Architecture / West

A/W

THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO WESTERN ARCHITECTURE ◆ JULY 1967

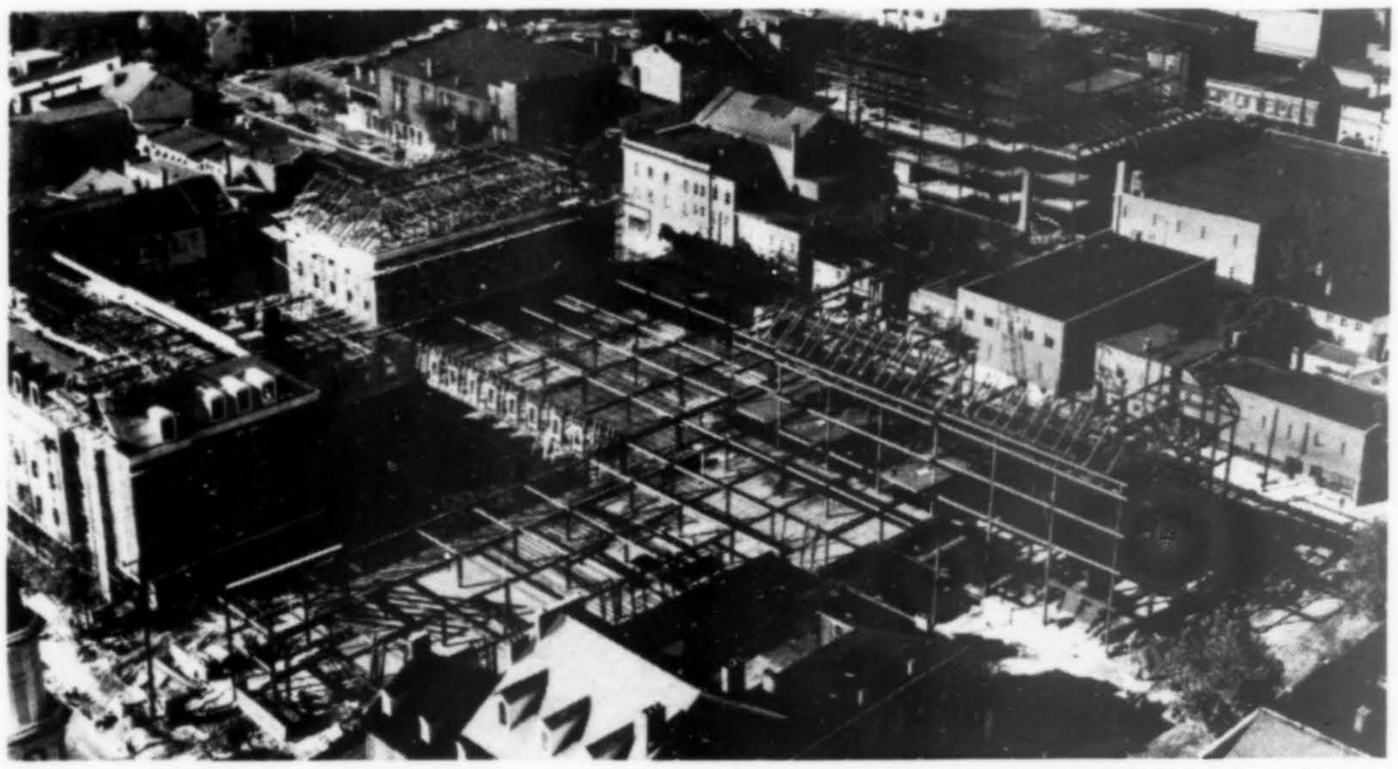
STRUCTURAL DESIGN NEWS

FROM BETHLEHEM STEEL

No. 20

The business district of the historic "Old Town" area of Alexandria, Virginia is being revitalized by an urban renewal project. But not at the sacrifice of its colonial charm.

The project is composed basically of three multi-story structures, oriented on the three corners of the block in a pleasing overall composition of the total site. The three buildings are five stories in height and are tied together with two low-story masses. The complex is pleasingly grouped around an inner court or plaza, known as TAVERN SQUARE.



Owner-Builder: Eugene Simpson and Brothers, Incorporated. Architects: Vosbeck, Vosbeck & Associates. Structural Engineers: Fortune Engineering Associates. Steel Fabricator: Southern Iron Works, Incorporated. All are Alexandria, Virginia firms. Steel Erector: Williams Enterprises, Merrifield, Virginia. Bethlehem supplied 1,200 tons of structural steel for Tavern Square and the new bank building.

Modern steel-frame construction for "Old Town" renewal

A new five-story headquarters office building for the First and Citizens National Bank, largest banking firm in Northern Virginia, is under construction one-half block away from Tavern Square. Designed and built by the same firms which are developing the Tavern Square project, this building is also of modern steel-frame construction, with architectural styling designed to blend with older buildings in the historic area.

Tavern Square will provide 108,855 square feet of office space, and 63,760 square feet for retail stores. Exterior finish overall is molded brick, of an earthen color, with a rough texture that blends with the weathered look of surrounding buildings.

Why steel?

Tavern Square is framed with continuous, welded structural steel. Floors are reinforced concrete on steel forms, supported by open-web steel joists. Here's why steel construction was chosen:

1) Steel's design adaptability: no problem in designing the mansard roofs with their hips and valleys, the dormers, and other complicated details compatible with the "Old Town" architecture;

2) Steel's comparative ease of erection: important within the confines of a crowded downtown area;

3) Steel's light weight: low-bearing-capacity soil at the site presented a foundation problem, and made reduction of dead weight an important factor;

4) Steel's strength: designed for long, column-free spans to permit flexibility in interior space arrangement and suit the needs of a variety of tenants. These spans were created while keeping the depth of horizontal framing members to a minimum, important because of a building height restriction of 62 feet.

BETHLEHEM STEEL

BETHLEHEM STEEL CORPORATION, BETHLEHEM, PA.

A/W

Architecture/West

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Business data on page 34

THE COVER: Headquarters building, Oregon Historical Society; Wolff-Zimmer-Gunsul-Frasca, architects. Art Hupy photo. Page 14.

HIGHLIGHTS and SIDELIGHTS

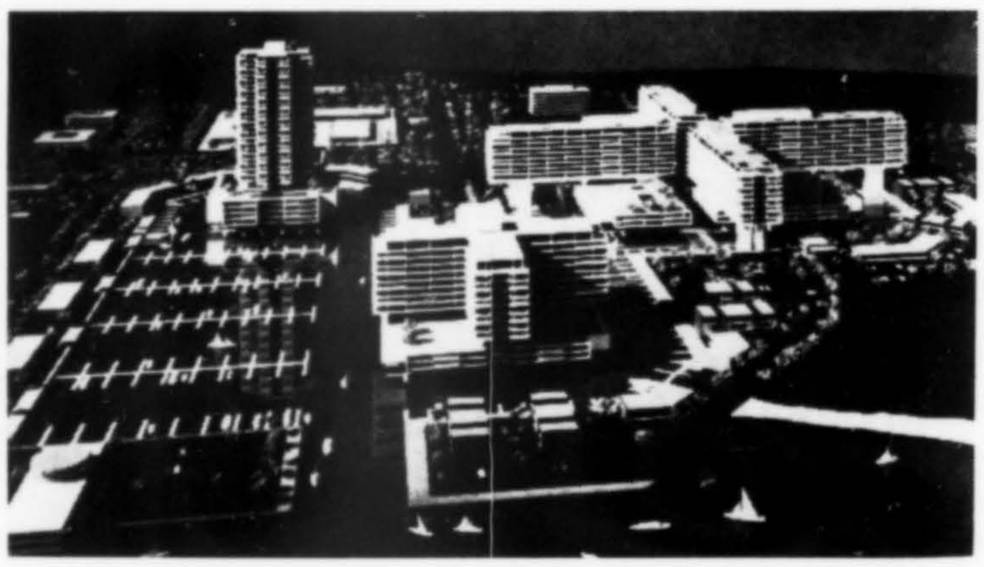
Embarcadero Center approved—

San Francisco's Board of Supervisors has given its approval to the controversial $150 million Embarcadero Center ("Rockefeller Center West") to be built by a joint venture of architect John Portman, David Rockefeller, Trammel Crow and Cloyce Box. The Board amended portions of the city's Golden Gateway Redevelopment Plan to permit construction of a 45-floor building, a 60-floor office structure, pedestrian mall and housing units in the five block development. Some San Francisco architects had termed the project "brutal" and a "real disaster" but David Rockefeller answered the criticism by promising "We will make the Embarcadero Center a noble achievement in modern city living. It will be a purposeful effort to enhance the quality and variety of downtown urban life." The Northern California, AIA, has endorsed the project.

Housing starts in West continue to rise—

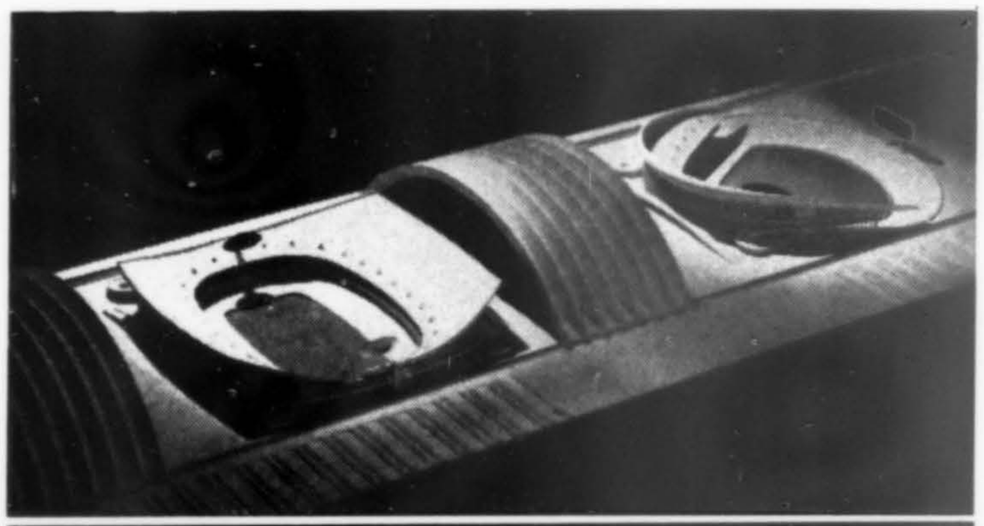
Housing starts in the West have started to rise, while other regions throughout the country continue to show decreases. In San Francisco alone housing sales are up nearly 34% over recent months. Bay Area financial leaders also report plenty of money is now available for home financing, and continue to forecast a boom in home building during the late months of the year and into 1968. However, both bankers and financial institutions are concerned that "built in costs" of land, labor and materials may make it impossible for home builders to provide lower cost housing. Santa Barbara County, in southern California, has the lowest inventory of unsold single homes since the 1950s. Builders in the Pacific Northwest are anticipating 1967 home startes equal to or better than 1966. Seattle reported an increase of 39% in building permits for the first quarter. Remodeling also is up substantially in the 13 Western states which now account for 31% of all remodeling in the nation.

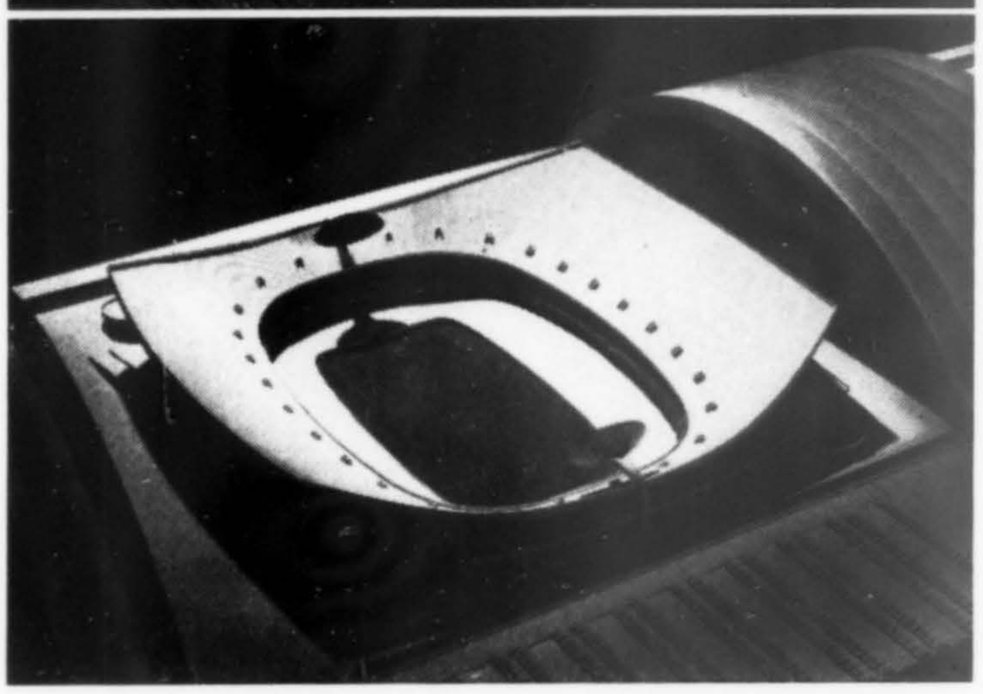
$40 million apartment-marina for Seattle suburbs—



A projected 1700-family marina-apartment development has been planned for Yarrow Bay, near Houghton, Washington, on Lake Washington, 11 minutes from downtown Seattle. The 80-acre site has been divided into three major areas: residential section with 13- and 30-story high rise structures; the commercial marina; the commercial area to include shopping center, professional buildings and office buildings. Total cost is expected to be in excess of $40 million (first phase, $10.7 million). The project has been planned by Sully-Kublicki, AIA, Associates, Inc., Beverly Hills, California, for The Austin Company.

Traveling roof for two-stadium complex—





Denver architect, Charles Deaton, has planned a new roof system in his design of Kansas City's projected two-stadium complex. An electrically powered roof will be moved on tracks to cover the football stadium or the baseball stadium. The traveling roof can also be parked between the two stadiums to shelter an exhibition area of nearly 14 acres. The arching roof, of steel and translucent fiberglass, will span 800 feet and rise 250 feet. Designed in two sections, the roof can be made to part in the center to throw sunlight on the field and yet shelter the stands. Architect Deaton is associated on the project with Kivett and Myers, architects-engineers of Kansas City. The estimated cost of the proposed facility is $43 million.

Criteria for school board candidates—

In a brief, but forceful, policy statement, the Southern California Chapter, American Institute of Architects, has established its criteria for judging candidates for membership on the board of the Los Angeles Unified School District. They defined a school building as "a source of inspiration, devoid of racial and ethnic injustice if it is to adequately meet the needs of today's children and tomorrow's society" and set forth a four-point criteria for candidates: (1) a forward-looking, creative attitude toward education; (2) awareness of the importance of the school, as an environment; (3) sensitivity to the community needs which a school can fulfill and (4) an understanding of the role of education in the development of our society.

Three-car garages next—

A recent survey by the Owens-Corning Fiberglas Company reports that more than one-third of California home owners are thinking in terms of a three-car garage for their next home.

Rehabilitation plans proposed by U.S. Gypsum—

United States Gypsum Company has indicated interest in adapting their New York Harlem rehabilitation plan to an area of San Francisco's Western Addition development. The project involves renovating and remodeling rather than demolishing for high-rise, high-rent units. The Harlem plan successfully rehabilitated slum areas into housing units which were sold at cost to non-profit organizations.

BART still plagued by delays, financing—

The original Bay Area Rapid Transit schedule which said that over four-fifths of the system would be completed and open to traffic by January 1, 1969, has had several setbacks. In 1962, when voters approved a $792 million bond issue to construct the system, the 1969 target date was predicted. The present outlook: by September 1969 about 18 miles of trackage (Oakland to Hayward) will be in service. Most of the system, however, will not enter service until the fall of 1970. George MacDonald, BART public relations chief, blames the delay on a taxpayer's suit, changes demanded by cities, high bids for the Oakland subway package and redesign of tracks through Berkeley. Re-designing the Oakland subway to attract lower bids resulted in a one year delay; placing most of the Berkeley line in subway instead of elevated structures brought another 18 month delay. The taxpayers' suit (challenging the project and settled in BART's favor) delayed the program another seven months.

