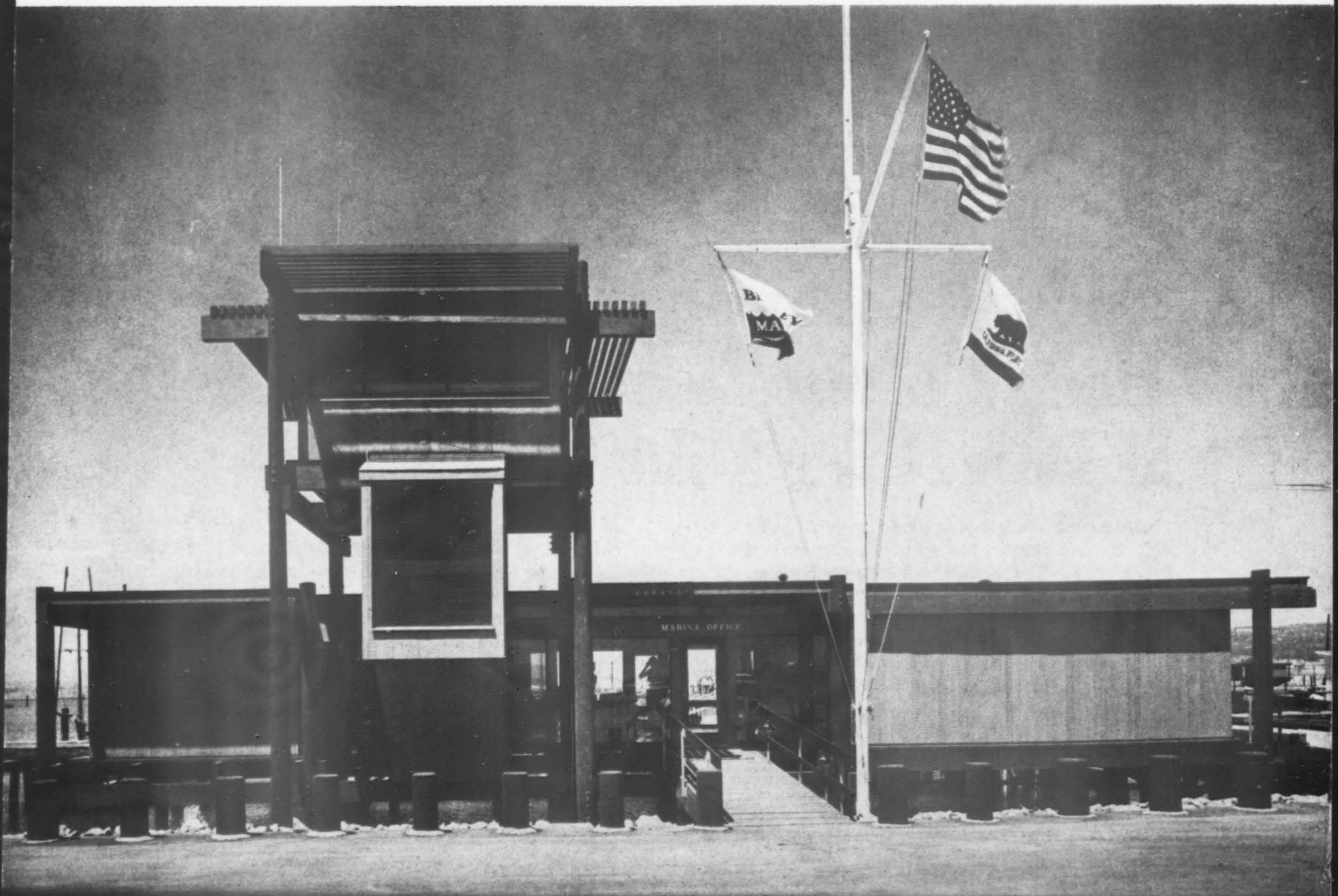


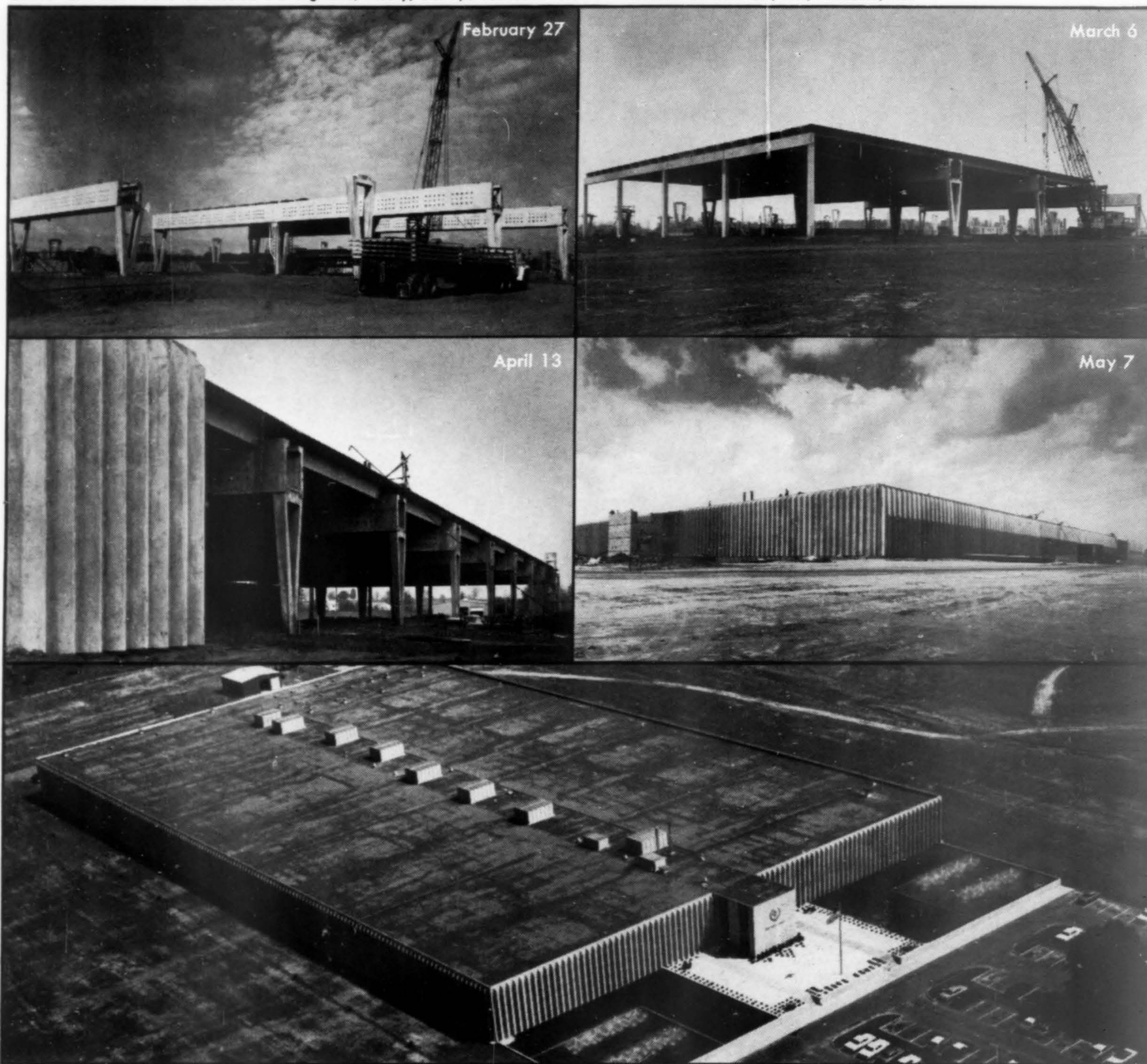
Architecture / West



THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO WESTERN ARCHITECTURE ◆ OCTOBER 1967



Owner: Dan River Mills, Inc., Danville, Va. Architect-Engineer: Harry Payne & Associates, Greenville, So. Car. Consultants: Gherzi Textil Organisation, Zurich, Switzerland. General Contractor: Davis Constructors and Engineers, Albany, Ga. P/C Fabricator: Southern Prestressed Concrete Co., Inc., Pensacola, Fla.



Concrete Helps Keep Cotton Clean at Dan River Mills

Concrete and clean cotton may appear to be an unlikely combination, but not at the cotton spinning and weaving plant of Dan River Mills at Benton, Alabama.

The basic prestressed, precast concrete structural system allowed everything that could be recessed to be built into the structure. Interiors of precast sandwich panel walls are caulked and painted to provide a smooth, lint-free envelope. The result—the ultimate in clean interiors so necessary to the production of quality cloth.

And that's not all. Concrete put the plant into operation faster, too. As the photos show, erection of the precast structure took just ten weeks—from the setting

of the first girders on cast-in-place reinforced concrete columns, through placing of single-tee roof members, to completion of walls. And sidewalls provide still another benefit—both are removable for future expansion.

Why concrete for industrial buildings? This Dan River Mills plant showcases just some of the many good reasons.



Portland Cement Association

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235 Montgomery Street, San Francisco, California 94104
418 Skinner Bldg., Seattle, Washington 98101
721 Boston Building, Denver, Colorado 80202
3800 North Central Avenue, Suite 816, Phoenix, Arizona 85012
5301 Central, N. E., Suite 705, Albuquerque, New Mexico 87108



Architecture / West

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- 18 Where the architects hang their hats/Frank Schneider & Associates, Hollywood, California
- 20 Harbormasters building, Berkeley Marina, Berkeley, California/Gerald M. McCue & Associates
- 22 King's Valley Country Club, Conifer, Colorado/Papachristou & Havekost
- 23 Boreal Ridge Lodge, Donner Summit, California/Ian Mackinlay & Associates
- 26 Children's Zoo, Woodland Park, Seattle, Washington/Fred Bassetti & Company

4 Highlights and Sidelights

6 Project preview

10 Santa Barbara Chapter, AIA, honor awards

13 Architect news

17 Western Mountain regional AIA pre-conference report

32 Products in action/Wood mosaic floors

33 New products

34 Literature

35 Manufacturers/Suppliers

36 Not Specified

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business data on page 36

THE COVER: Harbormaster's building, Berkeley Marina, Berkeley, California. Gerald M. McCue & Associates, architect. Karl Riek photo. Page 20.

HIGHLIGHTS and SIDELIGHTS

\$316 billion for Western hospital facilities—

Hospitals in the Far West plan to spend some \$316 billion on new facilities over the next decade—37% more than they spent in the previous decade. Expectations are that the federal government will pick up 40% of this, but this is actually more than twice what the government has planned.

These are projections from a survey of 65 hospitals in California, Idaho, Hawaii, Alaska, Oregon, Washington, Utah, Arizona, Colorado and New Mexico, conducted by Walter Kidde Constructors Inc. The survey indicated that automation, computers and closed circuit TV figure heavily in hospital planning. Compared with the national average, the western hospital will spend 26% more on facilities in the next ten years; 103% more for expansion of existing facilities, 231% more for modernization, but 80% less for new facilities.

Underground drains for air pollution problem?—

A system of underground drains as a possible solution to the air pollution problem has been advanced by Lester M. McKay, a research associate with the University of Nevada Laboratory of Environmental Pathophysiology, Reno. The simple idea is to take advantage of gravity by pulling air into underground drain systems by suction produced by fans or the friction of running water. Feasibility of such a system and a testing of it, probably in Reno because of the 5,000-ft. elevation and the frequent temperature changes, is under discussion.

Financial complex at Irvine Ranch—



Construction began in August on the nine-story Irvine Building in the heart of California's historic Irvine Ranch. The building, planned and designed by the firm of William L. Pereira & Associates, will be the focal point of a complete financial complex in the huge commercial community known as Newport Center. The Irvine Building, of white concrete and gray solar glass, will represent the tallest building to date in the center when completed. A sister building and a 20-story office tower will be erected later with a number of other related financial structures ultimately planned to cover the entire 16-acre site. Newport Center, originally planned for this location by the Pereira firm who master planned the 83,000-acre Irvine Ranch, will eventually cover 622 acres and serve a quarter of a million people in the coastal section of Orange County.

Downtown structure for Pacific NW Bell, Seattle—



CONSTRUCTION will begin in October on the Pacific Northwest Bell telephone building, Seattle. Initial building will have nine floors with an additional 10 floors to be added about 1973. The building will have a structural steel frame with concrete cores, precast exposed aggregate exterior. A bridge will connect the plaza with the Seattle First National Bank's 50-story building plaza (at left in photo). Ultimate cost: \$8.5 million. Architects: Naramore, Bain, Brady & Johanson.

Home building on schedule—

Home building is on schedule, according to Charles E. Young, director of Economic Services and Market Research for Western Wood Products Association. The projection for 1967 calls for 1.3 million private non-farm starts with 600,000 in the first half and 700,000 in the second half. One good reason for expecting increased starts in the second half of 1967, Young points out, is the recent restoration of accelerated depreciation for multi-family rental units. Coupled with a good flow of funds into savings institutions in recent months and the rising tide of young married households needing apartments, the stage seems to be set for a rapid increase in construction of both low-rise and high-rise apartments. Average demand for housing in the three-year period from 1968 through 1970 will be about 1.75 million units per year, Young predicts.

New fire resistance roofing standards asked—

A California fire chief has proposed that a new standard be required for fire resistance in roofing materials throughout the country. Chief William J. Taylor, head of the Burbank, California fire department, introduced a resolution at the International Association of Fire Chiefs convention, San Francisco, which calls for roofing materials for all homes and buildings to carry a minimum standard for fire resistance. The minimum standard is that set by Underwriters' Laboratories, Class "C", which many areas have already adopted. San Francisco itself, however, has had ordinances restricting the use of wood shakes and shingles since 1909.

Chief Taylor set forth the following facts that led to his resolution: (1) fire records indicate the danger of flying brands and embers becoming airborne during the course of a fire and as a result possible development of a conflagration; (2) non-fire retardant roofing material when exposed to fire contribute to this hazard; (3) attempts are being made to amend building codes to permit an expanded and increased use of non-fire retardant roofing and supposedly representing the fire chiefs as in favor of this; (4) all roofing materials used in building construction now can be fire resistant to conform to the Class "C" standards; (5) the International Association of Fire Chiefs is dedicated to fire prevention and the protection of life and property.

The resolution specifically asks building code officials to reject attempts to liberalize codes to permit expanded useage of non-fire retardant roofing.

International trade complex project approved—

Plans for a \$100 million international trade complex to be built on San Francisco's north waterfront area have been announced by North Waterfront Associates, Inc., a corporation of business leaders, architects, engineers and builders. President of the group is Roger Lapham, Jr. Dillingham Corporation will act as contractor and project managers for the development. Wurster, Bernardi & Emmons, architects for Ghirardelli Square and the Golden Gateway, are developing a master plan for the area. Contemplated for the vast trade complex will be a home furnishings mart; an apparel mart; a decorative, commercial-institutional furnishings mart; transient trade show facilities; an international trade center; a 500-room hotel; adequate parking and services facilities.

Citizen survey taken on rapid transit—

Like most areas never having experienced rapid transit, the citizens of Southern California lack detailed knowledge concerning such a transit system and what it will be or do. In mid-year, Southern California Rapid Transit District asked Opinion Research of California to conduct a survey among Los Angeles County residents as to their reaction concerning rapid transit. Results included: more than two out of three would use rapid transit if it were available; nearly two out of three would vote for public financing for such a system; about 61% believed that tax money should be used to improve the present system; about one-third favored a tax on liquor to finance the system; one-fourth favored using taxes from a variety of sources. Some 14% thought the present system would be a monorail, an idea abandoned several years ago.

Industrial building up in Southern California—

Industrial building in the Southern California area, at a seasonally adjusted annual rate equivalent to \$165 million, in July, was at its highest level since 1957 according to the monthly business summary of the Security First National Bank.

Calendar of coming events—

66th convention of the National Electrical Contractors Association, Civic Auditorium, San Francisco, Oct. 2-5.

Tile Contractors' Association of America, Inc., 59th annual convention, Dunes Hotel, Las Vegas, Oct. 8-12.

Architectural Woodwork Institute, 15th annual convention, The Drake Hotel, Chicago, Oct. 18-20.

National Building Material Distributors Association, 16th annual convention, Jung Hotel, New Orleans, Oct. 22-25.

Construction Industry Forum sponsored by Region 11, Construction Specifications Institute, Lake Arrowhead, Calif., Oct. 27-29.

Western Mountain Regional conference, Broadmoor Hotel, Colorado Springs, Colorado, Nov. 5-8.

Worldwide symposium on aesthetics and design in wood, State University College of Forestry, Syracuse University, Syracuse, New York, Nov. 7-9.

Interprofessional Conference on Environmental Design, Education Center, University of Maryland, Nov. 16-17.

National Fire Protection Association, 1967 Fall Conference, Omaha, Nebraska, Nov. 13-15.

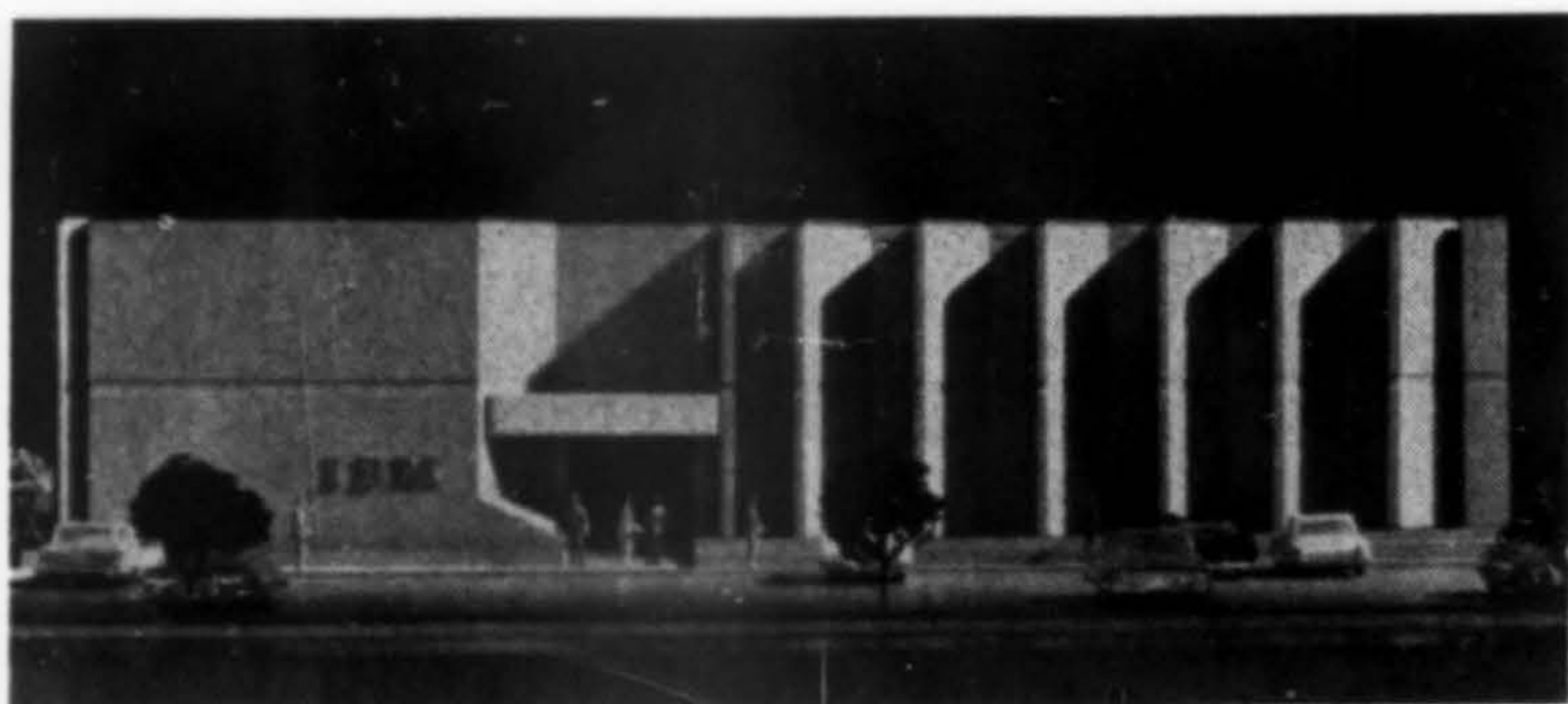
National convention, Society of American Registered Architects, Marriott Motor Hotel, Washington, D.C., Nov. 17-20.



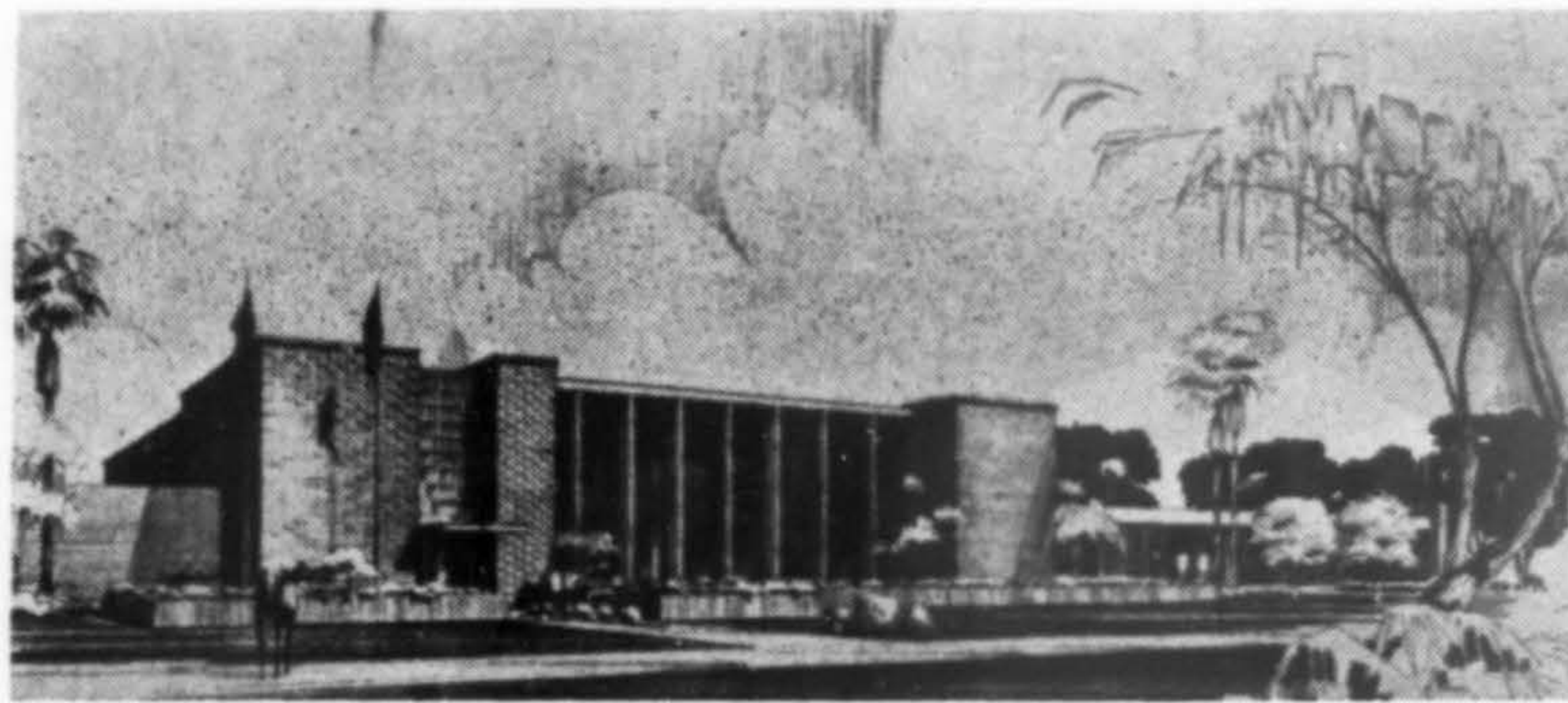
Graphics integrated into the structure through the use of Custom Carved Brick*/ The Old National Bank of Wn.-Tricities Branch, Pasco/James & Hicks and Pence & Stanley, Associate Architects/ Harold Balazs, Sculptor of sign & symbols.



