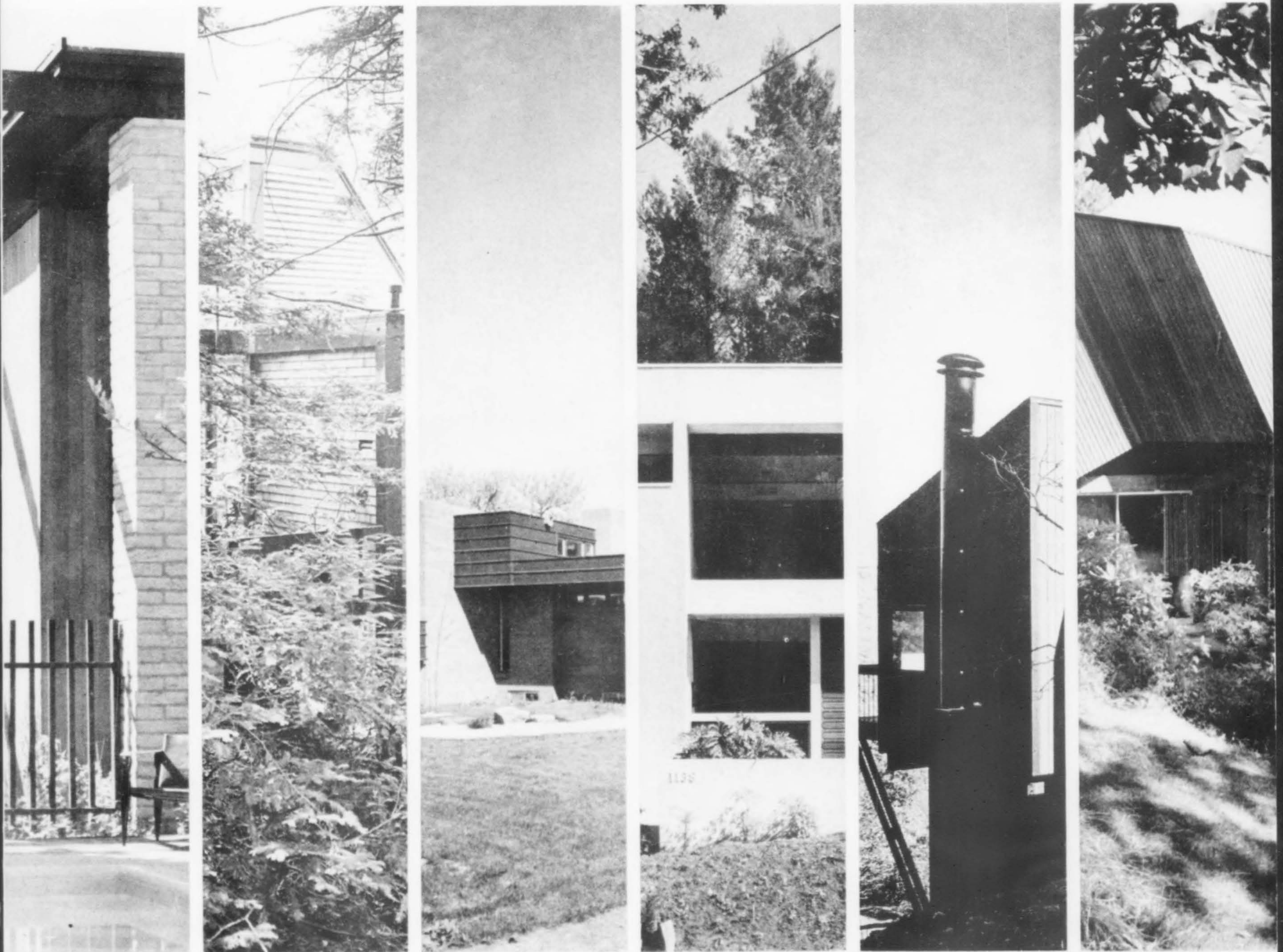


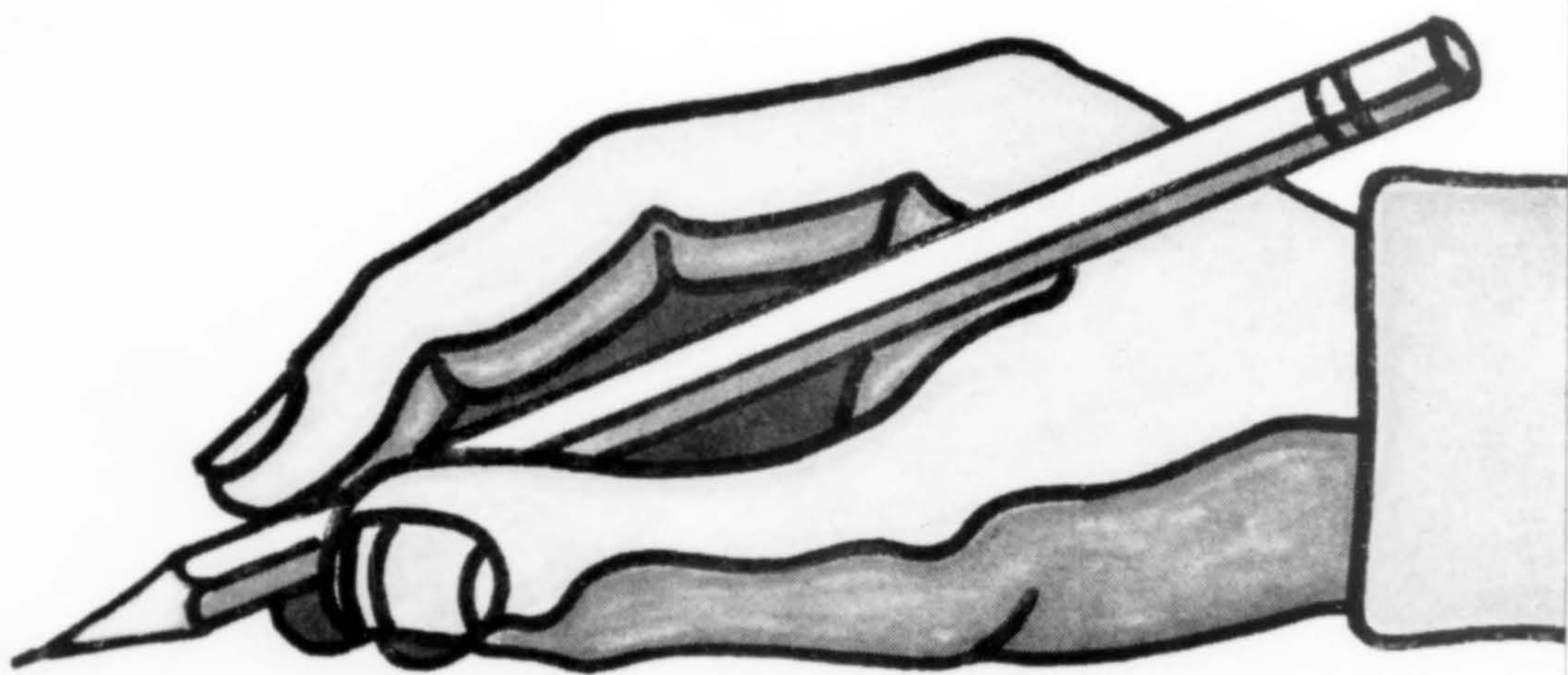
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Architecture/West

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VOLUME 74 NUMBER 4

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LEWIS CRUTCHER APPOINTED DIRECTOR OF PLANNING AND RESEARCH FOR MINNEAPOLIS PARK SYSTEM

LEWIS CRUTCHER, Portland architect, has been appointed director of planning and research of the Minneapolis (Minn.) Park System. Robert W. Ruhe, superintendent of the Minneapolis Board of Park Commissioners, in announcing the appointment said that the city planned to expand their operations related to urban design and the cultural life of the city.



In addition to design work within the park system, Mr. Crutcher will coordinate park facilities with the Model Cities program, the Pilot Cities program, neighborhood redevelopment, and act as liaison with other governmental agencies.

He has practiced in Oregon for 18 years, coming originally from Seattle to work for Pietro Belluschi. A voluble spokesman on civic ugliness, Lew Crutcher has lectured throughout the nation, educating communities on how to make their particular areas more livable. A leader in Port-

land on community esthetics, he was instrumental in the trend to fix up the old part of the city, often only as a color consultant on the paints. In 1966 the Portland architects presented him with an Award of Commendation for "his courageous dedication combating civic ugliness and for his attempts to preserve and to integrate into our present city the significant beauty of the past."

Lewis Crutcher & Associates AIA will continue to practice in association with Oregon's oldest architectural firm, Norman & Stanich, AIA, 730 S.W. First Avenue, Portland, and will continue to be available for consultation and for completion of Oregon work now in progress.

Mr. Crutcher and his wife, Judith Wolf Crutcher also a practicing architect, will establish residence in Minneapolis the first week in April.

Wall sculpture approved

SAN FRANCISCO'S Art Commission has approved a monumental wall sculpture by Berkeley artist-architect Stefan Alexander Novak to be erected at the Diamond Heights housing subdivision being developed by General Electric Company. The sculpture, an abstract retaining wall, will consist of 54-ft. long carved redwood posts and stakes. The cost will be \$45,000 for which G.E. will foot the bill.

Cal Poly to stage annual "Poly Royal" event

THE 36TH ANNUAL "Poly Royal" staged by students of California State Polytechnic College, San Luis Obispo, will be held on campus April 26-27. Last year's attendance drew 60,000 visitors to this "county fair on a college campus."

Of special interest are the displays of student achievements from each department plus a variety of other events ranging from rodeos to mathematics examinations.

Beautification award to Woodlake

THE RESIDENTIAL AWARD of the San Mateo (Calif.) Beautification Committee has been presented to Woodlake, the 1,000 unit apartment complex built by Gerson Bakar & Associates, designed by architects Wurster, Bernardi & Emmons with Lawrence Halprin as landscape architect. (Architecture/West, September 1967)



Edward Sullam, right, immediate past president of the Hawaii Chapter, AIA, presents certificate to Geoffrey Bawa, recipient of the ninth Pan Pacific Architectural Citation presented by the Hawaii Chapter and the State Foundation on Culture and the Arts. Bawa is a partner in the architectural-engineering firm of Edwards, Reid & Begg, Colombo, Ceylon. The Pan-Pacific citation is awarded annually to architects in countries bordering on the Pacific rim areas.

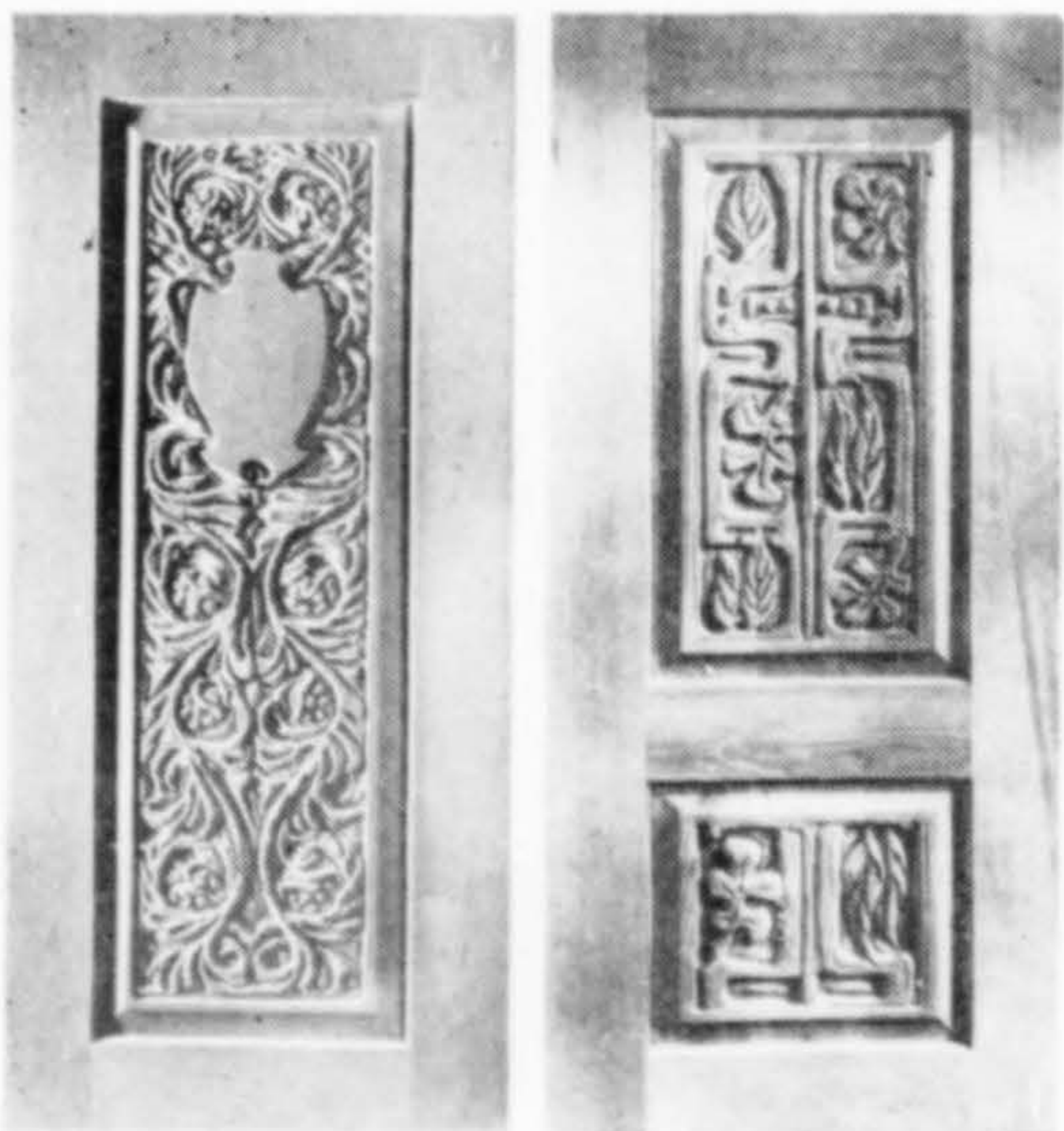
Unconventional classrooms used in Urban Semester

UNCONVENTIONAL classrooms are part of the course in the University of Southern California's new Urban Semester, a revolutionary approach to the study of urban complexities. A helicopter, carrying 32 students, was one of the most recent classrooms employed to give them an "overview" of their subject matter.

This was part of six weeks of intensive orientation which will attempt to give the students the "big picture" before they zero in on their specialized research projects. Other classrooms will range from skid row tenements to plush Beverly Hill mansions and will include such diverse locales as the computer center of a large bank, backstage at the Music Center, the lobby of a large downtown hotel, industrial settings and political assemblies. Urban Semester students' "regular" classroom is The Cheshire Cat, a rented coffee house.

In the second phase of the program, students will conduct field research of their own choosing, approved and guided by faculty members. Goal of Urban Semester is to train students to "think urban," to give them a deep understanding of urban life. This is a pilot program which, if successful, may portend sweeping changes in college and university curricula.

Urban Semester is made possible through a \$54,200 grant to USC from the Mary Reynolds Babcock Foundation. It is conducted under auspices of the university's Institute of Urban Ecology and is headed by Arthur Atkisson, Jr.



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Carl McElvy retires May 1 as California state architect

CARL C. McELVY, California state architect, will retire May 1 after 40 years of architectural service in city, state and federal building programs. He was named state architect in 1963 by Governor Edmund Brown and was reappointed to a four-year term last year by Governor Ronald Reagan. Prior to entering the state office, McElvy was chief architect at the University of California at Los Angeles from 1946 to 1963.

California Tomorrow arranges European planning tour

THE 1968 European Planning Tour, led by Samuel E. Wood, executive director of California Tomorrow, is set for May 12-June 3. Sponsored and arranged by California Tomorrow, the tour is co-sponsored by San Francisco Planning and Urban Renewal Association, Northern California Chapter of the American Institute of Architects, and the American Institute of Planners. The tour will include Montreal, Belgrade, Rome, Southern France and Geneva and will be looking at some of Europe's most significant remedies to environmental ills. Further information may be obtained from: California Tomorrow, European Planning Tour, Room 393 Monadnock Building, 681 Market Street, San Francisco 94105.

Santa Fe Opera House to rise

THE SANTA FE (New Mexico) Opera House was destroyed by a fire of undetermined origin on July 27, 1967. The original theatre, completely timbered in construction, and open to the sky, was selected as one of the best examples of contemporary New Mexico architecture in 1959.

Originally designed by McHugh & Kidder, Architects, the first theatre was built in 1957 and a balcony-loggia added in 1965. The same firm has designed a new open air amphitheatre being built on the same site and retaining much of the old theatre's basic design, especially in the sweep of the cantilevered balcony, the proportions of the stage house and with the intimacy of the former theatre. The open ended stage will again afford the audience a view of the Jemez Mountains and the lights of Los Alamos in the distance. The stage house canopy and balcony roof are being extended for more coverage of the audience with only six rows of seats "under the stars." The new structure will be of basic masonry construction with wood as accent.



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Salem, Oregon Chapter, AIA, honors
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PENTACLE THEATER. Merit award. Charles Hawkes, architect.



DAVID C. DUNIWAY home restoration. Merit award. Charles Hawkes, architect.



SETTECASE residence. Merit award. Phillip K. Settecase, architect.

Jurors:

Donald Lutes, FAIA, Springfield, Oregon;
Saul Zaik, architect, Portland; Wendell
Lovett, architect, Seattle.