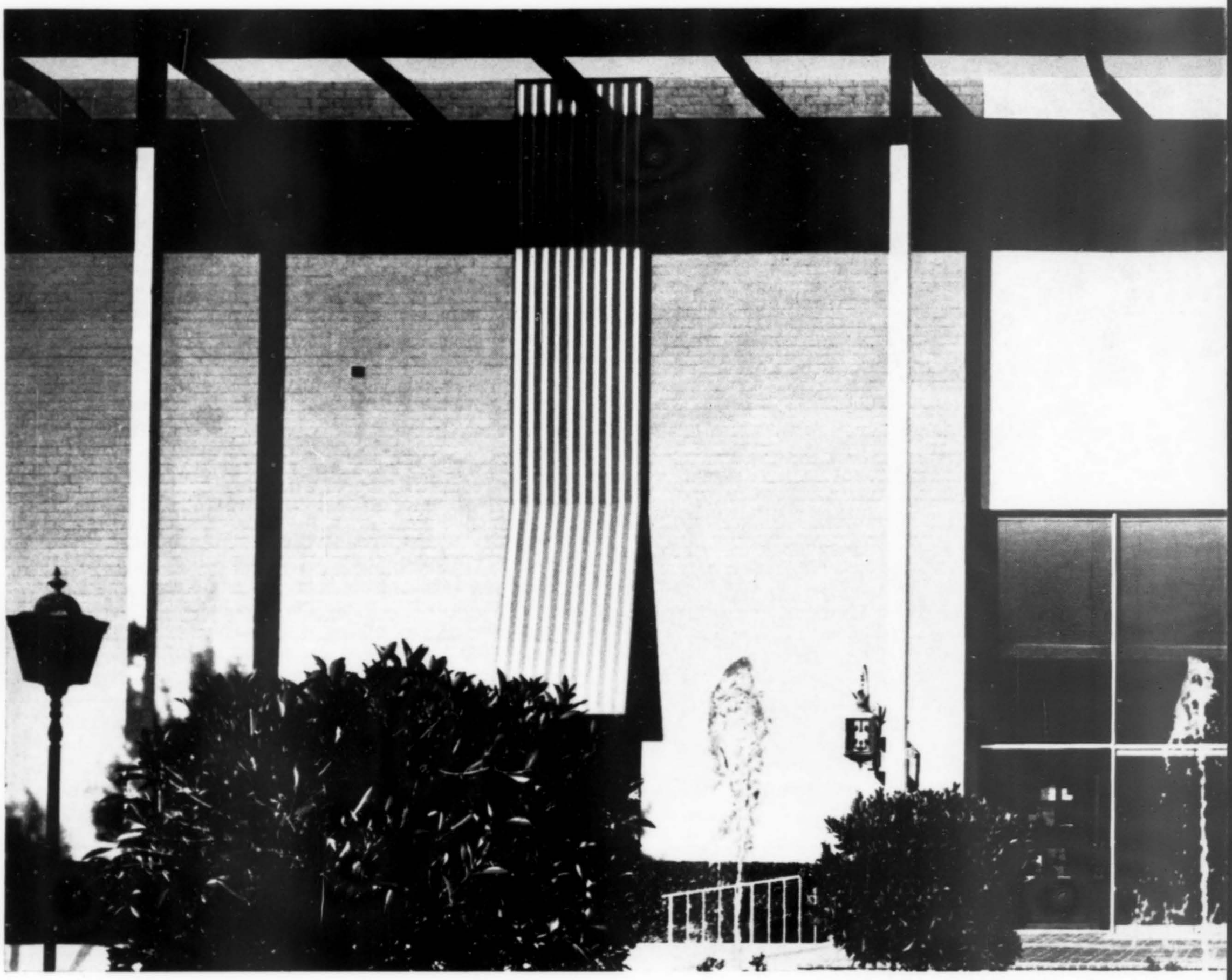
Other difficulties have arisen from financing problems. The transbay tube, estimated in 1962 to cost $133 million, now has a tag of $180 million. The basic system has risen to $942 million. Funds are being sought from the federal government ($26 million), another $65 million could be realized from a Senate bill raising the Bay Bridge toll 10 cents and some $655 million could be received from an Assembly bill calling for a one-half percent increase of in lieu taxes on autos. Failing receipt of these funds, BART may have to call a special election in 1969 to help make up a $112 million deficit in the funds needed to provide 77 miles of transit lines. The election would be a last resort for securing funds.

Chain of parks for Los Angeles—

The Los Angeles Recreation and Park Commission has appropriated $75,000 to develop a "chain of parks" along Water and Power Department right of ways. Lawns, benches and play areas will be installed beneath power lines in various locations throughout the city. The 15 to 25 acres to be developed have not been selected.

Riverfront development planned for Spokane—

The City of Spokane, Washington has undertaken a Spokane Riverfront Development Study to plan the improvement and beautification of the riverfront throughout the city. A team of architects, landscape architects and engineers, to be known as the Spokane Riverfront Planners, have been named by the City Planning Commission. Paul Thiry, FAIA, Seattle architect, will serve as critic. On the team are architects Funk, Murray & Johnson; Aylor-Mauser; Musgrove & Marshall; engineers Esvelt & Saxton; landscape architects Richard Haag & Associates and Robert Woerner. Offices for the new study team are at West 425 Fifth Avenue in Spokane.



Lower total annual cost in All-Electric buildings?

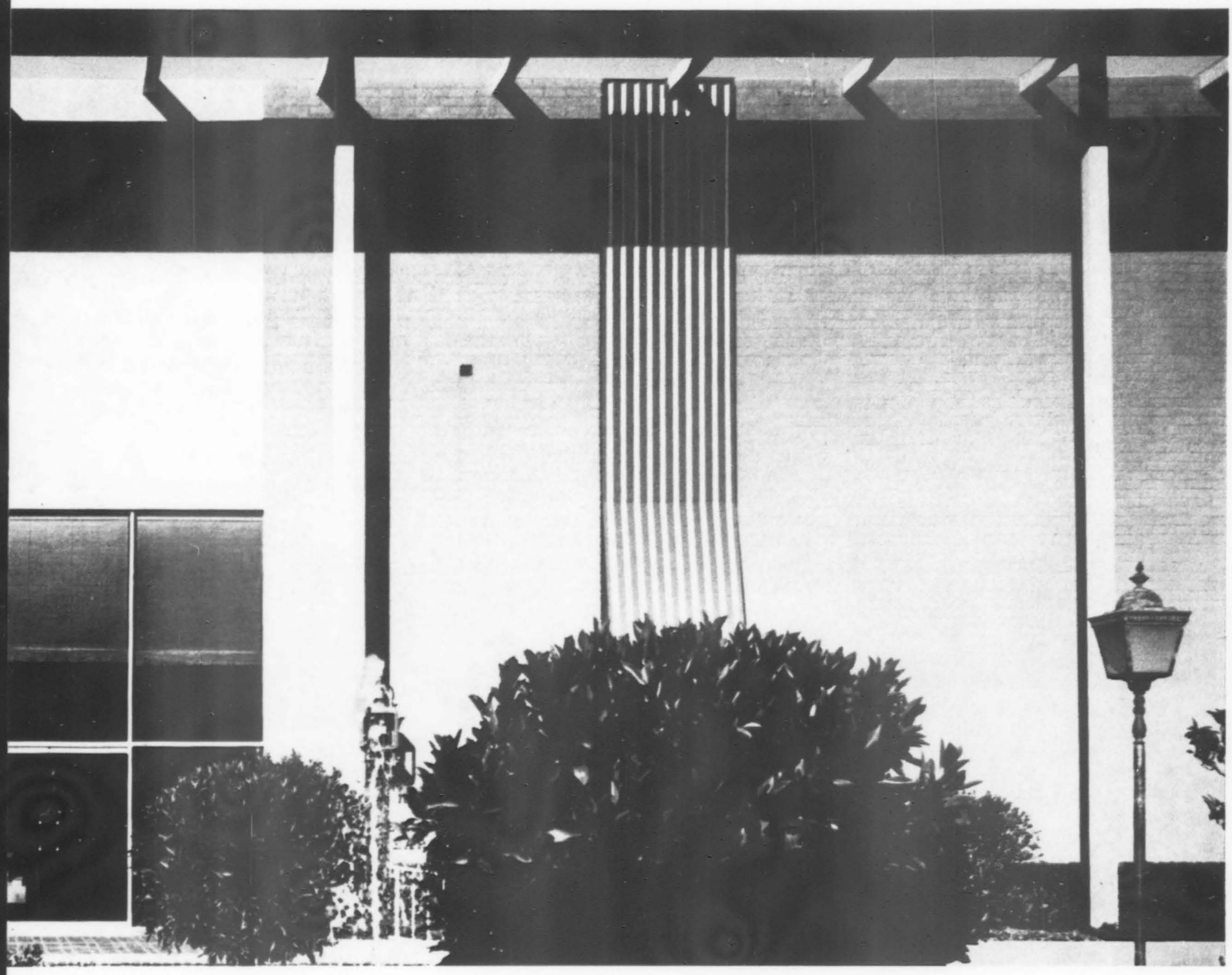
Ask Buffums'...

Buffums' Palos Verdes is the fourth All-Electric department store in the Buffums' chain. It's another example of the remarkable economy of the All-Electric building concept.

By going All-Electric, Buffums' was able to make more efficient use of their money in several ways.

The lower first cost of electric heating and air conditioning equipment accounted for big initial savings. Because electric air conditioning is 30% to 50% less, Buffums' greatly reduced costs on that one item alone. Electric heating eliminated the need for boilers, stacks, vents, flues and the space required to house them. Just the savings in piping materials and installation was considerable. Space saving was another factor. In this case, it was the equivalent of a complete shoe department.

Buffums' lighting was designed in accordance with the nationally recognized standards of the Illuminating Engineers Society. It not only lights without glare and highlights Buffums' quality merchandise but, most importantly, is the princi-



pal source of heat for the entire store.

Flameless, quick-recovery, water heating serves Buffums' beauty shop and washroom areas.

Another important benefit of the All-Electric concept is the architectural freedom of design. All-Electric systems are flexible, and can be incorporated in a great variety of building designs, rather than forcing the architect to design the building around traditional systems.

The All-Electric Building Award for Buffums' Palos Verdes testifies that this building has met recognized engineering standards for lighting, heating, and air conditioning.

Buffums', like so many other companies, has found that lower first cost, lower maintenance expense and competitive operating costs add up to lower total annual cost in All-Electric buildings. We can give you all the money-ahead facts and figures on All-Electric building, including hundreds of case histories. Write Marketing Engineering, P.O. Box 62, Terminal Annex, Los Angeles 90051.

BUFFUMS' PALOS VERDES

Architect: Killingsworth, Brady and Associate, A. I. A.

BUILDING PROFILE

GENERAL DESCRIPTION
- Two-story building
- 43,000 square feet department store
- Reinforced brick masonry construction

ELECTRIC LOAD
- Connected Lighting and Miscellaneous Load—600 KW
- Electric Air Conditioning (125 Tons—3 Units)—160 KW
- Electric Supplementary Heating--92 KW
- Electric Water Heating—40 KW

INSTALLED COSTS
- Air Conditioning System—$1.25 sq. ft.
- Electrical System—$1.90 sq. ft.

OPERATING COSTS
- Total Electrical Operating Cost for a Six Day Schedule—$.38 per sq. ft. per year

SPACE CONDITIONING
- Direct expansion, refrigerated, air cooled cooling system. Heat supplied by lights supplemented by electric heating coils as needed.

Southern California Edison SCE

New firms, associations, office changes

☐ Frank C. Allen and George A. McMath, Portland, announce the continuation of the practice of the architectural firm of Stewart, Allen & McMath, with a new partner, William J. Hawkins III, following the retirement of Donald J. Stewart, FAIA. The firm name has been changed to Allen, McMath & Hawkins, Architects. Offices will continue at the present location, 219 S.W. Stark St.

☐ Rodney S. Davis, a former partner in the Denver firm of Fisher & Davis, has formed Rodney S. Davis & Associates for the practice of architecture with offices in the Ideal Cement Building, 821 - 17th St., Denver.

Hoedemaker, Lie, Messer

☐ Naramore, Bain, Brady & Johanson, Seattle architectural firm, have made eleven major appointments. Senior associates are David C. Hoedemaker, Gunnar R. Lie and Robert E. Messer. Appointed associates are James W. Evans, James O. Jonassen, Alvin S. Marsden, Don E. Martin, William A. Ritzenthaler, Theodorus Ruys, James J. Sanders and Frank M. Smith, Jr.

☐ Orval Graham of the architectural firm of Graham, Scowcroft, Hansen & Ottem, Billings, Montana, has formed a partnership with Willard D. Johnson, of the firm of Willard Johnson & Associates, Billings. William J. Ottem of the former company has also joined the new firm, which will be known as Johnson-Graham & Associates, with offices at 1739 Grand Avenue, Billings.

☐ Architect Geoffrey W. Fairfax announces the opening of his office for the practice of architecture and planning at 1210 Ward Avenue, Honolulu, Hawaii.

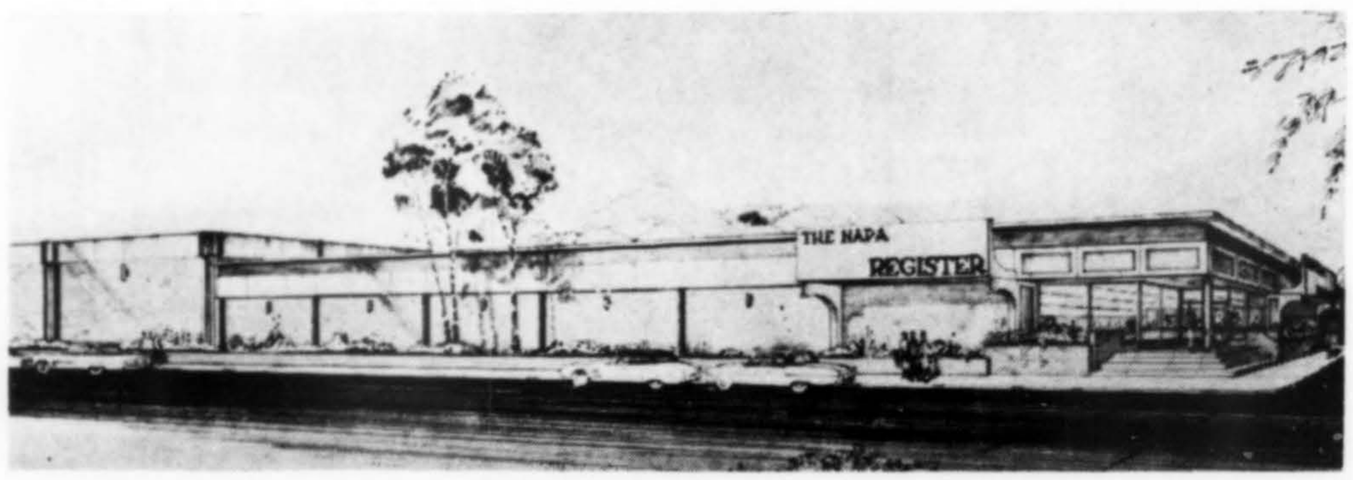
☐ Norman R. Nichols, Peter H. Ostrander, William Melbury Smith, Jr., announce the opening of an office for the practice of architecture, engineering and planning. The firm name will be Nichols, Ostrander & Smith, with offices at 631 South Eremland Drive, Covina, California.

☐ With the association of Lee Tracy and Richard P. Frick, Clinton Marr, AIA, Architect, Riverside, California, announces a change in firm name to Clinton Marr & Associates, Architecture & Planning. Tracy has been with the firm since 1956 and Frick, since 1960.

☐ A new branch office for Frankfurter, Parr & Sparrow has been established in the 400 Building, Bellevue, Washington, as the result of the recent merger of G. T. Sparrow & Associates, civil engineer; Frankfurter & Associates, consulting engineer, and Rodney G. Parr & Associates, architects.

☐ Nixon - Brown - Brokaw - Bowen, Architects, has been established at 1121 Broadway, Boulder, Colorado. The former firm of Nixon & Jones, Architects, has been dissolved. Principals in the new organization are Thomas E. Nixon, Richard M. Brown, John C. Brokaw and Bill B. Bowen.

☐ Edwin R. Gamon announces the opening of offices for the practice of architecture, site planning and community development, at 2350-A S.W. Spokane St., Seattle. He was formerly staff architect for the H. W. Blackstock Lumber Company, a component home manufacturer.



Newspaper plant, Napa, California, is now under construction. The concrete and cavity brick wall project is being built at an approximate cost of $300,000 (20,000 sq. ft.). Architect: Tristan P. Smith.

New associates with Cushing/Terrell Associates, Billings, Montana are, left to right: James A. Orr, in charge of electrical engineering; James H. LeBar, architect, and R. Wayne Berry, heading up the mechanical engineering department.

☐ Denver architect James Terrill Ream has joined John Carl Warnecke & Associates, San Francisco, as chief of design. He was formerly a partner in the firm of Ream, Quinn & Associates, 225 Emerson St., Denver.

☐ The firm of Corbett/Dehnert, architects, Lander and Jackson, Wyoming, announce the association of Kenneth P. Richardson, architect, in their Lander office.

☐ As of June 1, Roger Lee Associates, Berkeley, have changed the corporate name to Lee and Roberson, Architects, Planners and Urban Designers. Offices are at 633 Battery Street, San Francisco.

☐ M. C. (Chet) Lewis, formerly with Charles Luckman & Associates, has been named an associate in the Los Angeles firm of Tendas & Garfield, architects.

☐ Elvin Baylis, who has been a member of the firm four years, has been named an associate of Jack Woodman & Associates, Bellevue, Washington.

☐ Dale C. Stone, who has been in private practice in San Francisco, has joined Jack A. Benroya Co., Seattle, as architect-planner. Arnie Yager, who has been with the Seattle architectural firm of Decker, Kolb and Stanfield, has also joined the company's architectural and planning department.

☐ William M. Schoenfeld has been appointed director of consulting services for Charles Luckman Associates, Los Angeles. In addition to his present assignment as executive architect, he will be responsible for the administration, selection and general evaluation of all consulting services utilized by CLA.

Appointments and elections

☐ Sidney W. Little, FAIA, Tucson, Arizona, has been elected director of the Western Mountain Region, AIA, succeeding James M. Hunter, FAIA, Boulder, Colorado.

☐ Welton Becket, Los Angeles, has been reelected for the third time to the board of consultants of the Eno Foundation for Highway Traffic Control, Inc., a three-year term.

☐ Lawrence Halprin, San Francisco landscape architect and environmental planner, has been named a trustee of Urban America, Inc.,

☐ Elected in May, incoming officers for the Southern California Chapter, Society of American Registered Architects, are:

John Nyberg, Pasadena, *president*

Charles Wetherbee, Los Angeles; Ralph Vaughn, Los Angeles, and Kinne Downs, Redondo Beach, *vice presidents*

Dwight Chenault, Los Angeles, *secretary-recorder*

Gene Miles, Arcadia, *treasurer*

Samuel E. Hart, Allen Mock, Frank Katayama, Los Angeles; Martin Fuller, Hawthorne, and Arthur Minasian, Encino, *directors.*

☐ Architect Gerald W. Deines, Casper, Wyoming, has been appointed a member of the Casper Community Beautification Commission.

☐ Duane Dorsey, who has been associated with a Las Cruces, New Mexico architectural firm the past three years, has been named architectural consultant at New Mexico State University where he will coordinate building design and long-range planning.

