

Architecture / West



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Mercer Island Presbyterian Church, Mercer Island, Washington. Architect: Paul Thiry, F.A.I.A.



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Architecture/ West

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Business data on page 38

THE COVER: Crossroads Shopping Center, Sacramento, California. Ernest Kump & Associates, Dean F. Unger, architects. Karl H. Riek photo. Page 20.

HIGHLIGHTS and SIDELIGHTS

Survey indicates remodeling will boom—

A survey in some 2400 U.S. cities and neighborhoods has indicated that the nation's housing industry may not be in as sad shape as has been forecast. The survey, conducted by Georgia-Pacific Corporation, predicts a multi-billion-dollar home modernization market for the coming year. Retail building material dealers across the nation provided the gauge for the survey.

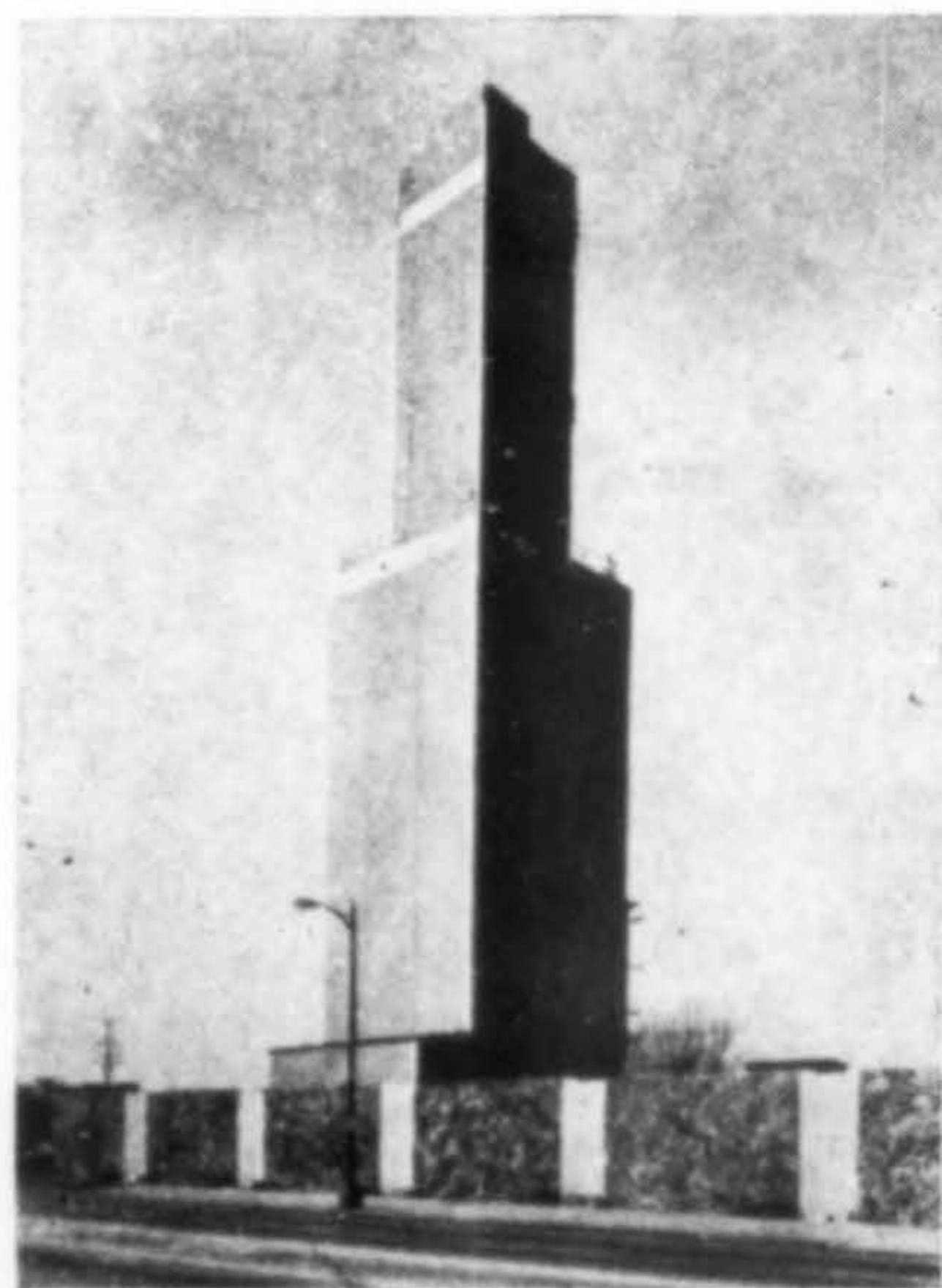
San Mateo contemplating extensive development—

The San Mateo County Regional Planning Committee is studying plans for an extensive housing and recreation development of Bay tidelands south of San Francisco airport. Pacific Air Commerce Center proposes to provide housing for 5,000 people and add \$500,000,000 in land and structures to the county's tax base. The development would fill 2,219 acres of the Bay, with 108 acres of new homes, garden apartments, high rise apartments and town houses. The building firm is comprised of the David Rockefeller interests of New York, Crocker Land Company, and the Ideal Cement Company.

\$60 million complex planned for Colorado Springs—

A \$60 million retail shopping center and residential development in Colorado Springs, Colorado, is planned by the J. C. Penney Company and a Texas developer, Arch B. Marshall. Plans call for a 60-acre shopping center with a 540,000 sq. ft. Penney store as the principal tenant. Some 83 acres will be in residential development with the complex to also include a high rise office building, motel and restaurant and a series of plaza offices. If zoning changes are approved, the construction start is planned for early 1967 on the first phase, to cost approximately \$10 million.

Oil derrick masquerades as office building—



AN OIL drilling rig that looks like an office building has been erected in a heavily populated section of West Los Angeles by the Occidental Petroleum Corporation. It is said to be the world's first architecturally designed drilling rig and the first new idea in the design of a derrick in a century. Los Angeles Beautiful presented the firm with an award for developing the site esthetically.

Student health center for Stockton campus—

The University of the Pacific, Stockton, has received a \$967,990 gift from the S. H. Cowell Foundation of San Francisco to underwrite the total cost of a new student health center on the campus. Planning and construction will require at least two years, according to Leonard Abbott, University architect and director of campus planning.

Soil bricks, allied materials under study—

Fresno State College has established The International Institute of Housing Technology to develop techniques for home construction from soil bricks and similar low cost materials available to residents of rural areas. The Institute is expected to conduct a broad program of research designed to advance construction methods used by a large proportion of the world's population which still lives in mud houses. Asphalt stabilization of soil bricks was re-discovered a few years ago by scientists of Chevron Asphalt Co., a subsidiary of Standard Oil of California. James H. Rockwell, assistant professor of industrial art, will be associate director and Yonan Malek, field representative. Standard Oil is contributing a full time director, Robert Matteson, to the new Institute and the Gulf Oil Corporation is contributing a \$10,000 grant.

Dormitories at WWSC cited—



RIDGEWAY Dormitories of Western Washington State College, Bellingham, Washington, was the only Western project cited with an honor award in the 1966 U.S. Department of Housing and Urban Development design for excellence program. Architects: Fred Bassetti & Company, Seattle. (A/W Nov. '63)

Craig Ellwood named Aspen program director—

Craig Ellwood, Los Angeles designer-architect, has been named program chairman for the International Design Conference in Aspen, Colorado, June 18-23, 1967. The announcement was made by Eliot Noyes, IDCA president, who also announced the election of three new directors: Ivan Chermayeff, partner in the firm of Chermayeff & Geismar; George Dudley, dean of the school of architecture and urban planning at the University of California at Los Angeles, and John Massey, director of design, advertising and public relations for Container Corporation of America. Theme of the conference will be "Order and Disorder."

Preservation of landmarks approved—

San Francisco's City Planning Commission has unanimously recommended approval of a new article in the planning code, designed to preserve historical and esthetic landmarks throughout the city. The ordinance, which must be approved by the Board of Supervisors, provides for a Landmarks Advisory Board to be named by the mayor.

Consolidation of building permit activity sought—

San Francisco's Board of Supervisors is considering a proposed charter change which would consolidate almost all city building permit activity under the Building Inspection Bureau of the Department of Public Works. Plans must now be approved by both the Building Inspection Bureau and the Fire Department's Bureau of Fire Prevention, as well as the City Planning Commission and the Zoning Administrator. Under the proposed amendment, the Fire Department would be responsible only for hospitals, schools and places of public assembly. San Francisco builders have for many years been fighting the fact that it takes longer to get a building permit here than in any other major U.S. city.

Prize-winning Utah bridge—



Eagle Canyon Arch (above), a medium span bridge located in Emery County, Utah, was one of four Western bridges cited as a prize bridge in the 1966 American Institute of Steel Construction bridge competition. It was designed and built by the structures division of the Utah State Highway Department, Salt Lake City; constructed by Strong and Company of Springville, Utah; and the Western Steel Company, Salt Lake City, was steel fabricator.

Architectural firms sponsor students to Sweden—

Two architecture students at California State Polytechnic College, San Luis Obispo, have completed an eight-week work program in Stockholm, Sweden, made possible by the donation of \$1,200 each from the firms of Victor Gruen Associates and Welton Becket Associates, Los Angeles, and two Swedish architectural firms. The students were Dennis Hodgin and Curtis Holder. The two Los Angeles firms received two students from abroad while the California students were in Sweden.

Calendar of coming events—

The 10th annual **National Swimming Pool Exposition** and Convention, Sahara Hotel, Las Vegas, Nevada, Jan. 21-24, 1967.

Forty-eighth annual convention of the **Building Stone Institute**, Dunes Hotel, Las Vegas, Jan. 29-Feb. 2.

The Reinforced Plastics division, **Society of the Plastics Industry**, 22nd conference and exhibit, Shoreham Hotel, Washington, D. C., Jan. 31-Feb. 3.

The 1967 American Association of School Administrators convention, and **School Building Architectural Exhibit**, Atlantic City, New Jersey, Feb. 11-15.

Plumbing Brass Institute meeting, Americana of San Juan Hotel, Puerto Rico, Feb. 12-15.

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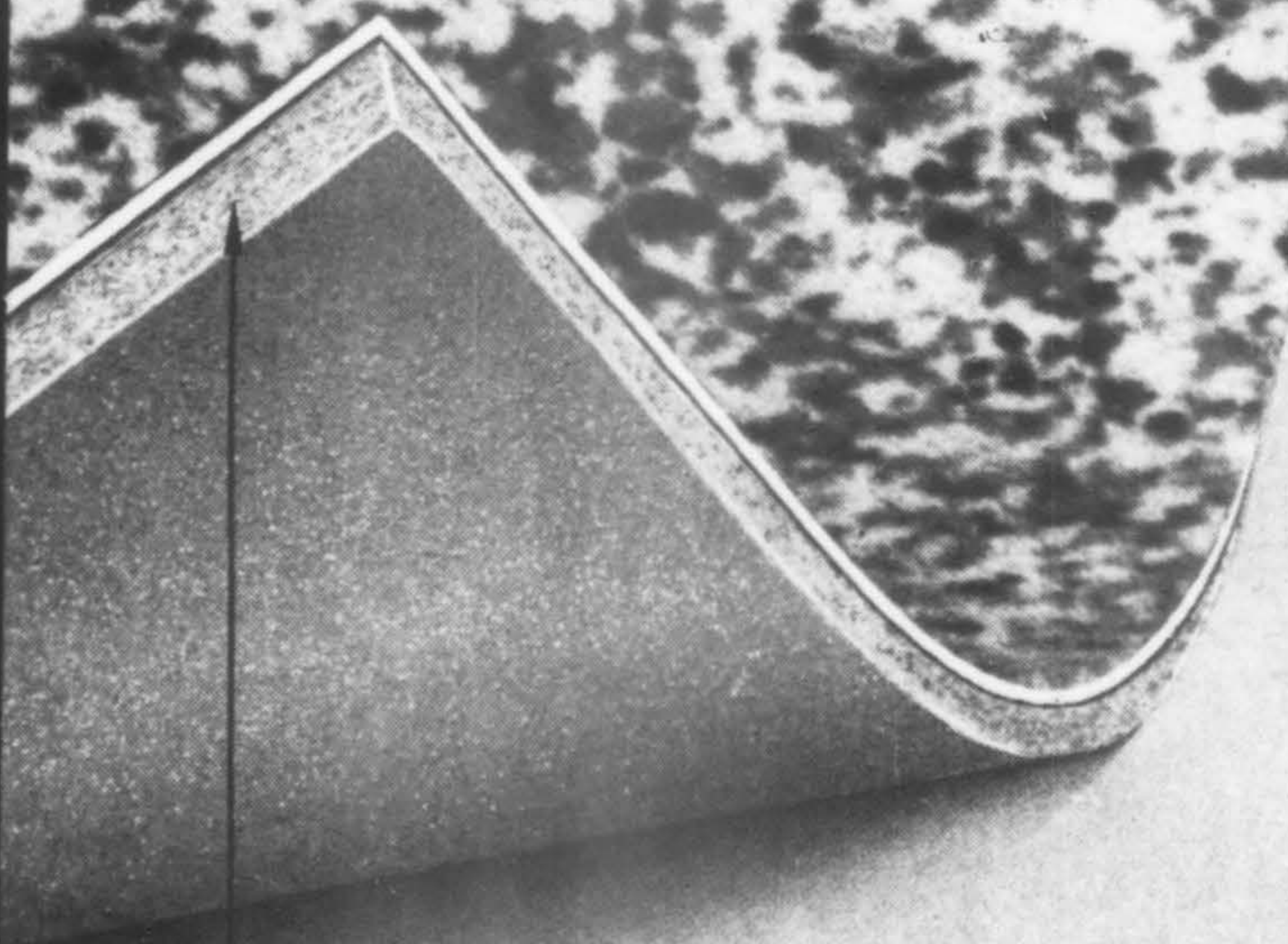
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STUDIO for sculptor George Hall, Costa Mesa. Honor Award. Architect: Ron Yeo.

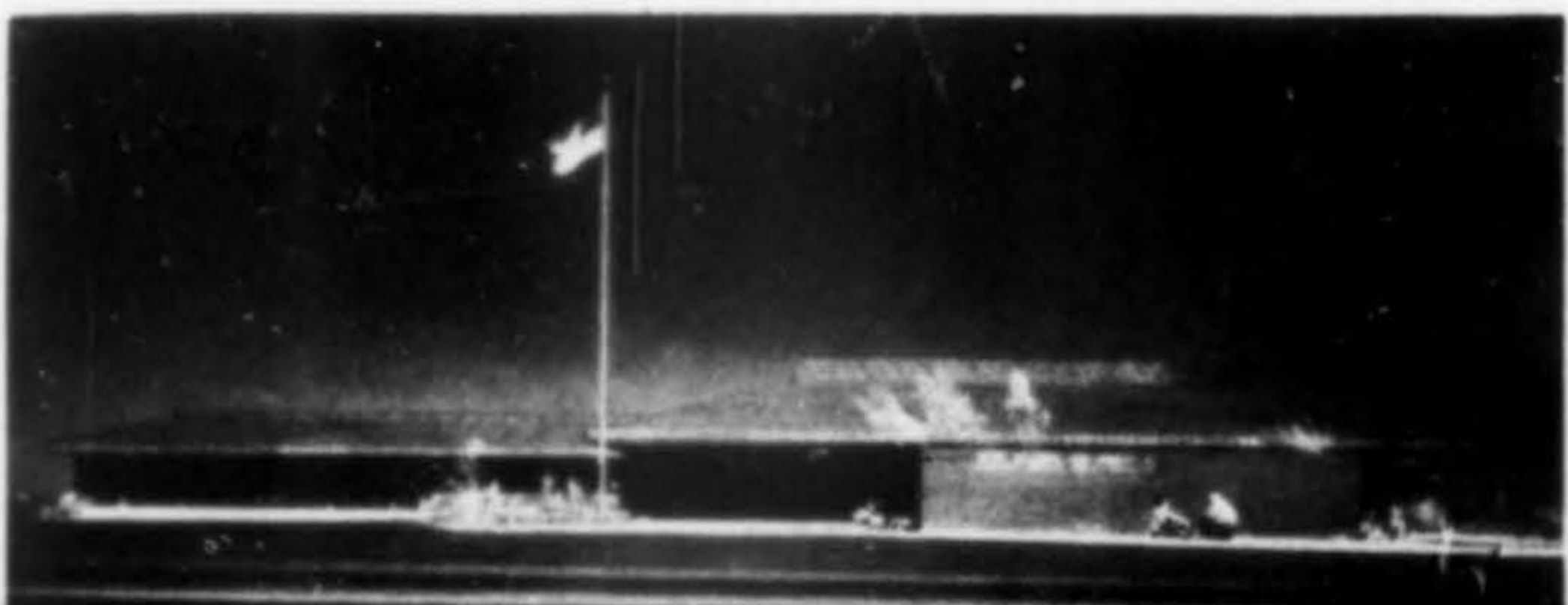


BLUFFS RESIDENTIAL DEVELOPMENT, Newport Beach, for George M. Holstein & Sons. Honor Award. Architect: Richard Leitch & Associates.



COMMERCIAL OFFICE BUILDING, Laguna Beach. Merit Award. Architect-owner: Fred M. Briggs.

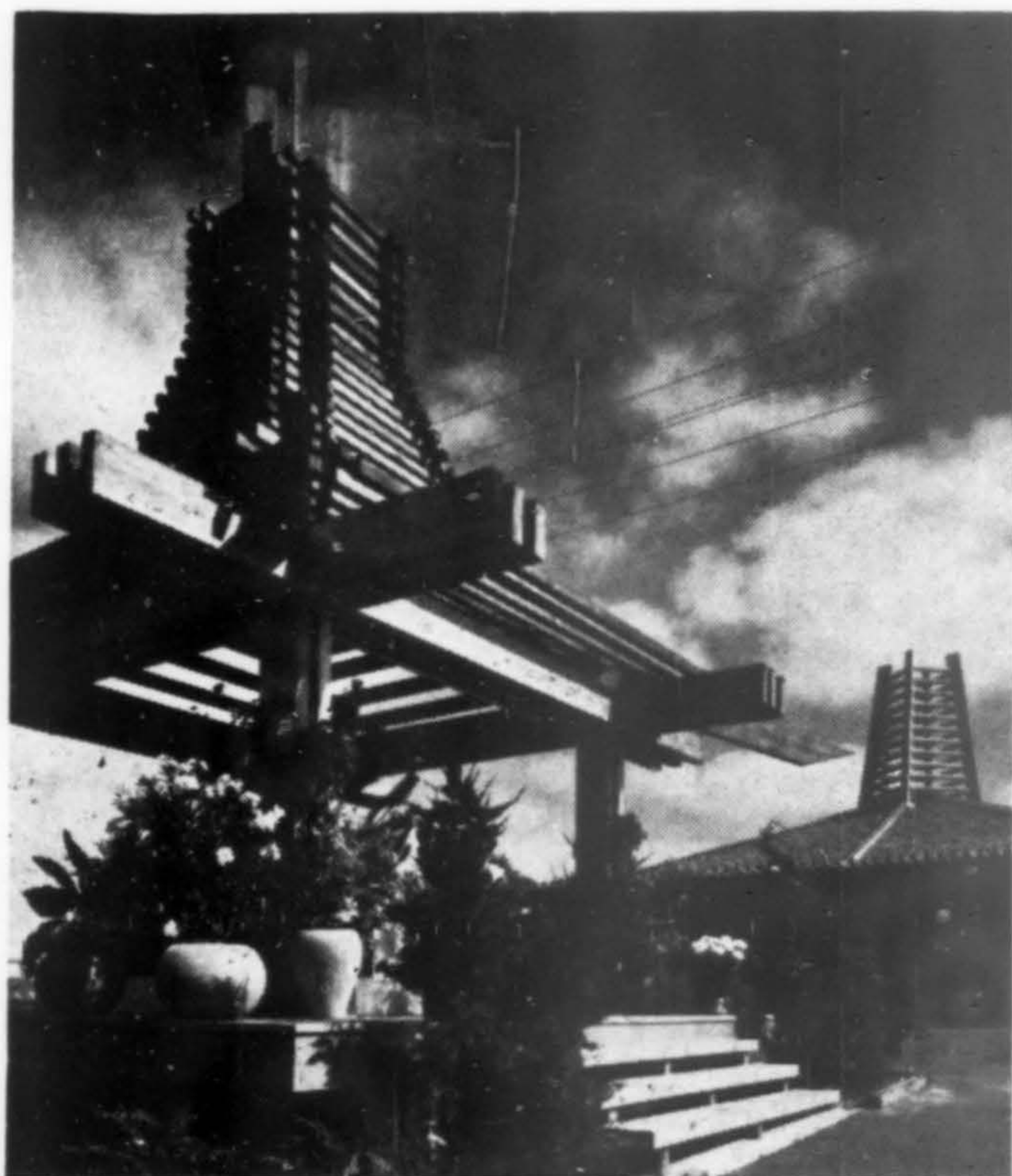
BOY SCOUT Service Center, Santa Ana. Merit Award. Architect: Ramberg & Lowrey.



Orange County AIA chapter cites



OFFICE BUILDING, Corona del Mar. Honor Award. Architect-owner: William E. Blurock.



NURSERY BUILDING for Raymond O. Amling and The Irvine Company. Honor Award. Architect: Thomas Echternach.



MARINERS LIBRARY, Newport Beach. Merit Award. Architect: William E. Blurock.

7 projects in triennial

THE TRIENNIAL honor awards program of the Orange County, California Chapter, American Institute of Architects, cited 17 projects, selected from 73 entries. In addition to the four Honor Awards and nine Merit Awards, the jurors gave special commendation to four buildings still in the design stage. These four, not shown, were: (1) the Garden Grove City Hall, James R. Wilde, Lee F. Wilcox and Ron Yeo, associated architects; (2) the Center for Continuing Education in New Hampshire, William L. Pereira & Associates, architects; (3) the Costa Mesa City Hall, Schwager, Desatoff & Henderson, architects, and (4) the County Civic Center, Santa Ana, William E. Blurock & Associates.

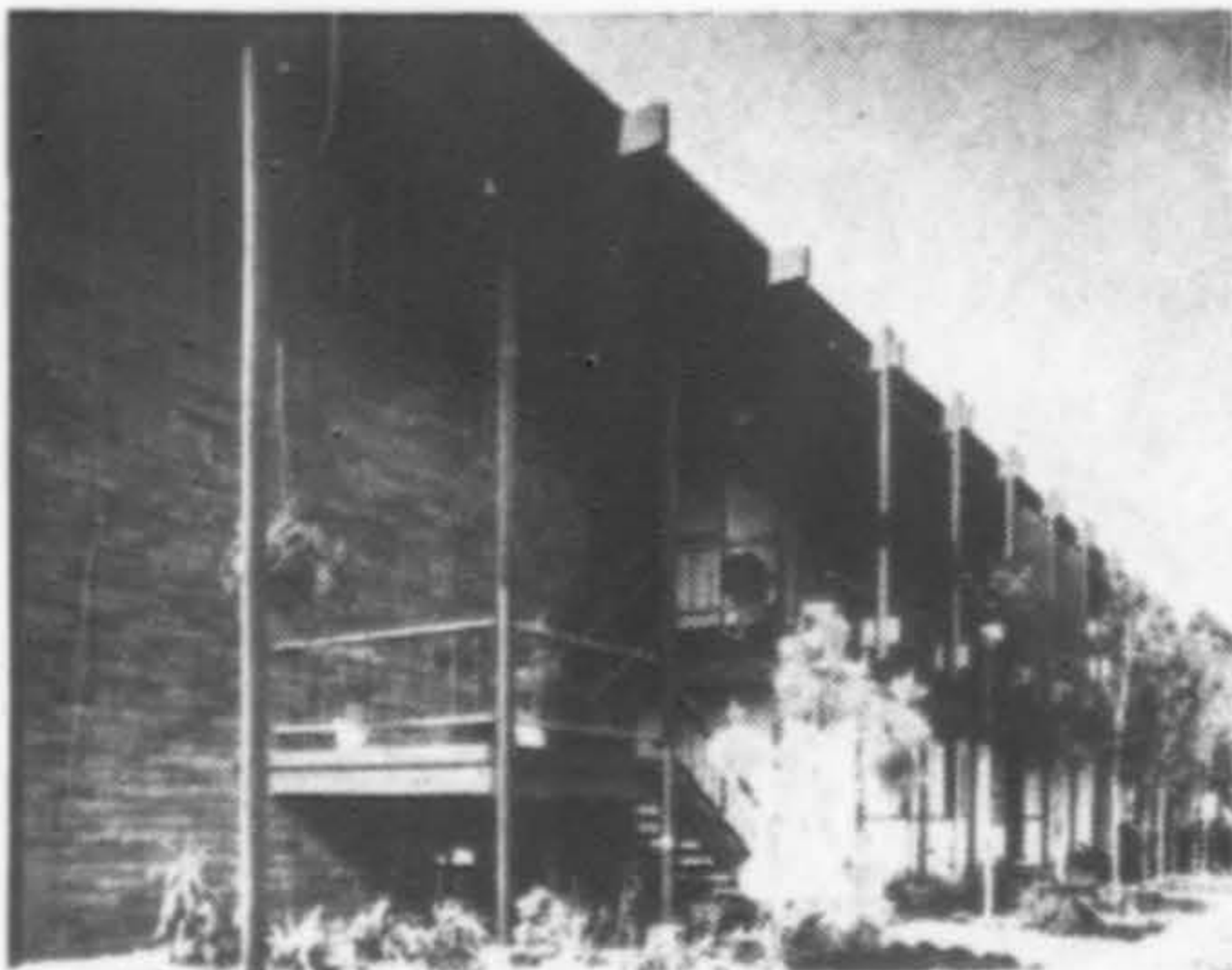
Jurors were architects Frank Hope, San Diego; Calvin Straub, Arizona State University, and sculptor George Hall, Newport Beach.



NEWPORT NATIONAL BANK, Newport Beach. Merit Award. Architect: William P. Ficker.



CUSTOM HOME for Mr. and Mrs. Robert Hirsch, Balboa. Merit Award. Architect: Knowlton Fernald, Jr.



MLH COMPANY building, Tustin. Merit Award. Architect: Frank D. Morris of Morris & Lohrback.



RESIDENTIAL DEVELOPMENT for Laguna Niguel Corporation. Merit Award. Architects: Knowlton Fernald, Jr., Ricardo A. Nicol, Arthur R. Schiller, Newport Beach.



CUSTOM RESIDENCE for Mr. and Mrs. Joseph Horton, Newport Beach. Merit Award. Architect: Knowlton Fernald, Jr.



HEALTH-MEDICAL office building in Westcliff Plaza, Newport Beach, for Abaco Corporation. Merit Award. Architect: William E. Blurock & Associates.

