

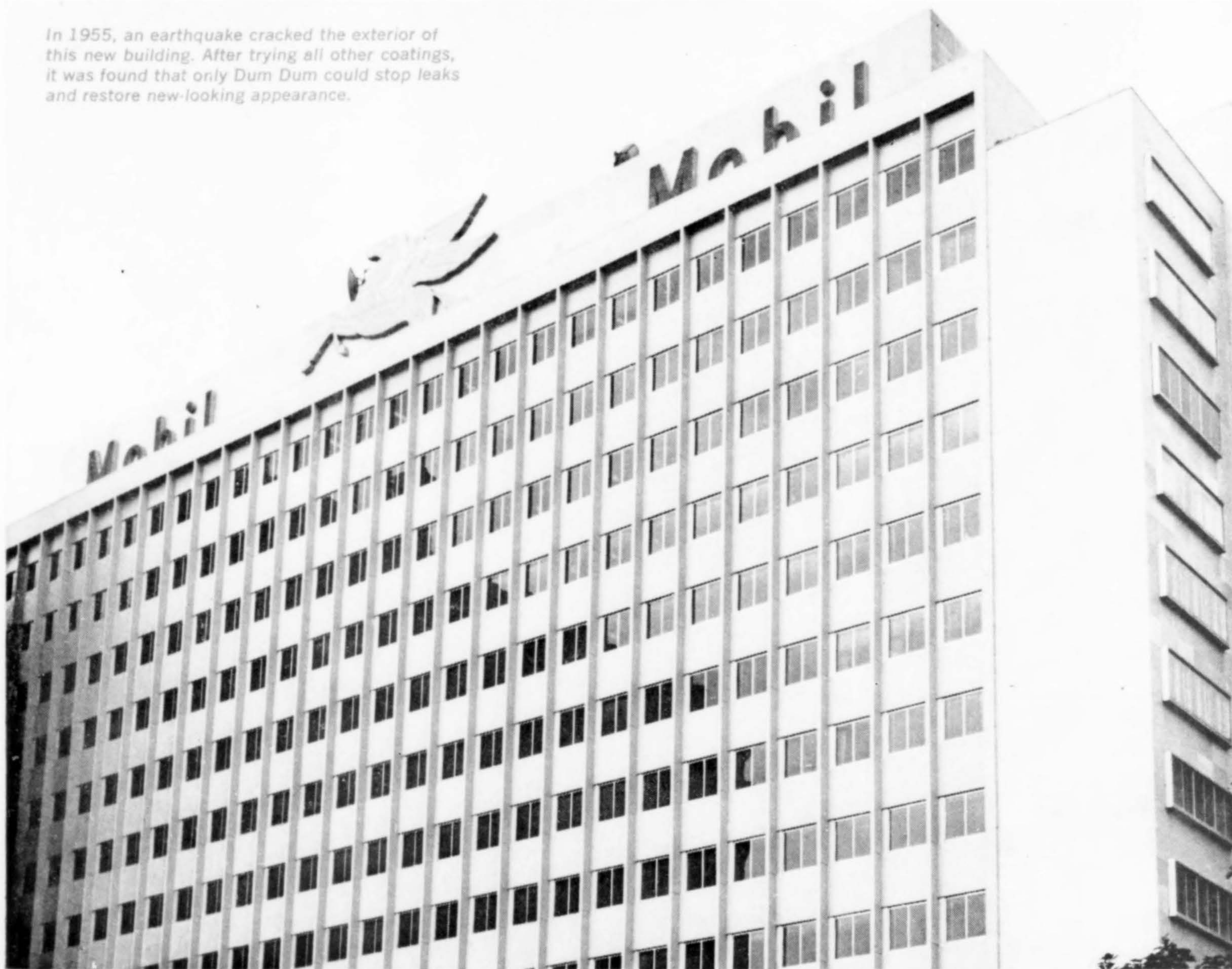
Architecture / West

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SEPTEMBER 1968



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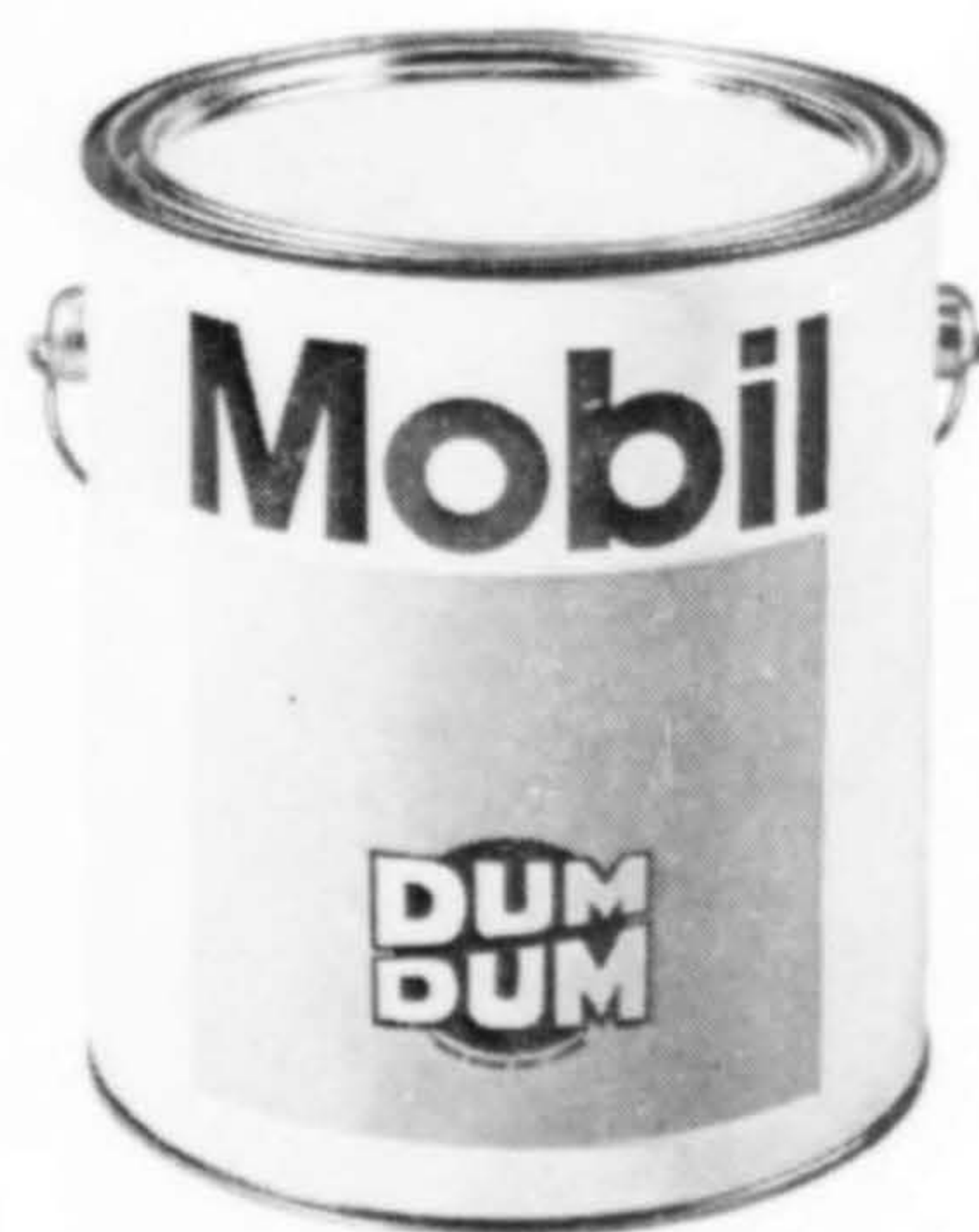


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Architecture/West

SEPTEMBER 1968

VOLUME 74 NUMBER 9

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- 15 QUAIL COURT OFFICE COMPLEX
Walnut Creek, California; Donald Sandy Jr.
- 20 REMODELING at JOEL, INC.
Spokane, Washington; Trogdon-Smith
- 22 FUTURES STUDIES
Paper by David C. Miller
- 24 SALT LAKE CITY PUBLIC LIBRARY
Salt Lake City, Utah; Edwards & Daniels
- 26 LAMANDA PARK BRANCH LIBRARY
Pasadena, California; Pulliam, Zimmerman & Matthews

4 NEWS HIGHLIGHTS

8 Preview

14 Albuquerque Chapter, AIA, Honor Awards

29 PRODUCT HIGHLIGHTS

30 Literature

31 Sources

32 NOT SPECIFIED

THE COVER: Joel, Inc., Spokane, Washington; Trogdon-Smith,
architect; Charles R. Pearson photo, page 20.

A/W News Highlights

Topics

"Meeting of Young Architects" to Coincide with Olympic Games

A "MEETING of Young Architects" will be held in the Cultural Unit of the National Polytechnic Institute, Zacateco, D. F., Mexico, October 7-10. The meeting, in collaboration with the International Union of Architects, will be part of the cultural program of the games of the XIX Olympiad to be held in Mexico City. Architects or students under 35 years of age practicing architecture will be eligible to register if their application is endorsed by the UIA or association of architects of their native land.

Accommodations will be provided at establishments normally used by Mexican university students. Registration fee is \$200 U.S. currency. This covers room and board from October 7 through October 28, which includes the days during which the Olympic Games will be held, and local transportation to the events and public spectacles listed on the program as well as tickets to the athletic competitions, listed on the program. Transportation is not included nor are tickets to events not listed on the program. A fee of \$60 has been established for those who will be only attending the architects' meeting October 7-12.

Information is available from Arquitecto Ruth Rivera, Comité Organizador de los Juegos de la XIX Olimpiada, Avenida de las Fuentes No. 170, Jardines del Pedregal, Mexico 20, D.F.



MISS EVANGELIA VENIANAKI, architectural student at the University of Southern California, is current winner of the Adrian Wilson Associates' annual \$3,500 scholarship.

George Dudley Cited



THE CITY COUNCIL of Los Angeles presented a commendation to George Dudley, founding dean of the school of architecture and urban planning at the University of California, Los Angeles, when he resigned that position to accept an appointment by Governor Nelson Rockefeller to become chairman of the New York State Pure Waters Authority and chairman of the State Council on Architecture for New York. The commendation cited Mr. Dudley for his work at the school, his many civic commitments and his contributions as organizer of the Environmental Goals Committee of the Los Angeles Goals Program.

The commendation was presented by Councilman Edmund D. Edelman, center in photo, to George Dudley, left. Carl Maston, FAIA, president of the Southern California Chapter, American Institute of Architects, is at right.

Industrial Design Magazine Sponsors 15th Design Review

INDUSTRIAL DESIGN magazine, sponsoring its 15th Annual Design Review, has for the second year incorporated a section on Environmental Design. Open to architects, landscape architects and industrial designers, several elements of design are eligible for individual consideration: furnishings, landscaping, paving, etc. Work must be that of American designers and have been completed between September 1, 1967 and August 31, 1968.

Closing date for entries is September 30. Applications are available from Industrial Design, 18 East 50th Street, New York, New York 10022.

Yamasaki Resigns Commission

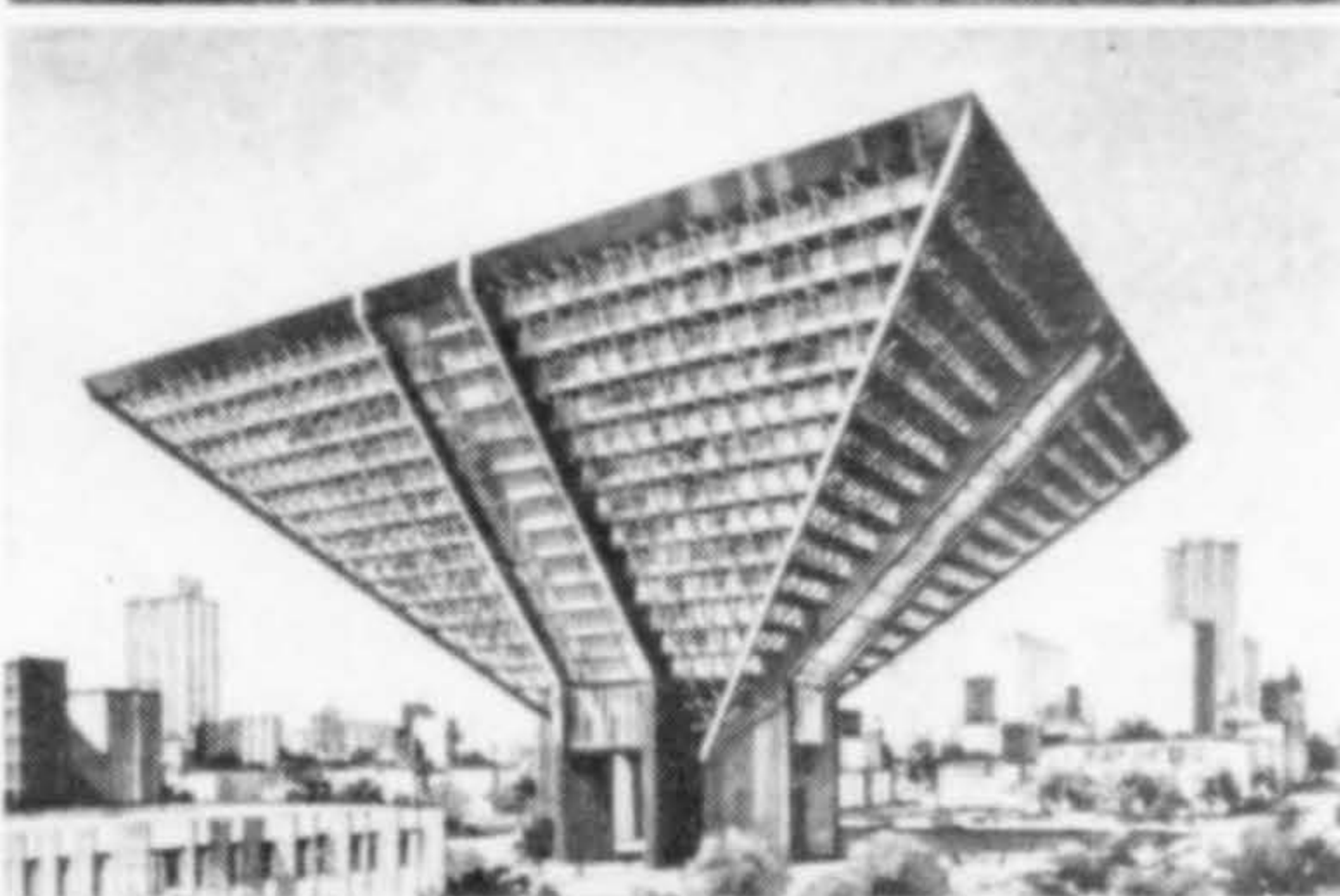
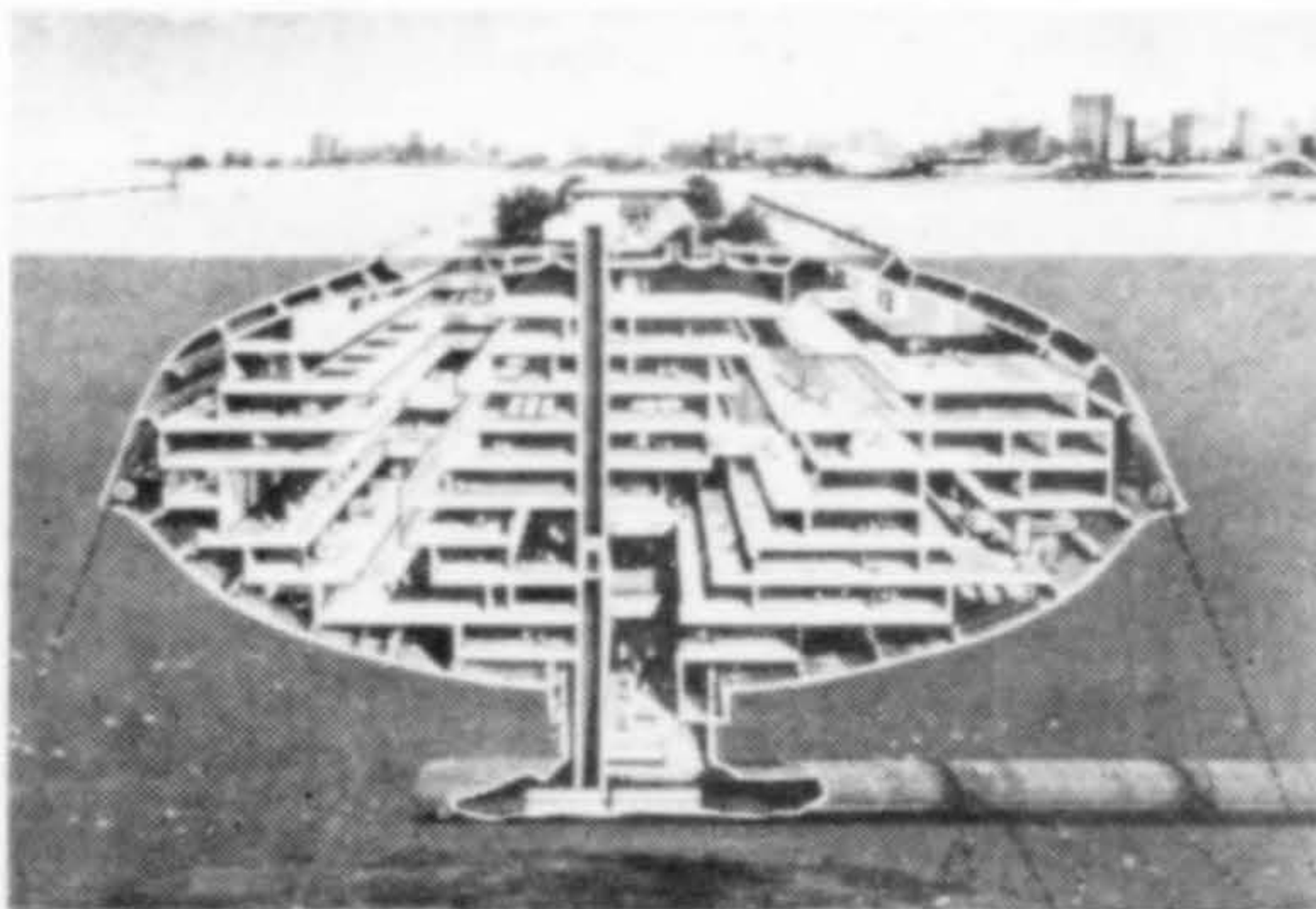
BECAUSE OF the press of current work, Minoru Yamasaki, FAIA, alumnus of the University of Washington, will be unable to fulfill his commission to design the Law School Library at the UW. The design contract has been given to Mitchell-Gurgiola, Philadelphia architects.

Wood-Design Seminars Scheduled at 24 Universities

A SERIES of wood-design seminar scheduled at about 24 universities throughout the country are expected to get under way about October, with specific dates to be announced. The series of half-day sessions on "Designing with Wood" is sponsored by the American Plywood Association, the Southern Pine Association, the American Institute of Timber Construction and the Southern Pressure Treaters Association. The seminars will be aimed at senior and junior architectural and civil engineering students.

