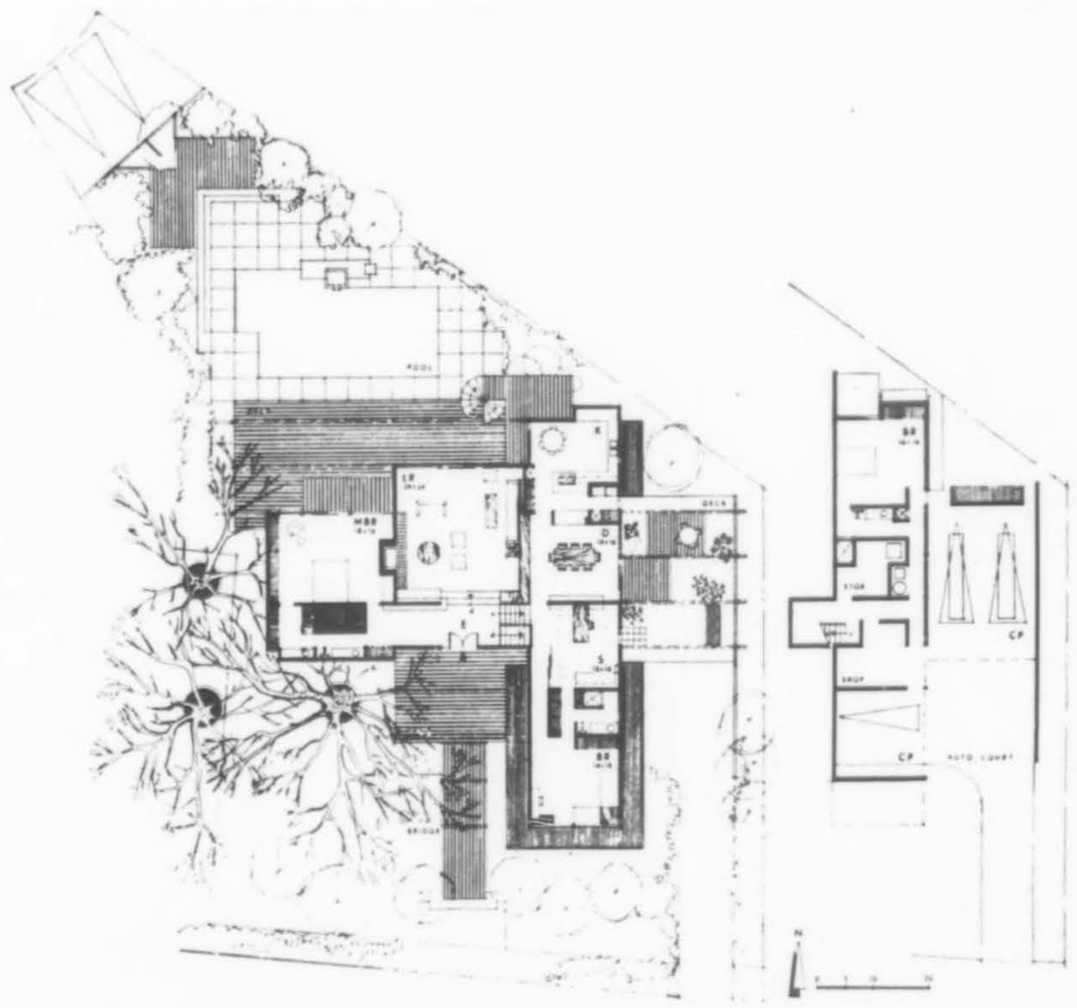
Leland Y. Lee photos

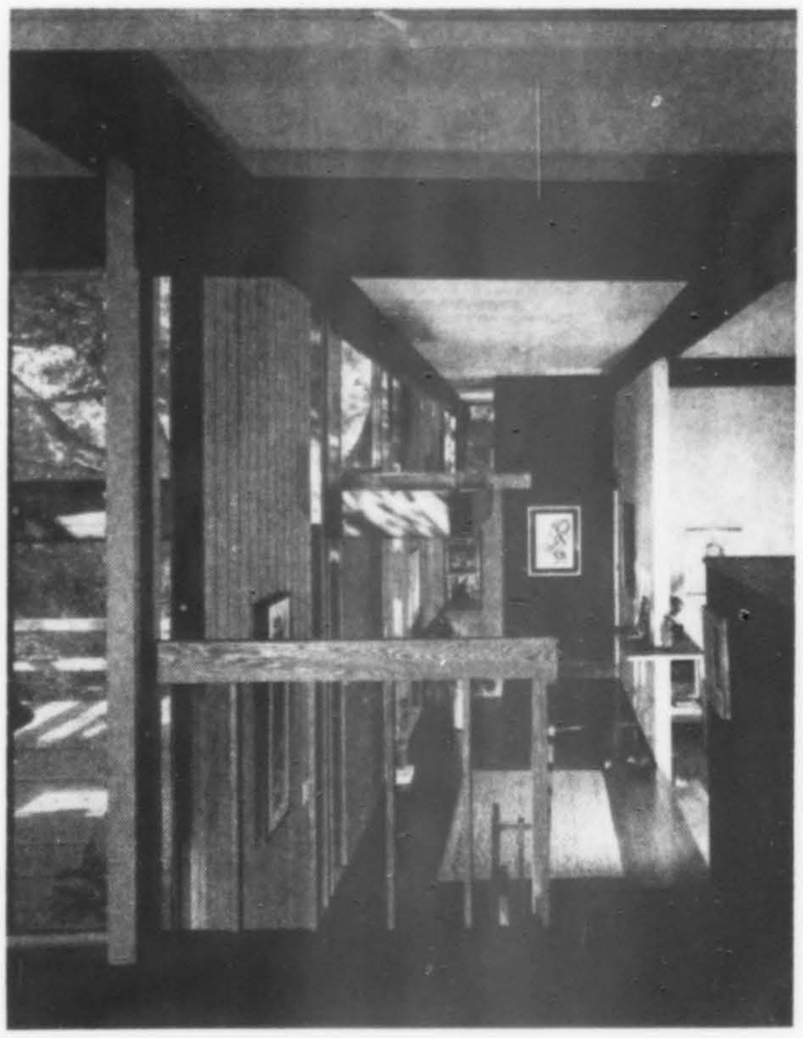


Careful siting integrates a natural landscape

MILTON HANDMAN RESIDENCE
Sherman Oaks, California

RAYMOND KAPPE
Architect/Planner

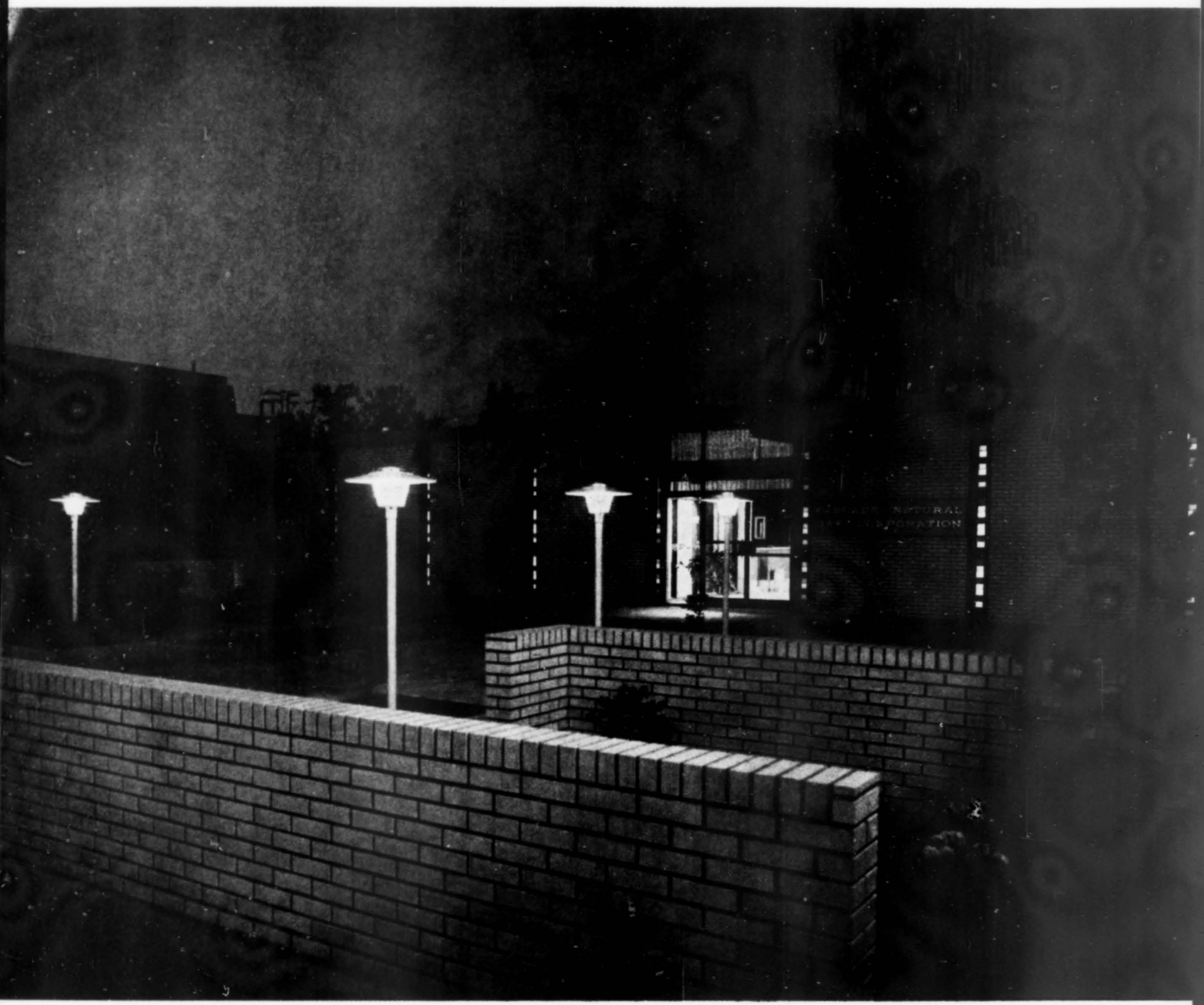




LIKE THE ARIZONA house preceding, this residence is an integral part of the surrounding landscape and is so because of careful siting, the retention of several spreading oak trees and the use of materials that lend themselves to the Southern California locale. This is a house that welcomes the sun and the outdoors directly into all its nooks and crannies. The restricted lot, below street level, together with the desire of the client for outdoor areas and a pool, was simplified with a split level plan. Patios and decks were placed around the periphery and atop the garage roof (the garage has been placed inconspicuously two feet below street level). The result is a sense of movement, an interplay of spaces and a feeling of evolving that is both intriguing and satisfying.

A bridge crosses from the street over a garden planted under the trees, entering the house at mid-level. The oak trees are visible from all areas—through the windows, clerestories or up over the roof from the decks and pool.

The house was designed for a family with two grown boys but has been so planned that it will work equally well for a couple alone. The three-level house (3,250 sq. ft.) is of post and beam construction. Exterior materials are redwood siding and brick. All landscaping was architect-planned.



Company's interest in serving community expressed in new offices

CASCADE NATURAL GAS CORPORATION BRANCH OFFICE
Yakima, Washington

WALTER H. ROTHE—DONN ROTHE
Architects

GILBERT H. MOEN COMPANY
General Contractor

CROWDED working conditions and the desire to become an integral part of the community while adding to the attractiveness of the north gateway into Yakima, resulted in the commissioning of this new branch office for a Seattle-based utility.

Located in an area that has been predominately residential, two early circa 1900 houses were removed to make room for the building. Large white birch trees were saved to be incorporated as part of the landscaping. The architects have made a successful effort in the design to call attention to the fact that a small building can make an impression on the community while maintaining the dignity associated with a substantial organization.

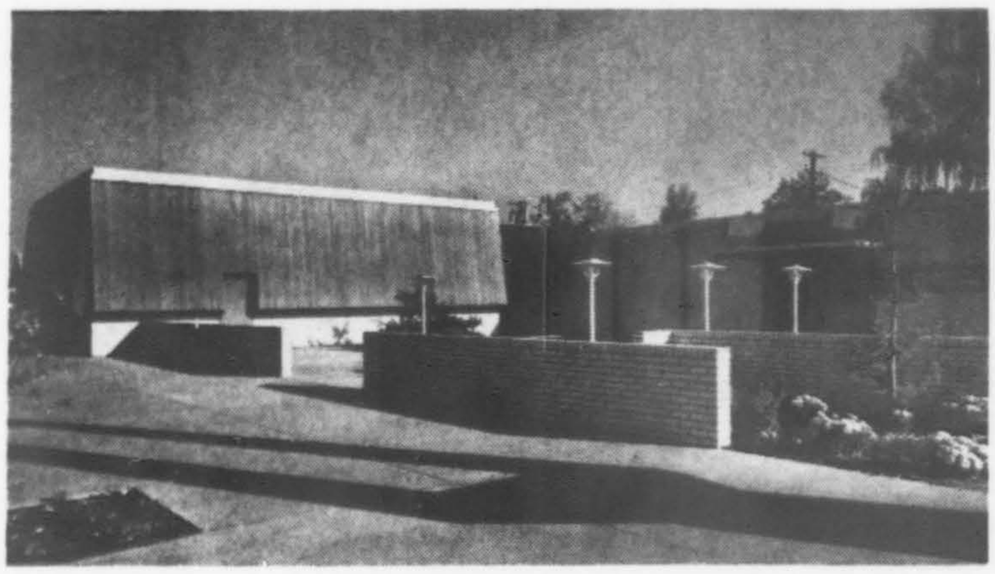
The new structure is actually two buildings, interrelated and connected by a walkway. The larger of the two houses the office facilities (sales, display, office space, customer service, conference room and the natural gas total energy plant). A drive-in window for customer convenience and a parking area for 22 cars has been provided but emphasis has been placed on the pedestrian public. The adjoining building is an auditorium, officially the "Community Service Room," available for public use.

