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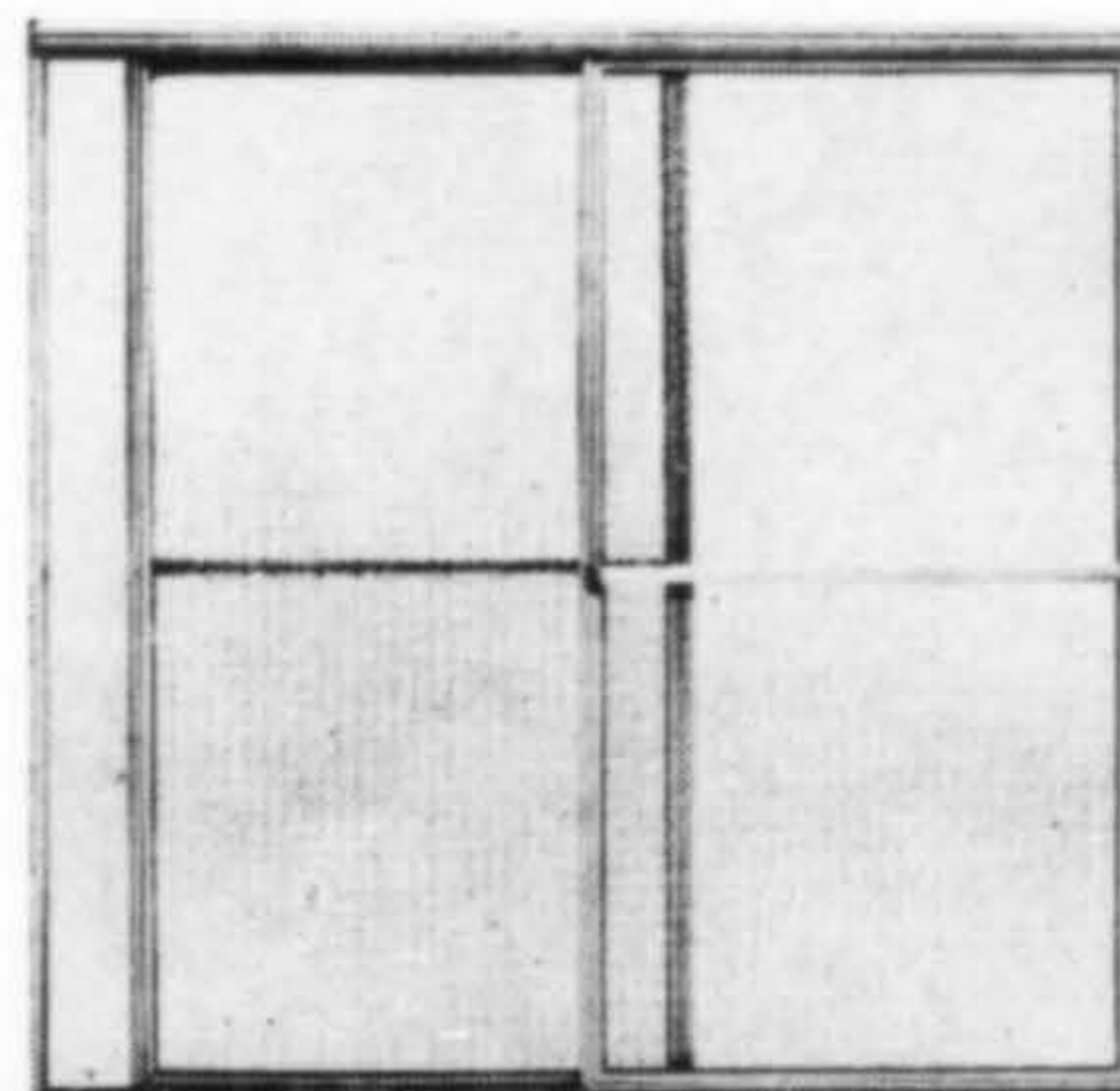
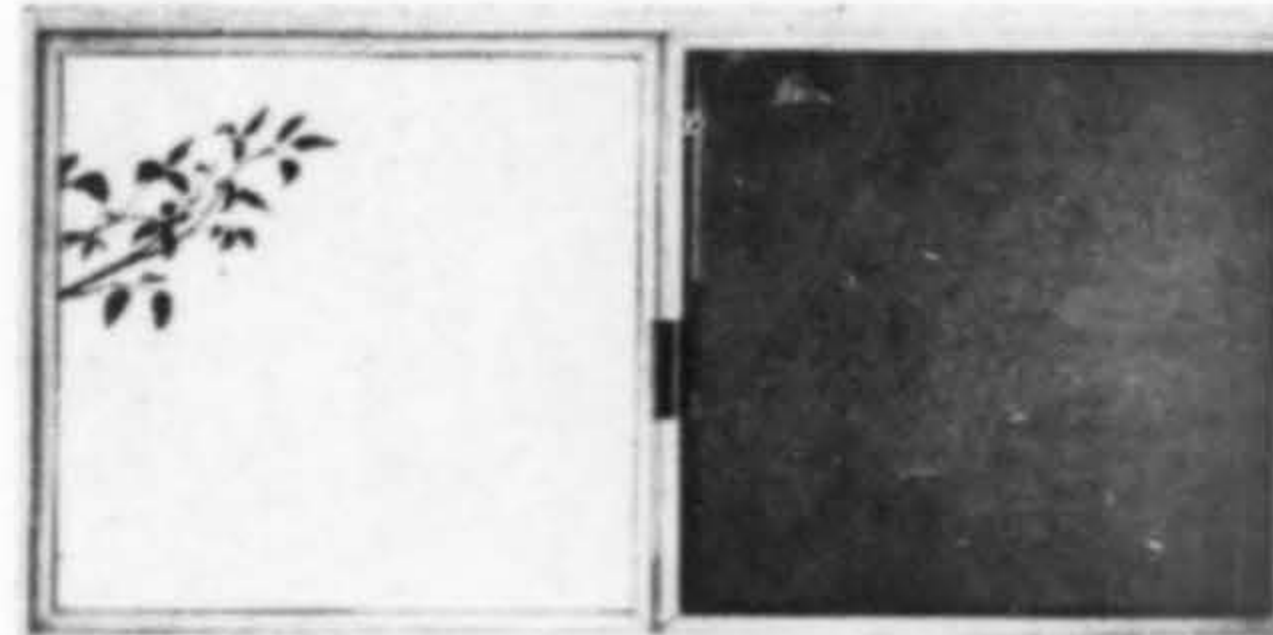
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- 18 Where the architects hang their hats/Page-Werner & Partners, Great Falls, Montana
- 20 The Winchester House, San Jose, California
- 21 Eastbluff Apartments, Newport Beach, California/Robert E. Lee
- 24 Diamond Street Flats, San Francisco/Jonathan Bulkley; Francis M. Roche, associate
- 28 Shelter Bay Apartments, Marin County, California/John Lord King Associates
- 32 Lauriedale Apartments, San Mateo, California/Campbell & Wong & Associates
- 34 Parke, Davis & Company sales headquarters, Tukwila (Seattle), Washington/Bindon & Wright
- 36 Urban design: Portland Parks/Lawrence Halprin & Associates
- 38 The strip! What is it?—a paper by J. B. Jackson

4 Building highlights

6 Project preview

10 The BART Controversy

12 California Council, AIA, annual conference/Monterey, California

14 Architect news

42 Products

44 Literature

46 Manufacturers/Suppliers

48 Not specified

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business data on page 48

THE COVER: The Winchester House, San Jose, California. Page 20. San Francisco Examiner photo by Fran Ortiz.

HIGHLIGHTS and SIDELIGHTS

Los Angeles apartment shortage predicted—

An apartment shortage in the Los Angeles area is predicted by the first of the year. This has been based on a recent survey by Economic Consultants, Inc., indicating that a rapidly shrinking vacancy rate of only 7.5% exists. This is the result of a slowdown in apartment construction due to an over supply of multiple-unit housing and has been accelerated by the shortage of mortgage money for residential construction, creating renters from potential home buyers. The consultant group believes that a combination of factors, including real estate taxes, land values in popular areas, scarcity of land and the rapid increase of "renter-age" population will cause the real growth in housing to be the apartment market in the next five years.

The preservation of San Francisco landmarks—

The San Francisco Planning Commission in September came up with a detailed blueprint to preserve the most architecturally distinguished of the city's historic landmarks. The plan suggests four categories of landmarks and recommends regulations for controlling the remodeling and the demolition of buildings. It also recommended creation of a new seven member Citizens Landmark Advisory Board. Planning Director James R. McCarthy is hopeful that the proposal will become law in San Francisco before the end of 1966. It would have to be enacted by the Board of Supervisors.

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REPUTED to be Honolulu's largest single building devoted solely to condominium apartment units, the 1350 Ala Moana building will be located at the corner of Piikoi Street and Ala Moana. The complex will be 32 stories high with 350 units, including 14 penthouses. The building is designed by architect Minoru Yamasaki in association with Alfred A. Yee, Honolulu structural engineer and designer.

Small contractor law in Washington under fire—

Objectors to the Washington state controversial law requiring the registration of small contractors (passed in 1963) have exhausted all legal methods of delaying registration but the fight is not over—an appeal on behalf of the small contractors will be carried into the 1967 state legislature and to the United States Supreme Court if necessary. General and specialty contractors of almost every type have been required to post surety bonds or other security and register with the state's professional licensing department. Opponents of the law have formed a statewide group (INCO—Independent Contractors of Washington) and banded together to fight the law. They contend that while most of the contractors would be able to meet premiums on the bonds, they could not meet bonding firms' eligibility requirements which say that firms must demonstrate \$25,000 to \$35,000 net worth of which five to ten thousand is in "quick assets". The law, designed to "catch" those fly-by-night firms who collect and leave, has unwittingly worked a hardship on the small contractor, many of whom operate out of their own residences. Terry Thompson, president of INCO, points out that of the 9,000 or more small contractors who have already registered, many will be forced out of business because they cannot meet the bonding requirements—or they will operate illegally.

Housing chief named—

Donald L. Stofle, a Palo Alto real estate consultant, has been named by Governor Edmund Brown as chief of the Division of Housing and Community Development. He will administer a \$253,000 federal grant to develop housing for low-income families in rural areas. Three projects are now underway. Walter J. Monasch is director of the department.

Calendar of coming events—

Factors affecting public and private housing programs will be probed during the fall meeting of the National Forest Products Association, Tropicana Hotel, Las Vegas, Nov. 14-16.

The 15th annual National Building Material Distributors Association convention, Palmer House, Chicago, Nov. 16-18.

"Plastics in Home Building" conference of the Society of Plastics Engineers, Sheraton-Thunderbolt Hotel, Millbrae, California, Nov. 28-29.

Denver names architects—

The Denver Metropolitan Stadium Commission has named the association of Hope-Johnson-Linstedt as architects for the proposed multi-purpose stadium. The association, selected from a final field of eight firms, is composed of Frank L. Hope & Associates, San Diego, California, and the Denver-based firms of James H. Johnson & Associates and Robert L. Linstedt. Work will begin immediately on site selection and schematic drawings. A \$20 million bond issue will be placed before the voters in March to finance the project.

Bob Hope donates site—

Comedian Bob Hope and his wife have donated an 80-acre site, between Palm Springs and Indio, California, for the proposed \$5.5 million Eisenhower Medical Center. The land is valued at more than \$500,000. Facilities for heart, pulmonary and cancer studies and a full service hospital with 380 beds are planned. Groundbreaking is scheduled for early 1967.

Property assessment bill—

AB 80, the so-called assessment reform bill adopted by the special California legislative session is expected to have tremendous impact on new housing in the state. In general, the bill requires that property be assessed at 25% of the market ratio.

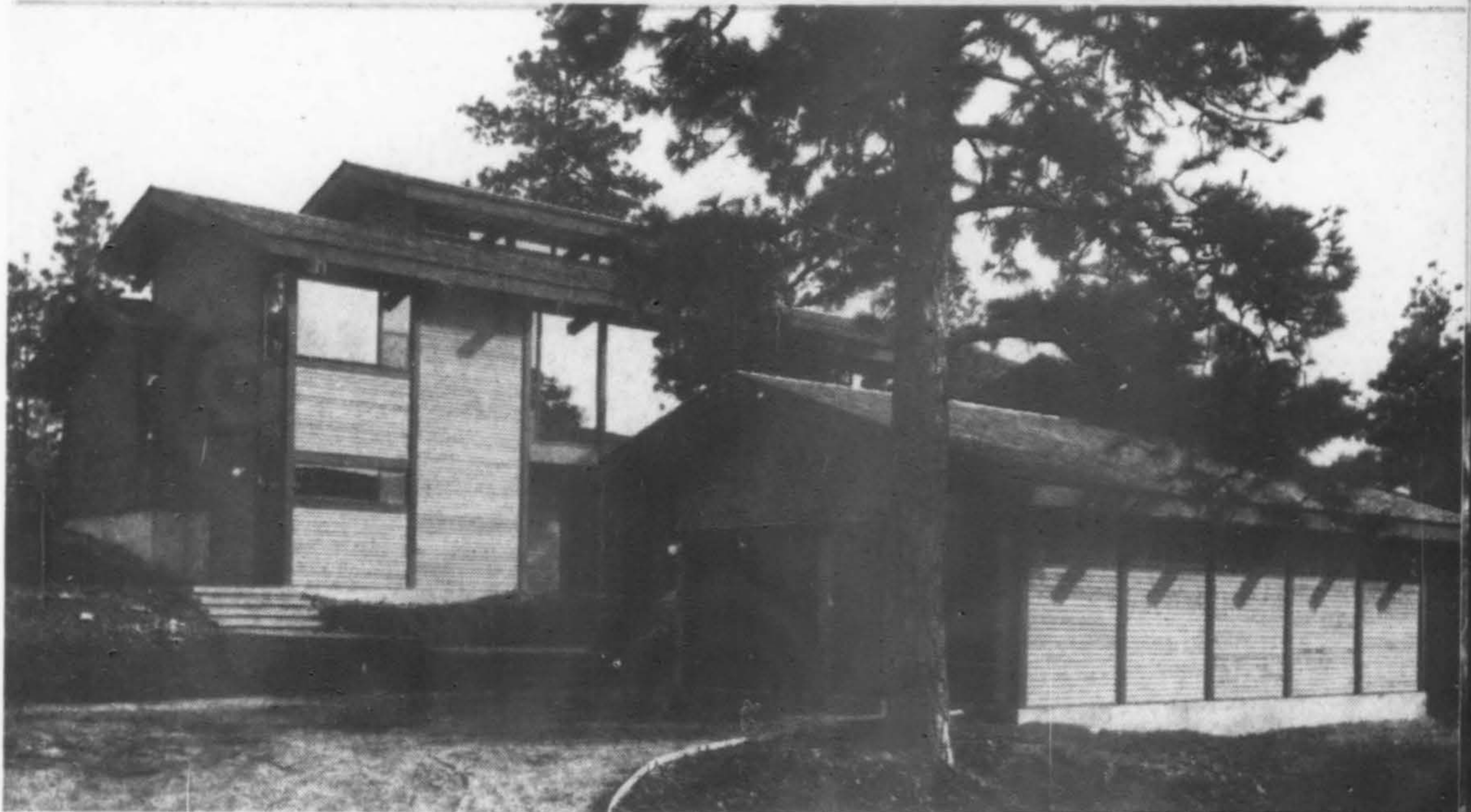
Beauty for Gustine—

First steps in beautification of the downtown area of Gustine, California (3,500 population) are underway. The project has been approved by the Gustine City Council and money is being raised by local merchants. An application for a federal grant has been made to augment that raised by citizens. Paul Tritenbach of Tritenbach & Shipanski Associates, landscape architects, site planners and urban designers, Stockton, prepared the schematic master plan.

Berkeley renewal agency—

The City Council of Berkeley, California has approved creation of an independent urban renewal agency, effective on September 1. Mayor Wallace Johnson has named architect Michael Goodman and urban planner, Mrs. Herman Ruth, to the agency.

Inside and out— horizontal siding and Olympic Stain.



One of the more immediately striking features of this Spokane, Washington home — designed by Walker & McGough, A.I.A. in Spokane — is its comprehensive use of natural wood. The architect has selected four-inch horizontal siding not only for the exterior walls, but for every room indoors except the bathrooms as well.

The siding was finished throughout in an Olympic Semi-Transparent Stain.

"Because of the wide range of Olympic Stain colors available to choose from," the architect writes, "we were able to get the exact natural tone we wanted." To create a color



accent, and define some vertical contrast to the predominantly horizontal feeling of the structure, all the major beams were finished with Olympic's charcoal stain.

The treatment of the roof of this three-level house has added a great deal of interest to the exterior design. Individual living segments have sepa-

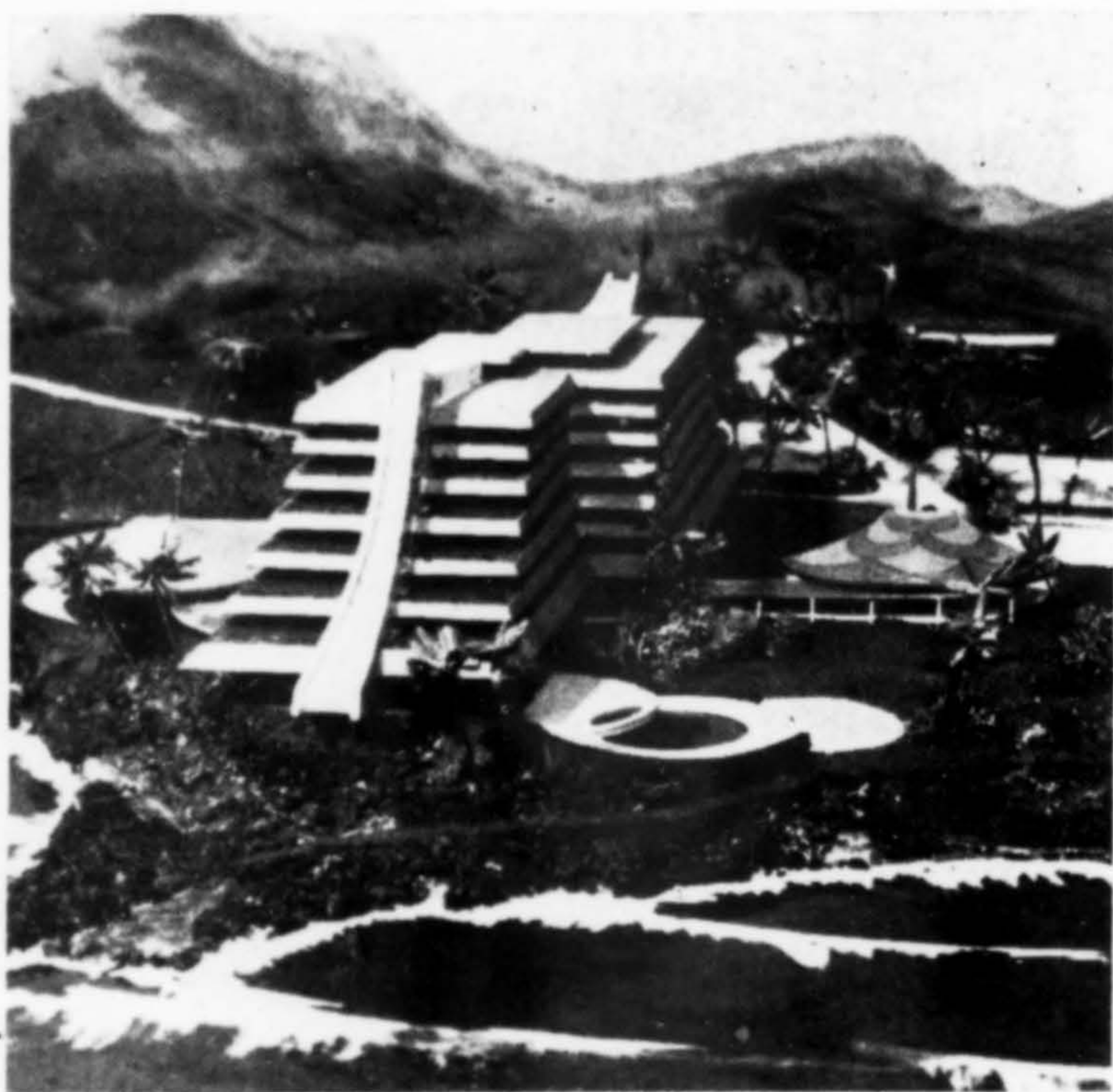
rate roofs, and the variations in their levels and shapes make a pleasing pattern. The texture of handsplit stained shakes complements the overall effect.

Indoors, the charcoal and natural stain combination is carried through the house. A 23-ft. native stone fireplace is the focal point of the home's large, beamed-ceiling living room. Beige carpeting, and beige and charcoal upholstered furniture extend the feeling established by the stained wood walls and ceiling.

The architect has made a home whose air of quiet and well planned harmony will do much to set the tone for comfortable family living. His use of wood finished with Olympic Stain has had a great deal to do with his achievement.

For color samples on wood and new A.I.A. Information Manual, write Olympic Stained Products Co., 1118 N.W. Leary Way, Seattle, Washington.





KONA HILTON hotel is on an eight-acre ocean-front tract in Kona on the Island of Hawaii. The seven-story structure will house 190 units. Three terraces will lead from the hotel to a swimming pool. Facilities will include complete dining and bar facilities. Estimated cost: \$4 million. Completion: December, 1967. Architects: Wimberly, Whisenand, Allison & Tong; Munro-Burns & Jackson Brothers, contractors.



CITY HALL, Medford, Oregon, will be poured-in-place concrete with precast concrete sills, sandblasted exterior finish, anodized aluminum window wall units, copper roof with skylights over the council chamber. This is Phase I of a civic center development. Cost: \$1,346,700. Completion: summer, 1967. Architects: Skidmore, Owings & Merrill; Todd Building Company, contractor.

PROJECT PREVIEW



BASKETBALL ARENA, University of New Mexico, Albuquerque, will seat 15,000, provide for expansion of additional 5,000. All seating is below grade. Light gauge steel and light gauge trusses spaced at 41 inches o.c. form roof structure. Building is reinforced concrete frame with reinforced concrete masonry curtain walls. Cost, not including sound system, \$1,367,145. Architect: Joe Boehning; K. L. House, Inc., contractor.



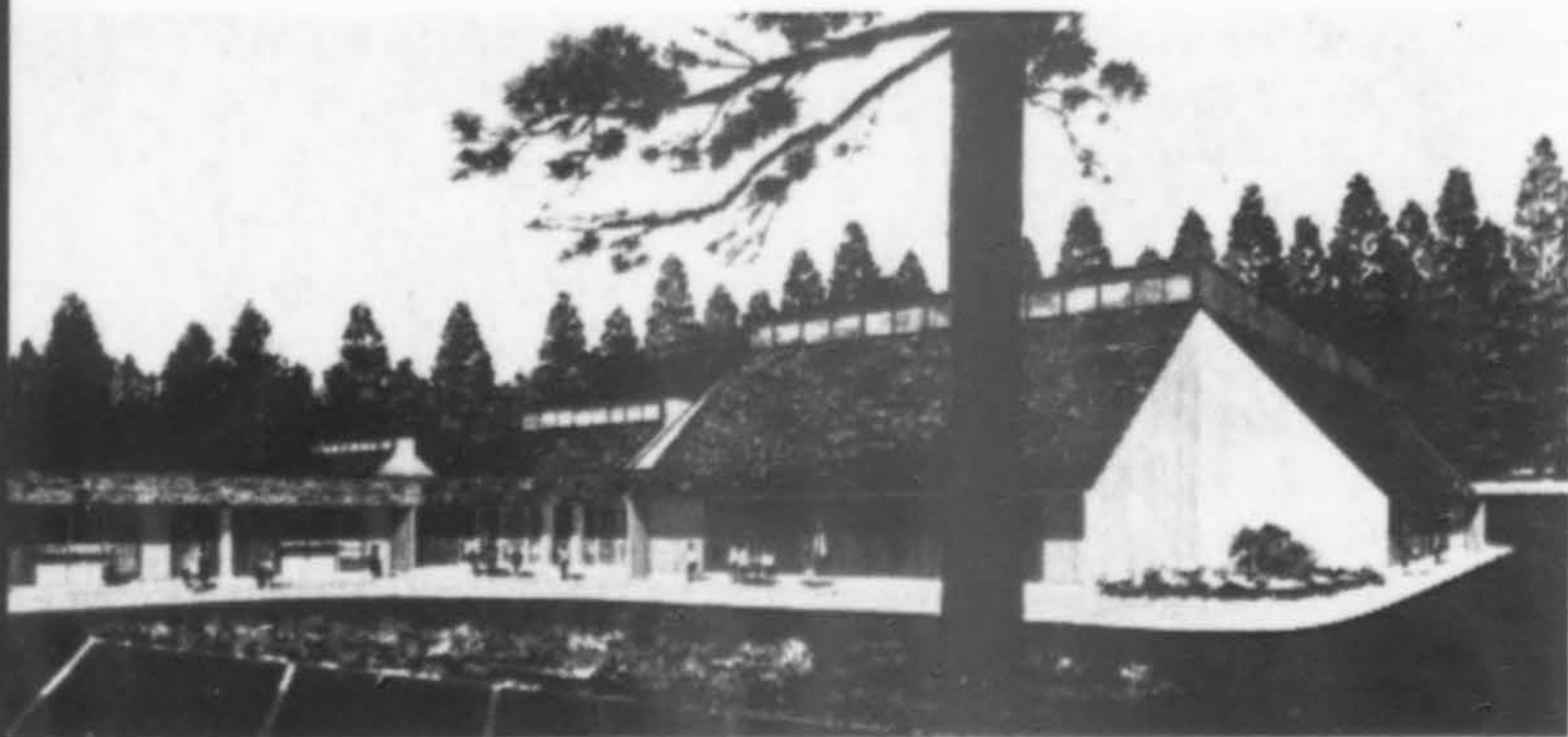
NORTH ORANGE COUNTY Regional Civic Center, Fullerton, California, Phase I, will provide facilities for criminal departments, law enforcement offices, traffic department, court rooms and related offices in one building, with six Courts buildings (ultimately to be 18) with required support areas. Initial phase will include landscaping. Cost, Phase I, \$1,960,400. Architects: Grillias-Savage-Alves & Associates, Santa Ana, and Charles Luckman Associates, Los Angeles.

PROSPECT VALLEY Elementary School, Jefferson County, Colorado, will accommodate 600 students in 40,000 sq. ft. Construction includes concrete grade beams, brick exterior bearing walls, truss joist roof with insulating fill and built-up roofing, brick interiors, movable partitions, carpeting in all academic areas. Estimated cost: \$584,000. Architects-engineers: Langhart/McGuire/Barngrover.



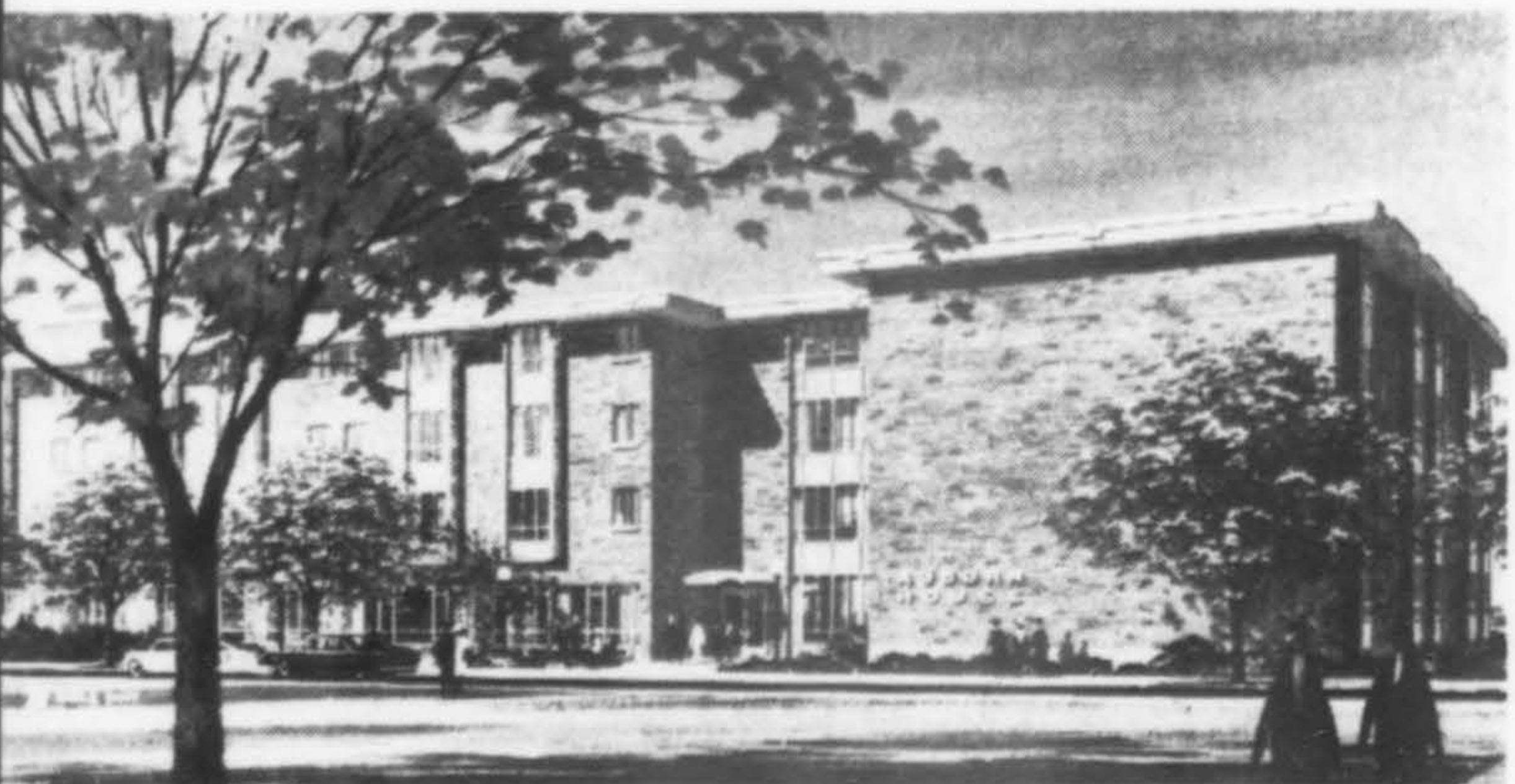


RESIDENCE HALL COMPLEX, Montana State University, Bozeman, Montana, was designed on basis of 450 students per unit. The 10 floors have each been sub-divided with 15 students in each living unit, tied together by a central core, housing elevators, lavatories, laundry, seminar room and the head resident. The building is primarily flat slab construction on steel columns. Cost: \$2,000,000. Architects: Oswald Berg, Jr. & Associates.