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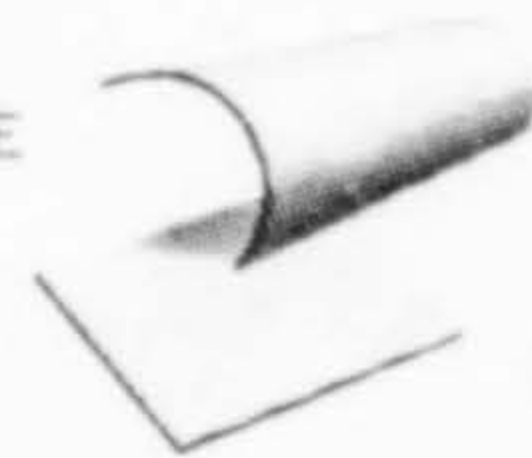
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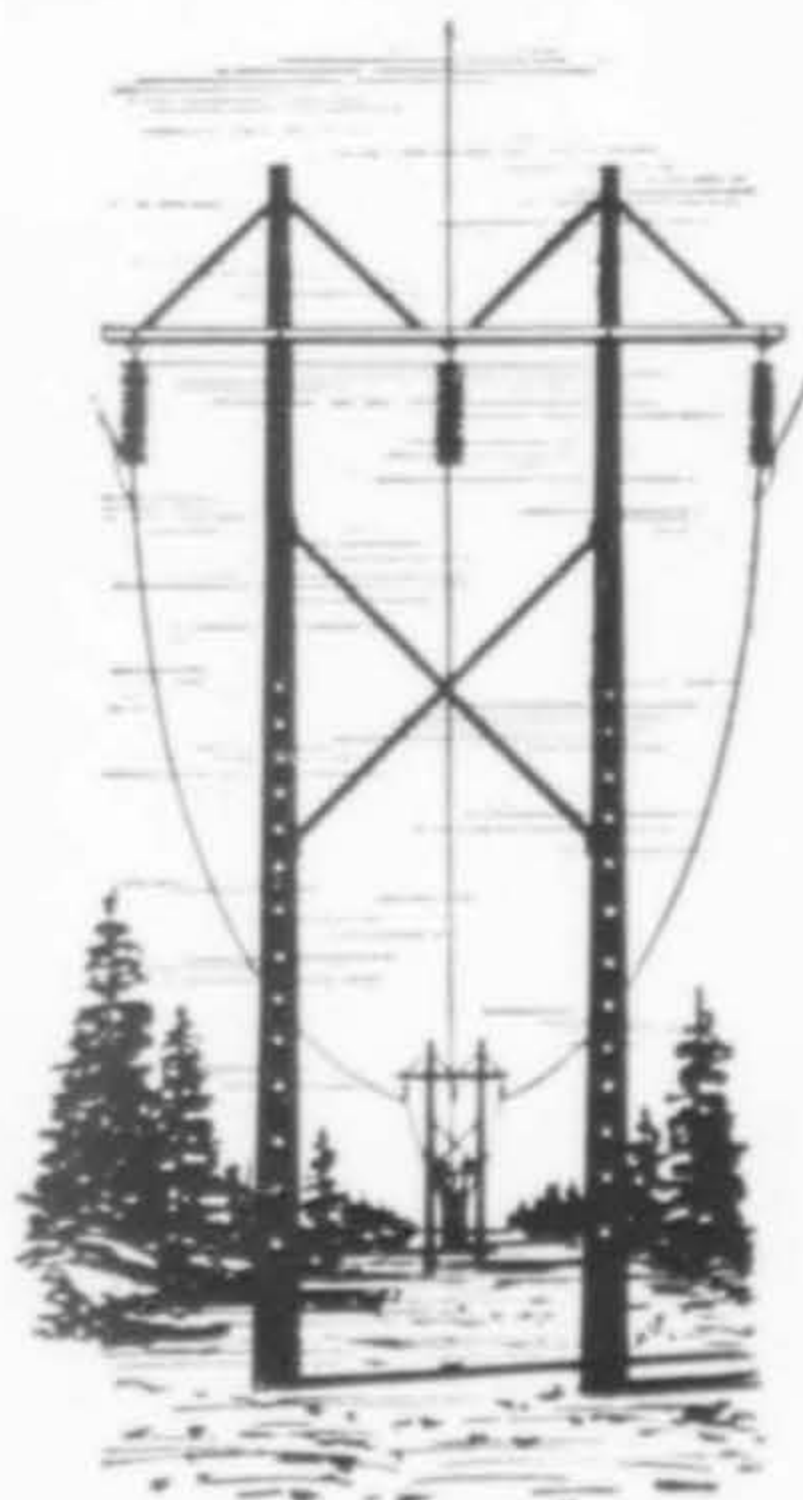
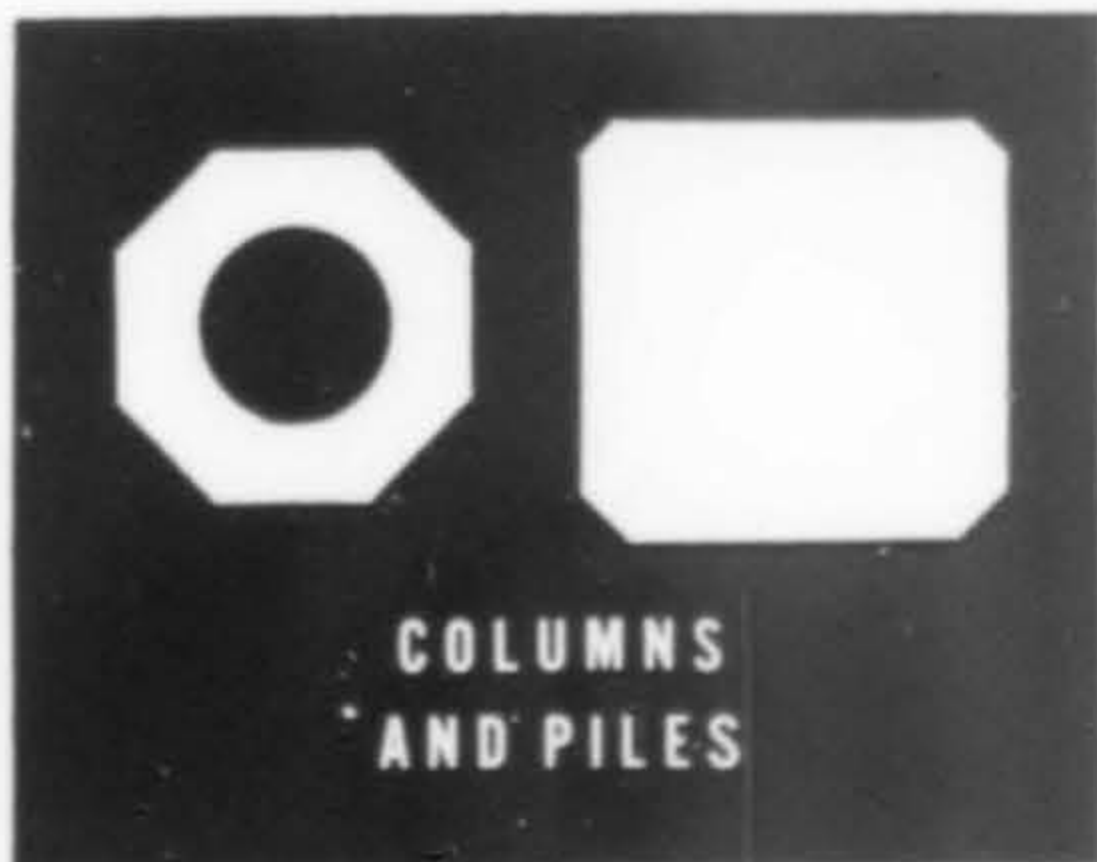
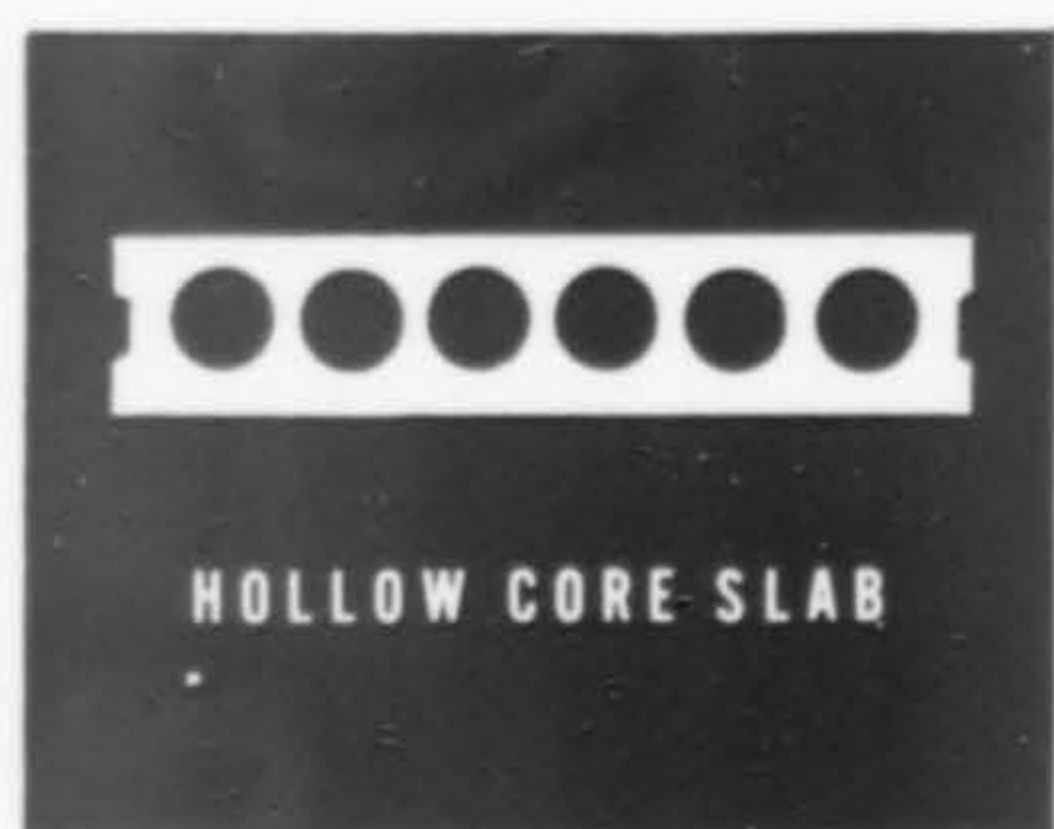
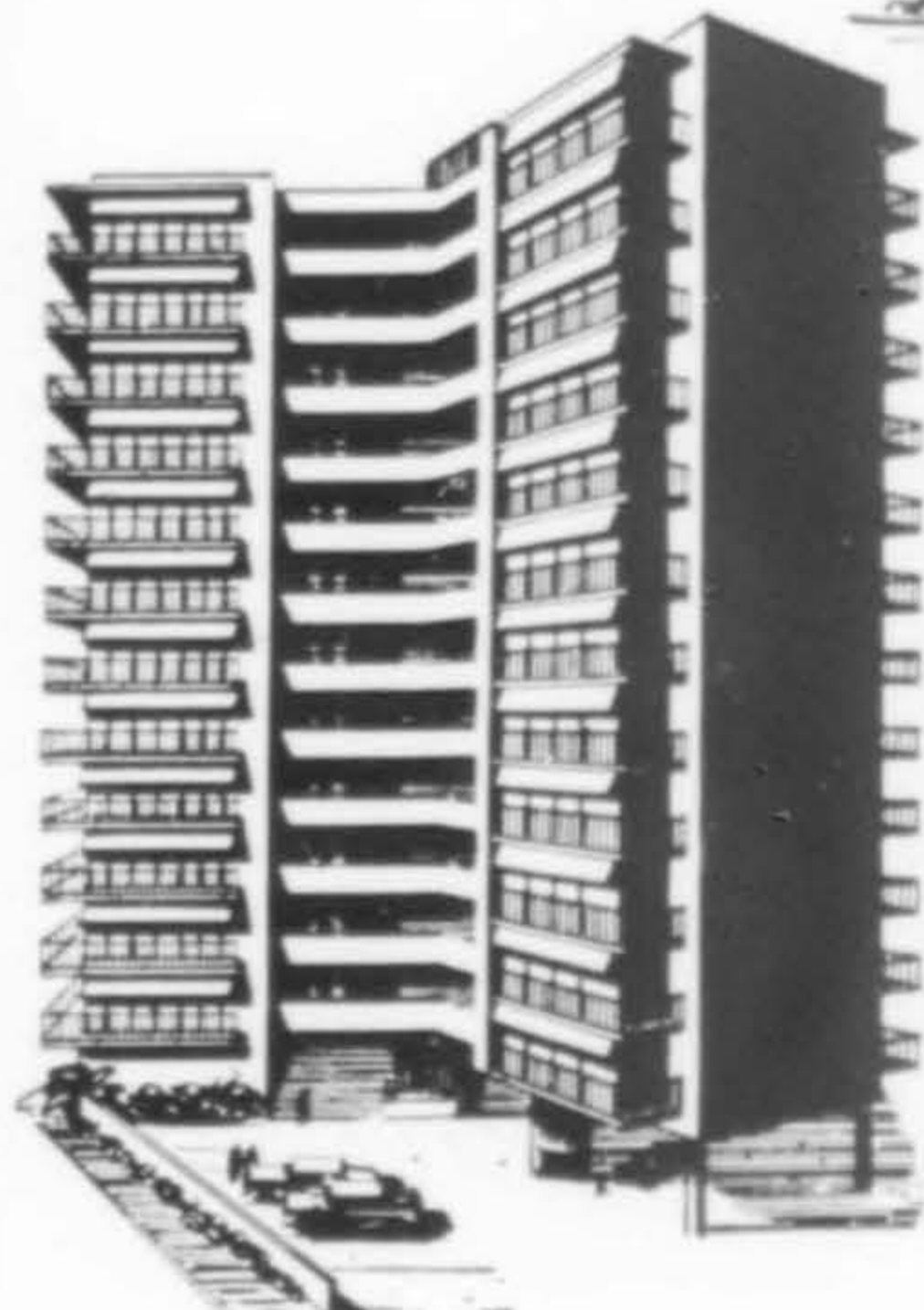
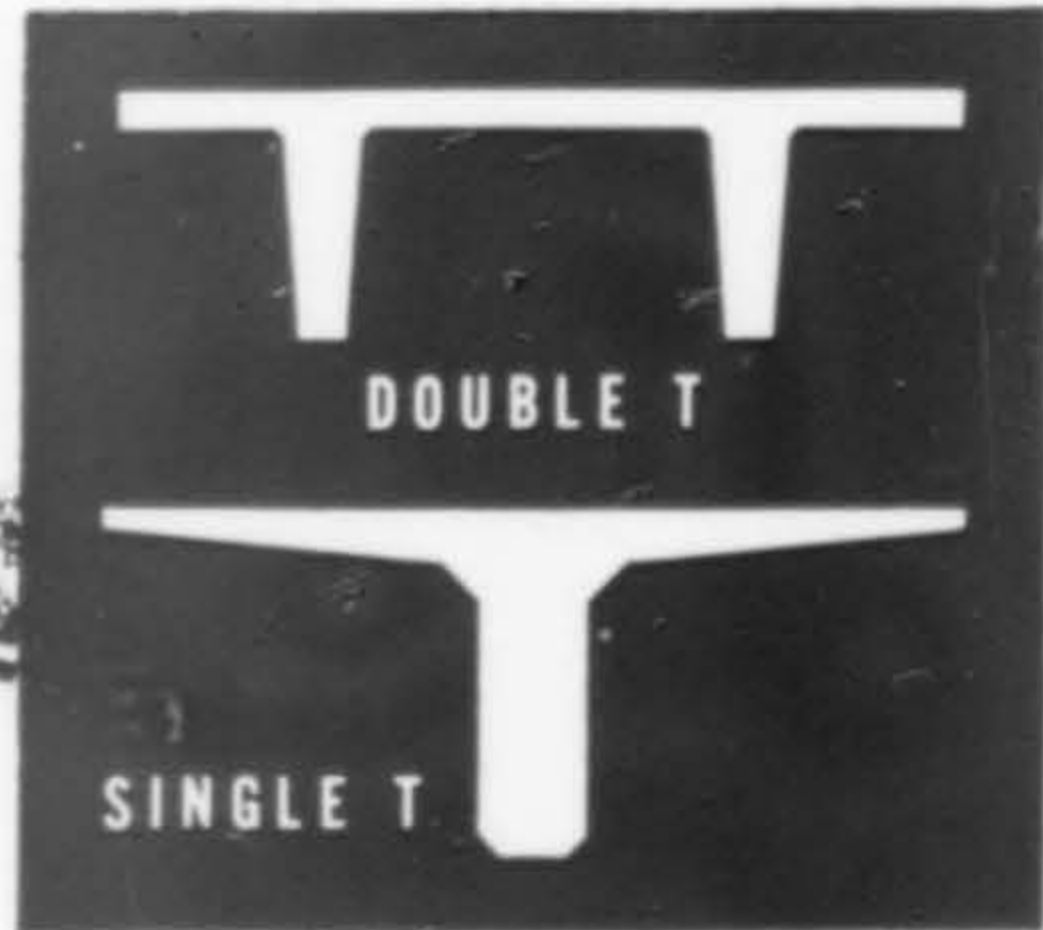
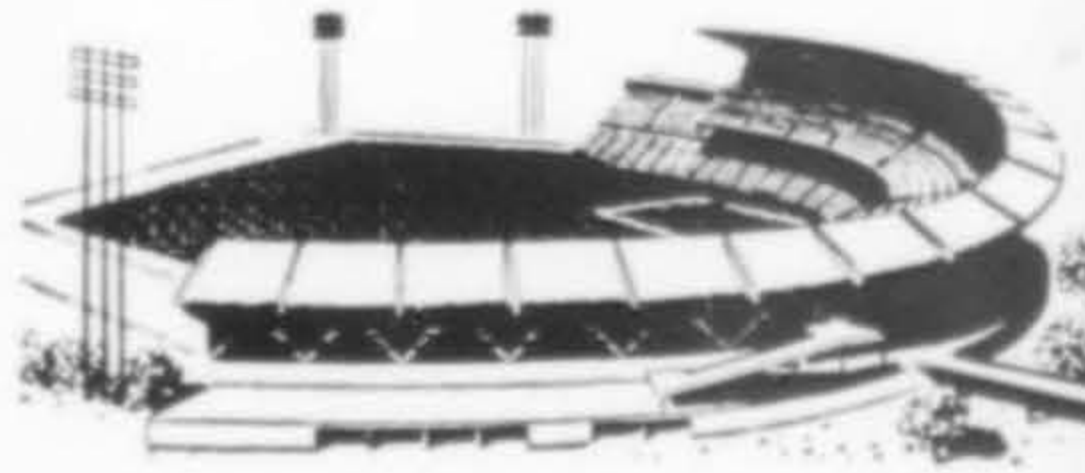
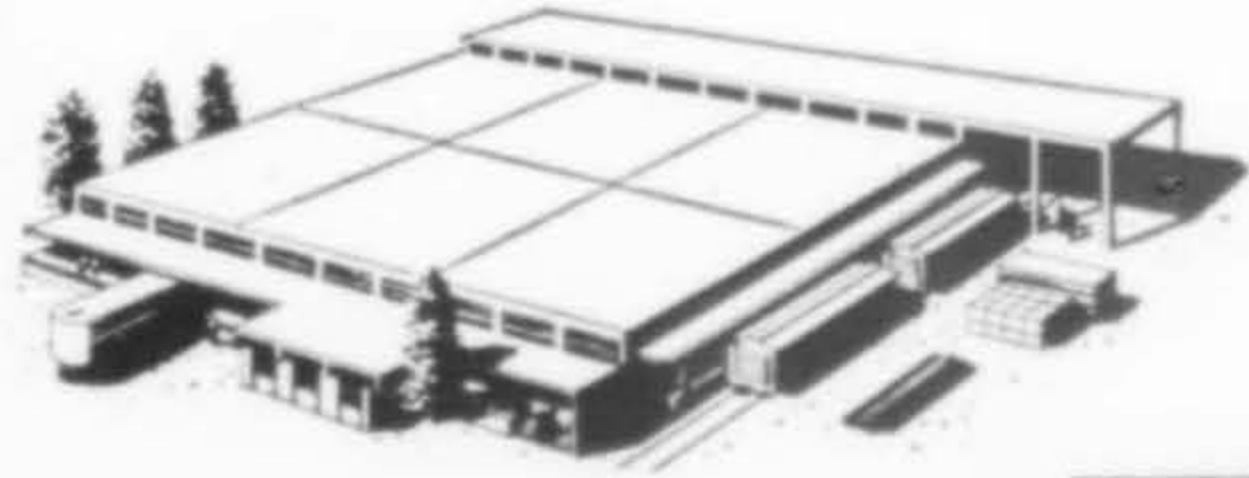
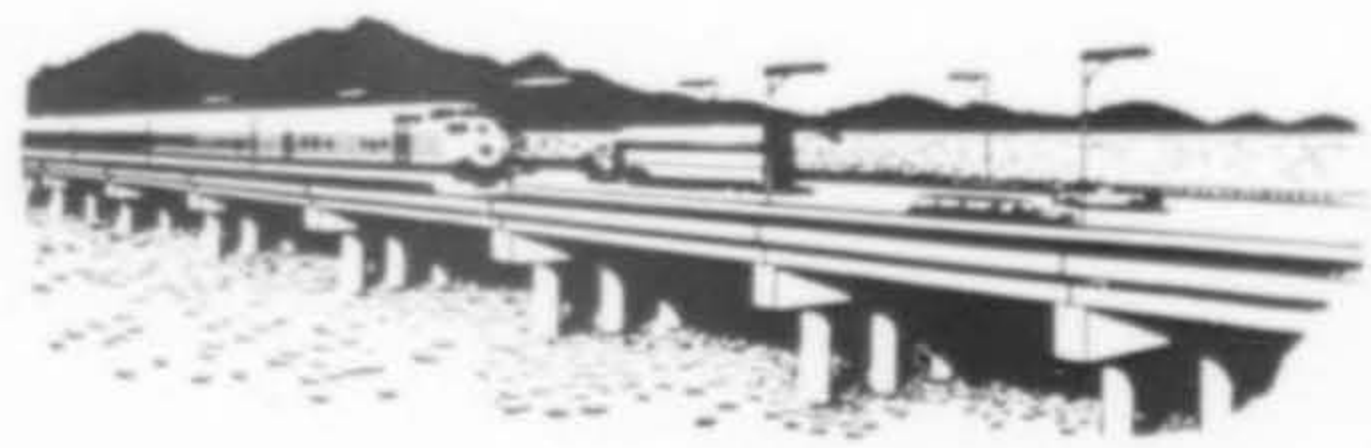
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|---|--|

New firms, associations, office changes

□ The offices of Henrik Bull, John Louis Field, Sherwood Stockwell and Daniel G. Volkman, Jr., announce the formation of a new partnership for the practice of architecture and planning under the name of Bull, Field, Volkman, Stockwell, Architects, AIA. Main offices of the firm are at 400 Pacific Avenue, San Francisco.

□ Robert G. Wallner and Robert E. Zermuehlen announce that they have joined to practice as Wallner and Zermuehlen, Architects. Offices are at 1718 Gaylord Street, Denver.

□ DeNorval Unthank, Jr., Alan Grant Seder and Otto P. Poticha have formed a partnership under the name of Unthank, Seder, Poticha, Architects for the general practice of architecture. Offices are at 756 West Park Street, Eugene, Oregon. Unthank was formerly a partner of Wilmsen, Endicott & Unthank; Seder, a partner in the firm of Balzhiser, Seder & Rhodes, and Poticha had practiced singly at the Park Street office prior to the new association.

□ Robert E. Melvin has been named head of the architectural division of the Manila office of Frank L. Hope and Associates, San Diego architectural firm. He assumed the post in mid-January, replacing Jay Andrews who is returning to California after 20 months in the area. The Manila office was established almost three years ago. Prior to joining the Hope firm Melvin was with Dale Naegle and Associates in La Jolla.



□ Eugene, Oregon architects Thomas Balzhiser and Richard Rhodes, who have been in partnership the past 15 years, have named two new partners: Darrell L. Smith, Eugene, and Christopher C. Morgan, Seattle. Alan Seder has left the original partnership of Balzhiser, Seder & Rhodes and with the naming of new partners, the firm has been renamed Balzhiser, Rhodes, Smith & Morgan. Offices will continue at 725 Country Club Road, Eugene.

□ Oregon architects Harry Newton and Clieve Kienle are now in partnership under the firm name of Newton & Kienle, Architects. The office is at 360 N.W. Canyon Road, Beaverton.

□ The Eugene architectural firm of Wilmsen, Endicott & Unthank will be known as Wilmsen & Endicott. Unthank, a partner since 1960, has left the firm to form a new partnership. Charles Endicott will maintain the Eugene office at 863 13th Avenue E., and Robert Wilmsen will continue to head the Portland office.

□ Royal A. McClure Co., Architects, Seattle, announce the appointment of Robert J. Nixon, AIA, as member-in-charge. He was previously partner in-charge of the former Seattle office of Walker & McGough, Architects. RAMco also announces the appointment of Brent Ekvall, Fred Fricke and Charles McKenzie as project architects.



□ Crittenden, Cassetta, Wirum and Jacobs, Anchorage, Alaska, announce that Arthur R. Jacobs, P.E., has left the partnership to open an office for the practice of structural engineering under his own name at 523 8th Avenue, Room 102, Anchorage. Crittenden, Cassetta and Wirum announce that Kenneth D. Cannon has been made a partner in the firm and the name changed to Crittenden, Cassetta, Wirum and Cannon, Architects. Offices are at 835 9th Avenue, Anchorage.

At the same time, the firm announced that Marvin F. Damman, AIA, Seattle, has been made a partner in the Seattle office and that this branch will be known as Crittenden, Cassetta, Wirum and Damman. Offices at 1319 Second Avenue, Seattle, have been under the management of Mr. Damman for the past two years.

□ Architect Lewis A. Redgate has been appointed a vice president by the board of directors of Quinton Engineers, Ltd. Redgate, who has been chief architect of the Los Angeles-based planning/engineering/architecture firm since 1963 will now head the project management department, and will be in the Los Angeles office. He was formerly with Redgate & Jackson, Salt Lake City.

□ Robert Goetz Associates, Architects and Planners, Oakland, announce the appointment of architect Richard C. Goetze as senior associate.

□ The Tucson, Arizona firms of Cain, Nelson & Wares, PC Architects, and Cook and Swaim, announce the merger of their practices. William H. Cook and Robert J. Swaim join Gerald I. Cain, Edward H. Nelson and James A. Wares as principals in the corporation. Offices are at 151 South Tucson Boulevard.

□ J. Smith Bennett has been named an associate of Burke, Kober, Nicolais & Archuleta, Los Angeles architectural - engineering firm, and will be director of store planning. He joined the firm early in 1967 after serving as project coordinator for Welton Becket & Associates.



□ Architects William H. Davis and Joseph R. Swartz have been named vice presidents of Kistner, Wright & Wright, Los Angeles architectural-engineering firm.

□ A. E. Ferguson & Associates, Phoenix architectural-engineering-planning firm, has appointed two vice presidents: Larry G. Morris, who has been with the firm since 1963, has been named vice president-primary engineering; and Hugo A. Olsson, Jr. who joined the company last September, has been named vice president-primary architect.

□ David C. Hoedemaker has been appointed a partner in the Seattle architectural firm of Naramore, Bain, Brady and Johanson. The firm has also announced the appointment of two senior associates, James W. Evans and Robert S. Hooper, and four associates: Charles B. Chisom, Thomas R. Hickman, Alva D. Myers and Robert R. Sowder.



HOOPER

EVANS



□ Gary K. Herberger has been named an associate of Guirey, Srnka & Arnold, Phoenix architectural firm. He was with Taliesin Associated Architects and a Minneapolis architectural firm prior to joining GSA a year ago.

□ John W. Alving and Kent Johnson have been named associates of Fred Bassetti & Company/Architects, Seattle. Alving, a civil engineer, joined the organization two years ago. Johnson, an architect, has been with the firm for three years.

□ Daniel, Mann, Johnson & Mendenhall, one of the 10 largest architectural and engineering firms in the world with headquarters in Los Angeles, have opened a branch office in Las Vegas, at 309 South Third Street.

□ Wesley G. Ashby has been appointed vice president of Robert Clements & Associates, Los Angeles architectural firm, with whom he has been associated for eleven years.

□ Jerry Allmand has been appointed vice president in charge of design for Maxwell Starkman & Associates, Beverly Hills architectural firm. He has been an associate for eight years.



□ New associates of Hewlett & Jamison, Portland architects, are, top row, left to right: Charles Johnson, Harry Beik, James Atkinson; lower row, Lynn Smith, Dirk Looijanga, John Gatewood.

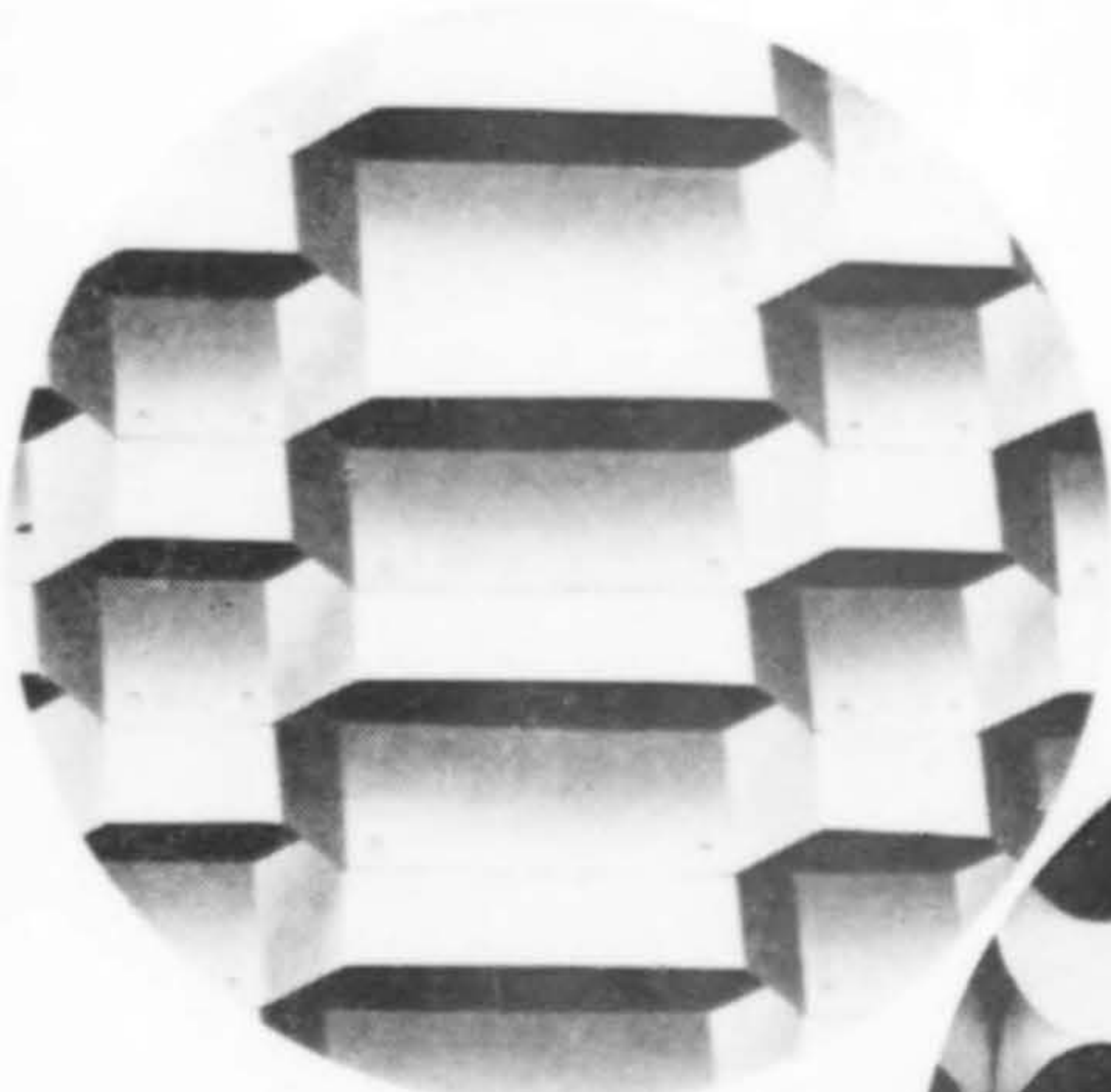
□ Adrian Wilson Associates, Los Angeles based architects-engineers, announce the appointment of John H. O'Hair, vice president, to head their Washington, D.C. office. He has been stationed with the company in both the Los Angeles and Bangkok offices.

□ William M. Schoenfeld, executive architect and director of consulting services for Charles Luckman Associates, Los Angeles, has been elected vice president of the firm.

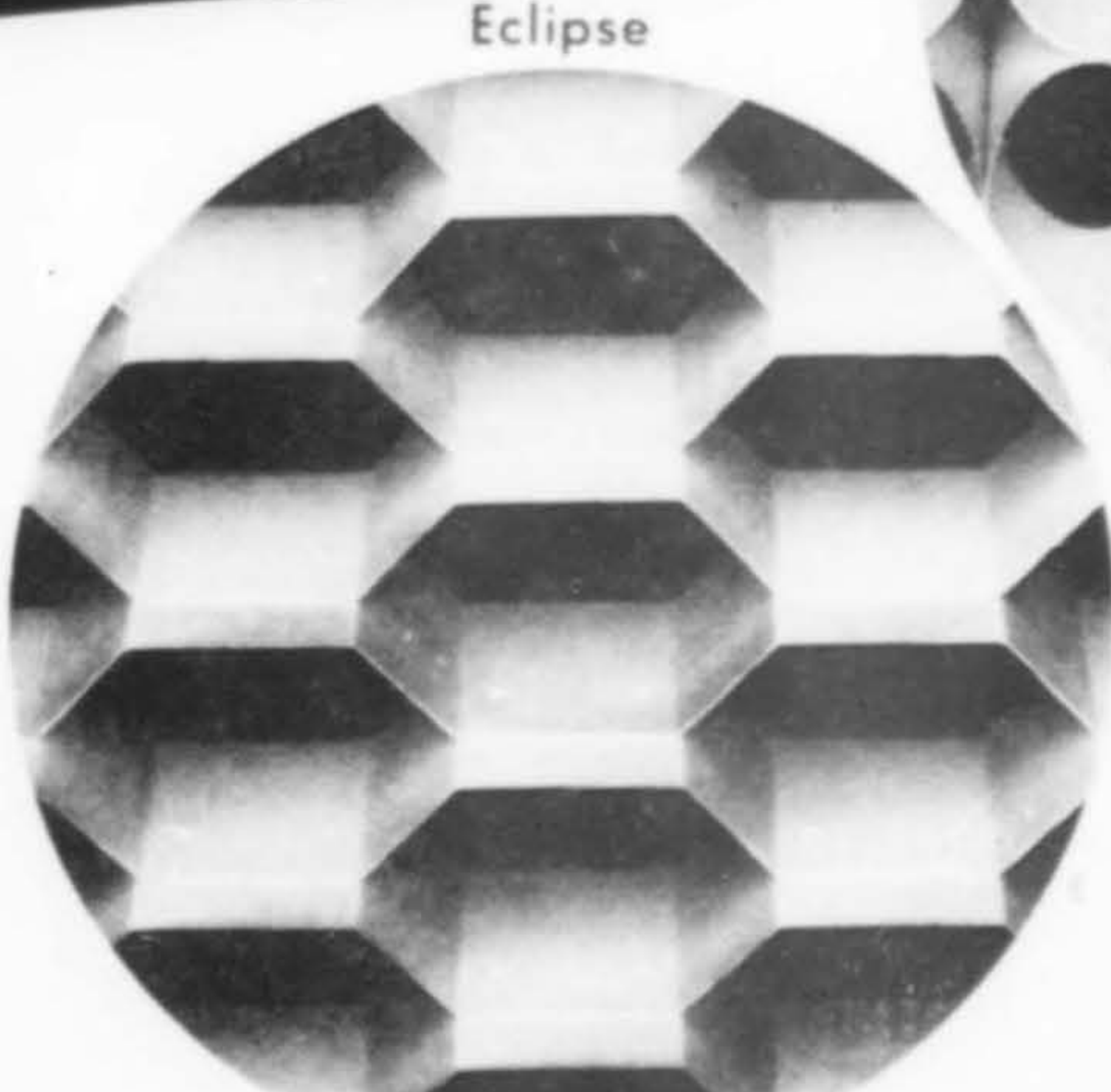
□ Tom Mason, chief interior designer for Albert C. Martin & Associates, Los Angeles, has been promoted to the newly established post of director of interiors. His duties will pertain primarily to management of interior design functions. An associate, he joined the firm in 1956.

□ Philip Abrams of the Beverly Hills and Palm Springs firm of Philip Abrams Consulting Engineers, Inc., has announced the merger of his firm into Daniel, Mann, Johnson & Mendenhall, Los Angeles. The Abrams' Palm Springs office will operate as a DMJM branch office. The Beverly Hills office is being relocated at the DMJM headquarters, 3325 Wilshire Boulevard, Los Angeles. Simultaneously, DMJM announced the appointment of Abrams as vice president and engineering director in charge of sanitary engineering and environmental systems.

□ Anthony A. Clevenger has been appointed executive-Pacific Region, Fred Schmid Associates, Los Angeles, and will head the firm's offices at 14K, 2004 Kalia Road, Honolulu. Prior to joining the Schmid organization, Clevenger was a project coordinator with the Denver architectural firm of Musick & Musick, AIA.

