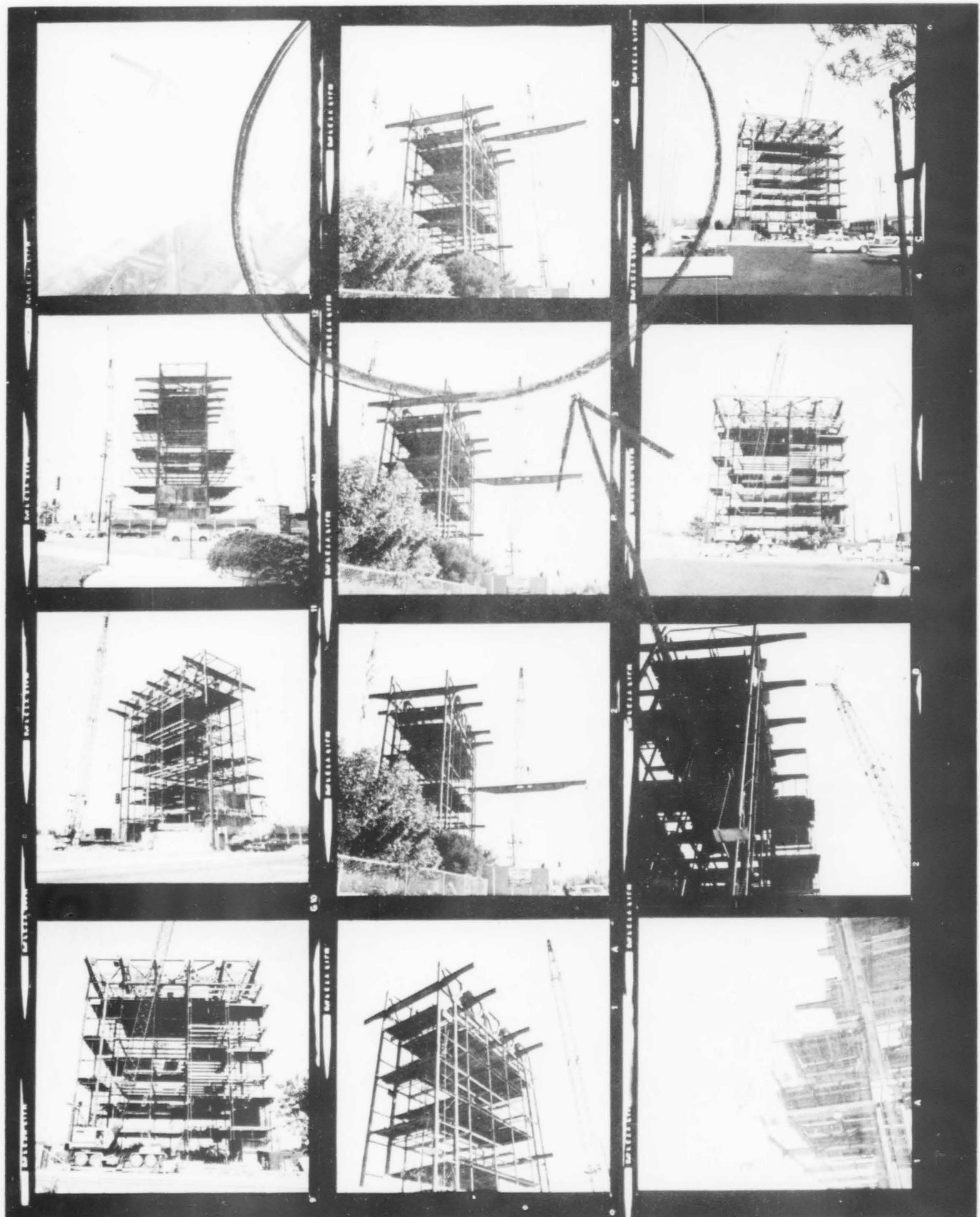


Architecture / West

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MAY 1968





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Architecture/West

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VOLUME 74 NUMBER 5

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THE COVER: Construction progress photos, Lincoln Federal Savings & Loan Building, Sherman Oaks, California; Deasy and Bolling, architects. Photos by Robert Bolling. Page 17.

A/W NEWS HIGHLIGHTS

Blue Ribbon Speakers Slated for AIA June Convention

The urban crisis and the architect's role in helping solve it will be discussed in sessions on MAN/ARCHITECTURE/NATURE at the 1968 convention of the American Institute of Architects, opening June 23 in Portland, Oregon. Key-note speakers at the opening session will be WHITNEY M. YOUNG, JR., executive director of the National Urban League, and GENE C. BREWER, chair-



YOUNG

BREWER

man of the board of the National Forest Products Association and president of U.S. Plywood-Champion Papers, Inc. Donald Canty, editor of Urban America's CITY magazine, will be discussion leader.

MISS BARBARA WARD, internationally known author, editor and economic interpreter, will deliver the Purves Memorial Lecture: "Hope for an Urbanizing World." Miss Ward has been a visiting lecturer and research associate at Harvard University for a number of years.

Highlighting the NATURE session of the convention theme will be the first B. Y. Morrison Memorial lecture delivered by MRS. LYNDON B. JOHNSON.

The new lecture series is sponsored by the Agricultural Research Service of the U. S. Department of Agriculture in honor of the first director of the National Arboretum. Speaking with Mrs. Johnson



JOHNSON

will be a panel headed by ORVILLE L. FREEMAN, Secretary of the U. S. Department of Agriculture; DR. M.



FREEMAN, DURNING, WOLMAN

GORDON WOLMAN, a member of the AIA Potomac Planning Task Force and Chairman of the Department of Geography at Johns Hopkins University, and MARVIN B. DURNING, a Seattle attorney, who was named "National Conservationist of the Year" in 1965 by President Johnson.

The convention, to be held for the first time in two cities, will be hosted in Portland June 23-27, reconvening in Honolulu, Hawaii, June 28-29.

Aspen Conference Embraces Design of Europe, America

THE INTERNATIONAL DESIGN CONFERENCE in Aspen, Colorado, June 16-22, will be a confrontation between the design worlds of Europe and America, developed in a series of dialogues among professionals and experts from both sides of the Atlantic. Dr. Reyner Banham, British historian of modern architecture and design, and conference program chairman, has announced a partial roster of international speakers who will participate in Aspen '68. The list includes:

Gillo Dorfles, critic and historian of design, Milan; Richard Lathan, Chicago designer; Misha Black, architect, designer and educator, London; Irving Grossman, architect, Toronto; Peter Eisenmann, architect and urban designer, New York; Ionel Schein, architect, Paris; John Allpass, town planner, Copenhagen; Francois Dallegret, designer, Montreal; Hans Hollein, Vienna.

Registration deadline is May 31.

Architectural License Seminars Offers Seven Pre-Exam Courses

A RELATIVELY new organization, Architectural License Seminars, has been founded by a group of registered architects, engineers and educators to provide a complete program of correspondence courses designed as study aids for the State Board Examinations. Courses covered include history and theory, site planning, architectural design, building construction, structural design, professional administration and building equipment. Courses are \$25 each. Information may be had from Architectural License Seminars, Box 64188, Los Angeles, Calif. 90064.

Portland SOM Cited for Redevelopment Project

The Portland office of SKIDMORE, OWINGS & MERRILL, designer of the Portland Center urban redevelopment project, and the developer, Portland Center Development Company, have been presented Awards of Excellence by Westinghouse Electric Corporation for their roles in the 29-acre project in downtown Portland. The project was cited as "one of the nation's best examples of how private development interests, teamed with government, can solve at least some of our urban woes".



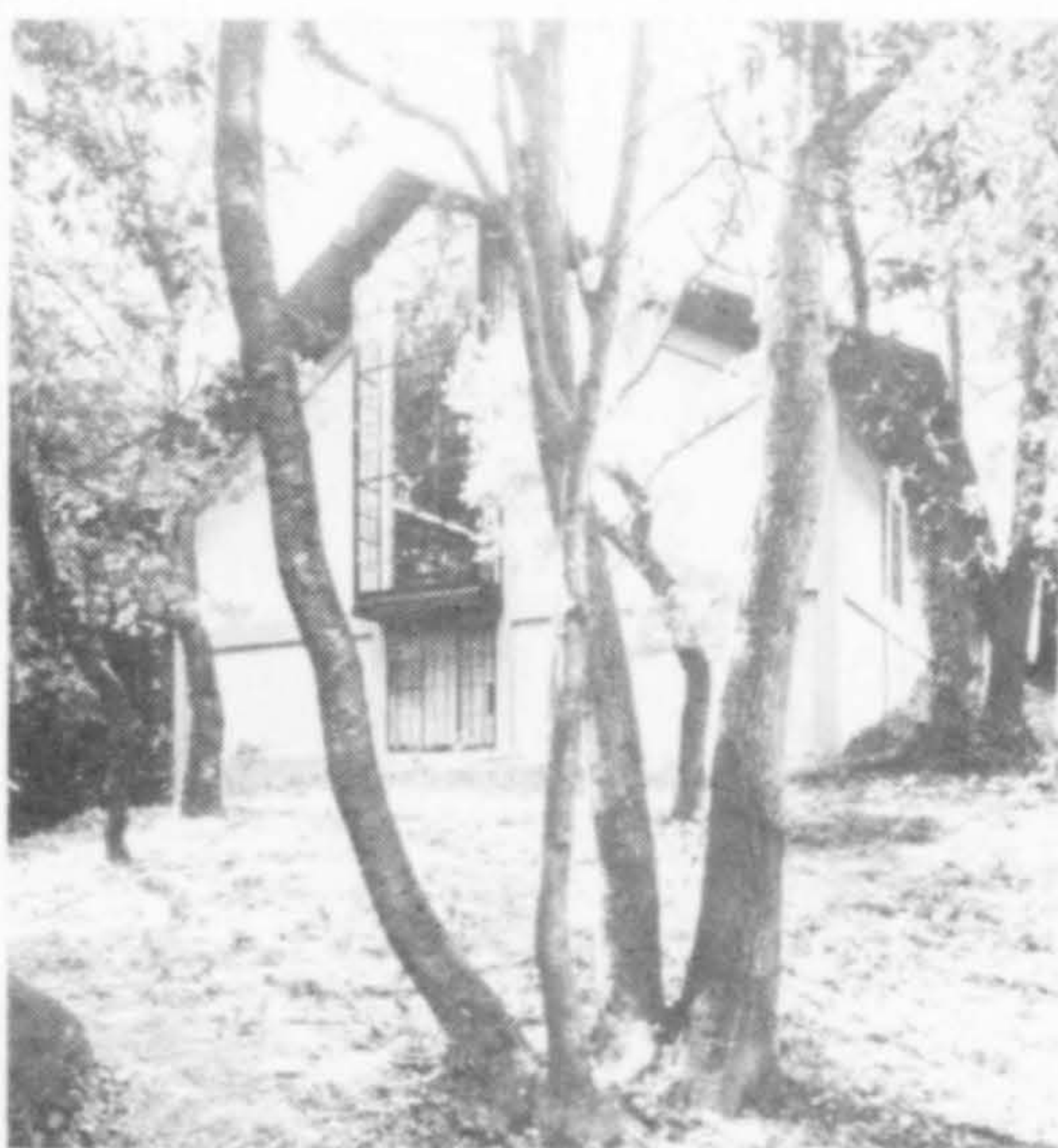
David A. Pugh, SOM partner, center, and Owen L. McComas, Portland Center Development Co., left, receive the awards from John O. Campbell, right, vice president of Westinghouse.



PORTLAND CENTER

Wurster, Bernardi & Emmons Cited in Library Program

ONE OF SEVEN projects cited in the fourth Library Buildings Award Program, the Mill Valley public library in Mill Valley, California, won for its



designers, WURSTER, BERNARDI & EMMONS, an award of merit. It was the only western building cited in the program, sponsored jointly by The American Institute of Architects, The American Library Association and the National Book Committee.

GE Bows Out— Red Rock Hill's Second Casualty

RED ROCK HILL in San Francisco's Diamond Heights has taken still another toll in its planned redevelopment. General Electric has notified the Redevelopment Agency that it has decided to abandon plans for building a \$33 million, 1000-unit complex for lack of adequate financing. Their application to the FHA for a stated amount for a mortgage insurance commitment was refused, causing the company to drop plans for this, their first try at a redevelopment project anywhere in the nation.

In 1965, Irvin Kahn and Norman Smith left the Rock Hill project with 72 unfinished apartments and a reputed loss of \$1.5 million. GE, who had a 10% interest in the development at that time took over paying off debts and finishing apartments. They scrapped the award-winning plans of architects James Levorsen and B. Clyde Cohen and commissioned Wurster, Bernardi & Emmons to start over. Some 22 acres of the land were rezoned, giving about half of it a lower density tag, and the other half a higher density and a more liberal height limit. Soon after the rezoning, GE expressed a disinterest in low-rise building and was granted permission to divest itself of the low density land. However, the company has never proceeded with any building.

Architectural Presentation Critiques Offered

A CONTINUING Architectural Presentation program, offered on a correspondence course basis, is now available. The course will offer instruction with emphasis on practical application of various techniques. During the series of assignments, specific outlines of presentation principles and final solutions and/or samples of various presentation techniques are furnished.

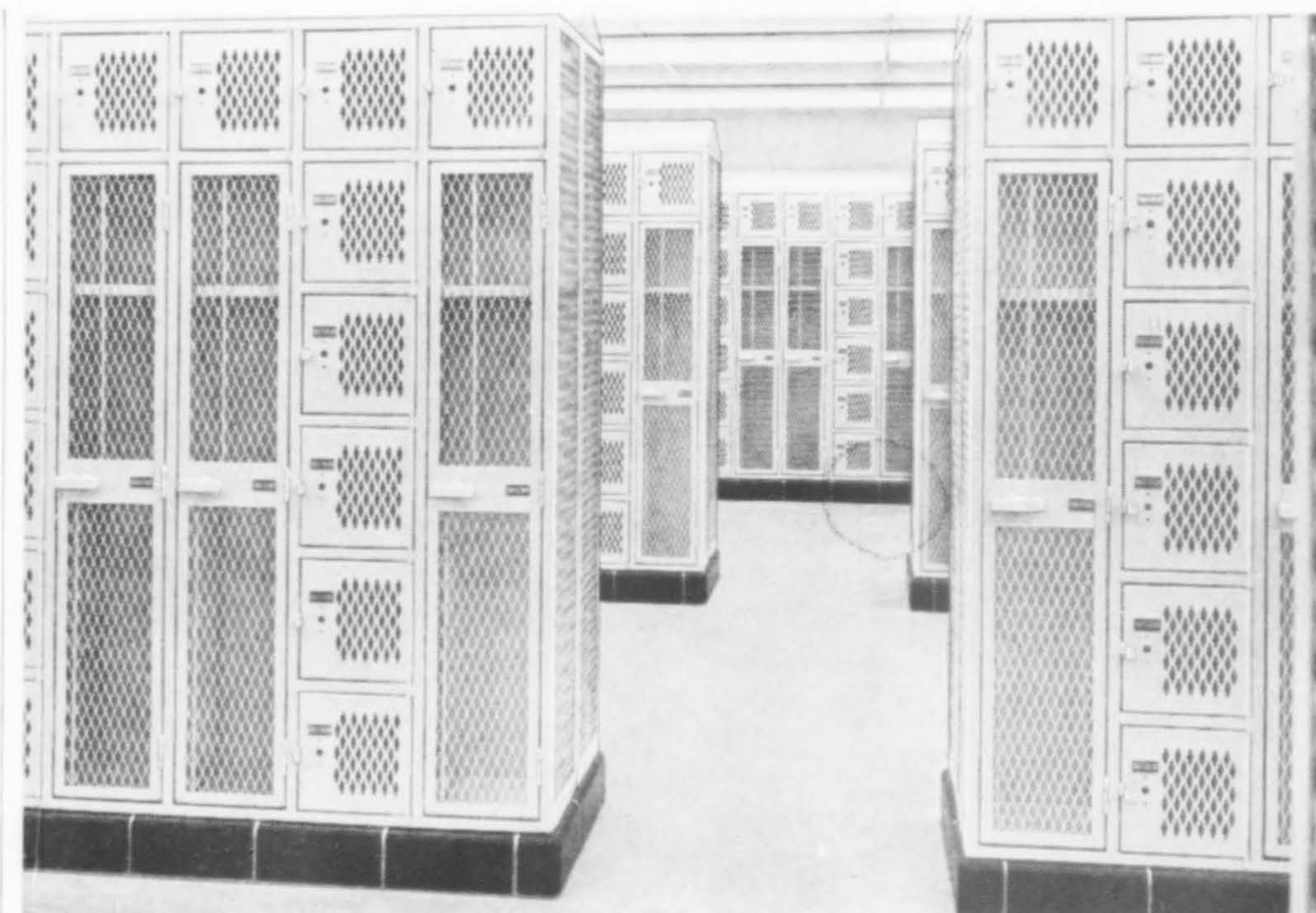
Further information from: A. M. Kemper, AIA, P.O. Box 67459, Century City, Los Angeles, Calif. 90067.

Ernest Braun Honored

ERNEST BRAUN, San Francisco photographer, is the 1968 recipient of the



Architectural Photography Medal awarded by the American Institute of Architects. The medal is given in recognition of outstanding achievement in architectural photography, and no more than one may be awarded in a single year.



Here's the combination that *unlocked* St. Olaf's problem!

The Athletic Department at St. Olaf College, Northfield, Minnesota, put together this winning combination to eliminate locker room problems. All of the locker combinations in the new \$2,423,000 Skoglund Athletic-Center use a 4:1 ratio of box lockers to dressing lockers.

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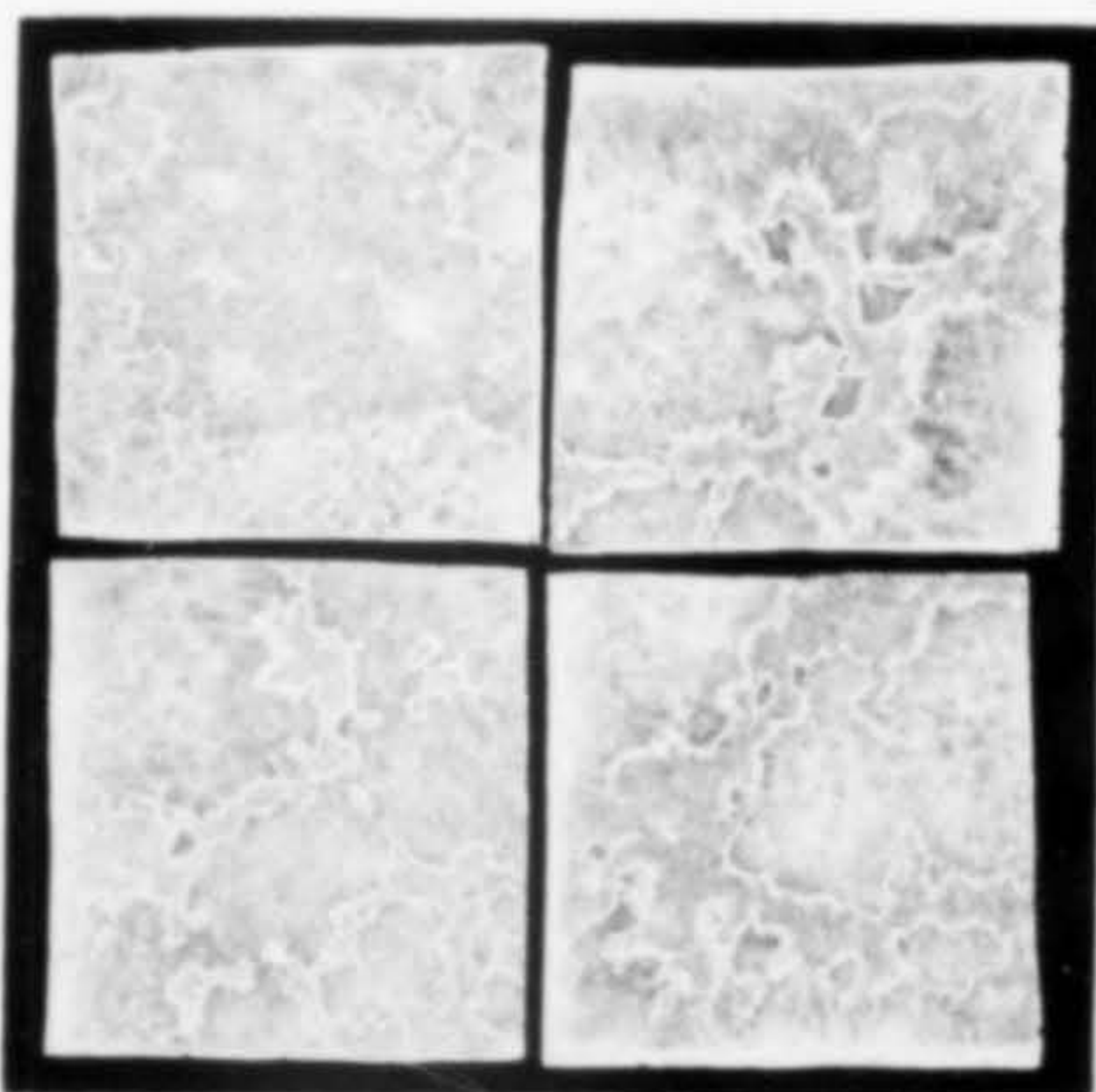
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Kenzo Tenge to Head San Francisco Design Team

KENZO TENGE, Japan's leading architect and the designer responsible for Tokyo's master plan, has been named by the San Francisco Redevelopment Agency to head a design team for the Yerba Buena Center, the first major urban renewal project south of Market Street. Associated with Tenge in preparing plans and marketing programs will be Lawrence Halprin & Associates, landscape architects; John S. Bolles & Associates and Gerald McCue & Associates, architects. All are San Francisco firms. The 30-acre project will include a convention center, sports arena, theaters, retail shops, restaurants and office spaces. An airport connecting link to the Center will be part of the study. This is a monorail proposal by General Electric for a downtown-to-airport system. Result of the entire study is expected by the end of the year.