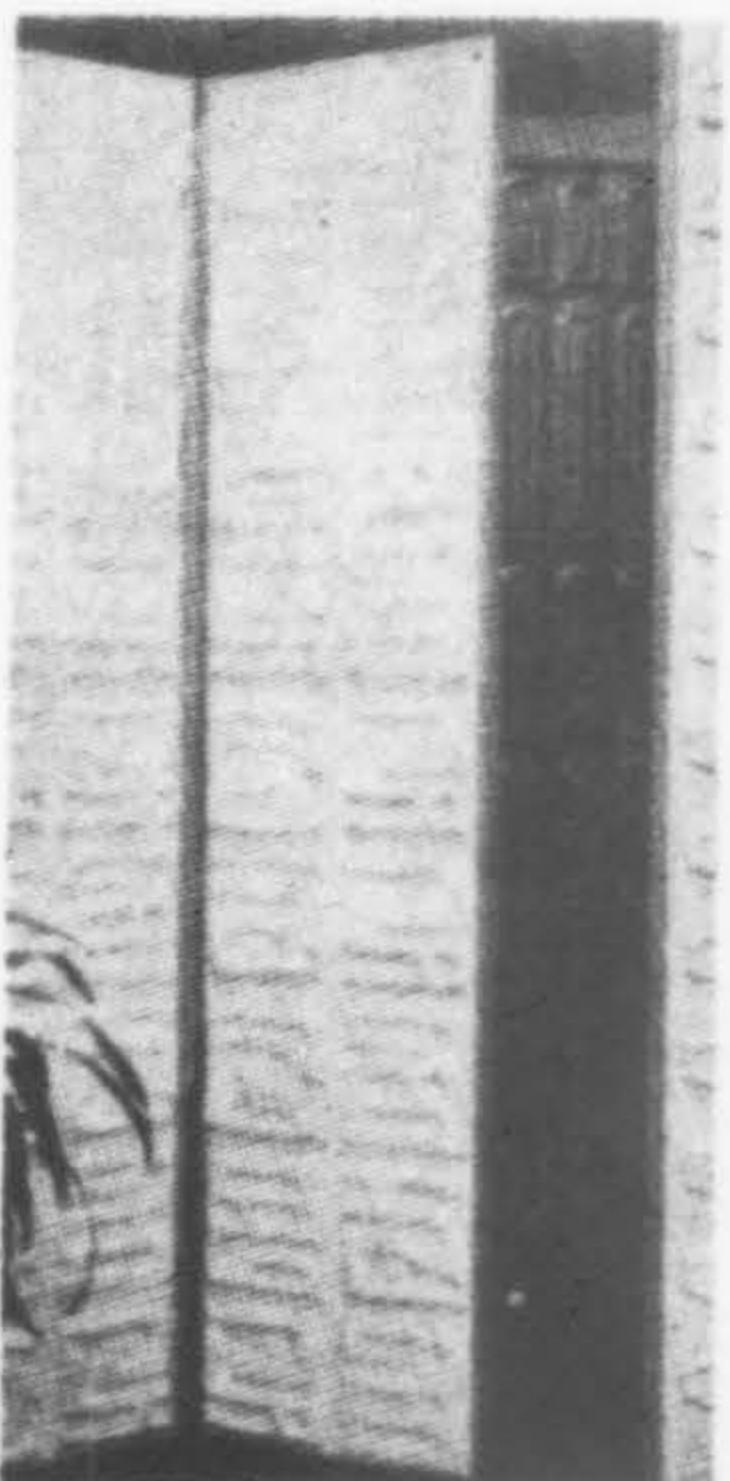
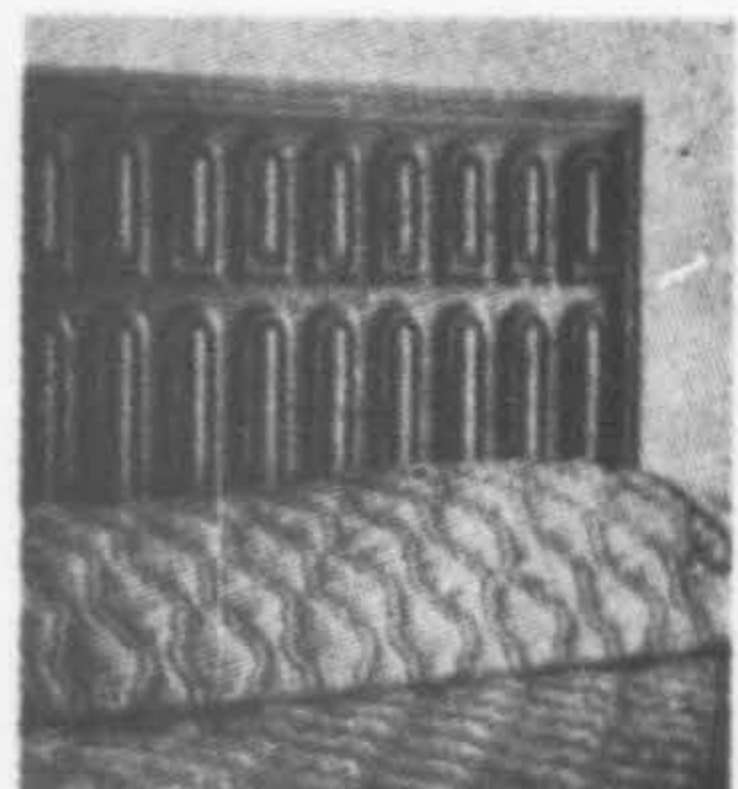
MEYERS ELEMENTARY SCHOOL, Meyers, El Dorado County, California, will be located at Lake Tahoe's south shore. The complete K-6 school, designed for 638 students, consists of three units. Exterior walls are wood frame, cedar sided. Roof overhangs, clerestories and multi-use room are finished with heavy cedar shakes. Major walkways are radiant heated to melt snow and ice. Cost, including site development, \$834,208. Architects: Van Bourg/Nakamura & Associates.

AUBURN HOUSE, Auburn, Washington, is part of the Federal program for housing the elderly under the Department of Housing & Urban Development. It will be a four-story building with 67 apartments. Exterior walls are three-inch brick veneer with marblecrete stucco exterior panels. Cost: \$903,392. Completion: August 1967. Architects: Carlson-Eley-Grevstad; Korsmo Brothers, contractor.



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California architects hit by drop in commercial, housing construction

THE DROP in commercial construction as well as housing has resulted in a business loss of 50 to 90 percent to California planners, architects and designers. A survey of nine leading Southern California planning and architectural firms revealed a 30 percent decrease was attributed to cancellations of projects under way because developers were unable to obtain construction loans.

The survey was made by the Sanford R. Goodkin Research Corporation, Los Angeles, the official west coast statistical source for the NAHB.

The rest of the loss was the decline in the average amount of new business which is being deterred by the tight money market.

More than \$35 million in construction projects planned by clients of the firms surveyed were cancelled or postponed because of the money situation, according to the report. A spot check of Northern California firms indicated comparable losses.

Washington Square plan opposed by Northern California Chapter, AIA

THE NORTHERN CALIFORNIA Chapter, AIA, has opposed the Washington Square underground garage proposal in San Francisco. Robert B. Marquis, chapter president, said the opposition to the plan, approved by the Board of Supervisors finance committee despite recommendations for rejection by city staff experts, is based on these points:

1. Parks and open space should not be disturbed.
2. The location is not geographically central to the parking needs for either North Beach shopping or entertainment centers.
3. Parking facilities should be created near freeway exists so as not to draw traffic through the city.
4. Garages should be built to replace blighted buildings.
5. The financial feasibility has not been demonstrated.
6. The garage would bring pressure to intensify commercial activity in the area altering the neighborhood character.
7. Land can't be considered free because of landscaping costs.
8. It is not possible to create successful park spaces of this scale over garages because of the necessity for large entrances and ventilating systems and the impossibility of growing the mature trees which give scale to such large spaces.

Cost of the garage bonds is estimated at \$7,359,000.

Community analysis program approved

A LOS ANGELES community analysis program, to cost \$1.36 million, has been approved by the Federal Department of Housing and Urban Development. The program, scheduled for completion in three years, will cover such activities as development of a plan for programming urban renewal projects and a phased schedule for carrying them out.

It also provides for studies of hillside housing, beach front development, the relationship of street lighting to crime and the relationship of the adequacy of mass transportation to the creation of obsolescent and blighted areas.



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Pros and cons of the BART controversy in San Francisco

On September 19, 1966, San Francisco architect Donn Emmons, FAIA, in a surprise move, announced his resignation as consulting architect on the multi-million dollar Bay Area Rapid Transit District program "in protest against the direction and policies" of BART, thereby touching off the hottest in controversies to come from the Bay City since the upheaval over the rape of the city by the freeways. Here are some of the pros and cons of the situation as it existed at press time:

DONN EMMONS, FAIA:

As an architect with obligations to the community and the profession I represent, I can no longer continue to endorse the program or lend it my name or that of my firm, Wurster, Bernardi & Emmons. Instead of being guided by planning and architectural considerations which should be foremost in formulation of this program, both the district management and the design team are almost entirely guided by limited engineering considerations.

BART management is not providing strong leadership with real understanding and grasp of its goals and potential impact on the Bay Area. We approach the point of no return. I feel that remedial steps must be taken immediately. The only way to resolve the present difficulties is to revise BART policy to allow its consulting architect and planner to serve as advisor and consultant responsible directly to the board. This responsibility should be placed on a par with the engineers. It would demand review and evaluation of all design at early stages with appropriate recommendation to the board where either urban planning or visual design exist.

LAWRENCE HALPRIN, consulting landscape architect to BART:

I concur with all of Mr. Emmons' statements and agree wholeheartedly with his conclusions. I wish to state unequivocally that at the moment Mr. Emmons' resignation is accepted by the joint venture engineers I will tender my own resignation for the same reason and present my own bill of particulars.

(His bill of particulars, itemized, cited specific case after case wherein he charged he and Emmons were called in to review plans as much as 85 per cent complete, a condition he characterized as "too far down the pike to be saved".) In the particulars: your engineering is superb but you have not yet understood that it cannot replace the environmental quality control vital to having great cities and regions.

He said that his resignation will stand unless BART rejects Emmons' resignation.

NORTHERN CALIFORNIA CHAPTER, AIA, Robert Marquis, president:

The Northern California Chapter of the AIA believes that design and planning advice must be sought and heeded at the highest decision-making level. We therefore consider as extremely serious the criticism of the BART system by Mr. Donn Emmons.

Therefore, the AIA of Northern California must go on record as supporting the position of Mr. Emmons, not only because of his eminent professional background and highly respected position as an architect and planner, but because of the need to fully explore and evaluate a system that will have such a significant effect on the Bay Area.

B. R. STOKES, BART general manager, and project manager WILLIAM BUGGE for Parsons, Brinckerhoff, Tudor & Bechtol, BART's engineers:

The architect, who has served more than three years as consultant, on July 5, 1966, signed a six-month extension of the contract calling for \$4,500 monthly and following an agreement by Emmons to "ground rules" outlined in a letter of May 26 to all PBTB department heads, indicating that he would work through Sprague Thresher, project architect. He was to review all designs and station site plans with the full cooperation of all department heads. (Emmons complained that this was not done.)

Stokes (on whom Emmons placed a large share of the blame for existing conditions) said that Emmons struck him as a petulant child who, because he can't play the game according to his rules, picks up his marbles and goes home. Fourteen major firms of Bay Area architects are engaged in designing the system and he considered Mr. Emmons' remarks as insults to these architects.

ERNEST BORN, architect, who is designing subway stations in San Francisco, Oakland and Berkeley:

I'm shocked and disappointed at the resignation of my two colleagues. It is, I believe, the result of frustrations and disappointment under pressure.

In theory, a private should be able to talk with a general but in actuality you go to the sergeant. Donn's contract is with the joint venture and that meant the associates he was working with were joint venture people. They review his things and pass them along to committees. They are wonderful men to work with but when you have something you think is terribly important, you become more and more disappointed if it is turned down. Donn's done a lot of good and I don't know anyone who denies it. I do disagree with Larry Halprin that "obsolescence is being built into the system."

COPY OF A CABLEGRAM sent to BART Board of Directors, October 8, 1966, from Florence, Italy:

Surprised at reports received here which indicate my resignation as consulting architect to BART being misconstrued. While I thank my colleague Lawrence Halprin for his loyalty and support, my decision is final and irrevocable. A new consulting architect should be appointed to serve on a level of important and direct responsibility to the board of directors. It was to accomplish this that I resigned and thus afford you the opportunity to recognize shortcomings of present organization and correct grievous situation. Imperative this step be taken before you reach imminent point of no return. All the professional experience and resources of my firm will be made available to BART and new architectural consultant to accomplish this end.

(Signed) *Donn Emmons, FAIA*



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"Space for People"

21st annual conference, California Council, AIA
Monterey, California--Oct. 6-8, 1966



OFFICERS-ELECT of the California Council, AIA, for 1967 are, left to right: Robert Campini, Oakland, secretary; Howard H. Morgridge, FAIA, Los Angeles, president; Burton Rockwell, San Francisco, vice president and president-designate; John Kewell, Los Angeles, member-at-large; Wilfred E. Blessing, San Jose, serving a second year of a two-year term as treasurer.

SOME 1,300 delegates filled the main building at the Monterey Fair Grounds at every session to explore "space for people" with speakers ranging from a renowned anthropologist to a knowledgeable Los Angeles columnist.

While there was a good deal of unusual noise with which to contend (the fair grounds are in a direct line with the airfield; the banging of extra folding chairs being set up to accommodate the "standing room only" sessions; the dishwashers busily engaged), it deterred neither speakers nor delegates from their dedicated pursuit of the business at hand and the many social events.

The Council had this year made a concentrated effort to have firms send their younger members to the conference, an effort that was highly successful. Students (130) from all of the California colleges of architecture participated in all of the professional seminars, went on to evening sessions with the speakers and members.

Keynoting the conference, moderated by president Donald Hardison, was Dr. Edward T. Hall, professor of anthropology at the Illinois Institute of Technology, Chicago. His slide-illustrated witty address on "The Hidden Dimension—Man's Use of Space" presented study of man's perception and use of space. The delegates gave close attention to this relatively new concept of environment which has a direct bearing on their creativity as the designers of "space for people."

George Kassabaum, vice president of the American Institute of Architects, St.

Louis, challenged those present with their lackadaisical attitude toward change in the profession and their involvement in community and civic affairs. While complimenting the California architects on their success and leadership in the political arena (referring to their success in the California legislative field), he nonetheless noted that architects are far behind in their assumption of political and appointive offices, compared to other professions, and urged that they give due consideration to this involvement, even at the risk of loss of income. In concluding his pleas for the architects to take a more realistic approach in fulfilling their roles in society, he pointed out: "If architects are satisfied to let the challenge be met by others who are willing to be more forceful, exciting and dynamic, then we cannot rightly point the finger at others when our cities get worse rather than better, and our profession declines in power and prestige".

The second professional session was devoted to a candid review of the works of Minoru Yamasaki, FAIA, by the architect himself. In pointing out some of the good and some of the bad points of various Yamasaki projects throughout the world, the architect brought out his own concerns for spatial design.

The Producers' Council each year brings an outstanding speaker to the conference. This year's choice, John B. Parkin, FRIBA, FRAIC, honorary FAIA, Toronto, Canada, and Los Angeles, California, was introduced by immediate past president of the Producers'

Council, Charles Stock, Louisville, Kentucky. His address, "Their Only Monument", frequently interrupted by laughter, nevertheless carried a weighty message that was not lost upon those attending. He was firm in suggesting that the survival of the profession hinged on the architect's renewal of contact with people, the users of space. Many mistakes, he pointed out, have been made over the years because of the ignorance of people needs: the retirement communities where the aged were isolated away from the hub of activity. He stressed the needs for clarity of communication, bringing down the house with his illustrations of architectural jargon, of an advertising man's pitch, of a social worker's explanation, all of which are pertinent to the communication problems existing today.

Art Seidenbaum, Los Angeles columnist and TV personality ("Off Ramp," an urban affairs program), moderated the last professional session where all of the speakers formed a panel to answer questions both from the floor and those posed by the moderator. How to handle the client, the involvement of architects and the loss of commissions, the possibility of an "awards revisited program" in which award-winning buildings would be subjected to appraisal some years after the citation, were among the problems discussed.

An awards banquet cited Art Seidenbaum with the CCAIA's 1966 Public Information Award. The national AIA citation for "Excellence in Community Architecture" was conferred on the city of San Diego for their Mission Bay Park project. Regional director Cabell Gwathmey made the presentation to Walter Hahn, assistant city manager.

A continuing Fine Arts exhibit during the conference presented some of the finest works of several outstanding artists who work closely with the architectural profession.

Conference chairman John Worsley, Coast Valleys Chapter of the AIA, received an ovation for the excellence of the professional programming.

The 1967 conference will be at the site of the AIA's award-winning project: Vacation Village at Mission Bay. —R.G.

"These were the decent godless people, their only monument the asphalt road and one thousand lost golf balls."

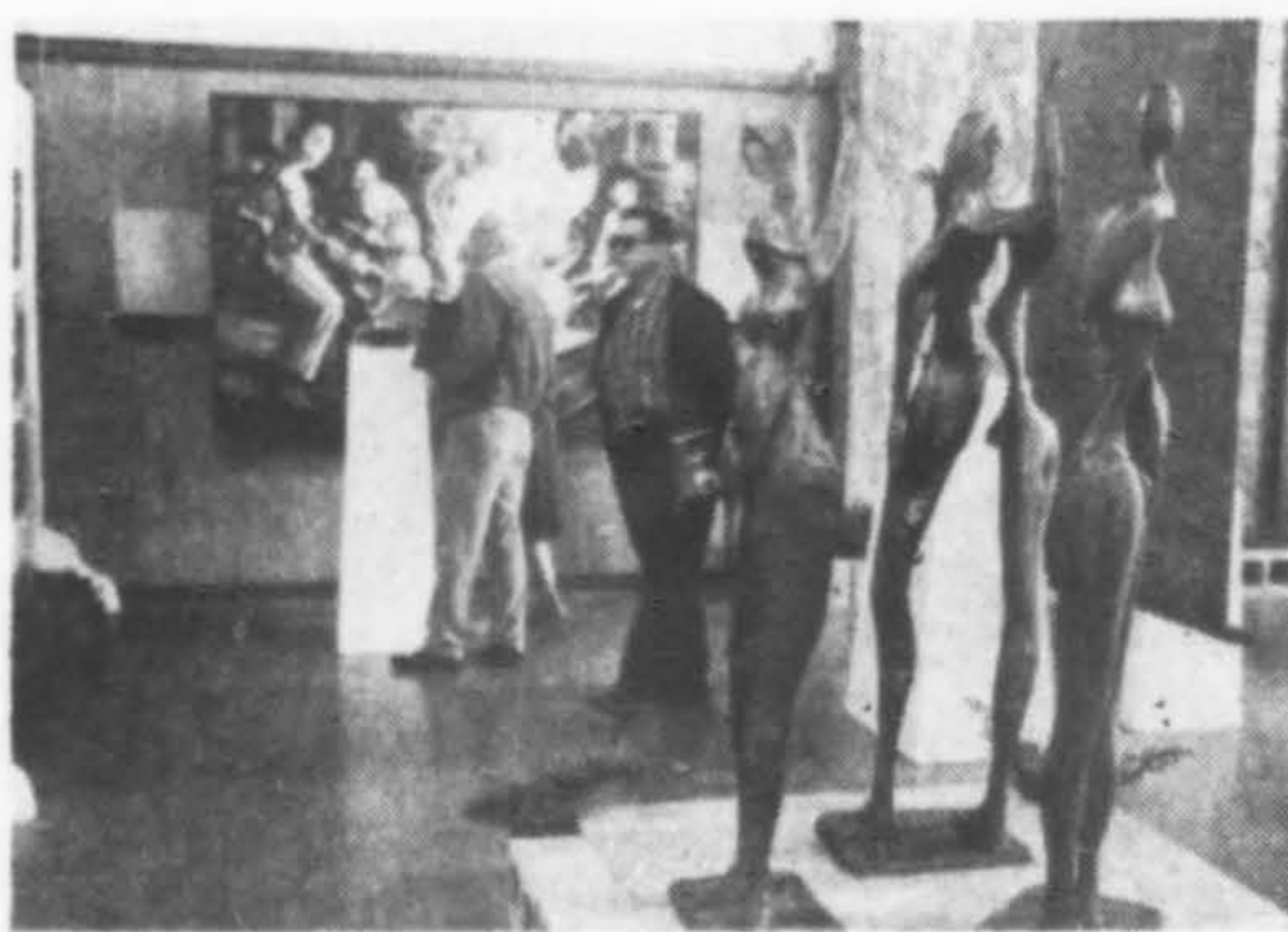
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FINE ARTS EXHIBIT



HALL

If the entire architectural profession was one big corporation, would you invest your savings in it today? . . . Unless drastic changes are made, I believe I could find a better investment . . . Involvement in the mainstream can be accomplished by four tasks which can, and I think, must be done: first, we must speak up on important matters, especially if they affect the development of the environment. Next, we must become more active in affairs of our communities. Third, more than just a few architects must become promoters. Who is better qualified than you to see what is needed to make your community a better place to live? Fourth, we have to figure out something to do about our income. This is more important than it used to be, and I do not believe we can rely on an increase in a percentage fee to bring it all about . . . Naturally, I have no secret for making you rich or getting you elected and that isn't the point. The point is that I seriously doubt if most of you really care about these things.

—KASSABAUM



PARKIN

Man has a built-in need for a personal space. Man, in a sense, moves about in a "bubble" of space comprising his own private territory. Man frequently resents and resists intrusion in this "bubble" . . . After all, the client doesn't experience space until he gets in it . . . It would be to the architects advantage to take into consideration this factor of man's "bubble" in determining the ultimate design to result from a successful relationship with his client.

—HALL



SEIDENBAUM

It is my belief that a building need not overwhelm mankind, that it can present refinement and serenity of character integrated with function to achieve the end of framing modern man in his proper environment.

—YAMASAKI

Unless we, as architects, acknowledge the tenet that we are, actually, designing for people, our work will have no true permanency for future generations . . . Architects show little concern for people in carrying out their professional tasks . . . Architects must renew contact with the 'users', must really learn to assess the needs of the people in order to achieve the integration of social and physical planning vital to survival of the profession. . . . We have to have empathy. We have to learn to put ourselves in the other man's shoes. People have to become the business of the architect. People have to become the business of the planner . . . We must make ourselves more accessible to the public and clarify our language. People have difficulty in understanding such architectural-planner jargon as: 'Gentlemen, in developing an appropriate expression for the building system, we have attempted to avoid the amorphous quality of the free form for the rectilinear restraint of the cube.' . . .

—PARKIN



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When Henry C. Beck Co. exceeded original cost estimates on a 20-story La Jolla, California, high rise, it decided to use Symons Slab Shore system in an effort to cancel the loss. Initial loss was recovered, and scheduled per floor construction time was reduced from 5 to 4 days.

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Steel-Ply Forms used for the deck work are light enough to be stripped and carried by hand. This took a lot of pressure off the crane, allowing it enough time to handle other materials.

Only 8 man shifts of 8 hours each were needed to strip the forms from an 18,000 sq. ft. area. Two men moved the forms up to the next floor, and four men set a deck every four days.

The job had originally been set up for a five day per floor schedule. After the tenth floor, however, crews became so proficient they were on a four day cycle. *Free Slab Shore brochure available on request.*



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MORE SAVINGS WITH SYMONS

New firms, associations, office changes

□ The principals of Johnston-Campagna and Company, Renton, Washington architectural firm, have announced a change in name to Johnston-Campanella-Murakami and Company, Architects, Consultants and Planners. Terry T. Murakami has been with the firm since 1958, a partner since 1962.



□ Leroy B. Miller has established offices for the practice of architecture at 113 North San Vicente Boulevard, Beverly Hills, Calif.

□ Gordon A. Phillips and Morris Neil Finisy have formed a partnership for architectural practice at 503 D Street, San Rafael, California. The firm name will be Phillips and Finisy Architects.

□ Springfield, Oregon architects Michael Rosenberg and James Hosey of Hosey & Rosenberg, Architects and Planners, have dissolved their partnership and will establish independent practices. Mr. Rosenberg will continue in the present offices at 1650 Centennial Boulevard, Springfield, Oregon, and Mr. Hosey will work from his home at Leaburg until a new office is completed at 242 Madison St., Eugene, Oregon.

□ Springfield, Oregon architects Michael Rosenberg and James Hosey of Hosey & Rosenberg, Architects and Planners, have dissolved their partnership and will establish independent practices. Mr. Rosenberg will continue in the present offices at 1650 Centennial Boulevard, Springfield, Oregon, and Mr. Hosey will work from his home at Leaburg until a new office is completed at 242 Madison St., Eugene, Oregon.

□ Clark and Beuttler, San Francisco architects, announce the retirement of John F. Beuttler. The practice will continue with Hervey Parke Clark, FAIA, and Alan E. Morgan under the name of Clark and Morgan at 552 Mission Street.

□ Arnold Andring has announced the opening of offices for the practice of architecture at 414 West Sixth Street, Aberdeen, Washington. A graduate of the University of Oregon, he has been associated with the firm of Lutes and Amundson, Springfield, Oregon, and most recently with Aberdeen architect Robert Street.



□ Charles L. Carlson has been appointed secretary-treasurer of Daniel, Mann, Johnson and Mendenhall, architects, engineers and planning consultants with headquarters in Los Angeles.

□ John G. DeNike, an associate member of the San Francisco architectural firm of Stone, Marraccini and Patterson, has been appointed to direct special equipment programming and planning within the firm's program and research department.

Appointments, honors

□ Paul R. Williams, FAIA, has been honored by the Los Angeles Municipal Art Commission and presented with a plaque for his services as a member for 12 years. He served as president of the commission for 11 years.

□ Edwards & Daniels, Salt Lake City architects, have received an award of merit from the American Library Association, the AIA, and the National Book Committee, for the design of the Salt Lake City Public Library.



Art Linkletter, TV personality; F. Dexter Brown, vice president of F. W. Dodge Corp., and Charles Luckman, FAIA, at recent Building Contractors Association of California dinner honoring Luckman.

