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Architecture / West

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THE COVER: The Ralph D. Anderson residence, Seattle, Ralph D. Anderson, architect. Charles R. Pearson photo. Page 16.

HIGHLIGHTS and SIDELIGHTS

Portland totals \$80 million in permits—

Building permits for work valued at nearly \$80 million were issued in Portland last year, making 1966 the city's best building year in dollar volume since 1958 when permits were issued for the Lloyd Center project. A total of 7,140 permits were issued showing a marked increase in apartment and commercial construction.

\$30 million project for M-G-M considered—



Preliminary design for M-G-M's projected new motion picture studio in Conejo Valley, Ventura County, California, has been filed in conjunction with application for rezoning of the 1500-acre site. The project, estimated to cost more than \$30 million, would be the only such development in more than a generation. M-G-M will be the first major motion picture company in the United States to build a completely new facility totally designed in terms of function, efficiency and operation for the making of feature motion pictures and television. The project is being master planned by Albert C. Martin and Associates, Los Angeles architects-engineers, with Craig R. Sturm as project manager and Mark Bielski as designer.

\$75 million recreation complex at Aspen—

First phase of a \$75 million recreation complex to be located about eight miles from Aspen, Colorado, is under way by Janss/Colorado Corp. and American Cement Properties, Inc., of Los Angeles. Architectural consultant for the Snowmass-at-Aspen project is Frederic Benedict Associates of Aspen. When completed the project will be the nation's largest recreational community and will involve a 10,000 acre site, including residential sites, condominiums, lodges, shops, convention facilities and an 18-hole golf and tennis club to be located at the foot of the Snowmass ski area. The first phase of the project is scheduled to open in December 1967.

Town house development in Washington—

Construction on a planned town-house development overlooking Lake Sammamish and the Cascade Mountains, east of Seattle, is under way. The project, to cost \$6 million, will be Washington State's first large high-density development with community green space and recreational facilities. Architect is John Anderson for Quality Pacific Homes, the developer.

Reno theatre-auditorium's geodesic dome—



The Pioneer Theatre-Auditorium, Reno, Nevada has a 144-foot span geodesic dome weighing 40,000 lbs. that will carry 240 tons of snow. The square block complex features a 1,401-seat theatre-auditorium, 12,000 sq. ft. of exhibition hall, a cocktail lounge and five large meeting rooms. Project architects were Bozalis, Dickinson & Roloff of Oklahoma City in association with Ferris & Erskine, Reno.

Lake Tahoe development turned down—

The Fibreboard Corporation's plan to develop a large portion of Lake Tahoe's northwest shore has been turned down by the Tahoe Regional Planning Commission. The members of the five county, bi-state commission, while praising the 13,000 unit residential plan, agreed that it exceeds the projected population densities outlined in the regional plan.

Century City is 25% complete—

Century City, the 180-acre high-rise community under construction in West Los Angeles, is now 25% complete. The newest additions, the twin 20-story Century Park East apartments designed by Charles Luckman Associates, were opened in January. Eight of the projected 40 to 42 high-rise buildings have been completed in the Alcoa-owned project. The entire complex has been scheduled for completion in 1970.

Calendar of coming events—

Annual spring meeting, Hardwood Plywood Manufacturers Association, San Francisco Hilton, April 19-21.

The 26th annual convention, Vermiculite Institute, Grand Hotel, Point Clear, Alabama, April 23-27.

Contract '67, exposition for contract industry, Coliseum, New York City, April 25-27.

Western Section, Society of the Plastic Industry, 1967 annual conference, Hotel del Coronado, Coronado, Calif., April 26-28.

Theme of the 6th National Lighting Exposition, Light Today for Tomorrow, Coliseum, New York City, April 30- May 3.

National Association of Architectural Metal Manufacturers, 29th annual convention, Bismarck Hotel, Chicago, May 7-10.

44th annual convention, National Terrazzo and Tile Association, Beverly Hilton, Los Angeles, May 7-12.

1967 Spring Conferences, Building Research Institute, Statler Hilton, Washington, D.C., May 10-12.

Architect colors bridges —

Architect Stephen Allen, of the San Francisco firm of Anshen & Allen, has entered an interesting area of design work: consulting on colors and visual aspects of bridges controlled by the Division of Bay Toll Crossings. As a result of his efforts, the new San Mateo-Hayward bridge will be the Bay Area's first major two-tone bridge. The colors will be copper and aluminum silver.

Home building boom in 1968—

Donald W. Davis, president of the Stanley Works, predicts that California and the nation will enjoy the biggest home building boom ever seen, starting in 1968. And, he says, the boom should last for at least five years. "Our firm is expanding and modernizing to take advantage of this boom." Stanley manufactures power and hand tools used in the building trades as well as hardware and garage door equipment.

Reject freeways as unnecessary—

The San Francisco City Planning Commission staff has issued a report declaring that the city should reject all new freeways as unnecessary and unsound. The answer to the transportation problem, according to the report, is improved mass transit.

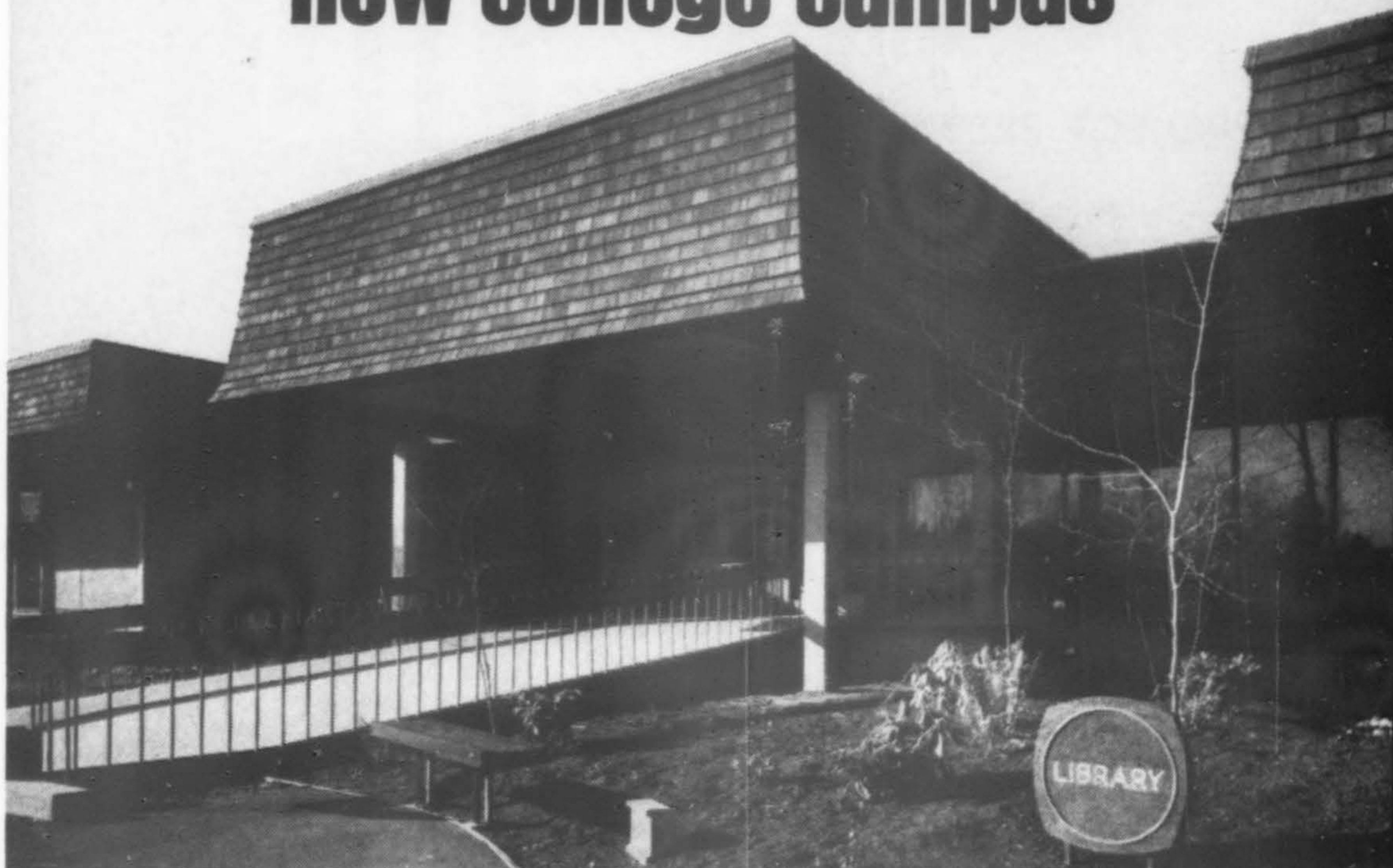
Hilton expanding, again—

Expansion plans for the 20-acre Hilton Hawaiian Village complex in Waikiki, including a new \$16 million, 800-room Lagoon Tower, a theater and a new shopping center, have been announced by the Hilton Hotels Corporation board of directors. These are in addition to the new Hilton Lagoon Apartments and a 1,637-car covered parking area to be occupied this spring. Construction of the hotel will begin this spring with completion set for late 1968. The \$500,000 theater will be finished this year and the \$1.5 million Village Bazaar in 1968. With the completion of this complex, Hilton will have an investment of more than \$70 million in Hawaii.

7.5 million by 1990 in Bay Area—

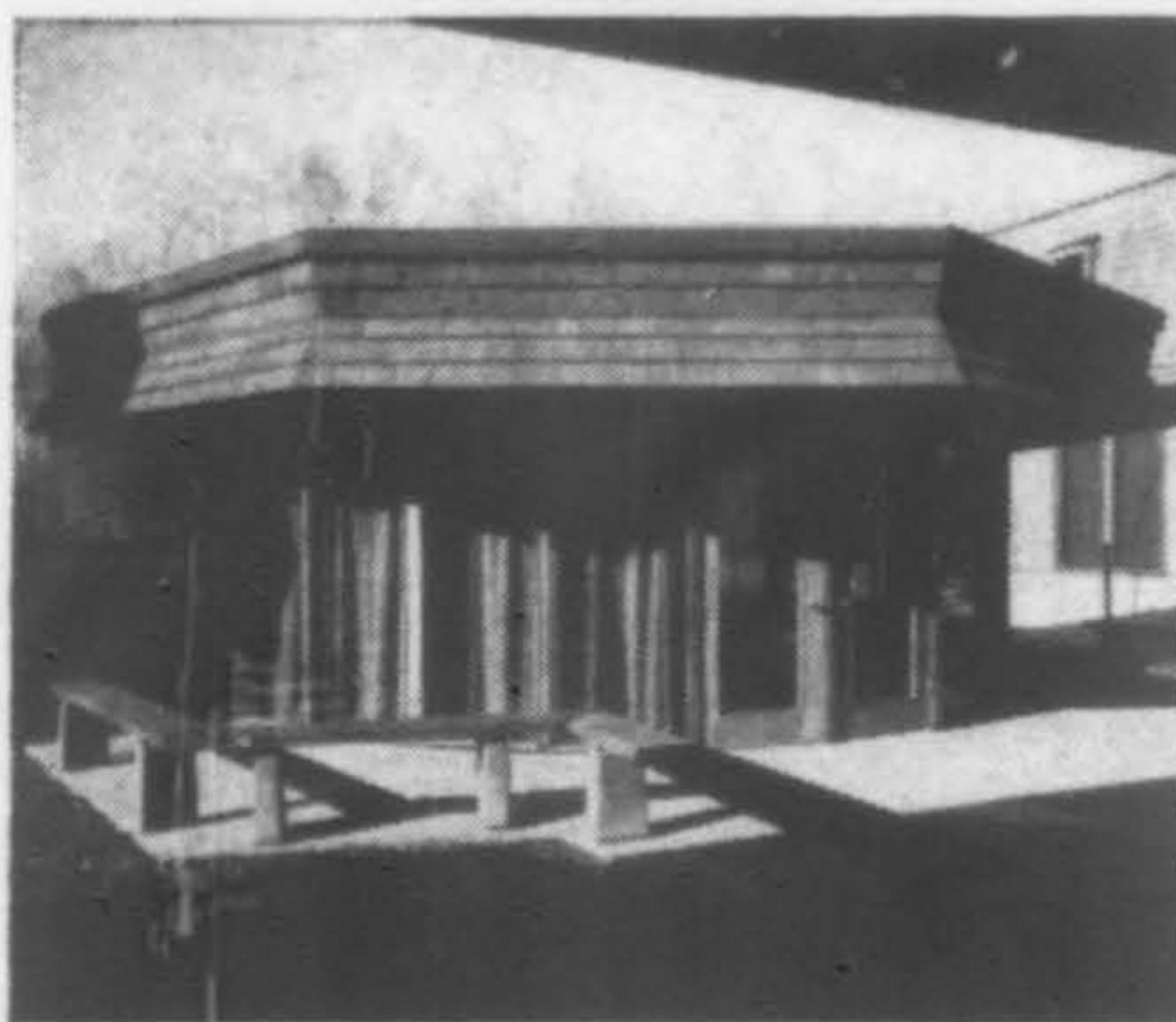
The population of the nine counties and 100 cities of the San Francisco Bay Area now exceeds four million. By 1990 it is expected to increase to more than 7.5 million.

Woodland beauty preserved on new college campus



Washington's new Green River Community College Campus is sited onto the natural contours of a 240-acre wooded site along the river. According to partner-in-charge Norman G. Aehle, A.I.A., of Seattle's Sullam & Aehle, architects, "The area selected for the buildings had been second-growth evergreens, logged over at the turn of the century, leaving a warm-toned heritage of sculpturally decaying cedar stumps and windfalls."

Aehle's design problem was two-fold. "The natural beauty of the site made great demands of the architecture placed in it," he says, "and a very limited budget meant that buildings had to be constructed of economical and ever-available materials. Design was keyed to a program of planned alteration and modification."



Materials that would reflect the site's wilderness beauty—and be readily available for future additions to the prototype—led Aehle to select Green River gravel dashed into a matrix of Portland cement, and an abundance of wood in the form of cedar shingle fascias, cedar T1-11 soffits, exposed glu-lam beams and fir skirt boards.

Then his search for a dependable, beautiful way to preserve the natural

wood led him to Olympic Stain. "There are no painted wood surfaces in the entire 140,000 square feet of buildings," the architect reports. Olympic Stains are used on doors, doorframes, light standards, rough sawn cedar tack-boards, railings, benches, fences and even the campus hand-carved signs.

In short, virtually all the wood on the project was stained with Olympic. Because of the proximity of the campus to an Olympic Stainer, Aehle was able to have the cedar shingles pre-stained, to insure thorough preservation and color uniformity as well as reduce on-site labor costs significantly.

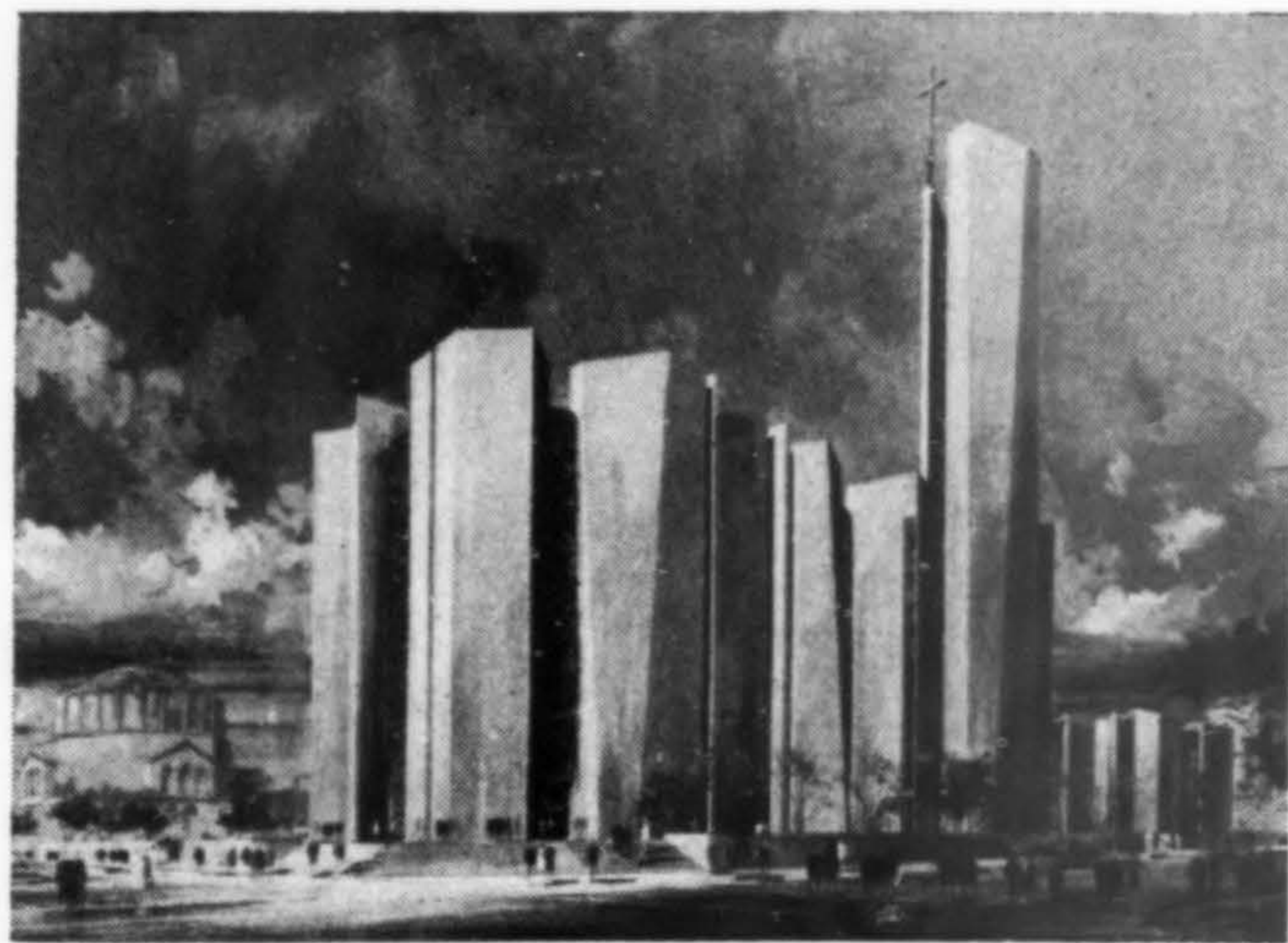
Olympic's 707 Semi-Transparent was selected to echo the beautiful warm tone found on the site in cedar stumps and windfalls.

Visitors to the college are impressed with the harmony of the buildings and their surroundings. "A significant factor in this relationship," architect Aehle feels, "was the extensive use of warm-toned stained wood."

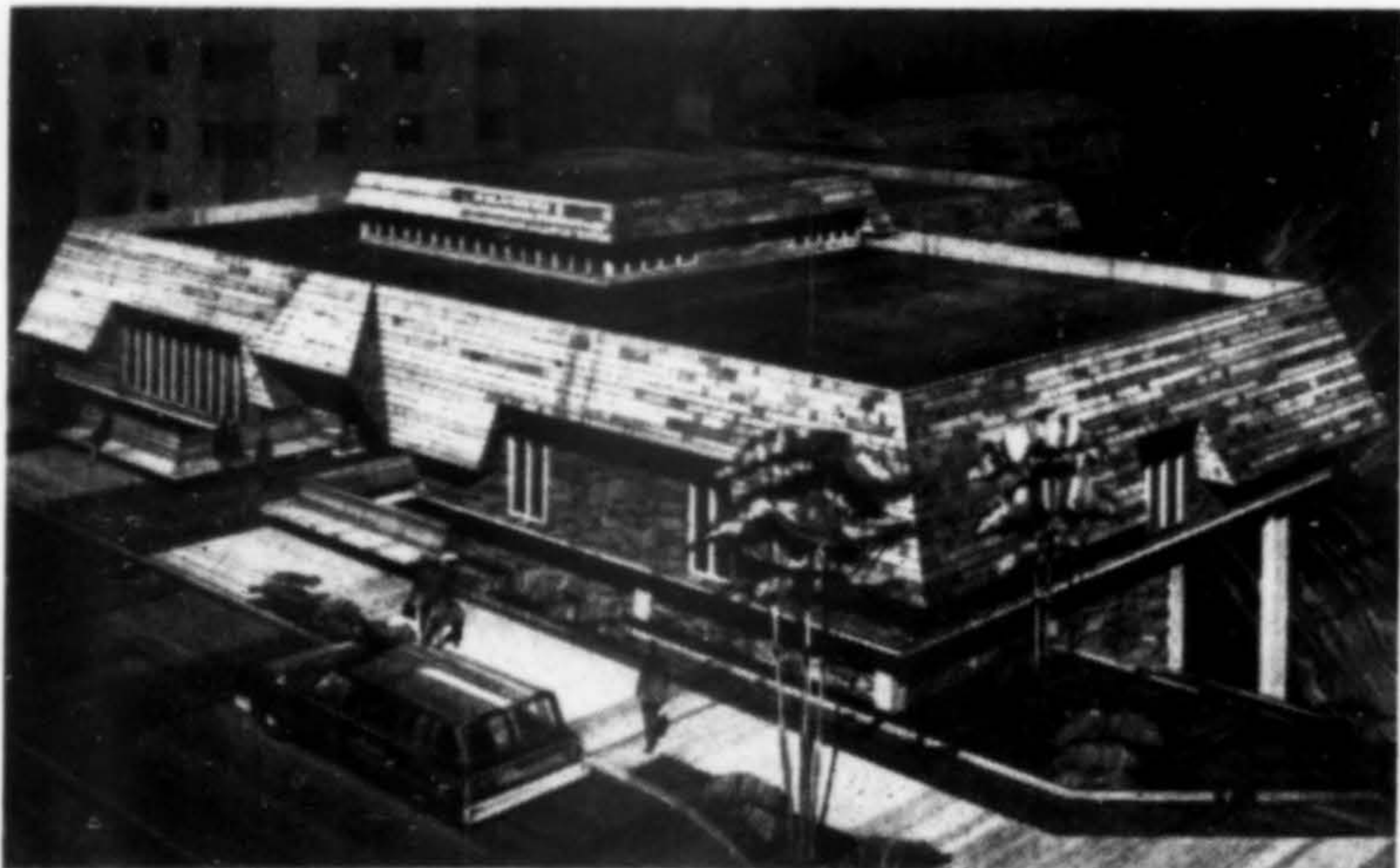
For color samples on wood and new A.I.A. Information Manual, write Olympic Stain Company, 1118 N.W. Leary Way, Seattle.



PROJECT PREVIEW



ST. BASIL'S CHURCH, Los Angeles, will be a combination of parish church, basement hall and rectory. Walls will consist of a dozen angular, adjacent towers, 80-ft. high, of textured concrete separated by intricate full-height shafts of glass. An additional tower trio will rise to 150-ft. The church is located in a city section devoted to large office buildings. Architect-engineer: Albert C. Martin & Associates; Pozzo Construction Co., contractor.



EXHIBITION CENTER, Ketchikan, Alaska, has been designed for use as a city-library-museum but will serve as an Exhibition Center for the duration of the Alaska Purchase Centennial celebration. Construction will be heavy timber with clay block and native rubblestone veneer walls. A mansard roof is finished with cedar shingles. Total floor area, 11,400 sq. ft. on two floors. Contract amount: \$359,022. Architects: Jennings H. Graham, Ketchikan; Erickson-Hobble Associates, Seattle; McGillvray Brothers, general contractor.



PHYSICAL PLANT BUILDING, Arizona State University, Tempe, will include stops and storerooms; total area, 38,000 sq. ft. Cost: \$540,000. Architect: David Sholder.



STUDENT CENTER and residence halls, Ft. Lewis College, Durango, Colorado, will provide cottage style living. The six two-story residences will house 50 students each. Construction will follow the traditional natural stone design of the present campus buildings. Cost: \$1,638,000. Architect: James M. Hunter & Associates; R. W. Mier Construction Co., contractor.