Materials were, for the most part, native to the Northwest region. Brick—exterior, interior and in the three-foot wall—is Medicine Hat smooth white. Exterior siding otherwise is vertical grain cedar, 1/2x4-in.

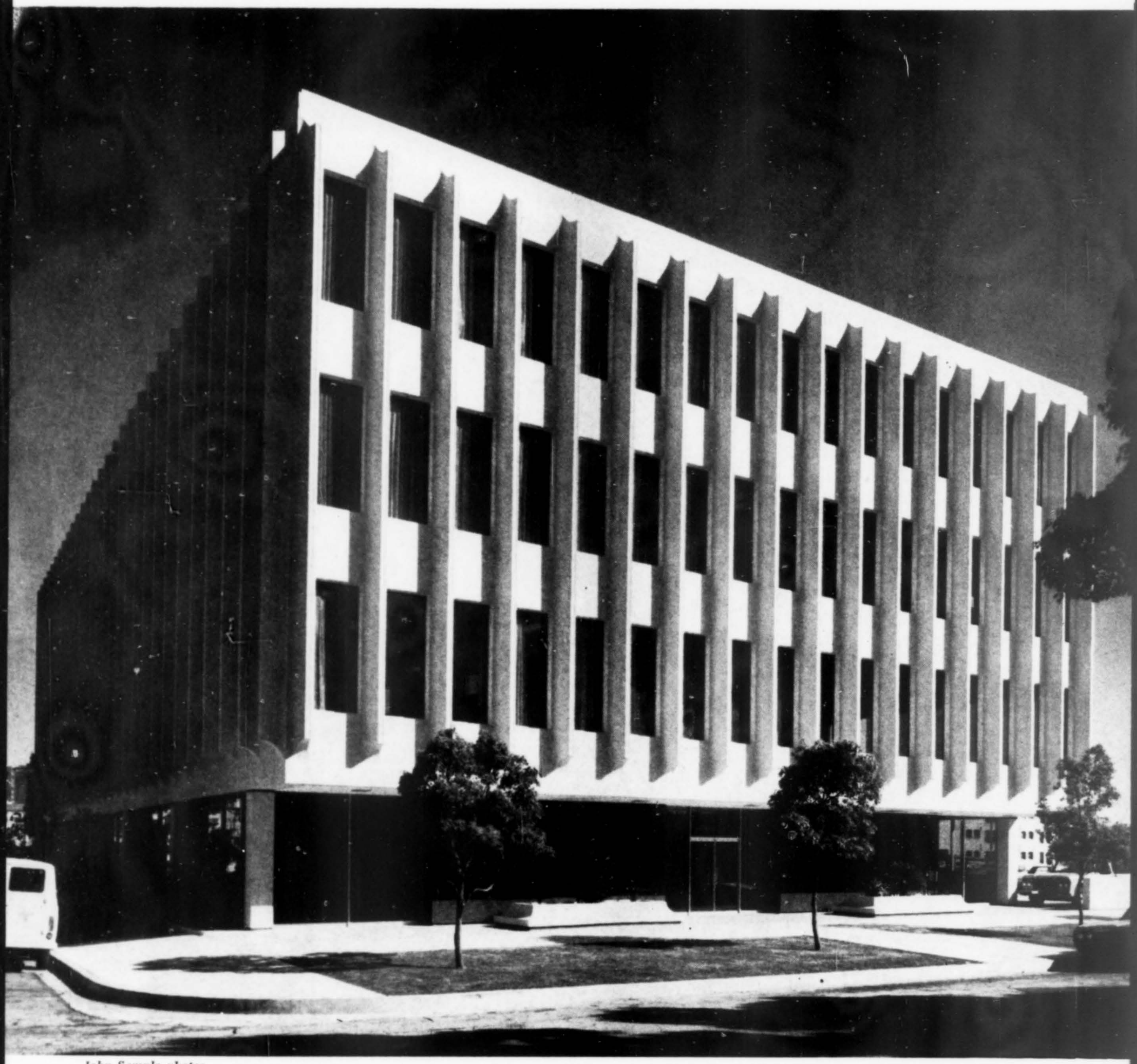
Simcoe Heating & Air Conditioning were mechanical contractors; McLean Electric, electrical.

Lights at spaced colums are operating jalousies glazed with company colors of light and dark blue and white, in plexiglas. They serve to strengthen company identification while providing ventilation. Briese Soliel sunscreen covers the southern exposed glass. The forecourt at the building entrance is paved in textured concrete.

Dean Spuler photos unless otherwise noted



Cliff McNair photo



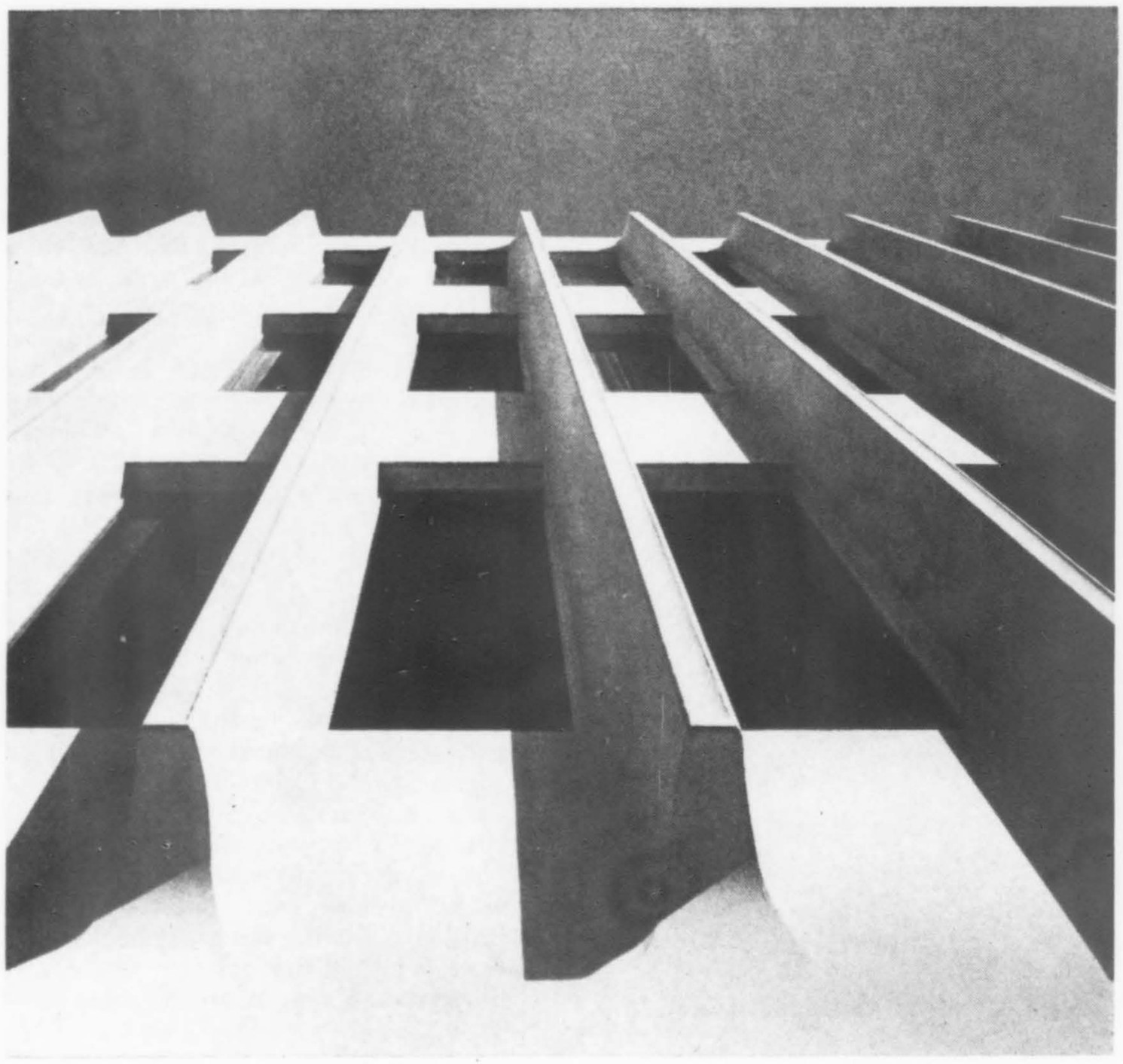
John Sample photos

EFFICIENCY CREATED IN CONCRETE

680 WILSHIRE PLACE BUILDING, Los Angeles, California

LANGDON & WILSON, Architects

CARTER COMPANY, Contractors and Developers



"THE ARCHITECTURAL character of the building is realized in the moulded concrete fins which seem to grow out of the structure. This is a simple and direct example of poured-in-place concrete, a refinement of the art of pouring and finishing that utilizes to the full the plasticity of the material."

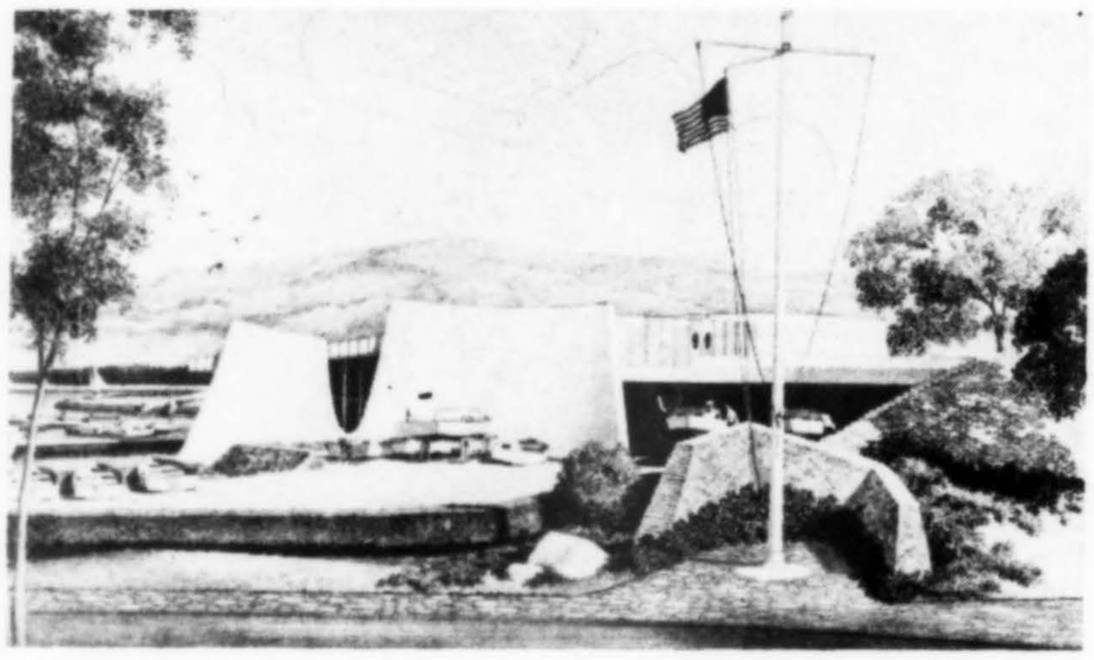
The architect's statement concerning the design of this four-story office structure sets the "tone" for this project, built on a limited budget as a practical answer to tenant requirements. Developed strictly for rental space, the entire building was completed with the tenant in mind: the location is in the center of the Wilshire office district with excellent access to the freeway and public transportation facilities, within walking distance of shops, banks, restaurants.

Each office is air conditioned with a multi-zoned refrigerated filtered system to meet individual requirements. Virtually column-free office areas and flush exterior walls facilitate efficient office layouts.

The building offers four "faces" to the exterior—there is literally no backside of the building. Tenant and customer parking is available in a subterranean garage and an adjacent parking lot.

The bath house is predicated on the warm sunny climate. A 10-ft. high curved wall enclosure has no roof.

The marina serves both lakes.



Urban Design:

A Water Wonderland for RIVERSIDE PARK, Yuma, Arizona

FLATOW, MOORE, BRYAN & FAIRBURN, Architects-engineers-planners

A WATER WONDERLAND in the arid Yuma, Arizona country would sound far-fetched if it were not for a group of dedicated citizens AND the federal government. Last November, the Yuma County Board of Supervisors approved a $2.8 million bond issue for Riverside Park on the city's greatest natural resource, the Colorado River. The issue carried by a narrow margin (1,800 to 1,300) but, *significantly,* by a 2-to-1 margin within the City of Yuma.