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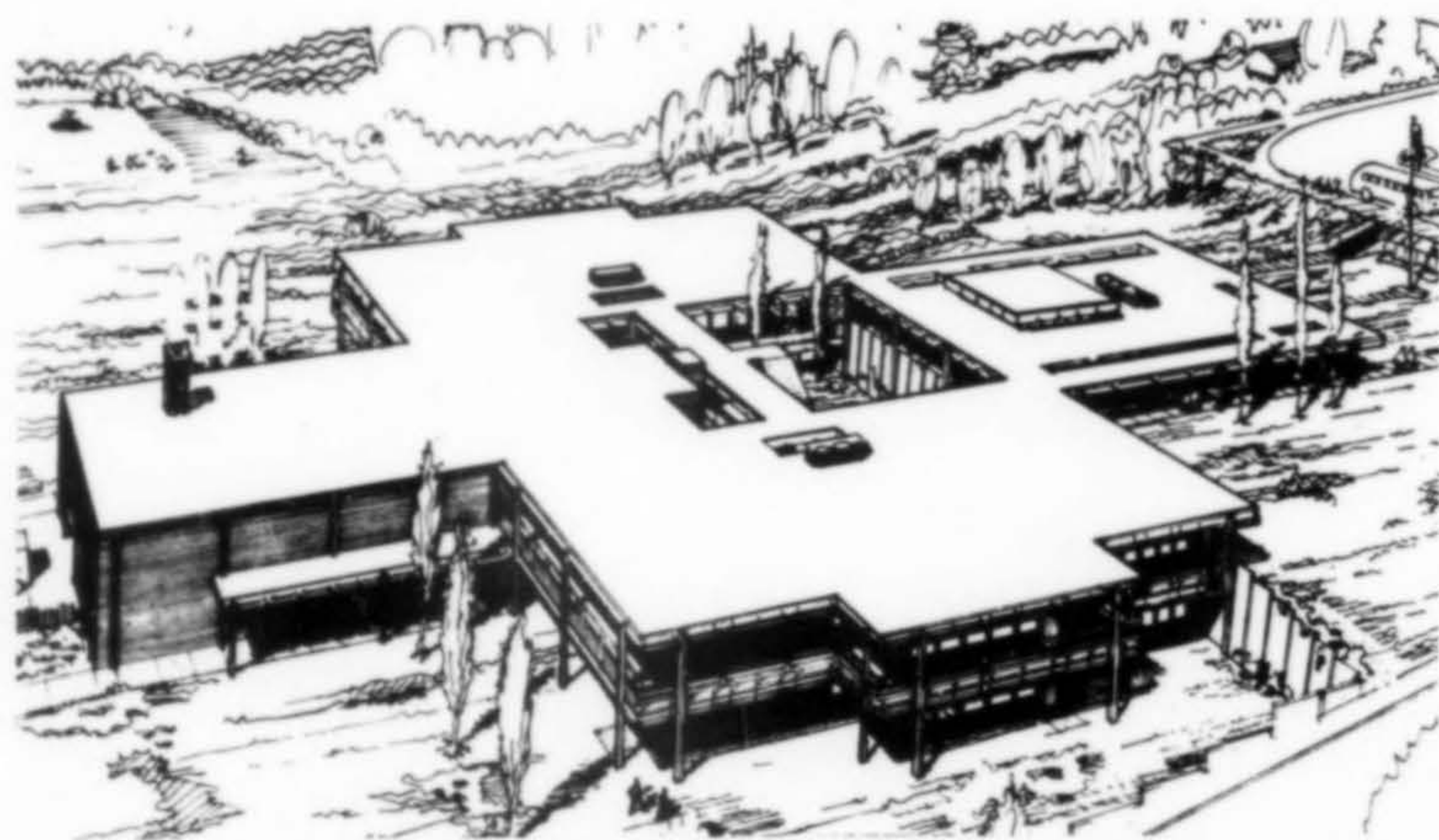
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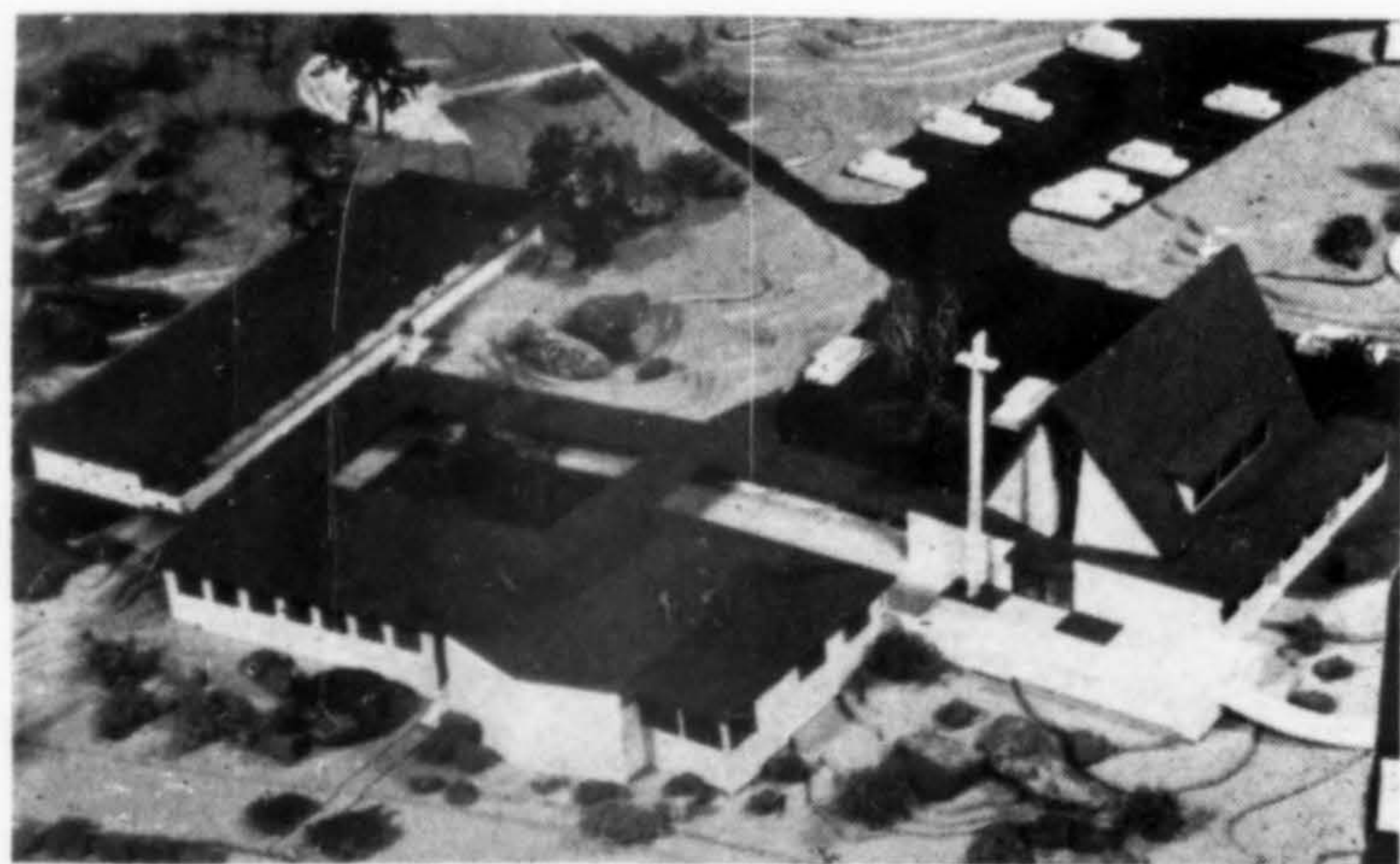
Seattle, Washington 98122

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PROJECT PREVIEW



OLYMPIC ELEMENTARY SCHOOL, Edmonds, Washington, takes advantage of a sloping site by stacking classroom units in a two-level structure. Each level maintains at-grade exits. The structure is load bearing brick walls, wood truss and joist roof, exterior roof overhangs and walkway balconies. There will be 20 classrooms, library, offices, kitchen and storage facilities, special use rooms. Architects: Waldron & Dietz, Gerald Pomeroy partner-in-charge; Olsen & Ratti, structural; Roxbury Construction Co., general.



FIRST CONGREGATIONAL CHURCH, Perris, California, is sited on six acres facing a main road. The complex includes a sanctuary, seating 200, a fellowship hall for 250, offices, classrooms, an outdoor chapel, and parking facilities for 70 cars. The building will be poured concrete with exposed quartz aggregate surfaces. Cost, exclusive of site work and fees, \$250,000. Architect: Frederick Hodgdon.



TRI-STATE Bank of California will rise 15-stories in the heart of downtown Portland, Oregon. The \$11 million structure will have a one-story banking hall spreading over the 200x-200-ft. site, a 14-story office tower and three levels below; banking spaces for drive-in facilities and public parking. White columns of precast concrete, rising full height of the building, will contrast with the deep gray-green of glass spandrels and windows. Architects: Anshen & Allen, San Francisco; Barnes, Hilgers & Maslen, consulting architects, Portland.



COLLEGE FOUR, University of California at Santa Cruz, will have an emphasis on international studies, stressing foreign languages. Buildings range from one to five stories, will accommodate a total of 500. The "language lounges" will be reinforced concrete and wood frame with cement plaster construction. Estimated cost: \$2,755,000. Completion: August 1968. Architects: Campbell & Wong & Associates.



'taint paint

"This is stain."

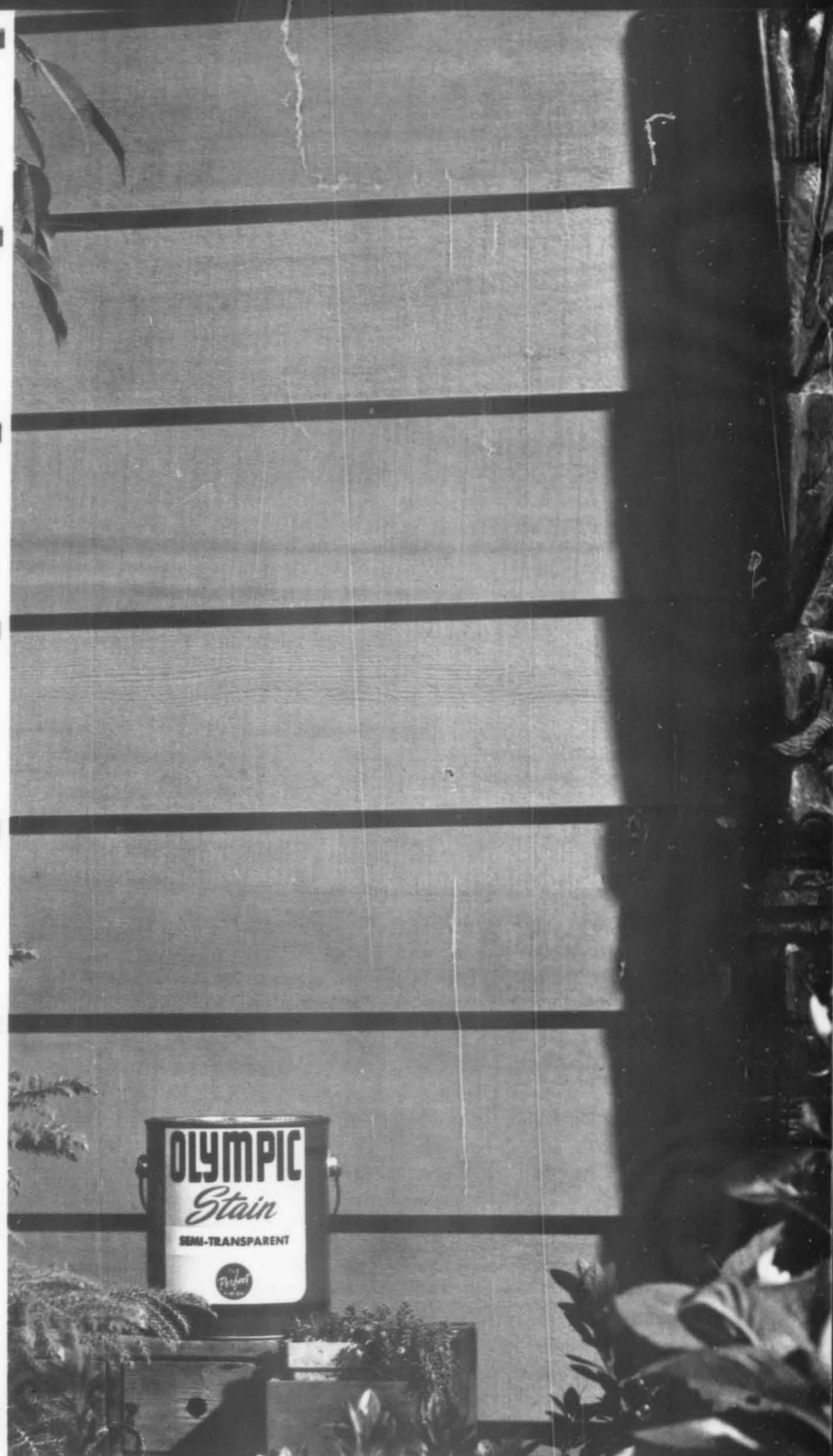
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"I *knew* you were my kind of people."

Olympic Semi-Transparent Stain

"Design for People, 1966"

SANTA FE HOSTS AIA-AID REGIONAL CONFERENCE

AFTER SEVERAL architectural conferences, one begins to wonder if the profession is a *good* one. It is, perhaps, just as well that not many laymen are exposed to the criticism of architects and architecture that seems to pervade regional meetings.

The 15th annual conference of the Western Mountain Regional AIA meeting at Santa Fe, New Mexico, was no exception. This was the first joint meeting of the AIA and the American Institute of Interior Designers. Three phases of "Design for People, 1966" were explored by delegates: people in urban space, landscape and interior space; communication; the designer in the evolving environment.

"*Is downtown valuable to the West?*"—the first question posed by John B. Jackson, landscape architect and editor and publisher of Landscape Magazine—set the conference back on its heels. He suggested that urban design is different in the West, that urban sprawl is not reprehensible here where there is so much space. "*Whenever people have freedom they separate their place of work from their residence. That's now the Western way. Urban design is different here.*" He called the highway much more important to the Western city: "*The highway should concern us now—its currently brutal and irresponsible treatment of communities, avoiding them or cutting them in two.*"

The 500 delegates heard James Merrick Smith, FAID, national president of the AID, urge that architects resign their independence and become members of a total design team. William Raiser, vice president of Raymond Loewy-William Snaith designers, brought back some of the perspective: "Along with people, goods are accumulating. Consider

what a gross national product worth \$860 billion means. All this product goes somewhere and not all of it is disposable after use.

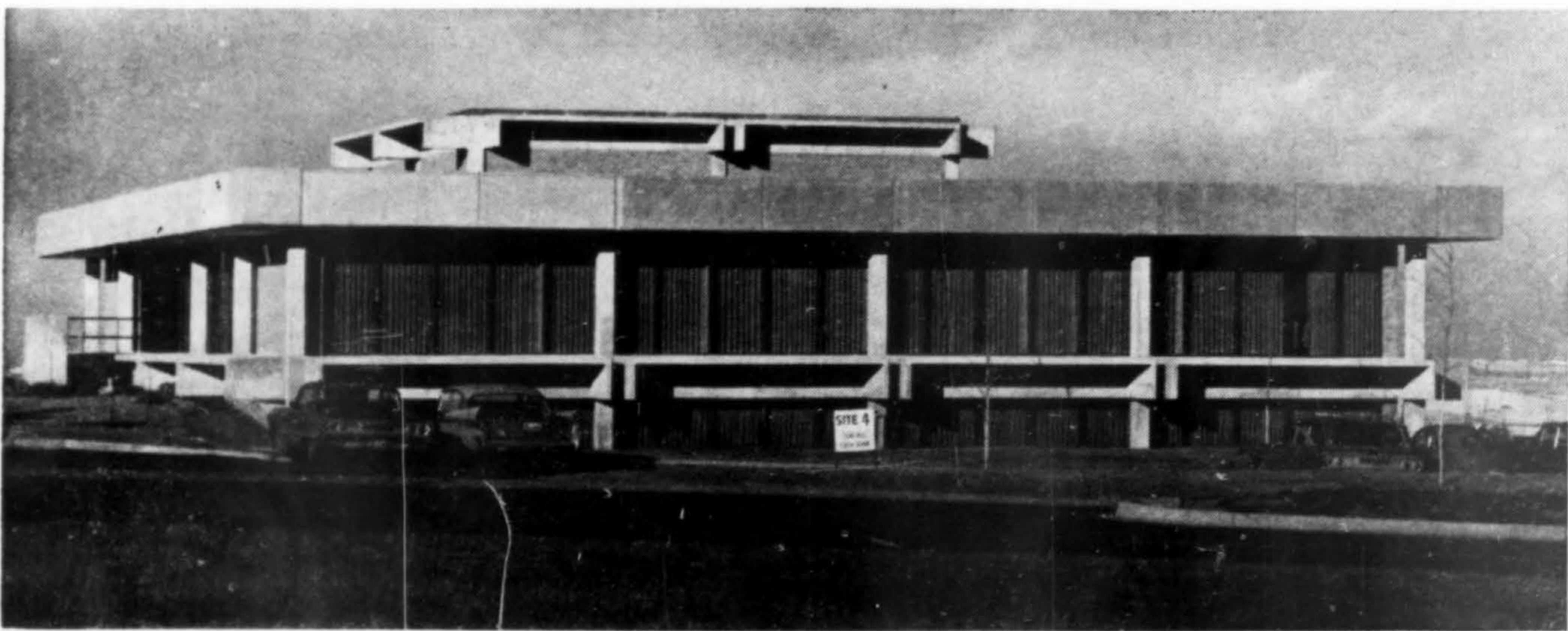
"People now accept the fact that space is precious. But too many man-made spaces are monotonous, modular, impersonal. New buildings eliminate old faults but offer too few new virtues. Exceptions are in the air conditioning, heating, soundproofing—but these are engineering, not architectural triumphs."

John MacGregor, editor of Pasatiempo, Santa Fe's Sunday newspaper supplement, accused architects of arrogance in dealing with the public: "The public is often insensitive to visual defect in design, but the public understands design deficiencies when made uncomfortable by them." Grady Clay, editor of Landscape Architect, and Peter Blake, editor of Architectural Forum, were also panel participants on the "Dissemination of Information."

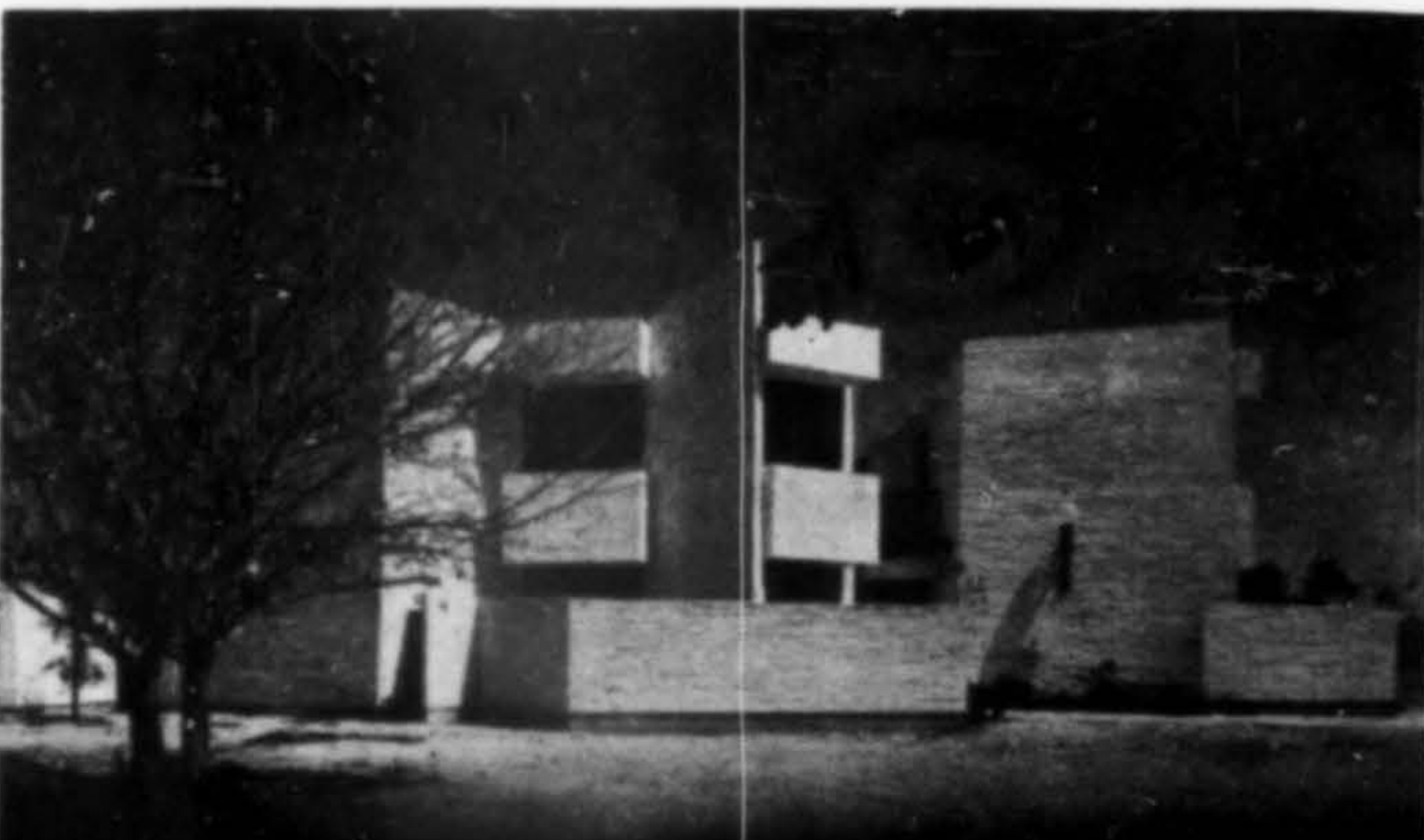
A blue ribbon list of speakers included Harold T. Spitznagel, FAIA, vice president of the Institute; Garrett Eckbo, FASLA; William H. Scheick, executive director of the AIA; Emily Malino, AID; Thomas R. Vreeland, Jr., and Jason P. Moore, architects; Walton E. Brown, Designers West magazine; Andrew Euston, director of urban programs for the AIA; George T. Rockrise, FAIA.

The Core Redevelopment plan for downtown Albuquerque won the AIA's citation for excellence in community architecture, presented to the city by regional director James M. Hunter, FAIA (A/W, May 1966). The annual honor awards program for excellence in building design was expanded this year to include interior design (see photos).

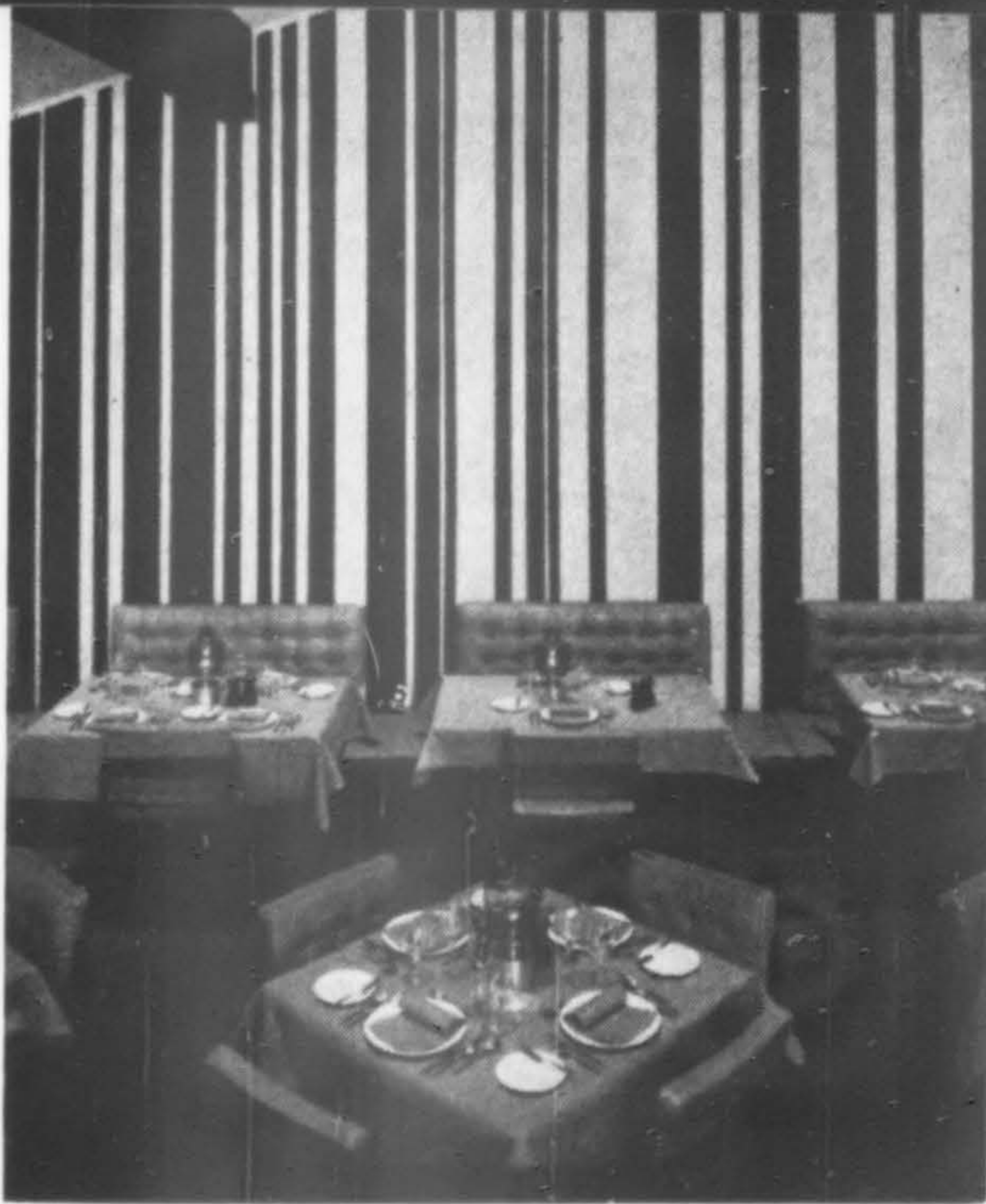
Conference co-chairmen were Santa Fe architects John Conron and John McHugh.



RESOURCES, INC. office building, Denver. Honor Award. Moore & Bush, architects, Denver.



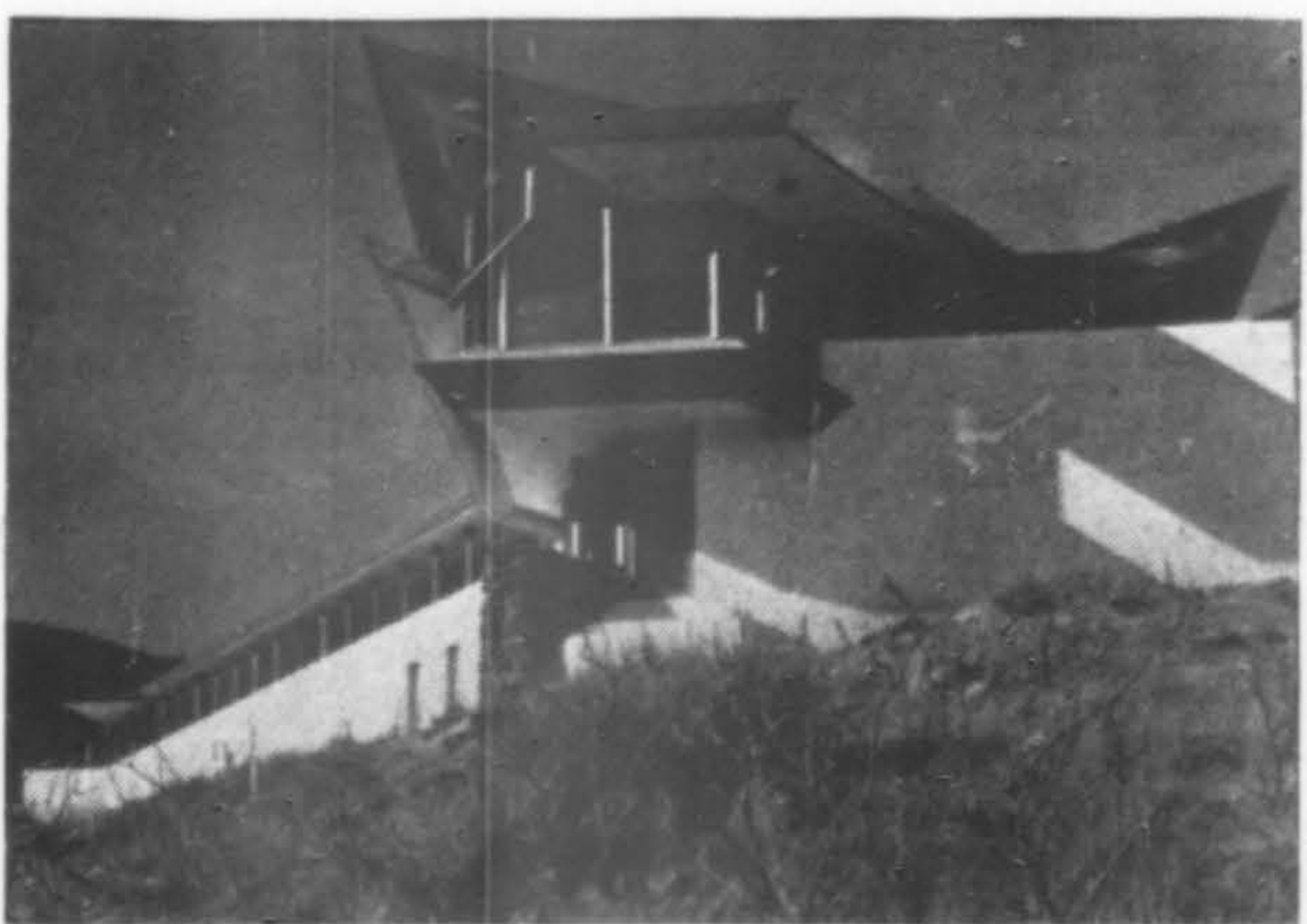
RUSH MEMORIAL MEDICAL building, Phoenix, Arizona. Merit award. Bennie M. Gonzales, architect, Phoenix.