Hospital of the Future

In the recent Medical Facilities Seminars sponsored by the Producers' Council in 50 major cities across the country, four original design concepts of the hospital of the future were displayed by the American Iron & Steel Institute. The concepts, developed by hospital planner E. Todd Wheeler and the architectural firm of Perkins & Will, were geared to the most pressing needs of all hospitals: maximum use of available space and expansion to meet the need for additional space.



Two of the concepts are shown here. An underwater hospital (upper photo) and an inverted pyramid (lower) suggest solutions to the accelerating shortage of urban land. The others are a "tree" design which would allow expansion by adding self-contained modular units to a structural steel framework, and a "tent" constructed of a tough translucent plastic over steel columns.

Defense Design Courses Offered in California

THE OFFICE of Civil Defense will offer three courses throughout California in September: Fallout Shelter Analysis Course, Protective Construction Course and Environmental Engineering Course. Registration in the latter two are dependent upon completion of each preceding course.

The first series on Fallout Shelter Analysis is designed to develop the ability to analyze shelter in existing buildings and to provide knowledge and skill in protective design and related cost reduction techniques in new construction. It will begin September 10 in San Francisco and follow on succeeding dates in Lafayette, Monterey, Palo Alto, Sacramento, Los Angeles, Canoga Park, Santa Barbara, Whittier and Santa Monica. The Protective Construction course will acquaint the professional with protective construction design. Subjects include shock loading on structures, response to dynamically applied loads, limit design of steel and reinforced concrete elements and other related problems. This will be offered in San Francisco on Sept. 12, in Los Angeles, Sept. 17 and Sacramento, Oct. 3.

The Environmental Engineering course covers the environmental as-

pects of analysis and design for shelter habitation. It begins on Sept. 12 in Los Angeles, San Francisco on Sept. 16, Sacramento, Sept. 19 and San Diego, Sept. 23. Applications for enrollment may be had from the Director, Region Seven, Office of Civil Defense, Federal Center, Santa Rosa, Calif. 95403.

Idaho State University Receives AISI Architectural Grant

IDAHO STATE UNIVERSITY has been awarded an architectural research grant by American Iron & Steel Institute, one of four AISI awards totaling \$27,200. The ISU grant will be used to research the development of the downtown business district of Pocatello and will involve the entire architectural senior class.

The project, under the direction of assistant professor R. P. Fasolino, will cover two semesters. Detailed proposals will be made on buildings, the organization and flow of all functions of the city's business district. Research will be conducted by teams of 12 to 15 students. One part of the project will include the study of the use of steel in structural and architectural systems geared to Pocatello's specific needs.

Professional Registration for Arizona Landscape Architects

ARIZONA has become the 13th state to require professional registration of landscape architects. The registration bill, which became law on July 1, added the "Landscape Architect" and "Landscape Architecture" to existing registration law without change of any current provisions regarding membership of the board, applications, certificates, reciprocity, fees or penalties. Both the title and the practice are regulated. Fees are the same as for architects, engineers and geologists. "Grandfather" provisions permit registration without examination until July 1, 1969, of persons submitting acceptable proof of at least seven years practice in landscape architecture.

Sliding Fee Scale Approved for Albuquerque Schools

A NEW SLIDING scale for architects' fees has been approved by the Albuquerque Board of Education, adopted after months of meetings with architect representatives. A flat 5% on the amount of the building project was formerly paid. Under the new scale, the fee will range from 5% on projects of more than \$400,000 to 7% on projects less than \$20,000.

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Architecture West has made arrangements with Encyclopaedia Britannica for you to obtain the latest edition on a group basis at a discount price plus several additional items at no extra cost. These extras from which you may choose include such items as the 15-volume Britannica Junior Encyclopaedia, or Webster's Third New International Dictionary, the Britannica Atlas, the Britannica World Globe, and a bookcase, as well as Library Research Service and Home Study Guides or College Preparatory Series.

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UCLA to Research on 'Housing the Underhoused'

THE UNIVERSITY of California at Los Angeles will undertake a pilot research study of the problems of "Housing the Underhoused." They will be assisted by state college and University of Southern California personnel and will be funded by a \$4,000 grant. The pilot study is expected to result in a report which will examine and isolate the many aspects of the problems involved. It will also list California universities and colleges which are in a position to devote facilities and personnel to participate in a detailed three to five-year study. The study would offer alternatives for public and private action leading to improved housing for families with low income. The primary responsibility for the project has been assigned to UCLA's housing, real estate and urban land studies program. The grant was made from the Real Estate Education, Research and Recovery Fund, established to assist real estate education and research at California universities, colleges and junior colleges.

Housing Act Basis of San Francisco Conference

"HOUSING AND URBAN Development Act of 1968" will be the basis for a two-day conference at the Hilton Inn, San Francisco International Airport, September 26-27. The conference will concentrate on how best to make use of new federal aids in solving housing problems in the Western states. Leading authorities on housing from city, state and federal governments and from the private sector will discuss the home-ownership aspects of the topic. The conference is sponsored by the Mutual Ownership Development Foundation in cooperation with the California State Department of Housing & Community Development. Additional details are available from MODF, 593 Market Street, San Francisco 95115.



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Illustrated above is a sculptured wood and copper mural designed and executed by Walter Graham Studios for the National Bank of Washington. The hand carved wood panels at the left are the work of the same designers, artisans and skilled wood carvers.

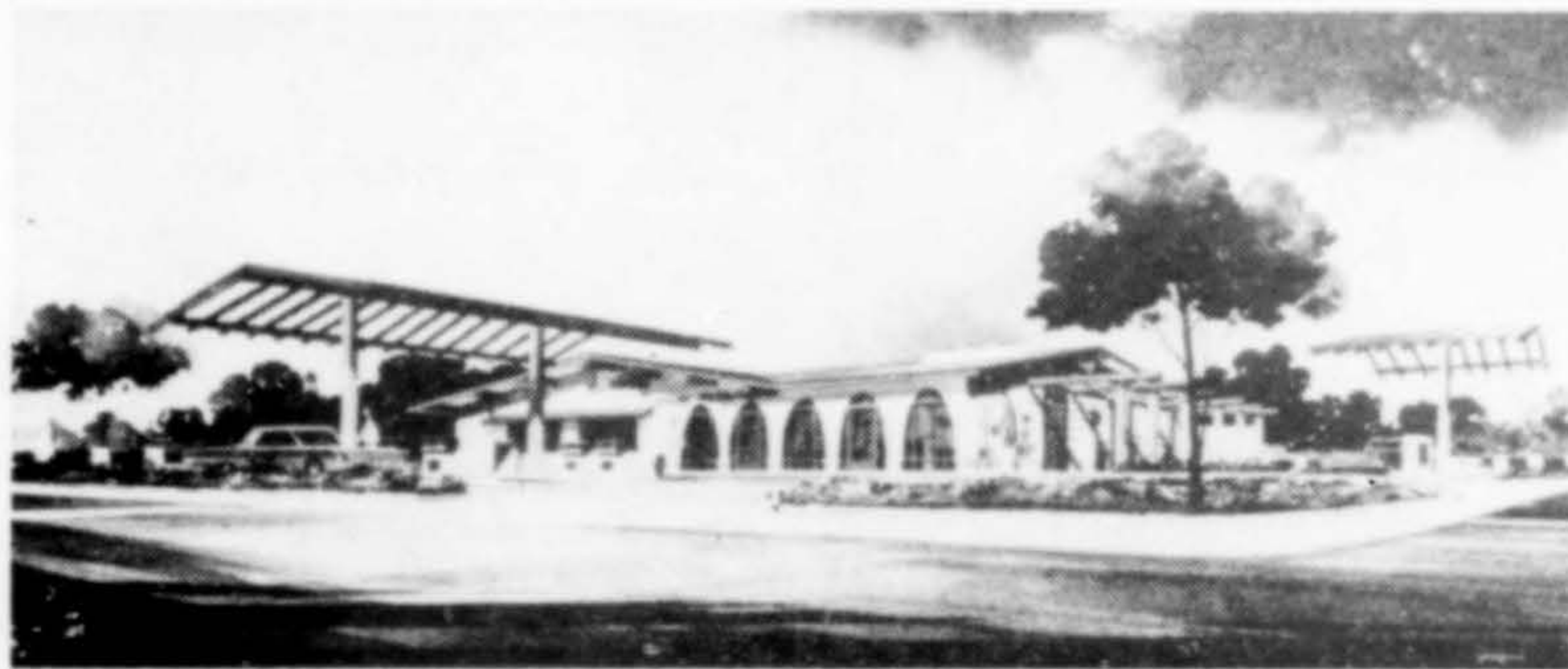
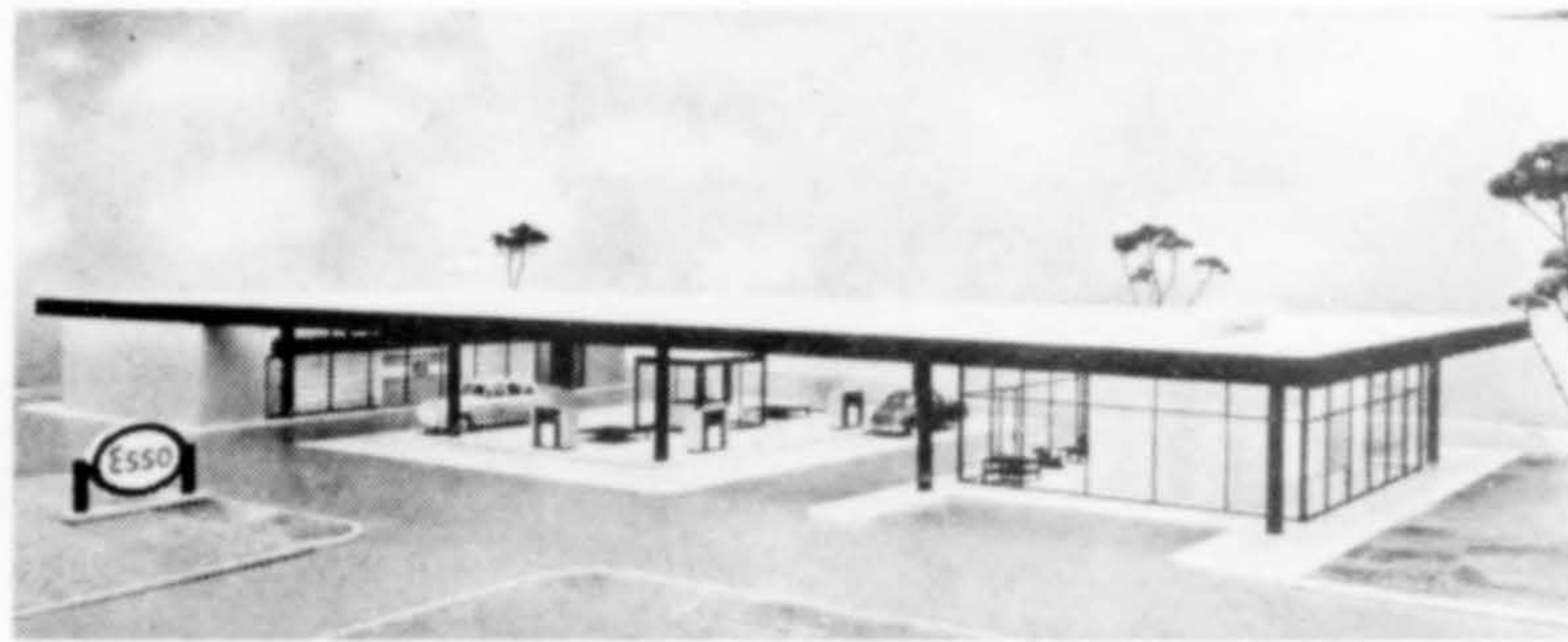
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Mies vs. Mission Service Stations

Now it is the "new look" in service stations. A steel and glass building for Imperial Oil, Ltd. is nearing completion at Nuns' Island in Quebec. Colors are black and white, two walls are brick, two are glass. One side will provide a rest area with the service bays on the other side. Shown here in the upper photo, the area is free of advertising except for one identifying oval. The building was designed by architect Paul LaPointe with Ludwig Mies van der Rohe



serving as design consultant. In the lower photo, Humble Oil & Refining Company is constructing stations at Thousand Oaks and Ojai that use mission-style architecture, identified by curved archways and red tiled roofs.

Predict 250,000 Second Homes per Year by 1970

SANFORD R. GOODKIN, Los Angeles housing consultant, has predicted that by 1970 builders will be called upon to construct as many as 250,000 "second" homes each year. Along this same line, the American Plywood Association has produced what it calls a "profile" of the second home buyer: 56% of household heads are professionals, 12% in sales and only 3% retired. Family incomes of second home buyers are in the \$7,500 to \$15,000 range with 22% of the buyers earning more than \$15,000 a year.

Throw-Away Housing?

THROW-AWAY HOUSING is the answer to the nation's pending housing shortage, according to a recent study made by Cornell University. Living units mass produced in factories at a fraction of current costs could be built with a life expectancy of 15 to 20 years or more. A living complex would be assembled with completely equipped and furnished portions, that is with interchangeable modules. When worn out, a module could be replaced by a new unit straight from the factory. Modules could be assembled as single family homes, row housing and low or high-rise apartments. The basic module is transformed into bedrooms, kitchens and other rooms by the addition of "secondary components" and all slid into place and plugged into an existing utility grid. The report points out that in conventional construction there is a one to one ratio in material and labor costs, and that in an industrial systems approach there is an eight to one ratio. The report, entitled "The New Building Block—a Report on the Factory-Produced Dwelling Module," is available from the Cornell Center for Housing and Environmental Studies at \$5 a copy.

Preview



Facelifting for the Port of Oakland Contemplated in Preliminary Studies

PROPOSALS TO GIVE a facelifting to almost the entire Oakland waterfront involve extensive recreations, marine terminal, airport, commercial and industrial property development. The Port of Oakland, aware of the increased public concern over unrestricted Bay fill and of the growing need for public access areas to the waterfront, last fall commissioned Wilsey & Ham to prepare a study encompassing .19 miles of waterfront within the Port of Oakland. The firm was instructed to emphasize the recreational development within the area while accommodating the need for expanded port facilities.

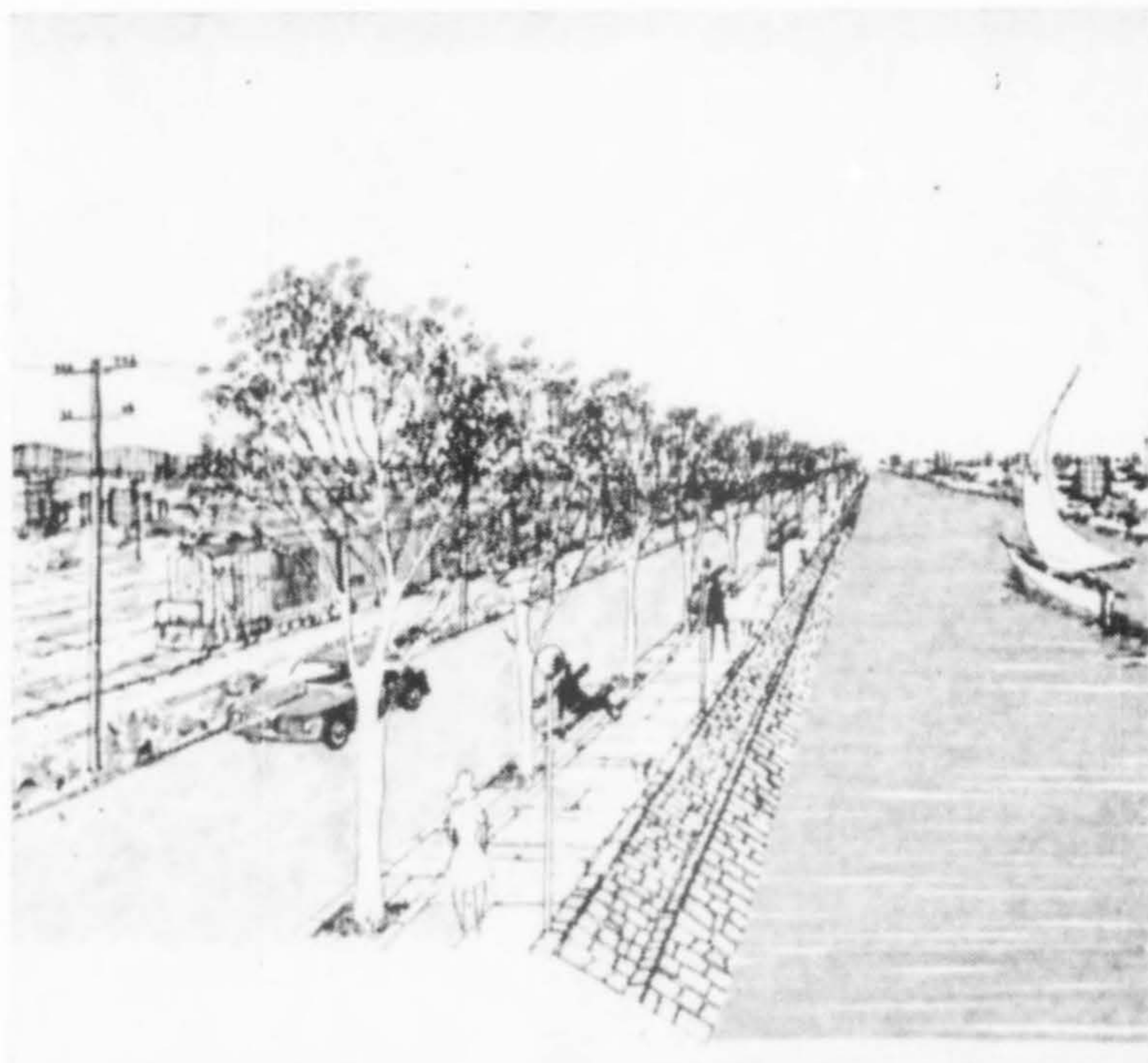
Studies were made of eight areas of the Port: the North Harbor, just north of the Bay Bridge toll plaza; Outer Harbor, on the south side of the bridge; Middle Harbor, entering the Oakland Estuary; Jack London Square; Brooklyn Basin at Government Island; the Tidal Canal area at the east end of the Estuary; San Leandro Bay, and Oakland International Airport.

The possible development of Jack London Square is shown in the photo, top left. The study envisions the extension of the Square east to the Lake Merritt Channel. Parking areas would be converted to a plaza with automobiles relocated to low-rise structures adjacent to the Square. The existing walkway would extend and link the Square to a public observation point at the Grove Street pier. Development east down the Estuary would include marinas, apartments, shops and a promenade.

One proposal for the Middle Harbor (right above) would include a landscaped promenade and road extending for about a mile along the edge of the Estuary to its mouth. The road would provide access to a restaurant and pub

proposed for the abandoned lighthouse in the vicinity of the Western Pacific Railroad ferry slips.