The 1,000-acre park facility will be located immediately adjacent to and east of downtown Yuma along both sides of the river as a development of the river and as an addition to existing facilities. The site will be materially altered by a proposed project of the Bureau of Reclamation to channelize the Colorado River into a 150-ft. wide stream. Construction of Interstate Highway 8, a major east-west freeway, will play another important role. A 50-ft. elevated crossing over the valley floor, the Southern Pacific Railroad tracks and the river, is part of the highway. To drivers who have crossed more than 100 miles of desert, the 1,000-acre expanse of green with 127 acres of lakes will be a water wonderland.

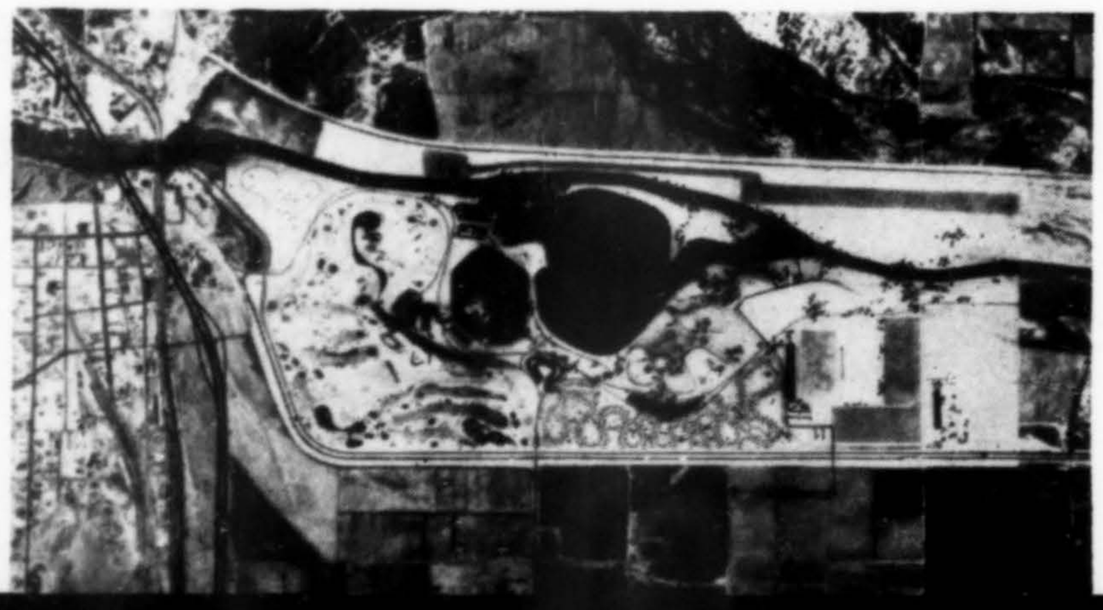
With these considerations, the concept of the park became simply to create lakes, a golf course and as many varied but related facilities as possible. Final planning provided a 34-acre botanical garden adjacent to the Yuma Territorial Museum and existing park. A large lake will be complemented by a 24-acre lake specifically for children and including an island zoo. Marina facilities, picnic areas and a dance pavilion are included. The park will be operated on a pay-as-you-go basis with most recreational facilities as concessions.

Total construction cost of all facilities in the initial development is estimated at the $2.8 million, including fees and equipment. In addition to revenues from park operation and a $750,000 contribution by the Bureau of Reclamation for work, the county hopes to qualify for about $800,000 in federal land and water conservation matching funds.

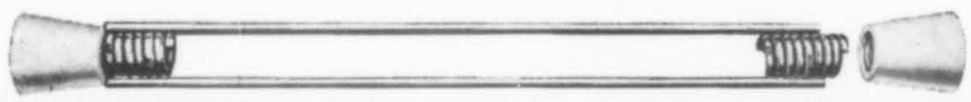
The park has been conceived as an entity within itself as well as a part of the far-reaching Lower Colorado River Land Use Plan as approved by the Secretary of the Interior and which calls for a series of regional parks stretching from the southern end of Lake Mead to the Mexican border.

The golf clubhouse caps the hill and is designed to be indigenous to the site and area. It will be built of native materials.

Downtown Yuma on the far left. Dark areas in center are proposed lakes.



SNAP TIES

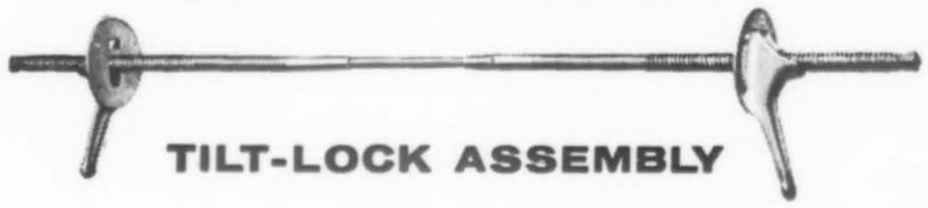


CONE-FAST COIL with plastic coil cones

COIL ROD

SUPERTIE ASSEMBLY

SHE-BOLT ASSEMBLY

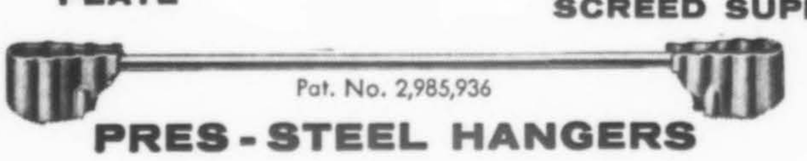


TILT-LOCK ASSEMBLY

SWIVEL LIFTING PLATE

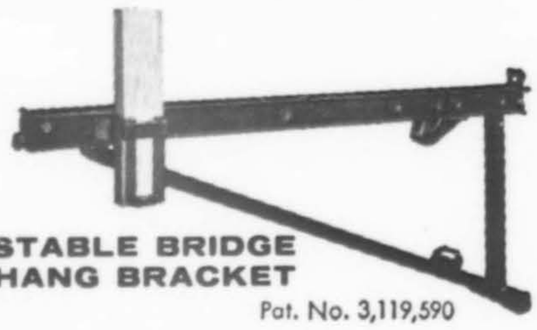
THREADED INSERT

ADJUSTABLE SCREED SUPPORTS



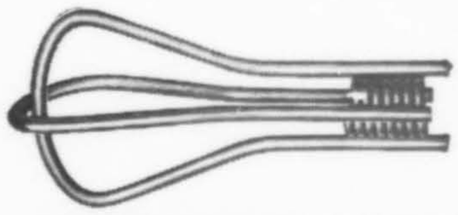
Pat. No. 2,985,936

PRES-STEEL HANGERS

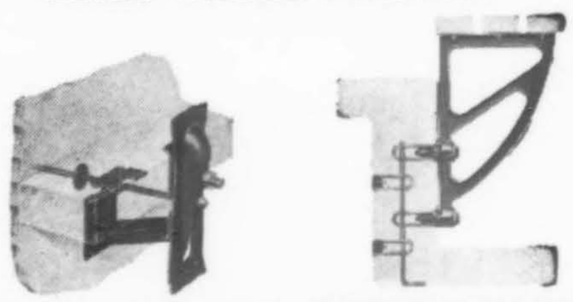


ADJUSTABLE BRIDGE OVERHANG BRACKET

Pat. No. 3,119,590



CRISS-CROSS ANCHOR



SL (Single Liner) CLAMP

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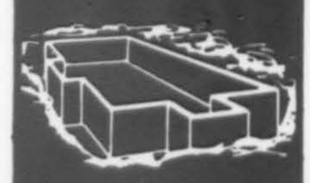
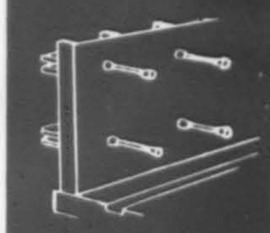
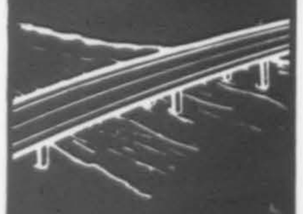
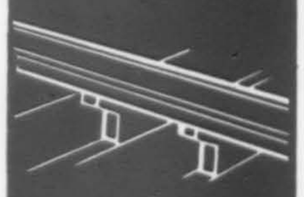
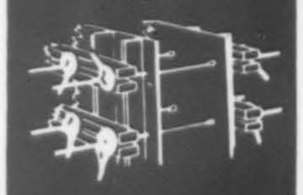


