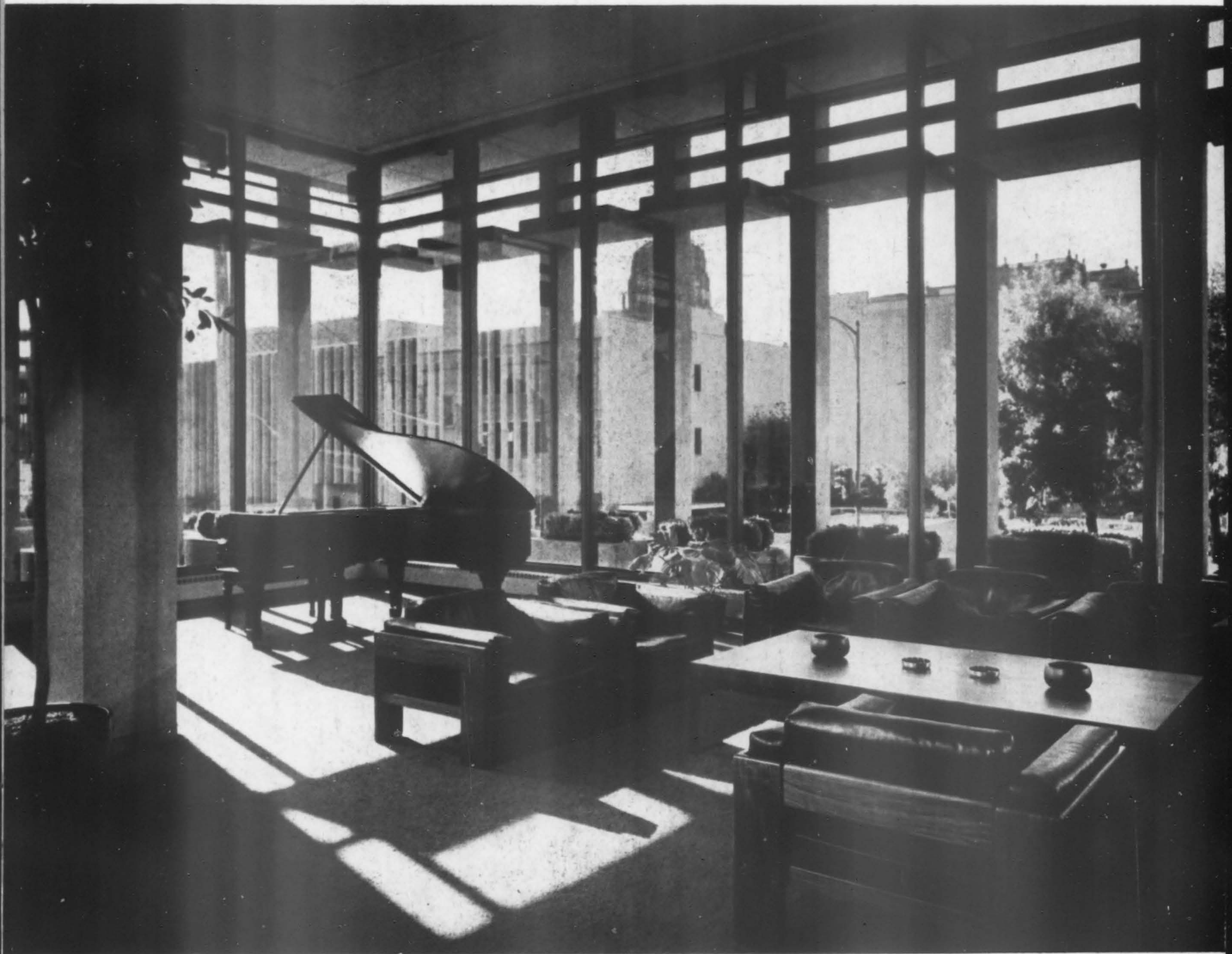


Architecture / West

THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO WESTERN ARCHITECTURE

APRIL 1969

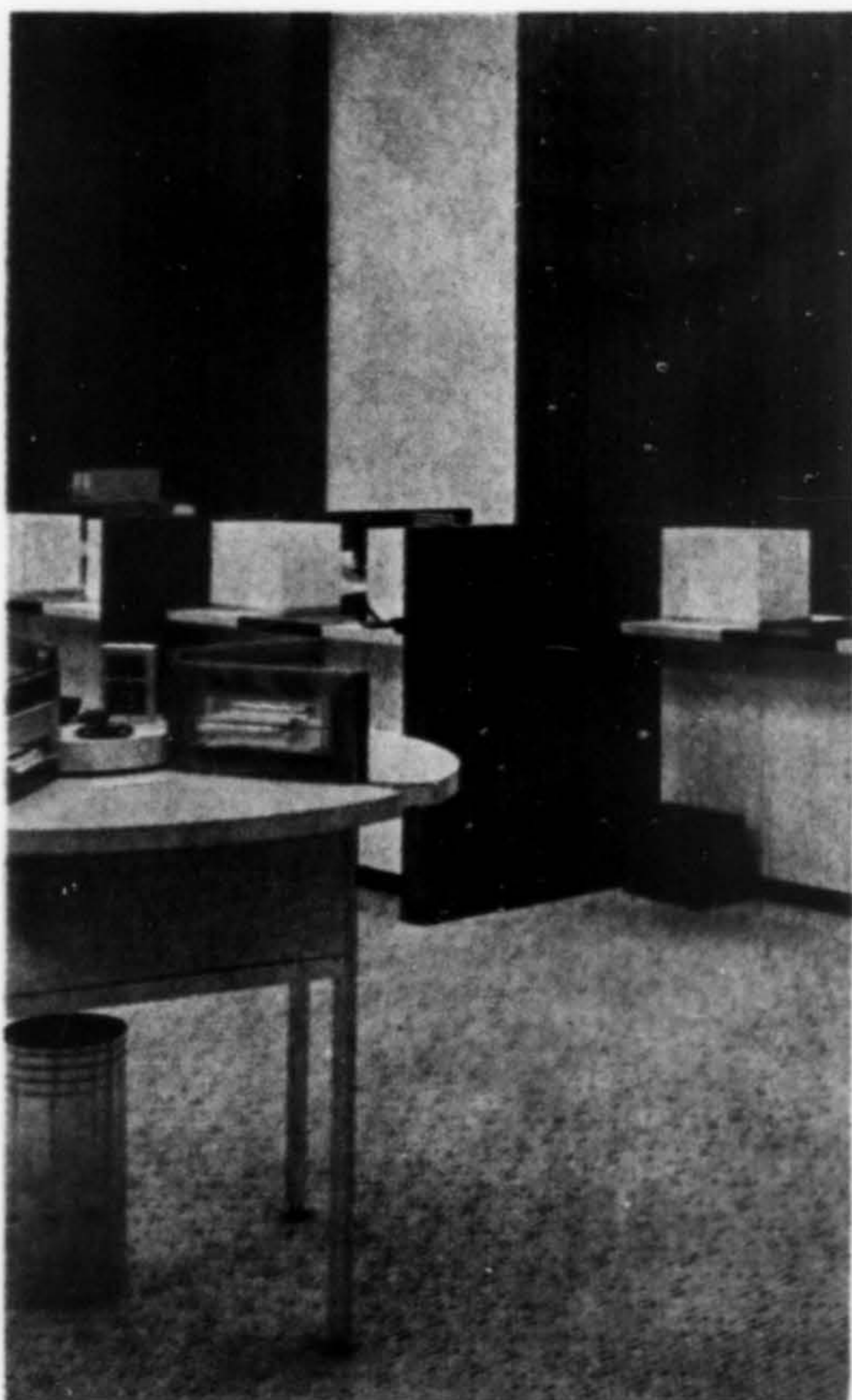


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APRIL 1969

VOLUME 75 NUMBER 4

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Consulting Editor

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Managing Editor

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Design Consultant

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(Montana)

JAMES MAWSON
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(Northern California)

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A/W News Highlights

Topics

Political Favoritism in Architectural Contracts Charged

A CHARGE THAT political favoritism has granted most of the multi-million dollar architectural contracts to a favored few firms in Los Angeles County has been made by the 17-member County Citizens Economy and Efficiency Committee. In a 40-page report to the Board of Supervisors, the committee demanded many reforms. A study revealed that since 1958 the county has awarded 156 separate contracts to 62 different firms but larger contracts have often gone to the same few firms. As a result, seven firms have received 64% of the architectural fees.

The committee was critical of the present patronage system wherein each county supervisor selects the contract architect for any county project in his area. Because no provision is made for professional evaluation of architectural firms, the committee recommends that the Board of Supervisors establish a five-member architectural evaluation board. Members would be appointed for two-year terms with a limit of six years for any member. Two nominees would be proposed by the Southern California Chapter of the American Institute of Architects, two by the Municipal and County Government committee of the Los Angeles Area Chamber of Commerce. The fifth member would be the dean of the USC School of architecture, rotating every two years with the head of the architectural program at UCLA.

The board would be charged with preparing and maintaining a file of architects from which the Board of Supervisors would make final selection for each project, based on the type of project. The three categories for architectural firms would be: "executive architects," those capable of handling any project of any size or complexity; "specialists," those qualified for particular building types; and thirdly, those qualified for minor projects.

Herbert Bruce Cross Exhibit

"THE SMALL WORLD of Herbert Bruce Cross," photographs of contemporary architecture, will open at the California Museum of Science and Industry, in Los Angeles' Exposition Park, on May 3, for a six week show.

B.C. Architects May Legally Make Public Comment

ARCHITECTS in British Columbia may now make public comment, as well as private individuals, on the work of other architects, according to a legal ruling just obtained by the Architectural Institute of British Columbia. Institute president W. R. Rhone said that this was only a clarification, not a breakthrough, but that it did permit architects, who previously felt bound by professional ethics, to speak up as an individual on the work of another architect.

Before the ruling, architects had declined to make public comment on the design of the Pacific Centre development (A/W, March 1969).

East Bay Chapter, AIA, Forms Architectural Foundation

THE EAST BAY Chapter of the American Institute of Architects has formed the Architectural Foundation of the East Bay, to raise funds for grants and loans to deserving architectural students. At the present time, emphasis will be placed on assistance to ethnic minority students of architecture.

Officers and directors of the new foundation are: Mitchell Van Bourg, president; Jacob Robbins, vice president; Roger W. Durst, secretary; Murdo D. Morrison, treasurer; William Hull, Burns Cadwalader and Hachiro Yuasa, directors.

The East Bay Chapter covers the California counties of Alameda, Contra Costa, Napa and Solano. Executive offices are in Oakland.

Task Force Named to Study Architectural Employment

THE CALIFORNIA Council of the American Institute of Architects has created a special task force to study the problems of architectural employment. It is chaired by Howard Morgridge, FAIA, Los Angeles, former president of the CCAIA. Other members are:

Frank Hope, Jr., San Diego; Maxwell Starkman, Los Angeles; Charles Schmandt, Santa Barbara; John O. Merrill, Jr., William McCormick, Robert Marquis, all San Francisco; David Darms, Sacramento, and James Mawson, Oakland.

The ground work for the task force was laid by a newly released CCAIA publication titled "Survey of Wages, Benefits, Policies and Practices."

Three Western Architects Named to Urban Design Corporation

OF THE SIX nationally known architects named trustees of the new Urban Design and Development Corporation, three are from the West. Donald H. Lutes, FAIA, Springfield, Oregon will serve as chairman of the board; John Fisher-Smith, and George T. Rockrise, FAIA, both of San Francisco, are the other Westerners.

They join Jules Gregory, FAIA, Lambertville, New Jersey; Archibald C. Rogers, FAIA, Baltimore, and Max O. Urban, FAIA, New York City. The organization was chartered to help improve life in America's urban centers. Temporary headquarters are in the Lemon Building, Washington, D. C.

17th Architecture Tour of Japan Is Scheduled

THE 17TH ANNUAL Architecture and Gardens Tour of Japan, directed by architect Kenneth M. Nishimoto of Pasadena, California, will leave by air from Los Angeles on October 7, 1969. The 24-day deluxe tour of Japan will be supplemented by an optional extension to Hong Kong and Bangkok. The tour will include visits to buildings of architectural significance, renowned gardens, both modern and traditional, and a visit to the Katsura Imperial Villa in Kyoto.

Further information is available from Kenneth M. Nishimoto, AIA, 263 S. Los Robles Ave., Pasadena, California.

Portland Architects Cited in Beautification Contest

NORMAN & STANICH, Architects, Portland, Oregon, were named first place winners for the remodeling project on their own offices in a contest sponsored by the Esco Corporation, Portland, to encourage private city renewal. The company staged the competition as a means of saying "thanks" to those firms who had exerted effort to beautify Portland. (See May '69 A/W "Hang Hats.")

The contest was for three divisions and was open to firms which had improved the exteriors of buildings since January 1960. Contest judges were Alex Pierce, architect, representing Portland Beautification Association; Steve Johnston, American Institute of Architects, and Owen McComas, general manager of the Portland Center Development Company, representing the public at large.

10 Buildings Cited by Concrete Industry

TEN OUTSTANDING structures in Los Angeles County have been selected by the concrete industry to receive awards for "creative use of concrete." The awards are part of the Building Awards Program initiated in Southern California in 1965 by the Portland Cement Association and co-sponsored this year by the Southern California Ready-Mixed Concrete Association.

Awards were given to the Ben F. Smith Company office and service yard, El Monte, Neptune & Thomas Associates, architects-engineers; Del Amo Financial Center, Los Angeles, Victor Gruen Associates, architects; Liberty Building, Los Angeles, Kurt Meyer & Associates, architects; Robert A. Millikan Memorial Library, California Institute of Technology, Pasadena, Flewelling & Moody, architects;

Wilshire Square One Building, Los Angeles, Langdon & Wilson, architects; Fairfax High School, Albert C. Martin & Associates, architects; Fine Arts and Science Halls, Ambassador College, The O.K. Earl Corporation; Santa Monica Shores Apartment Building, Welton Becket and Associates, architects; Belmont Plaza Beach Center, Long Beach, Homolka & Associates, architects; Lamanda Park Branch Library, Pulliam, Zimmerman & Matthews architects.

Another project, a parking structure at El Camino College, designed by Powell, Morgridge, Richards & Coghlan, Inc., was given a special award for "ingenuity in design and engineering."

Second Highway Beautification Competition Under Way

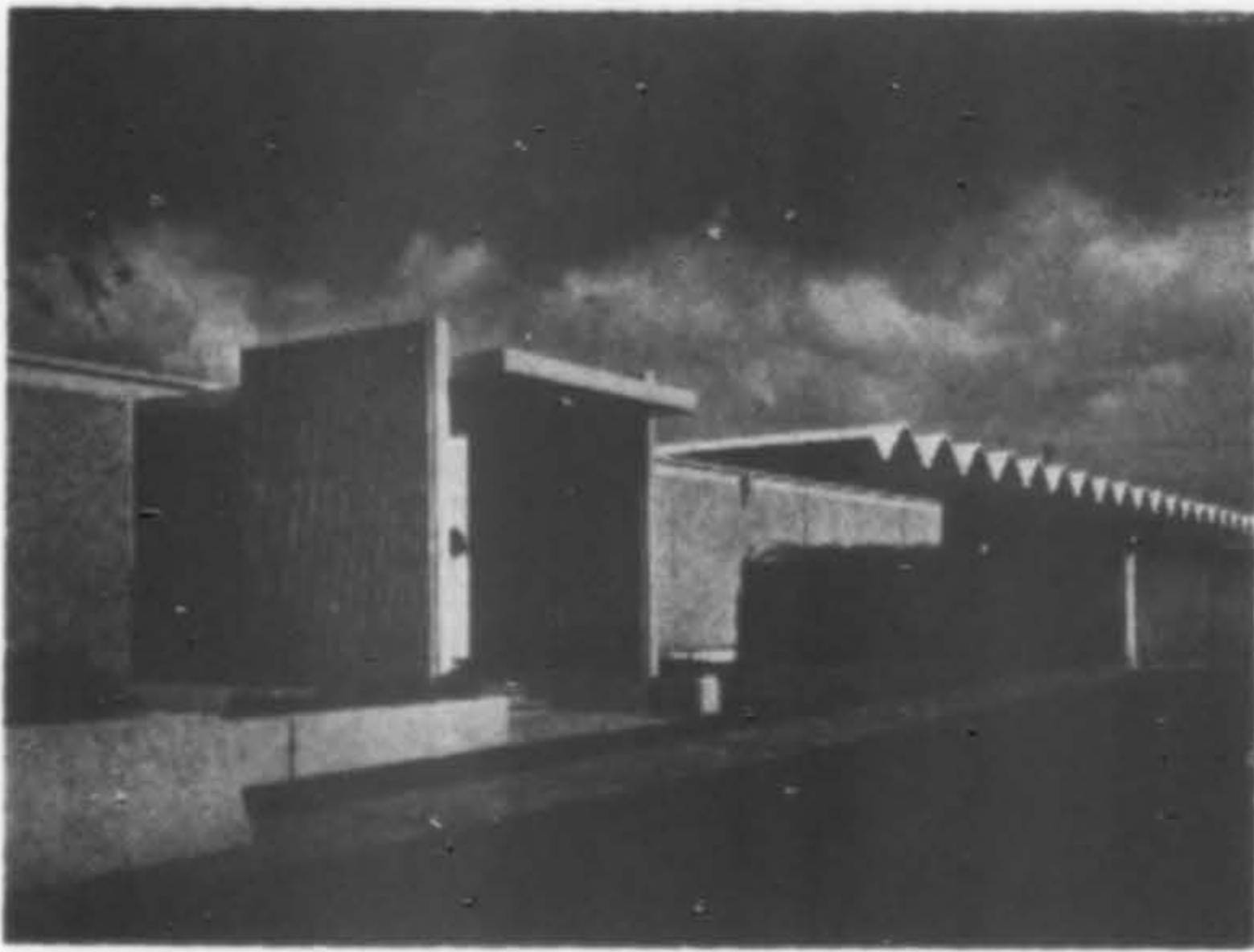
ENTRIES for the second Annual Highway Beautification Awards competition will be accepted until July 1, 1969. The program, sponsored by the Department of Transportation, recognizes the efforts and achievements of state and local governments and private enterprise for their part in coordinating highway location and design with natural beauty and environmental protection.

The competition is open to state and local government agencies, civic, conservation and industry groups, and private businesses. Awards will be given in 10 categories ranging from excellence in blending highways into rural or urban settings to preserving historic sites and wildlife areas.

Information on the contest may be obtained by writing to the Office of the Highway Beautification Coordinator, Bureau of Public Roads, U.S. Department of Transportation, Washington, D.C. 20591.



LIBERTY BUILDING, Los Angeles, Kurt Meyer & Associates, architects.



BEN F. SMITH COMPANY office, El Monte, Neptune and Thomas Associates, architects.

Civic Center Competition Sponsored by Thousand Oaks

THE CITY OF Thousand Oaks, California will conduct a national architectural competition for a Civic Center. The competition is open to all registered architects in the United States and will be conducted in accordance with the AIA Code for Architectural Competitions.

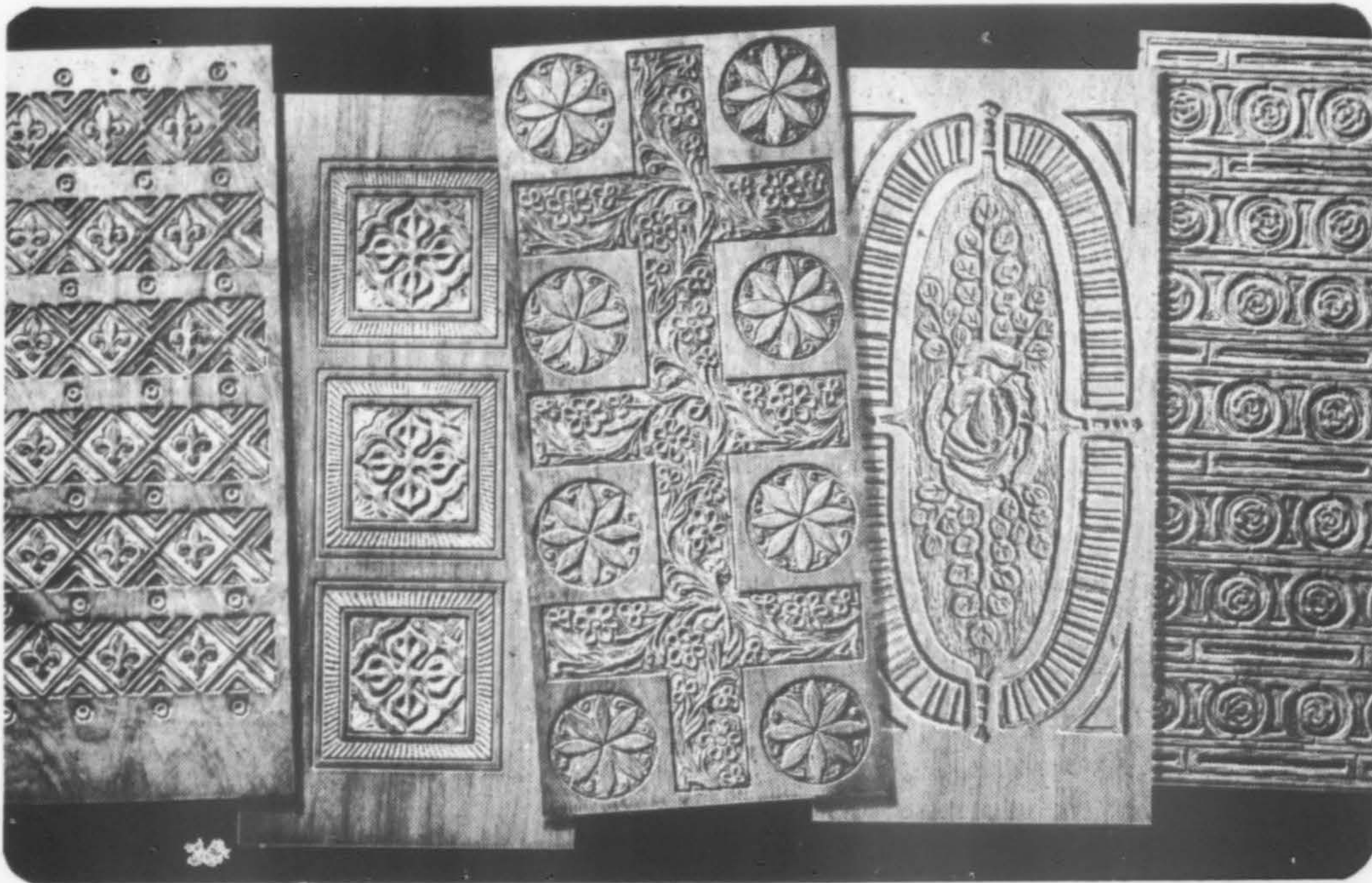
Registration opens May 15 and closes June 16, 1969.

Jurors are Charles W. Moore, AIA, dean of architecture, Yale University; Cesar A. Pelli, AIA, partner, Victor Gruen Associates; Jan C. Rowan, AIA, former editor of PROGRESSIVE ARCHITECTURE; George Davis, art director, art department at Metro-Goldwyn-Mayer; Dr. Raymond Olsen, president of California Lutheran College.

Inquiries should be directed to: Jerzy L. Pujdak, AIA, Professional Advisor, Civic Center competition, 1429 Thousand Oaks Boulevard, Thousand Oaks, California 91360.

Landscape Architect Bill Signed

UTAH'S Governor Calvin L. Rampton has signed into law H. B. 127 providing for the regulation and licensing of landscape architects. The bill also establishes a 3-man examining board.



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Civic Honors Given Spokane Architects

SPOKANE, WASHINGTON architects Harold E. Whitehouse and Ernest V. Price, who have designed nearly 2,000 buildings in the Pacific Northwest since 1913, were honored at a civic reception in Spokane recently. The event was co-sponsored by the Spokane Chamber of Commerce and the Spokane Chapter of the American Institute of Architects.

Robert L. Durham, FAIA, immediate past president of the national American Institute of Architects, spoke at the luncheon at which all segments of the community paid honor to the architects. Certificates of Distinguished Award for Community Service were presented.

Graduate Study Competition Announced by I.I.E.

THE INSTITUTE of International Education will officially open competition for grants for graduate study or research abroad on May 1. The competition is for U. S. Government awards under the Fulbright-Hays Act and for grants offered by various foreign governments, universities, and private donors. The number of grants has been reduced but it is expected that at least 275 will be awarded.

Candidates who wish to apply for an award must be U. S. citizens at the time of application, have a bachelor's degree or its equivalent before the beginning date of the grant and, in most cases, be proficient in the language of the host country.

Preference will be given to applicants between the ages of 20 and 35 and to candidates who have not had prior opportunity for extended study or residence abroad, with the exception of those who have served in the armed forces.

Information is available through IIE offices in Los Angeles, San Francisco or Denver, or from the head office at 809 United Nations Plaza, New York City.

Steel Structures Course Offered in June

A SHORT COURSE in the design of cold-formed steel structures will be held June 16-20 at the Engineer's Club of St. Louis. The course, sponsored by the American Iron and Steel Institute in cooperation with the University of Missouri-Rolla department of civil engineering, is designed to provide engineers, architects and other interested individuals with a better understanding of the analysis and design of such steel structures.

Speakers Announced for Aspen Conference

"THE REST of Our Lives" will be the theme explored at the nineteenth annual International Design Conference in Aspen, June 15-20. Ivan Chermayeff and Henry Wolf, co-chairmen for the 1969 conference, have announced an initial list of speakers: R. O. Blechman, artist; Reverend William Sloan Coffin, chaplain at Yale University; B. V. Doshi, architect; Rene Dubos, scientist; Herman Kahn director of Hudson Institute; Dr. Adrian Kantrowitz, surgeon; William Klein, cinematographer; Peter Knapp, designer; Leo Lionni, designer; Robert Lowell, poet; Dwight Macdonald, author and critic; George Nelson, designer; Robert Osborn, cartoonist and artist; James Rosenquist, artist; Melvin Sokolsky, photographer; Dr. Frank Stanton, president of CBS; and Tom Wolfe, author.

The conference will be "A series of explorations into what concerns us most selfishly, therefore most passionately: the background that history and technology have in store for us for the rest of our lives—meaning the next few decades."

First Exposition for Contract Interior Furnishings in June

THE FIRST national exposition of Contract Interior Furnishings is planned for June 22-25, at the Merchandise Mart in Chicago, to coincide with the national AIA convention.

The event is directed to those who are involved in the design, specification, purchase and use of products for non-residential interiors.

"Inter 17" to Discuss Professional Problems

"INTER 17," a series of 13 seminars discussing a wide range of architectural problems from the client to public relations in the profession, will be held on May 17 in Coeur d'Alene, Idaho. Co-sponsored by the student chapter of the American Institute of Architects at Washington State University, Pullman; the Spokane Chapter of the American Institute of Architects and the Common Ministry of Washington State University, the event will be centered at the North Shore Motor Hotel and Convention Center with seminars at North Idaho Junior College.

The 13 panels will include an architect on each subject and speakers from other disciplines including art, anthropology, sociology, philosophy, psychology, finance, geography, economics, education and zoology. Dinner speaker will be Julian Bond, Atlanta, Georgia, exploring "The New Coalition."

History of Mathematics Portrayed in Bas-Relief



THE LARGEST polychromed bas-relief ever created by an American artist is incorporated in the new Mathematic Sciences building on the Westwood campus of the University of California at Los Angeles. The artist, Dr. Joseph L. Young, FIAL, a pioneer in creating art for contemporary architecture, labored three years organizing over 500,000 tiny marble and glass stones into the work of art portraying the history of mathematics.



A massive 20th century collage in concrete, it is composed into 14 bas-relief panels. It required 80-ft. cranes to maneuver the 80,000 lbs. of weight into the preplanned 1,032 sq. ft. of space. The casting of each panel into reinforced concrete was done in collaboration with the Rockwin Corporation of Santa Fe Springs and especially engineered to withstand the seismic and climatic conditions particular to the West Coast.

Stanton & Stockwell, AIA, were architects for the building.

Parking Design, Economics Discussed in New Book

"PARKING ECONOMICS and Design", a new book by Richard C. Rich, parking consultant, contains unpublished methods and techniques of the parking feasibility study and basic parking deck design principles. Three downtown parking feasibility studies are thoroughly covered. The design section of the book discusses parking garage design, including stall dimensions, lighting, grades, ramps, tunnels, signing, automated equipment, esthetics.

California Campuses Face 8-year Construction Freeze

A PROPOSED FREEZE, for the next eight years, on building new University of California or state college campuses, has been tentatively approved by the Coordinating Council for Higher Education. The council accepted recommendations of a controversial, 100-page report which said new enrollment could best be handled by junior colleges and by expanding existing campuses. The University of California has nine campuses and the state colleges 18, with a new one scheduled to begin operation next fall in Bakersfield. The state college system has sites for prospective campuses in Contra Costa, San Mateo and Ventura counties. A 1964 council had proposed at least five new campuses in the next 15 years. The council is largely an advisory body but does have the authority to approve or disapprove establishment of new campuses.

Savings & Loan Associations Enter Building Field

CALIFORNIA HOME builders face a possible source of new competition in the state's savings and loan associations. Meeting at Palm Springs, the California Savings & Loan League board approved a proposal that would permit them to build apartments and houses just as a general contractor now does. Construction would be through a special department operated by the association or through a subsidiary in a holding company. Homes could be built directly for a buyer or for speculation with financing from the association. The proposal would permit an association to put up to 10% of its assets into such a building program. William Mosely Jones, president of the league, said the plan results from recent court decisions holding a lending institution or a builder to be responsible for defects in a home.

Electrical Utility Budgets \$341 Million for 1969

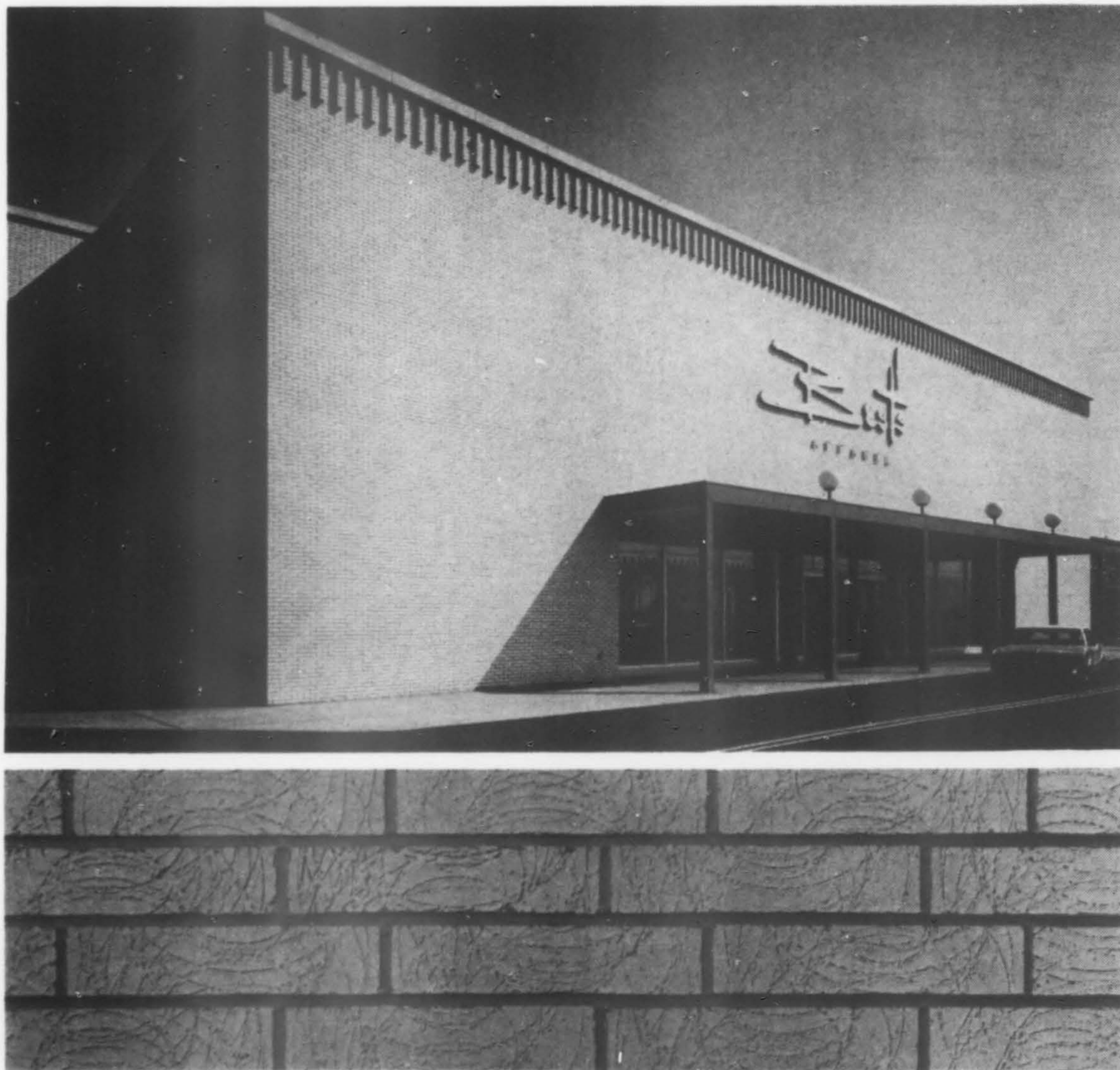
A TOTAL OF \$341.4 million has been budgeted by Southern California Edison Company for construction of new electric facilities during 1969. This amount will be spent on new generating plants, substations, transmission and distribution lines, and other additions to the system throughout central and southern California and portions of Nevada. Approximately \$78 million is earmarked for projects in Los Angeles County.