The Seventh Steet Terminal in the Outer Harbor is already under construction, the development having been anticipated prior to the study. The North Harbor proposal contemplates a new marine terminal facility and the Brooklyn Basin proposes to highlight the qualities already existing there. Three pocket parks were suggested for development at the Tidal Canal area, and the four proposals made for San Leandro Bay involve a large freight distribution center. Expansion at the airport is anticipated in proposals for that area.



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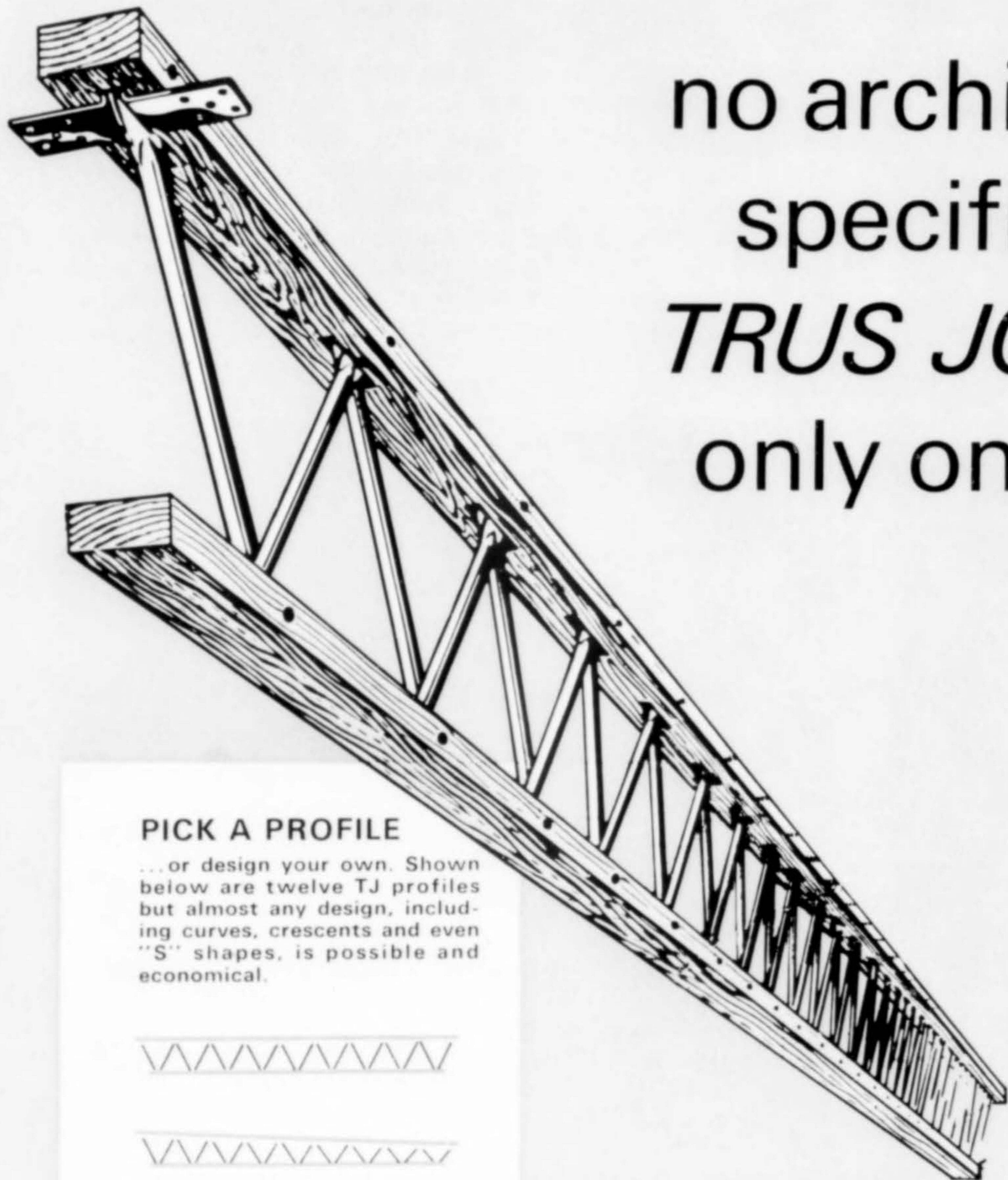
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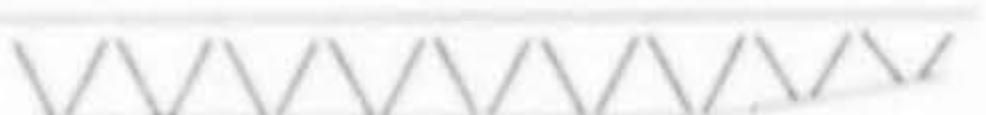
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Offices

William E. Blurock, FAIA, & Associates, architectural and planning firm in Corona del Mar, announce a change of name and the addition of five partners, three associate partners and a business manager. With the change in name to WILLIAM BLUROCK & PARTNERS, Architects and Planners, the partners will be LERON A. HESTER; ALAN E. SMITH, ROBERT I. HENCH, OWEN C. MCCORKLE, DAVID W. CURTIS. Associate partners are J. J. STRICKLAND, WYNETT E. BEDELL and JOHN TRITTIPO. EDNA M. BLUROCK has been named business manager.

DONALD D. SNOW has opened an office for the practice of architecture at 243 East Home Street, Long Beach, California.

GEORGE FILLER, Architect, AIA, has opened an office for the practice of architecture at 109 West Third St., Juneau, Alaska. Prior to the establishment of his own firm, he served for nine years as state architect under the Department of Public Works, State of Alaska.

DANIEL MORRIS, a partner in the firm of Stearns, Mention & Morris, Eugene, Oregon, for the past four and one-half years, has opened his own independent practice at 2727 Willamette Street, Eugene, under the firm name of MORRIS & ASSOCIATES. ROBERT STEARNS and ROBERT MENTION are continuing the former firm under the name of STEARNS & MENTION, Architects and Planners, at 40 West Eighth Avenue, Eugene, where they have been established for a number of years.

WONG/KLEIN/FALLER/ASSOCIATES, Inc., Architects and Planners, is the new name of the office formerly known as Haulman, Faller, Wong, Klein, Inc., Fresno, California. The name change was announced by Harold T. Wong, president. Other officers are Kenneth A. Klein, vice president and office manager; Stanley B. Faller, secretary-treasurer and business manager. The firm will remain at the present office location: 2809 N. Blackstone, Fresno.

DONALD J. HAULMAN of the former firm of Haulman, Faller, Wong & Kelin, Fresno, has established an office at 2804 E. Sussex Way, Fresno.

LEONARD M. TIVOL has been named an associate in the firm of CHAN/RADER & ASSOCIATES, San Francisco.

JON DAVID COLLIER, architect, has been named an associate in the firm of VAN BOURG/NAKAMURA & ASSOCIATES, Berkeley, California. He has been with the firm since 1962.

Bindon & Wright, Seattle architects, announce the addition of two new partners: GEORGE A. HARTMAN and CLARK TEEGARDEN. The name of the expanded partnership will be BINDON/WRIGHT & PARTNERS. Both have been associates of the firm since 1964. Mr. Hartman will be in charge of design and Mr. Teegarden will be responsible for document production.

QUIDO H. CIARDI has joined the planning, architectural, engineering firm of DANIEL, MANN, JOHNSON & MENDENHALL, Los Angeles, as project director.

CESAR PELLI, until recently vice president and director of design at Daniel, Mann, Johnson & Mendenhall, has become a partner in VICTOR GRUEN ASSOCIATES. He will direct the design of all Gruen architectural projects from the firm's Los Angeles headquarters.



PELLI

CARROLL RUDD, formerly partner of Morganelli, Heumann & Rudd, has joined the Los Angeles planning and architectural firm of WILLIAM L. PEREIRA & ASSOCIATES as director of design.

STUART C. WOODARD, Architect, and former chief architectural designer for William L. Pereira & Associates, Los Angeles, has been named to a newly created position as director of architecture for LARWIN COMPANY, one of the largest privately owned home builder-developers in the country.

RUHNAU, EVANS & STEINMANN, Riverside, California architectural-planning firm, announces the appointment of COLONEL ARTHUR F. KRAUSE, USAF, ret., to the new position of director of development.

CLIFFORD R. PALLESEN has opened a consulting engineering office at 7580 W. 20th Ave., Lakewood, Colorado. The firm name will be PALLESEN ASSOCIATES, specializing in civil and structural engineering.

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LEWIS

COCHRAN, principals in the Bellevue Washington, architectural firm of Ridenour & Cochran announce that they have joined in full partnership with architect MYRON C. LEWIS. Practice will continue under the new firm name of RIDENOUR, COCHRAN & LEWIS, AIA, ARCHITECTS. Mr. Lewis has been associated with the firm since 1960. Offices are at 400 - 108th Avenue N.E., Suite 512, Bellevue.

MURRAY & McCORMICK, planning, engineering and surveying firm of San Leandro, California, has opened a branch office in Bellevue, Washington. FREDERICK L. KRABBE, a partner, will be manager of the office; JACK D. FROST, commercial director, and WILLIAM O. JAMESON, an associate, is a professional land surveyor.

ALEXANDER BOOME, Palo Alto, registered professional engineer and former president of Alexander Boome Consulting Engineers, Inc., has joined the San Francisco regional office of DANIEL, MANN, JOHNSON & MENDENHALL. He will head mechanical and electrical engineering consulting services in Northern California. The entire staff of the Boome office has also joined in the move to DMJM.

WILSEY & HAM, San Mateo-based design, planning and engineering firm, has announced the appointment of



DOVEY

JACK H. DOVEY as vice-president, Pacific Northwest office, at 100 South Second Street, Renton, Washington. Until the appointment, he was program director at the San Mateo headquarters.

PAUL H. WINTER has been named vice president of PACIFIC ARCHITECTS & ENGINEERS, Los Angeles, where he will head up the design office. He has just returned from Japan where he was manager of the Tokyo design office for PA&E.

MELVIN C. BOGART has been appointed as director of interior design for CHARLES LUCKMAN ASSOCIATES. Since 1963 he has been president of his own industrial design firm, Mel Bogart Incorporated, with offices in Sherman Oaks, California.

HERBERT W. VON COLDITZ has announced formation of an organization to provide consulting services in civil, mechanical and electrical engineering. Offices are at 465 California Street, San Francisco.

DAVID F. EVANS has become an associate and a project engineer with the consulting engineering firm of SANDIS & ASSOCIATES, Palo Alto. Prior to the new association, he was a project engineer for Wilsey & Ham.

DONALD E. NELSON and G. ANDREW RELI have been named partners in the Los Angeles office of DAMES & MOORE, consulting engineers.

The following changes of address have been received:

HOBART D. WAGENER ASSOCIATES, ARCHITECTS—737 - 29th Street, Boulder, Colorado.

L. L. FREELS & ASSOCIATES—6 Bryant Way, Orinda, California

JONATHAN KAHANANUI—2605 Columbia, Eugene, Oregon.

BINDON/WRIGHT & PARTNERS, ARCHITECTS—215 Norton Building, Seattle.

HAROLD D. WOLFE, Jr.—8500 Broadway, Suite A, La Mesa, Calif.

EDWARD PATTON—4012 E. Cooper St., Tucson, Arizona, from Sacramento, Calif.

LANGDON E. MORRIS, Jr.—520 S. Garfield St., Denver.

LANGDON & WILSON, ARCHITECTS—3345 Wilshire Blvd., Los Angeles.

ROLAND L. LINDER, FAIA—3800 E. Mansfield, Englewood, Colorado, from Denver.

DONALD W. CUTTING, AIA—4069 Round Top Drive, Honolulu.

PONCIA & MERRILL, ARCHITECTS—1971 Oddie Boulevard, Sparks, Nevada, from Reno.

THOMAS P. DUNLAP—775 E. 8th St., Chico, Calif.

WILLIAM T. HENDRICK and JOHN R. MOCK—3901 Adams Avenue, San Diego.

LINN A. FORREST, ARCHITECTS, AIA—1000-A Harbor Way, Juneau, Alaska.



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laminated plastic but only one*



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People

HARRY HARMON, assistant vice chancellor for physical planning and development for the California State Colleges was elected president of the Association of University Architects.

The College of Architecture at the University of Arizona, Tucson, announces the addition of two new members to the faculty; ROBERT CARPENTER, professor of architecture and urban planning, and ALVIN MILLER, associate professor of architecture.

EVERETT M. SIMPSON, architect with the Alaska Department of Public Works, has been named chief architect for the State of Alaska, under this division, succeeding George Filler.

ROBERT L. DURHAM, FAIA, Seattle, has been named a co-chairman of the Committee for HJR-1, the proposed "open spaces" amendment to the Washington State Constitution to be presented to the voters in November.

LINN FORREST JR., has been appointed Deputy Commissioner of Public Works for the State of Alaska.

THOMAS BOSWORTH of Providence, Rhode Island, has been named professor and chairman of the Department of Architecture at the University of Washington, Seattle. Until assuming the new position this fall, he was associate professor and chairman of the Department of Architecture at the Rhode Island School of Design where he has taught since 1964. His career includes a teaching appointment at Yale University; four years as a designer and field supervisor for Eero Saarinen & Associates, and the last four years in private practice.

Phoenix architect DANIEL W. BRODSKY has been appointed to the Phoenix Sign Board of Appeals by Mayor Milt Graham and the City Council. He is one of seven board members who take under consideration appeals made to them following a city decision regarding any sign.

Architect HOWARD T. CHOW has been awarded a trophy by the Southern California Edison Company for excellence in electrical design for the planning and design of the recently completed A. S. Schulman Electric Company building in Los Angeles.

Reno, Nevada architect HEWITT C. WELLS has filed for election to one of two Washoe County seats on the University of Nevada systems board of regents to be filled in the November general election.

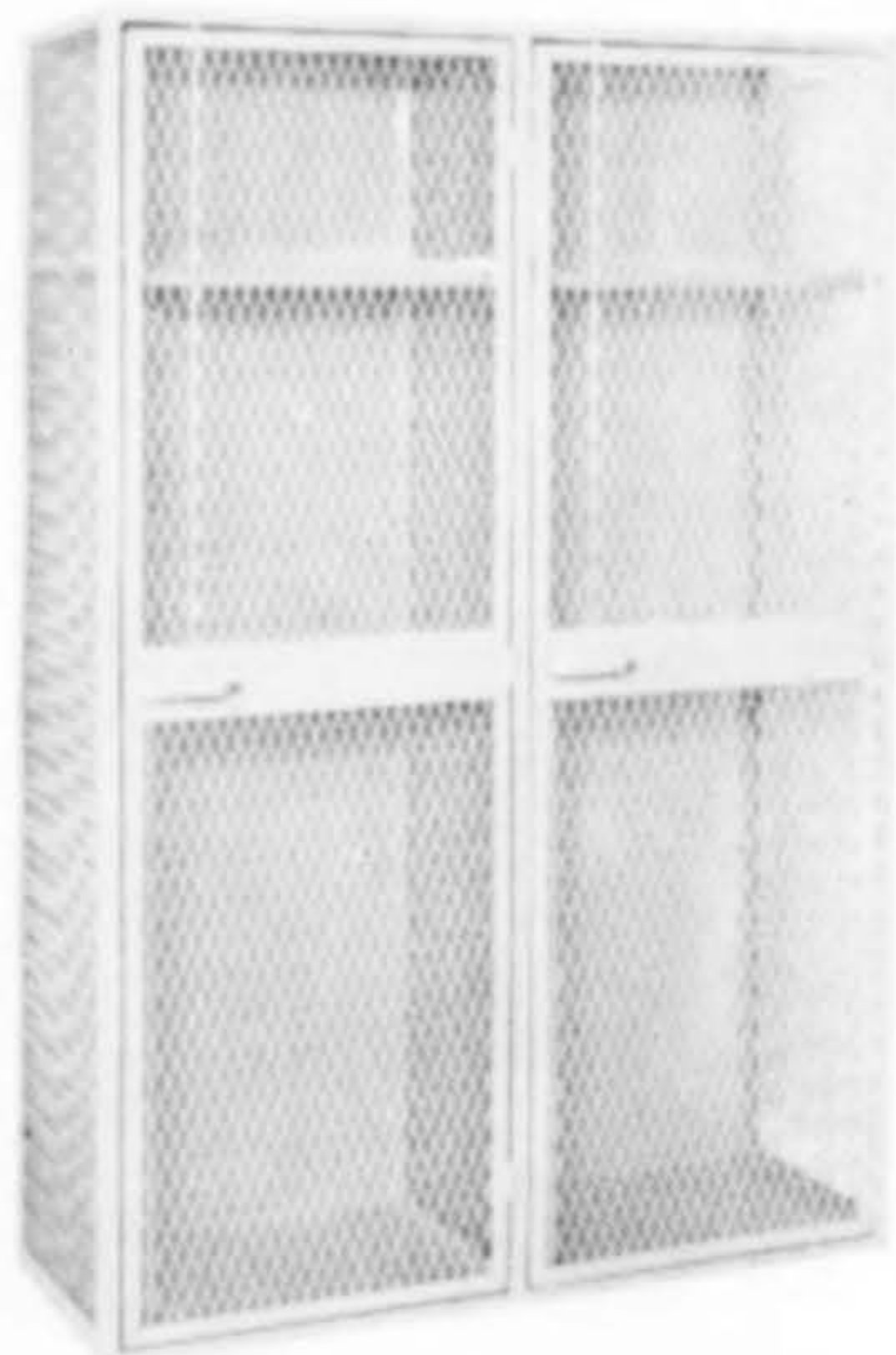
THEODORE OSMUNDSON, FASLA, landscape architect of San Francisco and national president of the American Society of Landscape Architects, participated in the Australian Planning Institute Conference at Perth, Australia, in August. He spoke on American landscape architecture and its relation to city and regional planning in the United States.



ALLAN E. GATZKE, University of California architectural student, receives \$1500 F. S. Wade Scholarship presented by P. R. Shea (right), general sales manager for Southern California Gas Company. Samuel Hurst, dean of the School of Architectural, is at left. The scholarship is cosponsored by Southern California and Southern Counties Gas Companies.

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Organizations

The 17th WESTERN MOUNTAIN REGION AIA conference, September 18-22 will explore "The Architect in Action." Scheduled for the Hotel Utah in Salt Lake City, the conference will be hosted by the Utah Chapter, AIA.

Seminars and speakers will center on the architect in public relations, in the community, in design, in computer technique, in-solvency, in professional action, in creative mood, at home and in Park City.

Fred Montmorency is general chairman.

The Fairmont Hotel, San Francisco, will provide the background for the CALIFORNIA COUNCIL, AIA, 1968 convention, October 7-9. Professional sessions will follow the format of former years. The Fifth CCAIA Invitational "Fine Arts for Architecture" exhibition will be one of the conference highlights. The annual CCAIA citations will be made at the president's banquet and ball.

Some 200 students from California's major schools of architecture are expected to attend the 1968 convention.

James J. Souder is professional program director.

"Architectural Practice of Tomorrow" is the theme of the 17th annual NORTHWEST REGIONAL AIA conference hosted this year by the Idaho Chapter, AIA, at Sun Valley, Idaho, October 3-6.