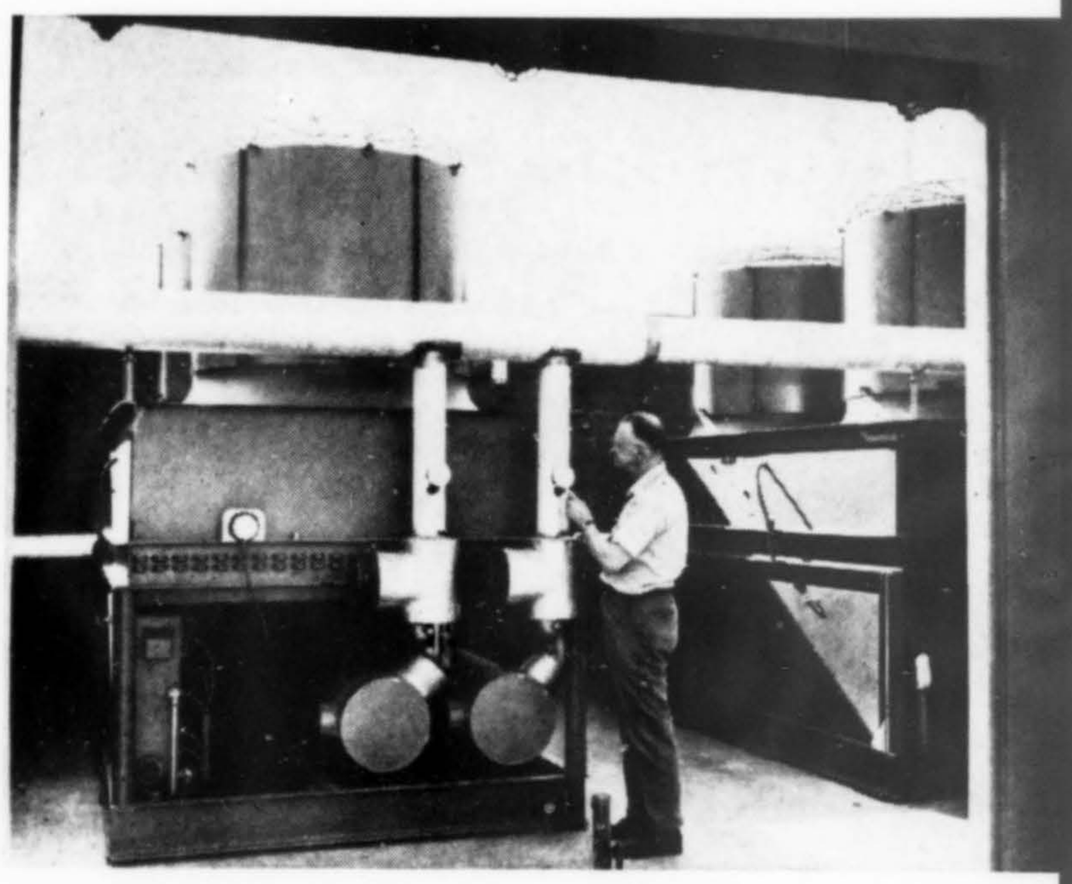






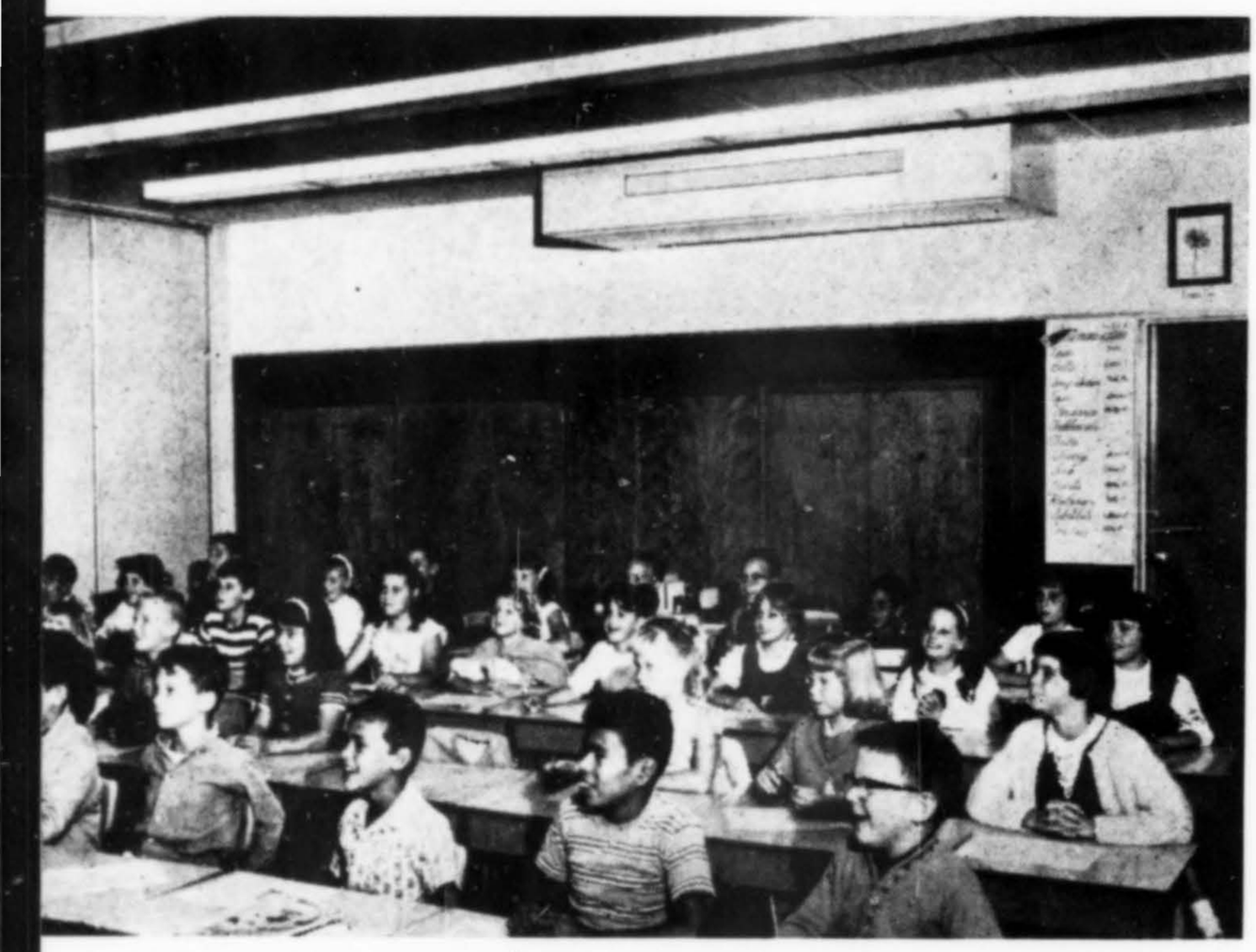


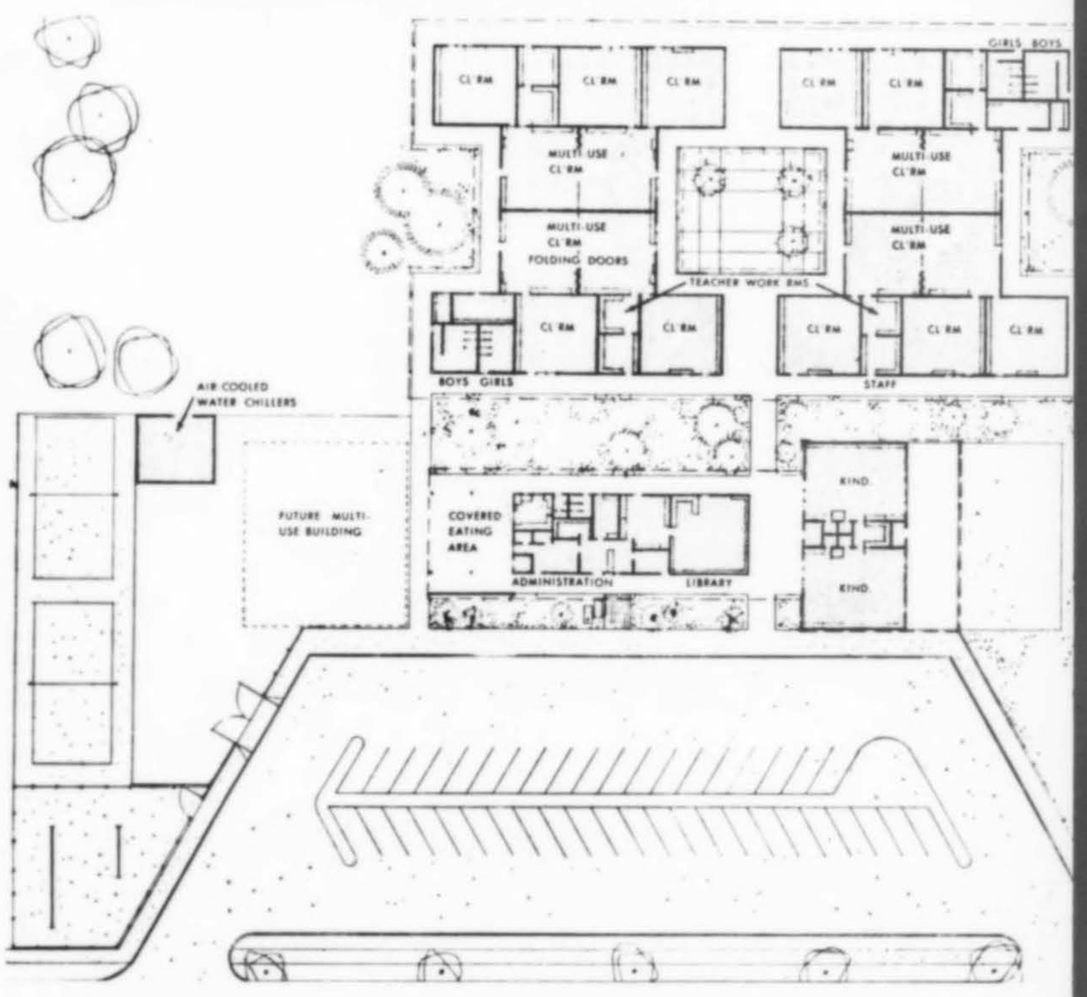
THE PROBLEM IS COOLING



SCHOOL CLASSROOMS have a distinct comfort problem. It is primarily a cooling rather than a heating problem and is true whether the school is located in a warm or cool climate according to studies made by engineer Robert Ring of Upland, California. In Southern California, for example, heating is required only about 10% of the school year, whereas cooling by ventilation and mechanical refrigeration is necessary as much as 90% of the time in order to obtain an optimum thermal environment for learning.

Using air conditioning as a planning tool, the architect kept the classroom building block at Citrus Elementary School compact to lessen the amount of exterior wall and reduce chilled water piping requirements. A minimum amount of exterior windows were also used to reduce heat gain.





The environmental system at Citrus consists of a central water chiller connected to Trane ceiling-mounted unit ventilators in the classroom to supply cooling power. Heat is supplied by electric strip heaters in the discharge plenum of the unit ventilators, eliminating a boiler room. Individual classroom temperature is controlled by individual wall thermostats. The system may be operated by a time clock so that it will shut off nights and weekends. Installation costs averaged about 10 to 20% less than a system with a boiler. This particular system is also planned for kilowatt demand. When cooling is needed initially, only one water chiller is operated. As outside temperatures rise, additional chillers begin to operate, progressively.

Citrus uses two dual compressor air-cooled Cold Generator water chillers manufactured by The Trane Company. Each has a cooling capacity of 50 tons. To save floor space, the chillers are located outside at ground level (see plan) and screened from view by a brick enclosure.

The Citrus School covers 34,366 square feet, including covered corridors, eating and play areas. It cost $14.33 per square foot, including air conditioning and all other fees, except landscaping, a cost similar to schools of the same size but with no air-conditioning.

CITRUS ELEMENTARY SCHOOL
Upland, California

HARNISH, MORGAN & CAUSEY
Architects

ROBERT C. RING & ASSOCIATES
Mechanical Engineer

A/W pinpoints . . .

a new construction technique

CONSTRUCTION, with pressure-treated poles serving as foundation and structural framing members, is being used on two tri-level apartment buildings overlooking downtown Laguna Beach and the Pacific Ocean. Each apartment is on a separate level, with a seven and one-half foot wide deck across the front, and with an unrestricted view. The side-by-side buildings with four apartments each are the first apartments to be erected in Southern California using this type of construction, uniquely adaptable to the 26% steep grade site.

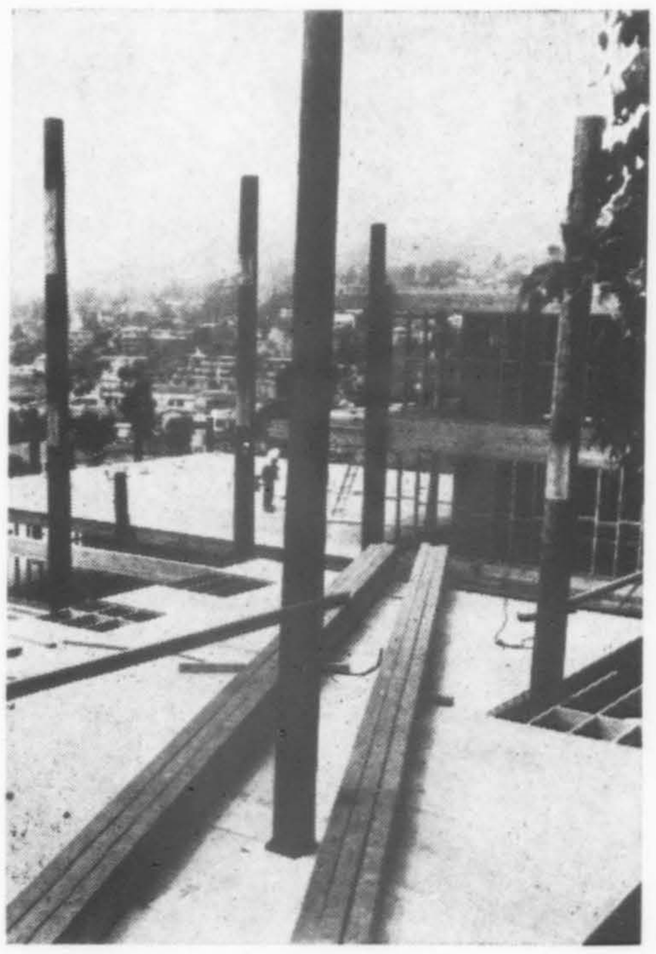
Construction began by setting 40 pressure-treated poles in bored holes, lining them up and tying together with laminated timbers. The architect believed this type of construction was particularly advantageous when used on such a hillside lot since it eliminated trenching and pouring of the more conventional foundations usually specified for steep grades. Estimated cost of these deluxe apartments is about $3 per sq. ft. less than that of conventional construction.

Both buildings are cantilevered front and back. Landscaping will be placed around and under the building. Parking space is provided beneath the apartments.

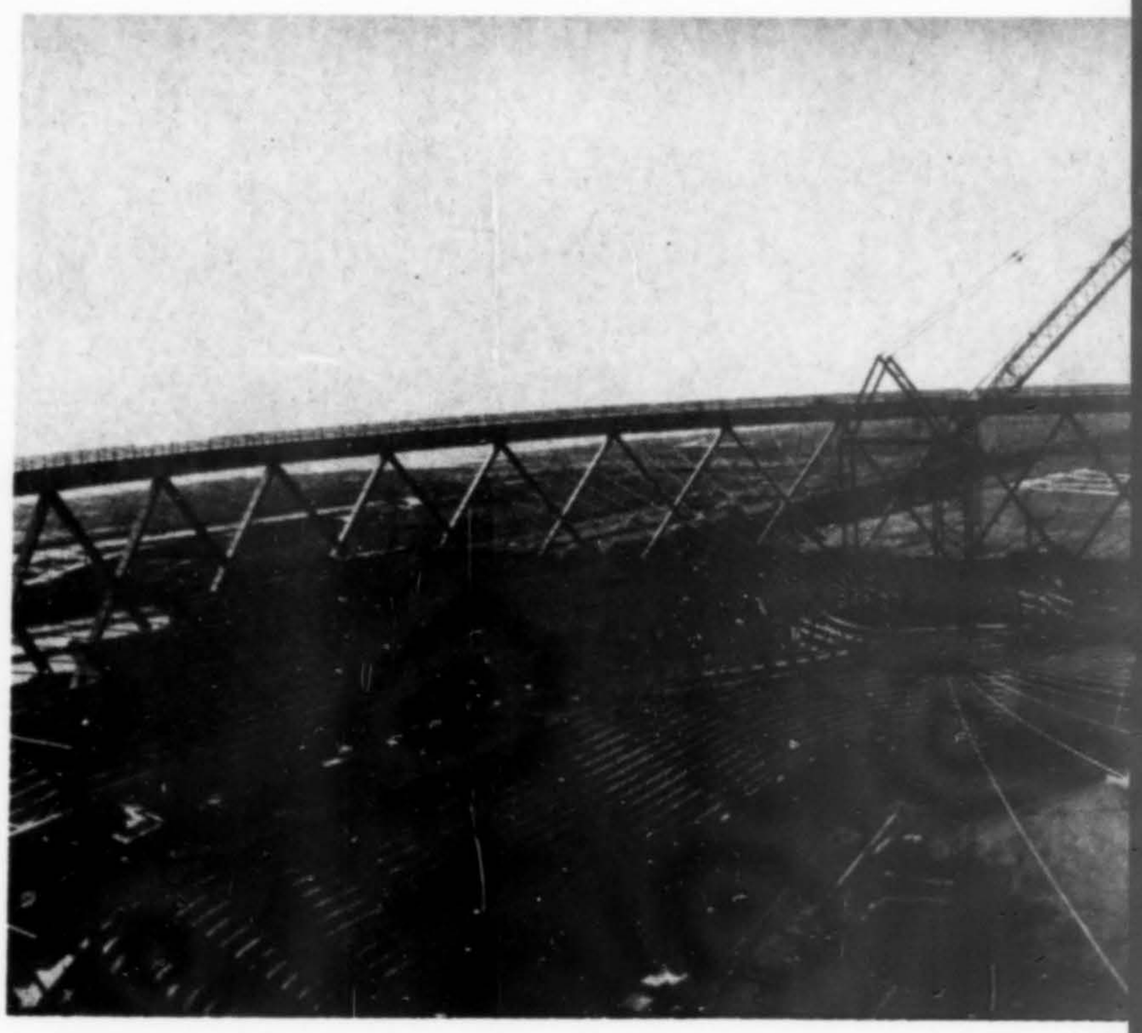
LAGUNA BEACH APARTMENTS
California

FORBECK ASSOCIATES
Architects

OR-EM-CO DEVELOPMENT CO.
Builder



Pole-type construction was used for first time in Southern California multiple-unit residential buildings in these apartments being erected in Laguna Beach, California. All poles were pressure-treated by the Koppers Company Cellon process, which protects them from attack by decay and termites, but leaves wood clean and paintable.