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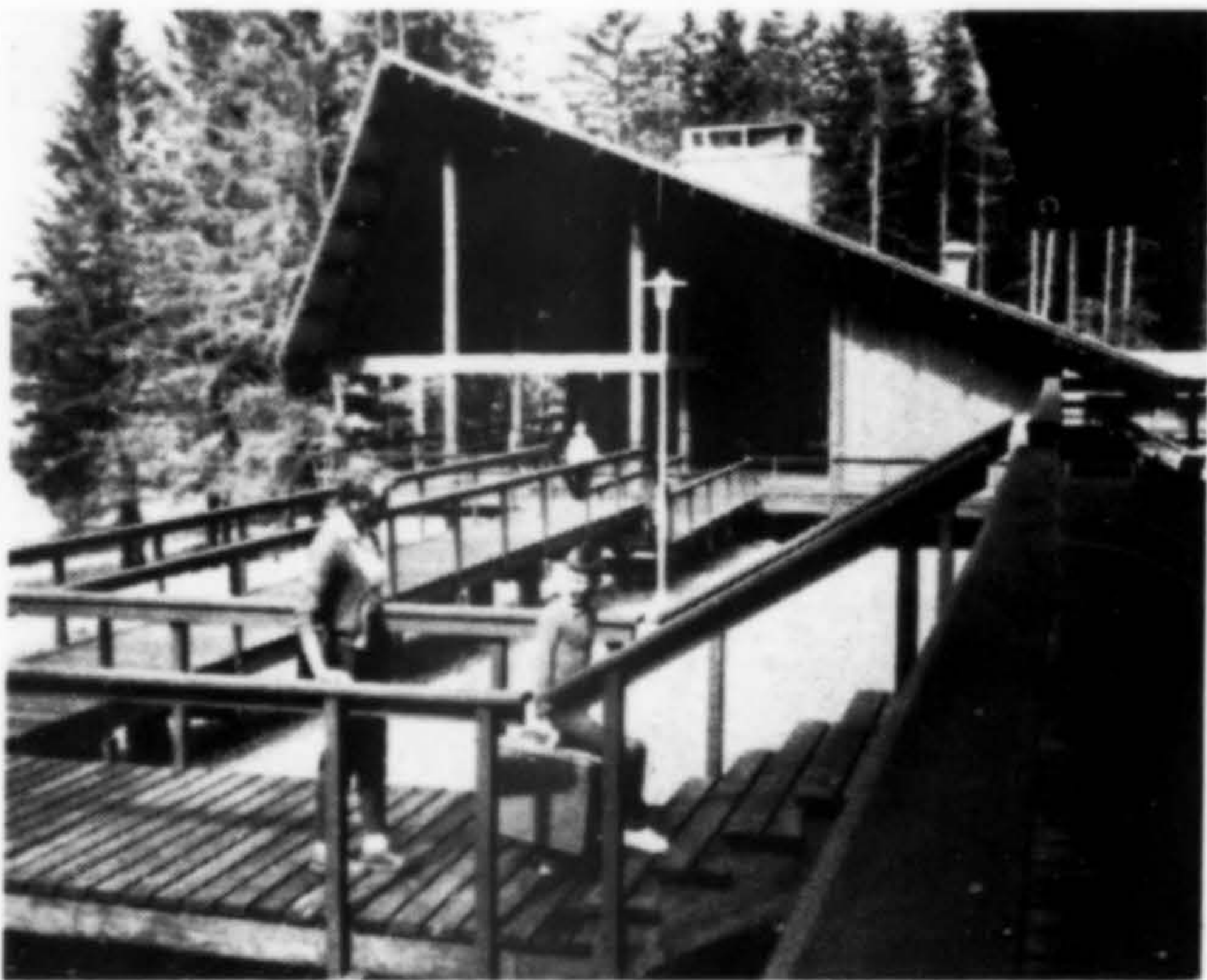
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EDWARD and THERESA McMAHON HALL, University of Washington; Kirk, Wallace, McKinley & Associates, architects.



LODGE FACILITIES, Glacier Bay National Monument, Alaska; John Morse & Associates, architects.



DORMITORIES, Central Washington State College, Ellensburg; Fred Bassetti & Company, architects.

Graphic Design, Draftsmanship, Buildings Cited in Seattle Chapter, AIA, Honors Program

Again inaugurating a new program, the Seattle Chapter, AIA, at their annual awards competition cited this year the architectural graphics on buildings in the Seattle-Tacoma area and honored the top draftsmen in firms throughout the city.

Seven building projects were accorded equal honors in the architectural competition with awards going to three firms. Jurors were architects Wolfgang Henning, Stuttgart, Germany; William Trogdon, Spokane; David Pugh, Portland.



WESTLAKE SQUARE development for the Park Department; John Morse & Associates, architects.

ARCHITECTURAL GRAPHIC AWARDS

ALTA SILVA ENTRANCE SIGN, Crystal Mountain
Larry Larson, graphic designer
William Hocking, architect

MUTUAL MATERIALS COMPANY Signing Program
Roland Lindstrom, William Frost, graphic designers
Bystrom & Greco, architects

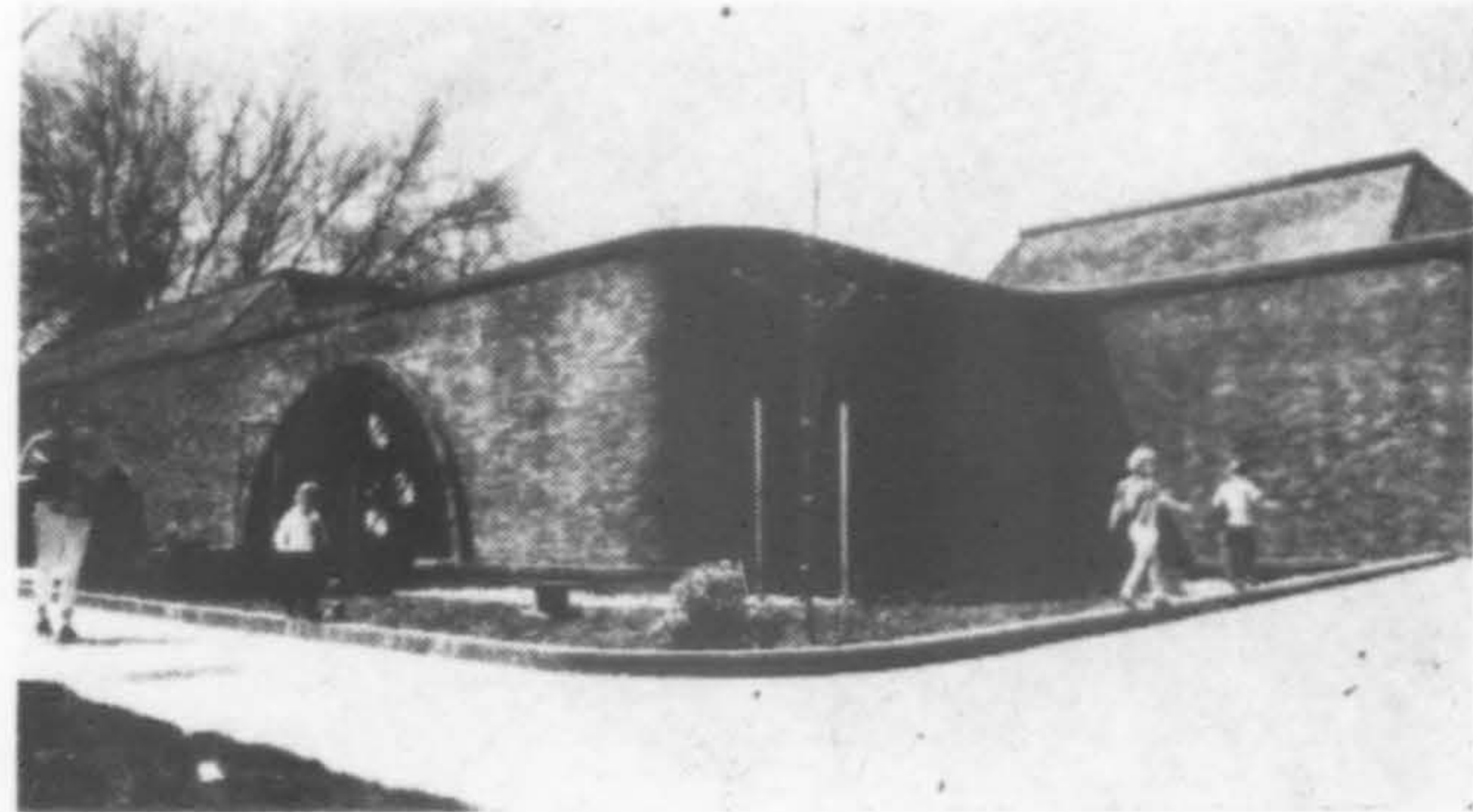
CECCANTIS RESTAURANT, Tacoma
Larry Larson, graphic designer
William Hocking, architect

PEOPLES NATIONAL BANK SIGN, Seattle
Walter Dorwin Teague Associates, graphic designer
McClelland and Osterman, architects

SEATTLE-TACOMA INTERNATIONAL AIRPORT Signing
Mits Katayama, Graphic Studios, graphic designer
Young, Richardson & Carlton, architects



JOHN B. SKILLING RESIDENCE, Seattle; Kirk, Wallace, McKinley & Associates, architects.



LAKE CITY BRANCH, Seattle Public Library; John Morse & Associates, architects.

DRAFTSMANSHIP AWARDS

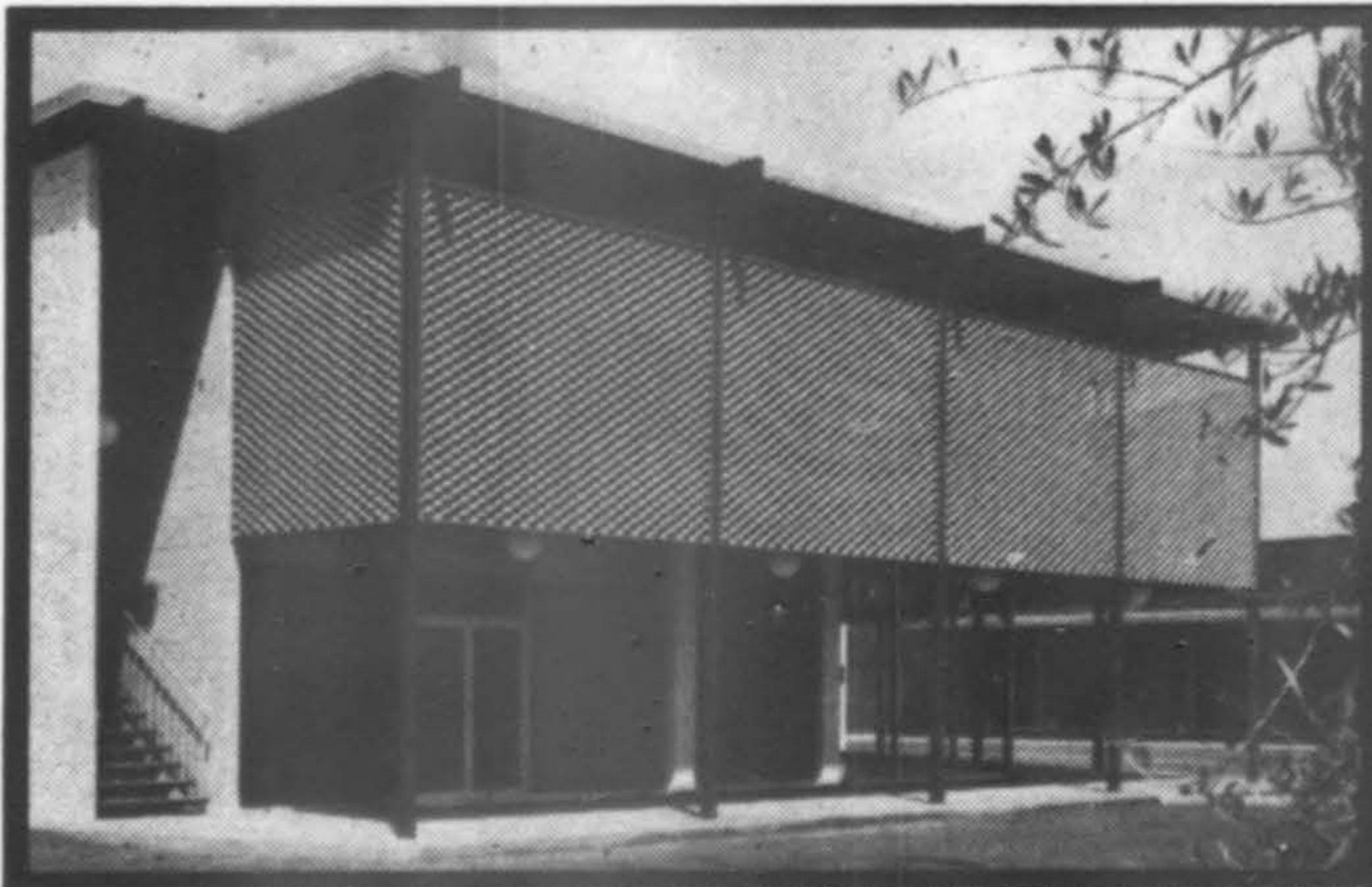
PAUL A. ROMANO, JR., Honor Award
Durham, Anderson & Freed, Architects

KENT W. JOHNSON, Merit Award
Fred Bassetti & Company

BOYCE R. PENNINGER, Merit Award
Kirk, Wallace, McKinley & Associates



KGW RADIO & TELEVISION STATION, Portland, Oregon; Fred Bassetti & Company, architects.

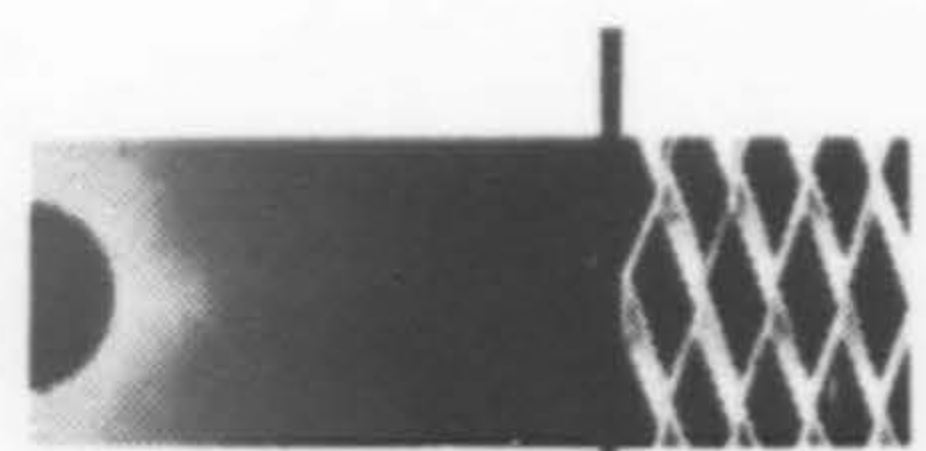


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Boom for the housing industry— a Western prediction that is coming true

Sanford Goodkin, West Coast marketing analyst and research source for the National Association of Home Builders, has had remarkable foresight in his past predictions for the building industry. In 1964, he noted:

- (1) Housing starts would suffer a small decline in 1965
- (2) A handful of giant corporations would dominate the housing markets (Reynolds, Alcoa, Kaiser, etc.)
- (3) The mobile home industry would make tremendous inroads
- (4) The civil rights caldron would boil over and the summer of 1965 would be the bloodiest in history because of continuing de facto segregation in housing.

He makes the following forecast for the immediate future:

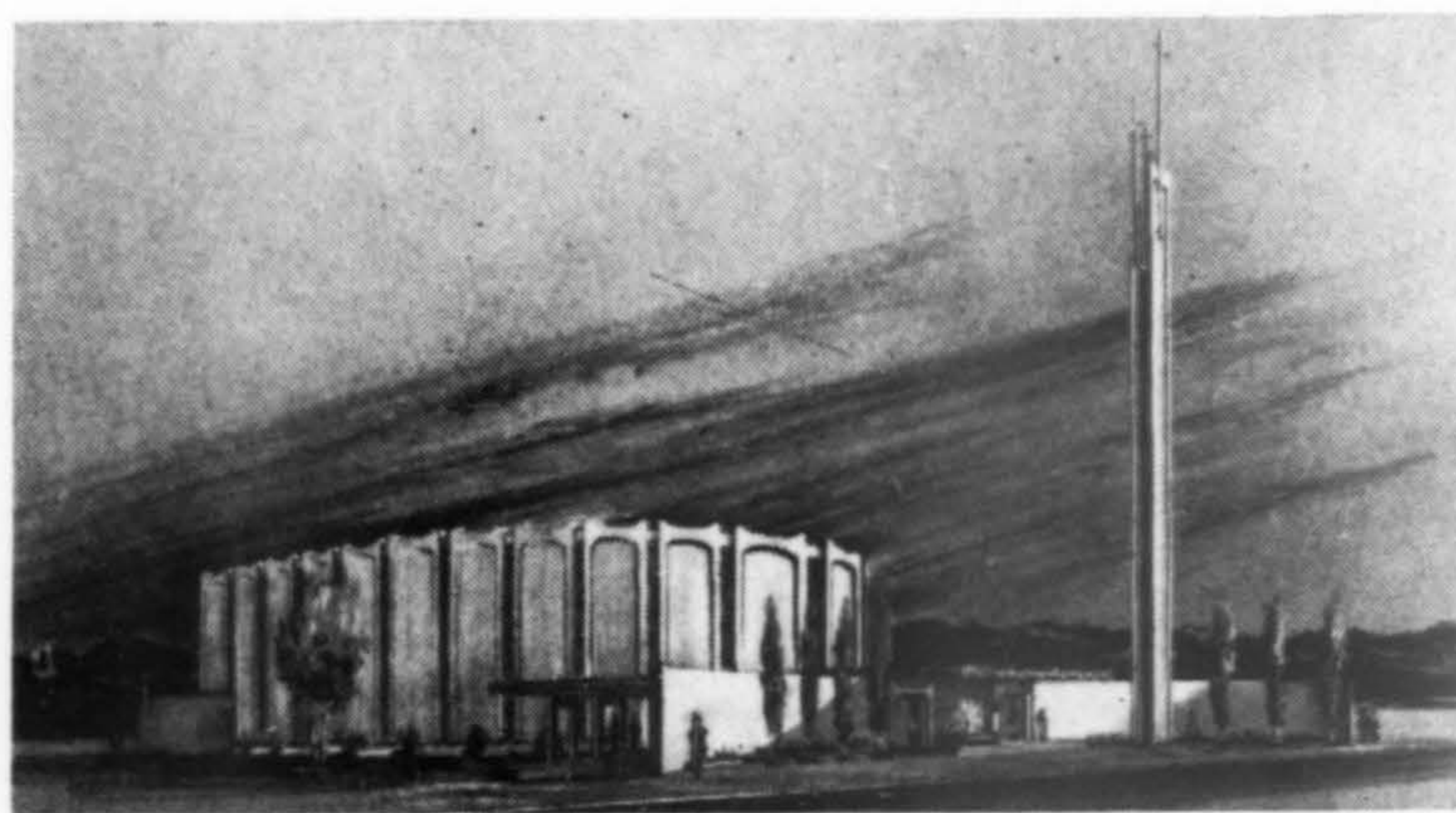
(1) The home improvement industry will surpass the total number of consumer dollars spent on new tract homes in the next three years

(2) There will be a change in home ownership in the '70s. The total demand for housing will be strong but will be made up more of renters than home owners.

(3) A comeback for the housing industry will grow in strength during the latter part of 1967—a prediction he made last September.

Concurring in the anticipated building boom is A. E. McMillan, secretary-treasurer of the Tile Council of America, Inc., who believes that the United States is on the brink of "the biggest boom ever seen anywhere, and nowhere will it be greater than in California," expected to outpace all other states in terms of absolute population growth.

"One effect of the present slack in building new housing will be that pent-up demand will make the coming boom all the greater. Housing the increased



St. Ann's Church, Butte, Montana, will seat 850, and will serve the city's south side. The tilt-up concrete, stone, steel-framed structure will cost over \$1,000,000 when completed. Architects: Campeau & Crennan; Taylor-McDonnell Construction Co., contractor.

population during the coming decades will place an enormous burden upon construction and building products industries that will only be met by full use of all the resources of modern technology."

California, the first to feel the effects of the tight money in homebuilding, will likely be the first to recover. Current predictions are for at least a 4% increase in new housing in the state during 1967 although the turnaround may not really get started until the last half, according to McMillan, who has directed the market-building efforts of the trade association since its formation 22 years ago.

Housing standards to be raised

San Francisco Board of Supervisors' Joint Finance and Planning and Development Committee has approved a contract with the Department of Housing and Urban Development for a \$2.6 million federal grant to help bring homes up to housing code standards in four major San Francisco neighborhoods. The city would put up \$1.3 million, all in capital improvements and projects already planned.

An architect's design for Libby Dam

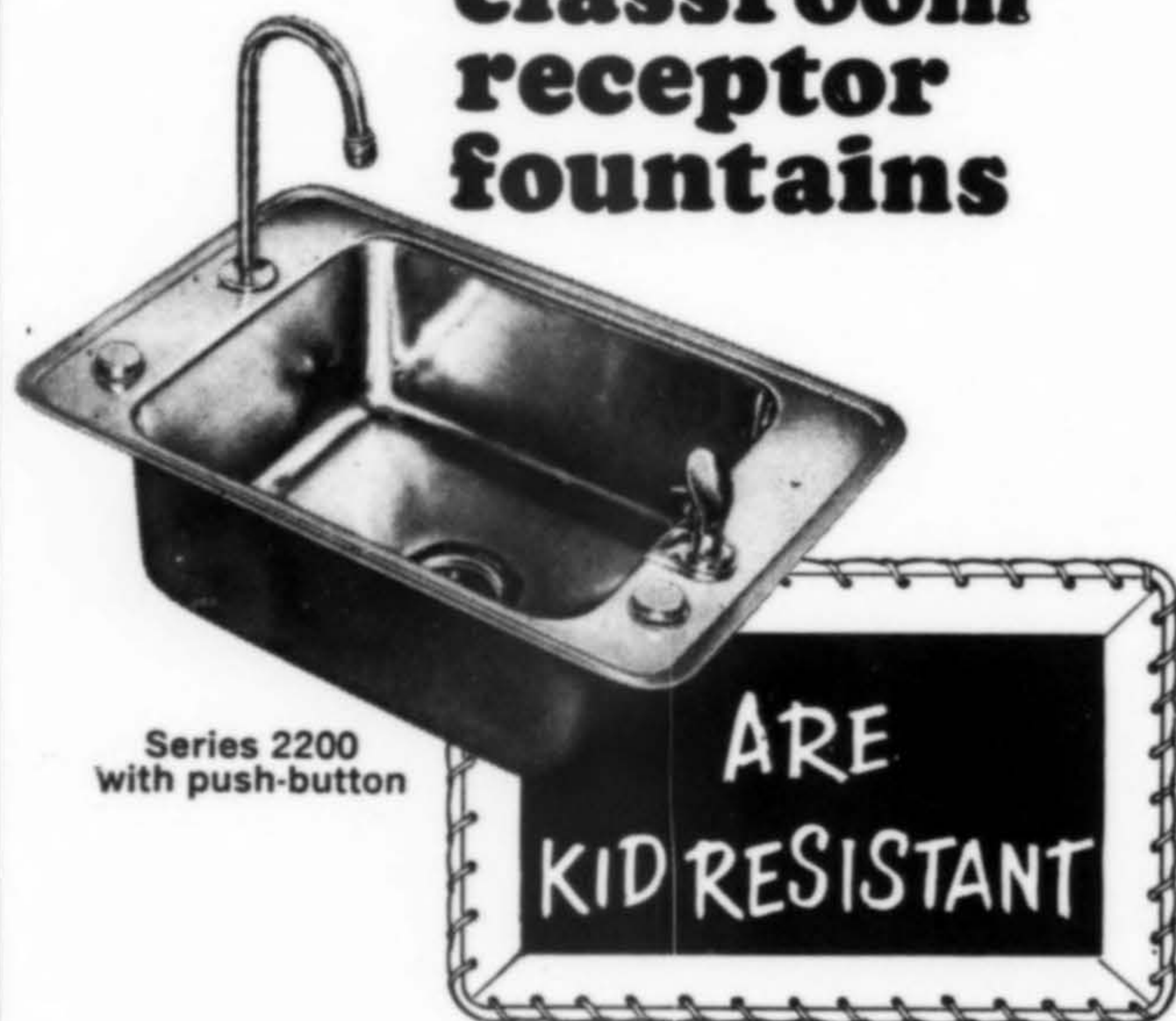
The \$352,000,000 Libby Dam in Northwest Montana is being built on an architectural and landscape plan developed by Seattle architect Paul Thiry, FAIA,



& Associates. The Corps of Engineers has stressed that the architectural treatment will be part of the total design effort for the project. Among features will be the Treaty Tower, a permanent memorial to the Columbia River Development Treaty with Canada, and a visitors' center. A major element is the overall

architectural treatment of the powerhouse, designed to conform with the general shape of the dam, a departure from previous designs which used heavy vertical walls to support a bridge crane. Assisting in the planning were structural engineers Peter H. Hostmark & Associates; James B. Notkin & Associates, mechanical engineers, and Beverly A. Travis, electrical engineers, all of Seattle.