Among the speakers and seminar participants will be C. Herbert Wheeler Jr., associate professor of architectural engineering, Penn State University; Joseph Esherick, FAIA, San Francisco; S. Scott Ferebee, FAIA, Charlotte, North Carolina; Randle W. Iredale, MRAIC, Vancouver, British Columbia; Carl L. Bradley, Fort Wayne, Indiana architect; David N. Yerkes, FAIA, Washington, D.C. Glen Cline is chairman of the conference.

"Educational Facility Planning," theme of the ALASKA CHAPTER, AIA, fall conference, October 31-November 2 in Juneau, will be emphasized during two full days of talks and workshops. Dr. James D. MacConnell of the School Planning Laboratory, Stanford University, and Dr. John L. Cameron of the U. S. Department of Health, Education and Welfare, will be principal speakers. About 40 school superintendents or their representatives from all of the school districts throughout Alaska are expected to attend. George Filler is chairman of the Juneau Section, AIA, host to the annual meeting.

Calendar

Western Mountain Regional, AIA, annual conference, Hotel Utah, Salt Lake City, Sept. 18-21.

National Association of Women in Construction, Sheraton-Park, Washington, D.C., Sept. 19-21.

The 15th annual Region Eleven conference, Construction Specifications Institute, Tucson, Arizona, Sept. 27-29.

Northwest Regional AIA conference, Sun Valley, Idaho, Oct. 3-5.

California Council, AIA, annual meeting, Fairmont Hotel, San Francisco, Oct. 6-9.

Prestressed Concrete Institute annual meeting, Olympic Hotel, Seattle, Oct. 6-10.

Hardwood Plywood Manufacturers Association, annual fall meeting, Century Plaza Hotel, Los Angeles, Oct. 16-18.

First national convention, Manufacturers' Agent National Association, Alhambra, Calif., Oct. 16-18.

International Cellular Plastics Conference, Hotel Commodore, New York, Nov. 6-8.

Structural Clay Products Institute annual brick industry convention, Puerto Rico Sheraton, San Juan, Puerto Rico, Nov. 9-13.



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THE SPECIFICATIONS CALLED FOR GENUINE CLAY SHINGLE TILE

Each branch library in the superior Los Angeles Public Library system is architecturally distinctive, designed to complement the community in which it is located. The charcoal gray shingle tile on the Sherman Oaks Branch Library not only enhances the building's contemporary design, but is also maintenance-free. Neither beauty nor quality was sacrificed, for Architects Rochlin and Baran, A.I.A., specified only genuine clay shingle tile—from the kilns of San Vallé. After all, if it isn't clay... it isn't tile.

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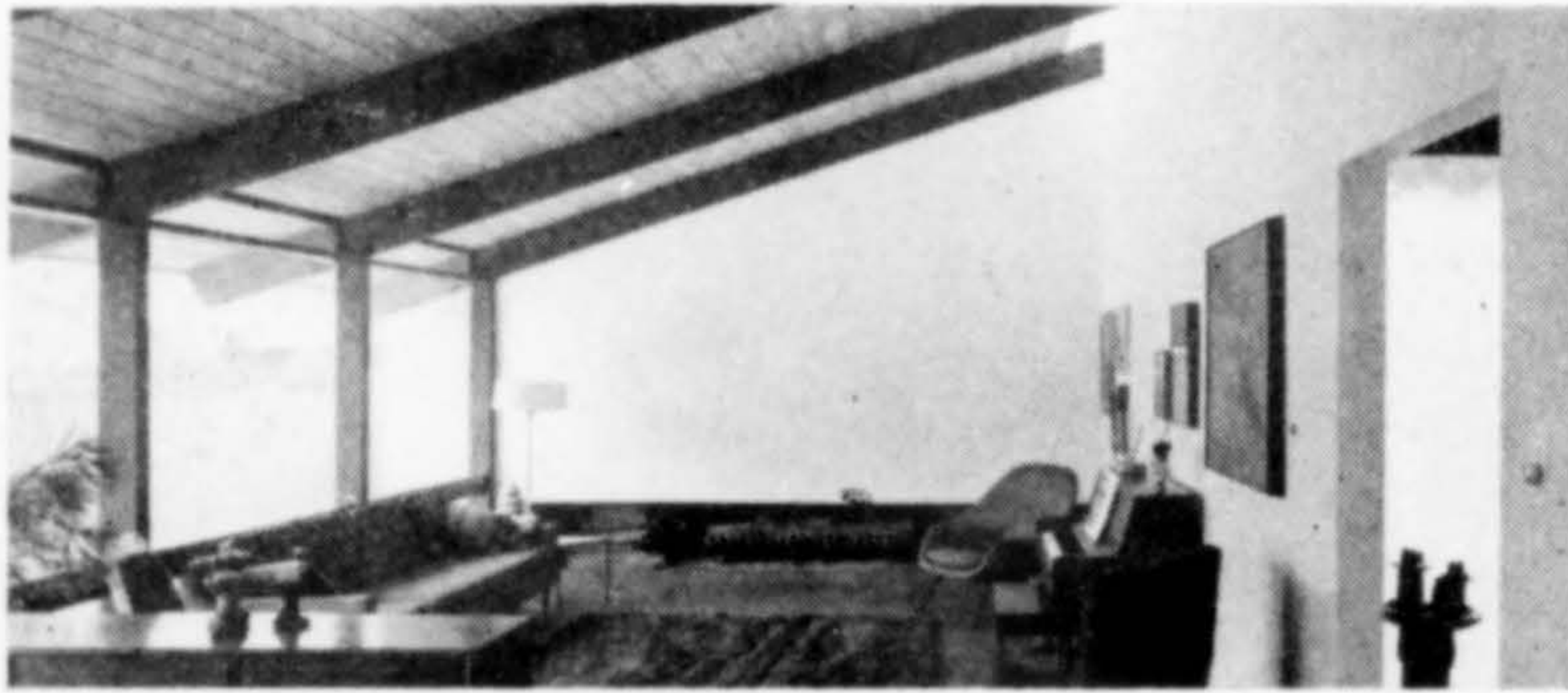
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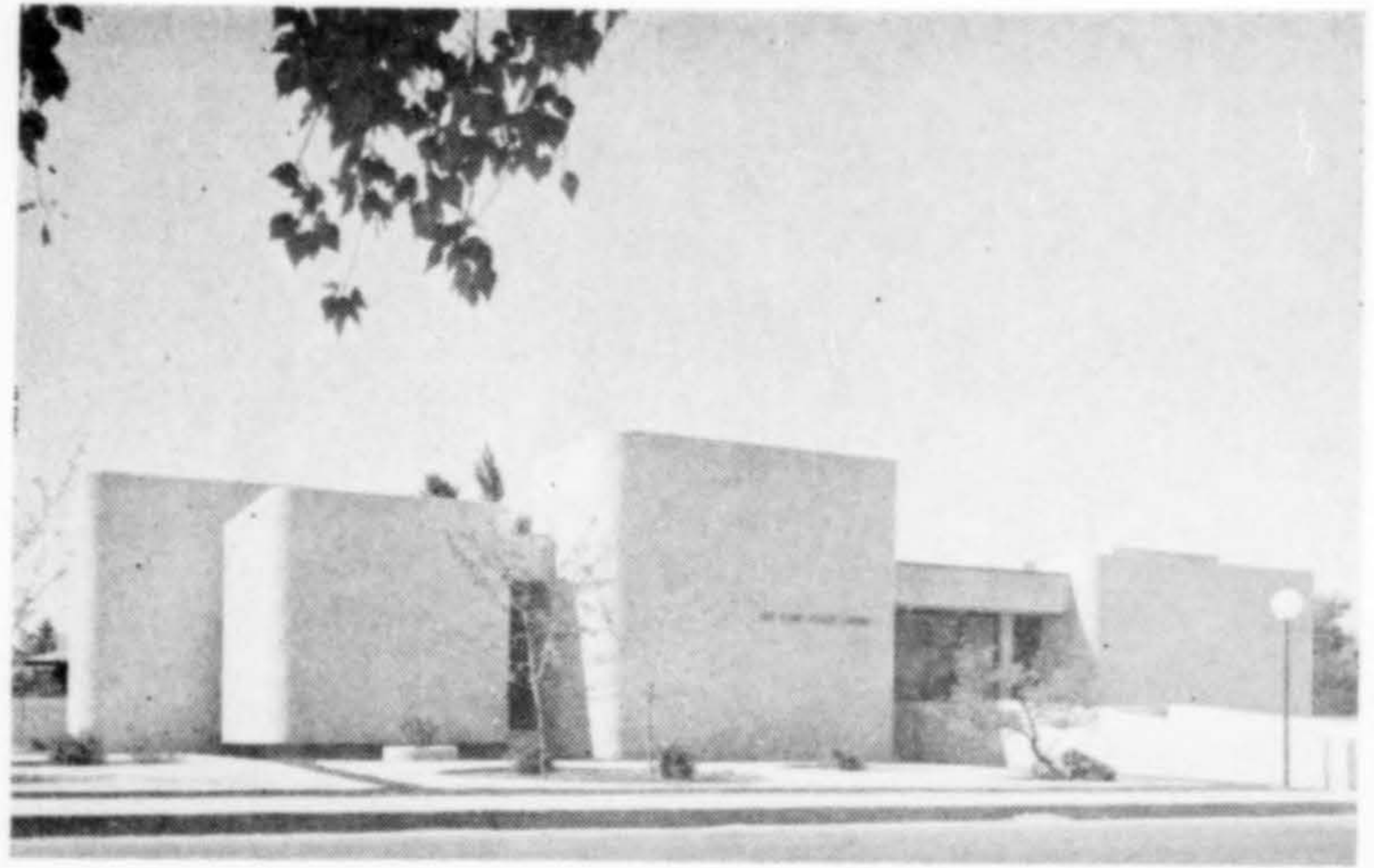
Albuquerque Chapter, AIA, Cites Nine Projects

JURORS were Charles W. Moore, chairman of the Department of Architecture at Yale University; Thomas R. Vreeland, Jr., chairman of the Department of Architecture, University of New Mexico, and Clinton P. Adams, dean of the College of Fine Arts, New Mexico State University.



PAAK RESIDENCE, Albuquerque. Honor Award. Hildreth Barker, architect.

GOLF CLUBHOUSE, University of New Mexico, Albuquerque. Honor Award. John Reed, architect.



SAN PEDRO Branch Library, Albuquerque. First Honor Award. John Reed, architect. (A/W, February 1968).

UNIVERSITY ARENA, University of New Mexico, Albuquerque. First Honor Award. Joe Boehning, Architect.

MERIT AWARDS:

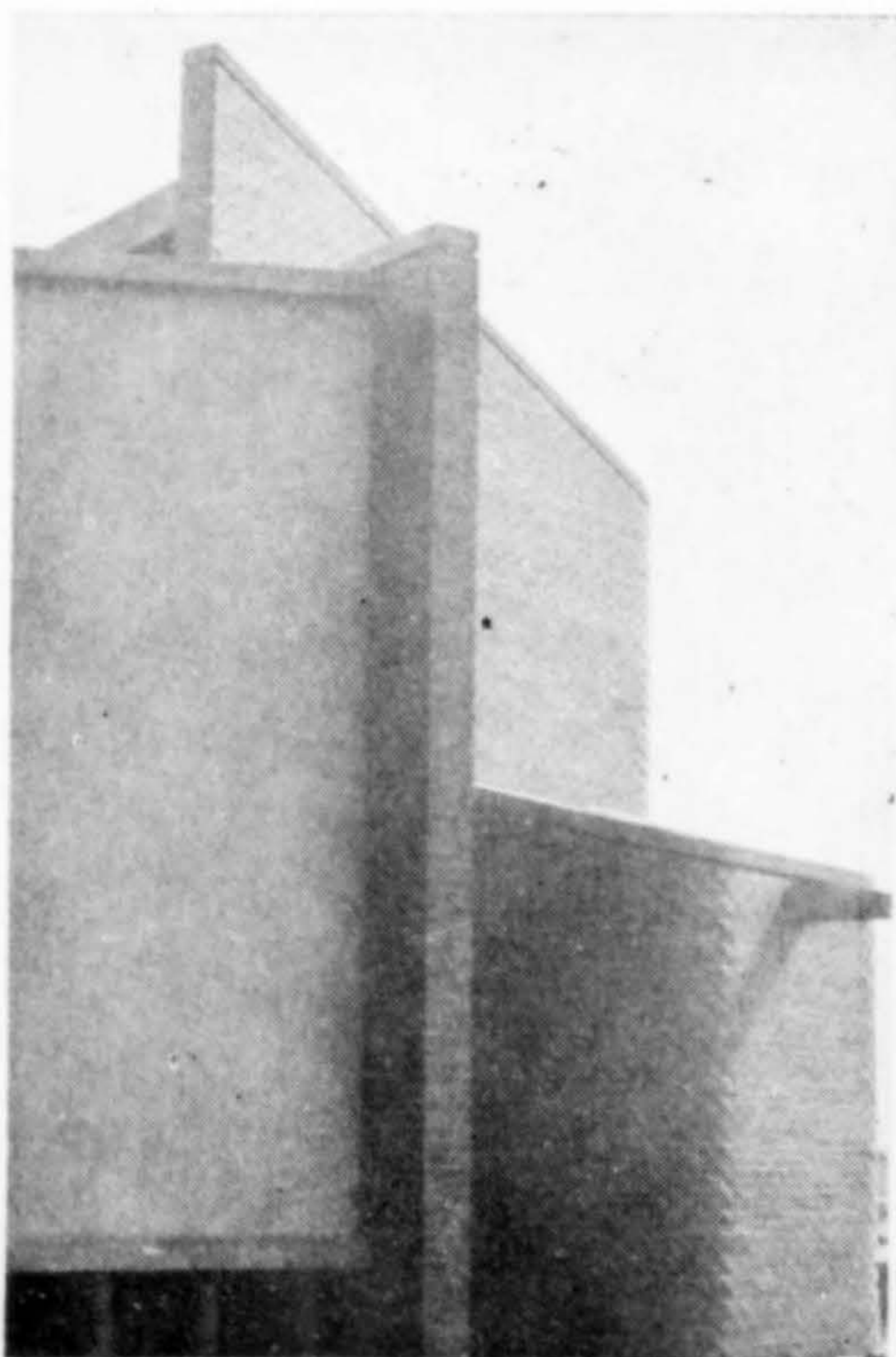
ST. ANTHONY CHURCH, Fort Sumner. George Wright & Associates, architect.

ADMINISTRATION FACILITY, Los Alamos County Courthouse. Flatow, Moore, Bryan & Fairburn, architect.

WILLIAMS OFFICE Building, Albuquerque. Joe Boehning, architect.

BOWERS RESIDENCE, Sandia Heights. John Peter Varsa of Wendell & Varsa, architect.

RILEY RESIDENCE, Albuquerque. Robert B. Riley, architect.



An Office Showcase

QUAIL COURT
Office Park Complex
Walnut Creek, California

DONALD SANDY JR.
Architect

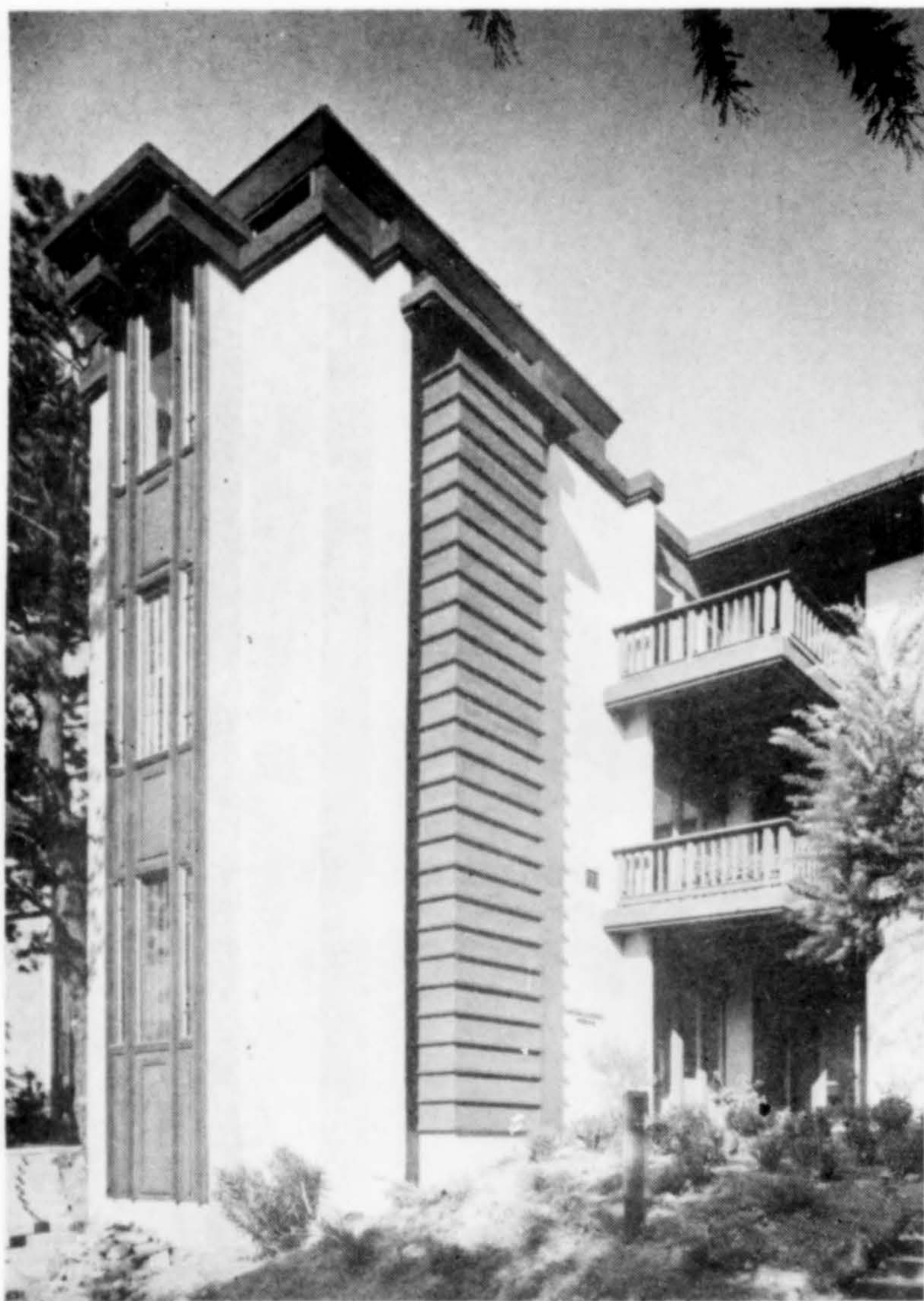
ANTHONY M. GUZZARDO & ASSOCIATES
Landscape Architects