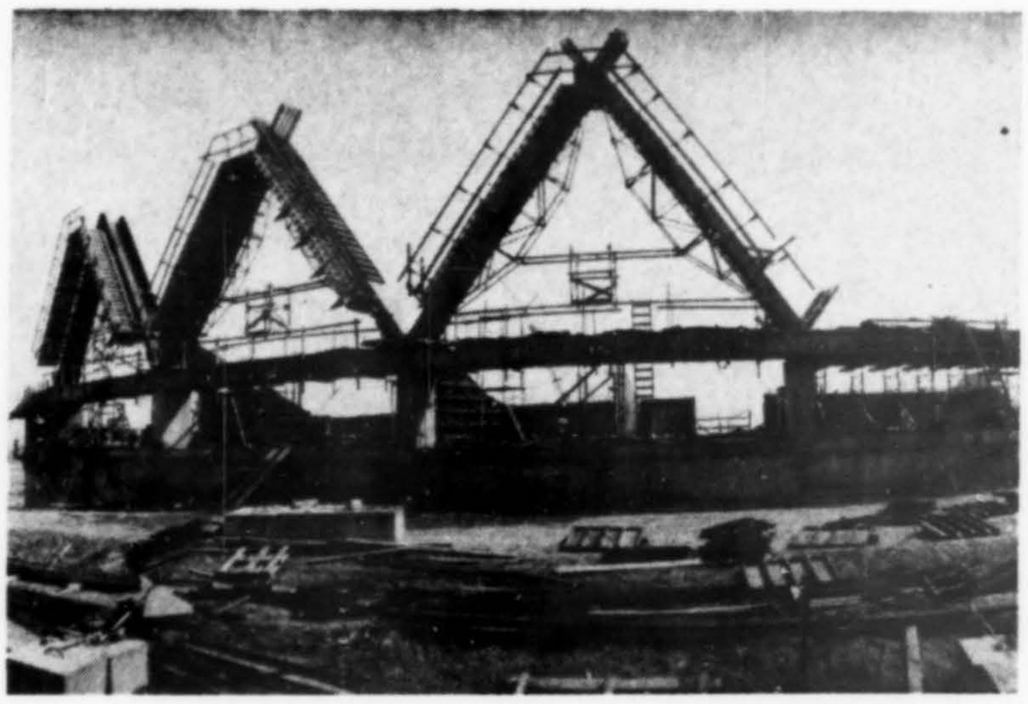


OAKLAND-ALAMEDA COUNTY COLISEUM COMPLEX
Serving the San Francisco Bay Area

Methods and Materials

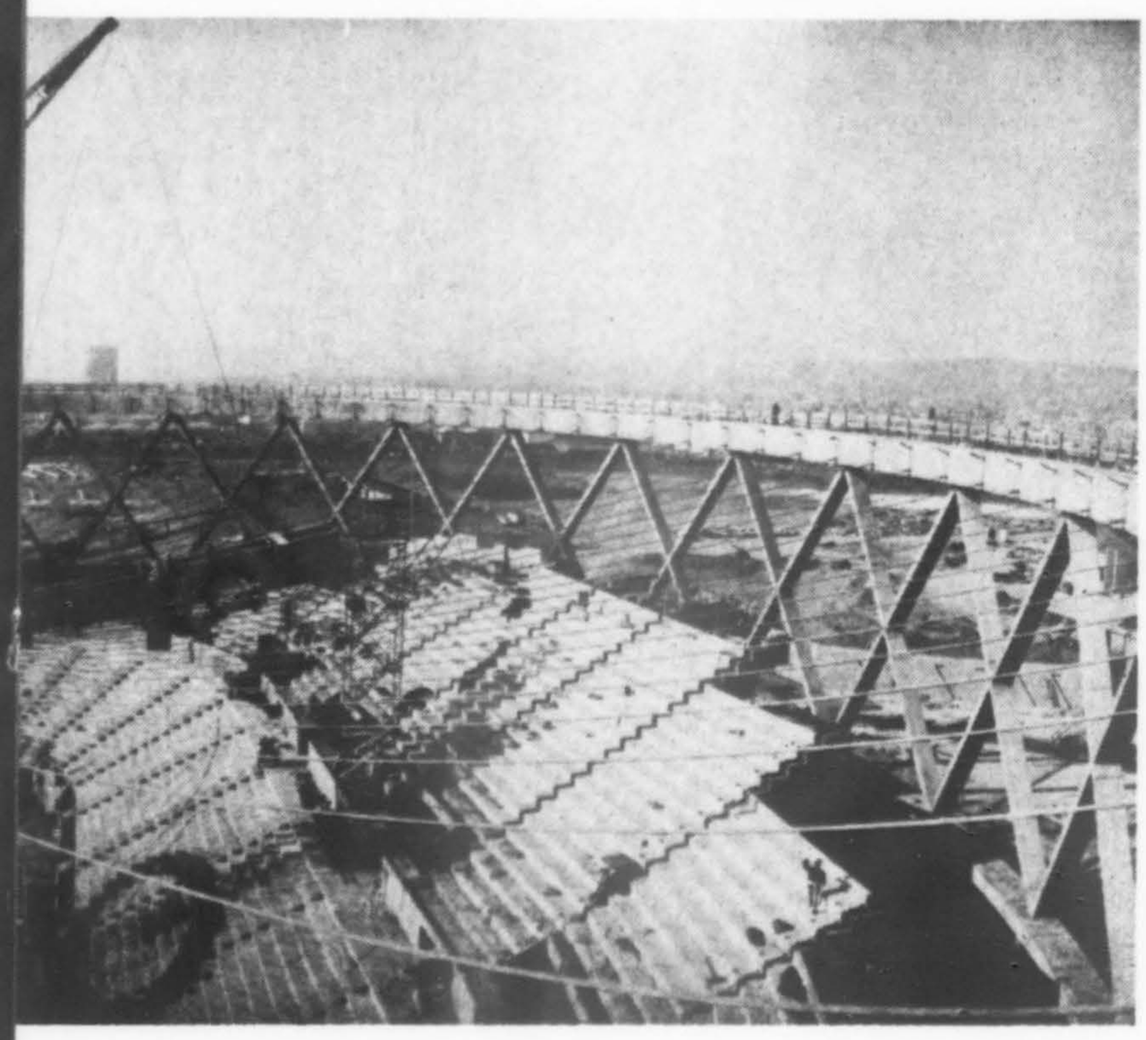
COMPLEX WHERE ELEMI

Gabriel Moulin photos



The circular Arena is larger than the Roman Colosseum in all except height. It has a 70-ft. high glass exterior, is 420-ft. in diameter. Indoor space totals over 120,000 sq. ft., 90,000 of this on one level. A separate 50,000 sq. ft. Exhibit Hall is immediately adjacent to the Arena floor.

There are, in addition, two outdoor exhibit areas totaling 53,000 sq. ft. next to the Exhibit Hall. No provisions for the Exhibit Hall were made in the original plans or financing arrangements. This has proved to be a bonus, within the allotted $30 million cost.



SKIDMORE, OWINGS & MERRILL
Architect

NTS ARE MULTI-PURPOSE

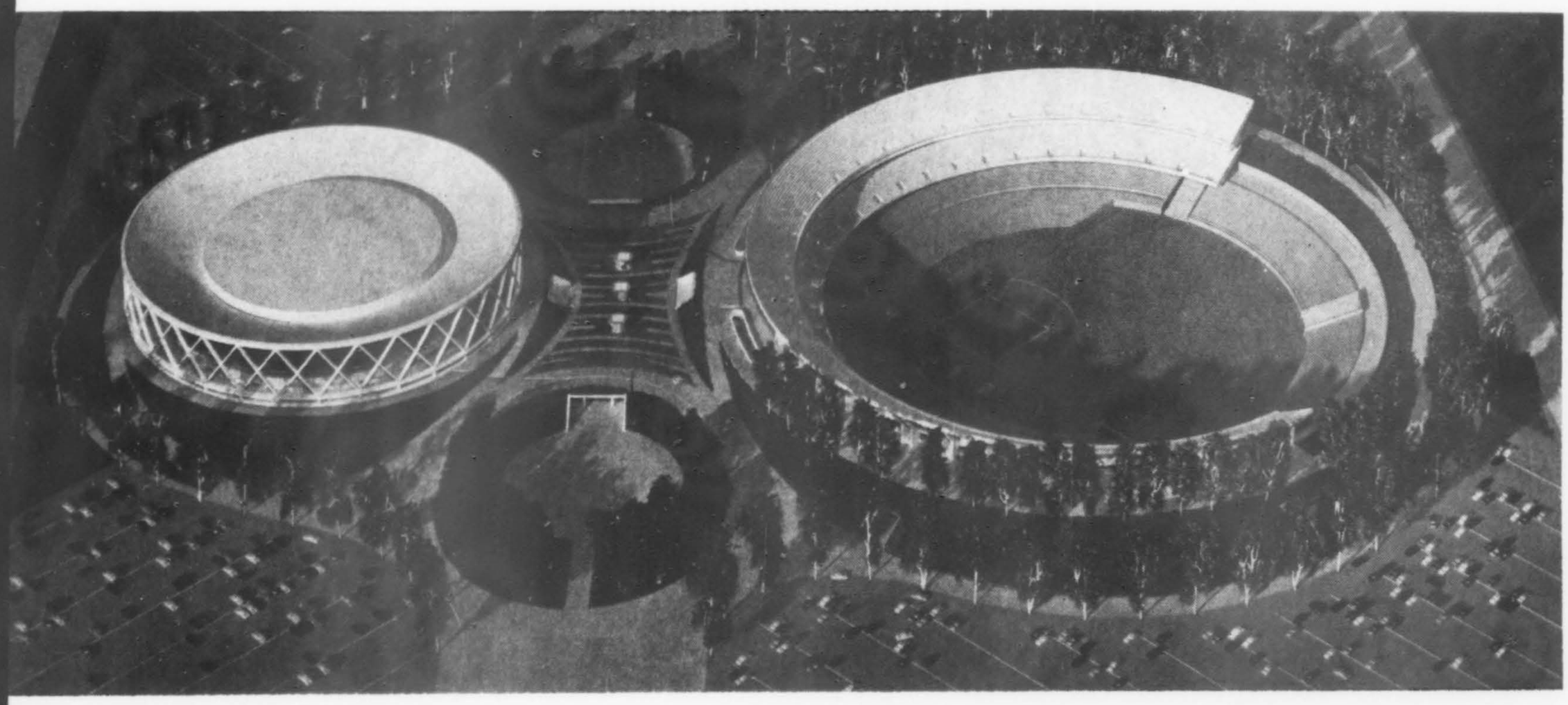
GUY F. ATKINSON COMPANY
Contractor

BILLED AS the "nation's most complete indoor-outdoor sports and entertainment center, the $30 million Oakland-Alameda County Coliseum complex is scheduled to be put into use this fall. It is a combination of a major league stadium, multi-purpose arena and exhibit hall, plus parking for 8,000 cars and 300 buses on a 120-acre site. Located adjacent to the Nimitz Freeway, at the geographic center of Northern California's most populous area, it will be the only major facility in the Bay area to be served by rapid transit.

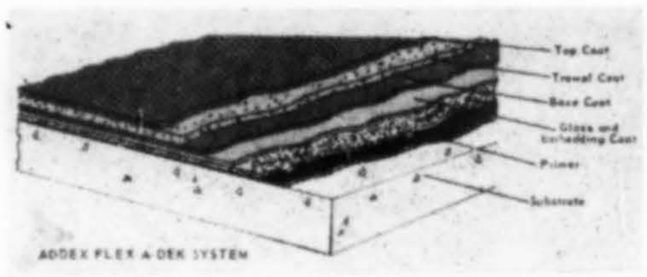
The three-tiered stadium is multi-purpose, designed for major league football and baseball but well suited for other outdoor spectaculars. It will seat 50,000 for baseball; 53,000 for football. Blocks of seats, weighing 10 to 12 tons each, will be jockeyed around by heavy lift cranes to make the stadium fit the sport being played. Self-rising, plastic contoured seats are being used here for the first time in any western stadium.

The playing field has been recessed 28-ft. below ground level for easier entry and minimal stair climbing as well as protection against the wind. Spectators, entering at mid-level will be equi-distant from upper tier seats and the ground level, will find no posts or pillars between themselves and the action. This has been accomplished by cantilevered construction.