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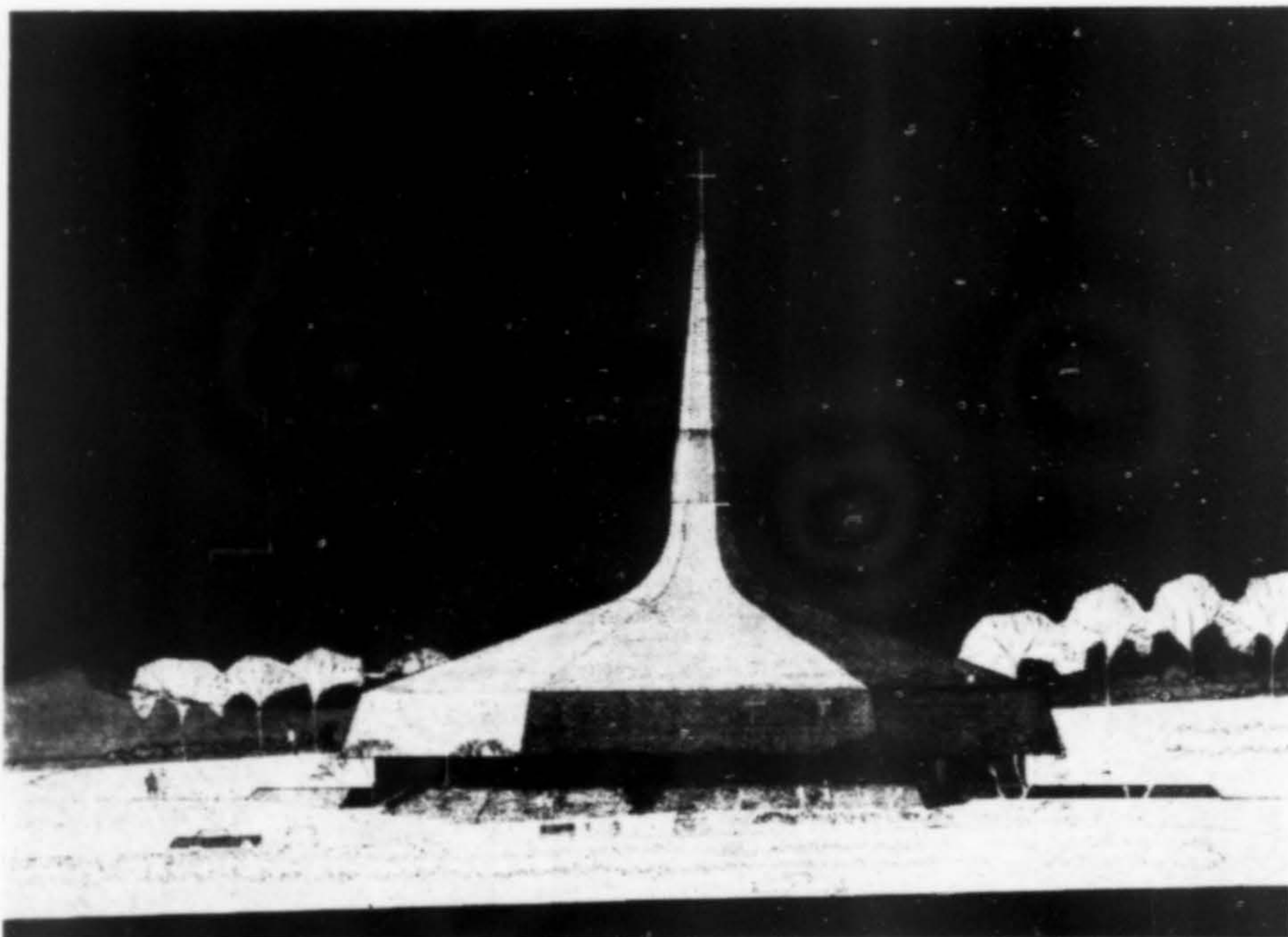


IBM OFFICE BUILDING, Albuquerque, New Mexico, will be steel framing with exterior face brick walls. Natural light and the view on the west elevation is attained by bending the main building wall outward at 45° angles to create north facing glass protected from direct sunlight. Building will be two stories, 34,000 sq. ft. Architect: Leroy B. Miller.



ADMINISTRATION BUILDING, Arizona Highway Patrol, Phoenix, will be two stories, to contain office and work space. The building will be reinforced concrete with brick facing, aluminum and gray glass window-walls, decorative masonry units glazed with colored glass and a retaining wall at the front. Cost: \$250,000. Architect: Dean L. Glasco.

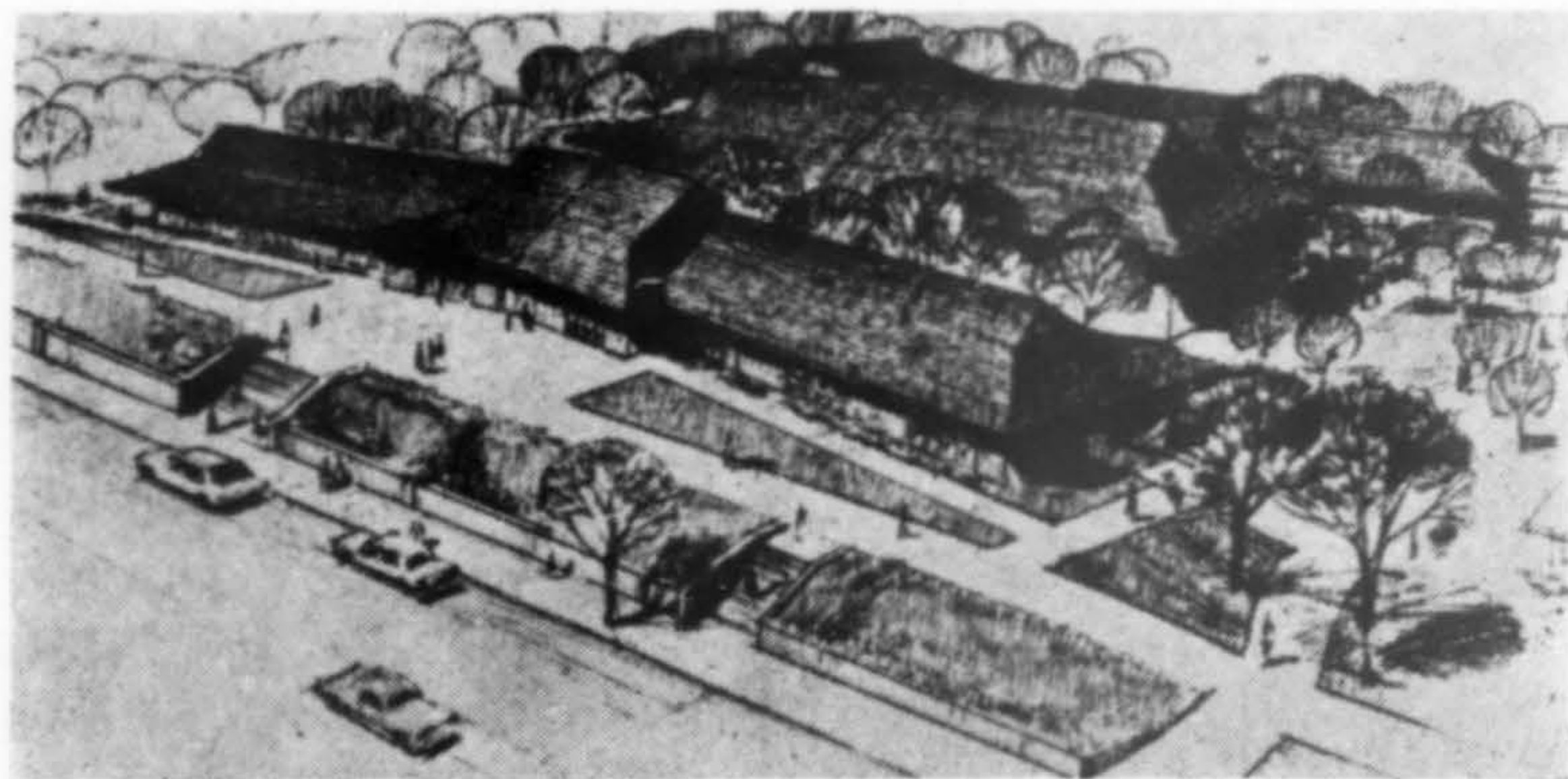
PROJECT PREVIEW



EMMANUEL LUTHERAN CHURCH, Moscow, Idaho, will be a two-story structure, hexagonal in shape, designed for the sloping site with entries on both levels. The wood shake roof slopes upward into a spire over the center of the building, terminating in a cross 115-ft. above ground. Architect: Trogdon-Smith; Lyerla & Peden, structural engineers; Vern Johnson, contractor.



OFFICE BUILDING for University Properties, Seattle, will have Olivetti-Underwood as prime tenant. The \$150,000 structure (8,000 sq. ft.) of precast and poured concrete will rise over surface parking for 26 cars. Architect: Richard Bouillon, AIA, & Associates; Olsen and Ratti, structural engineer.

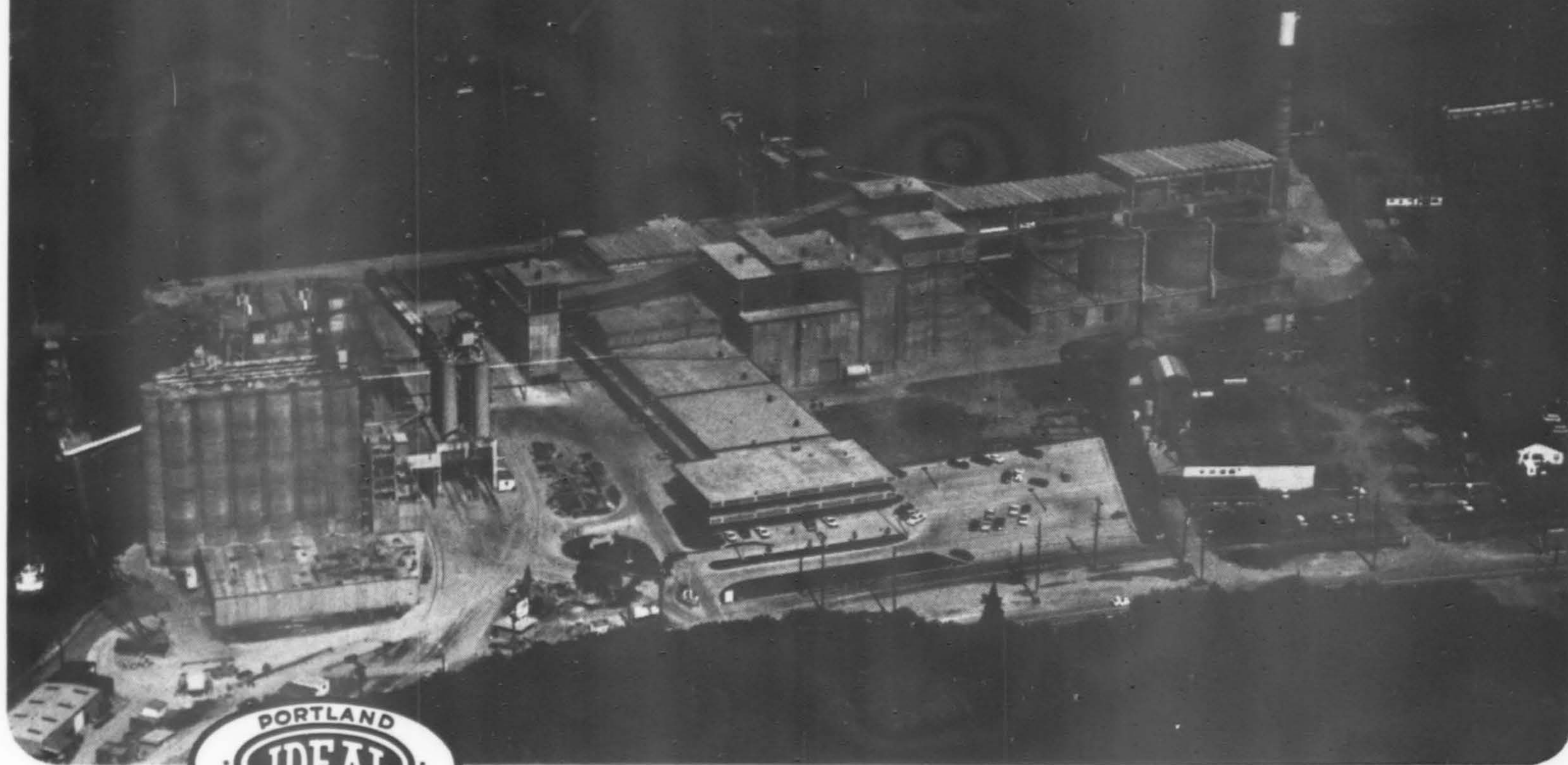


LASSEN UNION HIGH SCHOOL, Susanville, California, first phase construction will house classrooms, library, gymnasiums, kitchen, multi-use building. Exterior walls of concrete tilt-up construction. Roof system is framed with a series of glued laminated wood members. Estimated cost, first phase: \$1,493,000. Architect: Akol & Associates.

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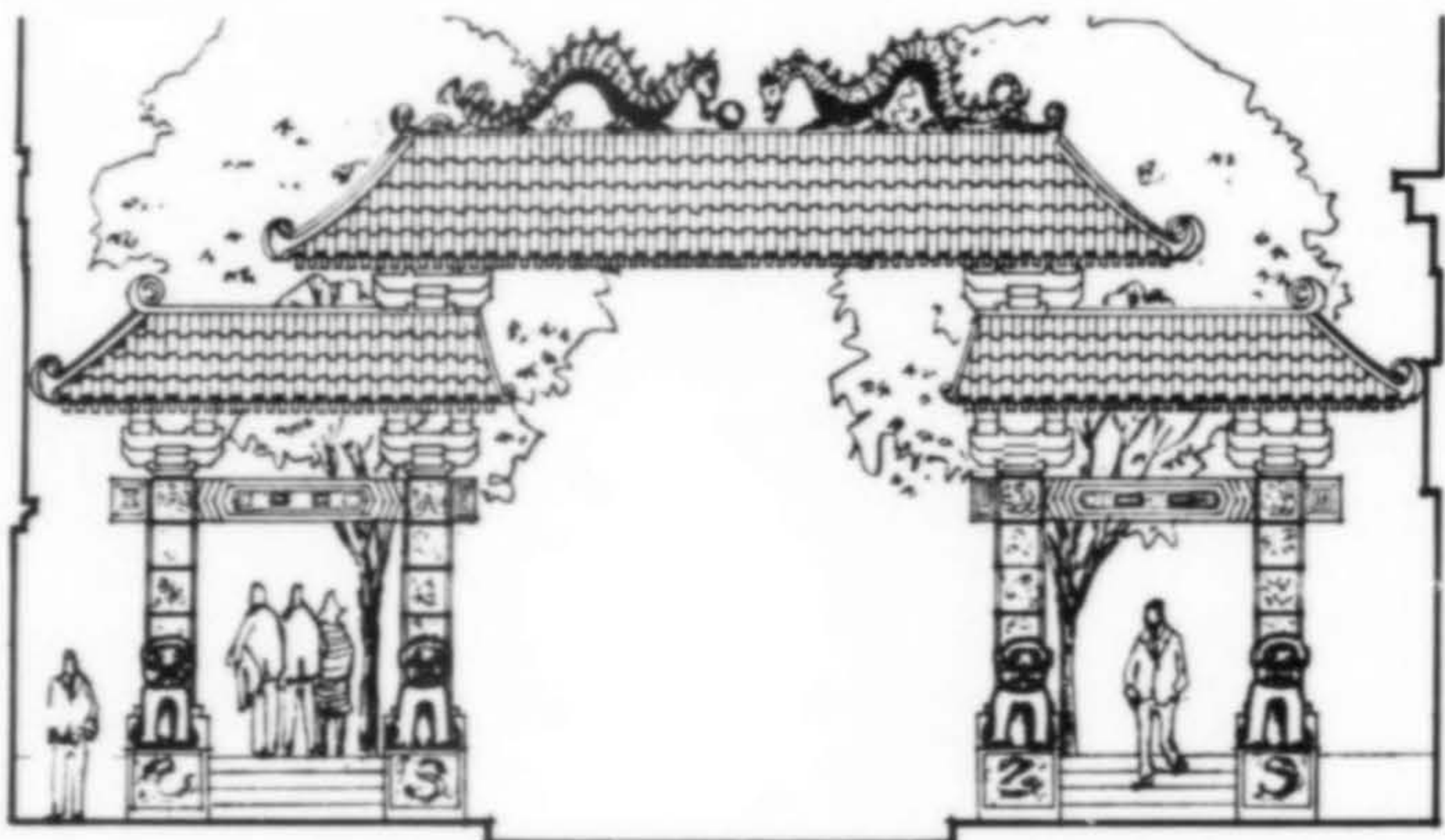
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Gateway to Chinatown— an award-winning design

CLAYTON LEE, a young San Mateo architect, will soon see the completion of his award-winning design for a gateway to San Francisco's Chinatown. The gateway is under construction on Grant Avenue at Bush Street, the entrance to the famed Chinatown. Associated with him in the design were Melvin H. Lee and Joseph Yee, both landscape designers.

The jurors who selected the winner commented: "This Gateway appears to favor the pedestrian, to create a fine sense of scale by the use of the trees and to imply an entrance into a village rather than into a single shrine. It has an intriguing quality



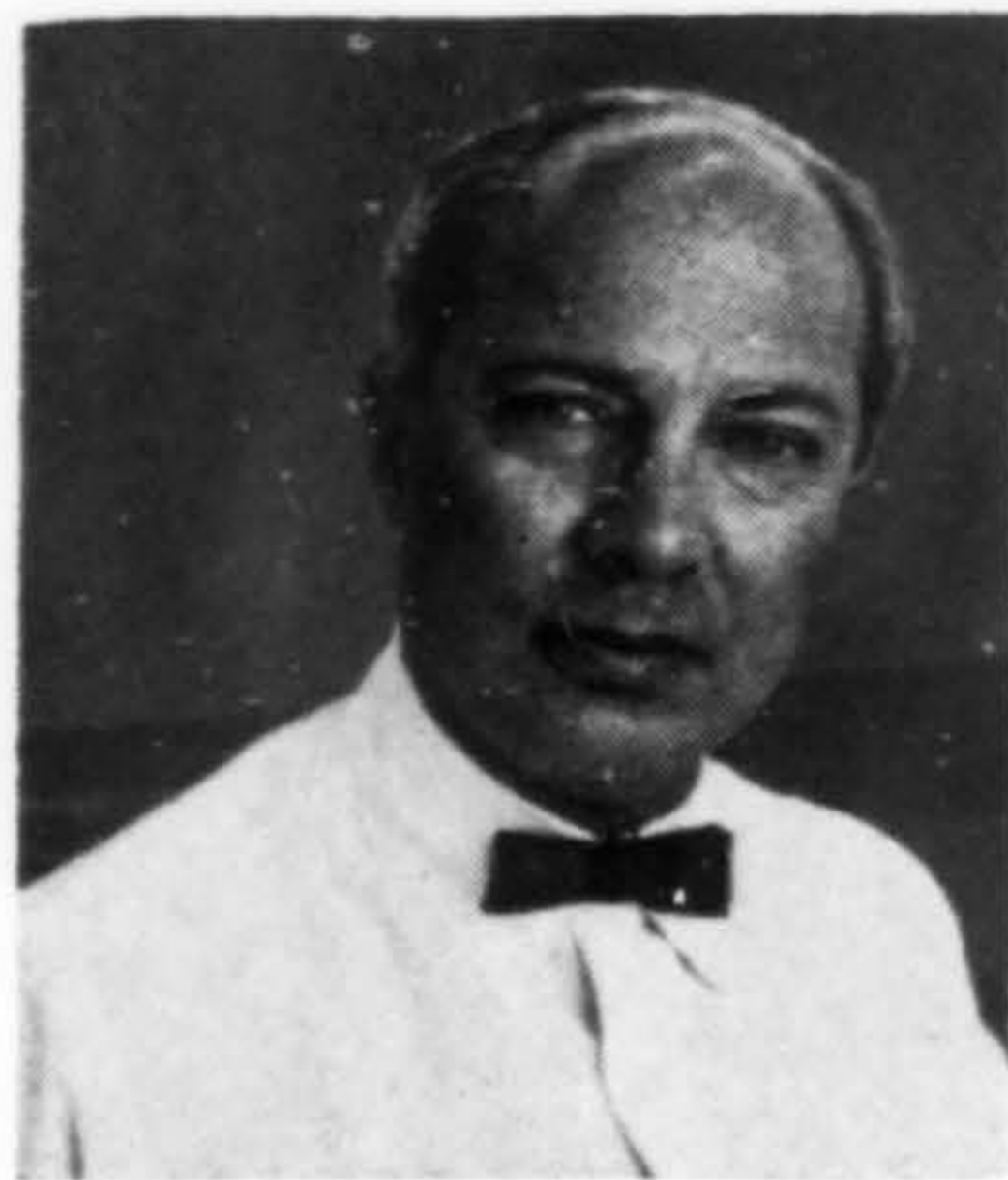
of openness so that one sees the colorful flow of pedestrians and the shops beyond." A total of \$70,000 was appropriated by the city some years ago for the gateway.

Over 20 entries were submitted in the design competition earlier this year. Second award went to Roger Lee, Daryl Roberson, Eugene Lew, architects; third, to George Meu of Harada and Meu, architects. Jurors were Thomas D. Church, ASLA; Worley Wong, FAIA, Charles Griffith, with the Bureau of Architecture in San Francisco; Morton Rader, architect; and a member of the Chinatown Gateway committee. Merrill Jew, architect, was professional advisor.



Design team named for Seattle's Pike Plaza redevelopment project

ARCHITECTS for the long-discussed Pike Plaza Redevelopment project in Seattle have been named and final plans are scheduled for presentation in June



STEINHARDT

1968. Designated primary architects are Kirk, Wallace, McKinley & Associates and John Morse & Associates. Architect Henry Steinhardt has been named project associate. Five other firms are associated as consultants.

Serving as urban design consultants will be the architectural firm of Rockrise & Watson, and urban planners Livingston & Blayney, both of San Francisco. Traffic engineering consultants will be Wilbur Smith & Associates, San Francisco; landscape architecture consultants, Royston, Hanamoto, Beck & Abey, San Francisco. The engineering firm of Cornell, Howland, Hayes & Merryfield, Seattle, will serve as utilities consultant.