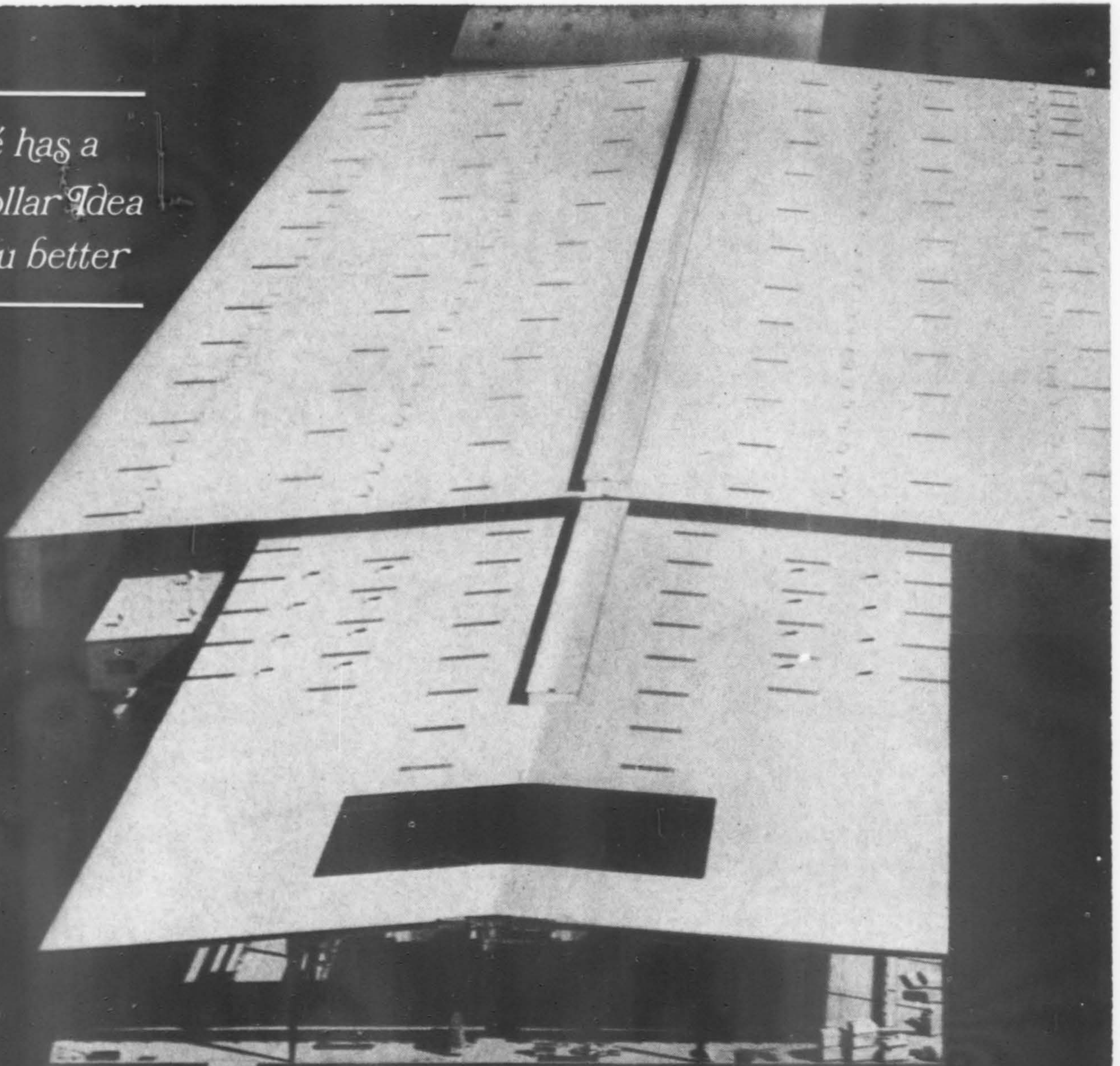
□ Michael Goodman, Berkeley, has been named to the Urban Renewal Commission of the City of Berkeley. He was also recently appointed to the Advisory committee on building regulations of the League of California Cities.

□ Arthur J. Rendon, Los Angeles architect, has been reappointed to the California Delinquency Prevention Commission for a third term.

□ Charles H. Overholt has been appointed resident architect at the University of Colorado Medical Center, Denver. He succeeds Alfred W. Mofett who will become director of planning for the University of Alabama Medical Center in Birmingham.

□ George R. Hutchinson has been named program director for Building Technology and Administration in the College of Architecture and Urban Planning, University of Washington, Seattle.

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□ Applications for the annual competition for the \$6,000 Brunner Scholarship grant will be available until January 1, 1967, at the New York Chapter, AIA, headquarters, 115 East 40th St., New York. The award is designed to further the development of architecture in the United States by granting one or more scholarships for advanced study in some special field of architectural investigation which will most effectively contribute to the practice, teaching or knowledge of the art and science of architecture.

□ Complete details and official entry form for the third Design in Steel Award Program, 1966-67, are now available from the American Iron and Steel Institute, 150 East 42nd St., New York City 10017. Entries close at midnight January 27. Two awards will be made in each of eight categories—one award for best design and one for best engineering.

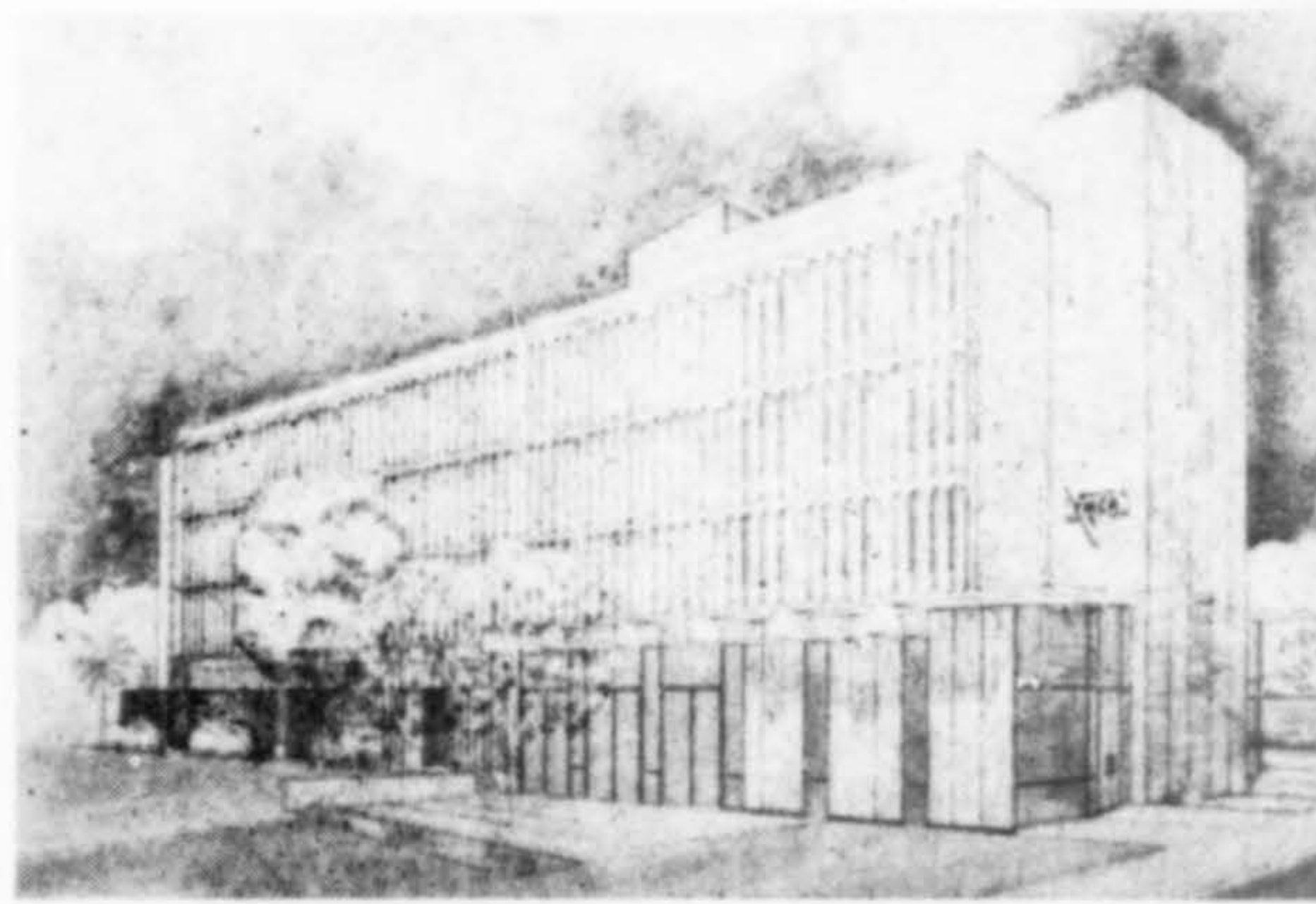
□ Architect H. Roland Lane, Anchorage, Alaska, has been awarded first place in the Anchorage Junior Chamber of Commerce earthquake monument competition. The winning de-

sign, which carried a cash award of \$250, was selected by a jury from 33 entries. The monument will be placed in Explorer's Park.

□ Alan Daley, 59, San Francisco and Fresno architect, suffered a fatal heart attack September 19 in the offices of Rockwell & Banwell, architects, where he was an associate. He was a graduate of the Harvard School of Architecture.

□ Architect Robert H. Wohleb, Olympia, Washington, was drowned in a tragic accident September 14 when his foot became entangled with the anchor line of his yacht and dragged him overboard. He was head of the firm of Robert H. Wohleb & Associates, who designed the new Olympia City Hall as well as other public and industrial buildings. A graduate of the University of Washington School of Architecture (1939), he was first associated with his father, pioneer architect Joseph Wohleb.

□ Portland architect Hollis E. Johnston, senior partner in the firm of Johnston & Koch, passed away on August 21, 1966.



YMCA, Karachi, Pakistan, will be of reinforced concrete with native block and marbled surfaces. Many components will be imported from Europe and the U.S.A. It will be located within one block of the presidential residence, will provide residential facilities for young Pakistanis studying or working in commerce and government. Architect is H. Thomas Wilson, Pasadena, California, who was born in the Himalaya mountains of northern India and is back "home" on this project.

New addresses

AUGUST K. STROTZ—2070 Centro East, Tiburon, Calif., from San Francisco.

ROBERT D. LARAMEY—4145 Brentwood, Wheatridge, Colo., from Aurora, Colo.

RAYMOND S. WRIGHT, AIA & ASSOCIATES—721 Brooktree, Pacific Palisades, Calif., from Los Angeles.

ROBERT F. MESSMER—University of California, San Diego, La Jolla, Calif., from Palm Desert, Calif.

THOMAS M. HIGLEY—2761 Greenwich St., San Francisco.

W. S. FALKENBERG—2334 E. Third Ave., Denver.

MATTHEW H. DYKSTRA—700 Flores De Oro, South Pasadena, Calif., from Los Angeles.

J. M. SERACUSE—Route 3, Box 603, Golden, Colo., from Denver.

RENE L. WATSON—2620 Sierra Vista Way, Bishop, Calif., from Bakersfield.

WILLIAM H. WILSON—207 San Pedro Dr. N.E., Albuquerque.

JOHN T. SIDENER, JR—1692 San Lorenzo, Berkeley, Calif., from Sacramento.

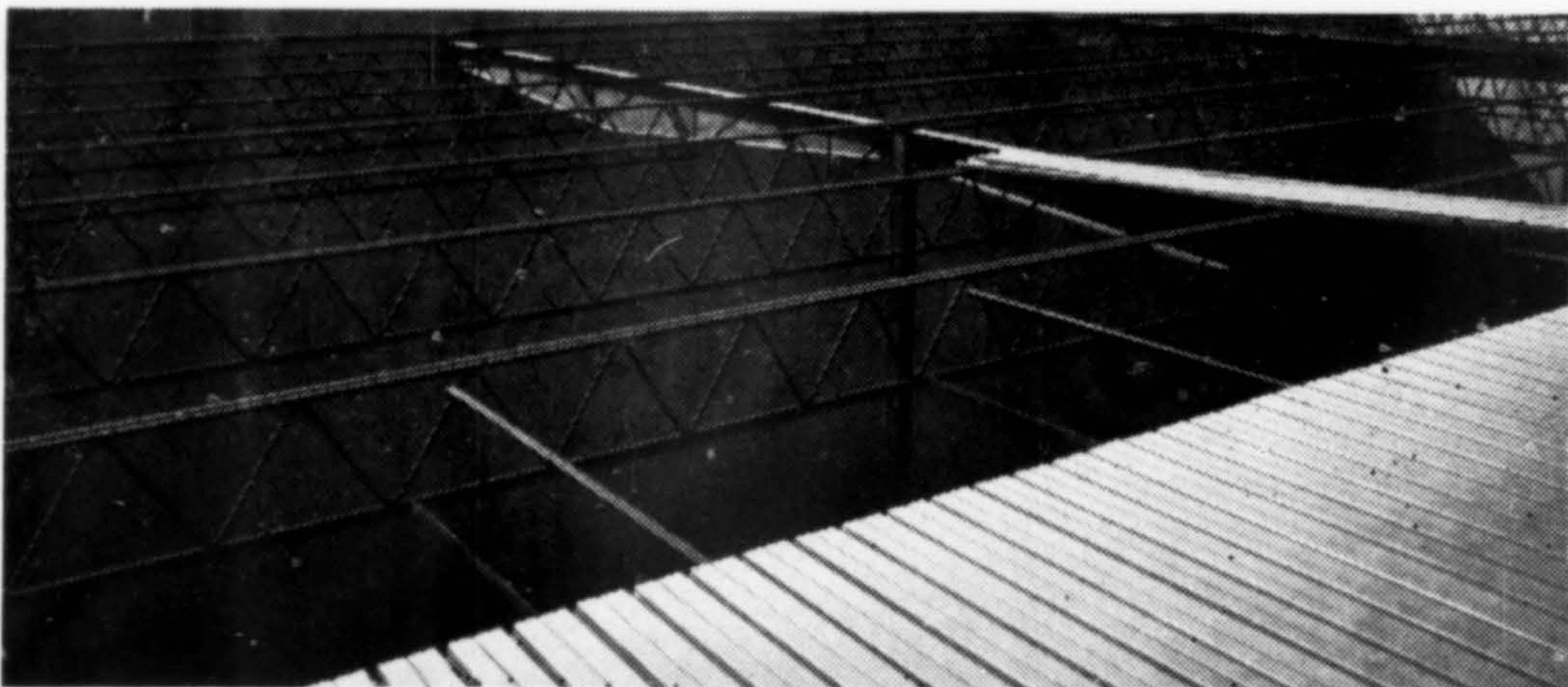
BENJAMIN P. URMSTON—161 E. California Blvd., Pasadena, from Los Angeles.

PATRICIA F. HOPKINS—2585 S. Newton St., Denver, from Colorado Springs.

CONSTANT F. DAVIS—330 Flume St., Chico, Calif., from Red Bluff, Calif.

MARILYN McCARRON—161 E. California Blvd. from Los Angeles.

ROBERT M. BLUNK—1310 Bayshore Highway, Suite 22, Burlingame, Calif.



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Bunji Hamasaka, builder-contractor, La Merced View Estates, Montebello, California. Furukawa & Gueveura, A.I.A.

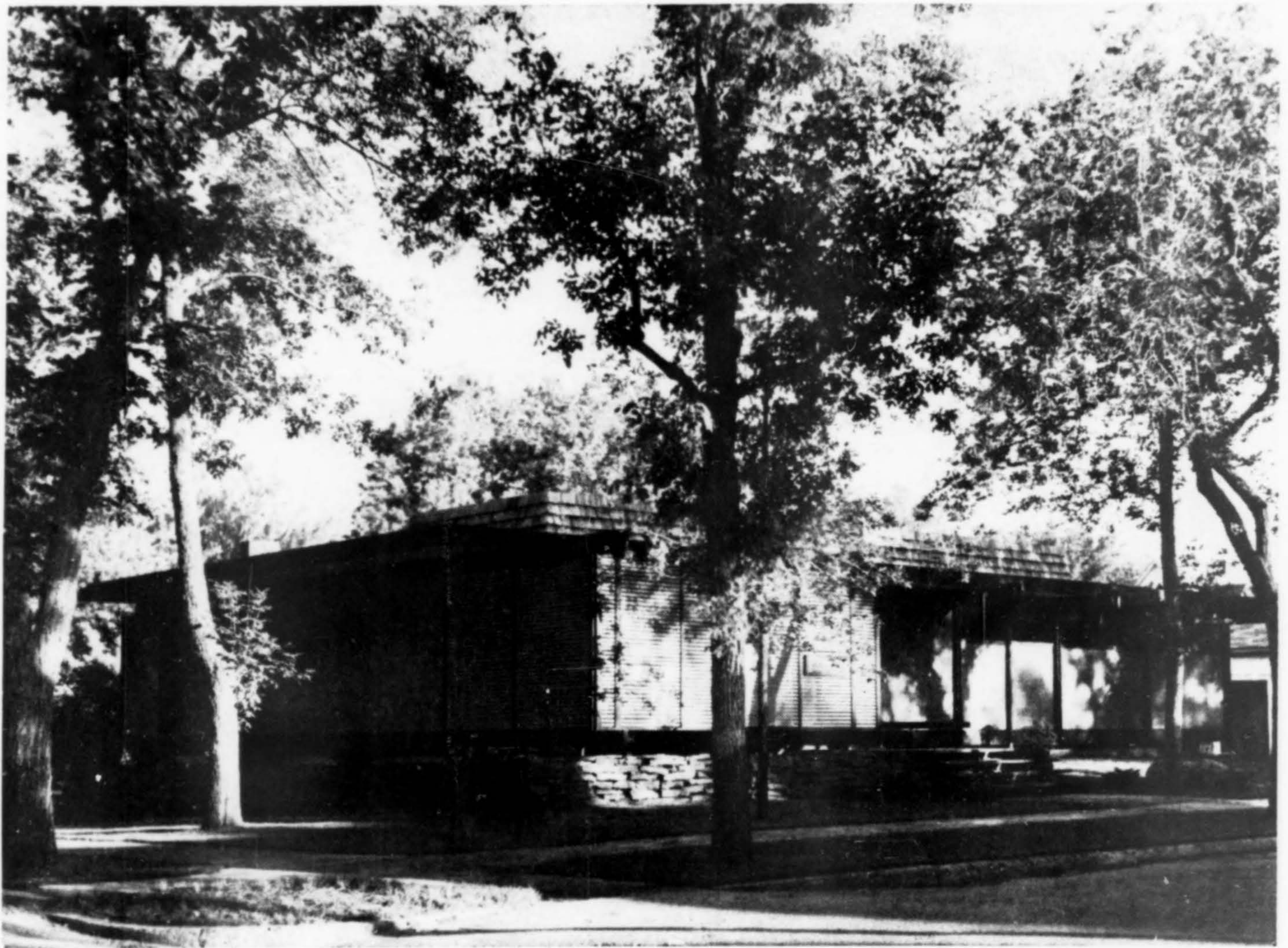
Mr. Bunji Hamasaka is the builder-contractor of La Merced View Estates in Montebello, California, an all-electric Gold Medallion home development. Are the homes selling? You bet.

"Homebuyers can afford to be choosy,"



says Mr. Hamasaka. "Gold Medallion homes give the buyer more for his money, which makes the selling job a lot easier." Next time, build the homes in demand in Southern California. Build all-electric. You'll be smiling, too.

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Denny W. McCall photo

Where the architects hang their

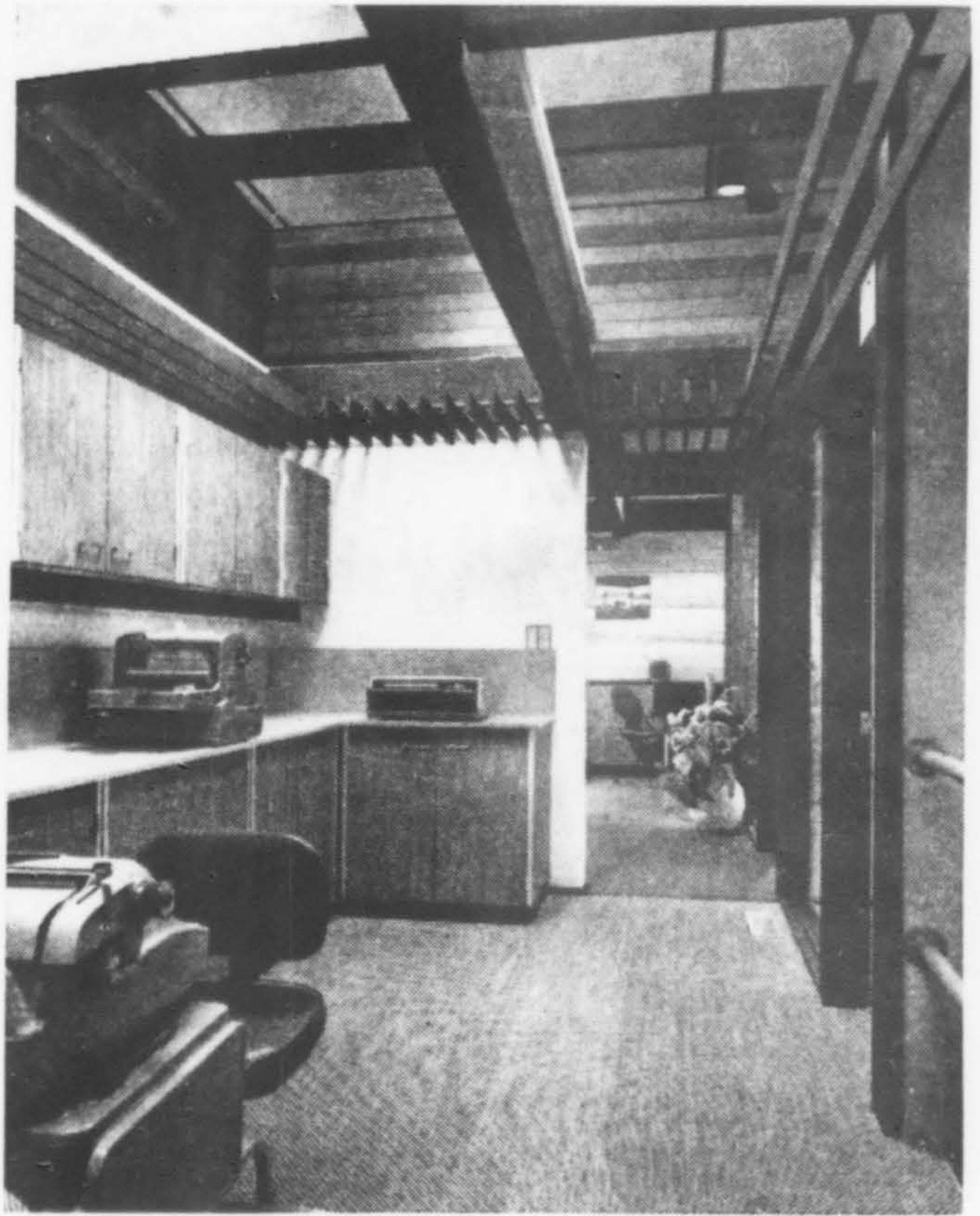
DEMOLISHING an older residence on a confined piece of property near the downtown area gave this group of architects an opportunity to create an environment that is most conducive to their practice. The building is a culmination of three previous moves (and many dreams) since the formation of the original partnership in 1953.

A raised portion of the roof extends most of the length of the building, adding a touch of studio atmosphere to the drafting area, and bringing light through skylights to other interior spaces. The full basement houses a blue print room, material samples room and vault. Ample space has been provided for future expansion.

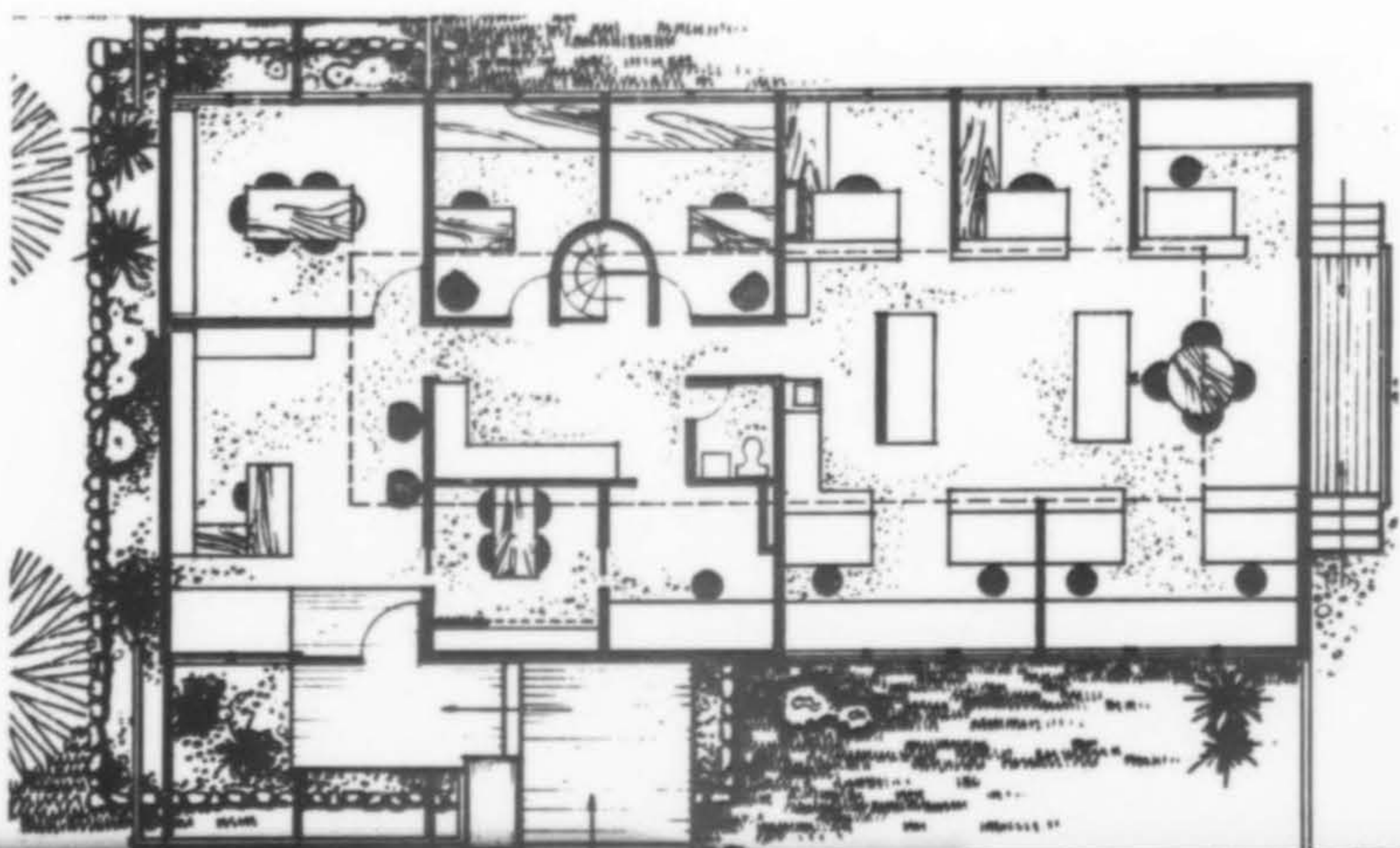
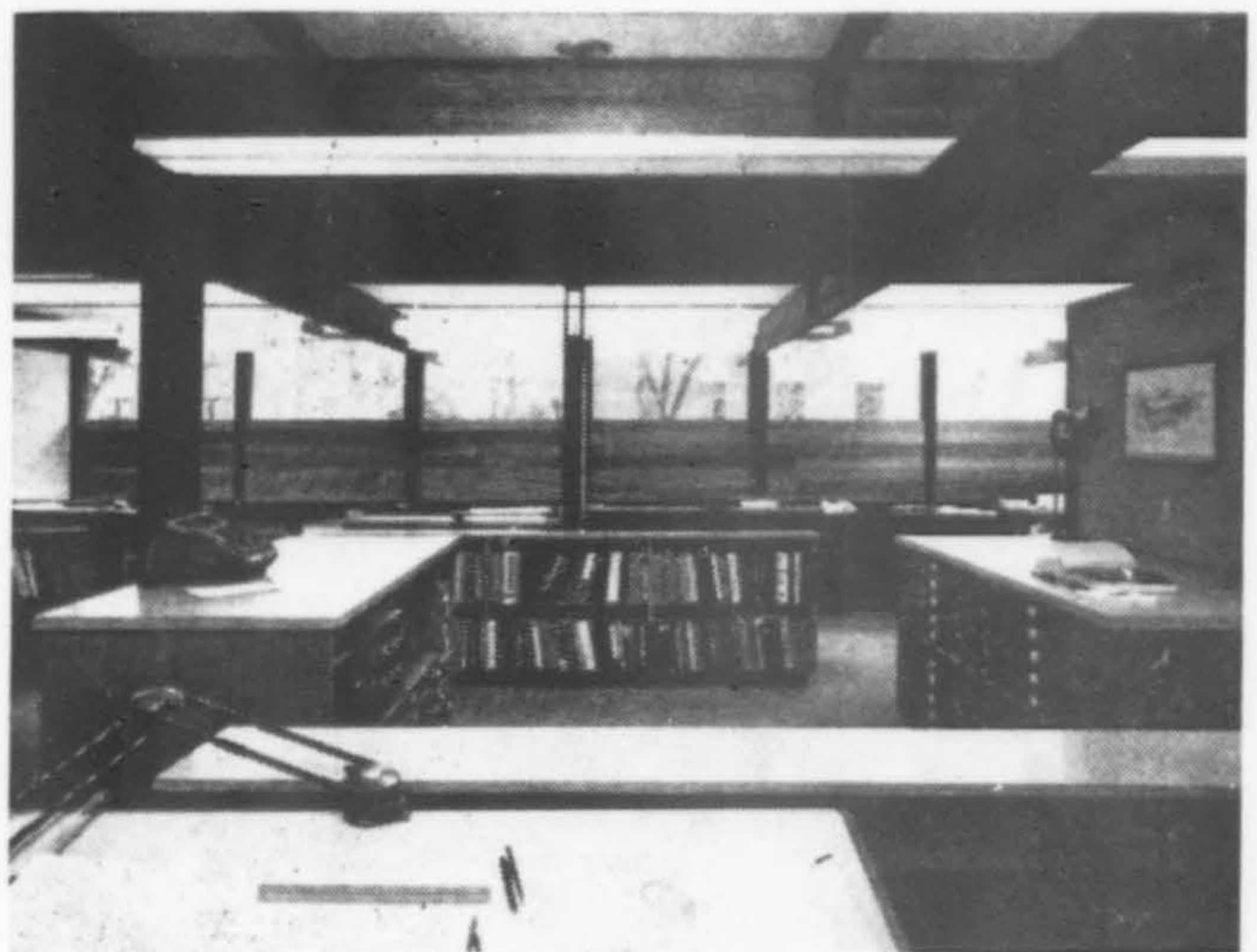
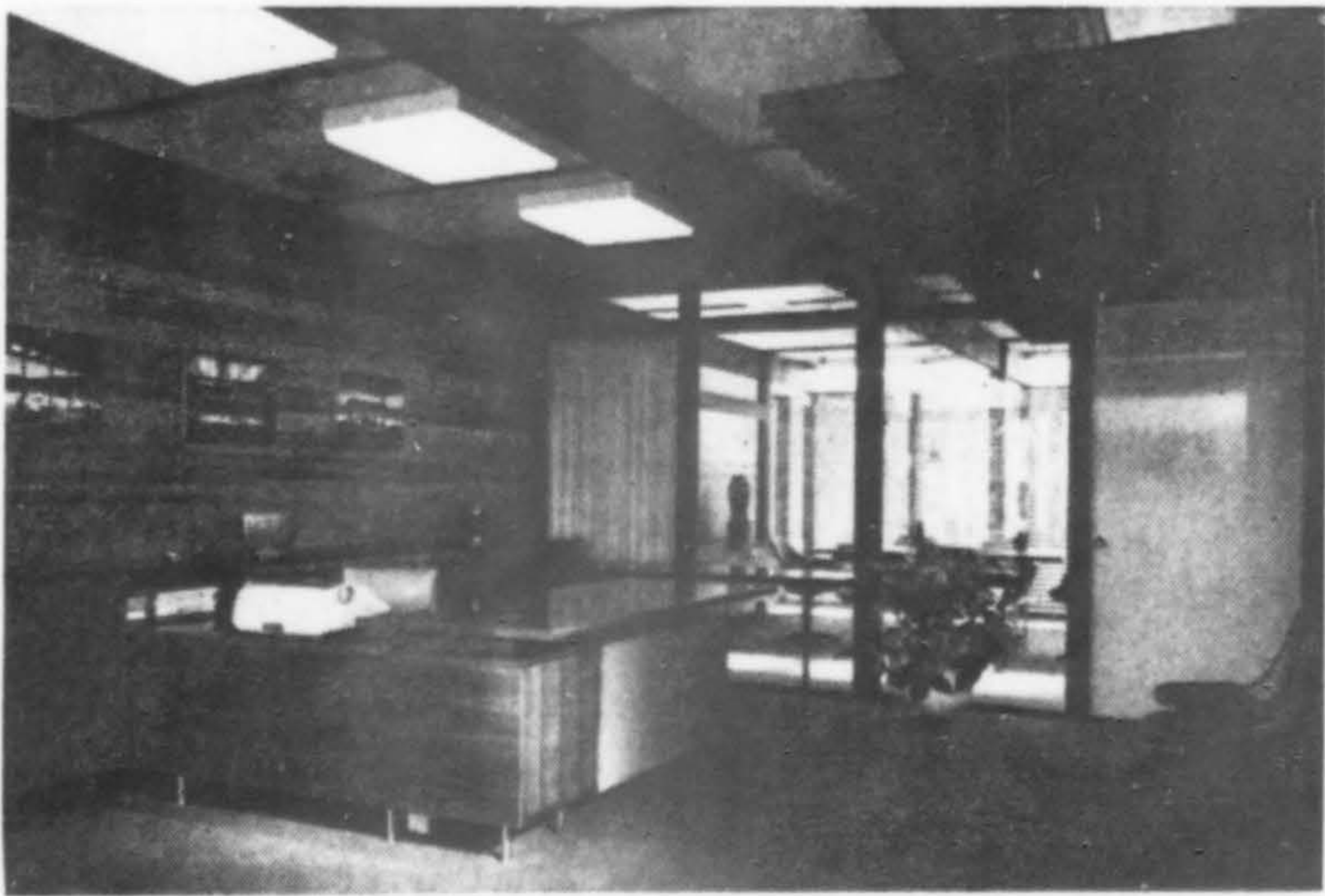
The original partners, George C. Page and Vincent S. Werner, were classmates at Montana State University, receiving B.A.'s in 1948. The present organization was formed in 1965 with the addition of partners Klynn L. Cole (MSU, 1957) and R. Terry Johnson (MSU, 1959). The firm maintains a staff of 14. While their practice includes commercial and residential structures, the firm is best known for their work in educational facilities ranging from college through elementary.