PACIFIC BRIDGE COMPANY
Contractor

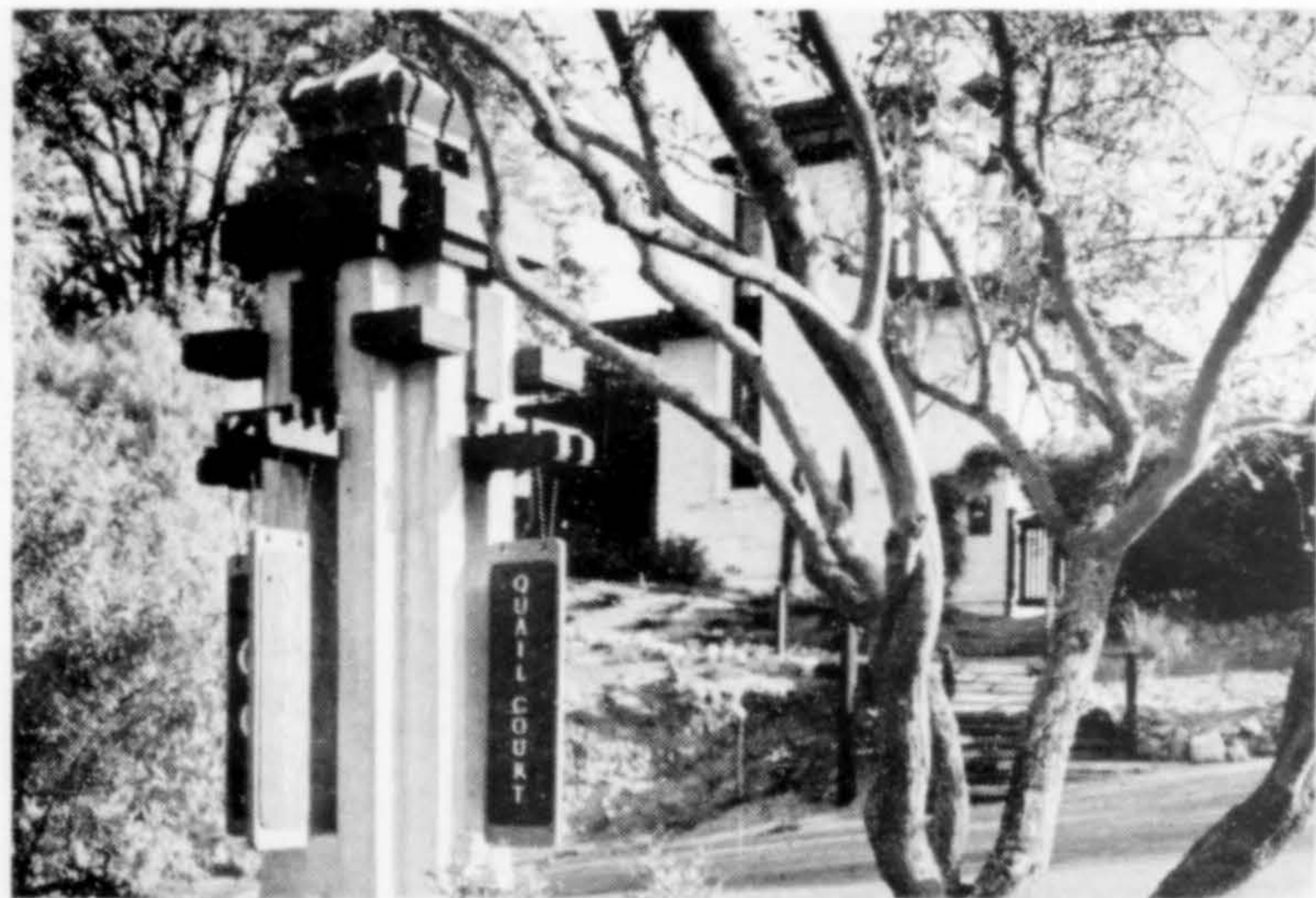


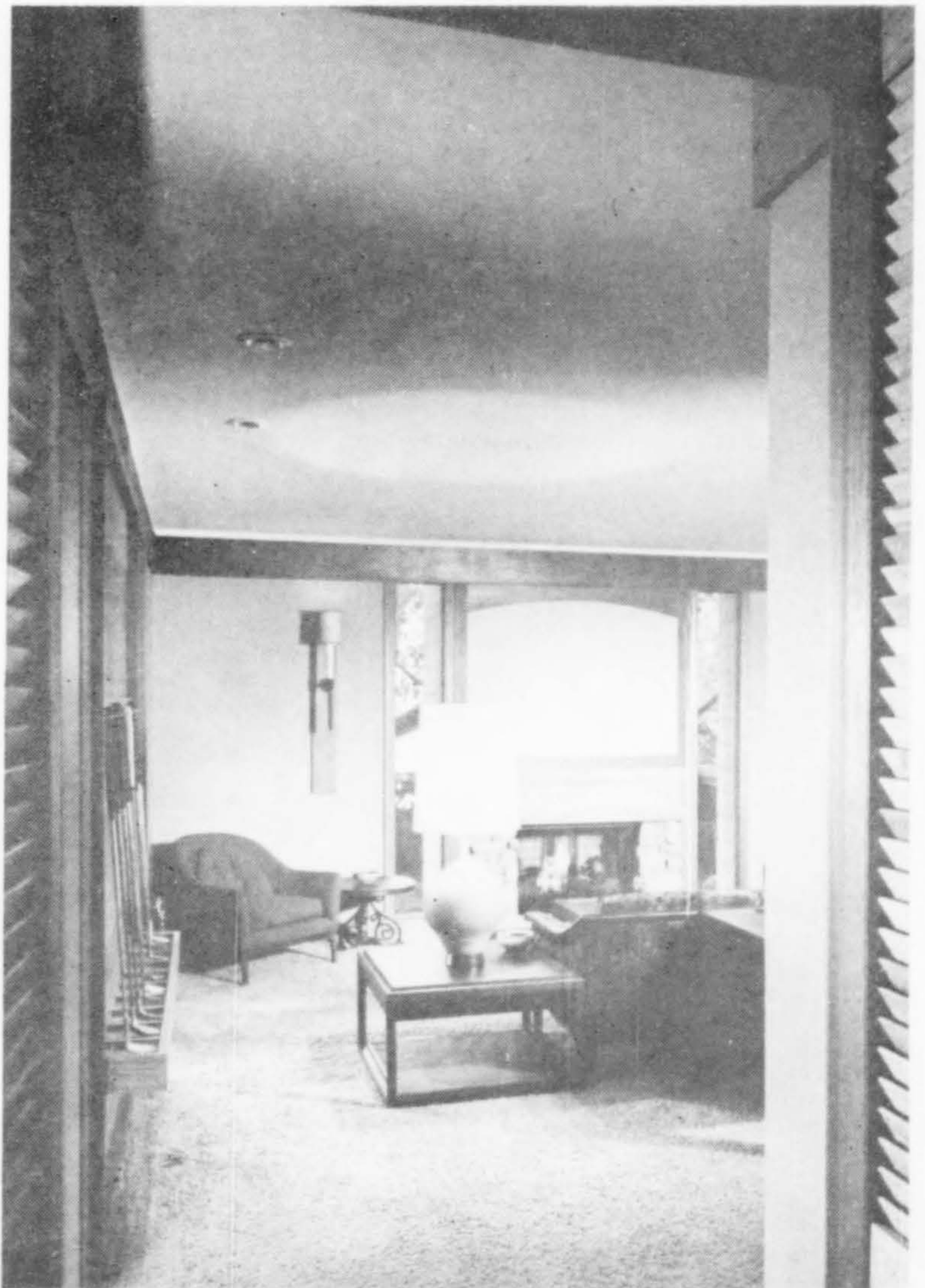
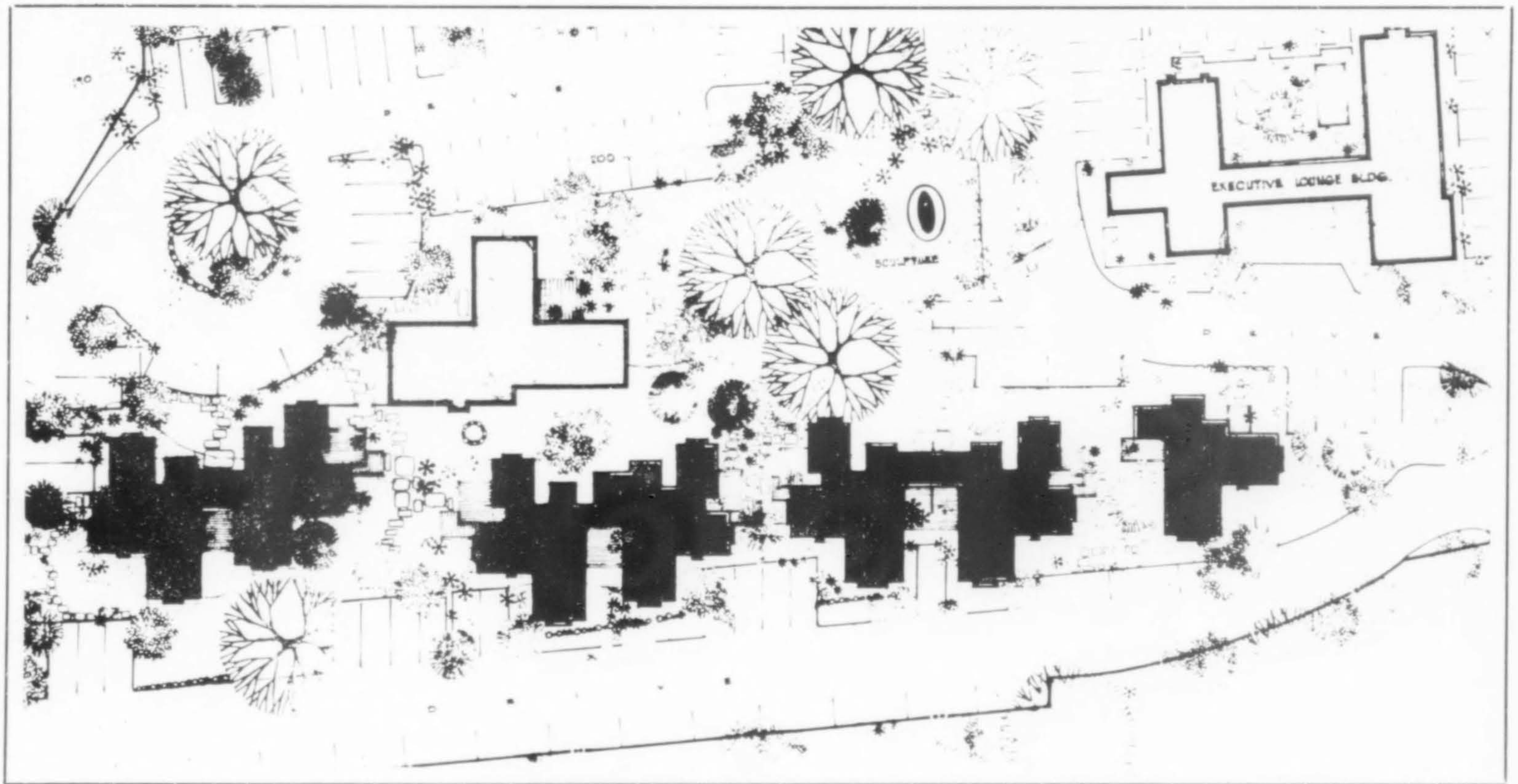


Morely Baer photos



THE PACIFIC BRIDGE COMPANY, a 100-year-old construction firm, purchased a four-acre wooded knoll on which to build an office park that would include their headquarters. Requirements were to preserve the natural beauty while creating a campus-like complex of 52,000 sq. ft. in new construction and converting a 30-year-old residence into a club facility. A floor plan flexibility for rental spaces was to be developed while maintaining slope integrity, providing ground-level access to all spaces and retaining the knoll's treetop profile to showcase the complex. The solution was a multi-structure complex in a three-story building configuration reversible to meet landscaping and slope considerations, equally adaptable to single building structure or double unit. Nonview space was eliminated with most offices opening on decks. The basic materials used are off-white stucco for simplicity and historical values, combined with dark-stained redwood and natural heavy shake or copper roofing.





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USS ULTIMET in stainless steel was the first curtain wall system competitive in price with materials of less strength and durability.

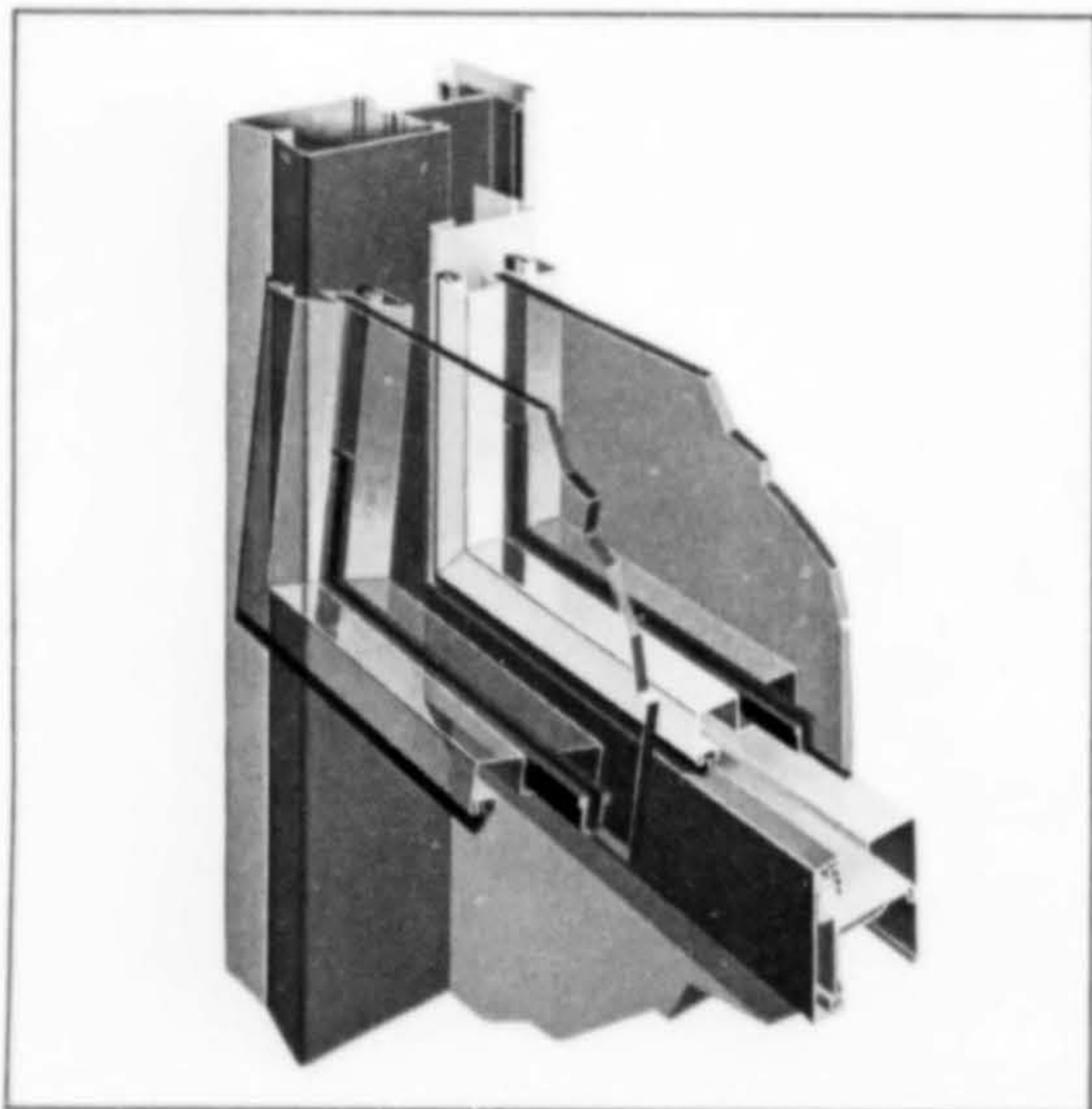
Then came USS ULTIMET Framing in COR-TEN high-strength low-alloy steel, the steel that "paints" itself with a handsome russet-colored oxide skin that virtually eliminates maintenance necessitated by corrosion.

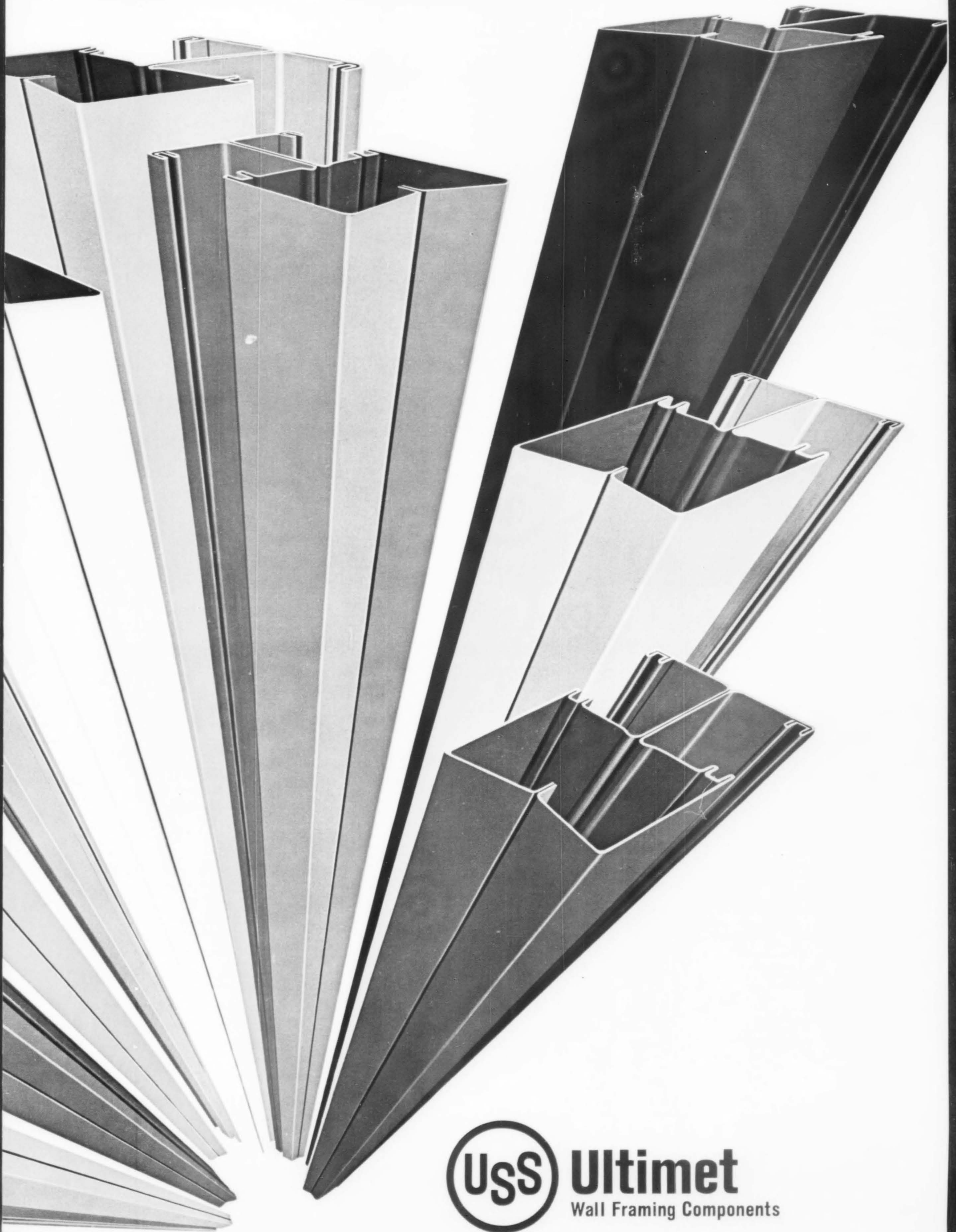
Now it's USS ULTIMET Wall Framing Components in a wide selection of *colors*. The shapes are supplied by U. S. Steel in long-lasting galvanized steel and are color-coated by qualified applicators.