The 20-acre site is bounded by First Avenue, Union St., Lenora St., and the Alaskan Way viaduct and includes within its boundaries the controversial Pike Place Public Market. A \$370,869 grant for survey and planning was made this past December by the Department of Housing and Urban Development.

House of Hospitality, San Diego, refurbished by AID members

THE HOUSE of Hospitality in San Diego's famed Balboa Park has a new look and a new lease on life, thanks to cash from the community and services donated by five design teams who are all members of the San Diego Chapter of the American Institute of Interior Design.

Erected as a temporary structure for the 1915 Panama-California Exposition, the Spanish-style structure survived the architect's razing schedule. Public sentiment has kept it up and looking permanent ever since. In September 1965 the San Diego House of Hospitality Association asked the Junior League to investigate ways in which the building might be restored to Exposition prominence as a cultural, educational and social center. The League persuaded members of the local section of the AID to contribute \$50,000 in services, contributed \$20,000 in cash and elicited a matching \$20,000 from the City of San Diego. Gerald Jerome, AID, served as chairman of the project to design furnishings and effects for five areas with as many special teams assuming the responsibility of creating new looks for each area and relating each one to all of the others. The Gold Room, in photo left, functions as restaurant foyer and reception center for the entire House of Hospitality. It was the project of William E. Iddings and Ilse Ruocco, AID members.

The office of the San Diego Chapter, AIA, is in the House of Hospitality.

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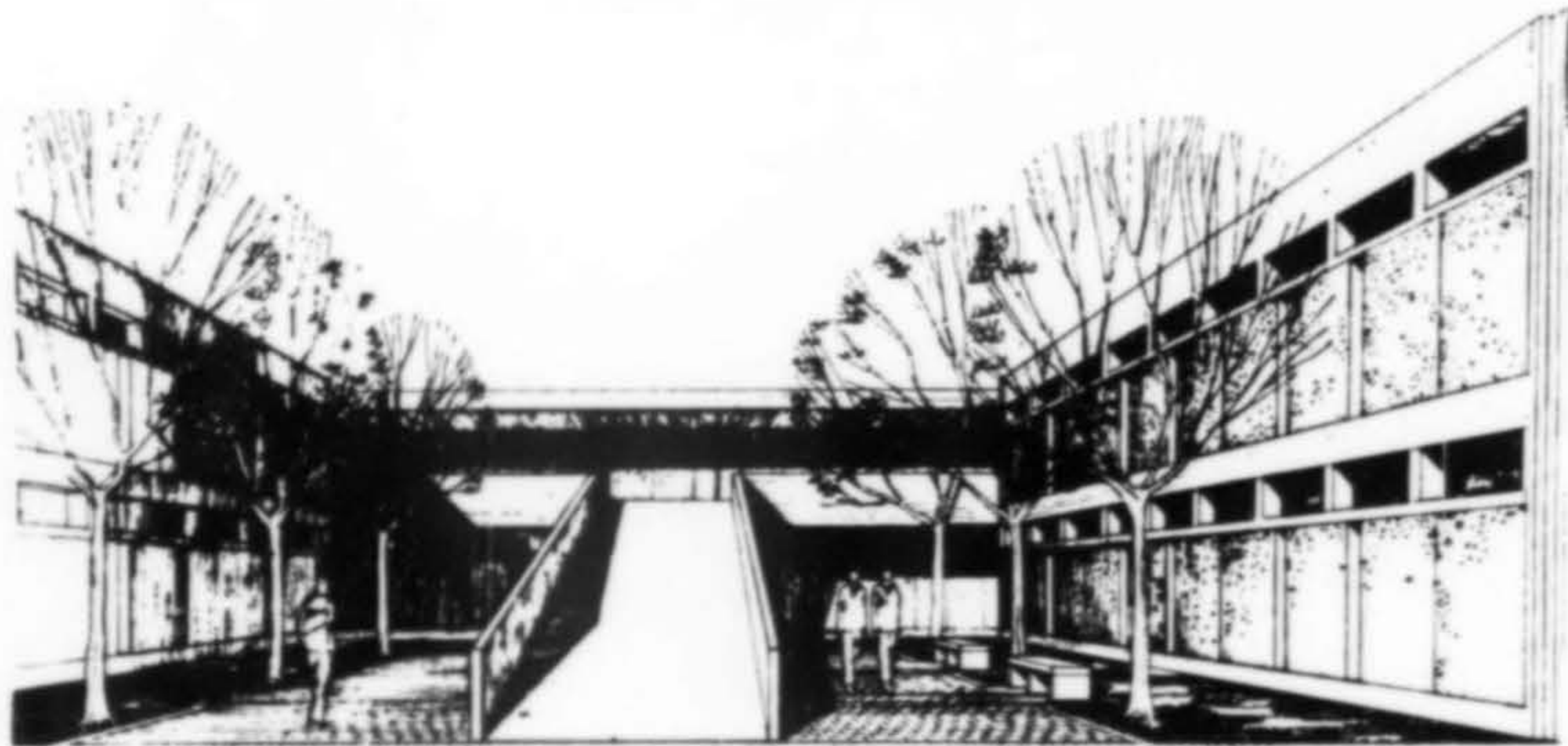
When you get right down to it, electric air conditioning will help you sell homes faster.

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U. S. Coast Guard training station to receive a total "new look"

FUTURE COASTGUARDSMEN will find the training area at the U. S. Coast Guard base on Government Island at Alameda, a not-so-grim place after all. Working drawings are proceeding on a new barracks designed to replace the old wooden barracks.

Designed by architects Marquis & Stoller, the new barracks, housing 500 men, will be of rein-



forced concrete construction utilizing both poured-in-place and precast elements. Three 500-man barracks are planned, completing a master plan which envisions, besides the barracks, extensive landscaping, a new drill field and a separate ancillary facilities building.

The problem of moving large groups of men quickly during a typically scheduled training day has been solved with direct access to each barrack room and a 16-ft. wide ramp to the upper floor. On the interior, lockers and radiators are recessed into the walls to facilitate cleaning and reduce maintenance problems.

Landscape architect licensing stirs architects and landscapers

LANDSCAPE architects and architects in California are equally unhappy over the revised proposal of the Commission on California State Government's Organization & Economy's report to place the licensing of landscape architects under the Board of Architectural Examiners. Their first recommendation, to abolish the Board of Landscape Architects, met with strong objections as this second proposal is doing.

The Commission, looking into state licensing procedures, recommended that the Board of Architectural Examiners determine whether or not a need exists for the licensing of landscape architects and, if so, make it their responsibility. The Architectural Board, however, feel they have enough to do in handling their own licensing and point out that the Landscape Board has been doing an excellent job.

Melton Ferris, executive director of the California Council, American Institute of Architects, said that the architects have no desire to control the landscape profession and simply want assurance that when they work with landscape architects that they are dealing with competent professionals. They believe that the only weakness in the operation is that the Board of Landscape Architects should be treated as an enforcement act instead of a title act.

Theodore Osmundson, president of both the California Council of Landscape Architects and the national organization, the American Society of Landscape Architects, said the whole situation came as a great surprise since the board was supporting itself entirely by license fees and involving no other public funds. The need is greater now, he added, to have the landscape architect's position as to licensing strengthened since there are more and larger jobs involved on an increasing scale. Osmundson said, "We find it incomprehensible that our profession wouldn't require licensing while the others do. We find it a strange exercise to have to go back and explain this need."

Funds raised to assure Camelback Mountain preservation

THE PEOPLE of Phoenix, Arizona have put a high priority on the preservation of Camelback Mountain. Some \$280,000 has been raised in cash and pledges, from school children to industrial leaders, in Arizona and across the nation, all of whom wish to see the famous landmark safe from the encroachment of the developer. Now the Arizona Outdoor Recreation Coordinating Commission has voted to recommend granting \$215,700 in matching federal funds to be used to protect the undeveloped summit of the mountain.

The City of Phoenix had requested \$269,000 to help purchase the 246.6 acres needed; the funds granted by the Commission totaled about 80% of the city's request. Federal money would come from Arizona's 1967-68 allocation of \$838,000 from the Land and Water Conservation Fund Act of 1965. An appeal will be made to Secretary of Interior Stewart Udall for the additional monies.

The primary purpose is to prevent any building above the 1,800-foot level. The land will become a public trust, accessible to the public through trails for hikers and horseback riders.



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"That's a promise?"

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Olympic Solid Color Stain



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"Beautiful!"

"Exactly. See how it adds color and depth without hiding the natural richness of the wood?"

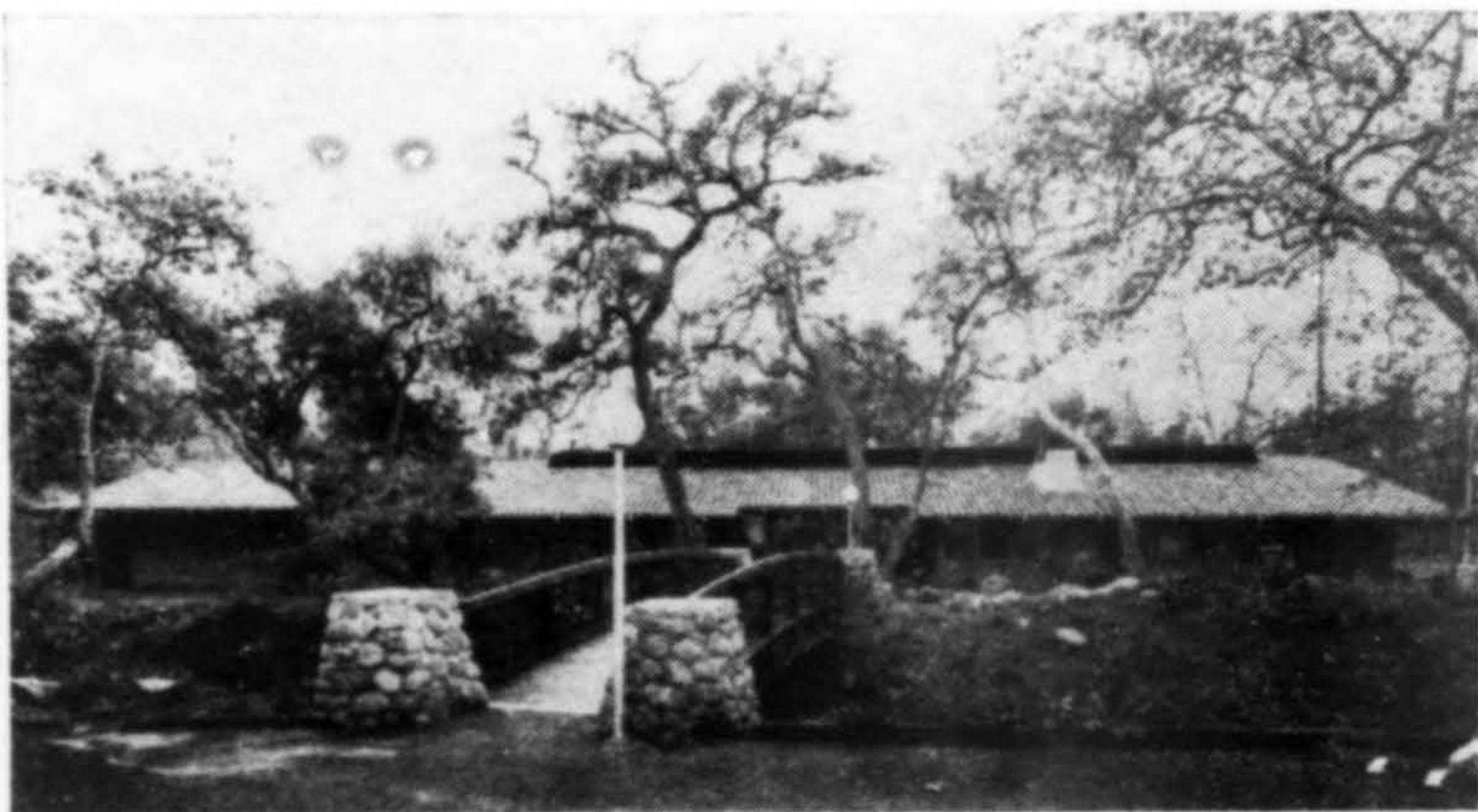
"Really shows off the grain and texture, doesn't it?"

"Right. And in 36 tones. That's why architects like it. And builders. 'Fact, anybody who likes wood likes Olympic."

"I like wood."

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

Olympic Semi-Transparent Stain



YMCA, Montecito; Cooke, Frost, Greer & Schmandt, architects.

SANTA BARBARA CHAPTER, AIA, AWARDS COMPETITION

Jurors:

Arthur B. Gallion, FAIA; George Vernon Russell, FAIA;
H. J. Powell, FAIA.



MEDICAL OFFICE for Dr. Horton and Dr. Wilson, Santa Barbara; Cooke, Frost, Greer & Schmandt, architects.



COAST VILLAGE SHOPPING CENTER, Santa Barbara; Arendt/Mosher/Grant, architects.



McBEAN LIBRARY at The Cate School, Santa Barbara; Arendt/Mosher/Grant, architects.



RICHARD A. COSH residence, Santa Barbara; Arendt/Mosher/Grant, architects.

New firms, associations, office changes

□ Wurster, Bernardi & Emmons, Inc., San Francisco architectural firm, have named two of their long-time associates as first vice presidents and members of the board of directors. Allen F. Rosenberg, architect, a member of the firm since 1962, was made an associate in 1966. He will serve as vice president in charge of administration and production. Ralph O. Butterfield, architect, joined the firm in 1955 and was named associate in 1960. He will be vice president in charge of design.

□ William C. Krommenhoek has become an associate of the architectural firm of Robert Mosher and Roy Drew, 1225 Coast Boulevard, La Jolla, California.

□ The architectural firm of Franks & Norman, Portland, was dissolved when Barney Franks joined the Mental Health Hospital program of the Health, Education & Welfare department in Washington, D.C. Simon G. Stanich, a member of the firm for five years, has been named a partner by Richard W. Norman and the firm name now becomes Norman & Stanich Architects. Offices are at 730 S.W. First Avenue.

□ Downing A. Dodge, city planning director at Laguna Beach, California, has announced the formation of a new planning, architectural and engineering firm to be known as Pacific Planning Associates.

□ Leonard Gerkin has been appointed projects director on the land development staff of Daniel, Mann, Johnson & Mendenhall, the Los Angeles-based architectural-engineering-planning firm.

□ The Tacoma, Washington firm of Lea, Pearson & Richards, Architects, announce the appointment of James R. McGranahan and Paul I. Gingrich, Jr., as associates. McGranahan has been with the firm since 1963, Gingrich since 1956.

□ Richard K. Fleming has rejoined Richard R. Leitch & Associates, Newport Beach, California land planners, as an associate architect.

□ Walter T. Brucker, interior space planner and designer, has closed his own Los Angeles firm, Walter T. Brucker & Associates, to join Albert C. Martin & Associates, Los Angeles.

□ Lee E. Ham, president of Wilsey & Ham, architectural-engineering-planning firm of San Mateo, California, has announced the association of Eduardo Baranano, AIA, AIP, as vice president for planning.

□ An interior design department headed by Lucille Wilcox has been established by the architectural firm of Fred Bassetti & Company, Seattle. Miss Wilcox, a graduate of Pratt Institute in New York, will work with Mary Bassetti, interior designer.

□ Architect Earl A. Freels has been appointed a vice president of Linesch & Reynolds, environmental planners, Long Beach, California.

The September article on the formation of Crowther/Kruse/Landin & Associates, Denver, carried some misspelled names for which we apologize. It is Charles E. McWilliams, an associate, and Gary L. Loptien, interior designer.

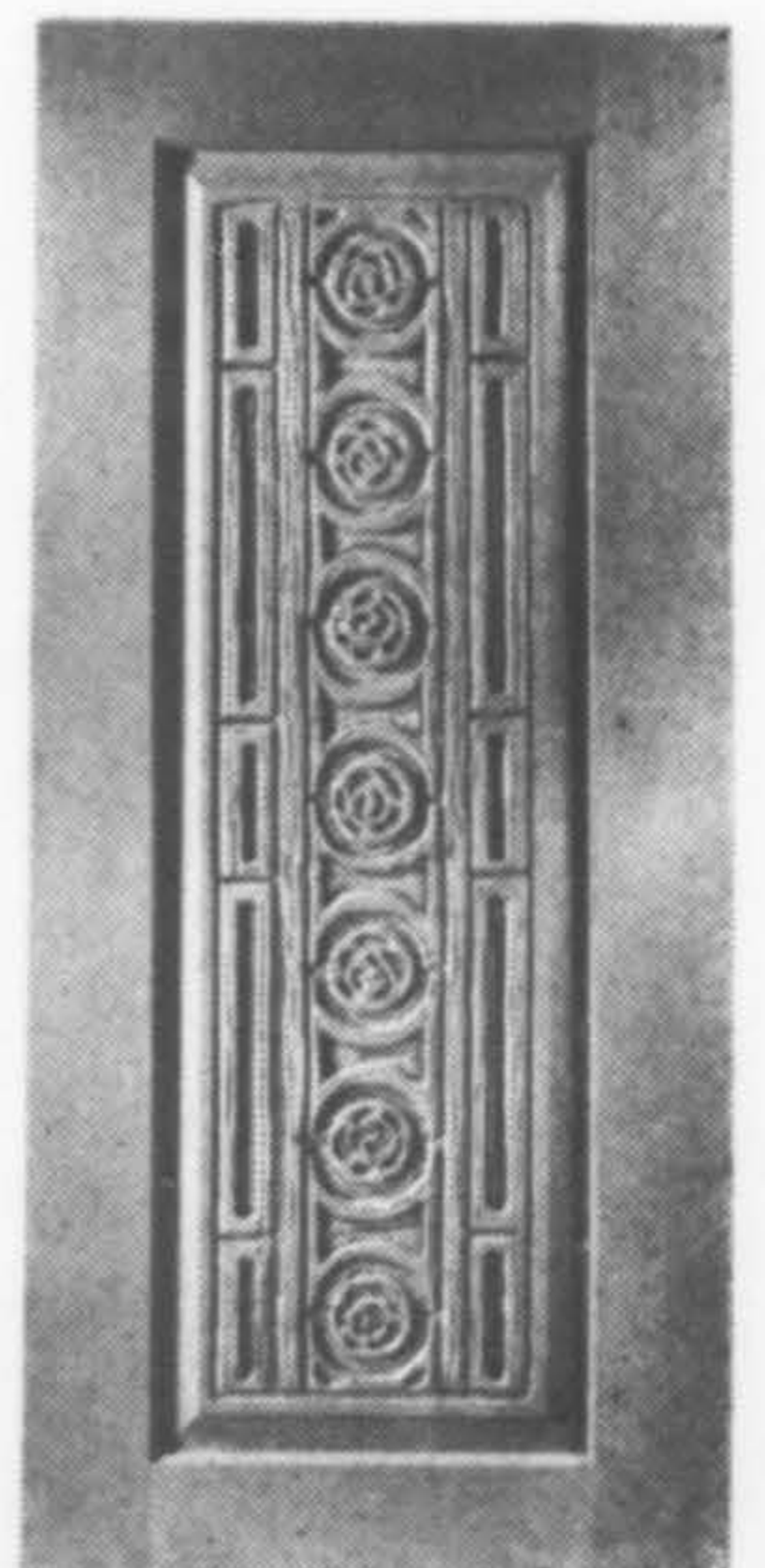
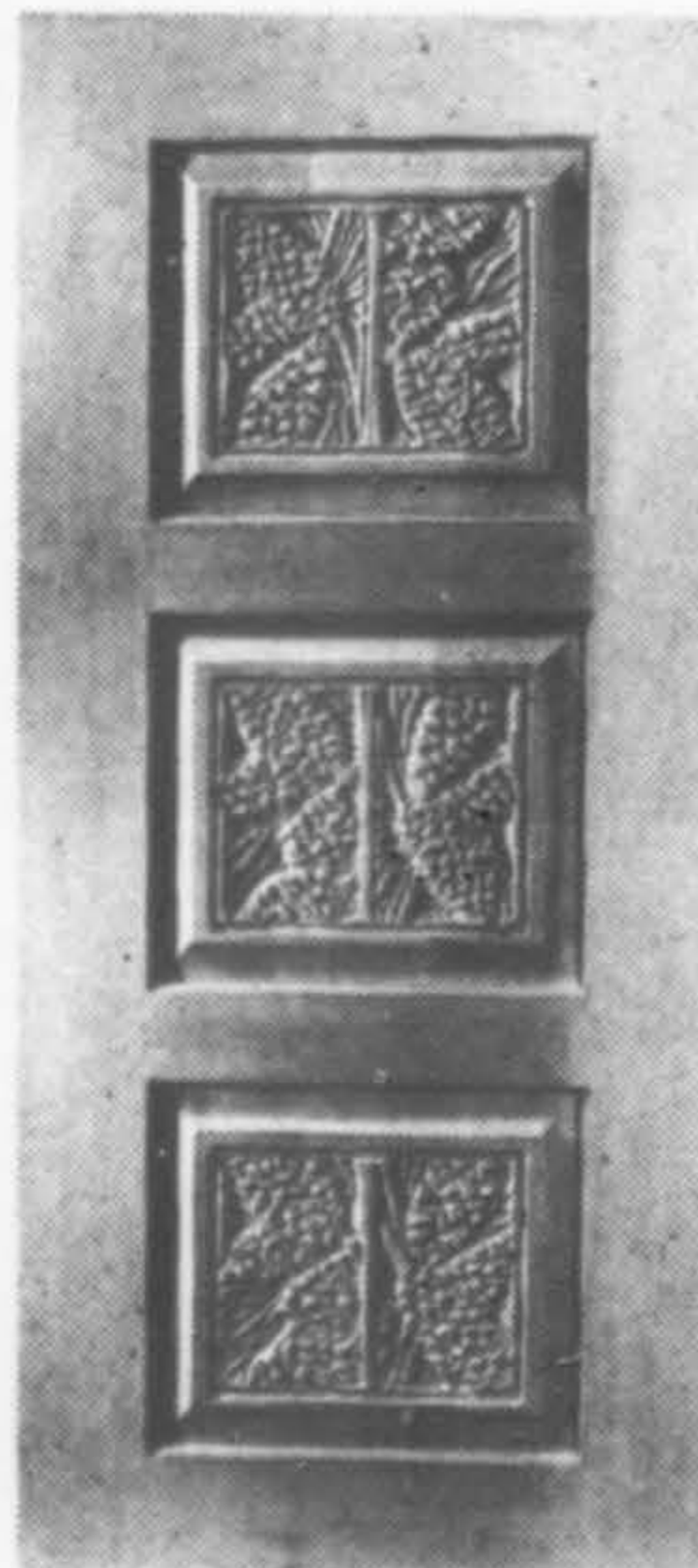
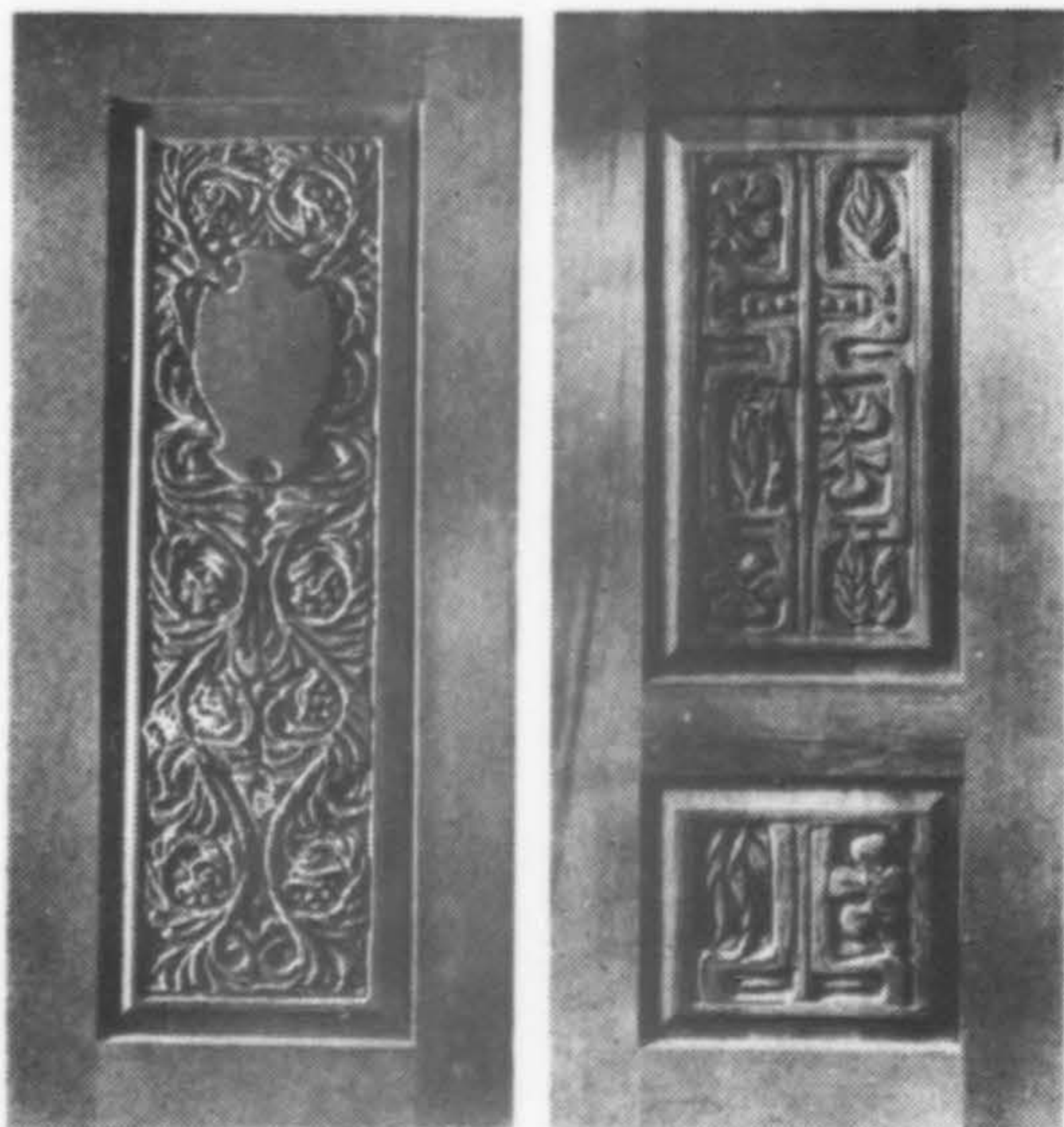


AIA Chapter office presents art shows

WHEN THE East Bay Chapter of the American Institute of Architects moved into new quarters in downtown Oakland three years ago, they began a series of artist presentations in the office. Each month a different artist from many mediums is featured. Work by members of the Northern California Chapter of Artist's Equity, students from the University of California, Bay Area artists, have had showings.