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New firms, associations, office changes

□ Leonard R. Sundell and Ralph L. Cole announce the merger of their firms for the practice of architecture under the name of Leonard R. Sundell & Associates. Offices are at 2020 Grand Avenue, Billings, Montana, and in the Sheridan National Building, Sheridan, Wyoming.

□ Edward Havey announces the opening of new offices for the general practice of architecture at 34 N. Central Avenue, Suite 112, Medford, Oregon. He has formerly with the firm of Edson, Patterson, Langford & Stewart, architects & planners of Medford.



HAVEY

□ Architect Charles H. Colburn and Robert Perron, landscape architect, have opened new offices in the Studio Building, 107 N.W. Fifth Avenue, Portland, Oregon. Colburn has maintained his own office since 1965. Perron has been a partner in the firm of Bond & Perron, landscape architects and land planners.

□ The office of Ralf E. Decker, AIA, Architects, announces a new partnership: Decker, Kolb & Stansfield, Architects. Offices will remain at 1040 Washington Building, Seattle. Jon H. Decker is an associate partner.

□ N. R. Bana, who has been an associate in the firm of Schmeer & Harrington, Portland, has been named a partner. The firm name has been changed to Schmeer, Harrington & Bana. Offices are at 907 Oregon Bank Building.

□ John D. Taping has joined the architectural, engineering and planning firm of Victor Gruen Associates, Beverly Hills, as a project director in the planning division. He was formerly an executive vice president with the Guardian Construction Company, and in the planning field more than 17 years.

□ Architect Robert C. Utzinger, formerly of Golden, Colorado, has joined the firm of Adrian Malone & Associates, Sheridan, Wyoming. For the past three years he has been associated with the Denver firm of Wheeler & Lewis.

Appointments

□ Ronn Ginn, Albuquerque architect, has been appointed to a position as architect and urban design specialist with the federal Department of Housing and Urban Development. He is a former Albuquerque downtown supervising architect and for the past year has been in private practice with Art Dekker in the firm of Atrium One. He assumed new duties February 1.

□ Governor John Love of Colorado has appointed Denver architect William C. Muchow to a five-year term on the State Board of Architectural Examiners.

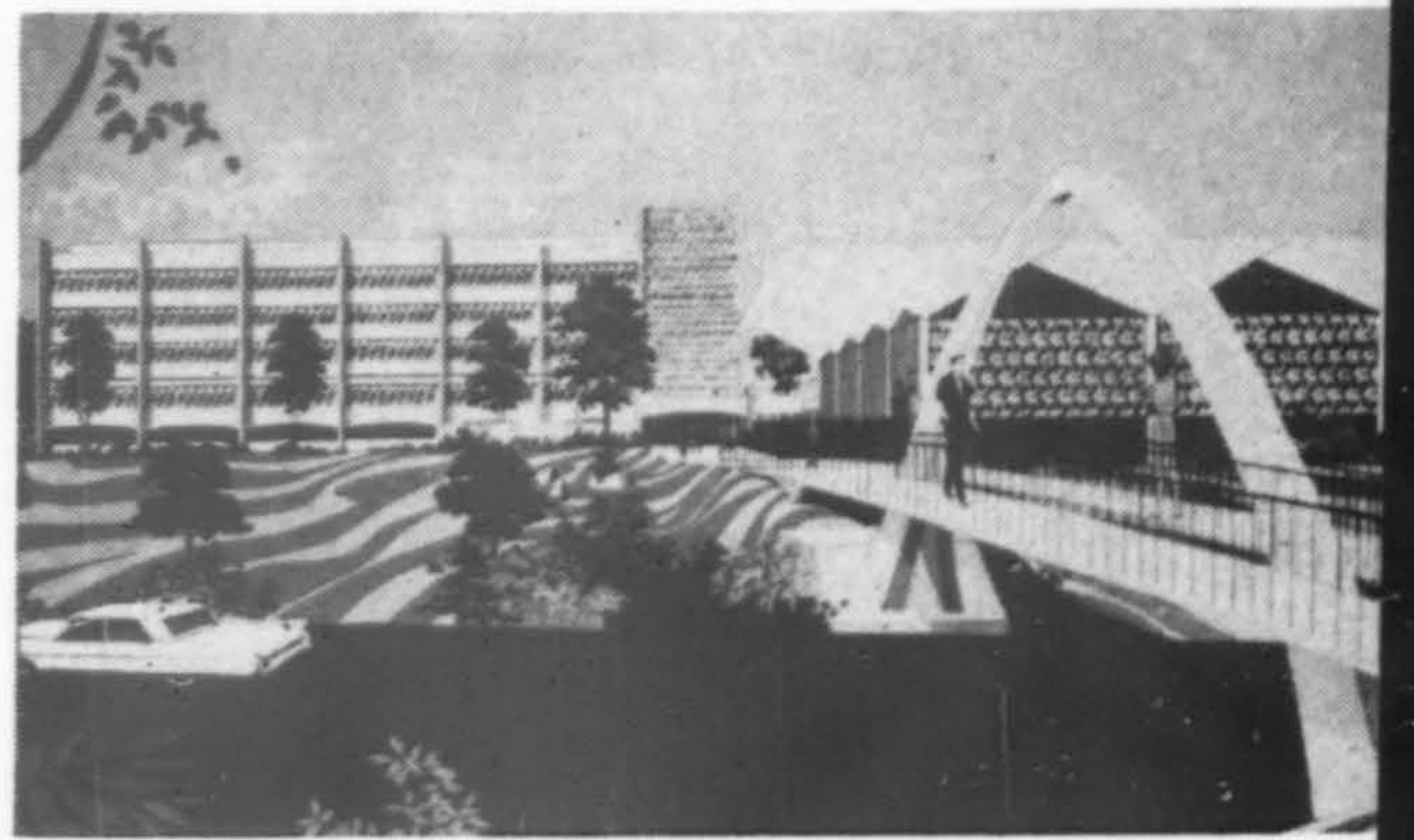
□ Oakland architect Irwin Luckman has been named general manager of the Eastbay Regional Park District. He has been serving as chief of the district's Plans, Design and Construction Department.

□ Governor Ronald Reagan has reappointed Carl G. McElvy to the post of California State Architect, a four-year term.

□ Welton Becket, FAIA, has been appointed to the U. S. General Service Administration's advisory panel on architectural services for the California-Nevada-Hawaii region. During the two-year term he will help advise the regional administrator on methods of implementing President Johnson's goal "that every effort be made to achieve high standards of architectural excellence in all public buildings while providing for the government's space needs in an economical and efficient manner". The Advisory Panel was established by the President in May 1965.

□ Dr. Theodore Prichard, FAIA, of the University of Idaho at Moscow, has been reappointed to a four-year term on the Idaho State Board of Architectural Examiners. The term will expire January 6, 1971.

□ Robert Benezet and Cliff Young, Honolulu architects, have been appointed to the Hawaii State Board of Architectural Registration. Ernest Hara is a holdover member of the board.

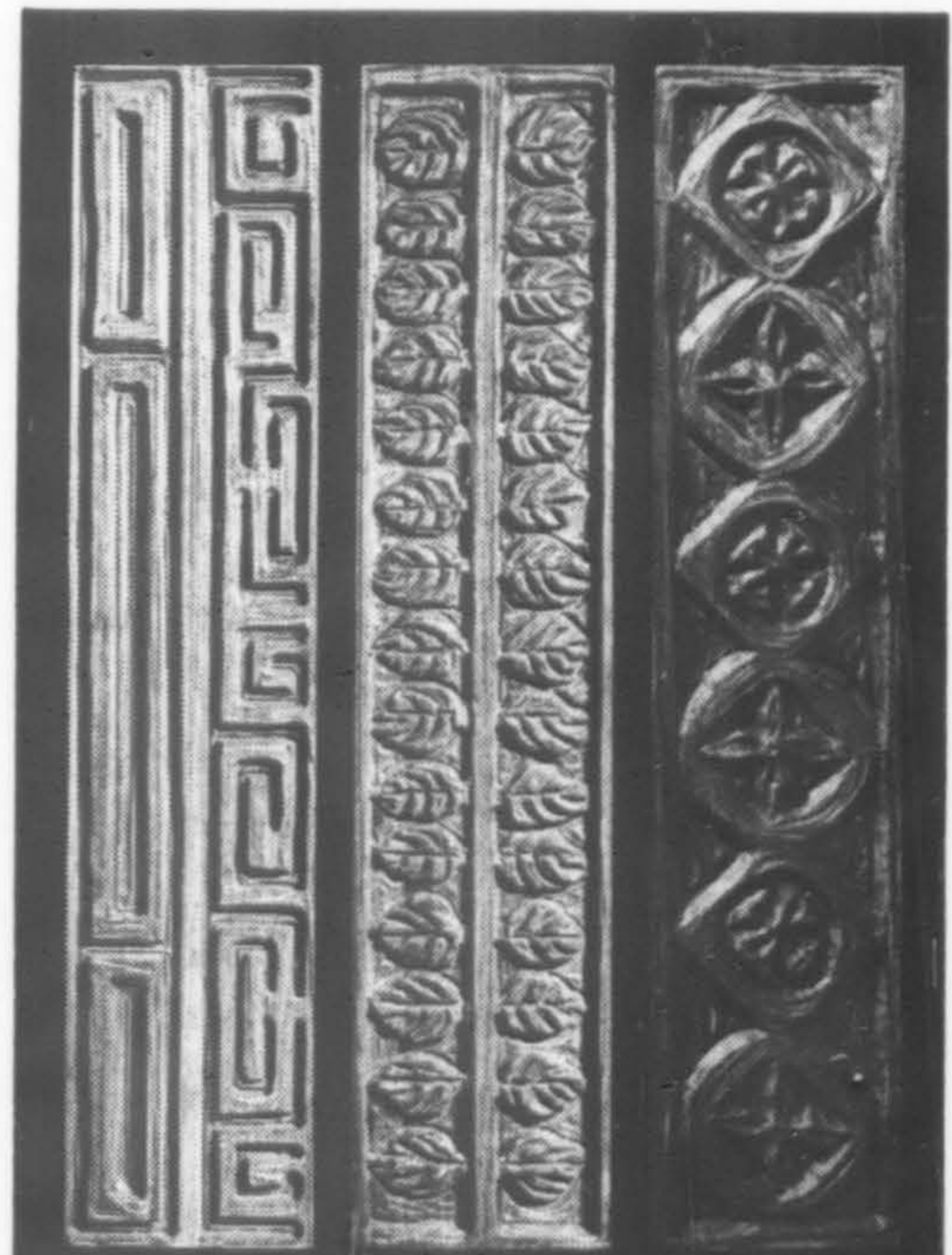


Basic Sciences building, University of California, San Diego, is the first project in the school of medicine complex, will be of reinforced concrete construction. Cost: \$13 million. Architect: Robert E. Alexander & Associates; J. B. Allen & Co., and G. L. Cory, Inc., joint contractors.

Commissions

□ Charles Luckman Associates, in association with John Schotanus, Jr., Phoenix, will design the Phoenix downtown convention center, scheduled for opening December 1967 . . . Adrian Wilson & Associates, Los Angeles, have been selected to design the new Downey (Calif.) theater . . .

Marvin Knedler, Denver architect, has been retained to design the new high rise Cheyenne National Bank building.



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News notes

□ An International Congress on Religion, Architecture and the Visual Arts, the first of its kind, will meet at the New York Hilton, August 27 through September 2, and at the Royal Victoria College, McGill University, September 2-4. Thirty-five sponsoring organizations, representing 19 countries, will involve the interrelated disciplines of theology, sociology, urban planning and design, architecture and the visual arts. John E. Morse, chairman of the church building and finance department of the board of homeland ministries, United Church of Christ, is chairman of the congress. Further information may be had by writing the International Congress, 287 Park Avenue South, New York, N.Y. 10010.

□ Charles Luckman, FAIA, Los Angeles, is one of three recipients of the first Consulting Engineering Association of California Honor Awards for outstanding contributions to private enterprise and the profession of consulting engineering. San Diego County Road Commissioner David K. Speer and Engineering News-Record Associate Editor Jack McMinn were the others honored.

□ Glenn Stanton, FAIA, Portland, Oregon, has been installed as president of the Lang Syne Society, an organization of individuals who have been in local business for 30 years or more. He is senior partner in the firm of Stanton, Boles, Maguire & Church.

□ Wayne R. Williams, Pasadena architect, has been named to USC's Institute of Urban Ecology, a group of scholars and policy leaders committed to the betterment of man's urban environment.

□ A "Northwest Study Tour of European Design," for college graduates, qualified students in interior design, industrial design, and architecture, and for young members of these professions, has been announced for June 1967. Richard D. Roselle, Seattle, industrial and interior design consultant will lead the tour. The group, limited to 35 participants, is scheduled to depart June 22 and return, via Montreal and Expo '67, July 16. Tour stops will include Brussels, Amsterdam, Rotterdam, Helsinki, Stockholm, Copenhagen, Berlin, Paris and Montreal. Information and tour brochure are available by writing Richard Roselle, 905 White-Henry-Stuart Building, Seattle 98101.



The Robert Crane residence in Lake Forest Park, Seattle, was cited as the Home of the Year in the jointly sponsored AIA-Seattle Times program, now in its twelfth year. Architect Myron Lewis, of the firm of Ridenour & Cochrane, was presented an original sculpture by artist Norman Warsinske, commissioned by the Seattle newspaper.

Elections

□ New officers of the Architectural Guild, a support group for the University of Southern California's School of Architecture and Fine Arts, are:

Stephen A. Stepanian, Los Angeles, *president*

Robert E. Faxon, Los Angeles, *vice president*

Charles E. Fry, Pasadena, *secretary-treasurer*

Herman O. Ruhnau, Los Angeles, *immediate past president*

Carleton Winslow, Claude Coats, Richard L. Dorman, L. LeRoy Crandall, Gin D. Wong, Edwin Hallock, Julius Shulman, Burton Roberger, William T. Wheeler and Roy W. Donley, *directors*.

□ The Northern California Chapter, ARA, has named the following officers for 1967:

Wallace D. Moore, San Leandro, *president*

Otto L. Kelm, San Francisco, *vice president*

Thaddeus E. Kusmierski, San Francisco, *vice president*

Derk Vyn, Palo Alto, *vice president*

Bob McCabe, Sacramento, *vice president*

Anthony J. Oliva, Sacramento, *vice president*

Herbert T. Johnson, Oakland, *secretary*

Francis A. Constable, Sausalito, *treasurer*

New addresses

THE OFFICE OF TED BOWER—302 Lakeside Avenue S., Seattle.

GEORGE S. HAMMOND—170 Arlington Drive, Pasadena, Calif., from Arcadia.

SEIBERT, HUNTER, SHUTE & PLUMLEY—837 East Main St., Medford, Ore.

OSTWALD & KELLY—1537 Shattuck Ave., Berkeley, Calif.

EDWARD MAHLUM—2114 Thorndyke West, Seattle.

DONALD C. EDSON—1503 W. 2nd St., Pomona, Calif., from Los Gatos.

JOHN L. GIUSTI—240 University St., Salt Lake City.

HAROLD J. NESLAND—10704 5th Avenue N.E., Seattle.

J. WARREN CARKIN—468 State St., Salem, Oregon.

RONALD E. HULBERT—73 South Sound Center, Lacey, Wash., from Olympia.

THOMAS J. RUSSELL—4313 E. 7th, Long Beach, Calif.

ROBERT L. BERRY—615 Linda Vista Lane, Pueblo, Colo.

DANIEL N. SALERNO—1355 Front St., San Diego, Calif.

CANNON & MULLENS—10 South Main St., Salt Lake City.

Competition and grants

□ A national one-stage competition for the design of the National Football Hall of Fame is open to all registered architects in the United States. Charles Moore has been named professional advisor. The competition will offer a \$5,000 first prize, \$3,000 second, \$2,000 third and \$1,000 fourth. In the event funds are not available for construction, first prize will be \$10,000. Jurors are Pietro Belluschi, FAIA, John Carl Warnecke, FAIA, Paul Rudolph, Chester LaRoche and Gilbert Lea.

Registration must be postmarked on or before April 15, 1967. Final awards will be announced June 30, 1967. Information is available from the professional advisor at The National Football Hall of Fame Competition, 1082 Chapel Street, New Haven, Conn. 06510.

□ The American Institute of Steel Construction 1967 Architectural Awards of Excellence program is open to all registered architects practicing professionally in the United States. Steel-framed buildings, constructed anywhere in the 50 states and completed since January 1, 1966, are eligible for entry. On the five-man jury are two Westerners: Robert Durham, FAIA, and Henry J. Degenkolb. Entries must be submitted prior to June 1, 1967. Details of the program can be obtained from the AISC, 101 Park Avenue, New York, N. Y.

Architects, contractors, engineers in annual Montana winter meet

"INNOVATIONS '67", the theme of the annual combined winter meeting of Montana architects, contractors and engineers, was held on February 3-4 at the Rainbow Hotel in Great Falls.

Participating in the various events were Samuel A. Bogen, New York, CECM president-elect; Robert L. Durham, FAIA, Seattle, AIA president-elect; Frederick W. Mast, Waterloo, Iowa, AGC president; Richard H. Tatlow, New York, ASCE president-elect; L. M. Van Doren, Topeka, NSPE presidential nominee.

Principal speakers, in addition, included architect Victor Lundy of New York, Connecticut and Florida (who remained another week as visiting lecturer and critic at the School of Architecture, Montana State University, Bozeman); Esky Solberg, Bismarck Junior College professor, humorist, philosopher and economist; John Robertson, U.S. Gypsum; Tom Wekema, Dow Chemical Company.

Architect Ray L. Amundson, Great Falls, was general chairman.

□ A two-year fellowship for research and graduate study in architecture has just been announced by the Association of Collegiate Schools of Architecture. It was made possible by a grant of \$25,000 from American Metal Climax, Inc., of New York City. To be known as the ACSA-AMAX Fellowship it will enable mature architects to continue their formal education, expand their range of professional capability and explore new areas in the future of architecture.

To be eligible, an applicant must be a U.S. citizen and have the equivalent of a bachelor's degree in architecture. The successful applicant will be given \$10,000 each year during the period to cover living expenses and tuition at any one of the 85 ACSA institutions. The remaining \$5,000 will be divided between the ACSA and the cooperating school to cover the cost of selecting a candidate and assisting him in his program.

Interested candidates should write to ACSA, 521 - 18th St. N.W., Washington, D. C. Closing date for all application replies and proposed research programs is May 1. The award will be announced May 31st at the ACSA convention.

99th annual AIA convention set for May 14-18 in New York

"THE NEW ARCHITECT" will be explored in depth at the 99th national convention of the American Institute of Architects, to convene May 14-18 in New York City.

Four "theme" speakers will head the programs with workshops to follow each lecture. The first theme session on "Education and the Future of the Architectural Profession" will be led by Dr. Harold Taylor, educator and author. Architect Charles Luckman, FAIA, will address the seminar on "Architectural Practice". Other speakers will be John Lindsay and Arthur C. Clarke.



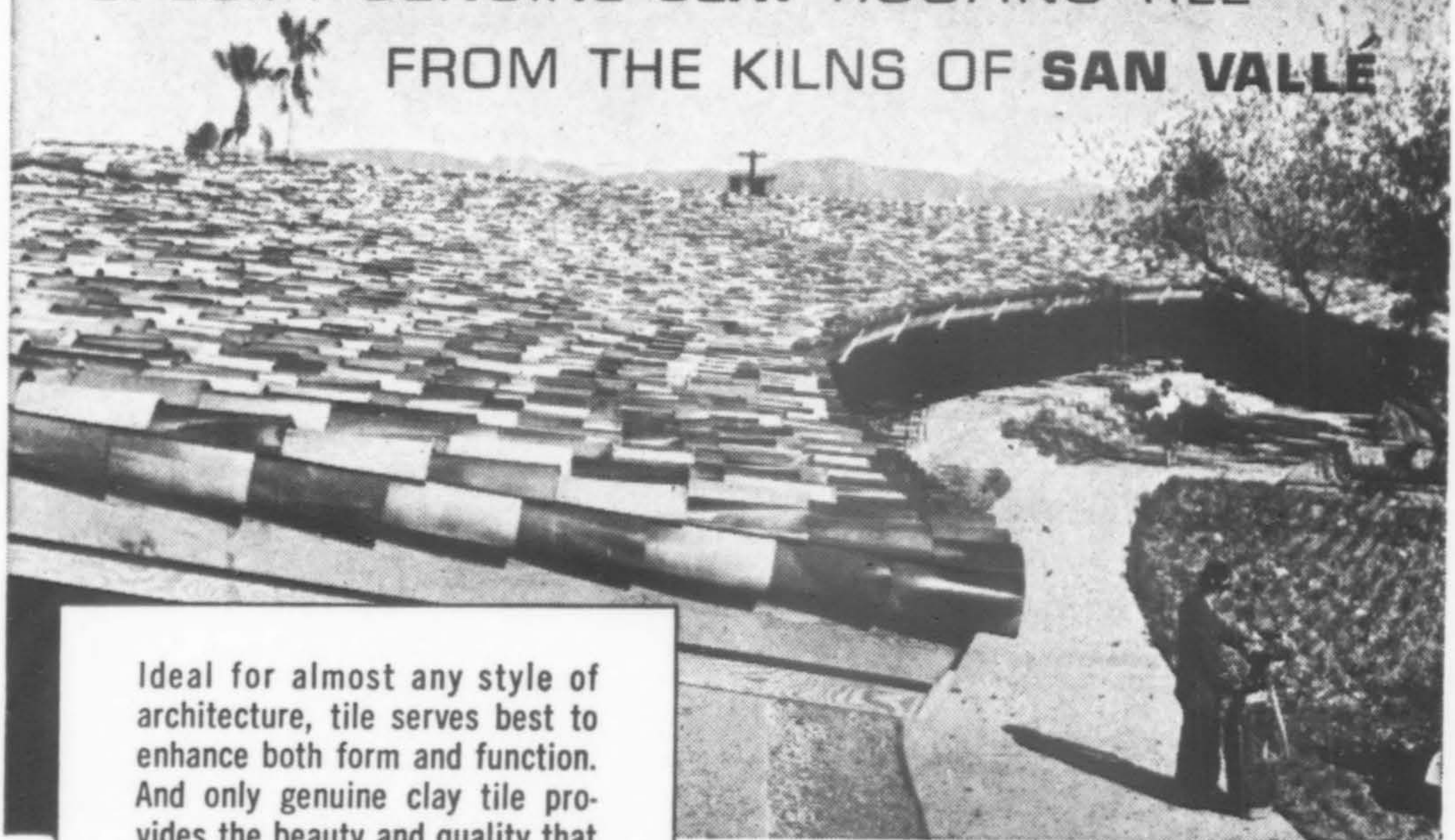
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Where the architects hang their hats . . .

WHISLER/PATRI ASSOCIATES

SAN FRANCISCO, CALIFORNIA

IN AN AREA made famous by San Francisco's most colorful past—the Barbary Coast of old, the Jackson Square area of today—is the address 440 Pacific. Whisler/Patri Associates is headquartered in the two-story building there which was originally constructed to be the most lavish social establishment of the era. Subsequent to that time, it was whitewashed and operated as a transient hotel for many years until it was bought in 1964 by Whisler/Patri.