The Arena has been designed to accommodate all major indoor sports, shows, spectaculars, civic and cultural events. Varied seating arrangements on the 130x235-ft. floor can be made for up to 15,500 people (11,000 in permanent type seats). As in the stadium, there are no columns or posts. This was achieved by a unique support design. The outer wall, made up of 56-ft. high "X" shaped concrete piers, supports itself. By means of 96 steel cables (2 1/2-in. thick), the outer wall becomes the sole support of the 420-ft. diameter concrete roof. The cables, manufactured by Colorado Fuel & Iron Corp., have been strung between the reinforced concrete wall and a steel ring in the center that acts as a tension ring. Precast concrete ribs, weighing 25 tons apiece, are placed over each cable. Due to the added weight of the ribs, the center ring was depressed more than 30-ft., giving the roof the shape of a round dish. Under great tension, the cables support the roof in the same way that cables support a suspension bridge. This may be the first time in the United States where such a suspension cable roof has been used on this scale.



• NEW PRODUCTS •



elastomeric walking decks

An elastomeric walking deck system recently developed, Flex-A-Dek, is especially recommended for traffic areas to be laid over concrete or plywood roof decks, access walks, balconies, stairways, sun decks, swimming pool areas, parking decks, and so on. The systems are applied in four steps producing a $\frac{3}{16}$-in thick, flexible, synthetic rubber deck said to be resistant to abrasion, weathering, chemicals, bacteria, as well as skid-and-slip resistant. Flex-A-Dek coatings are available in a full spectrum of sun-fast colors as well as black, white and aluminum. — Addex Manufacturing Co. (A/W), P. O. Box 292, Wickliffe, Ohio 44092.

thin tempered safety glass

The first commercially feasible thin tempered safety glass manufactured in the United States, the ⅛-in. thick Herculite K, has been developed primarily to meet the need for a strong, thin, safe storm door glazing material. The manufacturer claims the new product meets all safety requirements of all existing specifications and building codes governing safety glasses for the home. A safety feature is its capacity, under an exceptionally heavy impact to fail safe by crumbling into granular particles. —Pittsburgh Plate Glass Co. (A/W), One Gateway Center, Pittsburgh, Pa.

non-flammable wax coating

A non-flammable wax, said to be the first of its kind, is designed to give wood a hand-rubbed finish. Flamort Wax Coating is especially intended as a finish coat and non-flammable sealer for plywood that has been flame-retardant treated either with Flamort WC or by the pressure method. The coating permits washing of treated wood without leaching out the water-soluble fire-retardant chemicals. It is applied in two coats at the rate of 400 sq. ft. per gallon for each coat. The coating has been thoroughly tested. — Flamort Chemical Co. (A/W), 746 Natoma St., San Francisco 94103.

packaged air conditioning

A line of packaged air conditioning systems offer three and five ton versions of the units available immediately with two, four, seven and one-half, and ten ton units to be introduced in the coming months. The line has been entirely redesigned and now incorporates a compressor, fully hermetic in capacities through five tons, semi-hermetic in larger capacities; supply and return air duct connectors are side by side for positive flashing; a termal expansion valve is used in the five ton and up units and a capillary expansion device for the balance of the line; the evaporator motor and blower is belt drive on larger units, direct drive on the two and three ton; all casings are galvanealed steel with baked enamel finish in shasta white; the condensor air discharge is vertical for additional quietness.—Day & Night Manufacturing Co. (A/W), 855 Anaheim Puente Road, City of Industry, Calif. 91747.

doors to highlight home entryways

The new Minuet Symphonic door features six decorative appliques which can be painted in complimentary or contrasting colors to accent the entry to any residence. The door is available in standard widths and in a 1¾-in. thickness. The 3-ft. door has one fixed glass sidelight, the 3-ft. 6-in. door, two.—Simpson Timber Co. (A/W), 2113 Washington Bldg., Seattle 98101.

Steelwood office furniture

Steelwood is a recently introduced line of Robert John office furniture that derives its name from its basic design of a steel framework into which are inserted and securely fastened the wood side and back panels. Steel drawer tracks are fitted into the side panels and the wood drawers into the assembly. Steel frames are available in black or white enamel, satin chrome, polished chrome, and shadow bronze. Panels and drawer fronts come in walnut, teak, oak as well as 16 lacquer colors with literally hundreds of combinations possible. The Steelwood line includes a flexible line of desks, credenzas, files and chairs.—Robert John Co. (A/W), 821 N. 2nd St., Philadelphia, Pa.

finishes for exposed surfaces

Three new architectural finishing products for concrete, masonry, rock and exposed aggregate surfaces are just now being introduced in the West. Liqui Glaze, Liqui Seal and Top Dress, the new trio, have been formulated for durable decorative coatings for concrete surfaces. Liqui Glaze is a clear finish for use on walkways, exposed aggregate walls, swimming pool decks, patio areas. Liqui Seal is primarily used as a moisture sealant and to check crazing and dusting. Top Dress, available in tile red, medium green, aqua blue, black and white, is for use on concrete and asphalt floors, parking areas, driveways, tennis courts and in industrial plants where smooth, dustless floors and walls are required.—Concrete Chemicals Corp. (A/W), 725 Warrington Ave., Redwood City, Calif.

high fashion lighting

Designed to fill a demand for high fashion and elegance in today's interiors, the new "Town and Country" collection of 100 fixtures is planned to give beauty and old-world charm to any area. The line offers illuminated wall sconces, chandeliers from Italy and Spain, crystal chandeliers, wrought-iron pieces, pendants of beveled glass designs, outdoor coach lantern adaptations, bathroom brackets and mirror lighting.—Progress Division, Lighting Corporation of America (A/W), 4 West 58th St., New York 10019.

reflector downlight

Forcast recessed lamp downlight uses the 150-watt or 300-watt R-40 medium base flood lamp. Light distribution is said to be controlled within 45° of the lamp axis by a compound curve Alzak finished lower reflector. Defined general illumination or concentrated highlighting may be achieved by selective spacing of units. Reflector finish is in clear, black or gold, with flanged or flangeless trim.—Smithcraft Corp. (A/W), Chelsea, Massachusetts 02150.

fire test woodgrain panels

Fire Test Panel, combining fire code requirements with the durability of plastic-finished hardboard, is available in three colors and two woodgrains. The ½-in. thick prefinished hardboard comes in 4x8-ft. panels for use for walls and ceilings where building codes require non-combustible or flame-resistant surfaces. They meet flame-spread ratings of 0 to 25, or 26 to 75 (ASTM Tunnel Test). Never require refinishing and can be damp-wiped clean.—Marlite Paneling (A/W), P.O. Box 250, Dover, Ohio

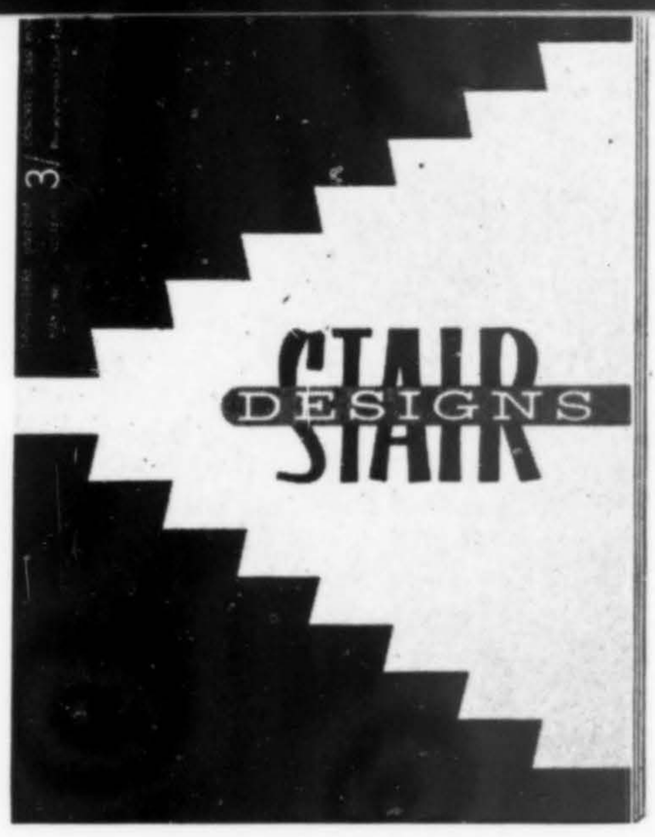
rubber travertine tile

A rubber Travertine Tile, said to be the world's first, is now being marketed. It combines the beauty of travertine marble with the advantages of ⅛-in. thick resilient rubber and is said to be softer, quieter and non-shrinking with increased resistance to stains and burns. It can be installed over wood or concrete subfloors. There are seven colors including cream and beige tones as well as terra cotta and olive green.—The Burke Rubber Co. (A/W), 2250 So. 10th, San Jose, Calif.

Kohler Sinks in Color: liberally illustrates colorful sinks in kitchens, spotlighting the new Accent colors: antique red, expresso brown, citron yellow, jade green and blueberry blue. The six pastel shades and coppertone are included. Full color, 14-pp. Form P584.—Kohler Co., Kohler, Wisconsin.

• **Acrylite for Exciting Interior and Exterior Design** (AIA 24-F): shows typical applications, uses on building facades and spandrels, for glazing, signs, and the many colors and patterns available in the Compass collection and the Palette collection. The general properties of Acrylite are detailed and a specification form outlined. Additional unusual applications and installations are also illustrated. Full color, 12-pp.—American Cyanamid Company, Building Products Div., P. O. Box 350, Wakefield, Mass. 01881.

Sculpturewood (AIA 19E-3): describes a wide line of decorative and useful hardwood screens for home, office and commercial applications. Several patterns are illustrated with specifications on all panels, including available hardwoods. Drawings illustrate sizes and framing materials. Full color, 4-pp.—Penberthy Architectural Products, 5800 S. Boyle Ave., Los Angeles, 90058.

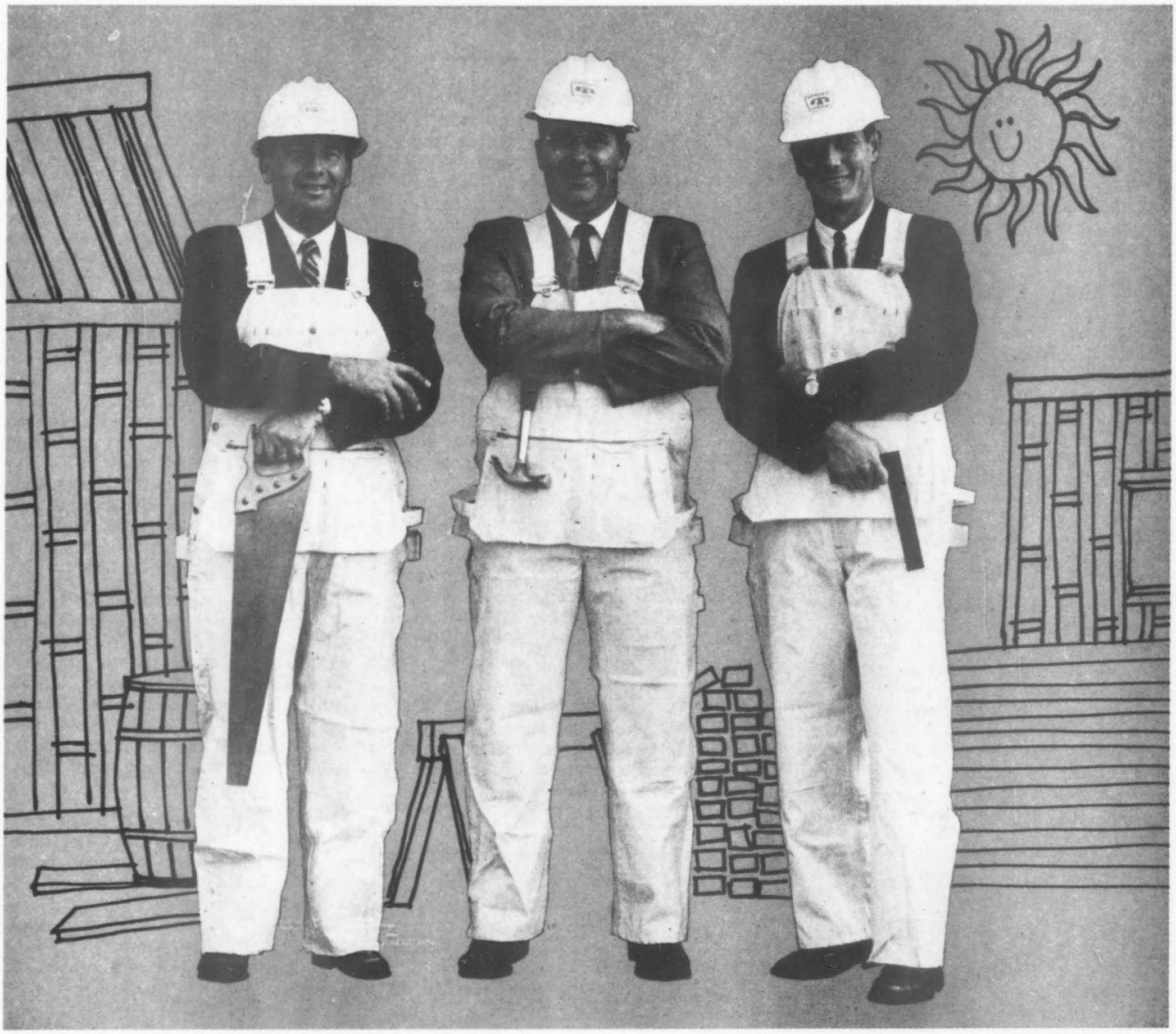


Stair Designs: conveys importance of pre-engineering any stair per the architects specifications. The brochure has technical information pertinent to the designing of better and more adaptable concrete stairs. All data relates to pre-fabricated, reinforced steel stairs, welded into rigid one-piece units, ready for concrete pouring. Component parts, various types of risers and stringers, and applications of poured and precast terrazzo are described and diagrammed. A stair span table is included. Also shown are drawings and notes on railing details and mountings. 16-pp.—Stairbuilders, Route 66, McCook, Illinois 60525.