☐ James R. Jarrett, a member of the faculty at the University of New Mexico, has been appointed head of the department of arts and architecture at the University of Idaho, Moscow, succeeding Ted Prichard, FAIA, who retired in June.

☐ Dean L. Gustavson, Salt Lake City architect, has been named second vice president of the National Council of Architectural Registration Boards.

☐ Architect Ernest Cannon, Berkeley, has been named president of the newly organized East Bay-Oakland chapter of the Construction Specifications Institute. Also serving as an officer will be architect Michio Katsura, Oakland, treasurer.

☐ Architect Norman G. Aehle, Seattle, has been named president of the Puget Sound Chapter, Construction Specifications Institute, succeeding architect Edward Mahlum. Other architect-officers are: Seth Jackson, first vice president and Robert Hooper, second vice-president.

News notes

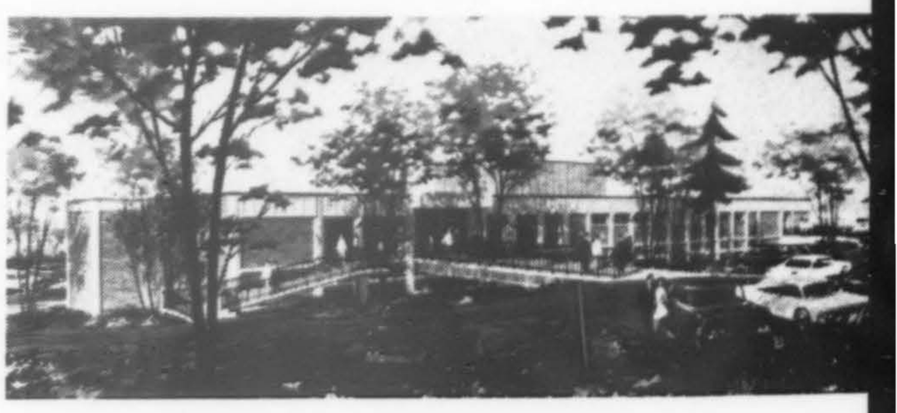
☐ Victor Steinbrueck, FAIA, Seattle, has been cited as one of six winners of Holiday Magazine's first annual Awards for a Beautiful America. The citation read "for serving his city well by agitating for the preservation of historic structures and valid urban amenities, as well as for the creation of distinguished contemporary architectural examples." Only other Western citation went to the city of Berkeley, California.

☐ Robert Wayne Hawley, Berkeley architect, has won the $8,000 architectural competition to design a new San Francisco fire house. He will receive $2,000 plus the design contract. Other winners were DeBrer, Bell, Haglund & Associates, James M. O'Neal with James C. Burleigh, Thomas R. Aidala, and W. L. Weber.

☐ A four-member design and planning committee has been created to advise the San Francisco office of the U. S. Department of Housing and Urban Development. Members are: architect Donald L. Hardison, Richmond; planner Sidney H. Williams, San Francisco; landscape architect Robert N. Royston, San Francisco, and civil engineer Leo W. Ruth, Jr., San Jose.

☐ Alfred E. Lauber, Portland architect and landscape architect, on June 5 moved to New York City where he became Camp Planner-Architect for the National Council of Girl Scouts, U.S.A. The new assignment includes direct design and consultation with local architects on all camp facilities of the Girl Scouts, throughout the nation. He has practiced in Portland for the past six years.

☐ Phillip L. Jacobson, Seattle architect, has been named 1967 Outstanding Alumnus of Sigma Tau honorary fraternity at Washington State University, Pullman. The award is given every two years to an alumnus from any of the departments of engineering or architecture. He is a member of the firm of Young, Richardson &



Group Health Cooperative, Renton, Washington, is a two-level reinforced concrete building, sited in a woodsy setting with a view of the valley below. Financed by a Hill-Burton grant, cost is approximately $1,000,000. Architect: George Bolotin.

Carleton, Architects & Engineers, Seattle.

☐ John Carl Warnecke & Associates, San Francisco, were cited by the Northern California Ready Mixed Concrete & Materials and the Rock, Sand & Gravel Producers associations for "artistic and engineering excellence" in the firm's design of the main library at the Santa Cruz campus of the University of California.

☐ The office address for Goodwin B. Steinberg, Architect, was erroneously changed in the January issue of A/W. Offices are still located at 90 East Gish Road, San Jose, California.

☐ Victor Gruen International has announced the opening of an European office in Vienna.

☐ Milton Latham, 84, architect, died May 11 at Vallejo after a long illness. A graduate of MIT, he was the youngest architect in California when he established offices in San Francisco in 1906. He designed many of Northern California's best known buildings and homes.

☐ R. Bruce Hopkins, Seattle architect, died May 9, in that city. A graduate of the University of Washington, he had been a resident of Seattle since 1925, and a member of the firm of Bindon & Wright the past 10 years.

☐ George G. Symes, 82, retired architect, Denver, died April 13. A graduate of Yale University, he was associated with H. Van Buren Magonigle, New York City, on design of the World War I Memorial in New Britain, Connecticut, and the Liberty Memorial in Kansas City, Missouri.

☐ Karl O. Sonneman, 67, a retired architect who was in charge of remodeling the White House during the Truman administration, died March 7 in Scottsdale, Arizona, where he had lived since 1964.

AIA IN NEW YORK

Durham

ROBERT L. DURHAM, FAIA
President

IF WE ARE able to exert the leadership to which we aspire, I urge a new quality of liaison with the public from the smallest village to the capital of our country. We have given much attention to liaison with the Federal government. We must now give equal attention to the state and local level down to the small school board. I espouse the concept stated by Past President Odell that where the American flag flies over a building, whether it be a federal post office or a one-room schoolhouse, the architecture of the building should stand as a symbol of quality in a democratic society.

McLuhan

DR. MARSHALL McLUHAN
Director
Center for Culture and Technology
University of Toronto

OUR CHILDREN are born into a total electric environment of information only to find themselves inserted into a very different kind of environment at school. . . . Quite naturally, the educational establishment represents a blueprint of classified information and fragmented times which were designed to instruct by imprinting data and disciplines upon the growing child. That is to say that the educational establishment is a faithful reflex of visual culture. In recent decades the establishment has become enveloped in a new information environment that causes a kind of reversal within. *The new need is to direct the educational enterprise toward discovery rather than instruction. As the environment becomes richer in information than the classroom, the student's genuine role becomes diverted toward involvement and discovery rather than in the acquisition of classified data* (our italics). A similar reversal takes place in the business world. As the information environment gets richer and richer, jobholding yields to role-playing. A role tends to be created when several jobs converge. An artist has a role rather than a job, because he must use all of his faculties at once. In the older fragmented and mechanized world of specialisms we tended to use only a part of our faculties at any one time. This was called "work." When, like the artist, we use all our faculties at once, we are recognized to be playing, and are at leisure. The electronic information environment tends to create this new configuration of leisure via total involvement. In point of fact, leisure is a space-time dimension which must be shaped and created by the individual user. Such leisure is not a goal but a kind of total field of relations. It is nothing less than social communication.

Lindsay

JOHN V. LINDSAY
Mayor, New York City

THE SUCCESS of design in our cities is not dependent upon government alone. Much depends upon the design professions.

I think that architects should understand the way cities work in the same way they understand the functions of individual buildings. The services we will be asking of you are wider in scope, larger in scale. More and more frequently, you will be called upon to design in partnership with government, civic groups, and private enterprise.

Planning and urban design may require long preliminary periods of development, during which a program is drawn up through a series of meetings with community groups. The design professional thus becomes something of a mediator between the requirements and limitations of government programs, and the usually forceful recommendations of the people who live in a design area.

Taylor

DR. HAROLD TAYLOR
Educator, Author

EDUCATION is not designed to nourish the sensibility, to create the capacity for joy, for openness of life, the capacity for intuitive judgment, the delight of thinking and reasoning, looking and listening. Education is for plugging in the child to the information circuits of the academy in order that he may possess the information and the skills needed to staff the manpower charts—for executives, scientists, technologists, soldiers, lawyers, architects and whatever else. That is why the arts are considered to be unnecessary, a frill, something you do after the serious business of life is over and done with, its obligations discharged.

The stuff of liberal education: These are the forms of experience out of which new ideas are likely to grow. What has been recommended in the proposal (*insert by us—how do you explain?*—for the training of young architects) is what the present generation of college students are already rebelling against—an education which is prescribed and uniform, which lacks the tang of reality or relevance in relation to the interests and concerns of the modern world. I should think that we want our new architects to recognize the qualities and character of the world as it exists, and that rather than making a curriculum to produce professionals capable of taking jobs presently offered, we should be designing a program to develop professionals who are capable of giving leadership to architecture and society.

Luckman

CHARLES LUCKMAN, FAIA

WHAT WE DESPERATELY need to do today is to embrace the concept of "creative cost control." I use the word "creative" in connection with cost control because we should make the budget work for us, not against us. It is easy to be creative without a budget; it is infinitely more difficult, but equally rewarding, to be creative within the budget.

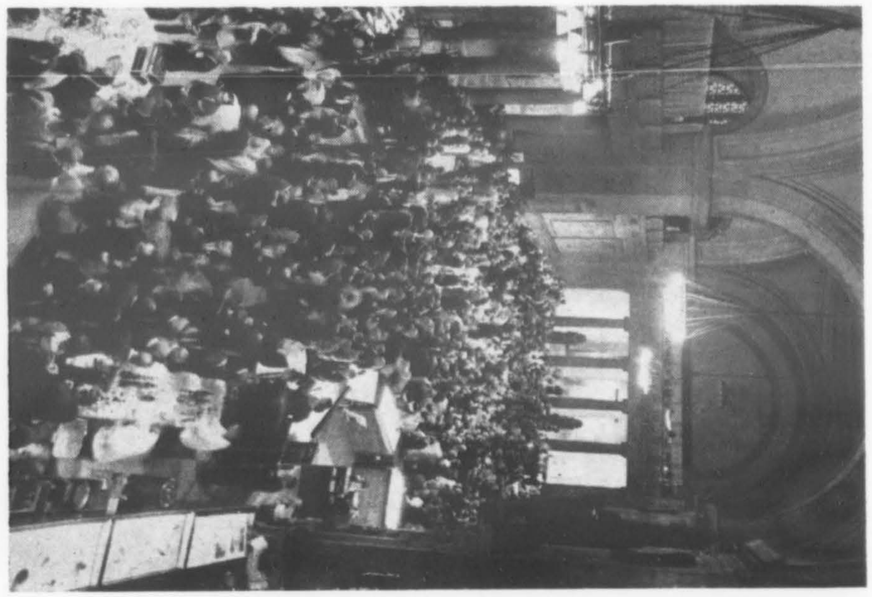
Once the creative concept is achieved within the framework of the budget, all the development work thereafter must be "controlled" as to cost. It is not our responsibility to determine policy, but it is our responsibility to give the client accurate cost information on which he can base policy determination. The client is entitled to make his decision based on fact, not fancy—either his, or our own***

The fee system which is based on a percentage of the cost of construction is archaic, impractical and immoral.****

WE LIVE IN AGGREGATES OF MILLIONS OF PEOPLE, psychosocial hives in which life is statistical and efficient. When people live in groups of millions, individuals mean less and less and organizations more and more. Social aims are abstracted and filtered through bureaucracy. Social contacts center, for the most part, around the exchange of money, the typing of memos, the sharing of subway cars and movie theaters. In this way people are isolated from each other, both because they live in groups so large that most of the people they see each day they have never seen before and will never see again, and because the technology that shapes their lives demands increasing specialization so that social intercourse is based upon ever-shrinking points of contact. And in a society so atomistic, social tradition cannot exist. Social tradition creates and demands relative small, warmly knit human groups. It creates and demands a rigid, simple mode of existence utterly incompatible with the complexity of industrial living.

—Dr. Marshall McLuhan

President's Reception / Metropolitan Museum of Art



MAY 15-18, 1967
In attendance:
1738 Corporate Members
4627 total registration

99th Annual Convention


ROGERS/NAGEL/LANGHART/architects

Where the architects hang their hats . . .

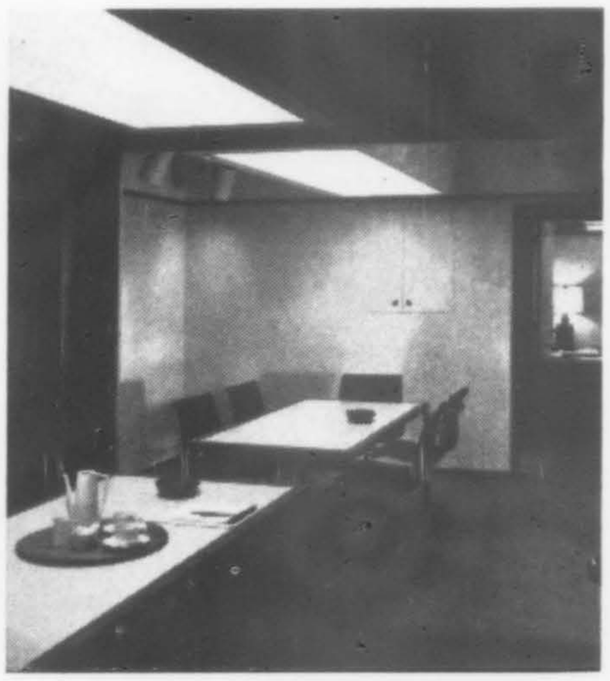
ROGERS/NAGEL/LANGHART/architects **DENVER, COLORADO**

THE FIRM of Rogers/Nagel/Langhart/architects was organized in 1966 as a result of the merger of the firms of Rogers/Nagel/architects and Langhart/McGuire/Barngrover/architects. A staff of 17 numbers nine licensed architects, an interior designer, engineers and office personnel.

The new office is the major portion of the second floor of an older building in downtown Denver. While urban in its location, a private entry and elevator allow the visitor and staff a separate environment. The firm's work is varied, ranging from school and church projects to public buildings.

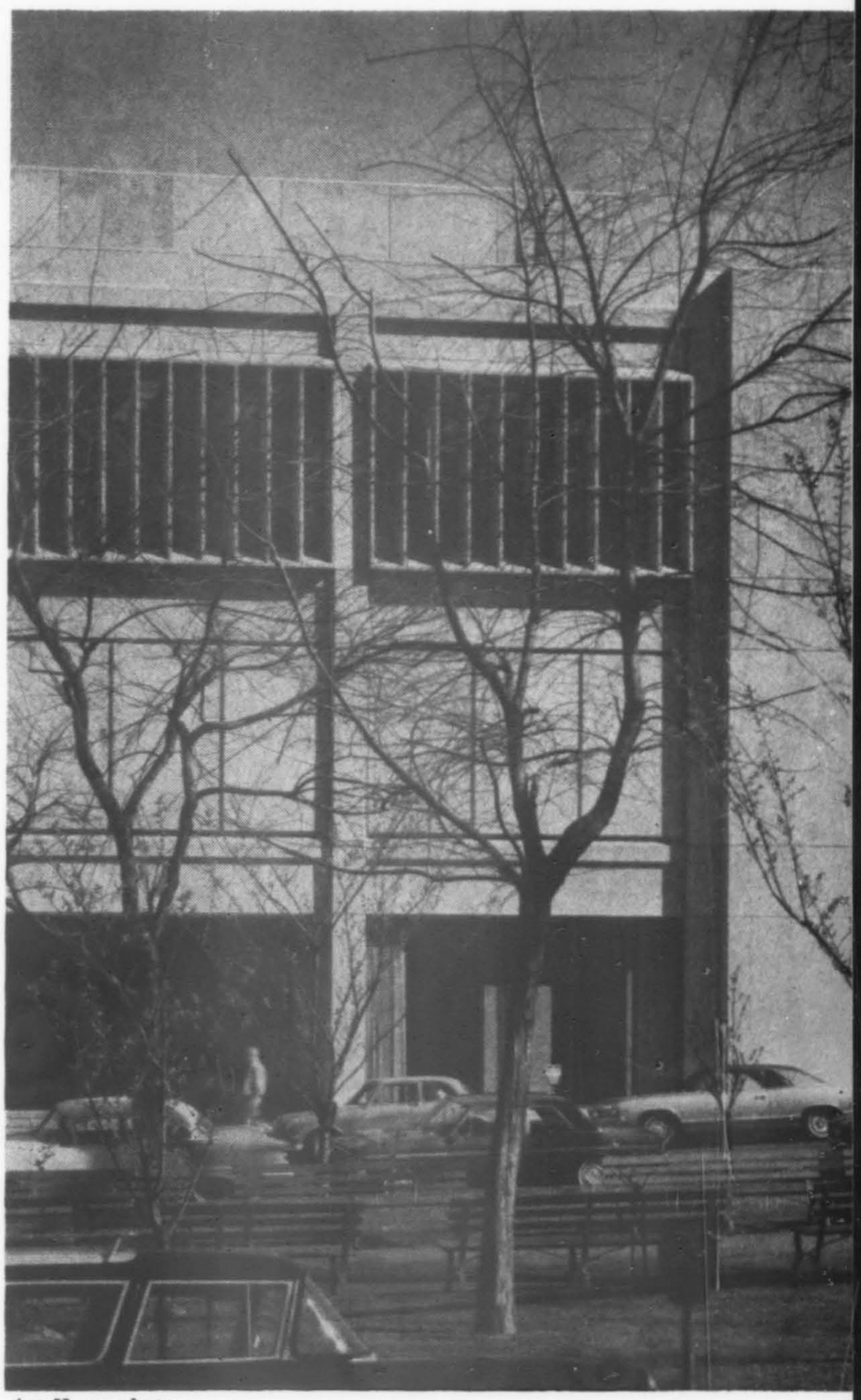
Partners in the firm are John B. Rogers who earned a B.S. in architectural engineering at Kansas State College (1947) and a B.A. at the University of Texas (1951); Jerome K. Nagel, Yale University graduate, B.A. 1949; Victor D. Langhart, graduate Summa Cum Laude from Catholic University of America (1950). Glenn C. Barngrover is an associate partner, B.S., Kansas State University (1944) and M.A., University of Illinois (1949), and is, in addition, a registered professional engineer (1965).