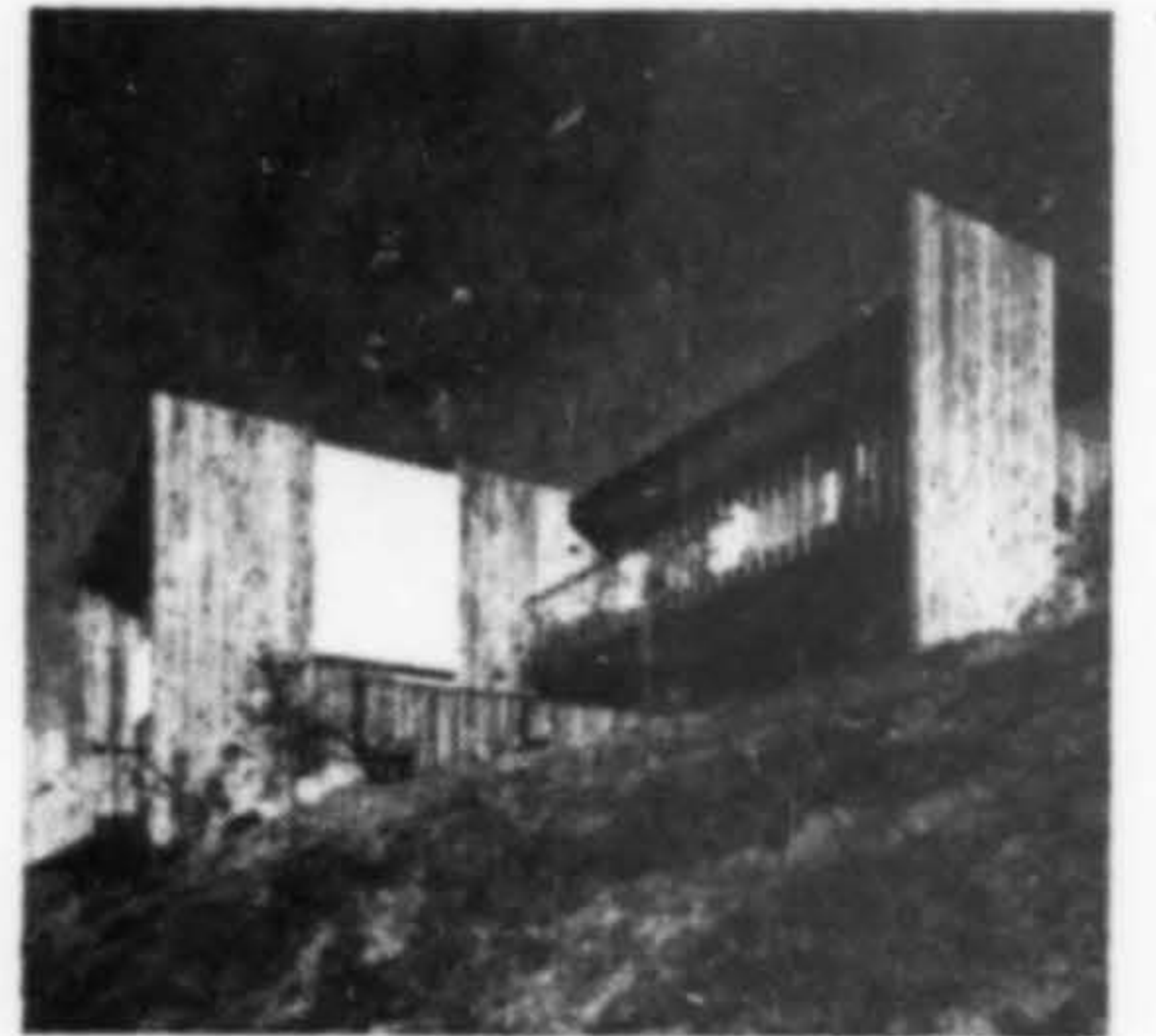


Ingvard Eide photos except as noted



hats . . . PAGE-WERNER & PARTNERS, Great Falls, Montana

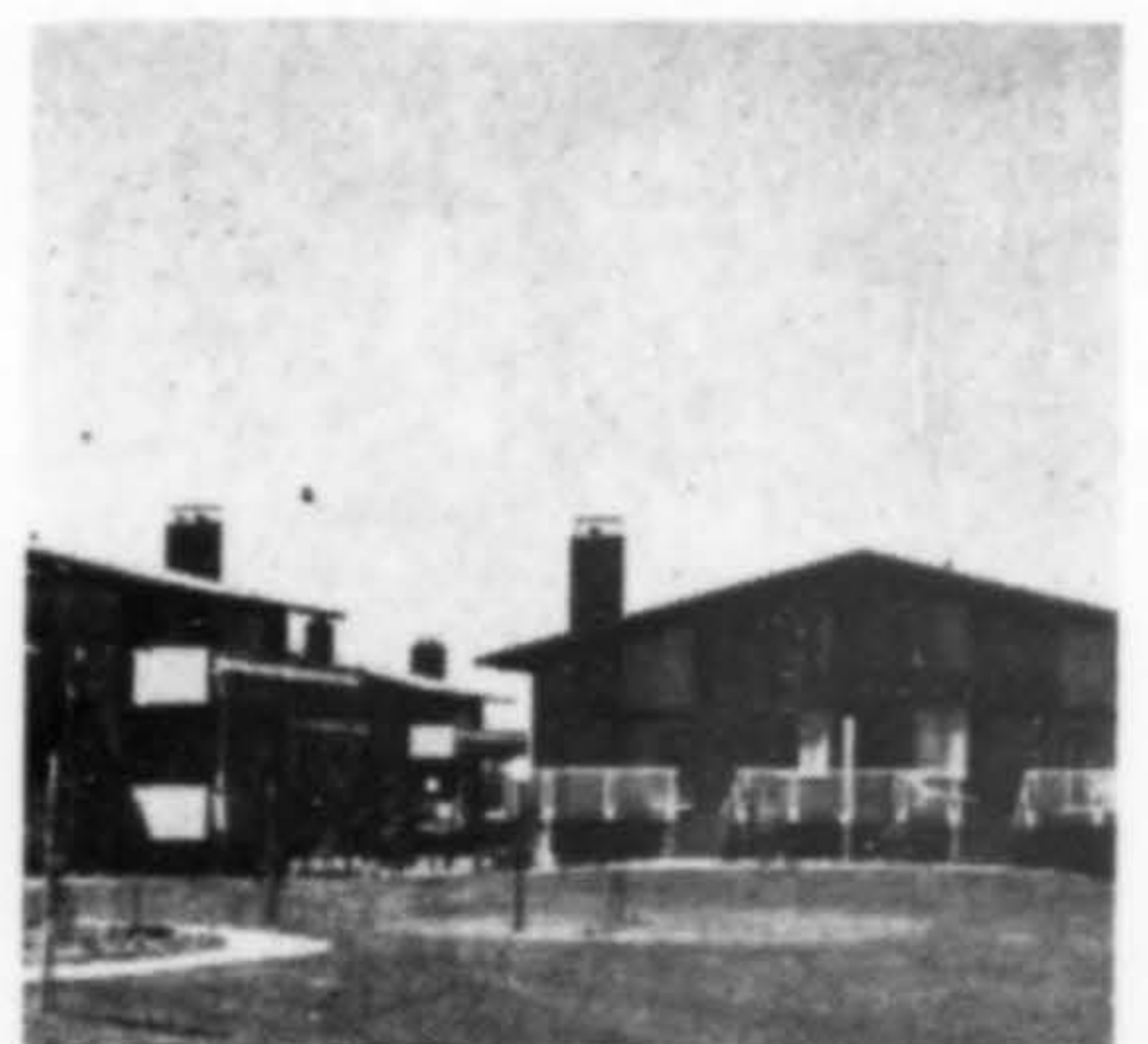


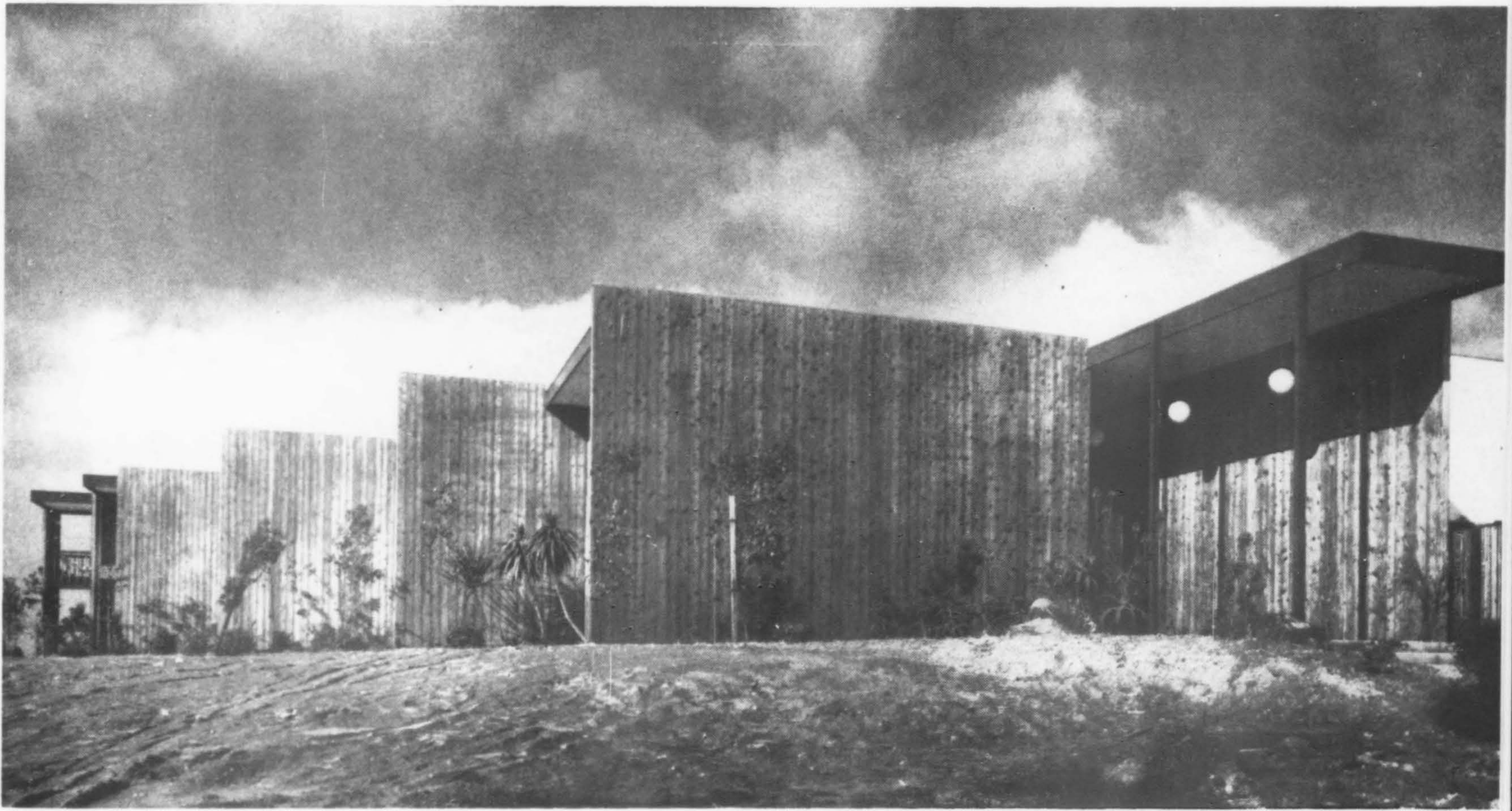


THE OPULENCE OF YESTERYEAR ... VERSUS THE SIMPLICITY OF TODAY

THE WINCHESTER HOUSE, the 160-room mansion with 10,000 windows and 20 kitchens, has become an important tourist stop in California's Santa Clara Valley. Purchased in 1884, the eight-room farmhouse (now often called the "Mystery House"), grew and grew as the whims of Mrs. Sarah Winchester dictated. The story goes that the widow believed she would stay alive so long as the sound of hammers were heard in the house.

In spite of stairways that end at ceilings and corridors that connect to blank walls, the Winchester House still reflects some of the opulence of the mansions of the late 1880s. Dormered roofs and spires have no place in today's simplified living. Comfort and convenience have replaced the winding staircases and the old pantry. Few people live on estates the size of this famed house. Garden apartments and condominiums, the joys of residing close to a spot where a hobby can be indulged, or where it's only minutes to the job are part and parcel of the leisurely living of the 1960s.





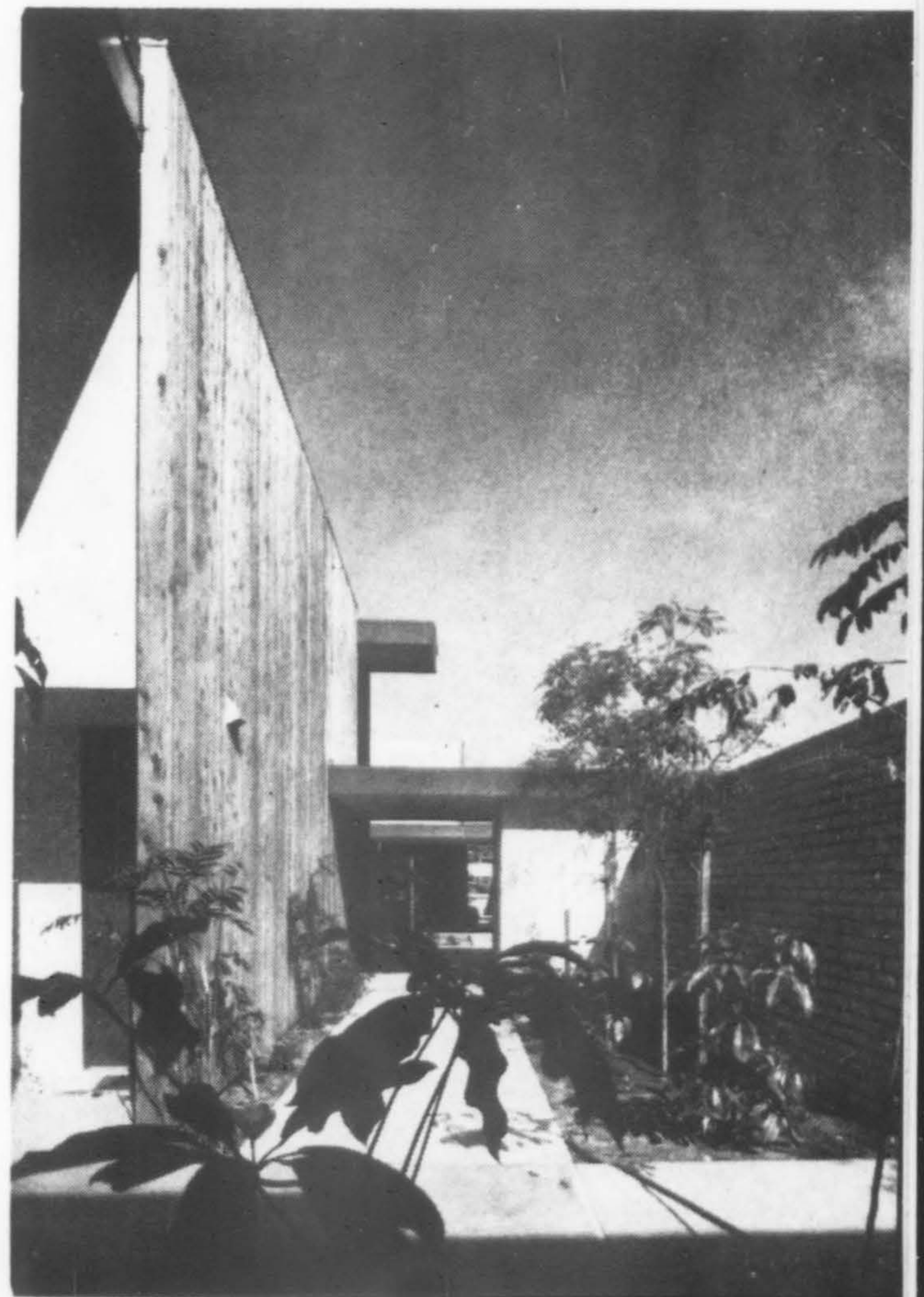
Garden apartments
with
townhouse character

EASTBLUFF APARTMENTS, Newport Beach, California

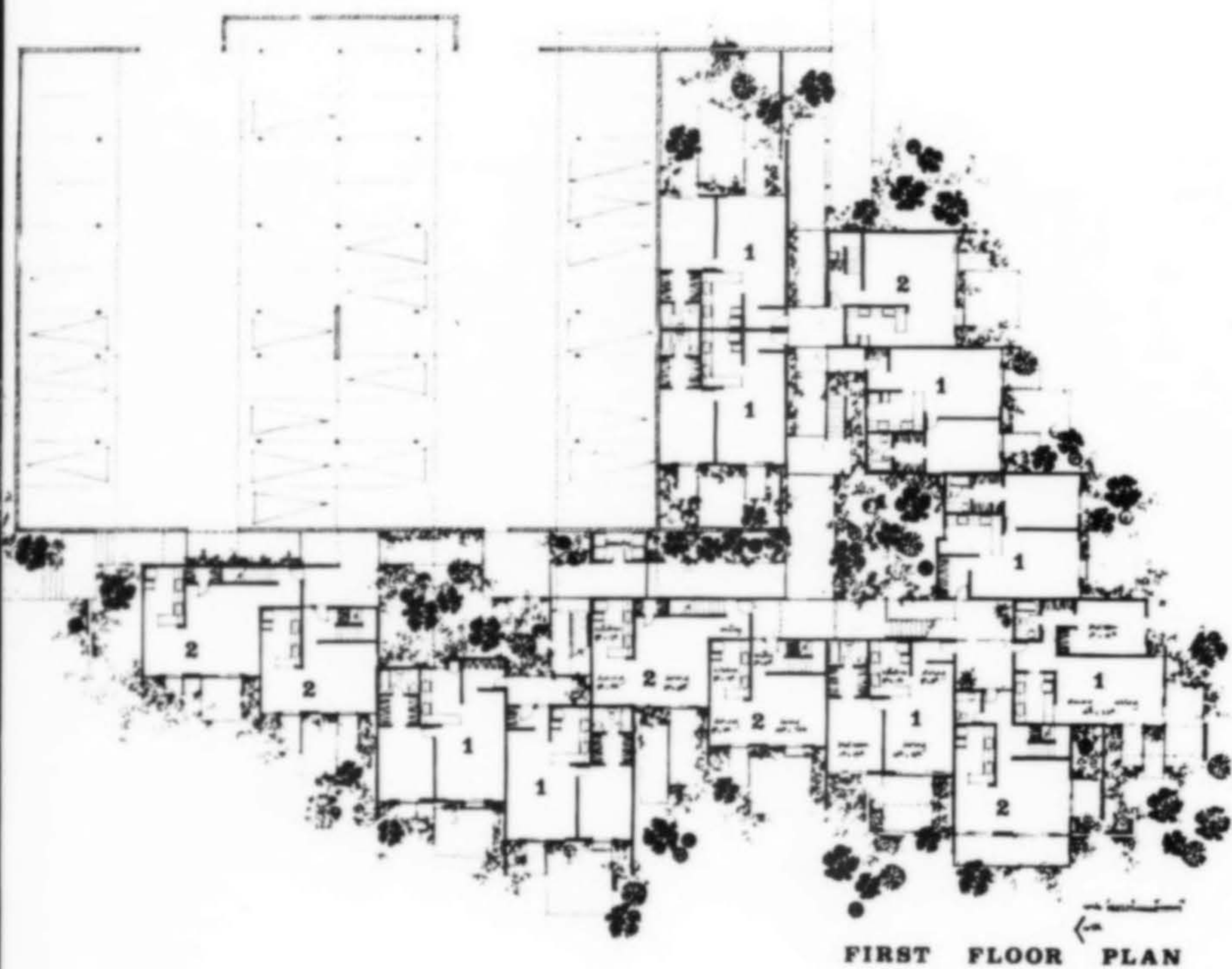
ROBERT E. LEE, Architect

FREDERICK M. LANG, Landscape Architect

SPAR CONSTRUCTION COMPANY, Contractor



GARDEN APARTMENTS | ROBERT E. LEE, Architect



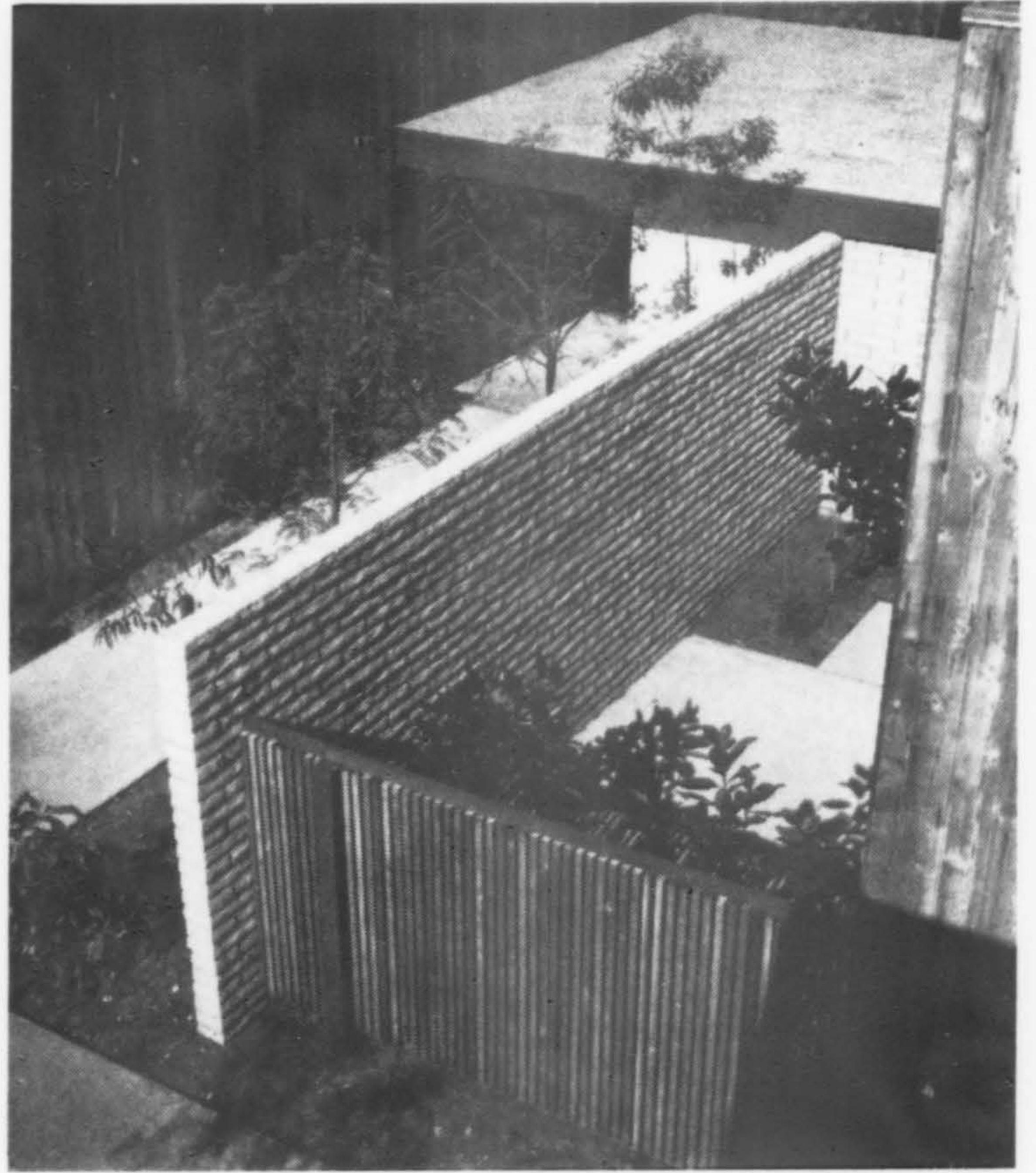
WITHIN the total development, these garden apartments have been implemented with the privacy and identity for each tenant one usually associates with townhouses. The project is located in the community of Eastbluff, a section of the Irvine Ranch overlooking Newport Harbor. The one-acre site was leased by the architect-owner as a part of the master plan presently being implemented by the Irvine Company. A prime objective of the company was to create an opportunity for the individual investor to develop apartments and retain ownership as a long term investment.

The apartments are staggered on the site to create private outdoor spaces while minimizing the amount of party walls between units for additional privacy. There are 16 one-bedroom and six two-bedroom units in the development. Most upstairs units have private balconies or decks and all have ground patios.