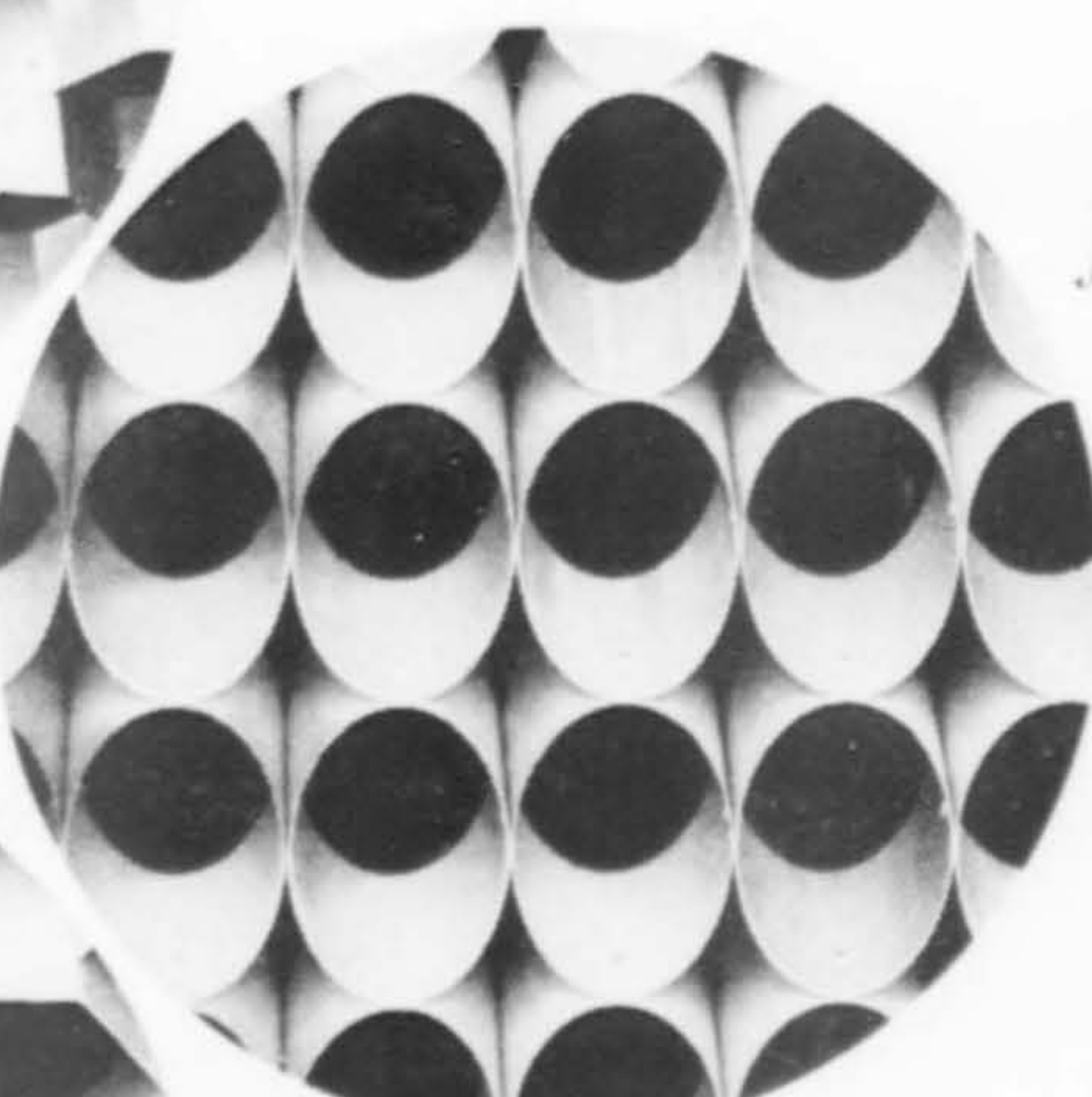


Aurora



Eclipse

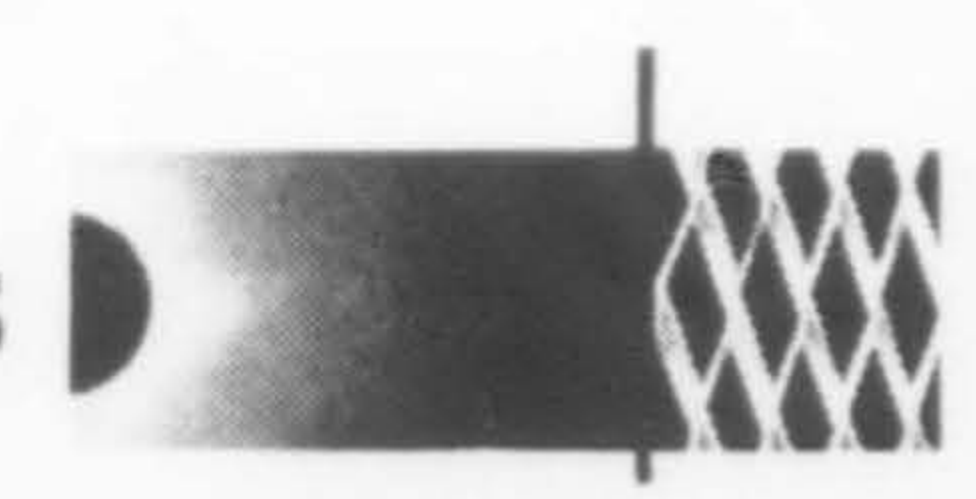
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□ Appointment of George J. Hasslein, FAIA, to the position of dean of the School of Architecture at California State Polytechnic College, San Luis Obispo, has been announced by Dr. Robert E. Kennedy, president of the college. He has been a member of the Cal Poly faculty since 1949, and head of the Department of Architectural Engineering since 1951. The Cal Poly architecture program was accredited only this January.

□ Architect D. Loren Jacobs, Medford, Oregon, has been appointed to the Medford-Jackson County airport commission.

□ Portland architect Earl Newberry has been appointed to the City of Portland Heating and Ventilating Board of Review.

□ Raymond Ziegler, Los Angeles architect, has been appointed a member of the Advisory Board to the California Office of Architecture and Construction. Walter S. Stromquist, Palo Alto, has been reappointed to the board. Both will serve four-year terms.

□ Architect C. A. Carlson, vice president of John B. Parkin Associates, Los Angeles, has been elected first vice president of California School Facilities Council.

□ Kenneth C. Kruger, Santa Barbara, has been appointed to the Santa Barbara City Planning Commission.

□ James C. Dodd, Sacramento, has been appointed by Governor Ronald Reagan to the Board of Governors of California Community Colleges, a new state governing board created by the California legislature last year.

□ Royal A. McClure has been elected to the board of directors of the Seattle Chapter, AIA, to fill the unexpired term of William Bain, Jr., who was elected first vice president of the chapter for the 1968 term.

□ Architect Joe F. Boehning, Albuquerque, New Mexico, will be featured in the 1967-68 edition of "Outstanding Personalities of the West and Midwest."

□ Harold D. Hauf, professor of architecture at the University of Southern California, has been appointed to the Committee on Examinations of the National Council of Architectural Registration Boards.

□ Geoffrey W. Fairfax, AIA, has been appointed by Honolulu's Mayor Blaisdell to act as chairman for a special "Underground Movement" task force whose aim is to eliminate all overhead wiring on the island of Oahu.

□ Everett Edwin Shores, 71, died February 20 in Cheyenne, following a brief illness. A graduate of the University of Wyoming, he practiced architecture in Wyoming and surrounding states for many years, designing several schools, public buildings and armories throughout the area.

Architectural credits for the Watsonville City Hall feature in the February issue of *Architecture/West*, page 20, should have read: Robert B. Wong, Donald Sandy, Jr. and William W. Hedley, Jr., Associated Architects. The project was a joint venture in an equal partnership.

□ John E. McGuire, 76, Tacoma architect, died March 1 in that city of an apparent heart attack. He began practicing in Tacoma in 1919 following his graduation from the University of Oregon. A partner in the firm of McGuire & Muri, Architects, Mr. McGuire had designed several landmarks in the city. Among them were the Annie Wright Seminary, Jones and Howarth halls at the University of Puget Sound, many church buildings and schools.

□ Patrick Donald Horgan, retired Denver architect, died on February 4 following a lengthy illness. He received his degree in architecture from Massachusetts Institute of Technology and did graduate work at Harvard. He was the original architect for the Mile High Kennel Club in Denver.

□ William E. Conklin, 46, Kennewick, Washington architect, died in that city on February 6. He had moved to Kennewick in late 1967 from Seattle. He was a graduate of the University of Washington.

□ Clifford W. Allen, 67, construction superintendent for Portland architects Stanton, Boles, Maguire & Church since 1948, died in that city on January 8. He was with the firm of Ayman Embury, Architects, New York City, before coming to Portland.

Address changes

- SAMUEL M. BRENT & ASSOCIATES—11950 San Vicente Boulevard, Los Angeles.
- J. D. MILLER—Route 3, Box 3403, Gig Harbor, Washington, from Klamath Falls, Oregon.
- LUNDEN & JOHNSON, Architects-Planners—Suite 910, 453 S. Spring St., Los Angeles.
- BRYAN & HALDEMAN—1326 Fairfax St., Denver.
- BEN DENGLER, Architect—4324 Van Nuys Blvd., Sherman Oaks, Calif.
- CALVIN W. GOSS, AIA, Architect—3609 4th Street, Riverside, Calif., from Bakersfield.
- WALLACE HOLM—Aero-Camino Professional Building, 1321 Monterey-Salinas Highway, Monterey, Calif.
- HAROLD A. LAFLEUR, JR.—4901 Eden Court, Carmichael, Calif., from Modesto.
- ALFRED WATTS GRANT, AIA, Architect—1616 Mesa Avenue, Colorado Springs, Colo.

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The Paneled Bath

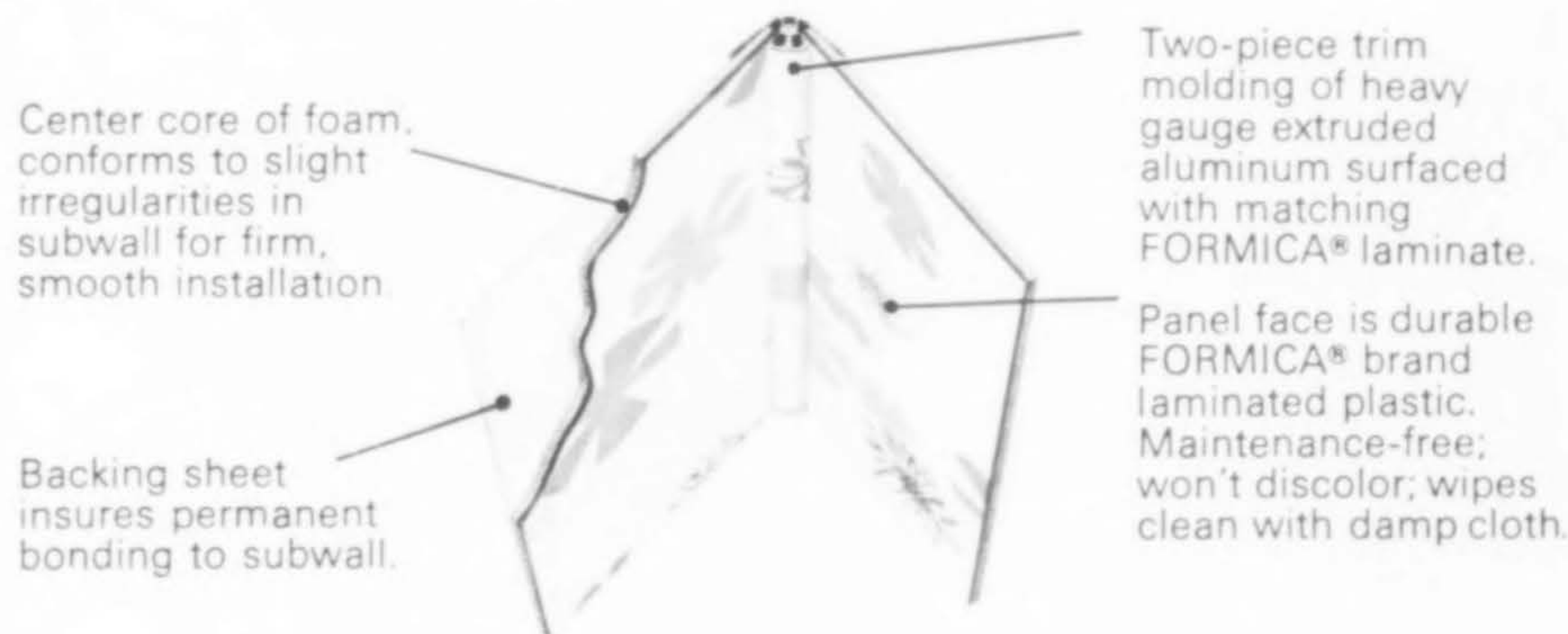
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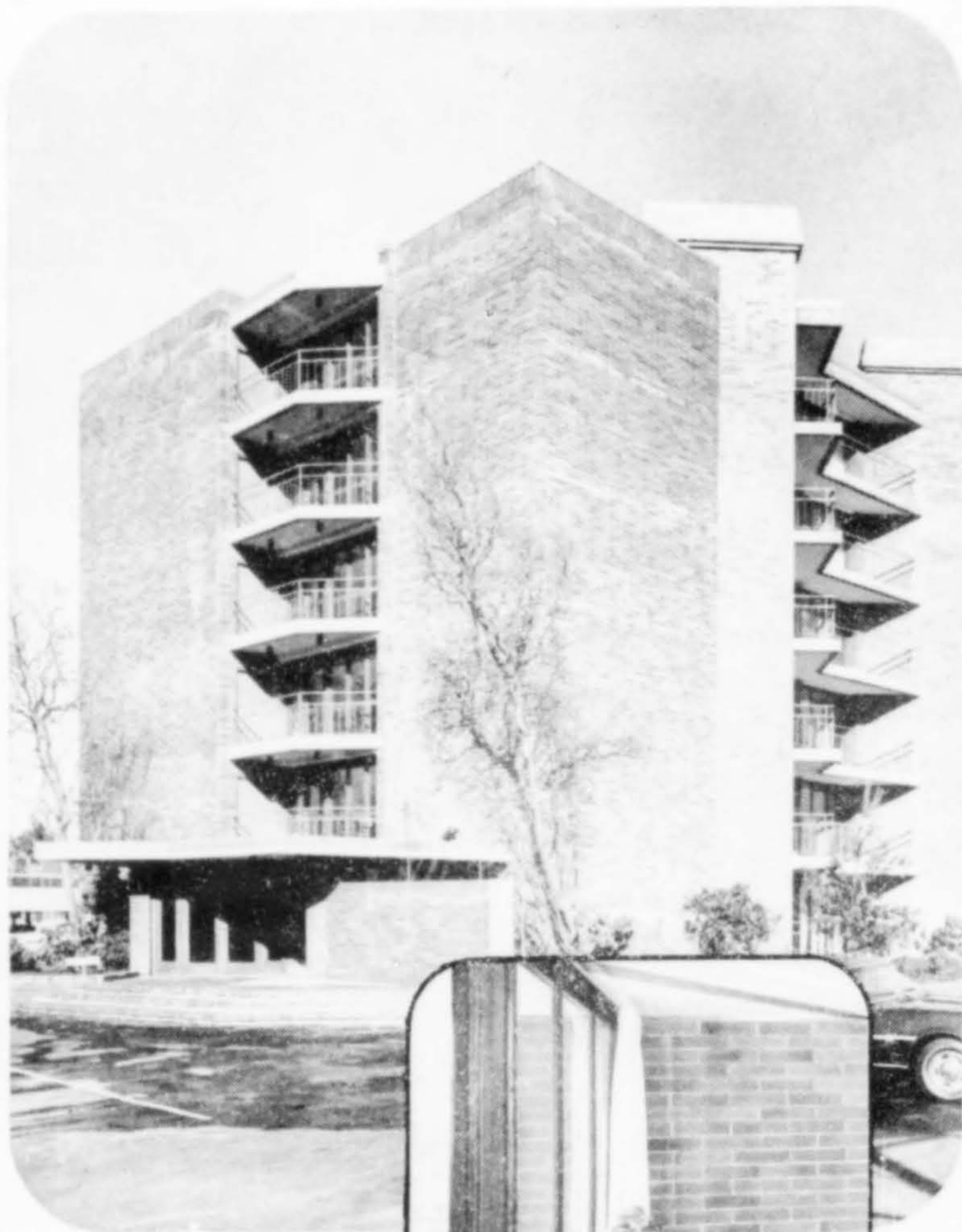
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Seattle, Washington
Architects: Ralph D.
Anderson & Partners



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Elections

- Officers of the Hawaii Chapter, AIA, for 1968:
Don Chapman, *president*
Herb Luke, *vice president*
Howard Wong, *secretary*
Gerry Allison, *treasurer*
Joe Farrell, Lew Ingleson, Ed Sullam, Ty Sutton, Greg Tong, *directors*

- The Vancouver, Washington chapter, AIA, announces the following new officers:
Coburn E. Ackley, *president*
Craig Weaver, *vice president*
Donald Nelson, *secretary*
Bill LaLonde, *treasurer*

- The Salem, Oregon Chapter, AIA, has elected the following officers:
Harold P. Saabye, *president*
Donald Gribskov, *vice president*
Warren Carkin, *secretary*
Lynn Callhan, *treasurer*
Erlen Lamén, *board member*

- The Northern California Chapter, Society of American Registered Architects, has elected the following 1968 officers:
Herbert T. Johnson, Oakland, *president*
Otto Leopold Kelm, San Francisco; Robert W. F. Severin, San Rafael; Culver Williams, Jr., Walnut Creek; Anthony J. Oliva, Sacramento; Bob McCabe, Sacramento, *vice presidents*
Derk Vyn, Palo Alto, *recording secretary*
R. Berry von Hungen Groth, San Francisco, *corresponding secretary*
Francis A. Constable, Sausalito, *treasurer*
Tristan P. Smith, Napa, *regent*

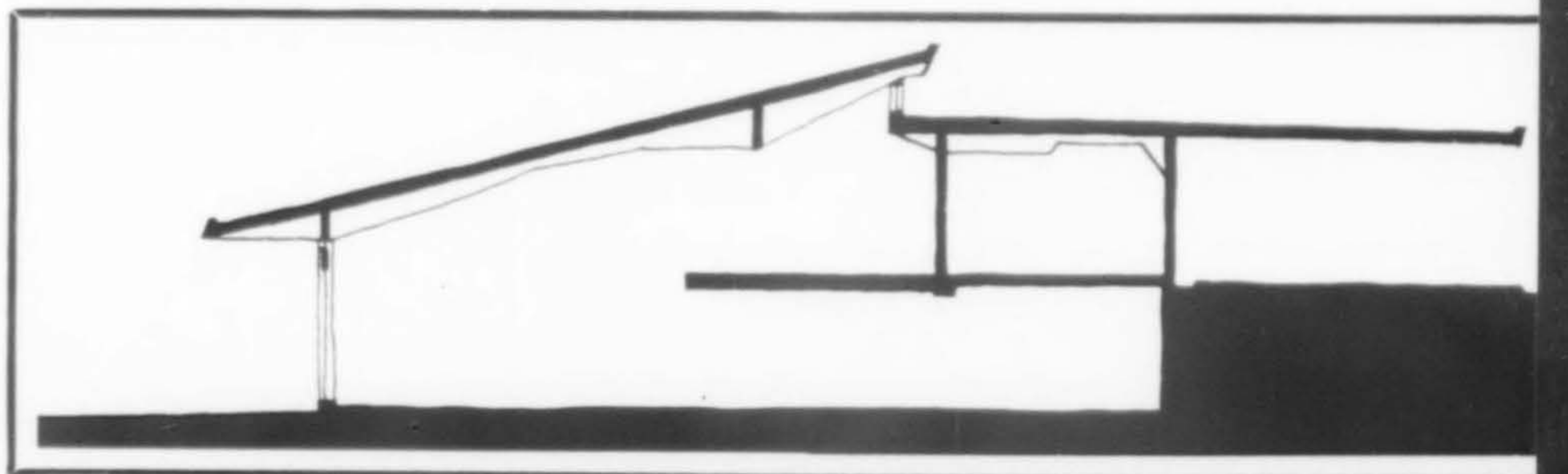
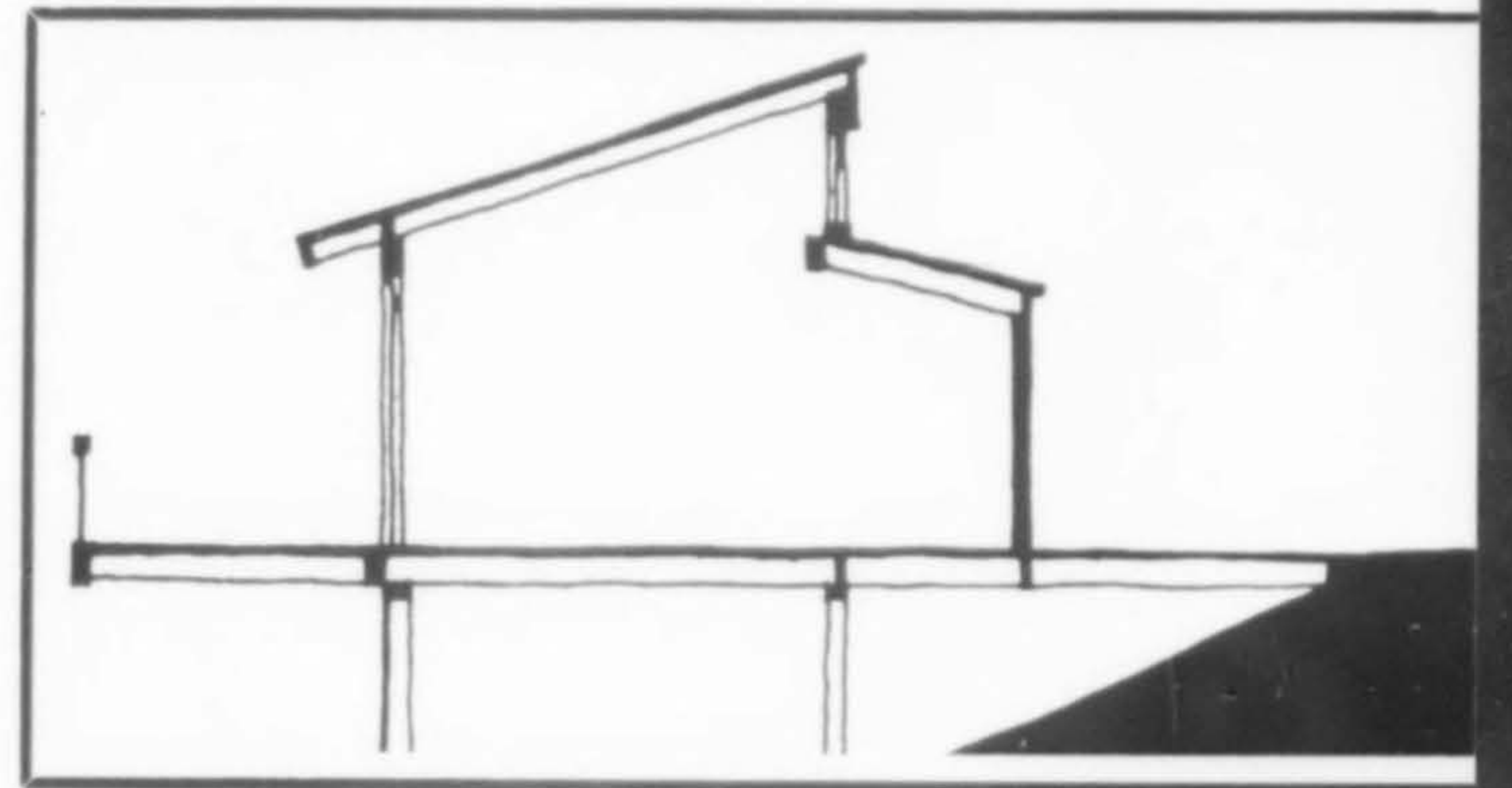
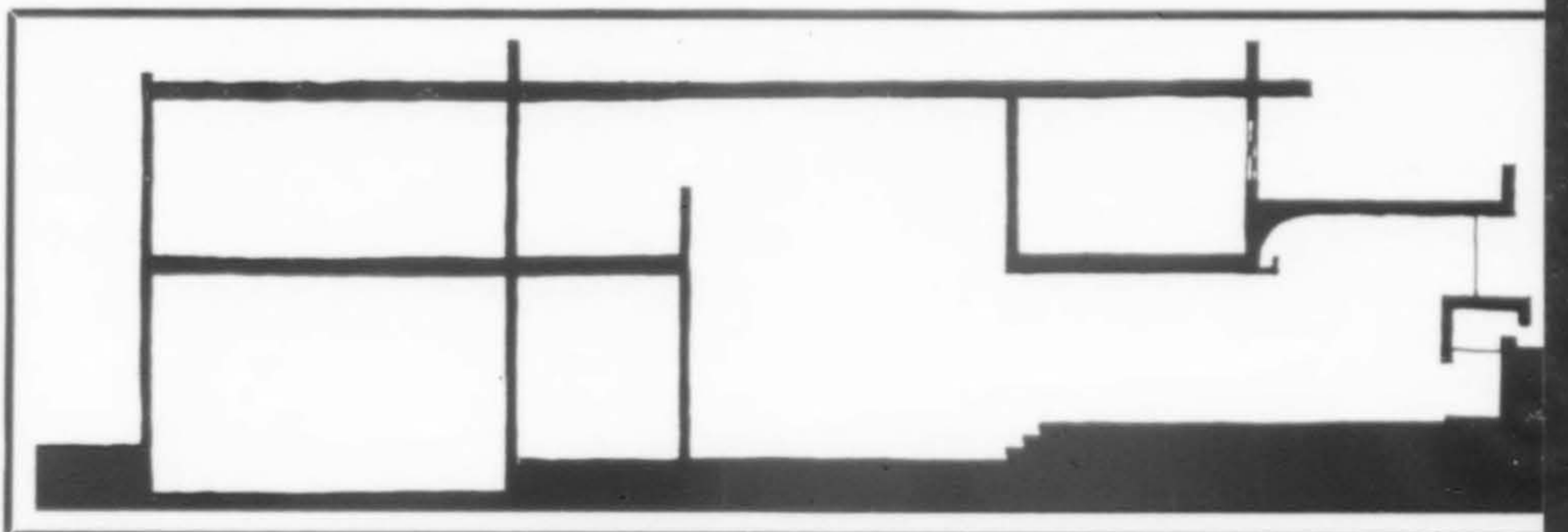
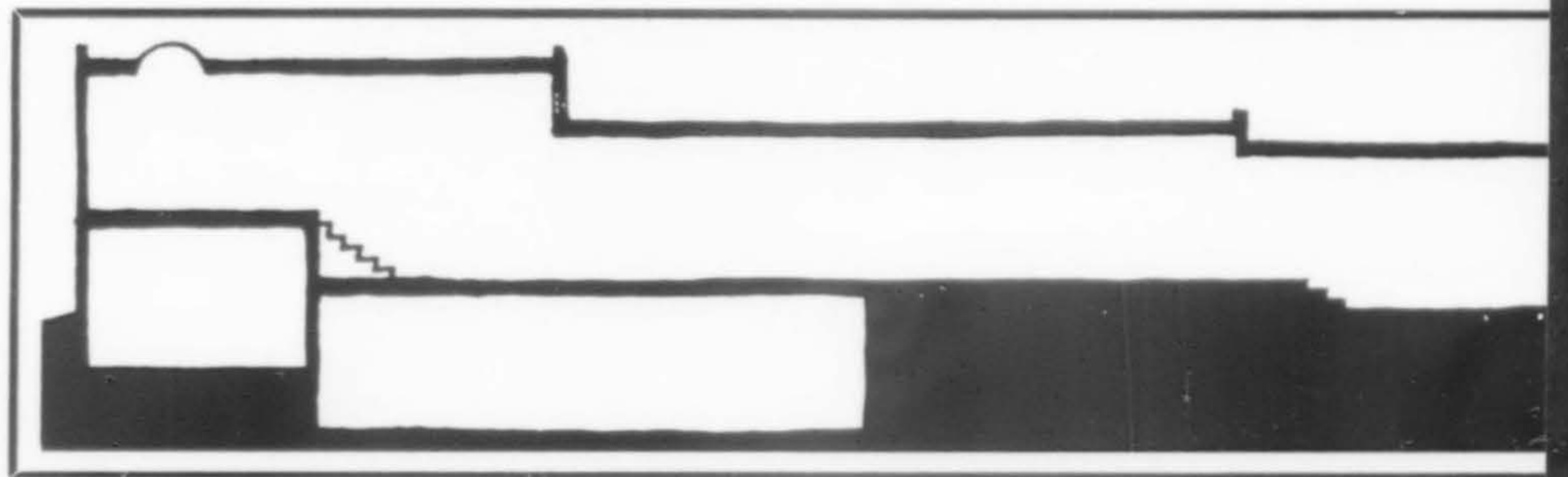
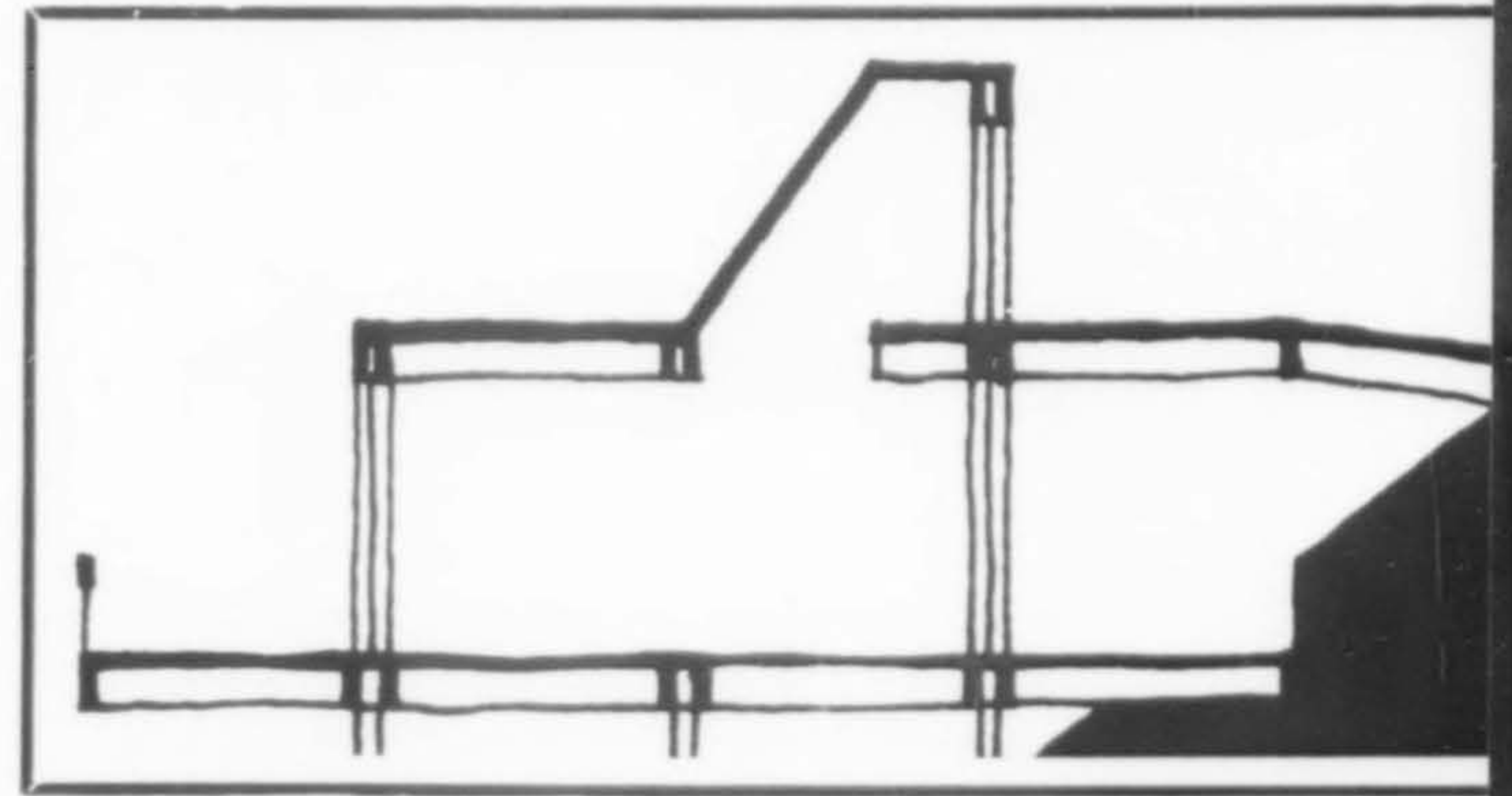
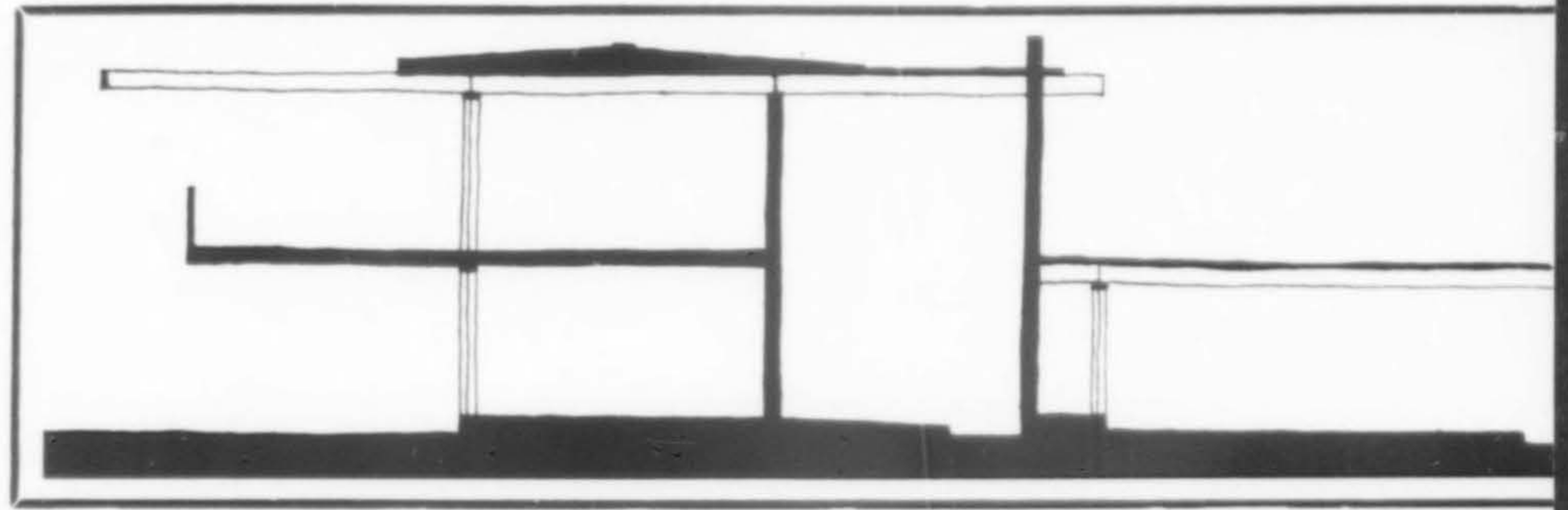
- The Washington State Council of Architects, representing five Washington chapters of the AIA, announces the following new officers:
William G. Reed, Tacoma, *president*
Walter Foltz, Spokane, *vice president*
Paul G. Carlson, Seattle, *secretary-treasurer*