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California State College Work Goes Private

CALIFORNIA STATE COLLEGE work will undergo a gradual transfer from the Office of Architecture and Construction to private industry, a situation that will probably take up to two years to complete. The OAC will continue to provide administrative services, contracting and fiscal management as well as construction supervision. It is expected that the office will also continue to be responsible for alterations and modifications to buildings. Cost figures have indicated that letting the work to outside firms will be more economical. The OAC came under Governor Reagan's survey on efficiency and cost control earlier this year and the report said that the state could save \$3 million annually by the use of outside architects plus other changes.

Height Limit Battle on International Market

WITH SUCH SAGE advice as "put your furniture mart in Candlestick Park, with a roof over it" and "be a planning commission, not an approval commission," the battle of the height limits for San Francisco's planned \$60 million International Market Center waged full strength. The POW (Protect Our Waterfront) people and the developers met in a five-hour hearing before the city's Planning Commission, ending in a recommendation by the commission that the development at the foot of Telegraph Hill be allowed to proceed. The developers have presented modified plans, reducing the original mart hotel height from 180-ft. to the existing 84-ft. limit. The battle now moves to the Board of Supervisors who have the final say with power to approve either way.

Four Developments to Cost \$140 Million

AMONG THE MANY multi-million dollar projects being planned in the West are these four:

In PORTLAND, Oregon, construction is expected to get underway on May 1 on a \$50 million, 12-year, residential-commercial-recreational development of Hayden Island in the Columbia River between Portland and Vancouver, Washington. It is expected to house 4,500 persons and create more than 1,200 jobs when completed in 1980. Plans, formulated for a 10-year period, include Jantzen Beach Center, an \$8 million, 550,000-sq. ft. merchandising center; three 12-story, 60-unit apartment houses to cost \$5 million each; development of 375 townhouses and 580 low-rise apartment units and 106 condominium-plan houses; office-technical facilities; shopping center; motel, theater and exhibit gallery; relocating Jantzen Beach Amusement Park.

In ELSINORE, California, the Corona Land Company has started construction on a \$45 million, 21,000-acre housing development at Canyon Lake. Plans include three beach areas, a lodge, restaurant and recreation facilities, an 18-hole golf course. The developers will offer 4,000 lots for single-family houses.

Near JACKSON, Wyoming a \$25 million all-year recreational and residential development is being planned in the Sierras at Kirkwood Meadow, 56 miles east of Jackson. Plans are on the drawing boards for extensive recreational facilities as well as 700 to 1,000 residential lots, hotels and condominiums.

In HAWAII plans have been announced for construction of a \$20 million 400-home marina community at Hawaii-Kai by Robert H. Grant and Company of Anaheim, California. Half of the homes will be sited on waterfront lots, each with docking facilities. There will be a recreational clubhouse to serve homeowners. The marina community is in the 6,000-acre master-planned community being developed by Kaiser Hawaii-Kai Development Company on the island of Oahu.

19-story Lloyd Building Under Construction

THE LLOYD BUILDING, a 19-story structure to be built adjacent to Portland's Lloyd Center, will be sited on a four-city-block location, planned for future expansion. The structure will be poured-in-place white concrete with bronze tinted glass for windows and spandrels. Flamed granite paving will be used for the plaza and lobby. Covered parking for 200 cars on two lower levels will be served directly by the building elevators. Cost of this first phase is estimated at \$8,000,000. The building was

designed by John Graham & Company. C. L. Peck Company is contractor.

15 Cities Needed for Southern California

SOUTHERN CALIFORNIA development within the next seven years must equal that of the size of 15 existing U. S. cities according to Alain B. Rogier, president of United Land Investment Company, Los Angeles. With the projected California population by 1975 set at 24.83 million, Rogier estimates that development must offer facilities comparable to Albany, New York; Seattle; Albuquerque; Charlotte, North Carolina; Montgomery, Alabama; South Bend, Indiana; Canton, Ohio, Dearborn, Michigan; Hammond, Indiana; Knoxville, Tennessee; Utica, New York; Niagara Falls; Little Rock and two Washington, D. C.s.

Albuquerque Redevelopment at \$42.2 Million

ALBUQUERQUE is looking forward to an expenditure of \$42.2 million for redevelopment in the downtown area and urban renewal, just east of the downtown area. The city's one-third share would be \$14.1 million with the federal government providing the rest, according to plans presented by City Urban Renewal Director Rex Allender. Voters have already approved \$3.3 million for the Grand overpass and \$2.5 million for a new police building. Other proposals will include a convention center and a library. A \$19 million schools facility is also under consideration.

Safdie's Concept of Student Union Building

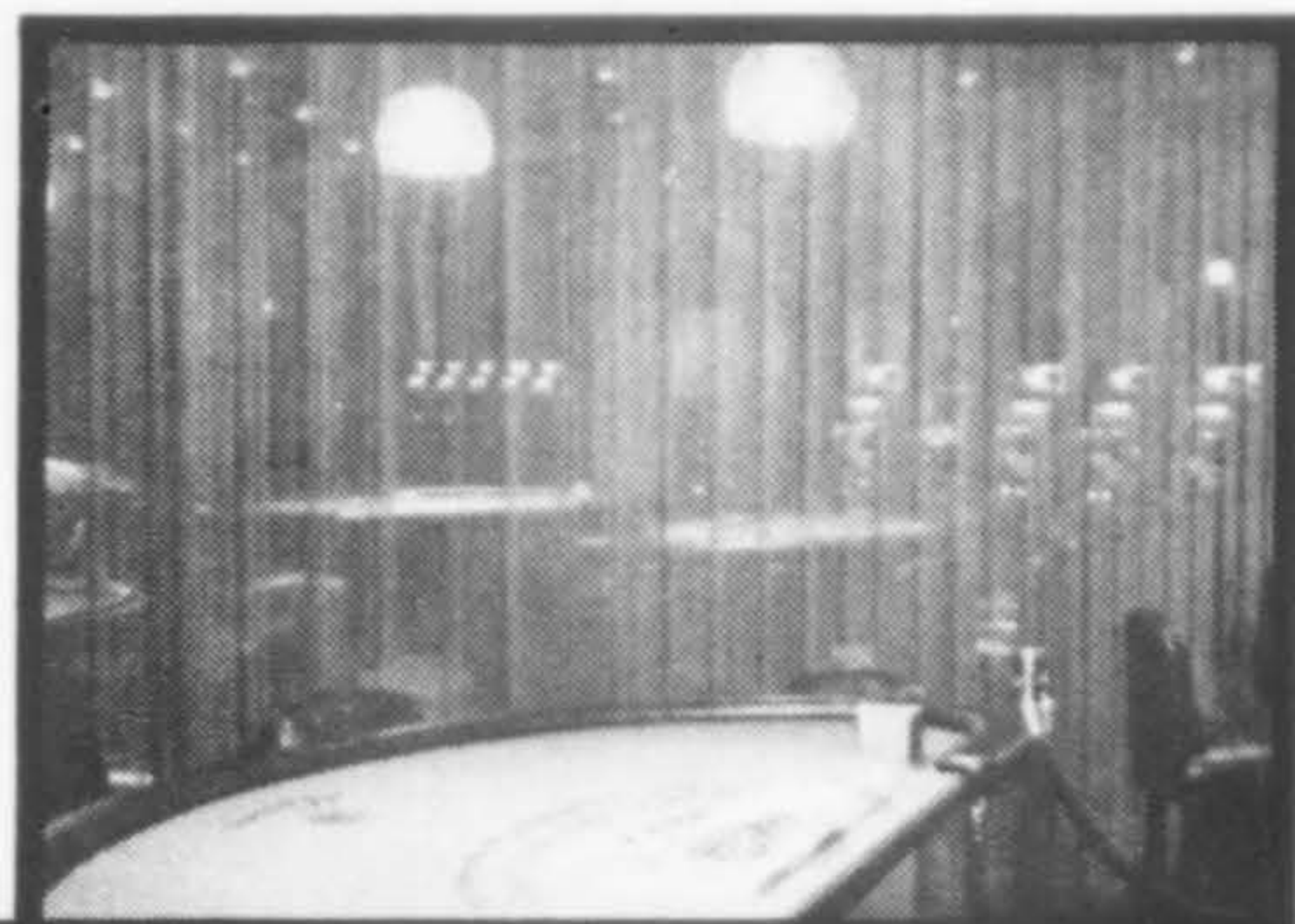
SINCE 1961 students at San Francisco State College have been formulating plans for a Student Union Building, a plan which now appears near fruition. A College Union Council formed that year to begin plans, recommended in 1967 that Moshe Safdie, 29-year-old Israeli architect who designed Montreal's Habitat, be retained. The recommendation was accepted by the State Colleges Board of Trustees, and the Board is expected to review the proposal late in May. Safdie, who is associated with San Francisco architects Edmund Burger and Patricia Coplans, has developed a modular unit concept of design which envisions a Polyhedral, many-faced, crystal-like enclosure with a diameter of 30-ft. This basic modular unit will be capable of being stacked and interlocked.

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In Portland:

A Governmental Complex

GOVERNMENT CENTER, a \$28 million, four-block complex planned for Portland, Oregon, is the culmination of two years of space studies and architectural planning. Wolff-Zimmer-Gunsul-Frasca-Ritter, Portland architects, in consultation with Pietro Belluschi, FAIA, have designed a center to accommodate city and county office and facilities needs to 1990.

Government Center has been planned as a connection between the present urban renewal extension and downtown Portland. It is adjacent to the present City Hall and County Courthouse which would remain in use for offices. The new complex includes a two-blocks Courts building, a Public Safety building for police facilities, and a parking structure of eleven levels to provide space for 900 to 1,000 cars.

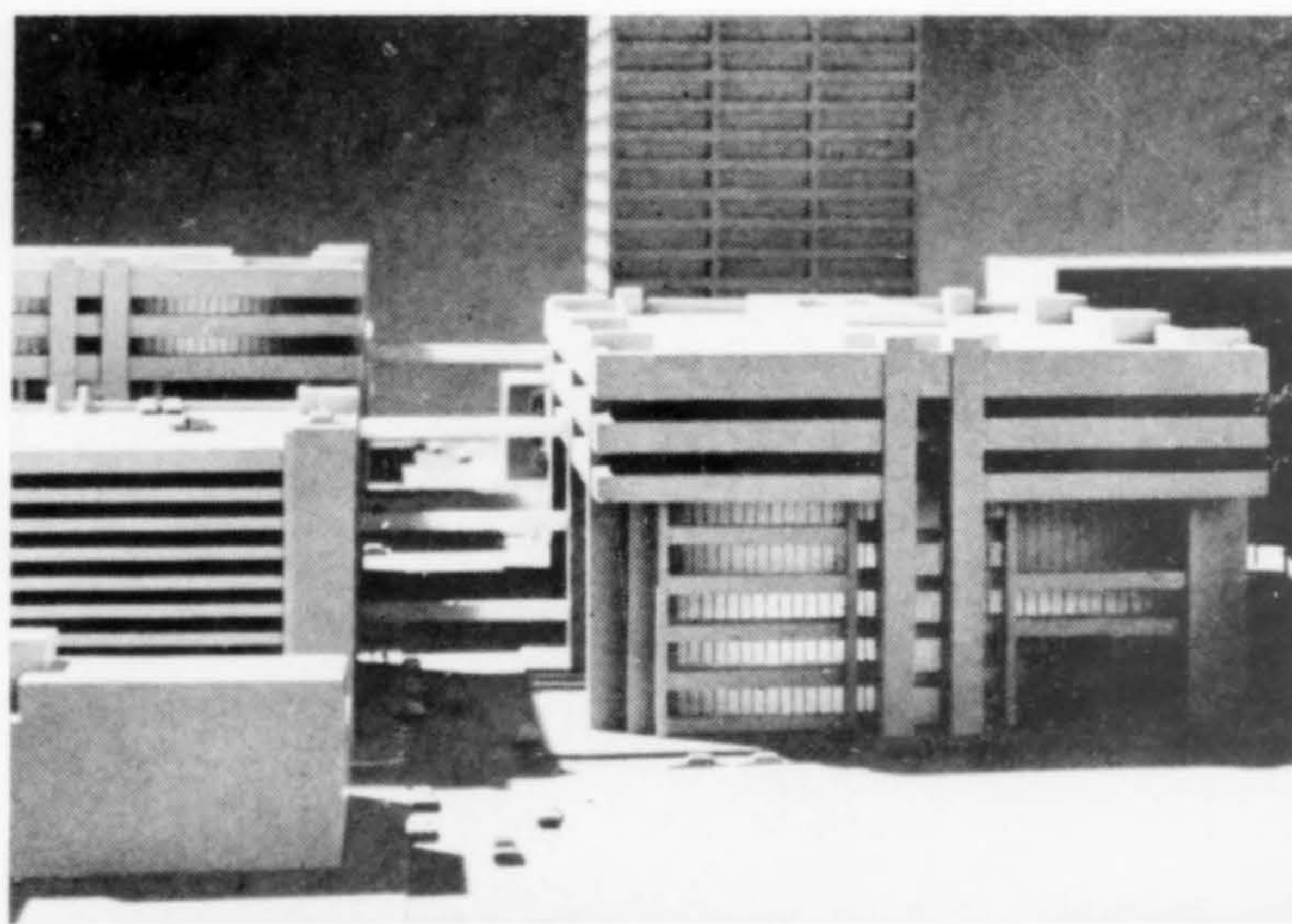
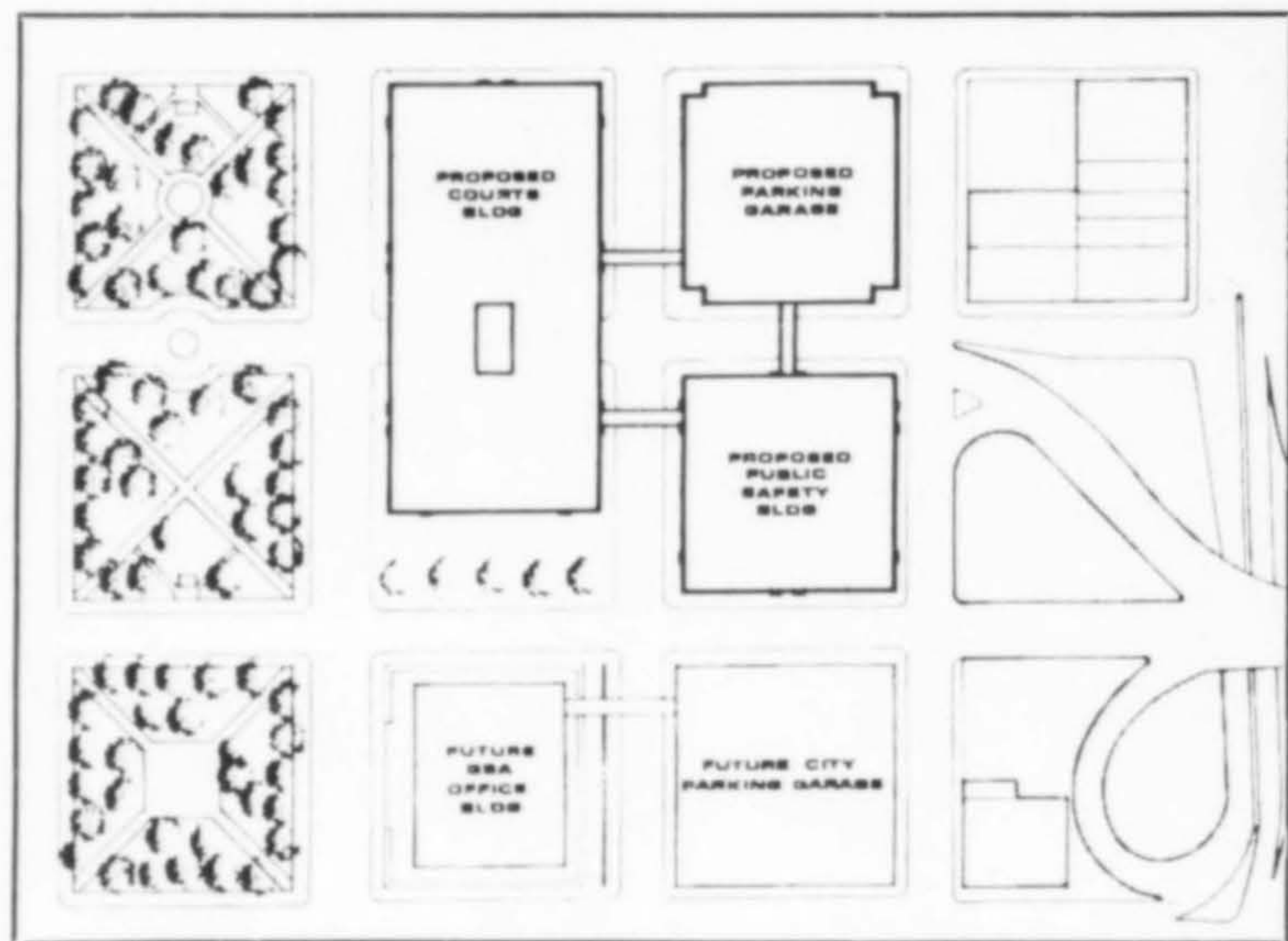
The plan anticipates that other new structures in the area, either presently under construction or in the planning stage, will aid in keeping the center from becoming an exclusive government enclave. These include the 29-story Georgia-Pacific building, a 20-story Government Services Administration building and a full block parking structure.

Two park blocks and the famed elk fountain are retained in the new plans with one new park block planned as an extension of the existing blocks. A plaza running through the Public Safety building provides access for waterfront development. This is in harmony with a Portland City Planning Commission recommendation for the removal of the Hawthorne Bridge, which at present connects the streets in the Government Center site. A new bridge would be built nearby, opening the center to the development of a waterfront mall. This is not, however, in the immediate future plans for the area.

The parking structure contemplated for the center would provide space for shops at ground level. The principal construction material, reinforced concrete, would be finished in an amber tone to relate to the sandstone facings of the present buildings.

If all financing details and ballot title form can be worked out in time, a bond measure for construction of the complex will be placed on the May primary ballot. If time is too tight to make the May deadline, the measure will have to wait until the November election.

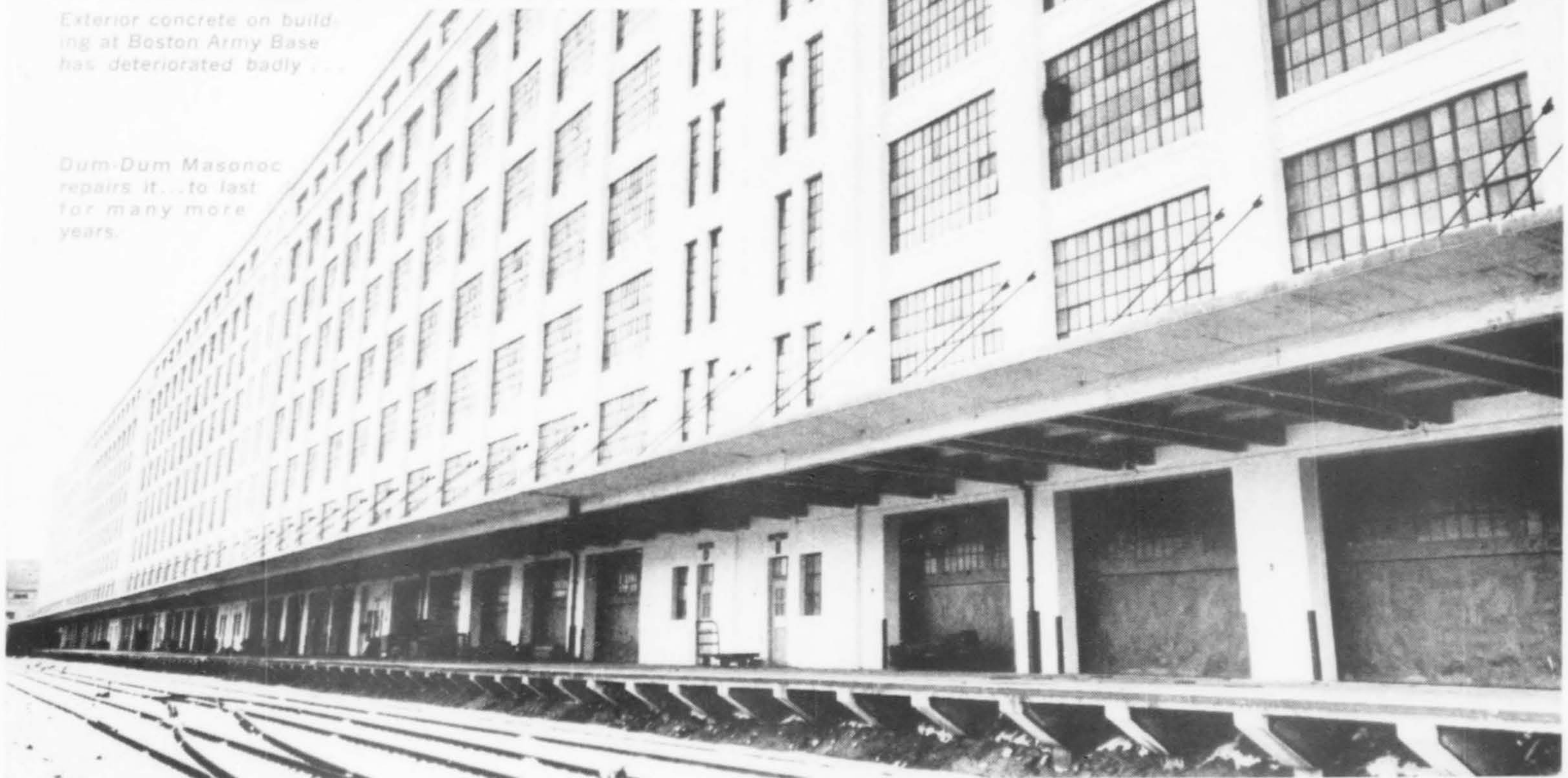
The plan is the result of a recommendation made by Space Utilization Analysts, Inc. (SUA) of Los Angeles who were engaged in 1966 by city and county officials to look into the area's future and project the needs as far ahead as 1990. The architectural firm was commissioned in 1967 to make design studies based on the SUA report and the preliminaries were presented to city and county commissioners on March 1.