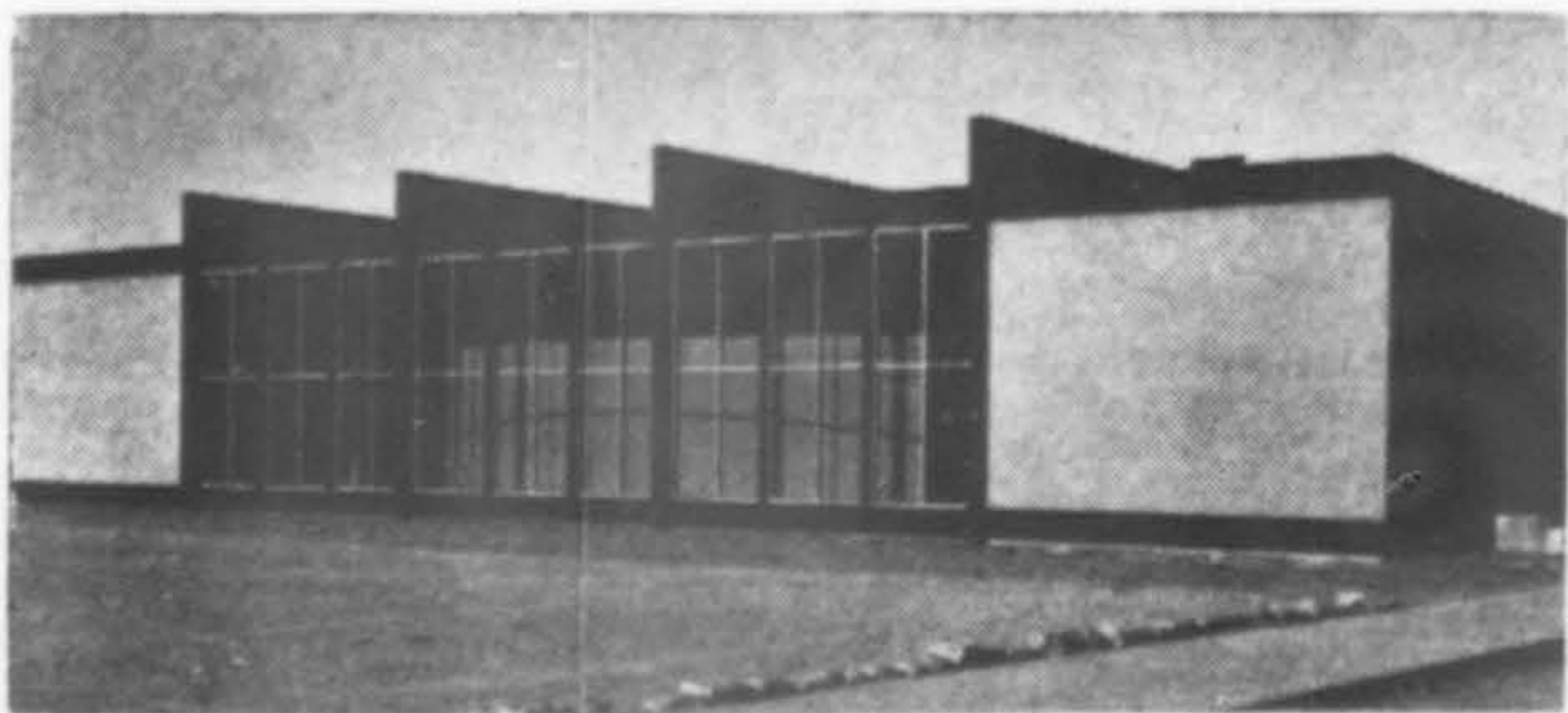
INTERIOR DESIGN award for Seven Levels Inn, ski lodge at Teton Village, Wyoming. Honor award. Dick Heraty, designer, Denver.



EAST ELEMENTARY SCHOOL, Tooele, Utah. Merit award. Scott & Louie, architects, Salt Lake City.

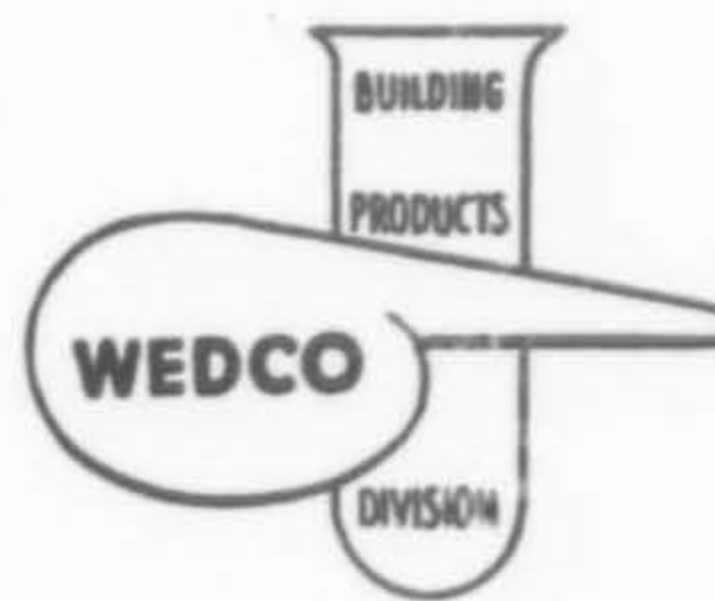


DR. ROBERT WILLARD residence, Boulder, Colorado. Merit award. Charles A. Haertling, architect, Boulder.



FIRST UNITARIAN CHURCH building, Albuquerque, New Mexico. Merit award. Harvey S. Hoshour, architect, Albuquerque.

FIRST NATIONAL BANK of Arizona, Tucson, Arizona. Merit award. Cain, Nelson & Wares, architect, Tucson.



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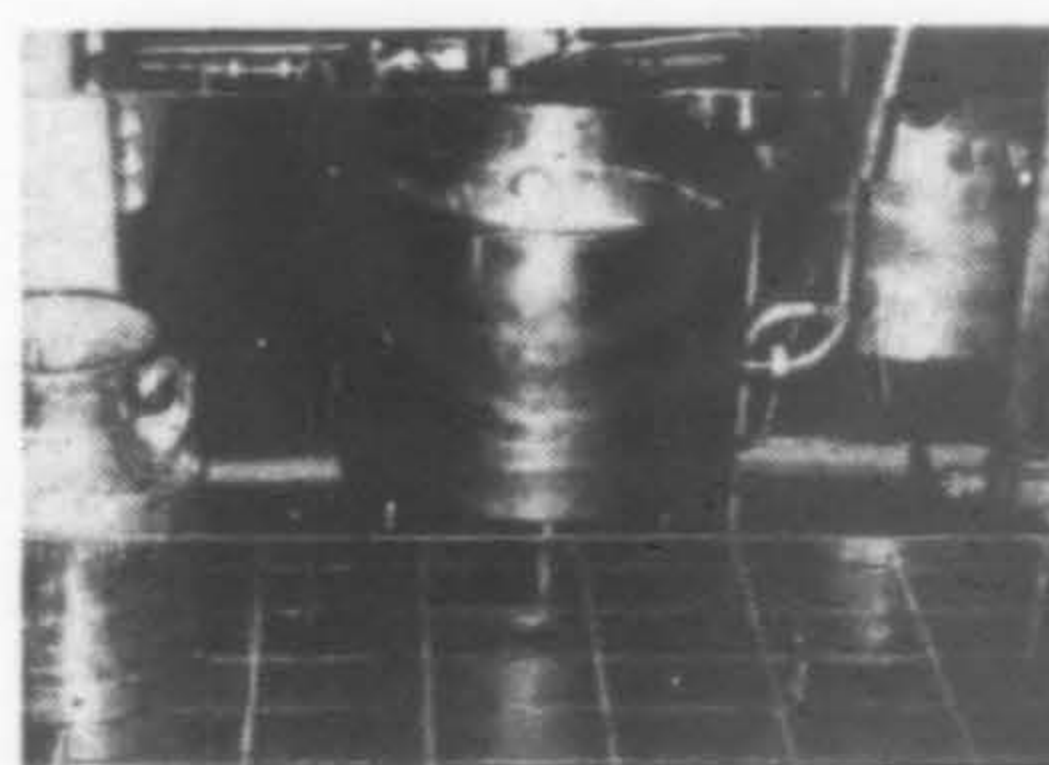
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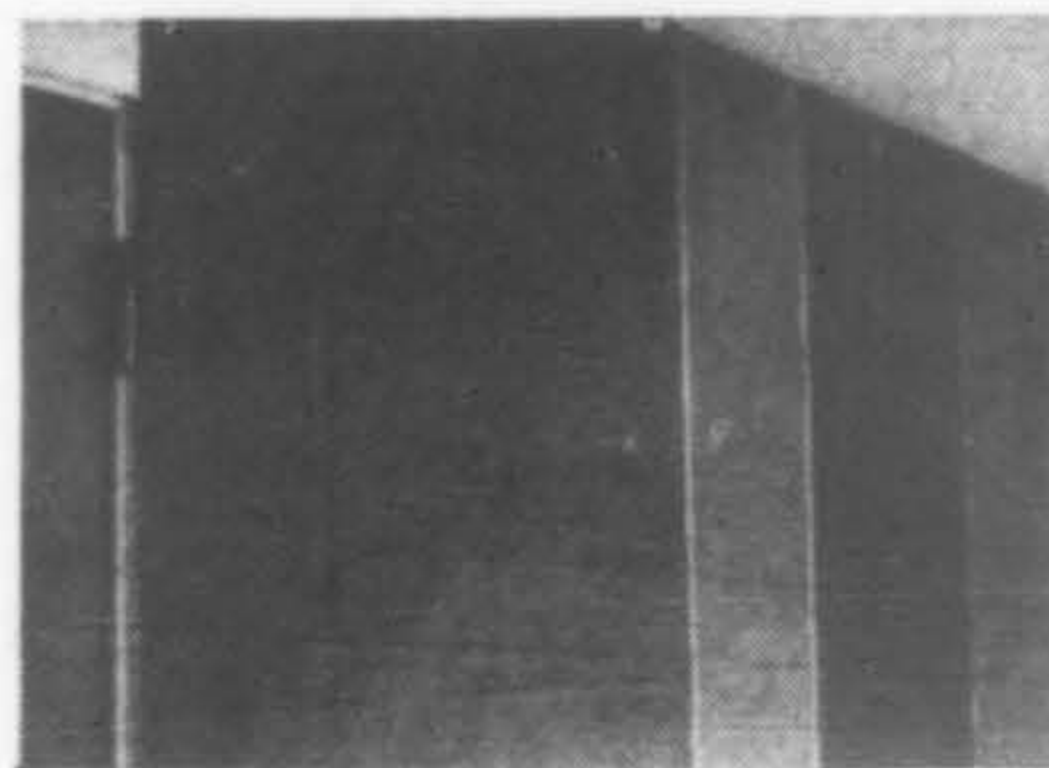
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Paul Thiry, FAIA (top photo), who was honored for his work as design consultant for the Seattle World's Fair and the resultant Seattle Center at the Northwest Regional AIA conference. Center photo: Mr. and Mrs. Charles Nes, Mr. and Mrs. Robert Durham, Al Bumgardner. Lower photo: Charles Nes, FAIA, president, American Institute of Architects.



Information booth and "Total Architecture" graphics in the Hospitality Room at the Northwest Regional AIA conference in Seattle (top) and below, the Chuck Mahaffey combo who furnished music for events.

New firms, associations, office changes

□ Principals in a new Denver architectural firm, Rogers-Nagel-Langhart, are John B. Rogers, Jerome K. Nagel, Victor D. Langhart and Glenn C. Barngrover. The new association is a merger of the offices of Rogers/Nagel and the firm of Langhart/McGuire/Barngrover. New offices will be at 1626 Stout Street, Denver.

□ Marvin S. Knox and Ronald Shewbridge have formed a partnership for architectural practice at 50 Mt. Hermon Road, Scotts Valley, California. The firm name will be Knox & Shewbridge, Architectural Associates.

□ Hall and Goodhue, architects and city planners of Monterey, California, have opened a San Francisco office at 100 Bush Street.

□ Alan G. Gass, Denver architect and partner for the past five years in Gass/Gay, Denver and Rapid City, South Dakota, has joined the firm of James H. Johnson & Associates, Denver.

□ Architect Jerome Kasavan, formerly a principal in the firm of Kasavan & Leach, Salinas, California, has opened his own office for the practice of architecture at 435 Salinas Street, Salinas.

□ John Martin Kahl and Richard Simms Lacory, Jr., have formed a partnership for the practice of architecture at 680 Beach Street, San Francisco.

□ Felix M. Warburg, architect and environmental planning specialist, has been named an associate in the office of Lawrence Halprin & Associates, San Francisco landscape architecture and environmental planning firm. He will be in charge of coordinating and executing planning activities including urban design, land, civic, government, environmental and visual planning and research.

□ New firm name for Salt Lake City architects Ralph A. Edwards and George N. Daniels, is Edwards & Daniels & Associates, Architects. New associates in the firm are architects Jon Taft, Tom Triptow and Richard Brimley.

□ Albuquerque, New Mexico architects and engineers Garcia-Pogue & Associates announce the opening of a new branch office at 2211 N. Main, Suite 10, Las Cruces, New Mexico.

□ Richard D. Davis has been named staff architect of Mission Viejo Company, Newport Beach, California.

□ Los Angeles architect Donald D. Engen has been named vice president and director of Kendall Construction Company, Camarillo.

□ Robert J. Fossatti, structural engineer, has been named an associate of Olsen & Ratti, consulting engineers, Seattle.

Honors and awards

□ Seattle architect William J. Bain, FAIA, was named "Construction Man of the Year" for the Central Puget Sound area, an honor conferred annually by the Seattle Chamber of Commerce. Mr. Bain is a partner in the firm of Naramore, Bain, Brady & Johanson. Paul Thiry, FAIA, is the only other architect in the area to have been so honored over the years. Architect Ralf Decker was chairman of the selection committee.

□ The distinguished service award of the Society of American Registered Architects was presented to Billings, Montana, architect Eugene Padanyi-Gulyas at the recent national convention in Cleveland, Ohio.

□ Glenn Stanton, FAIA, senior partner in the Portland, Oregon firm of Stanton, Boles, Maguire & Church, and a past president of the American Institute of Architects, was one of 30 men honored at the Building Product executives conference held in Washington, D.C. in October.

Erratum: In crediting the architects of the Educational Services Building, City College of San Francisco, page 28, October 1966 A/W, the firm name should have read Milton T. Pflueger & Associates.

Elections

- The Southwest Washington Chapter, AIA, announces the following 1967 officers:
 - Alan Liddle, Tacoma, *president*
 - Bill Hocking, Tacoma, *first vice president*
 - Steven Johnson, Olympia, *second vice president*
 - Ted Litzenberger, Tacoma, *secretary*
 - John Campbell, Tacoma, *treasurer*
 - Don Van Volkenburg, Federal Way, *board member*

- Officers for 1967 of the Southern California Chapter, AIA;
 - Edward Killingsworth, FAIA, Long Beach, *president*
 - Carl L. Maston, Los Angeles, *vice president and president-designate*
 - Herbert Kahn, Pacific Palisades, *secretary*
 - Roy M. Donley, Los Angeles, *treasurer*
 - Robert Bolling, Los Angeles, *director*

- New officers for the Southwestern Oregon Chapter, AIA, were recently named:
 - John Briscoe, Eugene, *president*
 - Don Smith, Springfield, *vice president*
 - Dan Herbert, Eugene, *secretary*
 - Jim Bernhard, Eugene, *treasurer*
 - Ray Glass, Corvallis, and Chris Morgan and Paul Edlund, Eugene, *directors*.
 - Chris Jeppsen, Corvallis, *member-at-large* to the Oregon State Council

- Officers of the Colorado Chapter, AIA, recently elected:
 - John D. Anderson, Denver, *president*
 - Aubrey B. Brelsford, Denver, *vice president*
 - William C. Muchow, Denver, *secretary*
 - James K. Holst, Pueblo, *treasurer*
 - DeVon M. Carlson, Boulder, and John F. McGuire and Maxwell L. Saul, Denver, *directors*.

- Named to office for the Great Falls, Montana, Society of Architects were:
 - Philip Korell, *president*
 - Richard Shope, *vice president*
 - Lee Nixon, *secretary-treasurer*
 - Robert Gillis, Klynn Cole and Larry Vigessaa, *directors*

- The Portland (Oregon) Chapter, Inc., AIA, announces the following new officers:
 - H. Curtis Finch, *president*
 - Robert Wilmsen, *vice president*
 - Edwin Bruno, *secretary*
 - Alex Pierce, *treasurer*
 - Clive Kienle and Gordon Trapp, *directors*

- The Library of Architecture and Allied Arts, Los Angeles, has named new officers for the coming year:
 - Robert E. Alexander, FAIA, Los Angeles, *president*
 - Charles O. Matcham, FAIA, *vice president*
 - Albert C. Martin, Jr., FAIA, *treasurer*
 - Henry M. Lane, secretary (structural engineer)
 - Martin F. Shakley, *executive committee member* (attorney)



THESE DORMITORIES HAVE EVERYTHING.

A.I.A. HONOR AWARD—SEATTLE CHAPTER, LOAD-BEARING BRICK WALLS, CHARM, VERSA-TILE® CLAY PAVERS, SCALE, FIRE RESISTANCE, CUSTOM CARVED BRICK,* DURABILITY, WARMTH, LOW MAINTENANCE, RADIATION PROTECTION AND BEAUTY.
CENTRAL WASHINGTON STATE COLLEGE / FRED BASSETTI & CO.—ARCHITECTS



mutual materials co.
BUILDERS BRICK PRODUCTS

News notes

□ A new School of Architecture and Urban Planning has opened at the University of California at Los Angeles with 15 graduate students embarking on a two-year course leading to a Master of Architecture degree. The school will train graduates in urban design, combining architectural design with problems of city planning. The 15 students all hold bachelor of architecture degrees and were selected from among 50 applicants. George A. Dudley is dean.

□ Dwayne C. Nuzum, specialist in planning and urban design, has been appointed assistant professor of architecture at the University of Colorado. Prior to joining the CU faculty, he was assistant professor of architecture and urban design at the University of Virginia as well as a practicing architect in Virginia.

□ Richard L. Tom has been appointed to the City of Huntington Beach, California, Planning Commission, as well as to that city's Architectural Review Board.

□ Architects *Hayes and Smith*, San Francisco, have been named to plan and design the second phase of Hiller Highlands, the \$20 million residential development in the Berkeley Hills . . . Los Angeles architect *Irving D. Shapiro* has been appointed planning consultant for Sunset International Petroleum Corporation . . .

Naramore, Bain, Brady & Johanson, Seattle architects, have been named by Mayor J. D. Braman as the architectural and urban design consultants for the proposed Seattle Rapid Transit System, in association with *Okamoto/Liskamm*, San Francisco planning and architectural firm . . . *Walter Beeson & Associates*, Fullerton, California,



David J. Witmer, FAIA, (right), senior partner in the Los Angeles firm of Witmer & Pidgeon, immediate past president and newly-elected chairman of the board of the Library of Architecture & Allied Arts, Los Angeles, was cited for his many contributions to the Library by incoming president, Robert E. Alexander, FAIA (left).

will design a \$60 million commercial complex at Fullerton for Cypress Park Properties, Inc. . . .

Taliesin Associated Architects of Scottsdale, Arizona, have been authorized to develop plans for a \$1.6 million music building at Arizona State University . . . *Thomas Adkinson*, Spokane, Washington architect, has been selected to prepare plans for the proposed physical education-recreation building at Whitman College, Walla Walla . . .

George Vernon Russell & Associates, Los Angeles, will design the \$15 million aerospace manufacturing facility for the McDonnell Aircraft Corporation, to be located at Santa Ana, California . . . *Welton Becket & Associates*, Los Angeles, in association with Reno architect *Rodger Simpson*, has been selected to design the \$14 million addition to the Washoe Medical Center in Reno.



Happy award winners at the recent Orange County (Calif.) Chapter, AIA, honors competition. Seated: Sculptor George Hall, one of the judges. Standing, left to right: Richard Leitch, William Blurock, Bill Flicker, Thomas Echternach and Ron Yeo.

Address changes

GEORGE CANNON YOUNG—Union Pacific Building, 10 South Main St., Salt Lake City.

GOODWIN B. STEINBERG—11281 Magdalena Road, Los Altos Hills, Calif., from San Jose.

JOHN W. HORNBACK—1406 Ormsby Dr., Sunnyvale, Calif., from Capitola, Calif.

MELVIN L. CALENDER—244 Sheldon Ave., Santa Cruz, Calif.

P. W. BOSHOLM—395 Lytton Ave., Palo Alto, Calif.

ROBERT J. BROWN—19702 81st Place W., Edmonds, Wash., from Boulder, Colo.

ARNE R. PURHONEN—1059-B East 9th South, Salt Lake City.

R. NEIL MANOS—285 W. Green St., Pasadena, Calif., from San Marino.

V. LEONARD BROWN, JR.—2221 Patricia Ave., Los Angeles.

PAUL S. PIERSON—Suite 202, 290 Fillmore St., Denver.

HENRY LACY & ASSOCIATES—1655 Lafayette, Suite 300, Denver.

HALE & JACOBSON, INC.—3755A Dusterberry Way, Fremont, Calif.

ROBERT V. DAVIS—4378 Clayford St., San Diego, Calif., from Honolulu.

D. W. HOLCOMB—Box 351, APO San Francisco, Calif., from Redding, Calif.

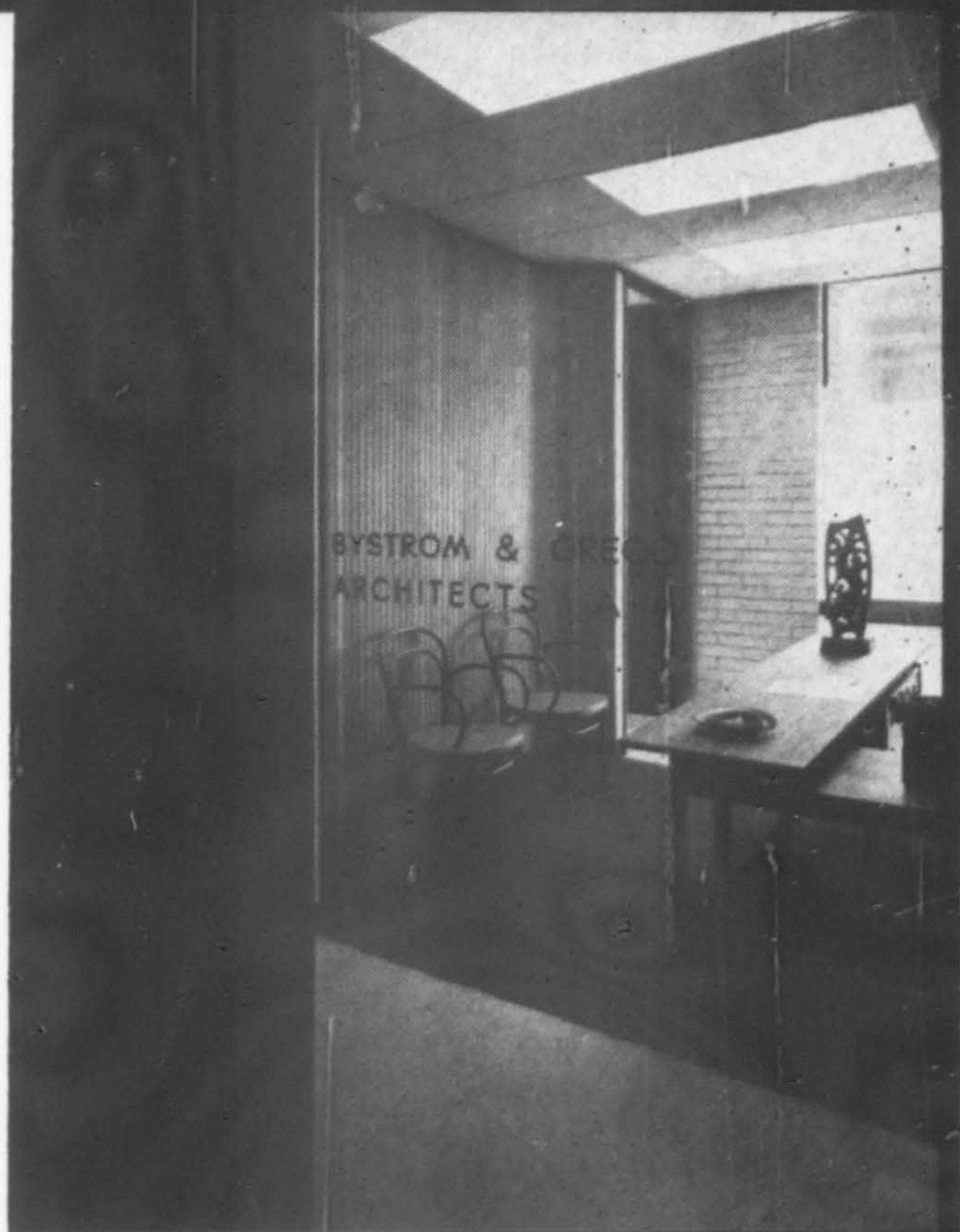
CHARLES CHAMBERLAND—1481 South King St., Honolulu.

WILLIAM TAYLOR and KEITH MARSTON—380 E. Green St., Pasadena.

Three Western finalists in Birmingham competition

THREE of the eight finalists in the Birmingham - Jefferson (Alabama) Civic Center two-stage national competition were from the West: Harris & Reed, Tacoma, Washington (James M. Harris and Ted Litzenberger); Beckhart & Mill (John Stuart Mill), Los Angeles; Elbasani, Logan, Barakonski and Riley Associates (Elvin Riley), Los Angeles. A fee of \$5,000 for each design was awarded. Finalists will submit a second entry to be judged on April 1967.

The design problem included a 10,000-seat coliseum; a 3,000-seat music hall; a 1,300-seat dramatic theater; a 100,000 sq. ft. exhibit hall; a 400-seat restaurant; administrative space and adequate parking within covered walking distance. Finalists were selected by a jury panel consisting of architects Max Abramovitz, New York; Gyo Obata, St. Louis; John Carl Warnecke, San Francisco; and theater consultants Harold Burris-Meyer and John Fernald.



They hang their hats in the Century Building . . .