Southern California Registers Construction Gain

TOTAL BUILDING construction in the 14 Southern California counties registered a gain of \$73.1 million in January 1969 over that of the same month a year ago, according to the research department of Security Pacific National aBnk. Los Angeles County led with \$141.8 million as opposed to \$112.3 million a year ago, showing a differential over Orange County of \$93.3 million for January 1969.

Los Angeles Convention Center Under Way

CONSTRUCTION has started on the first phase of the \$41.8 million Los Angeles Convention and Exhibition Center, ending nearly 35 years of planning and controversy. The first building to go up on the 36-acre site at Pico Boulevard and Figueroa will be a two-story parking structure for 1,000 cars. Work on the convention-exhibition building (\$6.7 million) is expected to start on July 1 when street widening, sewer and storm drains are completed. Charles Luckman Associates, architects, have designed a low-rise structure, the main building covering three square blocks. Robert E. McKee is general contractor.



Best's new store in Bellevue is built with the best nature has to offer—the earthy textures and colors of Facebrick by INTERPACE.

The brick used in Best's is INTERPACE's newest—White Titan Gothic featuring a scribed face. The building was designed by Klontz & Wrede, A.I.A.; the masonry contractor was Dave Sellen.

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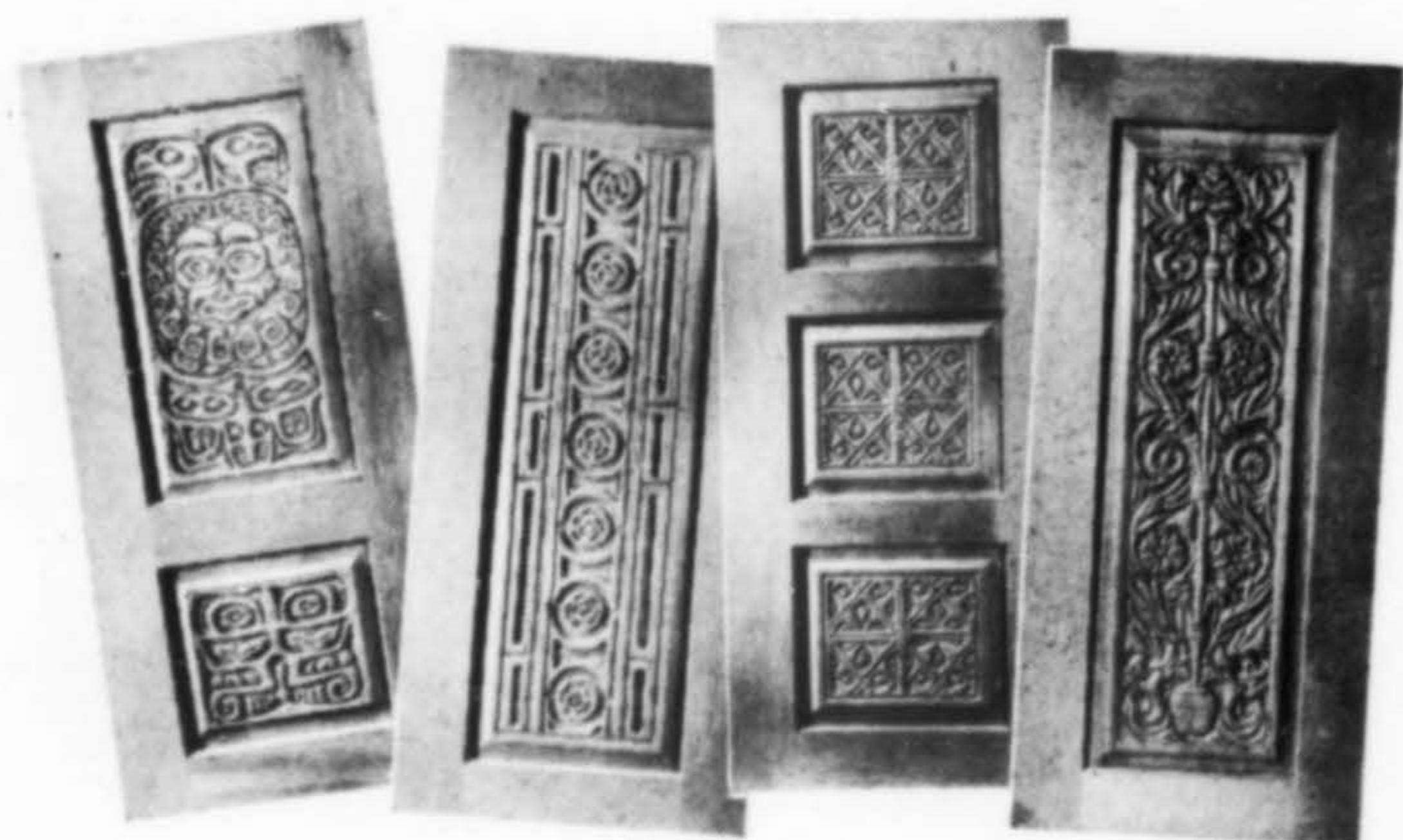
THE LOS ANGELES metropolitan area, as well as all of California, will grow at twice the national average during the 1965-75 period, according to Census Bureau projections. The Los Angeles area, including Orange County, is listed as one of the three of the 10 largest metropolitan areas in the nation that will exceed the national growth average. Estimated increase for all metropolitan areas in the nation is 12.4% Los Angeles area figure is 25.6% and San Francisco, 17.7%. The state of California growth rate is put at 26.2%, slightly faster than that of Los Angeles. The California population in 1975 is put at 23.2 million as compared to 19.7 million for New York. The Los Angeles area is estimated to grow from 7.87 million in 1965 to 9.89 million in 1975.

Seattle Building Boom Continues

SEATTLE'S BUILDING boom held steady the first of the year, showing a 109% increase over January 1968, with a dollar volume of \$12.2 million, according to Dun & Bradstreet. It was the sixth highest rate of increase in the nation for the month, and the 19th highest in dollar volume.

Montana Votes \$10 Million for State Buildings

SOME \$10 MILLION in new state buildings will be erected in Montana as a result of action by the recently adjourned 41st legislature. Major projects include a new \$5 million complex for the State Highway Department; a Supreme Court building, law library and state library in the vicinity of the capitol at Helena; a \$1.5 million warehouse and administration facility for the State Liquor Control Board; a National Guard armory at Ft. Harrison, to cost about \$670,000; and an academic facility the Mountain View School estimated at \$300,000.



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Home Improvement Industry to Grow

CONTINUED STRONG growth of the home improvement industry through the 1980's was forecast by Richard E. Callaway, general manager, marketing and sales, Kaiser Aluminum Building Products, at the National Remodelers Association meeting in New York. He estimated that demand for re-siding materials of all kinds will continue to grow at an annual rate of nine percent. Research into the single family house inventory has shown that about half of all existing one-family wooden houses will be re-sided in the next 20 years. According to projections, he noted that more than 800 million square feet of aluminum siding will be applied annually as re-siding by 1978, or more than double the amount used in 1967.

San Diego Has Housing Shortage

SAN DIEGO is faced with an acute housing shortage, the result of a combination of factors starting with a major recession during the early 1960's, due principally to a heavy layoff by its large aerospace industry. Permits for the construction of new residential units dropped off to about 1,000 per month during 1962-65. The tight money situation in 1966-67 forced construction even lower, reaching a low of 592 units in the third quarter of 1966. In the latter part of 1967, construction began to pick up, but the problem is far from solved since most of the apartments and homes now under construction are aimed at the more affluent group. The real need is for homes that can be sold below \$20,000 and for apartment units at a reasonable rate. The shortage is causing a monumental headache for the city's principal source of revenue, the U. S. Navy, who has changed policies and encouraged service men to bring families with them when assigned to duty in the area. This has caused the real need for lower cost housing.

High Rise vs. Army Engineers

RESIDENTS of Hood Canal, in Washington state's scenic peninsula area, are up in arms at the Corps of Engineers over the granting of permits to construct high-rise buildings along the canal edge and, in some cases, into the water. The protests are being carried to Washington, D.C.

Martin Commissioned to Design Paper Plant

ALBERT C. MARTIN and Associates, Los Angeles architects, have been named to design the \$35 million International Paper Company plant to be located at Oxnard. The facility, the company's first consumer products plant in the United States, is scheduled for completion in mid-1970. Swinerton and Walberg, Los Angeles, have been selected as contractors.

\$16.4 Million Hotel-Office Complex for Phoenix

NATIONAL PROPERTIES and Chanen Construction Company, Inc., have announced plans for a \$16.4 million hotel and office building in downtown Phoenix. The complex, including a 300-room, 18-floor Holiday Inn and adjacent 27-level office building, will be located on the full block bounded by Monroe and Van Buren, Second and Third Avenues. A five-level, 975-car parking garage will be started at the same time as the hotel. Construction is expected to begin in August 1969 with completion October 1970; the office tower in April 1971. Architects-engineers are William Bond & Associates, Memphis.

Kinsey Named to Los Angeles Beautiful

KERSEY KINSEY, president of Kersey Kinsey Company, Builders, Studio City, California, has been named to the board of directors of Los Angeles Beautiful, Inc.

Behavioral Research Study of Office Environment Prepared by California Firm

"INVISIBLE DESIGN elements" may have as much effect on office workers' behavior and efficiency as office furniture, equipment and colors, according to Lawrence Wheeler, Ph.D., head of the Behavioral Research Department of the architectural firm of Ewing Miller Associates, Newport Beach, California and Terre Haute, Indiana. (Dr. Wheeler is also an associate professor of psychology at California State College, Hayward.) Four specific sub-environments of the office were investigated:

Spatial environment (windows, doors, walls, lighting, heating, etc.); *equipment environment* (desks, chairs, files, telephones, business machines); *functional environment* (specific work stations, conference areas, relaxation areas, eating places, restrooms, locker rooms); *interaction environment* (spaces in which people or materials move; lobbies, reception areas, halls, stairways, elevators).

Among the findings from 560 survey items are:

—*Ventilation, heating and air conditioning are the most important elements which positively or negatively affect behavioral attitudes in the office.*

—*The most bothersome noise in the office is the human voice.* (Managers are more sensitive to typewriter and office machine noises than are non-managers.)

—*Office location as a status symbol is overrated;* most people are not impressed by an exclusive "executive row."

—*Almost everyone feels that being within visual distance of a window makes him feel more comfortable,* even if the window is covered by blinds or drapes.

From a behavioral point of view, people can adapt to poorly designed offices if negative factors are not too extreme. Dr. Wheeler warns that they may work as efficiently in such an environment but with a higher cost of energy.

Elements of the "ideal" office, as suggested by findings in the survey, would be: extensive carpeting; true-white, daylight equivalent lighting; quiet colors and plenty of work surface for each employee.

The behavioral research study of the office environment was commissioned by I S D Incorporated, national interior space design firm with offices in Chicago and New York.

High Rise Proposals for San Francisco's Ocean Front

PROPOSALS FOR high rise buildings at San Francisco's Ocean Beach, near the Cliff House and Fleishhacker Zoo, will hinge on whether new, permanent height limits will be established. The present 40-ft. height limit has been in effect along the entire ocean area since early 1967. Recommendations for new limits will probably exclude any high-rise construction in between the general area of the zoo and the Cliff House. One proposal, now being discussed, is for a hotel that would be 200 ft. in height, slightly higher than the top of Sutro Heights at 190 ft. A building permit for the construction of an apartment near Sutro Baths is pending, but as designed it is within the 40-ft. limit. The entire subject is under study by the San Francisco Planning Department.

Tentative Approval for U.C. Student-Owned Apartments

TENTATIVE CLEARANCE has been given by regents of the University of California for a student-owned, 275-unit student apartment building three blocks from the Berkeley campus. The University Students Cooperative Association plans to build the \$2.2 million facility on university-owned land. The regents have agreed to negotiate a long-term, low-fee lease of the land. This would enable the student cooperative to apply to HUD for a three percent loan on construction costs.



Ballard Mayfair Market
Seattle, Washington
Architect: Ralph Anderson

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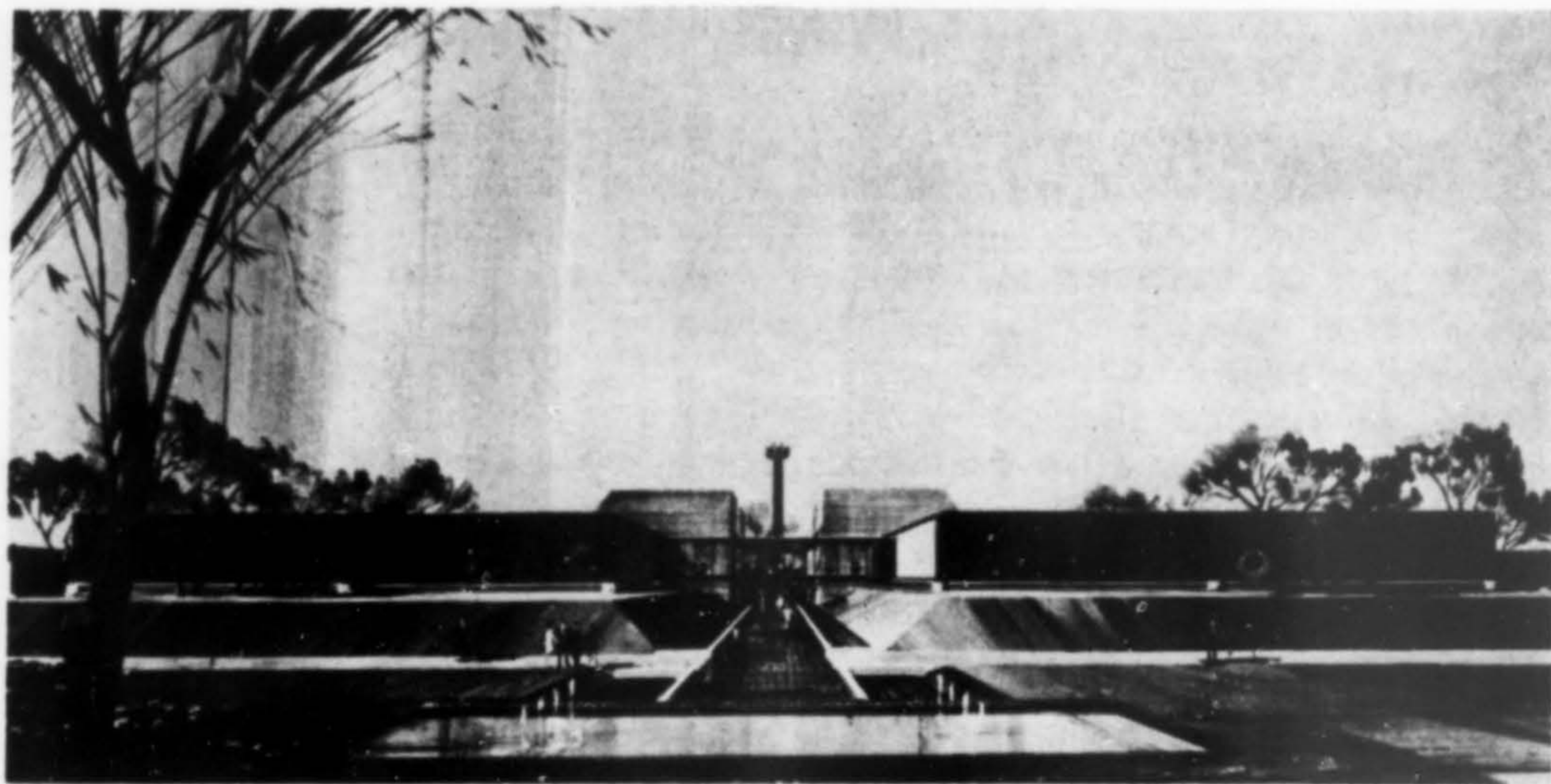
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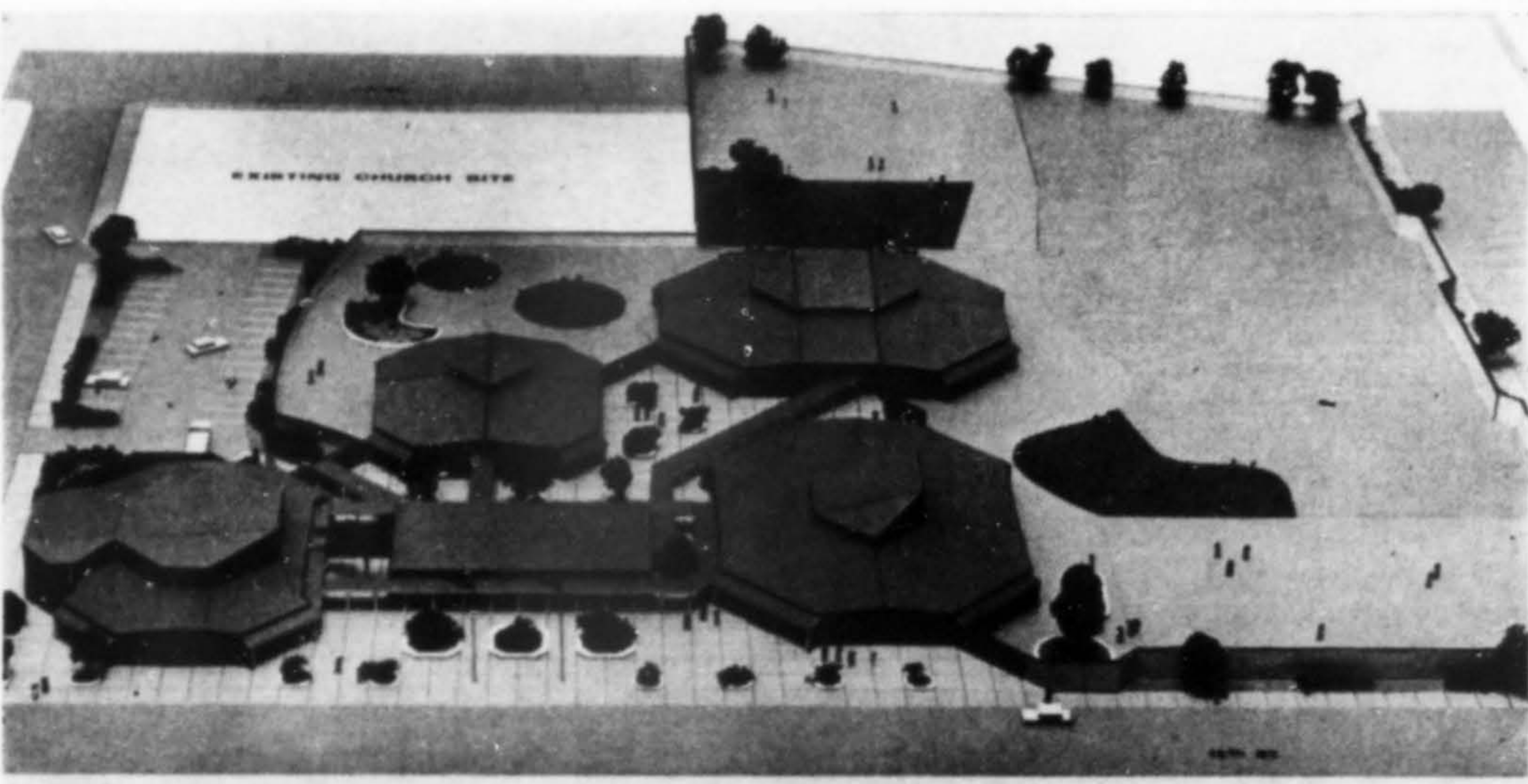
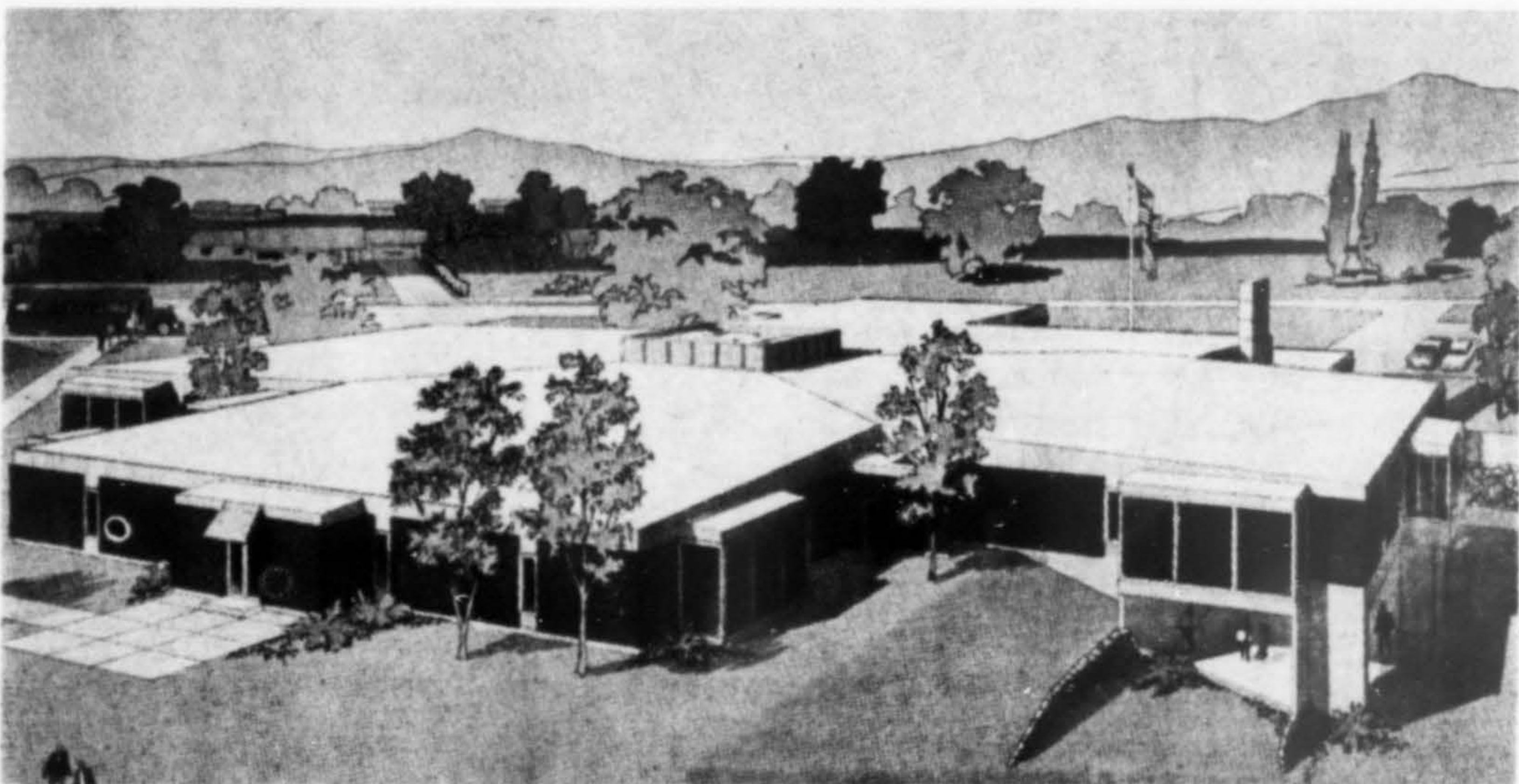
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Preview

AEROSPACE FACILITY for Parker-Hannifin, Irvine, California, will be a five-building complex including a headquarters building, four division offices and manufacturing structures. A campus-like arrangement around a landscaped central courtyard is planned. Free standing steel frames permit future additions. Steel columns and trusses will be exposed at building exterior. Architect: Albert C. Martin & Associates.

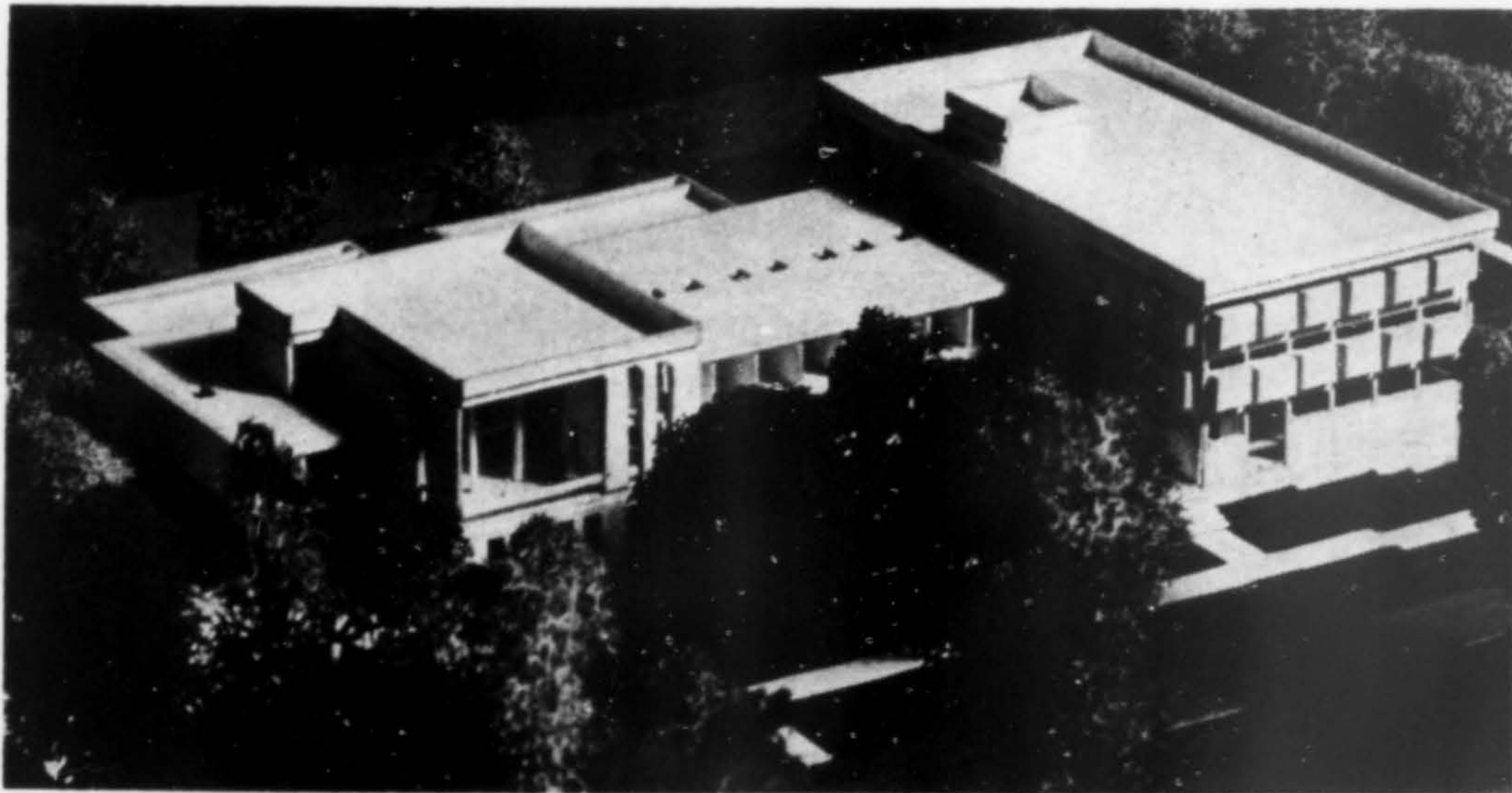


MOUNTAIN VIEW Elementary School, Great Falls, Montana, will be a cruciform structure, one-story with masonry bearing walls, with 47,000 sq. ft. Cost: \$468,700. Architect: Hoiland-Zucconi. Contractor: Dick Anglin.



MARTIN LUTHER KING School, Oakland, Calif., was designed as a "demonstration-experimental K-3 school, in the heart of a politically restless neighborhood. The wood frame building will house classrooms in the team teaching concept. The plan also provides for a separate kindergarten building, a multi-purpose building designed for community use and a central administration building, arranged around a paved interior court. Cost: \$1.2 million. Architect: Van Bourg/Nakamura & Associates.

LAW CENTER, University of Oregon, Eugene, involves a four-story library and three-story classroom with office space. Structure will be poured-in-place reinforced concrete with exposed brick masonry walls. Cost: \$1.9 million. Architect: Wilmsen, Endicott & Unthank. Contractor: Todd Building Company.





BANK OF WASHINGTON PLAZA, Tacoma, Washington, will occupy a full block. The 22-story building will be a concrete structure with recessed tinted glass windows. Cost: \$12 million. Architects: Skidmore, Owings & Merrill; Lea, Pearson & Richards, associate architects.

SHERATON-WAIKIKI Hotel, Honolulu, adjoins the Royal Hawaiian hotel. The 30-story building will have 1,800 rooms, a complete convention center, ballroom with capacity of 3,000, 300-seat theatre/restaurant, eight decks of parking accommodating 800 cars, meeting, exhibition rooms and dining rooms. Completion: mid-1971. Cost: \$35 million. Architects: Wimberly, Whisenand, Allison & Tong. Contractor: Swinerton & Walberg, Inc.