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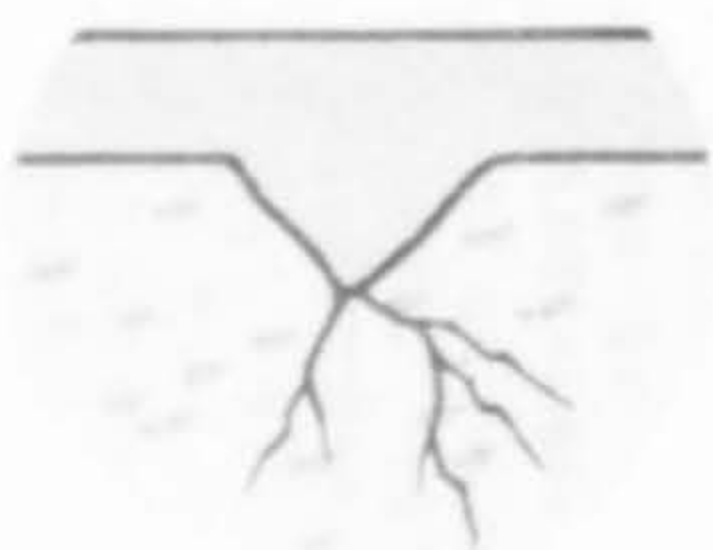
U.S. Army Photographs

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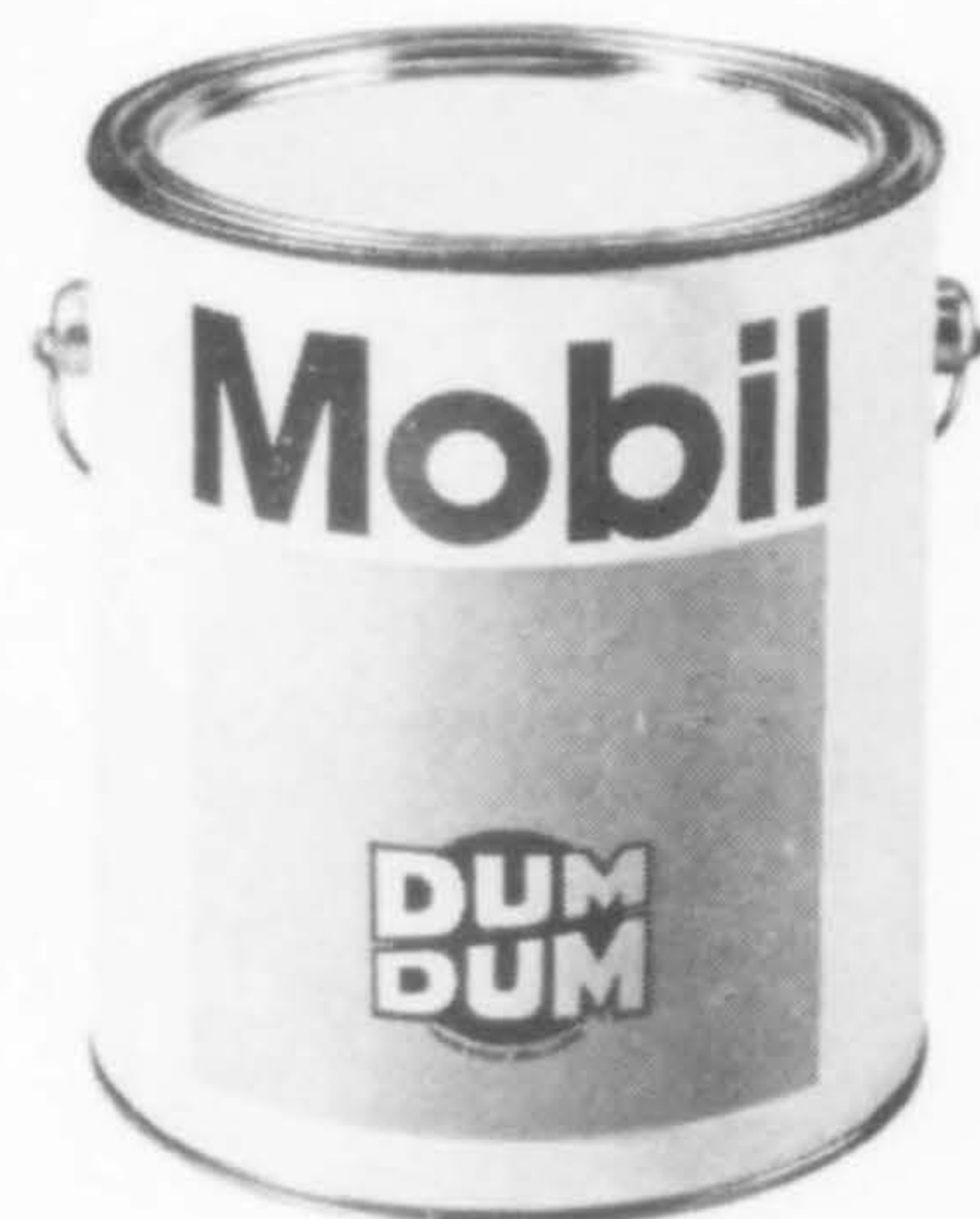
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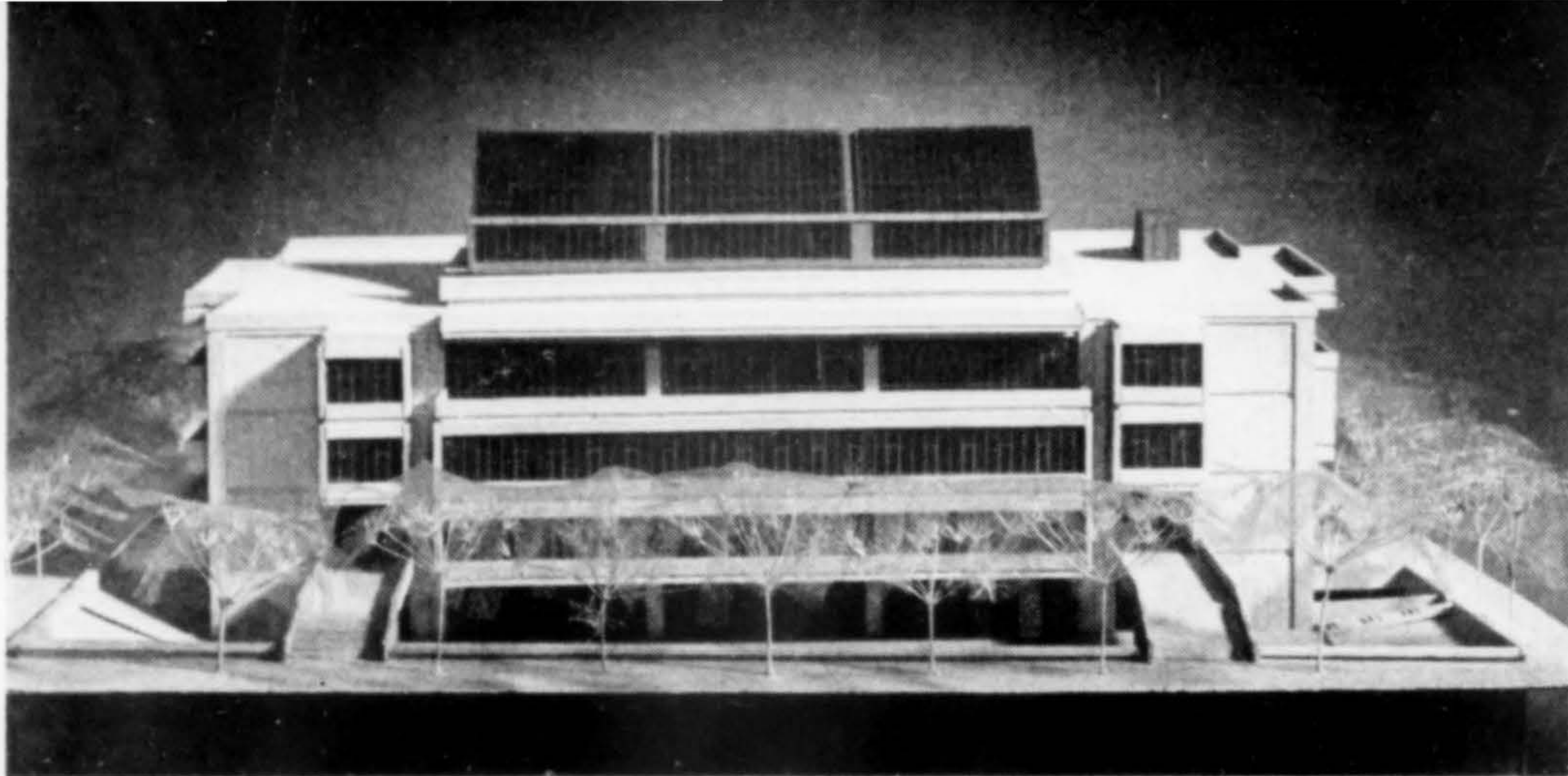
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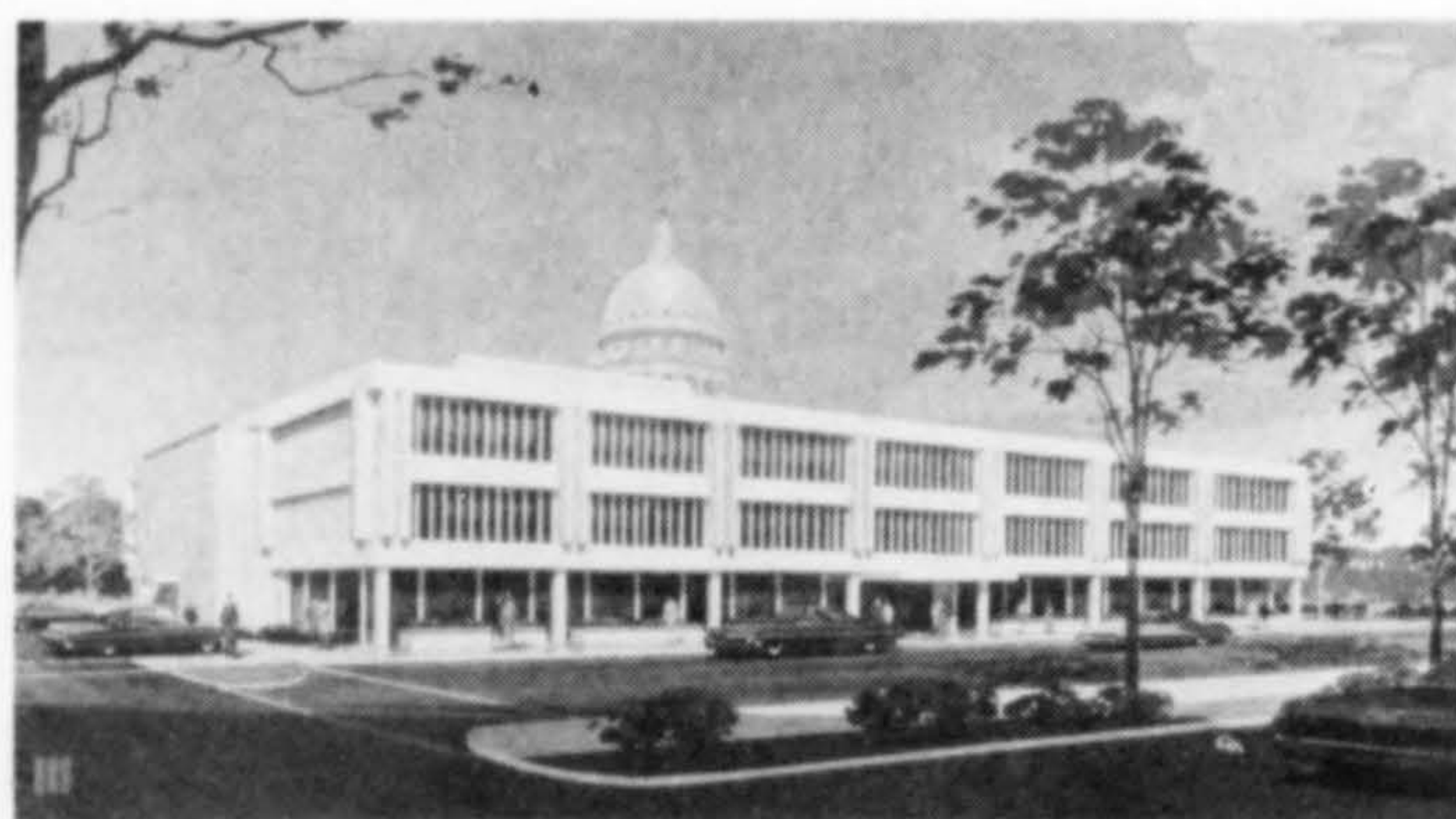
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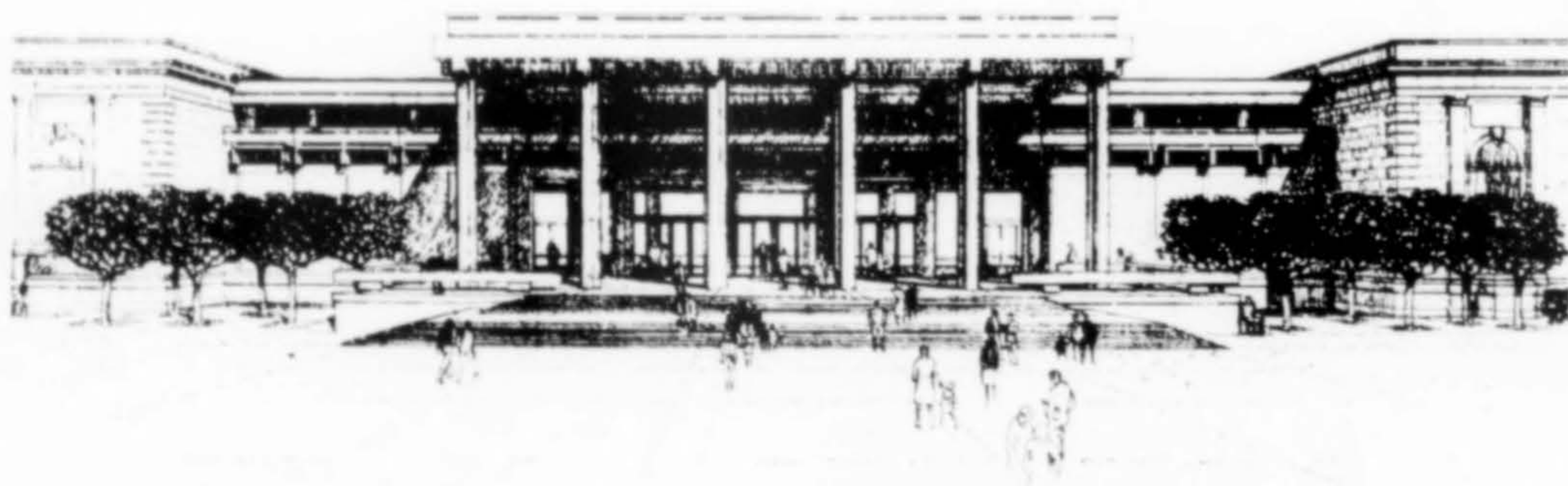
COLLEGE OF ARCHITECTURE and Urban Planning, University of Washington, Seattle, will be of reinforced concrete, with a four-story skylighted interior court. First phase, budgeted at \$3,000,000, will house design studios, library, offices, shops and laboratories, classrooms. Architects: Daniel Streissguth and Gene Zema in association with Dale Benedict, Grant Hildebrand and Claus Seligmann.



IDAHO STATE OFFICE building, Boise, Idaho, will be a concrete structure of three floors and a basement (100,000 sq. ft.), designed to accommodate two future floors. Estimated cost, first phase: \$2,000,000. Architects: Wayland, Cline & Smull.



MEDICAL BUILDING, Reno, Nevada, will accommodate 25 doctors and related facilities. The structure has a cast-in-place concrete frame with precast concrete fins on the facades. Cost: \$1.2 million. Architect: Hewitt C. Wells; Jacobsen Construction Co., Inc., contractor.



COWELL HALL at the California Academy of Sciences at Golden Gate Park, will feature a 170-ft. facade as a main entrance to the complex. The two story structure will house exhibit space on the main floor, administrative offices on the second, with a restaurant in the basement. Architect: Milton T. Pflueger; MacDonald & Nelson, Inc., contractor.

Offices

JAMES E. CALKINS, AIA, announces the opening of an office for the practice of architecture at 805 East Florida Avenue, Suite A, Hemet, California. He was most recently associated with Neste, Brudin & Stone, civil engineers of Hemet and San Francisco.

AFSETH, JACOBS & SCHMITZ, AIA, Architects, announce the opening of an office for the practice of architecture at 44 North Front Street, Medford, Oregon. Principals are Gary N. Afseth, D. Lorin Jacobs and Peter D. Schmitz.

ZELMA WILSON, AIA, has opened an office for the practice of architecture at 603 West Ojai Avenue, Ojai, California.

DONALD R. ROARK AND ASSOCIATES, Architects, AIA, Denver, announce the appointment of **JACK N. BELL**, architect, as an associate member of the firm.

CTA ARCHITECTS-ENGINEERS-PLANNERS, Billings, Montana, announces the promotion of architect **R. MARTIN ANDERSON** to the position of associate with expanded duties as project architect in the design and planning of medical facilities. He has been with CTA since 1959.

MARK A. LECHOWSKI, architect, has been named an associate of the San Francisco firm of **REX WHITAKER ALLEN & ASSOCIATES**. He joined the Allen firm four years ago and is currently serving as director of design.

Opening of a Honolulu office has been announced by **NARAMORE, BAIN,**



BRADY & JOHANSON, Seattle architectural firm. **WILLIAM M. SVENSSON** is resident architect in charge of the new office which will offer a practice in urban design planning as well as architecture. Svensson has

been with the firm since 1950.

CONRAD H. ENSIGN has been appointed project architect and office manager of **DORMAN/MUNSELLE ASSOCIATES**, Los Angeles architectural firm. He had recently maintained his own office.

CLIFFORD W. MOLES has been named an associate of BURKE, KOBER, NICOLAIS & ARCHULETA, Los Angeles architectural and engineering firm. Moles, a project architect who joined the firm in April, 1966, was previously associated with Daniel, Mann, Johnson and Mendenhall.



ABRAHAM KRUSHKOV has been named vice president of planning of DANIEL, MANN, JOHNSON & MENDENHALL, Los Angeles. He joined DMJM in 1967 and has been director of the firm's city and regional planners in the Los Angeles San Francisco, Hawaii and Washington, D.C. offices.

LEO A. DALY & ASSOCIATES, planning architectural-engineering firm, has named two new executives: ROBERT C. SMALL assumes the post of executive director in the Seattle office, succeeding HAROLD K. LOCKWOOD, promoted to vice president for operations, with headquarters in Omaha, Nebraska.

Promotion of two architects to posts of associates with BROOME, SELIG & ORINGDULPH has been announced by the East Portland architectural firm. Elevated to the newly created posts



STAEHLI

HOWELL

are ALFRED M. STAEHLI and JAMES M. HOWELL. Staehli has been with the firm since 1962 and is in charge of BSO's specifications department. Howell, with the company four years, is in charge of the production department.

RUDY L. VELAND has been named assistant director of design for CHARLES LUCKMAN ASSOCIATES, Los Angeles. Also joining the Luckman staff is WALTER K. ZELL of Zurich, Switzerland.

QUINTON ENGINEERS, LTD., has announced the appointment of MARVIN J. ROSVOLD, architect, to the position of Chief Architect of the Los Angeles-based planning / engineering / architecture firm. Rosvold has spent the past few years in Saigon on government projects.

JOHN GRAHAM & COMPANY, Architects & Engineers, Seattle, has advanced four key men to the rank of associate. WILBUR ROSCALL, architect and director of production, has been with the firm 13 years; DANIEL SULLIVAN, director of mechanical engineering, has been with John Graham & Company since 1955; LESTER POOLE, director of structural engineering, joined the company in 1958; EMIL ANDERSON, a senior designer, is responsible for the planning of hotels and other large commercial buildings.

VICTOR GRUEN ASSOCIATES has announced the promotion of architect and planner, KI SUH PARK, to vice president of the Los Angeles based architectural, engineering, and planning firm. In the new position, he will serve as principal in charge of planning and design projects while continuing as director of the firm's overall planning operations. Prior to joining the Gruen firm as a senior planner in 1961, Park was associated with John Lyon Reid & Partners in San Francisco; Linenthal & Becker, Boston, and Adams, Howard & Greeley, Cambridge.



PETER AYERS has joined the Renton, Washington architectural firm of OLSON-RICHERT-BIGNOLD. He formerly headed his own design firm in San Jose, California.

WALTER G. JAMESON has been named architecture and landscape architecture consultant for WERNER S. STORCH & ASSOCIATES, INC., Portland-based consulting engineering firm. Prior to the new association, Jameson was a partner in the architectural firm of Jameson & Harrison, Peoria, Illinois.

Architect R. EDWARD PETERSON has been made a partner in the architectural firm of JONES - FEHLBERG ASSOCIATES, Twin Falls, Idaho. He was associated with firms in Salt Lake City and Boise prior to joining the Twin Falls firm in October 1966.