One of these was Hal Painter of Sebastopol, California, an eminent designer and weaver. He has received many awards for his tapestries and rugs, such as that shown in the illustration. The Disney Studios recently completed a color film on his work, environment and philosophy to be distributed throughout the United States and abroad.

The current October exhibit will feature Photographic Painting by Blaise Domino. The show represents the artist's new application of photography which he uses as a fine arts tool, thus the term—photographic painting. Born in New Orleans, he is presently residing in San Francisco, having returned from two years of studying and painting in Europe and North Africa.



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□ Frederick M. Mann, Jr., University of Washington architect since 1957, has announced his resignation, effective October 1, to return to private practice.

□ George A. Dudley, dean of the school of architecture and urban planning at the University of California at Los Angeles, has been named chairman of New York state's Pure Waters Authority and of the State Council on Architecture by Governor Nelson Rockefeller. Dean Dudley will continue for the next few months to devote some time to the UCLA post pending naming of a successor.

□ Henry J. Lagorio, professor of architecture at the University of California, Berkeley, has been named associate dean of the College of Environmental Design at the university. He has been a member of the architecture faculty since 1957.

□ Welton Becket has been named honorary consul for Ceylon in Los Angeles. The consulate will be located at the Becket offices, 10000 Santa Monica Blvd., Los Angeles.

□ Charles Luckman, FAIA, Los Angeles, has been elected to the board of the National Governors of the Library of Presidential Papers, founded last year as a central library where papers and other significant information on the presidents will be available without charge. The library will be opened this fall in New York.

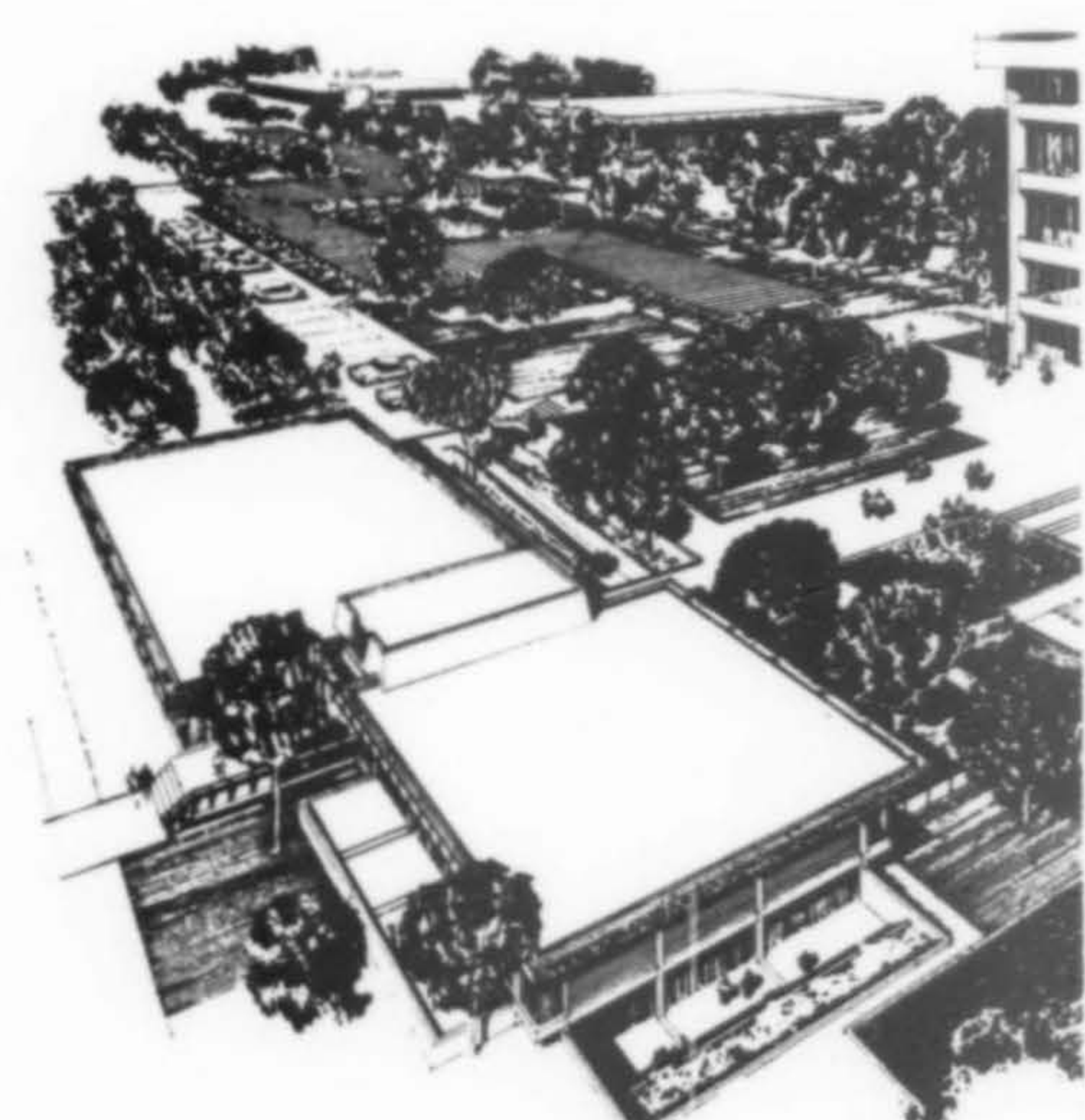
□ Richard R. Whitaker, Jr., former director of educational programs for the AIA has been appointed associate professor of architecture at the University of Colorado. He is a partner in the firm of MLTW, Berkeley.

□ Sam T. Hurst, dean of the School of Architecture and Fine Arts, University of Southern California, Los Angeles, has been named president of the board of directors of the National Architectural Accrediting Board.

□ Mrs. Audrey B. Dillman, personnel administrator for Charles Luckman Associates, Los Angeles architectural firm, has been elected president of the Southern California chapter of Architectural Secretaries Association, Inc.

□ Fred Rochlin, architect and landscape architect of Sherman Oaks, California, has been replaced on the State Board of Landscape Architects by Howard Boltz, Dean of the School of Landscape Architects at California State Polytechnic College, Pomona. Fred Rochlin, who is a partner in the firm of Rochlin & Baran, Architects & Associates, has served on the board for eight years.

□ Howard E. Mincy, 73, an architect with the Seattle firm of Maloney, Herrington, Freesz and Lund for 30 years, died August 21 following a long illness. Mr. Mincy, who worked on some of Seattle's largest buildings including the Northern Life Tower, retired from active practice in 1960.



Library facility for Orange County, California, will be the first building constructed in the new Garden Grove Civic and Community Center. All reading areas open visually onto outdoor courts. The main floor is raised 4-ft. above the street to match the elevation of the central mall that will link all of the civic buildings. Occupancy: Summer, 1968. Cost: \$440,000. Architect: James R. Wilde, Lee F. Wilcox and Ron Yeo, a joint venture.

Address changes

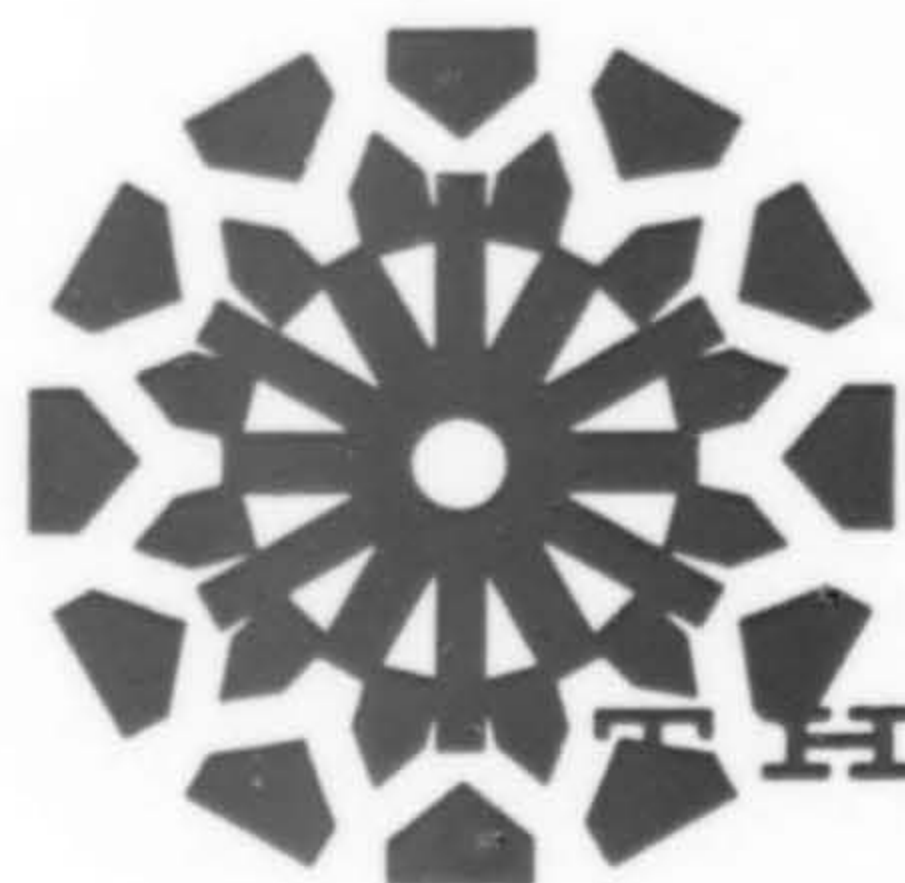
- NOEL & HASTINGS—933 Catillo St., Santa Barbara, Calif.
- CARL MASTON—2811 N. Cahuenga Blvd., Los Angeles.
- ROLAND FOREMAN—4353 Fair Oaks Blvd., Sacramento, from Balboa, Calif.
- DAVID G. CLARK—700 N. Figueroa St., Los Angeles, from Van Nuys.
- LEE C. KNELL—240 E. Center, Provo, Utah.
- R. L. STEINBEIGLE—2501 W. 14th Pl., Yuma, Arizona.
- ROBERT CLYDE BENTLEY, AIA—49 Fremont St., San Francisco.
- JEAN W. GREEN—4825 W. 30th Ave., Denver, from Aspen, Colo.
- H. P. LAUGHINGHOUSE—730 Chantry Lane, La Habra, Calif., from La Paloma, Calif.
- BILL J. SHELTON & ASSOCIATES—335 Jefferson S.E., Albuquerque, New Mexico.
- JAMES D. GOUGH, JR.—318 South Church Ave., Bozeman, Mont.
- GEORGE R. KILLAM—20 Glorietta Ct., Orinda, Calif., from Richmond, Calif.
- CHARLES R. DAHLEN—5135 S.W. Tree St., Lake Oswego, Ore., from Salem, Ore.
- JAMES TYLER—841 Chautauqua Blvd., Pacific Palisades, Calif., from Los Angeles.
- RONALD K. MARTYN—1410 Creekside Dr., Walnut Creek, Calif., from Phoenix, Ariz.
- ALLYN E. MORRIS—90 Patrician Way, Pasadena, Calif., from Los Angeles.



Broadcast House, now under construction in Seattle, will house KIRO-TV, KIRO-AM and KIRO-FM. The site, three-quarters of a city block, is near the Seattle Center. The two-story structure is designed to accommodate a future third floor of 12,000 sq. ft. One-third of the site has been developed as a landscaped drive-in entry creating a park-like setting. The multi-million dollar facility was designed by Fred Bassetti & Company, architects, with J. William Dimmich, partner in charge. Howard S. Wright Construction Co. is general contractor.



16th annual
WESTERN MOUNTAIN
REGIONAL CONFERENCE
Colorado Springs, Colorado
November 5-8, 1967



THE TOWN AROUND US

PIKE'S PEAK and the Garden of the Gods will be background for the 16th annual Western Mountain Regional AIA conference convening Nov. 5-8 at the picturesque Broadmoor Hotel in Colorado Springs. Conference theme, "*The Town Around Us*", will explore in depth the responsibility of individual architects and planners to their various communities. John B. Ten Eyck is conference chairman.

SUNDAY, November 5

Registration
Regional Council Meeting
Producer's Council Cocktail Party

MONDAY, November 6

Seminar I—Edmund Bacon, Executive Director, City Planning Commission, Philadelphia, Pennsylvania

Albert Bush-Brown, Dean, Rhode Island School of Design, Providence

Sidney W. Little, FAIA, Dean, School of Architecture, University of Arizona

Luncheon—AISC award
National AIA Public Relations Workshop
At-home dinner in homes of local architects

TUESDAY, November 7

Seminar II—George Fellows, City Manager, Colorado Springs, Colorado

J. H. Finch, FAIA, Finch, Alexander, Barnes, Rothschild & Paschal/Architects, Atlanta, Georgia

Ron E. Ginn, AIA, Department of Housing & Urban Development, Model Cities Administration, Washington, D.C.

Fletcher Trunk, president, Boyce Publications, Inc., Publishers of Symposia

Luncheon—David Brower, Executive Director of the Sierra Club

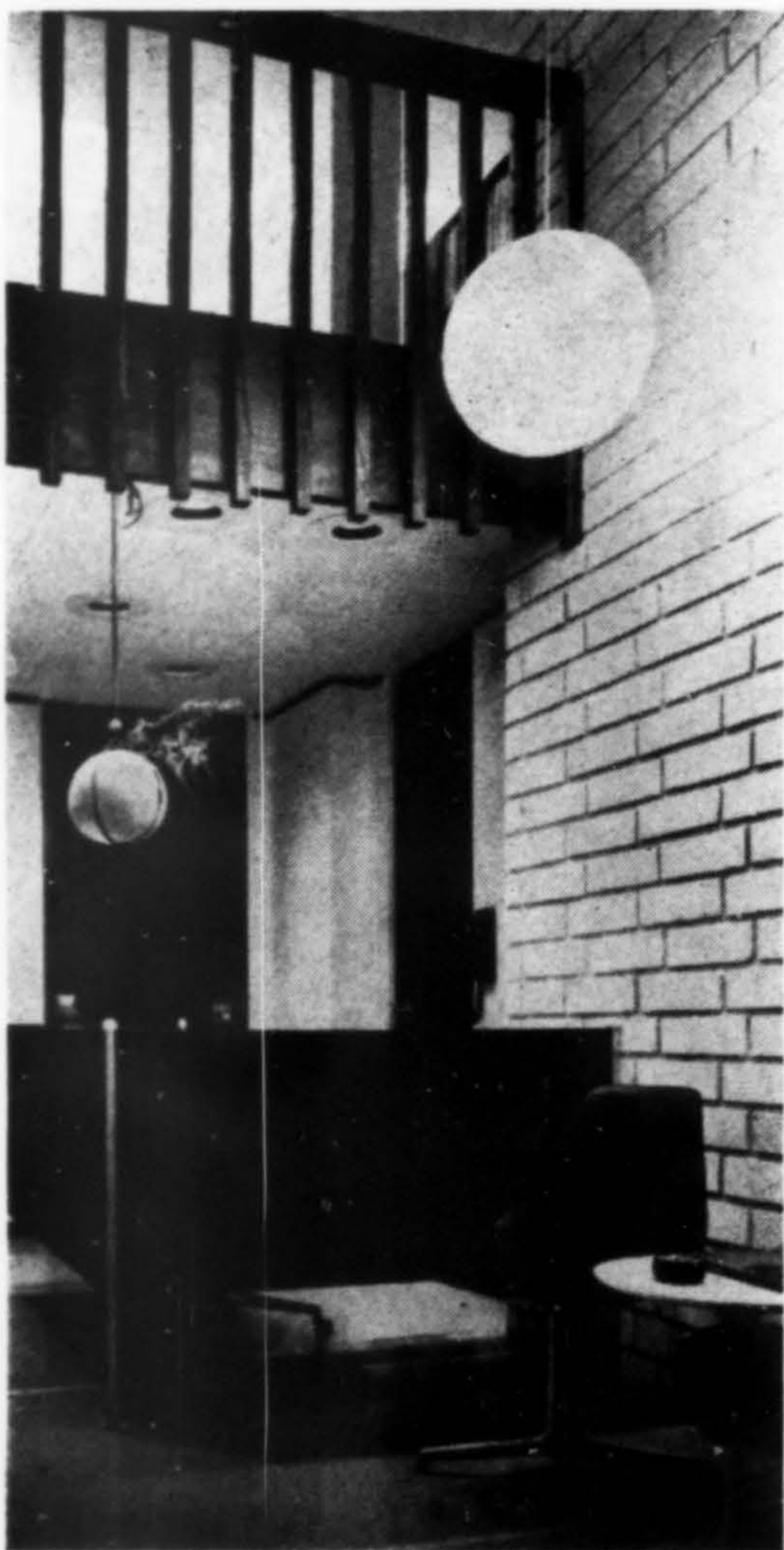
Design Critique

Honor Awards Banquet—Samuel Homsey, vice president, AIA

WEDNESDAY, November 8

Regular business meeting





Where the architects hang their hats . . .

FRANK SCHNEIDER & ASSOCIATES | Hollywood, California

LOS ANGELES offices of this architectural firm combine what they term "the best of both worlds": a suburban garden atmosphere and a mid-town location.

All working space in the 1,800-sq. ft. suite has the advantage of north light through a two-story high window wall which also provides a view and access to a private patio and the landscaped open court at the center of the building. The firm made the most of a first floor location with a high ceiling by adding a mezzanine, increasing the usable floor space by 25%. The design department occupies this space with the drafting room, blueprinting and shipping on the lower level. All working areas have abundant natural and artificial light with a view of the garden. An entrance to the building at the private patio is available from the adjacent parking garage.

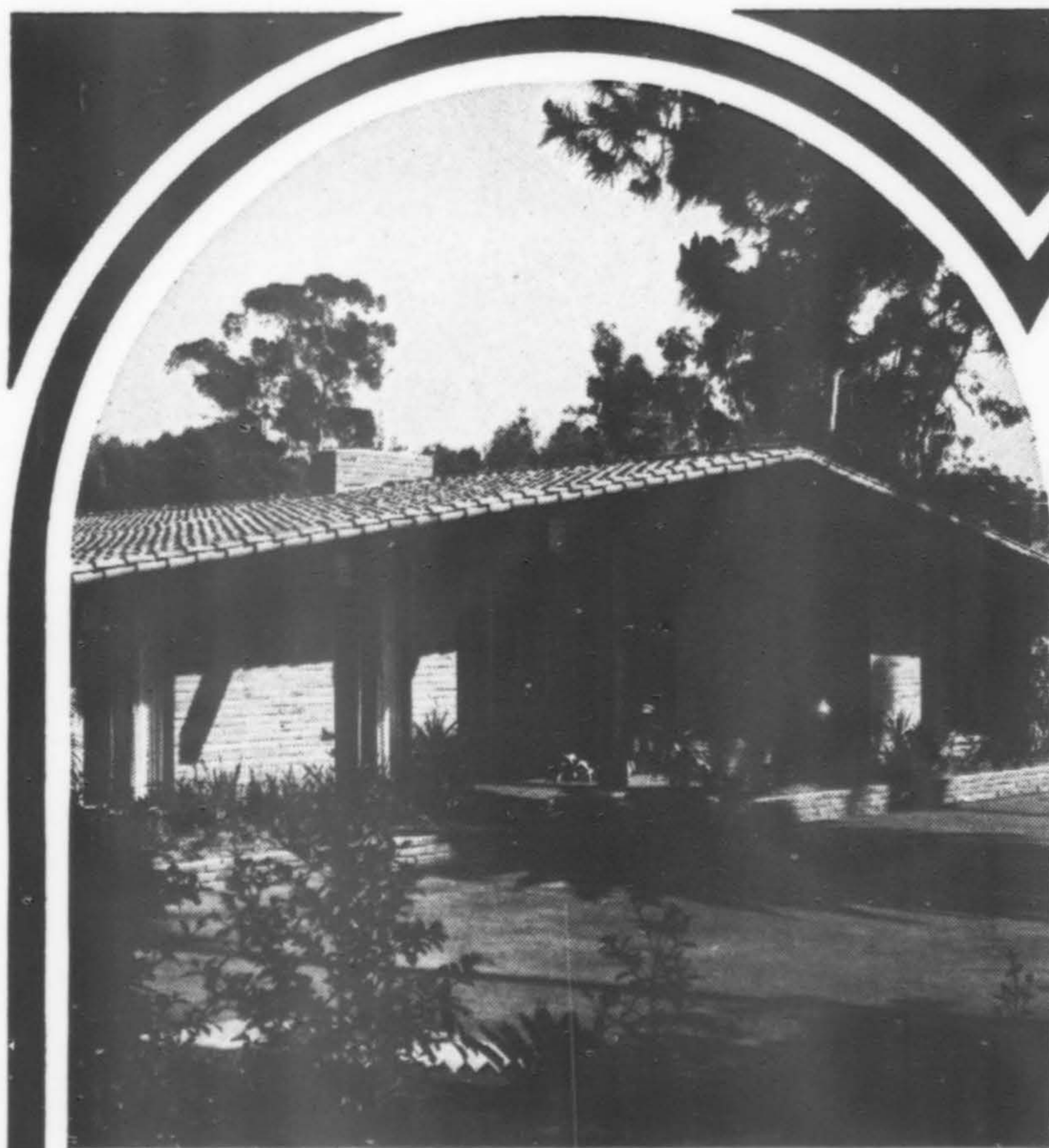
The two-story reception area with a partial balcony has a natural brick wall, full height doors and recessed lighting fixtures. Cabinets are custom designed.