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IVAN CHERMAYEFF
HENRY WOLF
Co-Chairmen

SPEAKERS:

R. O. Blechman, Artist
Rev. William Sloan Coffin, Chaplain Yale Univ.
B. V. Doshi, Architect
René Dubos, Scientist
Dr. Adrian Kantrowitz, Surgeon
William Klein, Cinematographer
Peter Knapp, Designer
Leo Lionni, Designer
Robert Lowell, Poet
Dwight Macdonald, Author/Critic
George Nelson, Designer
Robert Osborn, Cartoonist/Artist
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Dr. Frank Stanton, President, CBS
Stewart Udall, Former Sec'y of the Interior

International Design Conference in Aspen



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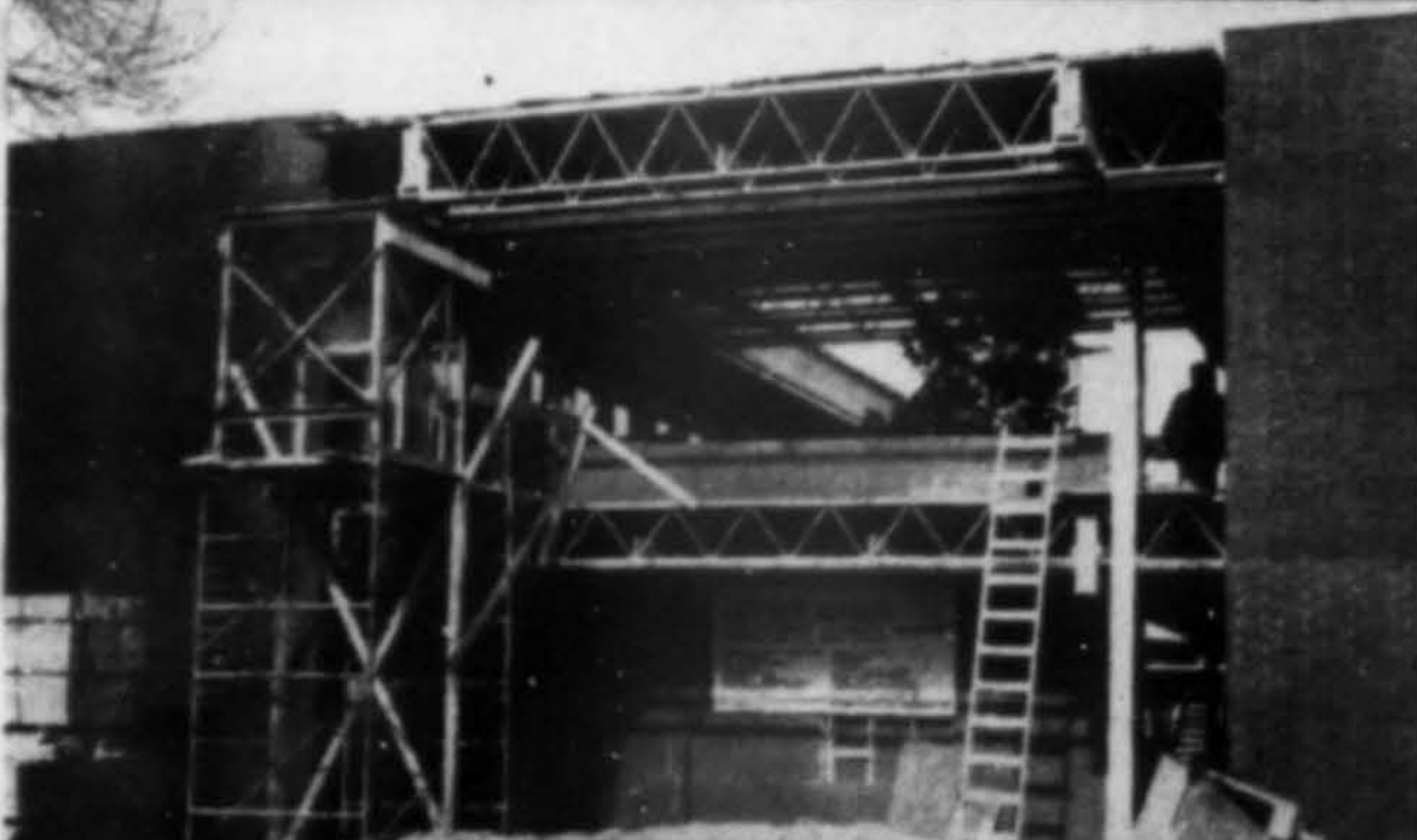
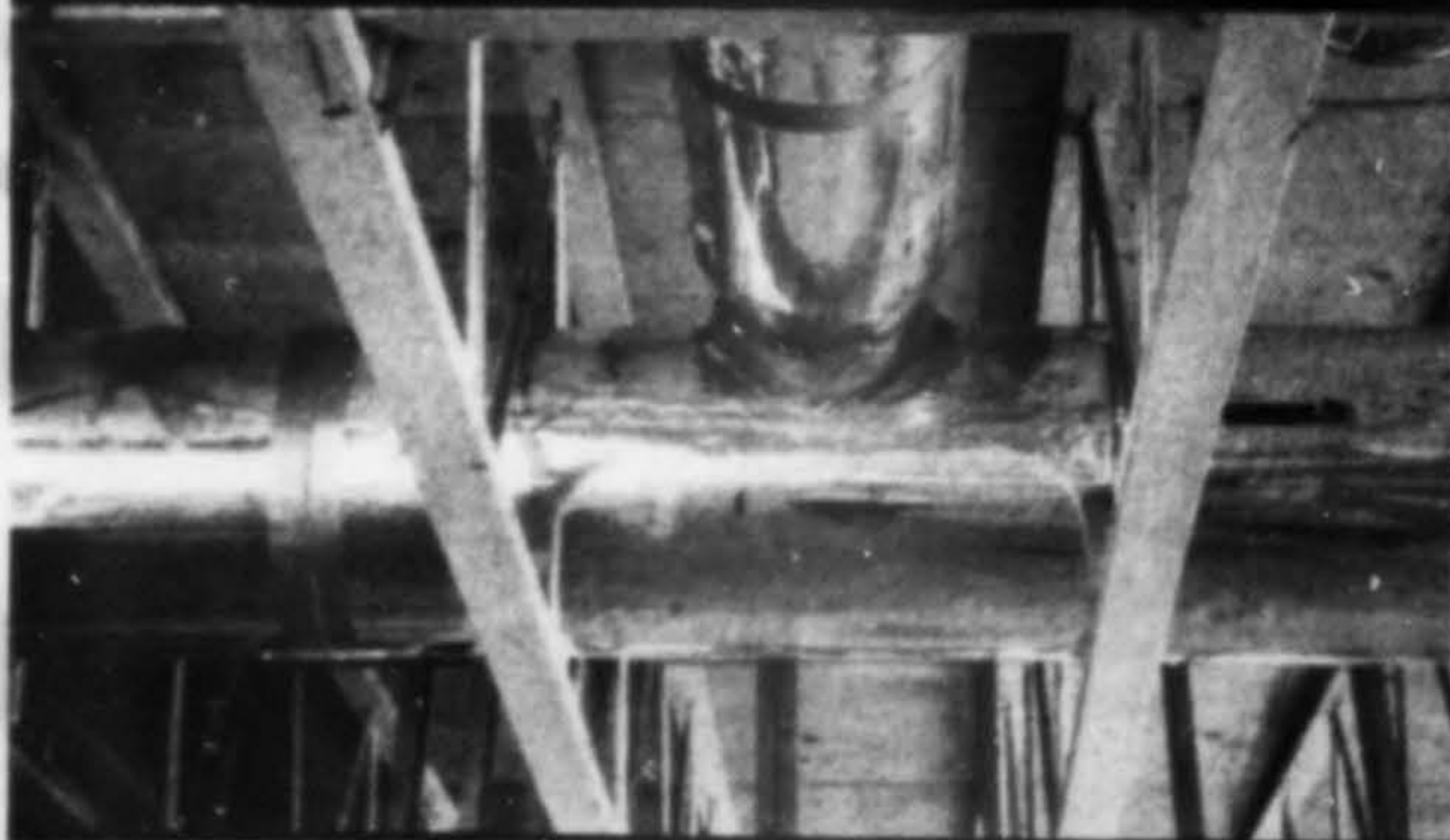
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Offices

The 23-year-old Los Angeles architectural firm of BALCH-HUTCHASON-PERKINS has changed the firm name to WILLIS K. HUTCHASON ARCHITECT & ASSOCIATES. The change was made following the resignation of John Perkins to join another organization and the decision by Glenn Balch, founder of the firm, to assume a less active role, although he will serve as a consultant.

Named as associate partners in the realigned firm are MARVIN NELSON, architect, and GORDON HOOPES, who will continue their production and supervision duties, and JEAN SICKLES, office manager and program coordinator. A new associate partner is ALEX WAUGH, FIBD, of Gerrards Cross, England, who specializes in period interior designs.

The office address remains the same: 5338 Fountain Avenue, Los Angeles.

The firm of ROSE & FEARS, established in 1964 in Orange County, has dissolved, according to partners LEROY ROSE and DONALD J. FEARS. Primary offices for both new firms, LEROY ROSE & ASSOCIATES, Architects, and DONALD J. FEAR, ARCHITECT, will continue to be at 1711 Westmont Drive, Anaheim, California.

MARVIN A. ORGILL announces the opening of an office for the practice of architecture at W. 418 20th Avenue, Spokane, Washington. Prior to opening his own firm, he was with Warren Cummings Heylman & Associates in Spokane and Robert J. Gaudi and Associates in Corona, California.

A new architectural firm, WHITAKER-CRANE, LTD., Architect, AIA, was recently established at 2222 Kalakaua Avenue, Honolulu. Principals are L. HAROLD WHITAKER, former president of Design Associates, Ltd., Honolulu, and TED CRANE, of Pacific Palisades, California, where he headed his own firm until going to Honolulu in 1967.

Two Sacramento architectural firms, Caywood & Nopp and Takata & Hansen, have joined forces. The new, combined firm will be known as CAYWOOD, NOPP, TAKATA, HANSEN, WARD, Architects and Planners. Offices are at 1435 Alhambra Boulevard in Sacramento. Takata & Hansen had maintained an office in the 926 J Building.

The five partners are GRANT D. CAYWOOD, JACK D. NOPP, RAY TAKATA, JOHN W. HANSEN AND RODERIC C. WARD.

The firm of LIPSCOMB & WATANABE, Berkeley architects, has become JOHN LIPSCOMB ASSOCIATES since the recent death of partner Roy Watanabe. Offices are at 1918 Bonita Avenue.

ROBERT J. NIXON has been named a partner in the firm of ROYAL A. MCCLURE Co., Architects, with offices at 1502 IBM Building, Seattle.



NIXON

Before joining the McClure firm, he was associated with The Seattle and Spokane offices of Walker & McGough.

The Spokane, Washington firms of AYLOR-MAUSER and of MUSGROVE & MARSHALL have merged to become ENVIRONMENTAL DESIGN ASSOCIATES, Architects-Planners, with offices in Spokane and Everett, Washington. Partners BRUCE MAUSER, EDWARD MUSGROVE and WILLIAM MARSHALL will be at the Spokane office, West 425 Fifth Avenue; JOHN AYLOR will be located in the Everett office at 1014 Fourteenth Street Yacht Basin.

The firm of KITCHEN & HUNT, AIA, Architects, San Francisco, announces the election of three associates to the board of directors and as officers of the corporation. OLOF C. MALMQUIST, JR., has been named vice president and treasurer; JORDAN D. HALL, vice president and secretary, and DOUGLAS A. Low, vice president. Offices are at 20 Hawthorne Street.

NARAMORE, BAIN, BRADY & JOHANSON, Seattle architectural firm, announce six



SOWDER



JONASSEN

staff promotions. ROBERT R. SOWDER and JAMES O. JONASSEN have been named senior associates. Promoted to associate are JAMES L. JACOBS, STUART D. CHARLES, HERBERT C. PEARSON and WILLIAM B. PATTERSON.

GEORGE M. RASQUE & ASSOCIATES, Spokane, Washington architectural firm, has named JACK SACKVILLE-WEST as a partner and a change in firm name to GEORGE M. RASQUE & JACK SACKVILLE-WEST, ARCHITECTS. Rasque has been with the firm, founded by his father, more than 45 years; Sackville-West has been with the company since 1946. Offices are in the Washington Trust Building.

SMITH & WILLIAMS, South Pasadena architectural firm, announce the appointment of DOUGLAS D. DIZNEY as administrative manager. He was formerly administrative assistant at Daniel, Mann, Johnson & Mendenhall.

Consolidation of two Spokane, Washington firms to provide comprehensive architectural, planning and engineering



McGOUGH



FOLTZ



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services has been announced by WALKER/McGOUGH/FOLTZ, architects and LYERLA/PEDEN, consulting engineers. Partners in the new venture are BRUCE M. WALKER, JOHN W. McGOUGH, WALTER W. FOLTZ, JACK M. LYERLA and LAWRENCE H. PEDEN.



WALKER

WILLIAM N. KEMP is general manager of the consolidated operations which has offices in the American Commercial Bank Building, N. 120 Wall Street, Spokane.

Senior associates in the firm are M. VAN CLARK, LYLE E. FUSON, JOSEPH P. GUEST, GORDON E. RUEHL. Associates are LESTER A. COOK, LARRY G. FISHER, JOHN R. REMINGTON and JACK L. SHETTER.

ERKEL/GREENFIELD & ASSOCIATES, Inc., consulting structural engineers, announce a merger with the G. O. DYER COMPANY. G. O. (TONY) DYER has been named a partner in the expanded corporation. Headquarters for the consolidated operation remain at 8201 Beverly Boulevard, Los Angeles.

Six key promotions have been announced by FRED BASSETTI & COMPANY, Seattle architectural firm. Named as partners are DONALD M. FROTHINGHAM and PHILIP C. NORTON. New associates are DONALD E. BREINER, JAMES F. HAMILTON, HOWARD S. PETERSEN and KARLIS REKEVICS. Frothingham has been with the firm 11 years, and Norton eight years.

EARLE RICHARDSON has been elected a vice president of LEACH, CLEVELAND & ASSOCIATES, Los Angeles architectural-planning firm. He was formerly an associate and director of production.

LEONARD F. GOSTNSKI has been named an associate partner with the Phoenix, Arizona office of BELLANTE, CLAUS, AND NOLAN, architects-engineers-planners, based in Scranton, Pennsylvania. The Phoenix office is at 3333 E. Indian School Road.

GRUEN ASSOCIATES, Los Angeles architects, engineers and planners, announce that ecologist RICHARD REYNOLDS has joined the firm as part of its program to broaden professional and technological services, capabilities and resources. Reynolds has been a staff ecologist with Lawrence Halprin & Associates, landscape architects, San Francisco, for six years.

PATRICK LOUKES has been appointed project director on the architectural staff of EDMUNDSON, KOCHENDOERFER, KENNEDY-DANIEL, MANN, JOHNSON & MENENDHALL, the Portland-based architectural, planning, engineering and economics firm. He will work from the Portland office at 370 Pittock Block.

LEO H. BARBOUR has been named director of design at KOEBIG & KOEBIG, Inc., Los Angeles architecture-engineering-planning firm. He will be responsible for the production effort of the firm's nine design departments.

DANIEL, MANN, JOHNSON & MENDENHALL, Los Angeles-headquartered, announces the appointment of WILLIAM R. PICKENS as medical projects director. He will be responsible for the development and coordination of hospital and medical facilities programming and consultation services, and architect-engineer design services on a company-wide basis.

JEREMI J. STRACHOCKI has been appointed supervisor of production at HOWARD R. LANE ASSOCIATES, Encino, California architectural firm. Before joining the Lane office, Strachocki headed his own firm in Indio.

The architectural firm of EARL HEITSCHMIDT & ASSOCIATES, Inc., Los Angeles, announces the election of new corporate officers. EARL T. HEITSCHMIDT, FAIA, has been named chairman of the board; H. WENDELL MOUNCE, president; MORIO KOW, executive vice president; ROBERT W. CONCHO, secretary-treasurer and general manager. New associates of the firm are RICHARD T. SANTOS and JAMES L. TAYLOR.

Architect WALLACE E. WELCH has rejoined the Phoenix, Arizona firm of WEAVER & DROVER, Architects. He was associated with the firm from 1959 through 1965, and for the past three years he has been principal architect for the California Institute of Technology, Pasadena, for its campus development program.

Semco, Sweet & Mayers, Los Angeles consulting engineers, announce that associate GUY McCracken has been named a full partner in the firm, with a change in name to SEMCO & McCracken. Offices are at 2835 Gilroy Street.

The following change of address notices have been received:

A. W. DEKKER, Architect-Engineer—2609 Quincy N.E., Albuquerque, New Mexico.

ANDREW P. ANDERSON, Architect—99 Brookwood Road, Suite 5, Orinda, California.

KERMIT DORRIS, Architect—3111 2nd Avenue, Suite 25, Corona del Mar, California.

HECTOR A. VALDIVIA—Suite 990, 1901 Avenue of the Stars, Los Angeles, from Encino.

NEW MEXICO ARCHITECTURE—P.O. Box 7415, Albuquerque, New Mexico.

JIM G. JANG, Architect—506 15th Street, Oakland, California, from Hayward.

WILLIAM P. FICKER—Suite 875, 550 Newport Center Drive, Newport Beach, California.

GEORGE K. RUBEL, AIA, Architect—479 W. Indian School Road, Scottsdale, Arizona.

THE OFFICE OF WILLIAM H. NEEL, AIA—1841 Garden Avenue, Eugene, Oregon.

STANLEY SHU & ASSOCIATES—12008 Wilshire Boulevard, Los Angeles.

ROBERT L. CLEARWATER—162 Timber Lane, Parker, Colorado, from Denver.

People

ADRIAN WILSON, FAIA, president of Adrian Wilson Associates, Los Angeles, has been chosen by the American Academy of Achievement as one of 50 national recipients to receive the Golden Plate Award during the eighth annual Salute to Excellence weekend, June 26-28 at Dallas, Texas. Dedicated to the inspiration of youth, the Academy, a non-profit organization of over 500 prominent Americans, annually honors extraordinary leaders in the sciences, professions, industry, arts and service to fellow man.

BILL ROSS announces the opening of an office at 107 South Main Street, Seattle, for the purpose of architectural rendering.



ROSS

He was formerly associated with Kirk, Wallace, McKinley & Associates.

WILLIAM D. POWELL has been named architect for Albertson's, Inc., Boise, Idaho.

Architect FRANK JON MESSINA has been named by the City of Belmont, California, to a four-year term on that city's Board of Design Review.

RITA MILLER, executive secretary of the SOUTHERN CALIFORNIA CHAPTER, American Institute of Architects, has been given an honorary associate membership in the chapter for "distinguished service to the profession" and for more than 30 years of service to the organization.

JOHN B. FRASER, reporter and urban affairs writer for the San Jose Mercury and San Jose News since 1957, has been appointed as assistant director of Public Relations for the American Institute of Architects.

DAVID R. DUPLANTY, principal in the West Los Angeles firm of Duplanty & Huffaker, has been elected vice president of the Brentwood Village Chamber of Commerce.

F. H. AMELUXEN, Seattle architect, has been appointed to the King County Planning Commission, filling the unexpired term of Vernon Gould, resigned. Ameluxen will serve until June 30, 1971.

Calendar

The 21st annual AISC National Engineering Conference, Shamrock Hilton Hotel, Houston, Texas, May 8-9.

National Fire Protection Association 73rd annual meeting, Americana Hotel, New York City, May 12-16.

The Apartment Builder/Developer conference and exposition, New York City, May 12-14.

Design Engineering Conference, Hotel Americana, May 19-22.

Southwestern Visual Communications Congress, Shamrock Hilton Hotel, Houston, May 20-22.

The 45th annual meeting of the Concrete Reinforcing Steel Institute, The Homestead, Hot Springs, Virginia, May 28-31.

The 13th annual convention, the National Kitchen Cabinet Association, Sea Island, Georgia, June 1-4.

Construction Specifications Institute convention, Houston, Tex., June 2-4.

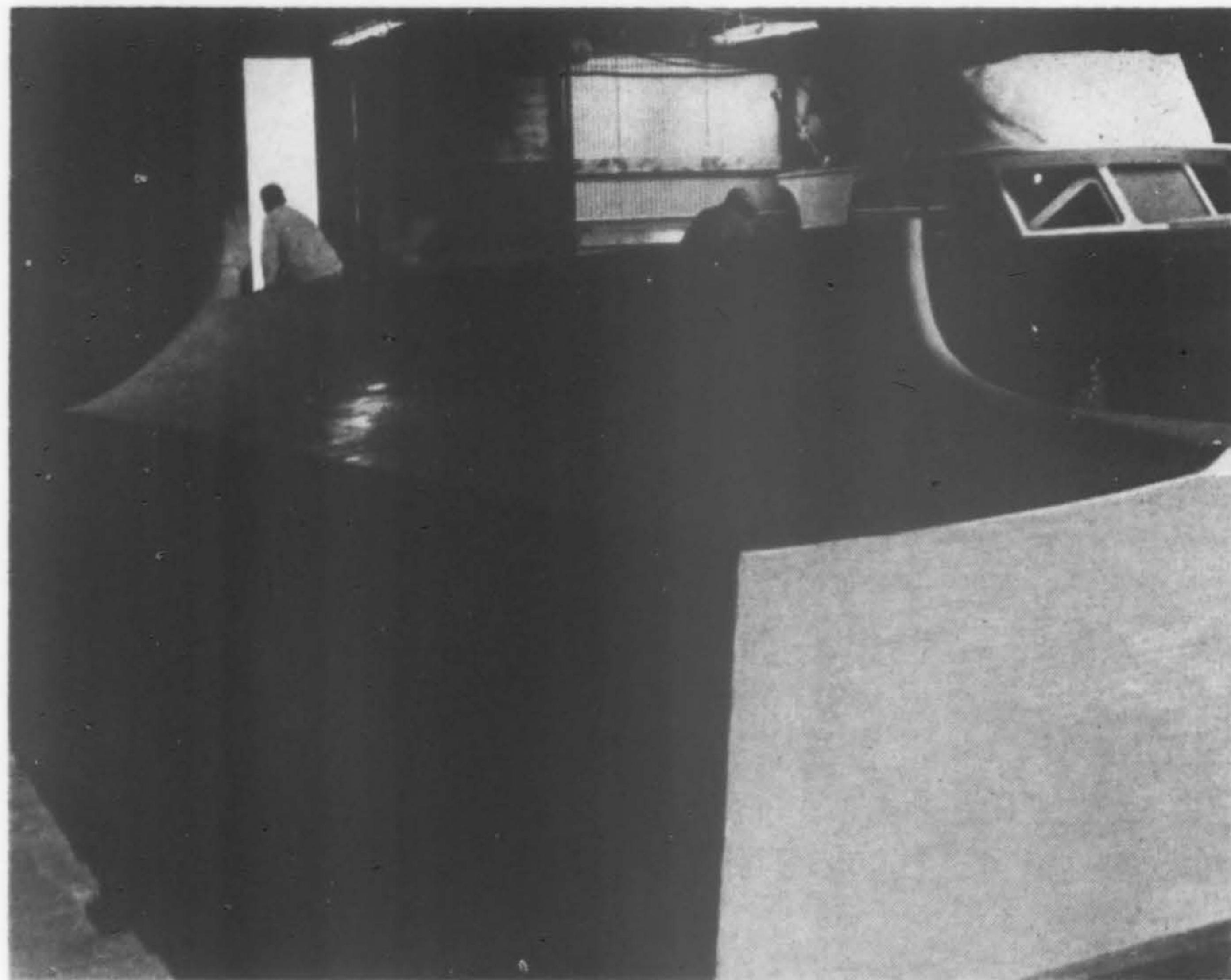
American Institute of Architects and the Royal Architectural Institute of Canada, joint convention, Palmer House, Chicago, June 22-26.

The American Society for Testing and Materials 72nd annual meeting, Chalfonte-Haddon Hall, Atlantic City, New Jersey, June 22-27.

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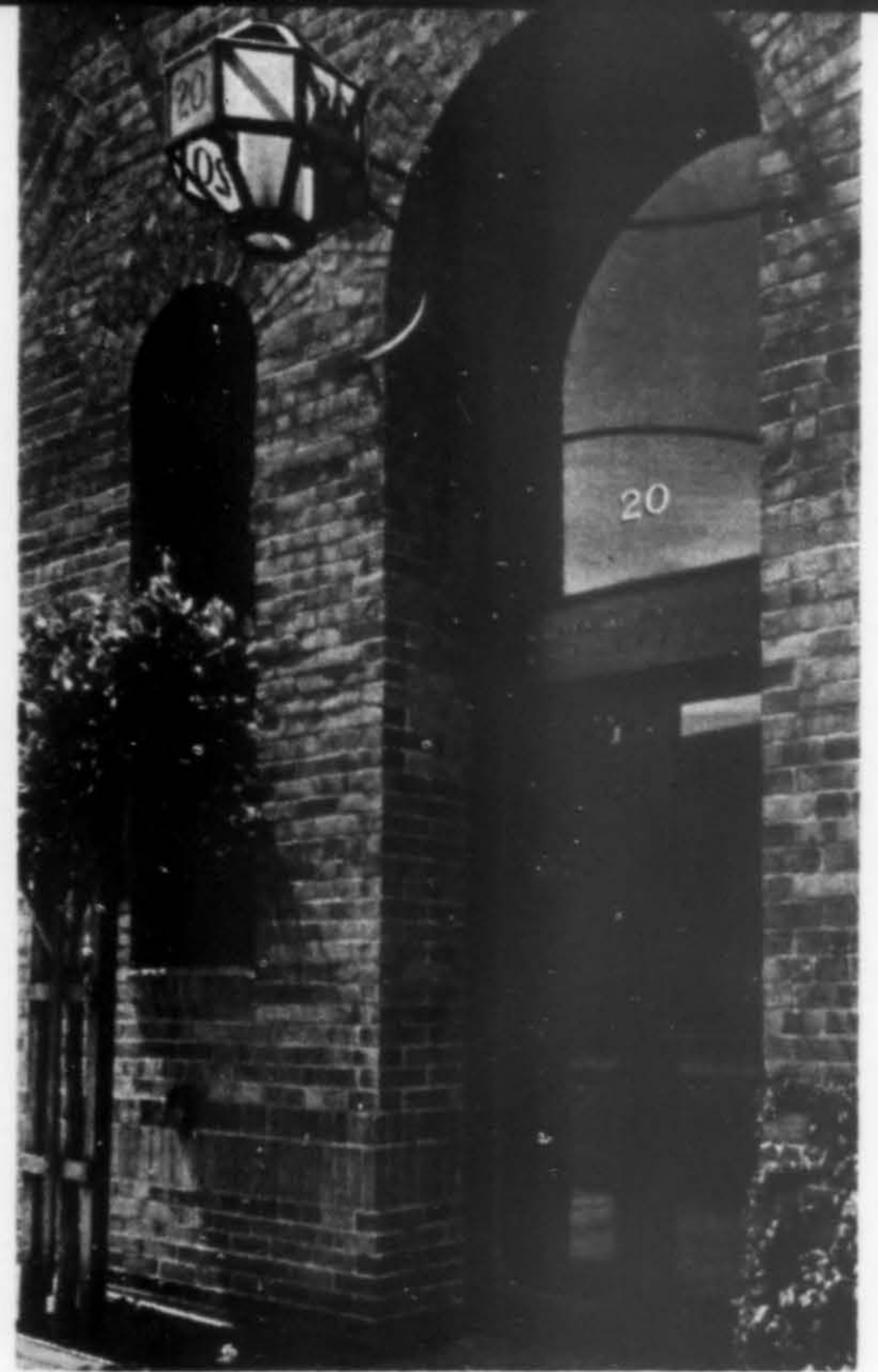
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Robert Brandeis photos



Where the Architects Hang Their Hats

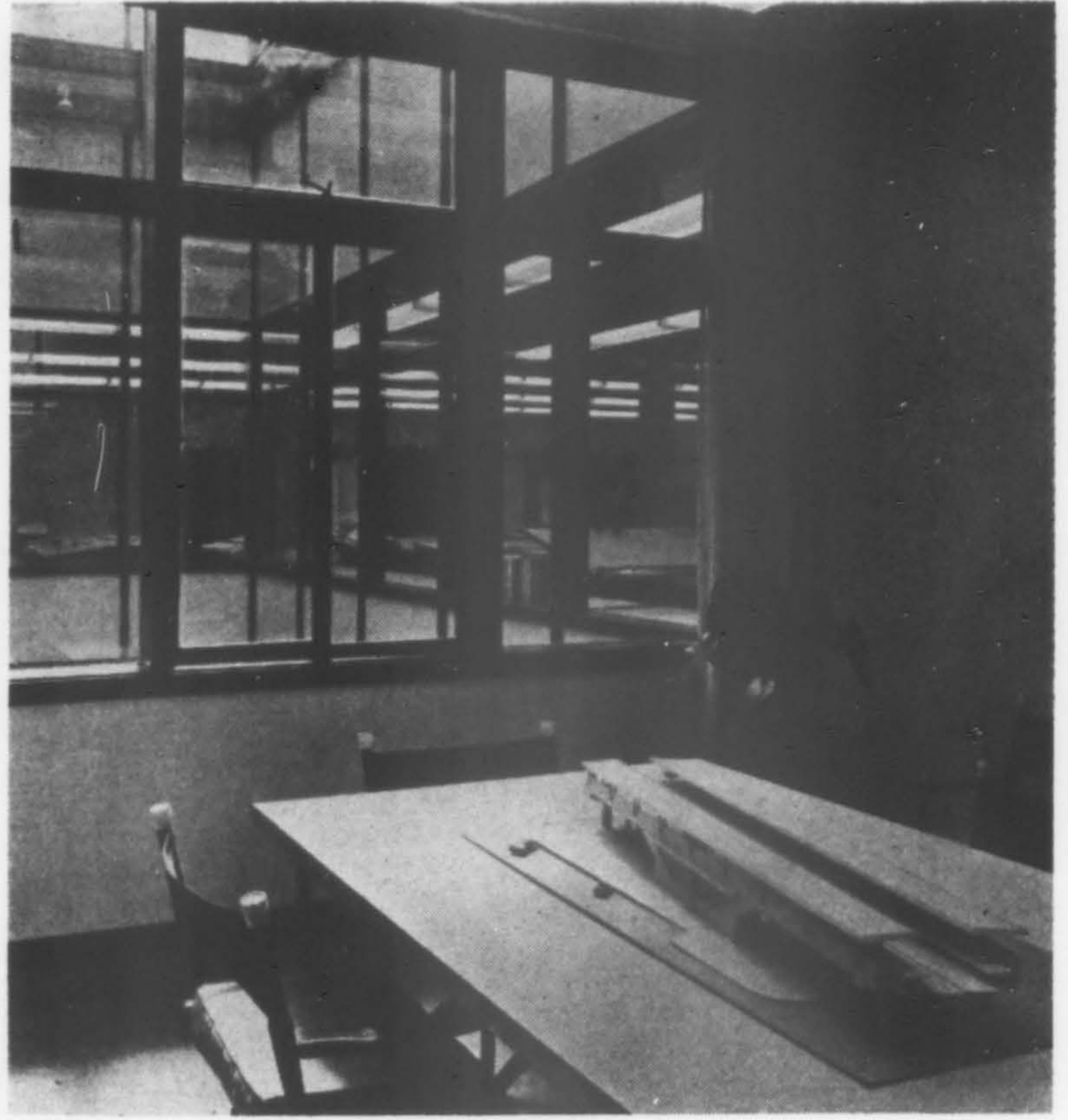
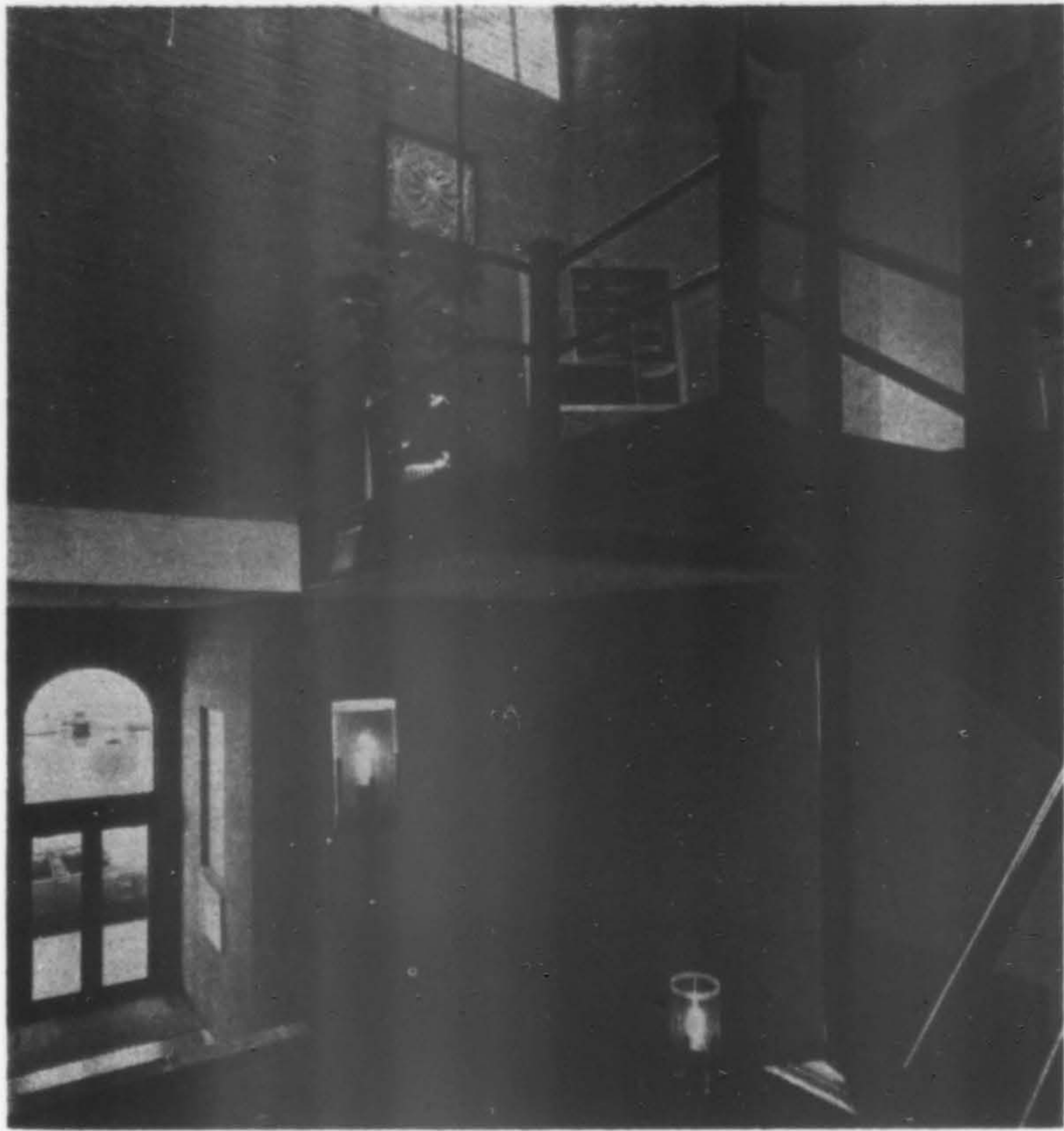
KITCHEN and HUNT, AIA
San Francisco, California



THE FIRM of Kitchen and Hunt, AIA, Architects, established in 1948, is located in a 45-year-old brick building (formerly the San Francisco News Company) near the heart of the city's financial district. The building has been restored and remodeled to enhance the many attributes of the original structure. Heavy timber members were left exposed as were most utility improvements. The exposed brick, a combination of reds, browns and russets on the exterior, revealed a pleasing golden buff color after sandblasting. Two three-story-high light courts in the center of the building were cut through with drafting rooms grouped around and near these courts. Five professional firms are tenanted in the building—engineers and acoustical consultants as well as the architectural firm. The main entrance to the building is on Howard

Street with a secondary entrance on Hawthorne. At the Howard Street entrance are the building's original pair of 7-ft. high copper clad doors. A vaulted stair lobby forms the entrance with planter boxes, street trees and vines on the brickwalls all incorporated into the exterior treatment of the building.