Gotham Cylinderlites (AIA 31-F-2): describes a new group of lighting fixtures for interior and exterior use. Two basic types are available, both designed for low surface brightness usage. Cylinderlites are made for use with reflector lamps in a range of sizes from 30 to 500 watts. Surface, pendant and bracket mountings and four finishes are shown.—Gotham Lighting Corp., Literature Dept., 37-01 - 31st St., Long Island City, N.Y. 11101.

Fiberglas Building Insulations (AIA 37-C): features all of the residential thermal and acoustical insulation products of Owens-Corning Fiberglas. Also included is information on application methods, controlling condensation, design reference data to assist in choosing the proper size heating and cooling equipment, and formulas for calculating heat loss, cooling factors, heat gain and operating costs. 15-pp.—Owens-Corning Fiberglas Corp., Box 901, Toledo, Ohio 43601.

How to Work Wonders in Your Bathroom: contains seven outstanding bathrooms, depicting specific styles of decor. Each illustration has a floor plan. In addition, the booklet illustrates in color the most popular fixtures of the Eljer line with a section devoted to lavatories, water closets, bathtubs, bidets, brass fittings and kitchen sinks. Full color.—Eljer Plumbingware Div., Wallace-Murray Corp., Three Gateway Center, Pittsburgh, Pa. 15222.



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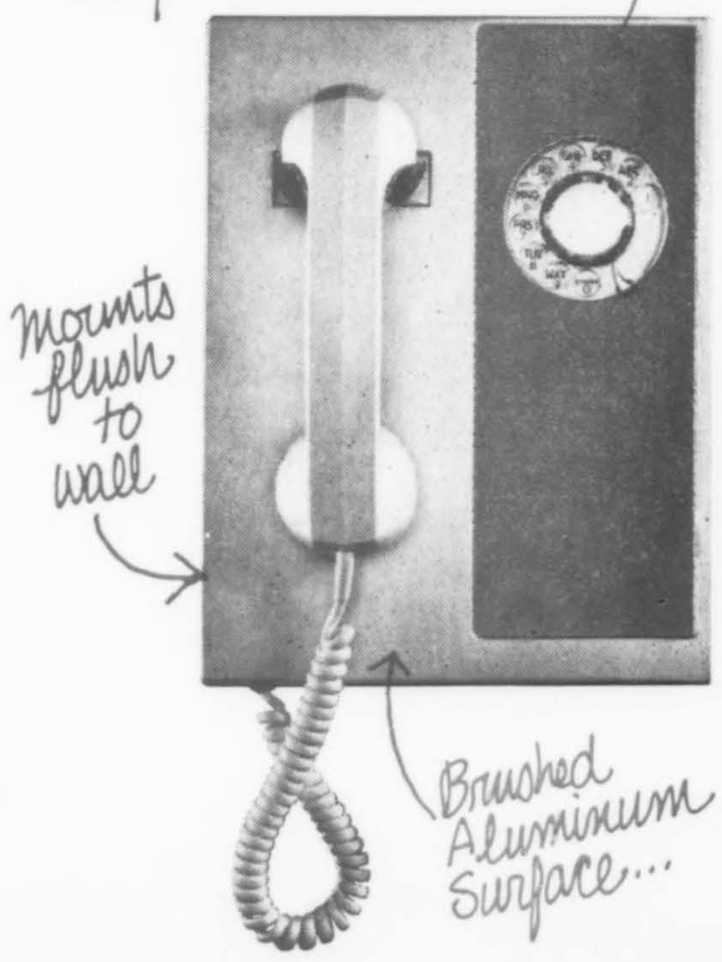
When one of these men calls on you, give him a few minutes to tell you the complete telephone-planned-home story which includes the Panel Telephone. Better still, call your local General Telephone Business Office and make a date to have him drop by. No obligation, of course.



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MANUFACTURERS • SUPPLIERS

• **Pacific Column Company:** The firm has been named a distributor in California, Arizona, Nevada and Hawaii for Classic Columns, a new line of decorative and load-bearing aluminum columns. Pacific Column is a division of Pacific Coast Engineering Company, Alameda, Calif.

• **The Philip Carey Manufacturing Co.:** William E. Hanft has been appointed Western architectural representative and will serve the entire state of California. He will headquarter at the new Miami-Carey division plant under construction at Santa Fe Springs.

HANFT

• **American Air Filter Co.:** A new center to provide better and faster service on the West Coast for glass-fiber air filters and replacement filtering media has been opened at 510 S. Anderson St., Los Angeles. Lawrence Porterfield, a 25-year veteran with AAF, has been named manager. John E. McCoy is responsible for the marketing and sales for glass-fiber products in the 10 Western states.

• **Northrop Architectural Systems:** The City of Industry manufacturers of Arcadia products announces the purchase of Pacific Curtain Wall (Pac/Wall) and the opening of a new Northrop office at 278 Post St., Suite 407, San Francisco. Donald Jacobson will be custom products manager at the new location and William Strausburg, architectural representative.

• **Pennsalt Chemicals Corp.:** William Grant, 385 E. Green St., Pasadena, Calif., has been appointed sales agent for the Building Materials department He will be responsible for sales in Southern California and Arizona, according to David W. Neff, department sales manager.

• **Lone Star Cement Co.:** Willis R. Greer, Northwest division sales manager, headquartered in Seattle, has been transferred to the Middle West. He has been succeeded by Paul N. Stoms, who has been assistant division sales manager.

• **Progress Manufacturing Co.:** The Philadelphia headquartered lighting manufacturer has changed its name to Lighting Corporation of America. All divisions will operate under their own identity as divisions of the firm.

V & E MANUFACTURING COMPANY, Pasadena, announces the completion of an 11,000-sq. ft. addition and an entirely remodeled facade at their plant. The new prestressed concrete wing brings total manufacturing facilities to about 40,000-sq. ft. The firm manufactures and designs drafting machines, drafting instruments and allied equipment.

• **Koppers Company, Inc.:** A line of polyester floor tile has been added to the line of architectural products now manufactured by the company. The new tile, to be sold under the tradename "Markay", will be available in marble or terrazzo designs, and will be marketed on a national basis.

• **National Lead Company:** The company has announced that the Dutch Boy trademark will be used to identify cast acrylic plastic sheets produced by its subsidiary, Landover Manufacturing Company, Landover, Maryland. The Dutch Boy acrylic sheet will be manufactured for the sign, glazing and lighting fixture industries.

• **Weyerhaeuser Company:** Lanny Osterhage has been named Portland, Oregon area manager for wood products. R. B. Cochrane has been appointed manager of the Portland distribution center, succeeding Russell Graham. Osterhage succeeds Wally Turner who has been appointed to the Dallas, Texas office.

• **The Celotex Corp.:** William G. Lees, former Chicago district manager, has been named Western Division sales manager, replacing Morris L. Courington who has been promoted to general sales manager and transferred to the company's corporate office in Tampa, Florida. Celotex offices are at 3625 W. 6th St., Los Angeles.

• **Wilco and Tiffany Lighting Corporations:** Sam L. Beber has announced the formation of the new firm with offices and new plant at 16130 Stagg Street, Van Nuys, California. Tiffany manufactures decorator designed lamps, lights and accessories; Wilco manufactures a complete line of prewired recess lighting fixtures.

• **Schlage Lock Company:** Construction has started on an $850,000 addition to the Plant 3, on Bayshore Boulevard just inside San Francisco's city limits. The new addition will provide approximately 70,000-sq. ft. of expansion. Occupancy is planned for August 1966. Architects are Hertzka & Knowles; MacDonald and Nelson Company, contractor.

Concrete curtain wall joints

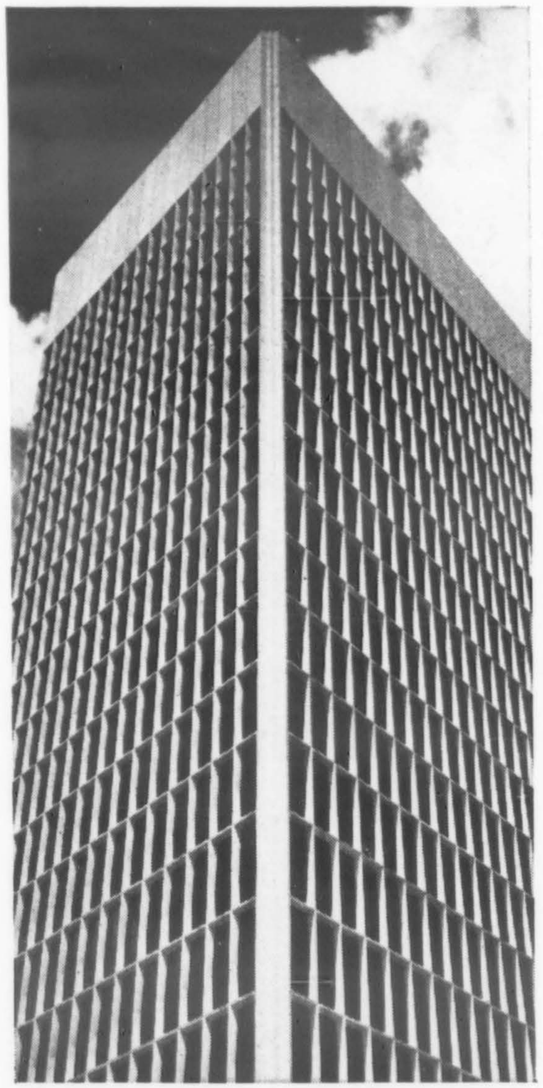
Prepared as an industry service by Portland Cement Association

clip along dotted line

The joints of all exterior walls are generally subject to the same forces and considerations and have certain specific prerequisites. Two important considerations for joints in concrete curtain walls are (1) understanding the volume changes which occur before and after the erection of concrete units and (2) establishing functions for the joint.

Like most materials, concrete expands as temperature rises and contracts as temperature falls. Concrete also expands and contracts with gain or loss in moisture. However, the contraction of concrete due to moisture loss while drying is usually greater than any subsequent expansion. Since concrete exposed to the atmosphere loses some of its original water, it normally exists in a somewhat contracted state compared to its original dimensions.

This is an important consideration when designing joints for concrete components. If the joint design relies entirely on a positive bond between panels to waterproof the wall, then the joint sealer must be capable of expansion and contraction as well. For this reason, the elastic sealants such as polysulfide and silicone rubber have been satisfactory for panels of all sizes. Such flexible sealants (even if applied over mortar joints which act as setting beds) can absorb movement in a joint due to volume changes of panels.



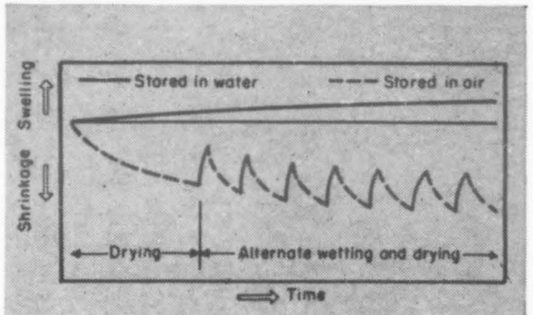
500 Jefferson Building, Houston, Texas.
Architect: Welton Becket & Assoc., Los Angeles, Calif.

To minimize volume changes in concrete wall panels, the following construction methods are effective:

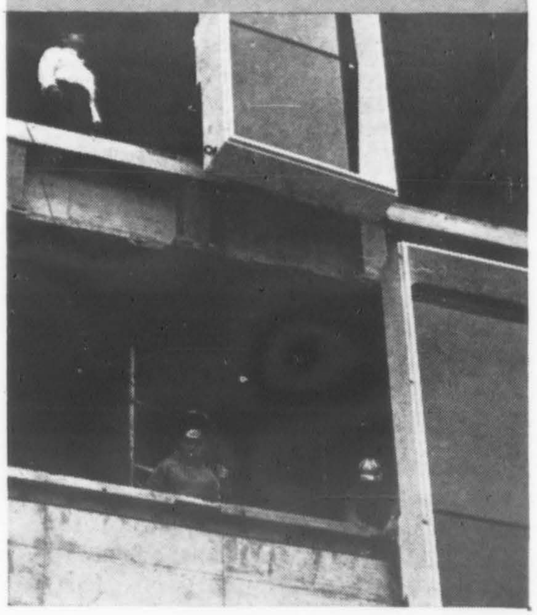
1. Limit the water content of concrete to the minimum required for proper placement.
2. Avoid conditions that increase the water demand of concrete such as high slumps and high concrete temperatures.
3. Use the largest total amount of aggregate in the mix that is practical.
4. Use the largest maximum size coarse aggregate to fit the job conditions.
5. Use fine and coarse aggregates that exhibit low shrinkage characteristics when used in concrete.
6. Avoid use of aggregates that contain an excessive amount of clay.
7. Provide a period of air drying before placing units in a wall.