Gary Merideth, interior designer, is an associate (University of Colorado, 1959), as is Kennon Stewart, mechanical engineer (U.S. Military Academy, 1954); John M. Elmore, architect (B.A., University of California, 1961), and James E. Millensifer, architect (B.A., University of Colorado, 1959).



Headquarters
building
for the
OREGON
HISTORICAL
SOCIETY
providing
museum, library,
office and storage

Site planning
includes two
courtyards and
a pedestrian way
off the Park Blocks
in downtown Portland



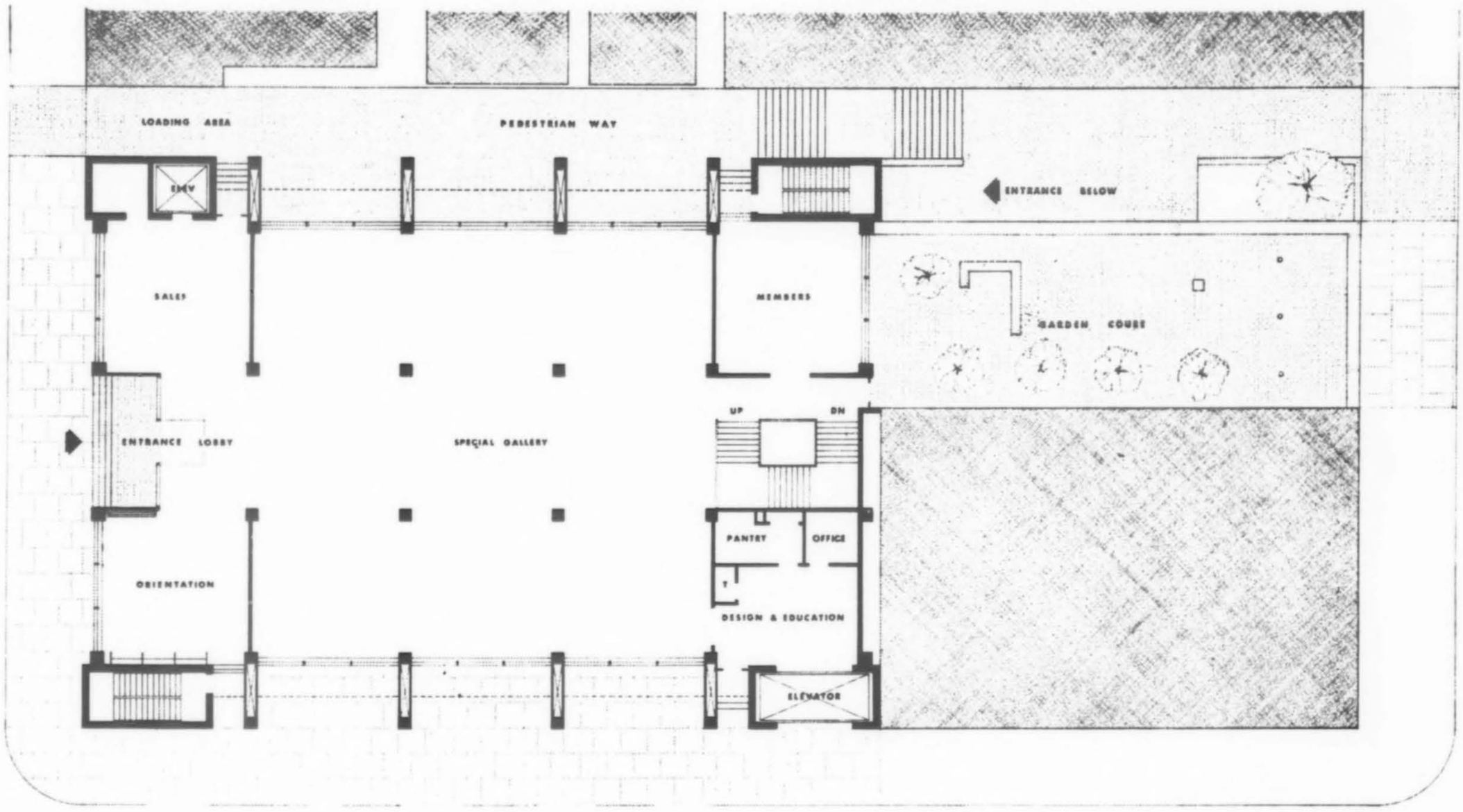
Art Hupy photos

WOLFF-ZIMMER-GUNSUL-FRASCA
Architects

PIETRO BELLUSCHI
Consulting Architect

HOFFMAN CONSTRUCTION COMPANY
General Contractor

Program requirements called for a changing gallery, a permanent gallery with complete light control, library and offices, special purpose rooms with pleasant outlooks. Interiors are rich but quiet with floors of teak parquet and carpet, plaster, and fabric walls, custom-crafted furnishings in fumed oak and selected fabrics. Furnishings, graphics, and the exhibition layout were done by the architects with their customary thoroughness in carrying out a complete design service.



Headquarters

OREGON HISTORICAL SOCIETY

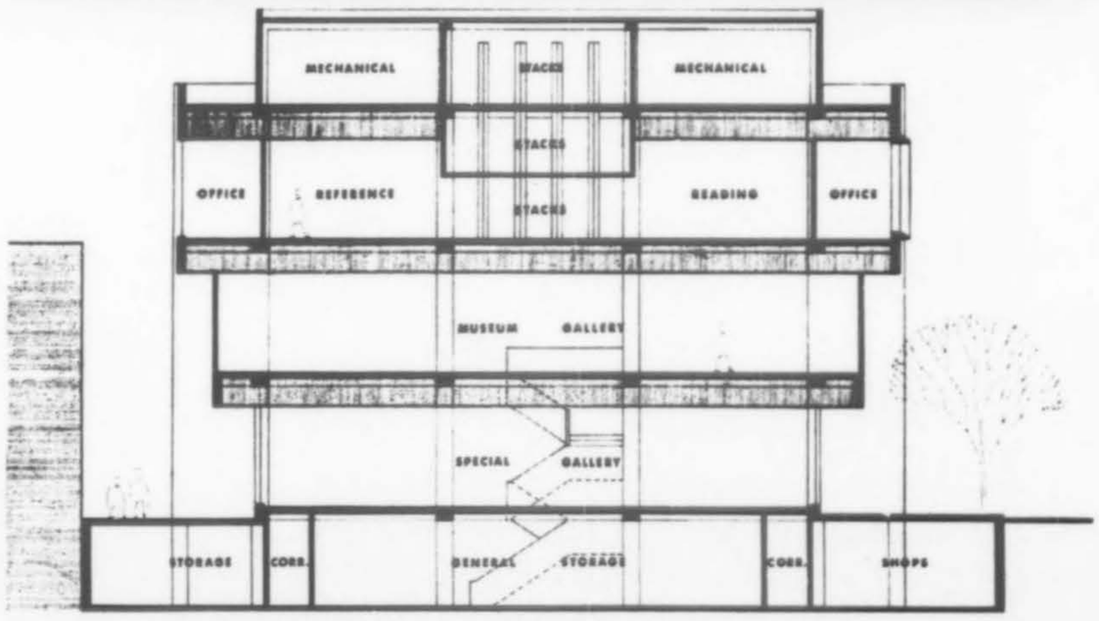
THE HEADQUARTERS Building orients both to the Park Blocks and to downtown Portland. Public lobbies at the street level open the interior to reveal the changing galleries. In its dignified massing, the building creates the image of a special place with identification for the general public and harmonious with the fabric of the city in this particular area. The structure is of reinforced concrete beam and flat slab, with finished precast MoSai concrete forms for stair towers, infill panels and window units. Service elements (stairs, elevators, mechanical safts) are kept to the exterior corners so as to leave the majority of the interior space open and flexible.

WOLFF - ZIMMER - GUNSUL - FRASCA, Architects

Stanley V. Carlson, Structural Engineer

Thomas E. Taylor, Mechanical Engineer

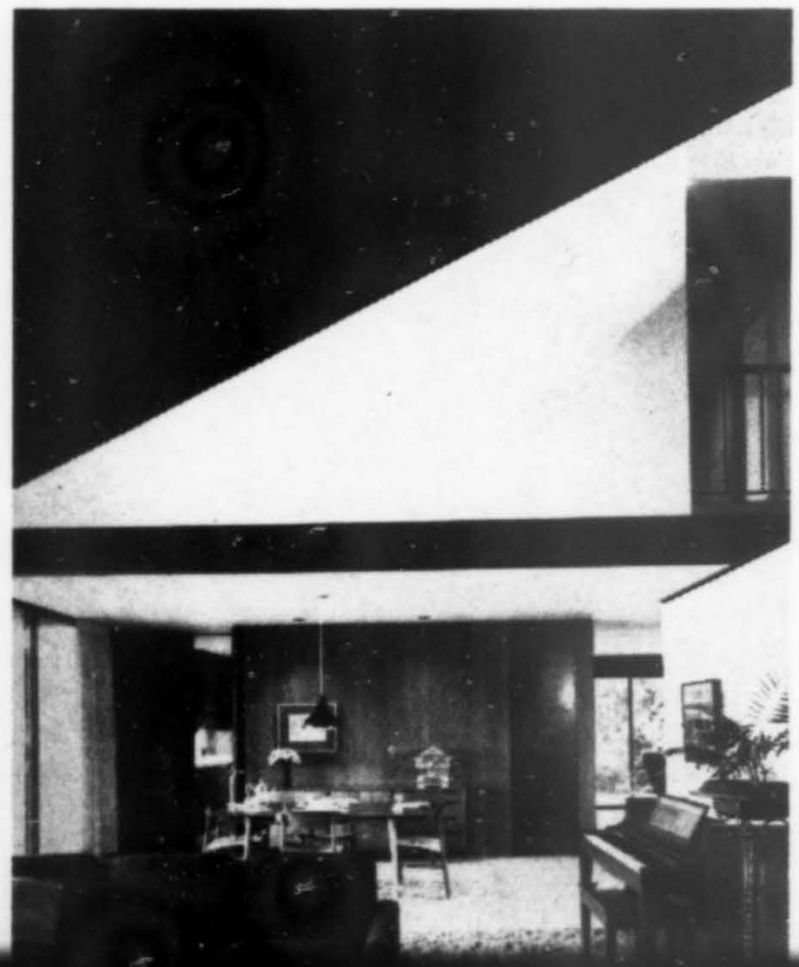
Grant Kelley & Associates, Electrical Engineer

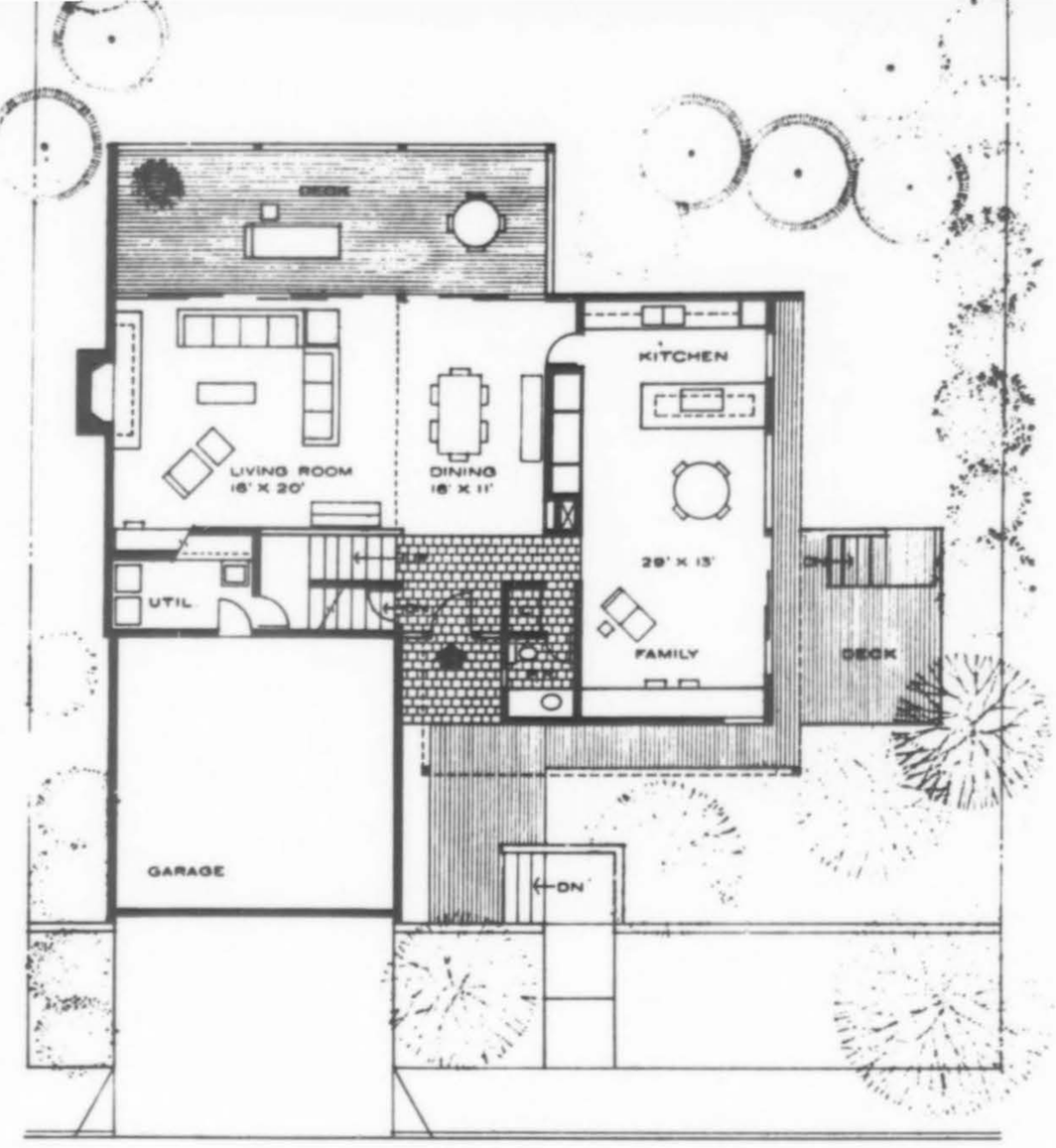


ARCHITECT'S OWN HOUSE
IN THE CITY | WEST LOS ANGELES

LEROY B. MILLER

Owner, Architect, General Contractor





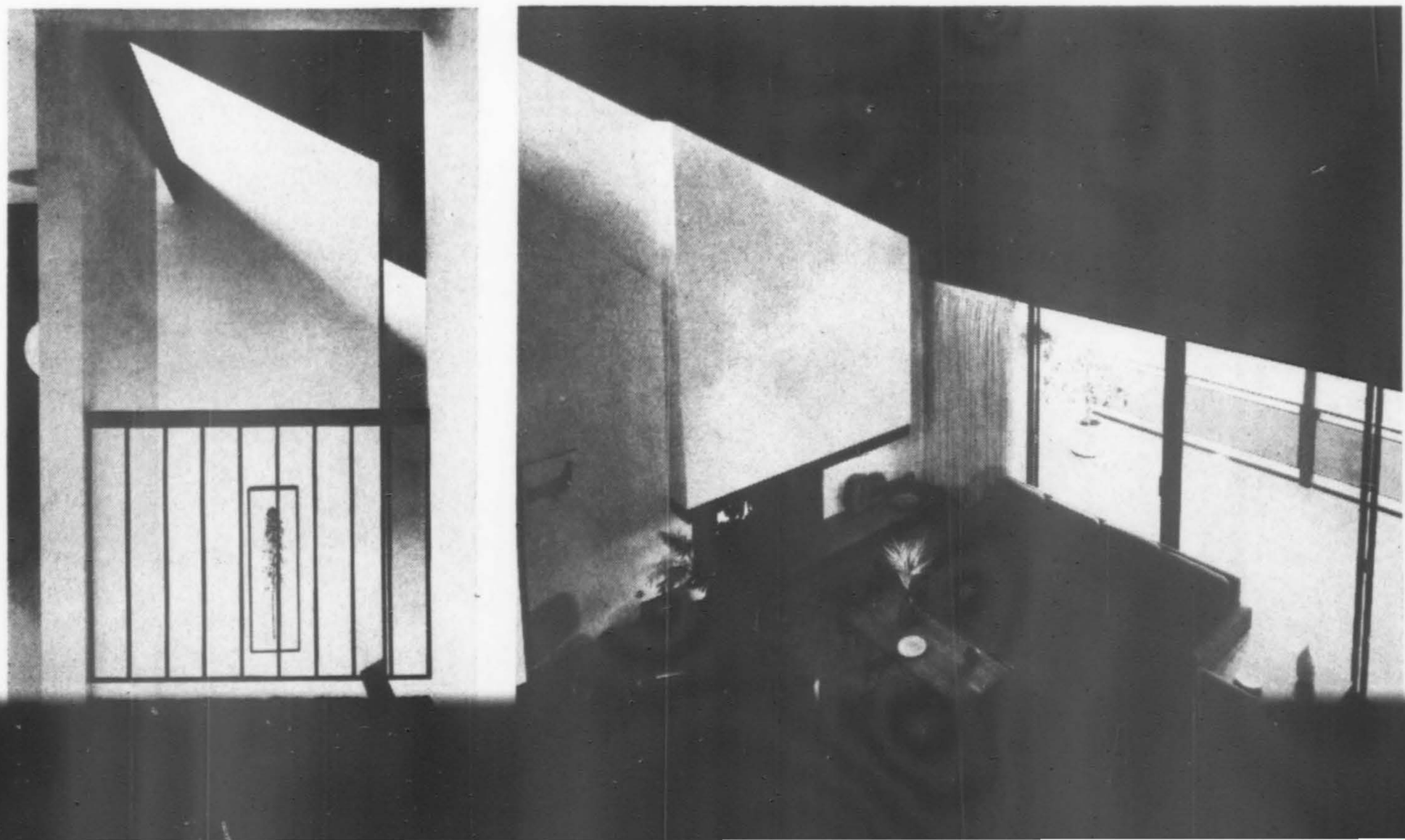
ARCHITECT'S STATEMENT:

THE SITE, approximately 70 feet in width and 100 to 140 feet in depth, was formerly occupied by a portion of a large house which had been completely destroyed by fire. No additional grading other than fine grading was done in connection with the new house. Fortunately a number of mature trees had survived the fire, all of which were preserved in the siting of this residence.