Principals in the firm are Robert S. Kitchen, FAIA, who obtained his Bachelor in Architecture at Cornell University in 1935, Bachelor of Landscape Architecture in 1936; and attended the American Academy in Rome 1936-38; and Frank B. Hunt, AIA, CSI, who graduated from the University of California at Berkeley in 1938. The staff presently numbers 21 including 10 licensed architects, two landscape architects, draftsmen and office personnel. Work is varied, currently including five BART stations.



Downtown Club with Office Facilities

THE COLLEGE CLUB and OFFICE BUILDING, Seattle, Washington
NARAMORE, BAIN, BRADY & JOHANSON, Architects
CAWDREY & VEMO, Inc., General Contractor

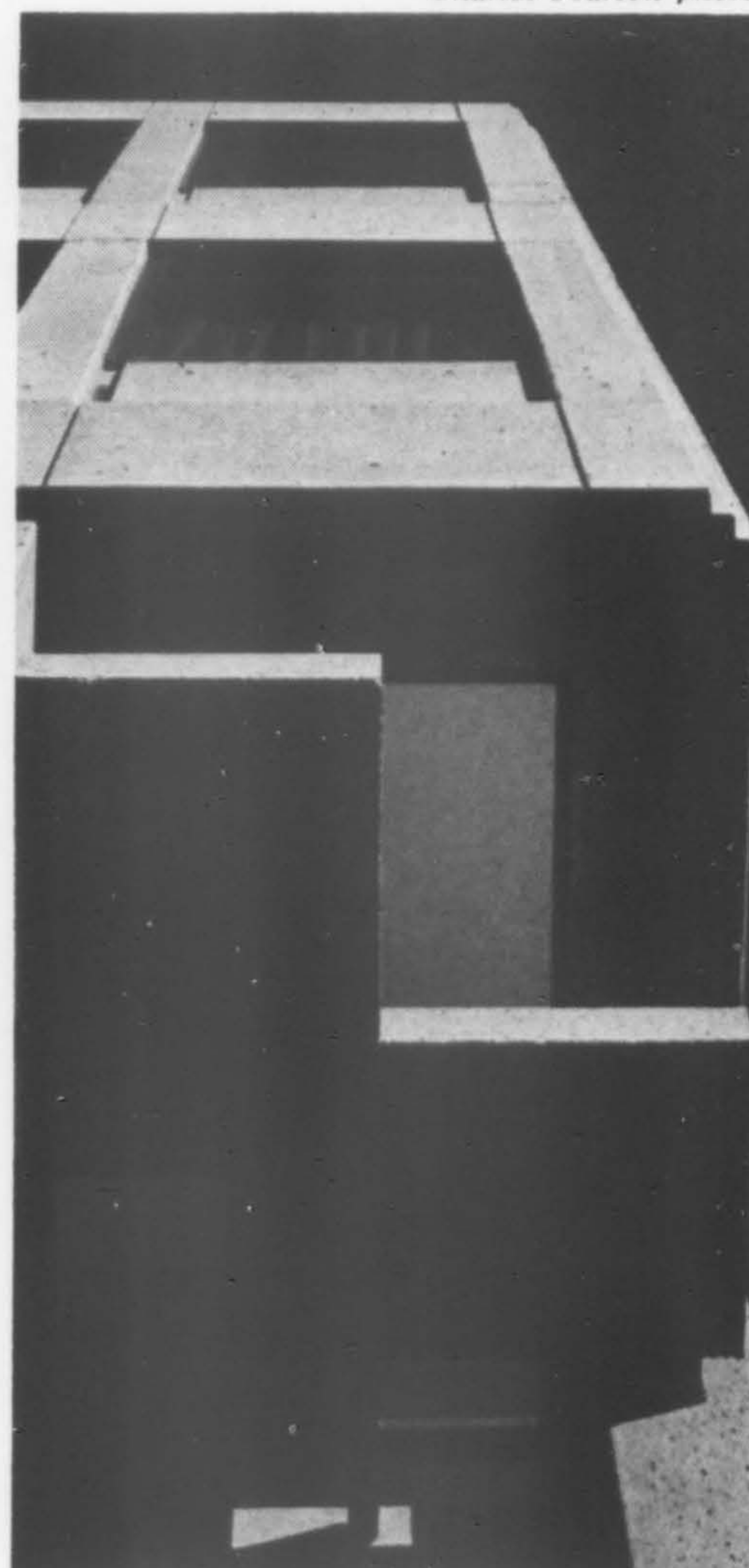


Morley Baer photos unless otherwise noted

THIS MULTIPLE function structure was designed to provide a place for social and limited athletic activities in a convenient downtown location. The entrance floor contains club social facilities (see plan). Two squash courts, a conditioning room and locker rooms for the club are on the upper floors.

Major factors in the design of the low budget structure were the steep topography and the setting, in the midst of the central business district, at a busy street corner giving a pleasing outlook along the downhill street to Puget Sound and across to the neighboring Federal Courthouse lawn. The design solution, successfully expressed in the massing of ochre integrally-colored sandblasted concrete, is being emulated in a number of new buildings in the area. The handsome interiors, designed by the architects, provide an excellent character for a men's club by using big old leather couches from the former club with contemporary furnishings which carry out substantial scale of old pieces.

Perry B. Johanson, FAIA, was partner-in-charge; William Svensson, project architect and Donald A. Winkelmann, project designer. Other consultants were: Skilling, Helle, Christiansen & Robertson, structural; Valentine, Fisher & Tomlinson, mechanical and electrical; William G. Teufel, landscape architect.



Charles Pearson photos



Downtown Club with Office Facilities



In the Monterey Tradition

DEL MONTE CENTER, Monterey, California
JOHN CARL WARNECKE & ASSOCIATES, Architects
DILLINGHAM CONSTRUCTION CORPORATION, Contractor



In the Monterey Tradition

MONTEREY has had a long and carefully guarded architectural tradition. The buildings are for the most part adobe or stone walled structures with wooden roofs. The roof and second story project out to form a cantilevered gallery which may entirely surround the building, protecting the walls from the heat of the sun and rain erosion.

In the Del Monte Center the individual buildings vary in size, giving a variety in height and silhouette to the overall composition. The large roofs were from the earliest inception and are an ideal solution to the problems of the site and architectural character. The selection of materials and details for the center as a whole was done to bring them in close harmony with the traditional Monterey style. Exposed concrete structures were sandblasted. Malls were paved with various combinations of brick and exposed aggregate concrete. The site was so developed that cars are parked on six terraces.

Del Monte Center is situated on a 47-acre site, surrounded by rolling hills and forest areas. Nearly 100 huge oak trees were preserved during the construction and over 500 additional trees have been planted within the Center. Gross leasable area is 408,000 sq. ft. The project cost \$15 million, including land.

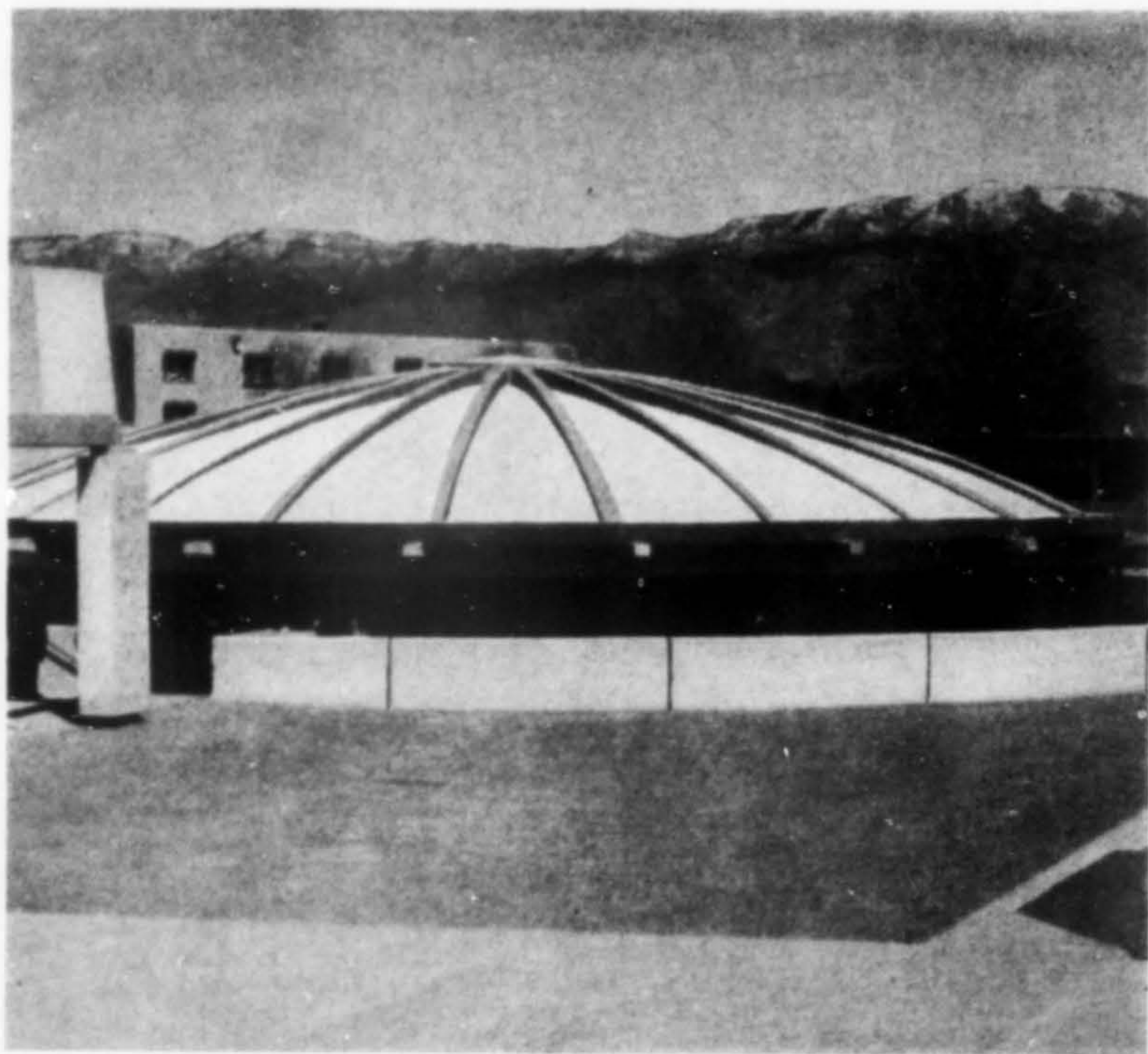


Morley Baer studios

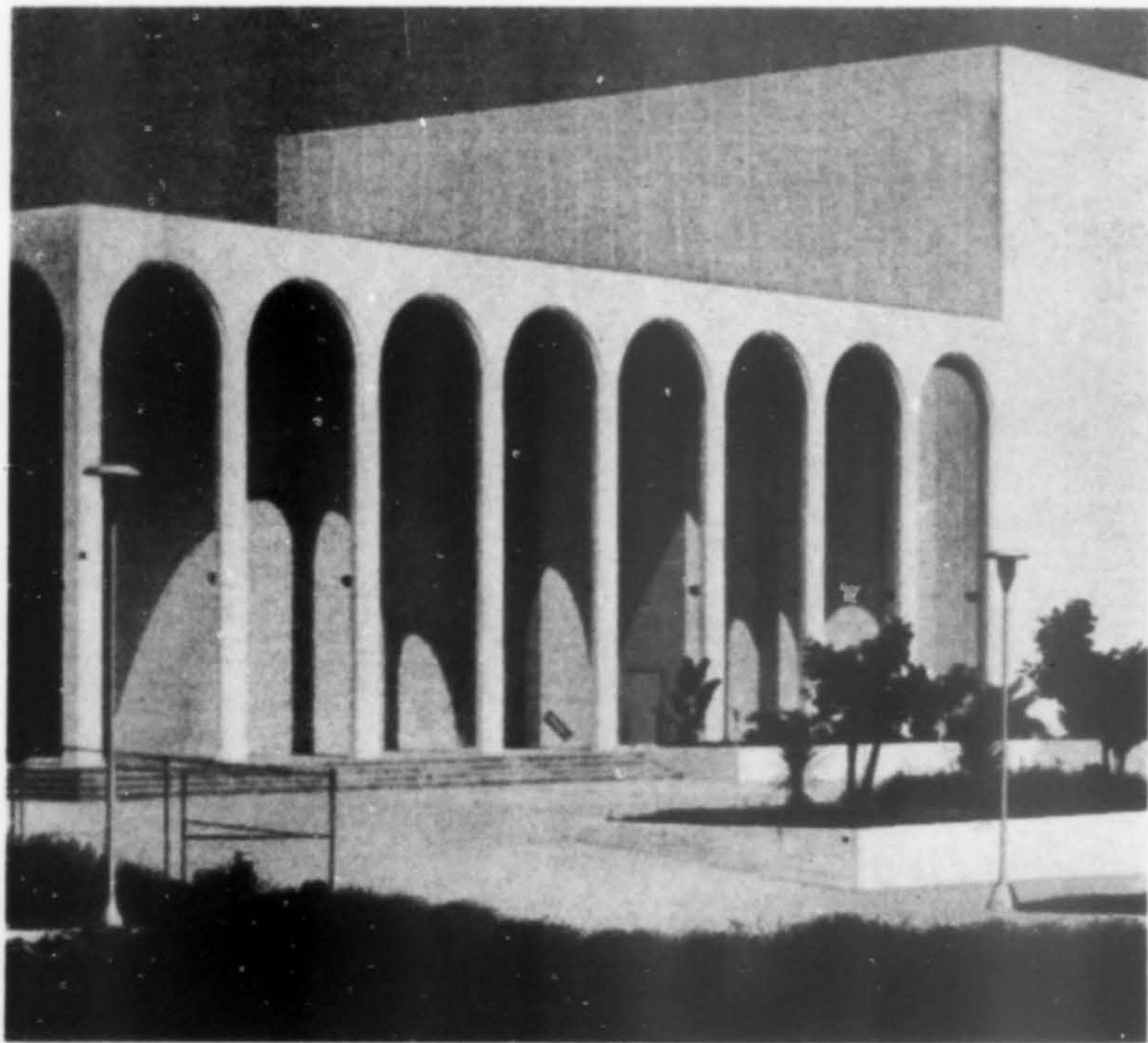


GACO GOES TO COLLEGE!

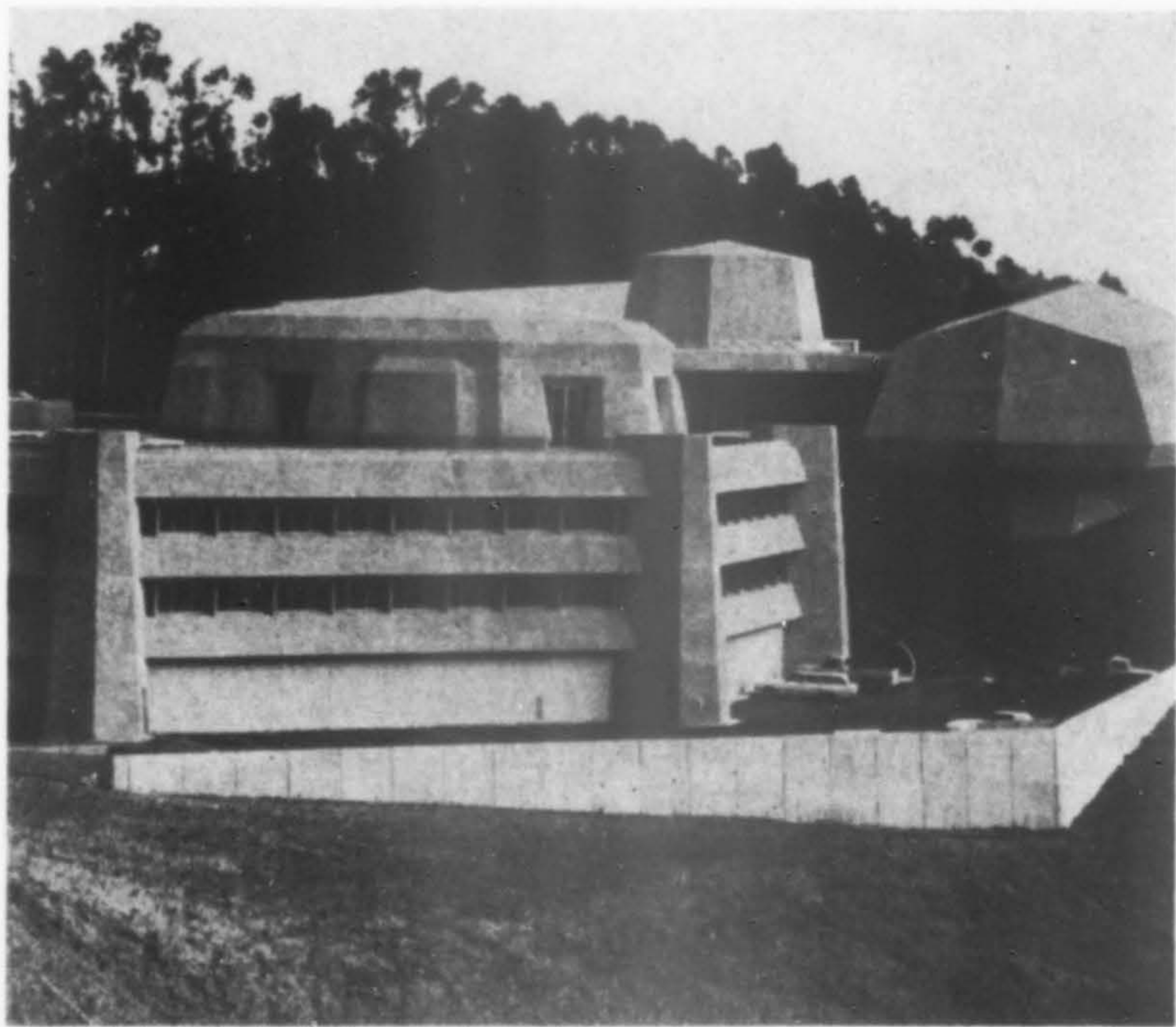
These imaginative campus designs all have one thing in common: Gaco protection with Gaco elastomers. Gaco products let you enhance any design with rugged protection in just about any color you want. In liquid form, Gaco elastomers make tough roof, deck and exterior wall coverings. In sheet form, they make a neoprene membrane roof or an amazingly flexible flashing. Maintenance is simple. And designs protected with Gaco stay protected . . . for years longer than those waterproofed by more conventional methods. No wonder so many architects protect their work with Gaco! Just look what you can do:



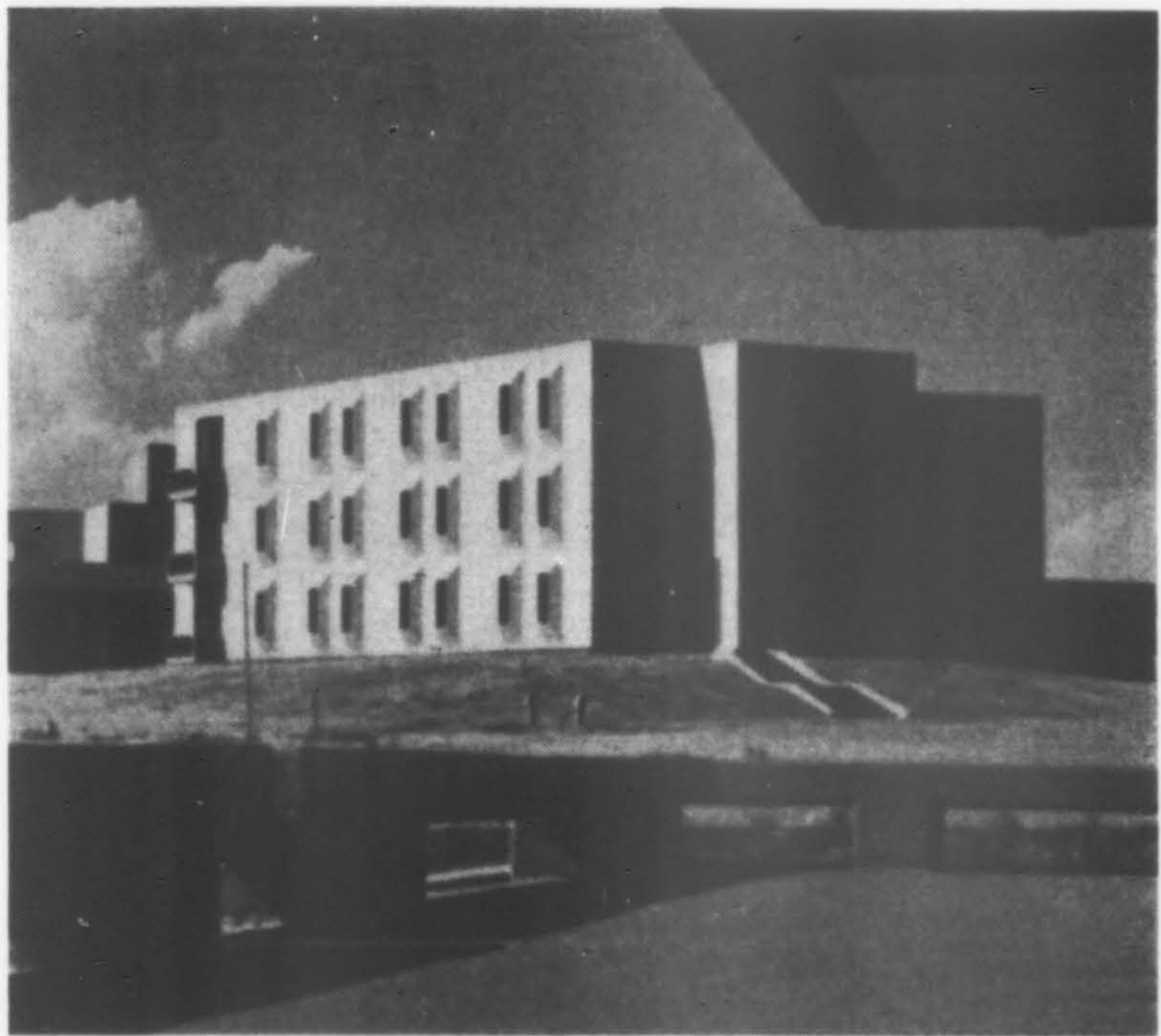
Gacoflex Roofing. The Kiva Lecture Hall, University of New Mexico, Albuquerque. New Mexico's rapidly changing temperatures are a real problem for roofing materials. That's why Flatow, Moore, Bryan & Fairburn, architects, chose colorful Gacoflex to protect this imaginative design. Gacoflex is a tough, elastic membrane that expands and contracts to meet temperature extremes. And it stubbornly resists deterioration from sun, moisture, ozone and abrasion.



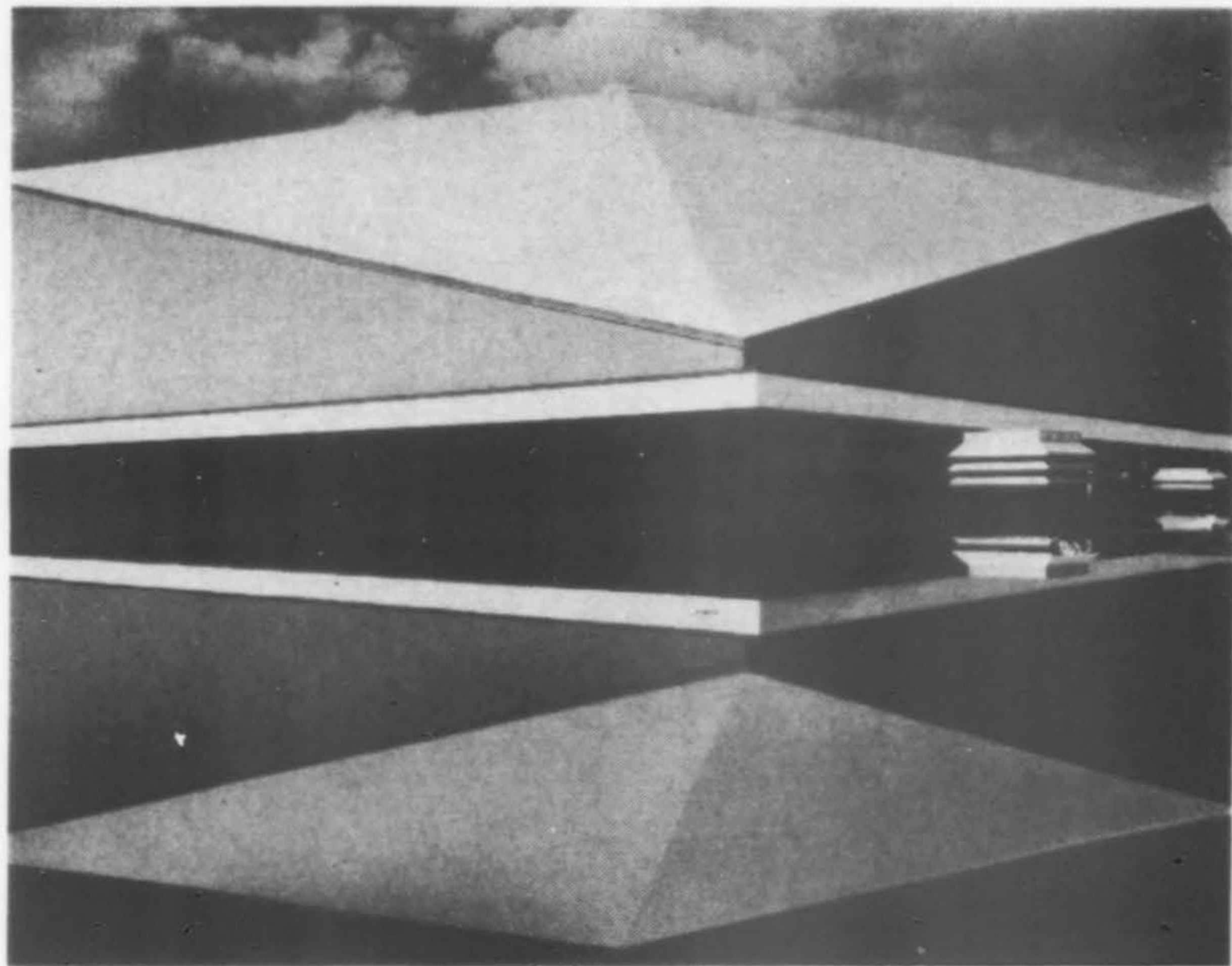
Gacodeck. Dramatic Arts Building, San Diego State College, San Diego. When school starts, just about every college in the country is overcrowded. Campus decks have to be tough enough to take heavy traffic. In San Diego, the Office of Architecture and Construction, Department of Public Works, State of California, planned ahead by specifying Neoprene-Hypalon—a tough, seamless synthetic rubber coating system that's applied directly over exterior concrete decks. It's lightweight, waterproof, skidproof and tough: foot traffic and coeds' heels won't dent or damage it. Bring on the college crowd!



Gacotex Wall Coating. Lawrence Memorial Hall of Science, University of California, Berkeley. Architects Anshen and Allen complemented this dramatic design with textured Gacotex. The large windowless exhibition halls emphasize the need for decorative walls. Gacotex visually softens the structure as it adds durable, colorful protection that's unaffected by heat, cold, or rapid changes in temperature. Gacotex proved a sensible solution to protecting the exterior walls; and Gacoflex roofing, a heavier system, protects the roof. You can apply Gacotex over exterior plywood, concrete, plaster, cement, asbestos and metal.



Gacoflex Sheet Flashing. Residence Hall, Southern Colorado State College, Pueblo. Here's a design that calls for flexible flashing! That's why architects James H. Johnson & Associates used Gacoflex neoprene sheet flashing. This specially formulated elastomeric sheet material remains watertight under extreme temperature variations and adverse weather conditions. It's easily applied to concrete, masonry, wood or metal surfaces, and provides extraordinary resistance to ozone. The Gacoflex sheet flashing system minimizes the problems of fitting and installing flashing on irregular surfaces.