HARRY B. RICH, architect, an associate for three years of the Seattle firm of RICHARD BOUILLON & COMPANY, has been named a partner.

RICHARD F. ROTI of the architectural staff of T. Y. LIN & ASSOCIATES, Los Angeles, has been named an associate of the firm.



The firm of KRUSE & FITCH, AIA, Architects, Coos Bay, Oregon, announces the appointment of JACK K. BEALS as an associate. He has been with the company since 1964.

Address changes have been announced by the following offices:

- GILBERT OLIVER, ARCHITECT — 2152 Union Street, San Francisco.
- FRED RODRICK BLECKSMITH, JR.—415 Redwood St., San Diego.
- ARTHUR D. DECKER, AIA—498 North Magnolia Ave., El Cajon, Calif.
- HOWARD F. THOMPSON, AIA—730 Gateway East, Century City, Los Angeles.
- KEITH S. CHRISTIAN—1010 Hoyt S.E., Salem, Oregon.
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People

FRANK E. McCLURE, Oakland consulting engineer, has been elected chairman of the California State Advisory Board to the Office of Architecture and Construction for the Field Act. J. WARREN WRIGHT, Bakersfield architect, is serving as vice chairman.

Portland architect JACK BROOME has been appointed by Oregon Governor Tom McCall to a newly-created statewide "Governor's Committee for a Livable Oregon". This 24-member committee was created to stimulate and coordinate activities on the part of state agencies and local communities to enhance environment conditions within the State.

JON J. DANIELSON, Spokane architect, has been appointed Facilities Planning Coordinator at Eastern Washington State College, Cheney, Washington. This is a new position created for the design unification of the campus.

Architect YOUNG G. LEE has been re-elected president of the Oakland Chinese American Citizens Alliance, a civic, social, fraternal group.

ROBERT E. AEGERTER has been appointed college architect at Western Washington State College, Bellingham. In his new post he will be responsible for campus planning and architecture and will administer architectural and engineering contracts for capital projects. A graduate of Iowa State University (1958), he has been with Sovik, Mathre and Madsen, Architects, Northfield, Minnesota, since that time.

Montana Governor Tim Babcock has reappointed architect ROBERT E. FEHLBERG, Billings, to a five-year term on the Montana Arts Council, following completion of a one-year term.

HUGH DAVIES, 83, Long Beach, California architect, died in February while on a South American cruise. He had been a member of the American Institute of Architects since 1927.

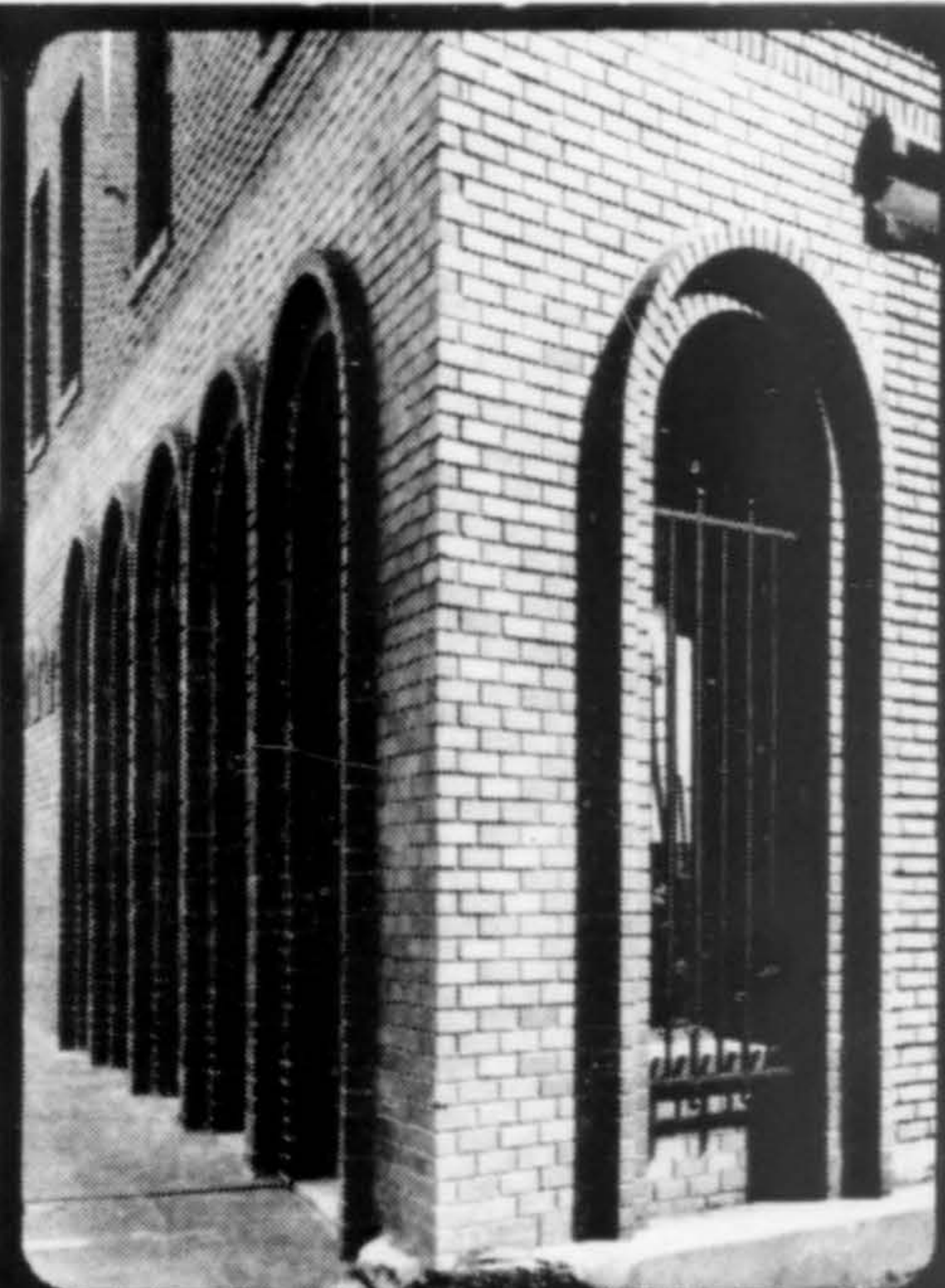
MATTHEW E. TRUELLE, 75, retired Arizona architect who had practiced in that state 24 years, died February 28 in a Phoenix hospital. He was architect for the Sahara Hotel in Phoenix, the convent at the Church of St. Agnes, the rectory at St. Anthony's Church and eight National Guard armories in Arizona.

LIONEL H. PRIES, 70, retired Seattle architect died Sunday, April 7, following a two-week illness. He received his B. A. from the University of California in 1920 and his M. A. from the University of Pennsylvania. From 1924 to 1928 he practiced in Santa Barbara when he went to Seattle to teach at the College of Architecture at the University of Washington, a post he held until his retirement in 1960. Following his retirement he was associated with the firm of Durham, Anderson & Freed, and from 1961-1965 with John Graham & Company.

LORENZO S. (BING) YOUNG, 73, Salt Lake City architect, died late in March in a Honolulu, Hawaii hospital following surgery undergone while on a visit there. An architect for over 40 years, he was a partner in the firm of Young & Fowler Associates. A graduate of Pratt Institute, he helped design 700 buildings, among them Kingsbury Hall and the new library at the University of Utah.

ERLING H. BUGGE, 56, Seattle architect, died in that city on March 28. A graduate of the University of Washington, he had practiced architecture for 33 years, and was most recently associated with Young, Richardson & Carleton.

SEATTLE HISTORY GOT A BREAK WITH THIS FINE EXAMPLE OF PRIVATE URBAN RENEWAL, A SORT OF PEOPLE TO PEOPLE, BRICK TO BRICK PROJECT IN THE PIONEER SQUARE AREA.



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Robert G. Mallory, *vice president*
Ernest L. Pogue, *secretary*
John J. Heimerich, *treasurer*
Joseph F. Boehning, Van Dorn Hooker and John P. Varsa, *directors*

The SANTA FE CHAPTER, AIA, officers for 1968:

Richard S. Clark, *president*
Charles R. Lugton, *vice president*
Terrance Ross, *secretary-treasurer*
Kenneth S. Clark and Albert S. Merker, *directors*

Officers for 1968-69 of the MONTANA STATE BOARD OF ARCHITECTURAL EXAMINERS are:

John O. Ballas, Missoula, *president*
Leonard R. Sundell, Billings, *secretary*
A. Calvin Hoiland, Great Falls, *treasurer*
Harold C. Rose, Bozeman, *executive secretary-treasurer*
James D. Gough, Jr., *assistant executive secretary-treasurer*

NEW MEXICO SOUTHERN Chapter, AIA, has named the following to serve for 1968:

Loren E. Mastin, Mesilla, *president*
D. Craig Protz, Roswell, *vice president*
Luther V. Bullock, Las Cruces, *secretary-treasurer*
Beryl Durham, Carlsbad, and Frank M. Standhardt, Roswell, *directors*

The INLAND CALIFORNIA Chapter, AIA, has elected the following officers for 1968:

James E. Calkins, Hemet, *president*
R. Ross Herrick, Riverside, *vice president*
Rudolph F. Voss, Ontario, *secretary*
Laszlo E. Sandor, Palm Springs, *treasurer*
William F. Cody, FAIA, Palm Springs; Robert H. Ricciardi, Palm Desert, and Dale W. Ponsor, Upland, *directors*.

THE ARCHITECTURAL GUILD, support group for the University of Southern California's School of Architecture and Fine Arts, has elected the following to office:

Robert E. Faxon, Los Angeles, *president*
Charles Fry, Pasadena, *vice president*
Richard Dorman, Los Angeles, *secretary-treasurer*
Harold Hauf, Los Angeles; John Parkin, Ontario, Canada; Frederick Emmons, Santa Monica, and Wayne Williams, Pasadena, *directors*

Events

INTER-AMERICAN CONFERENCE ON MATERIALS TECHNOLOGY, Convention Center, San Antonio, Texas, May 20-24.

Annual convention and exhibition, CONSTRUCTION SPECIFICATIONS INSTITUTE, Denver Hilton, Denver, Colorado, May 27-29.

SPACE PLANNING AND BUSINESS INTERIORS seminar, Pratt Institute, Brooklyn, New York, June 10-14.

The 53rd annual conference of the BUILDING OFFICIALS CONFERENCE of America, St. Paul Hilton, St. Paul, Minnesota, June 8-14.

The 68th annual meeting of the AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS, Sheraton-Brock Hotel, Niagara Falls, Ontario, Canada, June 23-26.

AMERICAN INSTITUTE OF ARCHITECTS annual convention, Coliseum, Portland, Oregon, June 23-27; Illikai Hotel, Honolulu, Hawaii, June 28-29.



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WHERE THE ARCHITECTS HANG THEIR HATS

A TWO-STORY brick warehouse, 60-years-old, was remodeled into the pleasant offices occupied by Rockwell & Banwell, FAIA. Brick walls and wood were retained in the renovation without paint or other finish. Obscure glass in the vast loft space was replaced with clear glass to admit natural light and to take advantage of the waterfront view. Redwood tongue and groove partitions were kept low and doors omitted between spaces. Light fixtures were hung low to enhance the pleasing quality of the high ceiling space. Floors are carpeted in dark green wool. Furniture, except for seating, was designed for the office and is of American white oak.

The firm of Rockwell and Banwell was founded in 1962 although the two principals have been partners in architectural practice since 1953 when both were with the firm of

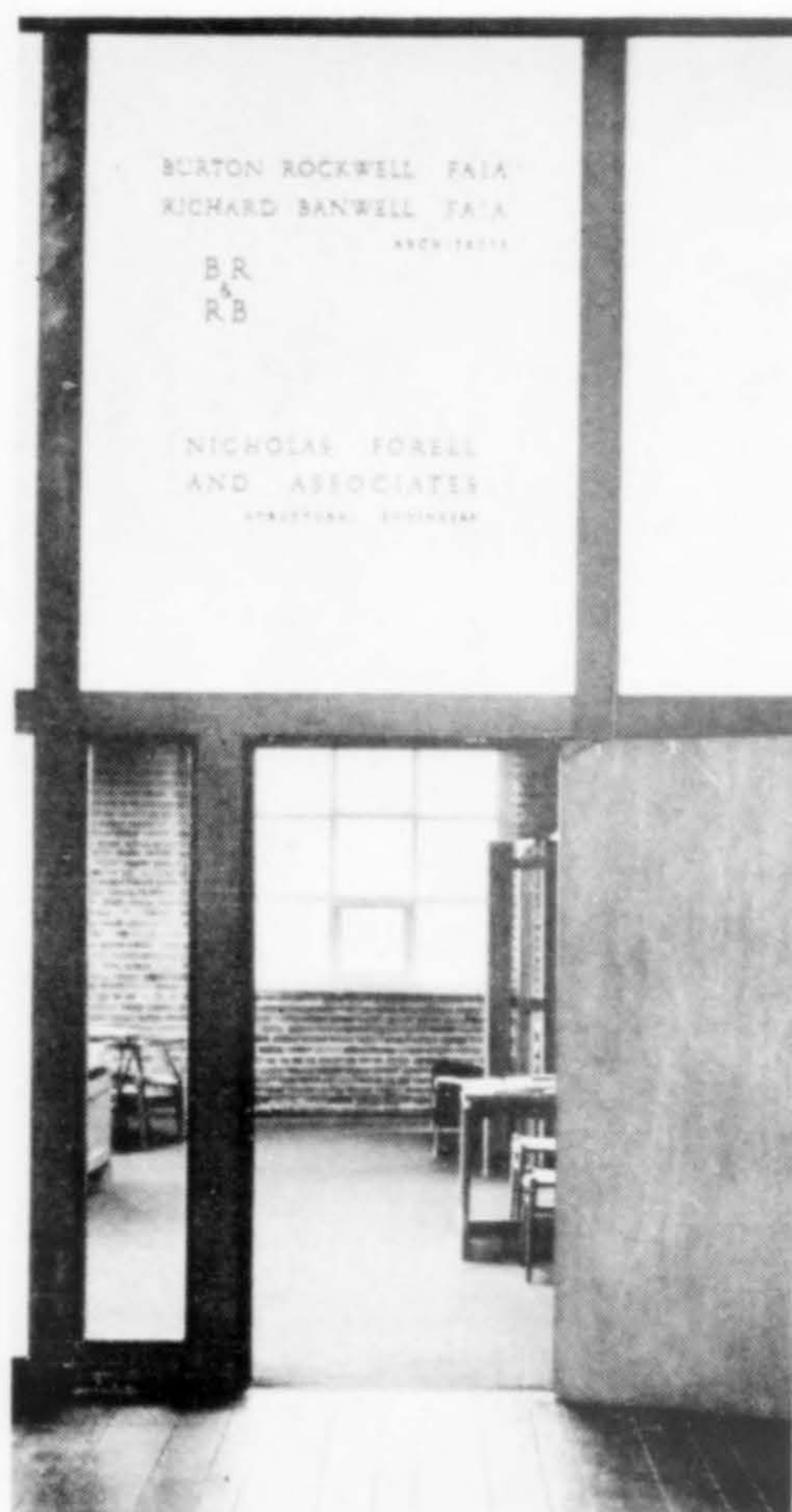
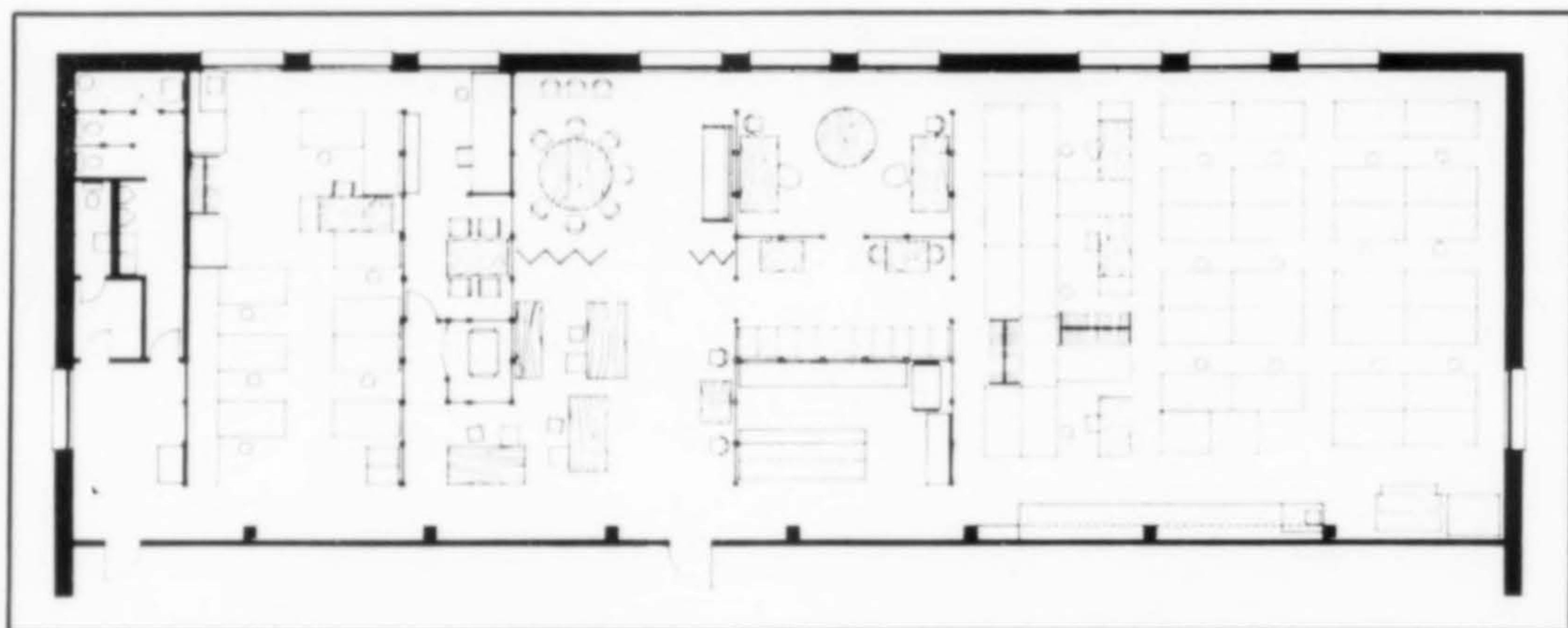


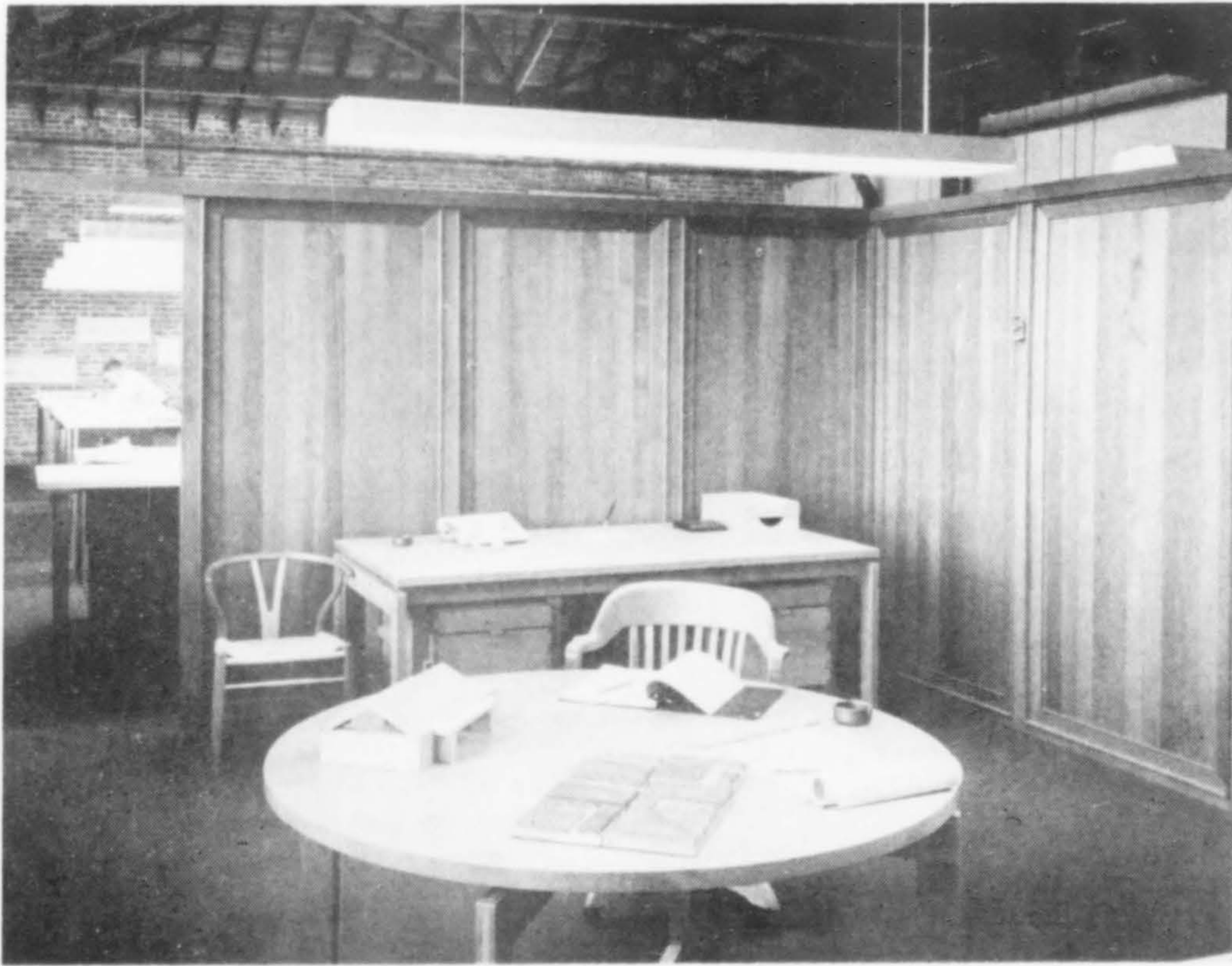
ROCKWELL & BANWELL, FAIA

San Francisco, California

Reid, Rockwell, Banwell & Taries. Burton Rockwell obtained both his B.A. and M.A. from Massachusetts Institute of Technology (1947). Richard Banwell received his B.A. from the University of California (1937). Both are members of the College of Fellows, American Institute of Architects; both have served as president of the Northern California Chapter, AIA, and Burton Rockwell is presently serving as president, California Council, AIA. Both are, or have been, active in professional, government and civic affairs.