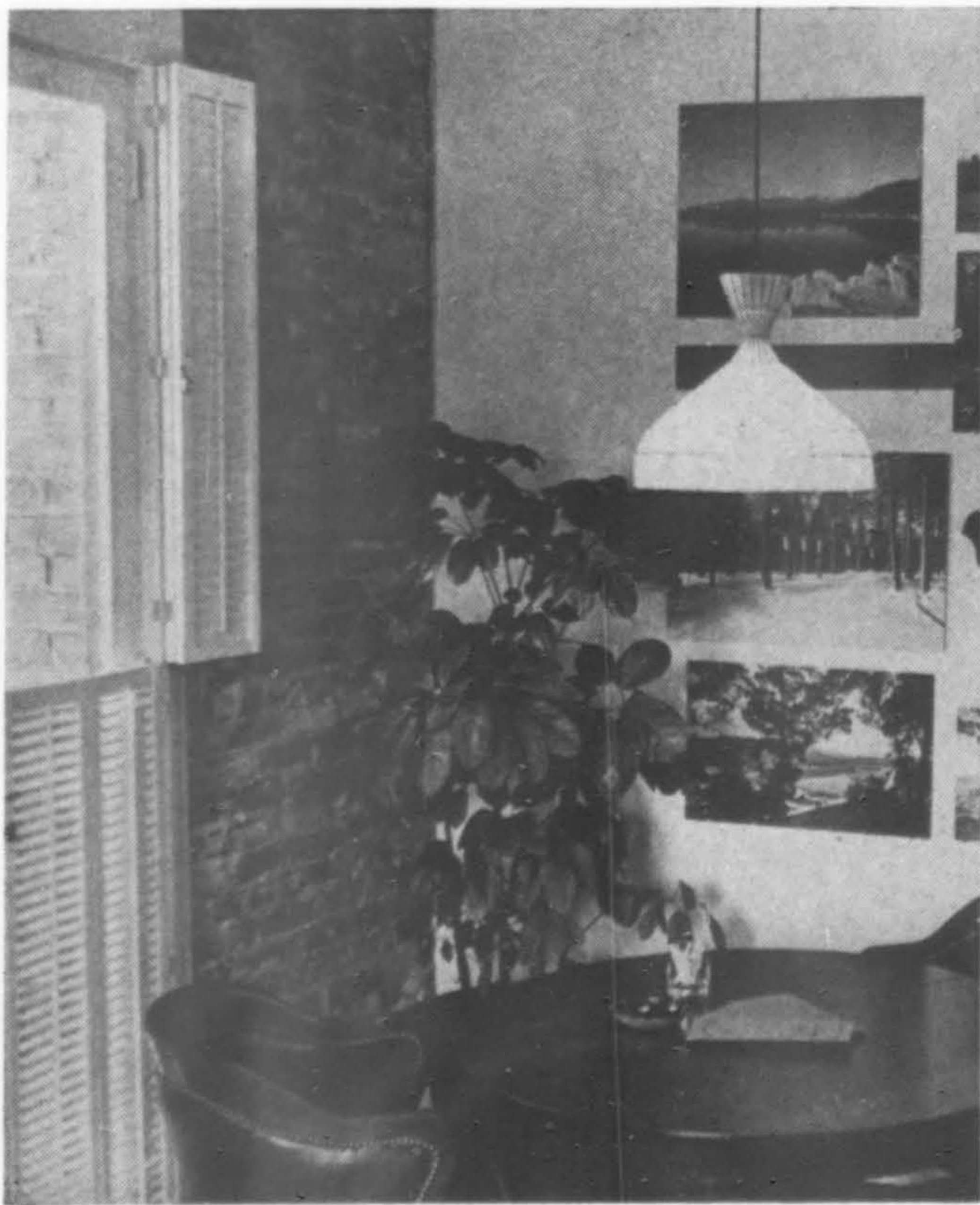
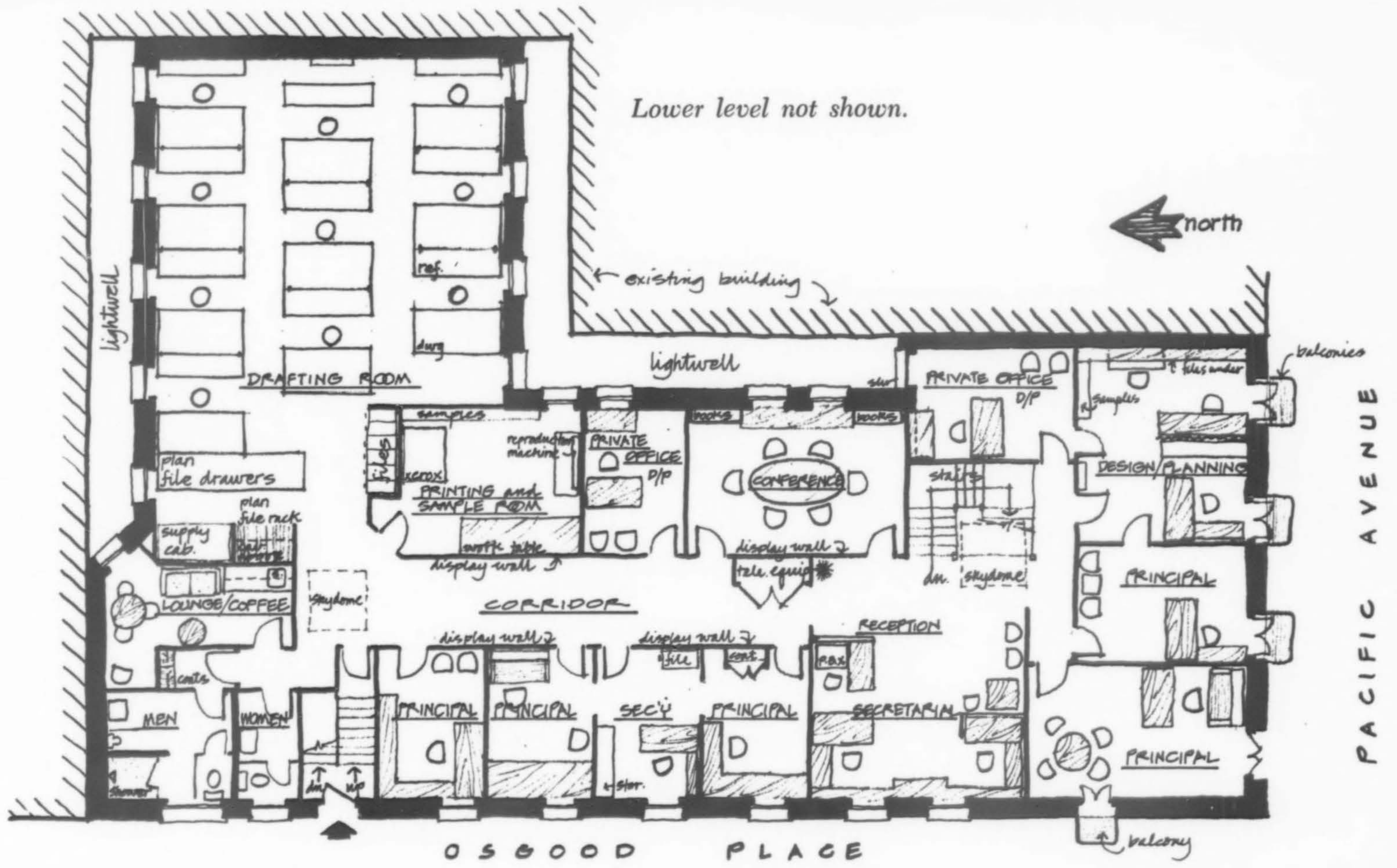
The original brick exterior was restored and wrought iron gates placed in the foyer. Iron balconies have been added to the windows and trees planted in the sidewalk wells. The interior, including drafting areas, is a blend of traditional brick and modern. Lath and plaster walls were removed to expose the original brick.

Whisler/Patri Associates, organized in January 1965, is the combination of two firms that have been active

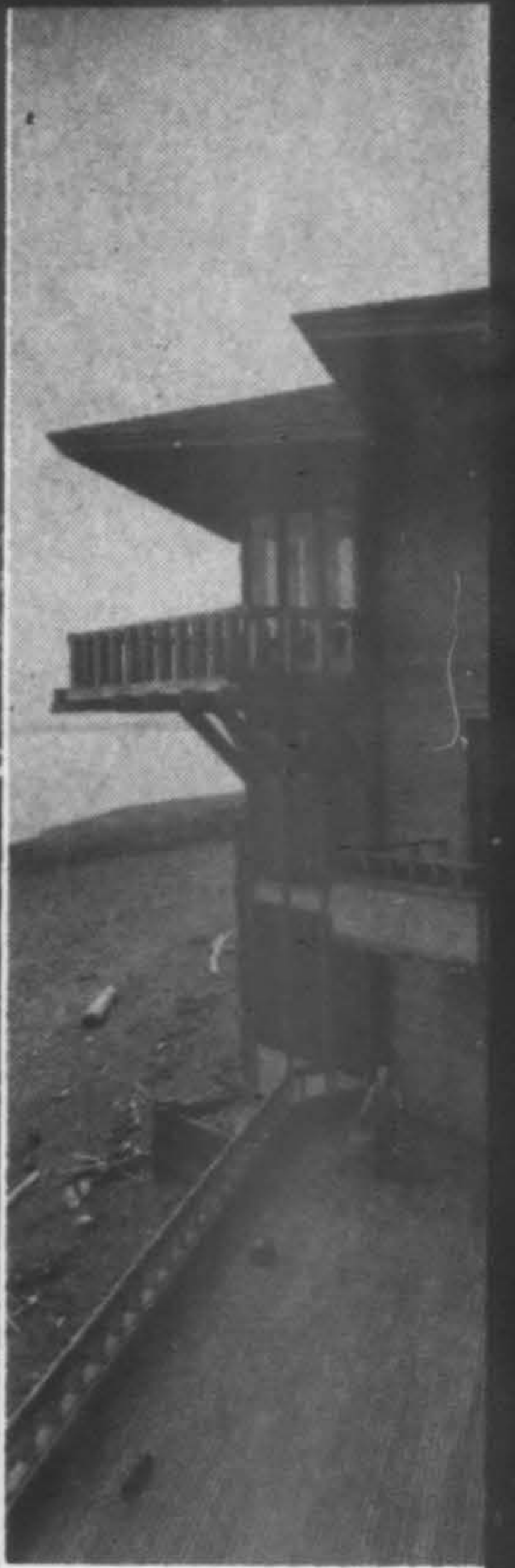
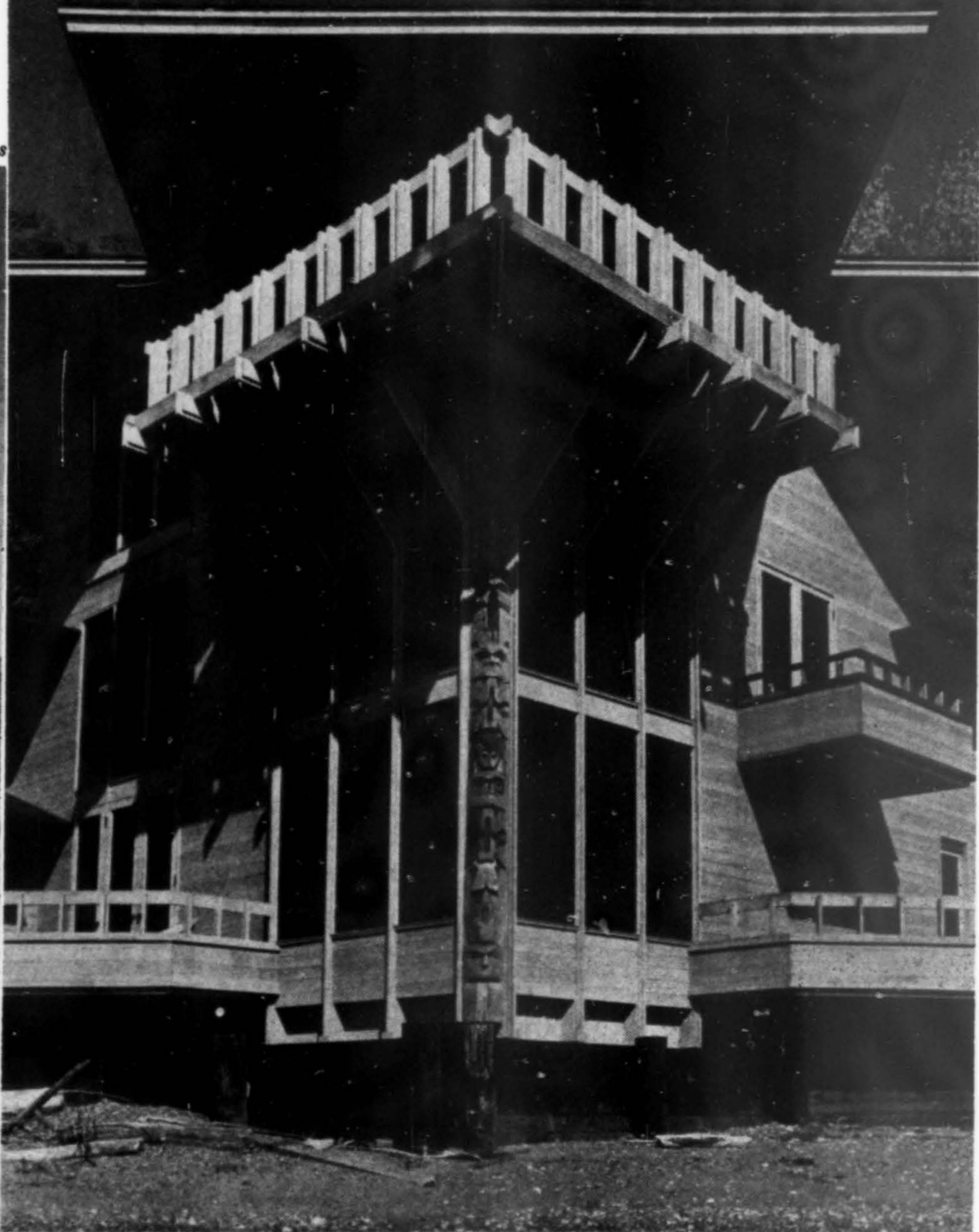
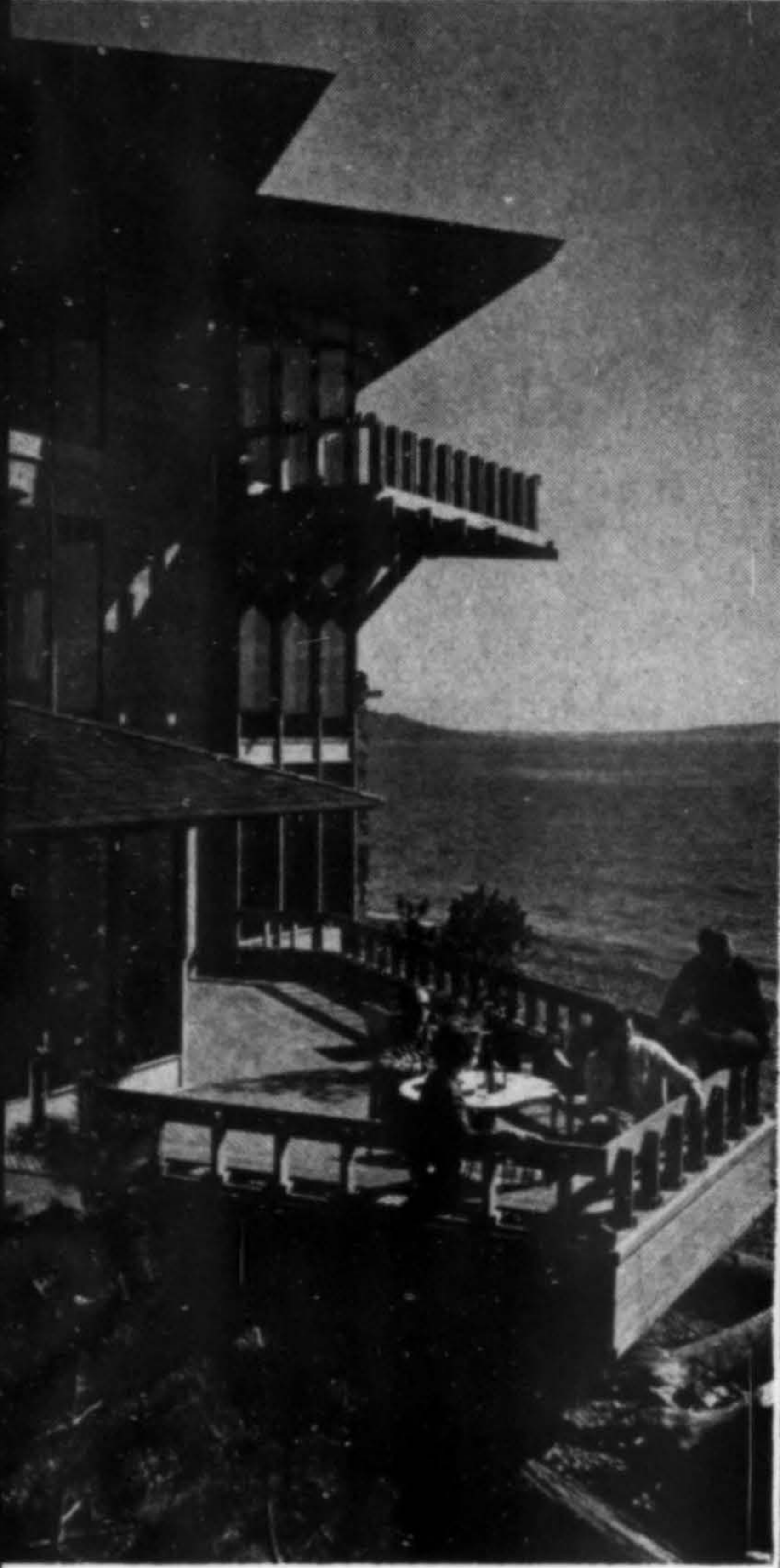
in the Bay Area for many years: Francis L. Whisler Architect, and Patri, Patri, Patri Architects.

The firm offers a complete environmental design service—planning, architecture, engineering, landscape design and interior design. Principals are: architects Francis L. Whisler, Piero Patri, Donald F. Atkinson; industrial designer Remo Patri and managing partner Bok Reitzel. Robert H. Greenlee and Carl E. Wisser are associate architects. Interior designers are Wallace Jonason and Jaro Stephan. Tito Patri, ASLA, acts as a consultant.

The firm employs 46 people who can carry a project through from initial planning to completion. All work is carried out under the direction of a partner. The firm has operated an office in Monterey since 1963, and also has an office in Guam which is deeply involved in international low-cost housing.



Charles R. Pearson photos



On a Puget Sound beach:

A house that's all vertical space

RALPH D. ANDERSON / Architect



THE HOUSE that Architect Ralph Anderson built for his family resembles a beached ark against the steep wooded hill. Its lower level just above the beach on Puget Sound in southwest Seattle, the house rises three stories to a point where the hill can be scaled to a narrow street above. From sea level at low tide, the 100-foot lot swoops 300 feet up the hill. Fir and cedar are stained a weathering gray to further make the house fit in with its neighboring driftwood. Winter storms threaten its very existence.

Safely established inside are three floors: living, dining, study, kitchen on the ground level; bedrooms on the second level (the master bedroom overlooks the living room to the water beyond); and a studio on the third level. The entire house is hollowed out for a grand stair. One enters near the top of the staircase into the house through a Victorian extravaganza of glass and wood. The stair railing was removed from an old building being razed in downtown Seattle. Similar findings occur throughout the house, a testament to Anderson's interest in downtown refurbishing. (See A/W December 1964 for his renovated office in the Pioneer Square area of downtown Seattle.)

Hip roofs which shelter the house at the top level are turned at 45 degrees to the plan below, resulting in cantilevers reaching to almost 12 feet at the roof points in what must be an engineering feat. (Structural consultants were Olsen & Ratti.) Color is almost non-existent in the house itself where the view and site are held to be all-important. Yet considerable variety in spatial character is apparent within and the interior demonstrates a strong independence of its own regardless of the view.

General contractor was Fleming Sorensen.





House on Puget Sound

The stairwell terminates in this living-dining space, two stories high on the beach side, with an intimate living area at the fireplace. Furnishings and artifacts carry out the highly personal "Contemporary Victorian" character of the house.



At home in the Arizona desert---



A house that tempers the climate





At home in the Arizona desert

THE RICHARD ANDEEN RESIDENCE / Scottsdale, Arizona

CALVIN C. STRAUB, DENIS P. KUTCH / Architects

MERLE De MARCE / Contractor

Neil Koppes photos





DESIGN DETERMINANTS: *The Architects' Statement*

A PREVIOUSLY graded site with several existing stone walls, a truly spectacular desert view, and the problems of Arizona's climate were the initial determinants of the plan. The clients, an electronic research engineer and his young wife, a school teacher, requested a house that would "disappear" into the hillside as much as possible to be "at home" in the native desert.

The existing stone on the site was used for all bearing structural members and retaining walls. The system of large masonry piers was developed for two reasons over and beyond structural support: *scale* on such a site in the desert is very difficult to control. These piers serve not only to modulate and form the total space of the house, but serve equally to link the house to the total desert scale. Of equal importance was the need to screen the walls and glass areas from early morning and late afternoon *horizontal* sun. The piers are positioned to act as baffles for this sun and are effective.

The plan is organized to create a series of different exterior patios and porches that work at different times of the year and day. In the desert you need summer and winter gardens, exposure and enclosure, according to the time of day, etc. The plan is zoned to allow for separation of family activities, with the kitchen serving as the hub. A portion of the large porch off the kitchen is planned for future developments as a family activity space. A pool and recreation shelter will be built on the pad below the house to the southeast.

Structure, other than stone, is rough sawn wood beams on 12-ft. centers, extended beyond the piers to form support for rough sawn redwood trellises that support deciduous vines for summer shade. Exterior cladding is rough sawn redwood board and batt, creosote stained for minimum maintenance and to blend with desert colors.

The native desert landscape has been maintained, beyond the walls, and only the small patios and terraces developed as an "oasis" for visual coolness.