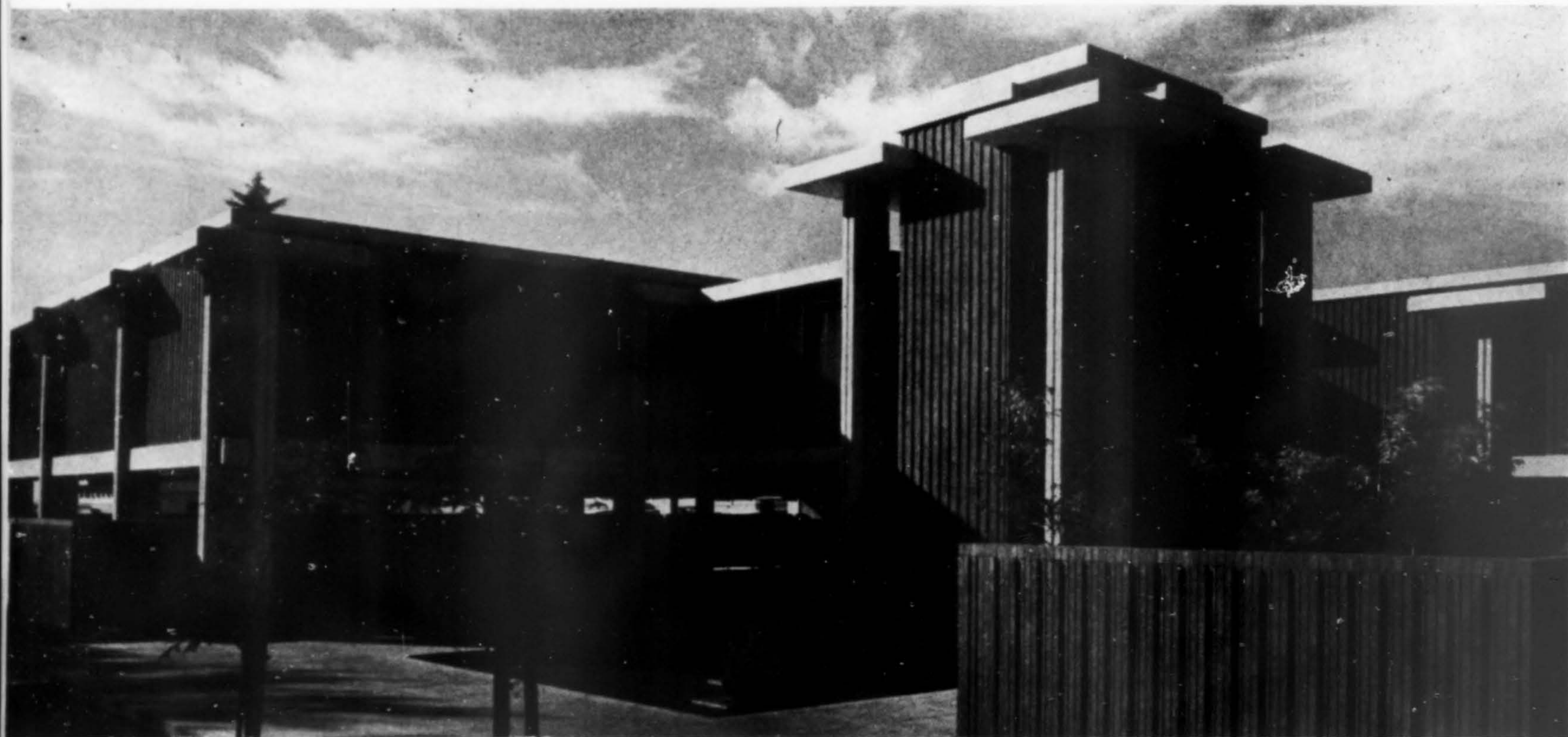


Gacoflex Roofing. Pacific Lutheran University, Tacoma, Wash. How do you keep a clean roof line clean? Architect Robert Billsborough Price, F.A.I.A., accented the classic simplicity of this swimming pool building with seamless Gacoflex roofing. Gaco products can do the jobs no conventional material can do. Why not give your next project Gaco protection?

For specifications and samples write Gaco Western, Inc., Box 698, Tukwila Station, Seattle, Washington 98168,

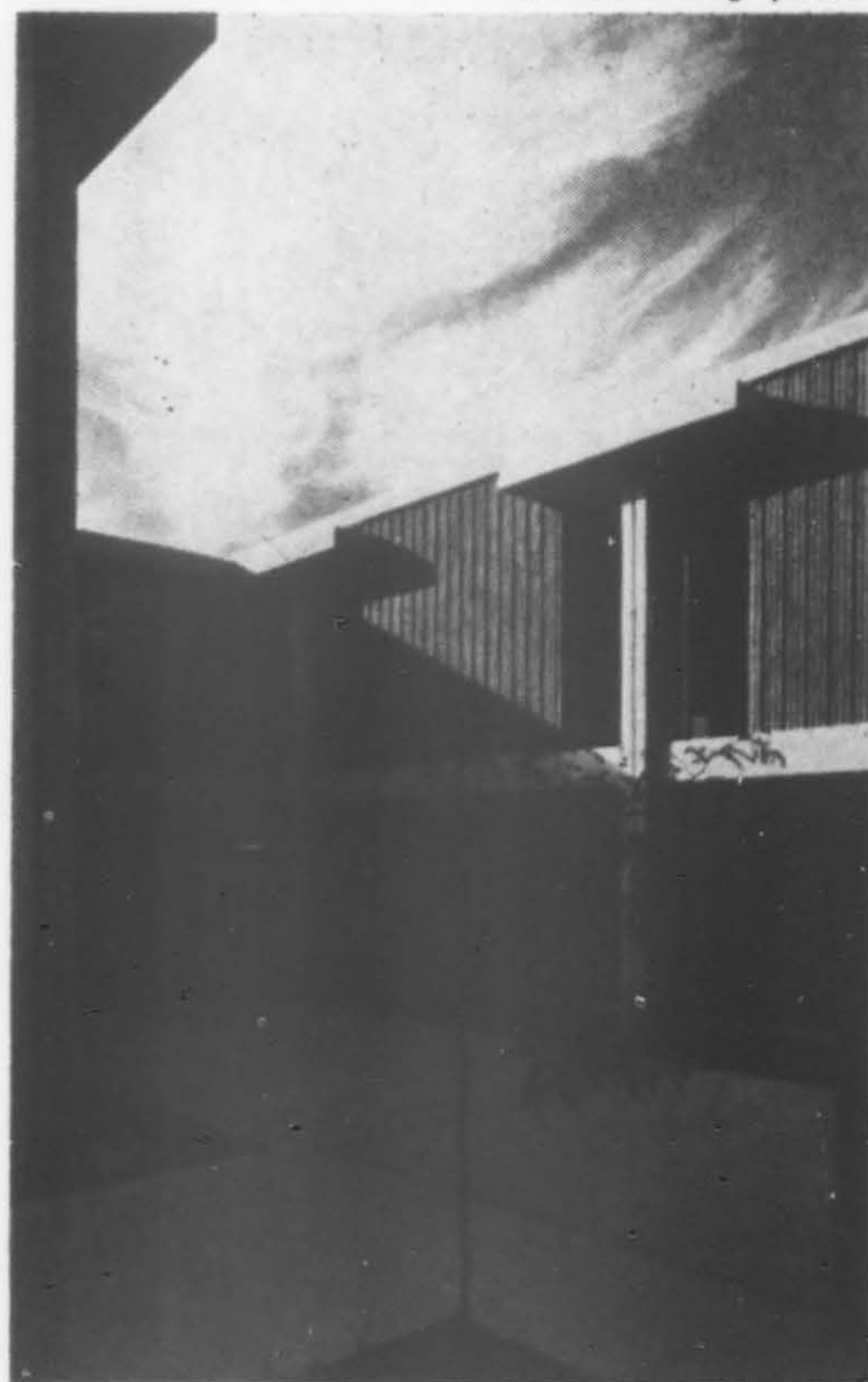
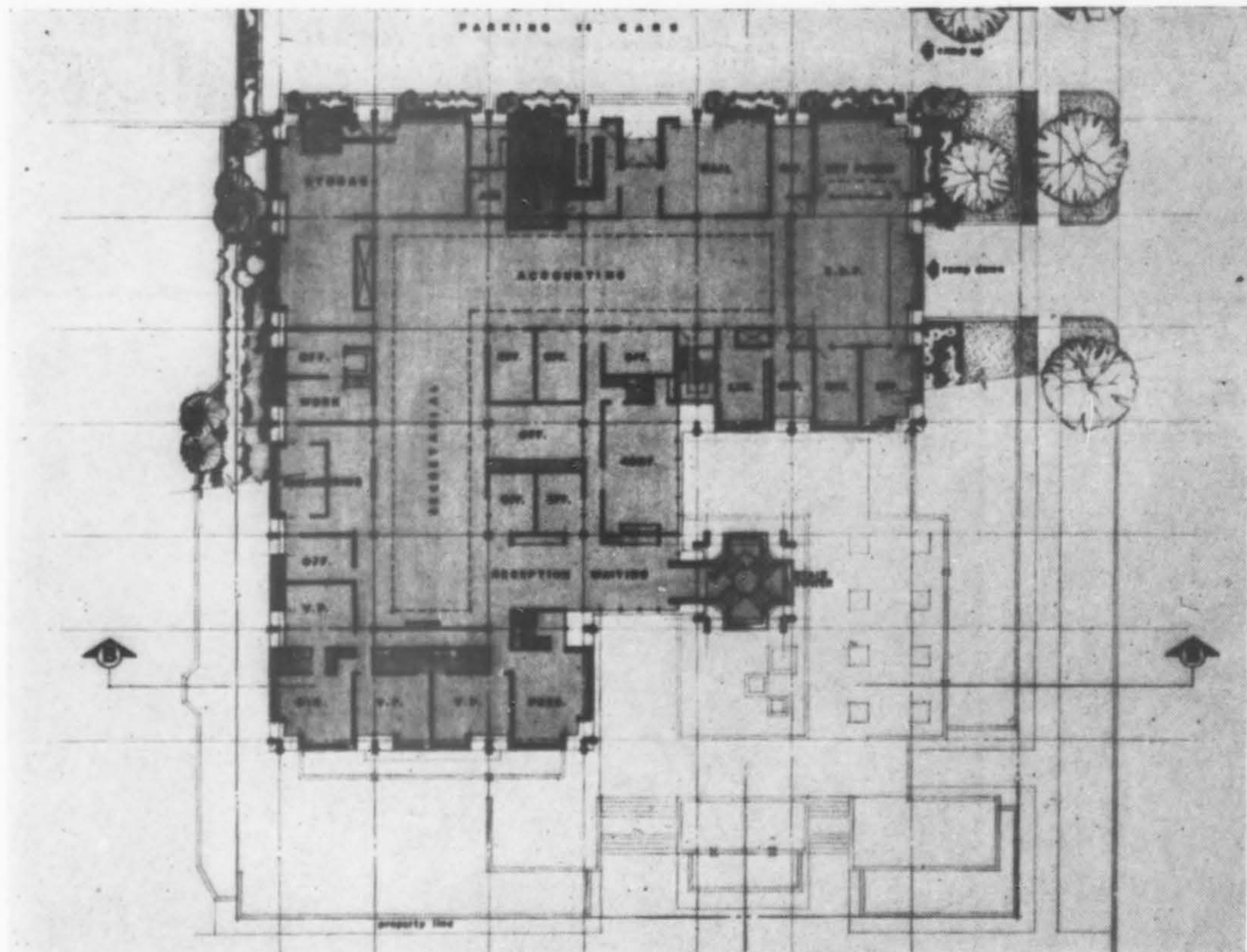


or contact your nearest Gaco representative: Hobart Bros., San Francisco; Elasco, Incorporated Salt Lake City; Wisdom Rubber Industries, Incorporated, Honolulu; Sealproof Construction Limited, Vancouver, B. C., and Gaco Western, Incorporated, Los Angeles, Denver and Portland.



To Complement the Neighborhood

STEINER AMERICAN CORPORATION OFFICE BUILDING
Salt Lake City, Utah
SCOTT, LOUIS & BROWNING, Architects and Engineers
CANNON CONSTRUCTION COMPANY. Contractor



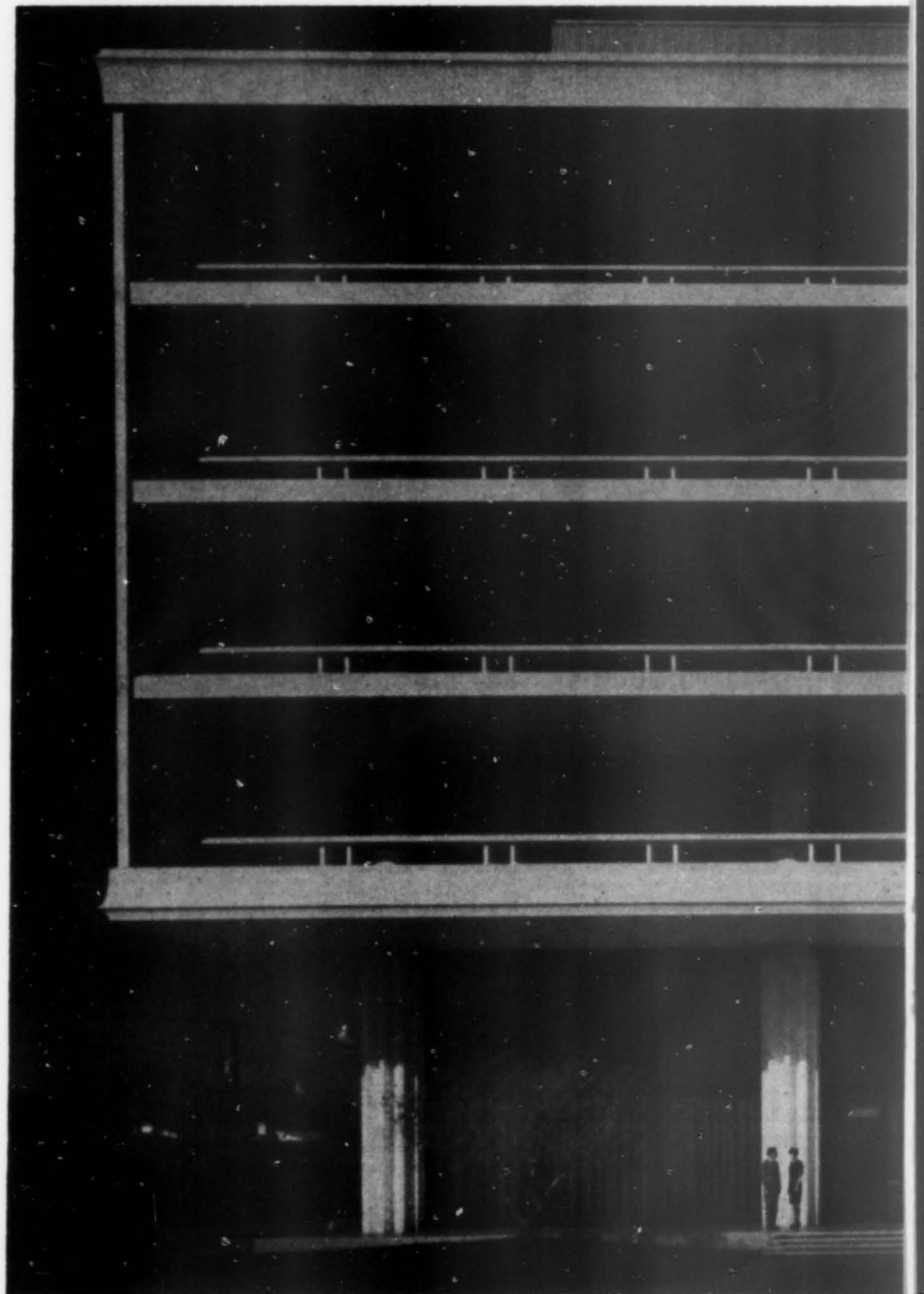
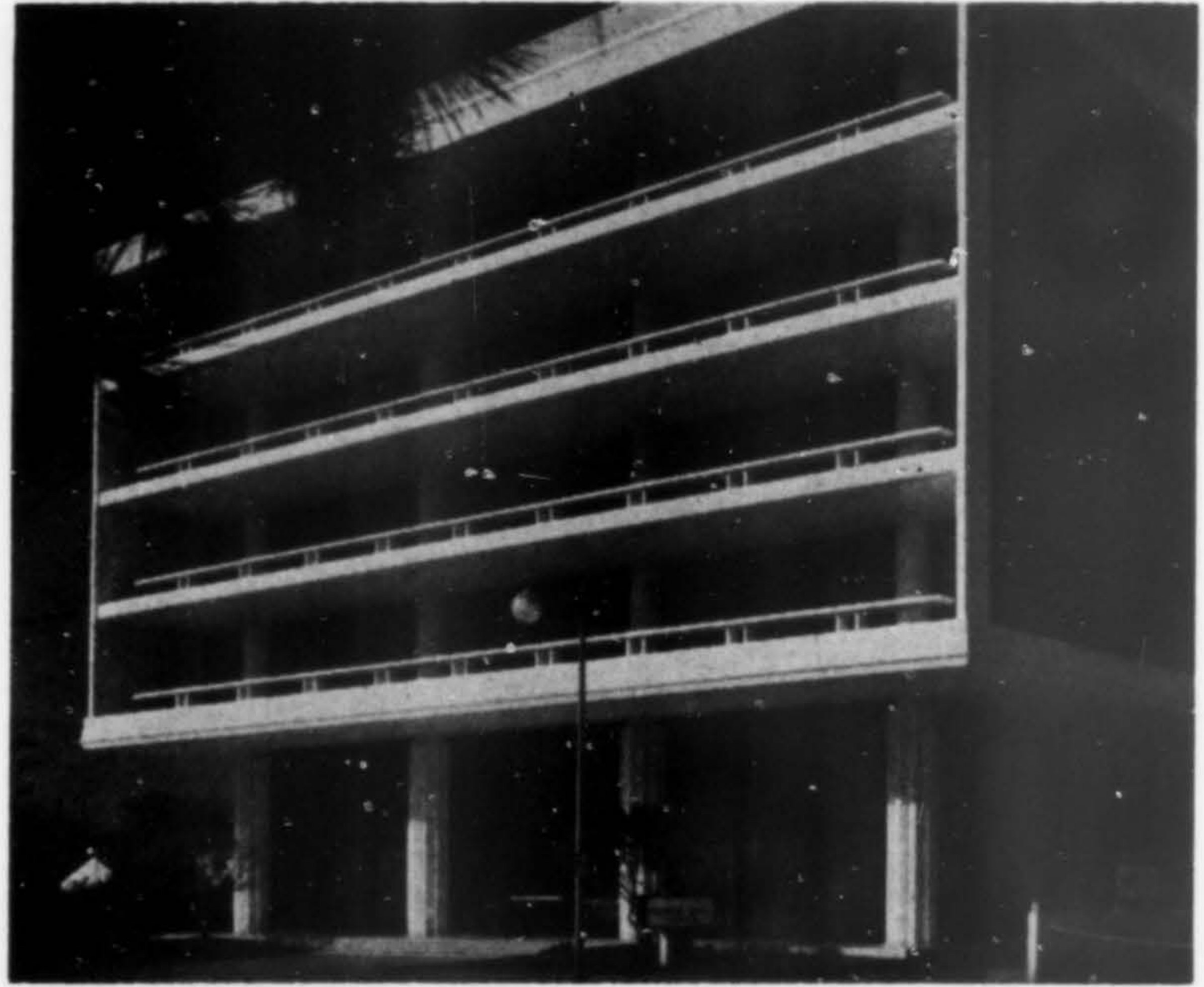
THE REQUIREMENTS were for a general office and accounting facility for an international linen supply company that would reflect the character, scale and formality in keeping with the general nature of an area gradually shifting from 19th century fine residential to recent prime commercial locations. Further requirements were for a structure adequate in area and function to meet the needs of a growing organization through at least 20 years of expansion without requiring future wings or additions; adequate parking for staff and visitors with exposed surface parking held to a minimum; maximum privacy for employees and company functions with open spaces and courts to offset lack of nearby off-time facilities.

The structure is a poured-in-place concrete frame with "Granolux" trowelled-on finish applied to exposed concrete surfaces. In-fill panels are solar-reducing glass or face brick on masonry block, laid soldier-coursed with a vertical staggered pattern. Interior partitions are non-bearing metal studs with gypsum wallboard and vinyl or wood panelled finishes.

The building, completed in August 1967, cost \$602,000 exclusive of land, landscaping furnishings. There are 17,100 sq. ft. plus 15,500 sq. ft. of parking under the building.



California Financial



California Financial

PRUDENTIAL SAVINGS & LOAN BUILDING
Century City, California

LADD & KELSEY, Architects

THE DIGNITY and strength that accompanies the image of a financial institution has been significantly captured in this Century City office of the Prudential Savings and Loan Association. The combination of classic columns with the warmth of contemporary furnishings establishes an immediate mood of security and friendliness.

The multi-level concept employed in the five-story steel structures will permit an additional three floors of space as needs warrant. Deep balconies on the north and south faces have the dual advantage of controlling sun and glare and offering em-

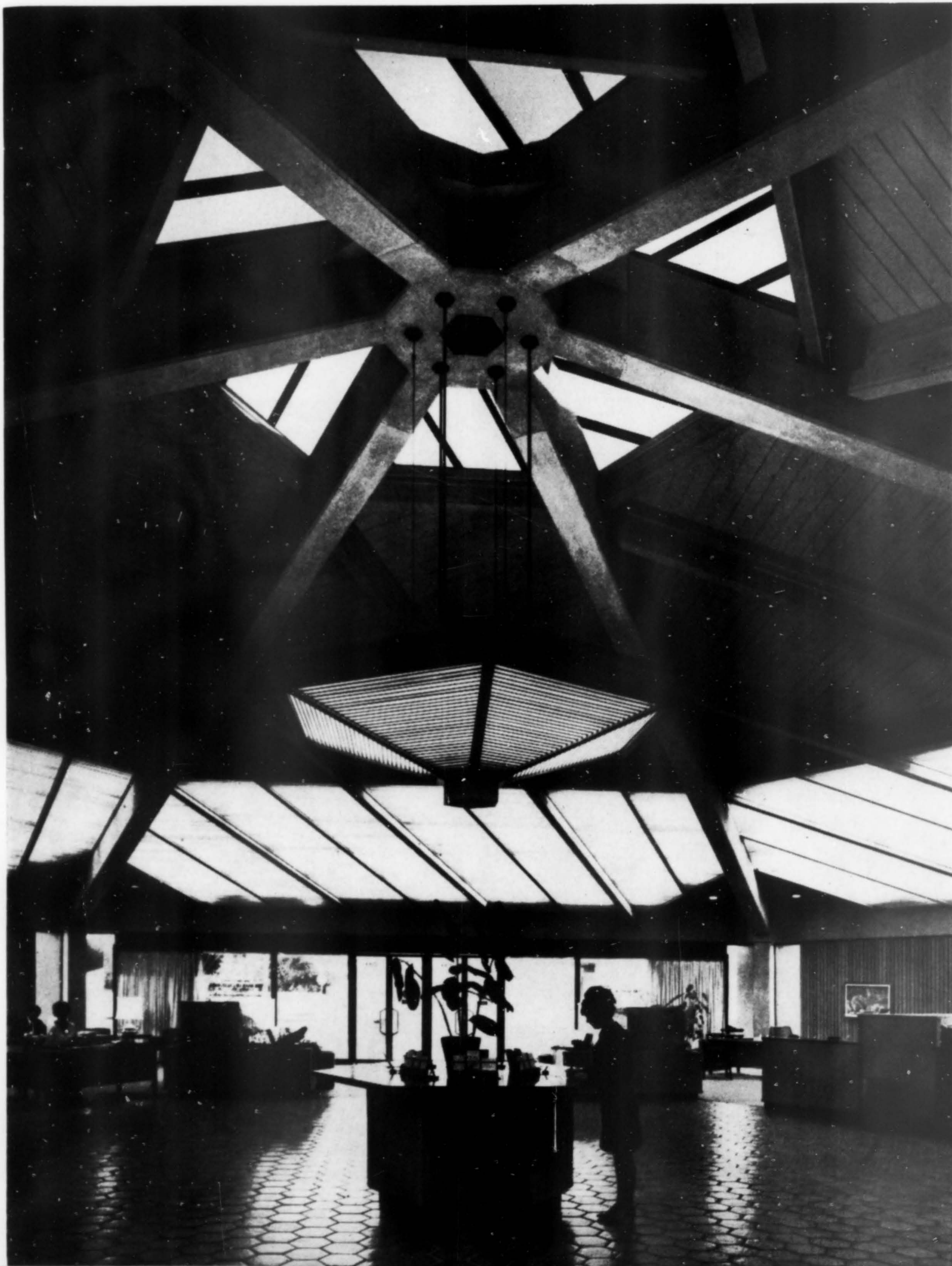
ployees an opportunity to step outdoors. Specially designed bronze anodized aluminum tile sheaths the east and west facades. Ribbed pre-cast concrete interior columns define the first floor area and provide continuity with the four columns flanking the entrance. The freedom of open space is maintained in the two-story area housing main banking functions on the first floor. Softly accented overhead lights create an aura of warmth. Offices and general operations are housed on the upper floors. Customer parking is located in three subterranean levels.



Jack Laxer photos



California Financial

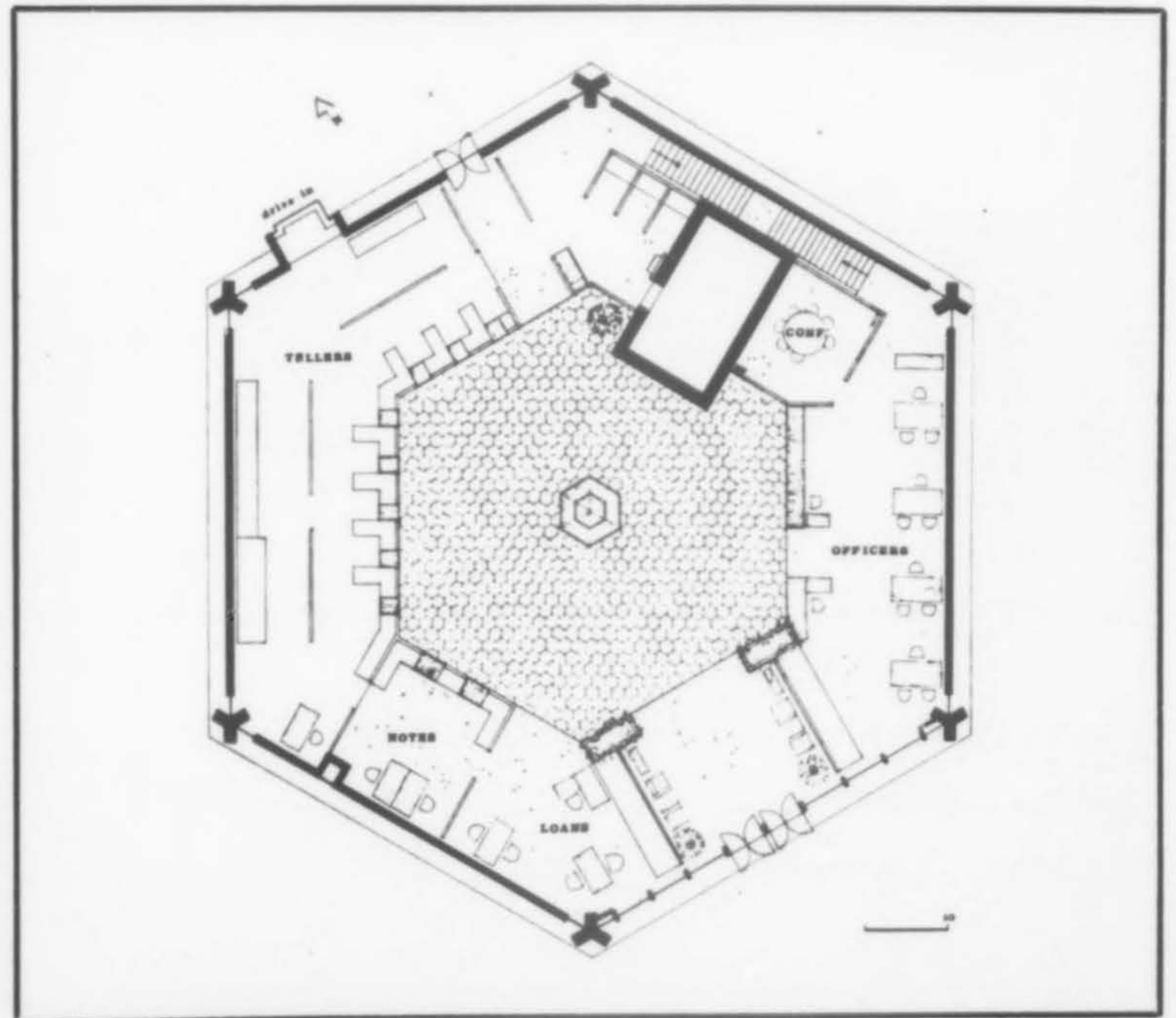
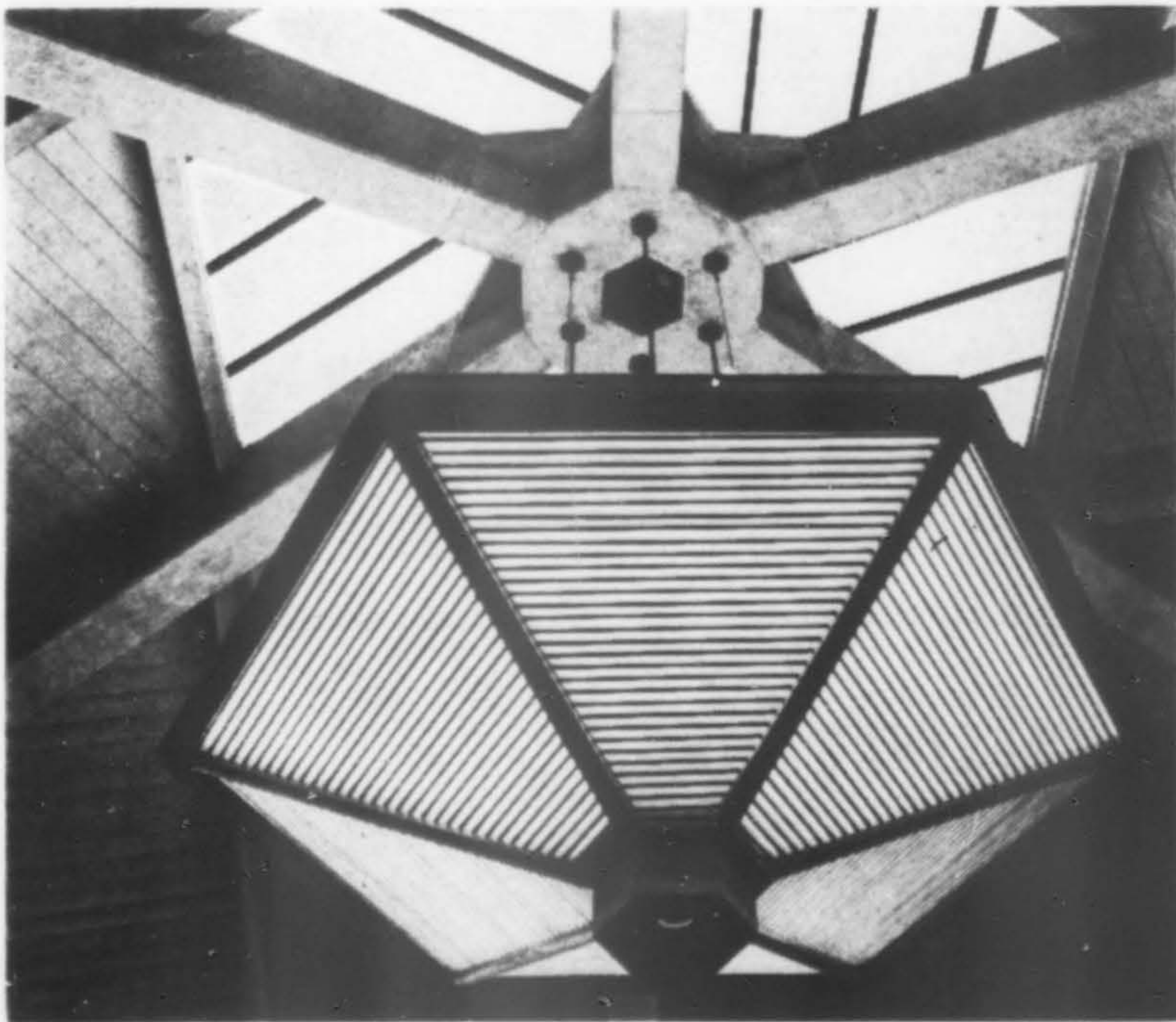
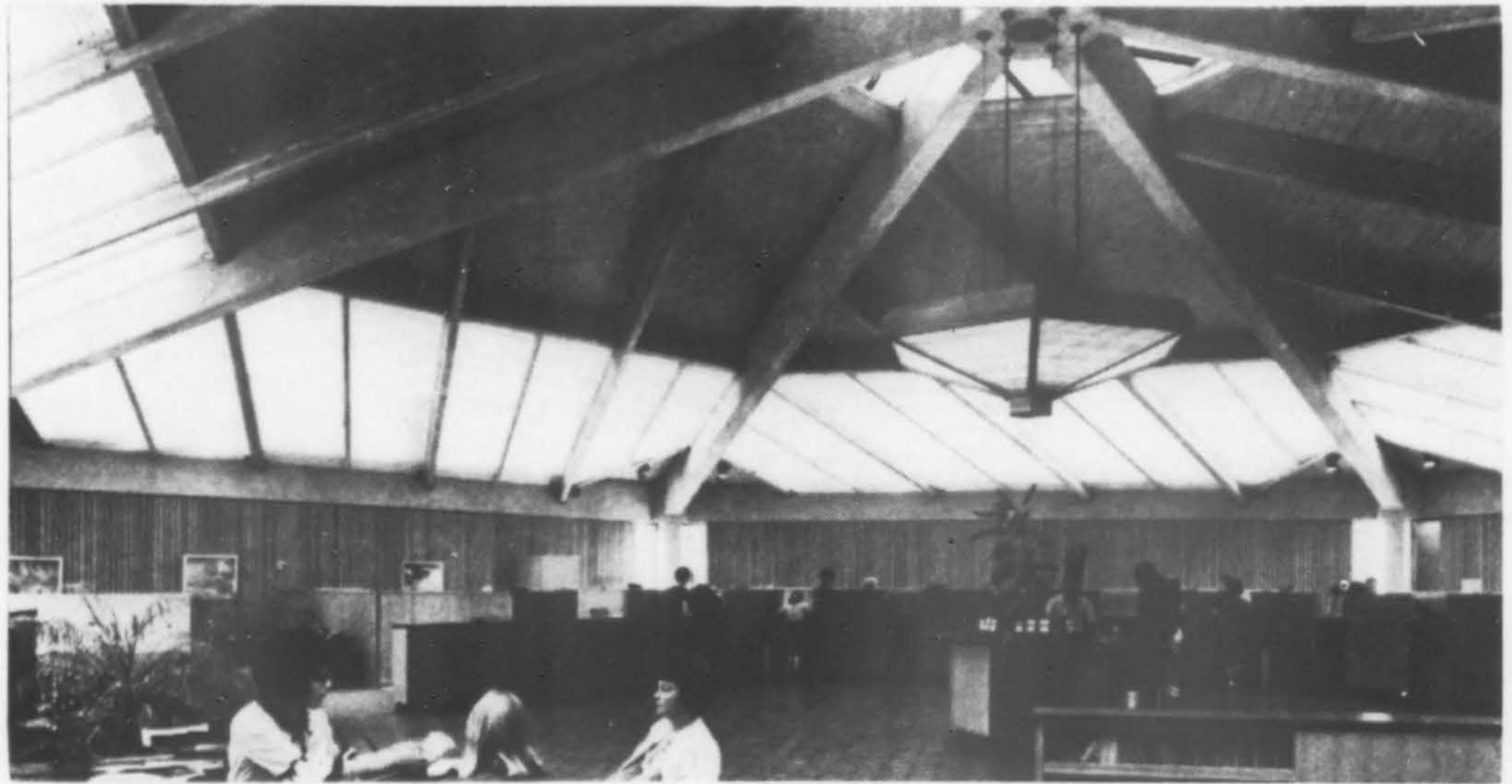