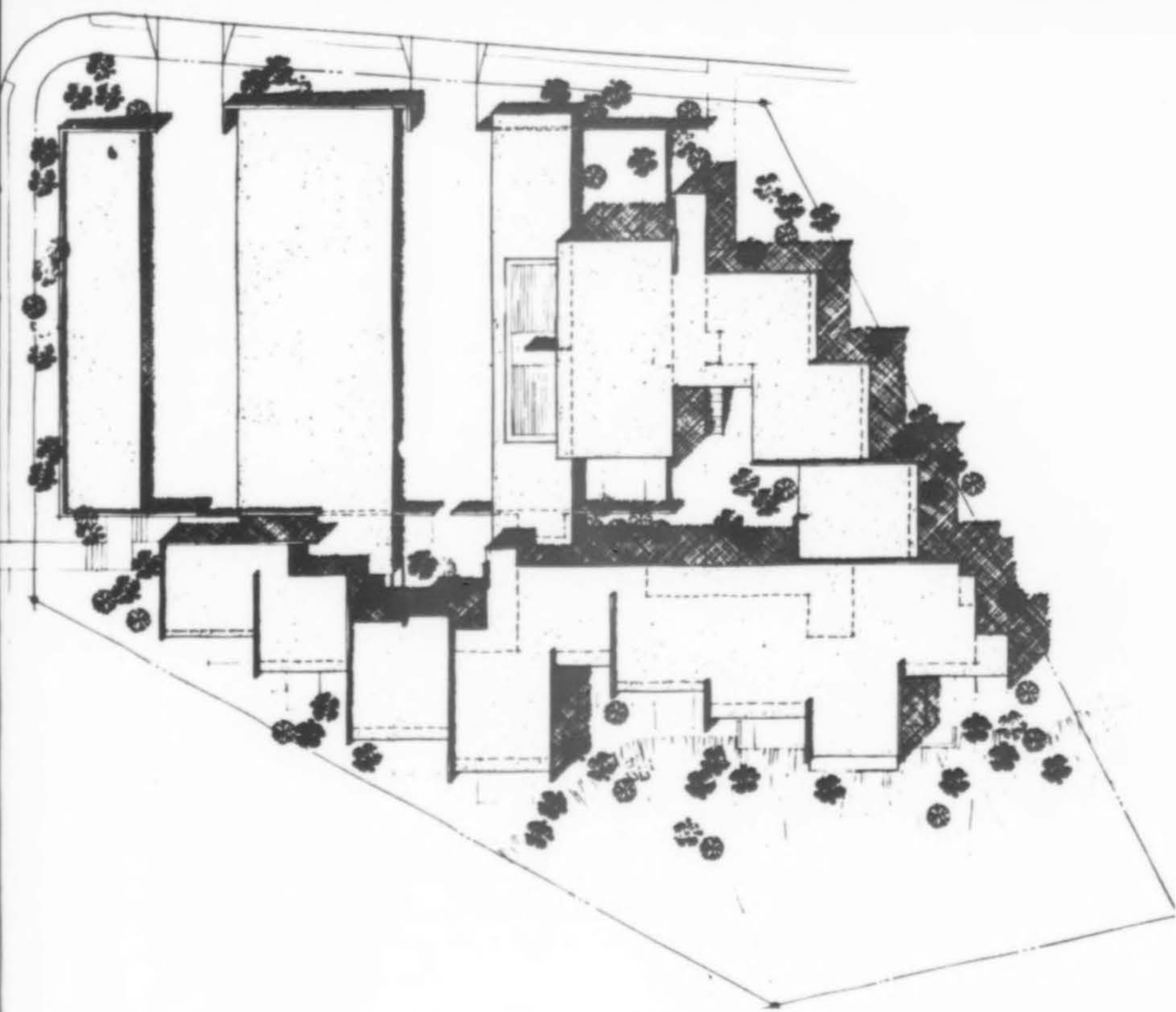
Two parking spaces are provided for each unit. The parking requirement (44 cars) has been located in the corner of the site, completely separated from the living area. A community recreation center located near the site is available for the use of tenants. Rentals range from \$145 to \$170 per month for a one-bedroom unit, \$190 to \$230 per month for a two-bedroom unit.

A limited vocabulary of materials consisting of naturally stained cedar, slump block and stucco were utilized inside and out.

The development, completed in November 1965, received an honorable mention in the Homes for Better Living competition co-sponsored by the American Institute of Architects.



Rene Laursen photos



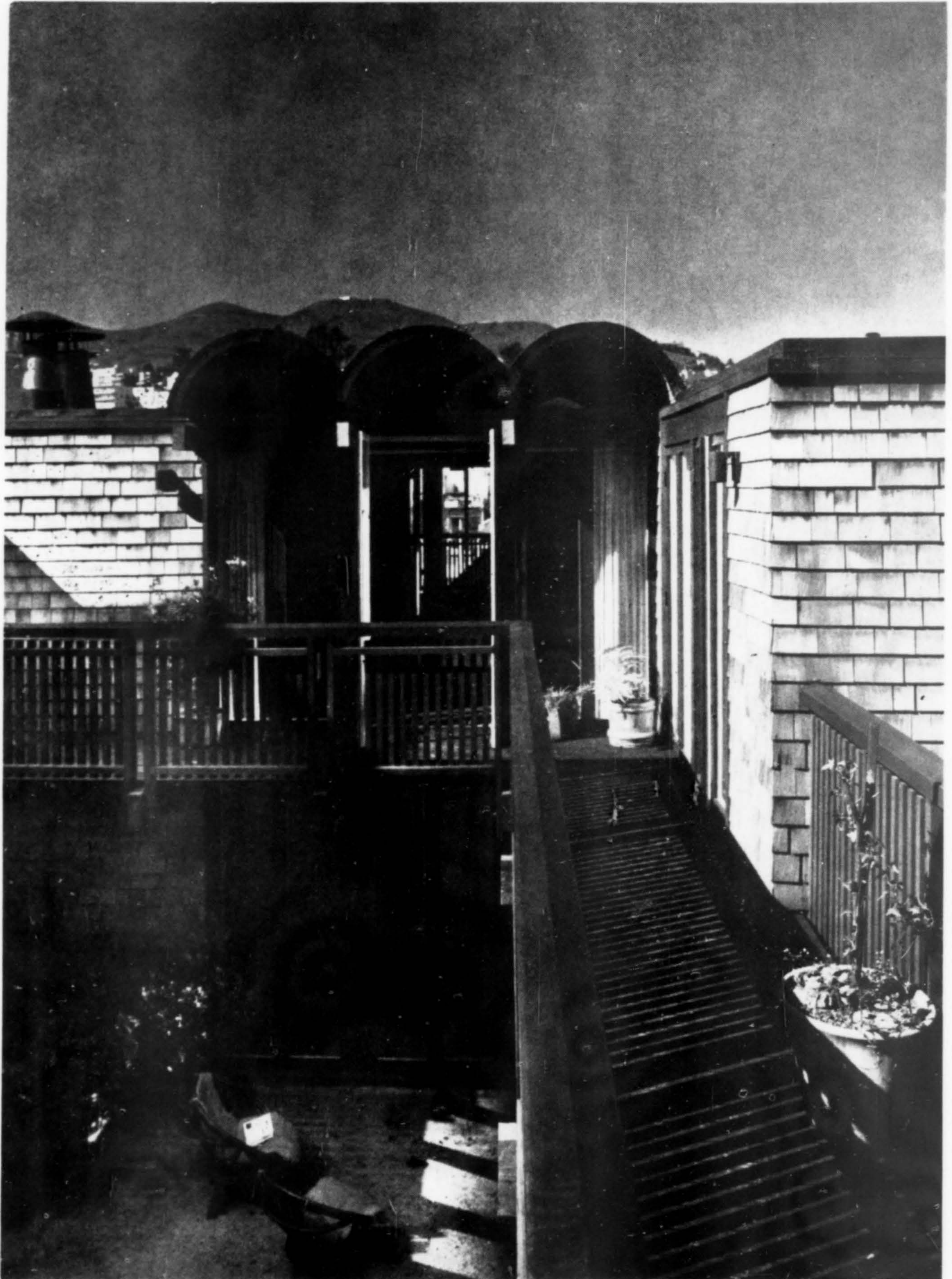
San Francisco flats on typical sloping site

DIAMOND STREET FLATS, San Francisco, California

JOHNATHAN BULKLEY, Architect

Francis M. Roche, Associate Architect

E. JENSEN & SON, Contractor



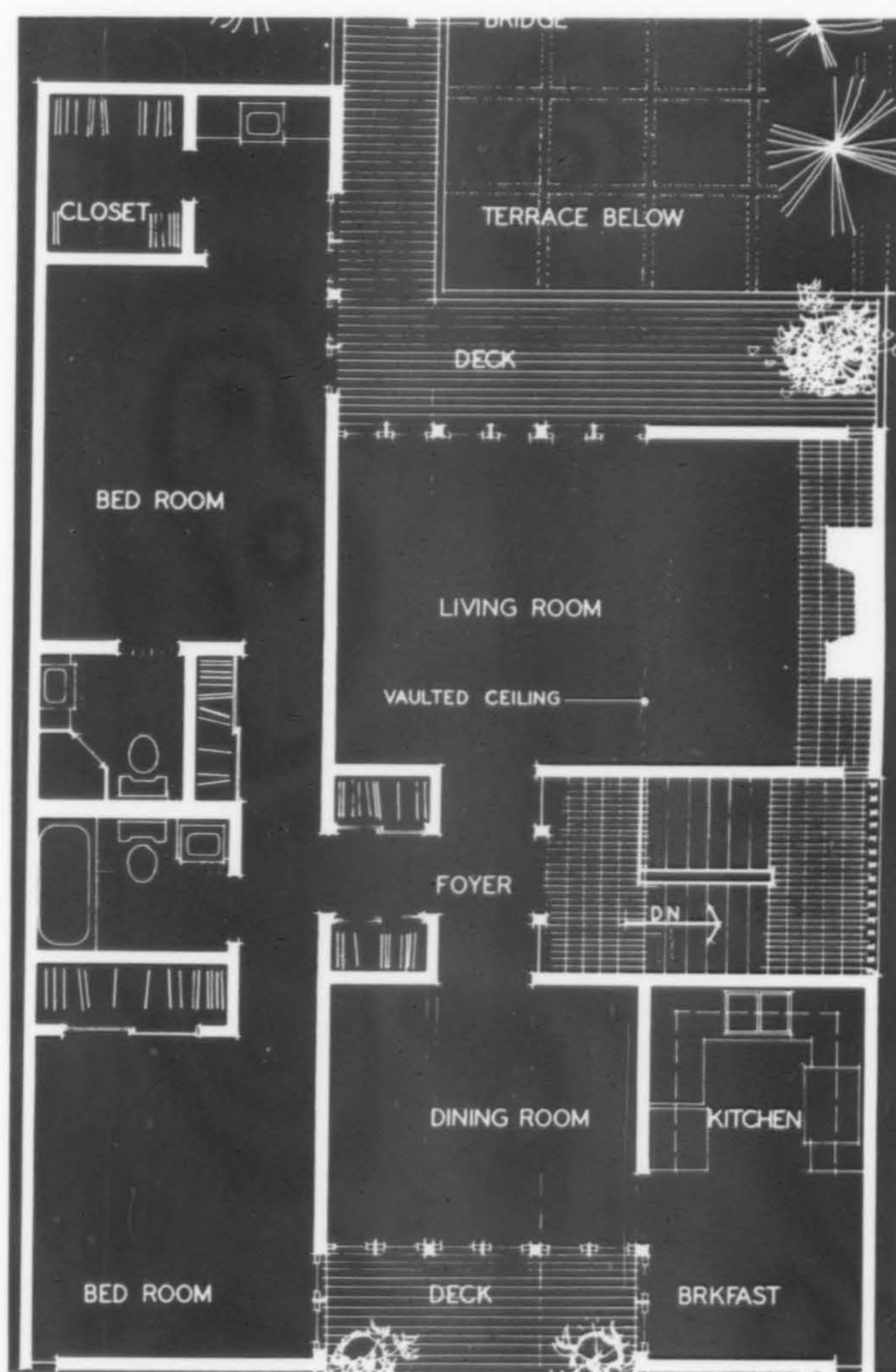
A DIFFICULT SITE that sloped not only front to rear but also sideways, was further fronted with an unattractive sloping street. It was a typical by-passed lot because of the formidable topography. A further deterrent was the location in the Dolores Heights area of San Francisco, an older, close-in portion of the city built mostly in the period 1890-1915.

To minimize the street, all units were oriented toward the rear with street windows grouped around a small recessed balcony. One of the major problems was to give the lower unit enough light and air without having an interminable flight of steps to the upper unit. This was solved by excavating a patio at the rear of the lower unit (the lot sloped up 35-ft. in 105-ft. front to rear, 15-ft. in 35-ft., sideways) connecting the upper unit to the remainder of the yard with a bridge.

The client (a real estate speculator) permitted a certain amount of the budget to be spent on outdoor living and other amenities, usually ignored on buildings constructed in similar circumstances.

The flats are wood frame with cedar shingle exteriors. Roof barrel vaults were built up from 4x16-in. Douglas fir, cut into one-quarter circle arcs and tilted together like rafters. Floor plans are identical on both floors. There is approximately 1600 sq. ft. in each unit.

Cost of the project was \$39,000 with an additional investment of approximately \$12,000 for the property.



Joshua Freiwald photos





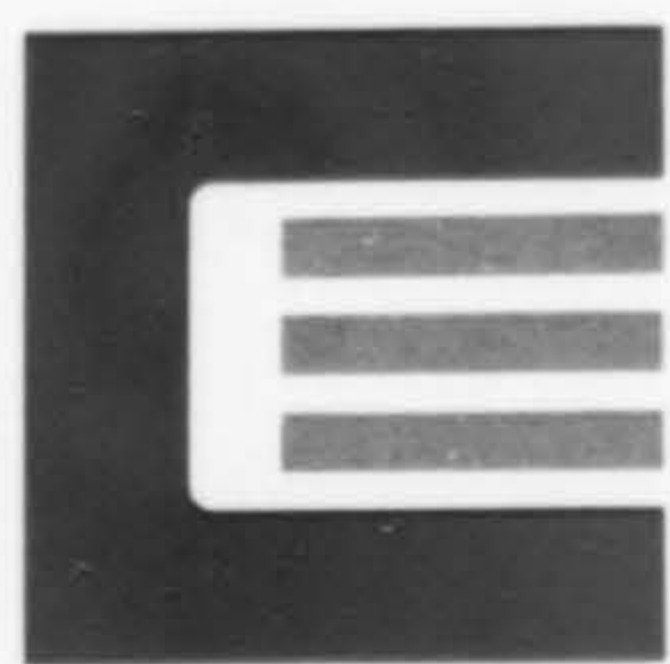
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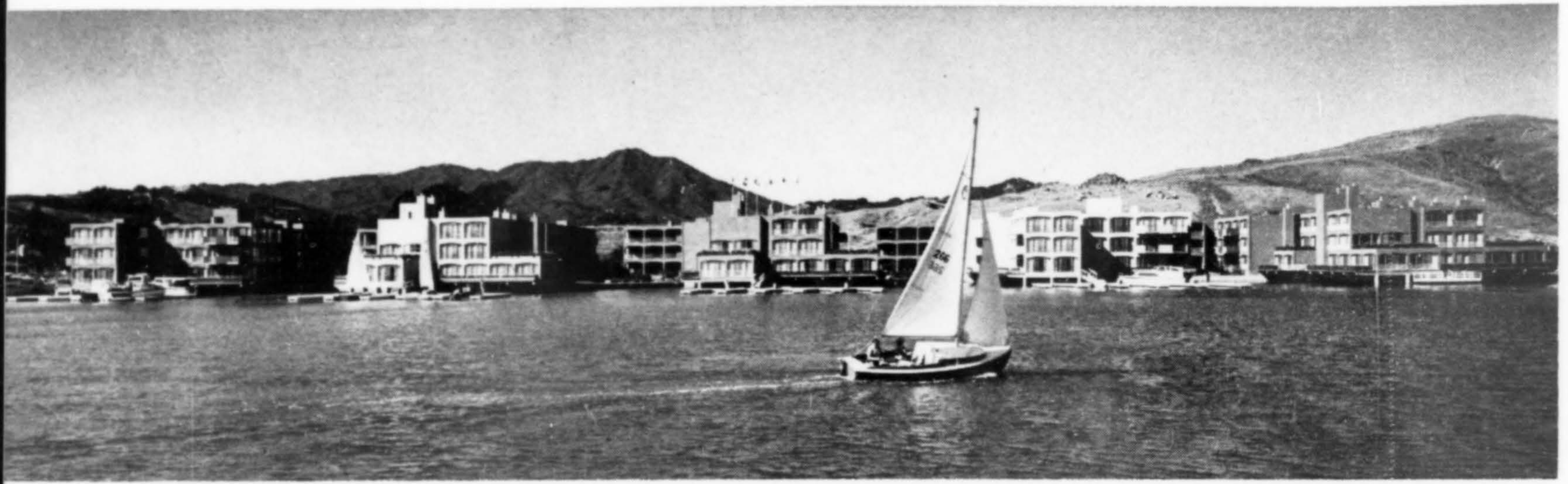
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San Francisco, Calif. 94134 • 401 Tunnel Ave.

Denver, Colo. 80222 • 5650 E. Evans

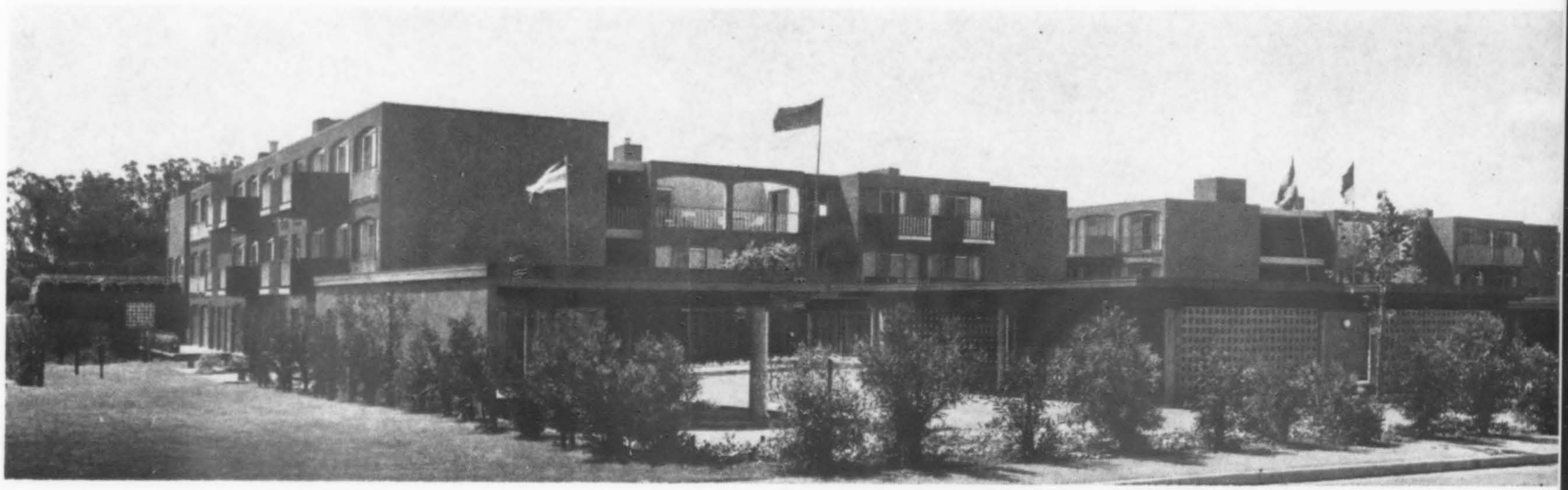
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Minneapolis, Minn. 55413 • 2900 E. Hennepin Ave.



Shelter Bay





SHELTER BAY APARTMENTS
RICHARDSON BAY
Mill Valley (Marin County), California

JOHN LORD KING ASSOCIATES
Architects

ALCAN PACIFIC CORPORATION
Contractor



SHELTER BAY APARTMENTS

Karl H. Riek photos



The project was cited at the Pacific Coast Builders Conference in June 1966 with the grand prize for apartment design—the annual Gold Nugget competition sponsored by American Builder magazine and the PCBC.



FOR THOSE who are sailing enthusiasts—and even for those who just like to live close to the water—this apartment complex provides all of the luxurious and necessary amenities. Located on Richardson Bay in Marin County, the project is just 10 minutes from San Francisco. Front and side apartments, extended over the water to the dock area, have views of both Richardson Bay and San Francisco Bay to the east. Rear apartments are oriented to views of Mt. Tamalpais to the west.

Of the 43 acres encompassing the total site, 11 acres have 107 units in five buildings, the first phase of what will eventually be 310 units in three separate areas. There are eight floor plans available for selection—from studios to two, three and four bedroom units and penthouses, in single or two-level choice. Docking facilities include 30 docks with full electrical power, water and telephone connections. Deep water access is provided from the docks.

High-speed elevators service each building. Each unit has the latest in all-electric appliances; they are carpeted and include draperies. Each apartment has a marble or terrazzo fireplace, acoustical ceilings in living rooms and bedrooms, central radiant heating. Monthly rentals range from \$275 to \$475.

Apartments are frame and stucco construction with concrete flooring throughout employing Elastizell cellular concrete soundproofing. Moderate arching of window casements suggests the Mediterranean theme, further enhanced by rooftop garden terraces in each wing. Direct access to patios, terraces and roof gardens is afforded through sliding glass doors. Landscaped courtyards between each wing provide a green “buffer” zone. Space has been allocated for carports and for guest parking.

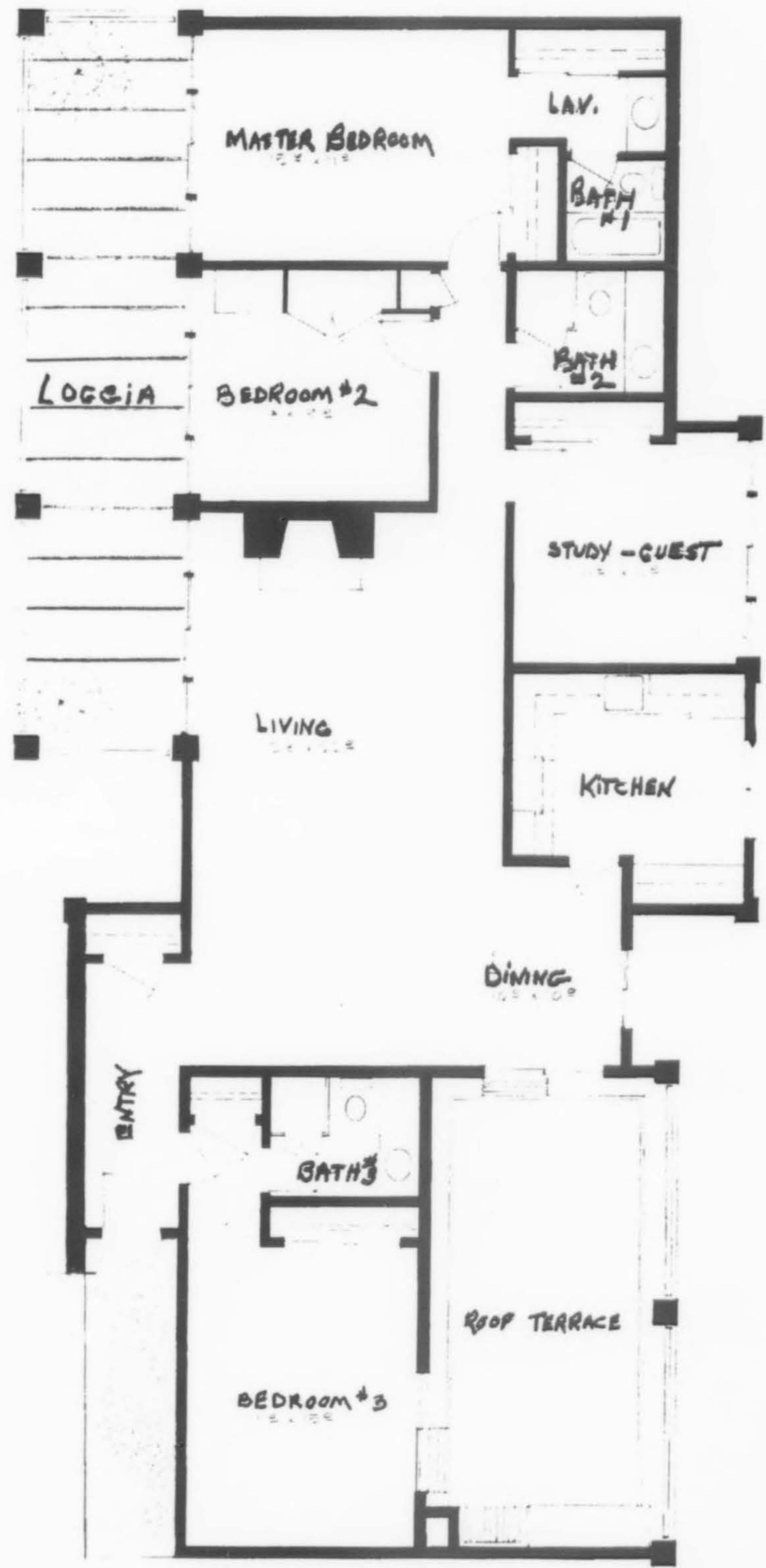
Residents become members of the “Bay Club” and may use the club facilities for entertaining. The clubhouse is nestled into the hill at the rear, surrounded by a wind-protecting redwood fence which also shelters the tennis courts and the 22 x 46 heated swimming pool.

Completed in August 1965 at a cost of \$4,500,000, the project was developed by Alcan-Marine, Ltd.

JOHN LORD KING ASSOCIATES, Architects



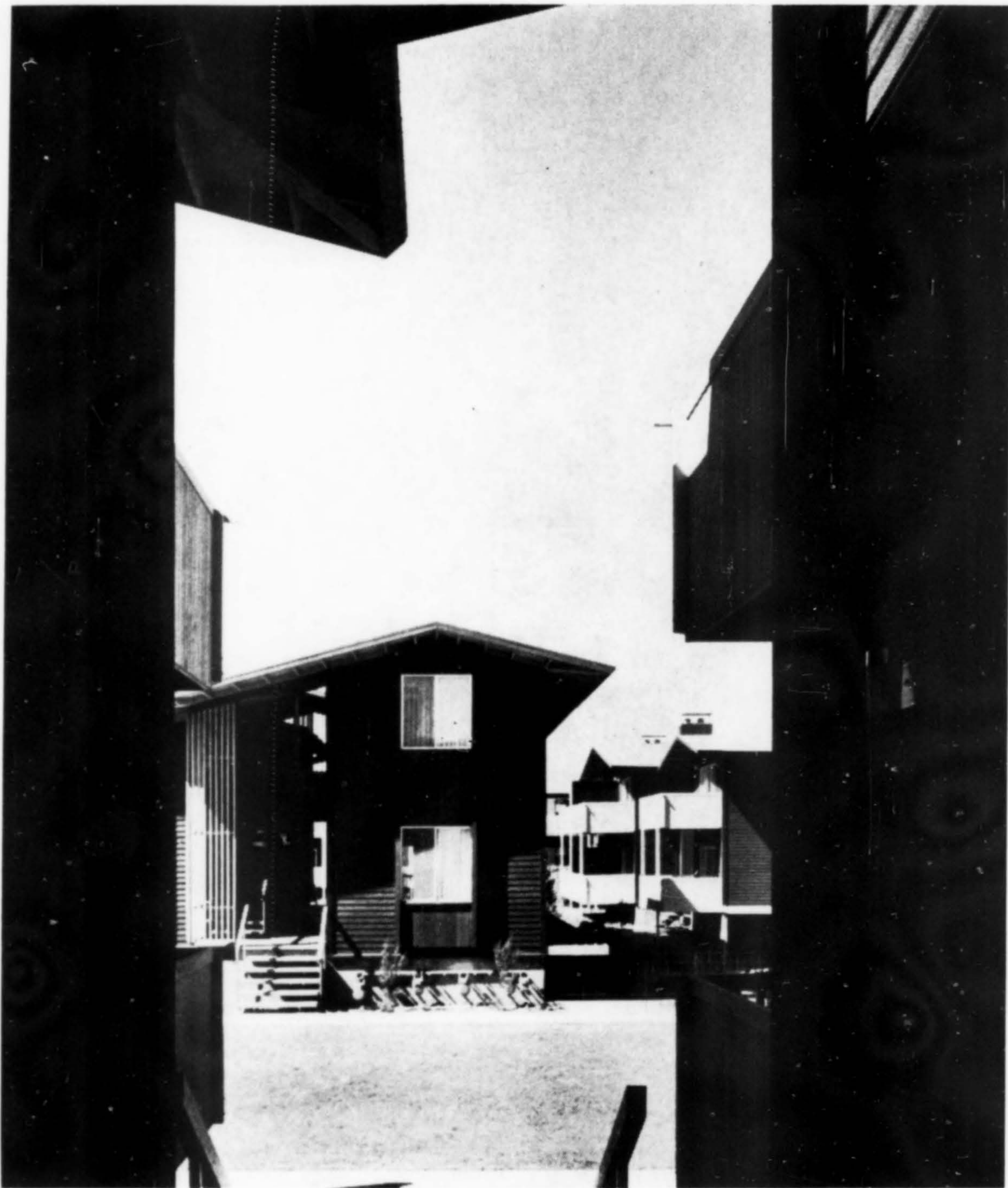
Floor-to-ceiling window walls look out to the bay or the mountains, with easy accessibility to rooftop gardens and patios through sliding glass doors. Draperies and carpeting are included in each unit. Cabinets and countertops are surfaced in plastic laminate (teak woodgrain on vertical surfaces, antique white on countertops, both by Formica). Bathroom shower and tub areas are finished with ceramic mosaic tile. Kitchens are all-electric.