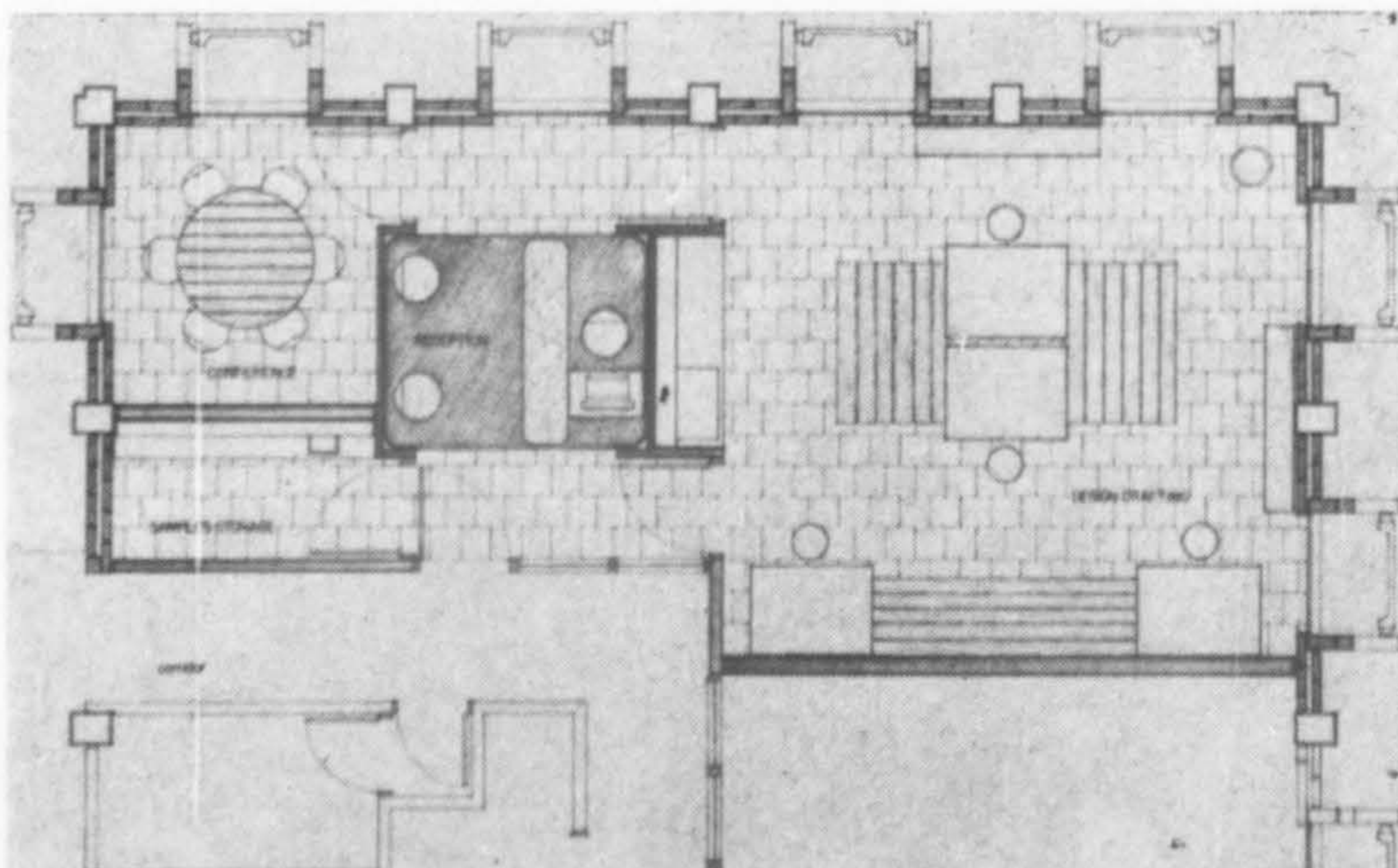
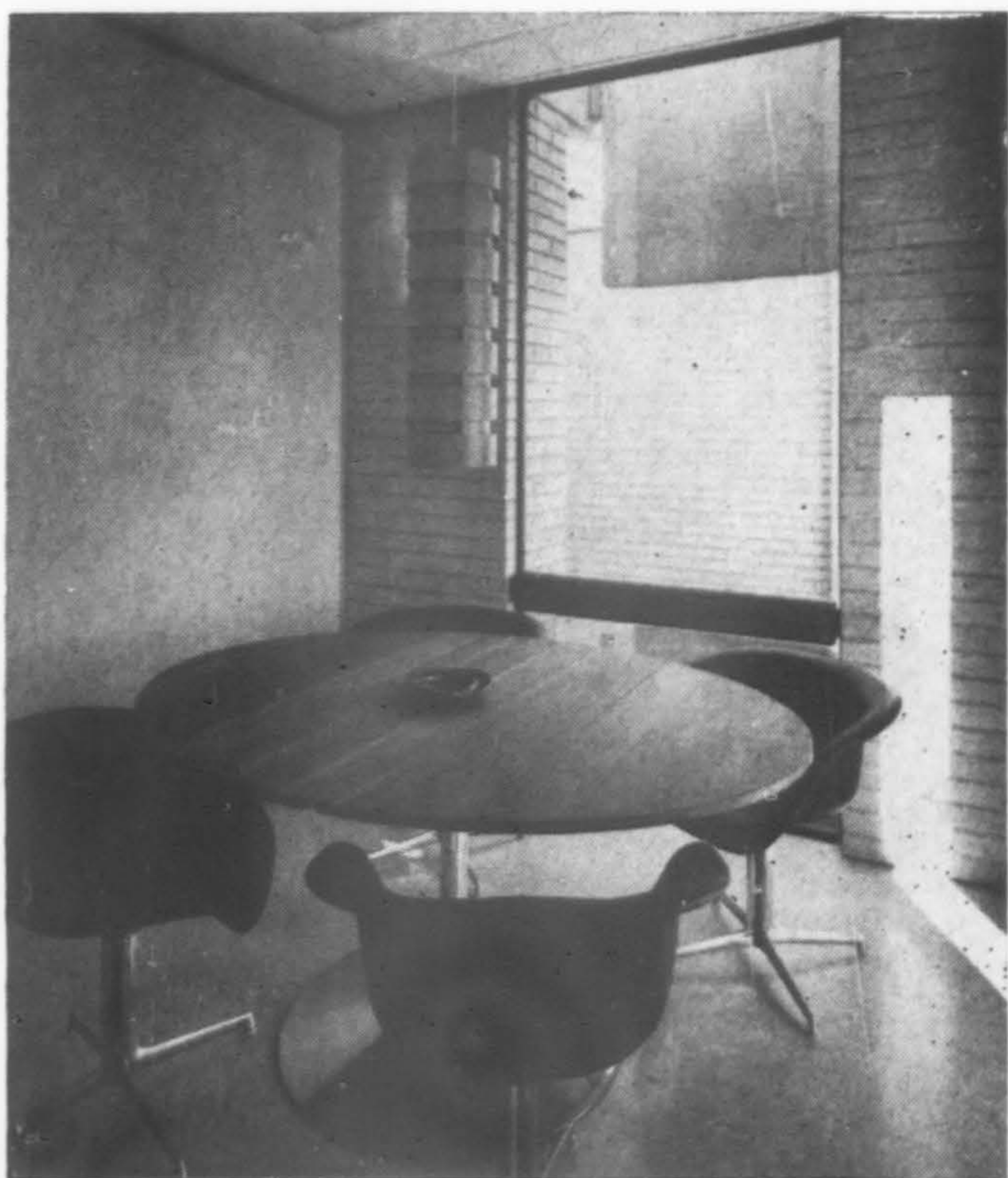
BYSTROM & GRECO/Architects

Seattle, Washington

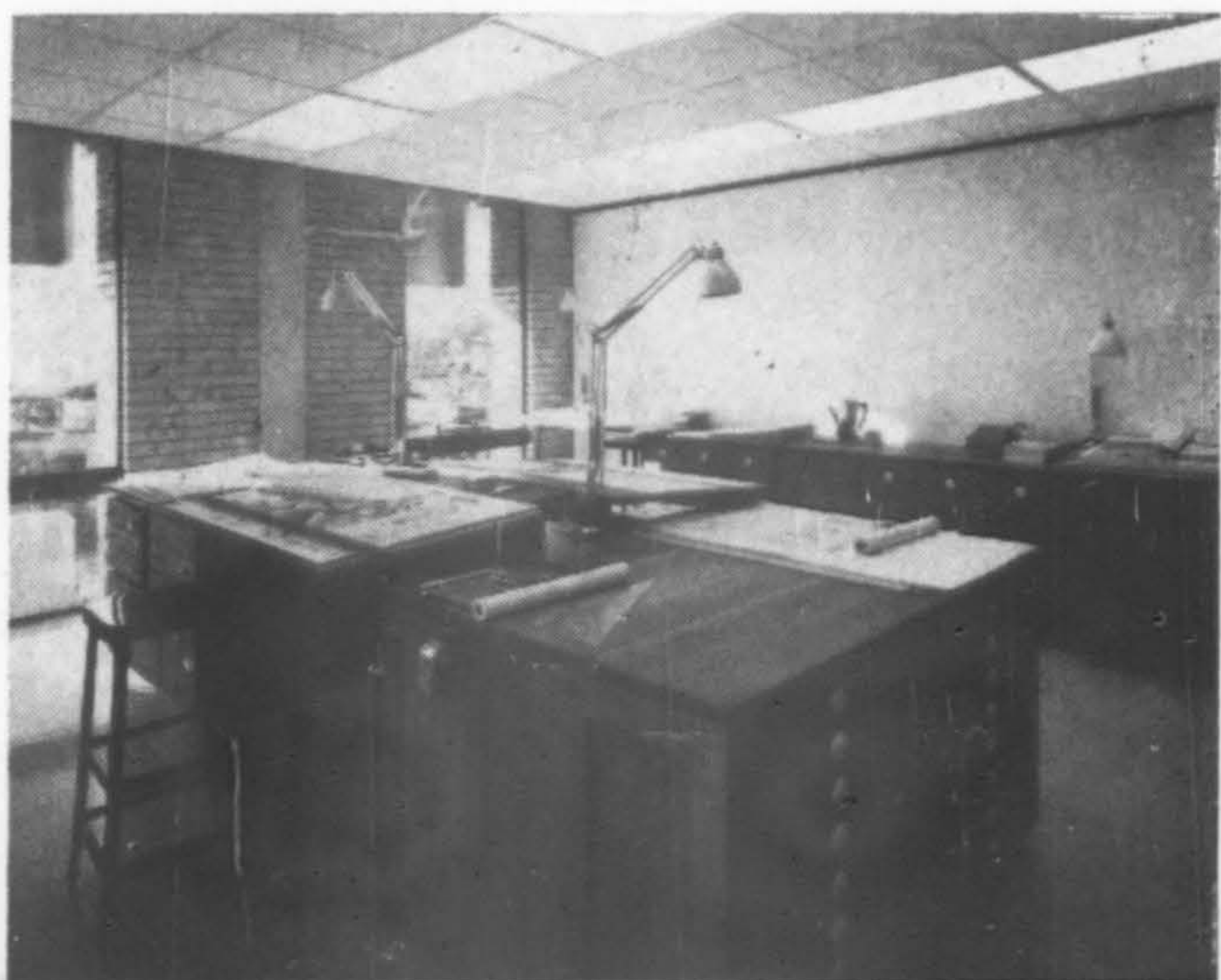
CLASSMATES at the University of Washington (B.A., 1951), Carl Arnold Bystrom and James Greco formed their present firm in 1958.

The firm moved into the Century Building (featured in the following pages) upon its completion, occupying view space on the fourth floor.

The office performs both commercial and residential work. They have received several awards for residences, both new and remodeled. Their latest citation was for the Century Building. Among commercial projects for which they are responsible are the Stuart Anderson restaurants: the Black Angus in both Seattle and Tacoma, and the Gold Coast in Seattle. They have designed several apartment complexes for developer James P. Jones and, in the last two years, have added several clinics and office buildings to their accomplishments.



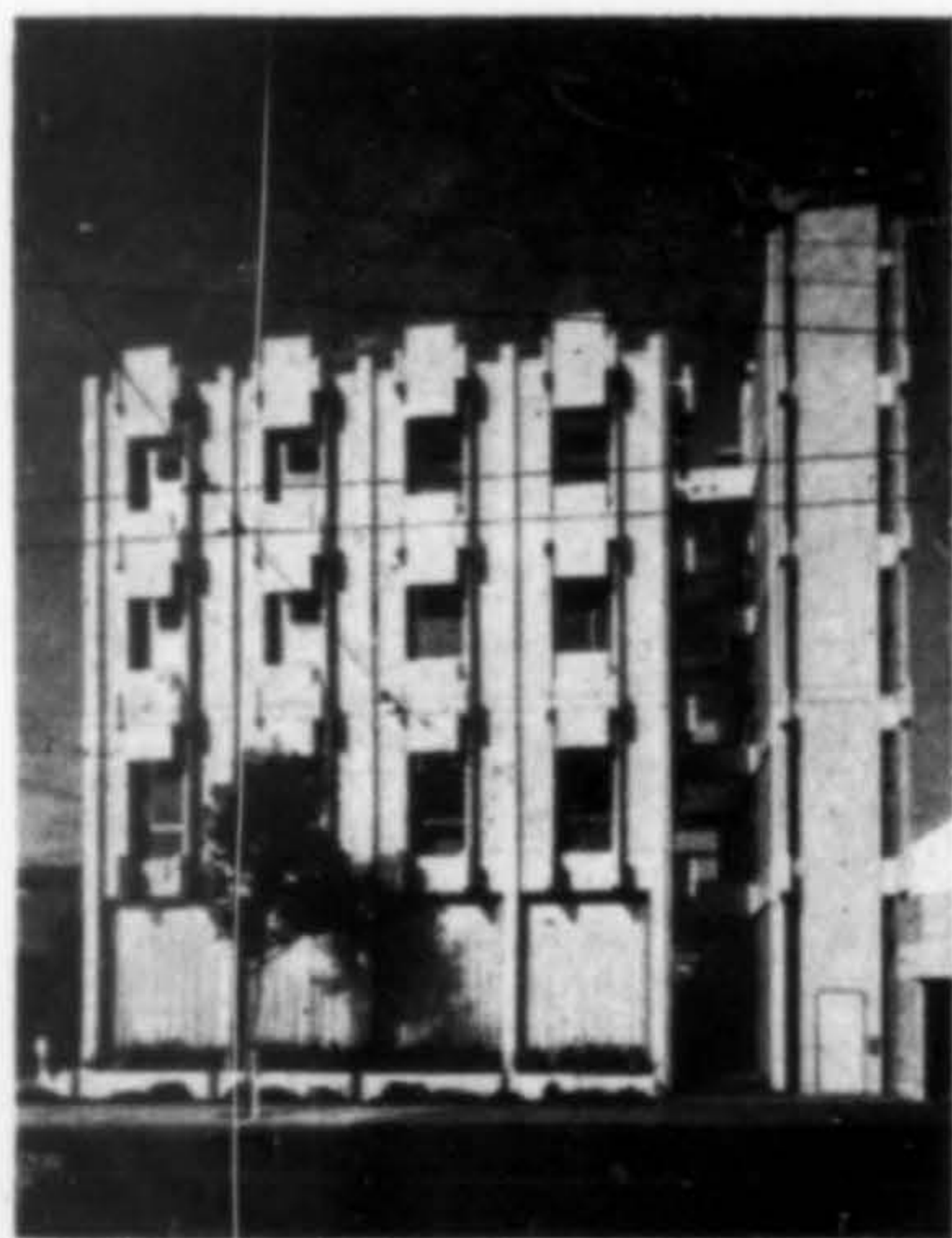
Hugh N. Stratford photos





Hugh N. Stratford photos

Design solution fulfills clients' criteria



CENTURY BUILDING, Seattle, Washington

BYSTROM & GRECO, Architects

ANDERSEN-BJORNSTAD-KANE, Structural

JENTOFT & FORBES, Contractor

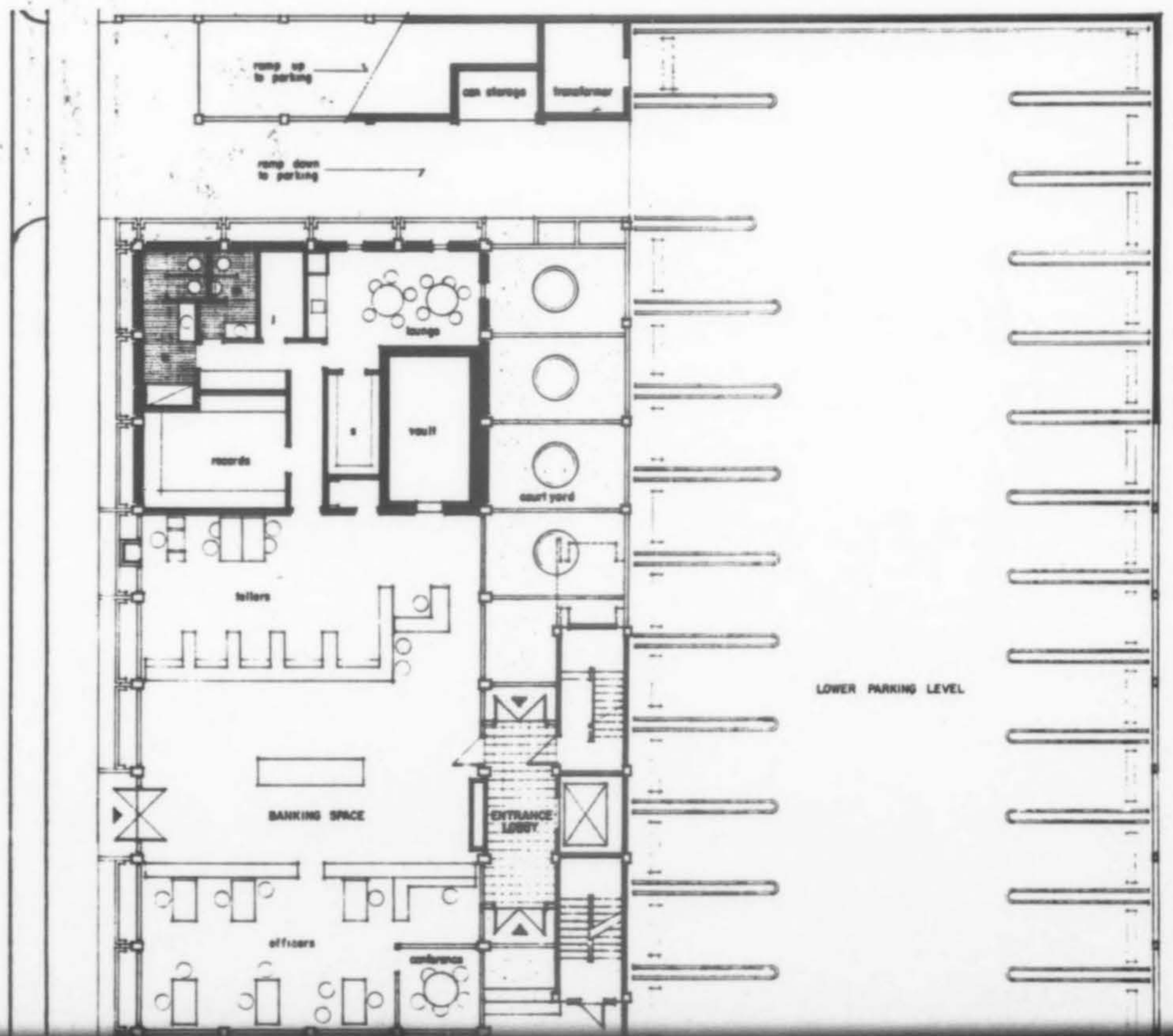
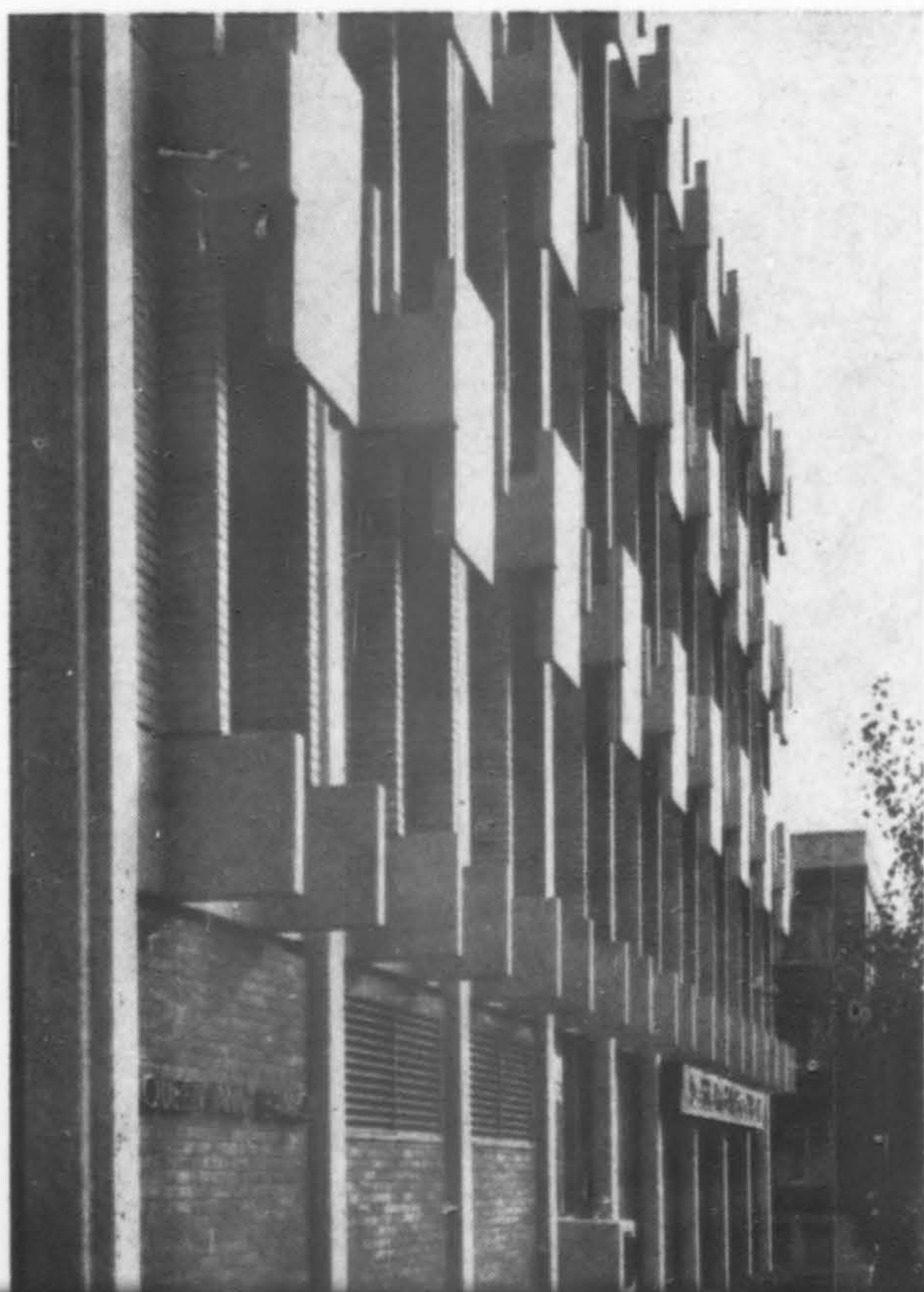
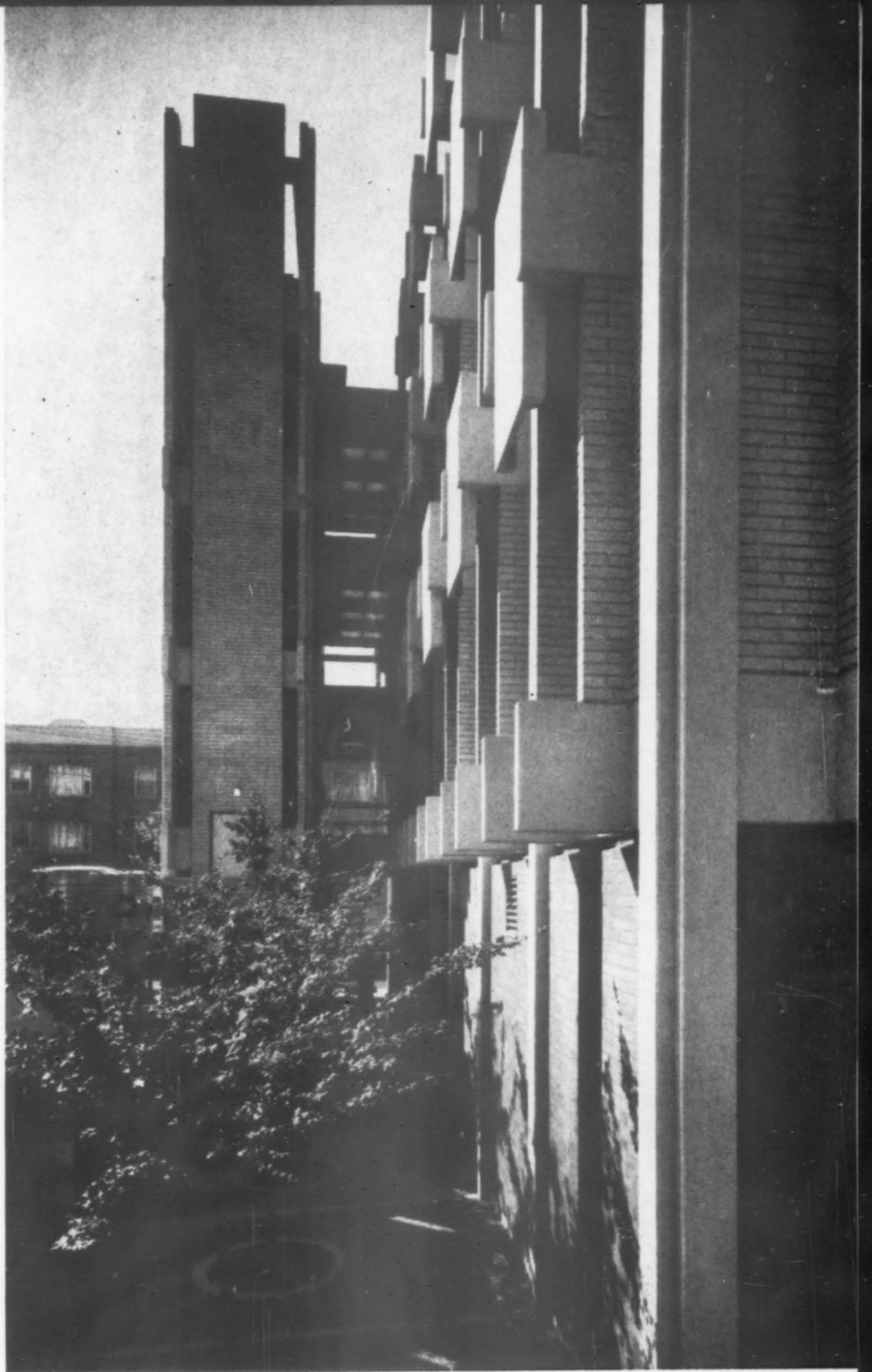
ARCHITECTURE/WEST

A WONDERFUL view, a low-rental district, a 60-ft. height limitation, all were contributing factors in the final design of this four-story building. The site (120x119-ft.) was in an area filled primarily with two-story frame buildings. It commanded an excellent view of the Olympic Mountains and Puget Sound. Two specific requests were made by the clients: sun control that would exclude none of the tenants' view, and as low as possible a square foot cost since they could not hope to realize high rentals. In addition, they wished to amortize the cost over a short period of time.

Land costs on the lower side of Queen Anne Hill (five minutes from downtown and adjacent to the Seattle Center) were reasonable enough to permit much of the space to be utilized for off-street parking. The building is a poured-in-place, exposed concrete frame with insulated brick cavity filler walls. Floors and parking are column free, post-tensioned, concrete pan-joint systems. Windows are protected from solar gain by precast concrete sun shades projected from the building spandrels and by vertical masonry fins, projected from the filler walls.

The Queen Anne branch of the Seattle-First National Bank occupies the first floor; the others are rental office spaces entered from the elevator-stair tower through a glazed connecting bridge.

The building cost \$335,000 for 17,000 sq. ft. plus a partial basement and the parking deck. The 1966 Prestressed Concrete Institute cited this building for excellence in the use of precast and prestressed concrete.



Karl H. Riek photos



THE CROSSROADS

Sacramento, California

specialty shopping center
financial, professional
& medical offices

DURING this present decade, architects have consciously sought to endow their projects with the seasonings of time in acknowledgement of the continuity of national and regional cultural traditions. For the Crossroads, this sense of the heritage of its Sacramento home is sought without recourse to eclecticism or superficial nostalgia. Natural wood gives form and texture to the multi-level galleria, devised as a more domestic refinement of the popular mall format. Columns, beams and sunshading trellis, wood soffits and railings, weave a tapestry of richly patterned space which makes exciting counterpoint to the external masonry enclosure.

The massive slumped block concrete walls are punctuated by spacious entranceways, some at the halfway elevation between upper and lower levels so as to beckon shoppers with glimpses of the interior. The ground level is dedicated to specialty shops, whereas the balconied upper level is planned for medical and professional offices. The galleria will change its character as it responds to community needs as the setting for fashion shows, concerts, festivals and similar galas. The first portion of the Crossroads North area includes a distinctive bank building.

Through the use of natural materials, the architects have conveyed a ruggedness and strength that reflects the vigorous aura of the city's Victorian and Neo-Classic past and particularly that of fortress-like Fort Sutter in Sacramento. The shopping center contains a cluster of six two-story slumpstone buildings which enclose a central courtyard. The \$1.5 million development is located on a seven acre site adjacent to the Sacramento Municipal Airport.

The center was chosen for the first 1966 good design award of the Sacramento Planning and Research Council, and has just been cited by the California Governor's 1966 Design Competition in the Commercial Services Category.

*"meet me
in the
arbor"*

ARCHITECTS ASSOCIATED:

ERNEST J. KUMP ASSOCIATES
DEAN F. UNGER

CONSULTANTS:

Structural

K. VENOLIA

Mechanical

L. STECHER

Electrical

SMITH & GARTHORNE

LEE-ISHII ASSOCIATES

Landscape

SASAKI, WALKER, LACKEY
ASSOCIATES

GENERAL CONTRACTOR:

JOHN F. OTTO, INC.