The aims pursued in the planning, other than provision for the activities and living requirements for a family of two adults and three children, were as follows:

1. To fully exploit and yet respect an inherently interesting site. The existing mature trees and shrubs offered opportunities for relating these elements to the exterior massing, and provided potential close-up vistas of foliage and filtered sunlight. The existing contour of the lot suggested a natural relationship of interior levels.
2. To provide, within the house, a variety of "atmospheres" by means of varying space and light, and to establish an effective spatial sequence as one moves from area to area. Eventually, the newly planted camphor tree at the entry walk will extend the sequence of controlled space to the public sidewalk line.
3. To take advantage of the pleasant view.

The garage and utility room are at street level; the entrance and living-dining-kitchen areas are one half level down. The kitchen-family room area is related to a small heavily foliaged sideyard which leads down to a play yard and patio at the rear. The rooms below the living room are at this rear yard level. Living room and master bedroom are oriented to a view down a small canyon to a portion of the city beyond. Ceiling heights vary from seven feet in baths and hall to 20 feet at the highest portion of the living room.



Amir Farr photos

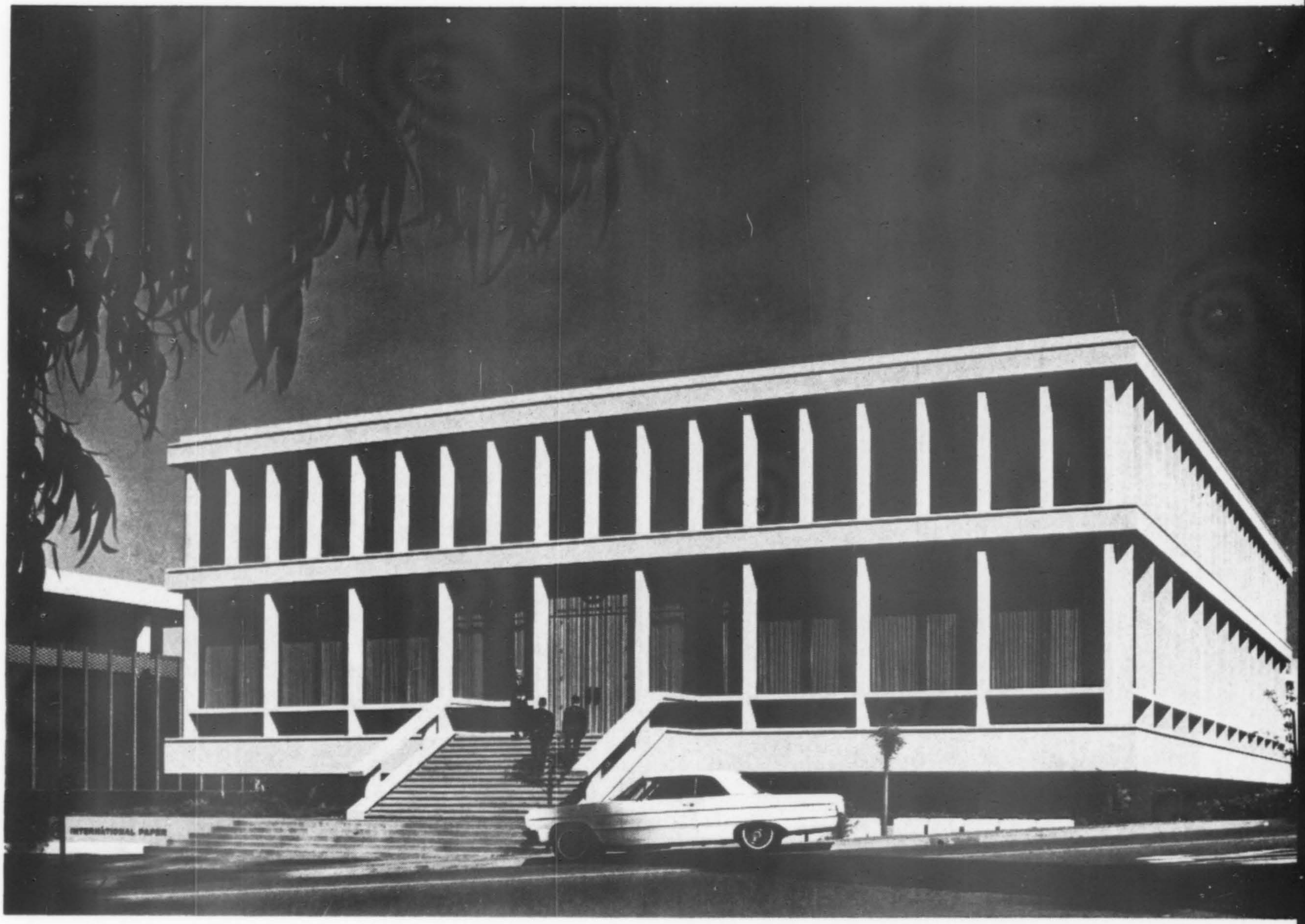
Regional offices establish corporate identity

INTERNATIONAL PAPER COMPANY REGIONAL OFFICE
Burlingame, California

WELTON BECKET & ASSOCIATES
Architects-Engineers

E. A. HATHAWAY & COMPANY
General Contractor

Ernest Braun photos



INTERNATIONAL PAPER'S new $1,000,000 office building in Burlingame, just east of El Camino Real, unifies regional corporate functions under one roof. At present, International Paper occupies two floors of its three-story reinforced concrete building, leases the remaining space in the 35,000 sq. ft. structure.

The building presents exterior walls of precast, exposed quartz aggregate concrete columns and floor-to-ceiling glass, bronze-tinted. By allowing the ground level to extend partially below grade at the north end where the site rises, and by adding height to the second level, special prominence has been given to the first floor, actually creating two levels. The ground floor has been surrounded with a retaining wall and the building's walls, recessed inward, create a broad plaza, providing offices on that floor with adjacent patios.

The main entrance, serving the entire building, provides access to the first floor where executive and sales division offices are housed, together with traffic data processing, communications and the reception area.

Building interiors, designed by the architect, utilize forest materials which create a warm, informal atmosphere and a restrained background for the firm's special exhibit areas. The white beige and grey aggregate of the exterior columns are exposed in offices around the perimeter of the building, establishing the interior color scheme. In elevator lobbies, first floor reception and executive offices, walls are paneled with a light grey tongue and groove solid hemlock manufactured by the firm's Long-Bell division. Walls in remaining areas are vinyl or fabric wall-papers.

Classroom building on a narrow site

LUTHERAN BIBLE INSTITUTE, Seattle, Washington

SIMONSON & DERSHAM, Architects

Robert J. Dersham, Partner-in-Charge

Harrell L. McCarty, Associate

ELLING HALVORSEN, Contractor

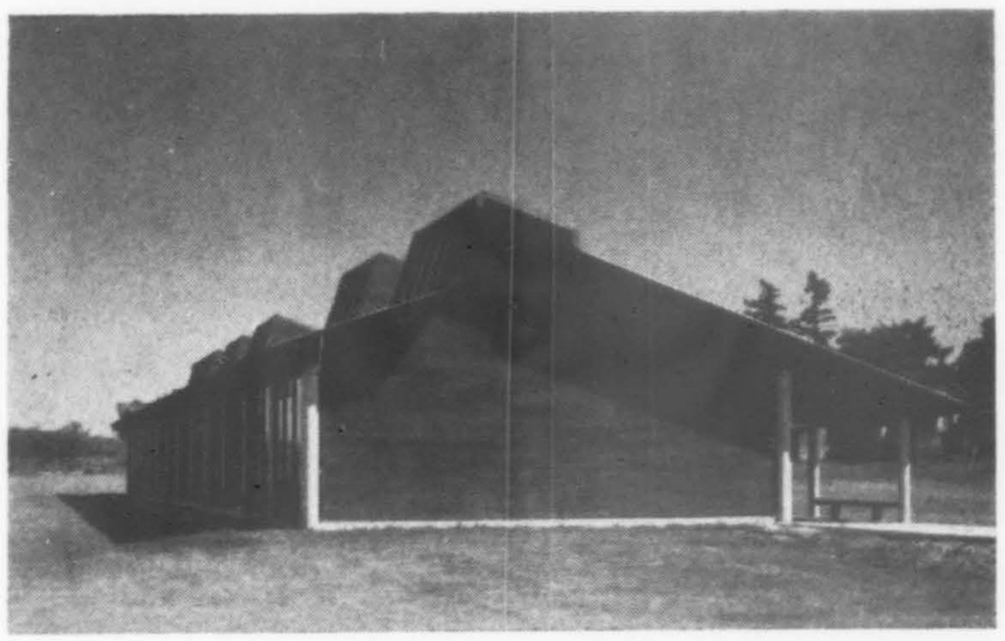
DESIGN:
Situated on a long narrow lot, in north Seattle, this classroom building was first increment of a planned two-building complex. Rest room facilities in the end of this structure were planned to serve the second half of the classroom complex, east of present building.

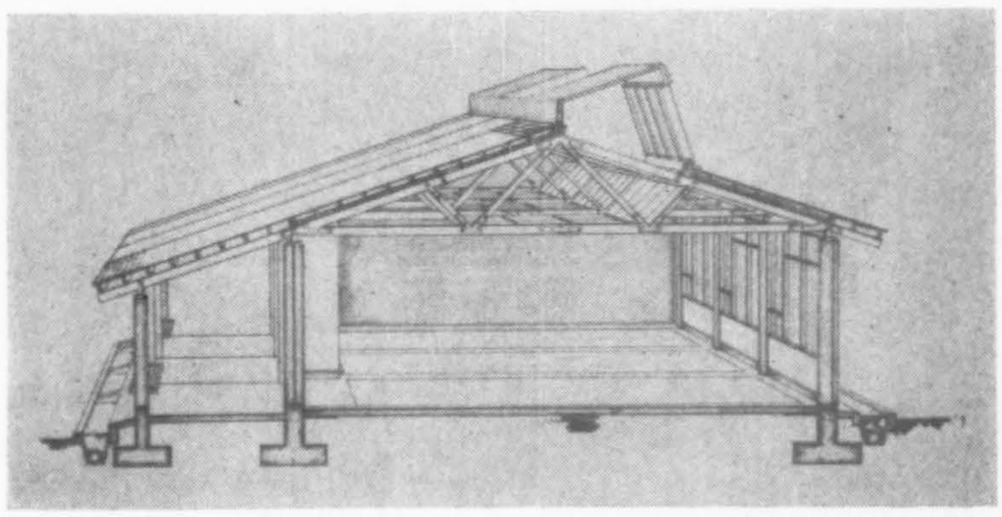
CONSTRUCTION:
Poured concrete columns, wood trusses, stainless steel fasteners (capped and left for architectural decoration, with portions of metal painted bright blue). Between columns on walkway side, SCR brick was used. End walls are wood frame and siding, the south wall principally glass. Cedar shingle roof is framed with copper skylight rims and ridge. Copper troughs are incorporated on the long, wide roof expanse. Plastic panels with fluorescent tubes are set in top so that lighting, both natural and fluorescent, appear to come through skylights, pointing north.

INTERIORS:
Vinyl asbestos floors with brilliant blue stripe across each floor at approximately same parallel as copper roof troughs. Plasterboard walls painted brilliant blue with color repeated on exposed meal.

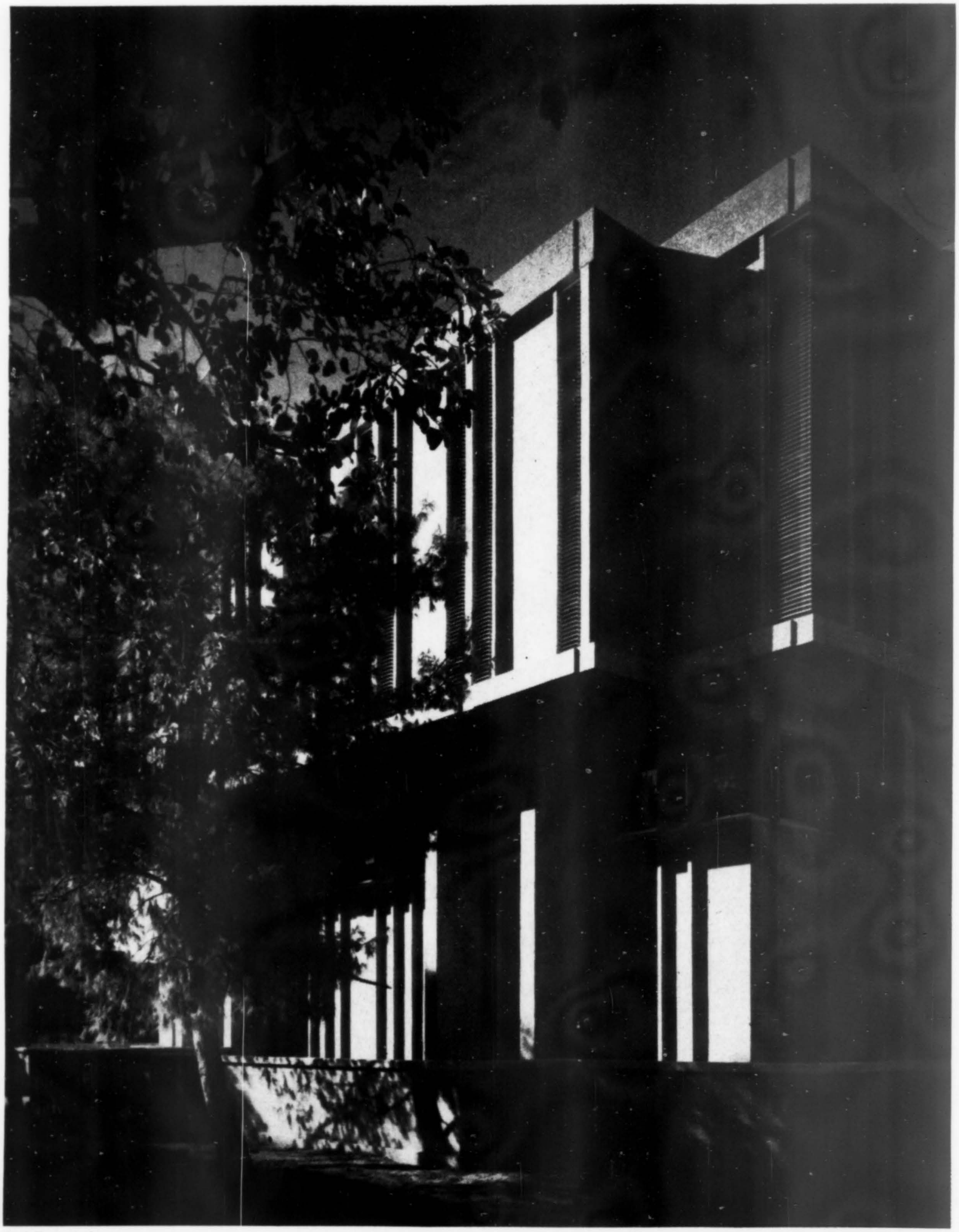
AREA:
Building is 28x130-ft.