- The Santa Barbara Chapter, AIA, has elected the following officers for the year:
Richard Bliss Nelson, Santa Barbara, *president*
Peter K. Phillips, Santa Barbara, *vice president*
Henry J. Hastings, Santa Barbara, *secretary*
Robson Cole Chambers, Goleta, *treasurer*

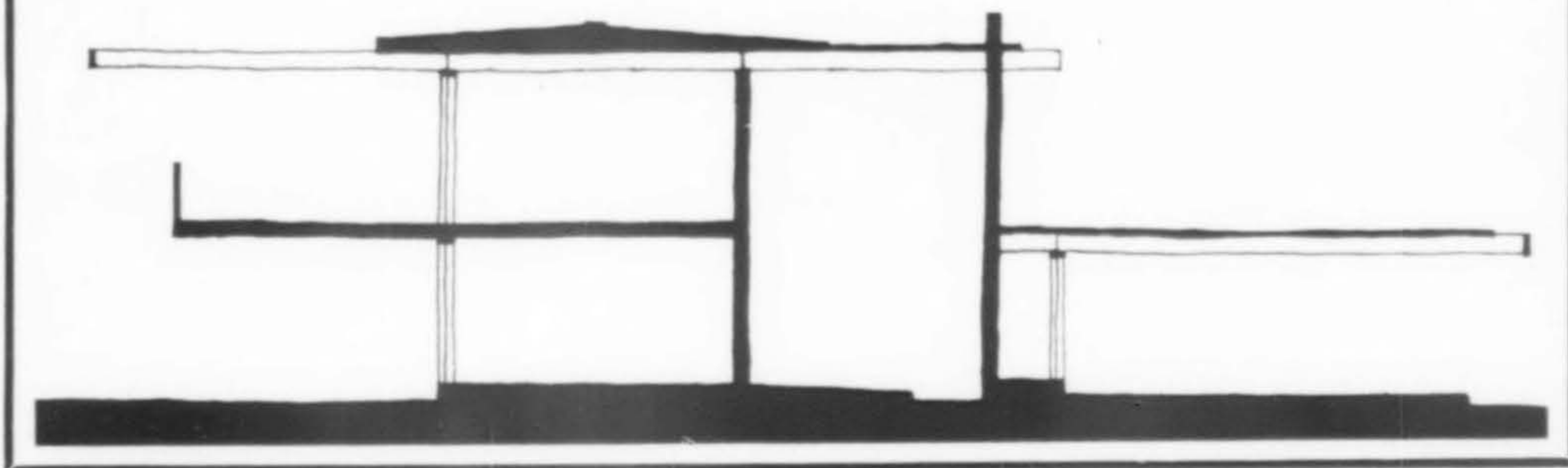
- New officers of the Great Falls, Montana, Society of Architects:
Jack Armstrong, *president*
Lee Nixon, *vice president*
Don Taylor, *secretary*
Ray Amundson, Bill Zucconi, Dick Shope, *directors*
Phil Korell, *past president*

- The Oregon Council of Architects, AIA, announce the following 1968 officers:
John L. Briscoe, Eugene, *president*
Robert Wilmsen, Portland, *vice president*
Donald L. Smith, Springfield, *secretary-treasurer*

six
HOUSES
show
the
SECTION
defines
the
FORM







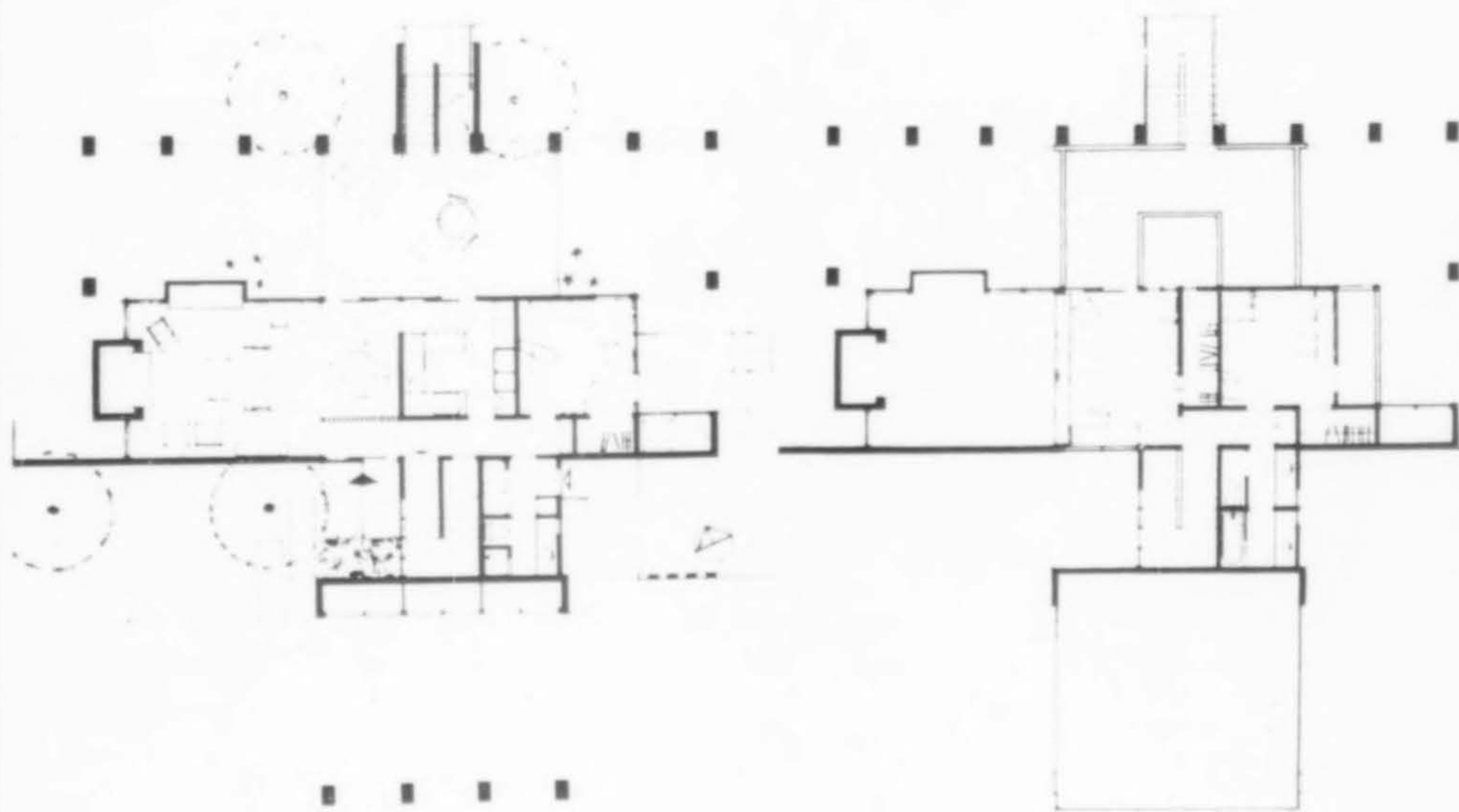
MR. & MRS. MARCUS WHIFFEN RESIDENCE
Phoenix, Arizona

CALVIN C. STRAUB, A.I.A., Architect
MERLE De MARCE, Contractor

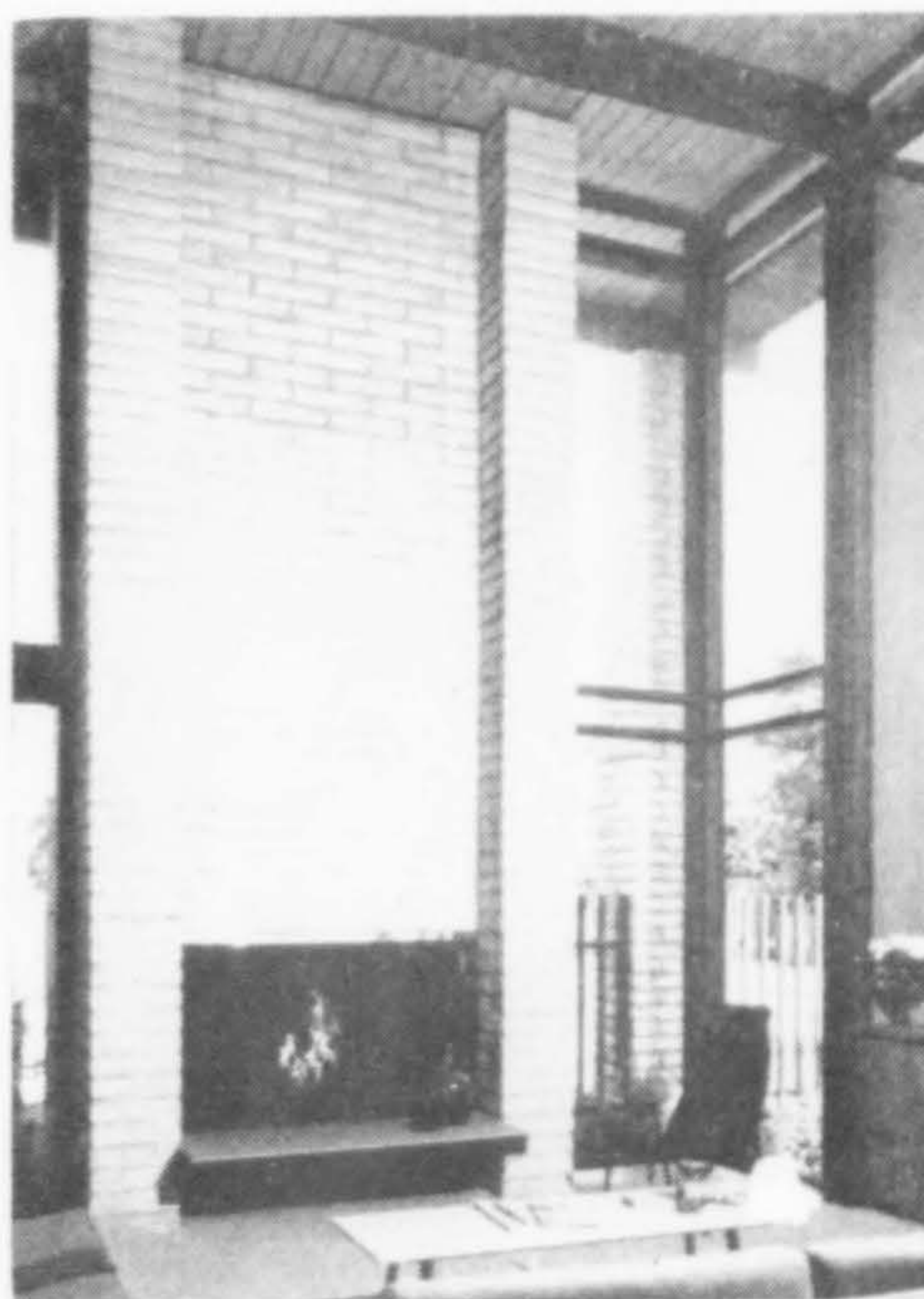
Architect's Statement:

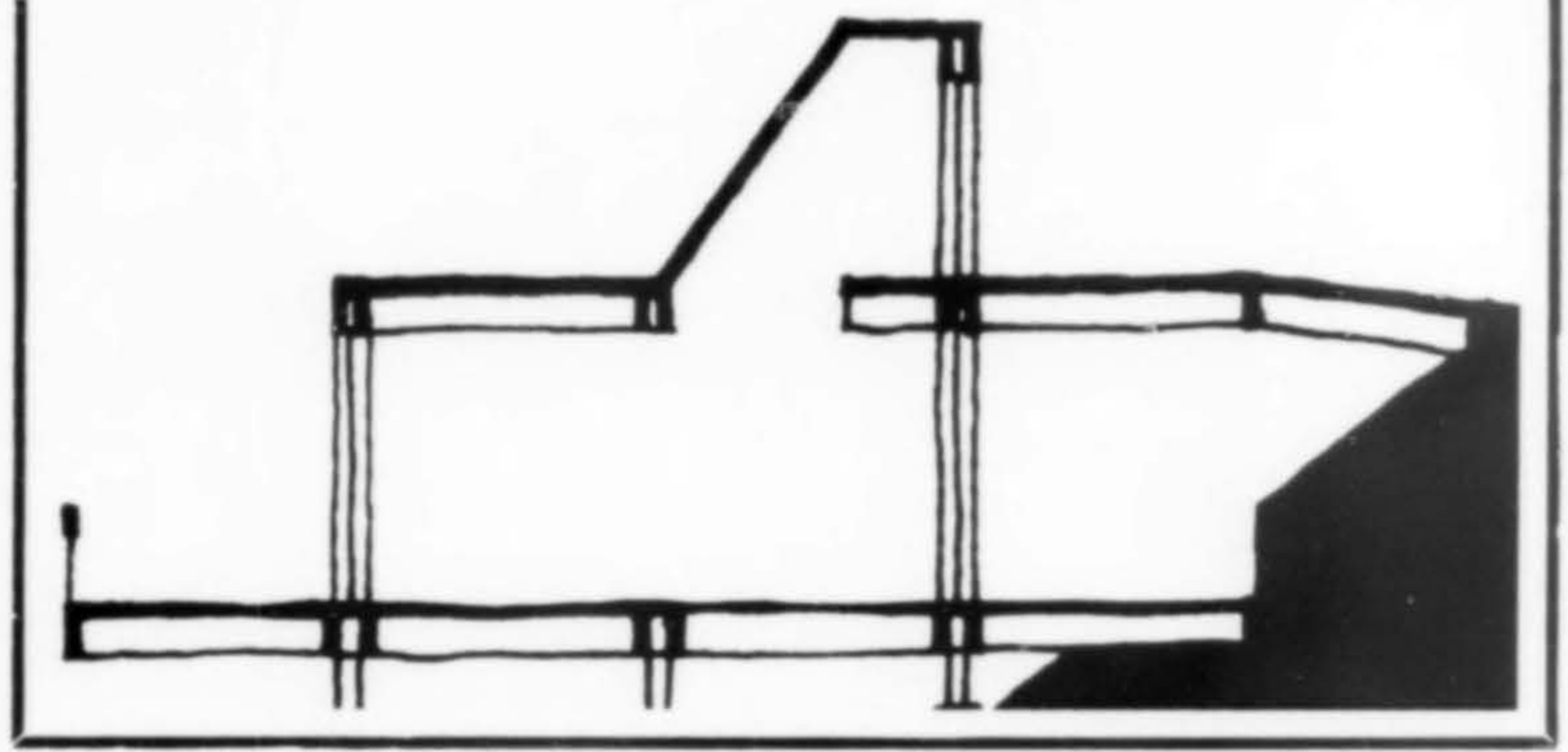
THIS RELATIVELY small house was built for a most unusual client, a distinguished and well known professor of architectural history. Although a large house was not desired, Professor Whiffen wanted a house with scale and a feeling of great space. The site is located in a grove of large, mature lemon trees on the southern slope of Camelback Mountain. One determinant for raising the house to two stories was to allow the living spaces to rise above the trees and capture this important view to the north. A minimum of trees were removed since they were both decorative and valuable as a producing crop.

All glass has been carefully screened from the sun, either through architectural elements or by the existing trees. With the exception of the drywall, all materials used have a natural finish to provide minimum maintenance and protection from the effects of the Arizona sun. Walls are concrete slump block; roof and ceilings, 2x6 decking with 2x4 "floating" overroof. All wood was stained with Cabot's creosote stains. The large, defined loggia and porch to the north provides not only shade and definition but serves to link the scale of the house to the sky and desert beyond. An exterior stair unifies the two exterior levels.



Neil Koppes photos





RODERICK MARCOUX RESIDENCE

Mill Valley, California

FISHER-FRIEDMAN ASSOCIATES, Architect

DAVID BILLS, Contractor

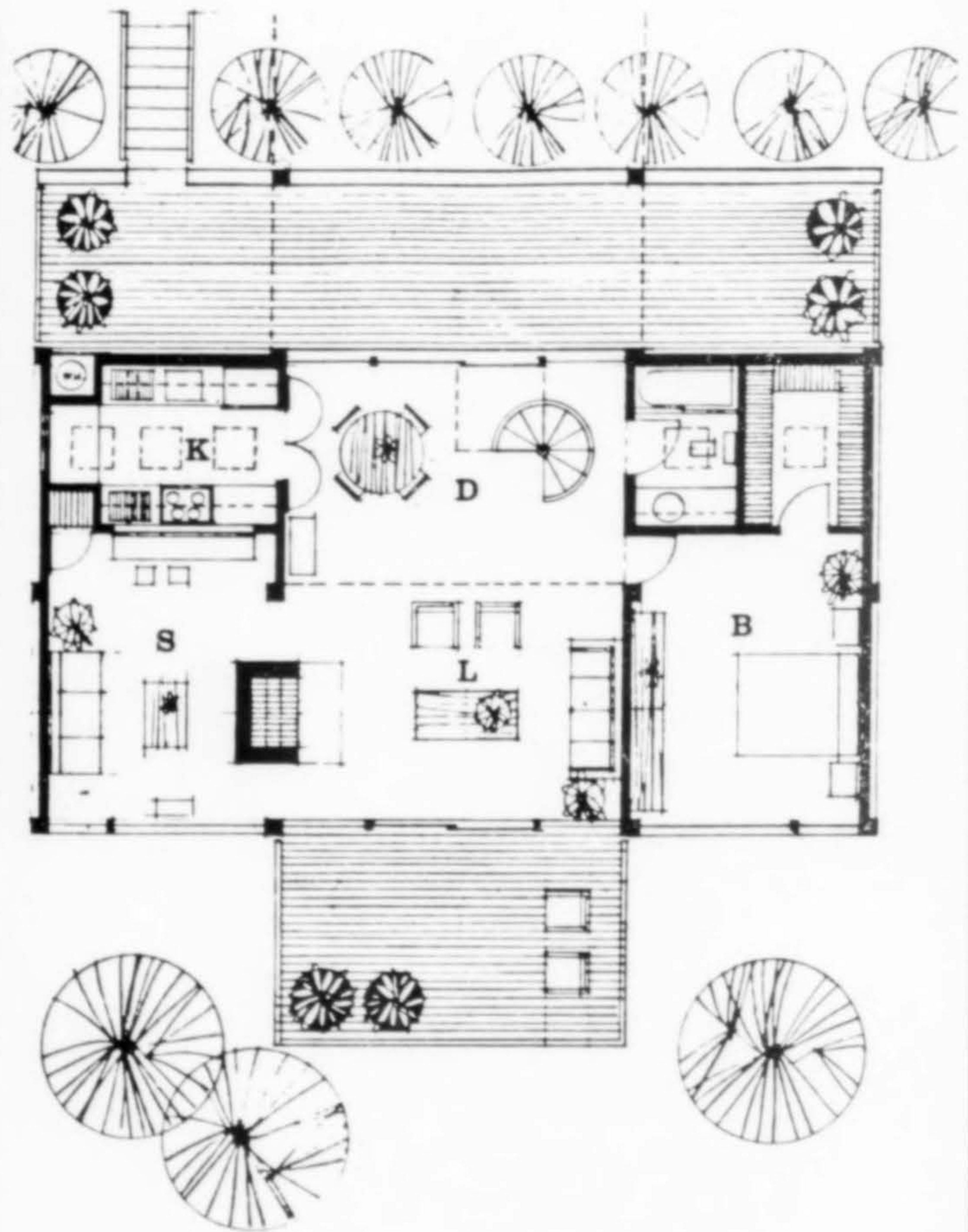


Problem:

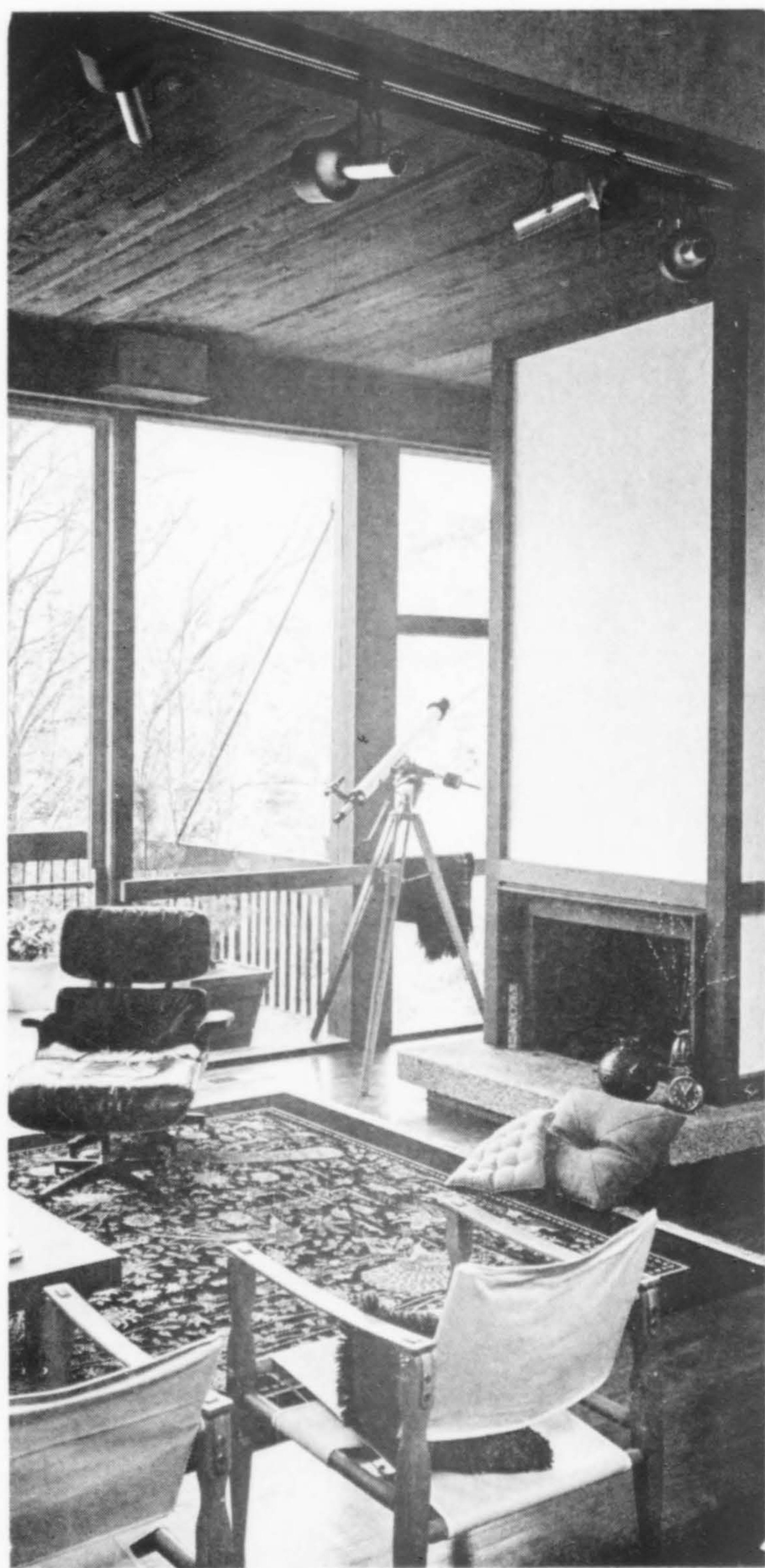
A low budget house on a steep hillside in Mill Valley, saving all the native redwood trees which dominate the site; to take advantage of the magnificent view of Mount Tamalpais to the north; and to design a structural system that will allow for the addition of a second floor below the main floor.