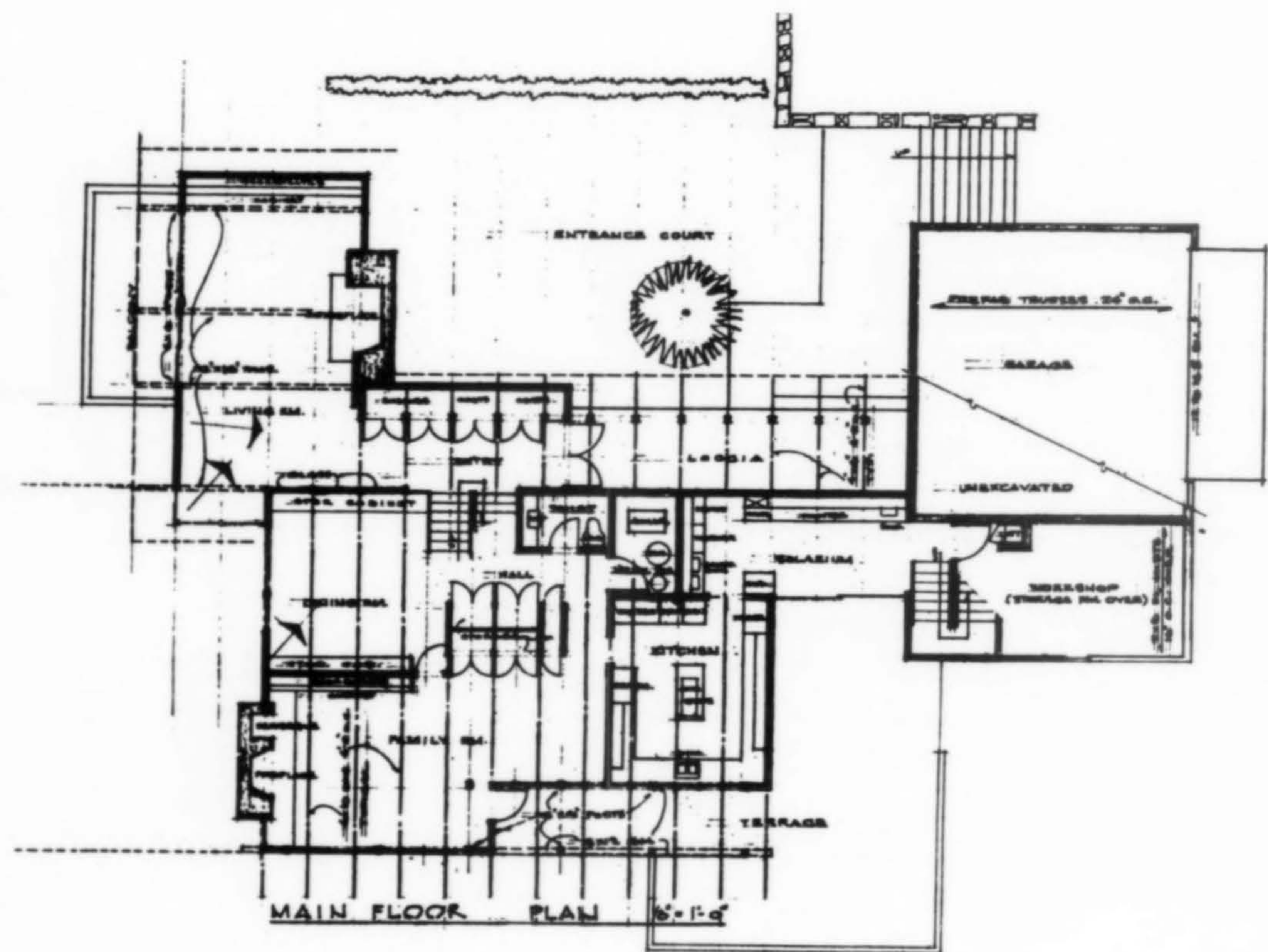
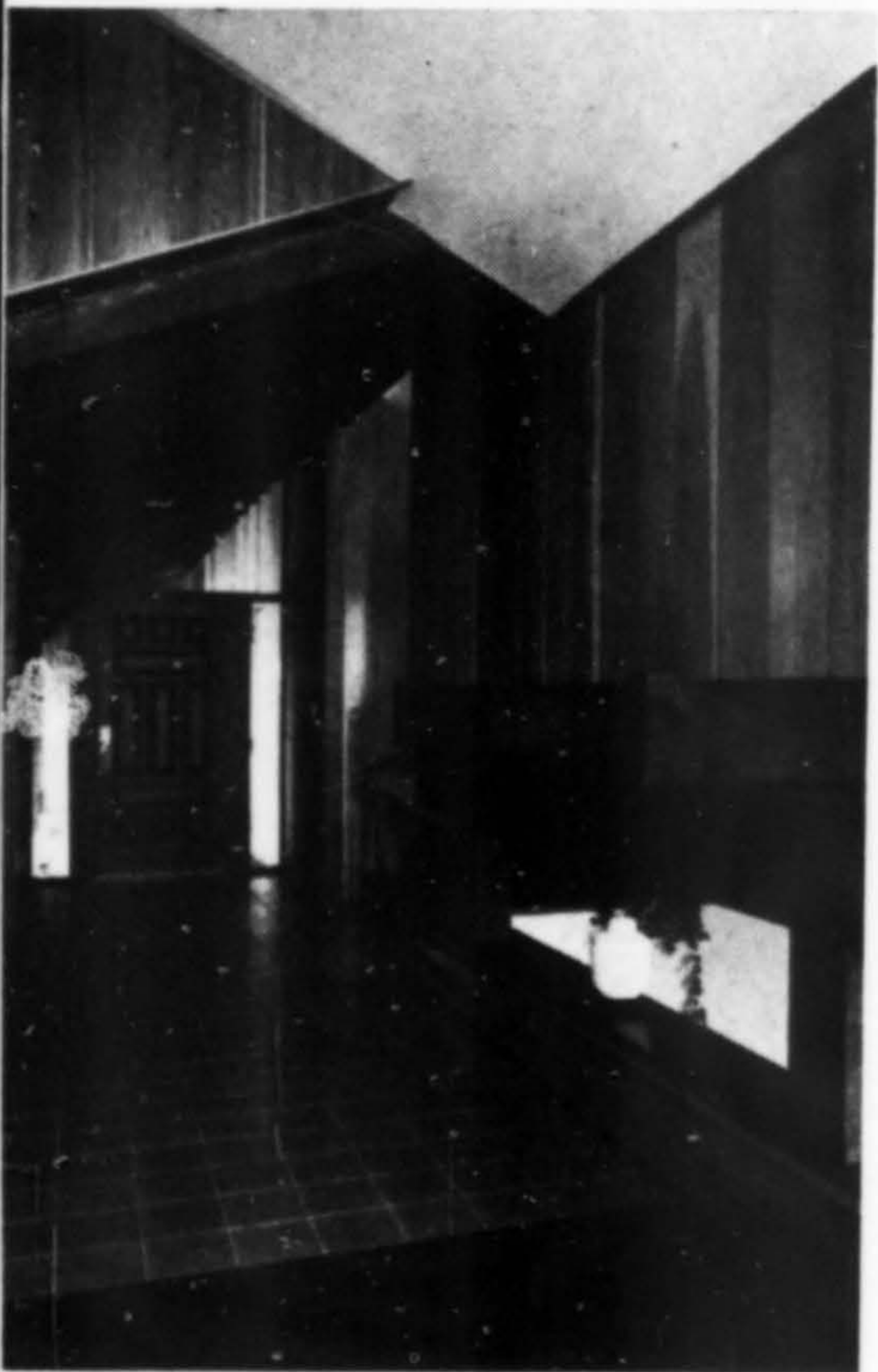
The house was completed in 1964 at a cost of \$37,500 for 2300 sq. ft. (plus carport and porch area).

Colorado mountain home

Reminiscent of a mining heritage

A MOUNTAIN RESIDENCE, sited on a heavily wooded slope with sweeping views of the Colorado plains on one side, the Continental Divide and the Arapahoe Glacier on the other, nestles into the natural terrain, almost hidden from view. The house utilizes unfinished cedar siding, stained structural members and black asphalt shingle roofs, all combined into several wings intimately scaled for a family with four children. The exterior forms and textures resemble the traditional, indigenous mine buildings prevalent in the area. The interiors continue the exterior warmth with cedar siding, stained beams, paneled doors, dark stained oak flooring and natural stone fireplaces. Open decks and a natural sunken entry court add to the informality.

The house, occupying 2400 sq. ft., was built at a cost of \$45,000.



WILLIAM LANTERMAN RESIDENCE
PAPACHRISTOU & HAVEKOST
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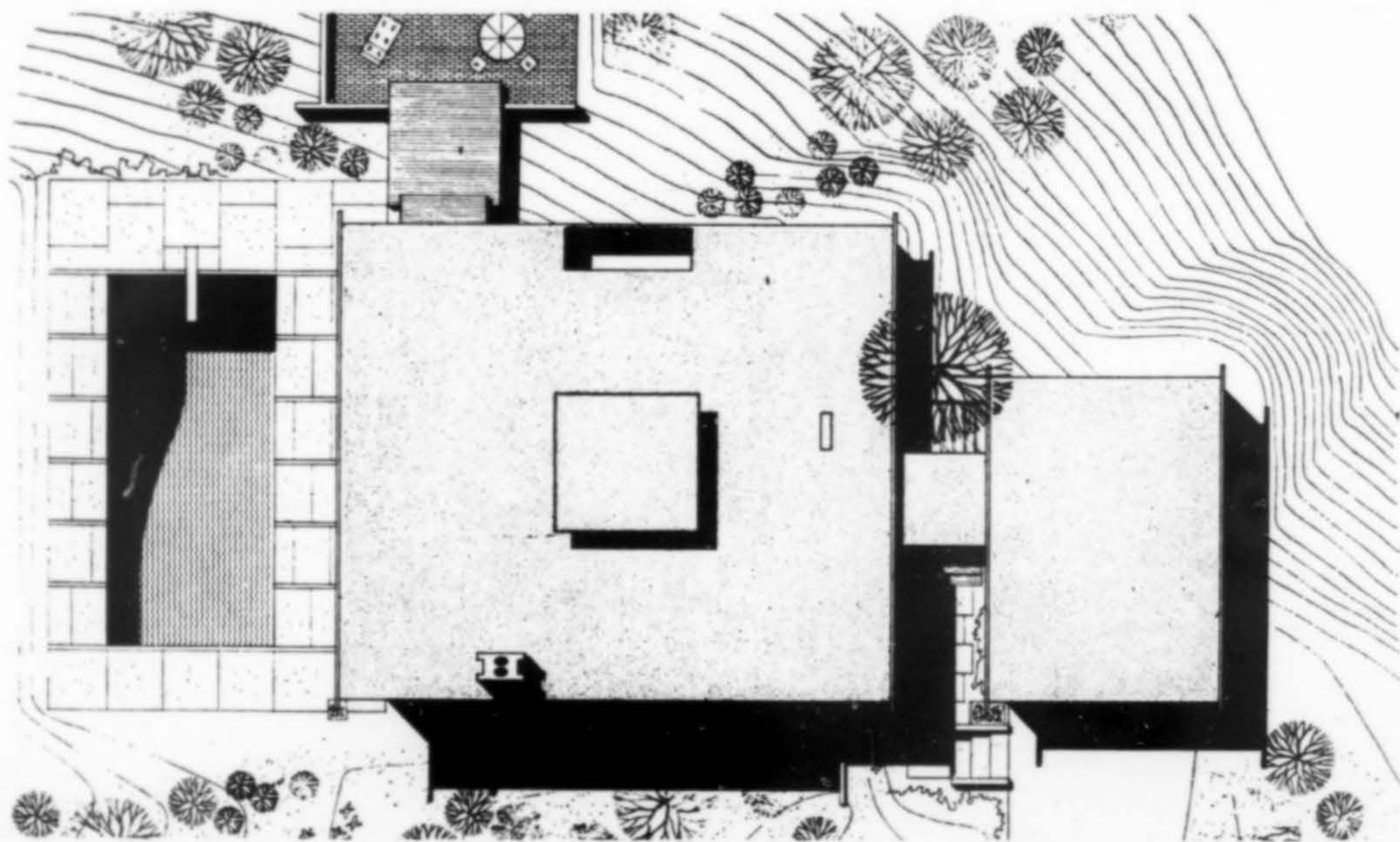
Boulder Heights, Colorado
Architects
General Contractor

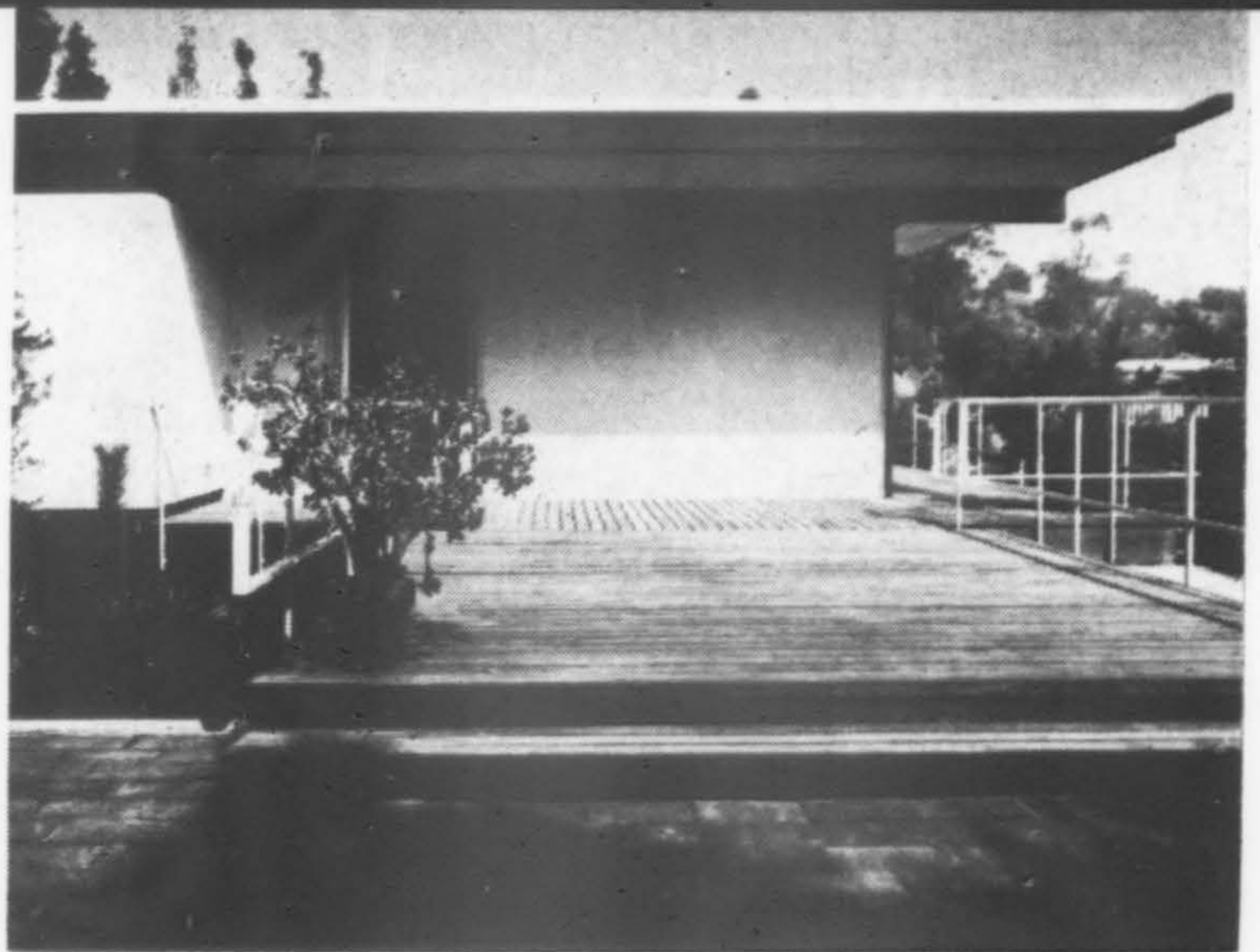
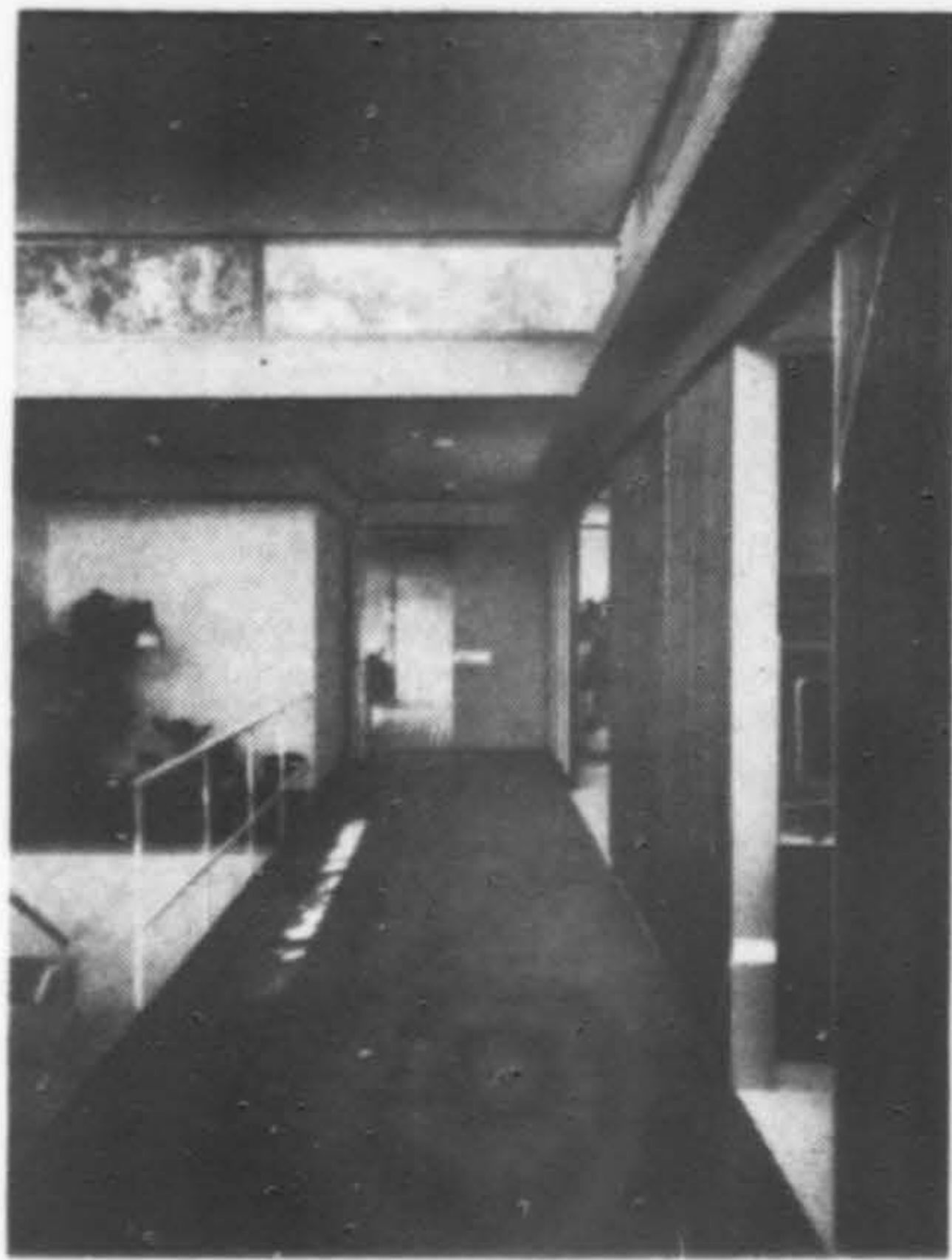


In Southern California:

Two Chaste Stucco Cubes

McMILLEN RESIDENCE / Pasadena, California
PULLIAM, ZIMMERMAN & MATTHEWS / Architects





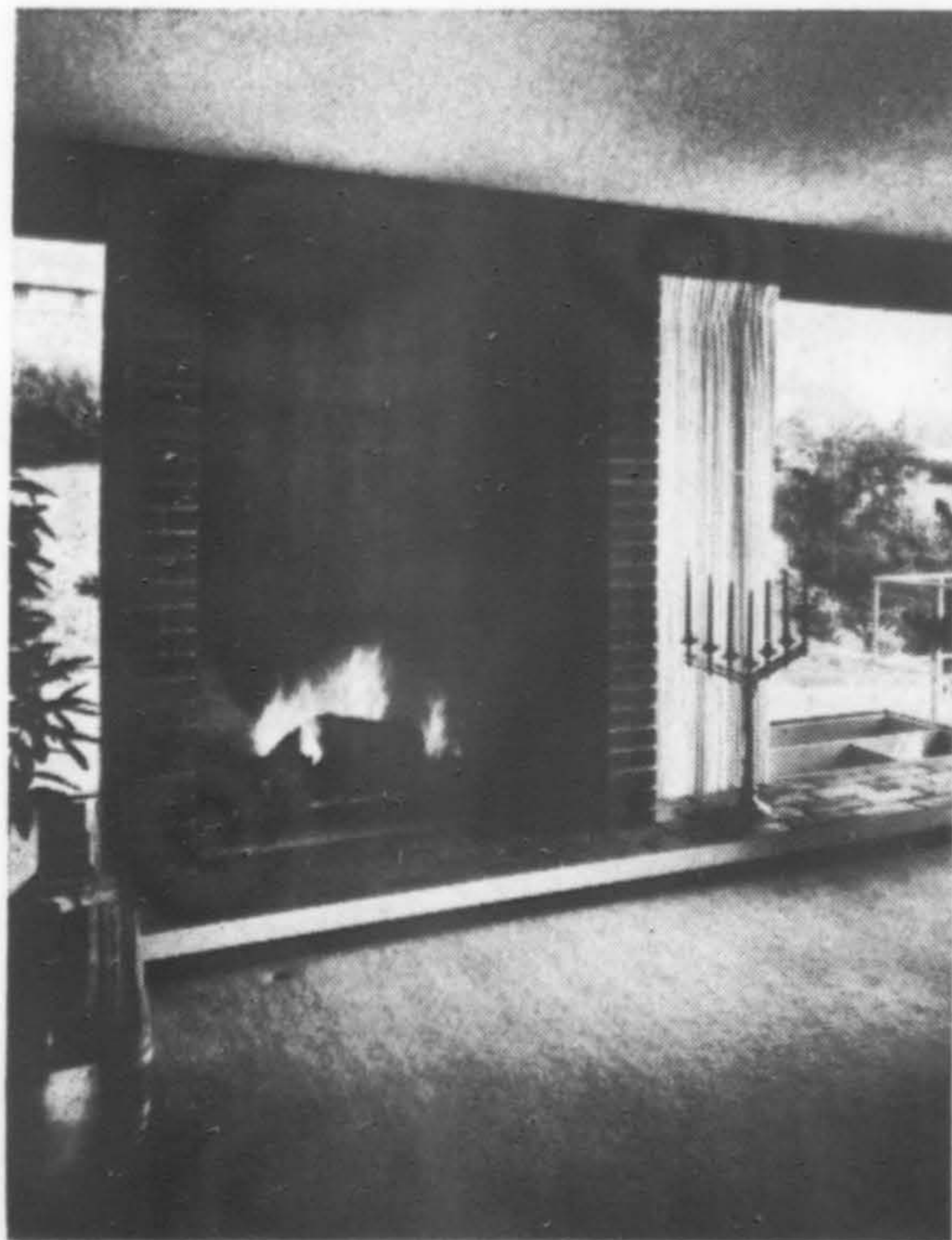
Marvin Rand photos



SITUATED at the foot of the Linda Vista Hills in Pasadena, this 3500-sq. ft. house enjoys an excellent view to the east across the San Gabriel Valley. The privacy of the gently sloping lot, located near the end of a cul-de-sac street, and a large existing oak tree, were factors in the design of a two-level house. The living areas, kitchen and master bedrooms are on the upper level, with bedrooms and activity room on the lower level. The garage was strategically placed on the upper portion of the lot, connecting via a covered bridge to the upper level of the house.

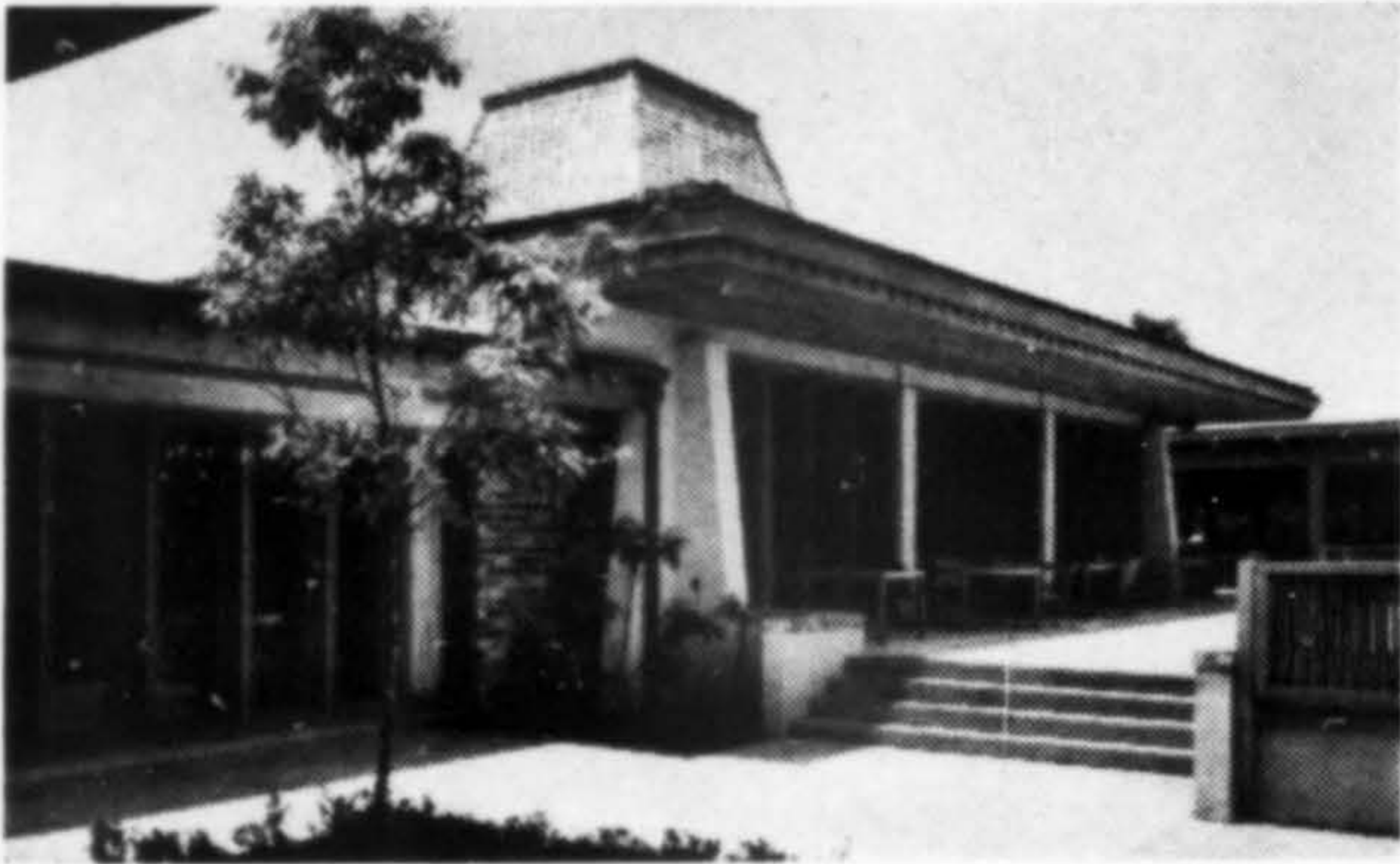
The floor plan is essentially square with a central skylighted circulation space serving the various rooms, all of which have either an outside garden or a deck.