CONSULTANTS:
Norman G. Jacobson,
structural engineer
Howard Johnson, *electrical engineer*
Kane & Ervin, *mechanical engineer*



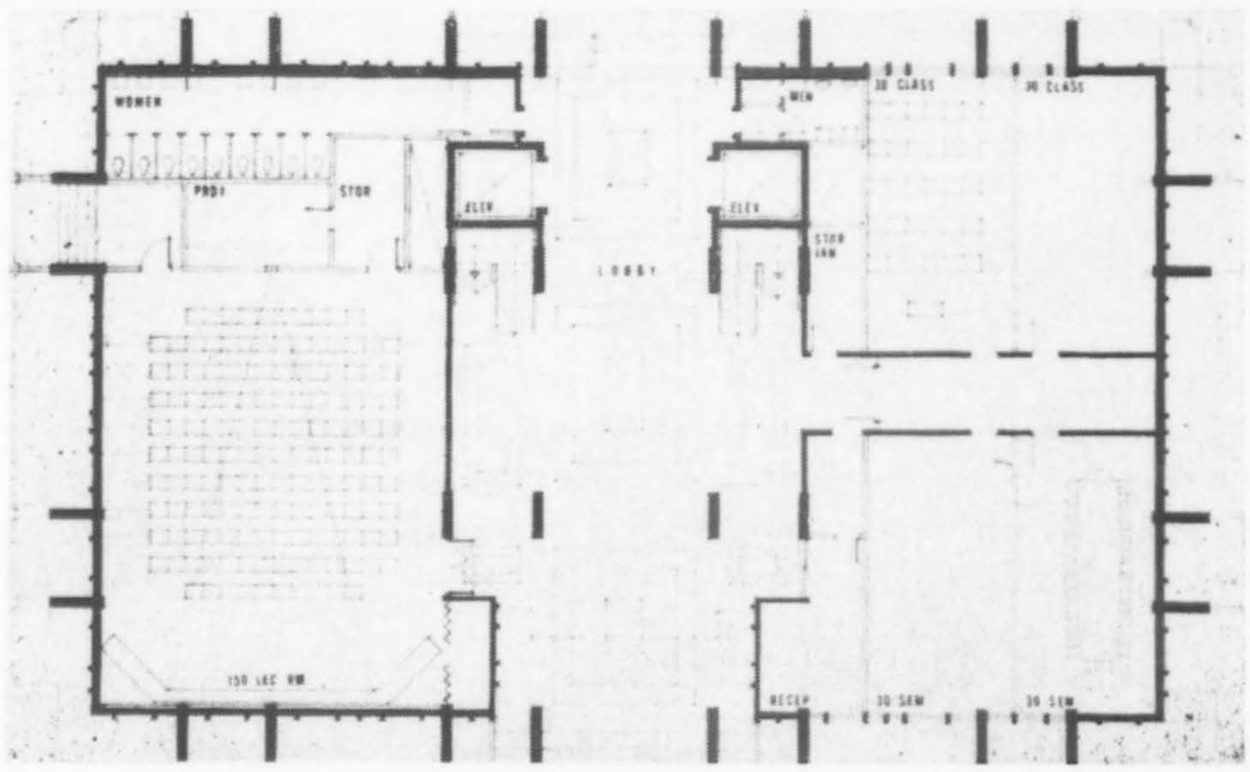


Hugh N. Stratford photos



Neil Koppes photos

College of Nursing at Arizona State University, Tempe



GEORGE H. SCHONEBERGER, JR.
Architect

W. T. HAMLYN & ASSOCIATES
Structural Engineer

CARL M. HADRA
Mechanical, Electrical Engineer

COLLEGE OF NURSING BUILDING
Arizona State University, Tempe, Arizona

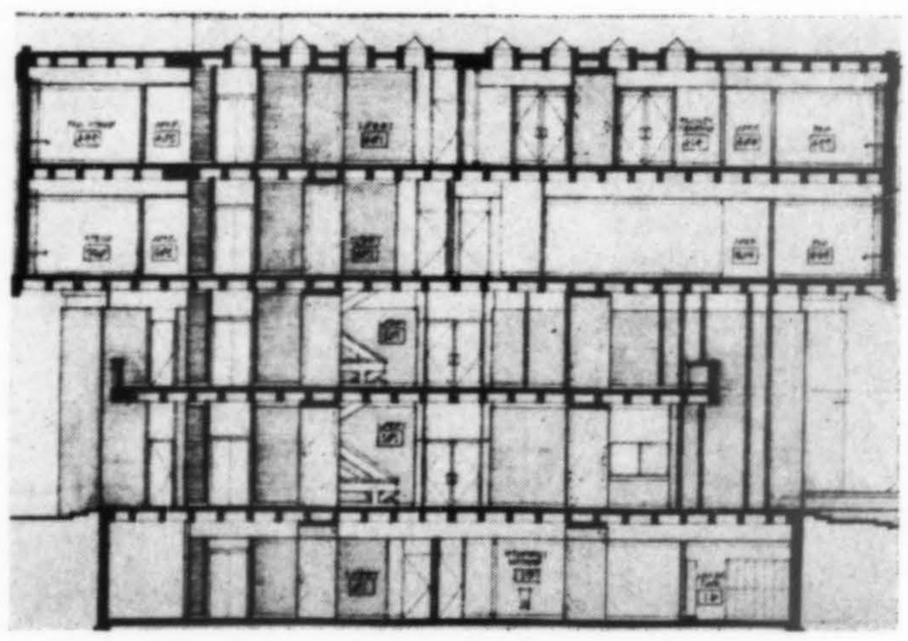
GEORGE H. SCHONEBERGER ASSOCIATES, INC.
Architect

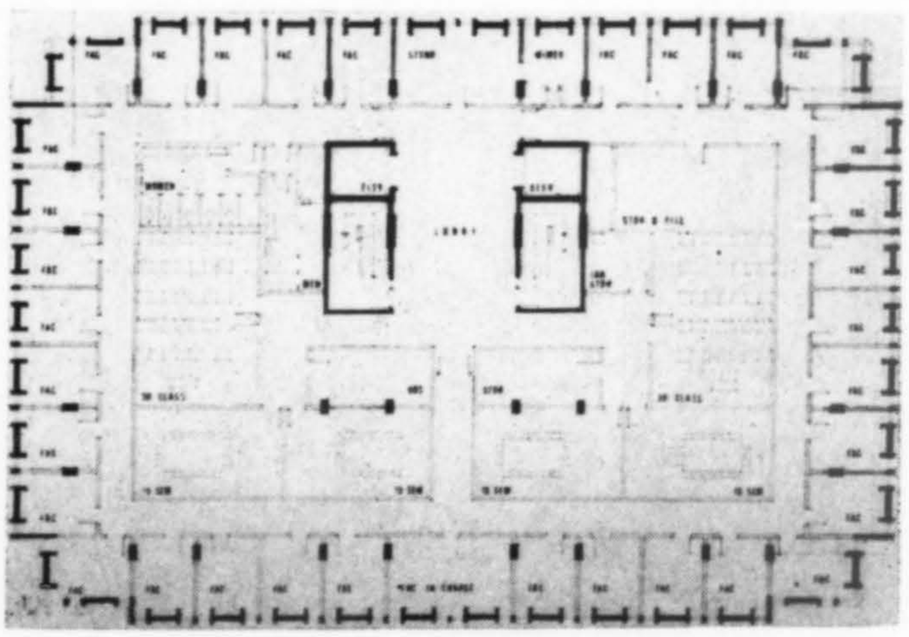
THE CONCEPT: to provide a total environment for a separate College of Nursing.

THE PROGRAM: the prime, but restrictive site, at the corner of the campus, overlooks the original campus across a future pedestrian mall. The building is the first experienced upon entering the campus from the north. Adjacent university buildings are of dusty rose shades of brick. Floor plans were to be so oriented that classrooms relate to the surrounding campus.

THE SOLUTION: the site size and location demanded a vertically functioning organization as opposed to the more conventional vertical plan. A five-story building, fronting the pedestrian mall, is poured-in-place concrete with brick exterior walls, exposed on the interior. The ground floor level was raised above a surrounding planter base to separate the entry from the mall. The structure is integrated with neighboring campus buildings in materials and coloring.

The auditorium and audio-visual lecture rooms are in the lower level, with general classrooms on the first and second floors. Faculty offices, library areas, seminar and study rooms occupy the other floors. The two-story space of the main lobby entry provides an appropriate entrance to the facility.



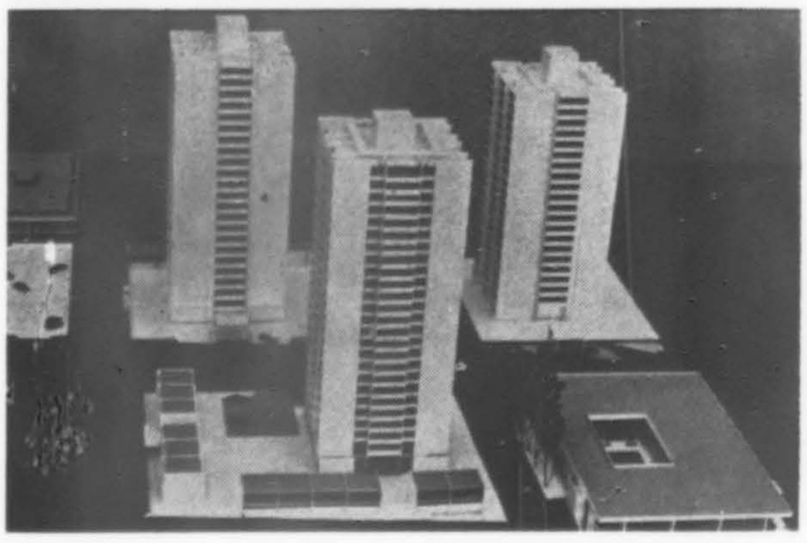


STYROFOAM INSULATION PANELS EFFECTIVE WITH MILLER SYSTEM

Use of the Miller System trimmed construction time and costs at the new Portland Center complex adjoining downtown Portland. The $16.6 million urban renewal project involves three high-rise apartment towers and garden apartments, an office building, service commercial building and a parking building.

All exterior concrete walls of the tower buildings, the first phase, were surfaced with a layer of 1-inch thick Styrofoam FR insulation panels, preventing moisture transfer and providing thermal insulation as well as a base for the application of 1/2-inch gypsum wallboard. The 4x8 gypsum panels were applied to the insulation panels with Styrotac adhesive. Interior partitions consist of screw-attached panels with 1⅝-inch metal studs. This Miller System of construction provided a solid backup for wallboard, eliminating furring and nailing. Workmen were able to average placement of 35 sheets a day, effecting savings through fewer items to handle, less waste, faster erection and faster taping since there were no nail holes to fill.

Skidmore, Owings & Merrill are architects; Golden Gate Drywall Company, the insulation contractors.



BLEIL MOVES TO NEW DIVISION

A new face brick marketing division has been announced by Clayburn- Harbison, Vancouver, B. C. It will be headed by Richard A. Bleil, Seattle manager for the past five years, who now assumes the post of face brick sales manager for Western Canada, Washington and Oregon. Headquarters will be in Vancouver. C. W. Wilkerson, Jr., sales representative in Seattle, has been named sales supervisor for Washington and Oregon, and J. G. Newell, Vancouver sales representative, sales supervisor for British Columbia. Posts were assumed July 1.

Proper restaurant design for proper fire rates

by RICHARD L. HAUGLAND, C.P.C.U.
Assistant manager, Travelers Indemnity Company, Seattle

FAR TOO MANY restaurants, clubs and other public dining places have been designed with cooking equipment that does not meet various fire insurance standards. Consequently, owners incur needlessly high fire insurance costs.

The purpose of this article is two-fold: (1) to describe how cooking equipment should be installed, located and protected in public dining places and (2) to demonstrate fire insurance rate penalties if incorrect methods are employed. In this latter endeavor, specific examples will be restricted to the states of Washington, Oregon and California due to the great diversity of state commercial fire insurance rate-making techniques.

This article will most interest the personnel, *i.e.*, builders and architects, who can most directly effect improvements in equipment layout and protection. Naturally, it is both the architect's and builder's wish that restaurant owners not be penalized for conditions that can easily be made to conform to certain standards. (It should be emphasized that in the case of multi-occupancy buildings, all fire insurance rates for *both* the building owners and all occupants are increased because of deficient conditions existing in the restaurant.)

The main idea in designing the layout of restaurant equipment is to keep all cooking or heat-producing equipment, including ductwork, a minimum of 18 inches from any combustible (*i.e.* frame) construction. A variety of devices are used to comply with standards, such as patent Underwriter Laboratories' approved flues, concrete floors, and mineral wool covered with sheet metal for wall or ceiling protection. If it is impossible to effect suggested clearances, various dry chemical or CO_2 automatic extinguishing systems can be used to improve safety and decrease fire insurance rate loadings.

Most important to the equipment layout designer should be the realization of the fact that approximately 34% of all restaurant fires in the United States are caused by "flash fires" emanating on stoves, grills, deep-fry kettles, etc. These fires then spread to adjoining frame construction, painted surfaces on nearby walls, floors, ceiling and shelving or through unprotected metal ductwork to the roof structure. Duct-spread fires usually result in a major loss to real and personal property with a resulting loss of earnings, such as in the Hyatt House conflagration in Seattle.

In one-story, flat-roofed restaurants, such as the typical drive-in design, it is usually possible to locate equipment away from the walls. Moreover, floors are usually a poured concrete slab. Figure 1 demonstrates one method of avoiding penalty charges in connection with the range hood, duct and fan installation. Note that attention must be paid by the draftsman and builder to spacing of beams and supports in order to avoid protective sheathing expenses for the latter items.

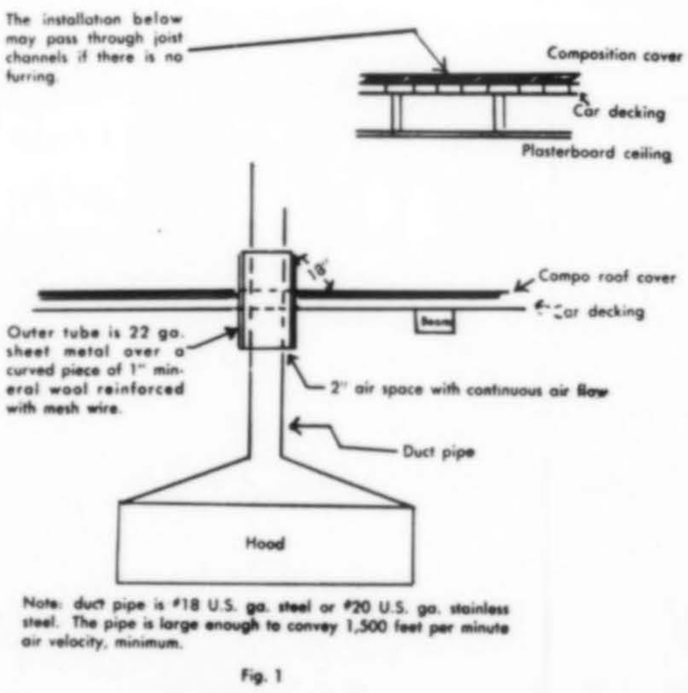


Fig. 1

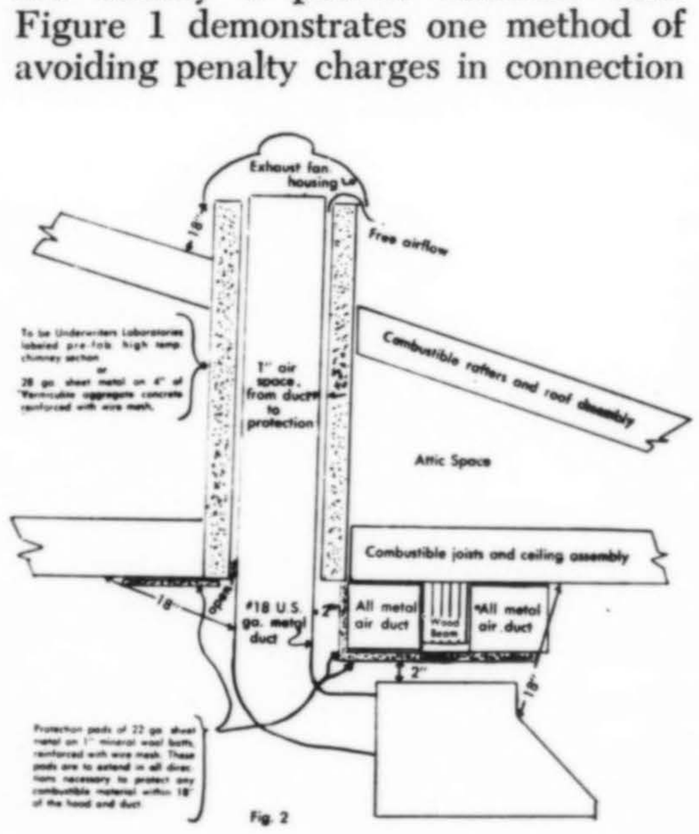


Fig. 2

A more expensive solution to the problem of protecting the ductwork must be sought if the building is multi-story or if there are concealed spaces between the ceiling and roof that are other than fire-stopped joist channels between non-furred joists. The metal brackets that support the protected flue in Figure 2 are not illustrated as many options are available, *i.e.* the bracket can attach to the flue, under or over the roof, ceiling or partitions.

Figure 2 shows a typical "patent" flue installation. In all installations, the ductwork should be designed so that a conveying air velocity of not under 1500 feet a minute or over 2200 feet per minute is maintained at all times that the equipment is operating.

It will be apparent that most of the engineering problems in designing a relatively hazard-free installation involve rather specialized duct applications. In this context, it is topic to note that many restaurant and hotel supply firms make a practice of doing this installation on a subcontracting basis when they sell the restaurant equipment. These subcontractors are usually skilled in insuring that the installation complies with the appropriate state fire rate bureau requirements. Figure 3 shows a different fan housing and hood arrangement.

The foregoing comments have emphasized the importance of correct duct and hood installation. However, builders and architects should pay an equal amount of attention to the protection of any adjoining surfaces consisting of combustible construction, *i.e.* usually wood.

In National Fire Protection Association (NFPA) pamphlet No. 96 entitled "Ventilation of Restaurant Cooking Equipment," protection specifications are listed where 18" clearances cannot be maintained. The table is reproduced below. Most state fire rate bureaus in the United States adhere to these standards.

TYPE OF CONSTRUCTION	PERMISSIBLE CLEARANCE between equipment and combustible construction
1. ¼" asbestos millboard spaced out 1" on noncombustible spaces	12"
2. 28 gauge sheet metal on ¼" asbestos millboard	12"
3. 28 gauge sheet metal spacd out 1" on noncombustible spacers	9"
4. 28 gauge sheet metal on 1/8" asbestos millboard spaced out 1" on noncombustible spacers	9"
5. ¼" asbestos millboard on 1" mineral wool batts reinforced with wire mesh or equivalent	6"
6. 22 gauge sheet metal on 1" mineral wool batts reinforced with wire mesh or equivalent	3"

If the builder or architect cannot install restaurant equipment so that it meets the various standards itemized above for duct installations and clearances, then the installation of an approved automatic CO_2 or dry chemical

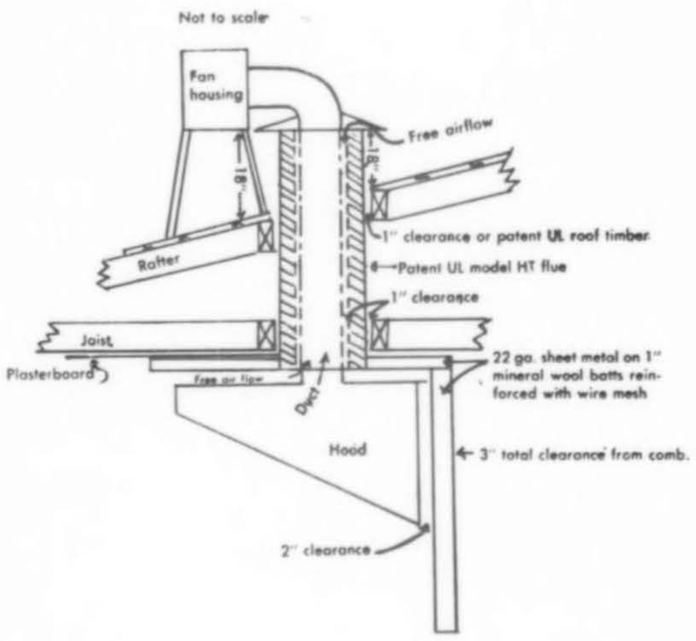


Fig. 3

fire extinguishing system will both lessen the chances of a serious fire and reduce rate penalties by approximately one half, depending on the state of jurisdiction. These systems are generally a "package" that consists of one or two bottles of extinguishing agents, tubing and nozzles with fusible links. The bottles are mounted on a wall near the cooking equipment. The tubing connects the supply of extinguishing compound with the nozzles mounted within the stove hoods and ductwork. Costs, including installation, are from about $400 for an installation in a small restaurant. A decided advantage of this automatic extinguisher is that cooking apparatus is spared extensive damage in the event of a fire, whereas correct clearances and ducts merely insure the probable isolation of the fire to the area around the equipment.