OWNER:

THE SET-RO CORPORATION
Sacramento, California

DEVELOPER:

THE STEIN COMPANY
Sacramento, California

SITE AREA:

Approximately 7 acres

CONSTRUCTION COST:

Approximately \$1,500,000

Including all site development, utilities, and landscaping but excluding land, furnishings, store fixtures, fees

CONSTRUCTION

COMPLETION:

December, 1965



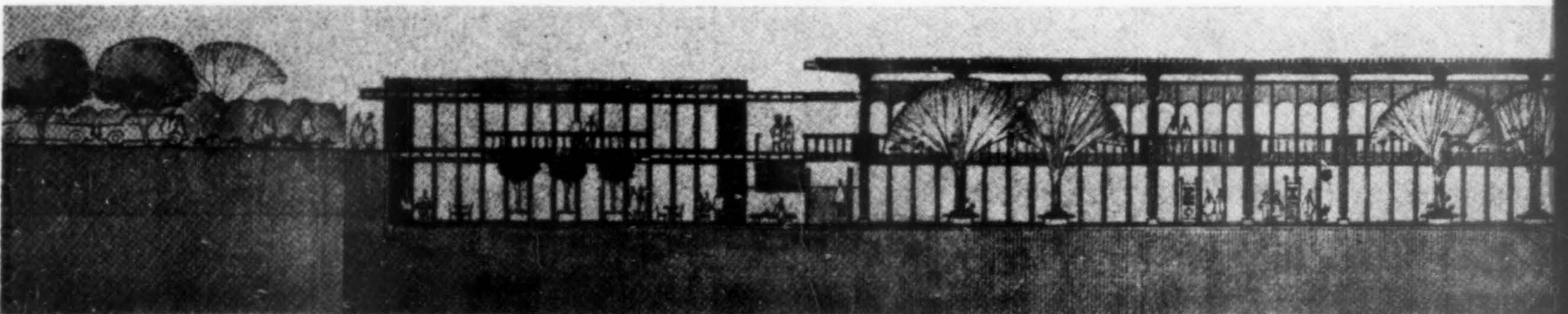
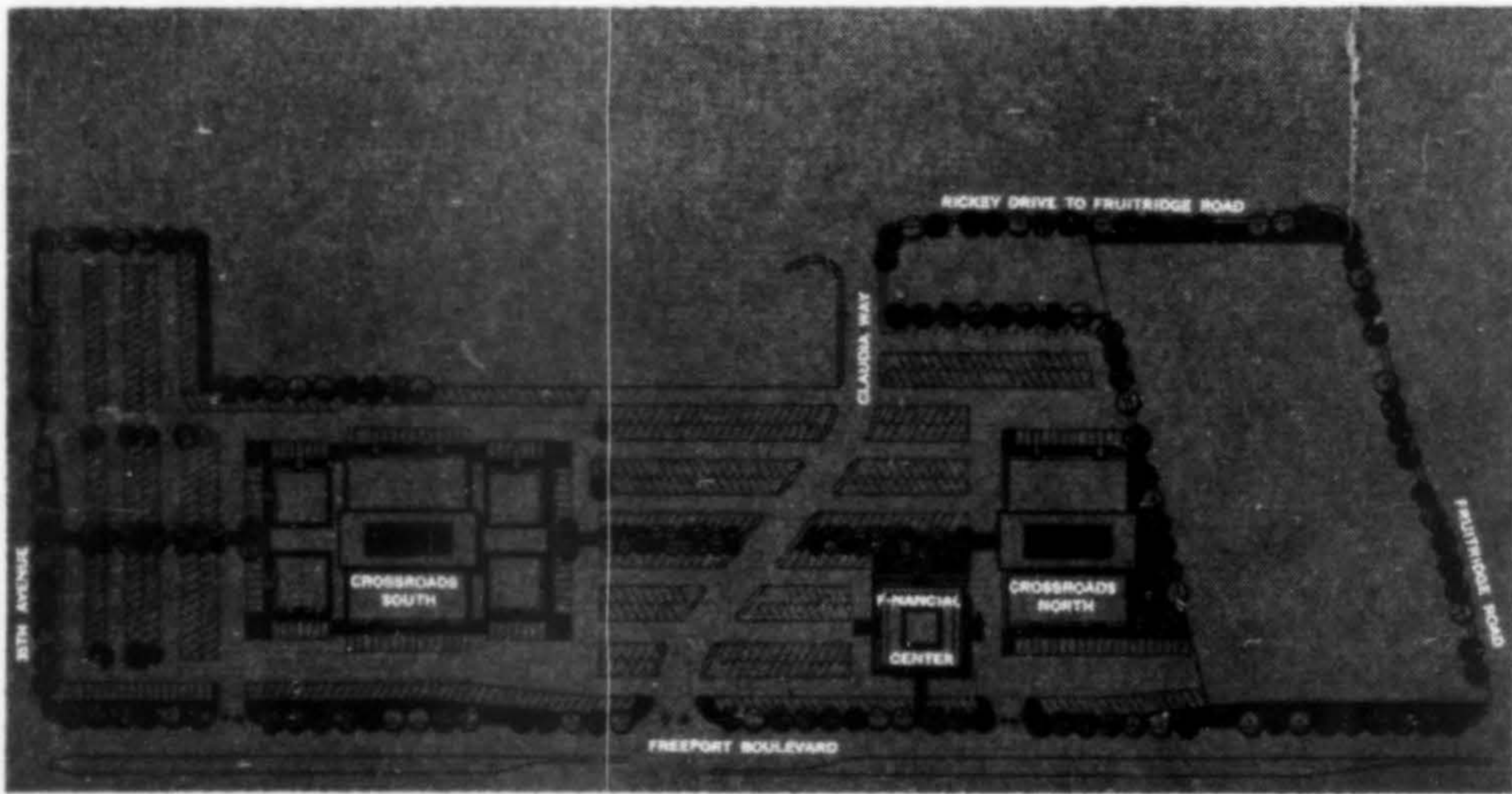


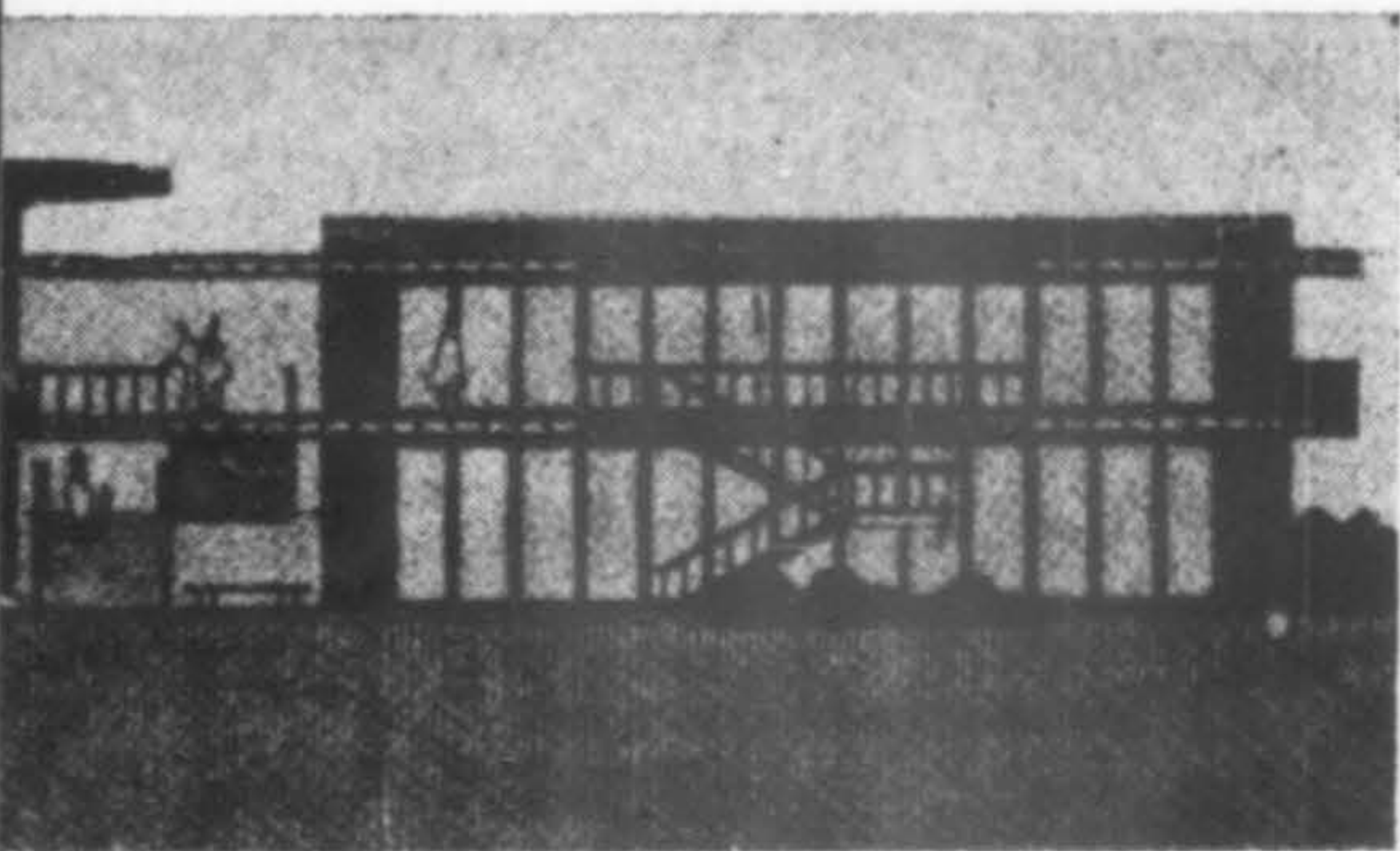
The Crossroads has no back door. There is an ingenious common service corridor behind the perimeter wall to be used for temporary merchandise receiving and refuse. It can be entered from any of the many alcoves around the building. Concrete lined utility trenches, covered with removable panels, allow access to the telephone, water, gas, power, drainage and sanitation systems in the perimeter service corridor. Store space is flexible. Utilizing a modular plan, partitions can be erected for large or small floor plans.

THE CROSSROADS, Sacramento, California

Associated Architects:

Ernest J. Kump Associates, Dean F. Unger







For the Giants:

LUXURY LIVING ...AND TRAINING

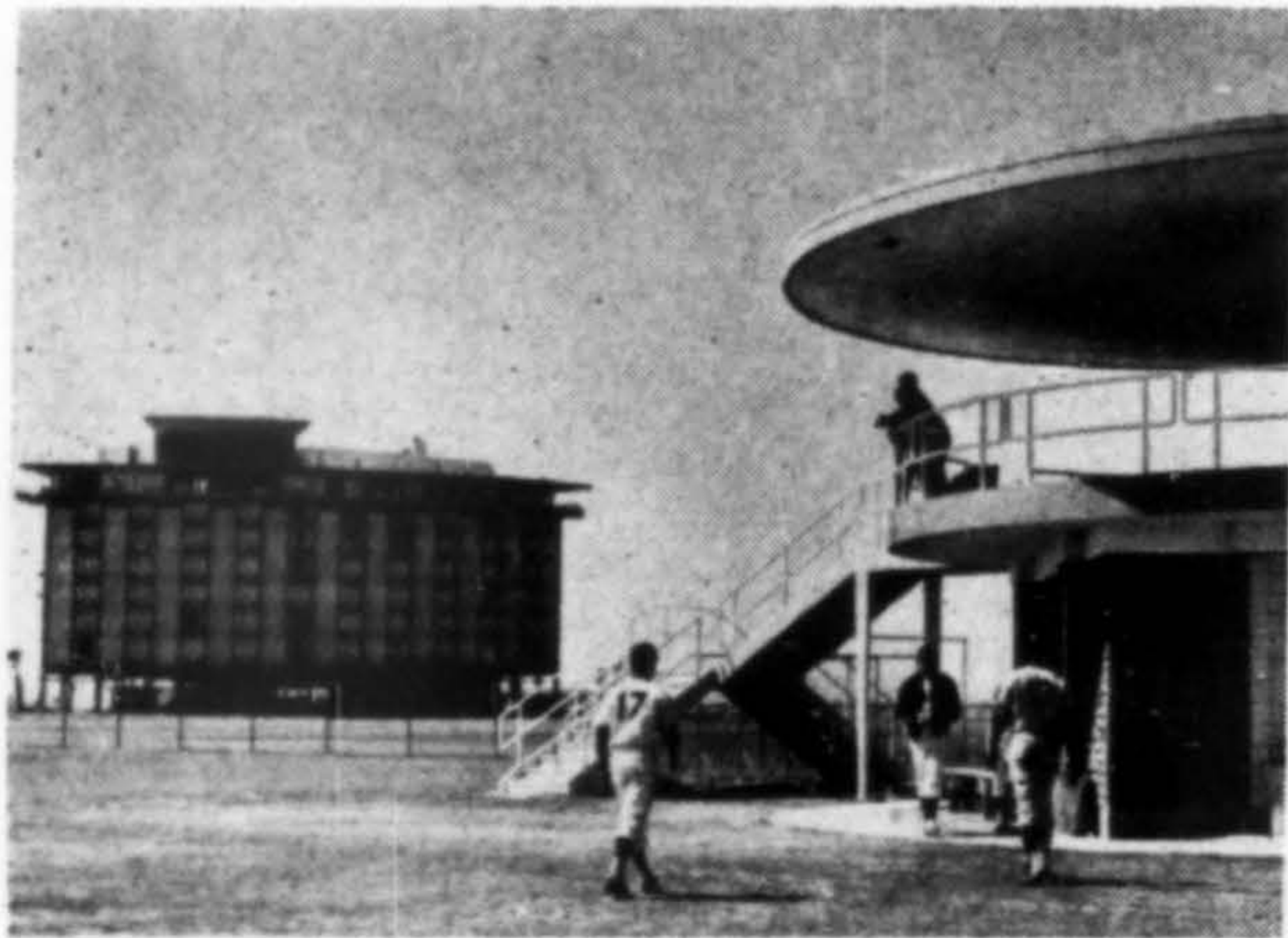


ARIZONA is the training base for the San Francisco Giants baseball team. The warm, dry climate of Casa Grande makes an ideal location. To accommodate Giant personnel and executives during training season, 68 units were added to the existing motor lodge, in an eight-story tower. During off-season, the tower is used as a normal hotel operation.

Because the new freeway under construction at the time would move traffic a mile south of the building, and because a golf course was to be part of the improvements, the tower was designed with all rooms facing the golf course and built high enough to be seen from the freeway.

The structure is reinforced concrete frame with post-tensioned concrete flat plate floor slabs. All rooms have individual 9x9-ft. cantilevered balconies. The top, or eighth floor, has four deluxe suites with a continuous balcony cantilevered 12-ft. out from the main structure.

All engineering design was accomplished in the architect's office with John K. Parsons acting as structural consultant.

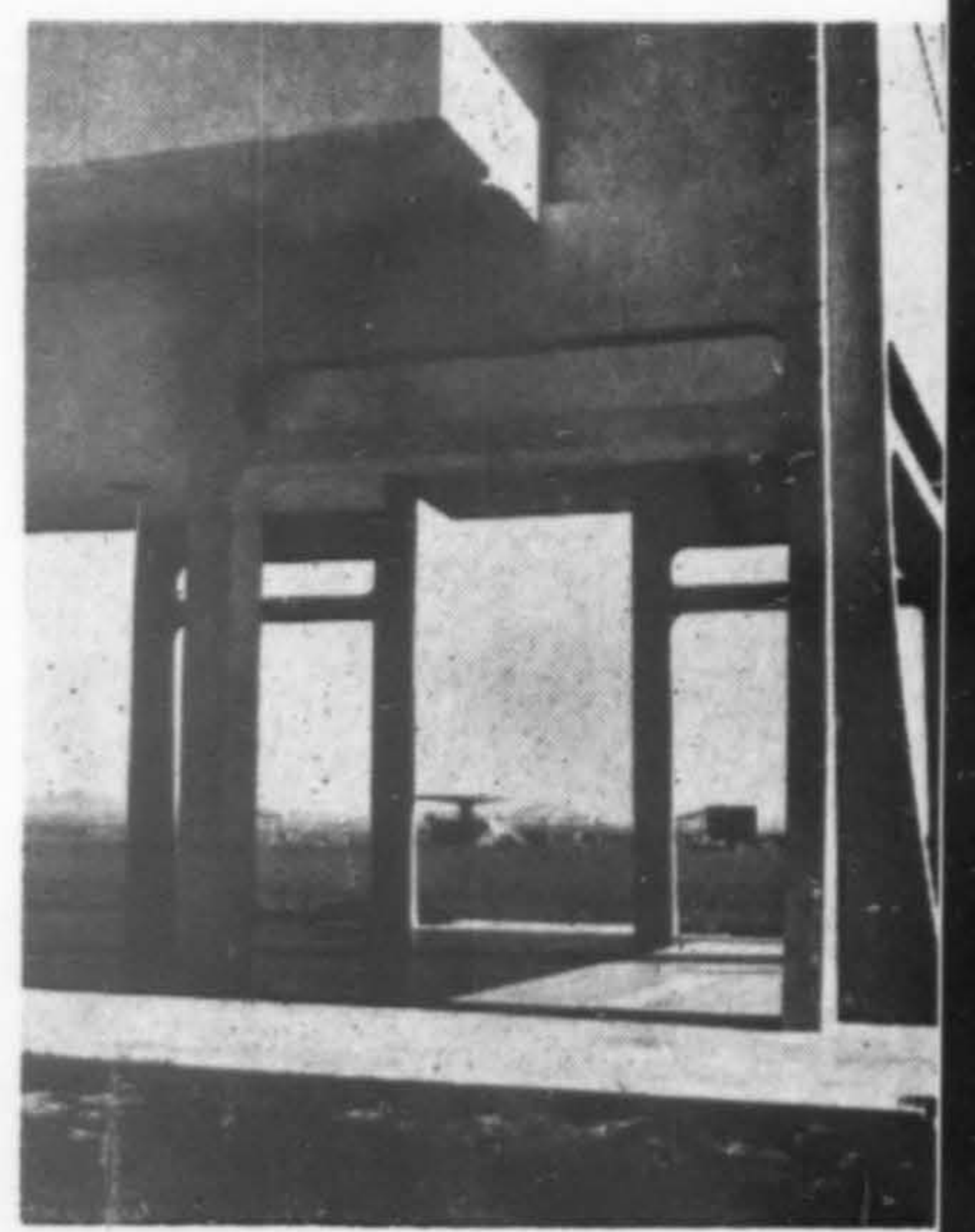
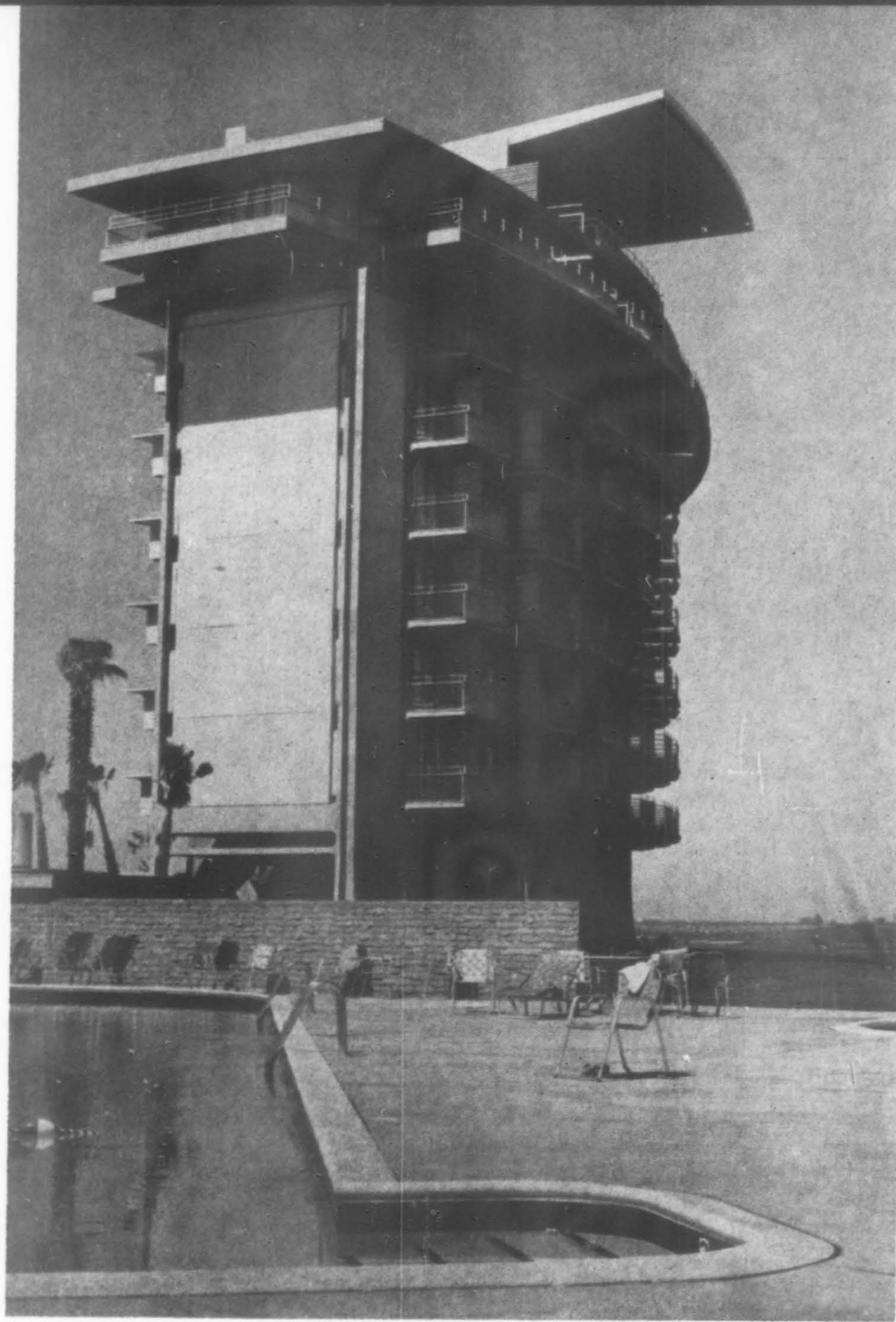


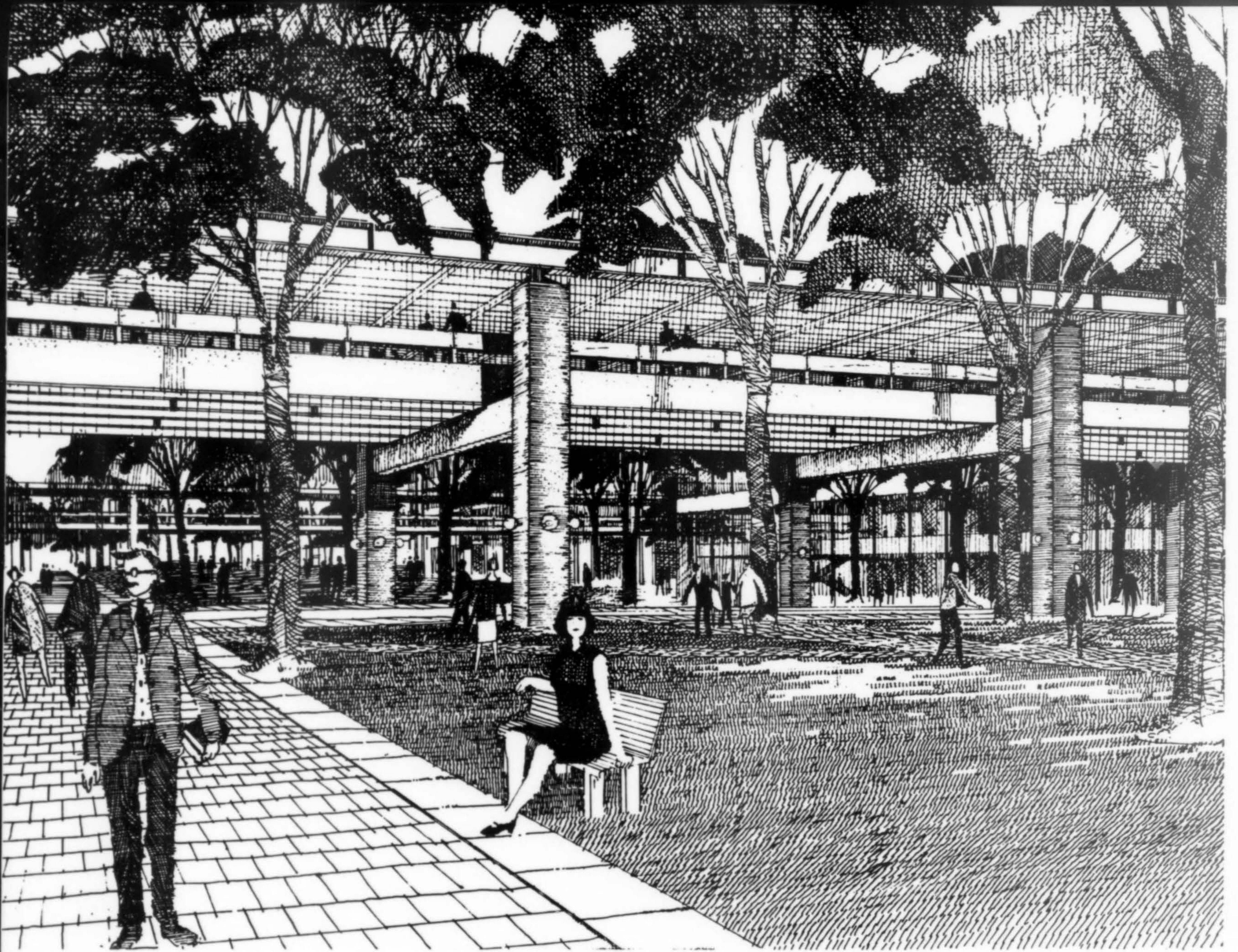
GUEST TOWER
FRANCISCO GRANDE MOTOR HOTEL
Casa Grande, Arizona

NICHOLAS SAKELLAR and ASSOCIATES
Architects

ROBERT E. McKEE, INC.
General Contractor





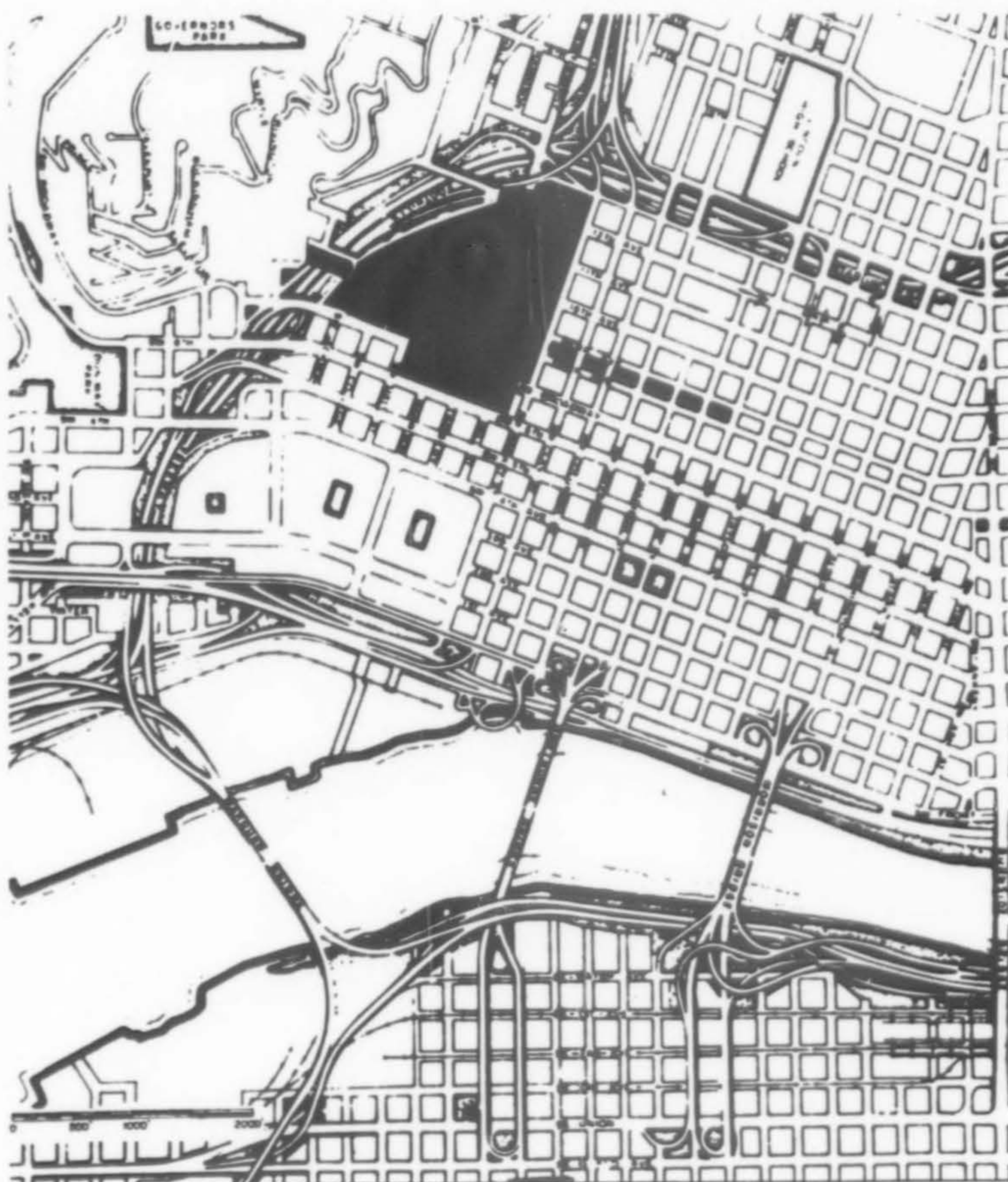


a college in the city

PORTLAND STATE COLLEGE IN DOWNTOWN PORTLAND

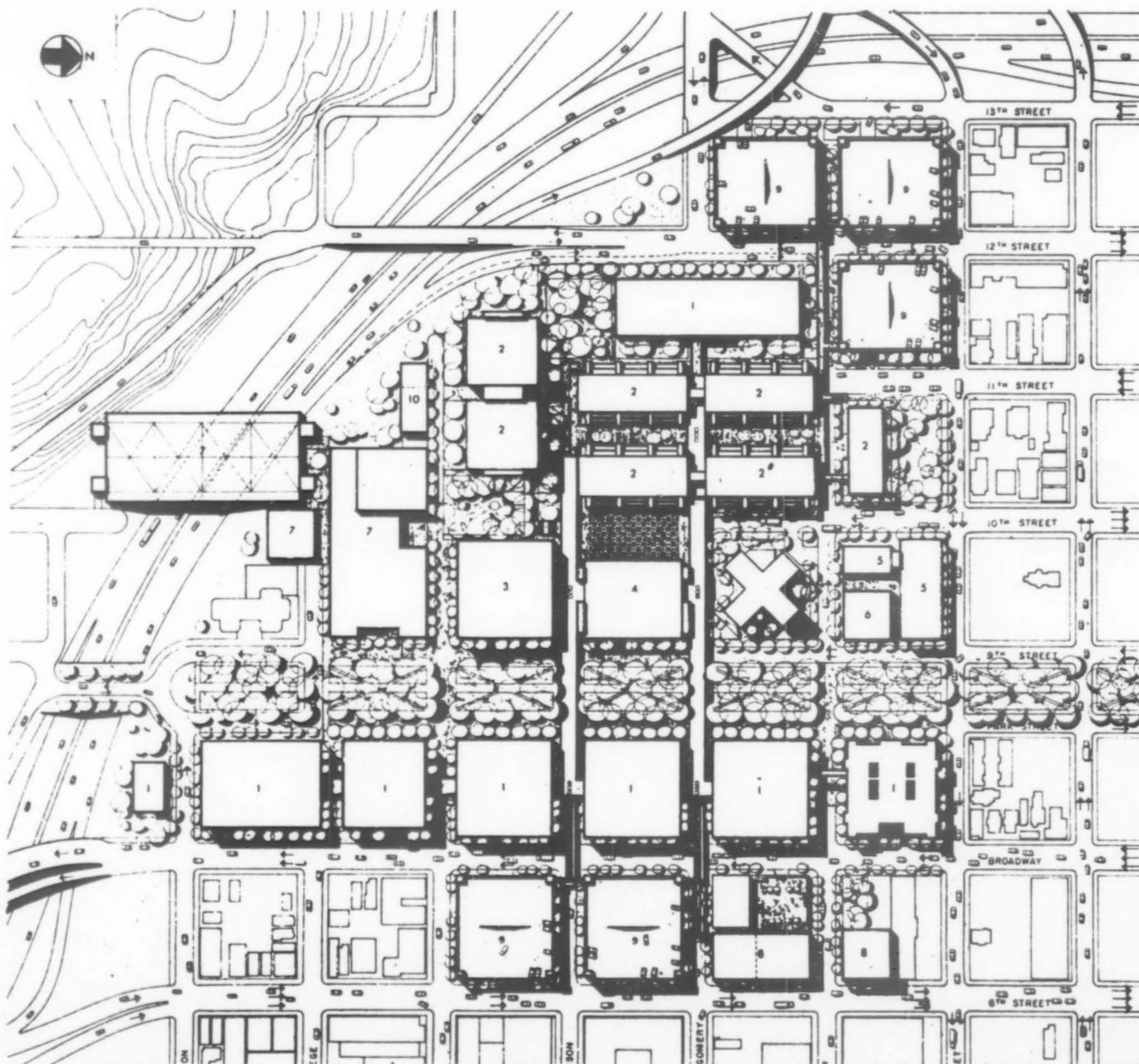
DEVELOPMENT PLAN BY CAMPBELL-MICHAEL-YOST, ARCHITECTS-PLANNERS

Map of downtown Portland, at right, showing proximity of Portland State College to central business district. Two major freeways hem in possible campus area. Black area shows projected college development, with Portland's beautiful "Park Blocks" bisecting campus area (dotted block through center). Density of land use and pedestrian traffic within the campus boundaries will necessitate closure of the majority of streets to vehicular traffic. These closed streets will be converted to landscaped pedestrian areas. Broadway, which runs adjacent to the Park Blocks, with Twelfth Avenue, to the freeway, are major traffic feeders and will remain open.