The office staff numbers about 20. Work is varied with schools outnumbering other projects. Four others hold positions of responsibility in the firm; Charles Hanf, senior architect; Charles Holcomb, field supervisor; Robert Forscutt and John Cutler, project architects.





A Statement by Lawrence Halprin on THE FOUNTAIN SCULPTURE IN GHIRARDELLI SQUARE

I WRITE this statement to explain my office's position on the new sculpture placed in the fountain I designed at Ghirardelli Square.

We are violently opposed to it!

This sculpture was placed in a square which I with my associates designed—in a series of open spaces we conceived—in an area I (along with my colleagues Wurster, Bernardi and Emmons) have planned. It consists of two bronze mermaids, turtles, and frogs.

It violates the basic ideas I initiated and goes counter to my philosophies of design. I must repudiate it, and make clear to my colleagues and the people of San Francisco that I am unable to support it in any way, nor am I responsible for its existence.

It must be judged not only as a piece of sculpture but in the context of environment in which it was placed.

This sculpture is out of character with the space it is in; it is at the wrong scale for the plaza; and in my view completely out of character with the design intent of Ghirardelli Square.

From the very inception of designs we had always planned to have a

sculptor make, in the Square, an element consisting of metal and water. I had conceived of an event where the materials of the fountain would come together forming the water, giving it shape. My conception was one in which the interplay of water and metal would give free play to the essential qualities of water—not formalized and constrained but organically evolved. I had thought of the water and its containers as being mutually interwoven. I had thought of the *sound* of the water as important, of the light and sprays and droplets as significant elements in its design. I had hoped for a grand scale of tallness and water dropping from heights. I had hoped that this fountain would engage people in its own activity, making them part of the event, giving them a sense and opportunity for participation. I did not think a static form appropriate—one which people would look at curiously and then leave—but of something open-ended, engaging their imagination—something one could come back to and each time derive something new from.

I did not think this should be a representational form because that would fix the design into an immutable, established shape which would inevitably have specific meaning.

I did not want a sculpture *in* the fountain. I wanted the fountain to *be* the sculpture!

At the beginning the water was temporary—waiting for the sculpture. We eagerly anticipated the final design as adding to the quality of the Square. But what has been designed and installed are two bronze mermaids riding two bronze turtles with some frogs, all in the water. Why mermaids? Why turtles? Why frogs?

I have had long dialogues with the sculptor explaining my attitude and describing the intention of the spaces. I have explained that the Square is for people to be in and move in, that the adventure of involvement would be demeaned by something so specific. It is too limiting. One gets hung up by the mermaids, the turtles, and the frogs.

The only answer has been, "That is what I want to do."

I am concerned, as well, for the balance between old "victoriana" and newness in the Square. The balance, I believe, is tipped by this sculpture in the wrong direction.

The great lesson of Ghirardelli—what makes it important not only for San Francisco but a lesson for other cities as well—is that the old can be preserved and put to use and be married to the new, to the mutual advan-



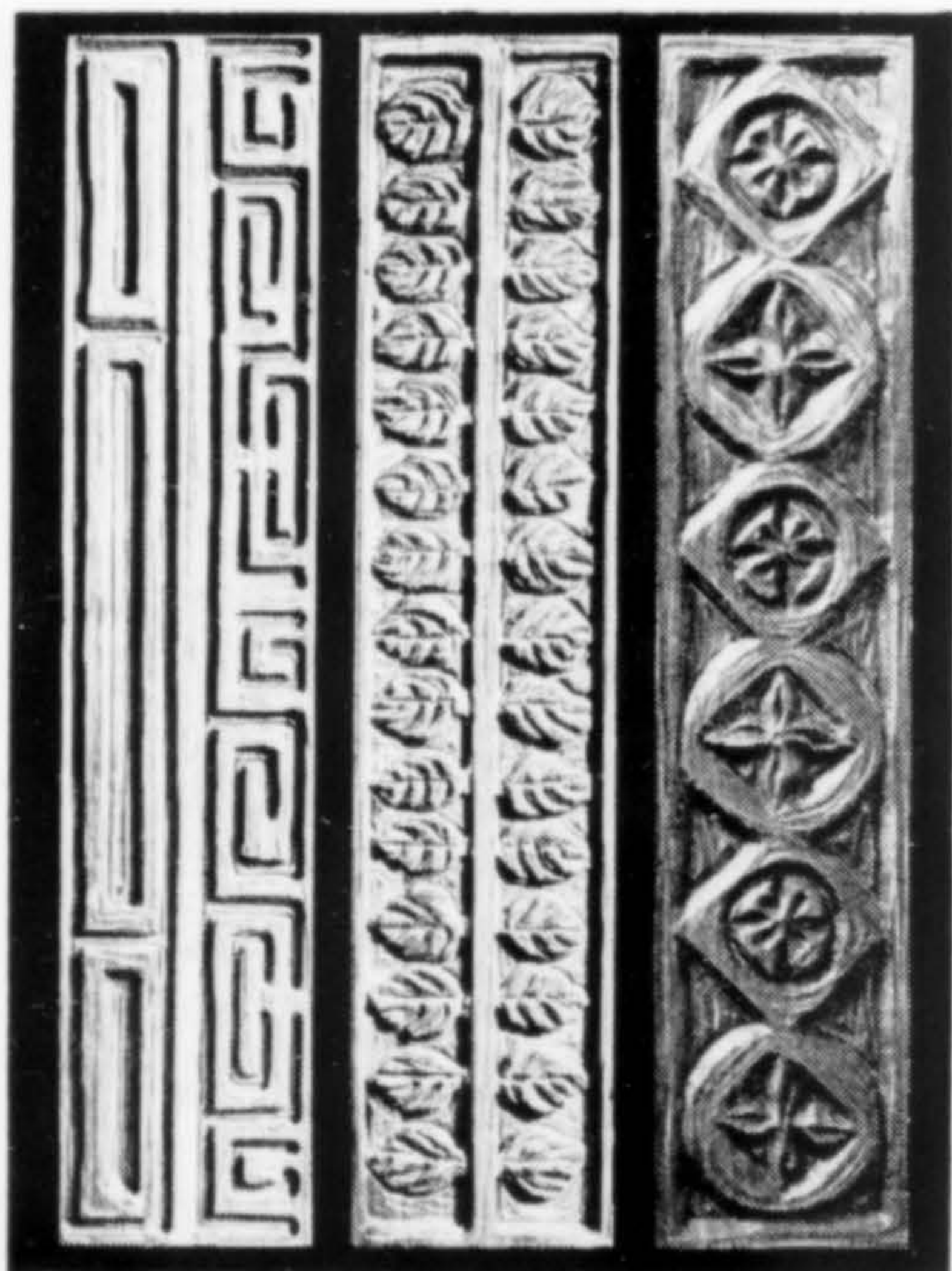
Joe Rosenthal photo for San Francisco Chronicle

tage of both. But the balance of old and new must be preserved. This was a point of view agreed upon by all of us including the owner! We established early the idea that we would not fall prey to pseudo-victorianism, which is an easy road to follow; that what was old would remain, but that new things would be designed *new*. That has been a hard principle to follow. Too much has already been violated. There are, I believe, already too many victorian overtones invading the Square. The fountain has tipped the balance. What should have made a strong contemporary statement stands instead in the old camp. I am dismayed!

Finally, there is the "principle of the second man", explained so well by Edmund Bacon in his *Design of Cities*. It is a simple idea on a magnificent theme. The principle is that the design of groups of buildings, of plazas and squares, is ultimately culminated by the second designer, not the first. The first designer sets the framework, establishes the character, works out an idea. But then, quite correctly, other designers come along who by their talents and abilities are asked to add their mark to an existing composition. In the Renaissance this was clearly understood—the second man owed a responsibility to the first, not to him personally but to his idea, to his seminal concept.

That principle has been violated here. The second man has given no thought to the idea or the concept or the purpose. He has done only what has pleased him and his own ego. He has not been able to work within the overall concept and its basic intention. He has violated the Square.

Remove the bronze mermaids, the turtles, and the frogs!



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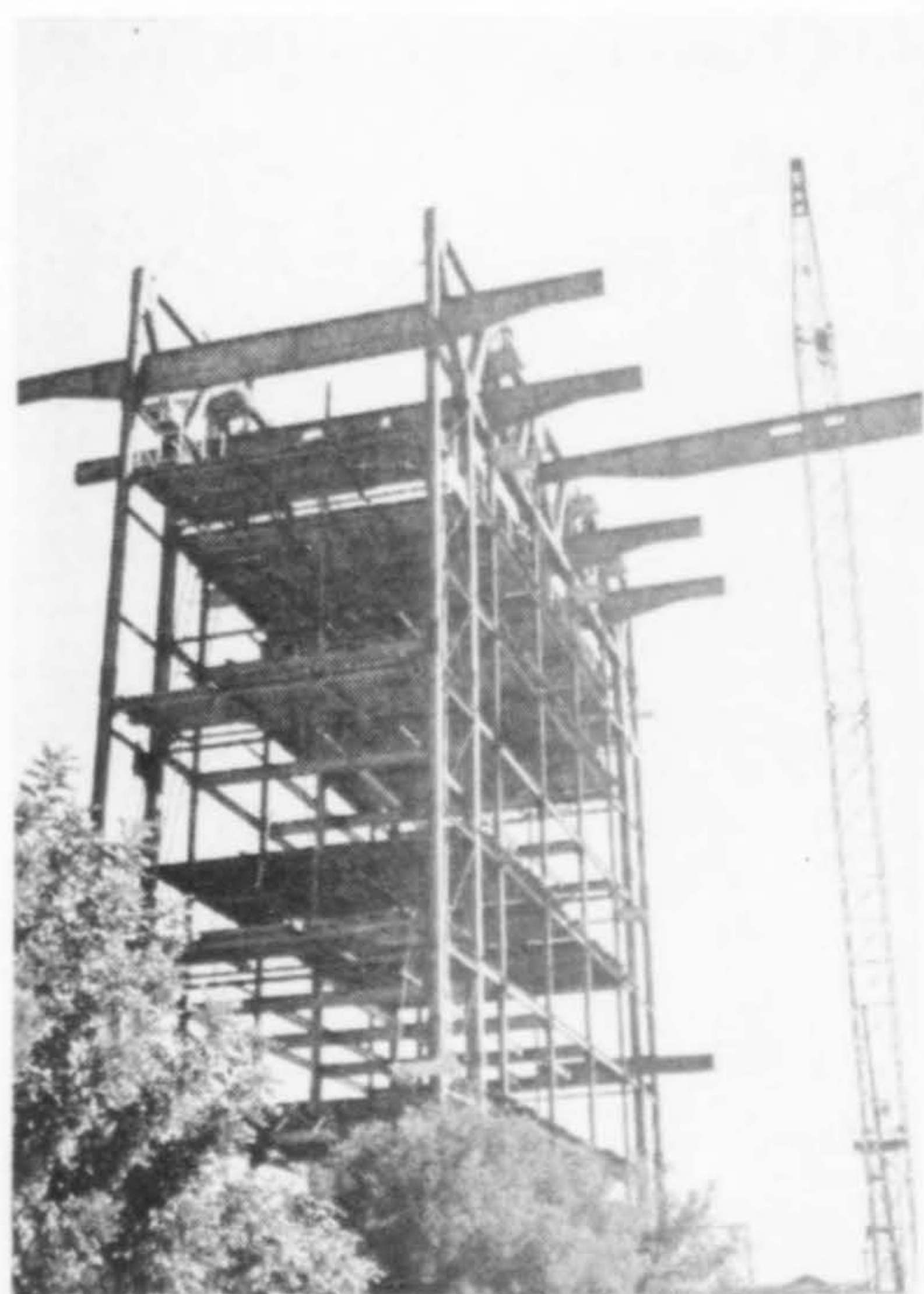
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WHEELER & GRAY/Structural Engineer
C. W. DRIVER, Inc./General Contractor



Hanging Offices . . .

LOCATED ON an expensive site at the corner of Riverside Drive and Woodman Avenue in Sherman Oaks (in suburban Los Angeles), this branch building of a savings and loan association is clearly visible from the Ventura freeway.

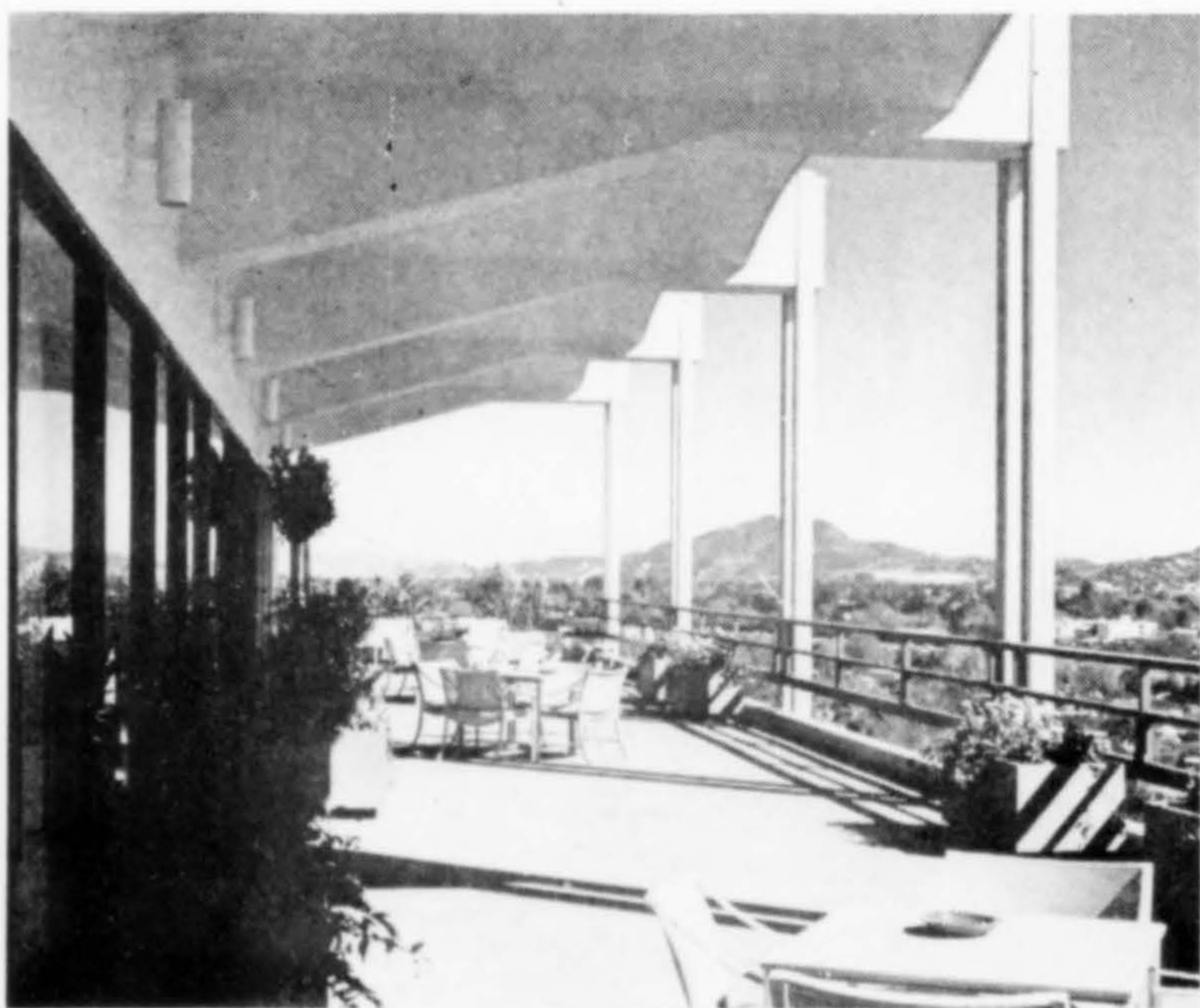
Client requirements included ground floor locations for all public contact operations, additional spaces for loan processing, an employees lounge and a museum of Lincolniana. Subjective requirements were to reflect the association's interest in and concern for the local community.

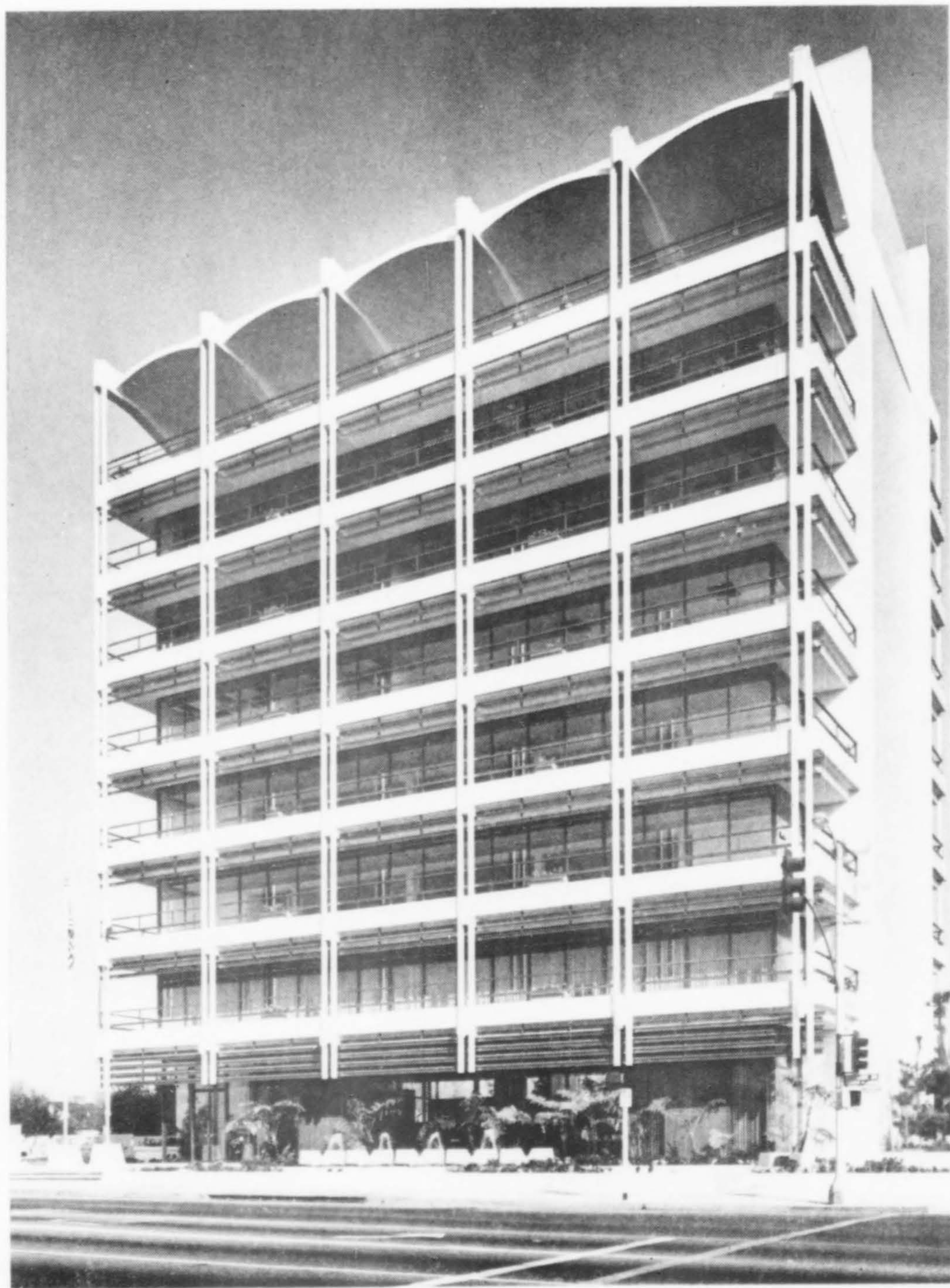
Municipal parking ordinances, land cost and building economics established the gross building area. Traffic and circulation requirements dictated a rather limited ground floor area and lead to an eight-story solution with a ninth level for mechanical equipment and one underground parking level. With this general configuration established, the eighth floor, with broad terraces, was assigned as an employee lounge with additional facilities to make it generally useful to the community as a meeting room for clubs and organizations. The seventh floor houses the museum and the second floor, the loan processing. All other floors are leased to business and professional firms.