The firm has a national practice in the design of hotels and motels as well as other building projects. Besides the architectural departments, a complete interior design department is also maintained.

Frank Schneider, principal in the firm, formed his present office in 1960. A graduate of the University of California with an M.A., he is currently licensed in 30 states.



The design department, on the mezzanine, overlooks the drafting room and the garden. Blueprinting and shipping are also on lower level. All working areas have abundant light, both artificial and natural, with a view of the private garden.



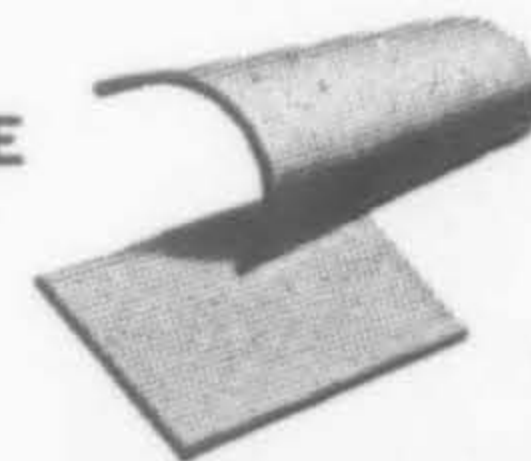
In this fine Brentwood home... there is no compromise with quality

THE SPECIFICATIONS CALLED FOR GENUINE CLAY MISSION TILE

Rustic charm, achieved through the skillful use of clay mission tile and other age-old building materials, characterizes this superbly designed home in Brentwood, California. Since the days of the Dons, clay mission tile has been a distinctive mark of residential architecture. It imparts beauty, color and an unmistakable stamp of quality to the contemporary architecture of today, as it did to the traditional architecture of the past. Recognizing its unique versatility, Architect Jack White specified only genuine clay mission tile—from the kilns of San Vallé. After all, if it isn't clay... it isn't tile.

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led to preferential insurance rates for schools, public buildings and commercial structures across the country.

If you're at the planning stage (or even just at the thinking stage), better think about structurally strong Non-Com fire-protected wood. Write for Product Folder W-578, Forest Products Division, 734 Koppers Building, Pittsburgh, Pennsylvania 15219. Or call Don C. Smith, (213-830-2860) in Wilmington, Calif.

KOPPERS

N-35B

Architectural and
Construction Materials

Architects: Harvey P. Smith & Associates, San Antonio, Texas



Day lodge for family skiers

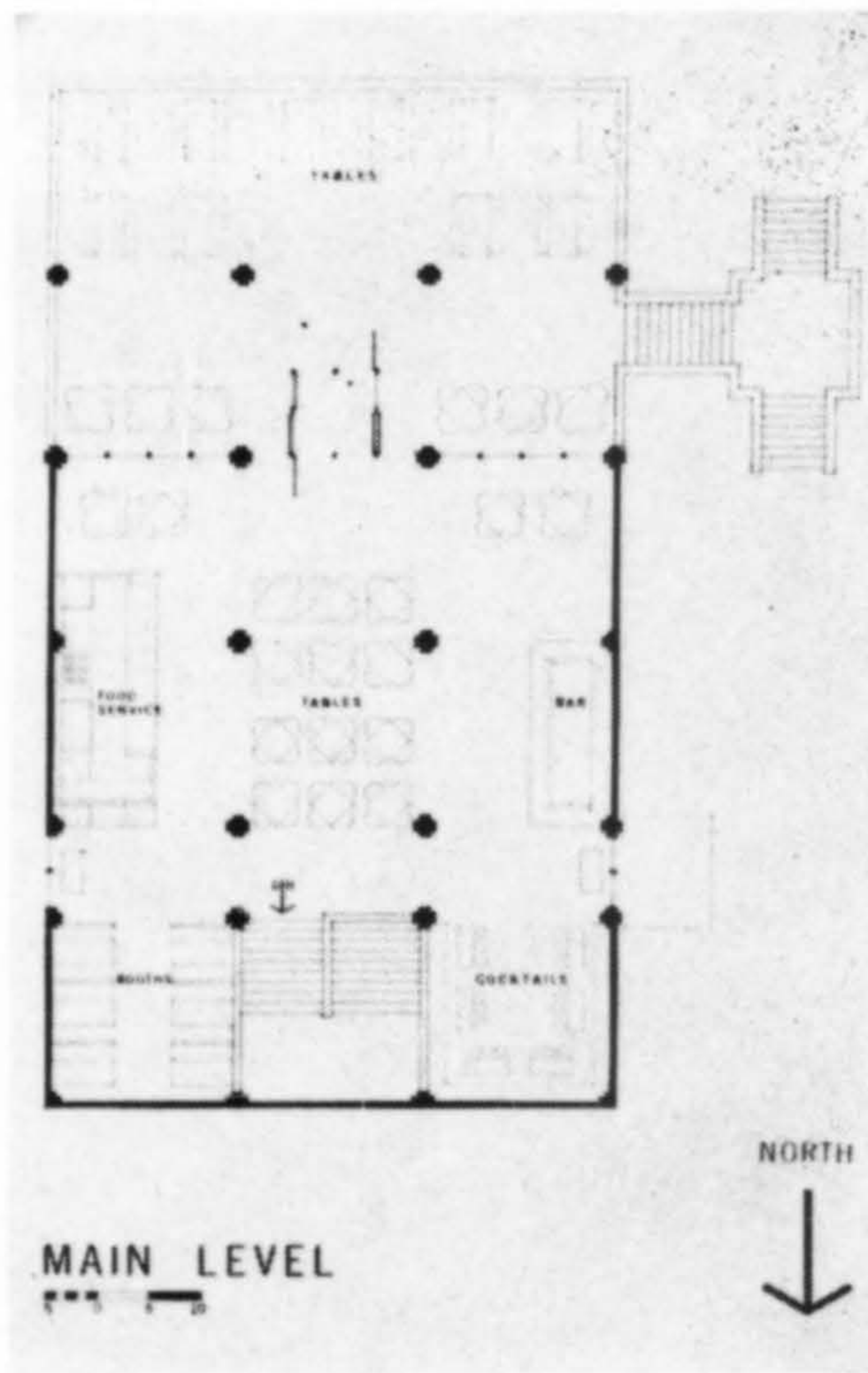
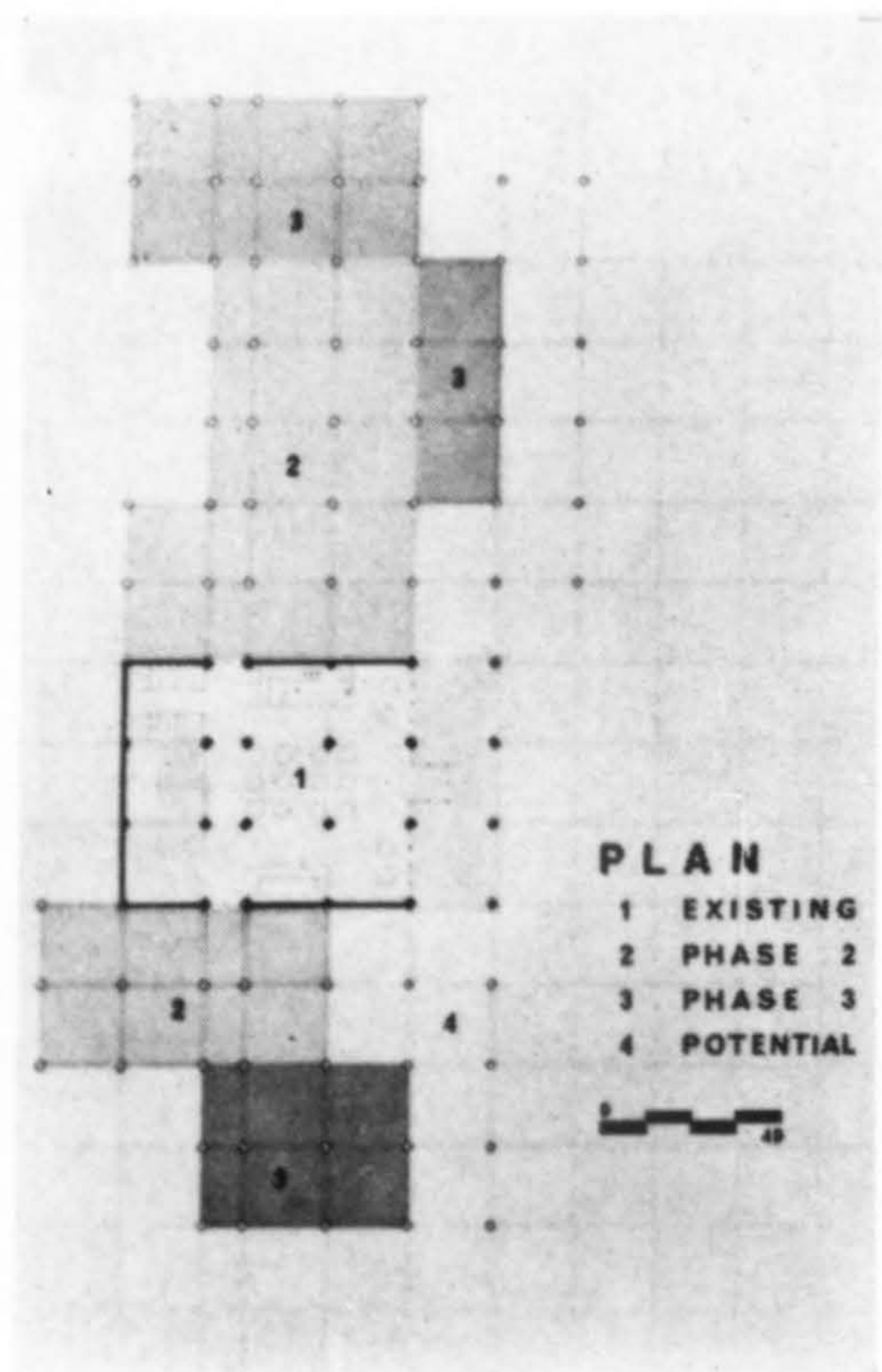
BOREAL RIDGE LODGE
at Donner Summit, California

IAN MACKINLAY & ASSOCIATES
Architect

ROBERT GEBHARDT
Contractor



Jeremiah P. Bragstad photos



CONSULTANTS
 PREGNOFF & MATHEU
Structural
 WILLIAM M. BROBECK & ASSOCIATES
Mechanical-Electrical
 DON SIMPSON
Civil
 BOREAL RIDGE CORPORATION
Lessee

Day lodge for family skiers



THE DAY LODGE at Boreal Ridge is the culmination of careful planning to take advantage of a special audience at a brand-new site. All facilities are aimed at taking care of people and, most particularly, the beginning or intermediate skier, with emphasis on family skiing. The Donner Summit terrain became available when the new trans-Sierra freeway, Interstate 80 between San Francisco and Reno, was completed.

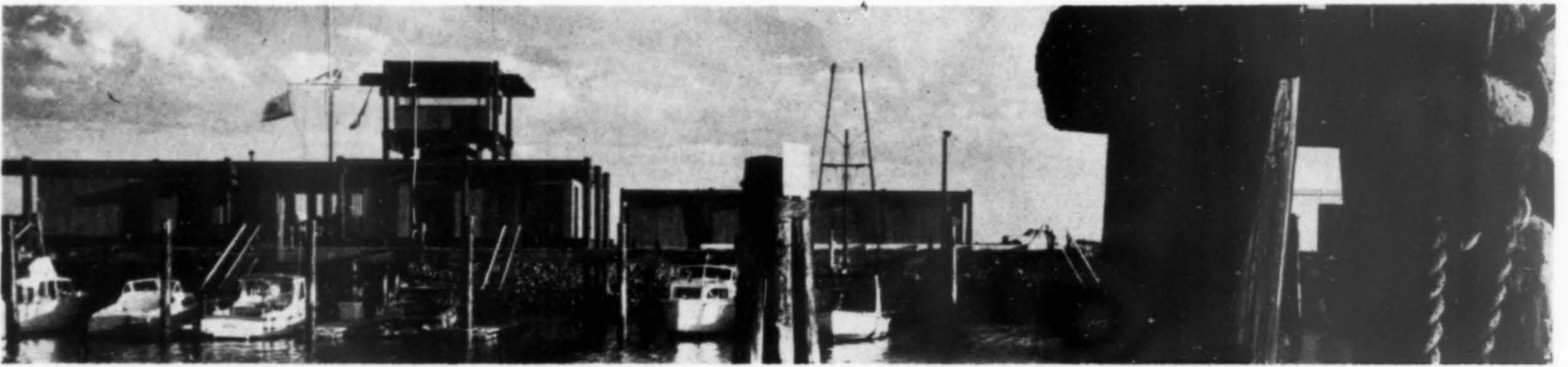
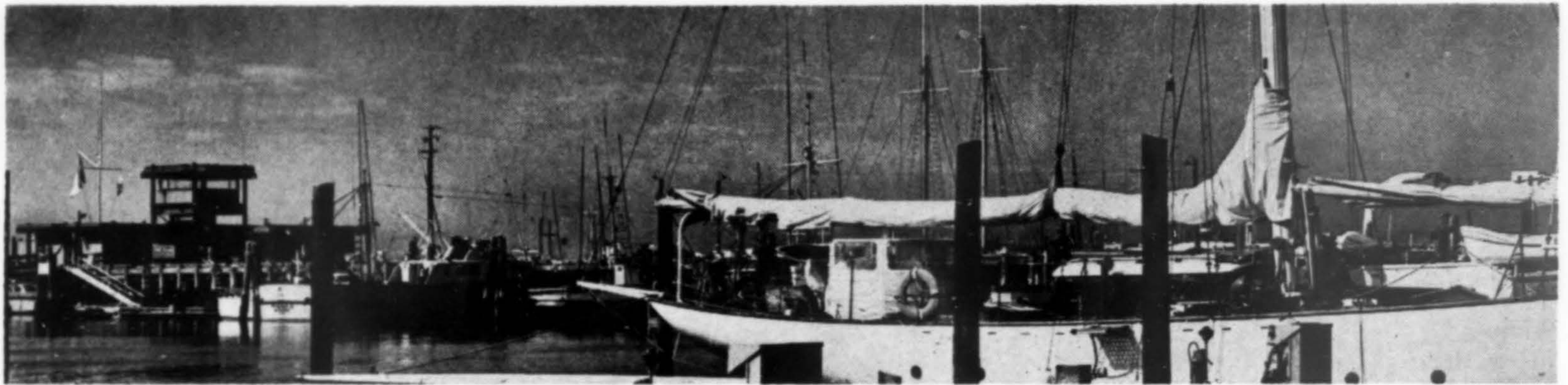
Designed to be almost limitlessly expandable, the two-story lodge uses a series of 18-ft. square bays in box form. Beams and columns are of heavy rough sawn timber. Columns are laminated with large timbers held together with bolts and malleable iron washers. The box structure furnishes the basic support for the building with the modular system permitting expansion in any direction. No exterior or interior walls are load bearing.

The flat roof, unusual in heavy snow country, is designed to hold 250 lbs., 50 more than the code requires. It has several advantages: allowing ease of expansion, providing insulation through the snow blanket, and avoiding the "snow creep" and leakage often inherent in other type roofs. The decision to use the box form and flat roof derived from requirements of climate and use thus eliminating any chalet-type solution.

There is a basic use of materials left in a natural state. The columns are stained a dark brown and most of the interior is covered with re-sawn plywood paneling. The exterior is covered with natural taper-split cedar shakes. A continuous fascia of brightly colored ski theme emblems, designed by Michael Bull, surrounds the top of the lodge outside and is repeated in the cafeteria and bar.

The \$250,000 lodge was cited by the American Institute of Architects in the 1967 honors program.





On the waterfront in Berkeley

HARBORMASTER'S BUILDING, Berkeley Marina / Berkeley, California

Gerald M. McCue & Associates / Architects
McCUE BOONE TOMSICK

A. B. LAHTI, Inc. / General Contractor



REFLECTING the tradition and heritage of the waterfront, the Harbor-master's building at the new Berkeley Marina is in harmony with the waterfront park of which it is a part. Heavy timber, weathered wood, pilings, natural earth dye colors and rugged appearance are the guide lines for all the buildings in the Marina development.

The Harbormaster's building houses the Marina administrative staff and serves as an observation tower.

The buildings are supported by the frame action of the heavy timber floor and roof decks and the pole columns, as a direct extension of the piling foundation. The wood or glass walls are hung within the frame to allow for shrinkage movement as well as wind and settlement deformations. Exterior walls are grey stained redwood siding, poles are charcoal brown and the roof is brick red gravel. The interior is finished in the same redwood siding as the exterior. Floors are oak and the exposed wood deck ceiling is stained blue-green.

This building will soon front on a landscaped mall that will link the Marina basin with the new South Sailing basin. The architects are serving as consultants to the City of Berkeley for lease site, building development and planning on the Marina (Architecture/West, June 1965).

Consultants were John Blume & Associates, structural; Keller & Gannon, mechanical; Sasaki-Walker Associates, landscape.

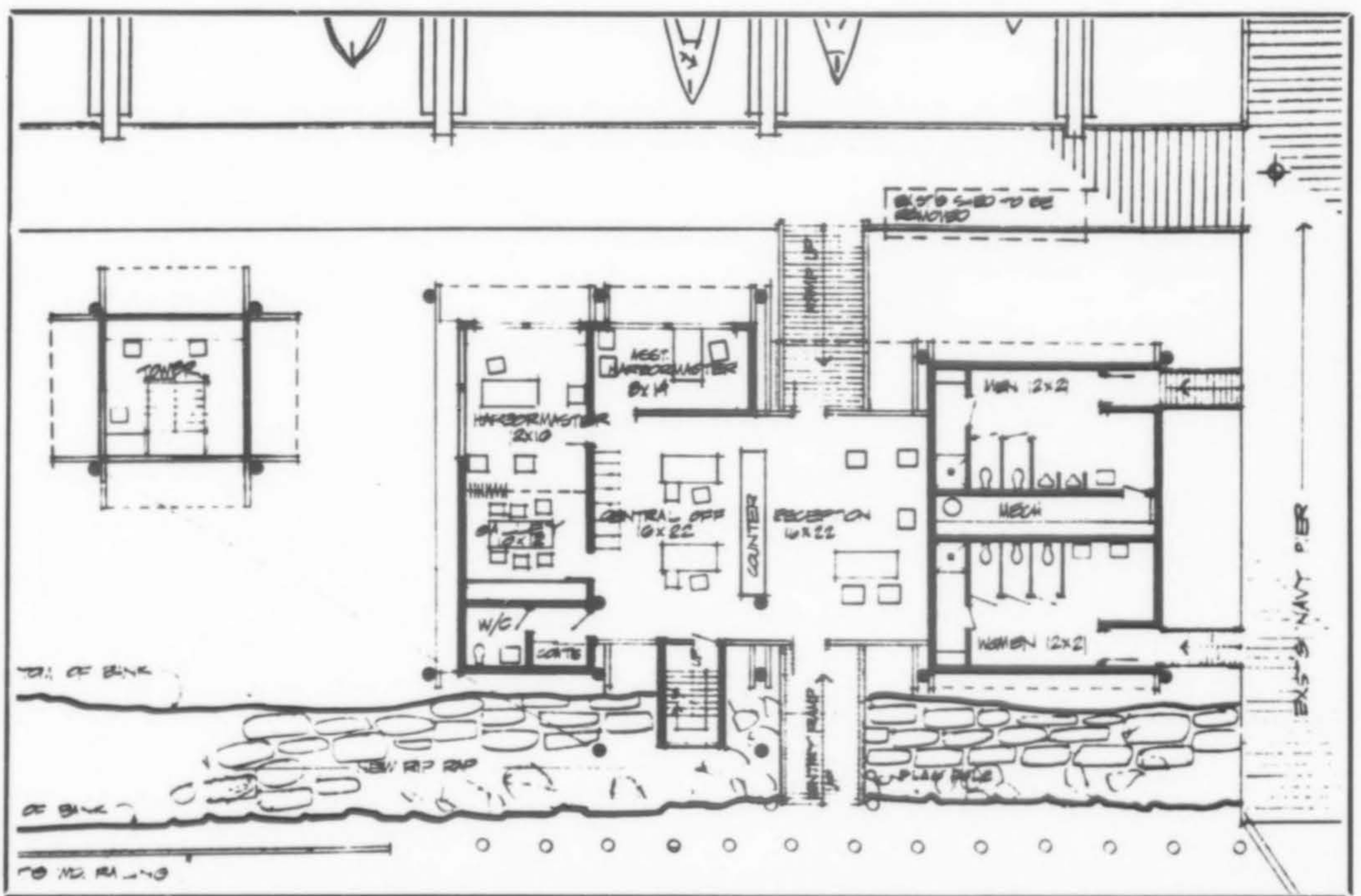
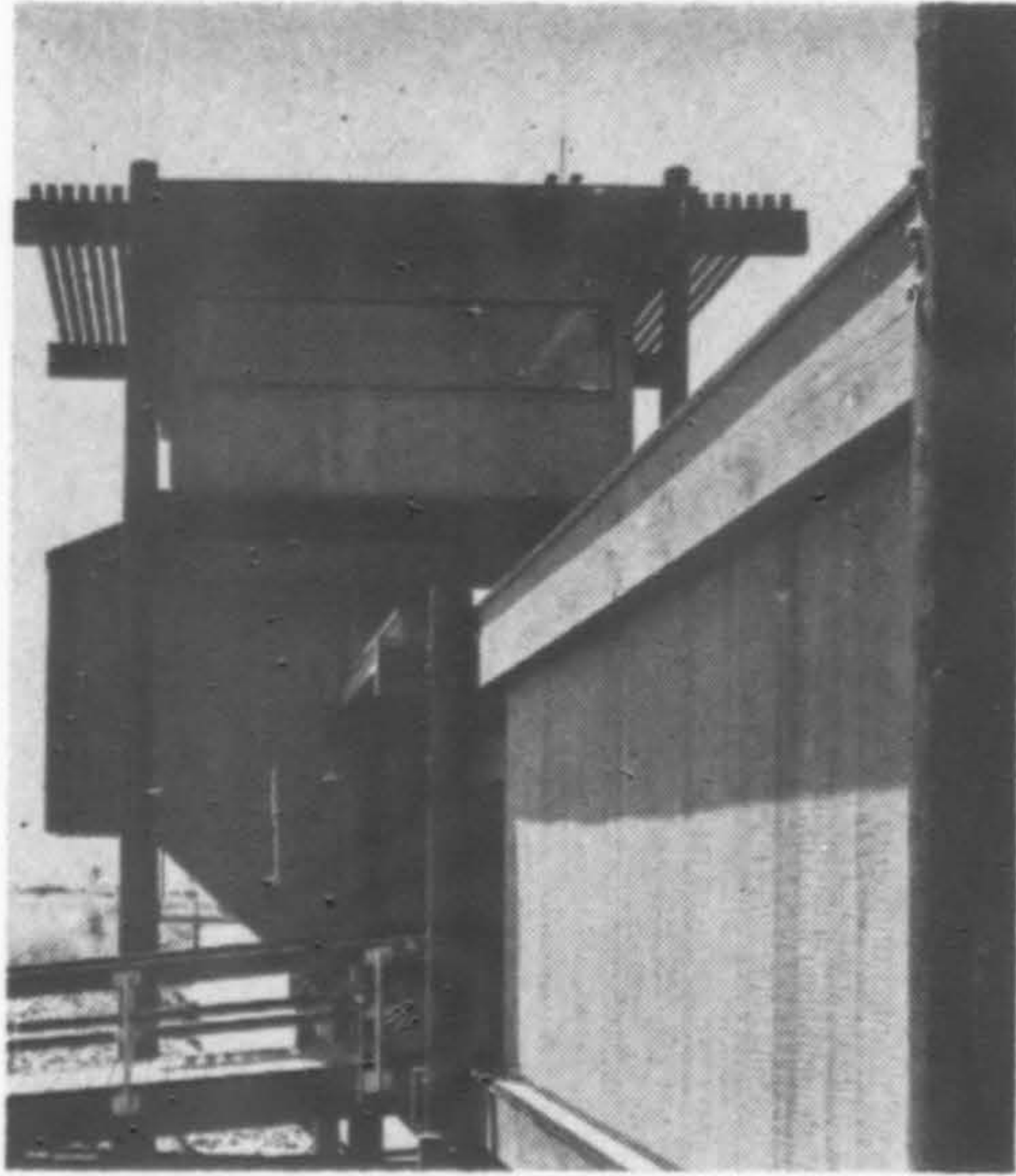