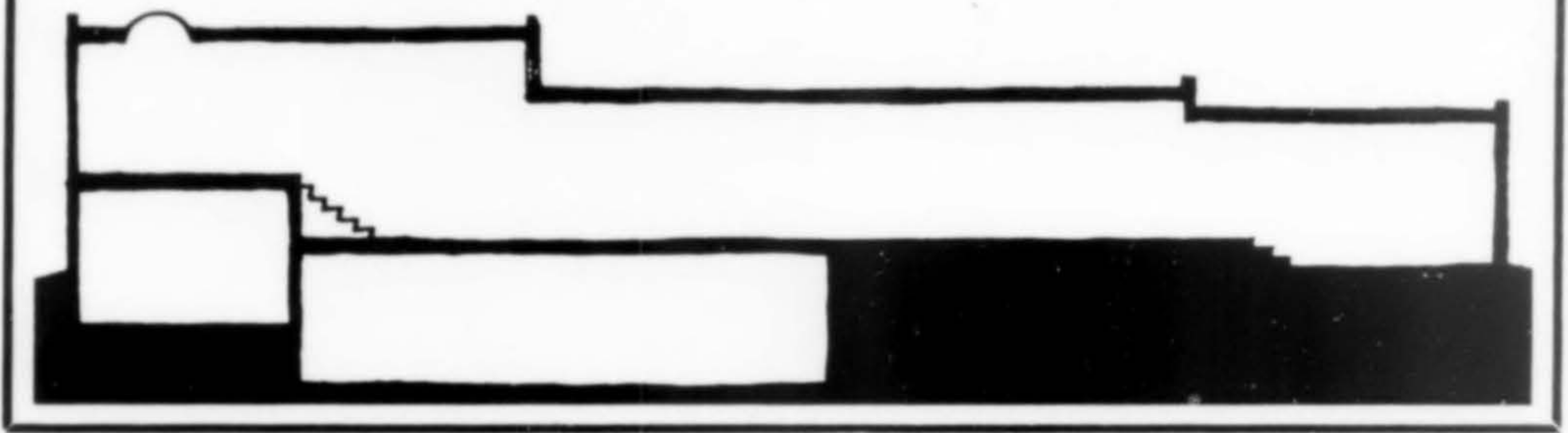
Solution:

FROM the parking and entry deck at the street level one enters a two-story entrance gallery with spiral staircase descending into the main living area. The structural system is composed of 10x10" rough-sawn poles which support both the floor framing and roof as well. A 2x4" laminated douglas fir roof spans between sandwich beams on each side of the pole frame.



Joshua Freicald photos

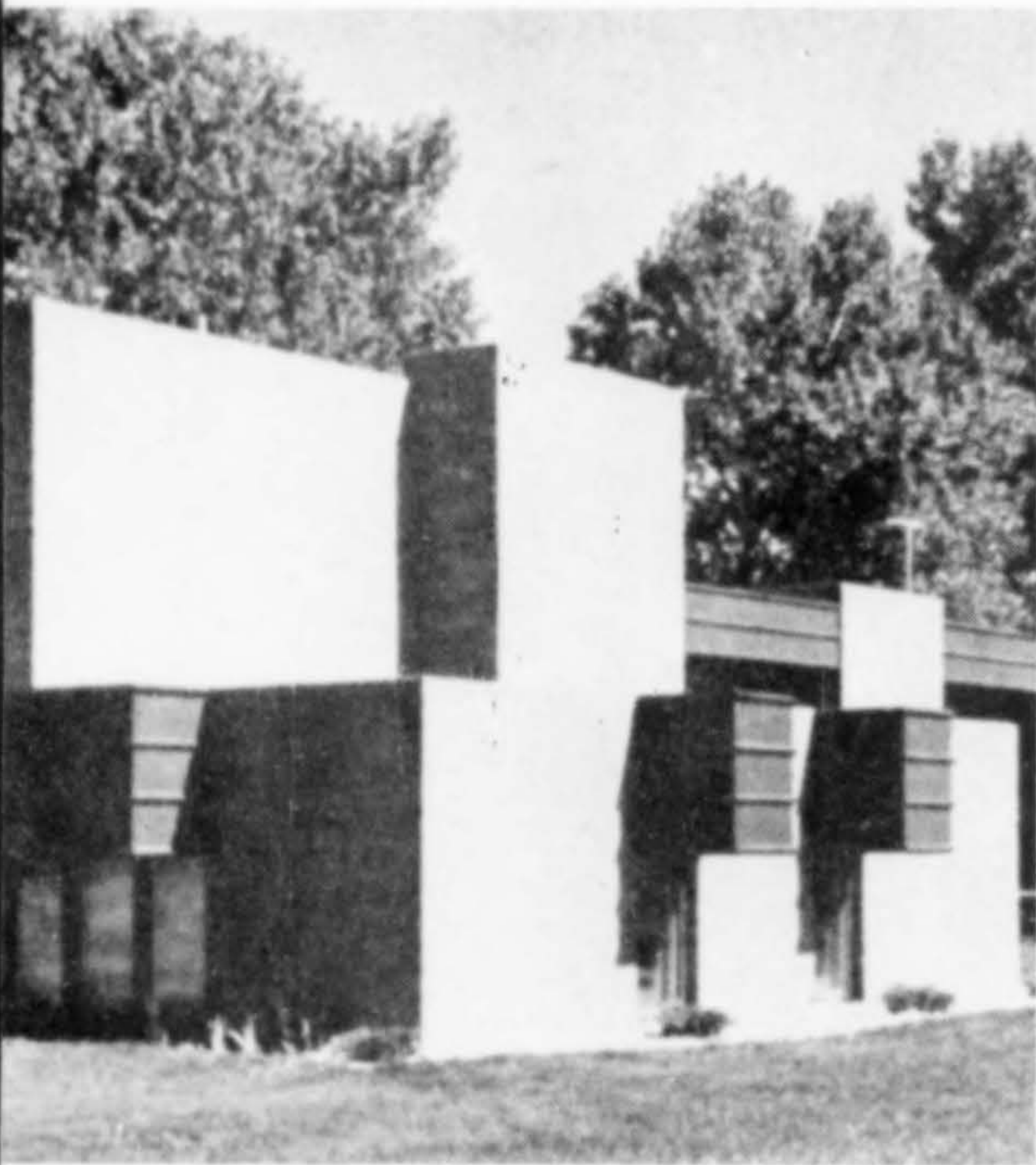




RESIDENCE for DR. & MRS. C. E. SEIBERT
Greenwood Village, Littleton, Colorado

SERACUSE/LAWLER, Architects
HAROLD BERGKAMP, Contractor

Orin Sealy photo

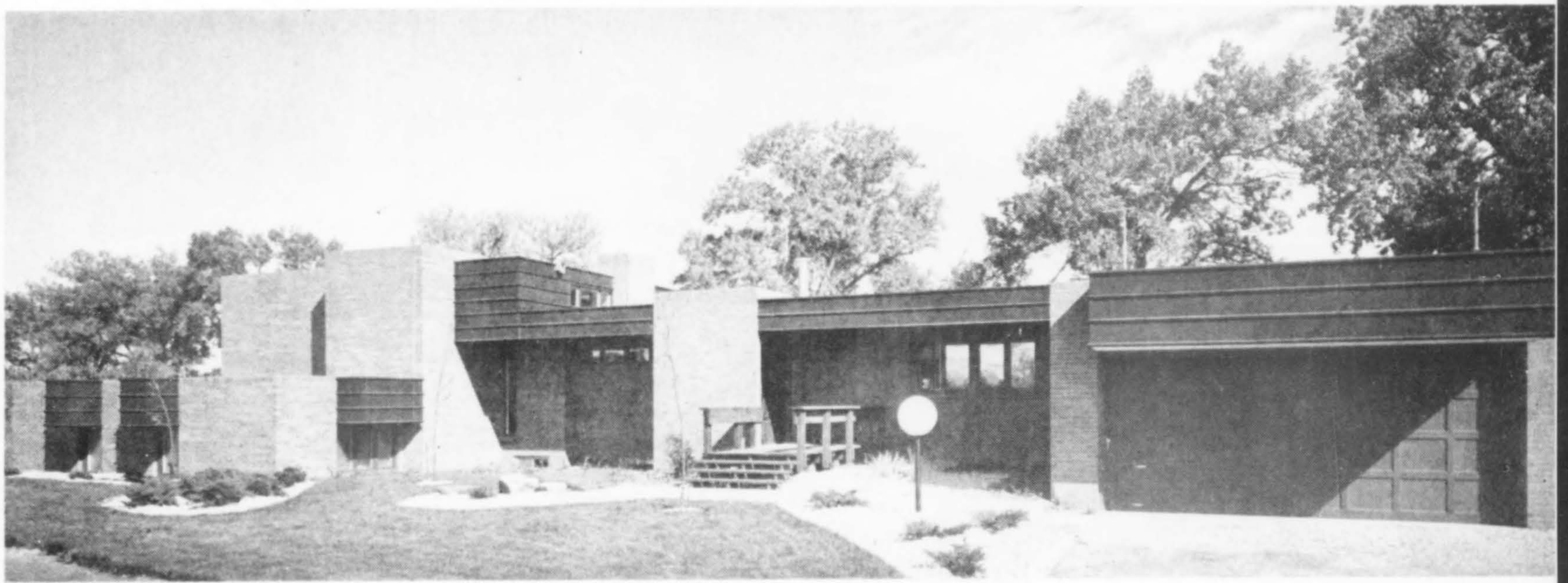


Architect's Statement:

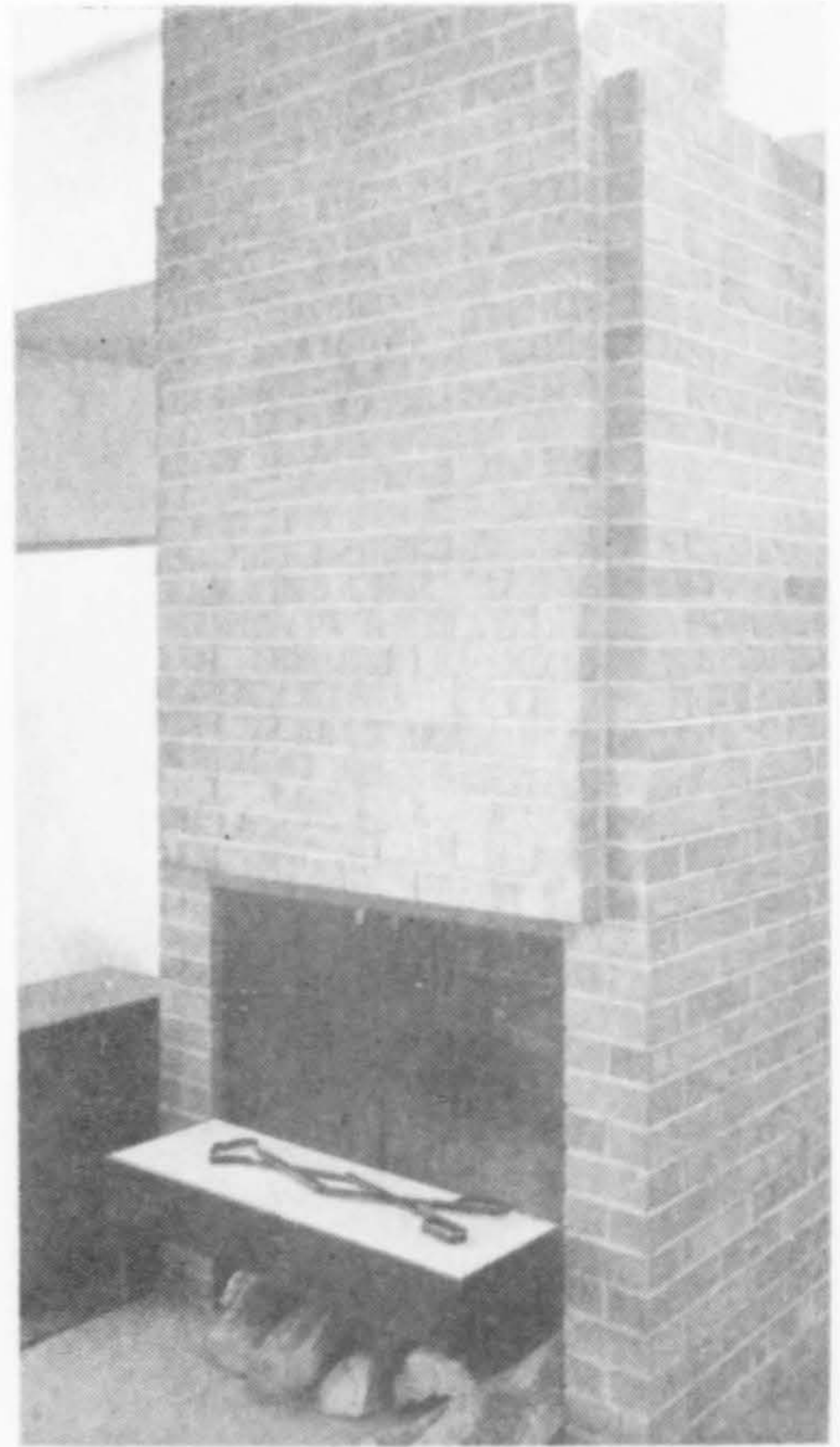
To PROVIDE a better vantage for viewing the mountains and the city lights from the flat site, the architects designed a multi-level house. The brick masses which express the interior functions are linked by bold dark stained rough sawn plywood bands with horizontal triangular battens. The interior of the main living level features open spaces on several levels separated by a minimum of partitions. The living room is a one-and-a-half story space connecting to the master bedroom with an overlooking balcony. Skylights introduce natural light into the entry stairwell. Clerestory windows on the east admit morning light to the living room and master bedroom.

Consultants were Robert H. Voiland, structural; McFall & Konkel, mechanical; Fred J. Calvert, electrical.





Clarence Bennett photos unless otherwise noted



housing legislation unmatched except in the period immediately following World War II when American soldiers returned home to find a critical housing shortage. Under those earlier conditions, the Congress and the Federal government embarked this country on a housing *quantity* course. That course, I believe, has just about been run, but a new course has not yet been plotted. In this situation, the architectural profession has both opportunity and responsibility. We have the chance to influence the new course—to see that it does not represent an unhappy choice between quantity and quality, but provides both—to see that it incorporates those good environmental solutions we have learned so painfully—to see to it that the new course fully involves architects and other design professionals. We have

'The contemporary record of the architectural profession in housing shows how far we have to go . . .'

'I feel that it is highly important for the profession to serve public notice that it is interested in housing . . .'

'It is high time, I believe, for us to make it easier for individuals to obtain architectural consulting service on housing matters.'

I AM ENCOURAGED to tackle this subject by the knowledge that in perhaps no other state in the Union could I find architects who are more involved in the design of houses, or who have contributed to the development of such a rich, regional home architecture. There are two compelling reasons why I would take up the question of housing if I were speaking today before another audience in another state. One is the absolutely over-riding importance of the subject. The other is its timeliness.

There is evidence that the United State stands today near, or at, a road junction in housing. The major events which have conspired to bring us here might be described as urban revolution and suburban evolution. A large segment of the population of our cities has violently demonstrated its antipathy and contempt for its surroundings. A growing segment of our suburban population is exhibiting a deepening dissatisfaction with the quality of its environment. The public housing programs of the nation which date from the great depression no longer seem pertinent to an entirely new problem. The private housing industry, supported by government programs designed to provide minimum standards and maximum quantity, is being forced to adjust to public demands for quality.

The nation will not be able to continue for much longer down the road it has been traveling—it must soon choose a new route. The evidence of imminent change is mounting. The private housing industry is obviously restive, and both the Federal and local governments are exploring new approaches to public housing. The staff at national AIA headquarters has noted a significant fact: the first session of the 90th Congress has initiated a quantity of

the responsibility of fitting ourselves to the housing task—and of making our skills and knowledge more widely available to the American public.

There is a great deal to be accomplished before we can seize this opportunity, or discharge this duty. The contemporary record of the architectural profession in housing only shows how far we have to go. A writer in an architectural publication estimated that architects provide professional services for less than one per cent of the single-family homes built. Nothing will be gained by arguing the reasons for this situation—by attempting to blame the home builder for not *wanting* to work with architects, or by accusing the public of indifference to what we can contribute. These are our problems, too, and the fact remains that our profession has not had an influence on American housing commensurate with its abilities. Yet I doubt that I could find in this audience a single architect who would dispute the statement that the home is man's most "immediate," and therefore most important, environment.

To be understood, cities must first of all be examined in terms of housing, and in these terms America's cities have to be judged harshly. As residences, our cities today are largely populated by the socially or economically unwanted who live there because they have no choice. The simple fact is that this happened because most of those who had a choice, chose to leave. The middle class deserted the city because it was, for middle class Americans, already an unsatisfactory place to live. Their places were taken by the disadvantaged, and the shortcomings of the city as a place to live were exacerbated by poverty and social isolation until today's intolerable conditions resulted.

But the middle class, in rushing to suburbia for the greenery and space it could not get in the city, lost something with which it had no intention of parting, or, perhaps more accurately, did not know that it valued. In a classic case of over-reaction, the essentially urban nature of suburbia was ignored and rural patterns of housing were imposed. Suburbia was built in a fashion that often prevented the orderly growth and development of cities when it should have facilitated such changes. Furthermore, suburban housing wasted and despoiled land and landscapes. Just as tragically, the repetitive, deadening pattern of suburban housing failed to provide a sense of community, of identity.

This bleak picture of our nation's housing "mess" can in some small way be relieved, however, by one

praisal of its policies on housing, and issue statements that will inform the public and legislators of the profession's stand. We owe it to the people of our nation, and to the members of all legislative bodies who will be considering housing problems in the near future, to offer carefully conceived and positive advice and counsel. At the same time, we must intensify our efforts to inform the public of the elements and benefits of good community design.

I feel that it is highly important for the profession to serve public notice that it is interested in housing, and is prepared to involve itself. It is high time, I believe, for us to make it easier for individuals to obtain architectural consulting services on housing matters. We must continue to insist that it is preferable for a client to put an architect in

DURHAM ON HOUSING . . .

'Rediscovering the Vital Difference,' an abridged address given by ROBERT L. DURHAM, FAIA, President, The American Institute of Architects, at the annual convention of the California Council, American Institute of Architects, at San Diego, California, October 6, 1967

fact: we—the architectural and other design professions, and to a degree the American public—have learned something from the experiences of the past two decades. We have rediscovered something which was well known to the people who first settled and built this nation—that there is a vital difference between a house and a home; we have rediscovered the necessity of community. I believe we have also learned that suburbia *is* the city, and that only when city and suburb are ecologically unified can either of them be healthy.

Because we have learned, or are beginning to learn, these things, I find the outlook to be hopeful. The "new town" and "planned community" movements on the one hand, and some outstanding urban redevelopment projects on the other, are favorable signs. Both attempt to do essentially the same thing—to fuse, or synthesize, a lively urban community with the suburban attributes of greenness and open space.

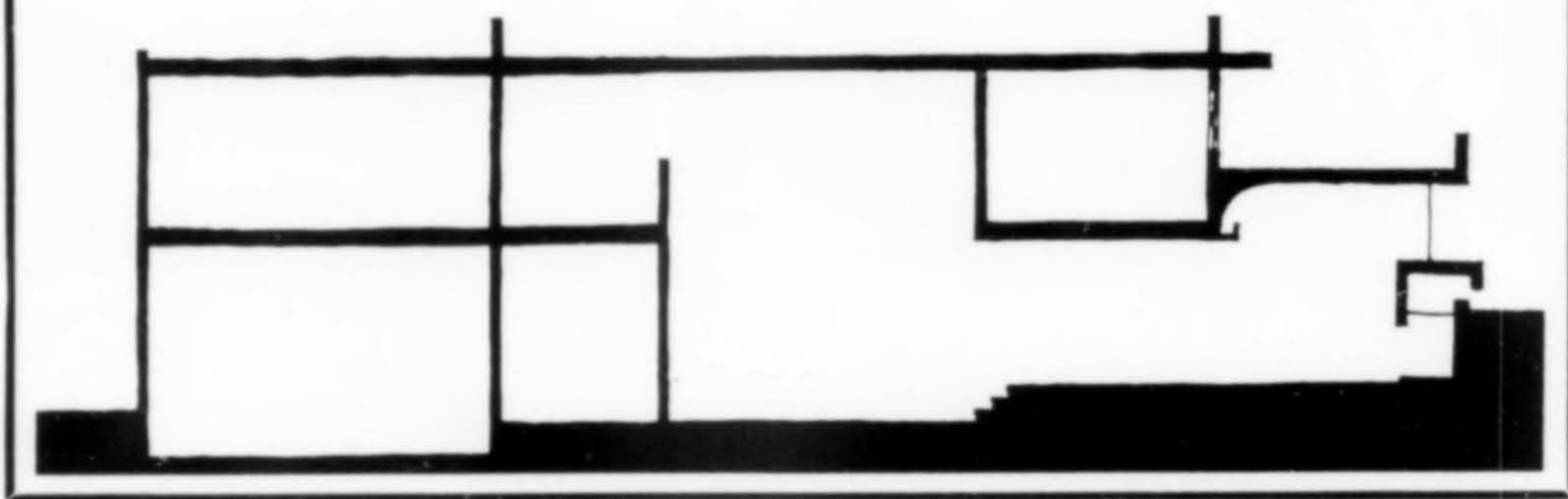
These movements offer additional hope—they involve architects in a basic and major way. In the one instance, a new and different kind of private client makes it possible for architects to attempt design solutions that have housing as a primary consideration. In the other instance, public clients with a new understanding of the needs of our cities make the same thing possible. It is vital, however, that architects, acting as individuals as well as collectively through the Institute, work to insure that government programs enacted at all levels do not foreclose the possibility of improving the quality of our housing—that they, in fact, open the door to good design.

To this end, the AIA must make a basic reap-

control of the design process. At the same time, we have a public responsibility to see that home owners and home builders who cannot afford, or do not wish to use, full architectural design services, but would like to benefit from architectural consultation, can do so. In brief, we must recognize our duty to the architectural out-patient.

The chapter organizations of AIA can be of service in this matter. I would like to see each chapter maintain a list of its members who are willing to provide such consultation, so that any individual who has a building problem can get professional advice. Fees to be charged for this kind of consultation obviously would have to be tailored to fit the client. It is one thing to spend an hour discussing a home improvement with an individual. It's another matter entirely to spend the same amount of time discussing with a home builder or businessman a land development problem. This is not, however, the kind of difficulty that should make us hold back our services from the public. I would not have any architect feel that in undertaking this work we are preparing for a short campaign. Housing problems that have accumulated over two decades will not be swept away overnight, no matter how new the broom or how skillful the sweeper.

If we reach the road junction in housing and take the correct route—the one that leads toward the development of a satisfying environment for our people—the job will only have begun. Each step along that route may be difficult, and perhaps painful. But the burdens that are unbearable when you walk down the wrong road can seem light when you're headed in the right direction.



RESIDENCE for MR. & MRS. EDWIN L. FIELDS

Beverly Hills, California

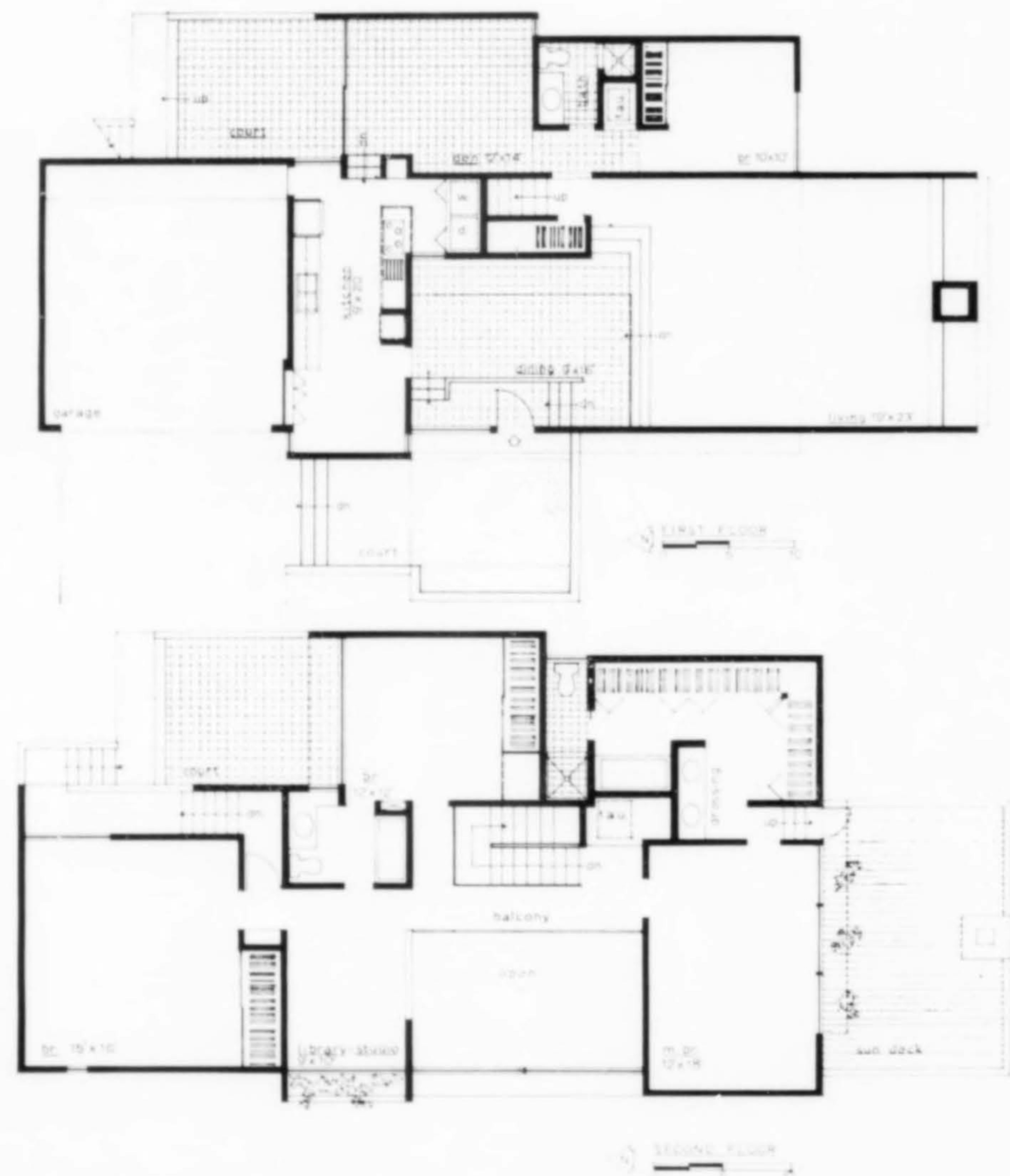
EDWIN L. FIELDS, A.I.A., Architect

Architect's Statement:

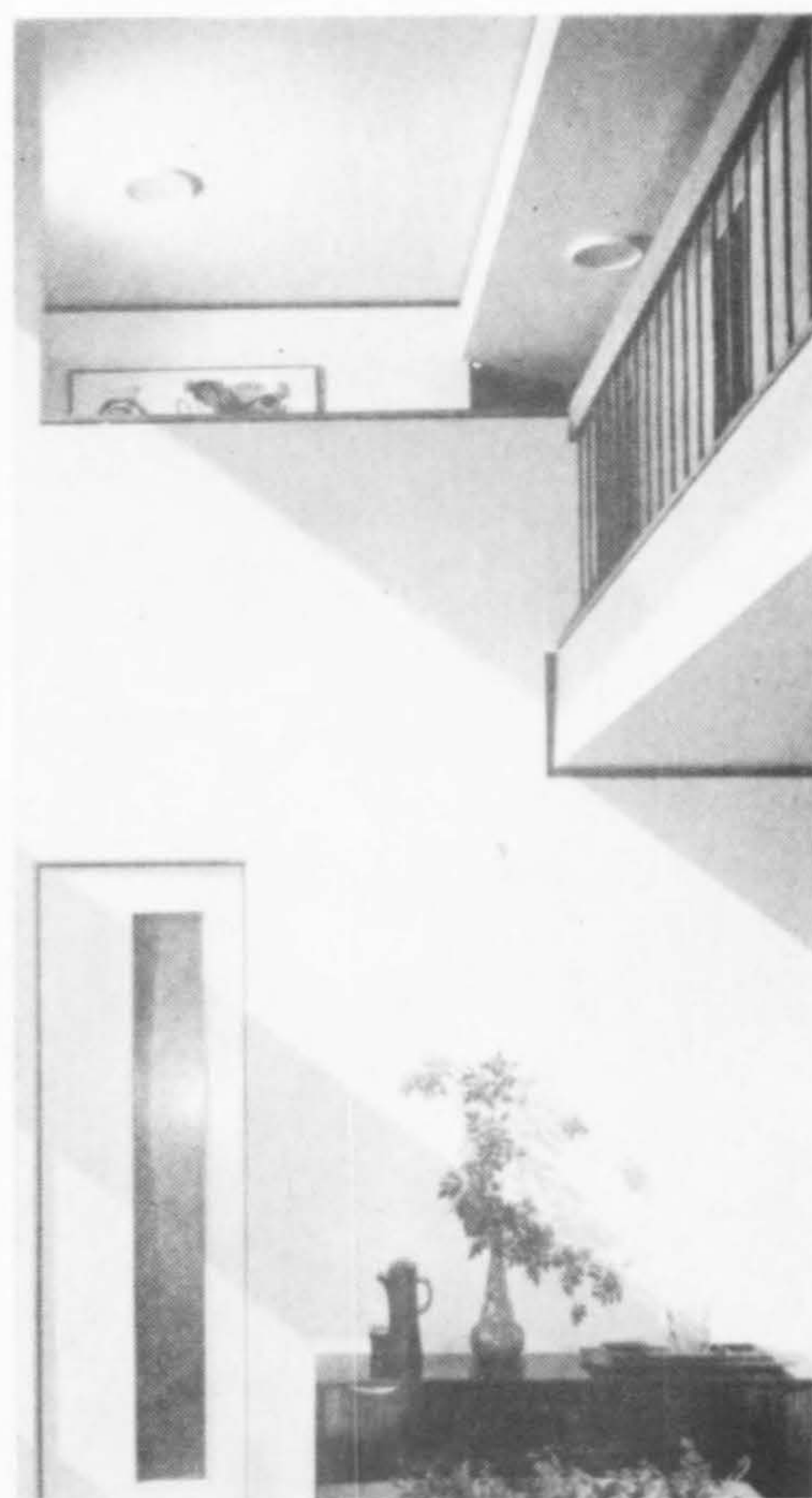
THE DESIGN concept was influenced by a difficult site, considered unbuildable. The buildable area was reduced by a steep 26-ft. bank crossing the lot plus set-back requirements. These lot limitations dictated a two-story design, organized to minimize the steep hillside conditions on two sides of the house. Interior spaces were oriented to the limited views available and landscaped areas are provided where these views occur. Lower floor levels conform to the original character of the site and are elevated three steps at a time. Ceilings are raised or lowered in harmony with these changes in floor levels.