Structural statement:

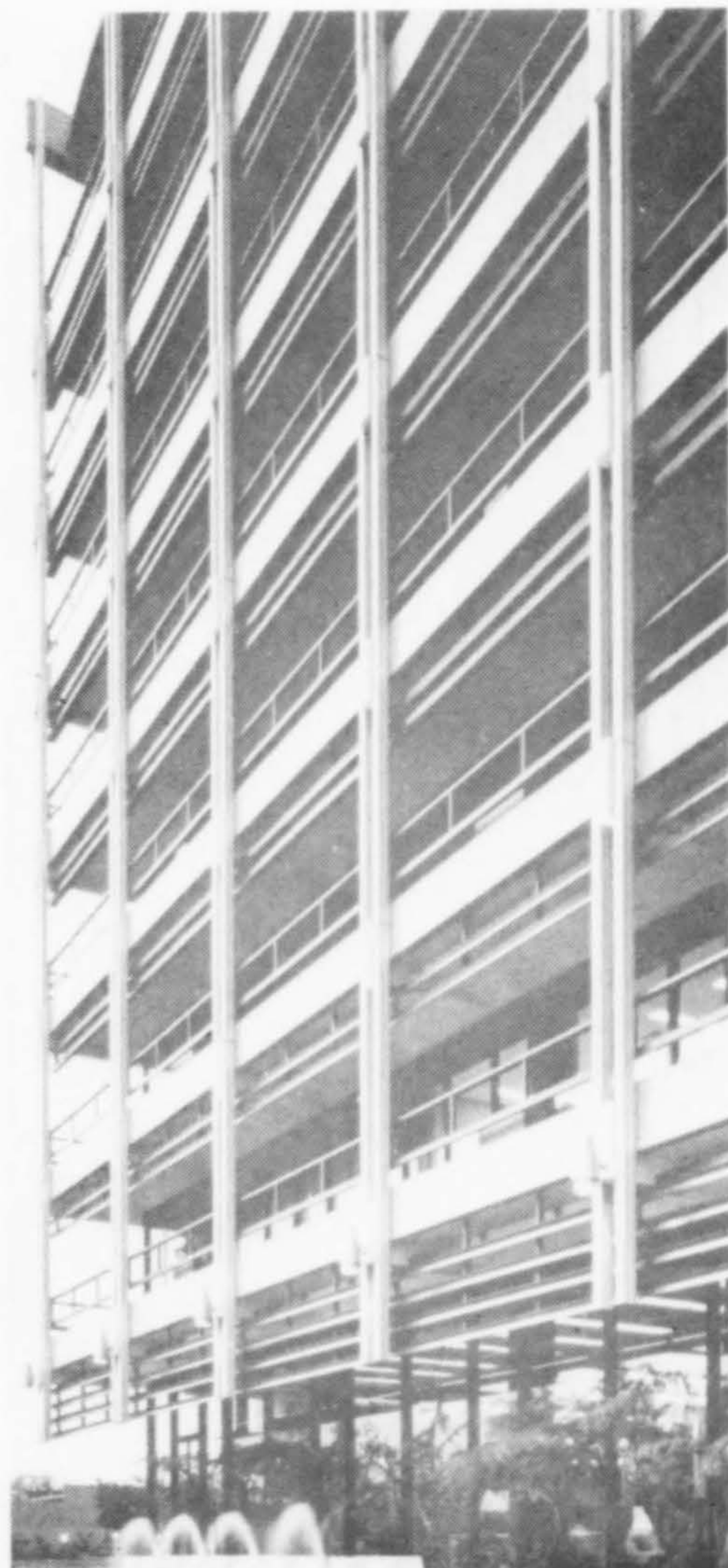
THE OFFICE floors are suspended by high strength rods from cantilever girders that penetrate the twin trusses at the top of the building. The trusses span between the circulation and utility towers at the ends of the building which provide the necessary resistance to seismic forces. As a result, the ground floor is free of conventional columns. Of the several concepts studied, the suspension type system seemed to offer the aesthetic solution that most closely fit the program requirements. The vertical hangers convert into five slender bays. The hangers define the building space at the outer edge of the balconies and support the louvers that are an essential part of the sun control system for the building so that the upper floor offices have, in effect, sheltered terraces as part of their space. The thrust of the girders carrying the hangers give the building a distinctive silhouette.

Consultants on the project: Jon Hammond & Associates, mechanical; Bernard F. Wanek, electrical; Hahn & Hoffman, landscape; Malcom Leland, sculptor.





Marvin Rand photos unless otherwise noted





A LITTLE "JEWEL"

THE MARC SEASTROM
for Carol and Mary Jewelry Shop
Honolulu, Hawaii

VLADIMIR OSSIPPOFF and ASSOCIATES
Architects

THE MARC SEASTROM, a handsome little shop, reflects the standards of the quality and of the expensive jewelry sold here. Elegance has been achieved through the use of high ceilings, teak paneling, marble, silk paper wallcoverings and deep pile carpeting. Full height mirrors and doors overcome the narrowness of the shop. High intensity lighting has been carefully adjusted so that no reflections are to be found in the plate glass tops of the display cases, designed by the architect and executed by Tom Hirari. This little shop was cited by the Hawaii Chapter, AIA, in the 1967 honors program.



Nelson/Zellers photos



Maarten photos

Camouflaged Cafe

CECCANTI'S RESTAURANT
Tacoma, Washington

HOCKING & MORIARTY/Architects

LARRY LARSON/Graphics



CECCANTI'S RESTAURANT is owned and operated by two brothers who have maintained restaurant facilities in the same general neighborhood since their high school days. The present building is the result of a continued expansion from luncheon trade to dinner and banquet guests.

The site is at the edge of a commercial "spot-zone," generally residential but fronting on a heavily travelled arterial street. The building is sited with deference to the residential character of the adjoining property. A dining deck, fenced and partially covered, is located near the entrance, screening the parking area and commercial zone from the dining room.

Limited fenestration of exterior walls is strongly vertical to emphasize trees, planting and static objects and minimize visual disturbance from passing vehicular traffic. Exterior walls and windows are sloped outward at the bottom to accommodate continuous horizontal lights of amber glass at the floor line. Lit naturally by day and artificially during evening hours, this glazing projects a soft warm light upward on the interior face of the walls. Floor lights are protected from traffic and furniture by a continuous railing at table height which also accommodates all wiring.

The construction is essentially glu-lam post and beam. Exterior walls in public areas are three-inch resawn cedar shingles, sloped and supported at the roof and floor lines with peripheral horizontal girts. Cedar also provides the interior finish.





In and For A Neighborhood

MEDICAL/DENTAL BUILDING
Salinas, California

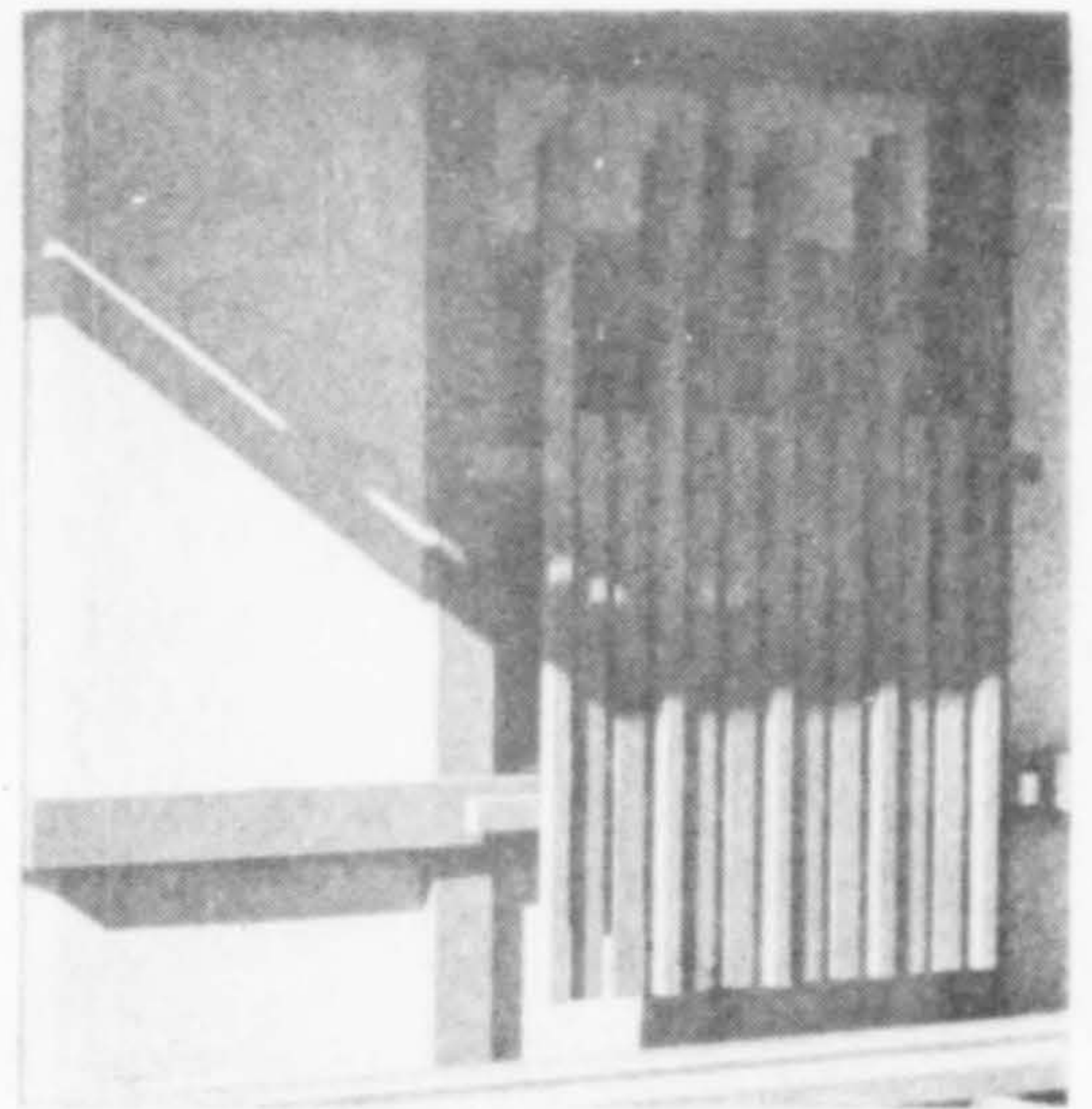
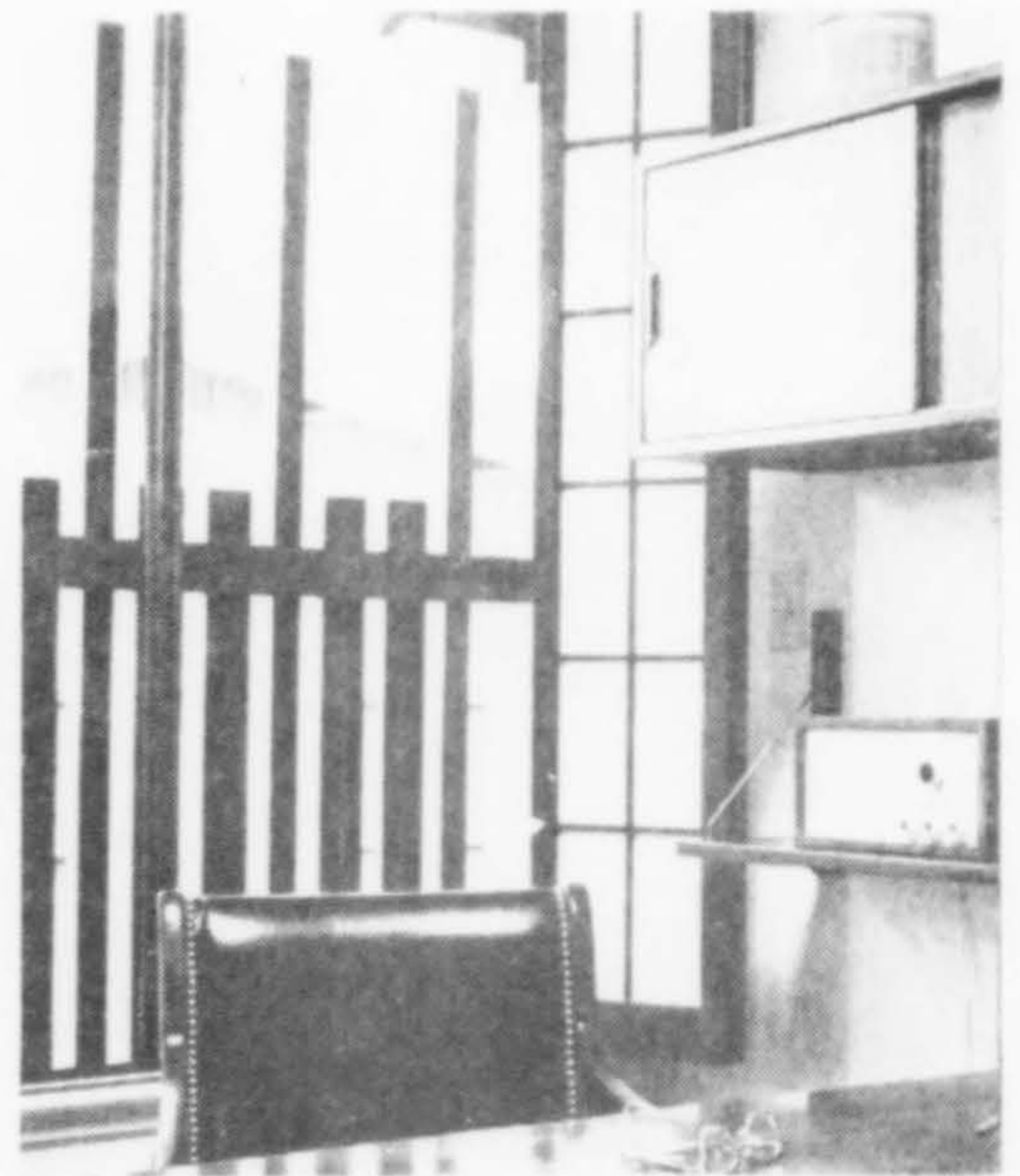
HOLEWINSKI & BLEVENS/Architects

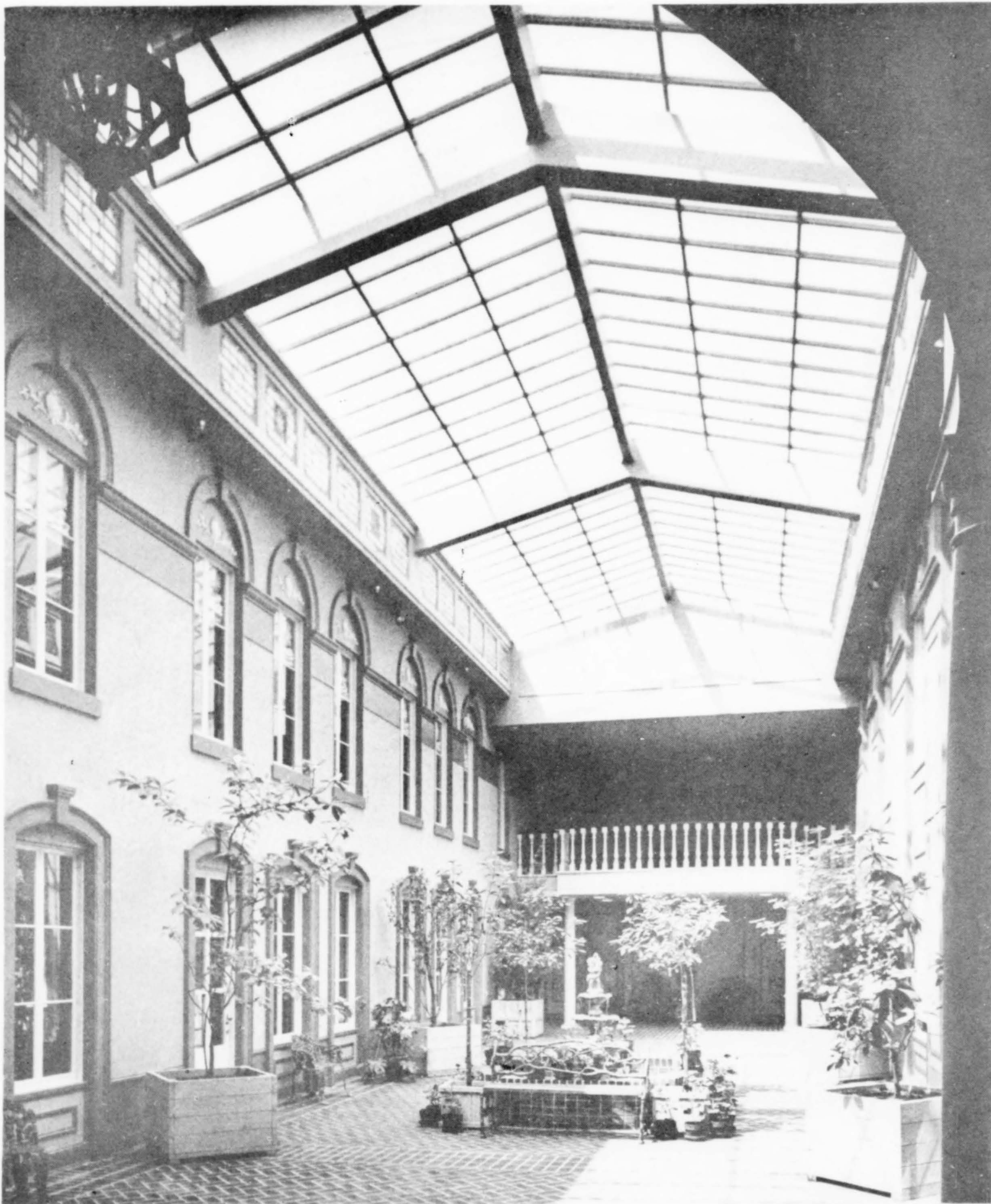
EDWARD SPEARS/Contractor

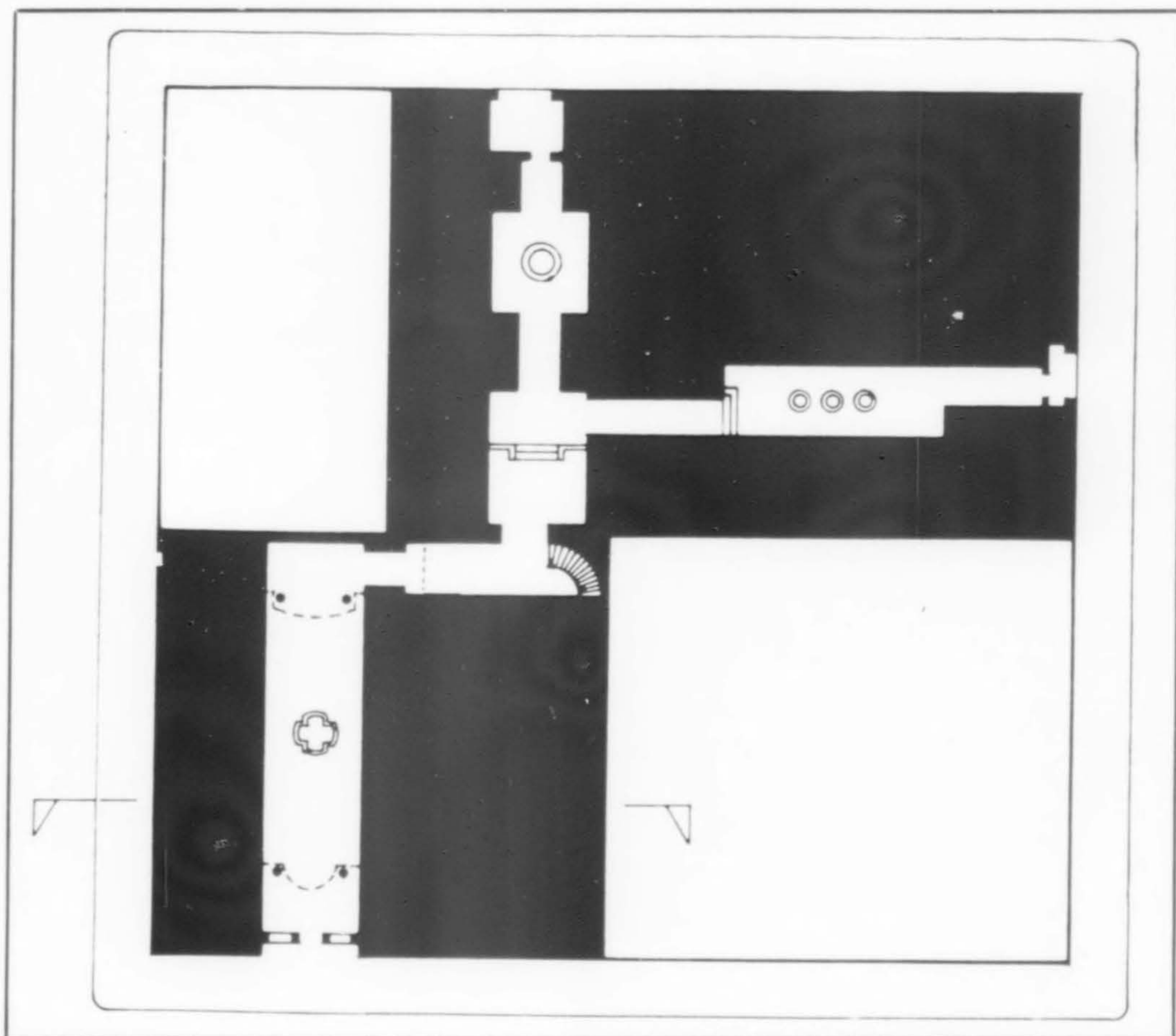
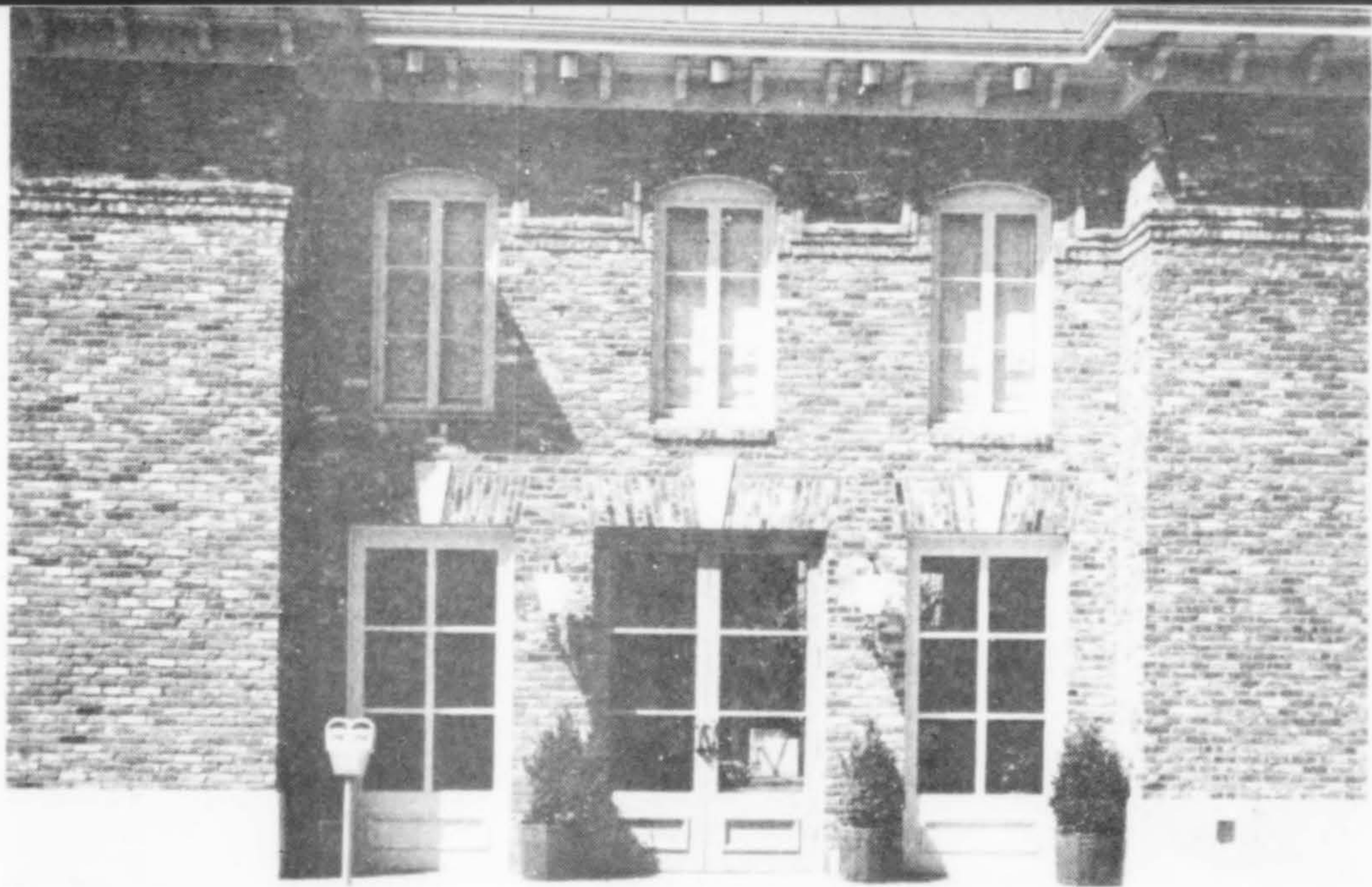
LOCATING a medical-dental facility in an established residential neighborhood presented one problem. The provision for vehicular access without the domination of a typical parking lot was still another. Wood construction and the retention of the trees were pertinent to a successful design solution.