LEGEND:

- 1 General Academic
- 2 Science
- 3 Library
- 4 Lecture & Student Activities
- 5 Faculty Offices
- 6 General Extension Division
- 7 Physical Education
- 8 Related Academic
- 9 Parking
- 10 Physical Plant



IN ORDER to accommodate the large number of returning veterans in 1946, the Oregon State Board of Higher Education established the Vanport Extension Center in the old Oregon Shipyards on the Columbia River. Later it was given permanent status as the Portland State Extension Center.

However, it was not until 1952 that Portland State College officially came into being. The previous extension operation was then moved into the old Lincoln High School located on the "Park Blocks" adjacent to Portland's central business district. The legislature, in creating this college, stated that the institution shall be "a downtown city college and shall be a college of the campus type".

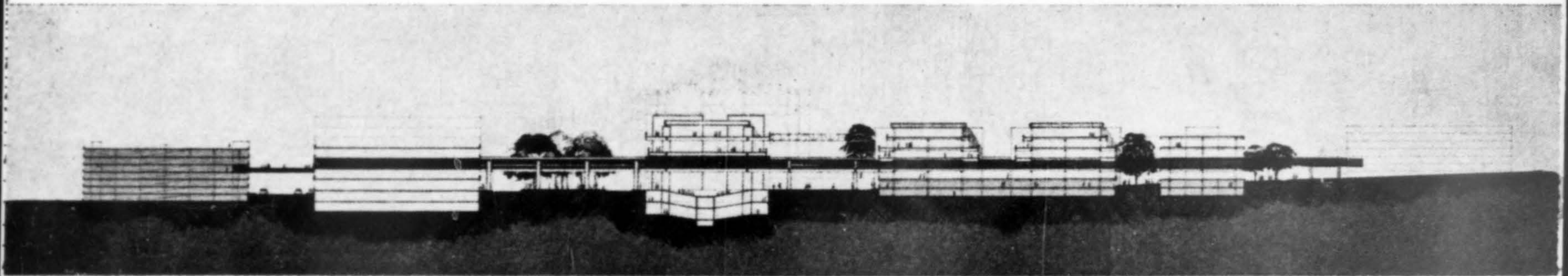
The initial expansion plan developed for Portland State College was linear, extending the site three blocks to the south of the old high school plant.

As the real basis for developing Portland State

College, a long-range plan was commissioned from Skidmore, Owings & Merrill (1961). The study considered the limiting arterial street and freeway projections, the presence of two high-rise apartments, the city parking code (one space per 10 classroom stations)—and how to accommodate up to 20,000 full-time equivalent undergraduate students. Vehicular traffic flow around and to the campus was (and is) a paramount problem. Such man-made boundaries are very constrictive of the campus development.

As a result of this study, the college was extended west of Park Avenue—and the famed "Park Blocks" (1962). This ribbon of tree-shaded park runs the length of the business district and is one of the real grace notes of Portland's downtown. Originally donated to the city, the Park Blocks are inviolate—legally, and public-opinionwise, as well. The original campus parallels the east side of the Park Blocks.

college in the city - PORTLAND STATE COLLEGE IN DOWNTOWN PORTLAND



URBAN DESIGN ON THE CAMPUS—above grade pedestrian mall passes through downtown Portland's venerated Park Blocks.

WITH THE RAPID growth of Portland State College, it became necessary to update the planning objectives. As developed by Campbell/Michael/Yost (1966), these objectives were cited:

- phasing methods allowing for continuing control of development at every stage.
- to develop a workable parking program.
- to create a plan which relates to, and interacts with, the surrounding city in terms of vehicular traffic, pedestrian movement, use of the park blocks, and utility systems.
- to develop a plan that can provide a framework for specific building designs, but adaptable to variables.

The established design determinates further restricted the possible alternatives:

- no additional land to be available outside the approved boundaries.
- 20,000 enrollment estimated at 80% undergraduate, 20% graduate.
- 1 parking space/each 3 full-time students=6,700 cars to be provided for within the established area of development.
- minimum of 3,200,000 gross square feet of academic space may need to be constructed.
- 4 levels of instructional space above pedestrian grade maximum so as to minimize vertical circulation.
- ground coverage not to exceed 50% of total site.

The backbone of the development plan of Campbell/Michael/Yost is an above-grade pedestrian system separating pedestrian and vehicular-traffic, bridging the Park Blocks and forming the basic element which relates the

parts to a whole. It is this system which will become the basic continuity element of the future physical development of the College. The existing city grid pattern has been recognized as the natural pedestrian and vehicular flow pattern which allows the interrelation of the city and the college.

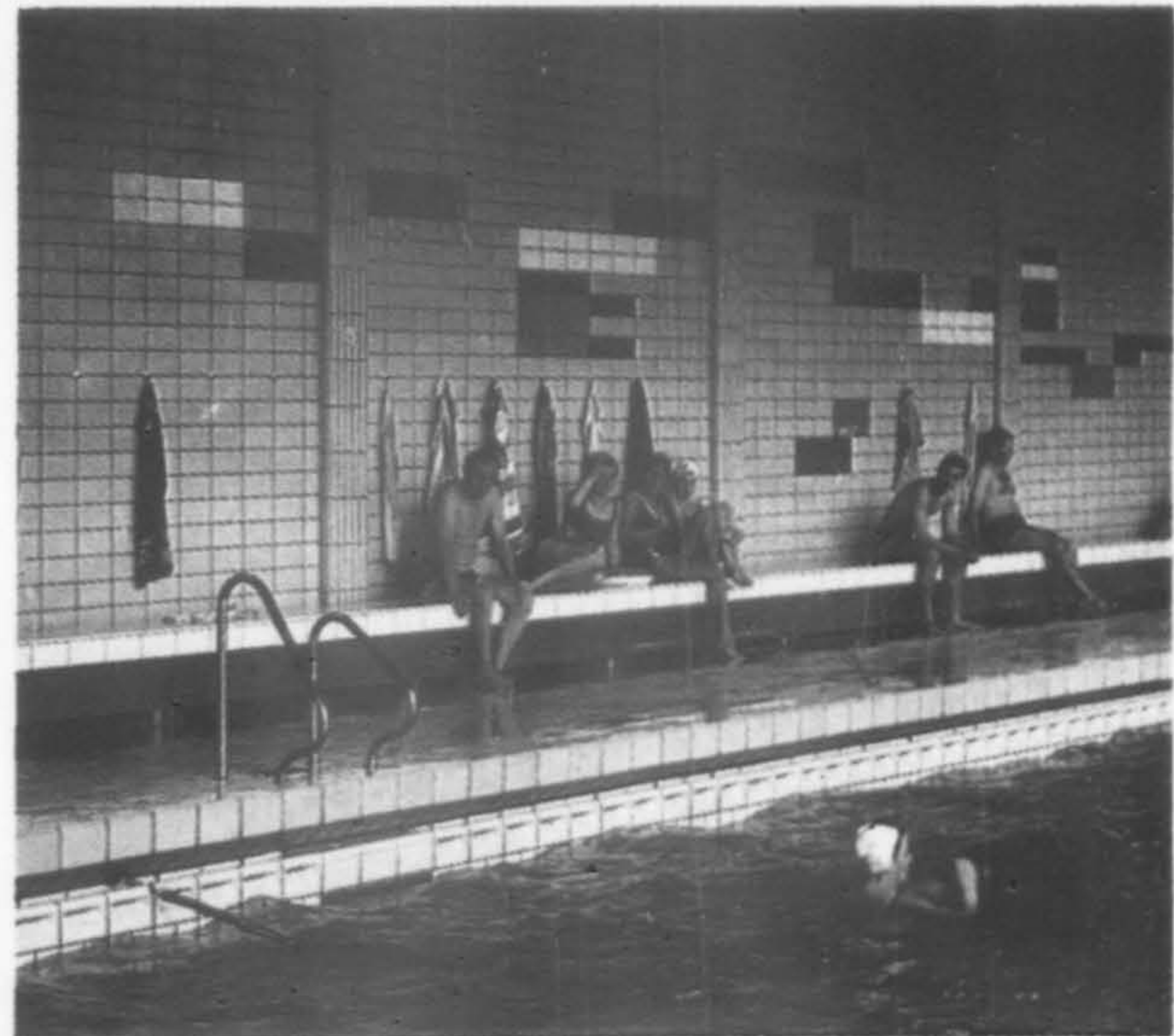
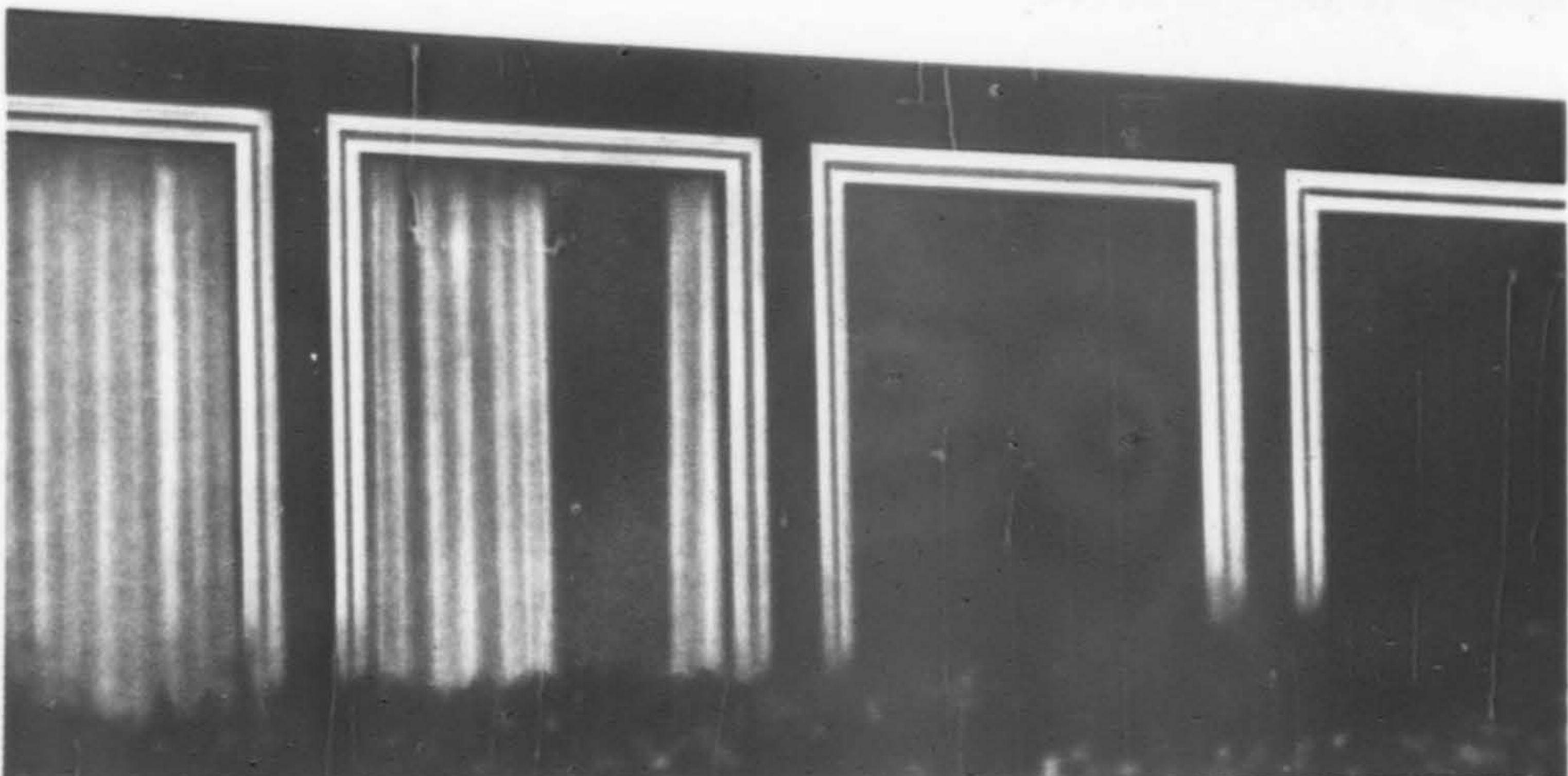
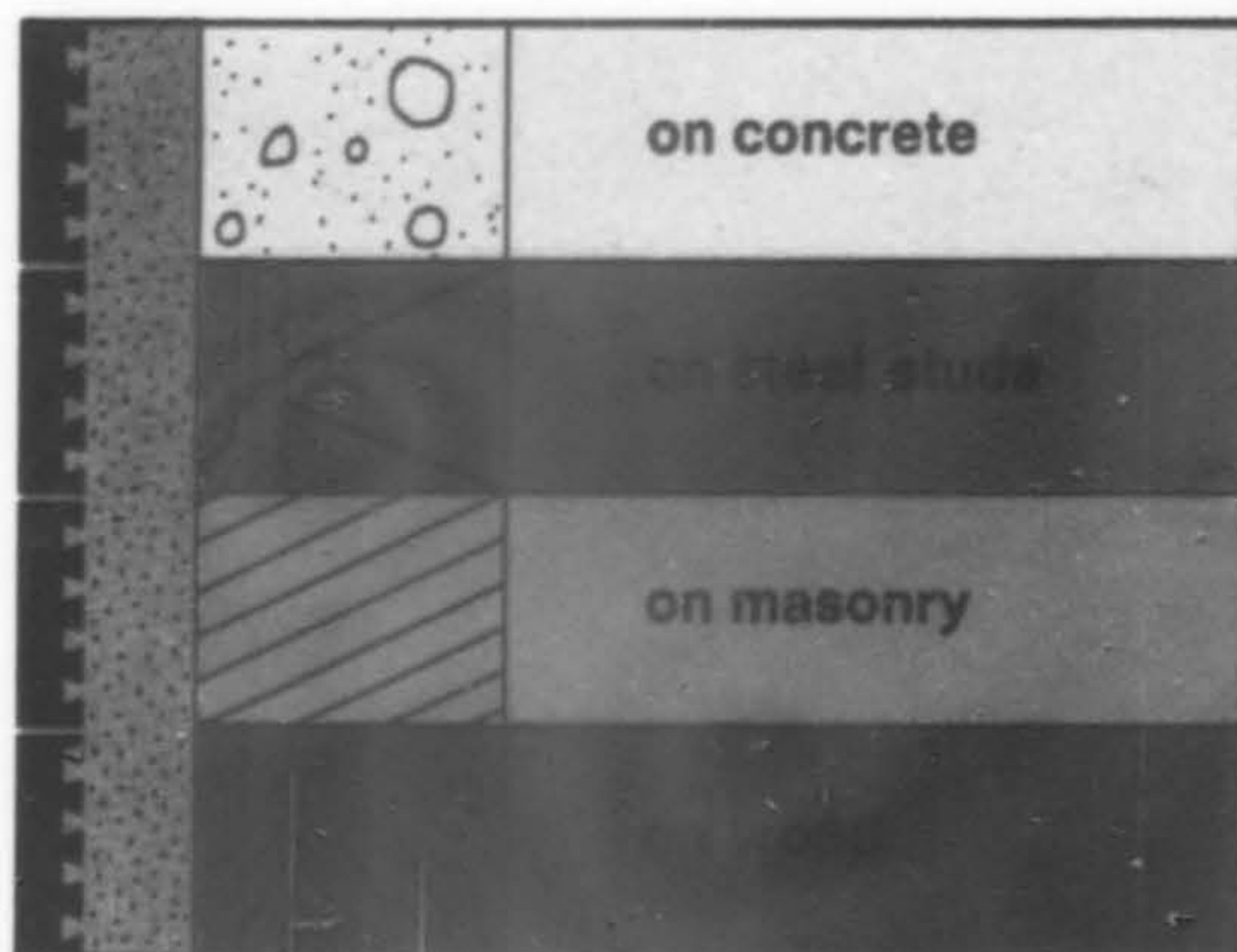
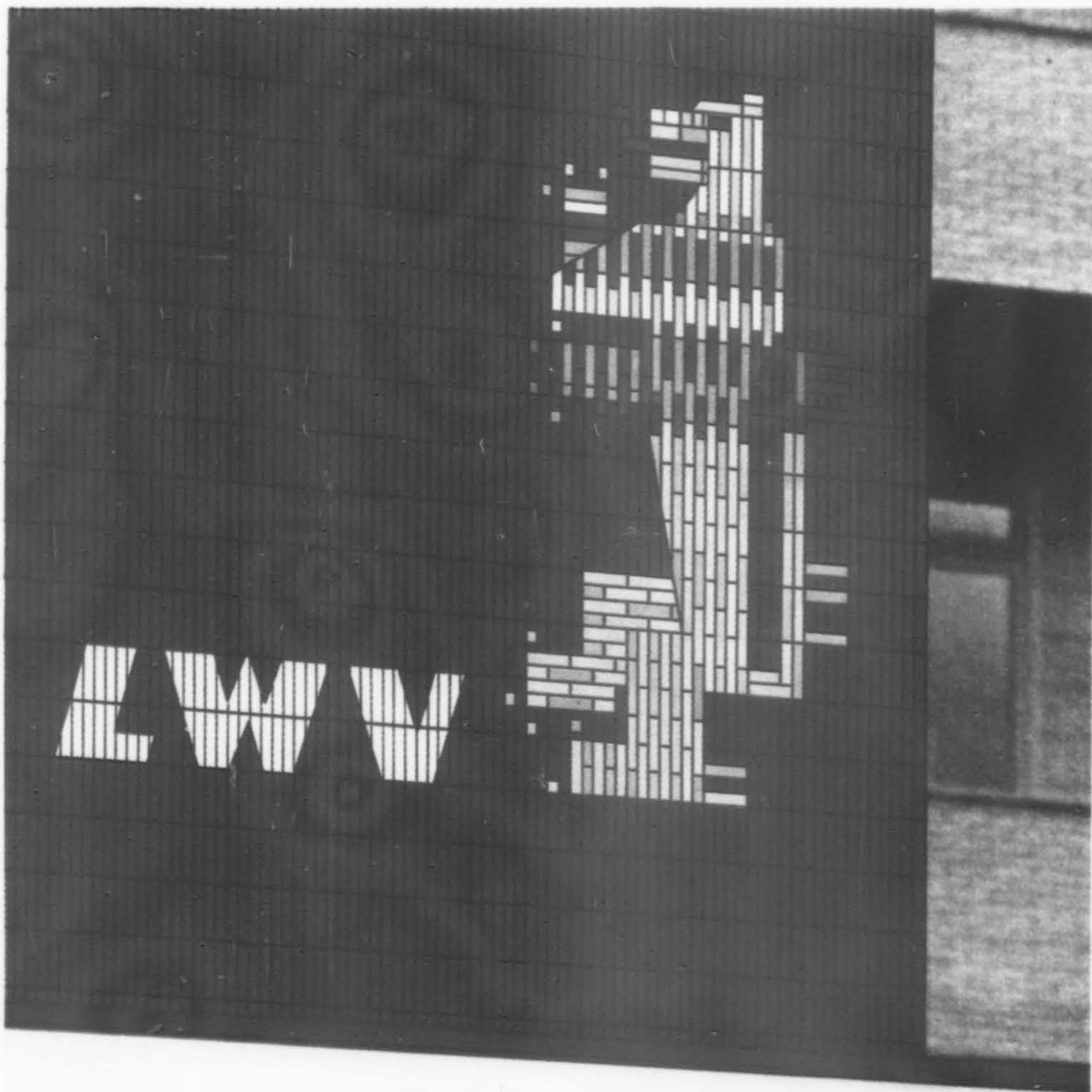
At 20,000 full-time enrollment, the total population of the College will be approximately 27,500 people. In excess of 100,000 pedestrian trips a day across the Park Blocks could be expected. The above-grade pedestrian system is a pedestrian network at varying heights above grade, but intercepting at middle floor of most buildings. It would function thusly:

- city streets are bridged at all institutional structures, with internal service and emergency vehicles passing under the system on existing city streets.
- reduction of vertical circulation, assuring a 10-minute maximum circulation time. (Future requirements for elevators will be minimized.)
- major-use portions of the system will be roofed.
- creation of student congregating spaces, with 30-ft. wide central malls.
- assurance of continued public use of the Park Blocks.
- the basic mall design is a long-span structure allowing minimum vertical support to the ground to maintain long vistas at grade.

With Portland State College such an integral part of the city, its physical growth will require continuing coordination with city agencies and utility companies. It was just this careful blending of new and old—of imagination and realism—that commended this plan to the conference in Portland last August of the newly-formed Society for College and University Planning.

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Printed in Germany



Non-institutional look for a geriatrics hospital

CAPISTRANO-BY-THE-SEA, Dana Point, California



THE CLIENT, a psychiatrist, owned a 20-acre site high on the hills overlooking the Pacific Ocean with a vista of rolling hills in the opposite view. Already established on the site were existing facilities for the care and administration of neuropsychiatric patients. The owner requested a master plan that would use existing facilities for the present (they are to be demolished and/or renovated as the development proceeds) with the immediate addition of a 60-bed geriatrics hospital. The hospital was to provide all the basic needs of such an institution while avoiding the normal appearance of most hospitals.

The orientation of the building on the site allows the maximum number of rooms an ocean view. Each of the three solariums are situated so that they enjoy both the ocean view and that of the rolling hills. All of the trees on the site were retained with the exception of those where the building was sited.

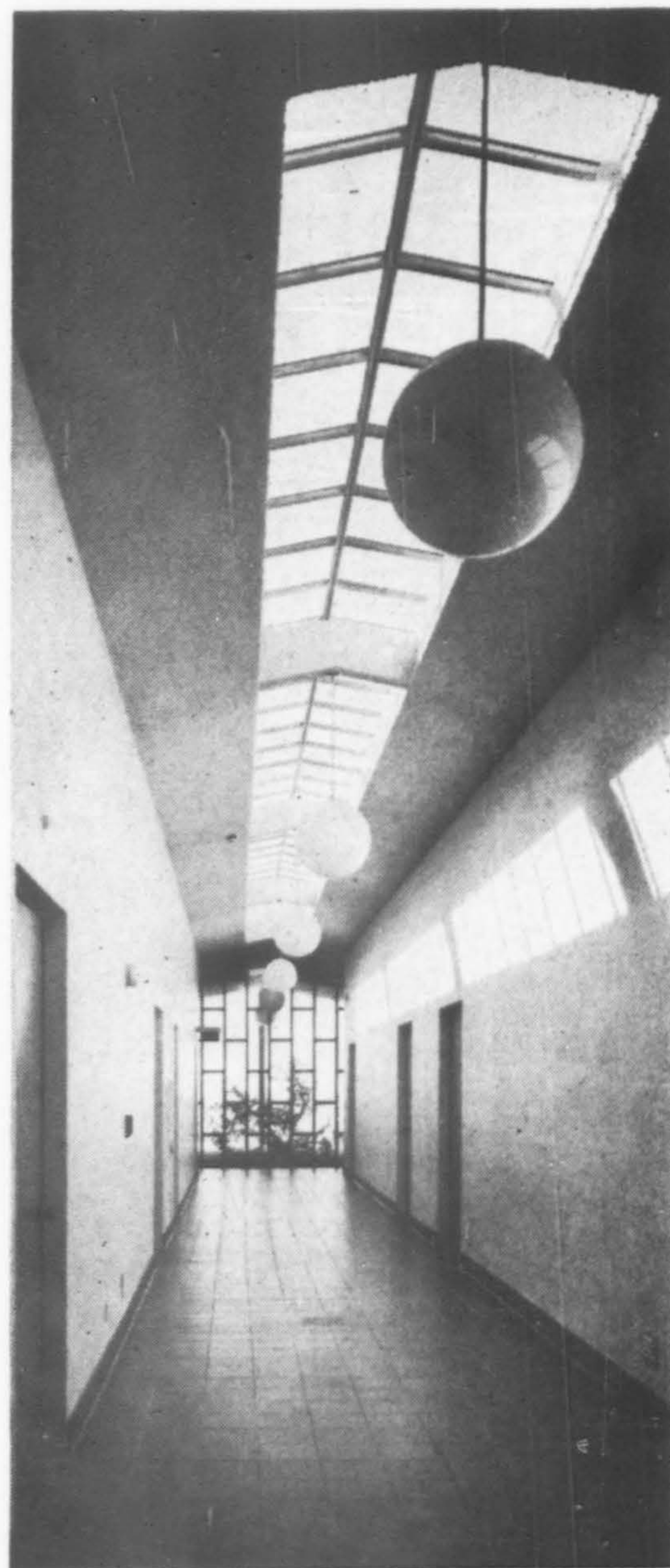
The master plan provides for seven buildings, similar to the geriatrics hospital. To accomplish the non-institutional feel of this first new structure, the corridors were skylighted and terminated at the outside end with glass overlooking a reflecting pool and a platform, and out to the trees beyond.