UNIT F 3 BEDROOM - 1 FLOOR



APARTMENTS PROMOTE COMMUNITY SPIRIT,

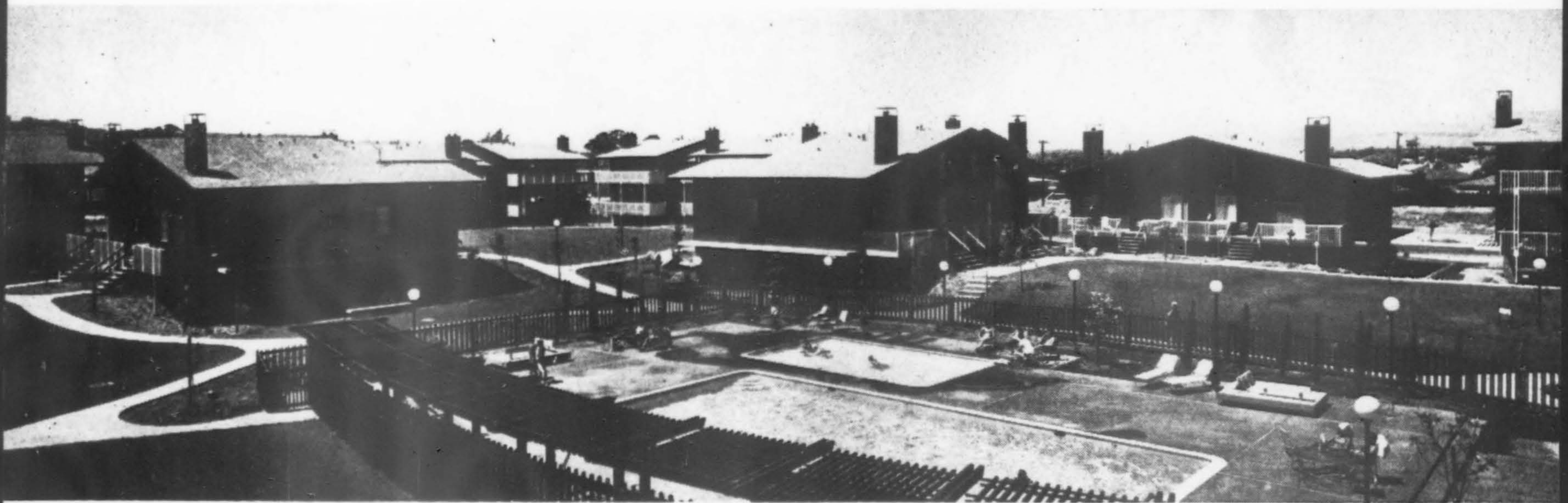


Karl H. Riek photos

NEIGHBORLINESS, CONVENIENCE, FUN TOO!

LAURIEDALE APARTMENTS / San Mateo, California

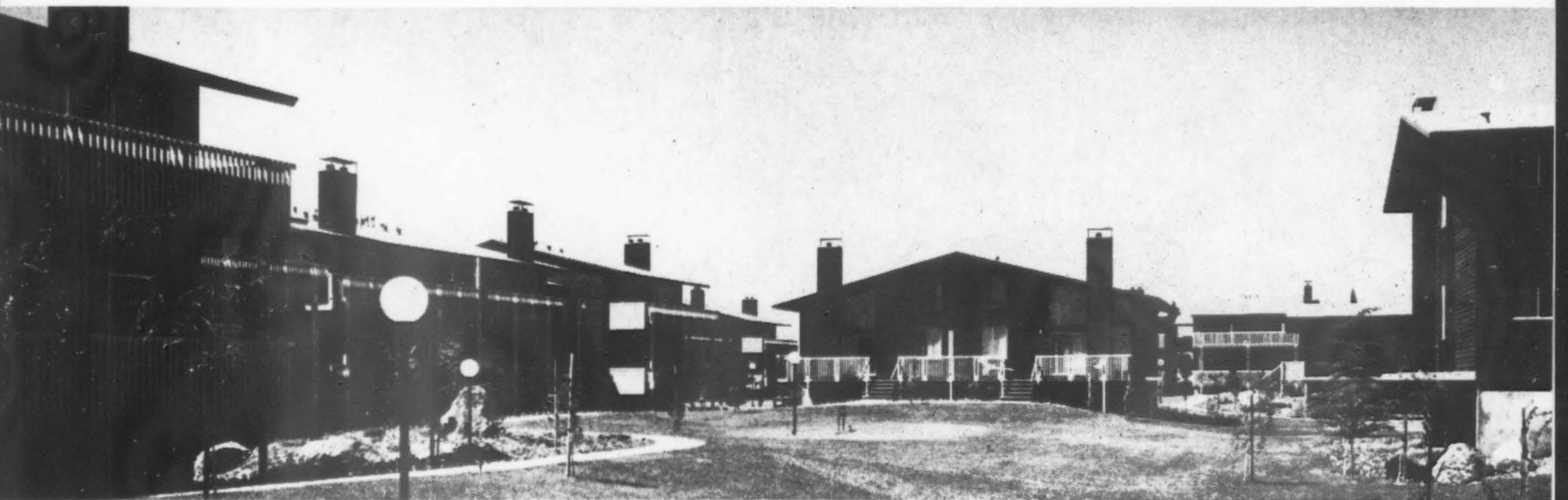
CAMPBELL & WONG & ASSOCIATES / Architects

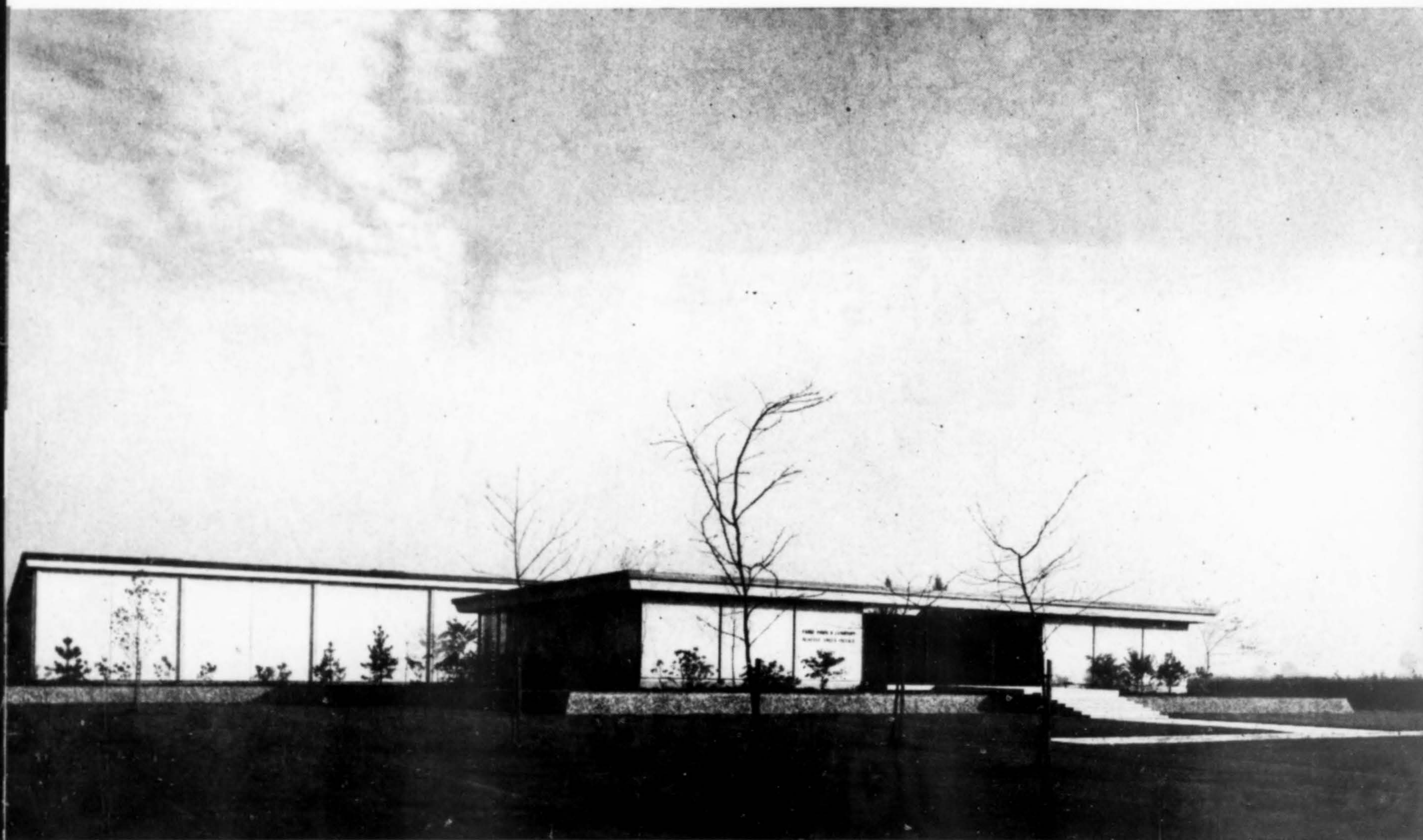


THE ONE HUNDRED units in this project were designed for the comfort, convenience and entertainment of the tenants: there are 150 parking places, 100 of them covered; there is a community area, enclosed with kitchen and bath facilities available to the pool and for private parties around the pool.

The apartments accommodate one, two and three-bedroom units, ranging from 594 sq. ft. to 1,188 sq. ft., plus garage space. Construction is frame with redwood plywood siding on the exteriors and gypsum board interiors with some acoustical ceilings.

Royston, Hanamoto, Mayes and Beck were landscape architects. The owner was his own contractor.





Simply stated facility



Charles R. Pearson photos

A PROPER CORPORATE image for a nationally-known pharmaceutical firm to house sales office and distribution facilities replacing rented space—this was the design problem presented to the architects. The site was in the new Andover Industrial Park, south of Seattle, and adjacent to a large shopping center.

The building, of steel and frame construction, is essentially two buildings, separated by an enclosed employee entrance. Each building has been placed on a planted pedestal providing an attractive transition from street to the truck and railbed level of the building floors. The pedestal is faced with dark stone, contrasting with the light stone-faced precast concrete walls. A patio, entered from the lunchroom area, has been located in the sheltered space between buildings. Air conditioning is provided through electric heat pumps; electric volume heaters maintain working temperature for 30 employees in the warehouse.

The building was cited with a Merit Award by the Seattle Chapter, AIA, in the 1965 honors program.

Consultants were: Andersen-Bjornstad-Kane, structural; May & Trioli, mechanical; Beverly A. Travis & Associates, electrical.

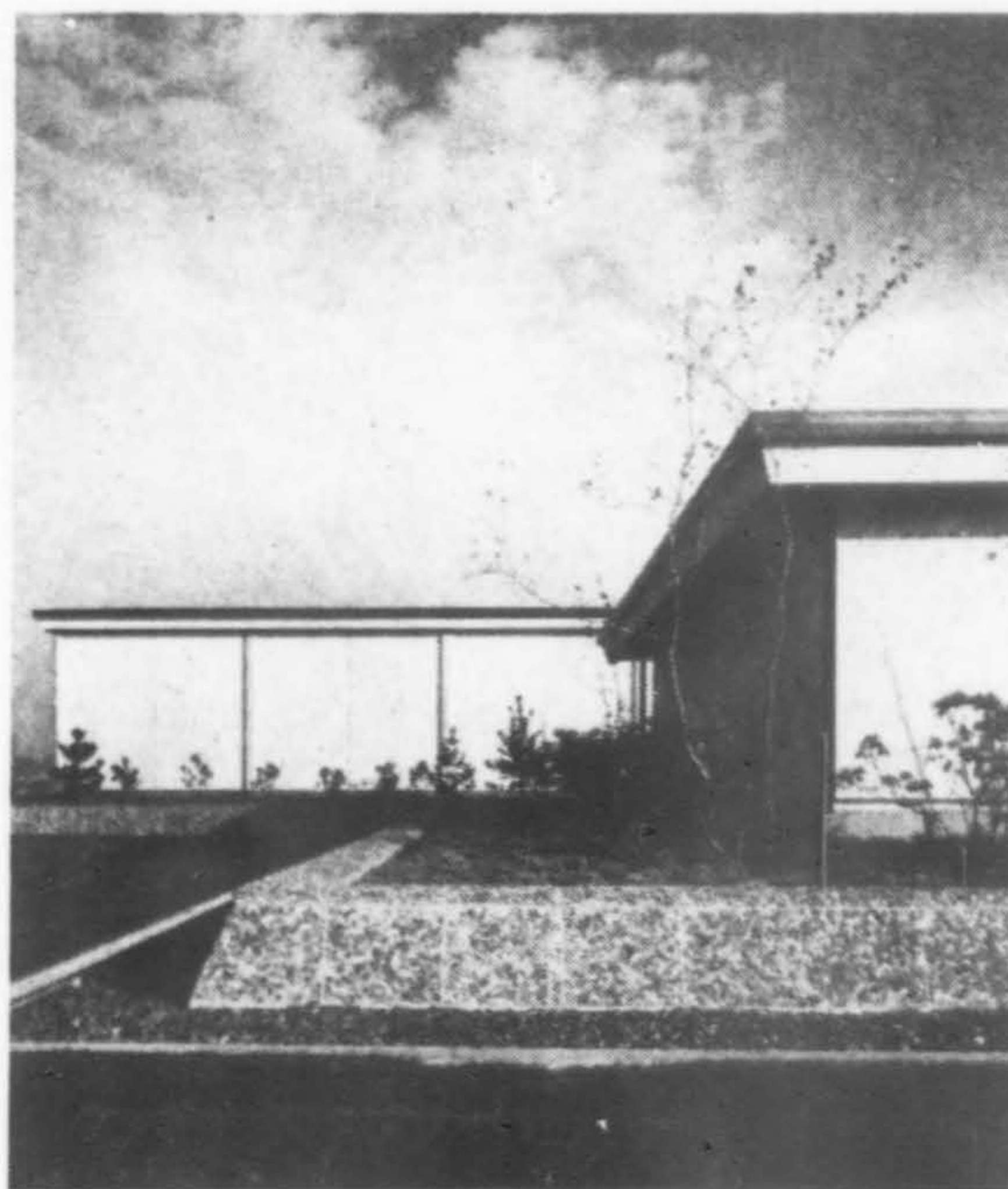
PARKE, DAVIS and COMPANY
Sales and Distribution Offices
Tukwila, Washington

BINDON & WRIGHT
Architects

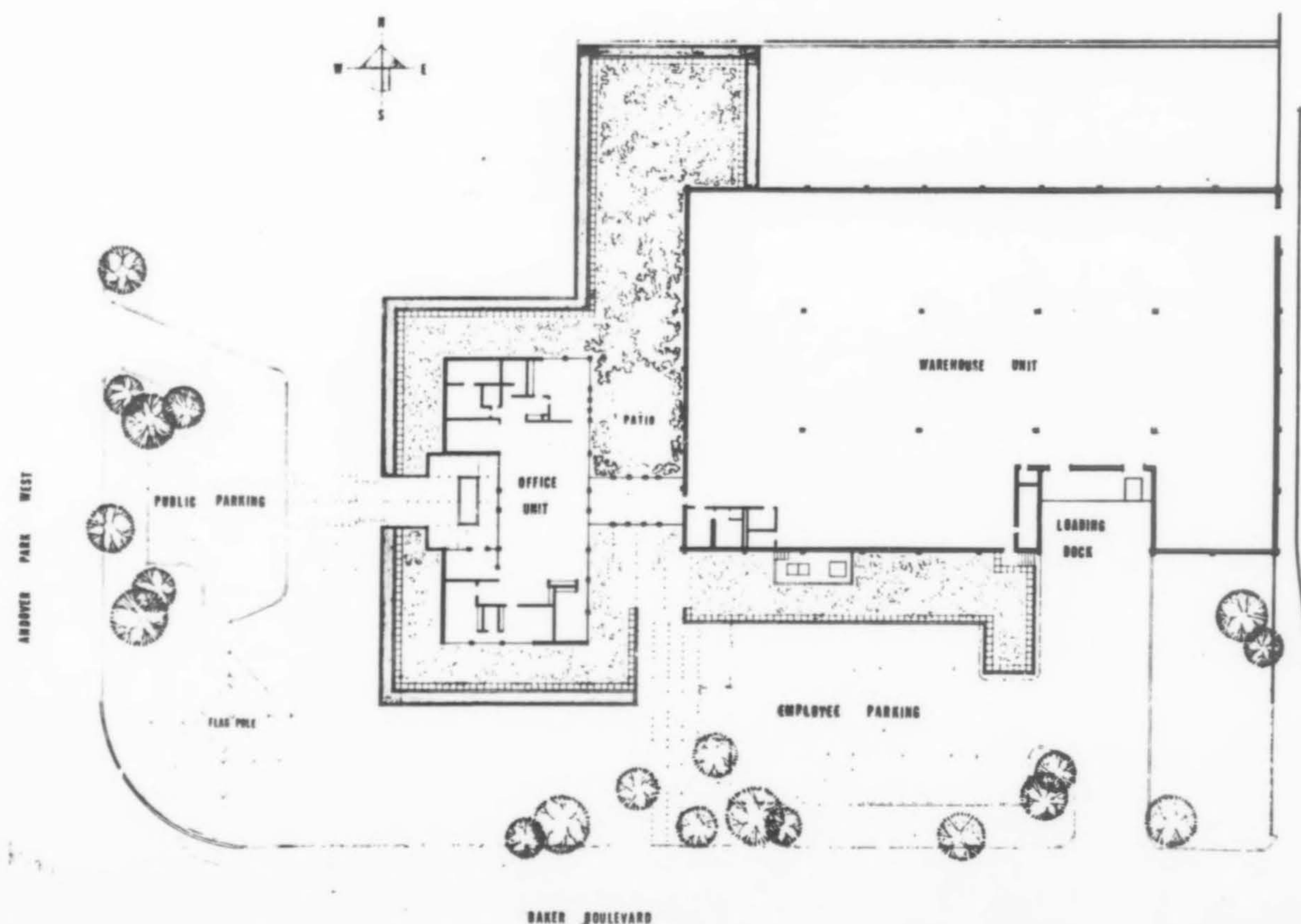
George Hartman, associate in charge of design
Clark Teegarden, project architect

WILLIAM TEUFEL
Landscape Architect

CAWDREY & VEMO
Contractor



reflects proper corporate image





Leonard L. Bacon photo

Urban design: PORTLAND PARKS





Hugh N. Stratford photos except as noted

TWO PARKS, only 300 yards apart, yet as diametrically opposed as Yosemite is to the rolling Montana plains, add the major excitement to Portland's South Auditorium Urban Renewal project. Each park occupies one acre of space. Each is part and parcel of the Portland Center, master-planned by Skidmore, Owings & Merrill to eventually occupy 83.5 acres.

To the north, Pettygrove Park is a quiet oasis composed of earth mounds, wide expanse of grass, trees, stonework. To the south, Lovejoy Park is the "action" park with its cascading fountains, pools and paved terraces.

Stepped increments in the Lovejoy plaza create the terraces. Water rushes over a variety of forms from the larger pool through the fountain at 3,100 gallons per minute. Giant stepping stones and blocks piled high add to the torrent-like cascade of water as it leaves one pool, flows into another and out with the rush of river rapids.

A shelter, of lattice and truss and copper shingle, hovers over the widest pool where the water surges up to start its descent.

Consultants on the parks and malls at Portland Center were Charles Moore and William Turnbull, architectural; Gilbert, Forsberg, Deikman & Schmidt, structural; Yanow & Bauer, mechanical.

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the strip!

What is it?

—by J. B. JACKSON

The following article (somewhat abridged) was delivered as a talk to students in the course in City Planning at the University of New Mexico on January 7, 1966. In agreeing to publishing the lecture, Mr. Jackson requested that we note that it was written in the conversational manner of a talk rather than as a formal article. This is reprinted from New Mexico Architecture, March-April '66.



I WANT to ask your help in a study which I've undertaken, more or less in my spare time. What I am trying to do is understand and define in a tentative way that part of the average American city or town known as *the strip*. I'm not satisfied with the name, to begin with, but I have to use it until a better name comes along.

The strip, as I understand it, is that part of the city that extends along either side of an important highway after (or before) it passes through the downtown section.

The strip is more or less a double row of business establishments which depend on the automobile. They either cater directly to the needs of the automobile—filling stations, junkyards, auto parts, repair garages, and so on; or else they sell cars in one form or another—used car lots, new car outdoor salesrooms, trailers, farm equipment; or else they cater to people who transact their business *in cars*—drive-in restaurants and hamburger stands, motels, drive-in movies, and trailer villages. These car-oriented businesses seem to be in the majority. But there are other business along the strip that seem to fit into another category; shopping centers, wholesale gas distributors, tourist shops, night clubs, and even an occasional department store.

In other words the strip can contain just about every kind of structure—except permanent dwellings, office buildings, public buildings, and I daresay you could find examples of those if you looked hard enough.



What is it then that makes the strip a recognizable and easily defined area? The presence of the automobile is the answer. Not merely automobiles passing up and down the highway, but automobiles stopping. And this means two things; there must be room for parking around these establishments, and access from the highway must be as easy and direct as possible. So part of my definition of the strip would be—that area of the city along an important highway where the business establishments have ample space directly connected, and where there is little sidewalk or interval between the road and the establishment itself. I think these are obvious features, but very important. Whenever we find business establishments with little or no parking, or parking in some remote lot down the street, and whenever there is some sort of barrier between the establishment and the traffic on the highway—land-

scaping, or a wall, or a well traveled sidewalk, then we have left the strip behind; we have entered, or re-entered, the conventional city street.



Well, there is nothing mysterious about these two characteristics, and there is nothing mysterious about why the strip exists. Land is cheaper outside of the center of town, and there are customers passing in the hundreds and thousands. But what I would like to know is, have these various business establishments anything else in common beside their location and their dependence on the automobile? I'm inclined to think that they have, although I am by no means sure. I'm inclined to think that all of them offer very standardized goods and services. By that I mean they sell identical gas—under a different brand name of course—identical food, identical accommodations and identical cars. The success of these businesses depends not on any specialty or skill of workmanship, but on their salesmanship and promotion. That is why, or one reason why, the strip is distinguished by large and conspicuous signs, spectacular signs, spectacular architecture and a variety of novel services and conveniences. This kind of business, dealing as it does in goods and services, is particularly popular with people who are passing through a town and who know nothing about the more specialized businesses in the older section.



And this brings to mind what seems to me another peculiarity of the strip: its different work schedule. One of the easiest ways of identifying the strip in a new town is to see what places are open after ordinary work hours. Downtown America usually folds up around 6 o'clock; the strip, or a great deal of it, actually comes to life at about that hour. That is when the signs are conspicuous, the bars and drive-ins begin to fill up, and the motels happily light their No Vacancy signs. The shopping centers remain open three nights a week (7-11); and some of this activity lasts through the night. This, of course, is the result of late traffic—people going home from work, and out of town travelers turning in for the night. But it seems to me there is also a distinct tempo to the strip. It is part of business promotion to offer fast service in these places—5 minute car washes, 10 check-out stands, short order meals—a variety of services offered while you wait. It is not that the customers are in a tearing hurry, it is simply that they are where they are for one specific purpose, and want to move on. In contrast with this tempo is the downtown tempo based on the hour—doctor's appointments, parking meters, grease jobs to be done by the end of the day, a half hour to choose the right kind of curtain material, and so on. The residential part of town has its own tempo—biological.

Now these are very obvious traits; automobile-oriented businesses, relying on easy accessibility,

spectacular advertising, fast service and long hours. They indicate the general quality of the strip. But I think architects and planners ought to have more serious interest in the strip. They ought to know a little how it is formed, how it is structured; they ought to know something about its evolution, and its future. Why do some towns have large and prosperous strips, and others have practically none? In short, architects and planners ought to know enough about a strip to be able to plan a successful one, one far handsomer, far more efficient than any we so far have.

To take up one of these problems—why do some cities have prosperous strips and others don't, let me give you my theory. A strip, contrary to popular belief, depends less on transient traffic than on local traffic for business. I was surprised when I was recently in Texas to pass through good sized towns in the lower Rio Grande Valley and to see few, if any, signs of a strip. I deducted that this was because the towns were poor, chiefly inhabited by migratory farm workers, and this proved to be the case.



Now if this theory of mine is true, that the strip depends to a large extent on local business, then I think we can account for the presence of a great many establishments which never seemed to be particularly well suited to a transient trade. I mean shopping centers and supermarkets, laundromats, beauty parlors, and drive-ins patronized by teenagers. But even these establishments are unlike their competitors downtown, for they offer parking, and large signs, and a peculiar kind of architecture oriented to the highway and to drive-in traffic. In other words even those businesses designed to satisfy local domestic needs have the quality of the strip; they depend on the automobile.

But it's the automobile in a very special sense: the automobile as the extension of the home, as a kind of mobile fragment of the home. It is the automobile with the children on the back seat, with toys and comics scattered all over the place while mother does the errands. It is the automobile that you drive with rollers in your hair, or when you are pregnant or when you haven't shaved or bothered to put on a shirt. In other words, the drive-in store allows the American family to stay at home and still go shopping, something the American family cannot possibly do downtown. But, here again, we should note that it is absolutely essential for the family car to be able to park right at the very door of the business. Contact with a critical pedestrian public is to be avoided at all costs.

So we have the paradox that in the midst of the strip with its night clubs and monster filling stations and truck stops and used car lots, we have shopping centers with ample parking space where we find a children's shoe store, a beauty shop and a supermarket. But to repeat, there must be a hinterland of fairly prosperous residences.

Whether it is desirable to have the domestic

family-oriented businesses next to the transient and automobile business is open to debate. Certainly the strip caters to a very wide variety of public: teenagers, truck drivers, tourists, heads of families; and I wonder whether the downtown areas, which are so anxious to revive, are any more versatile and popular. In any case I think it is clear that the strip can't be dismissed as simply a part of town where transients look for certain services. Its origins are equally complex, and it might help if we analyzed a few of them.



The first establishments to exist on the highway outside of town were, as I remember it, places of amusement: road houses, night clubs, and, after the repeal of prohibition, bars and cocktail lounges. There were several reasons for this more or less remote location: being out of the city limits, being away from neighbors, and being at a convenient distance for those who wanted to take a short drive and have a good time. In those days—back in the '20s and '30s, the ownership of a car still implied a certain status.

But there is another reason for the growth of the strip. What I am referring to is the development, principally in the years directly after the last war, of the factory designed for horizontal handling and processing. Previous to that time most factories in America had been several stories high, for the sake of saving space, but also for vertical handling of the goods. What was developed, by a few firms of industrial architects, was a vast windowless, one-story factory which had a remarkably flexible and adaptable plan, so that it can be used for almost any kind of process, and can be easily expanded. The best location for these factories was of course on the outskirts of the city where large areas of land were available. So there we have the second factor in the evolution of the strip. These factories brought with them the usual number of service stations, cafes and repair shops. It is true that many communities are trying to concentrate factories in industrial parks, but certain types of industry don't always fit in. They prefer the strip.

The third reason for the growth of the strip has been the development, since the war, of the trucking industry. Whereas previously many enterprises felt they had to be located near the railroad tracks, better roads and more versatile trucks have made a change of location possible. So we have these large wholesale establishments, which need a great deal of room, not only for their stock but for maneuvering trucks, building warehouses along the strip.

I think we should add a final factor: the policy of the major oil companies of building filling stations in every conspicuous location, regardless of the amount of business available—at important intersections, near large motels, and most important of all, near a competitor.