The nature of the site influenced the character of the house as well as the plan. It is more sculptured than structural. Glass areas are set back into the form of the building and walls rather than roof overhangs afford sun protection. Rather than overcome the restrictions of the lot, the house was designed to live with the hill.

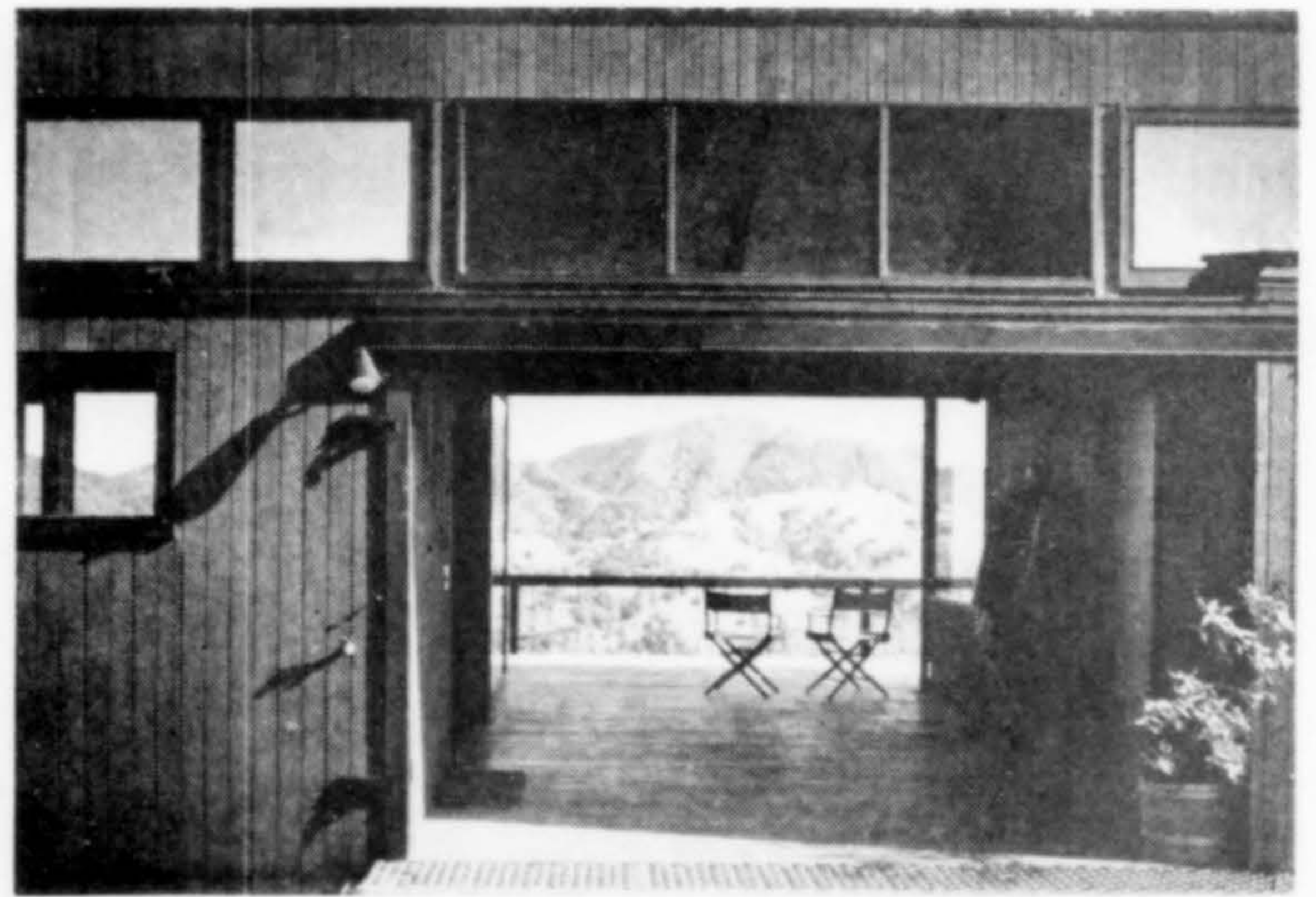
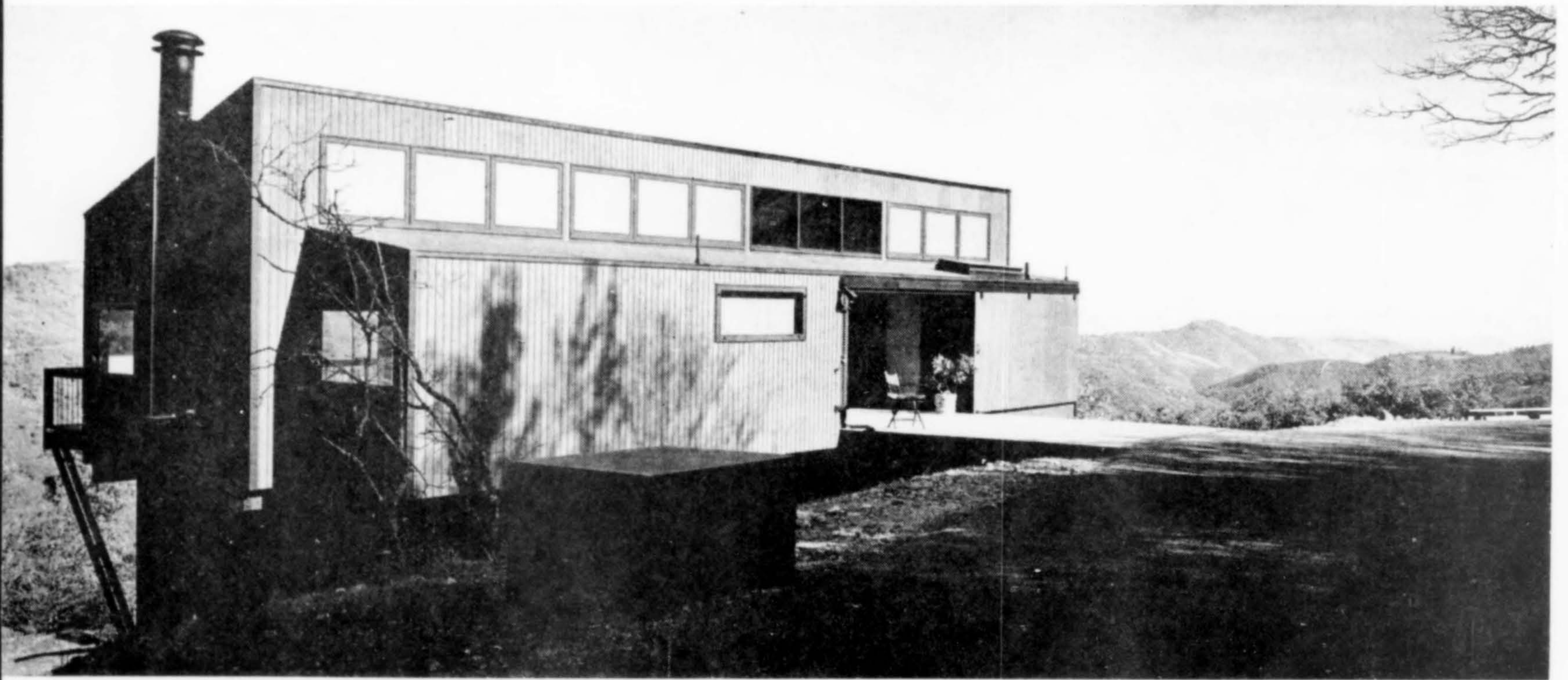
Materials were kept simple. The basic form is glass, plaster and redwood inside and out. Glazed tile floors are rich warm colors. Translucent lights of glass are located wherever possible.

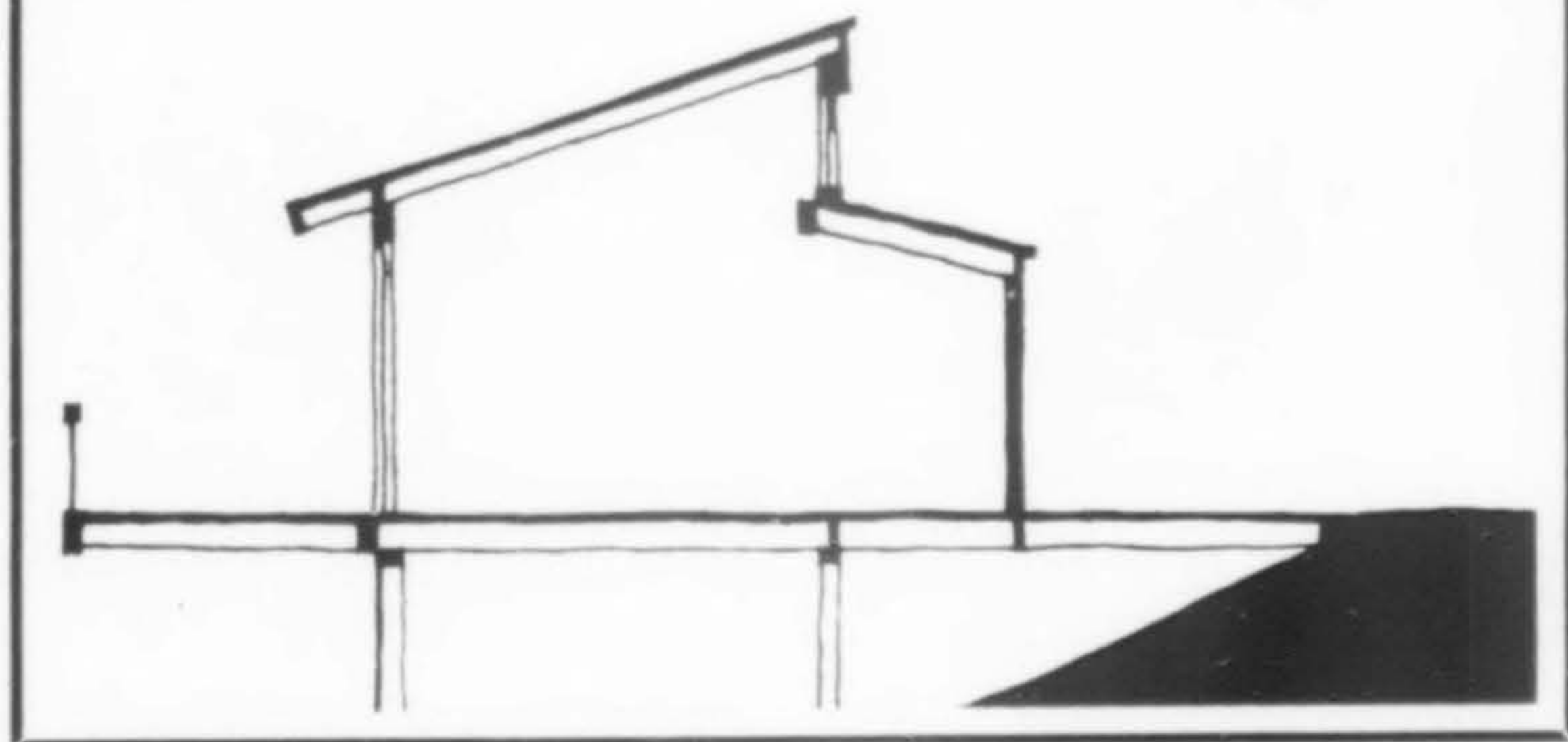


Julius Shulman photos



Joshua Freiwald photos





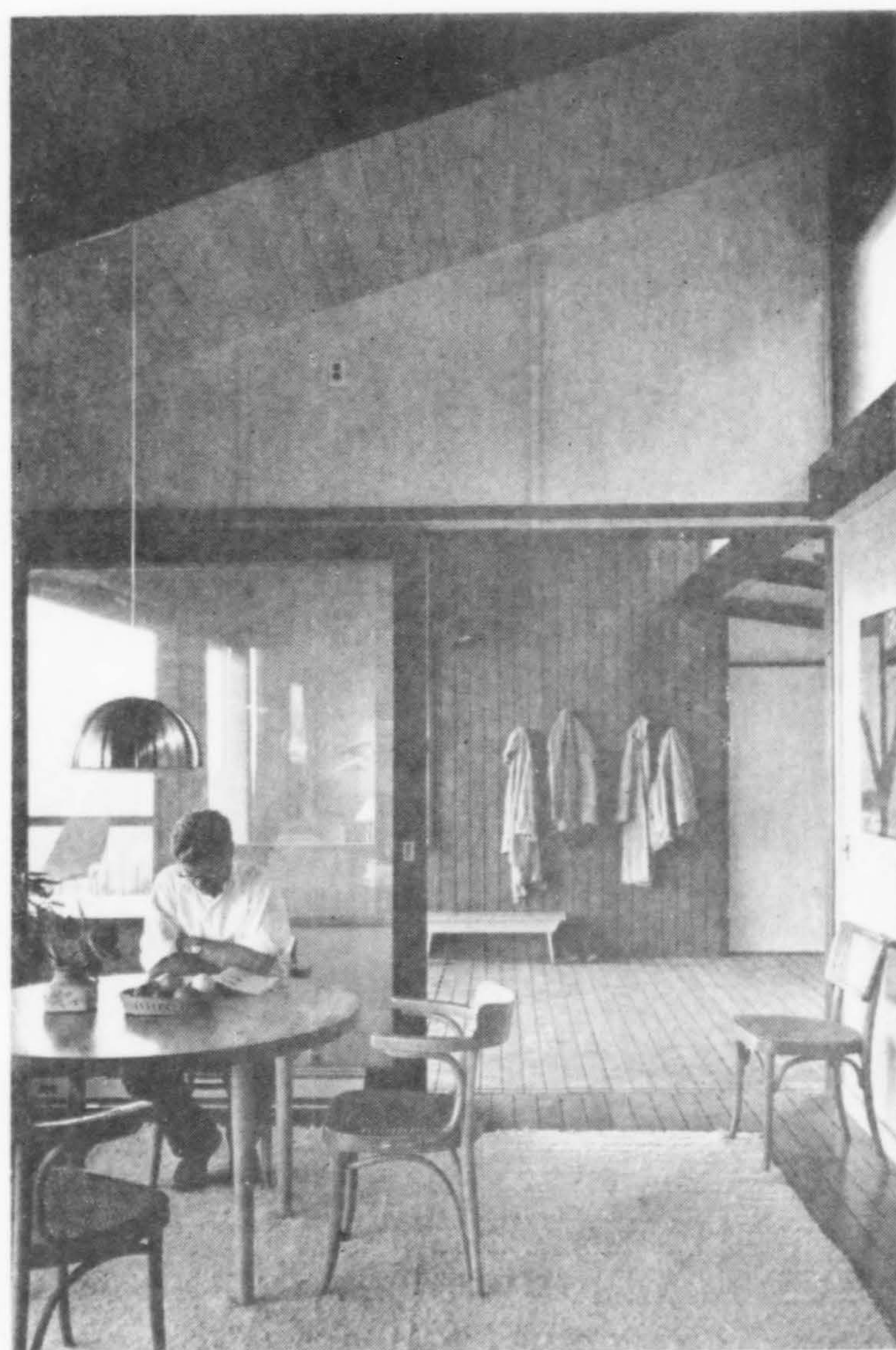
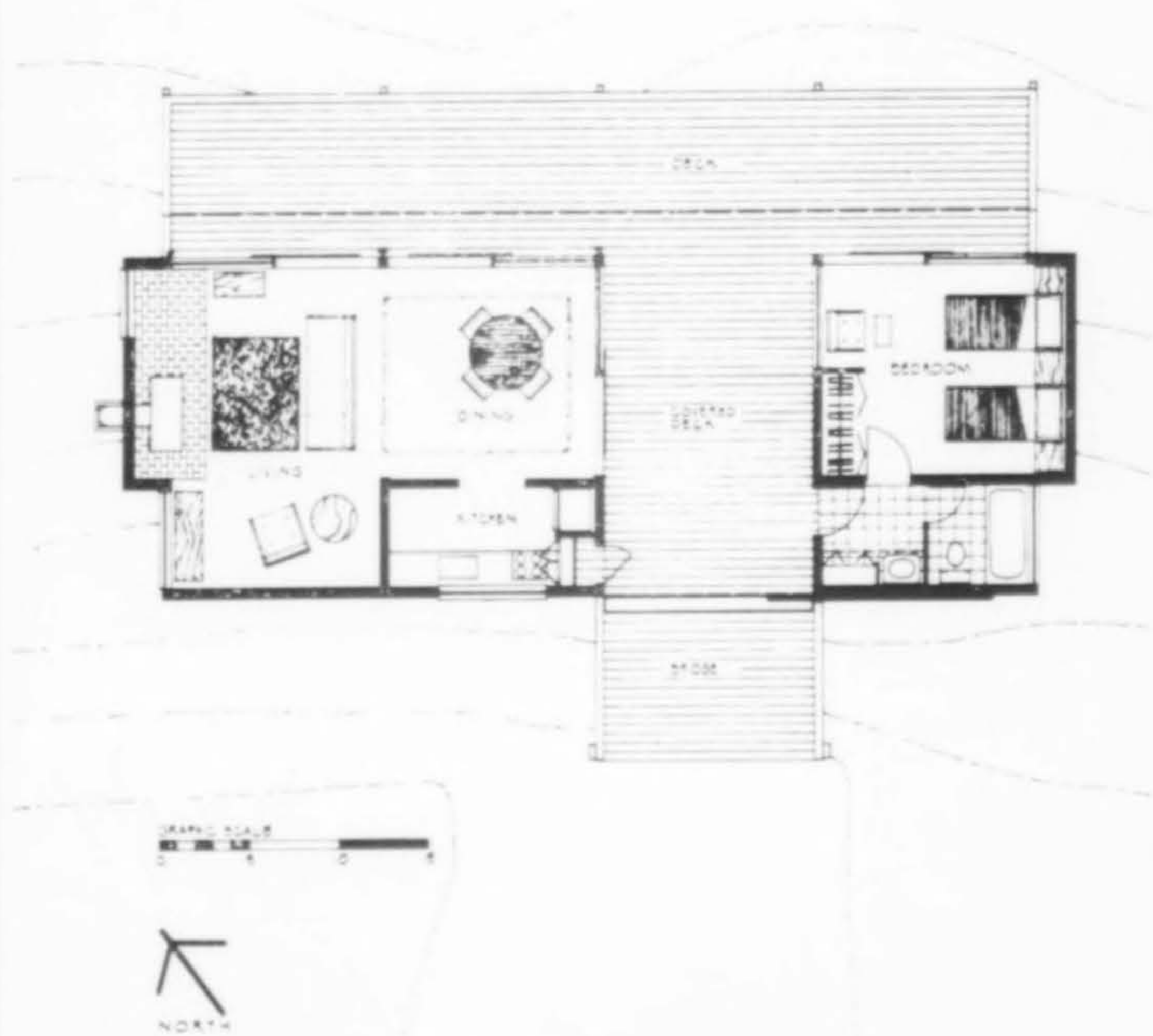
DR. & MRS. HERWIN SCHAEFER RESIDENCE
Napa Valley, California

MARQUIS & STOLLER, Architects
VIENOP BUILDERS, Contractor

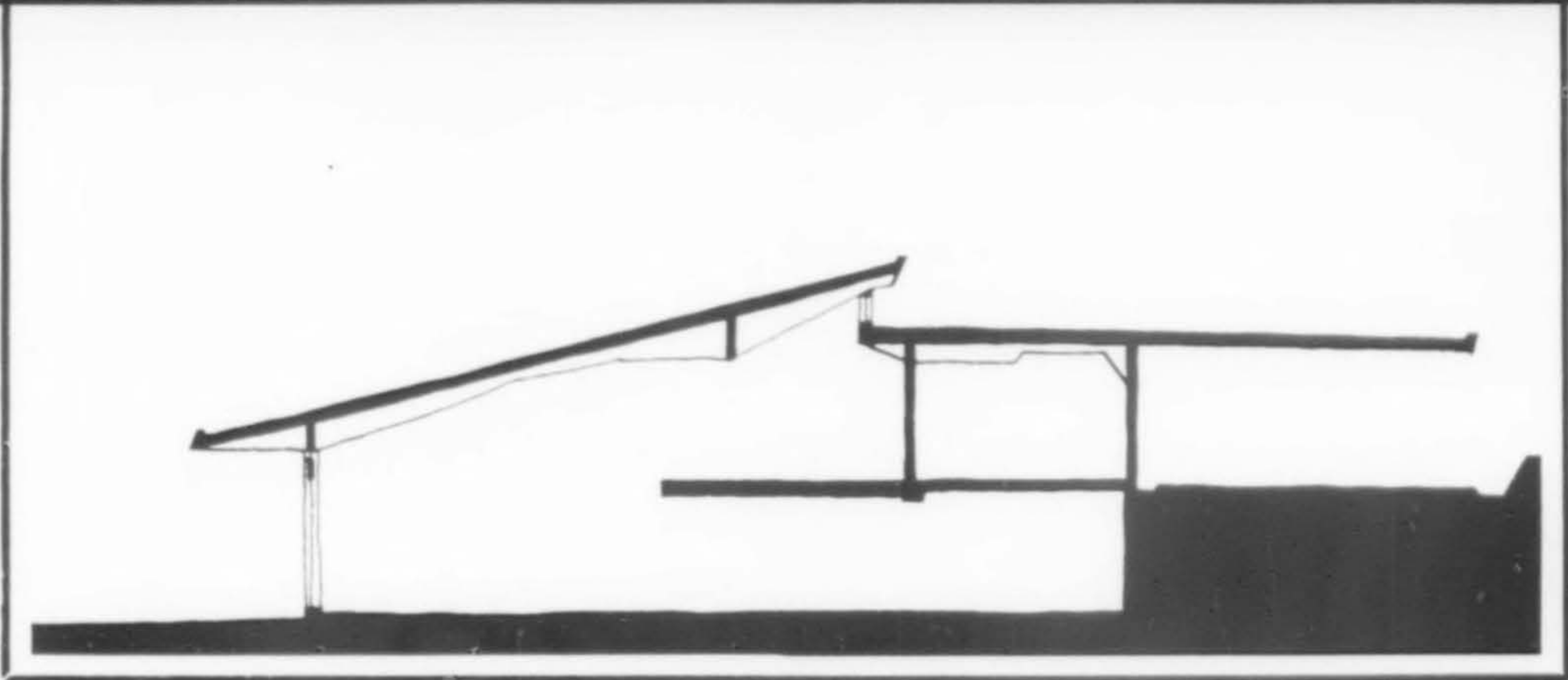
THIS WEEKEND house in the Napa hills north of the San Francisco Bay was built for a University of California professor in search of peace and solitude for the pursuit of scholarship. It is a small, very simply designed house for informal living for the professor and his wife, who enjoy the natural surroundings just as they have found them.

The house consists of simple "boxes" giving on to a large deck commanding a magnificent view of the Napa Valley. There is a roofed breezeway and a "bridge" back to the driveway. The house was to be easily "buttoned up" to be left for relatively long periods of time when the owners are either in Berkeley or traveling. The breezeway is closed off on the entry side by a large horizontal "barn door", and also on the deck side by a vertical sliding door which disappears below the deck. Vertical sliding doors also cover all of the glassed deckside elevation of the house. By sliding all of these doors closed the house and breezeway are closed up—the breezeway becoming a handy storage space.

Maintenance was kept to a minimum. The finishes are simple: exposed beams, plank ceiling, mahogany plywood walls and a rift fir floor alternated with strips of masonite.