A cross plan situated the nurses station, main lounge and dining facilities in a central location. Three bedroom wings terminate into the main area at one end of the building, and into a solarium and terrace at the opposite end. Private room patios are directly off each patient room. The main living room and dining area are finished with exposed wood and stone to accomplish a residential atmosphere.

The hospital, cited with an award of merit in the 1963 Orange County AIA chapter competition, cost \$345,477 (18,000 sq. ft.). Consultants were John J. Cullinane, mechanical, and Barker's Engineering, electrical.

RAMBERG & LOWREY, Architects

ORANGE COAST CONSTRUCTION COMPANY, General contractor



Top photos: Julius Shulman
Lower photos: Rene Laursen



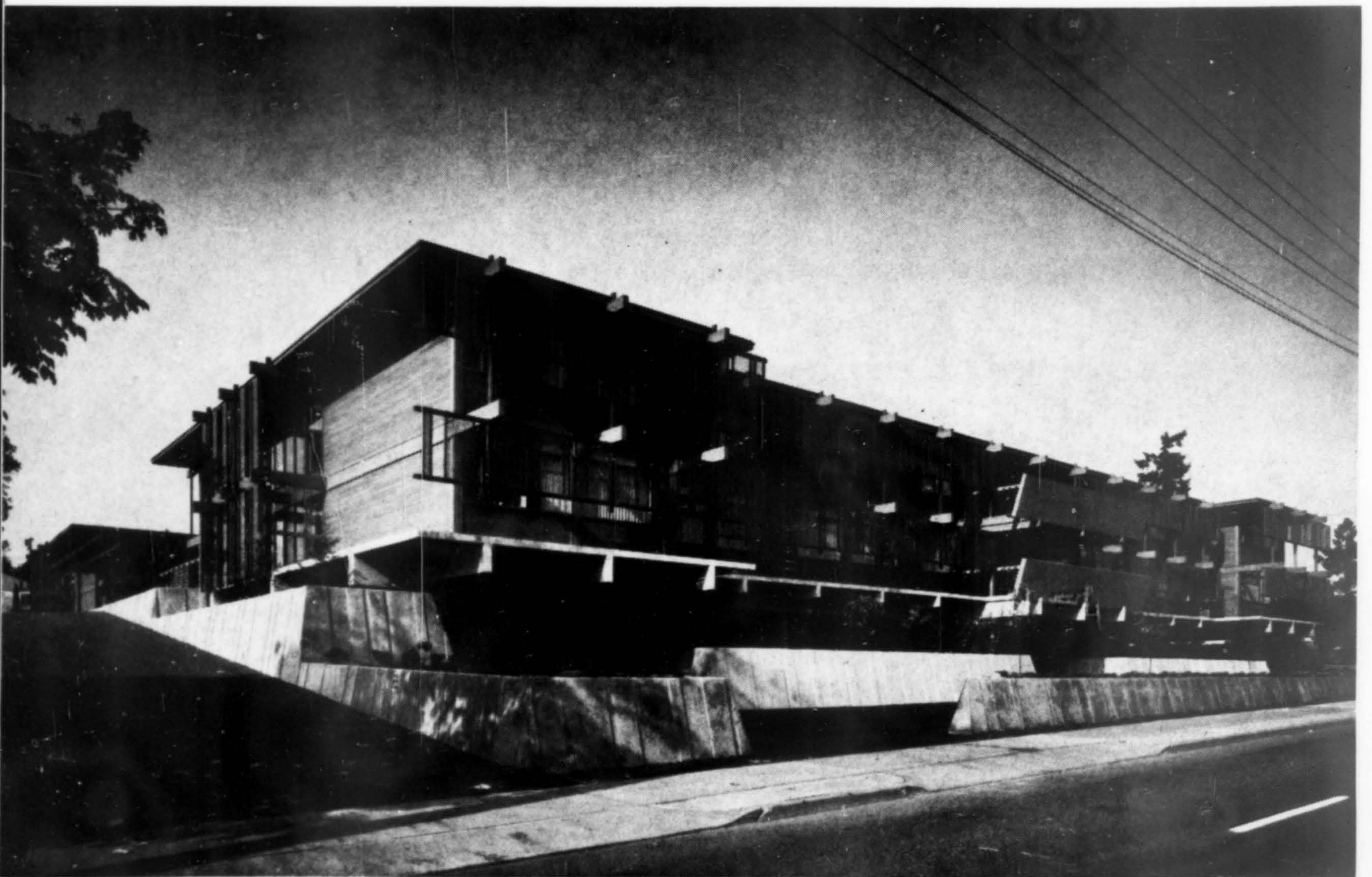
THE THEODORA HOME
Seattle, Washington

GRANT, COPELAND & CHERVENAK
Architects

BRAZIER CONSTRUCTION COMPANY
Contractor

HARVEY R. DODD & ASSOCIATES
Structural

Companionship and privacy for the elderly





Hugh N. Stratford photos

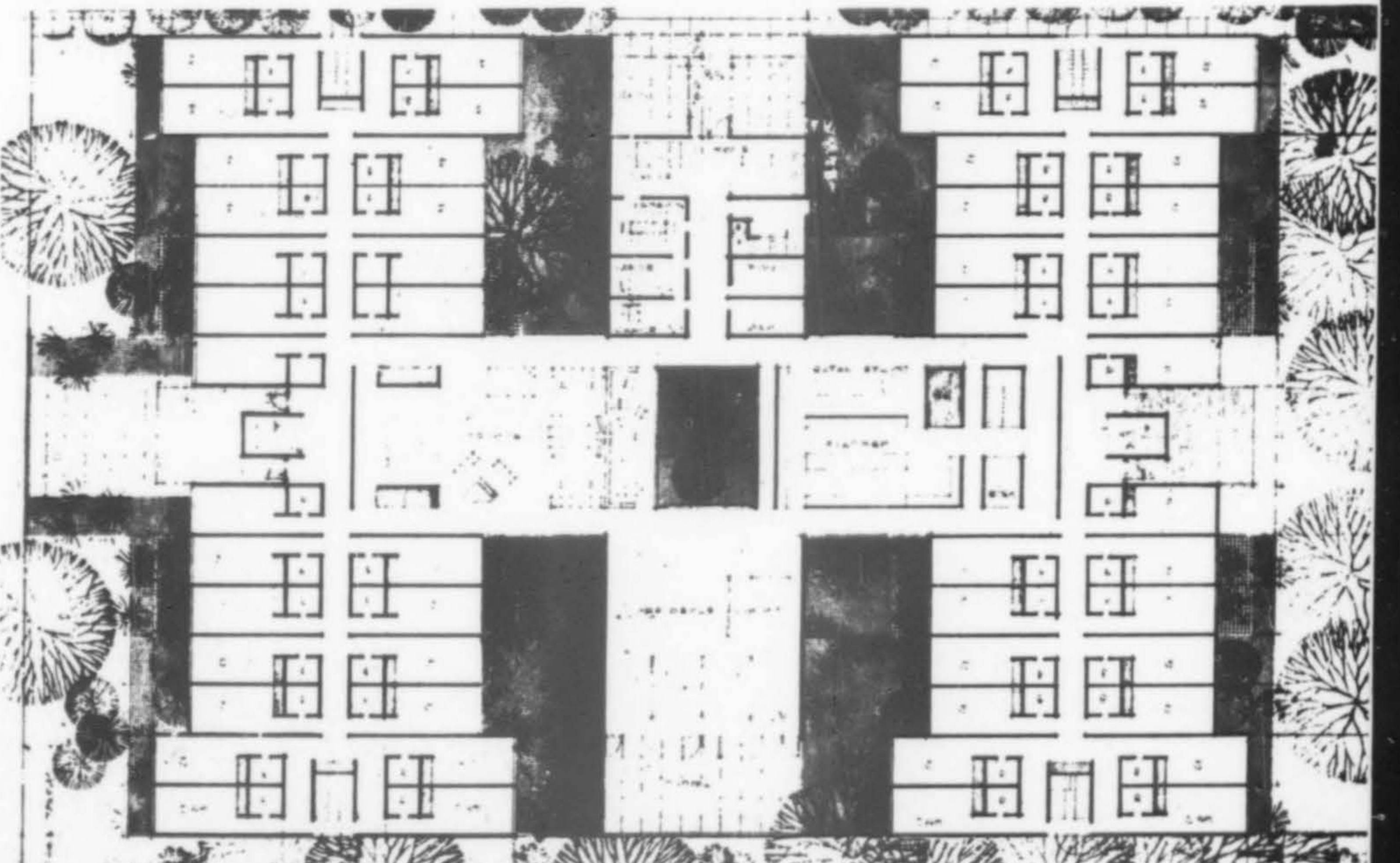
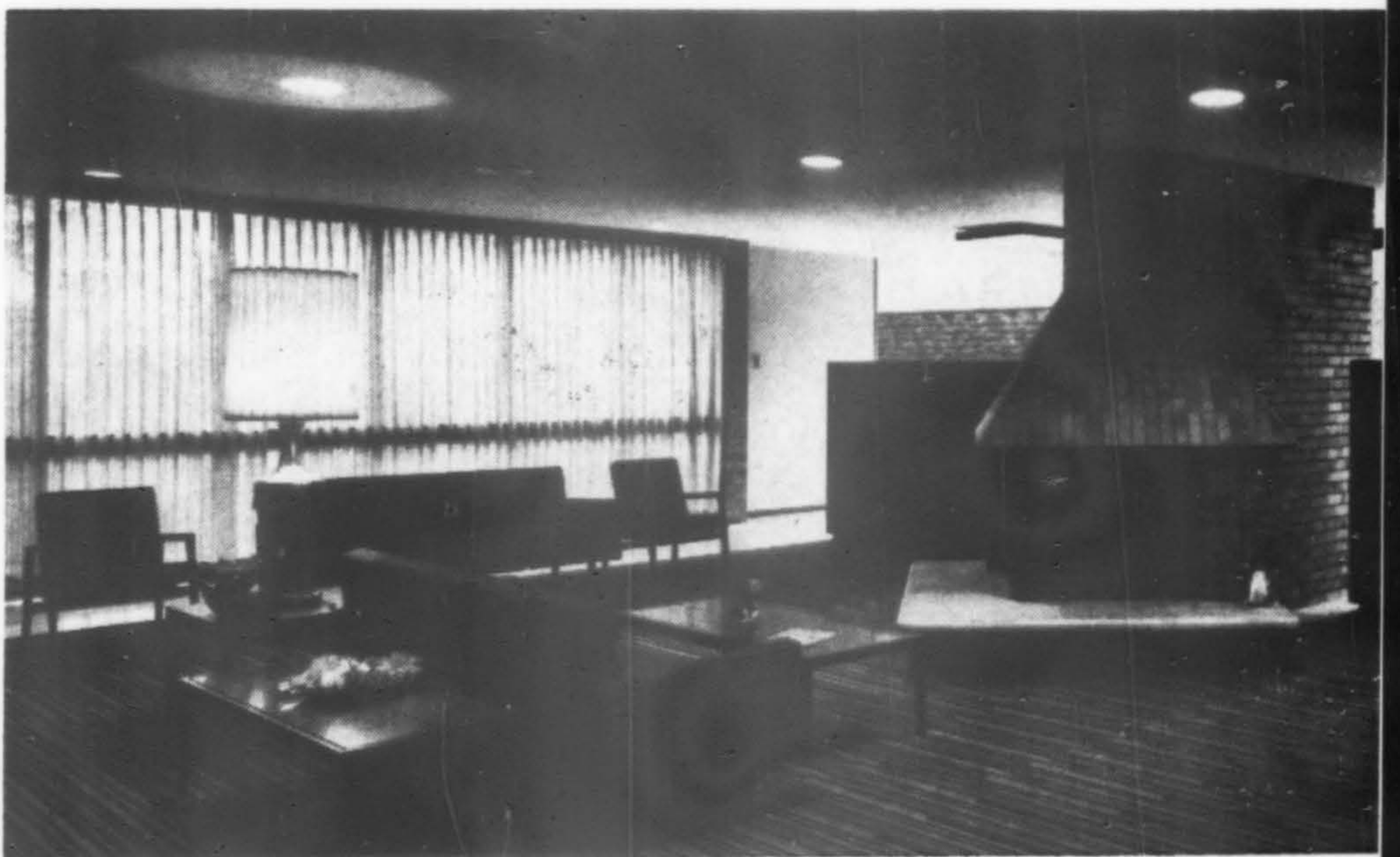
THE PROBLEM of housing the elderly in a setting conducive to both privacy and companionship, all related to a neighborhood location, seems admirably solved in The Theodora Home, owned by the Volunteers of America of Washington.

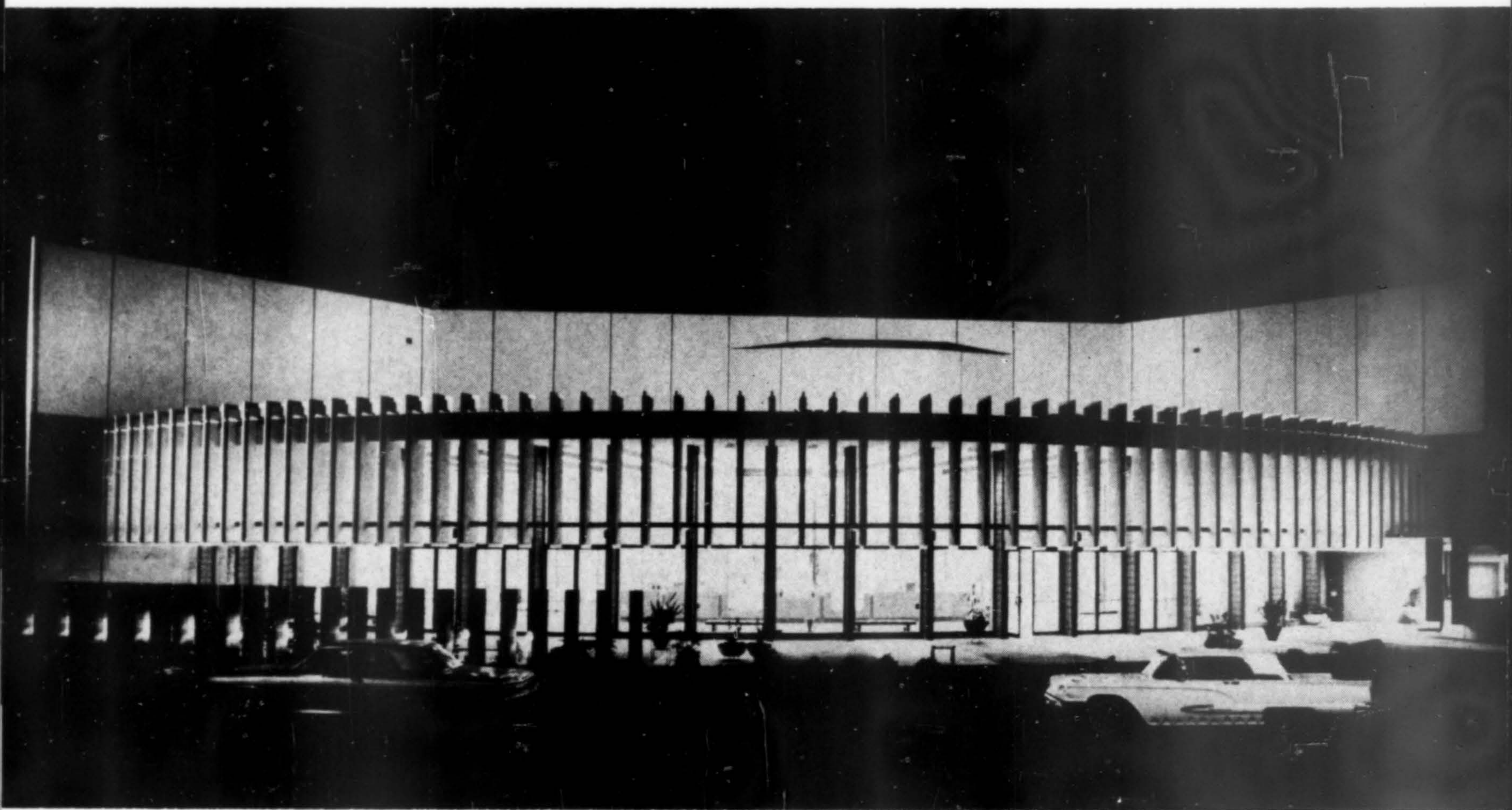
The architects' intent was to design an environment in which the people and building had a strong sense of identity and scale. This was achieved by dividing rooms into four equal areas surrounding living, eating and supporting functions, separated by garden areas. The conveniently located common facilities are intended to draw the recluse out while allowing a measure of privacy when desired.

The original home for the elderly was located on this same site but was removed to make room for the new facility. The grounds, which slope gently west to east, have a number of fruit trees and fir trees with lawn surrounding other areas. The use of wood as a basic material adds warmth to the structure and gives a residential scale to the complex that readily identifies with the community.

There are 112 two-bed units in an area of 68,498 sq. ft. Total cost of the project, including all site work and landscaping, was \$1,260,032 (\$20/70 per sq. ft.).

Consultants were Kane & Ervin, mechanical; Howard E. Johnson & Associates, electrical. Fountain sculpture was by Norman Warsinske.





THEATER PRESENTS CINEMA WITH ART

CINEMA 21 THEATRE/San Diego, California

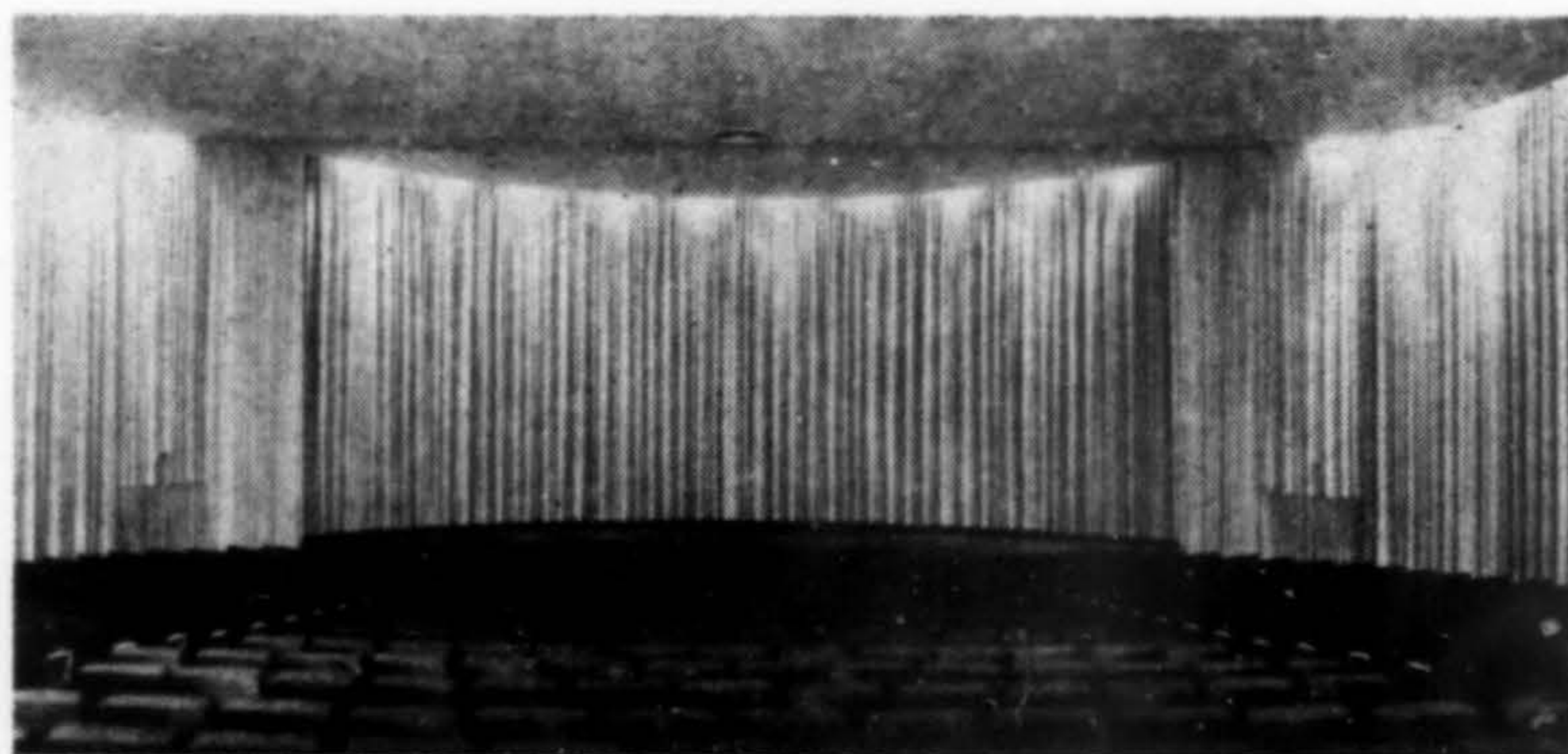
TUCKER, SADLER & BENNETT/Architects

CINEMA 21 in San Diego County's Mission Valley is located directly on a heavily traveled freeway. But the location has proved no deterrent to attendance, the theater instead making a visual impact on passersby through the large open gallery facing the highway. The foyer and the access to the 1000-seat auditorium is integrated with an art gallery extending from one to the other and through the 120-ft. long lobby.

Materials of exposed aggregate, concrete block, walnut paneling and multicolored plastics (formed in a colorful mural) are utilized in the lobby. Large fins of anodized aluminum and stucco protect the south and west exposures of the lobby with a series of vertical block columns adjacent to the freeway area punctuating a garden court for intermission enjoyment. The interior ceiling is composed of a parabolic method of application of acoustical tile.

Parking is provided for 200 cars with drive-in ticket window for the convenience of patrons.

Harry Crosby photos



Walk-Ease cushioned vinyl

WALK-EASE, the newest in cushioned sheet vinyl flooring, is designed to bring comfort. It is said to absorb footstep sounds as well as impact noises between floors, and retain the barefoot comfort of room temperature. It will recover from indentation, even spike heels, according to the manufacturer. Backed with soft and resilient airtight vinyl foam, it is reinforced with woven fiber glass that will not stretch or shrink. The surface is a thick inlaid vinyl in a wide choice of colors and patterns.—The Flintkote Co. (A/W), 201 E. 42nd St., New York 10017.

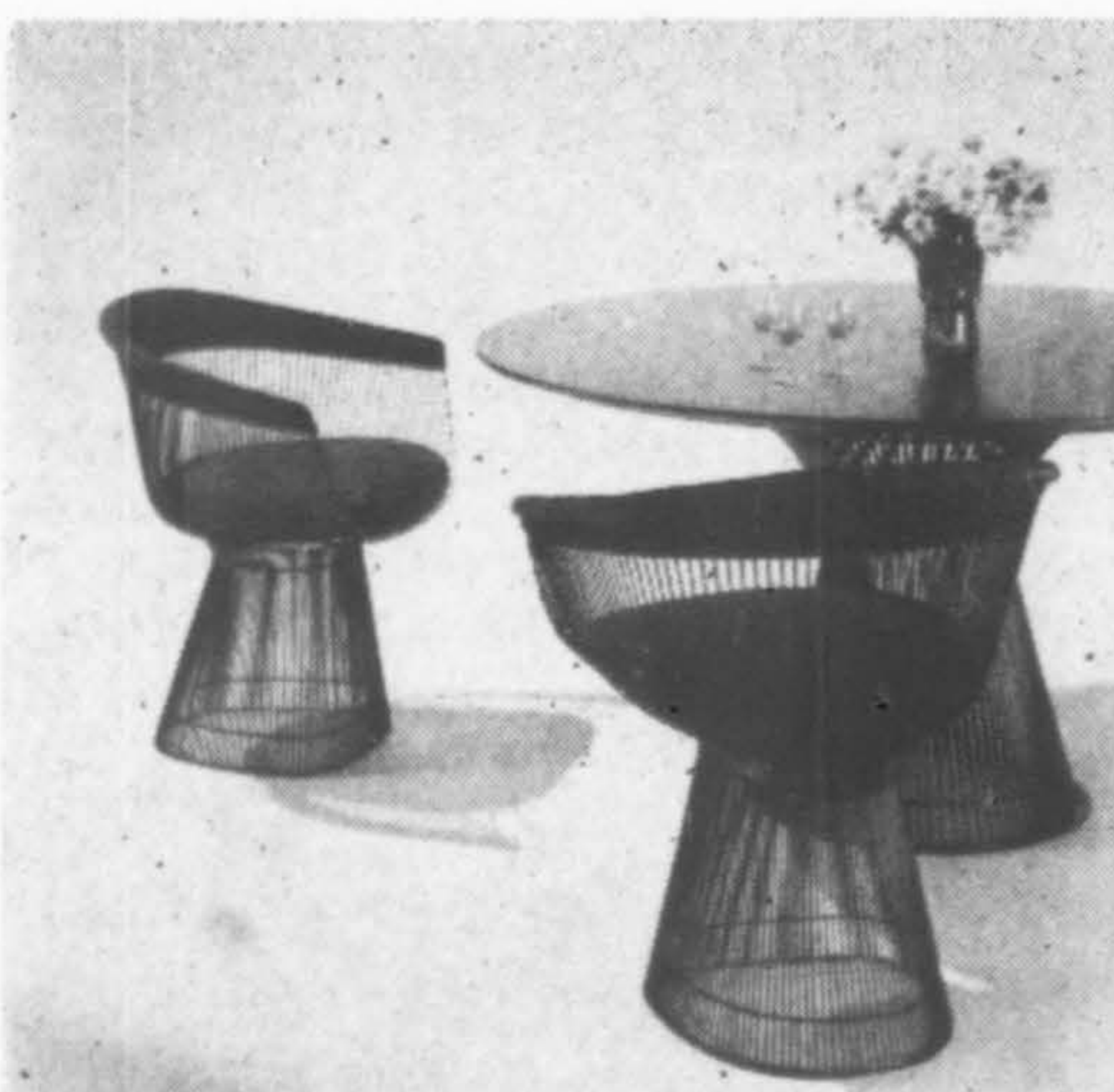


hospital lavatory station

A Lav-Station is now available in a choice of wood grain finishes to match the decor of the hospital area or room where it is to be installed. It can be easily installed in present or planned hospital rooms since it is a functional packaged unit. Available in either cherry or walnut wood grain, the unit also features overhead light, mirrored door, towel dispenser, removable shelves, convenience outlet, and the required hot and cold faucets. It may be recessed or wall-mounted.—The Market Forge Co. (A/W), 35 Garvey St., Everett, Mass.

joint sealant for heavy traffic

Polyurethane rubber joint sealant for traffic bearing areas has been announced by Dow Corning. Called Terraseal 100 joint sealant, the one part caulking compound is designed for heavily traveled applications and is said to have such high tensile strength that sharp rocks and spike heels have no effect on it. Terraseal 100 joint sealant cures after exposure to atmospheric humidity, stays flexible indefinitely and is said not to become brittle, shrink or wrinkle.—Dow Corning Corp. (A/W), Midland, Mich.



the Platner collection

The new Platner Collection by designer-architect Warren Platner is akin to contemporary metal sculpture in appearance and intricacy. The base of each piece is a graceful concave cylinder of wire stalks. The collection is available in two metal finishes: a clear silver-like nickel finish and a dark earthen, patinaed copper oxide. The seating pieces are upholstered foam rubber contained in thin fiber glass shells set into the resilient wire frames.—Knoll Associates, Inc. (A/W), 320 Park Ave., New York 10022.

epoxy terrazzo floors

Epoxy terrazzo floors are said to be easily installed, resistant to most common stains, and the "Thin-Set" process virtually eliminates cracking. Floors can be installed from 1/8 to 1/4-in. thick over a level slab, tile, metal or wood floor. The "Thin-Set" floors are made of 100% solid epoxy resins, selected curing agents, fine fillers and marble chips. They are 9,375 p.s.i. and have a Static-Co-efficient of Friction of 0.64-0.68, providing safe footing without expensive non-slip abrasive materials. If properly installed the "Thin-Set" flooring carries a guarantee.—Carrara, Inc., P.O. Box 12, Largo, Florida 33541.

vinyl wallcovering like silk

An economical vinyl wallcovering with the look of fine silk, Haru Silk is available in 22 decorator colors, including gold. It is designed for installations where originality and distinctiveness are essential but where costs must be considered. It is constructed of an 8-mil sheet of virgin vinyl, electronically laminated to a cotton backing. The vinyl is pigmented for its entire thickness and the backing is bleached, flame retardant and mildew-proof. A flame spread rating 10 allows Haru Silk to be self-extinguishing.—Laminating Services, Inc. (A/W), 4700 Robards Lane, Louisville, Kentucky.

ceramic glazed textured brick

Claycraft's new Cera-Matt ceramic glazed textured brick is said to present a maintenance free facing that is impervious to moisture and soil making it satisfactory for use on both interior and exterior. It is available in standard or imperial size and in bronze tones, blue-green and brown-green blends.—The Claycraft Company (A/W), 698 Morrison Road, Columbus, Ohio 43216.

wood casement windows

A new wood casement window, the Pella Wood Standard, features all-wood construction, with all components of Western Pine treated with a toxic water-repellant preservative. Exterior surfaces are primed, ready for painting. The sash opens on extruded aluminum slides and a roto-operator opens it a full 90° for easy washing from inside. The window casement is available in 20 vent and 37 fixed sizes.—Rolscreen Co. (A/W), Pella, Iowa.

new marble reproductions

Four new laminated plastic marble reproductions have been introduced by Formica: Venetian Crema Marble with a pink vein; Corinthian Crema Marble to harmonize with decorator colors; Corsican Crema Marble, black marble with a hint of blue veining; Crystal Lioz Marble, an adaptation of a Portuguese Lioz.—Formica Corp. (A/W), 4614 Spring Grove Ave., Cincinnati, Ohio 45232.



stoneware accessories

Stoneware designs for planters, lights, sculpture and sand urns are massive, forthright and bold as designed by David Cressey. Shapes are simple and ungimmicky with surfaces embellished in a variety of textures, some with almost primitive tools, primarily with the hands. The accessories were conceived for the new architecture's emphasis on tactile surfaces. A variety of glazes, either fully or partially mantling the surface in low luster color - within - color are offered.—Pro/Artisan Studio, Architectural Pottery (A/W), 2020 S. Robertson Blvd., Los Angeles 90034.