The structural system is a combination of post and bearing wall and laminated wood beams. Principal exterior material are plaster, natural finish redwood, a sand-blasted red brick chimney, Douglas fir decks, and steel handrails. Walls are plaster, glass or walnut paneling; the ceiling is acoustical plaster.



BUILDING CONCEPT

Restricted membership... no termites permitted in this club



Architect: Corkern, Wiggins & Associates, A.I.A.
General Contractor: Clark and Company
Hampton, South Carolina

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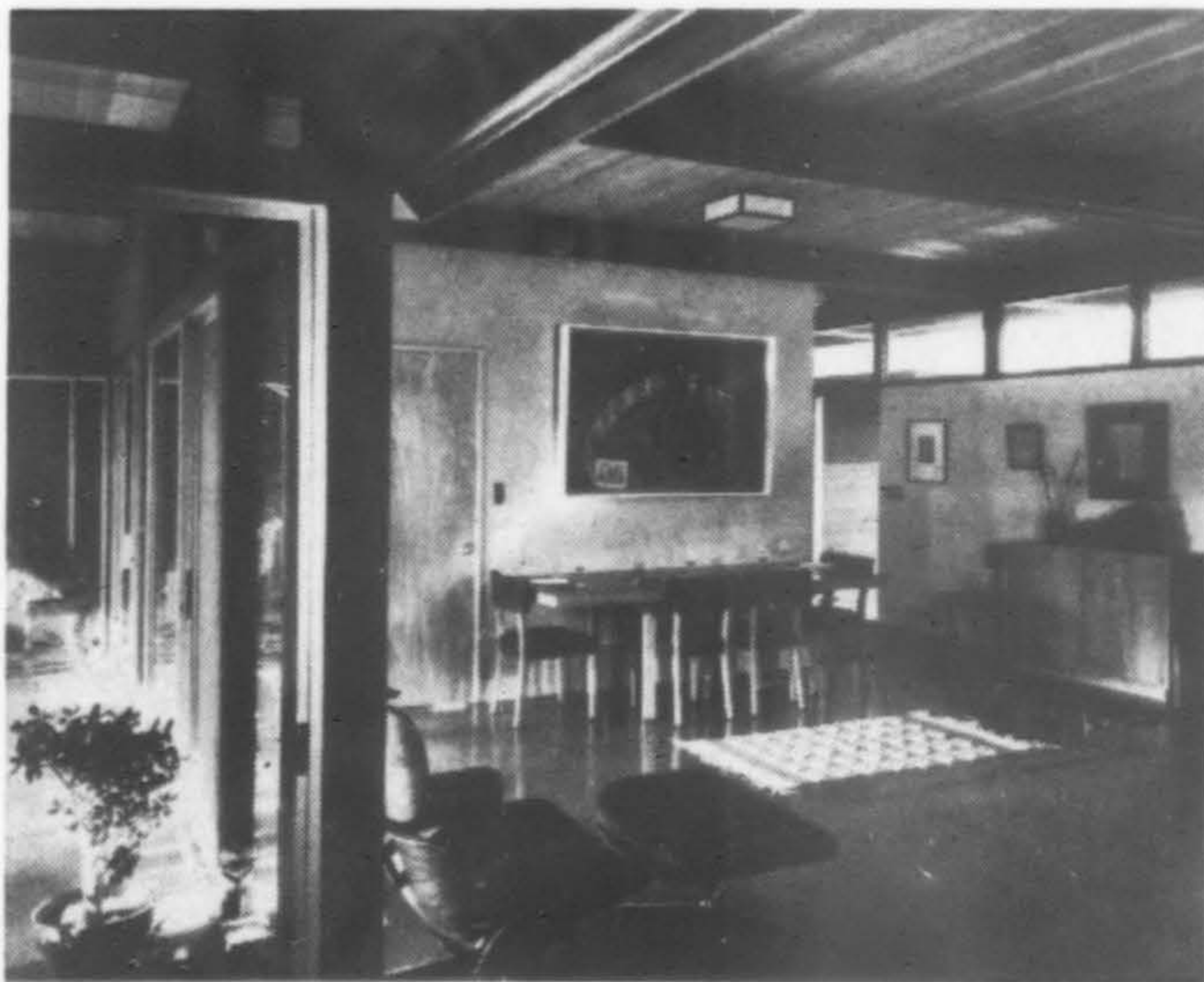


OSTWALD & KELLY, Architects



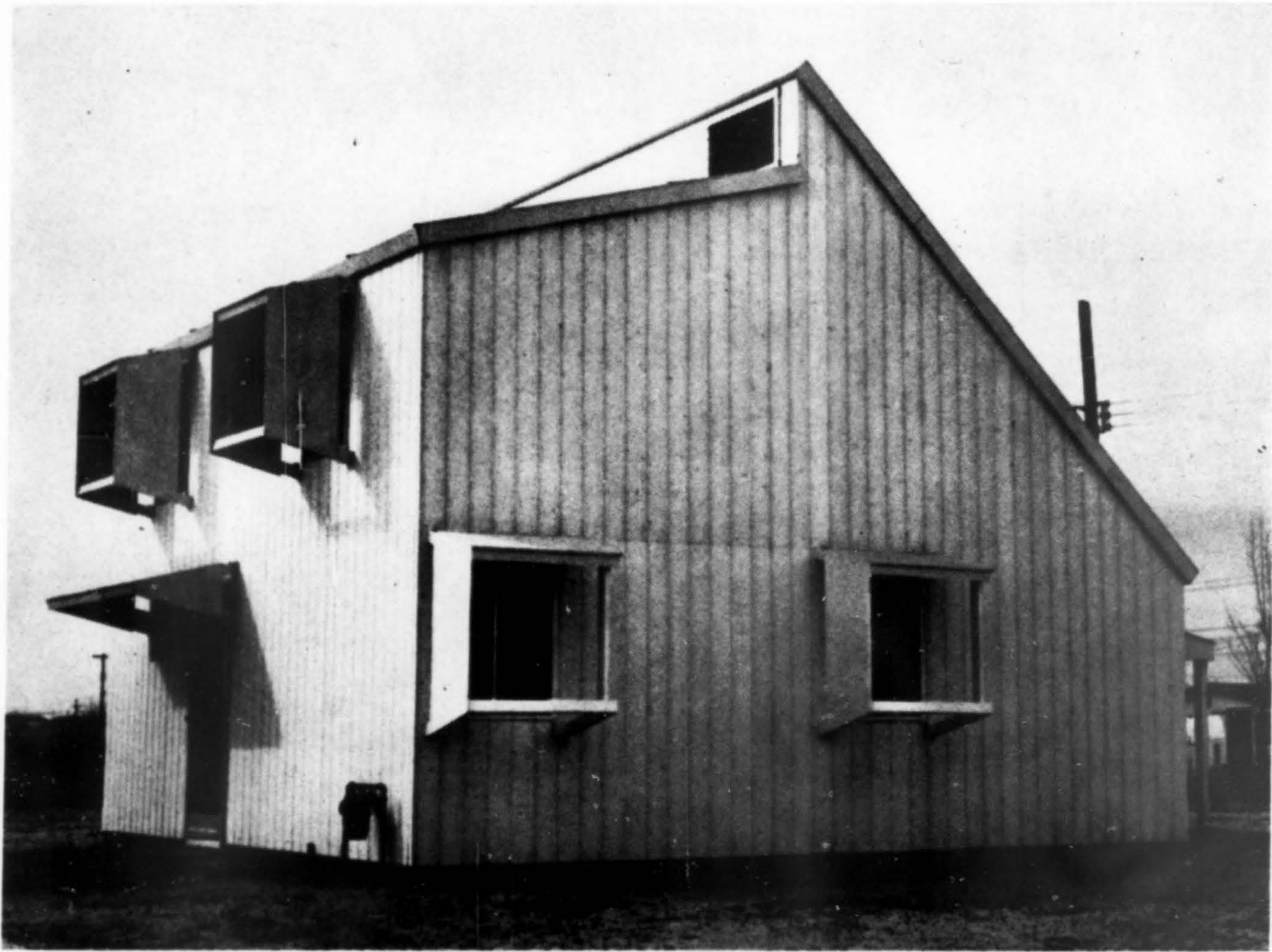
HOUSE IN DAVIS, CALIFORNIA by "will-build-to-suit" builder

A rather severe climate dictated use of concrete block walls with 4-ft. eaves to protect against heat gain and the rain. The solid masonry walls, 4x16x8, are painted white on the interior, providing background for an extensive art collection. Continuous transoms allow for good summer ventilation and reflected daylight throughout. Floor-to-ceiling glass walls occur only in the protected alcove. The house was built for a minimum budget, \$22,500; about \$15/sq. ft. on the adjusted square footage of the house.



Kurt E. Ostwald photos

PROTOTYPE HOME FOR FARM WORKERS



A TWO-YEAR series of surveys and tests conducted by the University of California's architecture department centered on housing for farm workers. As a result of the demonstration project, three prototype homes were built near Fresno, California.

The underlying goal of the project was to create accommodations which consider the environmental factors usually neglected in low-income housing. Other goals were to demonstrate a new approach to permanent, low-income housing for a family of six in the given environmental and cultural context; to provide efficient interior spaces compatible with family living patterns, and to provide, where possible, psychological amenities such as visual interest, spatial variety and continuity with general building types.

The survey, conducted by a project team headed by Henry Sanoff, an assistant professor

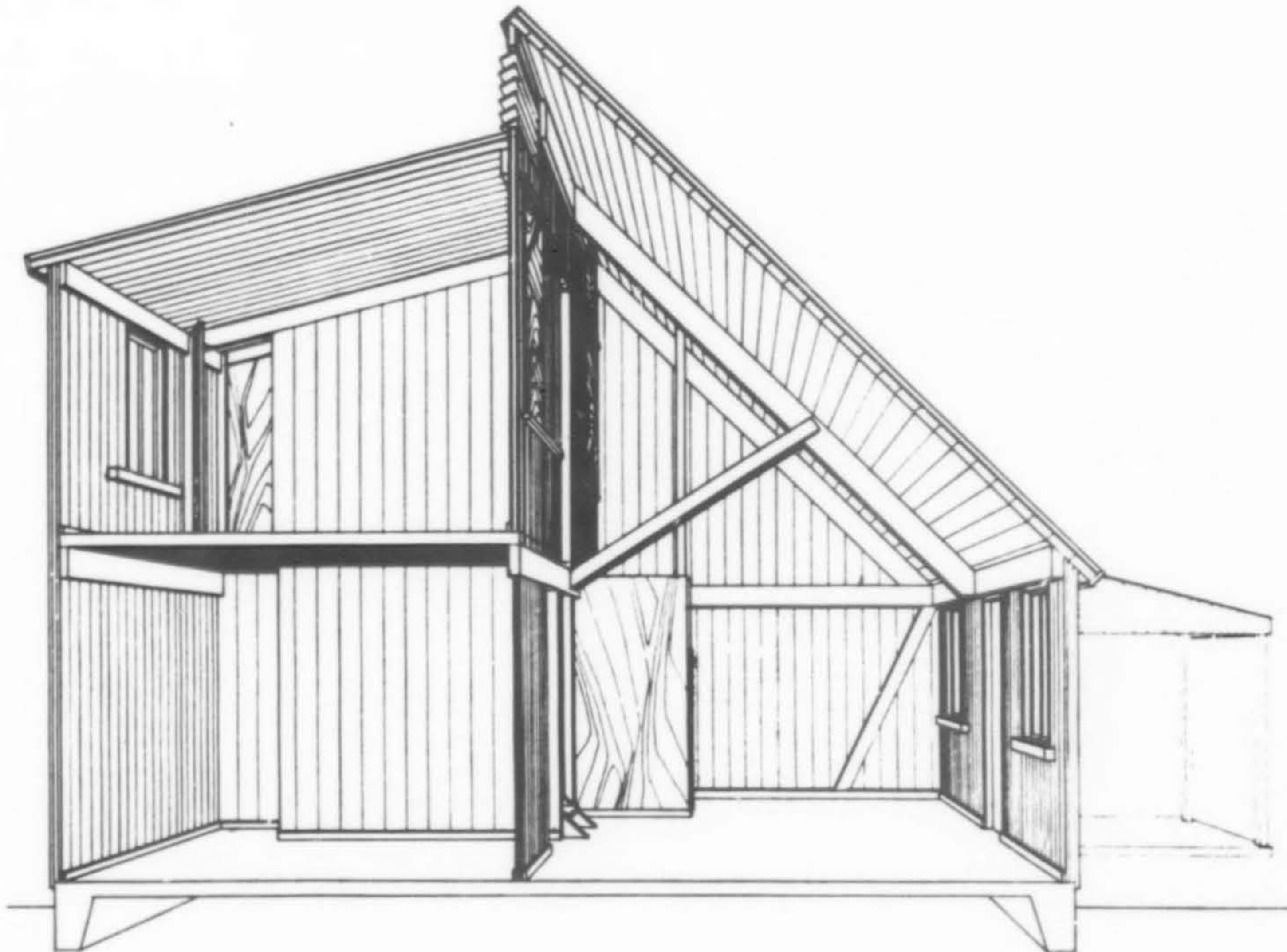
of architecture at the University of California, reported that housing in all agricultural areas of the country reflected an obsolete heritage from the past with the general problem of adequate housing today traceable to three major factors:

- 1—low income
- 2—limited variety of available housing, resulting in overcrowding
- 3—the problem of bias and its resultant, segregation

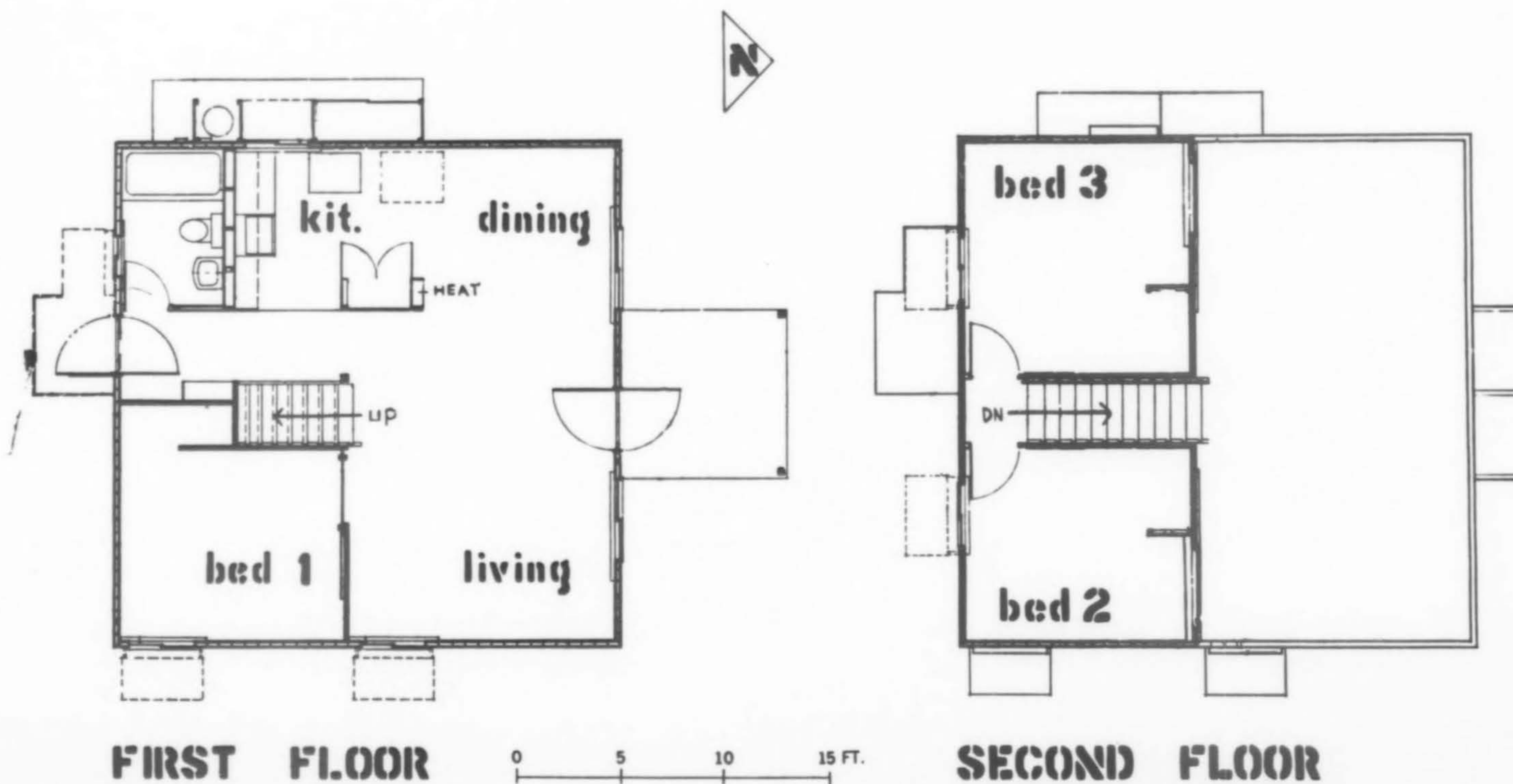
Considerations in construction of the prototype homes were: minimum erection time, minimum material cost, durability and minimal maintenance, and adequate insulative value.

Unit costs of the homes averaged \$8,000 each, which the project team indicated could be further reduced with the use of factory pre-cut and pre-finished components.

DEVELOPED BY PROJECT TEAM FROM UNIVERSITY OF CALIFORNIA



The square plan utilizes a wood deck construction system, Potlatch Forests' Lock-Deck® Laminated roof decking, with nominal 8" wide decking varying in thickness depending upon use and loading. Laminated planks (4x8") of Inland Red Cedar provide both exterior and interior walls in single erection. The exterior is factory-finished in white, the interior is left unfinished. To stiffen the structural wall, load bearing decking is installed vertically and fastened at the sill and horizontal girt. The roof and upper floor (3x8" decking) furnish a finished floor and ceiling, again in one construction operation. The lower floor is a monolithic concrete slab on grade, colored and dust coated. The roofing, painted white for maximum reflectivity, is 3/8" thick, medium density exterior grade plywood panels over Lock-Deck.® The entire system can be constructed on the ground, caulking each intersection and tilting up.



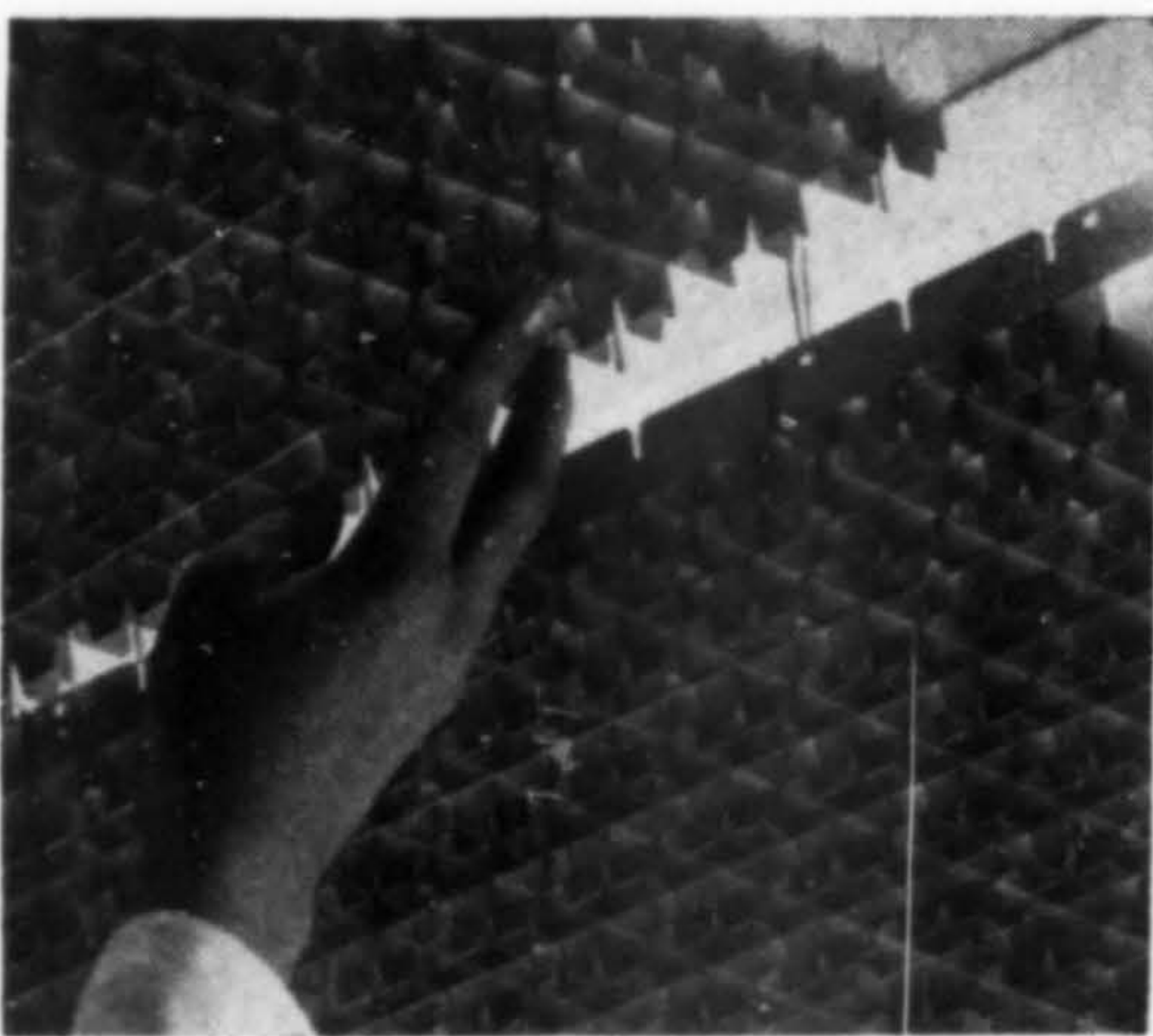


white glass chalkboard

A white glass chalkboard for use in schools enables positive impressions on a neutral white background. Made of Nucite vitrious enamel, it also doubles as a projection screen for slides or moving pictures. The smooth surface has low reflectance and takes chalk smoothly without skipping or pressure. Available in a variety of sizes, the chalkboards are made of heat strengthened, shock-resistant plate or float glass of 1/4 inch thickness. Any dark colored chalk may be used and is easily dusted off with a felt eraser.—Pittsburgh Plate Glass Co. (A/W), One Gateway Center, Pittsburgh, Pa. 15222.