THE BANK OF CALIFORNIA
San Carlos, California

RICHARD C. MARSHALL, CHESTER BOWLES, JR.
Architects



THE HEXAGON design chosen by the architects fulfilled the client's only requirements: a building with warmth and friendliness. The design opened a restricted corner site and created a design focus at an upgrading intersection. The open interior is a 90-ft. concrete clear span with a compression ring covered by the skylight. Walls are non-bearing and the skeleton structure of Y-shaped columns supports and provides lateral strength. The building is unpainted throughout. A copper, standing seam roof, soft glazed brick on walls and yard pavement, precast exposed columns and beams, wooden louvers, emphasize building's warmth.



California Vehicular



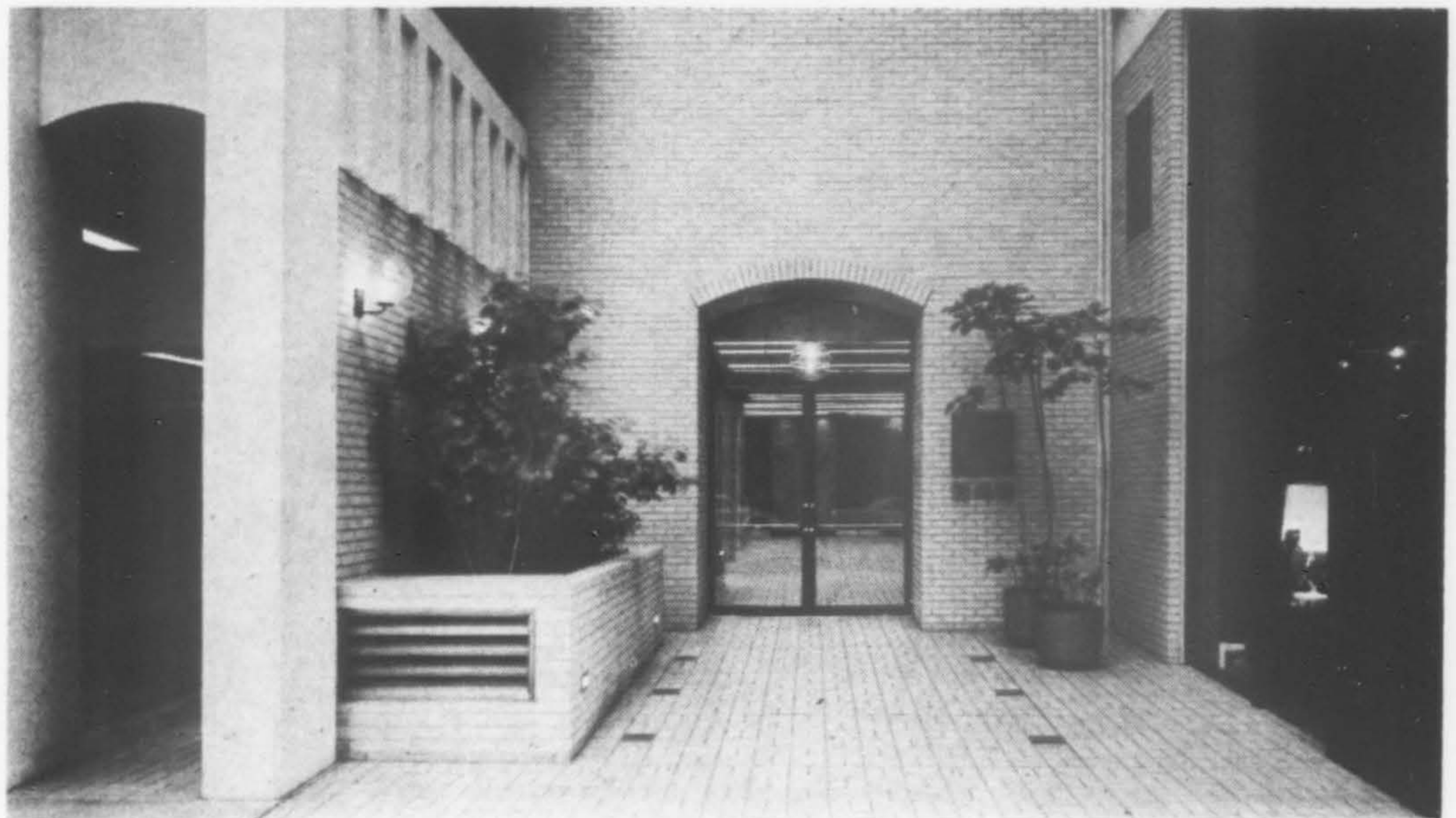
California Vehicular



Larry Frost photos

THE REQUIREMENTS were for a facility that would serve the public as well as afford convenient parking for members of the Los Angeles Athletic Club, that would accommodate two additional floors for either offices or parking and provide store rental space.

Studies indicated that a self-parking structure was preferable and the site dictated a continuous spiral design for maximum utilization. This permitted a 70-ft. wide parking/aisle module and allowed space for 420 cars. The Olive Street elevation uses a face brick at the entry and stairshafts to compliment the face brick of the club building. A pre-cast vertical element at the parking area provides open area for air circulation.



OLIVE PARK GARAGE, Los Angeles, California
FAXON, GRUYS & SAYLER, Architects-Engineers
C. W. DRIVER, Inc., General Contractor



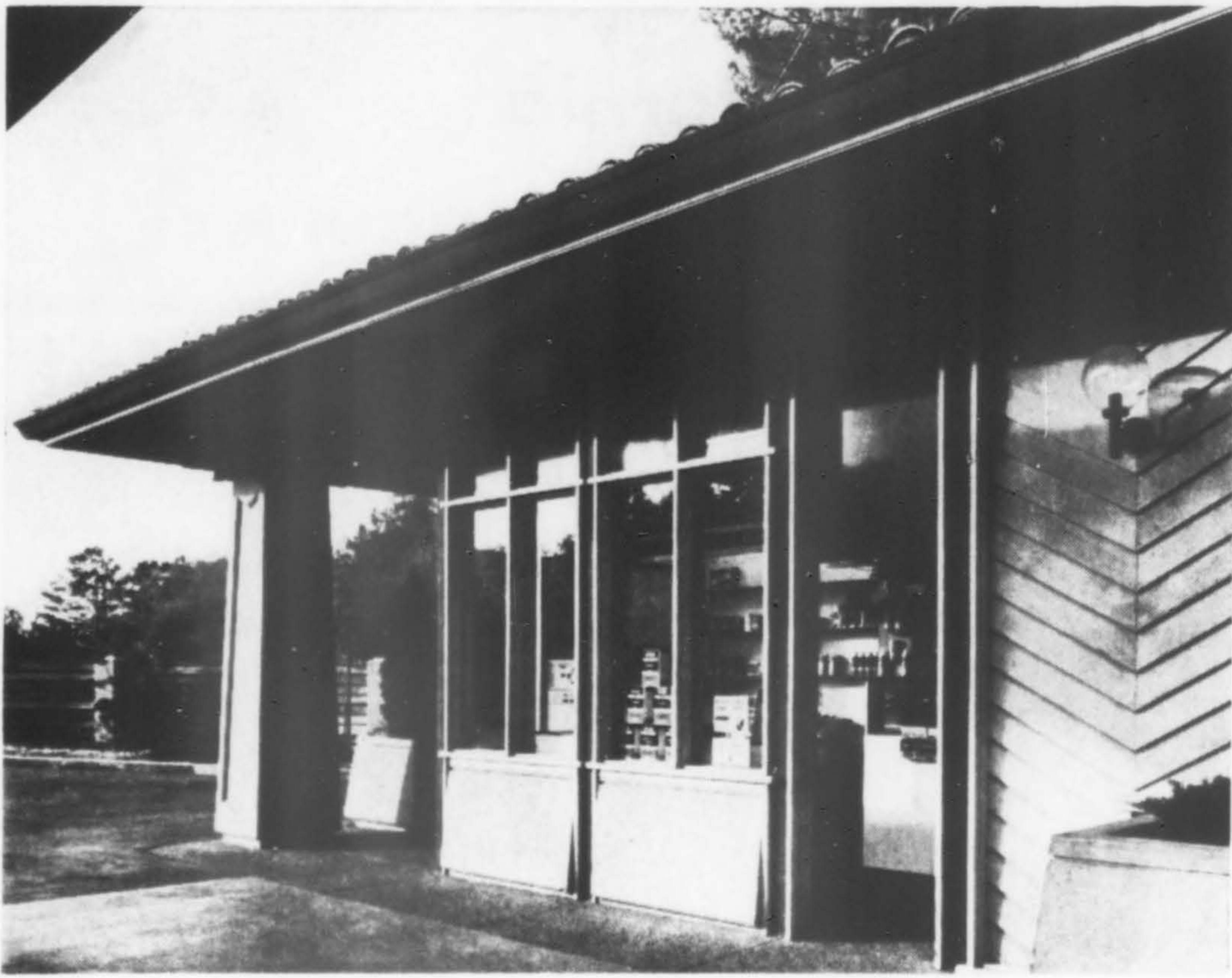
FROM A POLITICAL standpoint, this project was very controversial since although located in the county, it was immediately adjacent to the City of Los Altos. There was considerable indignation on the part of residents and the city government toward the county supervisors for permitting a service station to be erected in the area. To a large extent, this was responsible for providing an impetus to plan a building that would blend with the neighborhood character. (The property was ultimately annexed by the city and the station has since received a city beautification award.)

The basic layout is similar to that of the company's typical stations,

with the exception that rear access to the lubrication areas was provided. The three tile roof elements were placed well back on the site, among existing oak and cedar trees. Considerable landscaping was provided, both at the periphery of the site and adjacent to the building. Signing was kept to a minimum. The lighted hallmark signs contain no lettering but provide a recognizable symbol. The Chevron trademark is reflected in the pattern of the resawn redwood siding, the column capitals and the sandblasted concrete column detailing. Lighting is residential in nature.

Pregnoff & Matheu were structural consultants.

California Vehicular



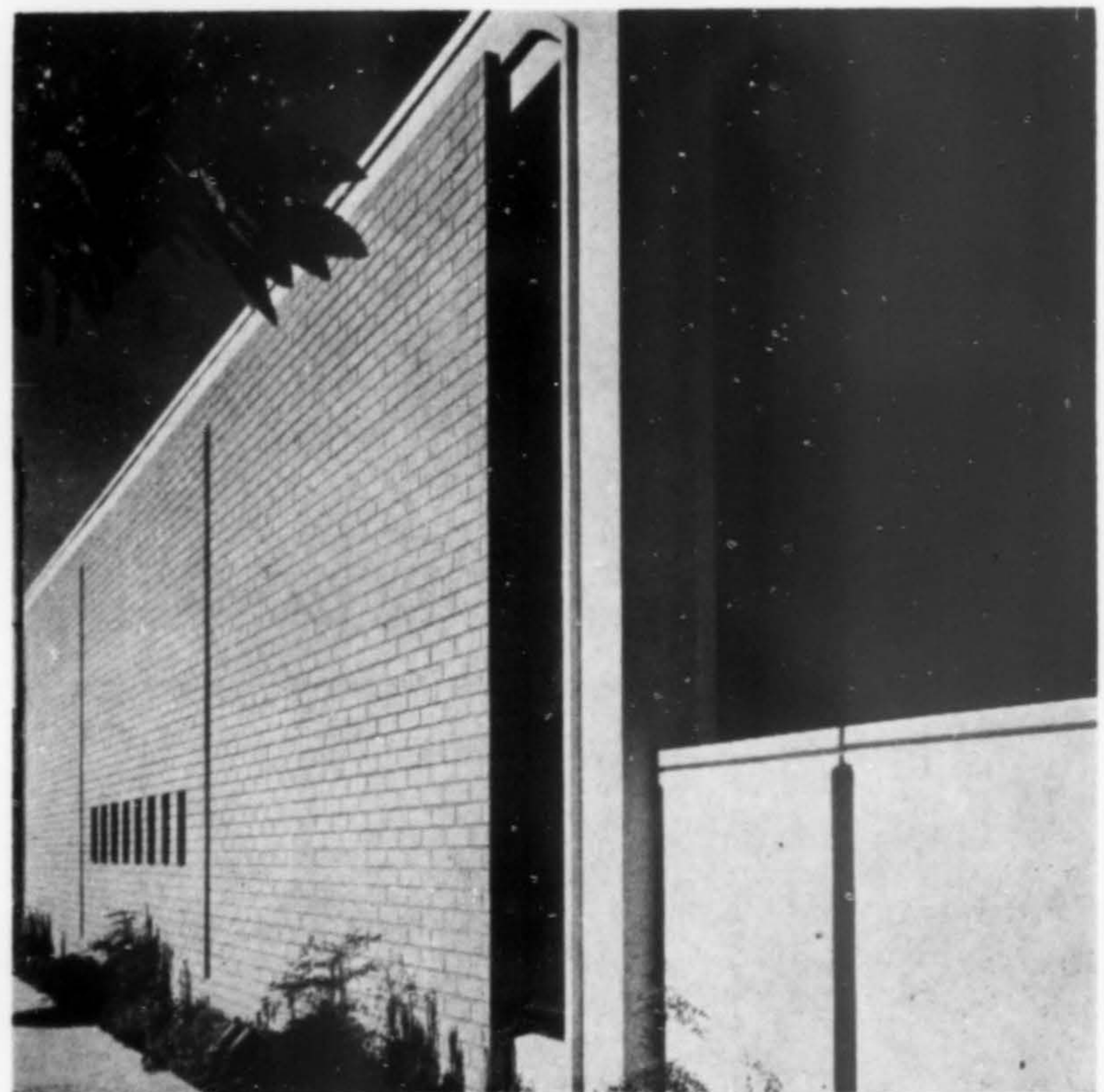
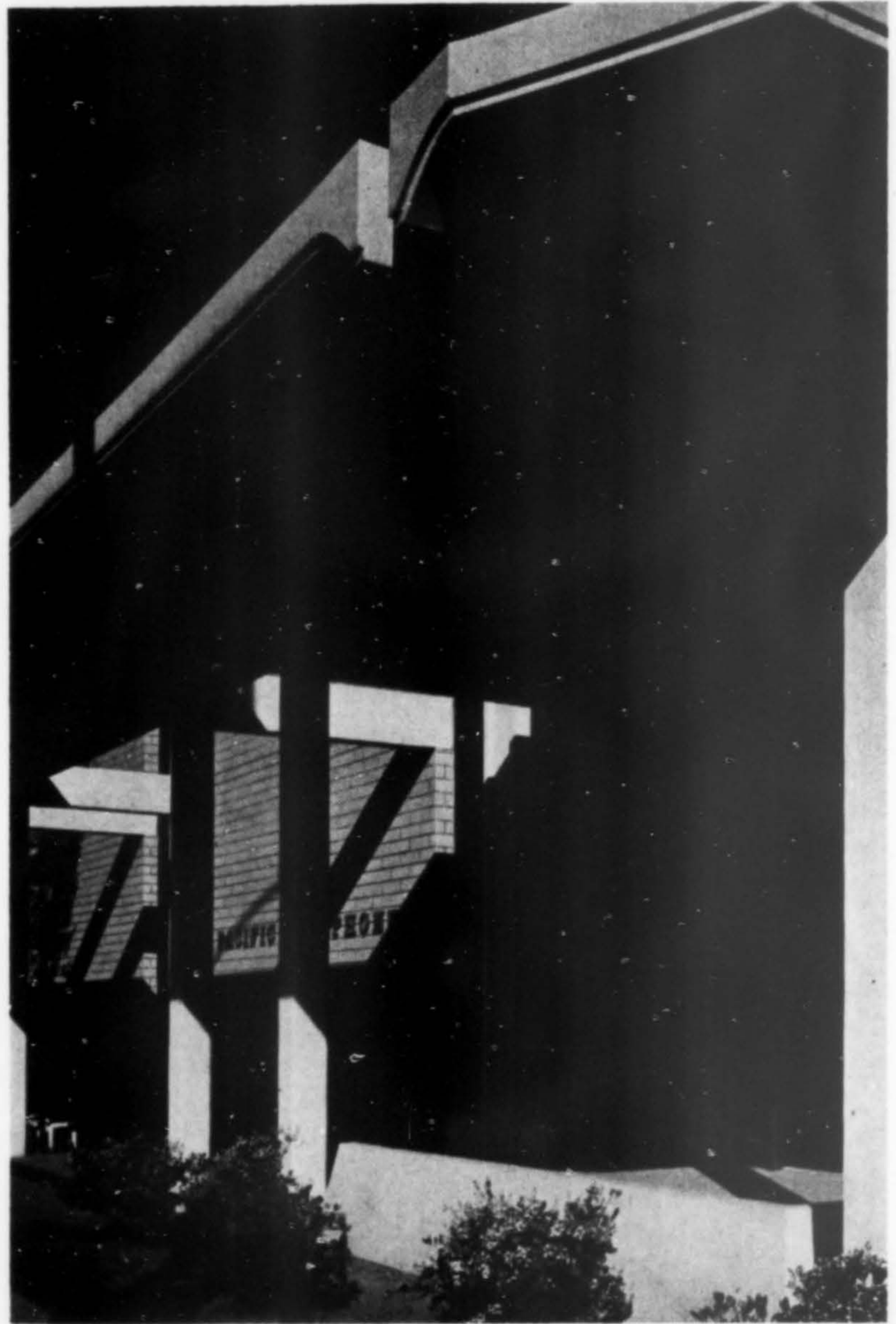
Robert Brandeis photos



**STANDARD SERVICE STATION
Los Altos, California**

SPENCER, LEE & BUSSE, Architects

California Communications

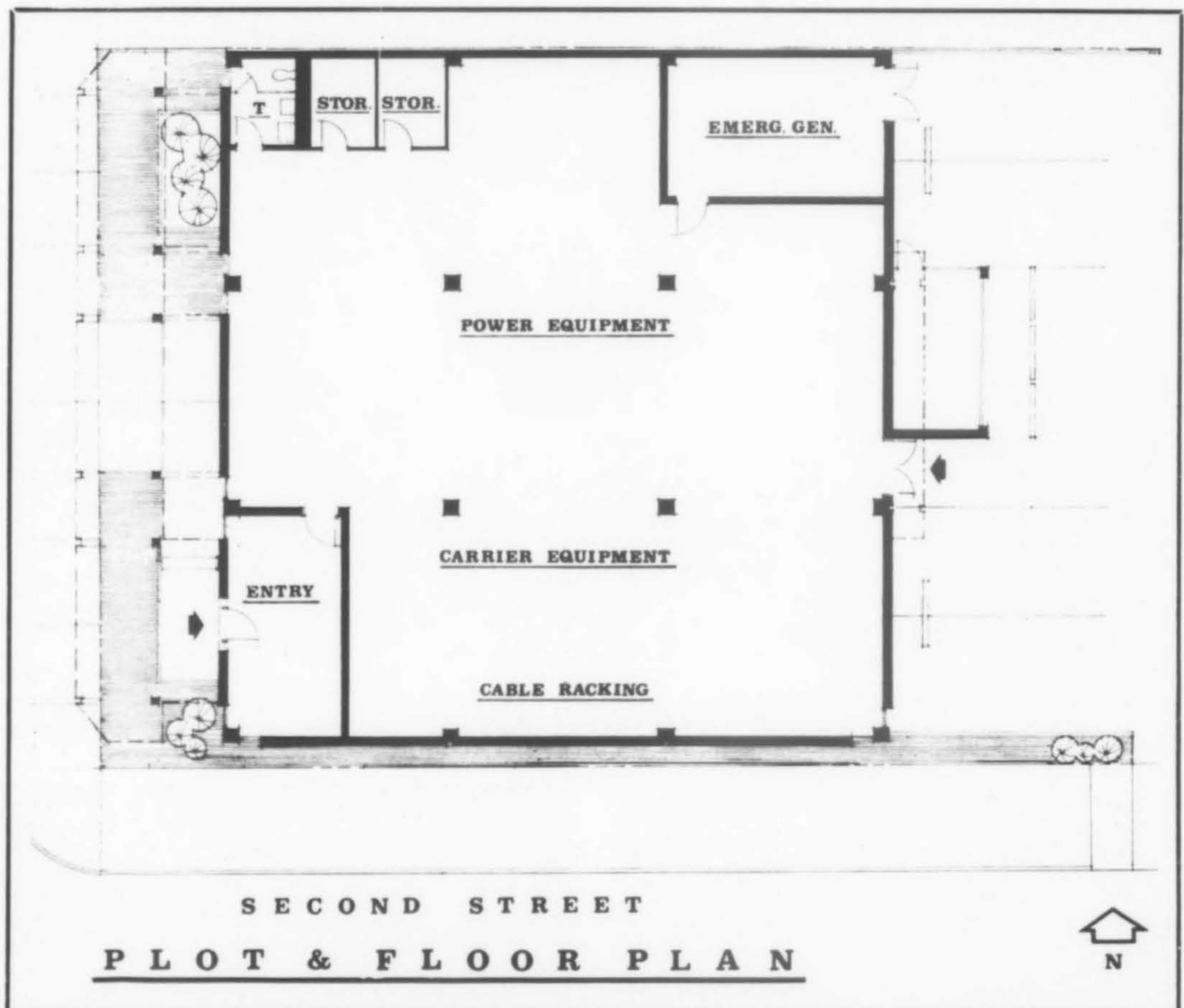


California
Arizona
Colorado
Communications

TOLL EQUIPMENT BUILDING, Downey, California
DEASY and BOLLING, AIA, Architects
BEYER and ABRAHAMSON, Contractor

THE ESSENTIAL problem in the design of this building was not the accommodation of the automatic equipment, but satisfying the expectations of the community, which was involved in the project to an unusual degree. The site is a corner on a major shopping street that is being extensively rehabilitated. As a consequence, the construction of a toll equipment building was viewed with no enthusiasm. In view of this attitude, the architects adopted certain design objectives. (1) visual scale to be adjusted to relate to small shops on the street; (2) adherence to the letter and intent of the rehabilitation plans; (3) architectural detailing that would reflect a respect for the community program for upgrading the neighborhood.

These considerations were reflected in the building design in many ways. The exterior walls of face brick were treated so that there are no long unbroken surfaces. Columns, slit windows and texture patterns in the brick were used to break up these surfaces and reduce the building scale. A setback was provided for plantings.