Pressure Preserved Plywood: describes specifications for plywood and preservative materials used to protect it in extreme applications where the danger from wood destroying insects and fungi are greater than usual. Brochure has a table of applications recommended for plywood pressure treated with various substances. Form 66-220. — American Plywood Association, 1119 A Street, Tacoma, Wash. 98401.



Montisa Side Files and Companion Cabinets: shows the many convenience features of shallow depth side files and matching companion cabinets with disappearing doors. Brochure gives complete specifications of all models and full array of office file colors including five special new designed approved tones. Full color, 8-pp.—Dept. M-2, Brown-Morse Company, Muskegon, Michigan.

Laboratory Equipment: contains data and illustrations on both ground and compression-type laboratory stops. Featured are the Haws lab precision-made, chrome plated bodies and pressure-tight closure. Faucets for schools and industry are also described and illustrated. Additional equipment discussed includes tube washers and heavy-duty aspirator pumps. 4-pp.—Haws Drinking Faucet Co., Fourth and Page Streets, Berkeley, Calif. 94710.

Revolution in Acrylic Sheet: describes the new Swedcast process for continuous casting of acrylic sheet in unlimited lengths. Folder details development of the process and defines its significance to the sign and lighting industries, architects and designers. Illustrations of applications where Swedcast 300 can be used in lengths over the present 12-ft. limit are included. 16-pp.—Swedlow, Inc., 12605 Beach Blvd., Garden Grove, Calif. 92642.

Sound Advice: covers 17 improved gypsum wall assemblies, updated specifications on many more, with fire ratings and sound transmission class listed. There are 32 structural systems for wood, steel, gypsum stud and solid partitions covered. A partition selector guide, cut-away drawings, detailed material lists, sound and fire ratings and other technical data is included. 36-pp.—Bestwall Gypsum Div., Georgia-Pacific Corp., 2 Industrial Blvd., Paoli, Pa. 19301.

Concepts on the Interior Environment (AIA 31-F-2; 31-F-231; 31-F-290): provides comprehensive technical data on the selection of fully-coordinated ceiling and luminous ceiling systems manufactured by Sunbeam. Basic criteria for the design and engineering of building interiors is outlined. Mechanical details are illustrated and the company's environmental testing and demonstration laboratory is described. Full color, 24-pp.—Sunbeam Lighting Co., 777 E. 14th Place, Los Angeles, Calif. 90021.

New Horizons in Architecture with Stainless Steel: photographically illustrates 16 applications of stainless steel including curtain wall, window and door framing, wall panels, spandrels, railings, staircases, lighting fixture and furniture. Comments on the practical and aesthetic aspects accompany each illustration. Handsomely executed with heavy plastic clear outer covers for protection.—Committee of Stainless Steel Producers, American Iron & Steel Institute, 150 E. 42nd St., New York, N. Y. 10017.

Electro Glo Fireplace: lists the many uses of this electric fireplace, together with colors and sizes available. Construction detail is given and accessories and prices listed.—Cadet Manufacturing Co., 6125 N.E. 105th, Portland, Ore. 97220.



ARMSTRONG CORK COMPANY'S new district office building will be located on the San Bernardino Freeway, near Rosemead Boulevard, in El Monte, California. Designed by Los Angeles architects Langdon & Wilson, the building is scheduled for completion in mid-1967. Representatives of the firm's floor products, ceilings, building materials and industrial products, will serve Los Angeles, Southern California and adjoining states from this headquarters. William W. Gee Construction Company is erecting the building.

All-Set Aluminum Stadium Seats



LISKEY ALUMINUM, INC., Baltimore, Md. 21061

All-Set Aluminum Stadium Seats: includes detailed information and drawings on stadium chairs, bleachers, railings. The replacement seating program is explained. Maintenance, strength, construction is discussed. Three colors.—Liskey Aluminum, Inc., Box 580, Glen Burnie, Md. 21061.

Now We Insulate the Insulation: tells about the new Dyzone roof deck system which combines Zonolite's vermiculite insulating concrete with its Dyfoam polystyrene vent board insulation. Describes the Dyzone system and how it works. Included is a "U" factor table for different thicknesses and specifications for the Dyzone application over structural roof decks. Bulletin CA-135.—Zonolite Div., W. R. Grace & Co., 135 S. LaSalle St., Chicago, Ill. 60603.

Carmel Spectra-Guard Window Wall Technical Data (AIA 17-A): contains specification sheets, installation instructions, many bright colors in which the new Spectra-Guard units are available. Triple coating as a breakthrough against rust is discussed and photographs of the processes involved are shown.—Carmel Steel Products, 9738 E. Firestone Blvd., Downey, Calif.

● **The Philip Carey Manufacturing Co.:** Philip D. Shea, Jr., has been named architectural representative covering the company's Western division. A member of the firm since 1959, Mr. Shea will headquarter at the company's new facilities at 13711 Freeway Drive, Santa Fe Springs, California.



named architectural representative covering the company's Western division. A member of the firm since 1959, Mr. Shea will headquarter at the company's new facilities at 13711 Freeway Drive, Santa Fe Springs, California.

● **Pittsburgh Plate Glass Co.:** Christopher P. McAllister, formerly assistant manager of PPG's window glass plant at Mt. Zion, Illinois, has been named manager of the company's new plant in Fresno, California. He succeeds Edward J. Slack who has been promoted to Pittsburgh headquarters as general manager of plate, float and special glass plants.

● **Schokbeton Products Corp.:** George J. Santry, president of Schokbeton, announces that LIKON, an insulated concrete curtain wall panel developed by the Buehner Research and Development Company of Salt Lake City, Utah, is being produced and marketed exclusively by the licensed Schokbeton plants in the United States and Canada.

● **Owens-Corning Fiberglas Corp.:** The Spokane, Washington unit of the Ohio company's supply and contracting division has moved to new facilities in the Spokane Industrial Park, more than doubling the size of their former location. Gary L. King is unit manager.

● **Evans Products Company:** Raymond R. Taylor has been appointed sales coordinator and Wilce A. Rawles, marketing manager, for pre-finished paneling for the Building Materials Division. Both will headquarter at the Portland offices.

● **Parkwood Laminates, Inc.:** Sherman W. Bushnell Associates, Seattle, has been named area representative for Washington and Oregon by the Wakefield, Massachusetts manufacturers of plastic laminate reproductions. At the same time R. D. Hurst Company of Seattle and the Georgia-Pacific Corp. of Portland, were appointed distributors by Parkwood.

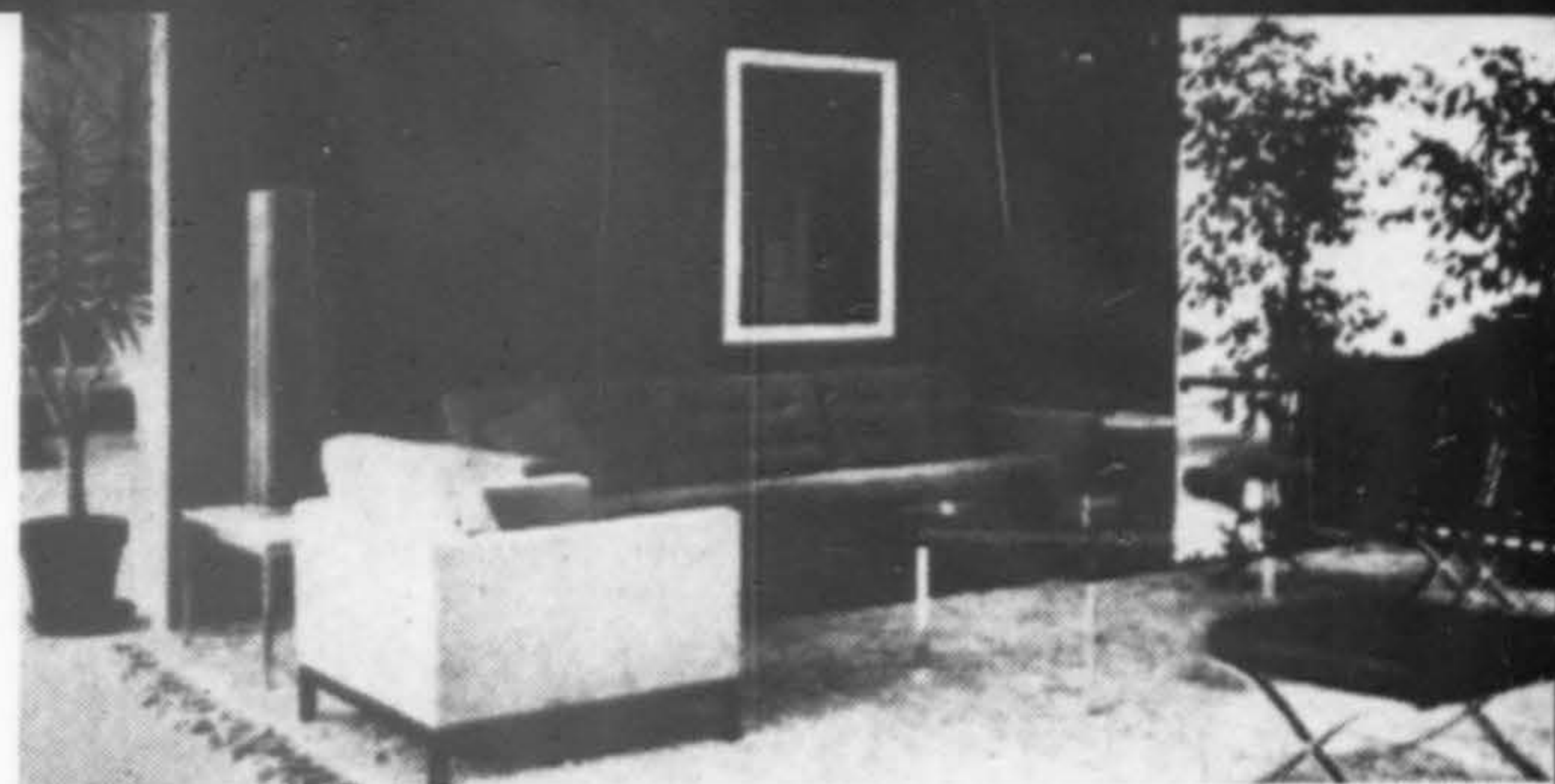
● **J. H. Baxter & Co.:** Alfred X. Baxter, president of the firm, San Francisco, has announced an expansion of operations to include a licensing program for pressure treating with two of their proprietary wood preservatives: Baxco-Pyresote and Chemonite. In charge of the new licensing program is Marx Hyatt who has been with Baxter since 1951.

● **Redondo Division, Stylon Corp.:** Earl C. Mullen has been appointed as sales and marketing manager, ceramic tile manufacturer with headquarters in Redondo Beach, California.

● **Olympian Stone Co., Inc.:** Wendall E. Smith has been elected to the board of directors with the title of vice president-manufacturing. He has been operations manager of the company since the consolidation of their architectural and structural divisions at the new Redmond, Washington site in April, 1966. The announcement was made by Ralph C. Robinson, chairman of the board.



● **Ludwici-Celadon Co.:** San Valle Tile Kilns, Los Angeles, has been appointed representative for the company's line of quarry floor tiles and Nailon brand facing brick for Washington, Oregon, California, Arizona and Nevada.



KNOLL ASSOCIATES, INC. new Seattle showrooms and offices are located in a recently completed building at 1661 East Olive Way. Occupying most of the entire first floor, the facilities provide a handsome showcase for the many Knoll products and furnishings. Robert Pedigo is regional manager with Judy Phillips as assistant.

● **Amerada Glass Corp.:** Improvements in Acousta-Pane, the firm's laminated acoustical glass, have resulted in a Sound Transmission Class (STC) rating of 43, said to be the highest ever achieved by single-glazed architectural glass. Lyle F. Yerges, acoustical consultant to Amerada, made the announcement following a series of conclusive tests.

● **Olympic Stained Products Co.:** Jack Boldrin has been named manager of the company's new Northwest Division sales office. He will work from the Seattle office. At the same time, president John Anderson announced the appointment of Anthony Williams to represent this division in Eastern Washington.

● **Mosaic Tile Company:** John J. Starr, formerly vice president and general manager of the consumer products division of International Pipe & Ceramics Corp., Los Angeles, has been appointed to the position of vice president, sales, and will headquarter in the Cleveland, Ohio, office.

● **California Redwood Association:** Harry A. Merlo, vice president and general manager of the Rockport Redwood Company, Cloverdale, California, was elected president of the association at the annual meeting recently held in San Francisco. Re-elected were Philip T. Farnsworth, for his 14th year as executive vice president; A. O. Lefors, serving his fifth term as secretary; and Mrs. Dorothy B. Seeley, treasurer for a second year.



POMONA TILE Manufacturing Company occupied their new general offices in July 1966. The new location at 1315 East Third St., Pomona, replaced former La Brea Avenue headquarters in Los Angeles. The new building was erected adjacent to the company's factory. Drew Schroeder is president of the firm. Architects for the building: Cashion & Horie.



not specified

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These comments on "design" were excerpted from the talk San Francisco architect Aaron Green made at the 1965 Northwest Regional AIA conference at Glacier Park. They seem to grow more pertinent.

WHAT IS DESIGN? It's rather difficult to describe it, first of all. Design to me, as an architect, is everything. Everything in architecture is, I believe, design. . . . In the broadest sense, good design must incorporate every factor of every project. It must synthesize and consider every part of every problem. If the building is not functional, it is not good design. If it is not well engineered structurally, it isn't good design. If it isn't beautiful, certainly it isn't good architecture and it isn't good design.

. . . . On every side there are forces that are trying to take over the effort that has historically been the architect's and that should historically be even more the architect's role.

We begin with "planners." What is a planner, anyway? If an architect is a planner, he isn't an architect. We are confusing the whole issue. Many architects hyphenate their title, "architect-planner." This is defense . . . it is extremely undignified . . . it confuses the public. It confuses our clients. It confuses ourselves. This is just one of the little indications of the threat to the role of the architect in society.

. . . . What does this have to do with design? Unless we have a climate in which we have design control, we can't design well. Unless our client has complete respect and is willing to put every bit of design into our hands, we can't design. Unless he trusts us and our complete judgment in spending of the vast sums of money that are involved . . . we can't design. We can't design for a client who doesn't understand, who doesn't want good design.

. . . . Design of a building, design of a project, is never any better than the man who designs it. I believe it always expresses the character of the person of the architect. If there is an overall integrity in this human being, then the project and its design is going to indicate that overall integrity. If there is sophistication, then the buildings of the project are probably going to indicate it. If there is sensitivity in this person's makeup, the buildings are going to be sensitive in their character. If the person is dishonest, the buildings are going to be dishonest—they are going to be sham.

In order to create design in the totality of the idea, the human being must be up to it.



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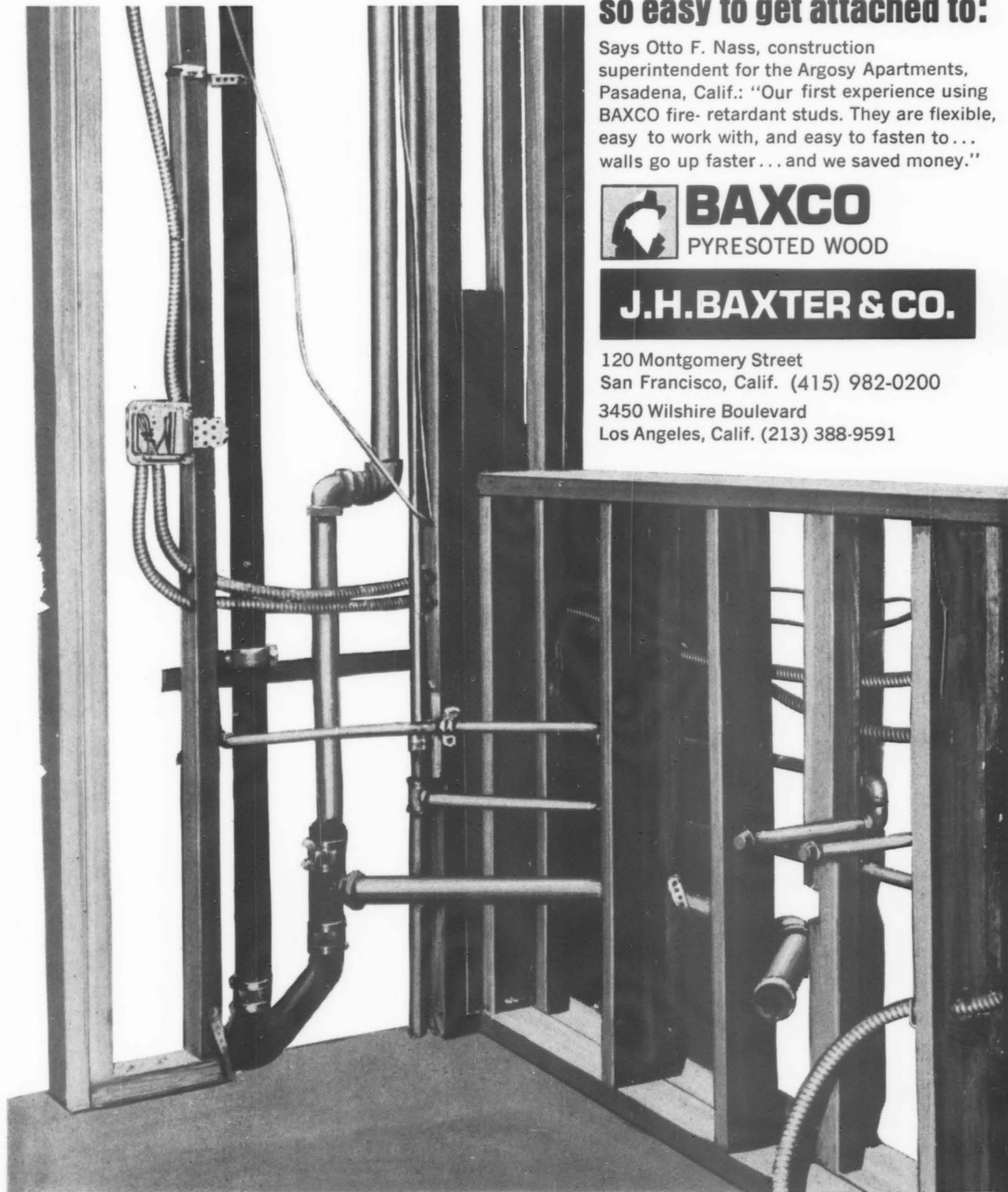
and where you will find their messages

Arrow Products, division of Arrow X-Ray Corporation	9
Baxter, J. H. Company	III Cover
Bethlehem Steel Company	IV Cover
Flintkote Company, The	6-7
Gaco Western, Inc.	II Cover
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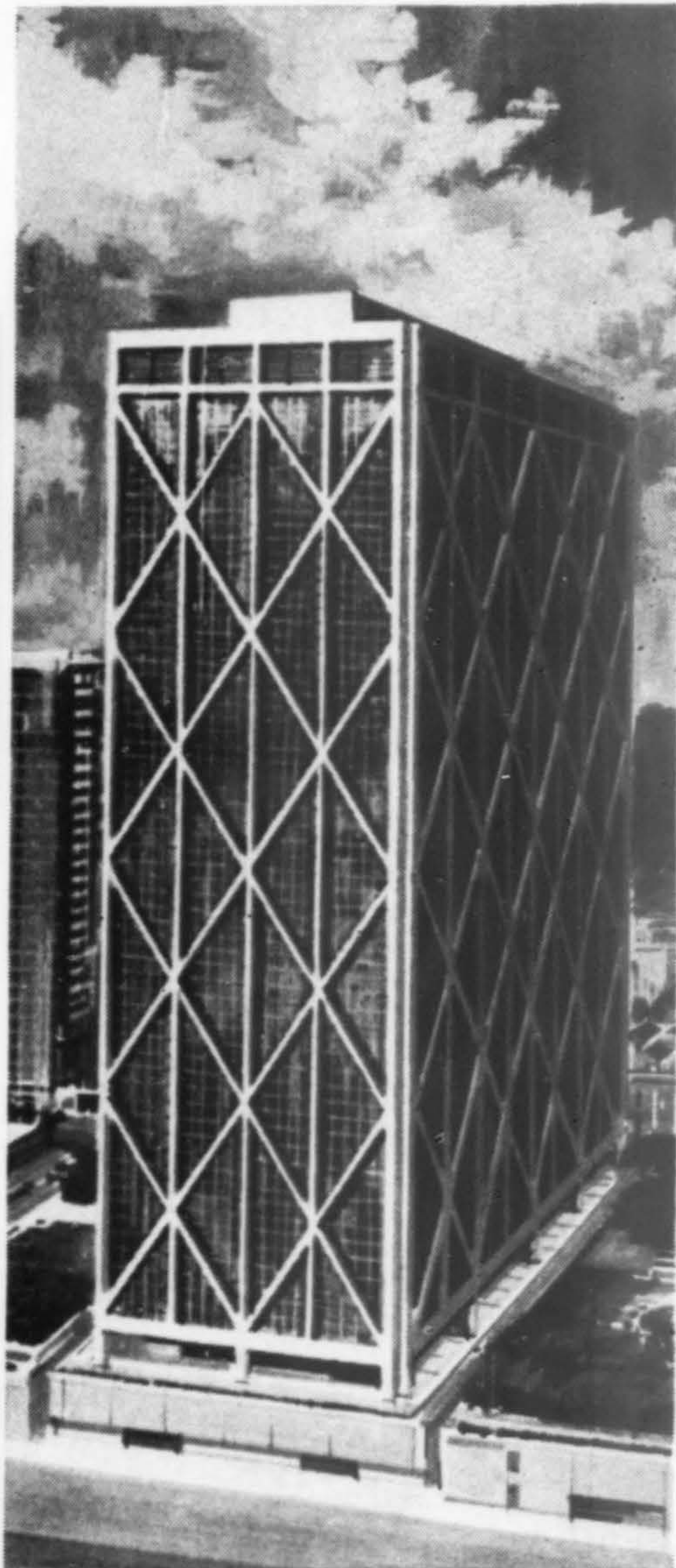
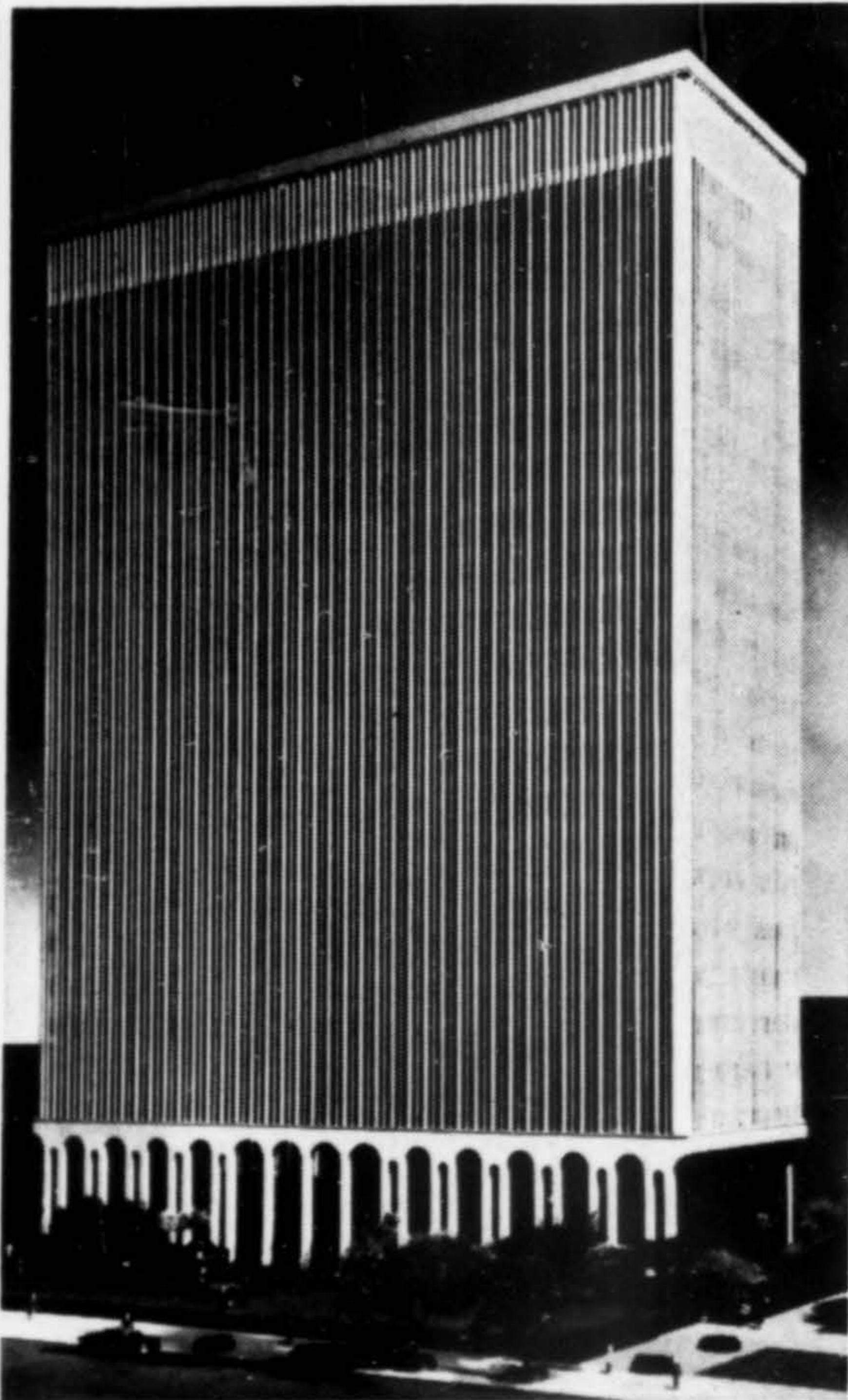
STRUCTURAL DESIGN NEWS

FROM BETHLEHEM STEEL

No. 18



Exteriors



Exterior ebony shafts alternate with steel. The ebony cladding alternating with steel mullions makes an interesting pattern for this 42-story tower rising from a landscaped plaza in New York. It's 299 Park Avenue, between 48th and 49th Streets. The location over rail and subway tracks called for intricate substructure work, some of which was incorporated from the building which formerly occupied the site.

Owner-builder: Fisher Brothers;
architect: Emery Roth & Sons;
structural engineer: Office of James Ruderman; *steelwork:* Bethlehem Steel.

Exterior box columns rise the height of the lobby of Buffalo's Manufacturers & Traders Trust Company building, and are joined by arched steel spandrels. Slender columns extend to the roofline of the 21-story bank. And because loadings are carried by the core and the exterior columns, the interior is completely column-free.

Owner: Manufacturers & Traders Trust Company; *architect:* Minoru Yamasaki; *structural engineer:* Worthington, Skilling, Helle & Jackson; *general contractor:* The John W. Cowper Co.; *steelwork:* Bethlehem Steel.

Exterior diagonal bracing outside the glass skin of the 25-story Alcoa Building in San Francisco's Golden Gateway Center transmits loads to the 12 exterior steel columns. The rigid floor framing is supported by hangers suspended from the intersections of the diagonals. Girders and beams span the office areas to connect with the elevator core.

Owner: Golden Gateway Building Company; *architect and engineer:* Skidmore, Owings and Merrill; *general contractor:* Perini Corporation; *steelwork:* Bethlehem Steel

BETHLEHEM STEEL