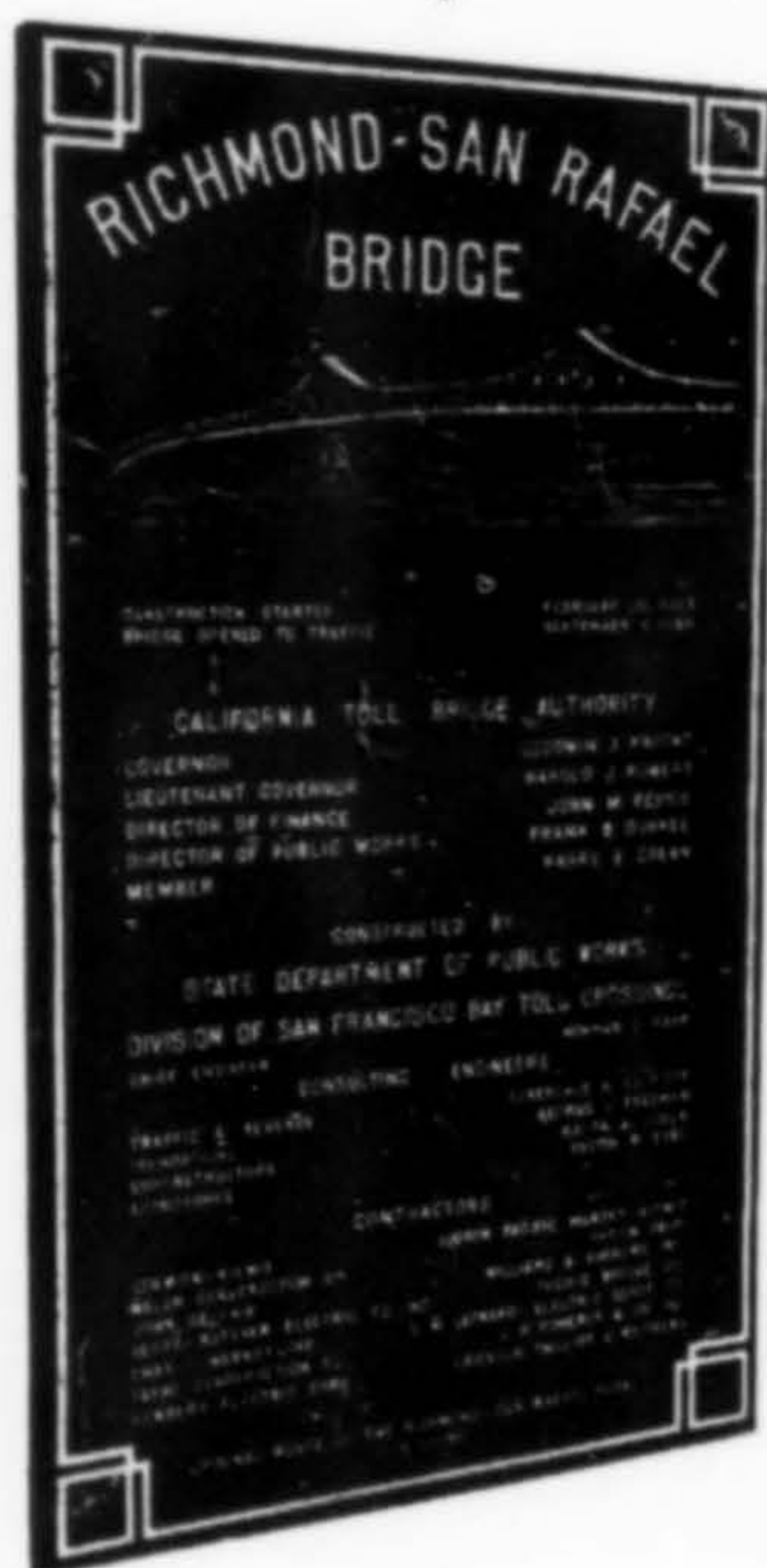
So we have some businesses locating originally to be out of town, others where there is plenty of vacant land, regardless of the traffic on the highways; others locating to be near the highway, and others locating in order to catch the eye of the passing motorist. In other words, there is no common denominator to this choice of location.

I don't mean to keep enumerating the puzzling

(please turn the page)



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the strip . . .

(from the preceding page)

or unusual features of the strip; I merely want to emphasize its difference from the conventional part of the city, and its very definite individuality. It is hard to say what its future will be. As the ecologists would say, we are not dealing with a climax form—a form which has anywhere to my knowledge achieved stability and predictability. One sign of its newness is its susceptibility to outside influences. For instance, the growing tendency in American highway construction to have a median down the middle of the strip means that the sides of the strip are more and more isolated from each other, so that you have the peculiar situation of one side of the strip often having a totally different character than the other. What this will mean in the long run is impossible to say, but it will certainly produce a very different kind of city.



I hope my remarks have not suggested that I think I know much about the strip. On the contrary, its fascination for me is precisely the number of mysteries it contains. Who designs these drive-in stands and motels and restaurants and shopping centers? Who designs filling stations and why are some of them different? Is the sequence of establishments simply a matter of chance, or are there certain establishments which attract others? I have already mentioned the small, family car oriented shopping center with supermarket, beauty parlor, drug store and laundromat—the home away from home as it were; there is also the truck stop with cafe and filling station and motel; but are there other societies of this kind? This is the sort of thing the architect or planner ought to know. I, myself, would like to know much more about the relationship between the strip and the residential areas near it; it is impossible to investigate that when you are merely traveling through a town. I am convinced, however, that the strip plays an important role in the neighborhood—important economically and important socially—and I frankly don't know how planners can analyze a community, much less design one, without including the strip. But I can't remember ever seeing any project for a new community which included this type of street.



I don't think it's necessary to dwell on the fact that the strip is largely misunderstood and underestimated by the American public—and particularly by architects and critics of the environment. Neither do I think it necessary or wise to praise the strip as a form of folk art or pop art. The strip has a great many disagreeable and even dangerous qualities. But it has immense potentialities and we have got to study them. We ought to go out, ask questions, watch and observe and compare and try to understand in order to give form and coherence to all this undisciplined vitality. But one word of caution. The more you immerse yourself in the strip, the more you like it, and the duller the other parts of town become. In the familiar words of Pope: "We first endure, then pity, then embrace." By all means, let us embrace the strip and all that it stands for, urbanistically and architecturally speaking; but only as an essential part of the whole city, from which it must never be separated.

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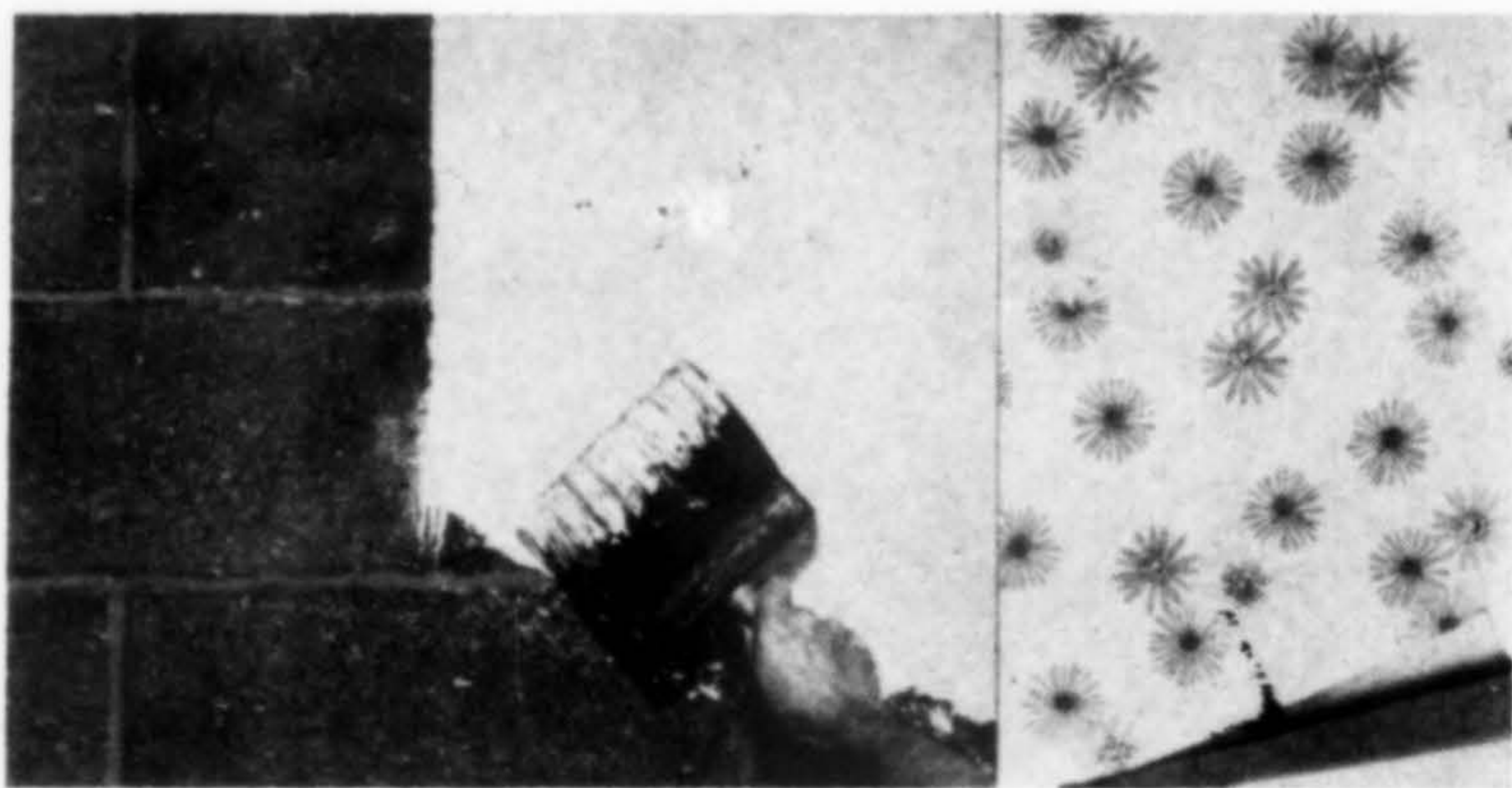
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Falcon Epoxo is a new non-slip floor coating said to stop slips and falls inside and outside the school. It has been especially designed for high-traffic school application (cafeterias, hallways, lockers, entrances, etc.). It will adhere to almost any base surface: tile, asphalt, aluminum, wood, steel or concrete. Installation is simple with application by trowel, brush or roller. It is claimed to safeguard floor surfaces from erosion and heavy traffic wear, and to be resistant to most chemicals, solvents, corrosives and extremes in temperatures.—Falcon Alarm Co., Inc., Epoxo Coating Div. (A/W), 244 Stern Ave., Springfield, N. J. 07081.

economical wall-hung water cooler

An economical line of water coolers featuring convenience and attractive design are wall-hung types in 8, 14 and 16 gph capacities. The coolers, Sunroc NSW Models, are styled with a charcoal vinyl clad front panel with a cabinet of 20 gauge welded steel in gray hammertone finish with splash-proof stainless steel top. It is equipped with a hand operated bubbler in chrome finish. The NSW 8 and 14 models are also available with a choice of glass fillers in combination units that dispense both cold drinking water and 185° F. hot water for making instant hot drinks.—Sunroc, NSW Div. (A/W), Glen Riddle, Pa.

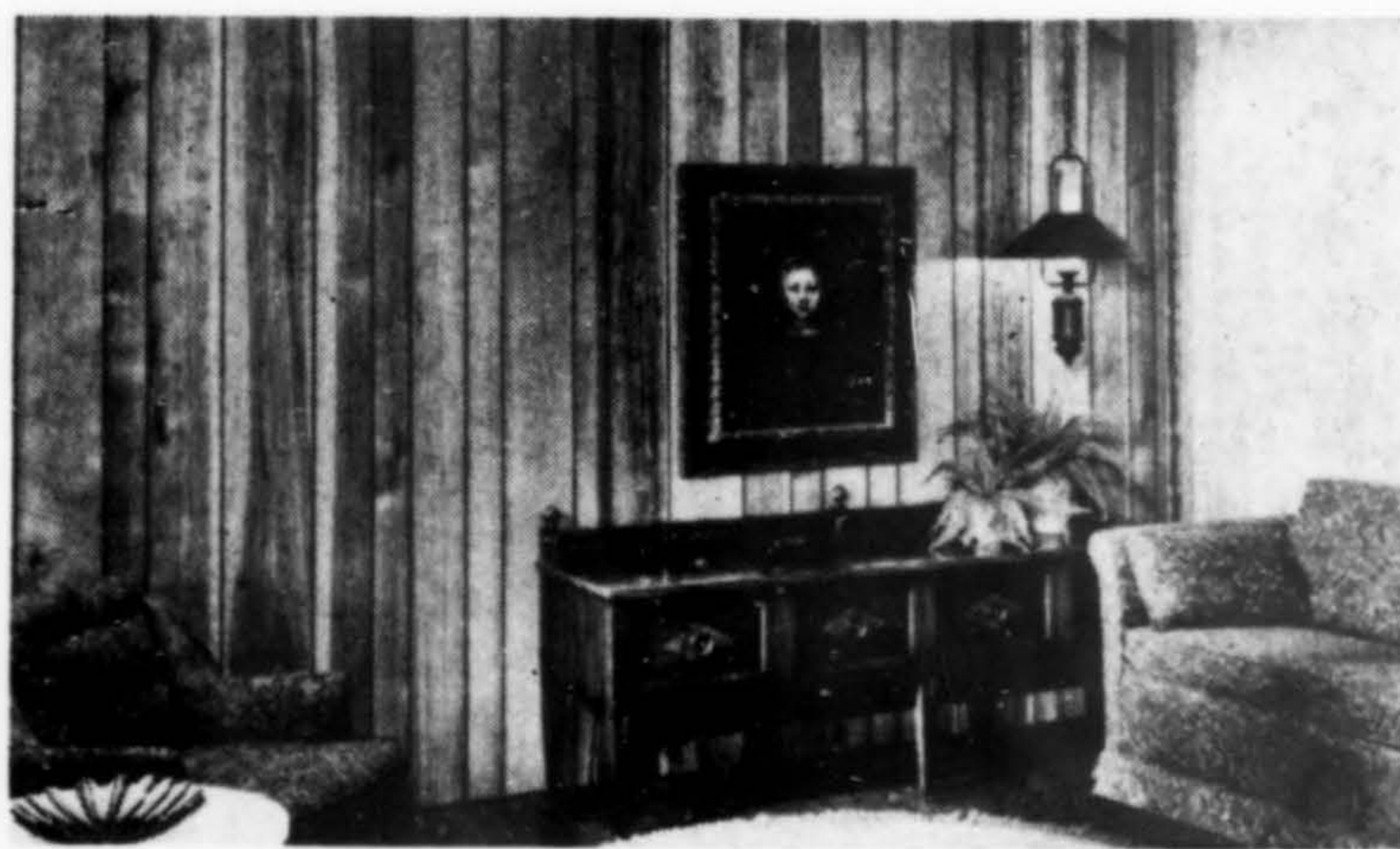


Tapetra for smoothing rough walls

Tapetra, a paste powder for smoothing and sand-finished wall surfaces, stucco, textured walls and cinder block walls before paperhanging and painting, has recently been introduced. It can be brushed onto a wall like paint or applied by trowel, fills in pits and irregularities and dries to a smooth, fiberboard-like finish that bonds tightly to the wall. In addition to providing a foundation for wallcoverings, it acts as an insulation when papering over soiled or saturated walls. The product is said to be mildew-proof and permits papering of walls otherwise too rough to cover.—Adhesive Division, Standard Chemical Products, Inc., (AW) 1301 Jefferson St., Hoboken, N.J.

foundation forming for frost-free areas

A new foundation forming method for residential and light building construction has just been developed. Called Spider-Form, it utilizes sections of Dur-O-wal wire reinforcing for a system of internal ties. It has a particular application in frost-free construction areas. Spider-Form can be assembled beside the foundation trench, set in place and aligned after the footing has been placed. The ties remain embedded in the foundation, eliminating stakes and nakes, making placement of concrete easier. Double forming reduces the amount of concrete required. Panels are currently available for forming 12, 16 and 22-in. high foundation walls in either 6 or 8-in. widths.—Spider Form of California (A/W), 758-G North Batavia, Orange, Calif. 92677.

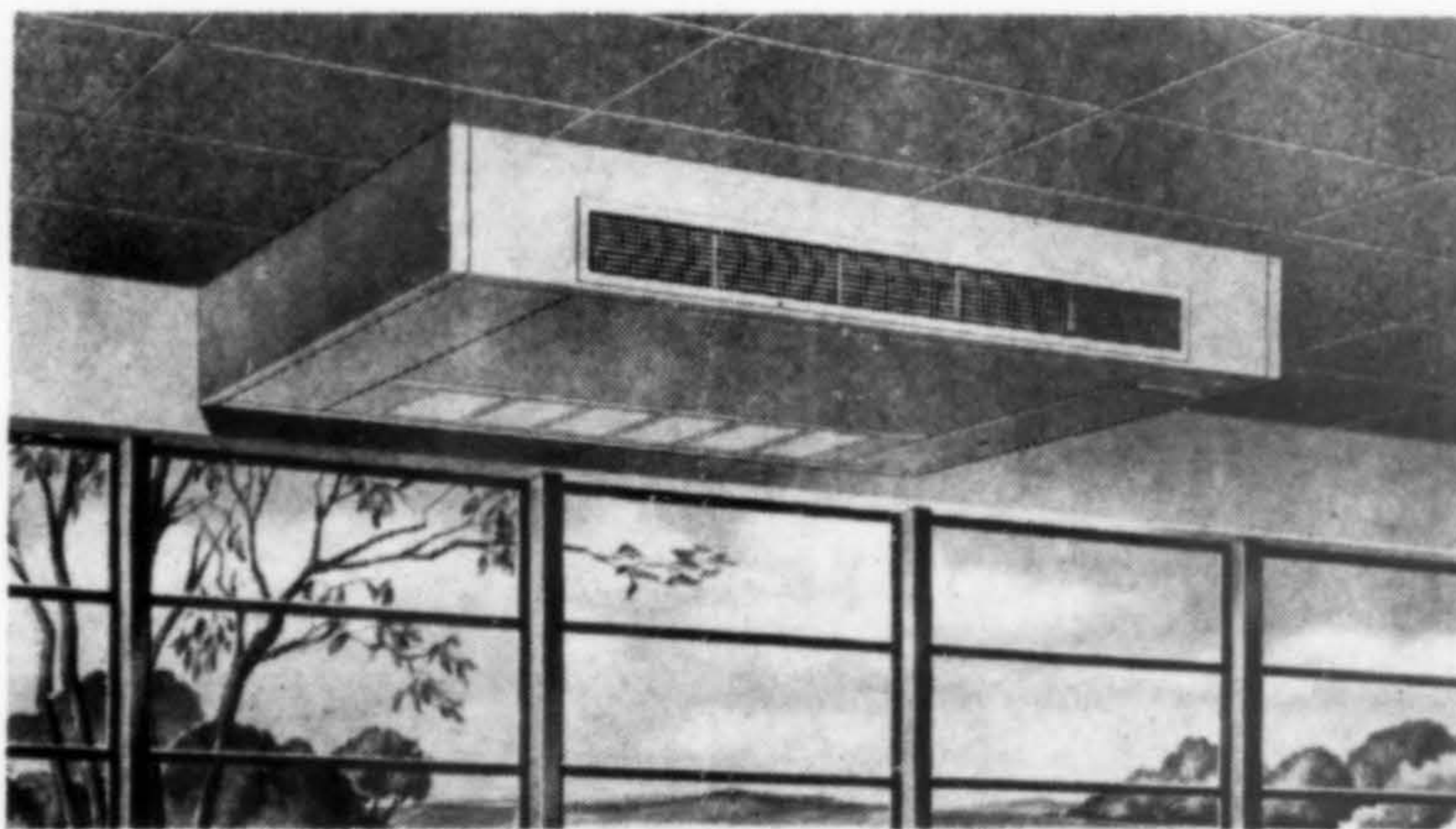


pecan wood panels with knots

Real pecan wood with real knots and wide, dark-stained grooves can go either formal or informal. This new Chateau type hardwood plywood lends a comfortable atmosphere to any type living room but is especially adapted for use in motels, hotels and other commercial residences. The Chateau paneling also comes in 11 other types of hardwood in selected veneers. It is extra wide, random V-groove providing for ease in matching.—Georgia-Pacific (A/W), P. O. Box 311, Portland, Ore. 97207.

fluorescent fixture designed for schools

"Line Up" is a new fluorescent indirect lighting fixture that conforms to American Standards for luminaire brightness for school lighting. The manufacturer claims that with the 1500 MA lamps, the average brightness distribution of the fixture falls entirely within the limits of the "scissors curve graph". Although designed for school specifications, the luminaire is adaptable for use in libraries, offices, and commercial installations where relatively high light intensities without direct glare are desired. A minimum of maintenance is required with the fixtures. Finishes available are baked white enamel or with walnut woodgrain vinyl side panels. Other finishes and colors on special order.—Peerless Electric Co., (A/W) 576 Folsom St., San Francisco 94105.



ceiling unit ventilators

Ceiling unit ventilators with six coil options, including two utilizing remotely located compressor-condenser sections, are available in capacities from 750 to 2,000 cfm at external static pressures from free delivery to ½-in. The units were designed primarily for complete automatic thermal conditioning of large classrooms, cafeterias, small auditoriums and other similar areas. They can be used in offices, hospital rooms and standard-size classrooms—wherever floor space is at a premium. The direct expansion coil option, available with steam, hot water, or electric resistance heating, can be used for air conditioning interior rooms without the expense of a central chiller. Several other coil options are offered. Units are 16-in. high and come in seven decorator colors, including off-white.—American Air Filter Co., Inc. (A/W), 215 Central Ave., Louisville, Kentucky 40208.



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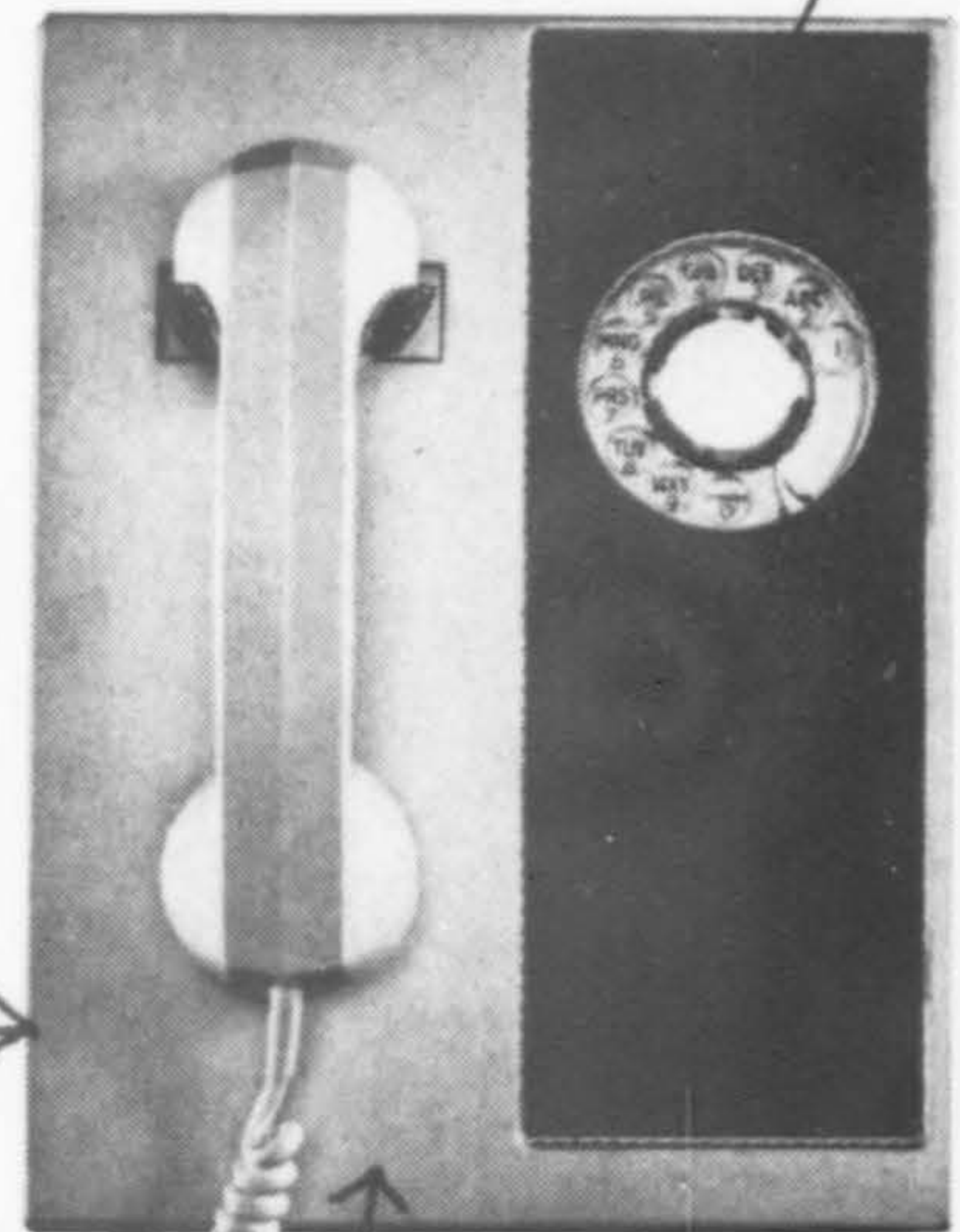
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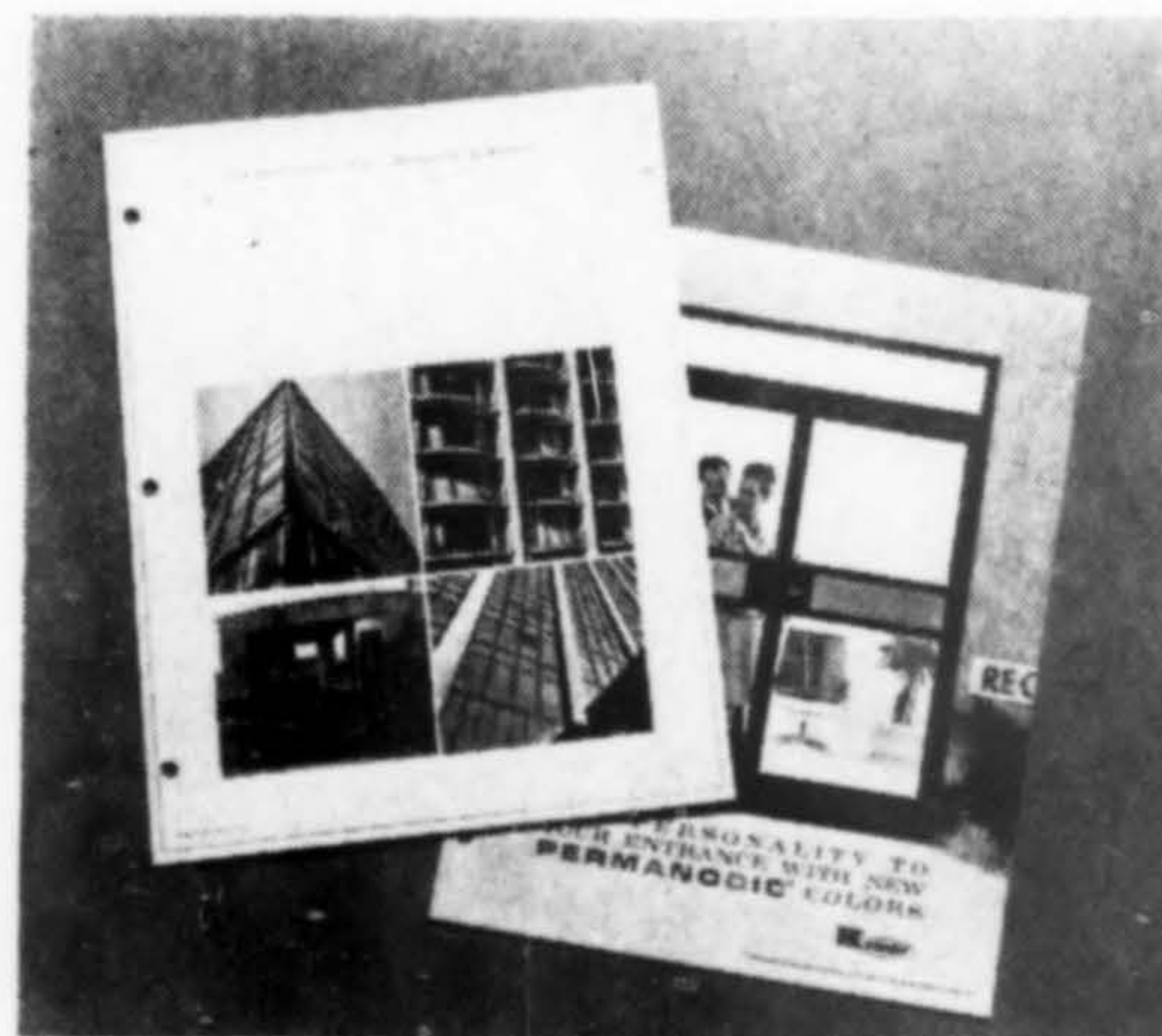


Your Dollar's Worth of School Building (AIA 19-B-3): describes classrooms, libraries, gymnasiums, cafeterias, auditoriums and dining rooms built with laminated wood beams. Information on all type of beams and trusses manufactured by the company is condensed into a special, two-page section. Data on decking systems is also available. Brochure TSG-40. Full color, 16-pp.—Timber Structures, Inc., P. O. Box 3782, Portland, Oregon 97208.

Labcraft Wood Scientific Furniture for Schools and Colleges: describes the full line with a catalog-directory for all items. Besides picturing and detailing items from accessories to wall cases, the catalog also includes data and suggestions on laboratory planning and layout, with actual photos of typical installations. The catalog is fully indexed and divided into sections that cover the various phases and categories of educational laboratories. Catalog 661, 124-pp.—Labcraft Division, Metalab Equipment Co., 270 Duffy Ave., Hicksville, N.Y.