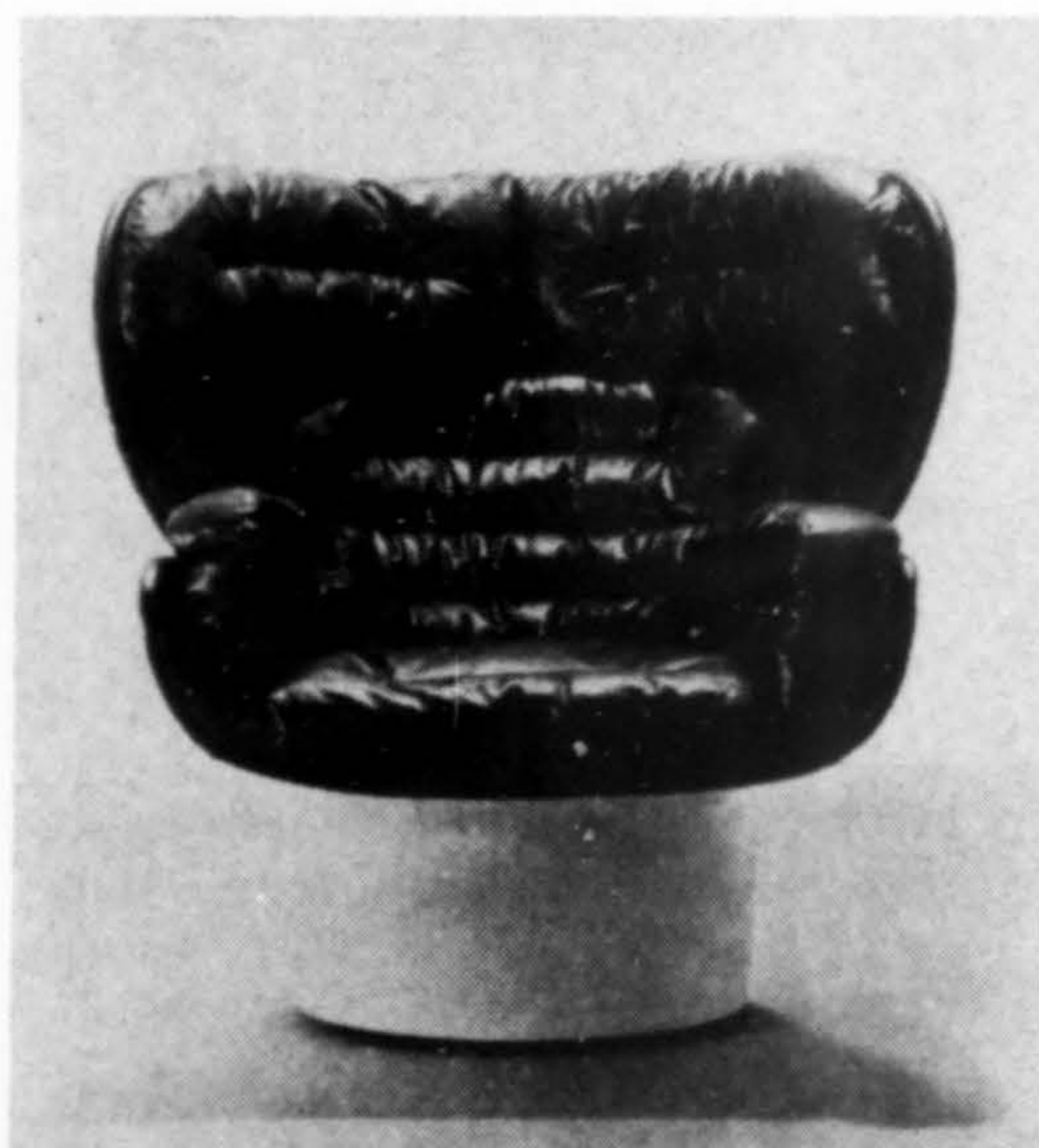
space-saving telephone center

The space-saving "Carousel Acousti-Booth" is an acoustically treated telephone center containing six coin telephone panels in a compact 5-foot diameter. The interior of each capsule is individually illuminated and has its own writing shelf. The sound-absorbing material in the capsule walls is said to insure privacy. Both sit-down and standup models are available. It is free standing and has a low silhouette of only 64 inches which will not interrupt the general view.—Burgess-Day, Inc. (A/W), Box 350, Libertyville, Ill. 60048.



non-modular luminous ceilings

"Infinetex" is a new non-modular luminous ceiling with multi-dimensional textured interest. The product is comprised of only two parts: 2 ft. by 2 ft. louvered panels fabricated of white-enameled .032 aluminum blades and hanging runners of identical material. This makes possible unbroken luminous ceiling surfaces of any size or shape, without modular dividing lines or conventional hanging grids of any kind. Usable with or without VTS diffusers, the system has been designed for use with standard fluorescent strip fixtures. The firm claims it is non-combustible, smokeless, non-static and unbreakable.—Integrated Ceilings, Inc. (A/W), 11766 West Pico Blvd., Los Angeles, Calif. 90064.



contemporary swivel/lounge chair

The "Elda" swivel-lounge chair features a sculptured fiber glass shell available in white, black, red or yellow. The heavily padded and tufted leather upholstery is available in black, white or tan. The chair swivels on a moulded base and the high shell-shaped black provides acoustic isolation. Size is 37 in. wide, 37 in. deep and 37 in. high.—Hank Lowenstein, Inc. (A/W), Box 12383, Dallas, Texas.

flexible porcelain on laminate

A new flexible weather-resistant laminate surfaced with fused porcelain enamel has been developed by the 3-M Company. "Poral" consists of a true fused glass surface on thin aluminum foil which is bonded at high pressure and elevated temperature to a phenolic resin impregnated base. The laminate may then be further bonded to other substrates such as plywood, steel, cement asbestos board and rigid plastic foam. The manufacturer claims the product will not fade, stain, corrode or burn. It can be bent without chipping during fabrication, with inside or outside curvatures having as small a radius as 1/2-inch. A variety of colors are offered.—3M Company (A/W), 2501 Hudson Road, St. Paul, Minn. 55119.



versatile carpet tiles

"Town-Aire Carpet Tiles" combine the advantages of carpet and the versatility of resilient tile. Available in 12-inch squares the tiles may be used for both commercial and home applications. The manufacturer claims the tiles are of uniform thickness, will not ravel at the edge and the seams will not separate. The carpet tiles are made of vectra polypropylene olefin fiber and resist stains from most chemicals, spotting and bleaching agents, coffee, soft drinks, ink and shoe polish. The product will not rot or mildew and is non-static and non-allergenic. Tiles may also be used on Wall areas. Sixteen colors available.—Ozite Corp. (A/W), 7-120 Merchandise Mart, Chicago, Ill. 60654.

library shelf cases

A line of library shelf cases is available in both wall-attached models and free standing book islands. The firm has developed a rigid-lock system that combines extruded aluminum framing with laminated plastic finished hardboards. The metal shelf supports are adjustable. Sizes are in steps from 36 to 108 inches in width, 42 to 83 inches in height and in 8, 10, and 12 inch depths.—Modular Systems, Inc. (A/W), Muskegon, Mich.

weatherproof roof-deck surface

"Aggre-Deck" is an abrasion and weather resistant roof-deck surface for exterior application over plywood as well as over lightweight concrete. The epoxy-aggregate product permits deckings to be color keyed to highlight or blend with the overall color of the structure. The manufacturer claims the lightweight, "easy care" material will cut maintenance costs.—Western Chemical & Manufacturing Co., Inc. (A/W), 3720 E. Washington Blvd., Los Angeles 90023.

attractive pecan credenza

A completely re-designed and re-organized credenza is part of a new architect series of executive office furniture. The 66-inch credenza in pecan veneer, features top opening file units, making all material visible and reachable without bending. The series also includes single and double pedestal executive desks, a three knee well conference desk, tables, chairs and free standing storage pieces.—Jofco (A/W), Jasper, Ind.

Builders who put in electric air conditioning often save enough to pay for landscaping.

Electric air conditioning runs anywhere from 20% to 50% less.

The difference in price could buy a lot of rose bushes.

Or plush carpeting.

Or wood paneling.

Or other "extras" that help swing a sale.

Of course, air conditioning can be a clincher too.

In many cases it turns lookers into buyers.

The electric kind not only costs less; it's also much more compact and dependable.

The bugs were ironed out of electric systems years ago.

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Add a few trees with the savings, and you'll have winning homes inside *and* out.



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Tuf-Flex Glass Doors: contains detailed information on styles and combinations, the various designs of push-pull bars, locking and operating hardware and fittings. Specifying and ordering information are included. Other topics discussed: custom doors, panic and safety hardware, and strength. 12-pp.—Libbey-Owens-Ford Glass Co., 811 Madison Ave., Toledo, Ohio 43624.

Colorbond Fence System: contains full color photographs, diagrams, construction details and specifications on all the firm's products, including the privacy, post and cable and the barbed wire fence systems. 8-pp.—Colorguard Corp., 126 East 38th St., New York 10016.



Gym Catalog: offers information on a new lighting fixture especially designed for use in gyms. The fixture is available in two or three light, four foot and eight foot models for 800 and 1500MA lamps.—Wheeler Reflector Co., Inc., Hanson, Mass.

Micarta Toilet Partitions: outlines the specifications and describes the advantages of the partitions which are surfaced with laminated plastic. Smudges, fingerprints, grease and cosmetics are said to wash right off. Mounted color samples present the line in marbles, coordinated colors, patterns and woodgrains. Full color. 6-pp.—Mid-South Manufacturing Co., 234 Altara Ave., Coral Gables, Florida 33146.

Specialty Hardware Catalog: features the firm's line of decorative knobs and pulls, which are available in a variety of sizes, finishes and designs to fit all types of decor. The easy-to-order-from catalog contains photographs and detailed descriptions of the different styles offered. 12-pp.—Peabody Distributing Co., Dept. 5P, Belwith International Ltd., 1119 E. 63rd St., Los Angeles, Calif. 90001.

Fireplaces By Condon-King (AIA 14-E-5): shows in thirteen full-color photographs the company's complete line of free-standing fireplaces in actual installations. Both wood-burning and gas-fired fireplaces are available in a variety of colors.—Condon-King Co., Inc., 5611 208th Ave. S.W., Lynnwood, Wash. 98036.

New Ideas From Nutone: introduces the company's new electrical built-in products for 1967. Door chimes, range hood-fans, bathroom ventilation systems, apartment intercoms and music intercoms are described in detail and pictured in full color. 8-pp.—Nutone, Inc., Madison & Red Bank Roads, Cincinnati, Ohio 45227.

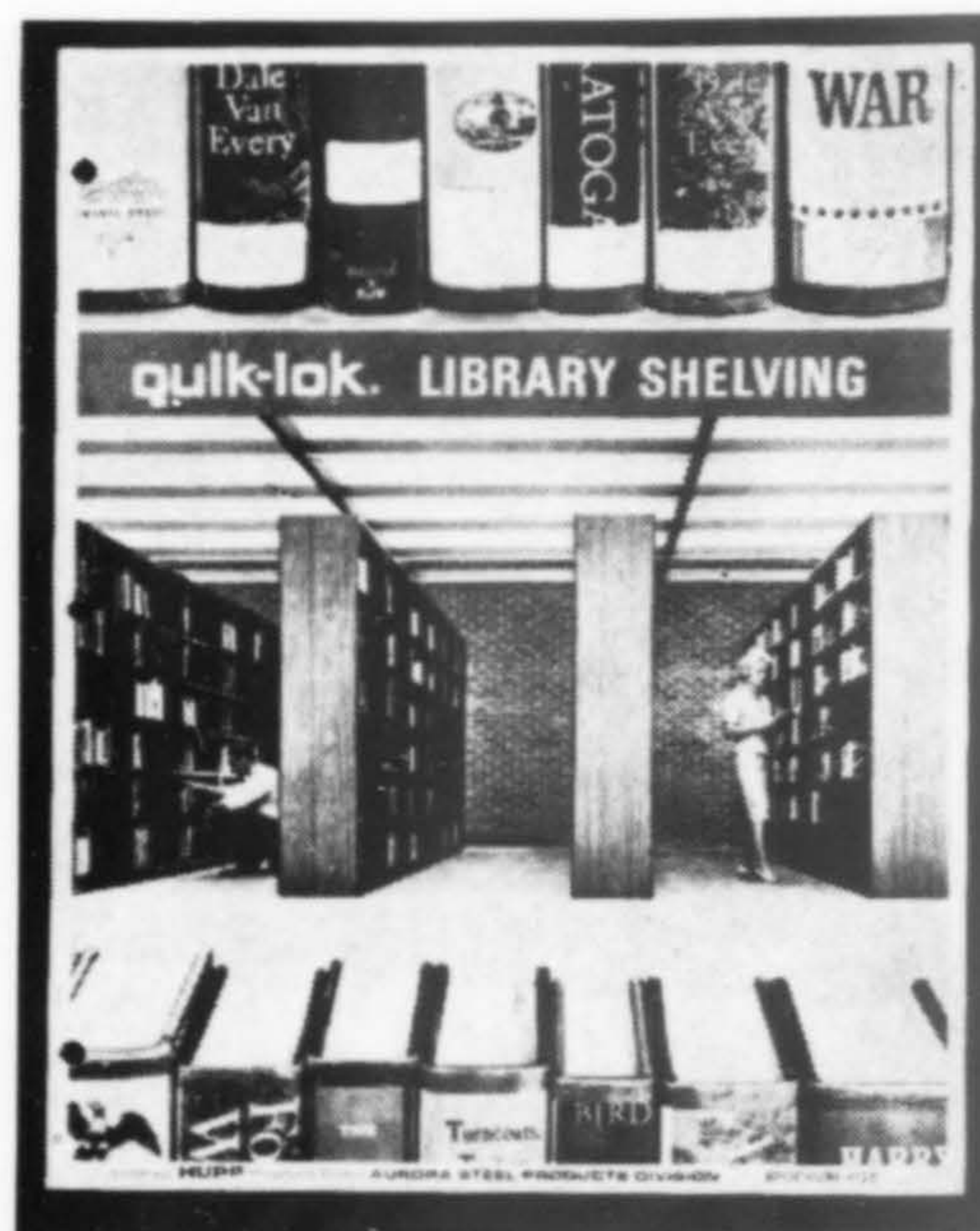
Mahon Composite Deck: describes the company's light gage steel decking used as both concrete formwork and reinforcing steel. Eighteen pages of load tables show allowable live loads in pounds per square foot for various spans and slab thicknesses and according to span condition, section and concrete type (regular or light-weight). Shoring requirements depending on span and load are also given. 22-pp.—R. C. Mahon Co., Building Product Division, 6565 E. Eight Mile Road, Detroit, Mich. 48234.

Fire Walls in Modern Industrial Buildings: provides helpful information on the purpose of fire walls, fundamentals of fire-wall construction, protection of door, conveyor and other openings and materials of construction. Illustrations and photos are included. 16-pp.—Factory Mutual System, Publication Department, Box 688, Norwood, Mass. 02062.

Plush Cover Luxury Matting: contains details and sizes of the luxury-line of mats and runners and a cut-away of the high-low tuft pile, which is said to create a deep, luxurious look, while having outstanding dirt-hiding ability. Brochure No. 9030. Full color—Crown Rubber Co., Fremont, Ohio 43420.



SOUTHERN COUNTIES and SOUTHERN CALIFORNIA GAS COMPANY have again presented a \$1,000 architectural scholarship to California Polytechnic Institute, San Luis Obispo. Shown above, left to right: D. A. Darlington, Southern Counties Gas Co.; architect Ethan Jennings; Dr. John B. Hirt, acting Dean of Engineering at Cal Poly; architect John R. Ross and Howard Newby of the gas company.



Quik-Lok Library Shelving: contains photos and information on shelving installed in industrial plants, universities, offices and public libraries. Assembly east of Quik-Lok Shelving is also explained. 12-pp.—Hupp Corp., Aurora Steel Products Division, 153 Third St., Aurora, Ill. 60657.

Royalcote Paneling: shows how to mix and match colors with woodgrained paneling. Contains full-color photos of room settings, with color circles that mix and match with furnishings and the woodgrained hardboard paneling. Full color, 12 pp.—Masonite, Box B, Chicago, Ill. 60690.

Electronic Dimmer Switches: describes the full line of 600 to 2000 watt incandescent dimmer switches designed and manufactured by Ideal Industries. Included are operational, application and ordering information. Two color, 4-pp.—Ideal Industries, Inc., 5180 Becker Place, Sycamore,

Architectural Signing (AIA 35-N-3): describes door name and number identification plaques, various styles of dimensional letters, perpetual calendars, special cutout display letters, exit signs and the new Vocator Directory System. 24-pp.—Vomar Products, Inc., 2807 Empire Ave., Burbank, Calif. 91504.

• **Armstrong Cork Co.:** Martin F. Jordan has retired as Seattle district manager after 38 years with the company. He had held the post since 1944. Richard B. Saunders, first assistant district manager in Los Angeles, has been named to succeed Jordan.

• **Simpson Timber Co.:** O. W. Shelton, sales manager of the Insulating Board and Acoustical products division, announces several personnel changes: Wayne L. Meek has been transferred to western sales manager in the Simpson western area sales office in San Jose; Boyd Wetter will replace Meek as assistant sales manager in the Seattle main office; William R. Plunkett has been appointed acoustical sales representative for the Seattle territory.



LOWES



MORE

• **Formica Corporation:** Edward A. More has been appointed to the newly created position of Western Marketing Director, with headquarters in Los Angeles. He has responsibility for residential and commercial product marketing activities and planning for the 11-state Western market, Hawaii and Alaska. Robert A. Lowes has been named Los Angeles district sales manager, succeeding Robert J. Gohs who was named to a similar position in the firm's Boston office.

• **Timber Engineering Company:** The San Francisco area office has been moved to new and expanded quarters in Room 215, Professional Building, El Cerrito Plaza, El Cerrito, California. Robert F. Diamond is manager of West Coast products sales operations.

• **Furane Plastics, Inc.:** A larger sales office in the San Francisco Bay Area has been opened at 22732 Foothill Boulevard, Hayward, California.

• **Parkwood Laminates, Inc.:** The Wakefield, Massachusetts firm has acquired a building at 165 S. Mission Road, Los Angeles, and moved its western regional headquarters to the new location. G. William Braun, Jr. is western sales manager and George Pierce, western regional manager. Their territory encompasses the 11 Western states.

• **Oregon Masonry Guild, Inc.:** Ray F. Wimer has been appointed executive director of the newly formed organization and will be headquartered at 0112 S.W. Pennoyer St. in Portland. His new duties will include arranging training sessions on estimating, accounting and legal aspects as directed by the national office of M.C.A.A.

• **Koppers Company, Inc.:** The Esco Corporation, headquartered in Portland, Oregon, has been named distributor in 11 Western states, Alaska and Hawaii for the products made by the reinforced plastics group of Koppers. Esco has sales offices in Los Angeles, San Francisco, Seattle, Denver, Eugene, Oregon, Spokane, Washington, and Honolulu, and will stock the Koppers products in all of its warehouses.

• **Goodrich Forest Products:** Emory E. Moore has joined the national plywood wholesaling firm which is headquartered in Portland. He left a position as vice president and director of Evans Products Company.

• **The Dow Chemical Company:** W. W. McBlaine, Pacific Palisades, California, has been named regional sales manager for the company's coating products. He will supervise marketing activities in the Los Angeles, San Francisco and Seattle sales offices.

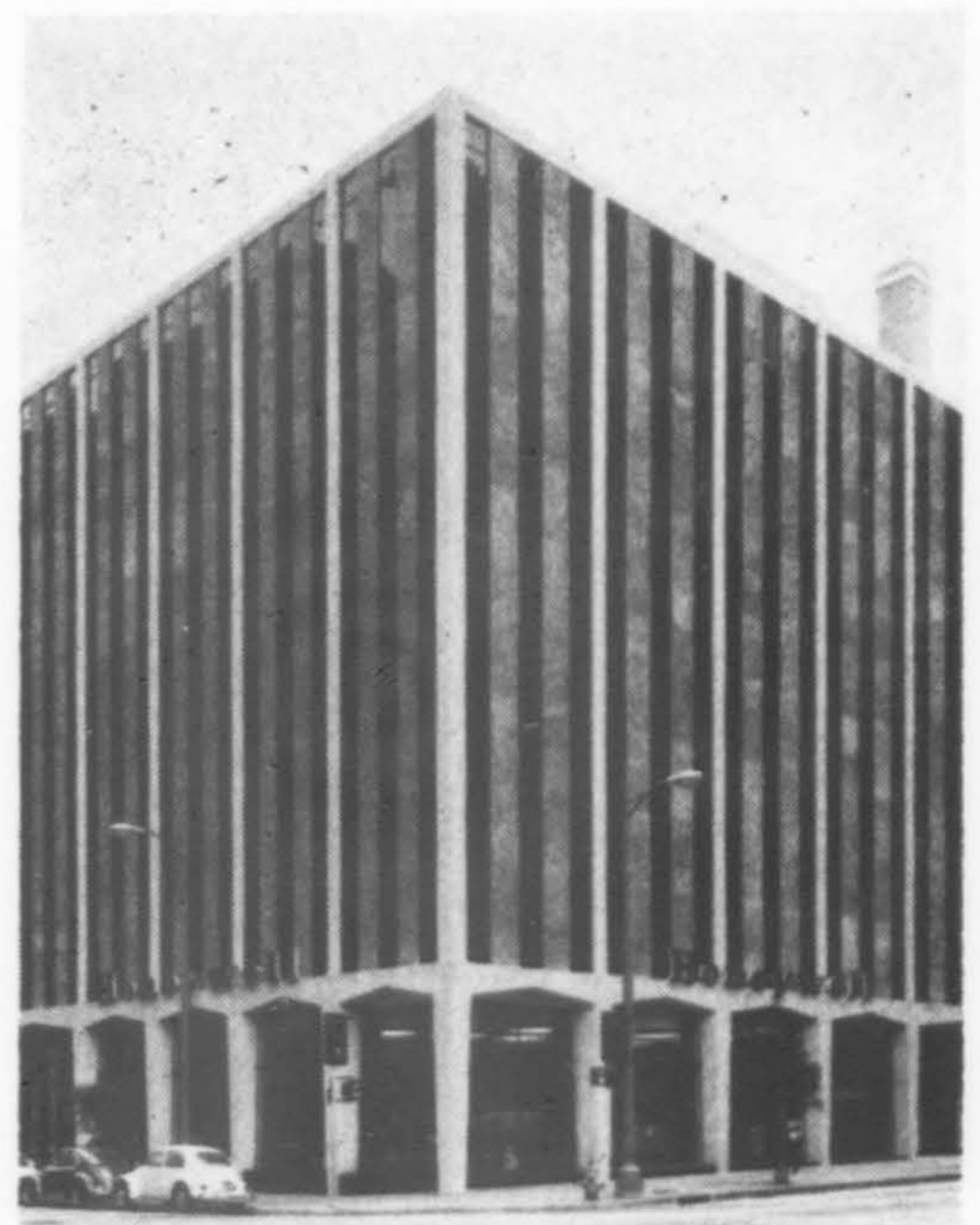


STANTON

• **Interpace:** Sheridan Stanton, ceramics division design manager for Interpace has been appointed national design service manager, according to an announcement by Eugene F. Folks, vice president and general manager, ceramics division.

• **Bestwall Gypsum:** The international headquarters for this division of Georgia-Pacific Corp., has moved to the G-P corporate headquarters in Portland, from Paoli, Pa. The move occurred in mid-March according to R. I. Fredericks, the division's president and general manager.

• **Designed Facilities Corp.:** John P. Wickel Jr. has been elected president and Samuel Schulman, chairman of the board for the firm which manufactures structural steel buildings. The company also announced the promotions of F. Alvan Sohn to vice president-sales and Joseph Behar to treasurer. Headquarters are in El Monte, California.



HONEYWELL building in downtown Los Angeles, recently completed, occupies a prestigious location at 700 Wilshire Boulevard. It will serve as the new Western regional headquarters for the electronic data processing division of Honeywell, Inc. The seven-story structure, costing \$2 million, was engineered and designed by the architectural firm of Kistner, Wright & Wright. The C. L. Peck Company was contractor.

• **Pacific Column Company:** Utah Pioneer Corporation, 335 West 1st South, Salt Lake City, has been named to handle Fire-Trol and Classic Aluminum columns as joint representative for Pacific Column Company and Northwest Column Company, in Utah, Western Wyoming, Southern Idaho and Eastern Nevada.

• **Western Wood Preservers Institute:** William C. Cairns, general manager, Wyckoff Company, Seattle, has been elected president of the institute. Other officers are: Don C. Smith, Koppers Co., Inc., vice president; Roy F. Gillespie, Oser Cedar Co., treasurer; James A. MacGregor, McCormick & Baxter Creosoting Co., secretary.

• **Prestressed Concrete Manufacturers Association of Calif., Inc.:** George A. Reeves, general manager of Rockwin Prestressed Concrete, Santa Fe Springs, has been installed as president of the association.

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LARRY CONAWAY, advertising manager for *Architecture/West*, passed away suddenly on February 19 at the age of 65. Prior to joining the A/W staff, where he had been for the past five years, he headed a publishers' representative firm bearing his name, representing among other national journals, *American Builder* and *Field & Stream*.

No one had more enthusiasm for, and boundless faith in "his book" than Larry did for *Architecture/West*. He was a good friend and co-worker. We shall miss him.

"We are building today for function without ideal, for practicality without harmony, without inner being; for usefulness without a sense of beauty."

—RABBI MORRIS HERSHMAN, Joliet, Illinois

THE GOOD RABBI included this as part of a major address made at the Chicago conference on Architecture, Religion and Relevance last year. He was, of course, most particularly concerned with religious buildings, further emphasizing: "Our buildings may be functional and they may be quite useable, but . . . this is not the only function of a religious building. The function is to arouse pride, an emotion, a spirit of striving for perfection, a striving for the imitation of God, and with all our building today, we are building for the purpose of arousing a spirit of religiosity or to create a quality of spirituality that is so necessary in a religious building."