Check Blueprint

It should be emphasized that contractors, architects or owners should request the fire rate bureau in their state to review the blueprints for restaurant equipment layout prior to installation. They then should comply with the bureau's recommendations to avoid charges for deficient, that is, hazardous, conditions. It is also a good business practice to request the bureau to check over all blueprints for a restaurant occupancy. Many times a judicious change in construction materials can substantially reduce insurance costs over the life of the building.

Before discussing penalty charges for hazardous conditions in commercial cooking operations, I should like to alert the reader to the unusual advantages of automatic sprinkler protection for this class of business. In 1965, the National Fire Protection Association determined that of all United States' restaurant fires (which total approximately $40,000,000 in real and personal property destruction annually), grease fires in hoods and ducts caused 34% of all fires. Electrical wiring and equipment failures caused 27%, careless disposal of smoking materials, 10%, and miscellaneous, 29%. The principal point here is that automatic sprinklers protect the *entire* restaurant against *any* type of fire on an around-the-clock basis. Moreover, due to relatively high fire insurance rates, most restaurants of even modest size can justify the cost of sprinkler equipment within five years due to rate savings.

Costs Justified

To illustrate this latter point, I would guess that the average annual fire insurance rate for restaurants per $100 of insurance is now around $1.30 for buildings and equipment in the west coast states. This takes into account urban, suburban and rural rate levels. The same average rate would be less than .65 for *sprinklered* restaurants, clubs, drive-ins, etc. By multiplying a typical small town restaurant investment of $100,000 x .65 ($1.30 less .65 is .65), an average premium savings of $650 per annum is realized. To conclude our hypothetical example, let us estimate the average square footage to be 4000 feet and the average cost of sprinkler equipment .80 per square foot: 4000 x .80 = $3200 cost of sprinklers = 4.9 years to amortize (with, of course, no consideration of the time value of money).

Exact rate charges for substandard hoods, ductwork and clearances for Washington, Oregon and California follow. Space does not permit a complete presentation because charges are never net. Moreover, percentages vary with (1) construction of the building, (2) the National Board of Fire Underwriters' classification of public protection (such as National Board 2 for Seattle, Portland and San Francisco, to 10 in unprotected rural areas), (3) the inches of clearance between equipment and combustible surfaces, (4) whether the equipment is protected with automatic extinguishers (5) other factors.

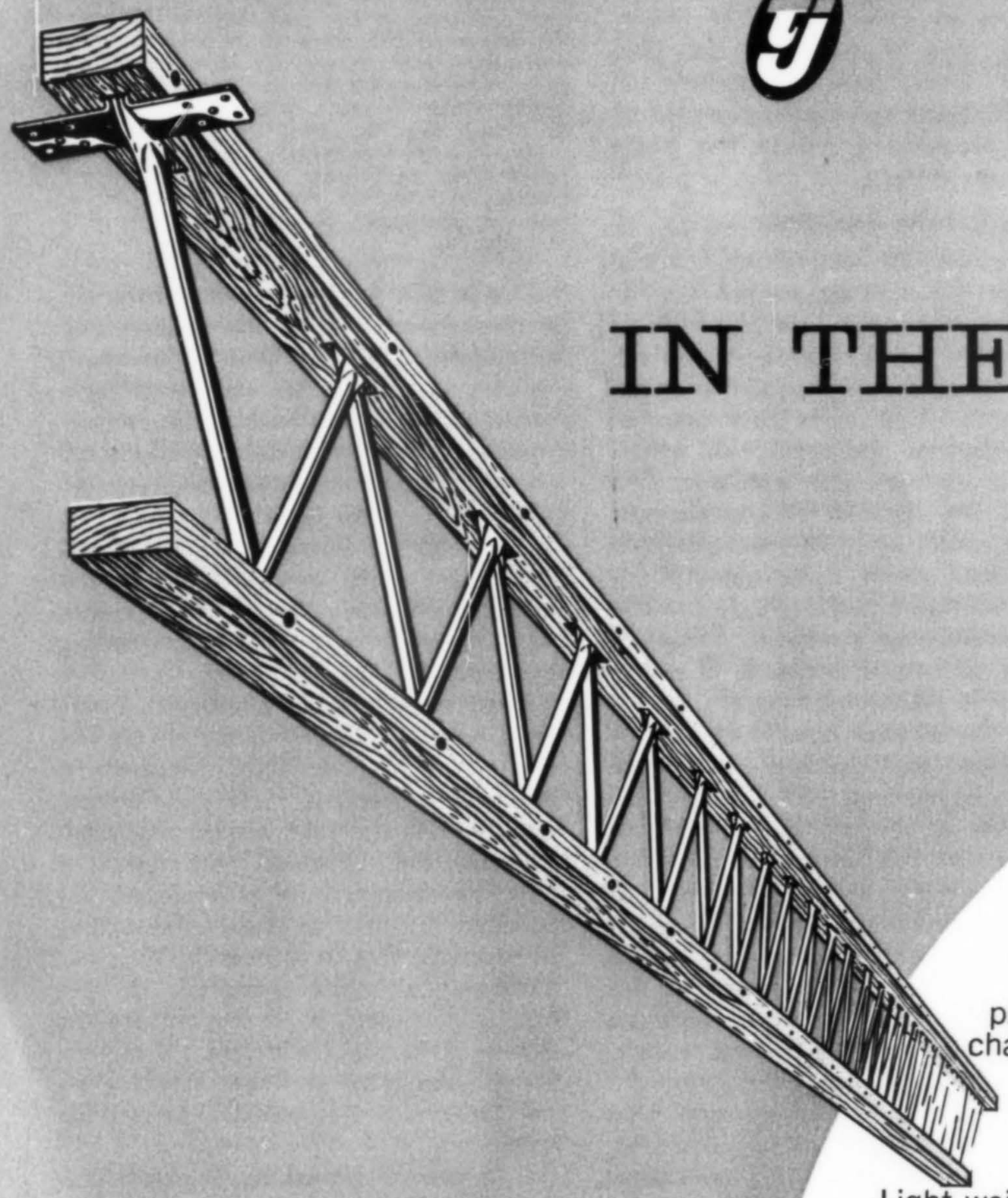
Construction and protection of the restaurant	Annual net charge, per $100 of insurance, for deficient conditions, i.e. cooking equipment or ductwork adjoining combustible construction and non-standard ductwork passing through concealed spaces		
	Wash.	Ore.	Cal.
1. Frame in National Board (NB) 2 city	.171	.414	.216
2. Hollow concrete block (HCB) walls, frame roof construction in NB 2 city	.09	.22	.108
3. Frame in NB 5 town	.234	.532	.288
4. HCB walls in NB 5 town	.171	.30	.145
5. Frame in NB 10 area	.486	.90	.52
6. HCB walls in NB 10 area	.486	.55	.264

NOTE: In **Washington,** the above charges may vary by a few cents depending on whether the area has been re-rated within the past few years. In **California,** the above rates are for non-entertainment restaurants in cities and towns on the coast; inland, charges are somewhat higher. All California restaurants in this example are rated at one-story, under 5000 square feet with composition roofs. Required clearances may be 6" if temperatures do not exceed 600° F. In **Oregon,** the high charges above are incurred if the clearances are less than 6" between the hood and combustible construction, or less than 2" between the ductwork and combustible construction, although the ductwork clearance requirements vary when concealed spaces are involved. With more clear space, lower charges apply. The author wishes to state editorially that these clearances are far short of the 18" ideal national standards, which gets back to the better than minimum job a professional builder or architect would wish to do so that the frequency of restaurant fires will be lessened.

This article has endeavored to stress the importance of carefully engineering the equipment installation of any business engaged in restaurant-type operations in accordance with certain insurance industry standards designed to minimize the mounting fire loss experience for this type of enterprise. The writer has taken care in his research but does not guarantee the exactness of rate charges or of clearances because each state fire rating organization has its own peculiar adaptations of national standards. Even these adaptations are subject to revision: witness the high temperature clearance required in California, coupled with the rate bureau rule that all plans for automatic extinguishers must be approved in advance of installation in order to reduce fire insurance rates. It can generally be said, however, that the approach to deficiency charges is very similar in Alaska, Arizona, California, Montana, Nevada and Utah and that Washington and Oregon rate loadings use similar techniques.

It seems appropriate to add that manufacturers of automatic fire extinguishing systems are enjoying record sales to restaurant operators because too many installations were never designed to comply with insurance standards or because these standards have changed. Non-standard installation of restaurant equipment can dearly cost an owner. For example, let us assume that a family operates a frame restaurant with substandard equipment for thirty years and that the business is located on Snoqualmie Pass in Washington state (unprotected, National Board 10). Assume constant insurable values of $100,000. Thus, .486 x $1000 (00) = $486 per annum x 30 years = $14,580 net fire premium outlay for substandard ductwork (no time value of money considerations). If the restaurant were in a multi-occupancy building with an additional $200,000 of insurable values, the premium charge would be trebled to $14,580 x 3 = $43,740!

(Special thanks to Gordon Lewison, Carl Lindberg and James Freitag, engineers with Marsh and McLennan-D. K. MacDonald, Inc., for their help in computing Oregon and California rate loadings; and to Rex Clarke, chief surveyor of the Washington Surveying and Rating Bureau, Seattle, for his valuable technical assistance.)



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• NEW PRODUCTS •

pebbled pattern in acrylic plastic

Cast sheets of tough, clear Lucite acrylic plastic with a pebbled pattern on one side offer unusual design possibilities as decorative glazing material. It is said to have good impact resistance, good light transmission, is light weight.—Swedlow, Inc. (A/W), Garden Grove, Calif.

handcrafted doors from Spain

Handcrafted in Spain of tough Valsain Pine, "Afesa Doors" add an accent of warmth and beauty to both commercial and residential structures. The entire tongue of the hand-tooled panel is pre-stained so that unfinished wood will never become exposed. All framing members are joined by hand-tooled mortise and tenon and dowel glued joints. Hand-tooled panels are fitted into subframes with beveled tongue and groove joints and float within the frames. The patina and aged texture of the wood is achieved by charring and applying two coats of a specially formulated varnish.—Viking Sauna-Northwest (A/W), 113 First North, Seattle, Wash.

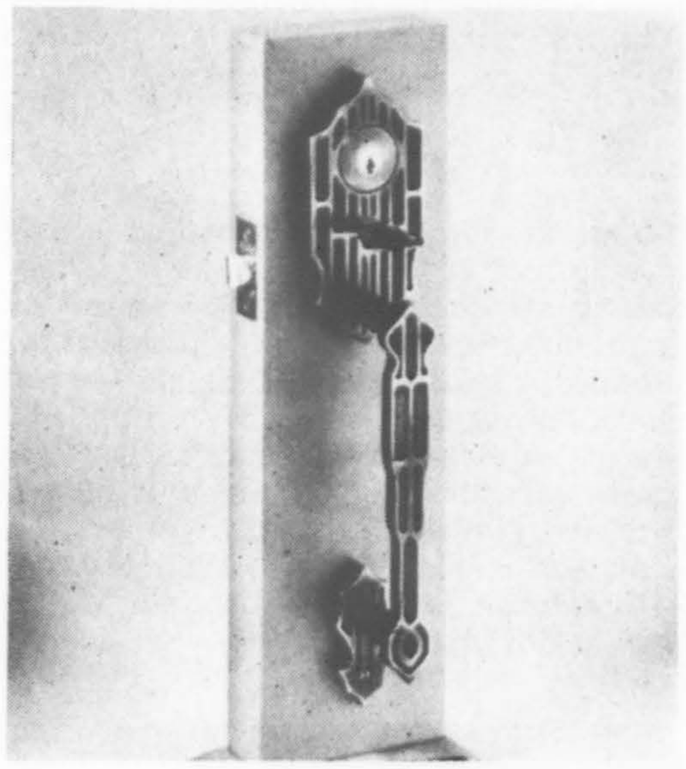
sound-absorbing masonry blocks

"Soundblox" are sound-absorbing, structural masonry blocks which may be used for loadbearing walls as well as interior partitions. The blocks are useful for a variety of applications including auditoriums, classrooms, gymnasiums, swimming pools, dormitories and transformer noise screens. The blocks can be coated with any type of paint or glaze without sound absorption loss. The manufacturer claims that tests in accordance with ASTA specifications indicated that the blocks have substantially better sound transmission loss values than ordinary two-core concrete blocks of the same thickness.—Johnson Acoustical and Supply Co. (A/W), 1135 S.E. Salmon, Portland, Ore. 97214.

three-dimensional wall covering

Three-dimensional sculptured wall coverings made of polystyrene plastic may be applied to a variety of surfaces which call for accent relief. The four patterns available: Seville, Aztec and Tiki are offered in golden ochre, olive green, gray and white. Batten strips and corner mouldings are also provided although wood moulding may be used if preferred. The product weighs only 4.5 ounces per square foot, may be cut with shears and is easy to apply with adhesive. The manufacturer claims it is highly resistant to damage and impact and needs no maintenance.—K-Lux Products Division (A/W), K-S-H, Inc., 10091 Manchester Ave., St. Louis, Mo. 63122.

Spanish influence in keylock



A mixture of Old Spain's charm and ruggedness highlights the new Granada entry handle keylock by Weslock. Its slim, elegant proportions combine with a bold handcrafted look. Nine models and 15 finishes are available in exotic antiques, black, soft silver, bronze, brass and chrome. Locks are panic proof.—Weslock Co. (A/W), 13344 S. Main, Los Angeles.

laminated wood decking

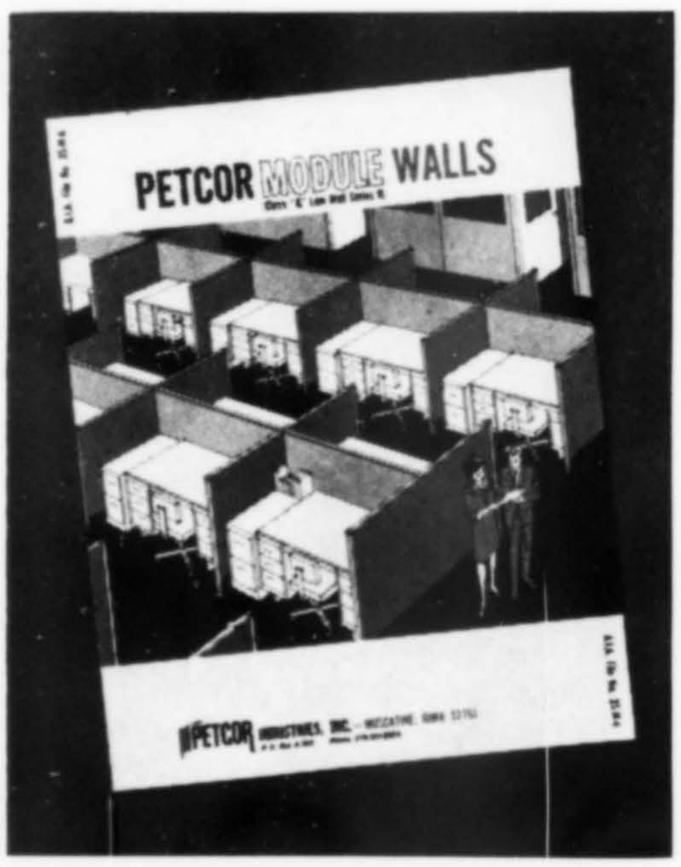
Three new patterns of laminated wood decking have been introduced by Weyerhaeuser Co.: Channel, Board & Batten and Grooved. This combination roof deck-ceiling product consists of three pieces of kiln dried hemlock bonded together to form a tongue and groove assembly. In place, the Channel pattern decking has ⅝-inch channel grooves spaced every 5 inches along the underside of the decking. The Board and Batten pattern has 2-inch grooves spaced 5 inches apart and the Grooved pattern has ½-inch grooves spaced 19/32-inch apart. All grooves are ¼-inch deep.—Weyerhaeuser Co., Wood Products Group, Tacoma, Wash. 98401.

BROCHURES • CATALOGS • FOLDERS

Carved Wood: shows an extended line of carved wood panels, in a variety of patterns, suitable for a diversity of placement: as full panel doors, wall area, screens, dividers, cabinet facings, decorative wall plques. Available are American black walnut, gum and birch with others on request. Well illustrated with dimensions and designs.—Walter Graham Studios, 412 Washington St., Wenatchee, Wash. 98801.

Built-Up Roofing Systems Manual: comprehensive guide to the specifications and procedures governing the use of Barrett Bur materials. It is designed to assist in planning for the proper roof to meet the requirements of virtually any roofing situation. Space is devoted to several new products and a roofing specification index, general specifications, roof insulation information and flashing details. 44-pp.—Fabricated Products Div. Allied Chemical Corp., 40 Rector St., New York, N.Y. 10006.