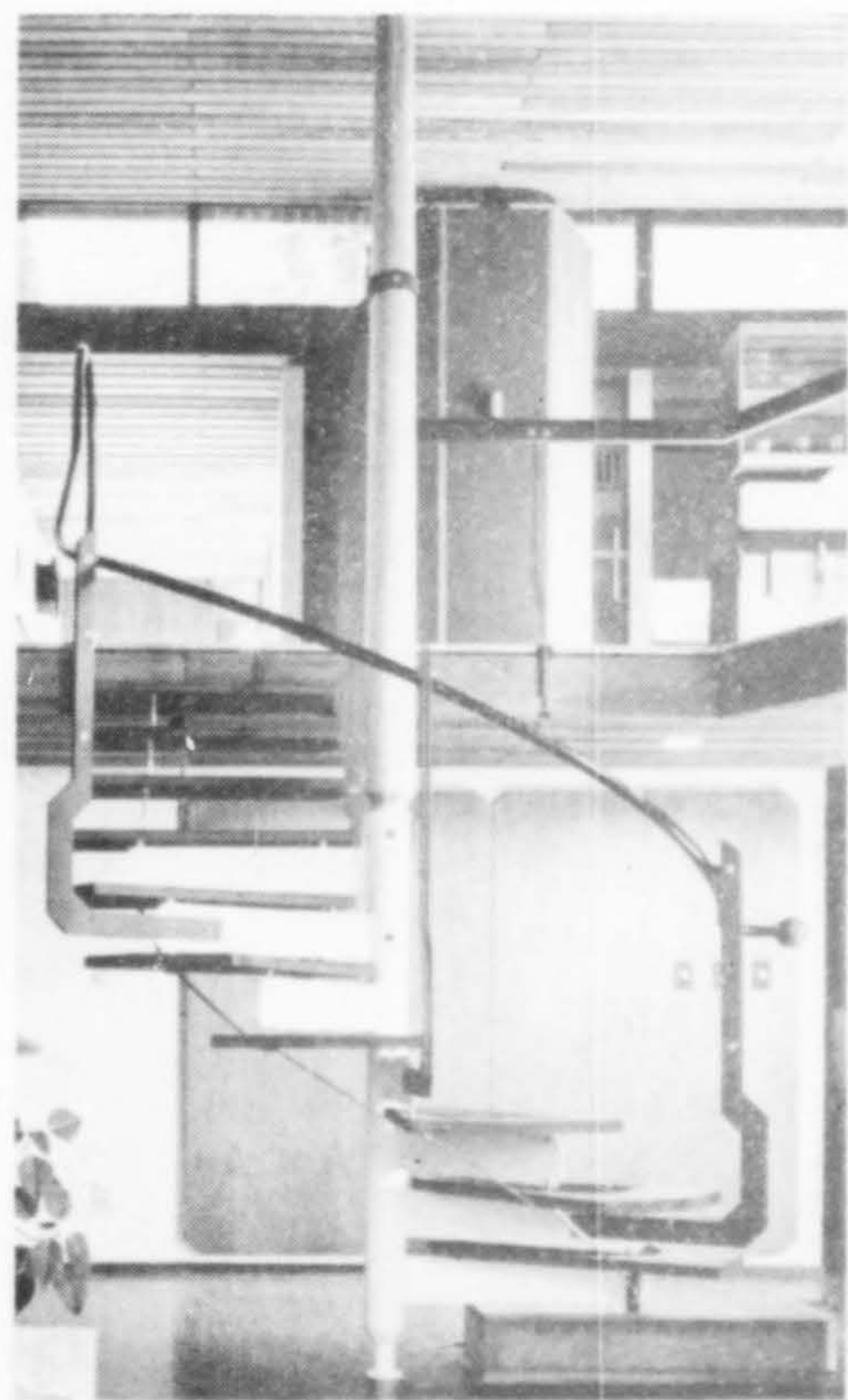
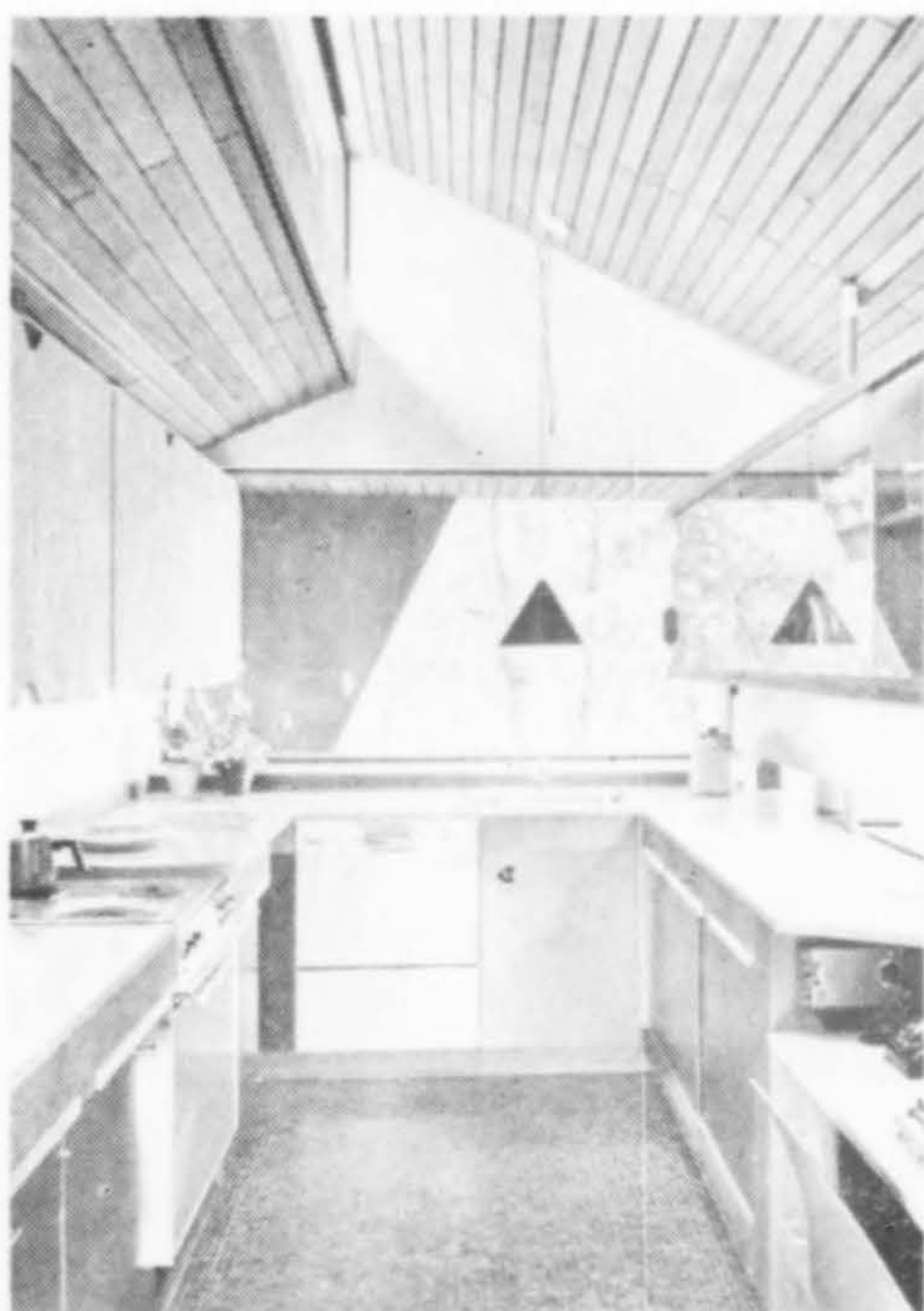


WENDELL H. LOVETT HOME and STUDIO

Bellevue, Washington

WENDELL H. LOVETT, Architect

Charles R. Pearson photos



Architect's Statement:

THIS HOUSE was reshaped to better live with winter winds and provide a satisfying, protective environment despite weather extremes. Design of the original house had little relation to the major environmental fact—prevailing southerly winds, striking the wooded slope (in hilltop community southeast of Bellevue) with heavy rains and a force up to 80 mph. A whole new house was literally built over and at a right angle to the original box-like structure. The old section (western half), which contained the original bath and furnace, was retained and converted to a private wing for the architect's two teen-age daughters. The new structure of contrasting geometry covers most of the old like a "large, protective hand," extending seven feet beyond the southern glass wall. The two opposing volumes are unified by red cedar siding, slanted from the vertical on the new section, in response to the aerodynamic form.

A two-story living room unites the two levels of the house. The dining balcony and kitchen at the entry level are reached from the living room and "reading cave" by an open, turned stairway with teak treads, a laminated maple center column, and chromed brass ship's hardware. The "floating" ceilings which conceal lighting at their edges, are of specially milled cedar in staggered, eight-foot lengths. Floors in most of the major spaces are Venetian glass tile, dark red or purple. Most of the furniture was designed by the architect.

Architect Lovett's fascination with the field of industrial design is apparent.



WESTERN HIGHLIGHTS

Two Disneylands for Las Vegas?—

Las Vegas, the glitter city of the West, is expanding its facilities—more hotels, more gaming casinos, more everything. Two plans have been advanced for a Disneyland in the desert. One, by Howard Hughes, is a plan to turn his Sands Hotel into a Disneyland type of operation, a \$150 million project that would appeal to adults and children alike. Expansion of the hotel to a virtual city-within-a-city would make it the largest single resort in Nevada history. The second plan, conditionally approved by the Nevada State Gaming Control Board, would erect a gambling hall, patterned after Disneyland, to be called "Circus Circus." The site is directly across from the Riviera Hotel on the Strip. Investors include nine men, all presently licensed at Caesar's Palace.

Denver's Skyline project receives HUD grant—

The U.S. Housing and Urban Development has approved a \$33 million grant to the Denver Urban Renewal Authority for the Skyline renewal project in that city. The grant covers property acquisition and rehabilitation costs, funds for improvement of public facilities and about three million for relocation costs. The first phase of the 10-year project is expected to get under way this spring and will encompass the eastern section of the area, planned for light manufacturing. Work on this phase is expected to be accomplished within two years. Architects on the Skyline project are Baume, Polivnick & Hatami (A/W, August 1967).

Readying for San Diego's 200th anniversary—



WESTGATE Executive House, under construction in San Diego, is the first part of a multi-million dollar project which will add 328 downtown hotel rooms for the city's 200th anniversary year. The nine-story structure will provide 104 hotel rooms, commercial space, underground parking, restaurant. Completion is scheduled for winter, 1968. Architect: Richard George Wheeler, AIA, and Associates; contractor, F. E. Young Construction Co.

Los Angeles to try again for Model Cities—

Los Angeles, passed over in the grants issued this last year in the Model Cities Program, is earnestly preparing another try to be submitted April 15 to HUD. A three-pronged program for the city has been detailed: for East Los Angeles, Boyle Heights, Lincoln Heights, City Terrace and El Sereno; south central Los Angeles, including the Watts area; and the unsuccessful Green Meadows South proposal, submitted in 1967. The city's failure to match other large cities with an acceptable Model Cities proposal led some federal officials to criticize Los Angeles' desire and ability to rebuild deteriorating neighborhoods. The new program, submitted by Mayor Sam Yorty, is designed to help more than 250,000 residents in depressed areas of the city.

New cities need assistance of educators—

Dr. Harold Moore, professor of education at Arizona State University, points out the need for educators to participate in the early planning of new cities, noting that the United States will need 25 totally new cities or towns in the next 30 years to keep pace with the population growth. In a 20-page report on problems and issues in planning educational programs in new cities, Moore says that city planners tend to think of schools in terms of those existing in older metropolitan areas. Traditionalism and fear of the unknown restrict planning for education in new communities. The legal structure of most states does not anticipate the emergence of new self-contained cities and most state laws see the growth of cities as evolutionary—first a rural area, then a village or town, followed by orderly growth through the various classes of town and city size. Moore envisions the construction of cities on tracts of land from 400 to 1,000 square miles in undeveloped parts of the United States and underscores this by emphasizing the fact that about half of the required new cities are either being built or are in some stage of planning.

Deputy for development appointed in San Francisco

John H. Tolan, most recently assistant regional administrator of HUD in San Francisco, has been named Mayor Joseph Alioto's deputy for development. This is the position held by T. Jack Kent who is returning to the University of California Department of City Planning at Berkeley, which he founded.

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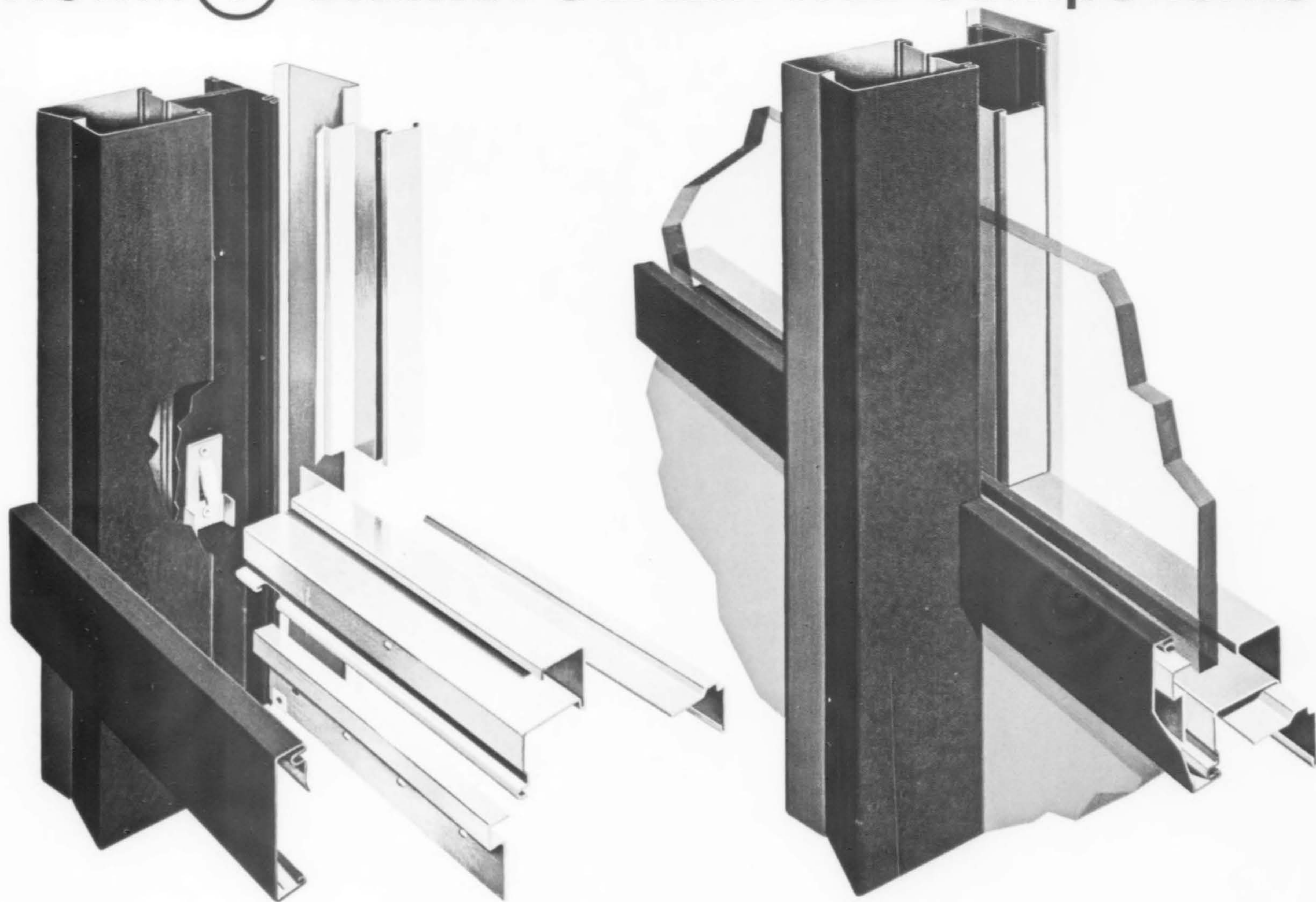
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WESTERN HIGHLIGHTS CONTINUED

\$57 million to be spent by APS in Arizona—

Arizona Public Service Company, Phoenix, will spend more than \$57 million during 1968 for construction projects. The investor-owned utility operates in 11 of Arizona's 14 counties. The money will be spent for additions and improvements to the firm's electric and natural gas facilities.

20-story Plaza 600 building for Seattle—

A 20-story, \$5.5 million office building, the Plaza 600, will be erected at 600 Stewart Street in downtown Seattle, directly across from the new Washington Plaza Hotel.



Ground will be broken in May with completion set for the fall of 1969. Rental area will occupy 170,000 sq. ft. in the steel frame structure. The building will feature vertical white aggregate concrete columns against bronze solar glass windows. Owners-developers are the Vance Corporation. Architect: Chester L. Lindsey; Kelly, Pittelko, Fritz & Forssen,

structural engineers; Valentine, Fisher & Tomlinson, mechanical engineers.

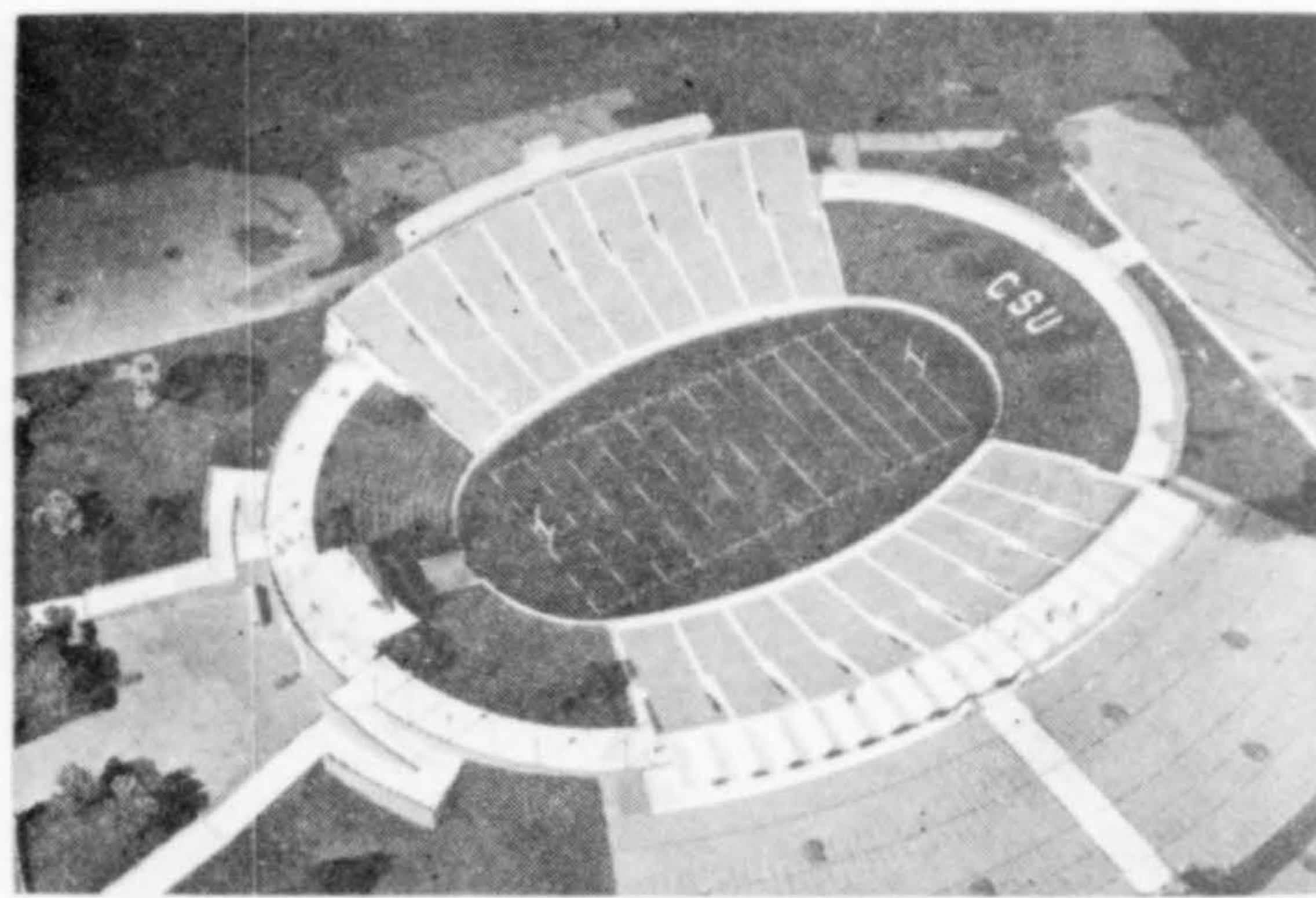
RENOvation progressing—

RENOvation, Inc., a non-profit organization, has firmed up plans to continue with "Project RENOvation" by signing San Francisco planners Livingston & Blayne to prepare a master plan for the redevelopment of Reno's city center. More than \$100,000 has been pledged to the program and the response among Renoites, both within the area to be redeveloped and outside its environs, has been tremendous according to various committee heads set up to make personal contact with businesses and with residents during the next few weeks. Officers of RENOvation, Inc., include Preston Q. Hale, chairman of the Reno Downtown Development Commission, president, and Edward Parsons, architect, secretary.

The appeal in houses—

Sex appeal in houses? That's the latest trend, according to Bill Schworer, general manager of Kaufman and Broad Building Company, Phoenix. He defines this as the whole new trend in products now available for residential use: kitchen cabinets that look like fine furniture, plumbing fixtures that are decorator pieces, carpeting easily cleaned and used in every room. Schworer points out that while the average family wants the exterior of their homes to be more or less conventional, the interior is something else again. He believes the impact of the automobile industry has influenced some of this, noting that people now buy houses just like they do a new car. The house is their single largest expenditure of a lifetime, the car is second, so they are looking for all the luxury items they can obtain for the money.

New stadium for CSU, Fort Collins—



Colorado State University at Fort Collins, Colorado, will have a new stadium for the 1968 season, financed entirely by student fees, donations and athletic gate receipts. The cost of \$2,323,800 will be entirely made up from sources other than taxes. The stadium will hold 30,000 spectators and can be expanded to a capacity of 60,000. Architects are More, Combs and Burch.

\$40 million stadium okayed in Seattle vote—

Principal achievement of Seattle voters on February 13 would appear to be the assurance of a multi-purpose stadium, estimated to cost about \$40 million. This was only one part of the Forward Thrust program presented to voters but along with rapid transit, which was defeated, was the most controversial of the issues. Site selection has been narrowed to six locations with the decision to be made within 90 days of voter approval. No architectural firm has been commissioned and there is some thought of submitting the design solution to a competition.

Calendar of coming events—

Spring meeting of American Forest Products Industries, Inc., Mark Hopkins Hotel, San Francisco, April 22-23.

Sixteenth annual spring meeting, National Building Material Distributors Association, Broadmoor Hotel, Colorado Springs, April 28-May 1.

Year-Round/All-Weather Construction Conference, Associates of the Building Research Advisory Board, Washington, D.C., April 30-May 1.

Consulting Engineers Council 1968 convention, Statler-Hilton Hotel, New York City, May 6-9.

Construction Specifications Institute annual convention, Denver Hilton, Denver, May 27-29.

Fourth annual Theatre, Television and Film Lighting Symposium sponsored by the Illuminating Engineering Society, Barbizon-Plaza, New York City, May 26-28.

Ninth International Electrical Industry Show, New York Coliseum, June 9-12.

"Plastics Progress", the fifth Washington State University-Pacific Northwest Plastics Workshop, The Inn at the Quay, Vancouver, Washington, June 12-14.

Second annual Urban Renewal Institute, Georgia Institute of Technology, Atlanta, June 17-28.



Methods and Materials

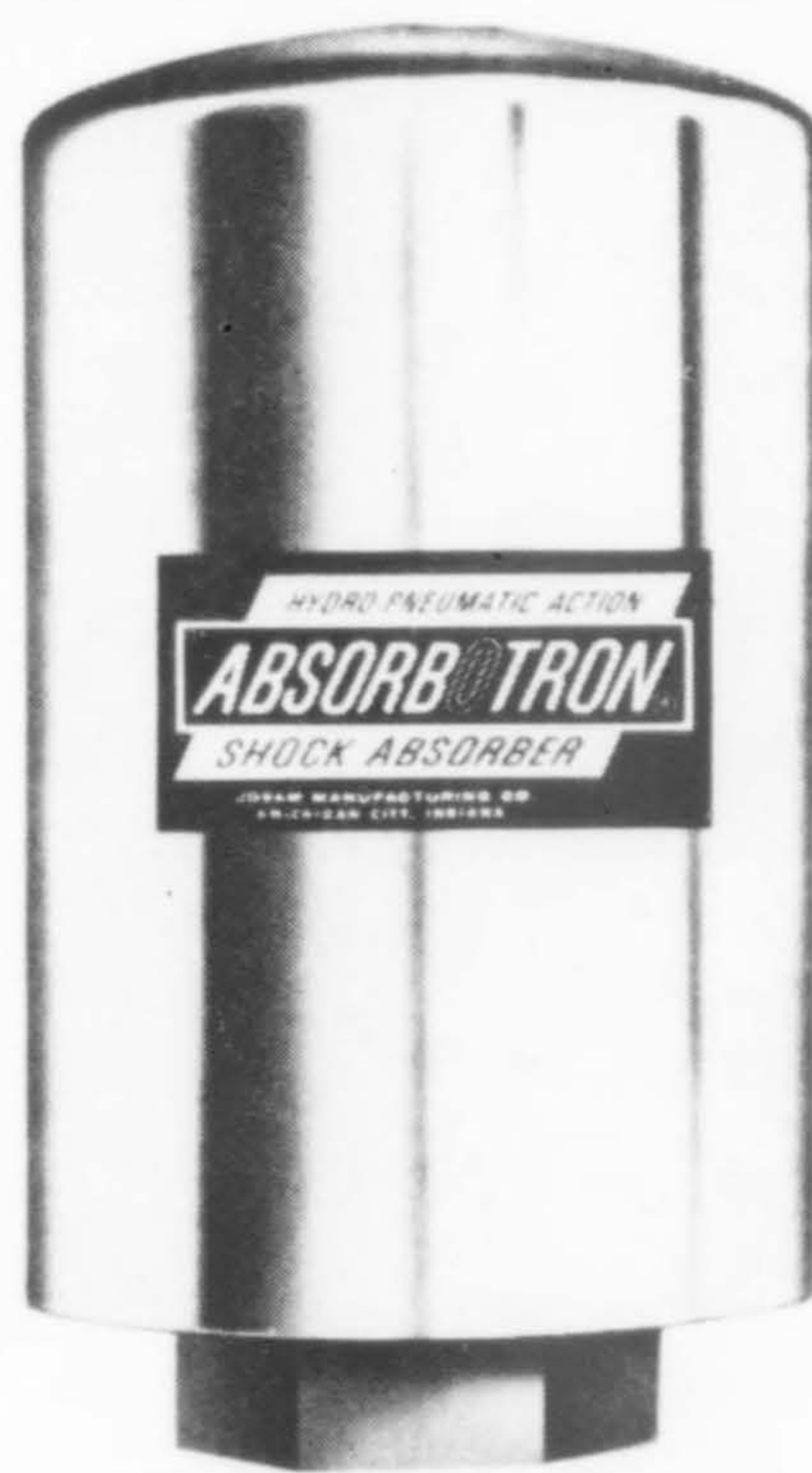
TWO FURNACES: ONE HOME

EFFICIENT heating of large homes in the damp Puget Sound region has posed some problems. It was a challenge accepted by architect Willis McClarty and builder Wally Taylor, who have successfully solved this problem in the houses they build.

It was Taylor's idea that even, round-the-clock heating could be achieved with the installation of two furnaces in each house. Working closely with architect McClarty, he installed the dual heating system in most of the larger residences he has constructed. The two-furnace system requires the larger unit for the every day living level, the smaller one for the lower level usually given over to family rooms, laundries, storage areas. The "downstairs" furnace is maintained at nominally low temperature, easily and quickly adjusted when the rooms are to be used. This has proven an economical factor in the maintenance costs of two-and-three-level homes.



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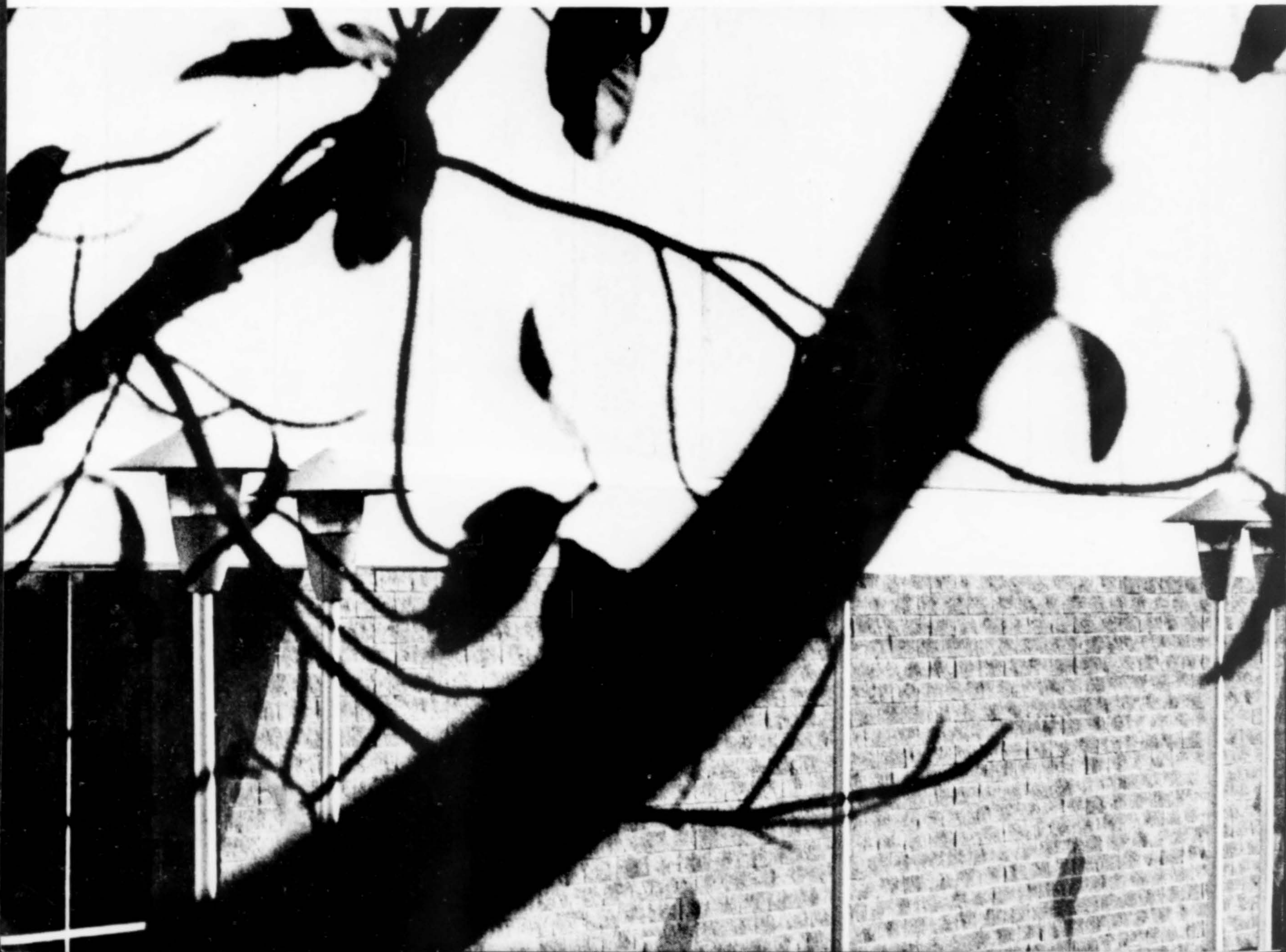
The advantages of the all-electric concept for commercial buildings

are demonstrated once again. This time, in Montgomery Ward's com-

bined Metropolitan District Office, West Coast Buying Offices and retail facilities in Rosemead, California.

Montgomery Ward, Rosemead, is one more important name on the long list of all-electric buildings owned and operated by major corporations.

Electric space conditioning systems can save builders 30% to 50%



in first cost installation. In most cases, expensive stacks, and boiler rooms are eliminated, often saving the equivalent in space of whole floors. There's more freedom of design in all-electric buildings. Less room is required for the main space-conditioning plant. The result is a low cost, low maintenance building with very

competitive per square foot operating costs. Add up all the advantages and savings. The all-electric building invariably has the lowest total annual cost.