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Ultimet

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Spokane, Washington

TROGDON-SMITH
Architects

Robert J. Grossman
Project Manager

ROBERT B. GOEBEL
Contractor

DOROTHY TROGDON
of Joel, Inc.
Interiors, Color Consultant

REX GOODE
Casework



THE PROJECT consisted of renovating the main floor of an old wholesale-warehouse structure to house a contemporary design-oriented gift and furnishings store. The move to the new location meant leaving a small but well-established store in the central retail area and relocating on "the wrong side of the tracks". A strong architectural character was required to help inspire shoppers to make the extra effort necessary to patronize the store.

One section of the building was removed to provide parking and to reduce the building size to code requirements. (The upper floors will be developed as office space for related businesses and professions, with entry at the rear parking area.) The budget led to the decision to strip the building and sandblast the existing heavy timber and brick construction. New brick spandrels, brick piers corbeled to receive the precast concrete fascia, and the narrow windows at the recessed entry were carefully detailed to relate to the original structure.



FUTURES STUDIES

by DAVID C. MILLER

Director of Futures Studies, Communication Service Corporation
San Francisco, California

Prepared for: The American Institute of Architects Fellows Breakfast,
16th annual Northwest Regional Conference at Spokane, Washington, October 3, 1967
(Abridged)

I want to visit with you for a few moments today about three things:

FIRST, just exactly what is this new field of futures studies which I represent and why may the emerging discipline of futures studies be relevant to what you are doing.

Second, what are some of the long-range trends which we as futurists are forecasting for the future which are likely to have a special impact on your profession.

And then finally, how can you apply the futurist outlook or perspective in the work you are doing today.

In my view, the discipline of futures studies represents an effort to identify both the resources and the restrictions which will help to structure what human civilization will be able to do in the future. As an honest profession, futures studies must also indicate the times, the places, and the people it is talking about as imposing those restrictions and providing those resources. Furthermore, and most important, futurists seek to forecast trends in future relative ascendancies of human values—that is, not what we

will be able to be and do tomorrow but what we will *desire* to be and do tomorrow. After all, whatever the future may be, it is certain to be some combination of the things we can do and the things we want to do. If you can get some consistent hints about those two things, then you can make some better good guesses about what is and is not likely to happen in the future.

I should also point out in discussing futures studies generally, that I spell futures with a final "s", that is, as a futures with a plural. Many people, of course, believe that there is only a *single* future and that it is inevitable. (However), it is a question of how *far* and how *well* you can see ahead, and of how *much* you can change things to shape a future more to your liking. And that is what futures studies is about, to be brief about it.

How might futures studies be relevant to your work? As I see it, we futurists can assist you by giving you some relatively specific ideas of the demands which the future will impose on you as architects. Furthermore, we should be able to give you a useful idea of the tools and resources you can expect to have at hand to meet those demands. Finally, perhaps we can in some cases assist you by suggesting some of the possible things you can begin doing today to shape the future of architecture the way you want it to be.

So much for generalities. Let me next see if I can begin more specifically to relate my profession to yours. Of all trends in civilization, one of the most urgent and grim is the one which exists between the people in this world who have and the people who have not. For convenience, I call this the have/have not gap. There are two alarming aspects about this have/have not gap. The first cause for alarm is that the have-not population is becoming an increasing fraction of the total at an accelerating rate. The second alarming aspect about the have/have not gap is that it is widening in degree at an accelerating rate. That is, the extremes of riches and poverty are themselves moving rapidly farther and farther apart.

There is this growing gap between the haves and the have-nots. How is that likely to affect you as architects? As I see it, you will be caught in a two-way squeeze. On the one side, the affluent and the possessed will look to you for environmental designs which can keep the world out of sight and out of contact. By world, they will mean the poor and the dispossessed.

This pressure will be met head-on by an equally insistent pressure from the other side. The dispossessed are

in the early stages of what has been called the revolution of rising expectations. That's only another way of saying that the people who used to ask for a crust of bread and a tarpaper shack—and didn't get it—are all through asking for that now. They want a standard of living which is decent by current middle class standards. And they have no intention of being put off by comfortable middle-class values and expectations. The dispossessed are going to demand more and more of the basic amenities in their environment. And you are going to have to provide them.

Somehow, then, you as architects are going to have to learn how to create environments which give both the rich and the poor a good deal more than they find in their surroundings today. In my own sober judgment, how well or poorly you succeed at this task will make a crucial difference in whether or not the world as we know it blows up.

A second basic trend related to the have/have-not gap is the well-known population explosion. Economic improvements or biological technology may come up with progress which will take you off the hook on this one. But I wouldn't bet on it.

The population explosion will, of course, make intense demands of sheer volume on environmental designers and builders. That is well recognized, but to me it is the population squeeze which is more significant to you. By population squeeze, I mean the crowding of more and more people per square unit of area into a fixed amount of space. We will have new floods of technological progress and economic exploitation well before we can learn to control them to any significant extent. As environmental designers, you are going to have to learn how to accommodate people interacting at much closer quarters with each other much more of the time. Andy Euston, A.I.A.'s director of urban programs, calls this the art of socio-physical design, and I think that is not a bad name for it.

I have mentioned two long-range trends of importance to you as architects—the have/have-not gap and the population explosion. Let me now conclude this portion of my remarks by mentioning a third: The present race between communications technology and transport technology.

An intense competition is in progress right now between communication and transport technology. In my view, the outcome of this race will make a fundamental impact on our patterns of human habitation. I suppose that neither technology will ever win an absolute victory. Presumably, it will always be better in some cases

to send people or objects rather than messages.

But an absolute victory of one or the other is not necessary to cause important changes in environmental demands. If children one day get much of their schooling at home via television, that certainly will change designs for both homes and school buildings. If dad uses similar facilities to work at home, offices, factories, and homes will be much different than they are now. The odds on changes of this kind already are great enough that you as architects had better be thinking about them.

I have listed three trends which to me seem to have a special significance for the future of your profession. Any one of us could just as readily have listed four. There is the whole revolution in distinction between what is public and what is private. The probable advent of extensive man-made environments under our oceans. The possibility of permanent colonies in outer space. The impact of mass leisure. Indeed, so basic and so fundamental are the human needs to which you must respond that it is hard to think of a future possibility which won't substantially affect your work.

How is all this way-out stuff related to the projects I have on my desk today? That is the big question, the hard one, of course. Let me quickly say that I do not pretend to have definitive answers for you. I will throw out one or two ideas, however, with the hope that they will at least result in constructive debate.

First of all, there is the possibility of a computerized information system for architects. This has been looked at a number of times—three at least by A.I.A. since 1962, I am told. Always, it has been dismissed as too expensive, too sophisticated, or both. Still, the computer revolution is still going on. Time-sharing systems are greatly reducing the cost and complexity of having a computerized file. I think an economic, desktop architectural design file is now in sight for you, and hope that you will be taking another look at the possibilities soon. Law, medicine, and many other professions are well along in this dimension. So are some of the more aggressive architectural students and younger practitioners in the field. It is time for a fresh look at this problem.

Another important project which you ought to be thinking about is that of a national model building code based on performance standards. The national commission on automation, technology, and economic progress recommended development of such a code early last year. This, more than any single other thing I can

think of, would free you as designers to apply the latest in materials and building technology. A hard task? Of course, it is a hard task. Anyone of you can easily list a hundred reasons why it is impossible to establish a national model building code. I believe one is coming, and the only question is: Will architects have a say in how that code is put together?

Computerized design information systems and a national model building code. These are two ways you as architects could—and in my opinion should—be working toward your future. But let's try to reach out beyond these immediate and obvious opportunities. Let me talk with you a moment about some of the more advanced ways computers can serve you.

One of my basic convictions as a futurist is that design and planning in all fields of human endeavor is going to be the dominant profession two or three decades hence. Just as in earlier days the practice of law, or medicine, or theology, was the dominant profession. And I carry this one step further. Not only do I believe that planners will be the dominant men of tomorrow. I believe that planners will rely heavily on the use of computerized models, simulations, and games to make their planning decisions. I believe you as architectural planners and designers had better find out quick what is happening in this field if you want a significant piece of the action tomorrow.

It is a truism that the simplest way to make better guesses about the future is to find out more about what is happening today. This is the basic idea behind computer simulation models. Computer models give you two important advantages, if your model is decent enough to make a start with. First of all, computer models can speed up the time as much as you want. You can simulate in seconds events which in the real world might take hours, days, months, or years.

The second advantage is that every little detail of what goes on in the model is faithfully recorded by your idiot computer. That means that you can learn a great deal in a very short time about what goes on in the process you are simulating. Then you can turn right around and plug what you have learned back into your model, so that it is a better one.

I would like to see you building a whole set of computer games around your industry. For instance, I hear a lot of uneasy talk among architects these days about the design project team and where architects fit into it.

Very well, let's set up a model of a design team and turn it loose on a project proposal. We can quickly try out a whole range of experimental team designs and see which ones we like, if any.

I would like to see a set of models representing project proposals on all scales, from a single-family dwelling to an industrial park. Then I'd like to turn competing designers—individuals and teams—loose on the proposal. As soon as we had the first versions of these games in hand, we would turn real people from the industry loose on them. And we would build the projects—a hundred different ways in a hundred different games. Sometimes maybe we *wouldn't* build them—since my spies tell me that every project an architect designs does not get built. We would also play around with shifting roles—we would let the architects be the contractor or the government official sometimes, and vice versa. That ought to give us some interesting insights!

If experience with computer models and games in other fields is any guide, we would learn a lot this way about architecture as it is practiced in this country today. Out of this knowledge, we should be able to decide what we like and what we want to change. And from that, we could begin to get a clearer idea of what has to be done now to make architecture in the future what architects want it to be.

That is only one of many ways modern technology might be of assistance to you in shaping the future of architecture. I mentioned the model building code issue, for example. If ever a situation cried out for modern computer technology, it is that one.

But let me conclude on a different note. It is certainly true that all sorts of relevant technology are available with which to build the future of your profession. Yet in the end, and properly so, architecture is an art. That makes you doubly men who should be of the future. For the artist in any age is a prophet. That is, the artists sees and expresses in his work those emerging trends and truths which other men have not yet recognized. As an art, then, architecture is inherently the substance of tomorrow.

Yet I fear for the future of your profession. I come to you as a friend, but as an outsider. I am troubled by what I see. The future of your profession, like the future of every other, rests in the hands of those who practice that profession in the present. That is an exciting opportunity. It is also a fearsome responsibility. But that is the way it is. As architects, what sort of future do you want?



SALT LAKE CITY PUBLIC LIBRARY

Edwards & Daniels, Architects



THE SALT LAKE CITY Public Library is a statement of its purpose: a center of organized information that is also a dignified contribution to the community.

There are five floors in the building (two are sub-surface stack floors) with the first floor deliberately created to effectively exhibit and merchandise the services as skillfully as the nearby department stores. The second floor, enclosed with a solid sheath of grey cast stone, overhangs the first floor. The art department, administration, technical services and lecture hall are on the third floor. An exterior court and pool are adjacent to the gallery serving the lecture hall. To weld all floors visually and create a self-revealing space, open areas have been created for vertical continuity. All fixed elements have been placed on the periphery for maximum flexibility. Parking is underground. Especially commissioned works of art are an integral part of all spaces. The library received an honor award in the Utah Chapter, AIA, 1965 honors program.



TWO LIB

STRUCTURE:

Reinforced concrete with concrete floors and roof; exterior walls of pre-cast stone and anodized aluminum curtain wall; interior walls of matched hardwood paneling; plaster, vinyl fabric on plaster, travertine tile

FLOORS:

Wool carpet, rubber and vinyl tile

MECHANICAL:

Heated and chilled water coil system

COST:

Building costs, including built-in equipment, but excluding furnishings, fees, land, sitework and landscaping —\$2,050,000

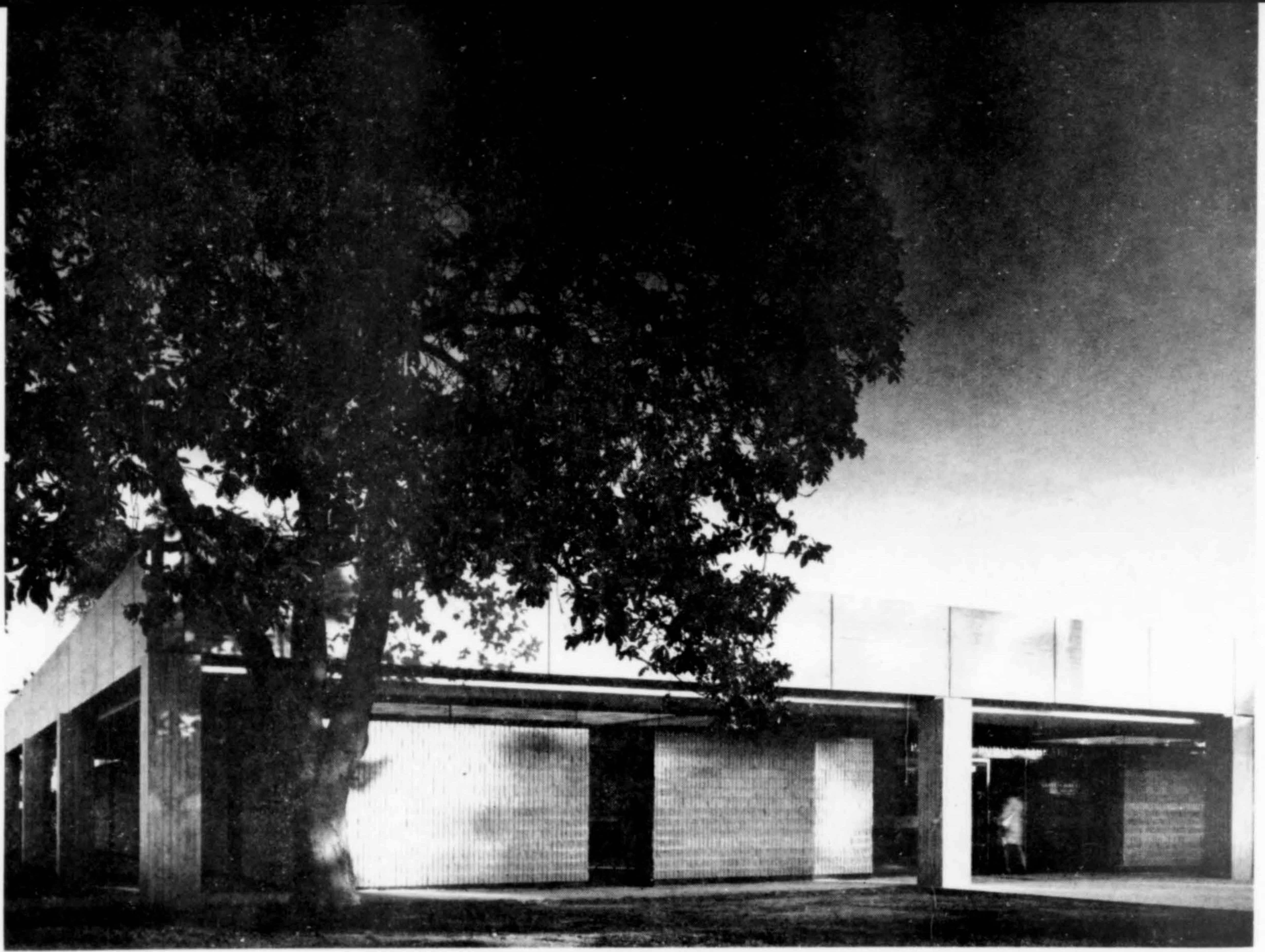
COMMISSIONED ARTISTS:

Children's murals—Phyllis and Warren Luch; Sculptured wall—Jo Roper; Mural—V. Douglas Snow

CONSULTANTS:

Structural—Joseph Patrick; Mechanical—Mark Bryner; Acoustical—Lee Irvine

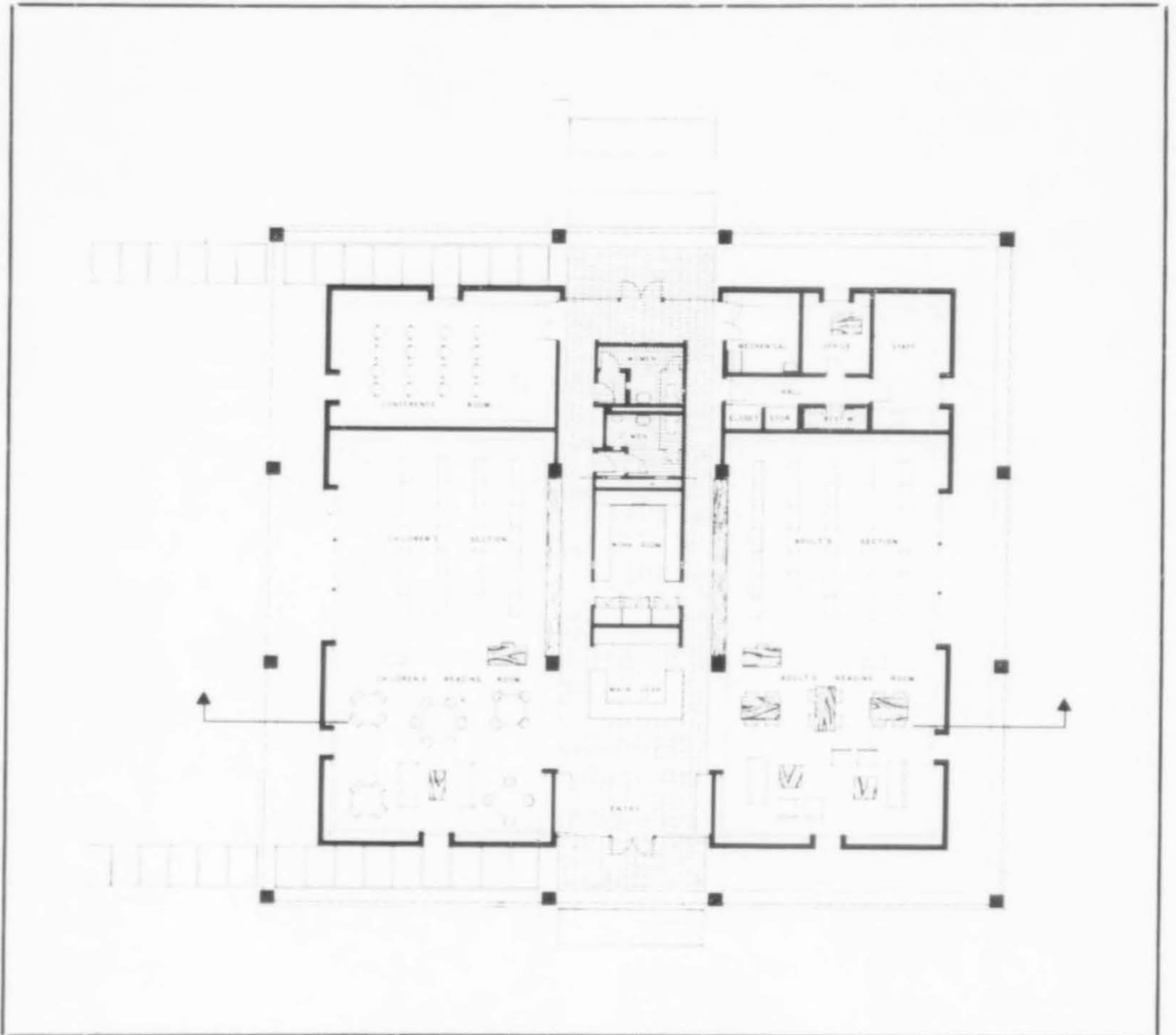
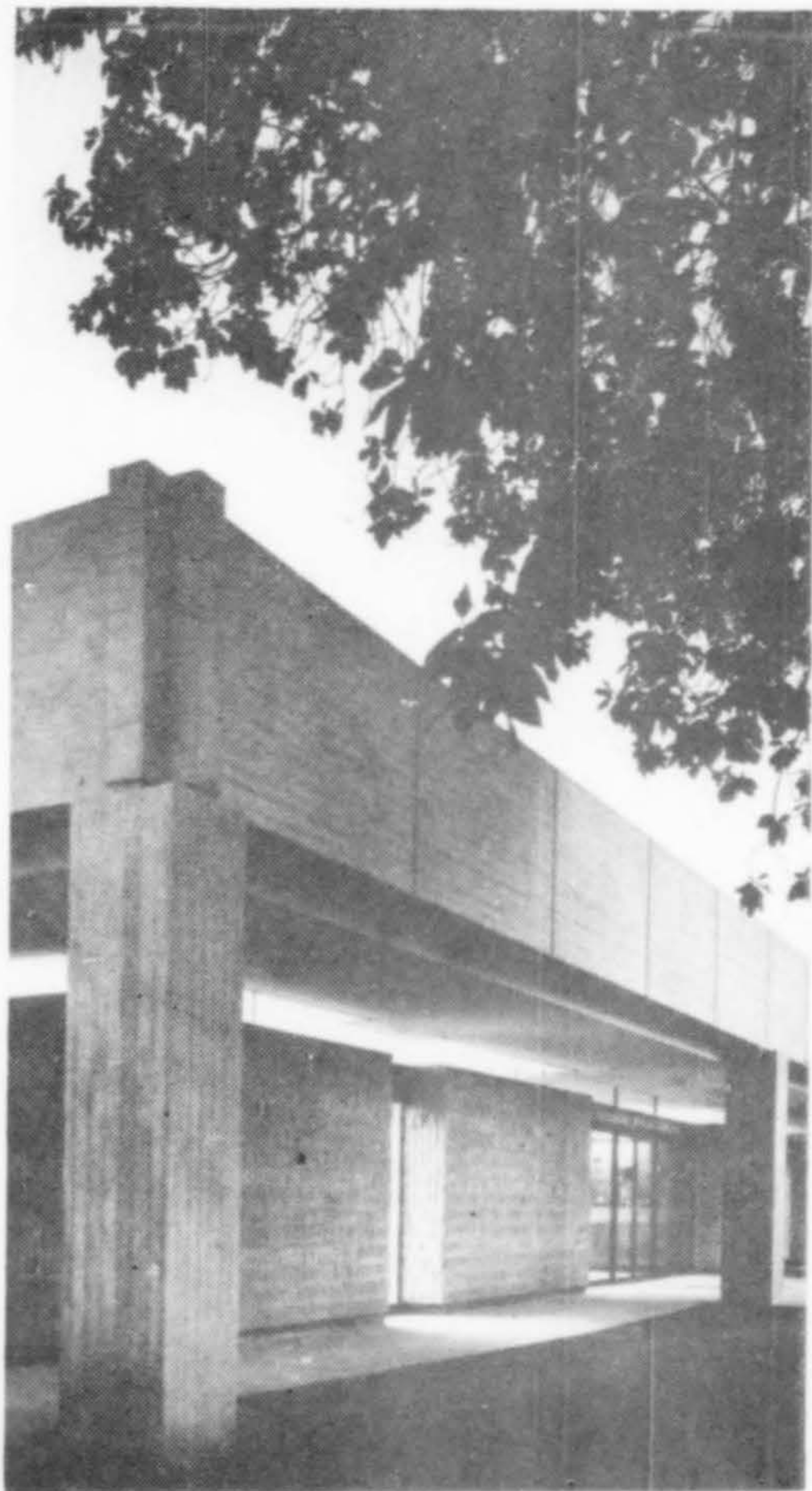




R A R I E S



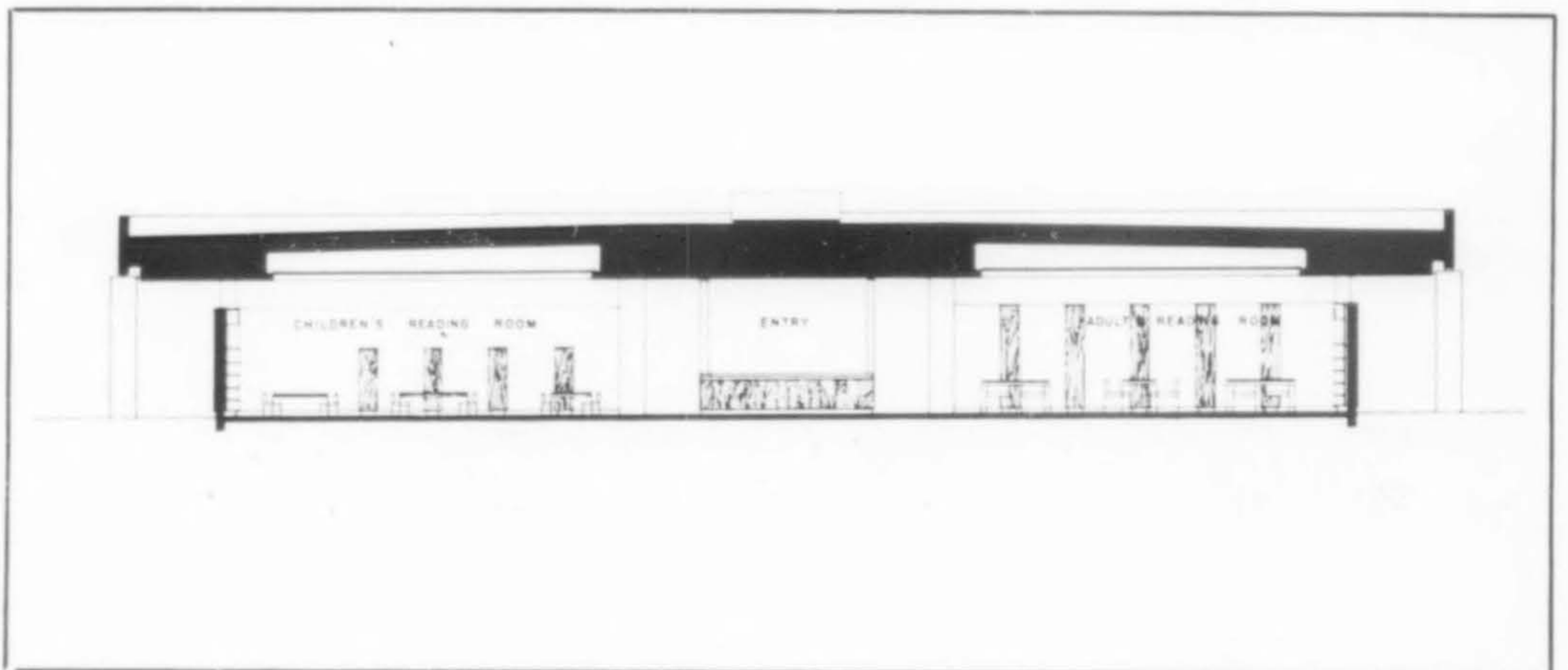
Marvin Rand photos



LAMANDA PARK BRANCH LIBRARY, Pasadena

Pulliam, Zimmerman and Matthews, Architects-Planners

THE DESIGN SOLUTION involved a new building adjacent to an existing library which was kept in operation until the new building was completed and then demolished. Consequently, service to the public was interrupted for only three weeks. The building is zoned so that the rear portion, containing the conference room, toilets and kitchen facilities can be closed off by sliding doors in the two halls for use after the library closes. Children's and adults' sections are separated by the entry lobby. The building has concrete columns and fascia beam with the exterior walls of split face concrete block with continuous glass clerestory. Interior roof and partitions are wood frame.





Lamanda Park Branch Library

Structural Engineer: NORMAN J. EPSTEIN

Mechanical Engineer: GIL COMEAU & ASSOCIATES

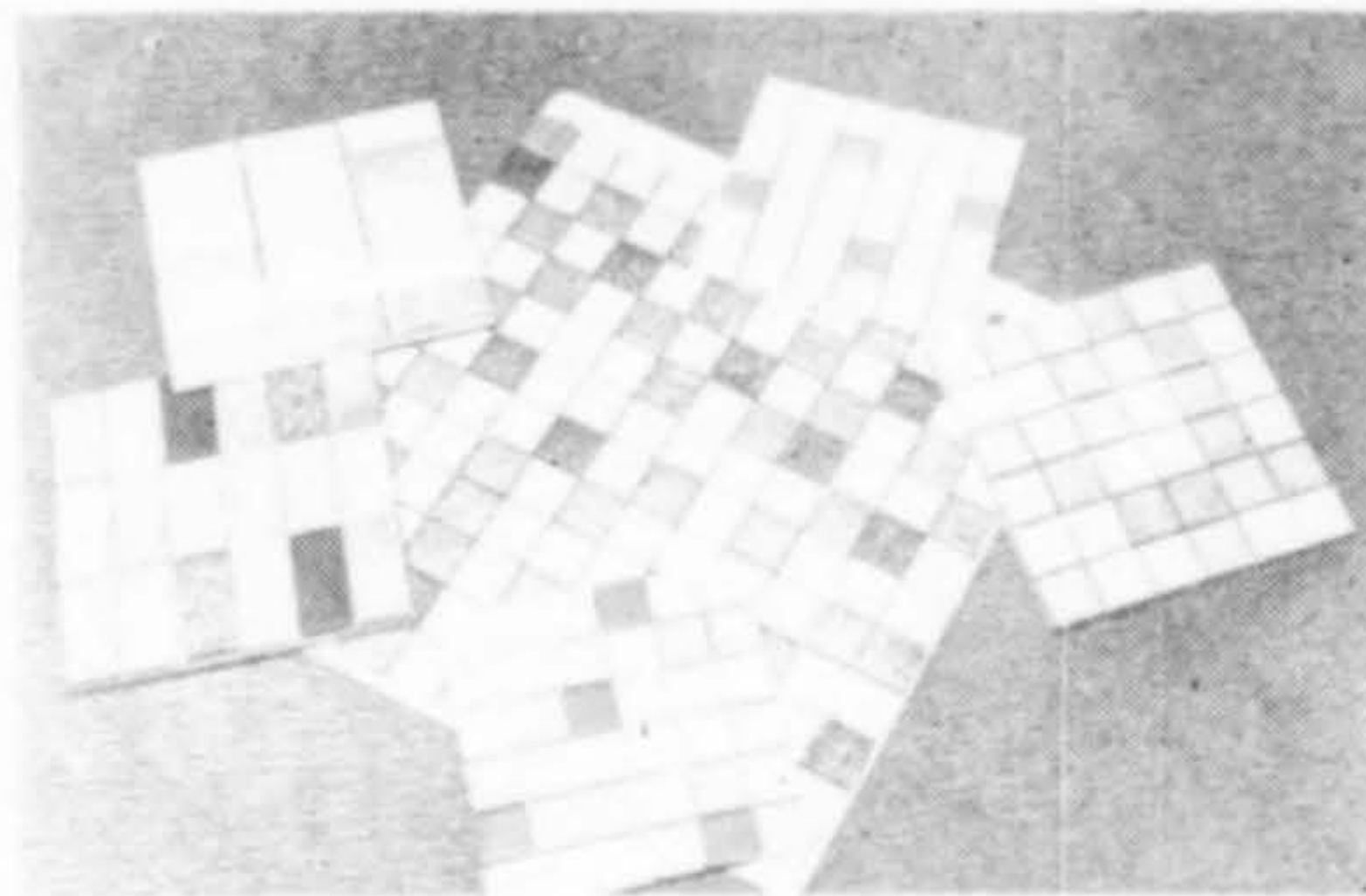
Electric Engineer: EARL HOMBERG & ASSOCIATES

A/W Product Highlights

Preview

Franciscan Ceramic Mosaics

A new designer oriented line of unglazed and glazed ceramic mosaics called Franciscan Co-ordinated Ceramic Mosaics has been introduced by Interpace. The colors have been especially developed to color-coordinate with the Franciscan Tracery collection and Franciscan Tile series 200 and 700. The line includes natural



clay body unglazed ceramics with rich earthy colors and textures suitable for both interior and exterior use. Also featured is a palette of porcelain mosaics with a dense, smooth impervious body recommended for areas where sanitation and stain-resistant qualities are needed. Standard patterns include medleys, block randoms and solids. Ornamental glazes and matte glazed mosaics are also included.—Interpace (A/W) 2901 Los Feliz Blvd., Los Angeles 90039.

Urethane Ceiling Beams

The rustic charm of heavy wooden beams is available in lightweight form for any room. Lite-Beam is the new urethane ceiling beams said to be as rugged as wood yet weigh only eight pounds for a 16-ft. length. The exposed wood ceiling beam facsimile is produced entirely from urethane with a foam-in-place system supplied by the CPR Division of The Upjohn Co. The natural look of wood is reproduced down to random knots and bold grains. Lite-Beams are available in three stained finishes: dark walnut, medium mahogany, light oak, and in standard lengths for 4"x6" ceiling beams, 8, 10, 12, 14 and 16-ft. Wall beams come in 8 and 10-ft. lengths. Installation is easy and Lite-Beams can be applied to any even surface. Cutting or shaping is done on the job with a knife, saw or drill.—Am-Finn Sauna, Inc. (A/W), Camden, New Jersey.

Wallboard Finish Coat

A new finish system made especially for gypsum wallboard has been announced by United States Gypsum Company. The special coating, called Sheetrock Finish Coat System, is quick-drying and provides a matte finish, with an easily maintained surface which can be scrubbed frequently, as needed. USG Finish Coat is available in 10 standard colors and 12 custom colors.—United States Gypsum Co. (A/W), Dept. 340, 101 S. Wacker Drive, Chicago 60606.

Telephone privacy

Acousti-Booths provide privacy and seated comfort while telephoning. A wide choice of exterior panels blend with any decor. Interiors are perforated stainless steel with the same framing. Walls contain sound-absorbing acoustical material. Units may be installed back-to-back or in-line, utilizing common wall construction between units. The booths are available in 2, 4, 6, 8 and 12-station units, and have a fluorescent light, convenient writing shelf, self-contained cantilevered off-floor seating for easy floor maintenance. Chairs are Herman Miller fiberglass, back of black Naugahyde.—Burgess-Day, Inc. (A/W), Box 350, Libertyville, Illinois 60048.

Walnut Secretarial Unit



Myrtle Desk's new Secretarial Unit is contemporarily styled in select walnut veneers and solids highlighted by such features as routing on the outside corners of legs and mirror chrome pulls on drawers and door. Work surfaces include a 66x30-in. secretarial desk plus a 40x20-in. typewriter-height return. Desk has a recessed back panel and a shelf tucked in the kneewell. The return unit's pedestal contains shelving and the desk has one storage and one file drawer with built-in writing slide, dividers and convenient pencil tray.—Myrtle Desk Company (A/W), Box 1750, High Point, North Carolina 27261.

Preliminary Structural System Kit

A uniquely designed and versatile Preliminary Structural System has been developed by Engineering Model Associates to enable the designer to quickly and easily assemble any type



of structure. It provides a means for "three dimensional sketches," changes are rapidly accomplished with no tools and no requirements for practice or skill. All parts are precision injection molded, snap and friction fits eliminate the need of screws or other fastening devices. All parts can be used over again. The system is available in kit form.—Engineering Model Associates (A/W), 1621 North Indiana St., Los Angeles 90063.