Photo credits:
Jeremiah Bragstad, page 22
Karl H. Riek, page 23



The scale is small: A zoo for children

CHILDREN'S ZOO, WOODLAND PARK / Seattle, Washington

FRED BASSETTI & COMPANY / Architects

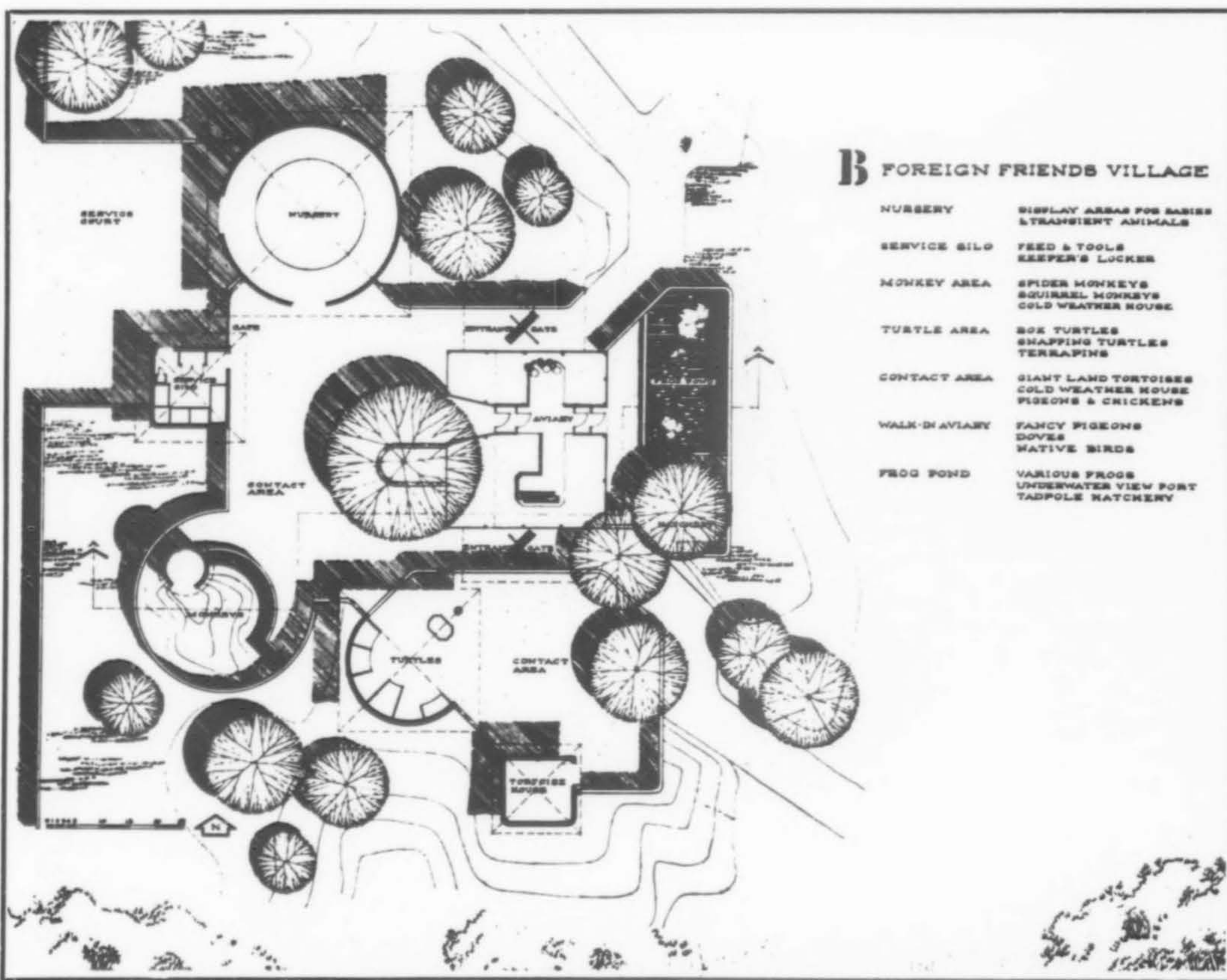
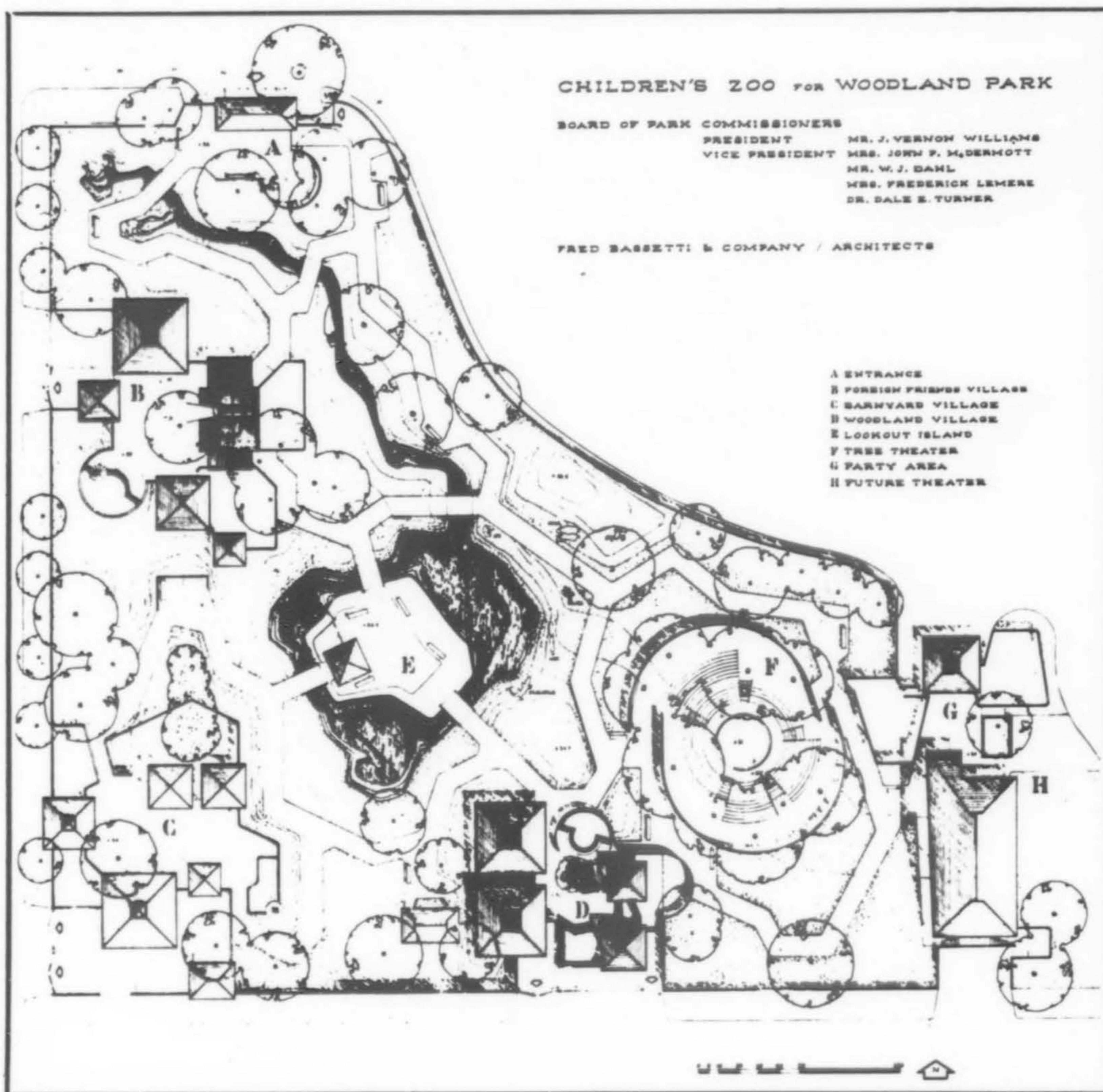
FRED A. LEHN, Inc. / General Contractor



SUBJUGATING buildings to be only background for the animals and a foil for the animals' small friends, was prime consideration in the design of the new Children's Zoo. The area, enclosed by a warm, curving brick wall, provides a compound within which free-ranging tame animals roam among the visitors. Slits, at eye level in the wall, allow children to peek through from either side.

Colorful signs, reflecting the liveliness and fantasy of the world of children, are directional and informative. All of the buildings—the nursery, the circular monkey house, the turtle island with its frog pond, the tall aviary, even the food and storage compounds, are small in scale, identifying with the children. Concrete "hopping stones," strategically placed about, provide an outlet for exuberant children to jump on and over. The entry gate, aligning with the nursery, is an invitation itself. Carved brick, delightfully discovered by the children, is part of the fountain.

One-fourth of the Children's Zoo has been completed. Future plans include a children's theater, additional party areas, and hopefully sculpture of fierce animals.





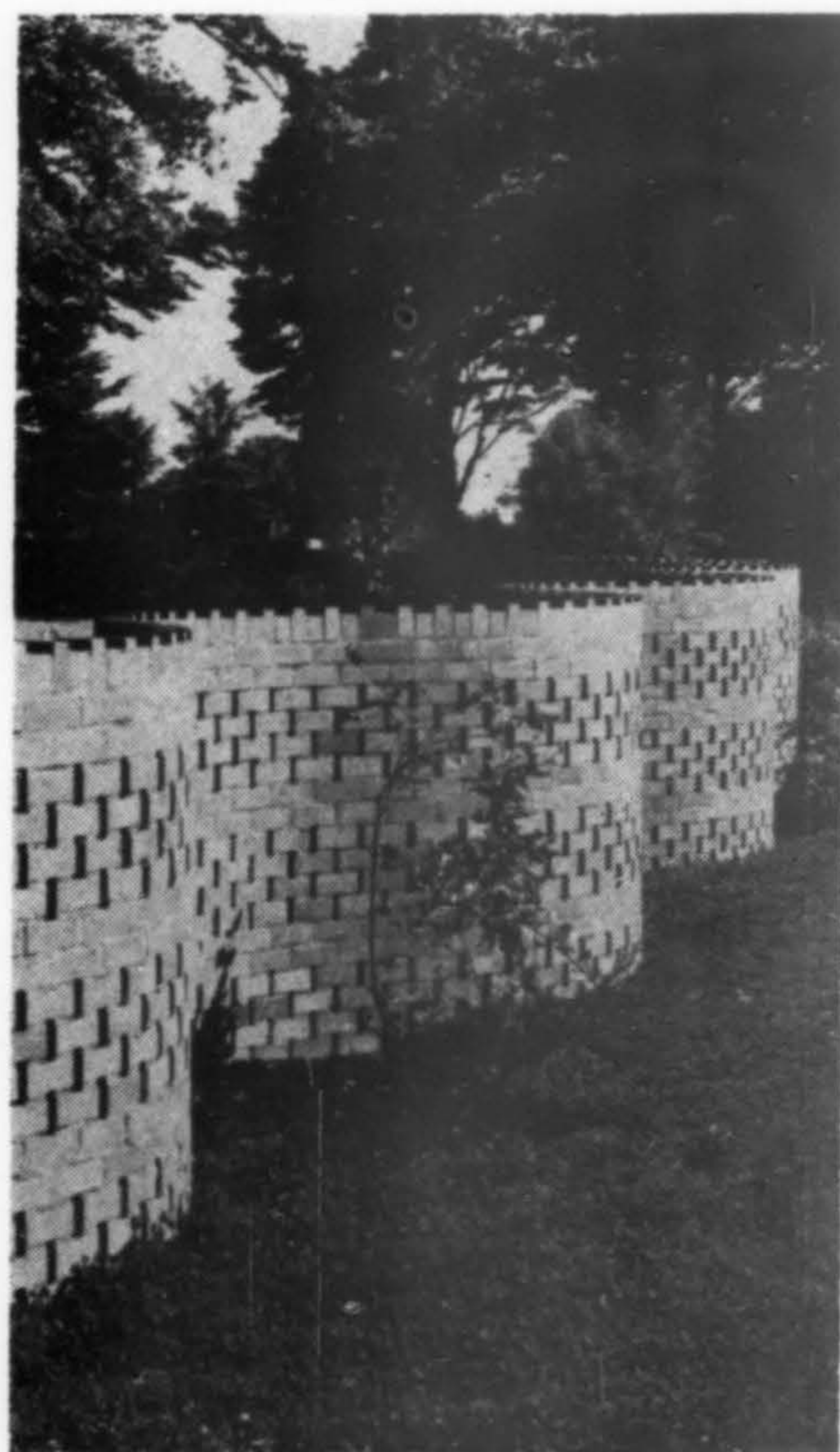
MITS KATAYAMA
Graphics

BOUILLON, CHRISTOFFERSON
& SCHAIRER
Mechanical-Electrical

SEATTLE PARK DEPARTMENT
City of Seattle
Owner

THE SCALE IS SMALL: A ZOO FOR CHILDREN

Fred Bassetti & Company/Architects



STATEMENT OF INTENT by the Architect

"Daddy, where are the lambs?"

"Can't we go on the merry-go-round now?"

"Mommy, I'm tired."

THESE WERE our guide lines in preparing this concept for the Park Board's new "Children's Zoo." We learned by listening to children, by talking to parents, by long discussion among ourselves that, for small fry, the present Zoo is too big, it is not easy to tell where the different animals are, and most of the animals are too distant and inactive to be of much interest.

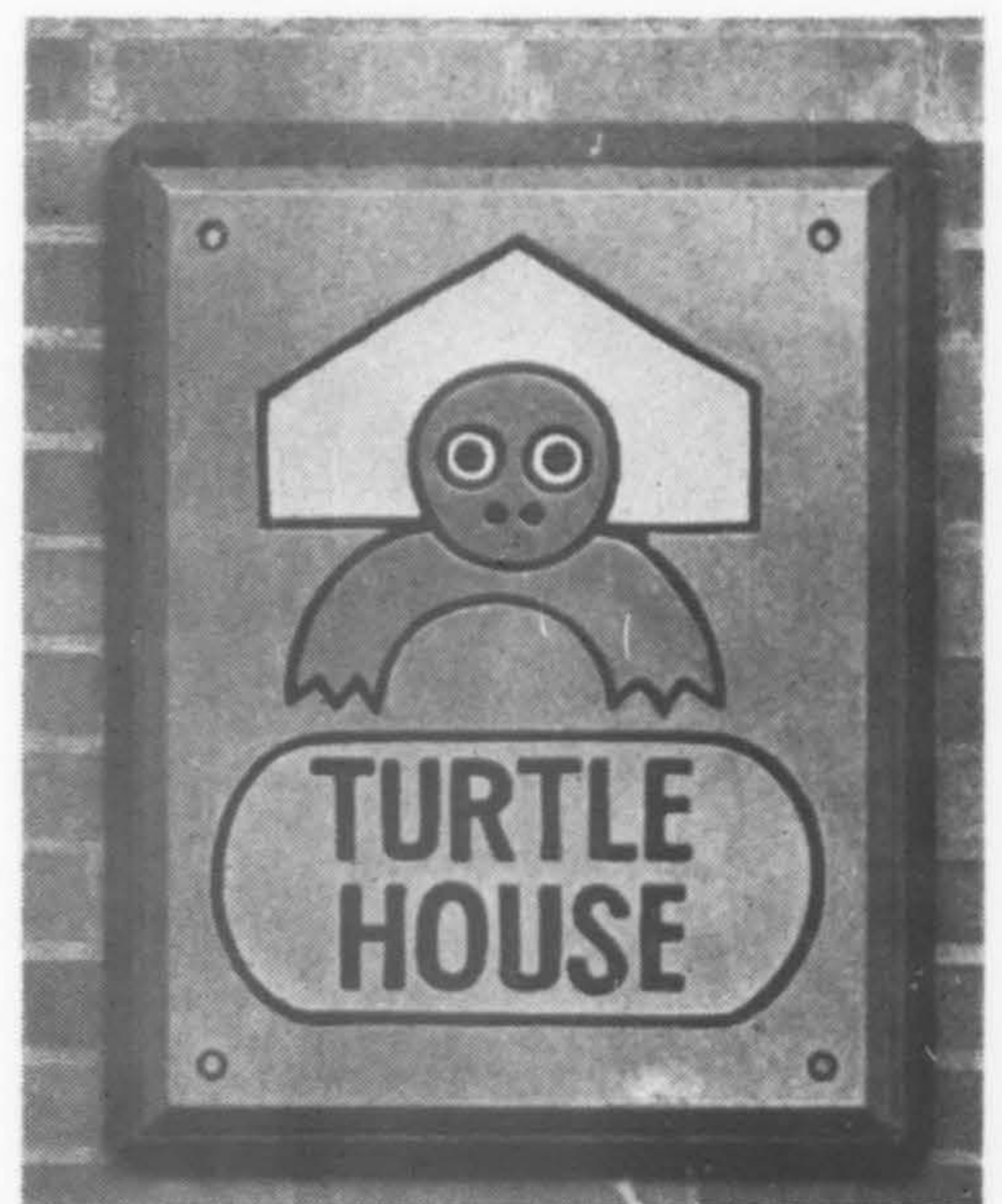
We have tried in our design to make an area sized for small children. It should not be a mere extension of the present zoo, but an area that the youngsters feel instinctively is a unique place for them, a place where the paths, benches, buildings and exhibits were designed expressly to their size, by being smaller, narrower, shorter, cosier than for grown-ups.

Since this is a Zoo and not an Amusement Park we have focused on the wonderful qualities of the animals. The buildings will be designed to point up the lively interest of ducks, raccoons, seals, colts and calves, bear cubs, goats and kids, rather than to call attention to themselves. For this reason we use natural Northwest materials such as wood and stone as much as possible, remembering that they will weather gracefully.

At the present Zoo the most popular spot for kids has been the amusement ride area. We have always felt this is inappropriate for a Zoo, yet the natural desire of children for active play rather than to be merely spectators must be recognized. Thus, by building a space compact enough so neither children nor parents will tire before they have finished the tour, and where the general layout is such that the kids can enjoy real participation, we hope to create a unique Children's Zoo that will impel visitors to return again and again.



Hugh N. Stratford photos

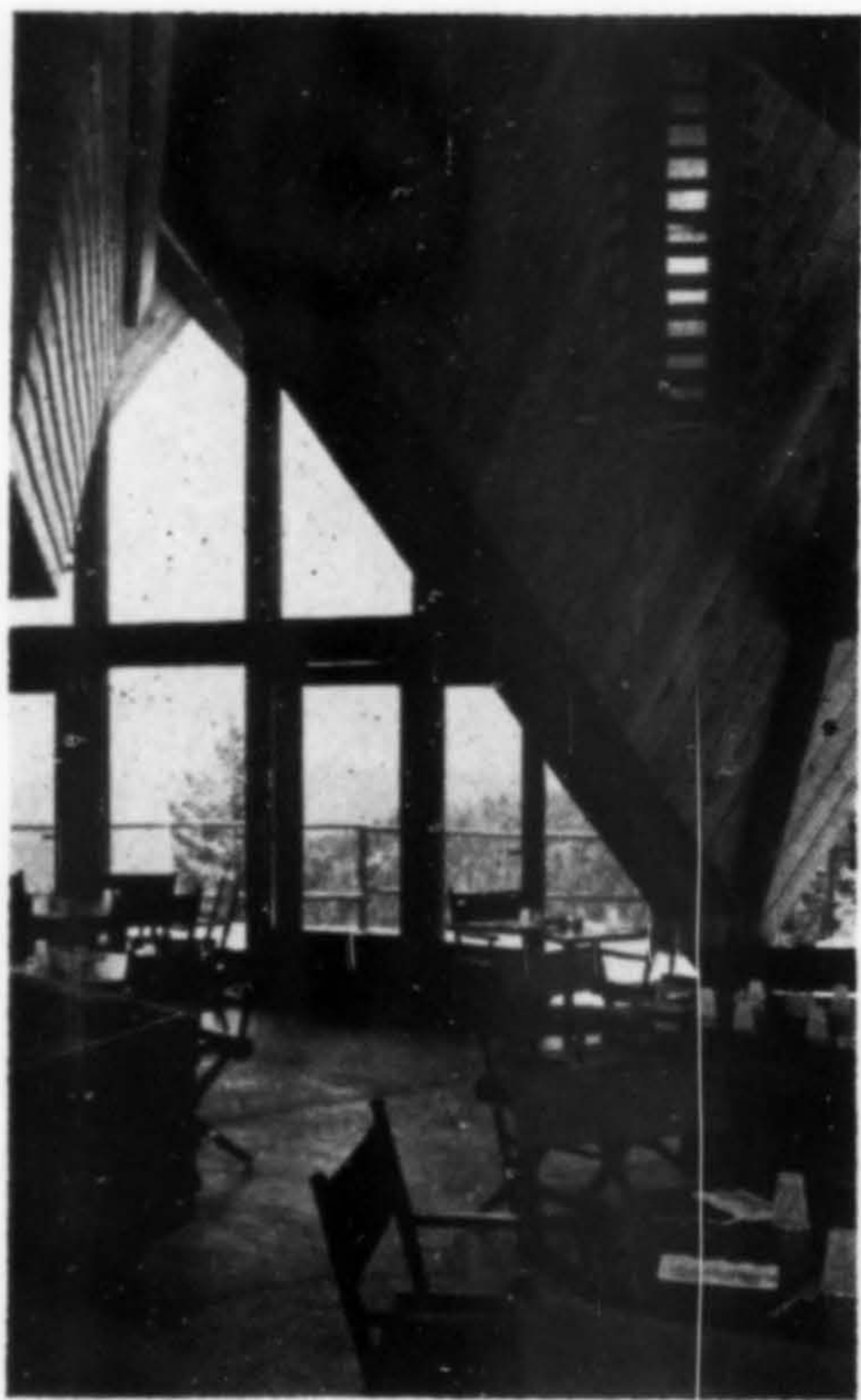




The view:
PIKE'S PEAK

KINGS VALLEY COUNTRY CLUB
Conifer, Colorado

PAPACHRISTOU & HAVEKOST
Architects-Planners



PRIMARY GUIDES for the design of this country club were the panoramic view of Pike's Peak, a prominent rock outcropping and a heavily wooded site.