An open corridor, 10-ft. wide, provides access to each suite from the main street as well as from the parking area. Two sheltering redwood roofs meet at the corridor and are joined by a clear plexiglas and redwood frame skylight. Individual package heating/air conditioning units with furnace/coil units are located in each suite (condensing units are behind redwood screens).

Total cost, including landscaping, of the building completed in June 1967, was \$110,000 (4500 sq. ft.). Consultants were L. A. List, Jr., mechanical; Dale Fehr, electrical; Frank Vanderveen, landscape.





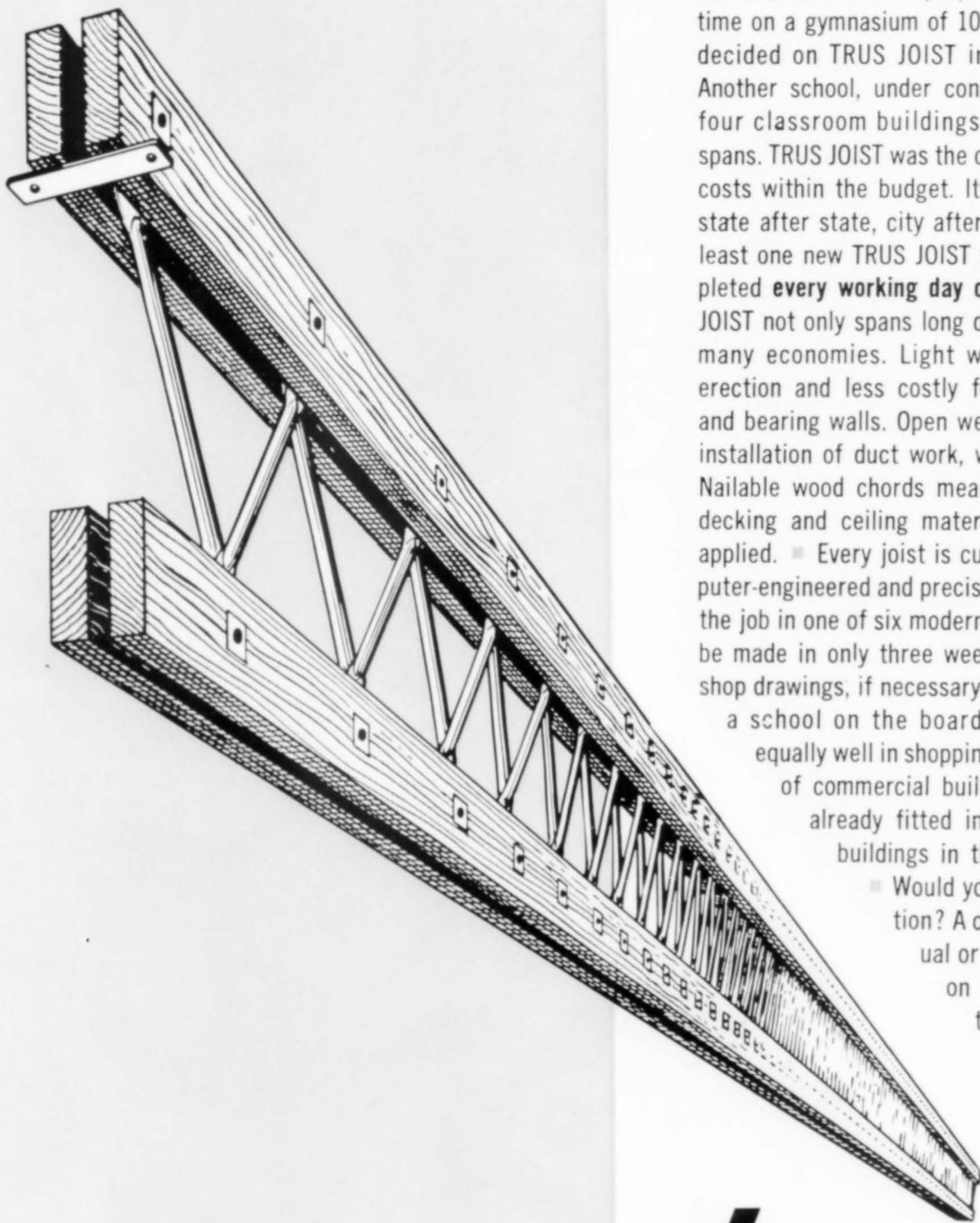


THE MOHAWK GALLERIES represents part of an increasing interest in Portland to develop the old section of downtown into a new commercial area. The vitality of this development is created by maintaining the old architectural character of the area and revising the interiors of individual structures to satisfy the requirements of tenants' needs.

Three old existing structures have been revised to create the Mohawk Galleries. Two of the structures had inappropriate facades and were re-facaded in a mode appropriate to the complex and area. Unity is achieved by the use of a continuous pedestrian concourse which links together galleries located in each building. Architecturally the galleries and concourse are treated as exterior space. Large skylights light the larger galleries. An advertising agency occupies the entire top floor; other spaces accommodate miscellaneous offices.



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Methods and Materials FIBER GLASS AIR DUCTS

A NEW ADDITION at the Sunrise Hospital required 70,000 sq. ft. of G-B rectangular fiber glass air duct. The ductwork was delivered to the job site in flat boards and fabricated at the site. Sizes of installation ranged up to 24"x60". The ductwork is made from molded, high density glass fibers encased in a heavy duty aluminum vapor barrier and is so light weight that it can be easily handled by one man.

The hospital project was installed by Arizona York Refrigeration Company, Phoenix, under the direction of Alfred Maggs, president. Special fiber glass installation equipment, including an automatic cutting table, were factors in improving efficiency. Cost of the job was further cut by the ease of installation, according to Maggs, who prefers to work with fiber glass ducts whenever feasible. Gustin-Bacon Manufacturing Company manufactured the duct used for this job.



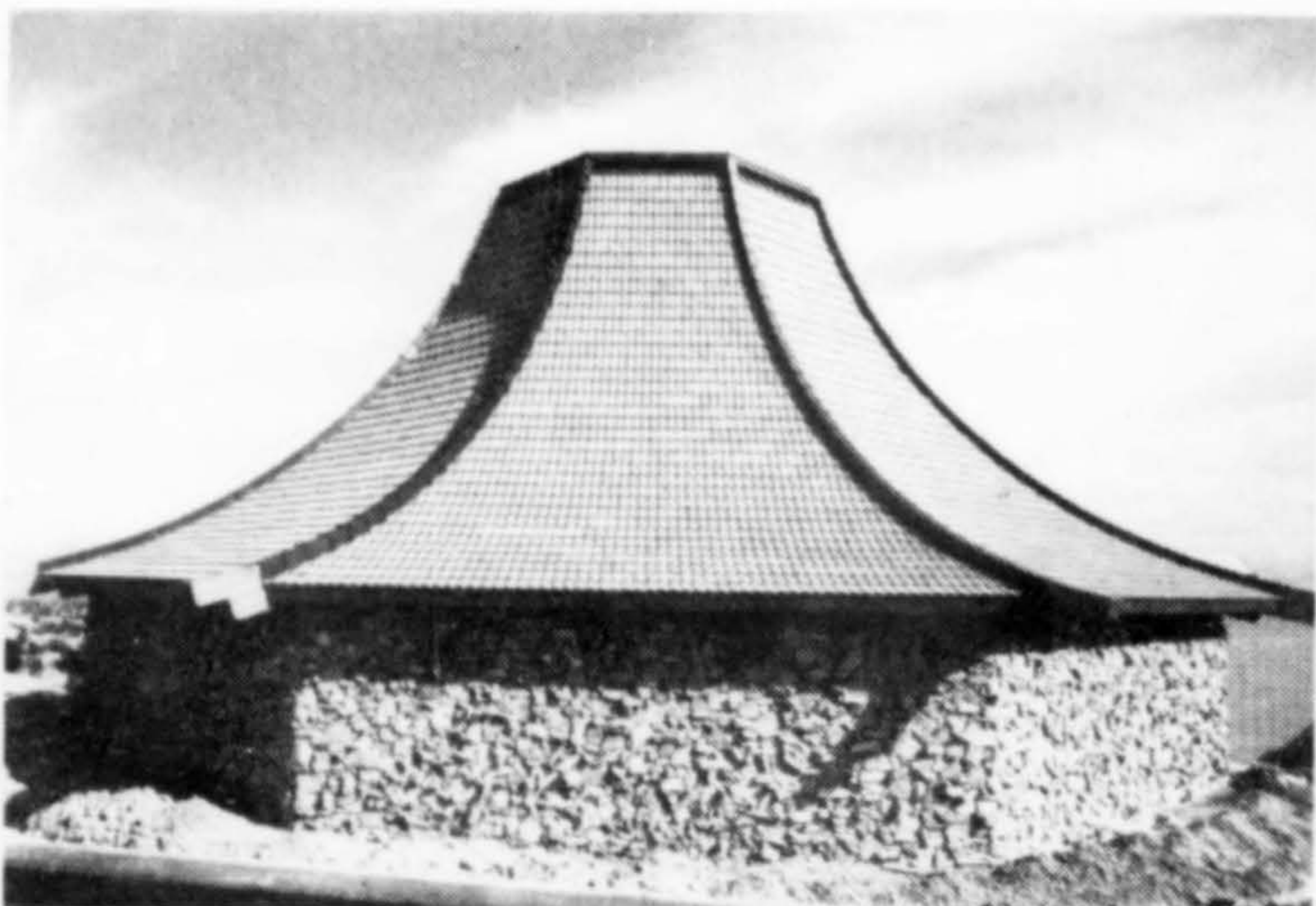
SUNRISE HOSPITAL
Las Vegas, Nevada

STONE, MARRACCINI
& PATTERSON
Architects

HAAS & HAYNIE
General Contractor

PRODUCTS in ACTION

MONRAY CONCRETE ROOF TILE



AUTOMATED MACHINERY for the manufacture of concrete roof tiles was introduced into the United States in 1965. The Monray tile, manufactured by Monier-Raymond Concrete Tile Company in Corona, California, was designed to be weathertight without an underlay and to provide for nailing to battens placed on centers not exceeding 13 $\frac{3}{4}$ ". This design, thoroughly tested and researched, necessitated variances in building codes in some cities as well as in the Uniform Building Code, which were granted.

The parent company, Concrete Industries, Ltd., in Australia, faced with a shortage of skilled labor used in the manufacture of roof tile, developed the completely automated machinery. In the manufacturing process, individual tile forms are carried on a conveyor and the mixed concrete is extruded into the forms as they move continuously along. The cutting of the extruded concrete to tile lengths and the punching of nail holes is one simple operation. Tiles are color-coated on the assembly line. After curing, tiles are carried through a final spray of efflorescent preventive coating.

The tiles, in place, carry a Class "A" fireproof rating (incombustible at 1600° F.). They have been subjected to wind tunnel rain penetration tests with simulated rainfalls of 11" per hour and an accompanying wind at 60 mph, to prove their weathertightness.

Monray tiles, in use, are shown in photos at left. Top to bottom:

Old Ranch Golf Course-Club House
Seal Beach, California
Paul Sterling Hoag, Architect

Elks Lodge
San Pedro, California
DeRosa & Daly, Architect

Residence
Tarzana, California
Will Foster, Architect



Prestained laminated beams

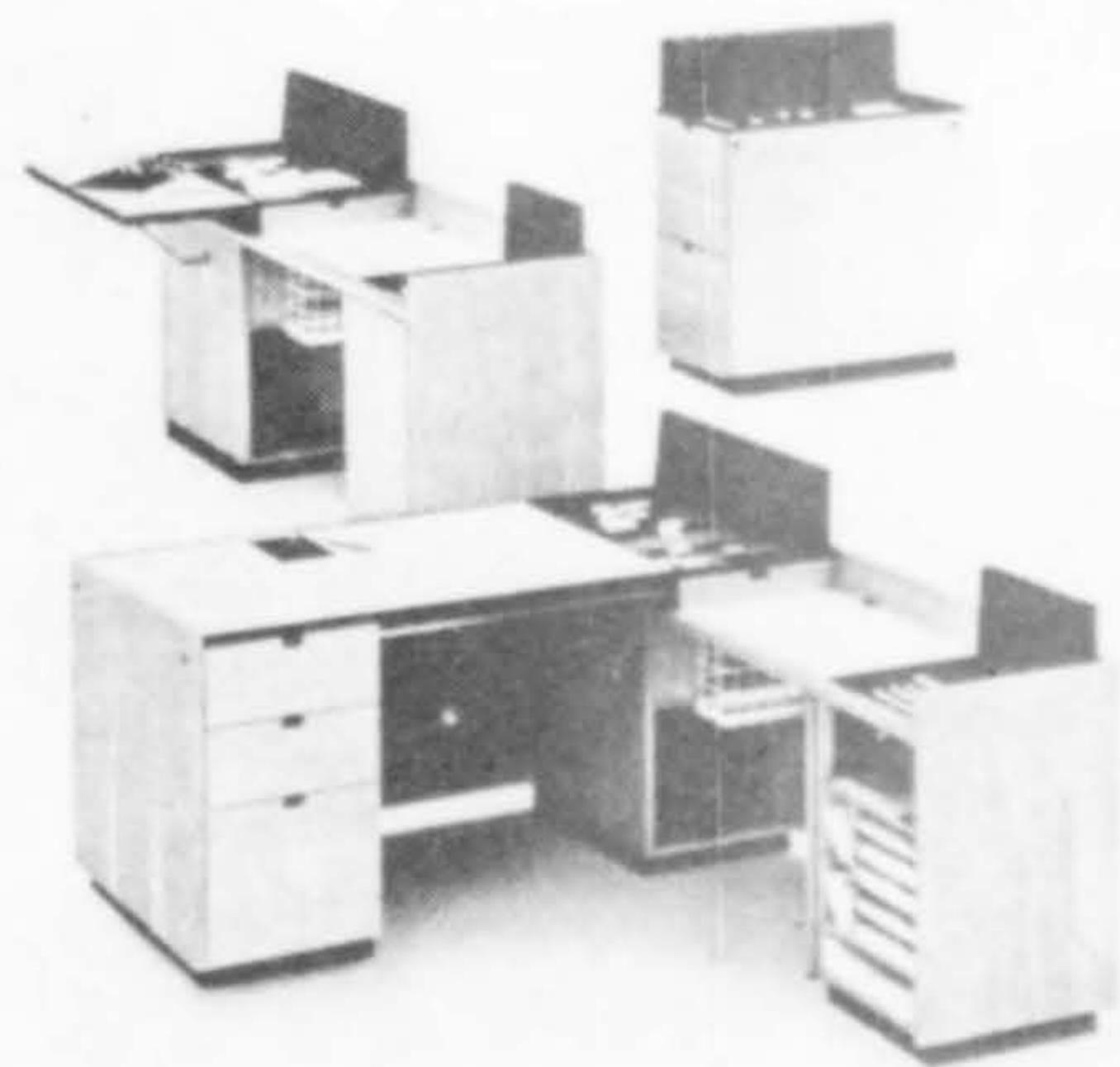
Summerbell Glu-lam beams are now available prestained with Olympic stains in a wide range of semi-transparent tones and a rough-textured finish. The prestained laminated beams eliminate scaffolding and reduce job-site labor and painting costs. Potlatch Lock-Deck decking is also available with the same treatment.—Summerbell Structures Div., Speedspace Corp. (A/W), P.O. Box 590, Santa Rosa, Calif. 95402.

Compact floodlight

A rectangular floodlight for use with the high-intensity 400 watt Lucalox lamp, has just been announced. The compact floodlight is for use on building facades, parking areas or sporting area illumination. It contains a magnetically controlled, high-power factor ballast. Floodlight housing is cast aluminum with Graytone Ultra-namel finish. The lens is thermal shock and impact resistant.—Steber Div., The Pyle-National Co. (A/W), 1334 N. Kostner Ave., Chicago 60651.

System office furniture

A new concept in office area planning, which permits workers to have exactly the amount of office furniture spaced exactly where it's needed, has been announced by Art Woodwork, a subsidiary of Massey-Ferguson, Inc. By fitting together matching components, this system furniture makes it



possible to provide precisely the amount of space needed by each employee, in a minimum amount of floor space. Among the innovations of the system are a bin file which opens from the top and wastebaskets contained within the desks. Available for both general and management offices, the system permits easy additions or alterations as work requirements change.—Art Woodwork (A/W), Massey-Ferguson, Inc., 1901 Bell Ave., Des Moines, Iowa 50315.

Moisture resistant panels

A moisture resistant wall surfacing, Panel System 202, is a versatile laminated plastic paneling developed after four years of research and field tested in over 500 installations. System 202 provides a selection of 18 patterns and wood grains in Formica brand laminated plastic with panel widths up to five feet. Panels are made



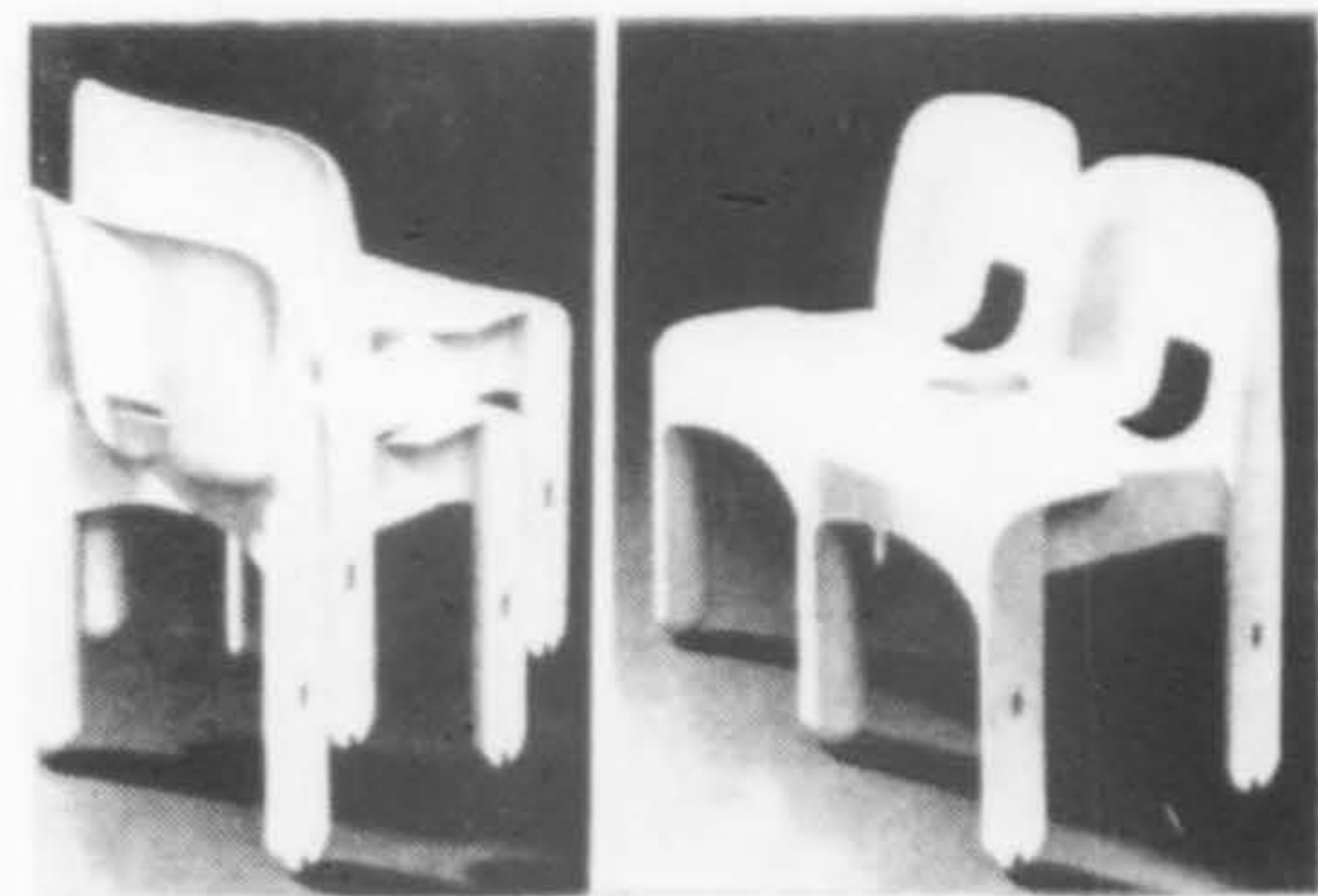
of a 1/16" surface sheet of formica laminate bonded to a core of semi-rigid polystyrene foam. A complete extruded aluminum molding system, surfaced with a thin skin of Formica laminate, matches the 18 patterns. "202" can be installed over existing sound wall surfaces, including tile. Installation is made possible by the compressive properties of the paneling's polystyrene core material. Panels are available for full wall, wainscoting, tub and shower surround applications.—Formica Corp. (A/W), Box 2202, Terminal Annex, Los Angeles 90022.