The production of concrete panels should always be scheduled well ahead of erection and should include ample time for thorough curing, air drying and inspection.

For additional technical data, write for free literature.



Schematic illustration of moisture movements in concrete. If concrete is kept continuously wet, a slight expansion occurs. However, drying usually takes place, causing shrinkage. Further wetting and drying causes alternate swelling and shrinkage.



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721 Boston Building, Denver, Colorado 80202 • 3800 North Central, Suite 816, Phoenix, Arizona 85012
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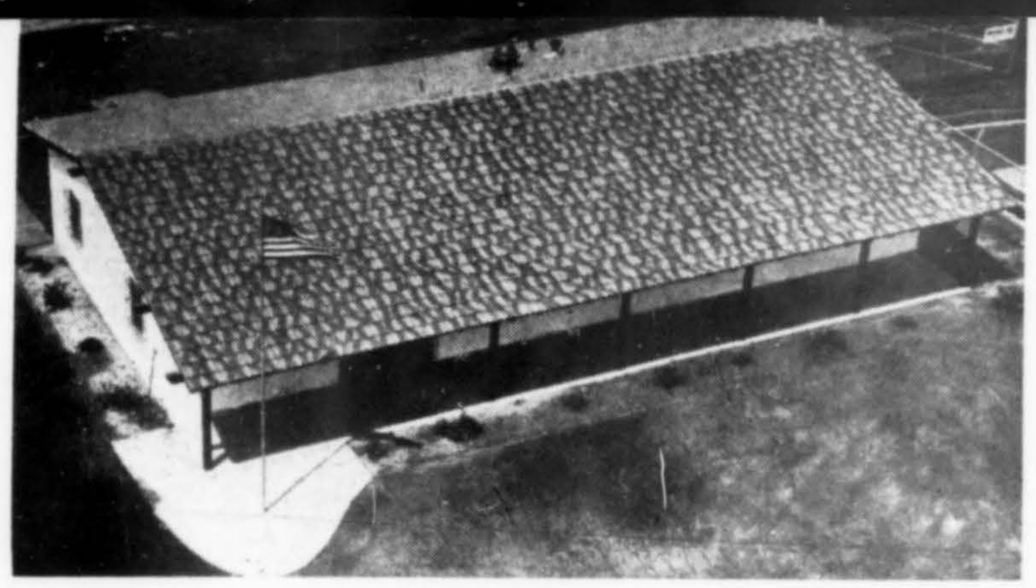
NEW NORTHWEST QUARRY TILE FIRM

The first quarry tile manufacturer to establish itself in the Northwest, and only the sixth such firm in the entire United States, Quarry Tile Company began operations just a year ago in Spokane, Washington. It was the first new quarry tile company to be started in 20 years. The plant produces modular squares, rectangles and an original elongated hexagon in a variety of colors with a local clay affording an unusual variegated tile. Rubble tile, produced in Spokane, is now marketed as far away as New Orleans and Dallas, Texas. The new firm, located at Building 12 in the Spokane Industrial Park is headed by Emmett E. Burley, Jr., president.

• **Union Lumber Company:** Executive offices have been moved to remodeled headquarters on the fifth floor of the Equitable Building, 120 Montgomery St., San Francisco. The firm had been located for nearly three-quarters of a century at Suite 1010 in the Crocker Building, now scheduled to be demolished and replaced with the Montgomery Street station of the Bay Area Rapid Transit System.

• **American Plywood Association:** The Tacoma, Washington headquartered association has been named recipient of the Management Achievement Award presented annually by the American Society of Association Executives, an organization of 2,200 top directors of trade and professional associations in this country and Canada. The award citing James R. Turnbull, executive vice president, was presented during the society's 47th annual convention in San Francisco on August 16.



OFFICE of Monier-Raymond Concrete Tile Co., Corona, California, was the first structure in the United States to utilize the firm's new Monray concrete roof tile.

CONCRETE ROOF TILES PRODUCED IN JOINT VENTURE

Monier-Raymond Concrete Tile Co. has been formed as a 50-50 joint venture of Concrete Industries (Monier) Limited, Sydney, Australia and Raymond International, Inc., New York. Headquarters and plant of the new venture are located at 13739 Sampson Avenue, Corona, California, 50 miles east of Los Angeles. The firm is now in production, manufacturing the Monray brand of extruded concrete roof tiles, available in 12 standard colors. The unique method of manufacturing concrete roof tiles using automated plant machinery, was developed by Monier in Australia. The new plant is marketing the first of these roof tiles in the Western hemisphere. Alexander Riff, general manager of the new company, said that new plants are slated for the West and other areas in the United States.

• **Northwest Foundry & Furnace Co.:** The Portland, Oregon firm has announced the appointment of W. J. "Joe" Pindell as general manager of the firm's Wesco division, manufacturers of a line of furnaces, baseboard heaters, sauna heaters and air conditioners.

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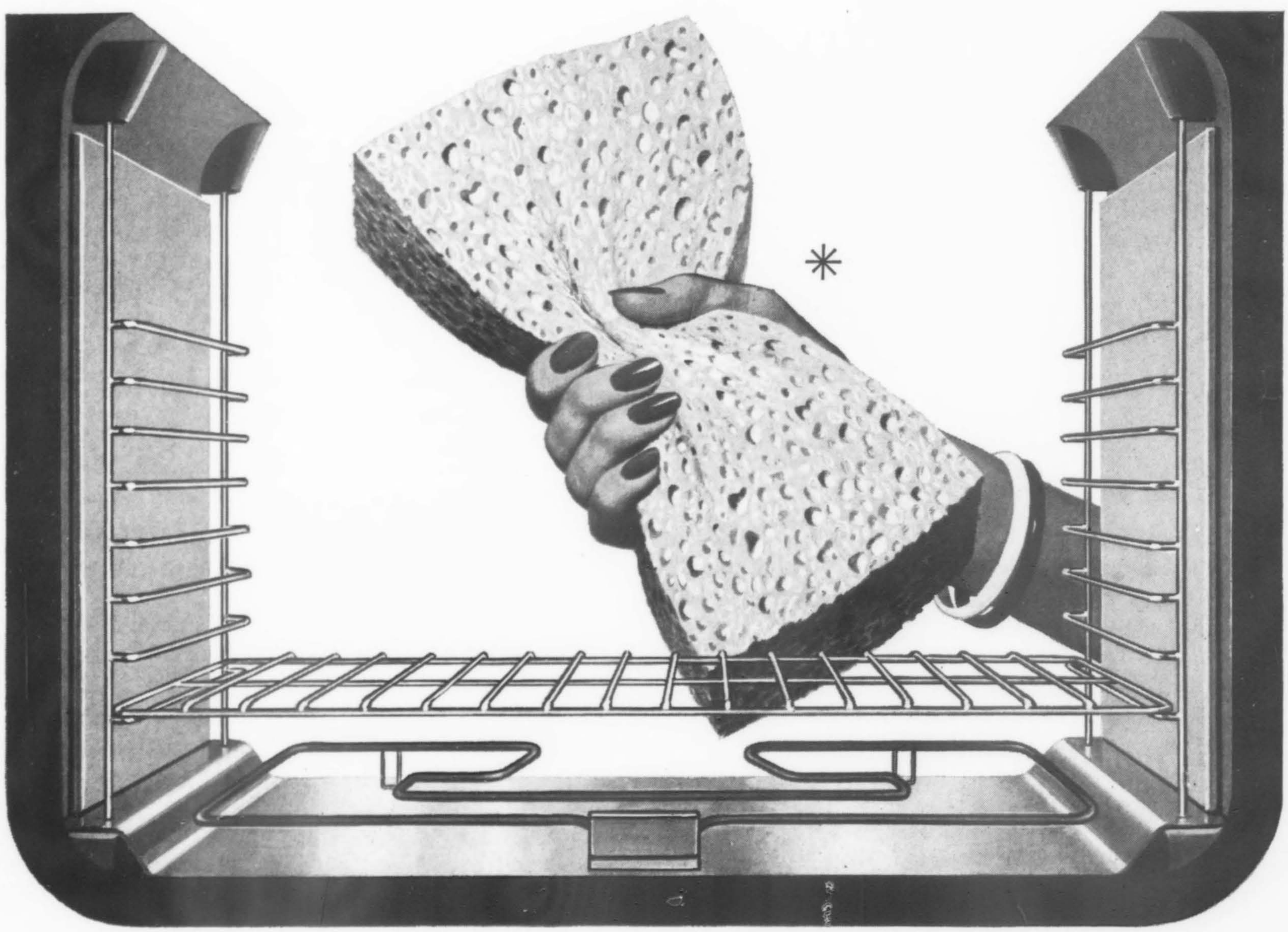
Hotpoint was first with easy clean ovens; Hotpoint is still the *only* manufacturer with a *quick clean* oven... and *you* can afford to build with Hotpoint. See your Hotpoint builder supply jobber or call on Hotpoint.

We'll throw in the sponge if teflon ovens don't help you close sales—in fact a 29 cent sponge is the best way in the world to demonstrate the advantages of teflon. Ask your Hotpoint builder salesmen to throw in the sponge.

See your Hotpoint Builder Supply jobber or Call on **Hotpoint**

A DIVISION OF GENERAL ELECTRIC COMPANY
4353 Exchange Avenue, Los Angeles, California 90058

We'll throw in the sponge...if this new Hotpoint quick clean teflon oven doesn't help you close sales faster.



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A new concept in eye-level cooking convenience . . . from Wedgewood . . . the Eldorado 36! A complete cooking center that prepares meals with minimum effort. Features such as Program Cooking, Select-O-Matic Broiling, Top Burner Heat Control, Hi Broiler with Rotisserie, Two separate Ovens . . . assures a perfect performance each mealtime!

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Wedgewood offers the complete package in matched colors. Be sure to specify Wedgewood Disposers, Ventilating Hoods, Dishwashers . . . also Air Conditioners and Forced Air Furnaces.

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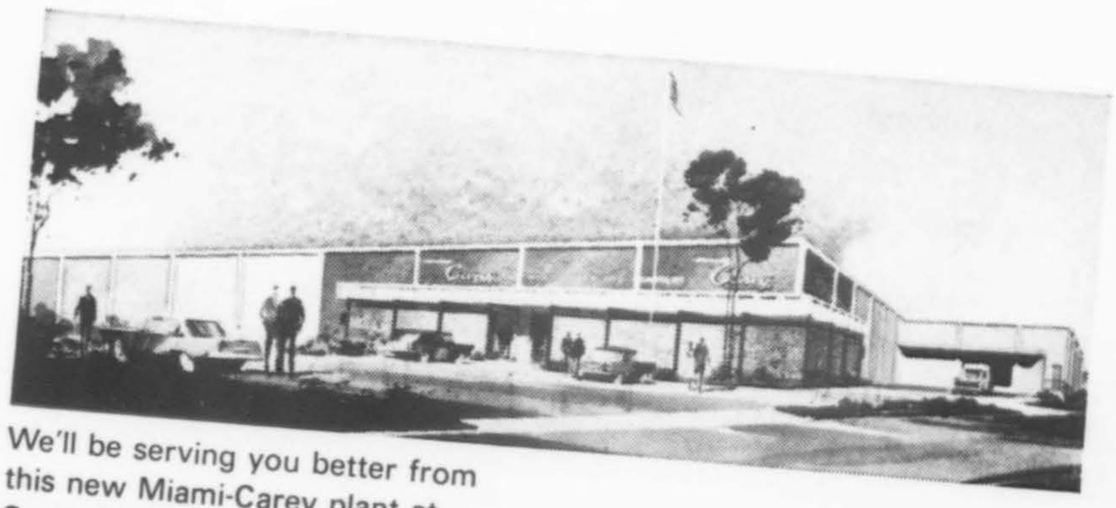
Miami-Carey is now producing in the West. (If you don't have complete product information, just use the coupon.)

Popular models of Good Housekeeping guaranteed Miami-Carey Bathroom Cabinets and Range Hoods are now coming off the assembly lines at our new western plant at Santa Fe Springs (Los Angeles), California. This offers advantages to both of us. You get a close-at-hand source for a quality line that has already gained wide acceptance in the West. And we can give you the prompt service you need in today's competitive market. The coupon will get you complete information on our entire line of Cabinets, Hoods, Door Chimes and Radio-Intercom Systems. We hope you'll use it. And look for Miami-Carey advertising on all of these products coming up soon in *Sunset.*



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PIETRO BELLUSCHI, FAIA, a recent visitor to the Northwest, had some frank comments in an address delivered in Portland:

The world needs a new generation of people who will not abide ugliness. Enlightenment will bring forth a civilization of men and women who care about the appearance of their surroundings. They will shun the trivial, the commonplace and the ugly. They will be sensitive to what happens around them. They will seek beauty. The change will occur as a "slow process" but it will ultimately emerge because of people's ability to work with one another.

Architecture is in a "chaotic" state: there is an absence of discipline and frame of reference; there is fragmentation, and there is "no innocence any more."

To enhance man's earthly environment one must create an awareness of beauty in young people. This awareness ought to begin in the kindergartens and continue through all of the school and post-school years. Make the schools handsome buildings and quality will stick in the children. Once the new generation becomes imbued with a sensitive regard for its surroundings then it will exert its political influence to keep homes, buildings, grounds, roadways and parks attractive.

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