Wide, sweeping views were maintained with a hexagonal plan, allowing a 270° orientation. On the main floor are the dining room and kitchen; the upper floor encloses a crow's nest type bar with a lantern skylight and an intimate cocktail lounge.

The building is a modified "A" frame structure supported on six concrete buttresses. Building materials make use of rough sawn fir timbers, redwood bevel siding, cedar shake shingles. The club is the first phase of a planned complex.

Portland Cement Stucco ...an asset to good design

Portland cement stucco is in the limelight. This Berkeley, California apartment project won an AIA Merit Award for architects Roger Lee Associates. Using factory made finish coat portland cement stucco made with Trinity White they achieved a clean, crisp, contemporary look at a modest original cost. And they created a building that will keep its beauty with a minimum of maintenance.

Architects can get valuable help on the use of stucco from local plastering contractors or direct from the Trinity White Department of General Portland.

Trinity White
PORTLAND CEMENT

CREDITS: *Architect:* Roger Lee Associates. Stucco supplied by California Stucco Products Co., San Francisco. John Catanesi, Plastering Contractor, Richmond, Cal.



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Post-tensioning employed to fullest

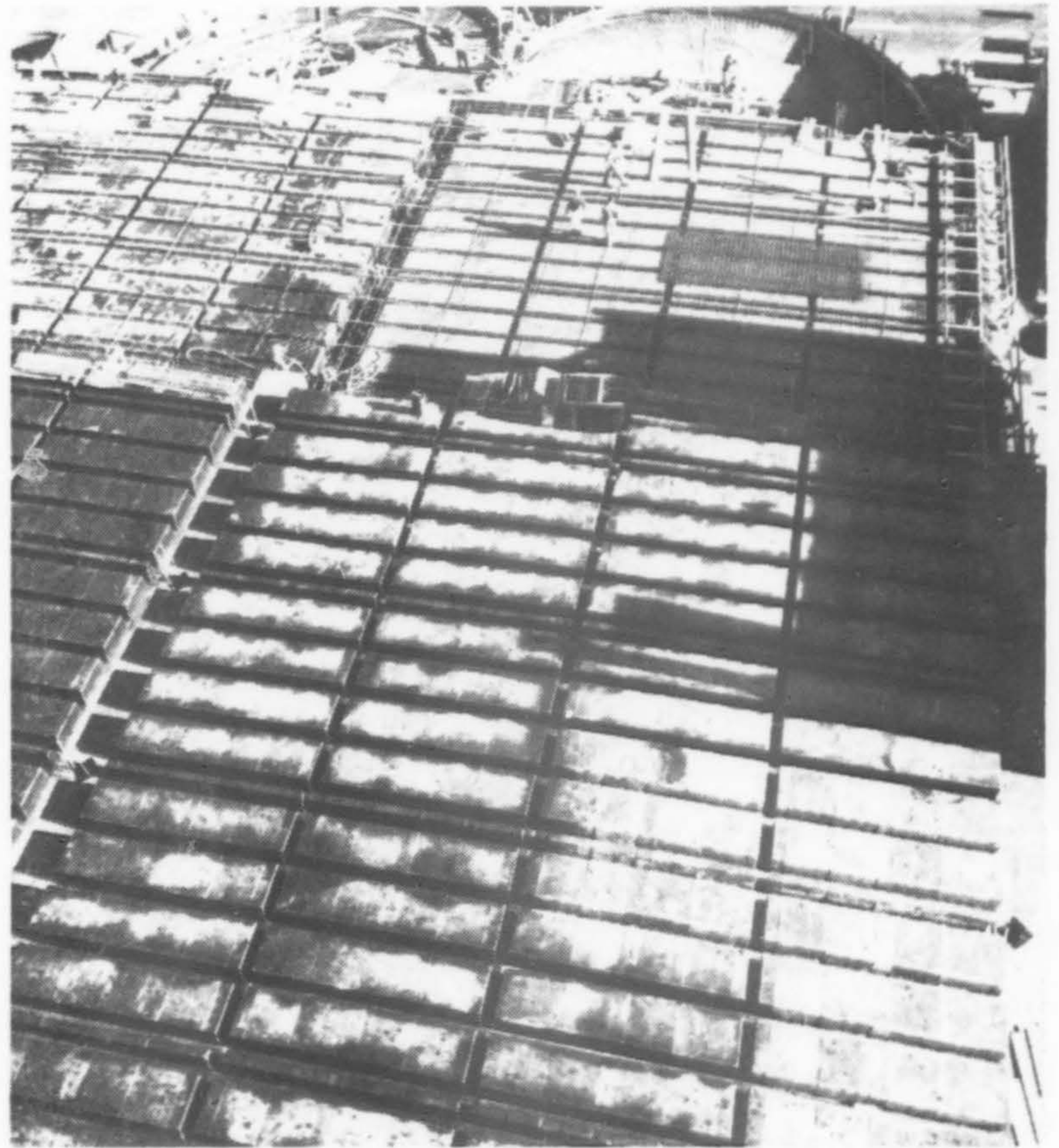


REPUBLIC BUILDING PARKING FACILITY, Denver, Colorado
JAMES SUDLER ASSOCIATES, Architects
ANDERSEN, KOERWITZ & HAWES, Structural Engineers
MEAD & MOUNT CONSTRUCTION COMPANY, General Contractor

FENDER BENDING was cut to a minimum when the self-service garage, adjacent to the Republic Building in Denver, was built. Posts and pillars were eliminated by making each of the floor slabs above the basement self-supporting.

The seven-level circular garage has 58 stalls on each level. Parking floor areas are one-way, post-tensioned concrete joists (20" pans, 4" slabs) with secondary transverse post-tensioned tendons for waterproofing. The joist system spans 62' from outside to center columns. Floor-to-floor dimension is 10', floor-to-ceiling, 8'. The exposed concrete structure has concrete walls and railings with fashe treatment. Ceramic glazed brick was used for accent material.

The prestressed, post-tensioned system used on the floors employs a system whereby taut steel cables are buried within the floor itself. Before concrete is poured, a waffle iron of steel is built to receive it. A network of steel rods, wire, electrical conduits and the steel tendons are laid inside the forms so that concrete can flow around it. Each supporting cable is jacketed in a flexible sheath, protecting it from the wet concrete. There are 22 quarter-inch steel rods to a bundle. The protruding rod ends are gripped by a clamp on a hydraulic jack, and all stretched at once. As much as 200,000



on self-service garage in Denver

lbs. of pull is applied to the ends of the tendon after the concrete has hardened, lengthening the blocks more than 8-in. These tendons not only bear the weight of the floors and the parked cars, but also hold the concrete slabs under compression, preventing cracking and leaking. The Prescon Corporation supplied steel tendons and did the post-tensioning.

Two exit stairs at the ramps and two self-service elevators are provided for customers. From a single control station at the entrance and exit, an attendant can operate the automatic inventory system. Lighting control, a music system and intercommunication to each floor is operated from the same point.

Cost, excluding only land, was \$1,026,370 or \$2,601 per stall (\$5.99/sq. ft.). Consultants were Francis Stark, mechanical; Swanson-Rink & Associates, electrical; Charles W. Lerch & Associates, elevators. The Republic Building Corporation is the owner.





WOOD MOSAIC FLOORS

OREGON HISTORICAL SOCIETY HEADQUARTERS
Portland, Oregon

Wolff/Zimmer-Gunsul-Frasca/Architects
Pietro Belluschi/Consultant
Hoffman Construction Company/Contractor

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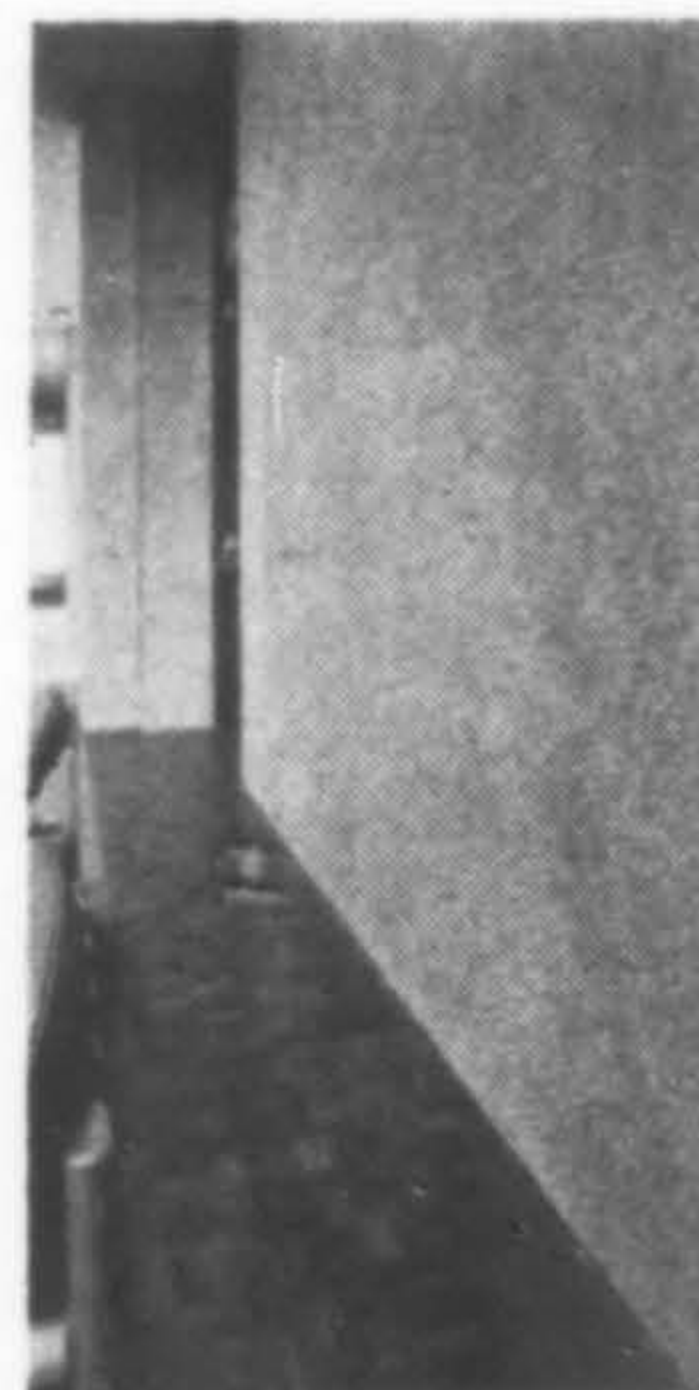
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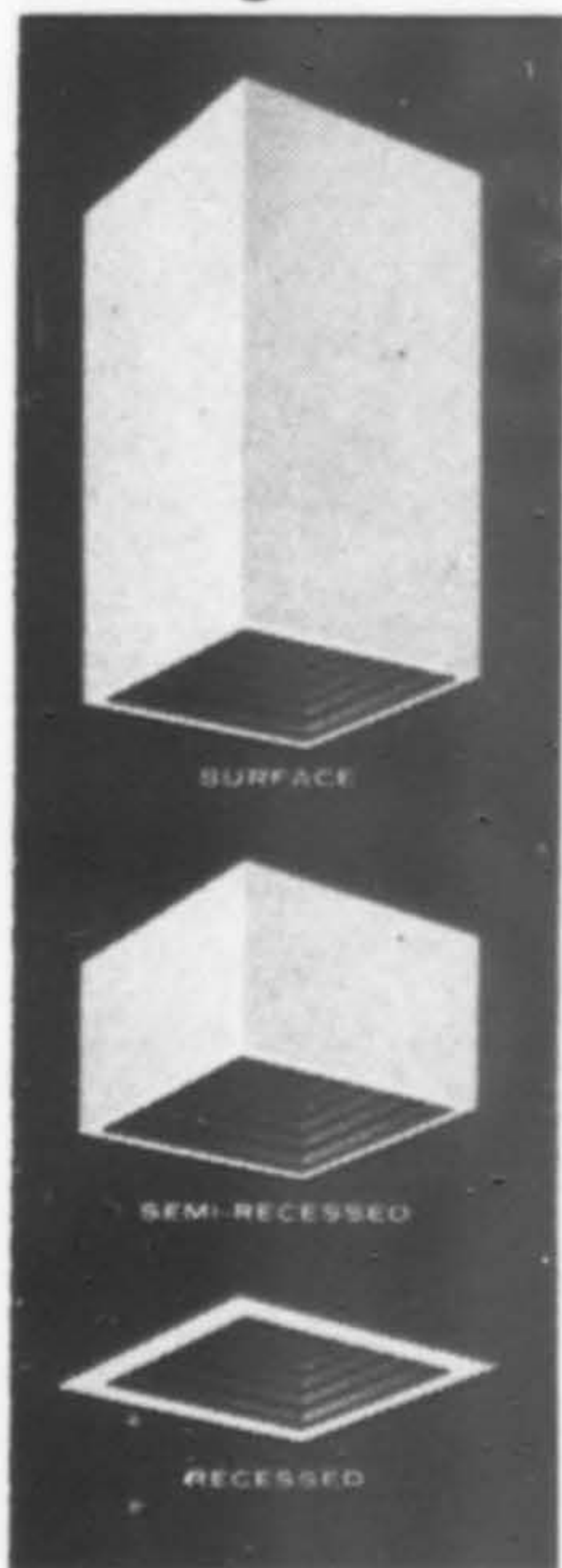
A DARK, handsome patterned floor of teak welcomes visitors to the new headquarters of the Oregon Historical Society.

One of many specialty hardwood floors from Wood-Mosaic Corporation, this special teak flooring covers the second floor of the museum perimeter in the library and other areas. The pattern is Haddon Hall, a basketweave design, 5/6"x12"x12". It duplicates the flooring in England's famed Haddon Hall. The flooring, installed by J. W. Giselman of Portland, was finished with a Watco floor finish.



Square downlights

A series of 6-line square aluminum downlights for indoors, outdoors and wet locations is now available. There is a choice of surface, recessed and semi-recessed units. All are weatherproof and corrosion resistant, with a satin or black anodized finish. Four types of engineered light controls are available.—mcPhilben Lighting (A/W), 270 Long Island Expressway, Melville, New York 11746.



Ceramic facing unit—

Facets is the first of Gail International's new "Command Performance" series of extruded vitreous, frostproof, ceramic facing units. The units give a wall varying planes and presents a changing play of light and shadow allowing an almost limitless variety of custom design effects through the use of special colors, textures, shapes and patterns.—Gail International (A/W), 582 Market St., San Francisco.

Draft-Aid for drawing boards—

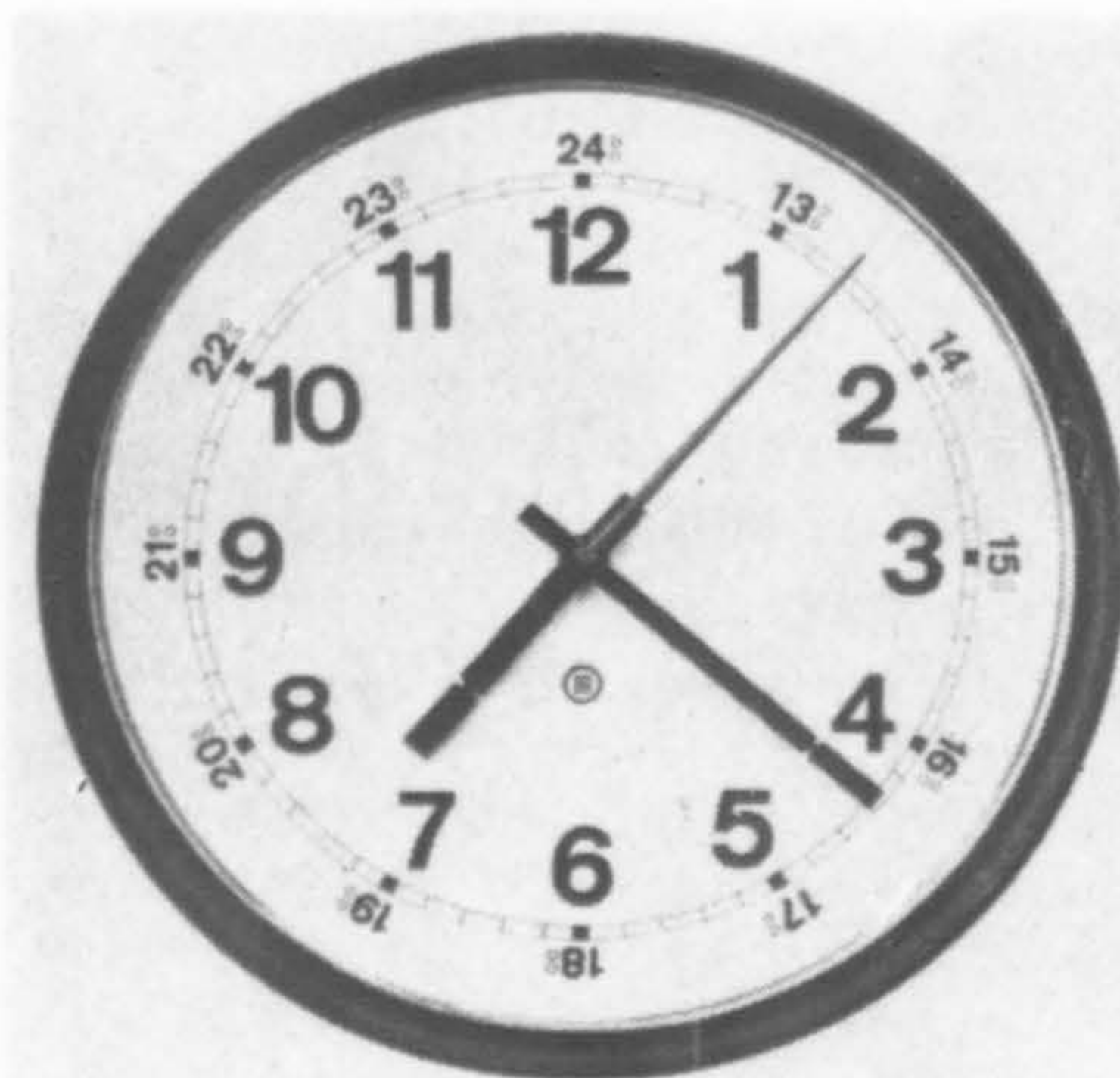


A new method of loading drafting media onto drawing boards has been announced by Bryson Enterprises. The aluminum Draft-Aid fastens permanently to any drafting table surface and is positioned to a pre-determined sheet height or rolled drafting media size. No tacks or tape are necessary. Draft-Aid allows for simple re-location of originals for extra long drawings and/or addendum work.—Bryson Enterprises (A/W), 9758 Laramie, Chatsworth, Calif. 91311.

Window, door insulation—

A rigid vinyl flange on Andersen's Perma-Shield windows and gliding doors is said to eliminate leakage since this insulating flap is actually an extension of Perma-Shield's protective exterior coating. There are no cracks or seams where air and moisture can seep through. The flange extends from all four sides of the frame and can be nailed directly to wall studs through pre-drilled holes for easy installation.—Andersen Corporation (A/W), Bayport, Minnesota.

Institutional clocks

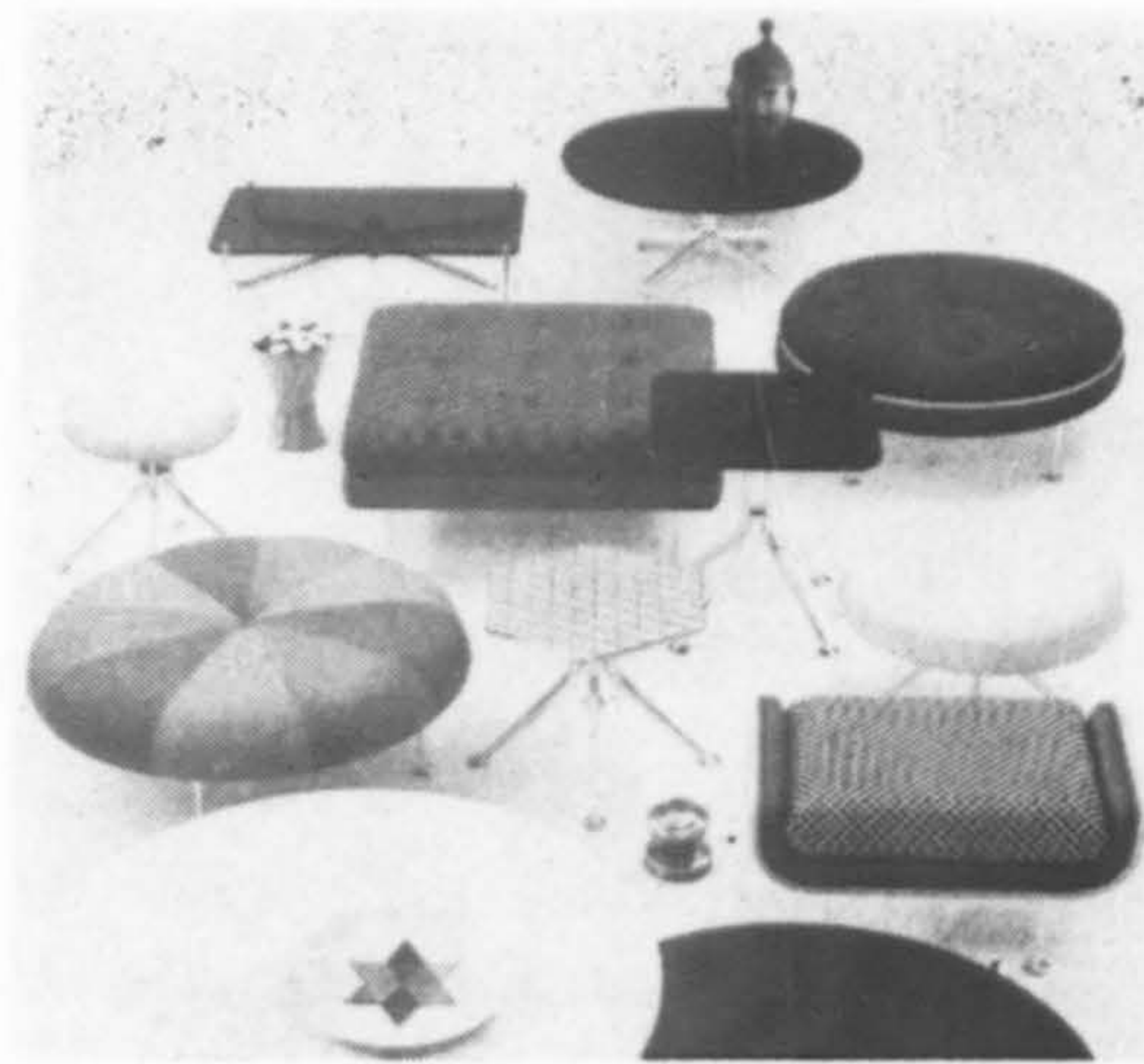


Eight new faces in institutional clocks are now available from Peter Pepper. All are supplied either with electric or battery movements, may be wall mounted or flush mounted. Clocks are 14" in diameter, come in 12 colors as well as various anodized finishes. Clock housings are clad with wood veneers. A remote reset control provides for simultaneous resetting of hundreds of clocks from one central location.—Peter Pepper Products (A/W), 22422 So. Avalon Blvd., Wilmington, Calif.