Leakproof rooflights

Newly designed, strong, leakproof, one-piece fiberglass reinforced plastic dome skylights are now available from H. H. Robertson Co. Rooflight's molded, one-piece dome and curb frame are said to eliminate side joints and possible leakage sources. Made of Robertson's Stypol fiberglass reinforced plastic, Rooflights have high impact resistance and in the largest size can support up to 120-lbs. psi by actual load test. The exterior is protected with duPont's Tedlar PVF film. Standard color is white. Outside dimensions range from 43"x64"x7 3/4" to 51"x94 1/2"x9 3/4". Single or insulated units are available.—H. H. Robertson Co. (A/W), Two Gateway Center, Pittsburgh, Pa. 15222.

Moulded plastic chair

A four-legged injection moulded plastic chair is a revolutionary new design by Professor Joe Colombo, now in production following two years of research and development. The chair



features all around utility and a moderate price as well as seating comfort. Chair will both stack and gang. Available in 18" or 15" seat heights to accommodate both adults and children and in black or white.—Hank Loewenstein, Inc. (A/W), P.O. Box 12383, Dallas, Texas.

Bi-Fold doors

Decorator designed Bi-Folding doors are produced in rigid plastic molded in four designs. The off-white doors may be refinished to blend or match room colors and are suitable for closet openings, laundry or utility area screens, room dividers. Available in two or four-door panel sets.—Building Products Div., Tenneco Chemicals, Inc. (A/W), 1430 E. Davis St., Arlington Heights, Illinois 60005.

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Builders Face Brick: presents in actual color the many brick faces available, listing the types and color range (from apache, black rose, cascade frost, inca red, london brown, etc.). Each page is devoted to one face, giving stocking items and handsome color swatches for ease of comparison and choice.—Mutual Materials Co., Builders Brick Products, 3720 Airport Way So., Seattle 98124.

Ultimet Stainless Steel Wall Framing: presents complete fenestration system, detailing the properties, cost-saving qualities, ready availability. Use for wall framing is specified as well as Ultimet pivoted windows and Ultimet narrow stile doors. Complete architectural specifications are presented and allowable wind pressure charts are included. Availability in Cor-Ten is also listed. Color, 16-pp.—United States Steel, 120 Montgomery St., San Francisco 94106.



Krueger Institutional Furniture: introduces several new product innovations in the line of institutional seating, tables and coat racks, including modular seating combinations, pedestal base tables, sequence seating. Coverage is afforded the extensive series of fiberglass chairs, steel folding chairs, fixed and folding leg tables, decorator-styled hat and coat racks. Detailed specifications, dimensional guides, colors, finishes and upholstery selections are given.—Krueger Metal Products Co., P.O. Box 1143, Green Bay, Wisconsin 54306.

Interior Design & Paneling Ideas: presents answers to questions on everything from style, color, texture, patterns, accessories and floor plans to financing and the reasons for asking professional advice. Full color.—Inquiry Manager, Georgia-Pacific Corp., P.O. Box 311, Portland, Ore. 97207.

Extra Heavy Duty Steel Doors: features include construction details, suggested usage, designs available, U-L listed 300 Series line doors, hardware flexibility, illustrations and detail drawings of the doors. 2-color, 8-pp.—Amweld Building Products, 163 Plant St., Niles, Ohio 44446.

Glass for Construction: gives details on all LOF architectural glasses, including the new Vari-Tran coated glass and VigilPane safety glass for show windows. The booklet discusses Thermopane insulating glass available with Vari-Trans Cr coating and outlines the effectiveness of these units in reducing visible light transmission and solar heat gain. Specifications are listed on all. Form SA-68, 40-pp.—Libbey-Owens-Ford Glass Co., 811 Madison Ave., Toledo, Ohio 43624.

Hospital and Nursing Home Intercom System: outlines the various applications of the ALTECOM 400 system including push-button dialing with an unlimited number of solid state stations, aural and visual monitoring of patient to nurse, nurse to nurse, nurse to administrative, etc., as well as music facilities. AL-2150.—Altec Lansing, 1515 South Manchester Ave., Anaheim, Calif. 92803.

Laminated Building Panels: describes both non-insulated veneer panels and insulated spandrel panels, listing physical properties, architectural details, sizes, weights, U factors. One section is devoted to specifications, another to auxiliary tools and supplies. Actual photos of various facings available. Color. 8-pp.—Mirawal Company, Port Carbon, Pennsylvania 17965.

Design of Concrete Floors on Ground: gives desirable characteristics of good concrete floors; classified floors on the basis of intended use, gives recommended cement contents, slumps and compressive strengths; and discusses floor thickness and slab design. Also covered are flexural strength, floor toppings, joints, skid resistance and surface finishes. ST98-2.—Portland Cement Association, 33 West Grand Ave., Chicago 60610.



J. H. BAXTER & COMPANY, 70-year-old wood preserving firm held its first annual marketing meeting in San Mateo in February. Attending the two-day program were home office executives, officers, product managers and the district sales managers of the company's six sales districts headquartered in Los Angeles, San Francisco, Portland, Seattle, Minneapolis and Omaha. Participating in the program were (seated, left to right): Alfred X. Baxter, president; Fred M. Baxter, C. A. Chadbourne, Robert Johnson, Orville Samman, Al Hollander, Don Danielson, Ron Sullivan. Standing: Marx Hyatt, Chet Wilson, Willard Spies, Bill Yuen, Robert Mossman, Ralph McCulloch, Charles Craig, Gene Kotzian, Don Patterson, Chuck Zavitz, Tony Farbizio, Edward Riley, Dean Brokaw and Al Irwin.



Drinking Fountains: depicts the latest innovations in the Haws line of sculpted drinking fountains, decor-blending water coolers, cafeteria/restaurant water dispensers, remote chillers, emergency decontamination facilities, laboratory equipment and accessories. Full color installation photos are shown with detailed drawings and specifications for each model listed. Catalog 168, 32 pp.—Haws Drinking Faucet Co., 4th & Page Streets, Berkeley, Calif. 94710.

PD/3-Integral Seating: describes this new system of seating and continuous working surface for classrooms and auditoriums. Diagrams show how fixed chairs move in and out, swivel and tilt for ingress and egress. Color photos show the system in use. Full color, 4-pp.—Herman Miller, Inc., Zeeland, Michigan 49464.

Cold Spring Granite (AIA 8-B-3): full-color illustration of the many finishes, types and colors available with actual installation photos, detailed specifications, and working blueprints of the various projects included in handsome, spiral bound brochure.—Cold Spring Granite Company, Cold Spring, Minnesota.

• **Zonolite Div., W. R. Grace & Co.:** Robert M. Wallen has joined the sales



staff of this division and will represent the firm out of its Denver, Colorado sales office and plant. He will service architects, contractors and dealers on Zonolite's line of insulation and fire protection products.

• **Southern California Edison Company:** Howard P. Allen, vice president, formerly active with the firm in Sacramento, will become vice chairman and member of the board of trustees of consolidated Edison Company of New York, effective May 1. Allen joined the company in 1954.

• **Metal Products Div., Koppers Company, Inc.:** Stiles, Allen & Reimer Sheet Metal, Inc., Mesa, Arizona, has been affirmed as the first major Western producer of acoustical panels used in air-conditioning systems. Under a licensing agreement from the Metal Products Division of Koppers Company, the firm will fabricate Sound-metal acoustical panels and distribute them in 11 Western states, Alaska and Hawaii, working with existing Koppers agents.

• **The Philip Carey Manufacturing Company:** The change of company name to Philip Carey Corporation has been announced by C. E. Tenneson, Jr., president.

• **Westinghouse Electric Corp.:** David L. Litten has been appointed region



construction manager with headquarters at 1 Maritime Plaza, San Francisco, according to an announcement by John O. Campbell, regional vice president. Litten replaces George

Dunbar, named marketing manager of Bryant Electric Company, a Westinghouse division with headquarters in Bridgeport, Connecticut.

• **Marlite Division, Masonite Corp.:** A new \$1,000,000 plant is being constructed in Modesto, Calif., to produce a line of plastic-finished hardboard wall and ceiling paneling. The plant is expected to be operation by August.

• **Mutual Materials Company:** Richard T. Wasson, vice president of marketing, announced the opening of a new branch on April 1 in Everett, Washington. An entire new facility, designed by Dykeman and Ogden, Architects, will be constructed by Newland Construction Company on the former site of Rustics, Inc. at 100th and Evergreen Way. This will be the sixth location for the firm.

• **Furane Plastics, Inc.:** The Los Angeles firm has named Allen Kienitz to the position of Electrical Division-Western regional sales manager. He has served as sales administrator since 1965.

• **Armstrong Cork Company:** Among the five new contractors representatives elected to serve on Armstrong's 1968 Ceiling Systems Contractors Advisory Committee is Larry F. Brown of Pacific Acoustics, Inc., Santa Barbara, Calif. He will represent the Western section.

• **Day-Brite Lighting Div., Emerson Electric Co.:** James C. Ramsey, former Western region sales manager, has been named vice president and general sales manager.

• **Formica Corporation:** John O. Flaig, San Diego sales representative, has



been named winner of the Golden Oval Award, made annually to top sales representatives within American Cyanamid Company, parent of the laminated plastic manufacturer. Flaig, a seven year employee, was honored for exceptional sales performance. The award was presented at a tenth annual awards banquet in the Hotel Pierre, New York, on March 22.

• **Kaiser Cement & Gypsum Corp.:** M. S. Jared, Jr., Washington/Alaska division sales manager, has been named to head a newly-established Northwest sales organization which encompasses the firm's Oregon, Rocky Mountain and Washington/Alaska cement sales divisions. The promotion to Northwest division sales manager was announced by Gus J. Chavalas, general sales manager. At the same time, announcement was made of the promotion of F. Paul McConkey to succeed Jared as manager of the Washington/Alaska sales division. Both men are headquartered at Seattle.



• **Masonry Contractors Association:** The Pierce County (Wash.) association honored two Tacoma, Washington architectural firms for their outstanding use of masonry at a dinner in February. Awards were presented to Charles Lea, left, and John Richards, right of the firm of Lea, Pearson & Richards by Jerry Carlisle, secretary-business representative of the Brick Layers Union (top photo); and to Robert Billsbrough Price, left, by Jim Taylor, Jr., president of the Pierce County Masonry group (lower photo).

• **J. H. Baxter & Co.:** Robert C. Conant has joined the Southern California district sales office in Los Angeles.



In his position as sales representative for Baxter's complete line of treated wood products, he will cover architects, engineers, builders and contractors. He has spent more than 22 years in the

lumber and building materials industry and comes to the new position from the Pabco Building Materials, Division of Fibreboard Corp., in Los Angeles and Portland. The J. H. Baxter Southern California district office is located at 3450 Wilshire Boulevard, Los Angeles.

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THE DECISIONS that determine the nature and quality of a city's growth and the need for and responsibility of an architect in that growth were spelled out by architect CARL MASTON, president of the Southern California Chapter, AIA, in their March bulletin. Although he is concerned with Los Angeles, it could be about any city, anywhere.

THE NEXT few years will witness intensive growth and phenomenal change in the central city area of Los Angeles. Critical decisions will soon be made determining the nature and quality of this growth; and of these decisions, I can think of none in which design is not an important factor.

While neither the governmental nor private sector has been conspicuous for its sensitivity to this fact, or for its eagerness to collaborate with the design professions in the decision-making process, we are not relieved of this responsibility as citizens. It will be a tragedy, particularly for our architectural conscience if, five years from now, we look back upon opportunities and obligations neglected, and challenges not bravely met.

This effort to participate in the urban development of Los Angeles could be a quixotic exercise if we fail to acquire additional power through allies who will support us in our convictions. This will require an extravertive effort on our part to demonstrate the relevancy of these convictions to the needs and interests of others.

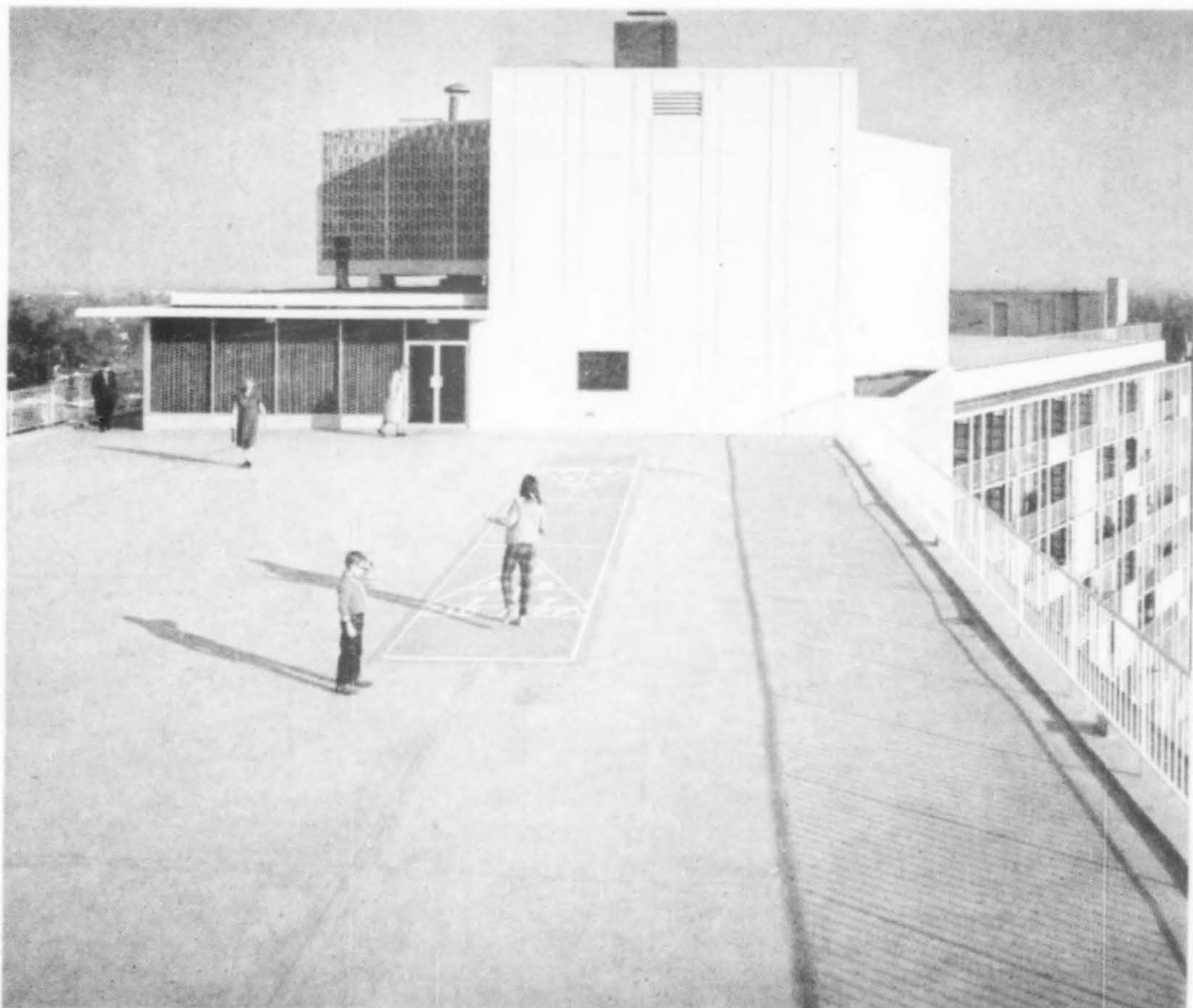
As we observe the various emerging fragments of the central city: the civic mall, the old Plaza, the Union Station (soon to be a major heliport), the adjacent developing ethnic areas, Bunker Hill and its relationship to the county land south of the Music Center, the Central Library, the Union Bank Plaza and the Atlantic Richfield complex, the frustration of merging them into a coherent and human urban fabric is only exceeded by the fascination of its possible success. . . . there can be little doubt of these being years of decision. Will we architects be spectators or participants? . . .

In retrospect I must admit that it is indeed ironical that the architects of Los Angeles should have to struggle so much to be allowed the opportunity to design beyond the lines of their particular commissions. It is difficult to imagine a client more in need of an architect.

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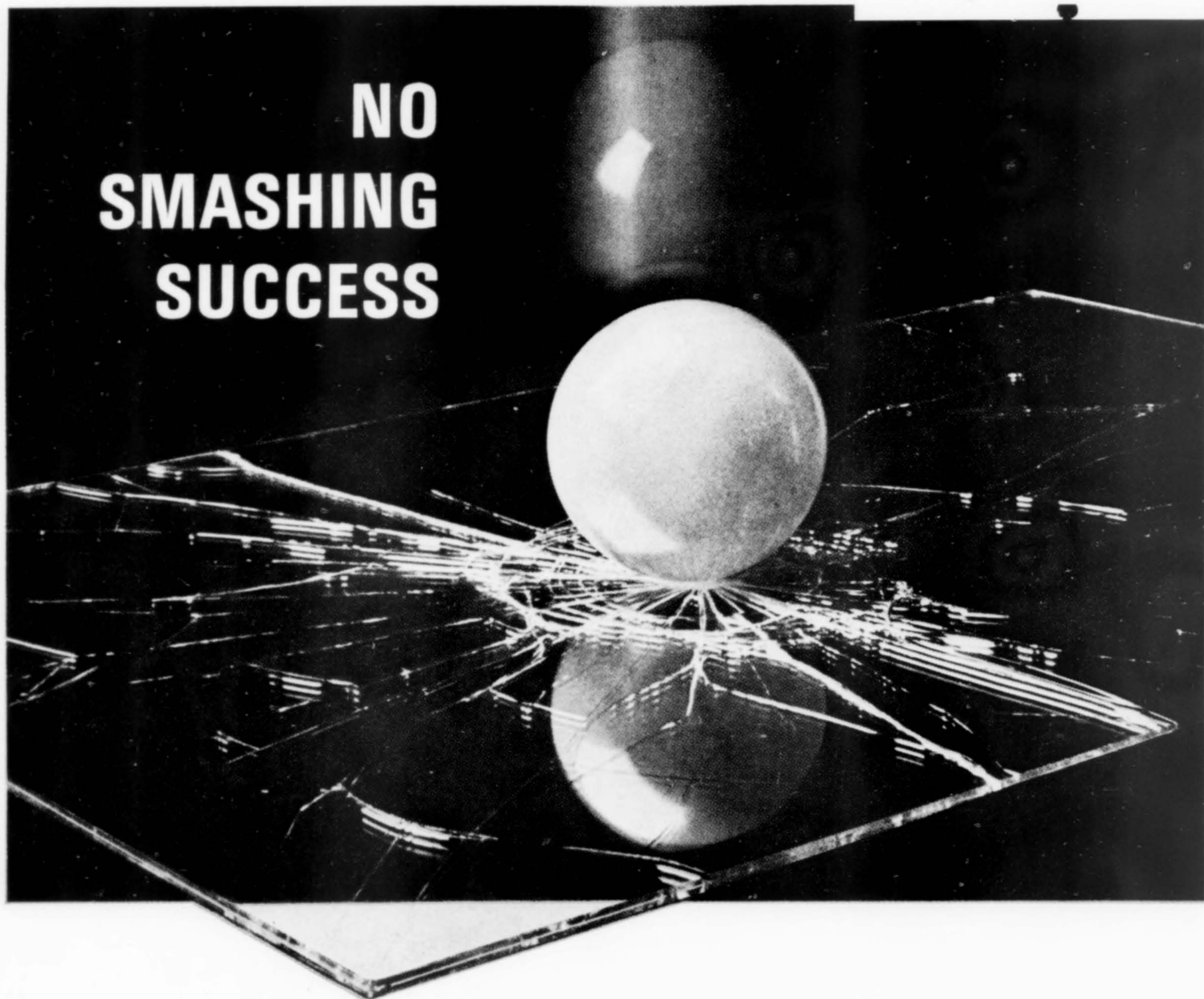
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