CERTAINLY religious structures have no monopoly on buildings constructed solely for their usefulness, with utter disregard for harmony or beauty. Like other parts of the nation, the West has some prime examples, especially on college campuses where no compatibility with existing structures or with the site itself seems to concern either the administrators or the architects commissioned for new projects. It seems most frequent where an overall campus planner has not been utilized—and where some unseen obligation on the part of the regents, who award the contracts, gives a commission over and over again to the same unenlightened architectural firm.

Some deep reflection on Rabbi Hershman's opening quotation is strongly recommended.



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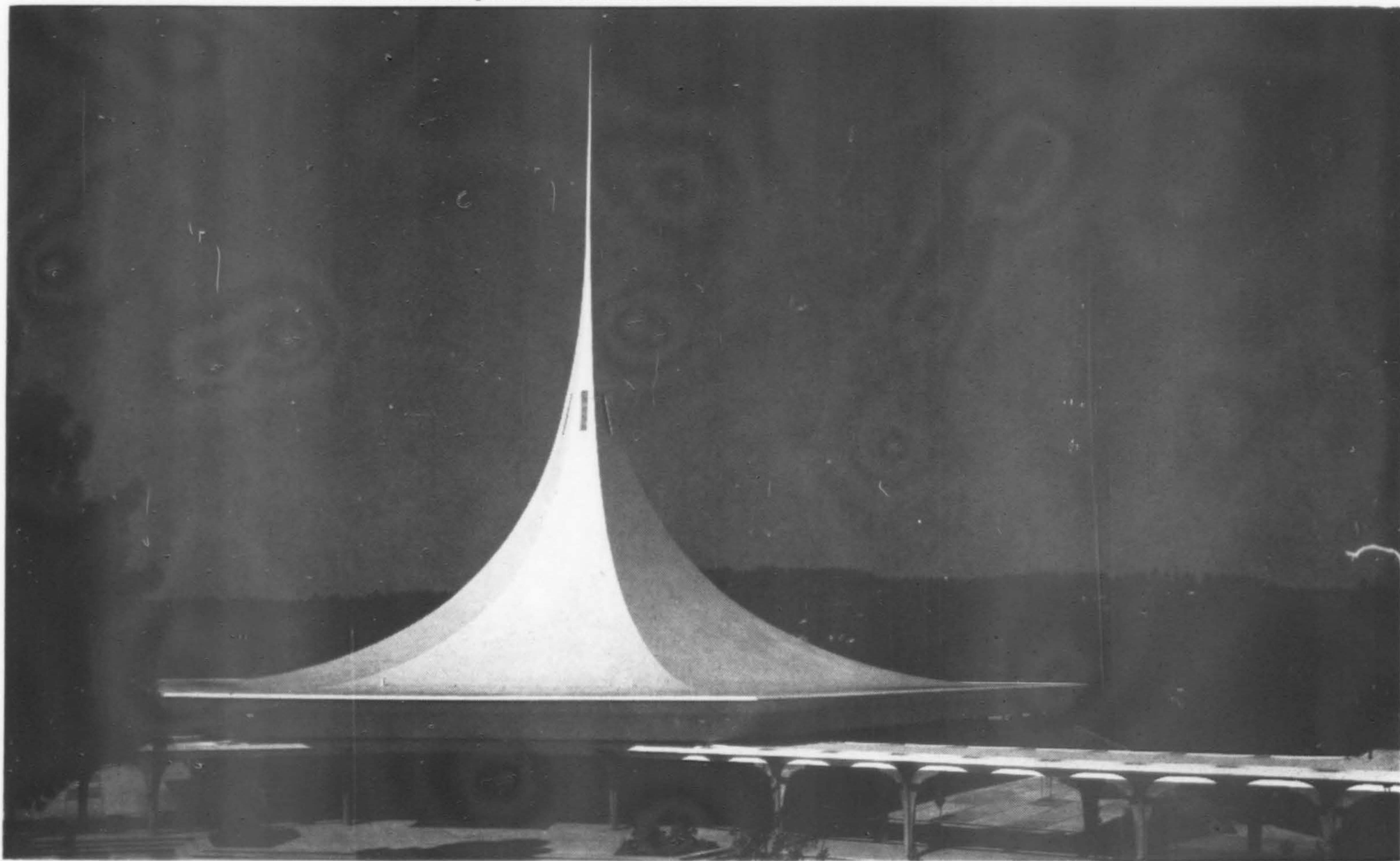
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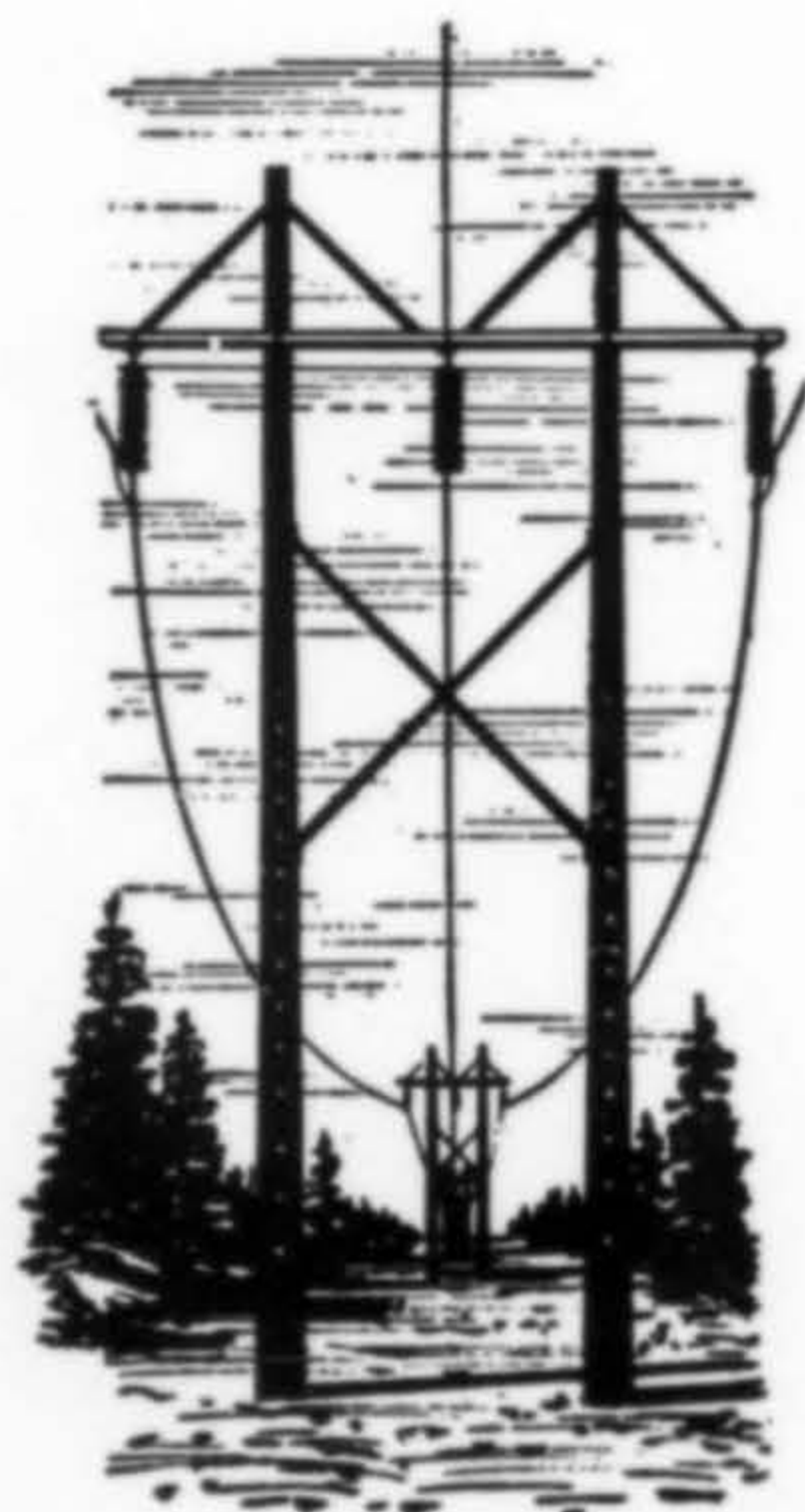
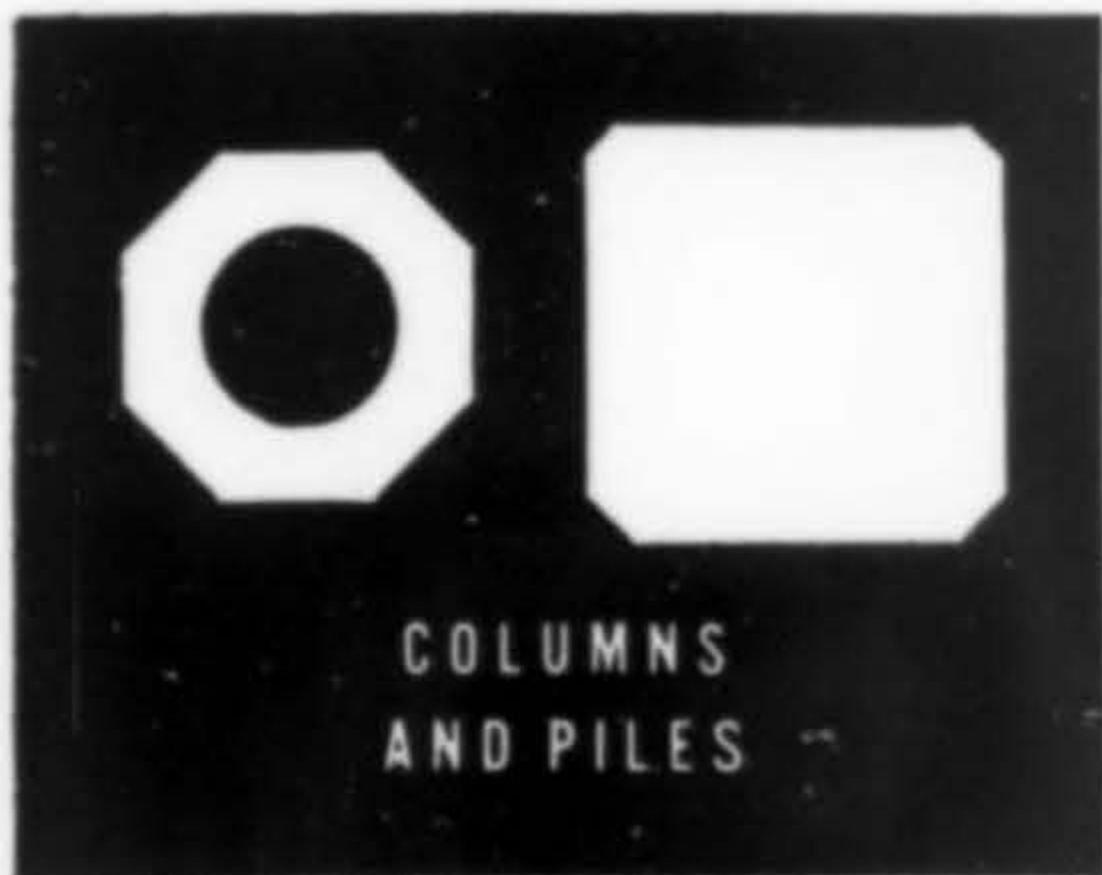
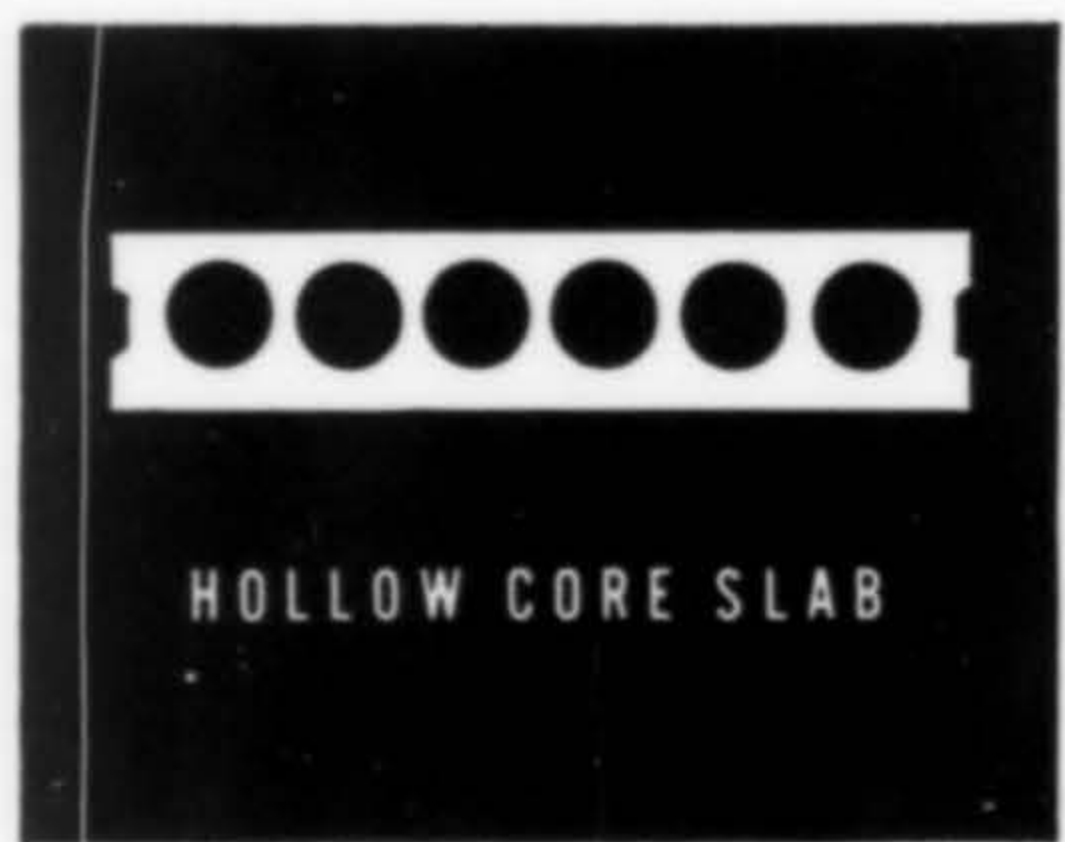
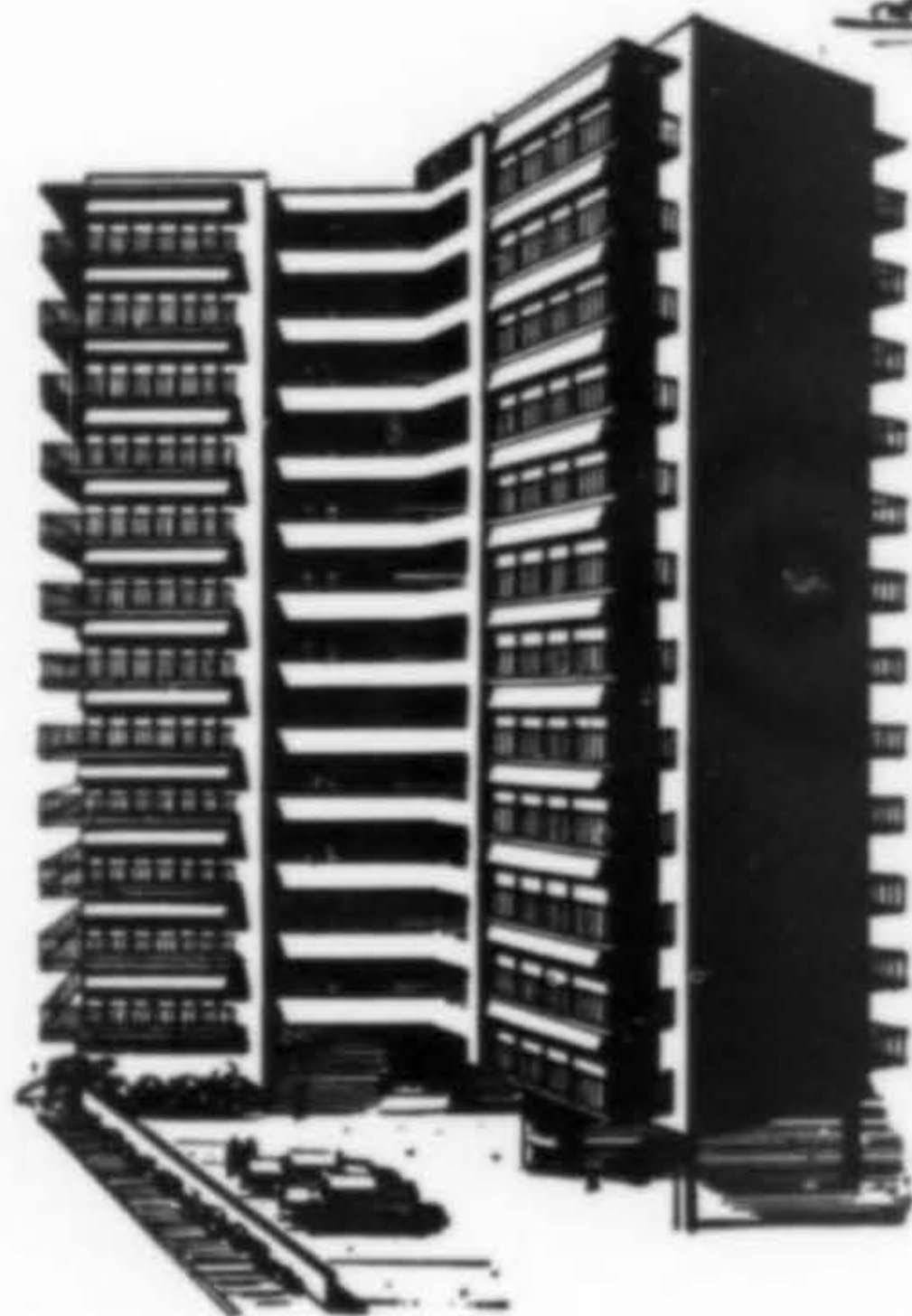
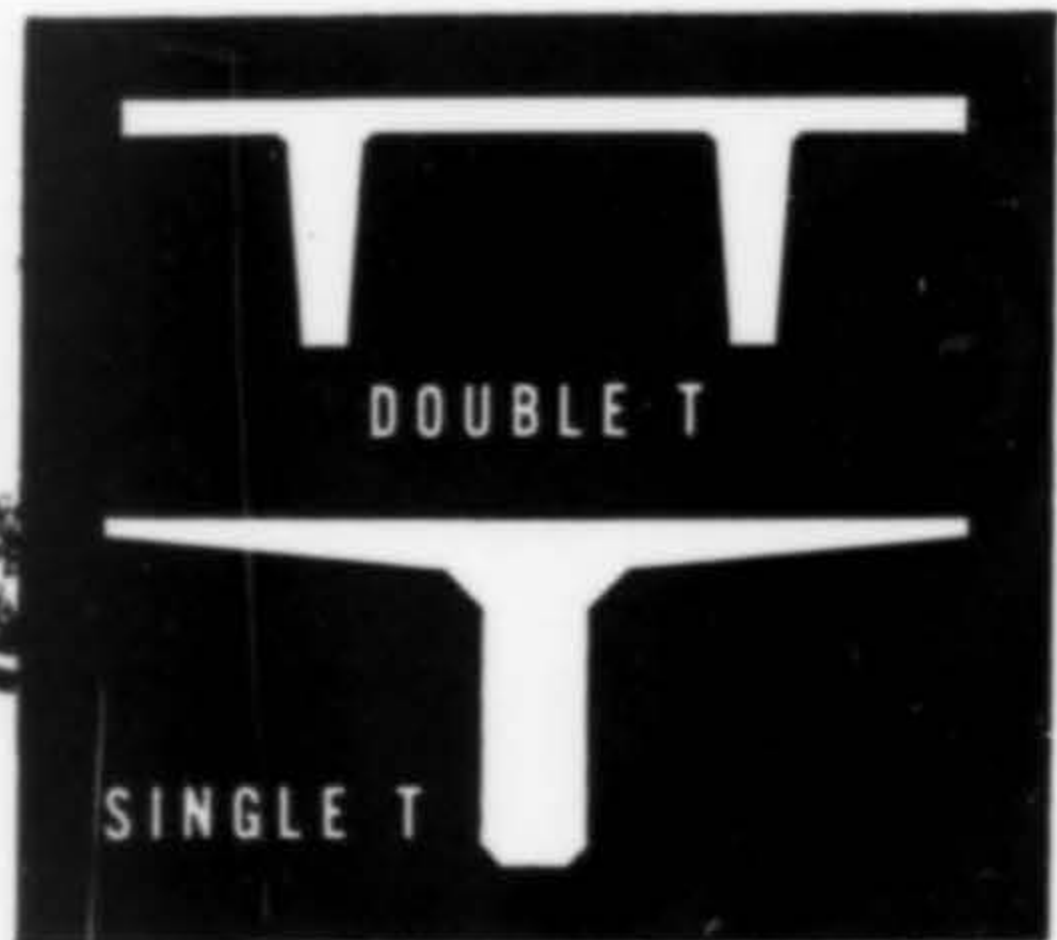
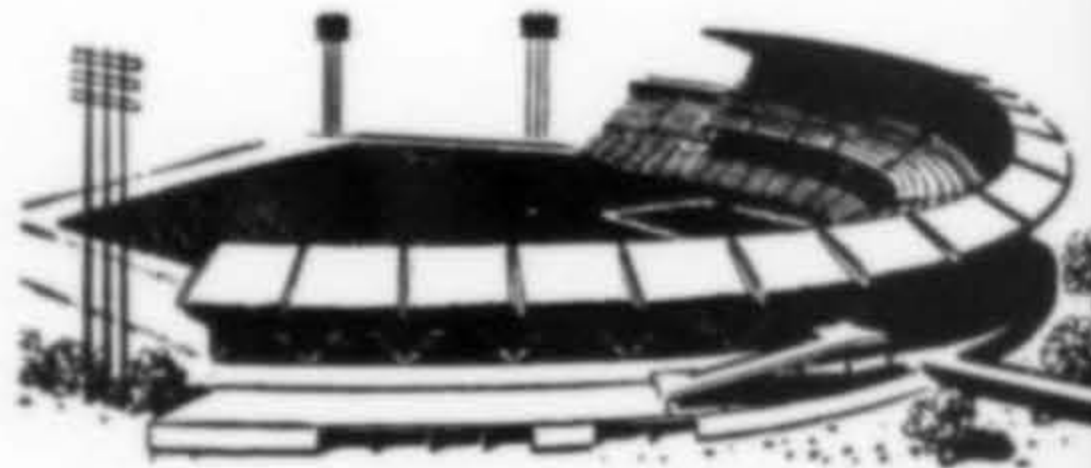
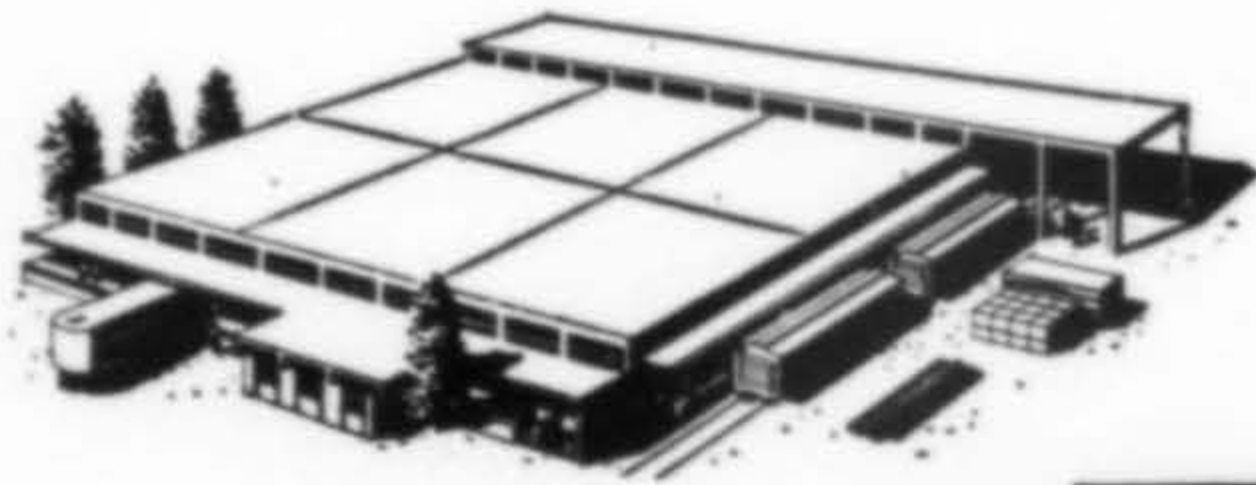
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