Silent-Cor Sound Damping Board (AIA 39-B): features illustrations of typical applications. Installation procedures and physical, acoustical and fire-resistant properties are outlined. 12-pp.—Monsanto Company, Building Products Dept., 800 N. Lindbergh Blvd., St. Louis, Mo. 63166.

For More Beautiful Bathrooms: pictures and describes a new line of vanity cabinets. Specifications are included. Color photographs show three vanity finishes—white and gold, birch tone and walnut tone. Typical combinations of cabinet units are pictured.—Long-Bell Div., International Paper Company, Dept. 656, P.O. Box 8411, Portland, Oregon 97207.



The Beauty and Permanence of Permanodic by Kawneer: illustrates the use on monumental and commercial building walls and windows and suggests the use of anodic hard color for such applications as interior partitioning, sliding doors and interior office doors. Full color.—The Kawneer Co., Niles, Michigan 49120.

Bigelow Carpets Go to School: presents the qualities inherent in specifying carpeting for school use including the economical aspects, student reaction, acoustical benefits, maintenance costs and comparisons. Actual installations are shown. Illustrations of recommended school carpeting and their properties are included. 20-pp.—Dept. BC, Bigelow-Sanford, Inc., 140 Madison Ave., New York, New York 10016.

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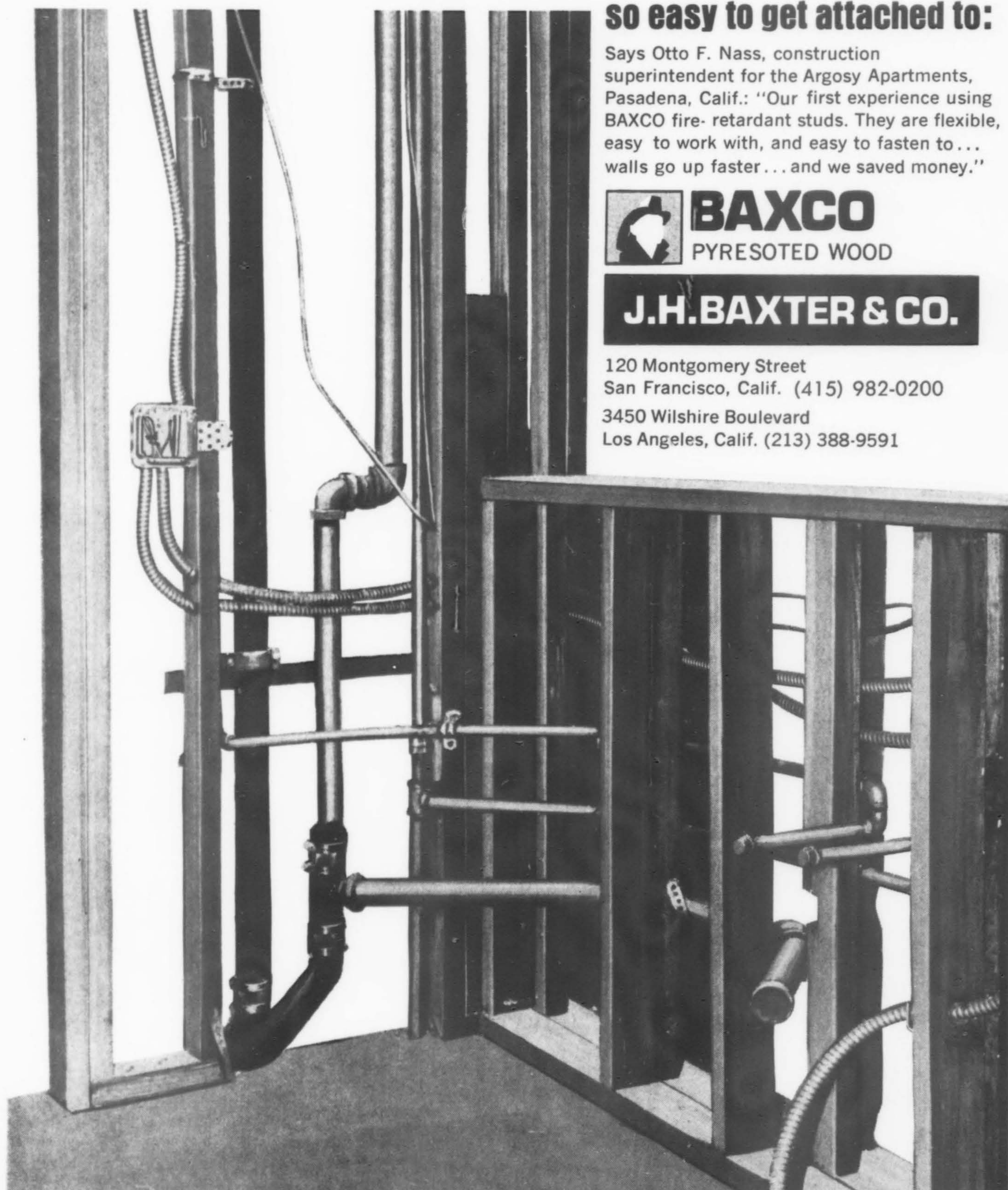
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Designing a Sauna?: illustrated data detailing the commercial models of the Wesco electric sauna heater, the first American made to be listed by the Underwriters' Laboratories.—Wesco, Northwest Foundry & Furnace Co., 2345 S.E. Gladstone St., Portland, Ore. 97242.

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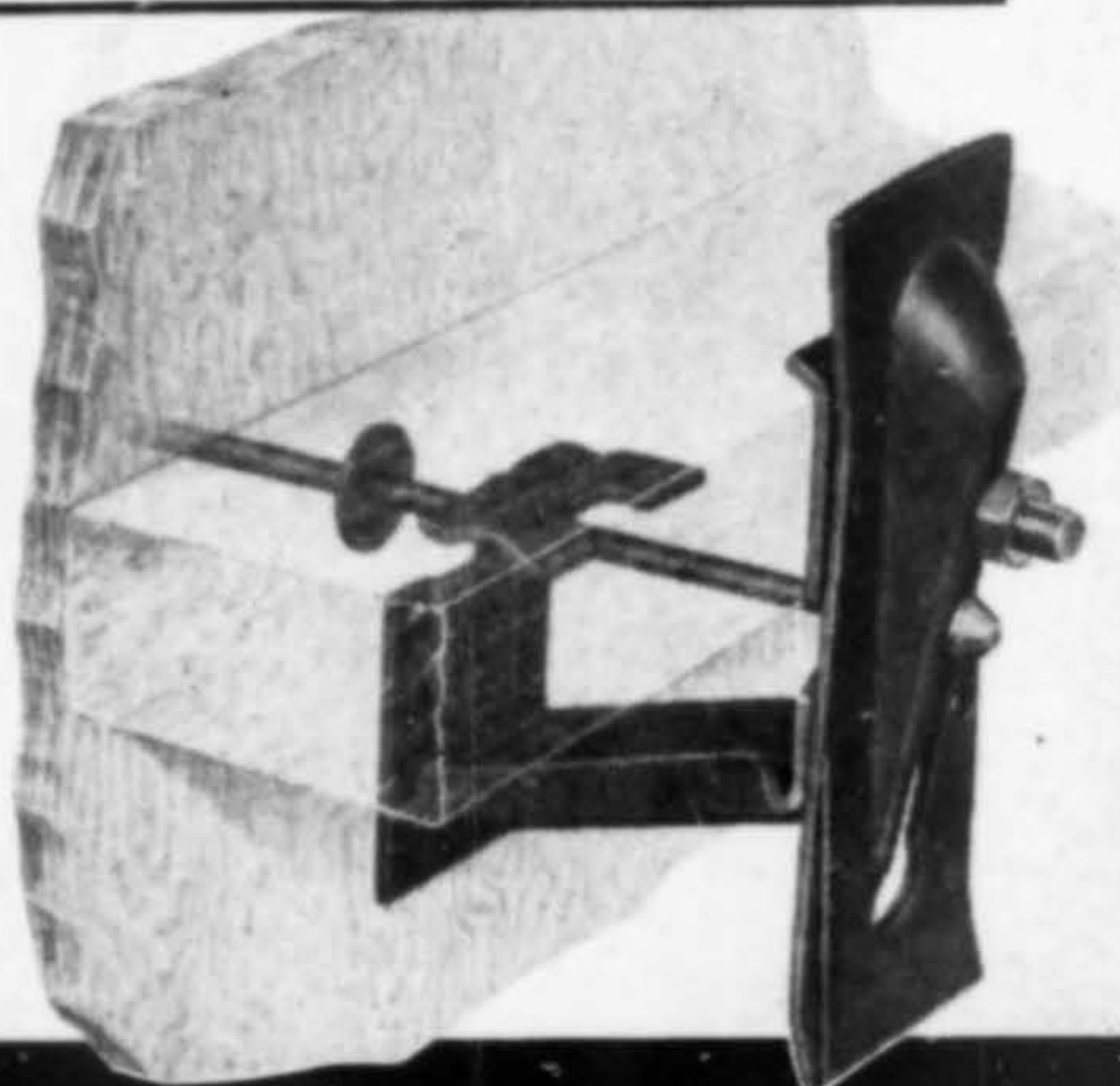
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Cross section view shows the simplicity of this system. Note the absence of vertical studs.

The SUPERIOR S.L. (Single Liner) Clamp permits standard 3/4" plywood sheathing to be used without studs and lined up with single 2x4's. It is the *only* such forming method that uses standard Tie Holders as an integral part of the clamp. In application, holes are drilled in the plywood and the Snap Ties inserted. A special feature prevents the clamps from falling off prior to or during placement of 2 x 4 liners. Several other features also help reduce labor costs.

As little or no nailing is necessary, there is virtually no damage to the form lumber and the contractor may reuse either side of the plywood. The standard Tie Holder has more take-up than other such systems to accommodate tightly and safely the variations found in standard 2 x 4's. Used on straight, curved or battered walls. *May be rented with option to purchase.*

For Details, Request BULLETIN SL-2

SUPERIOR

Concrete Accessories, Inc.

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Phone: 352-2830
- 6371 E. Randolph St., Los Angeles, Calif. 90022
Phone: 685-5753
- 5835 Mission Gorge Rd., San Diego, Calif.
1620 El Camino Ave., Sacramento, Calif.
- (Phoenix Dist. Thomas Concrete Access. Co.)
3421 W. Clarendon, Phoenix, Ariz.
Phone: 272-5578

MANUFACTURERS

SUPPLIERS

• **The Stanley Works:** James R. Blair has been appointed architectural sales representative in Northern California and Nevada. He will maintain headquarters at the company's corporate offices located at 320 Valley Drive, South San Francisco.

• **Portland Cement Association:** Jesse R. Wyatt and Richard M. Baruch, both registered professional civil engineers, have joined the staff of the Arizona District office, according to Edward Mangotich, district engineer. Wyatt will be headquartered in the Phoenix office at 3800 North Central; Baruch in Tucson at 650 North 6th Ave.

• **Northrop Architectural Systems, Inc.:** Al Izzo has been named residential sales specialist for the City of Industry firm. His responsibilities include the development and extension of the market of Arcadia 600 sliding glass doors. Izzo was formerly with Aluminum Extrusion Co., Los Angeles.

• **U. S. Steel Corporation:** The Cold-form Works of the Fabricated Metals Div., H. K. Porter Co., Inc., has been selected as the fabricator for the new U. S. Steel "Ultimet Stainless Steel Wall Framing System."

• **Micarta Division, Westinghouse Electric Corp.:** A new depot at 100 Paul Avenue, San Francisco, will be one of the 14 outlets in a national distribution network that speeds the delivery of decorative laminate products. The complete warehousing system will assure deliveries to all points in 24 to 48 hours.

• **The Singer Company:** James K. Hackbarth has been appointed West Coast regional sales manager for the Climate Control Division. Offices will be in Los Angeles. He will be responsible for the territory covering eight Western states.

• **Furane Plastics, Inc.:** The Los Angeles firm announces the appointment of Jim Berry as western manager of the electrical insulating division. He replaces R. O. McKinney who has become manager of Furane's special packaging division. Both men will work from the executive offices at 4516 Brazil St.

• **Blue Diamond Division, The Flintkote Co.:** William L. Seitz, general manager, announces the planned consolidation of the Northern Region sales office at San Francisco, and the company's new Fremont, California plant, located at 37887 Shinn Street. James W. Warren, regional sales manager, will direct merchandising of Blue Diamond products from this location for Northern California and the Northwest.

• **San Valle Tile Kilns:** Holmes L. Ellis has been named sales manager according to an announcement by Sam Greenebaum, president of the Los Angeles firm. Ellis has been associated with San Valle for six years.



• **Kalman Floor Company, Inc.:** T. J. Hebson has been named district representative with offices at 535 Warren Avenue N., Seattle, for the White Plains, New York firm who handle industrial heavy duty flooring.

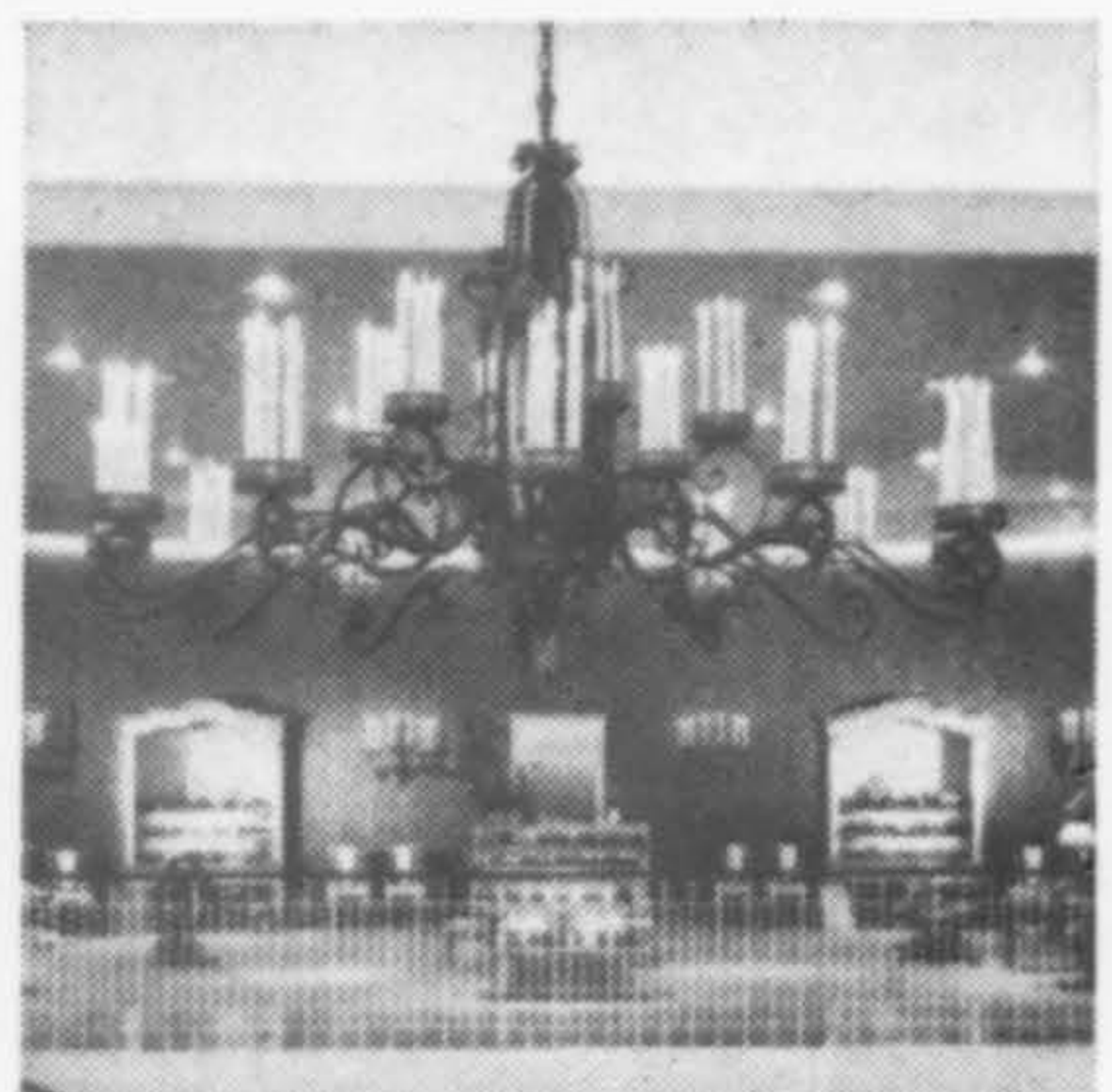
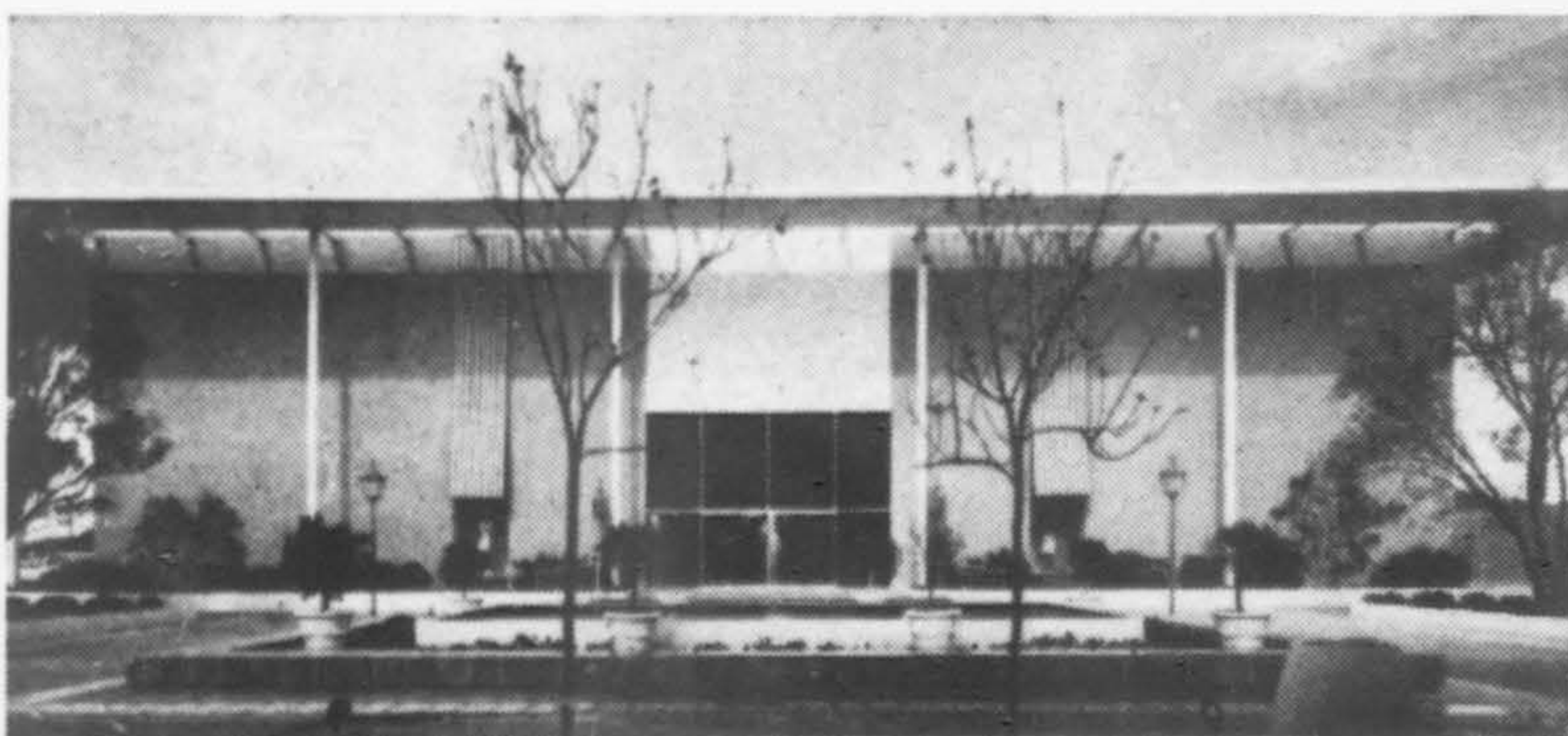
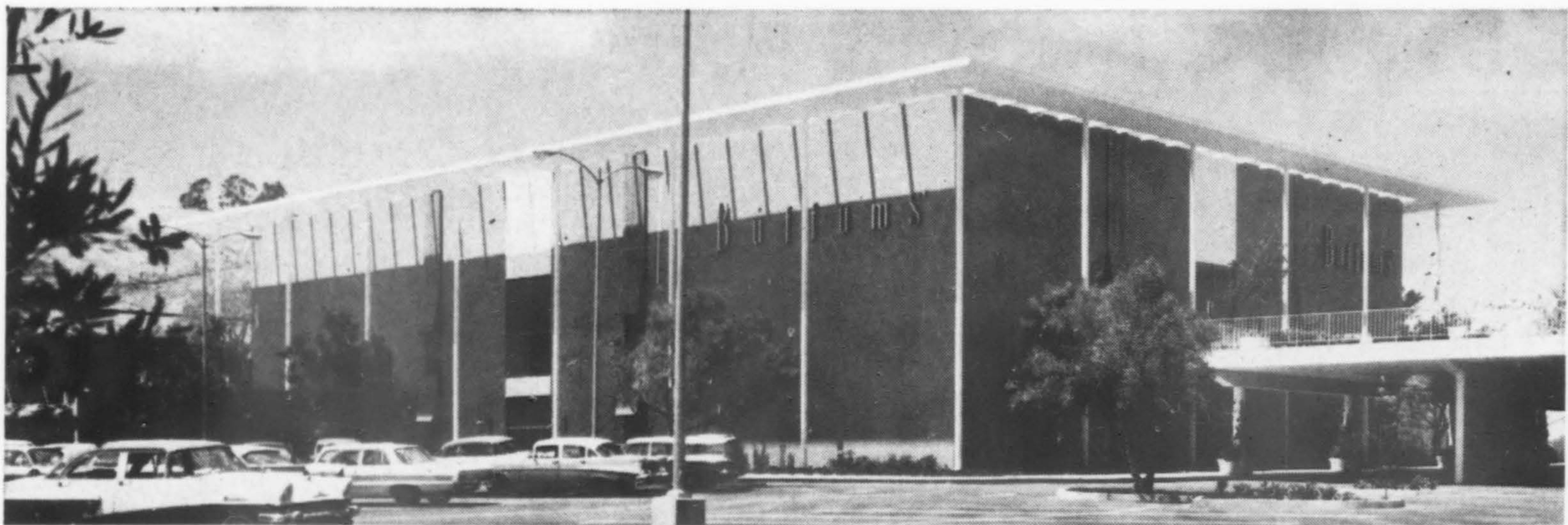
• **Rockwin Prestressed Concrete Corp.:** Steven Galezewski has been appointed general manager of the Santa Fe Springs, California corporation, according to an announcement by George L. Curtis, president. Galezewski has been vice president and chief engineer of the firm for a number of years.

• **Marlite Paneling:** Carl A. Schroeder has been named plant manager of the Marlite paneling manufacturing plant at La Mirada, California. The new plant is located at 16222 Phoebe Avenue.

• **Gail Brickplate:** Lewers & Cook Merchandising Corp. of Honolulu has been named distributor of Gail Brickplate in the state of Hawaii.



THE FELDMAN COMPANY, manufacturers, designers and importers of an extensive line of lighting fixtures and lamps, has opened new showrooms at 949 Mission Street, in the Jackson Square area of San Francisco. Bill France manages the new offices which were remodeled under the supervision of Albers-Gruin & Associates.



Buffums' Department Store
Peninsula Center
Palos Verdes Peninsula,
California

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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.

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ings 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.

Like to hear more about all-electric building? Write Marketing Engineering, P.O. Box 62, Terminal Annex, Los Angeles 90051.

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COLUMNIST TOM CAMERON of the Los Angeles Times echoes a problem with which we have wrestled these many years:

"I wonder if we aren't becoming so enamored with adding initials to our names that we won't run the thing into the ground. We've been challenged by architects who insist we use 'A.I.A.' after their names in real estate stories, even when they're identified with the word 'architect'. From a typographical viewpoint, this cluster of capital initials is unattractive, and it is somewhat redundant. And I wonder how much the average lay reader cares. Now I'm beginning to see publicity effort on behalf of a builder who adds 'B.C.A.' after his name. I assume this means he's a member of the Building Contractors Association. This thing can become ridiculous—as frivolous as my putting 'G.L.A.P.C.' and perhaps 'S.D.X.' after my name. (These would indicate membership in the Greater Los Angeles Press Club and in Sigma Delta Chi, the national professional journalism society.) Let's keep it uncomplicated, boys!

IT HAD BEEN our intention to publish a follow-up on the campus planning features outlined in the October 1966 issue. Specifically, we had planned to present the Portland State College project. However, deadlines and clients don't always jibe, and at the last minute, we found that enough material would not be available before this issue went to press. Hopefully, it will appear in the December issue.

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Portland Cement Association	41
Premiere Aluminum Products, Inc.	II Cover
Rockwin Prestressed Concrete Corp.	III Cover
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Smith-Emery Co.	8
Southern California Edison	17-47
Superior Concrete Accessories, Inc.	8-46
Symons Manufacturing Co.	14



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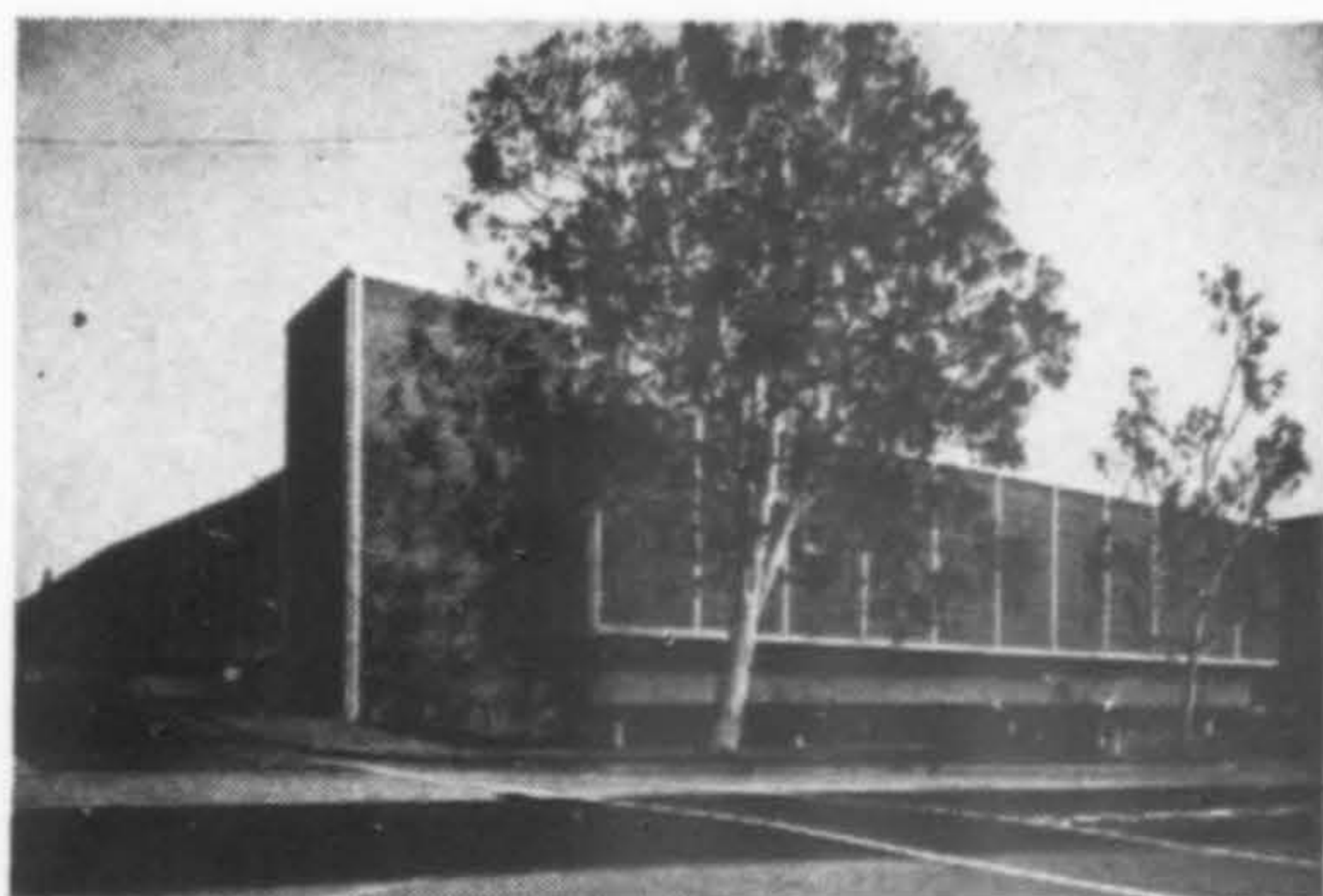


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