Woodrock Prefinished Siding

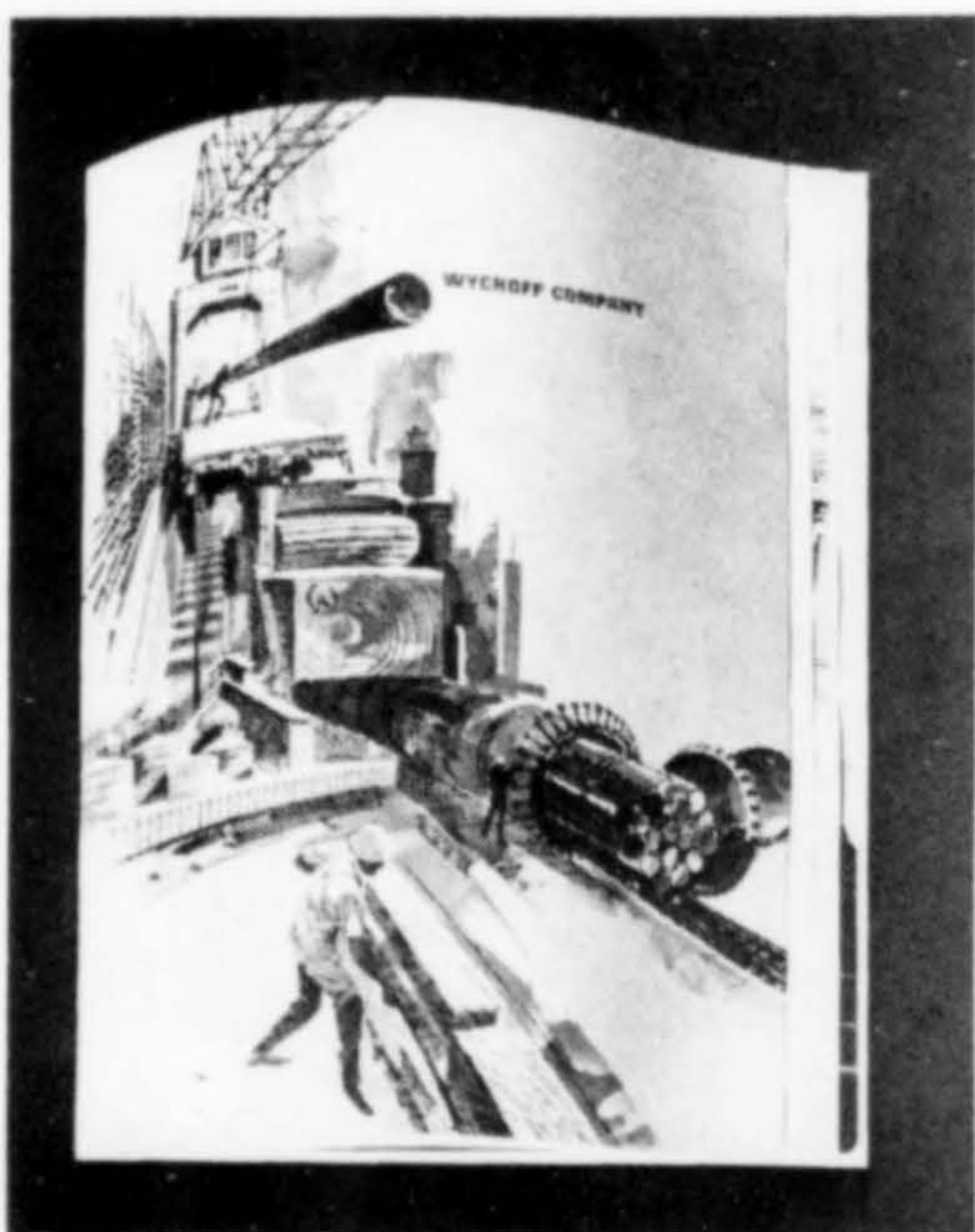
Woodrock prefinished siding combines the workability of wood with the weathering characteristics of stone according to the manufacturer. The unique material is composed of long lasting cement reinforced with specially processed mineral and cellulose fiber. It is said to be completely fireproof and safe from rot and termites. Shrinkage and expansion are minimized by means of an accelerated curing process which preshrinks the product before it leaves the factory. Woodrock is furnished as standard clapboard siding, board-and-batten panels and in a 6-in. width to create the narrow clapboard look of American Colonial homes. It is factory primed and does not require painting for six months after application unless so desired.—National Gypsum Co. (A/W), 325 Delaware Ave., Buffalo, New York.

Literature

C/S Sun Controls

An extensive line of quality aluminum sun control devices is presented in this 16-page bulletin. Featured are manufacturer's versatile C/S Octalinear Grille Sunshades, available in a wide variety of designs. C/S Airfoil shading devices, horizontal line sun curtains, canopies and ornamental demi-fins are described fully with project illustrations, detailed drawings and complete specification data.—Construction Specialties, Inc., 55 Winans Ave., Cranford, New Jersey 07016.

Wood Preservation



Brochure describes various treatments used to protect wood from termites, fungi, marine organisms and other natural enemies. A separate section on fire-resistant wood products is included as is a specification page that details the results obtained from various products. 8-pp.—The Wyckoff Co., White-Henry-Stuart Building, Seattle 98101.

Spacefinders—A Way to File

"Spacefinders—a beautiful way to file" covers both the decor and economy realized with modern lateral filing techniques as presented by Tab Products Company. The brochure describes the Spacefinders, a family of lateral filing systems adaptable for every record management requirement of modern offices and administration centers. Filing applications, equipment dimensions and record management concepts are included. Illustrated, color. 8-pp.—Tab Products Company, 633 Battery St., San Francisco, Calif. 94111.

Stallpack Marble Partitions

Stallpack marble partitions are well illustrated in full color in a new brochure just issued by Carthage Marble Corporation. Colors, product quality, specifications, suggested floor plans are included. Also listed are Econopack multi-unit marble dressing rooms and showers. 8-pp.—Carthage Marble Corp., P.O. Box 718, Carthage, Missouri 64836.

Shopping Center Automation

Shopping center automation, a new brochure by Honeywell, is divided into three sections: centralized control panels, electronic fire and security systems and contract maintenance of mechanical equipment. The booklet is intended to show how automation can earn money for shopping centers, and points out how cutting back on unneeded air-conditioning and other mechanical operations can mean substantial economies. Security systems that work 24 hours a day are discussed and the cost-savings allowed in regular contract maintenance are pointed out. Well illustrated. 8-pp.—Honeywell, Commercial Division, 2727 S. Fourth Ave., Minneapolis 55408.

Cedarline Closet Panels

Describes a lining that comes in panels, and is said to have the same lasting aromatic qualities as tongue and groove strips. Installation, savings in time and money, sizes available are detailed. Brochure suggests many uses: recreation rooms, drawers, storage areas, chests.—Giles & Kendall Co., Box 188, Huntsville, Alabama 35804.

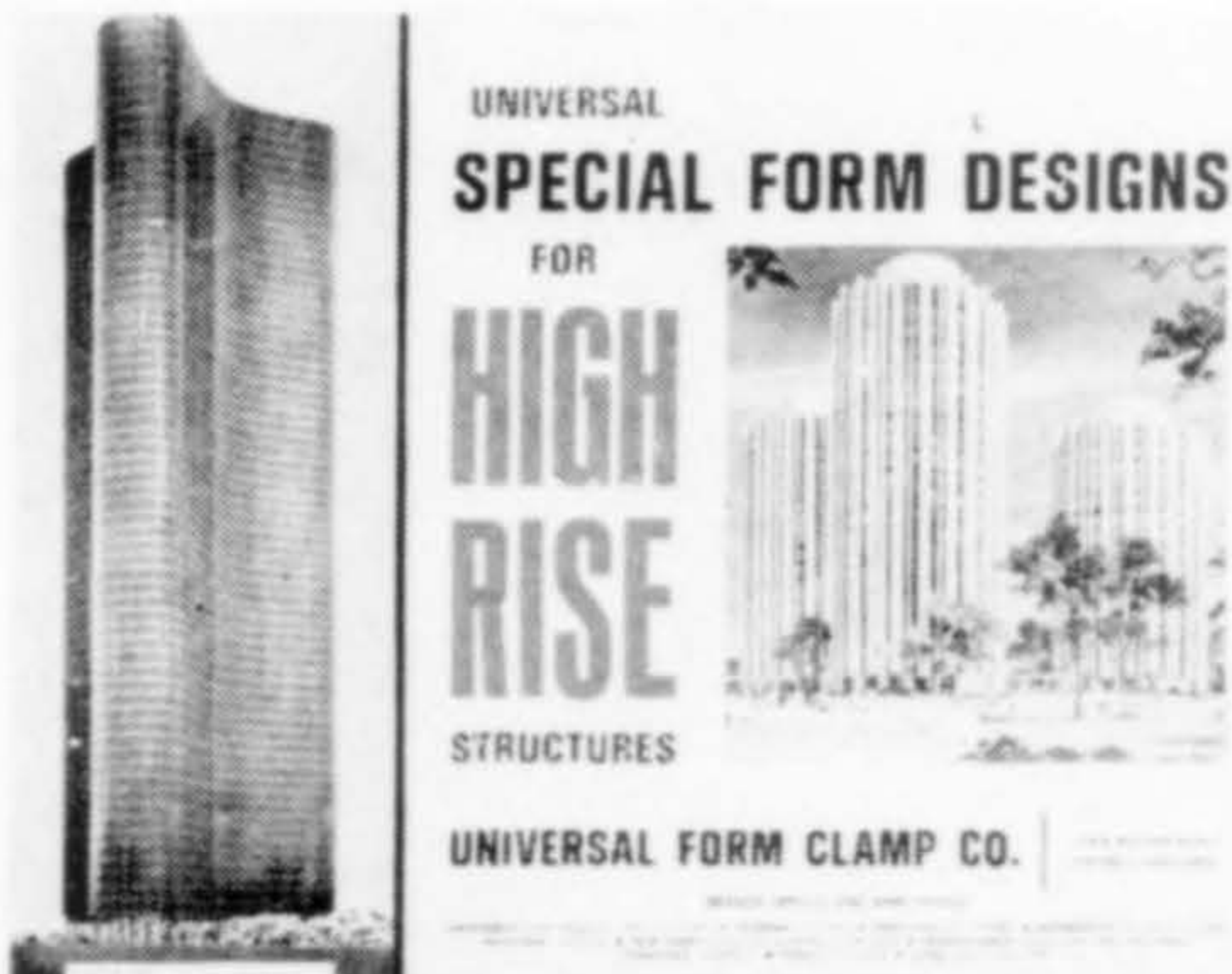
Aluminum Ventilating Equipment

Explains the complete line of Cook centrifugal and axial aluminum roof ventilators. Catalog features the new extruded-tier Centr-Tier line and describes other lines available. New engineering data is provided on attenuator curbs, extruded aluminum intake or relief vents and on the hood-style intake or relief. Complete accessory information included. Catalog 68-B, 28-pp.—Loren Cook Co., 640 N. Rocky River Dr., Berea, Ohio 44017.

High-Bay Lighting Units

Fully describes the equipment which accommodates single 400, dual 400, and single 1000 watt mercury vapor and metallic vapor lamps. Design criteria was photometric efficiency, installation and maintenance ease. Lists all properties, weight, size and factory wiring information.—Steber Division, The Pyle-National Company, 1334 N. Kostner Ave., Chicago 60651.

High Rise Form Design



Book contains drawings of special steel forms designed and built to solve specific concrete forming problems on high rise structures. The forms range from simple elements to fairly complex assemblies all designed to handle competitive concrete configurations with speed and savings. Well illustrated with the photographs showing the quality of the finished concrete formed by the company's designs.—Special Forms Division, Universal Form Clamp Co., 1238 N. Kostner Ave., Chicago 60651.

Interform Dome Pans

Catalog describes complete new line of dome pans for two-way joist concrete forming which includes all the standard size pans together with 4-ft. and 5-ft. modules and special designs. Services, pricing and leasing information are included. Illustrated.—Interform, P.O. Box 630, Venice, Calif. 90291.

Architectural Cabinet Hardware

Features Stanley's line of cabinet hardware for schools, hospitals, churches, office buildings and other commercial structures. All necessary dimensional and specifying information is included on hinges, pivots, pulls, knobs and catches as well as newest product lines. Fully illustrated, 12-pp.—Dept. PID, Stanley Hardware Div., The Stanley Works, New Britain, Conn. 06050.

25 Floor Ideas

A color and floor design booklet entitled "25 Ideas for Decorating with Floors by Azrock" is illustrated with full-color room settings for any room from entry to kitchen to bedroom to playroom. The booklet tells how to coordinate the color, design and pattern of a floor of Azrock vinyl asbestos tile into the interior decorating scheme. Other segments give advice on how to design floors for problem rooms and answers questions about vinyl asbestos floor tile. A representative selection of the colors and patterns available in the company's vinyl asbestos tile is shown. 24-pp.—Azrock Floor Products, P.O. Box 531, San Antonio, Texas 78206.

Sources

Wheeler Promoted at Interpace



WHEELER

RICHARD D. WHEELER, Pacific Northwest regional manager of INTERPACE, with offices in Seattle, has been promoted to the position of marketing manager of the company's building products headquartered in Los Angeles, according to an announcement by John E. Ryan, general manager. In his new position Wheeler will have complete responsibility for the marketing of Franciscan tile products, masonry, structural and all purchased products.

Clayburn-Harbison Moves to Bellevue

On August 1, the Northwest sales office of CLAYBURN-HARBISON, headquartered in Vancouver, British Columbia, moved from Seattle to Bellevue. The office is headed by RICHARD A. BLEIL, manager of U.S. sales. The new address is 400 - 108th Avenue N.E., Bellevue. Clayburn manufactures facebrick and structural clay products.

American Louver Appoints Eisner

AMERICAN LOUVER COMPANY, Skokie, Illinois, has announced the appointment of DARRYL EISNER as Western regional sales manager. He is located at 2323 Sharon Road, Menlo Park, California. Eisner will be responsible for service to OEM accounts, for coordinating specification activity and for establishing additional representation in the 11 Western states. American Louver manufactures injection molded lighting diffusers, including acrylic louvers and lenses.

Honeywell Promotes Lucas to San Francisco



LUCAS

The commercial division of HONEYWELL has announced the appointment of A. E. LUCAS, formerly Sacramento branch manager, as manager of the San Francisco branch office. He succeeds Charles Prey who has been named Eastern regional manager. Lucas, who has served successively since 1951 as salesman in Portland, Alaska district manager, Seattle branch manager, went to Sacramento in 1962.

McNeil Named West Coast General Manager, Mosaic Tile

A. J. MCNEIL has been named general manager of the new West Coast division of MOSAIC TILE COMPANY, a subsidiary of Stylon Corporation. Previously vice president of sales at Mosaic Tile headquarters in Zanesville, Ohio, he has also been vice president of sales, Pacific Coast division, at Corona, California. In his new position he will direct activities of Mosaic Tile and the Redondo Tile division of Stylon in 10 Western states.

Additional Duties for Dundervill at Trend Mills

BUDDY DUNDERVILL has added the administrative responsibility for TREND MILLS OF CALIFORNIA to his present duties of production manager. Offices are in Los Angeles.



Producers' Council Hosts "Sports Day Party"

More than 160 Bay Area architects joined members of the NORTHERN CALIFORNIA CHAPTER of the Producers' Council in their annual "Sports Day Party" at the Silverdale Country Club near Napa, California. The host chapter awarded trophies and prizes at the steak barbecue following a day of golf and tennis.

San Valle Tile Moves to Larger Offices

SAN VALLE TILE KILNS has moved its general and sales offices to 1717 North Highland Avenue, Los Angeles. According to Sam Greenebaum, San Valle president, the move was necessitated by business growth, resulting in a need for additional space. San Valle manufactures a complete line of roofing tiles at its new Corona, California plant.

Elo Joins Formica as Western Merchandising Manager

NICHOLAS B. ELLO has joined FORMICA CORPORATION as Western Merchandising Manager and will be headquartered at company offices in Los Angeles, according to E. A. More, Western Marketing Director. His responsibilities will include coordination on all Western advertising activities, field promotion assistance and special development work assisting the marketing director.

Tate Appoints Tucson Distributor

TATE ARCHITECTURAL PRODUCTS, based in Jessup, Maryland, has appointed BABBY BUILDING SPECIALTIES, INC., 242 South Olsen Avenue, Tucson, Arizona; as a distributor. Tate manufactures infinite access floors.

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James D. Gough, Jr., AIA, 318 S. Church Ave., Bozeman

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THERE WAS MANY a pricked conscience when Whitney Young finished delivering his address at the national AIA convention in Portland. As one St. Louis architect said: "I'll have to go home and reassess myself". Published below are additional excerpts from that talk, pointedly directed to the architect and his profession:

WHY DO THESE PEOPLE—themselves just one generation removed from welfare or in many cases, just one generation within the country where they have come here sometimes escaping hate and have come here and acquired freedom—why do they want to turn their backs and say in Cicero, "Al Capone can move in but Ralph Bunche can't?" Why are they so insecure? Why do people want to live in these bland, sterile, antiseptic gilded ghettos—giving sameness to each, compounding mediocrity in a world that is 75 percent non-white, in a world where in 15 minutes you can take a space ship and fly from Kennedy to South Africa? Why would anybody want to let their children grow up in this kind of a situation?

I think this kind of affluent peasant ought to be studied. These are people who have acquired middle class incomes because of strong labor unions and because they are living in an unprecedented affluent period. But, in things esthetic and educational and cultural, they leave a lot to be desired. They wouldn't know the difference between Karl Marx and Groucho Marx.

As a profession, you ought to be taking stands on these kind of things. If you don't as architects stand up and endorse model cities and appropriations, if you don't speak out for the rent supplements or housing bill calling for a million houses, if you don't speak out for some kind of scholarship program that will enable you to consciously and deliberately seek to bring in minority people who have been discriminated against in many cases—either kept out because of your indifference or couldn't make it (it takes seven to ten years to become an architect)—then you will have done disservice to the memory of John Kennedy, Martin Luther King, Bob Kennedy, and most of all, to yourselves.

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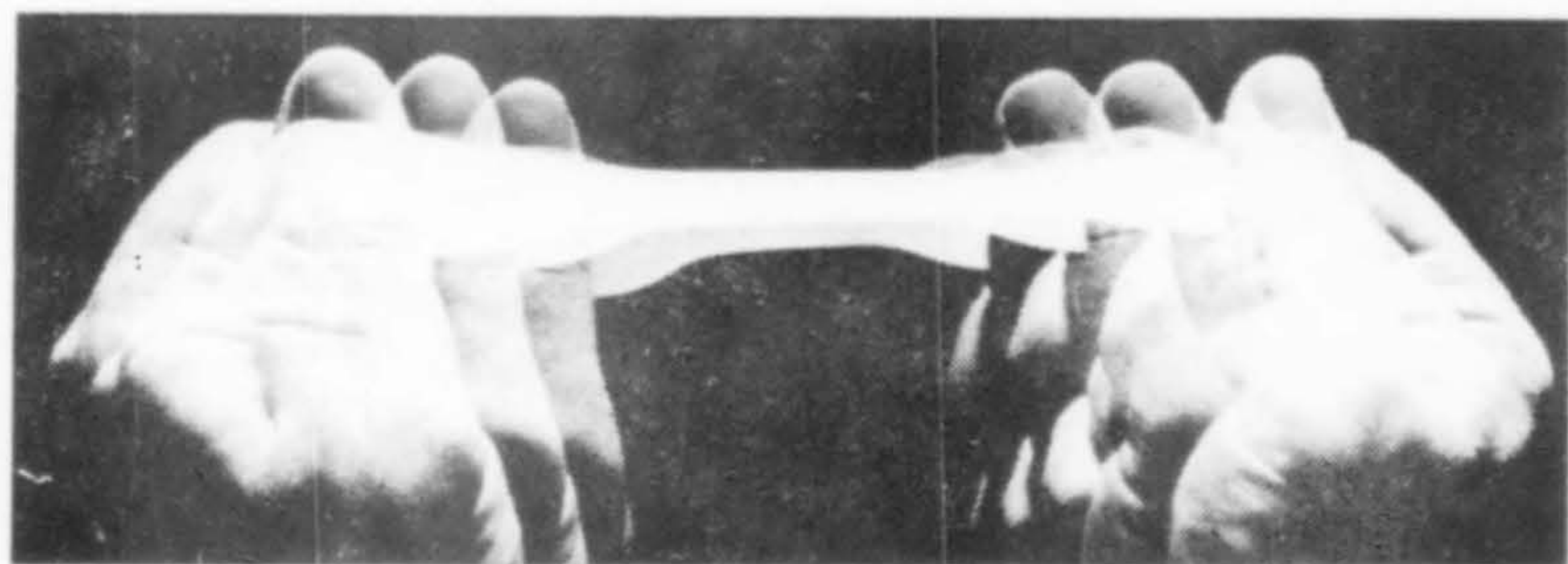
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Motel—Portland, Oregon
Architect: John Storrs

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