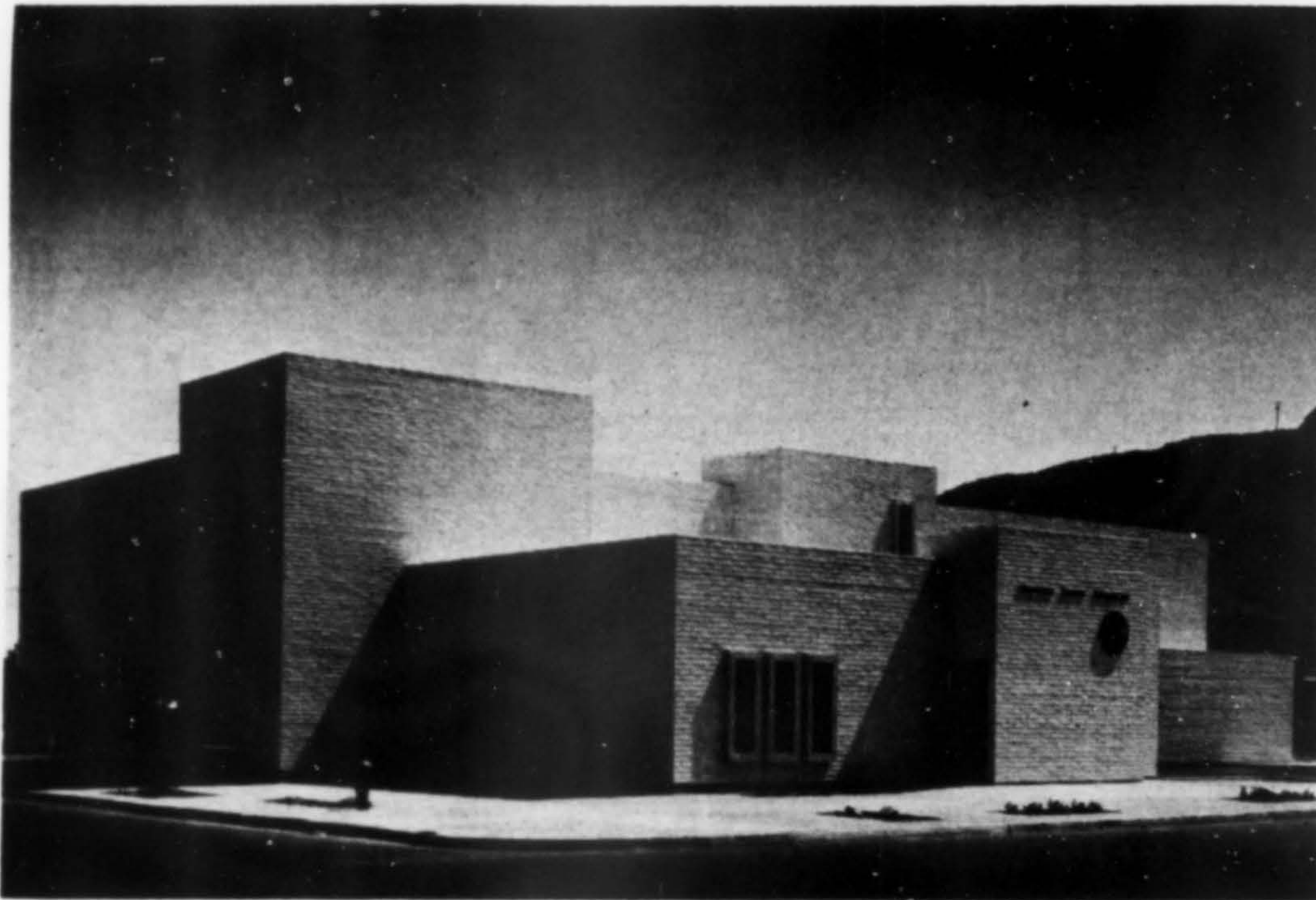
C. M. Deasy photos



Arizona Communications

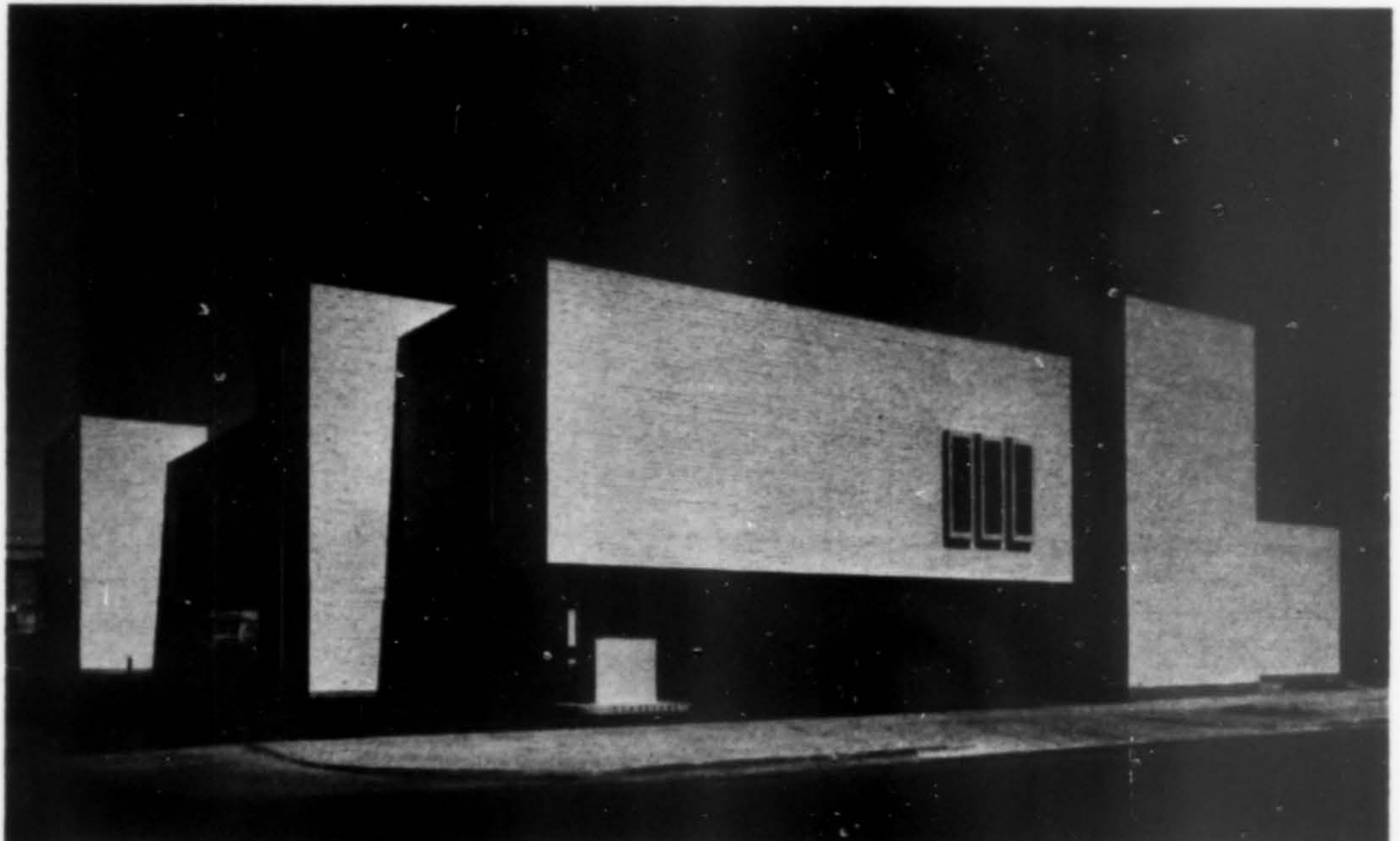
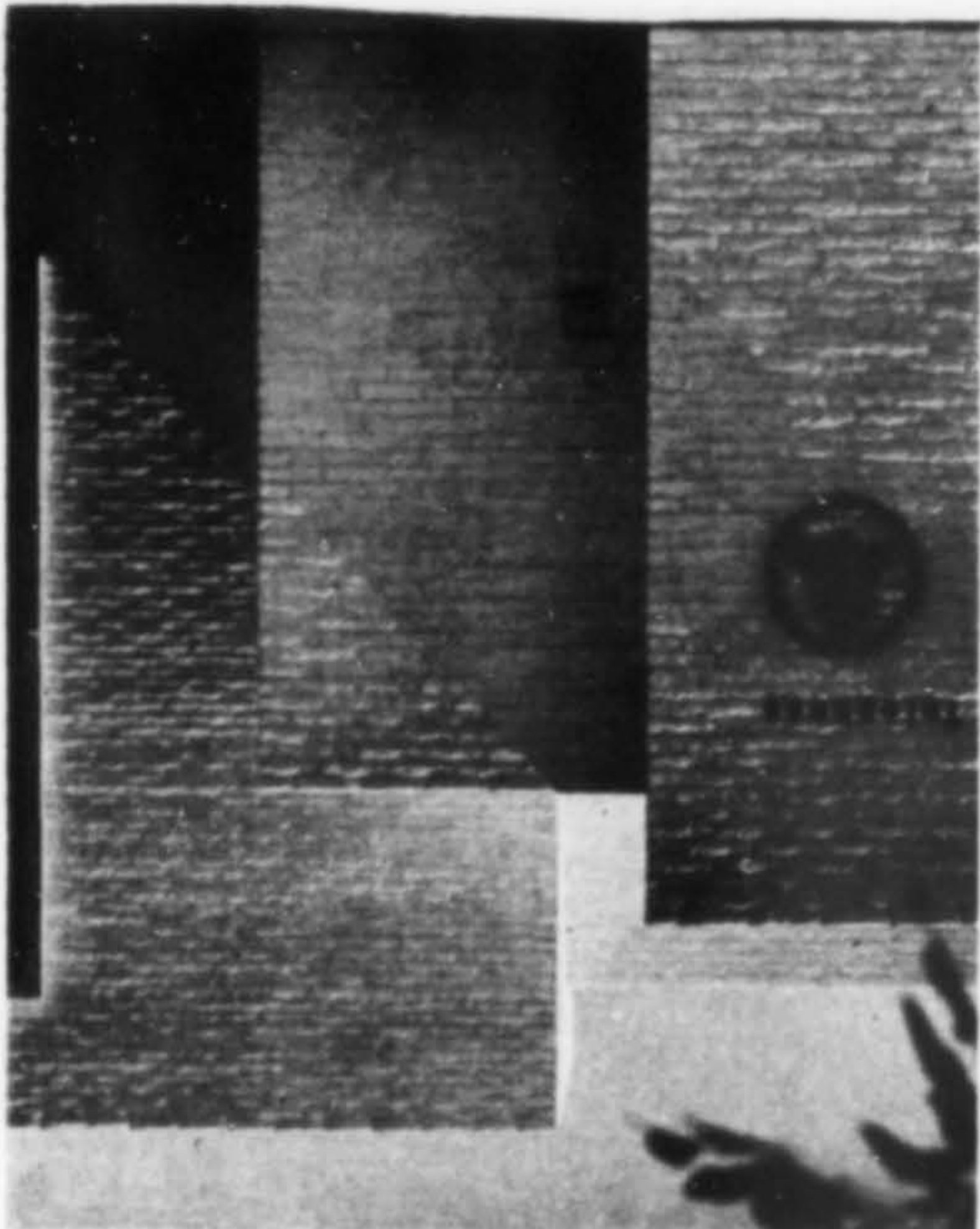
INFORMATION CENTER, OFFICES
Mountain States Telephone Company, Tempe, Arizona

PATRICK J. C. MATHER, Architect
E. J. WASIELEWSKI CONSTRUCTION CO., Contractor



ARIZONA'S first telephone information center is a two-story building, occupying one-third of a city block in Tempe. Public offices are housed on the first floor, information offices on the second¹.

The contemporary building conforms to the region with a white slump block exterior. It is sited to permit ample off-street parking for employees and customers, with the second floor providing covering for part of the parking. The building initially encompasses 11,000 sq. ft. of floor space with the design allowing future expansion. Four towers house stairways, air-condition equipment and rest rooms. The building was occupied in July 1968.



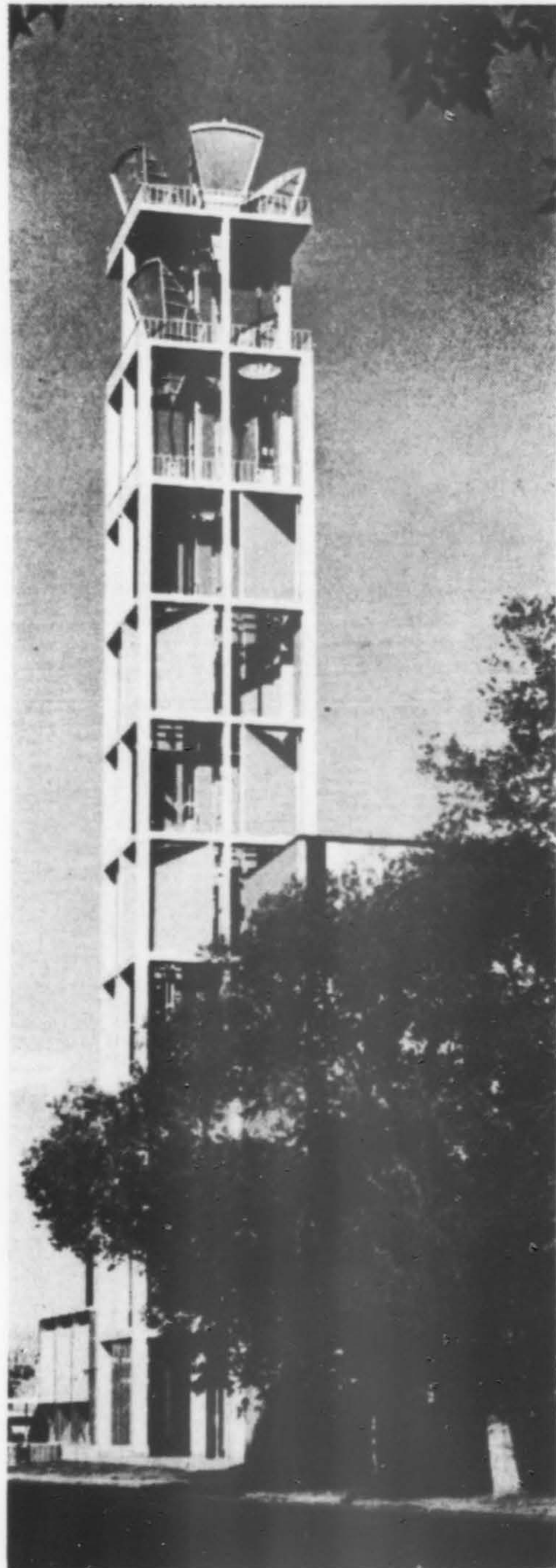
Neil Koppes photos



Colorado Communications

OFFICE and EQUIPMENT BUILDING
Mountain States Telephone Company
Grand Junction, Colorado

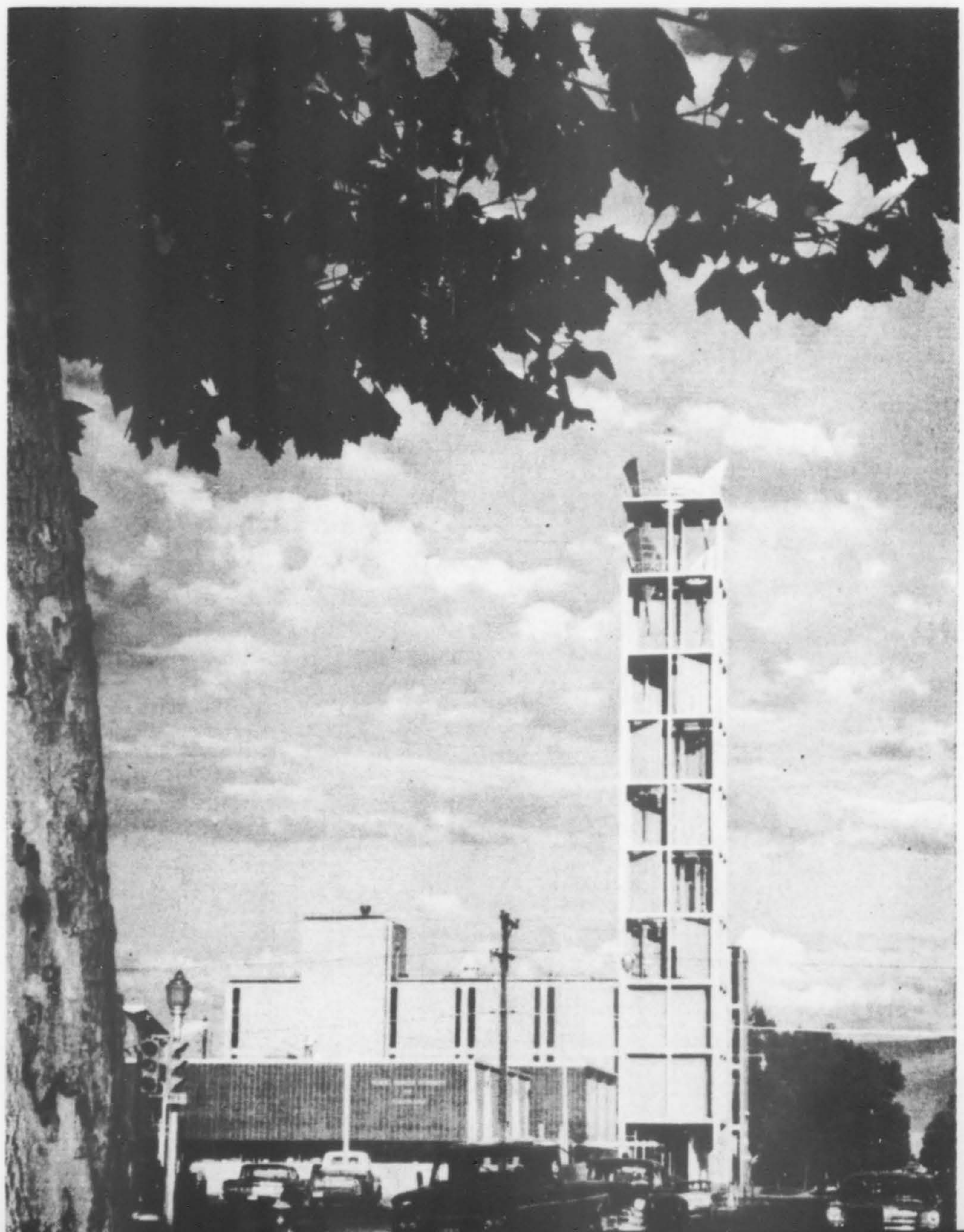
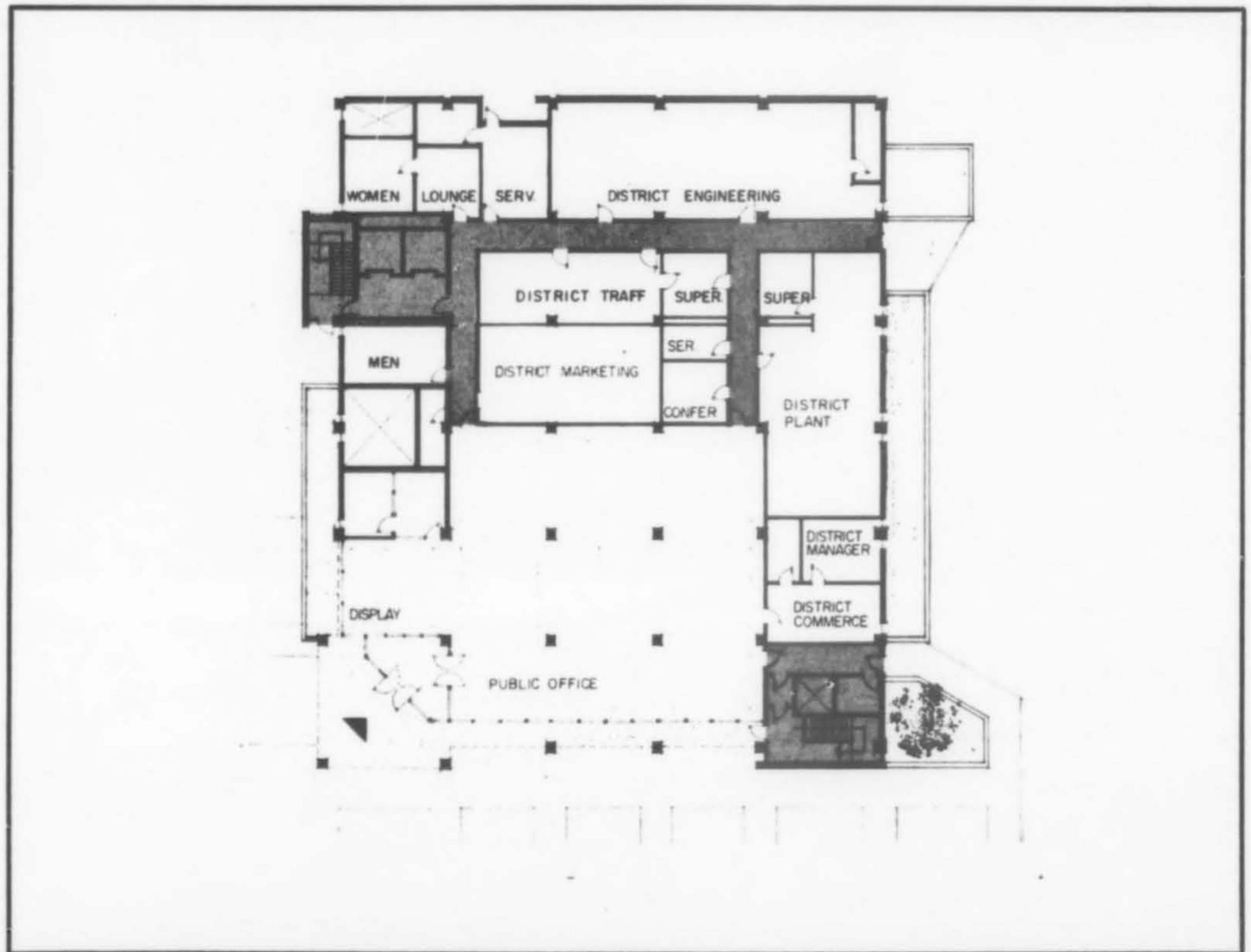
R. A. VAN DEUSEN, Architect



Rush McCoy photos

THE DESIGN objectives were for a building with simple straightforward lines that met the client's strict space requirements and to gain visual expression through the exposure of the structural elements of the building.

The microwave tower is integrated with the building entrance which combine with exposed structural grid as the building theme. The structure is poured-in-place concrete with buff color brick masonry curtain walls. The building, founded on concrete filled steel pipe piling, is designed for ultimate expansion to eight floors. Costs were computed at \$22.79 per ft. for 52,400 sq. ft.





Design/West

2034 UNION STREET
San Francisco, California



THE COMPLEX at 2034 Union Street, in the boutique and gallery section of San Francisco's Cow Hollow, was once the site of a large dairy farm. The original Victorian house, dating from the 1850's, has been converted into retail shops and professional offices. The original barn, also dating from the 50's, was lifted, renovated, and set upon an additional story beneath it. This set the theme for the new building housing the offices of Flambert and Flambert and the Bengal Lancer restaurant. An L-shaped office on the top floor of this building is occupied by Flambert and Flambert, a management consulting and industrial firm specializing in commercial and institutional food serv-

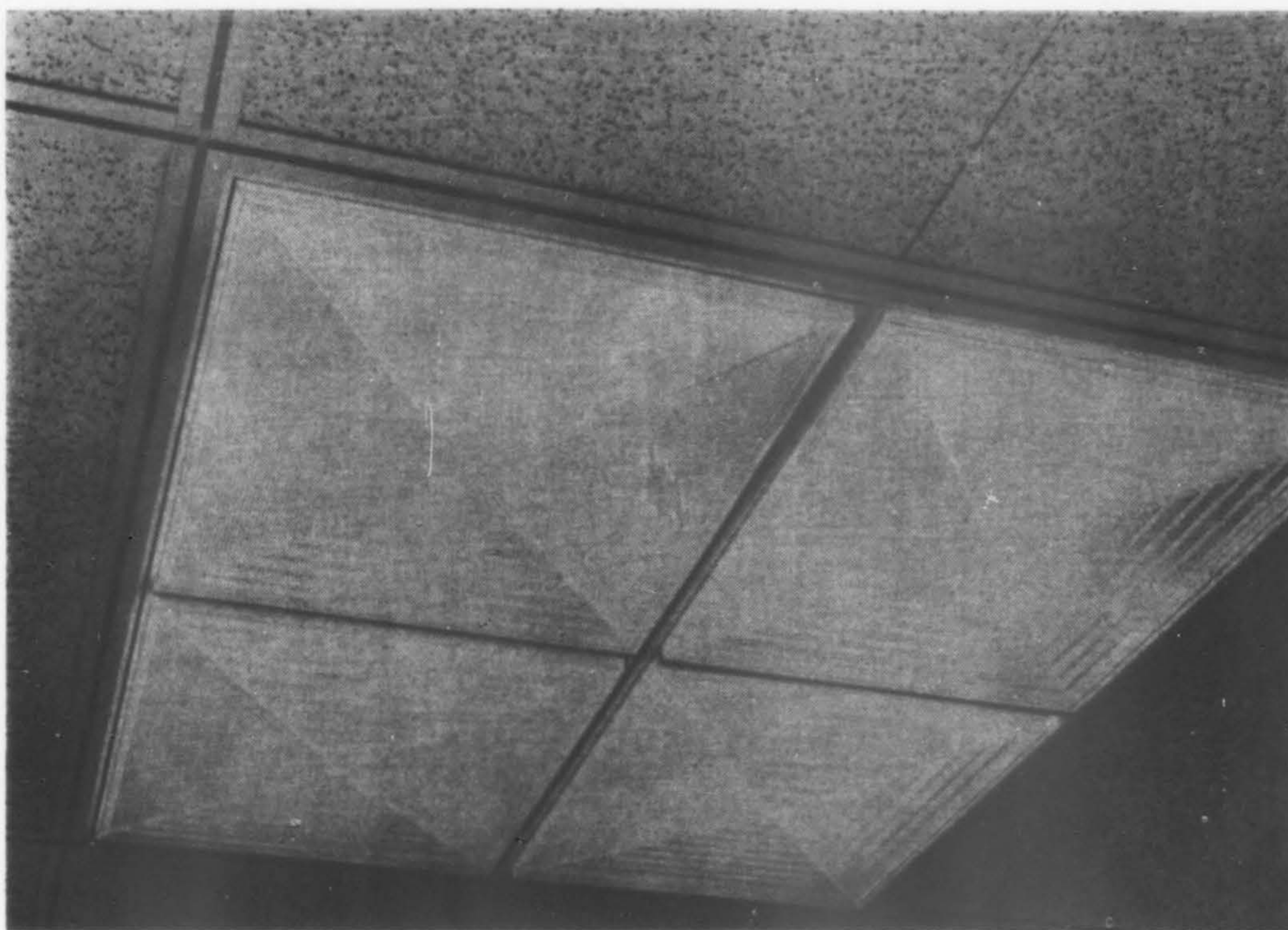


Karl H. Riek photos



ice. The space is penetrated by 24 full height windows and glazed doors, with additional fan lights, skylights and vent windows, bathing every work surface in natural light. Parking is provided under the building where additional offices and storage space are located. Among shops located in the barn is an antique gallery occupying both first and second floors.

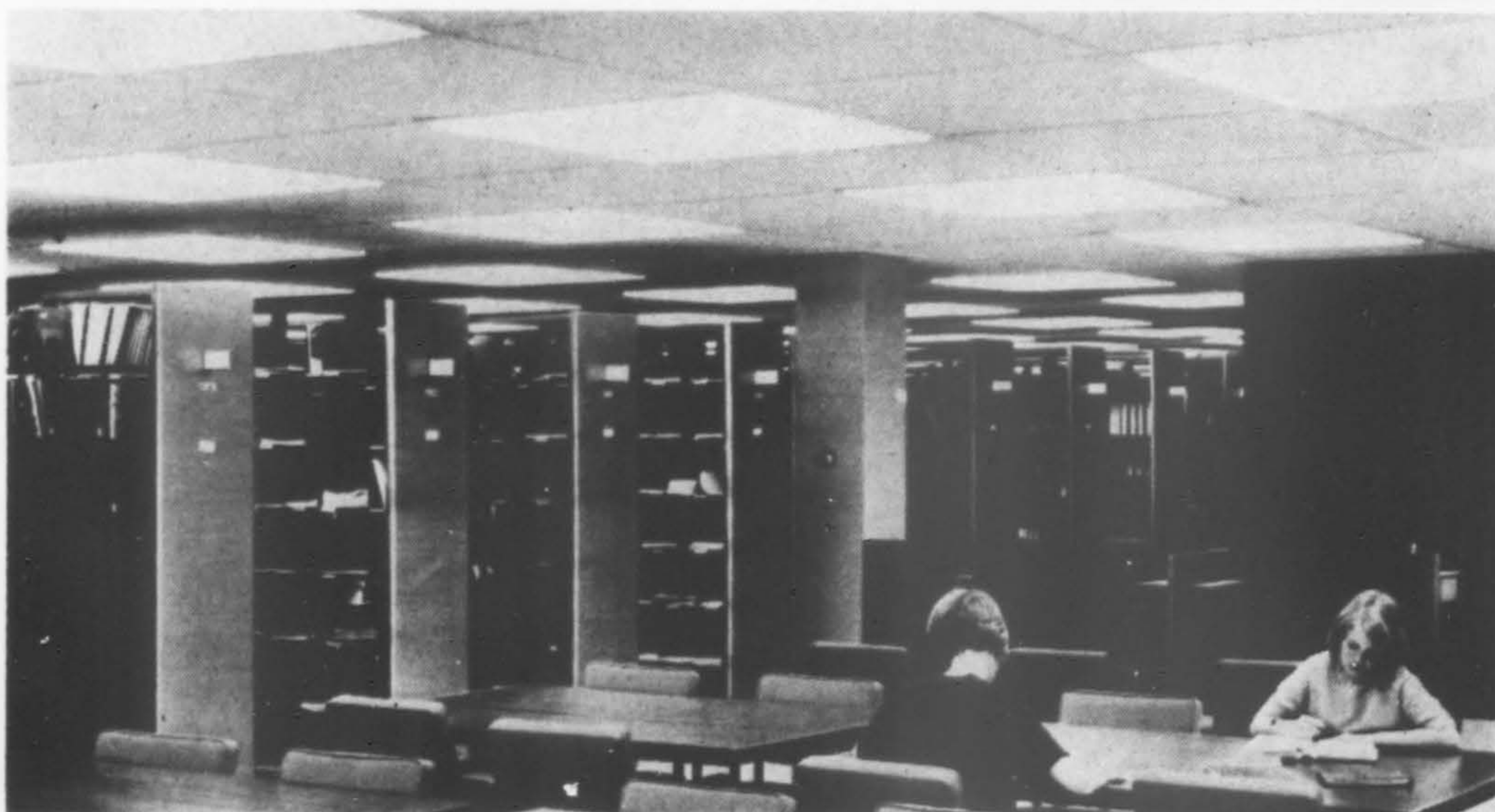
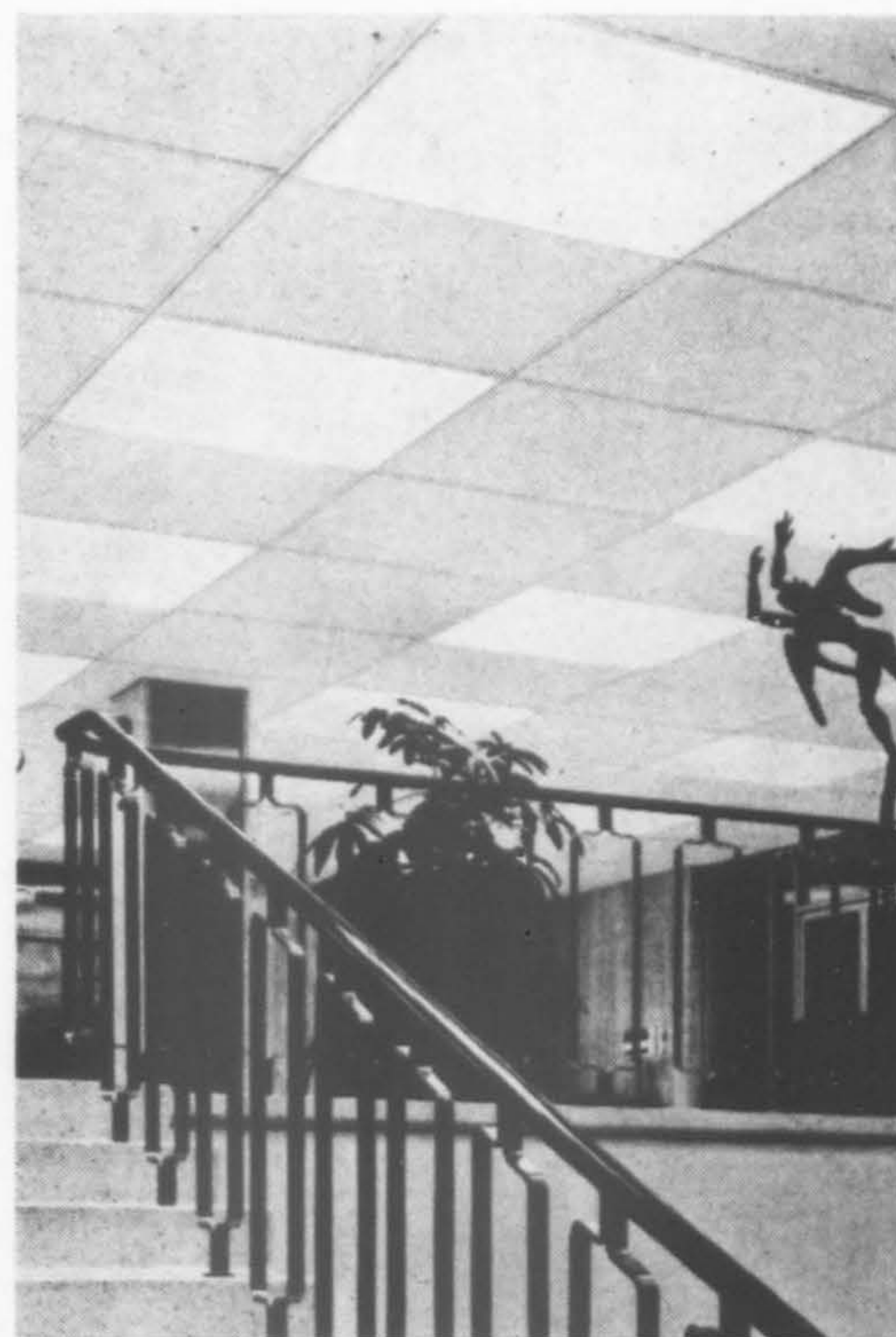
Gilbert Oliver, AIA, was architect for the complex; Lester M. Horton, contractor.