Polrized luminous panels—

Acoustic-Polrized luminous ceiling panels combine acoustical control with light polarization in a single unit said to produce sound absorption. Multi-layer polarizing panels are of double panel construction using quality light, stable vinyl. They are UL classified "self-extinguishing" with a flame spread of 25 and are approved for installation under sprinkler systems. The panels are available in 2x2-ft. squares designed for commercial and institutional installations of luminous ceilings or large bay areas. Other sizes and Polrized Dimensional Design effects can be manufactured on special order.—Polrized Corporation of America (A/W), 8921 Quartz Ave., Northridge, Calif. 91324.

Girard-designed furniture—



Alexander Girard, architect, has designed his first collection of furniture available to the public. The group includes 25 chairs, sofas, ottomans, coffee, end and dining tables, all designed for Herman Miller, Inc. The upholstered arm chairs and sofas use a system of clearly defined, separate, molded plywood shell components. These include an outer shell, an inner shell, a seat cushion and a separating vinyl welt between the shells. Coverings are available in a variety of colors and fabrics and in naugahydes. Chair and table supports are of sculptured cast metal parts of chrome steel and polished aluminum. Table tops are of Italian White marble or Bruno Scuro marble; emerald pearl granite; clear glass or grey glass.—Herman Miller, Inc. (A/W), Zeeland, Michigan.

Stainless steel floor plate—

Just introduced, a new stainless steel floor plate called USS Multigrip S-400 features a "no-slip" button pattern. The new floor is said to offer corrosion resistance, sanitary cleanliness and easier maintenance since no paint is required. It is especially applicable to laboratories, food processing plants, "clean" rooms and other applications where fire resistance is a factor.—United States Steel Corp. (A/W), 120 Montgomery St., San Francisco, Calif. 94106.

New all-cork tiles—

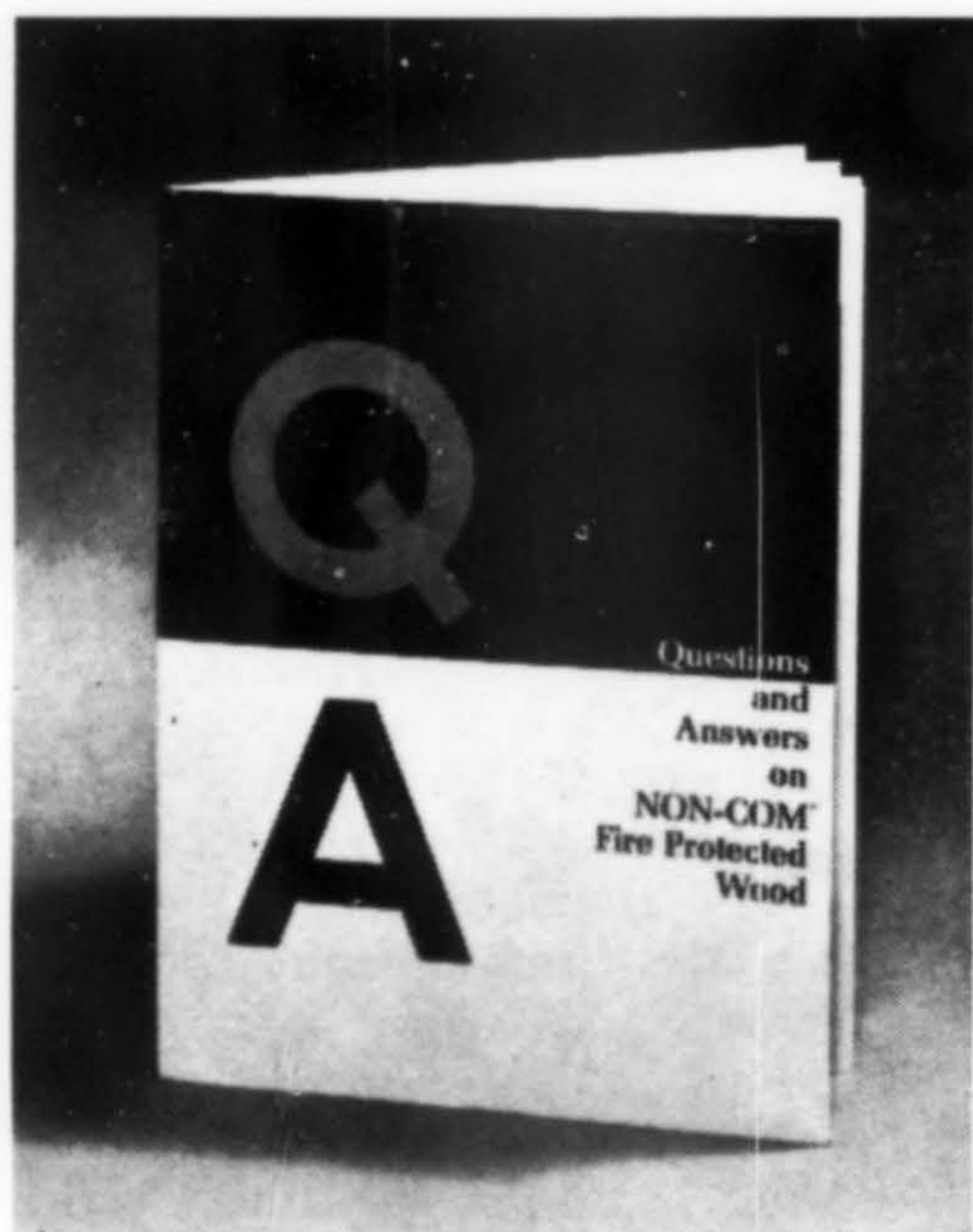
Two new all-cork tiles, Algeria and Maroc, introduce a style breakthrough in cork tile patterns. Algeria's tiles feature a pattern of jack-straw widths of cork blending from dark browns to the light straw shades. Maroc's pattern features 1½ wide stripes blended at random to make a composition of four different tones. They can be laid over any smooth, firm, clean interior floor, even cement or concrete. Standard sizes are 12x12x $\frac{3}{8}$ ".—Kentile Floors, Inc. (A/W), 331 Madison Ave., New York, N.Y. 10017.

Tilt-up Panels with Palos Verdes Stone: explains economies effected with tilt-up panels faced with native western stone. Brochure describes the simple techniques employed in casting decorative structural panels for use in tilt-up construction. Self explaining photos, easy-to-follow directions and short specifications are included. 4-pp.—Grefco, Inc., Palos Verdes Stone Dept., P. O. Box 2981, Torrance, Calif. 90509.

Spacematic Demountable Walls (AIA 10): features design information including dimensions, attachments, acoustics, accessories and storage facilities of the demountable wall. Specifications and drawings are included with photos of installations. 6-pp.—Advanced Equipment Corp., 241 Crescent Way, Anaheim, Calif. 92801.

Drafting Supply Catalog: illustrates 725 items and lists and describes more than 1700 items, for the draftsman. Easy-to-order listings. Catalog No. 85. 96-pp.—The Lietz Co., division of Paxton National, Inc., 330 Corey Way, South San Francisco, Calif. 94080.

Questions and Answers on NON-COM Fire Protected Wood: answers questions most often asked concerning the use of fire retardant treated woods in building construction. General product



descriptions, testing, typical applications and costs are among the subjects covered. 16-pp.—Lumber Sales, Koppers Company, Inc., 750 Koppers Bldg., Pittsburgh, Pa. 15219.

Laundry Planning Guide for Schools and Colleges: includes sample laundry layouts, a discussion of the pros and cons of an on-premise laundry, instructions on how to measure the work load, how to determine laundering costs, and tips about the selection of the right equipment. — Pellerin Milnor Corp., P.O. Box 19264, New Orleans, Louisiana 70119.

Heating, Ventilating, Air-Conditioning Systems for Electrically - Heated Schools: illustrates unit ventilators both floor and ceiling mounted, cabinet heaters and air conditioners, self-contained unit ventilators, convectors, air handling units, radiation and unit heaters. 6-pp. Bulletin 600-A27B.—American Air Filter Co., Inc., 215 Central Ave., Louisville, Kentucky 40208.

Double-Tee Roof Slab and Beam System for One-Story Buildings: describes the system for use on industrial buildings, pointing out greater economies, lower maintenance costs, versatility in design and reduction in construction time through use of this system. Booklet contains drawings of typical designs, tables for determining typical beam and column loads and photos showing I-beam framing system to support roof slabs, beam connections and double-tee wall panels. 4-pp.—Portland Cement Association, 33 W. Grand Ave., Chicago, Ill. 60610.

Lighting Originals in Wood: offers a variety of light forms in a decorator collection of six woods. Specifications, colors, suggested placement are included in the 12-page color brochure.—Lamar Lighting Co., Inc., Dept. A/W, 80 Albany Ave., Freeport, Long Island, New York 11520.

Open for Business, the DOR-less DOR: shows new installations of air curtain DOR-less-DORS in new and remodeled office buildings and other structures. Advantages of the air curtain in permitting an uninterrupted traffic flow, effective product merchandising, and unique building design are featured.—American Air Curtain, Division of UMC Industries, 7814 Maplewood Industrial Court, St. Louis, Mo. 63143.

Guided Underground Slurry Walls: outlines the technique for excavating, reinforcing and pouring of subsurface impervious or concrete walls. The brochure is complete with drawings and illustrations. Bulletin SC367.—Stang-Cofor, Inc., Box 154, Orange, Calif. 92668.

Deco-Rez Thin Set Terrazzo (AIA 28): details data and specifications on the Deco-Rez line of epoxy and polyester thin set terrazzo flooring systems for institutional, commercial and residential buildings. Data and specifications on weight, thickness, tensile and flexural strength, surface hardness, dimensional stability, weather abrasion and stain resistance and installation instructions are included.—General Polymers Corp., 3925 Huston Ave., Cincinnati, Ohio 45212.



Carved Alaska Cedar Doors (AIA 19-E-1): fully illustrates the stile and rail doors in one, two and three panel styles being introduced by West Coast Door. The doors, which feature full 1 3/4-in. thick panels, are designed and deep carved by Walter Graham Studios. The thickness permits a depth of carving said to be unavailable in doors of standard panel thickness. The brochure details the qualities of Alaska Cedar including the straight-grained texture and fire resistance. Many designs, from conventional to modern, with panels suitable for the West, the East or the South, are illustrated. Twelve designs are presently available with custom design on order. 4-pp.—West Coast Door, Inc., P. O. Box 11093, Tacoma, Wash. 98411.

Schools of Prestressed Concrete: school planning, design and construction utilizing prestressed concrete building techniques fully detailed and illustrated with sections on each of the three phases of building. More than 100 schools of varied design using precast concrete are presented, including elementary, high school and college.—Prestressed Concrete Institute, 205 W. Wacker Drive, Chicago 60606.

Sho-Wall: graphically presents a new portable, modular system and the many forms of use ranging from exhibitions to moveable walls. Specifications, accessories, colors are documented. Brochure includes a cross reference chart of models, surfaces, prices and fittings. 8-pp.—The Brewster Corp., Old Lyme, Conn. 06371.

Specifications Guide for Lighting Clusters: illustrates and dimensions specification-grade, residential and commercial clusters for broad or concentrated area lighting. Bulletin describes mounting hardware for one to 11 floodlights. A selection chart permits matching lamps, lamp holders and mounting units to arrive at a single catalog number. A guide chart gives approximate footcandle power at varying distances for various quartz-iodine floodlights. 8-pp.—The Pyle-National Co., 1334 N. Kostner Ave., Chicago 60651.

• **PPG Industries:** W. Parmer Fuller III, San Francisco, has been appointed to the new position of vice president-Western region for PPG (Pittsburgh Plate Glass Company). This is the first time in the firm's 84-year history that the corporation has appointed a regional vice president. Fuller will continue his present responsibilities as director, Western glass sales, and, in addition, he will serve in a staff capacity on matters in the corporate marketing area.

• **General Portland Cement Co.:** Donald E. Reysa has been named to manage Trinity White Cement sales, succeeding Paul F. Keatinge who has retired. Reysa, who has been with the company since 1948, served as their West Coast representative until 1957 when he was transferred to Chicago as assistant manager for white cement sales. He will be headquartered at the corporate offices recently moved to 4400 Republic National Bank Building, Dallas, Texas.

• **The J. H. Baxter Company:** Alfred X. Baxter, president, announced in San Francisco four executive appointments: Edward J. Riley will fill the newly created post of vice president of marketing, joining Baxter from his recent position as director for market development of the Simpson Timber Company in Seattle; Robert B. Mossman, secretary-treasurer, who heads the newly reorganized finance department, has been with Baxter since 1946; Willard O. Spies, in Eugene, Oregon, affiliated with the company 25 years, will be vice president of procurement, and Joseph T. Napier will fill the office of vice president of manufacturing. He has been with the firm since 1951.

• **The Philip Carey Manufacturing Co.:** Paul D. Japp, vice president architectural relations of the Cincinnati-headquartered firm, announces the appointment of Charles W. Hobson, architect, as architectural representative for the company. Division headquarters are in Santa Fe Springs, California.

• **Lear Siegler, Inc.:** Promotion of James M. Starke to president of the Holly Division has been announced by Walter G. Ullman, group vice president of the Climate Control Group of Lear Siegler, Inc. Starke has been executive vice president and general manager of Holly since joining the division in June 1966. Offices are in South Gate, California.

• **U. S. Steel Corp.:** William H. Mathison, service manager of the Portland, Oregon office, has retired after nearly 40 years with the corporation. He joined U. S. Steel Products in Portland as a sales clerk in 1928.

• **Latco Products:** The Los Angeles firm has been appointed exclusive distributor for the Western states for Ostara Ceramic Tiles, manufactured in West Germany. The tiles are commonly known as "Osori."

• **Wood Conversion Company:** On August 1 the firm changed its corporate name to Conwed Corporation. J. B. Lockhart, Jr., president, said the new name more nearly described the firm's present operation: manufacture of insulation, ceiling and wall products and systems, comfort cushioning and padding. The corporate headquarters are in St. Paul, Minnesota.

• **Dow Chemical Co.:** The firm has announced plans to build a new plant at its Pittsburg, California chemical complex to produce a newly developed anti-mildew agent for paints and other materials. L. A. Doan, general manager of the company's Western division, said the new plant, to cost in excess of \$1,000,000, is scheduled to be completed in July 1968.

• **Pope & Talbot, Inc.:** Creation of a new management post, director of sales and marketing, Wood Products Division, and the appointment of Clark A. Johnson to the position was announced in Portland by Cyrus T. Walker, president. Johnson was formerly vice president of the Building Materials Division of Evans Products Company and national sales manager of the Building Products Division, Kaiser Aluminum Corporation.

• **Perma-Power Company:** Robert L. Ford, national sales manager for the Chicago manufacturer of Perma-Power garage door openers and radio controls, has named two new manufacturers representatives: Earl Associates, 1639 Kona Street, Honolulu, for the state of Hawaii, and the R. C. Moore Co., 5010 Venice Blvd., Los Angeles, for southern California.

• **The Gibson-Homans Company:** W. E. Painter, vice president of sales, Cleveland, announces the appointment of Intermountain Concrete Specialties, Salt Lake City, Utah, as the exclusive distributor for Eternaflex waterproofing systems for the state of Utah.



ARMSTRONG CORK COMPANY's new Los Angeles district office building at the Gilbert-Flair Industrial Park, El Monte, is headquarters for regional offices of four of the firm's marketing divisions. The building, a reinforced concrete structure, was designed by architects Langdon & Wilson. The William W. Gee Construction Company was general contractor.

• **Masonry Research:** Leonard Thompson has been named to supervise the association whose 400 member contractors do masonry work on new construction in Los Angeles County.

• **Producer's Council:** New officers for the Washington State chapter, Seattle, are: Boyd Swanson, partner in Lair-Swanson, Inc., manufacturer's representatives, president; Richard Knight, Bethlehem Steel, vice president; Bill Kopeining, Interpace, secretary, and Martin Wenzler, Libbey-Owens-Ford Glass Company, treasurer. Swanson succeeds Rolf Bergstrom, Pittsburgh Plate Glass Company, who becomes second vice-president.

• **Superior Concrete Accessories, Inc.:** To more effectively serve the concrete construction industry on the West coast, the formation of a new division with four warehouse facilities has been announced by Robert H. Jenkins, general manager at the West Coast office and factory, San Leandro, California. The new division, to be known



as SCA Construction Supply, will stock Superior products as well as quality lines of other manufacturers. These new SCA warehouses are located in Los Angeles, Oakland, San Diego and Sacramento with managers Ray Tamburri, Ralph Smeland, Bill Parent and Randy Randall, respectively.



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M. W. BEAN, editor of Seattle's Daily Journal of Commerce, has a finger on the daily pulse, frankly posing questions that many of us wonder about as in the following editorial. We looked up Webster's definition for "professional," just to clue you in: *Of or pertaining to a profession, esp. a learned or skilled profession.* Which leads to "profession": *a vocation or occupation requiring advanced training in some liberal art or science, and usually involving mental rather than manual work, as teaching, engineering, writing; especially medicine or law.* And now, Mr. Bean:

WEBSTER's definition of the word "profession" is ambiguous. Just what are the professions? You hear of more and more vocations and businesses referred to as "professions." Zoning codes in some cities allow certain "professional" offices in districts in which general business is not permitted. It seems to be quite the thing nowadays for this or that business activity to be referred to as a "profession." Why does the word "profession" carry such weight?

We recall that there used to be "professors" of tattooing, wrestling, boxing, physical culture and phrenology. Many are the fond mothers who want their sons to become "professional" men because of the imagined social prestige that will then be theirs.

Is journalism a "profession"? We incline to the belief that it is a business. Are realtors "professional" men and women? We may be warped in our viewpoint, but real estate seems very much like a business to us. We have naturally considered architects, lawyers, doctors, civil engineers and others "professional" men. But now we hear of "sales engineers" and many other grades of engineers until the word "engineer" has become indefinite and almost meaningless.

... The word "profession" should be more concisely defined, and its meaning accepted, or the time may come, the way change is taking place, that all business men and those associated with them will be classed as "professors" or "assistant professors." And it may be that union leaders will favor the trend and we will then have "professors" of bricklaying, plumbing and possibly, even refuse-collecting "professors."



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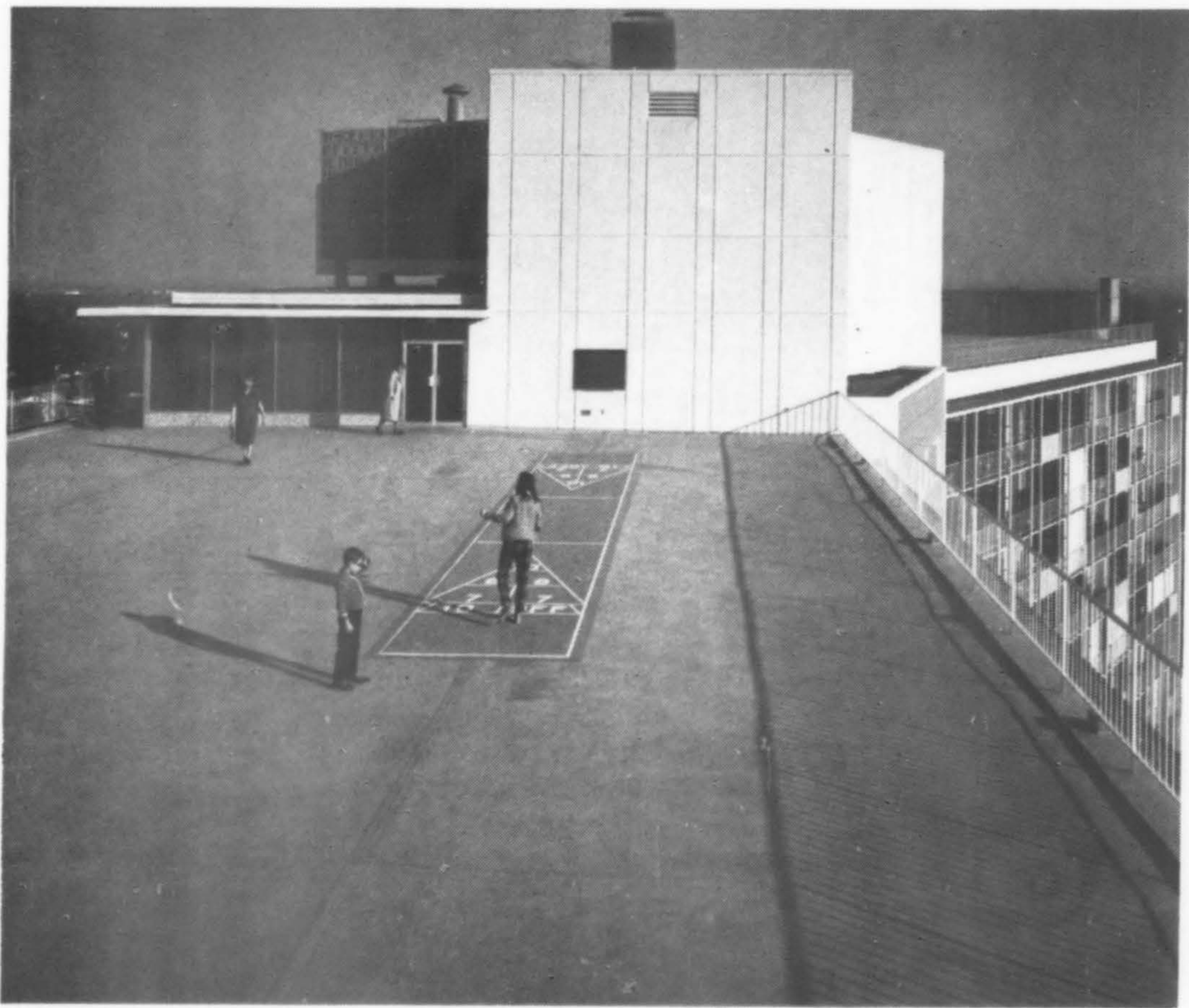
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Trinity White, General Portland Cement Company	29
West Coast Door Company, Monarch Sales Division	13

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