Montgomery Ward, Rosemead, was designed by architects Mazzetti, Leach, Cleveland & Associates, Ron Cleveland, A. I. A. It goes into our files

as one of the hundreds of case histories of all-electric buildings in Central and Southern California.

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Patterned hardwood flooring—

Wood-Mosaic Vinyl Wood, a unique patterned hardwood flooring suitable for all rooms including commercial areas, has been introduced by Wood-Mosaic Corporation. The floor consists of genuine hardwood veneer with a surface of tough vinyl sheeting and a backing of homogeneous vinyl. It is installed like any ordinary vinyl tile. The flooring is available in oak, walnut and cherry with other woods on special order. Patterns are random plank, squares, DuBarry, Jeffersonian and herringbone. Wood-Mosaic Vinyl Wood is installed like ordinary vinyl flooring.—Wood-Mosaic Corp. (A/W), 5000 Crittenden Drive, Louisville, Kentucky 40221.

Downlite for public rooms—

A new 500-watt quartz Downlite said to provide remarkable efficient lighting for interiors with medium to high ceilings has been announced by Rambusch. The high efficiency (71%) illumination and low aperture brightness make the fixture ideal for churches, auditoriums, lobbies and other public rooms. It is listed by UL for use in both fireproof and non-fireproof construction.—Rambusch Co. (A/W), 40 W. 13th St., New York 10011.

Color for office furniture—



A new color concept in executive office furniture, Chromattacs, has been announced by Steelcase. The name symbolizes color coordination of furniture finishes, chrome hardware and trim, and upholstery fabrics. Ember Chrome, a dark colored chrome, is used for leg uprights, hardware and trim; textured matte acrylic enamels in earth tones for finishes; and a group of complementary fabrics. The new color concept will be offered on Steelcase's contemporary furniture lines of desks, chairs and files.—Steelcase, Inc., (A/W), 1120 36th St. S.E., Grand Rapids, Mich. 49501.

Wood grain vinyl wall covering—

The look of authentic walnut wood grain paneling is achieved in the new "Director" Cohyde vinyl wall covering. It is available in four colors and in both a plain and planked version. Random planking and the appearance of 16-in. on center installation, is a feature of the planked version. The "Director" label is color fast, stain and fade resistant, easy to maintain.—Interchemical Corporation (A/W), Coated Fabrics Div., Toledo, Ohio.

Castile gaming chair—

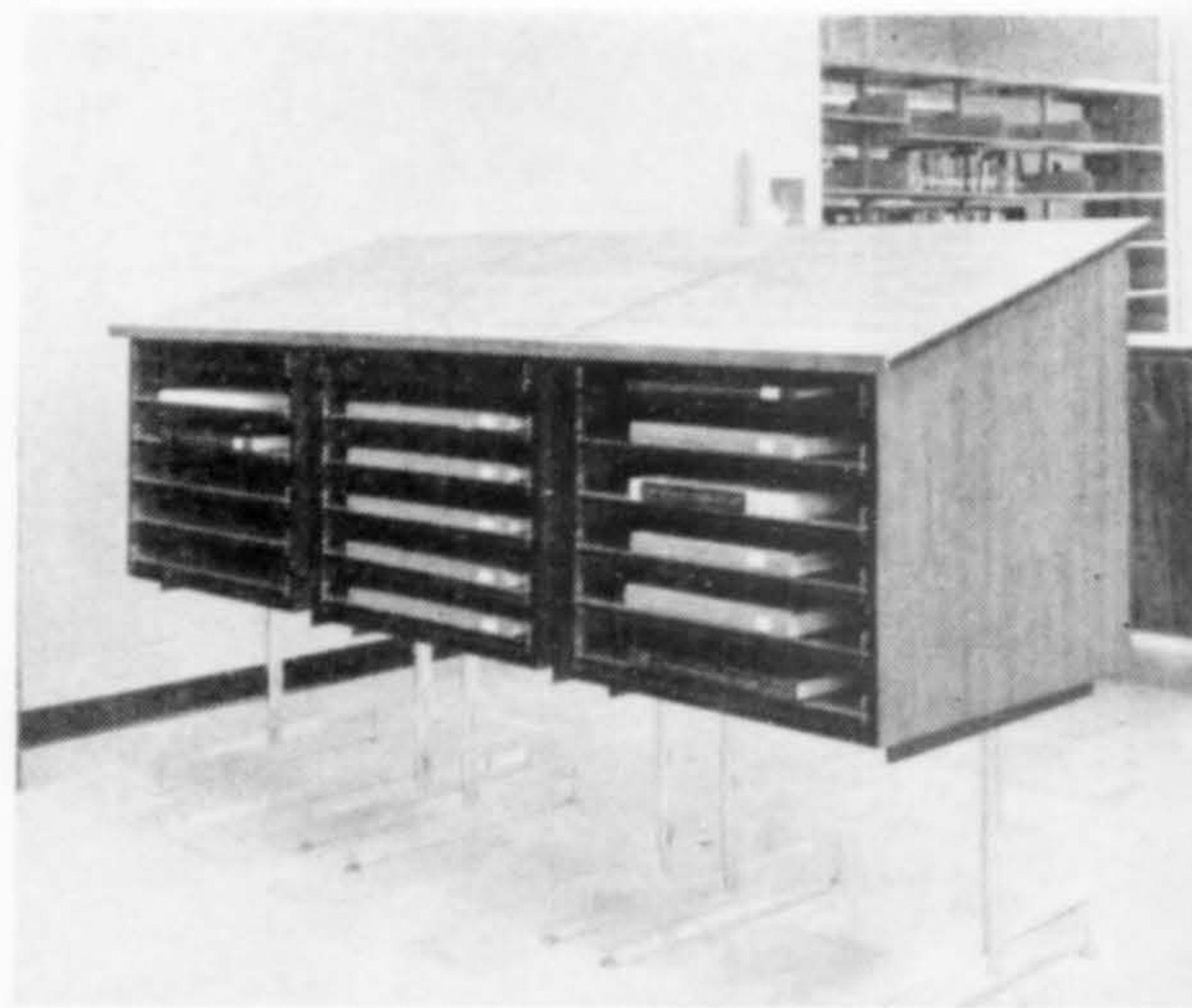


This Castile Chair may be used as a gaming chair or as a conversation piece. It is one of the hand carved wood products exclusively designed and executed by G. Proctor Mullen. The crushed velvet covering comes in lipstick, avocado, olive and burnt orange. Also available are other furniture styles, wall and decorative accessories, interior and exterior trim, panels and doors. All designs are manufactured for stock or on a custom basis.—Maderas de Santa Barbara (A/W), 511 E. Gutierrez St., Santa Barbara, Calif. 93103.

Decorator ceiling product—

"Swirls," a decorator ceiling product, has the effect of brushed plaster, each 12"x12" tile appearing to blend into the other with bevel joints becoming inconspicuous. Nu-Wood "Swirls" ceiling panels, in 24"x24" and 24"x48" sizes, are designed for suspended ceiling installation. Both the tile and panel surfaces are washable, featuring a super white, reflecting finish.—Conwed Corp. (A/W), 332 Minnesota St., St. Paul, Minn. 55101.

Atlas case—



This three-section slant-topped atlas case features pull-out full suspension glide trays with retaining sides on all edges. The chrome mirror base is topped with a case in a walnut finish, measuring 31x30x44".—Hugh Acton Div. (A/W), Brunswick Corp., 5140 Westmoreland Rd., Dallas, Texas 75247.

Transparent colors in Plexiglas—

Plexiglas acrylic plastic in a series of transparent gray and bronze colors that control solar heat and glare has been developed for use in windows, skylights, transparent enclosures and sun screens. Three densities of both are offered to provide a scale of visible light and solar energy transmittance values. Two lighter densities are available on a custom basis. The new tinted sheets have the same high resistance to breakage and discoloration as colorless Plexiglas and are offered in a variety of thickness and sheet sizes.—Rohm & Haas Co. (A/W), Independence Mall West, Philadelphia, Pa. 19105.

Whisper Quiet water closet—

The "La Paz" Whisper Quiet water closet, said to be the first really new design in over 100 years, is the result of a three-year design and research program. The closet has a proportioned elongated siphon vortex bowl cast on a modern pedestal. The seat and flush button are specially designed. The name derives from the elimination of all toilet tank noises and refill noises. The unit has a standard 12" rough-in for simple installation. The "La Paz" is recommended for residential installation. The "San Carlos," a low silhouette elongated closet, is a close-coupled, siphon-jet closet, for commercial and industrial installations. It is available in seven colors as well as white.—Norris Industries (A/W), 5215 S. Boyle Ave., Los Angeles 90058.



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Planning Guide for School Interiors: comprehensive brochure to aid school designers and administrators in the planning of school interiors. Illustrates the use of Viertex V.E.F. wallcoverings in a wide range of school locations including classrooms, corridors, auditoriums, cafeterias, gymnasiums, dormitories and laboratories. Numerous photographs of illustrations are included as well as architectural sketches and drawings to amplify many of the installations. Examples of wallcoverings available are shown. Color, 8-pp.—L. E. Carpenter & Co., Inc., Empire State Bldg., New York, N.Y. 10001.



Planned Lighting for Hotels/Motels/Apartments: describes incandescent, fluorescent and mercury vapor lamps for every possible need with photographs to show suggested applications. Folder contains information about full range of lights for lobbies and atmosphere lighting, for corridors and chandeliers, decor purposes, dining and meeting rooms, building facades, recreation areas, parking sites and illuminated signs — Verd-A-Ray, Lear Siegler, Inc., 615 Front St., Toledo, Ohio 43605.

Facts and Ideas on Laminated Plastic Use: catalogs the growing range of light construction applications and provides complete product specification on all Formica® brand laminated plastic sheet material, decorative moldings, toilet compartments and wall paneling. Full-color illustrations show use of Formica laminates on new buildings or remodeling projects in both the housing and light construction fields. 8-pp.—Formica Corp., 4614 Spring Grove Ave., Cincinnati, Ohio 45232.

Resilient Flooring Catalog: contains full-color illustrations of all colors and patterns in Azrock vinyl asbestos tile, asphalt tile, feature strip and cove base. Also included is general information on sizes, gauges, installation, uses, light reflectance values and brief specifications. Full color. 16-pp.—Azrock Floor Products, Box 531, San Antonio, Texas 78206.

Wood Construction Elements for Outdoor Living: a discussion of the use of wood in the design of outdoor spaces for living in the Pacific Northwest by Saul Zaik, AIA. The use of wood decks, screens, sunshades and other elements is illustrated from work of regional designers and suggested construction methods are shown.—Pacific Northwest Forest Experiment Station, 4507 University Way N.E., Seattle, Wash. 98105.

Flush-Mounted Radiant Heating Panels: describes radiant heating principles and outlines proper placement of panels and controlling thermostats. Comfort and decorative features are discussed. 4-pp.—Dept. E17-51, 3M Company, 3M Center, St. Paul, Minn. 55101.

School Furniture: covers both modern and standard lines of school furniture available from Polaron. Illustrations and detailed specifications for 12 different series of chairs, desks, study tops and tables are given. "Child-proof" construction is described as well as safety features. Choice of materials, colors and special options are detailed. Color, 24-pp.—Polaron Products, Inc., 173 Huguenot St., New Rochelle, New York.



Aluminum Fascia in Colored Anodic Hardcoat Finishes: describes the complete line of NAARCO aluminum architectural fascia, with details of the various series available. Building illustrations showing the styles of fascia installed are included. Detailed data on color anodic hardcoat exterior-interior aluminum accent walls for use in entry areas and other high traffic areas is also given. 8-pp.—North American Aluminum Corp., 5575 N. Riverview, Kalamazoo, Mich. 49004.

Sound and Vibration Isolation: provides architects with specific details and illustrations describing methods of designing and applying floating floors, resiliently suspended ceilings, and isolated partitions to appreciably increase sound transmission loss from one area to another. Particular projects included are auditoriums, music buildings, mechanical equipment areas, etc. 2-color, 8-pp.—Consolidated Kinetics Corp., 249 Forno Lane, Columbus, Ohio 43207.



Rolled, Figured and Wired Glass (AIA 26-A): covers the complete line of Mississippi glass patterns for installation in industrial, commercial, school, church, institutional and residential structures. Profusely illustrated with typical installations, the catalog also contains photographs of individual patterns accompanied by light distribution charts and transmission data. Included is a section on Profilite channel-shaped glass. 20-pp. Catalog 68.—Mississippi Glass Co., 88 Angelica St., St. Louis, Missouri 63147.

Welcome to the Exciting World of Paneling by Evans: describes and illustrates the major paneling lines of all Evans divisions. Full color illustrations of use, the properties of each panel and installation procedures are included. 24-pp.—Evans Products Co., Building Products Group, P. O. Box 708, Riverside, Calif. 92502.

Electric Water Coolers, Drinking Fountains, Accessories (AIA-15): illustrates the 1968 line of water coolers and fountains manufactured by the Halsey W. Taylor Company. Catalog lists complete dimensional data for all units, mounting frames, ventilating panels. Reference material and data include an easy-to-read application chart showing how drinking water requirements may be determined for various types of services. Also incorporates drawings and specifications, including rough-in dimensions, for all their units. 32-pp.—The Halsey W. Taylor Co., 1554 Thomas Road, Warren, Ohio 44481.

• **Day-Brite Lighting:** Jack W. Lowder, Salt Lake City, Utah representative of the company, has been given the national sales champion award, based on outstanding performance in sales of Day-Brite fixtures, dependable customer service and effective customer liason. Alan E. Greaves, San Jose, California, has been named a regional sales champion, representing the Western region.

• **The Philip Carey Manufacturing Co.:** Arthur P. Pugsley, Jr., has been appointed sales representative for the Miami-Carey Division, according to Philip D. Shea, Jr., general sales manager, Western Division. Pugsley will be responsible for sales in the state of Washington and will work from Vancouver where he resides.



• **Weyerhaeuser Company:** The appointment of A. J. Heineman as marketing research manager for the company's wood products group has been announced by J. P. Weyerhaeuser III, marketing manager. Dr. Leonard M. Guss has been named director of corporate marketing and economic research department. He was formerly manager of wood products marketing research.

• **Carmel Steel Products:** The firm, manufacturer of steel sliding glass doors and windows, has moved into a new \$250,000 manufacturing plant at 13821 Marquardt Ave., Santa Fe Springs, Calif. C. B. LeBon, Carmel president, said the 25,000 sq. ft. facility housing both the corporate offices and manufacturing operations, will enable Carmel to meet the growing need for steel fenestration. The firm was formerly located in Downey.

• **Wiley-Bayley, Inc.:** Richard C. Robertson has been named Seattle district salesman replacing John Putyrae, recently transferred to the company's Portland office.



AMERICAN AIR FILTER CO. has put its "show-on-the-road" in this van which has been fitted out to show architects the actual operation of thermal control equipment.

• **The Stanley Works:** Thomas M. Powell has been appointed Western regional manager for Stanley Door Operating Equipment division. He will headquarter at 4584 North Fair Oaks, Altadena, Calif. He was most recently sales manager for Door Controls, Inc., of Los Angeles.

• **Movable Walls Corp.:** The new factory and general office building of the corporation, located at 7490 Lampson Street, Garden Grove, California, was scheduled for completion on March 15. Edward James, president, said that th enew facility would consolidate manufacturing and general offices under one roof, moving them from three separate buildings in Covina, Calif.

• **American Desk Manufacturing Co.:** An agreement for the acquisition of all of the stock of American Desk and affiliated corporations by Walter Kidde & Company, Inc., New Jersey, has been announced. The Temple, Texas firm will continue to be operated by the present management.

• **Speedspace Corporation:** Lowell L. Denny has been appointed vice president, marketing development, according to an announcement by Robert Kerr, president of the Santa Rosa, California firm. Denny had been president of Modulux, Inc., since September 1965.

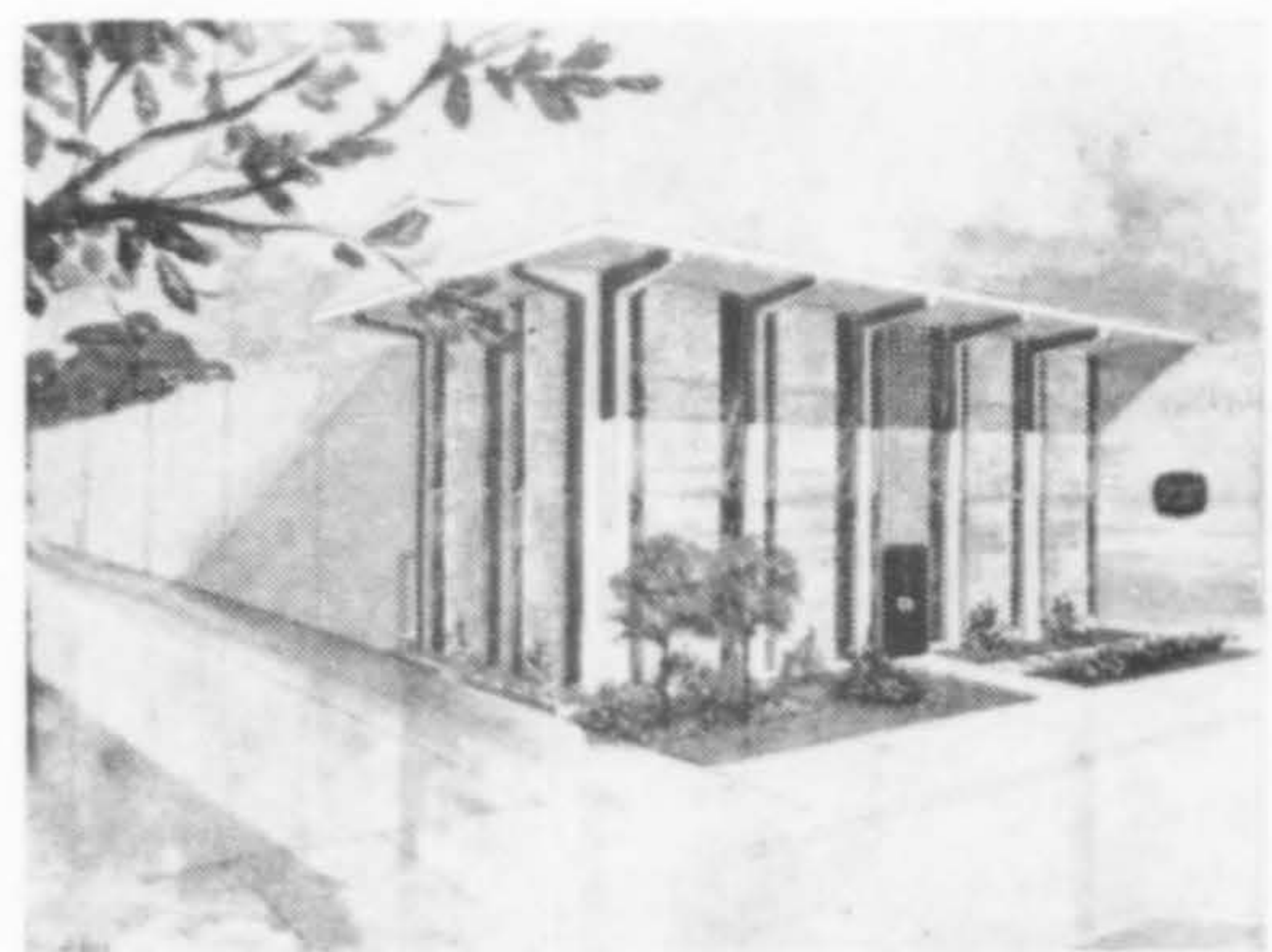
• **Enjay Fibers & Laminates Company:** W. Paul Fisher has been named Western regional sales manager for the manufacturers of Nevamar Laminated plastic. With regional headquarters in Long Beach, California, he will be responsible for the merchandising and sale of Nevamar laminates in the 13 Western states plus Hawaii and Alaska.



• **Furane Plastics, Inc.:** New corporate headquarters are at 5121 San Fernando Road West, Los Angeles, adjacent to the present office, manufacturing and shipping buildings.

• **Corry Jamestown Corp.:** L. William Pickens has been appointed as field representative in southern California for the office furnishings manufacturer.

• **Bethlehem Steel Corp.:** Robert E. Hawkins has been appointed as salesman in the Seattle district office, transferring there from the Portland suboffice.



PRODUCTS RESEARCH and Chemical Corporation (Amex and Pacific) recently completed this new \$350,000 research and development facility in Burbank, California. PRC is a world-wide manufacturer and distributor of synthetic rubber polymers and polymeric sealants, coatings, adhesives and encapsulation materials used in marine, industrial, construction, aerospace and other commercial markets. Architects for the new building were John Anderson & Associates.

• **Venetian Marble - Northwest:** A new corporation, working under license from Venetian Marble Company, Dallas, Texas, started operations in January in Seattle at 2422 First Avenue South. The firm, headed by Lyle R. Johnson, president, produces molded marble products including vanity tops, sunken and raised bathtubs, table tops, floor tile. Venetian grade marble is made from 90% quarried Georgia marble, processed to produce the finished products.



Les Fosmire (left) has just been appointed sales manager of the new firm.

The plant are incorporates 5500 sq. ft. of manufacturing space with an additional 800 sq. ft. for showroom.

• **Hager Hinge Company:** William J. Creagan, formerly with Amerock Corporation, has joined the sales staff of Hager Hinge and is assigned to the Southern California area, working out of the Los Angeles office.

• **Northwest Brick Association:** R. C. Houlahan, Seattle, was named president of the association at the annual meeting on January 9. He is president of Mutual Materials Company. Other officers are Harold Lucas, Monroe, Oregon, vice president, and R. D. Wheeler, Interpace, Seattle, treasurer. Donald R. Clark is executive director.



• **Altec Lansing:** William H. "Bill" Johnson has been advanced to director of marketing. He has been with Altec in various sales capacities for more than 18 years.

Architecture / West

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HOUSING was the subject of a critical talk made recently by Charles Abrams before the American Institute of Planners. He tendered a challenge to industry to take a more active, *interested* part in homebuilding. A portion of that speech is reprinted here:

"If the forecaster takes the grim view of housing's future, he can muster a great deal of support for the claim that man's shelter will be little different in the year 2000 from what it is today. Of all the commodities that have been touched by the industrial revolutions, the house has remained the most impervious to change . . .

"Despite the massiveness of the nation's social and financial stake in the industry, there is little prospect of an early mutation in the nature of building entrepreuring. Big industry continues to supply the materials . . . but shys away from the actual homebuilding. The trend in industry is to look for smaller profits per unit in large volume, not large profits per unit in small volume; but in supplying materials to the homebuilder, the materials industry often wants big profits as well as big volume.

"Recently a few symptoms of big-line entrepreneurial interest in housebuilding have appeared . . . General Electric, Westinghouse, and few oil and insurance companies have given backing to some new towns' entrepreneurs. U. S. Gypsum has made a start in remodeling a few tenements in Manhattan's slums . . ."



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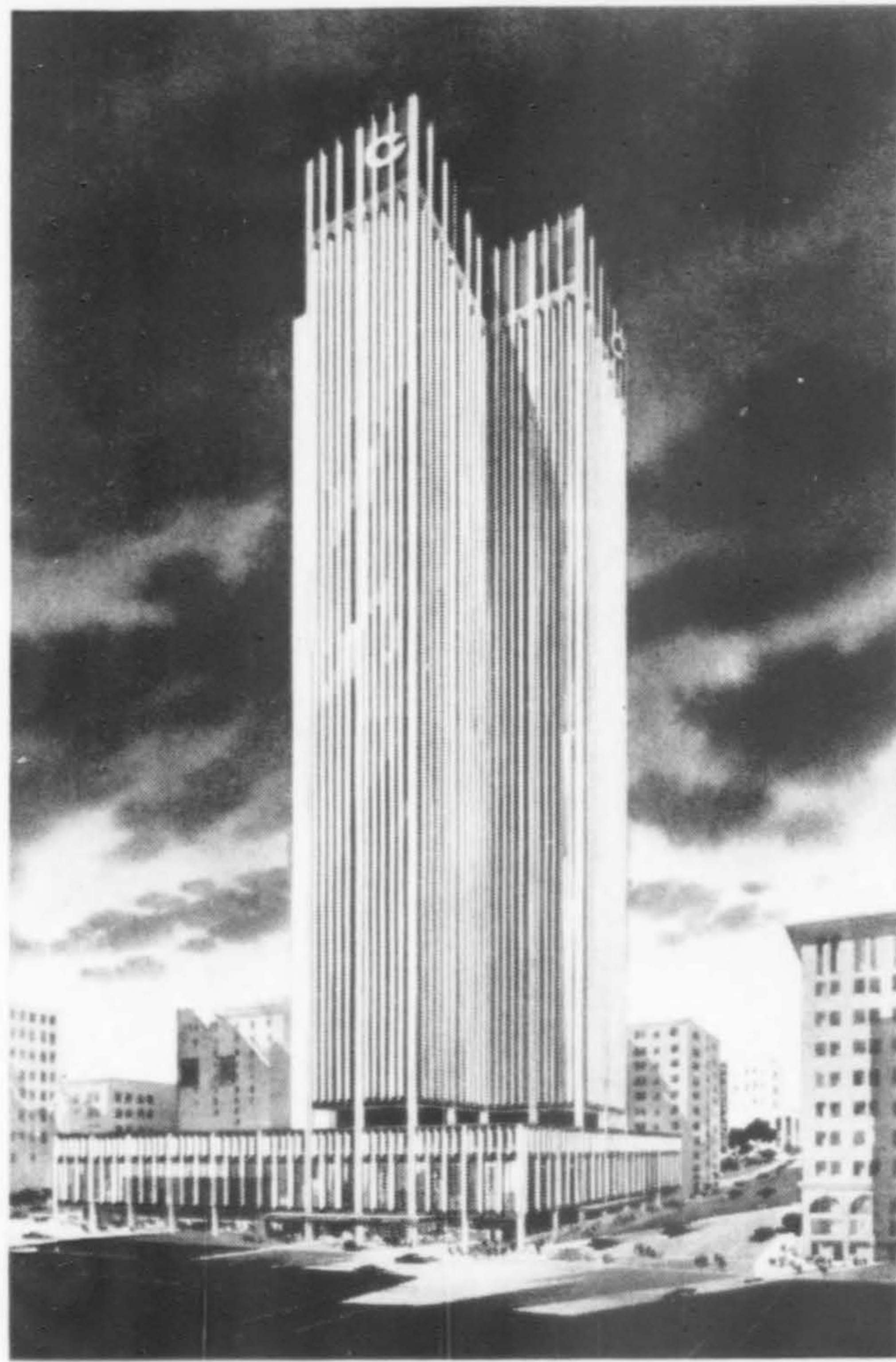
No. 24



Tallest in the Pacific Northwest...

is supported by four exterior box columns and a core cluster of 24 wide flange columns. Fifty stories tall, Seattle-First National Bank is the first structure in the Pacific Northwest to use Bethlehem's 14WF 730-lb-per-ft rolled sections. The jumbo members are being used to fabricate the columns for the lower levels of the central service core. Exterior walls act as Vierendeel trusses which carry the tower's vertical loads to the corners and the lateral wind and earthquake forces to the 6th floor. Here a large horizontal truss transfers all lateral forces to the core. Absence of interior columns provides an average of 80 per cent rentable area on each floor. Light floor framing, spanning 36 ft from core to exterior wall, acts compositely with a light-weight concrete slab over steel deck. Some 12,500 tons of structural steel are used in the 1.2-million-sq-ft structure.

Owner: Seattle-First National Bank
Architect: Naramore, Bain, Brady and Johanson
Structural Engineer: Skilling, Helle, Christiansen, Robertson
Consulting Architect: Pietro Belluschi
Structural Steel Furnished By: Pacific Car & Foundry Co., Structural Steel Division and Isaacson Structural Steel Company
Steel Erector: Murphy-Pacific Corporation
General Contractor: Howard S. Wright Construction Company



Highest in Southern California...

utilizes rolled steel sections weighing up to 730-lb-per-ft for principal perimeter supporting columns of Crocker-Citizens Plaza in Los Angeles. Less expensive than columns fabricated by shop welding, these jumbo columns extend to the 29th floor of the 42-story structure. The unusual cruciform design of the continuous steel frame requires only one interior column for each 3,600-sq-ft wing...providing uncluttered floor space. The nine interior core columns which resist lateral loads in both directions are built-up box columns, 25 inches square, and extend the full height of the 620-ft-high structure. Typical bay size is 30-ft square with filler beams on 10-ft centers. An electrified cellular steel deck is used throughout. Some 15,800 tons of structural steel are used in this 1.1-million-sq-ft building.

Architect: William L. Pereira & Associates.
Structural Engineer: Brandow & Johnston Associates
Fabricator and Erector: Stanray Pacific Corporation
General Contractor: Dinwiddie, Simpson Company

BETHLEHEM STEEL



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