Steelcase 300 Series Files: introduces a new line of filing cabinets styled to be compatible with three lines of contemporary desks. Illustrations highlight all drawer heights and hardware stylings available, with emphasis on a two-drawer file matching desks in height and depth. Surfaces, sizes, use are given, with cabinet construction fully described. Full color, 6-pp. —Steelcase, Inc., Grand Rapids, Michigan 49501.



Module Walls: stresses the ease in which movable walls can be erected for privacy, noise control, office efficiency. A series of photographs displays the actual erection of Petcor walls in an office and indicates how the electrical and telephone wiring is recessed into raceways. Two-color, 4-pp.—Petcor Industries, P.O. Box 3-369, Muscatine, Iowa, 52761.

Ceiling Products of Enduring Quality (AIA 39-B): handsomely illustrates in full color, all of the Conwed ceiling products with full description, colors, efficiency rating as to sound, light and flame. Test details and loading tables, selector charts, architectural specifications are included. 56-pp.—Conwed Products, Wood Conversion Co., St. Paul, Minn.

Tuff-Lite . . . Lightweight, Exposed Aggregate: discusses decorative trim, interior walls and columns, remodeling, aggregate over cement blocks, high rise apartment exteriors, church interiors, application and specifications. Various hues of the product are shown. 4-pp.—Dept. PR, H. B. Fuller Co., 1150 Eustis St., St. Paul, Minn. 55108.

Dylite Board and Precast Concrete Panels: contains industry-oriented uses for molded Dylite board highlighting illustrations and engineering details on the techniques and methods of utilizing for precast concrete panels in structures such as university dormitories, office and civic buildings. 20-pp.—Sinclair-Koppers Co., Koppers Building, Pittsburgh, Pa., 15219.

Sound Control Ceilings (AIA 39-B): complete information on "Acousti-Shell" three dimensional fiber glass lay-in units for sound control ceilings is offered including several application photos and installation instructions. Full color, 8-pp.—Johns-Manville, 22 East 40th Street, New York 10016.

All-Weather Crete Roof Deck Insulation: contains information, including specifications and diagrams on the product. The manufacturer claims the product may be compacted to cover protrusions and deck irregularities providing a smooth surface for roofing. 12-pp.—Silbrico Corp., 6300 River Road, Hodgkins, Ill. 60527.

Panels Unlimited: comprehensive presentation of insulated spandrel panels, veneer facing panels of the many Mirawal porcelain enamel products. All types are explained and illustrated with installation charts, colors and other specifications listed. 12-pp. —Mirawal Company, P.O. Box 38, Port Carbon, Pa. 17965.

Excelon Tile for Pedestal Floors: describes this vinyl-asbestos tile showing all the patterns in color and giving the physical characteristics of the tile and how they meet the needs of pedestal flooring. The booklet points out the properties that every commercial floor should provide. No. IP-105 — Armstrong Cork Co., Lancaster, Pa. 17604.

Forest and Gypsum Products Catalog: includes separate section catalogs on concrete forms, exterior siding, interior paneling, underlayments, cabinests and woodworking, gypsum roof deeks, structural sheathing, sub-flooring and decking, gypsum wall systems, gypsum ceiling systems, cores for laminating and hardboard. All specifications, sizes, colors are listed.—Georgia-Pacific Corp., P. O. Box 311, Portland, Oregon, 97207.

Steelform Services (AIA 4-E-b): graphically emphasizes the use of Steeldomes, Flangeforms, Longforms and Adjustableforms in several of the larger buildings now being constructed throughout the United States. In addition, quantities, specifications, sizes are all given. A complete list of sales offices is included. Color, 28-pp.—The Ceco Corporation, 5601 W. 26th St., Chicago, Ill. 60650.

Handbook for Ceramic Tile Installation: includes the results of an extensive study of ceramic tile installation over metal studs on metal lath and mortar. This non-load bearing, nonstructural system is featured in the 1967 edition, to provide an answer for the newly created need for a tile installation to stand on its own feet structurally.—Tile Council of America, 900 Wilshire Blvd., Los Angeles, Calif. 90017.

Acoustical Metal Ceilings: features new Textured Metal Pan, described as revolutionary in bringing the third dimension to acoustical metal ceilings with an embossed pattern. Illustrated ceiling installations show the effect. Included is test data on both noise reduction and coefficients and sound transmission class. The catalog also presents the manufacturer's standard line of conventional metal ceiling pans, high abuse metal pan and the aluminum anodized pan.—Steel Ceilings Div., E. F. Hauserman Co., 5889 Grant Ave., Cleveland, Ohio 44105.

MANUFACTURERS • SUPPLIERS

• **Interpace, Precast Concrete Div.:** Eugene F. Folks has been named vice president and general manager of the newly created division of Interpace. He will headquarter at the firm's precast concrete plant in Pomona, California. He has been with the company since 1946, most recently as vice president and general manager of the ceramics division. Interpace transferred its precast operations from Sun Valley, California to Pomona in January, 1966, in an expansion move aimed at further enlarging the scope of its services to the building and construction industry.

FOLKS

• **The Dow Chemical Co.:** The Construction Material Service Center has moved to a new and larger location in Dart Circle, 4300 Maywood Avenue, Vernon, California.

• **Weyerhaeuser Company:** Five Pacific Northwest firms have been named Architectural Specialty dealers, providing services to architects and engineers, including estimating, installation and erection of Weyerhaeuser architectural products. Appointed are O. B. Williams Company and Northwest Millwork, Inc., both of Seattle; W. W. Wells Millwork and Building Supply, Inc., Everett, and J. O. Olsen Manufacturing Co., Eugene.

• **Evans Products Company:** A fifth full-fledged division of the company's building products group, the International Division, has recently been formed with headquarters at Corona, California. Walter C. Jennison, an Evans vice president, has been named general manager of the new division.

• **Adhesive Engineering Co.:** Raleigh C. Brown has been appointed technical sales representative of the San Carlos, California firm. He will be responsible for sales of structural adhesives, coatings and sealants in Northern California.

• **The Trane Company:** Sidney Sutherland has been named a sales engineer in the Portland office.

• **Pioneer Sand & Gravel Co.:** Robert W. Hutton has been named president of the Seattle company, succeeding John H. Mathis, who has been elected chairman of the board of Lone Star Cement Co., the parent firm.

• **Temcor: R. Buckminster Fuller,** inventor of the geodesic dome, has been elected a director of the Torrance, California, firm, manufacturers of geodesic domes.

• **Roberts Consolidated Industries, Inc.:** Roy Malcom Roberts, first president of the City of Industry company, died May 25, following a long illness.

• **Western Wood Products Association:** Robert H. Hunt has been appointed manager, product promotion, and Alice Haritonoff has been named advertising coordinator, both in the marketing services division, according to an announcement by Wendell R. Barnes, executive vice president of the WWPA. They succeed the late Robert H. Mahaffey, advertising and promotion director, who died April 25 at the age of 58.

• **Libbey-Owens-Ford Glass Co.:** Extension of the warranty from 10 to 20 years on Thermopane insulating glass with Bondermetric Seal has been announced, effective on all Thermopane units, with the seal, manufactured after April 1, 1967.

• **The Philip Carey Manufacturing Co.:** John Sullivan has been appointed as Miami-Carey sales representative, headquartering at the new Santa Fe Springs, California plant.

• **C. J. Welch & Associates:** The Los Angeles-based manufacturers' agents and distributors of quality lines of furnishings for business-commercial and institutional interiors, has opened an office at 10220 N.E. First Lane, Bellevue, Washington, to serve the Puget Sound region. Mrs. Jean Baumgartner has been named as sales representative for this area.

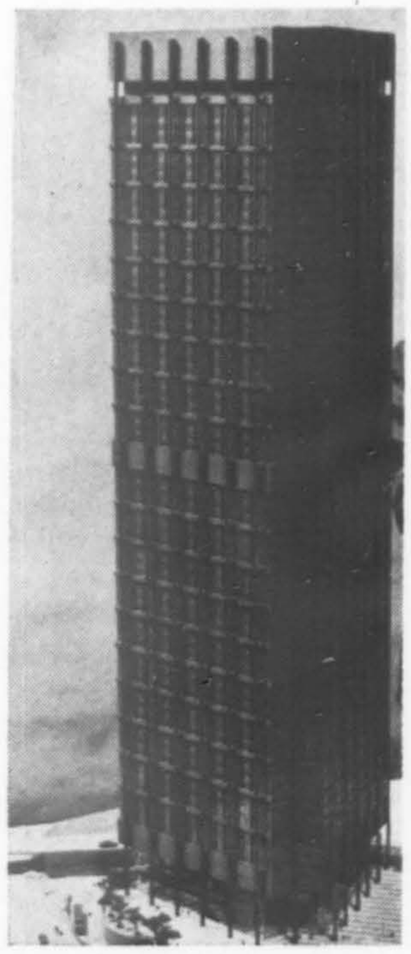
• **Brooks-Willamette Corp.:** Michael Blanchat has been named sales coordinator of the Bend, Oregon, manufacturer of Allpine particleboard products.

• **California Redwood Association:** Mrs. Dorothy B. Seeley has resigned her position as treasurer of the association to resume residence in New York City.

• **Artistic Brass, Inc.:** Nelson J. Grady has been appointed western district sales manager of the Los Angeles firm, according to Tom Simons, president. Announcement was made at the same time of the promotion of Mrs. Leona Condon as assistant to the president.

• **PPG Industries:** A 20-year guarantee is now offered by PPG (Pittsburgh Plate Glass Company) on its Twindow-Metal Edge units. The new guarantee is effective on all units bearing a manufacturing date later than January 1, 1967.

• **The Schlegel Manufacturing Co.:** Robert L. Loeffler has been appointed Western regional sales manager responsible for the company's sales in the Western United States. He will headquarter in Dallas, Texas.



U.S. STEEL headquarters in Pittsburgh, Pennsylvania, will be a 64-acre building on a three-acre site. When completed in 1970, the 64-story, triangular shaped structure will be the tallest skyscraper in the world outside New York and Chicago. Exposed columns and exterior walls of the building will be of USS COR-TEN steel, left bare and unpainted, to weather to a deep russet color. Architects are Harrison & Abramovitz; structural engineers Skilling, Helle, Christianson & Robertson; and Edwards & Hjorth.

• **National Forest Products Association:** Russell H. Ells, head of the Willits Redwood Products Co., Willits, California, has been named to head the national federation, succeeding Gene C. Brewer, New York.

• **Construction Specifications Institute:** Officers for the 1967-68 term include three Western men: Harold E. Keller, FCSI, owner of Building Specifiers Associated, San Gabriel, Calif., one of three vice presidents; Donald J. McKinley, Walker & McGough Architects, Spokane, Wash., representing Region 12; George O. Petty, Monarch Tile Manufacturing, Phoenix, director, Western section.

• **American Society of Concrete Constructors:** At the recent New Orleans annual convention, three Western men were elected to office: Frank Burrows, past-president of the ASCC, was named vice chairman of the board. He is president of Williams & Burrows, Inc., Belmont, Calif. Elected to three year terms on the board of directors were: Ted E. Knudson, Knudson Construction Co., Seattle; Allen Yost, Allen Yost Constructor, Sterling, Colorado.

A/W not specified

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BPA

In a recent issue of the Phoenix daily newspaper, The Arizona Republic, Robert W. Glasgow, regional editor, wrote a piece on "Good Architecture Depends Upon an Informed Public." Excerpts follow:

DOES THE PUBLIC really care whether there are excellent design features in the architecture of its general environment? The answer, from the evidence at hand, would have to be: "Not very much, if at all!" True, people will thrill at the acoustical phenomenon of the pin dropping in the Mormon Tabernacle. And, in almost Pavlovian response, dutifully pay tribute at Chartres, Saint Peter's and the myriad quickie tourist stops in Europe.

Yet, many of the same people are almost totally apathetic when it comes to the architecture in their home cities. . . . Americans obviously have a greater preoccupation with the design of their cars than of their homes.

How to make architecture an issue involving the public is perplexing, indeed. Presently, about the only time the public ever becomes involved is when it is shocked by a piece of nude statuary that adorns a building or when startled by the presence of a form new to it.

This would be all very well if any real dialogue developed on such occasions. What happens too often is that the timid patron-client of the architect panics and seeks to alter the offending form. This, of course, is not true involvement and response. It is the same foolish negating process employed most familiarly by the TV networks when a program may be completely withdrawn over protests or, worse, in anticipation of protests. The other side, the majority, is never heard from, either because it doesn't care or because approval never has the active energy content that protest does.

. . . Why, one may ask, is architecture of such importance to anyone other than the architects? The answer: because we are all consumers of architecture; we use it, whether we consciously know it's good or bad, whether its effects are beneficient or deleterious.

"The more suitable a building is for the use to which it is put," says James Marston Fitch in American Building, "the more unobtrusive it is apt to become to its users, the more subtle the dividends it yields its tenants" . . . "Millions are involved in the production of buildings. All of us use them. Yet, few of us are able to tell a good building from a bad one or realize the importantance to us of the difference between them. American building today shows immense potentials: it also has great deficiencies. To be able to discriminate between the two is thus a question of first-rate importance to everyone.

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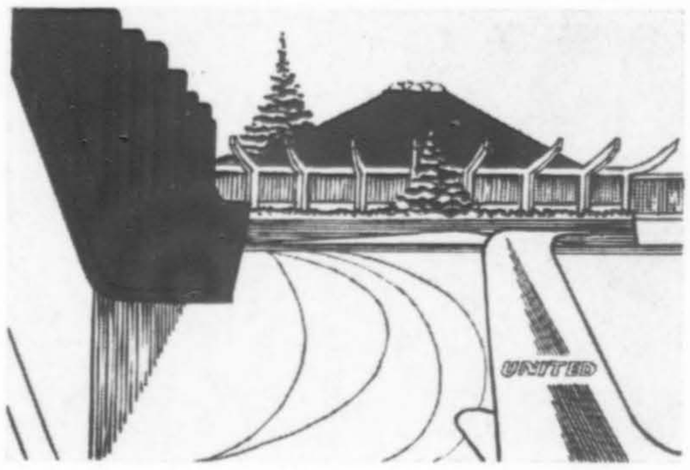

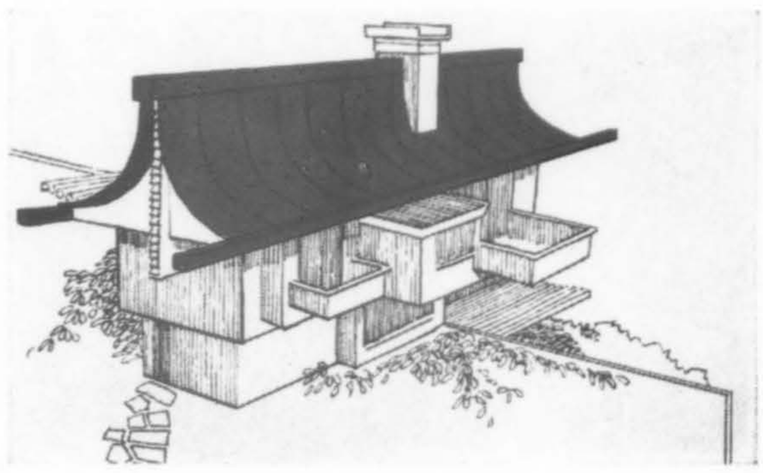

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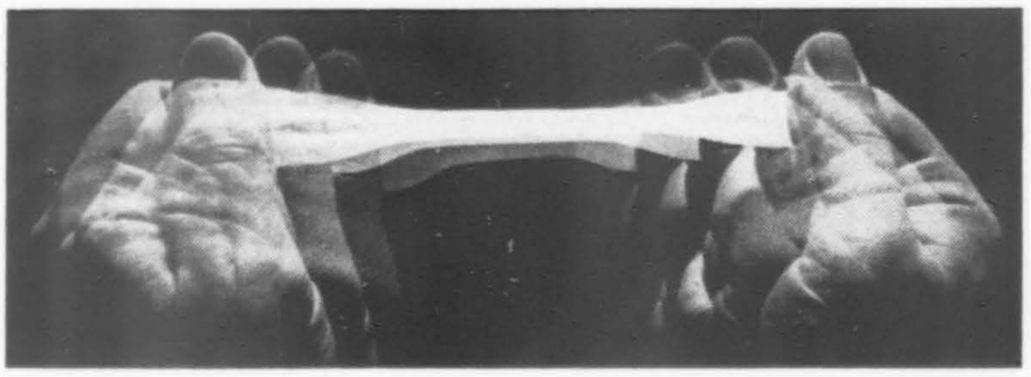

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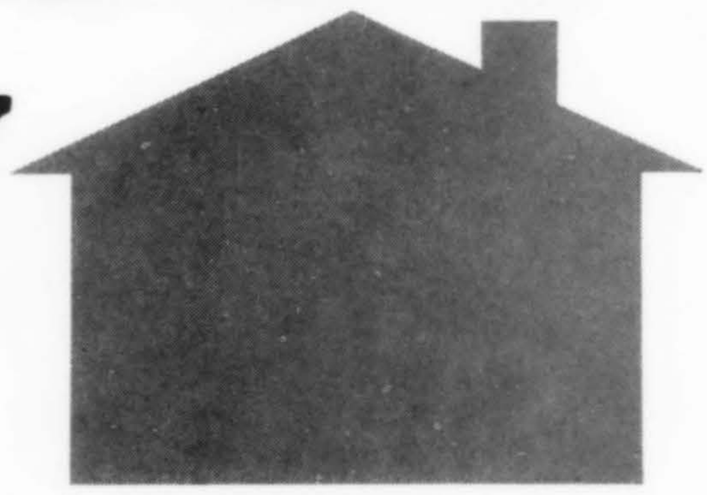
How to sell new homes



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