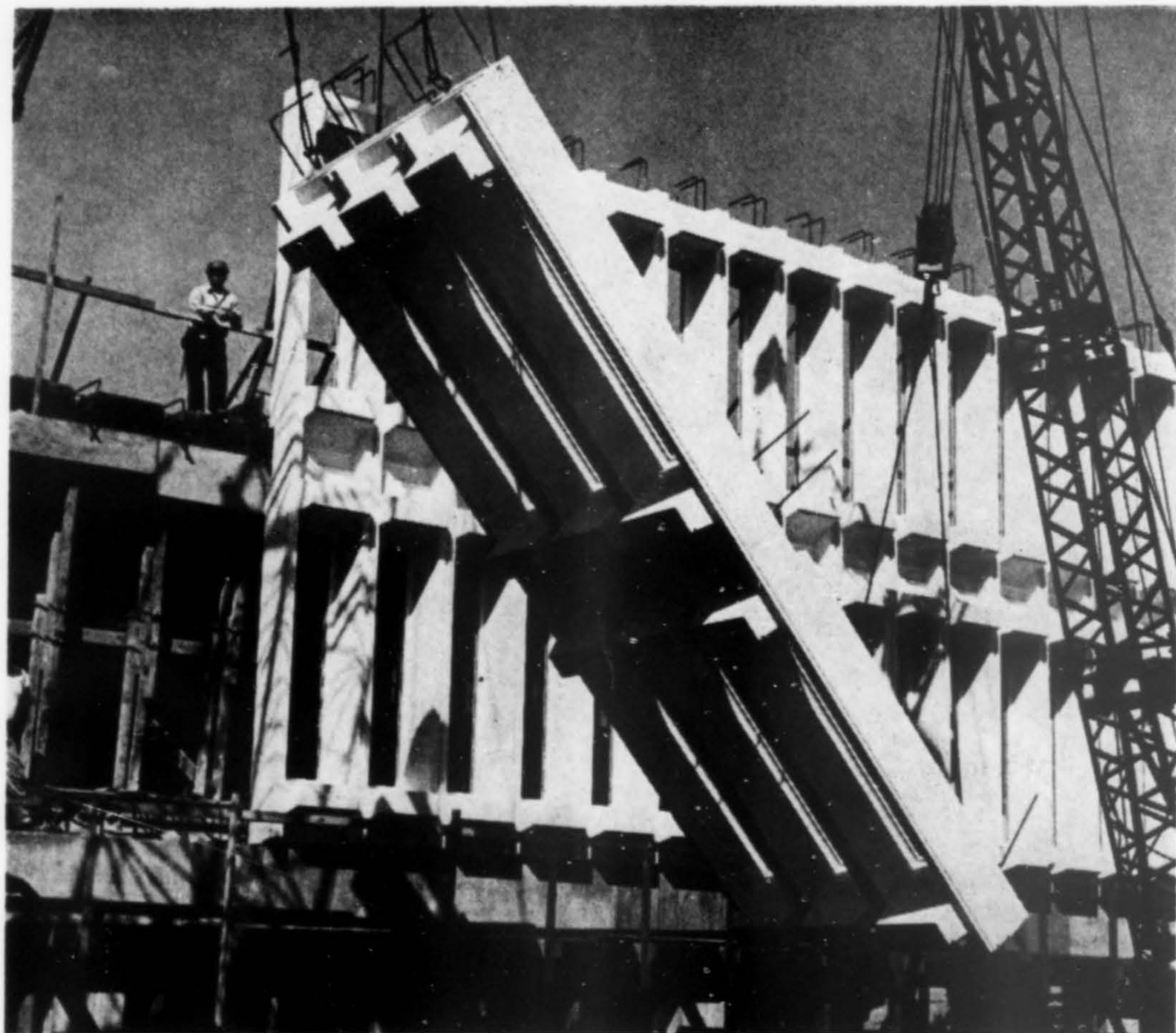


Products in Action

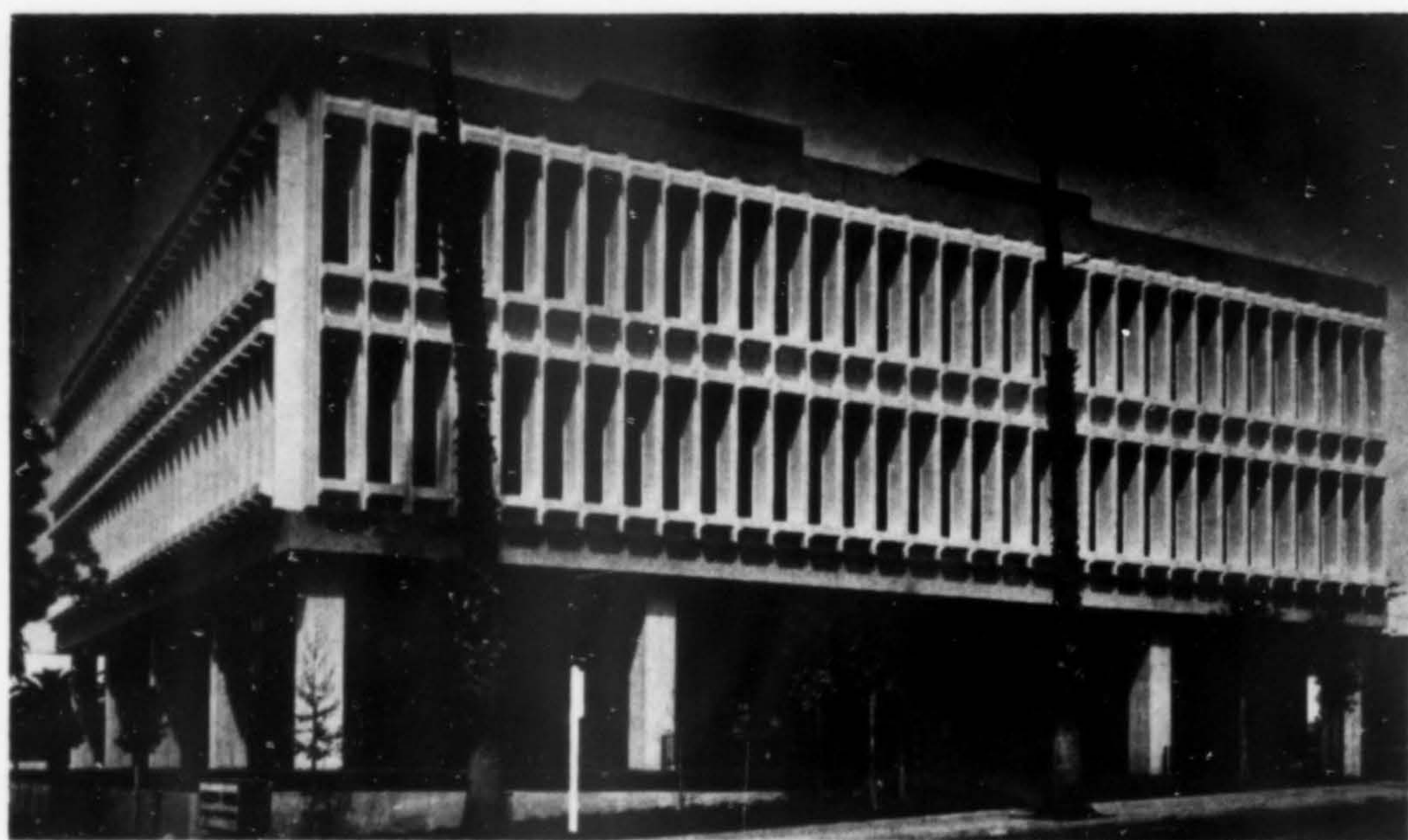
DAY-BRITE LIGHTING

PRINCIPAL LUMINOUS elements at the University of Utah's recently completed Learning Center and Library are special recessed "Tiara" fixtures furnished by the Day-Brite lighting division of Emerson Electric Company. The fixtures, 52" square, seat on an exposed grid ceiling system. The 4'4" ceiling module was chosen because of its compatibility with column spacing to accommodate standard book stacks. The "Tiara" units fill alternate openings in a regular pattern—the spacing of the fixtures on 8'8" centers gives illumination levels of 160-200 footcandles maintained in service. Uniformity at the working plane is good because of the proximity of the fixtures to each other, and their spacing-to-mounting-height ratio. Precise prism patterns in the acrylic enclosure minimize direct glare and provide good visual comfort. Architects were Young & Fowler; Blomquist & Brown, electrical engineers.





Methods and Materials



SCHOKBETON PRECAST WINDOW WALL PANELS

THE OUTSTANDING feature of this small building for Oceanside Federal Savings and Loan at Oceanside, California, is the smooth white Schokbeton precast concrete window wall panels designed as structural elements. The sculptured panels, glazed in solar bronze, carry vertical and horizontal loads from the third floor and roof construction to cast-in-place spandrel beams at the second floor level.

Thirty-six two-story window wall panels, each 25'6" high x 8'11½" wide x 2'6" deep, weighing 16 tons, and eight two-story panels each 25'6" high x 9'5½" wide x 2'8" deep, were produced in the Schokbeton Division of Rockwin Prestressed Concrete Corporation of Santa Fe Springs. The eight corner panels each weigh 18½ tons. Total weight of the panels is 716 tons. All were transported to the jobsite, erected and braced, ready for the subsequent cast-in-place work, in a matter of a few days.

The precast panels have an extremely hard surface obtained by using the Schokbeton method, giving the concrete greater density and smoothness through vibration, according to the architect. As a contrast, two bands of bush-hammered concrete encircle the building at the base and at the roof line.

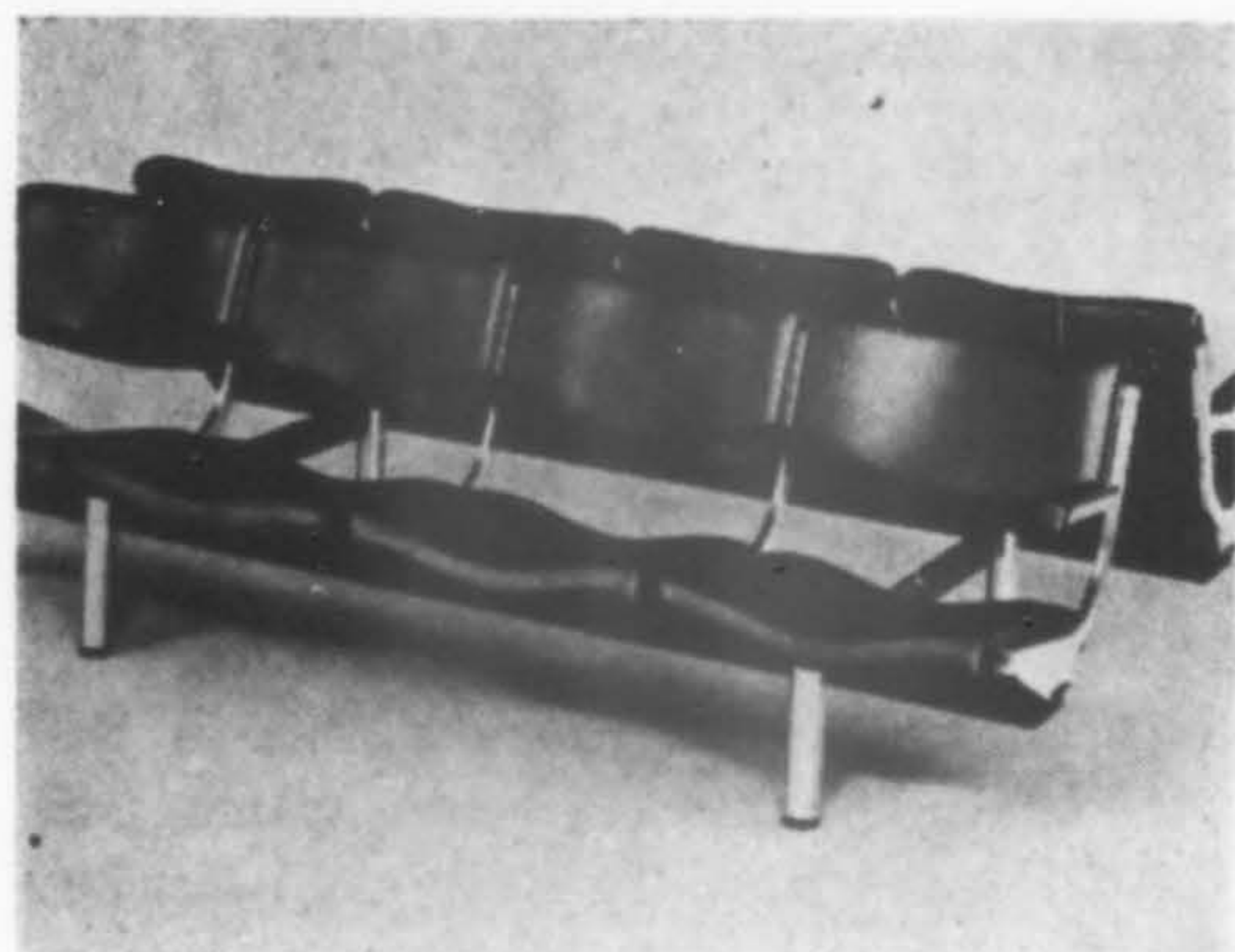
Architects and engineers for the project were Frank L. Hope and Associates; M. H. Golden Construction Company was general contractor.

A/W Product Highlights

Vinyl Wall Covering

"Surface I" is a new line of vinyl coated wall covering with a fabric texture. It is offered in a range of 20 colors, including accent shades. The new product has a total finished weight of 24 ounces per lineal yard and a drill backing fabric. It is washable and requires no special care.—Interchemical Corp., 837 Buckingham, Toledo, Ohio 43601.

Back-to-Back Seating



Versatility of the Harter Sequential seating system has been increased with the addition of a back-to-back ganging arrangement. The new system can be specified in place of free-standing bases when back-to-back installations are desired. The basic "T" rail system and seating units remain unchanged. The ganging base fits all Sequential seating from two to five units in length. All-welded construction provides rigidity and strength. Sequential is available with bench, armless or armchair seating.—Harter Corp., 1000 Prairie Ave., Sturgis, Michigan 49091.

Sub-purlin Bulb Tees

Sub-purlin bulb tees from Inland Steel are said to make superior bond beams when embedded in the top course of a masonry wall, locking cement blocks together and eliminating the need for reinforcing bars or joist inserts. Cement blocks can be ordered for use with bulb tees or regular blocks can be converted by chipping out the top center portion of the block. Wet mortar is poured in the trough and the bulb tee inserted head down. The flange of the tee, providing a continuous steel strip across the top of the wall, offers a level surface for placing joists and eliminates makeshift anchorages when joists must be moved. Inland rolls sub-purlins in eight different sizes.—Inland Steel Co., Chicago.

Flatwall for West

The new Acousti-Seal 401W flatwall from Modernfold has just been introduced specifically for the western market. The flatwall offers easy and silent operation with an exclusive header design, aluminum track and nylon trolley wheels. A feature is a combination of work surfaces and vinyl finishes available in a variety of colors and textures for any interior concept. There are two models, Acousti-Seal 401W with continuous panel opening and fixed sweeps or the Acousti-Seal 401WS which is segmented into pairs of panels with fixed sweeps.—New Castle Products, Inc., Box 310, New Castle, Indiana 47362.

Enamel-on-Steel Finish

A new porcelain enamel-on-steel finish is now in production. Known as the "Belgrano" finish, the panels have a light faille matte appearance with a marbelized pattern that offers interesting patterns. The porcelain finish panels are said to be unaffected by aging, heat or humidity damage, acids or corrosive chemicals and are guaranteed under the AllianceWall Warranty of Performance. The panels are available in six basic colors.—AllianceWall Corp., P.O. Box 247, Alliance, Ohio 44601.

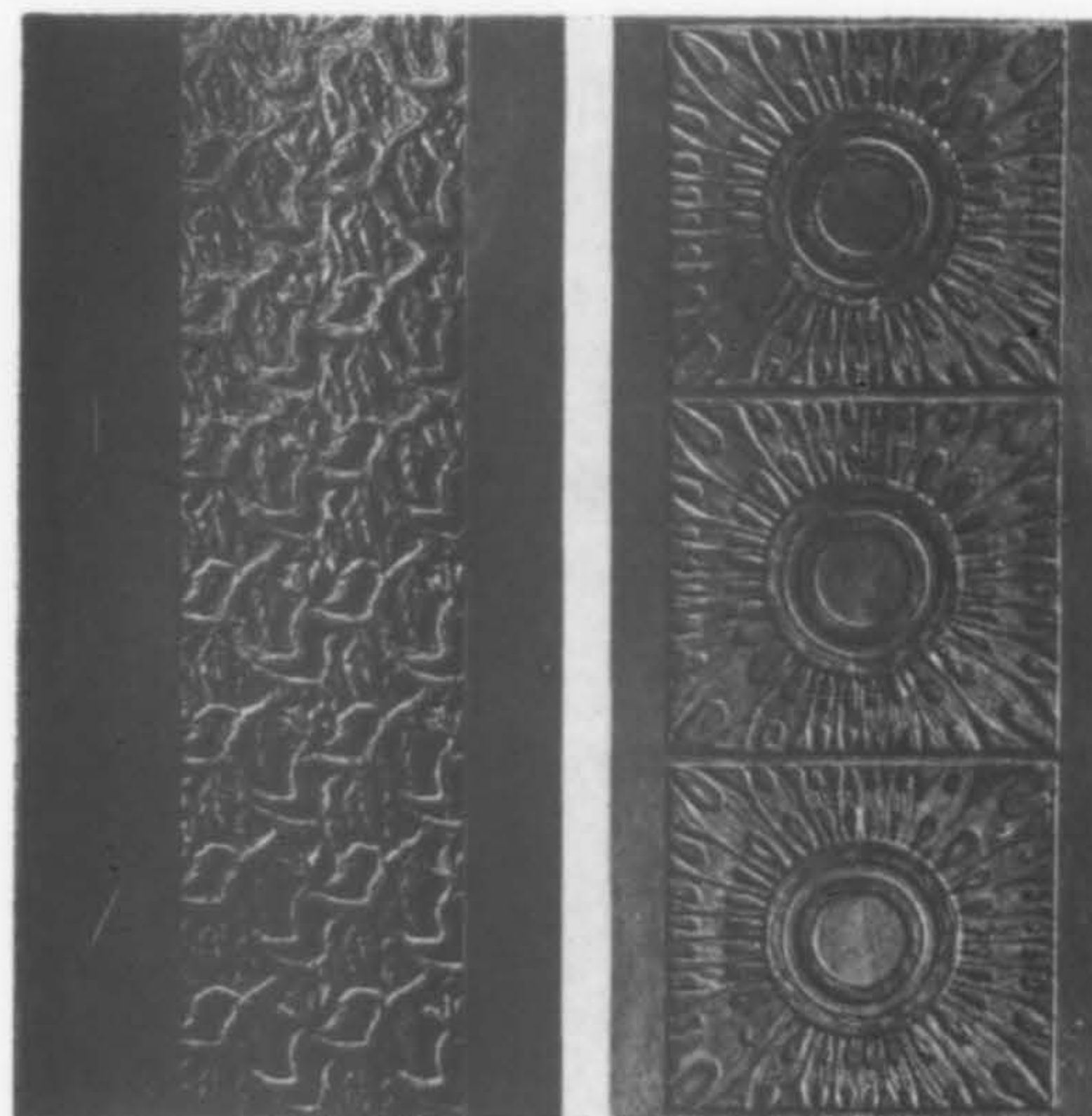
Hexagon Quarry Tile



A new hexagon shape is the latest addition to the quarry tile line manufactured by American Olean. It is available in a 6" size and in five earth-tone colors. The manufacturer claims that it will withstand hard wear in commercial as well as residential use.—American Olean Tile Co., Lansdale, Pa. 19446.

Carved Doors on Solid Core

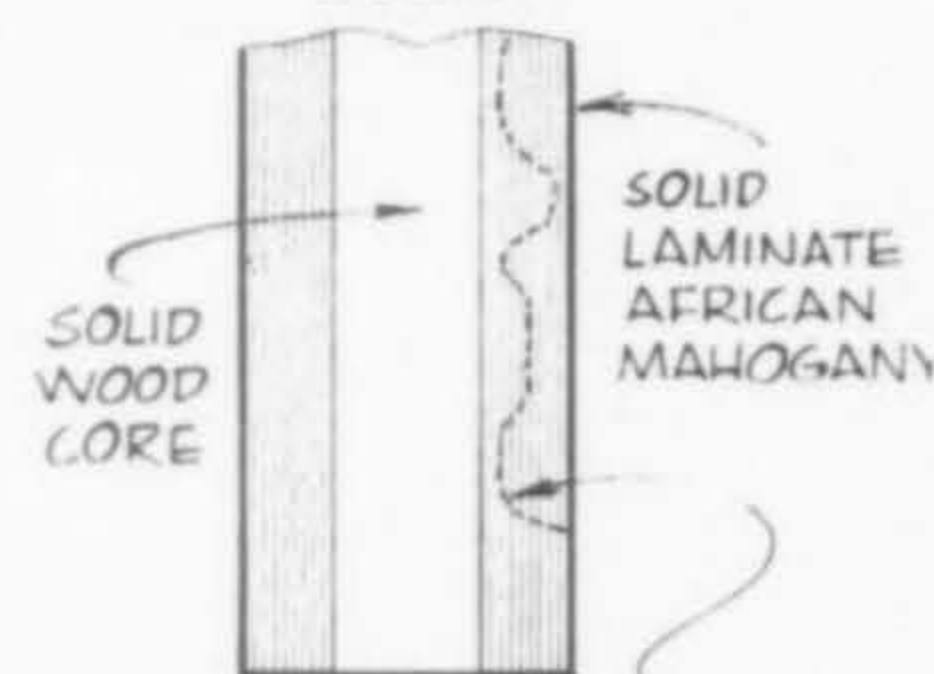
A new concept in flush door construction features nine plies of solid African Mahogany laminated to form a



ORDINARY DOOR



LAMINATE DOOR



CARVING DOES NOT PENETRATE INTO SOLID CORE

full 1/2" of exterior quality bonded wood on each side of a solid wood core. The thick wood surface panels permit deep carving without penetration of the solid core on the weather-proof door. This collection of richly carved doors, designed by leading designers, is carved under their direct supervision. Carved panels only, for existing doors, are also available.—Walter Graham Studios, Box 1268, Wenatchee, Wash. 98801.

Non-Flammable Adhesive

A new water dispersed, synthetic rubber base adhesive said to be non-flammable during application, has a high immediate bond strength, a 45-minute bonding range, and is designed for automatic or manual spray application. Designated as Scotch-Grip Contact Cement 5034, the adhesive bonds plastic laminates, foamed plastics, wood, rubber, plywood, wallboard, wood veneer, plaster and canvas to themselves and to each other. It is said to be highly resistant to water, non-staining on decorative plastic laminates and will withstand exposure to oxidation, oils and greases.—Adhesives, Coatings & Sealers Div., 3M Company, St. Paul, Minnesota.

Literature

Skydomes

An informative 12-page brochure details Wasco Skydomes and their installation in schools, homes and industry. Single and double dome units are featured with construction charts, specifications and their properties offered. Fire venting is thoroughly discussed and one section is given over to sky-windows. — Wasco, Inc., P.O. Box 350, Wakefield, Mass. 01880.

Shakes and Shingles for Homes

TIMELESS BEAUTY: Red Cedar Shingles & Handsplit Shakes



This full-color brochure shows red cedar shingles and split shakes inside, out and all around the house. Illustrations vary from a rambler in Texas to a ski cabin in Colorado. 16-pp., 25¢ — Red Cedar Shingle & Handsplit Shake Bureau, White-Henry-Stuart Bldg., Seattle, Wash. 98101.

Centrifugal Power Roof Exhausters

Full information on Airmaster Air Van centrifugal power roof exhausters in spun steel or fiberglass for industrial, commercial and institutional use is given in a new 8-page brochure. The bulletin describes belt and direct drive models in 6" to 20" fan diameters, all with motors mounted out of the air stream, and the Airmaster Economy Air Van centrifugal power roof exhauster line in 6" and 7" sizes. Detailed technical information includes charts showing horsepower ratings, RPM, tip speeds and static pressure in inches as related to the fan diameter. Sound ratings are superimposed in color over the charts. Another section covers accessories.—Airmaster Div., Hayes-Albion Corp., 1623 Wildwood Ave., Jackson, Michigan 49204.

Handbook for Architectural Signing

The creative use of signs, plaques and directories and the often-asked questions as to legibility, placement and color coding are detailed in a 36-page Designer's Handbook from Best Manufacturing. The full color handbook highlights its "how and why" approach with a specification check list for eleven different applications in commercial buildings. Color charts, mounting details, type styles and hundreds of illustrations covering all elements in design and use of these products are included.—Best Manufacturing Co., 3214 Troost, Kansas City, Missouri 64109.

Concrete Roof Systems

Fourteen structural framing systems used on one-story residential buildings are illustrated in a new 16-page catalog. Graphic illustrations of various roof components are provided. The booklet covers precast, prestressed roof components; cast-in-place roof systems, and large-span shell roofs for one-story buildings. Also included is a check list of basic reasons for choosing concrete as a building material.—Portland Cement Association, Old Orchard Road, Skokie, Illinois 60076.

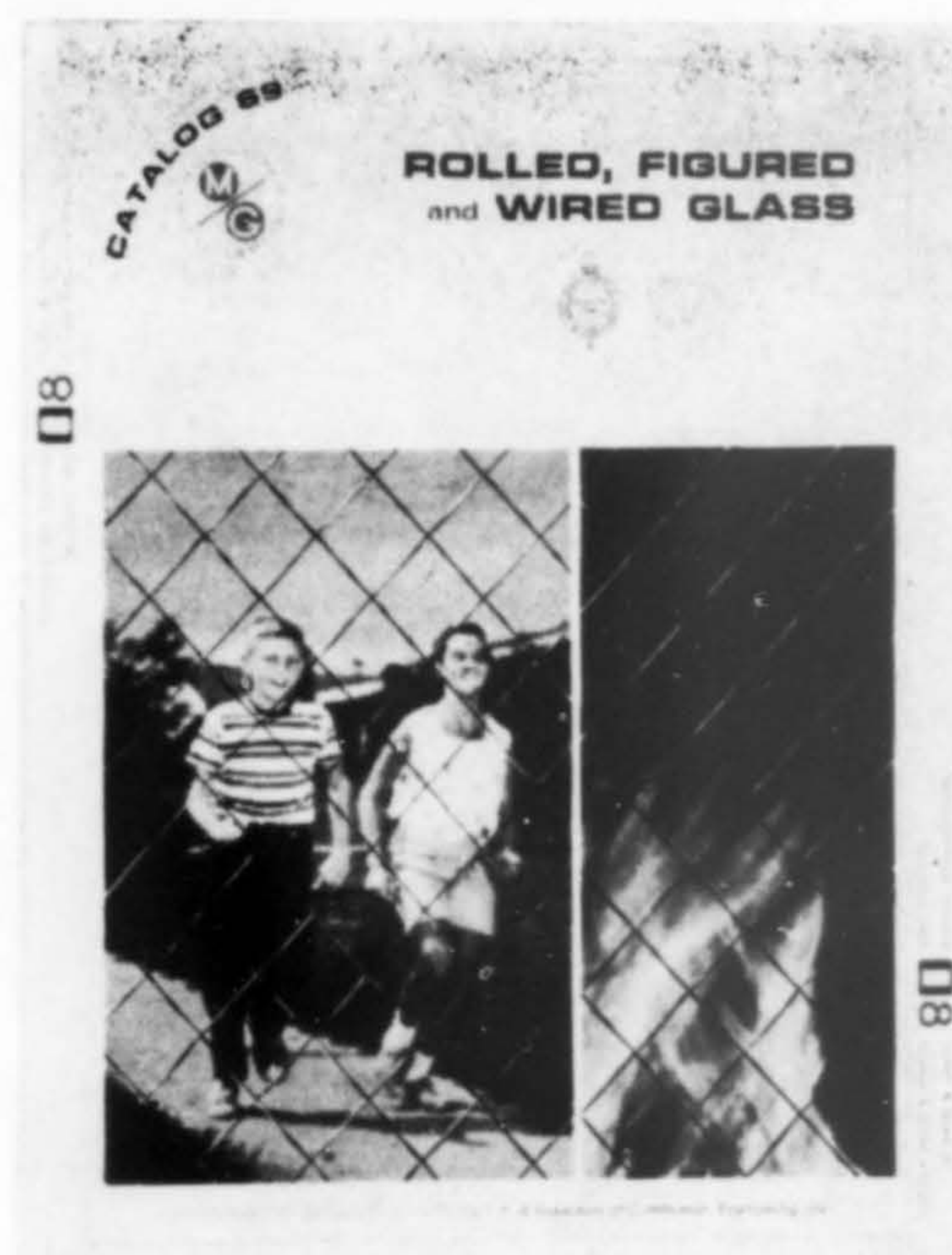
Softwood Plywood Finishes

The latest information on uses of various new paints and stains for interior and exterior finishes on softwood plywood is given in a revised and updated manual from the American Plywood Association. The brochure covers all paints, including latex and resin finishes, for exterior application. Special paint effects and methods of joint treatment are discussed in a section dealing with interior paints and natural finishes. Methods of preparing different grades of plywood for painting and paint maintenance problems are also discussed. 24-pp.—American Plywood Association, 1119 A St., Tacoma, Washington 98401.

Space Saver Water Coolers

Space Saver water coolers for commercial, industrial and institutional uses are described in a new four-color brochure. Specification-type information on cooling capacities, number of people served, rough-in dimensions and other features are included. Five models are available in a choice of vinyl and enamel decorator finishes and stainless steel. Brochure 67-1037A.—Commercial Equipment Dept., General Electric Co., 14th & Arnold Sts., Chicago Heights, Illinois 60411.

Rolled, Figured, Wired Glass



An extensive selection of conventional and modern patterns in rolled, figured and wired glass is shown in a new catalog from Mississippi Glass. The primary functions of light diffusion, decoration and protection, plus heat absorption, are discussed in detail. Included are charts to determine light distribution. The channel-shaped Profilite for the curtain-wall look, is also featured. 16-pp. — Mississippi Glass Co., 88 Angelica St., St. Louis, Mo. 63147.

Electric Heating, Air-Conditioning

"A Plan for All Seasons," a new catalog from Berko, offers the full line of electric heating and air-conditioning products manufactured by the company. Included are photos, descriptions, ratings, sizes and installation drawings on all major products in the line. Rating information on over 200 product models is listed in chart form. Appropriate controls and accessories for each product category is also covered. 12-pp. — Berko Electric Mfg. Corp., P. O. Box 365, Michigan City, Indiana 46360.

People Moving Systems

Stepless people moving systems for conveying people from level to level and point to point are described in a full-color 8-page brochure. Typical installations of SpeedRamp/Speed-Walk systems in shopping centers, transportation terminals, commercial and industrial buildings, spots and civic centers, are shown. Other items include installation, operating and maintenance costs along with capacity comparison information.—Stephens-Adamson Mfg. Co., Passenger Conveyor Division, Ridgeway Ave., Aurora, Illinois 60507.

Eckoustic Functional Panels for Noise Control

Eckoustic Functional Panels, modular panels for reducing noise levels by 10 decibels or more, are the subject of the illustrated brochure from Eckel Industries. Panels are suggested for use in auditoriums, churches, classrooms, computer rooms, factories, offices, restaurants, etc. Features of the panels are detailed including acoustical performance in lowering noise and cutting down reverberation and the economy of installation. Information on construction and on sound absorption at center octave frequencies is given for several types of panels. Specifications and typical installation details are supplied and photographs illustrate the use of EFPs in many facilities.—Eckel Industries, Inc., 155 Fawcett St., Cambridge, Mass. 02138.

Electric Heat for Industry

A comprehensive 92-page buying guide is designed especially for quick, accurate reference on electric heating for industry. The publication covers a wide range of electrical heating devices and controls including tubular, strip, immersion and cartridge heaters, band heaters, circulation heaters, fluid heat transfer systems, steam boilers, air heaters, accessories and thermostats. Sizes and specifications are provided for each type of heating element. Detailed schematics, in-use drawings and photographs, plus engineering tables for various types of electric heating applications are included.—The Singer Company, 1272 S. Main St., Meadville, Pa.

Cantilevered Joist System

A specification sheet on the Line-A-Joist connector system for use in cantilevered floor framing is now available from TECO. Descriptive information on sizes and type of connectors available and the manner in which they are used is included. The system is said to effect more efficient use of floor joists in residential and other light construction. The system calls for one of the joists to be cantilevered beyond the central support and joined to a short joist segment through the use of the Line-A-Joist connector. TECO design tables recommend joist sizes according to species and span.—Timber Engineering Co., 1619 Massachusetts Ave. N.W., Washington, D.C. 20036.

Cold Storage Doors

Urethane-insulated doors to meet any cold storage requirement are featured in a new two-color catalog from Clark Door Company. Photographs, illustrations and diagrams accompany information on installations with requirements ranging from cool zone to -65°F freezers. Manual or power operated cold storage doors are available with facings of galvanized steel, aluminum or dent-resistant KAYON plastics. All Clark doors carry a full year warranty. 16-pp.—Clark Door Company, 69 Myrtle Street, Cranford, New Jersey 07016.

Tapered Foamglas Roof Insulation System

A new brochure on "Tapered Foamglas Roof Insulation" describes in detail the company's technique of tapering or sloping Foamglas cellular glass insulation to provide slope and positive drainage to conventional, flat, roof decks. The system is said to make it possible to achieve both slope and insulation in one operation. It is described with detailed drawings and specifications. 6-pp: FB-121.—Pittsburgh Corning Co., One Gateway Center, Pittsburgh, Pa. 15222.

Hardboard Partitions for Sound Control

Data on the use of hardboard partitions for sound control in new construction and remodeling for homes, apartments, motels, institutions and commercial buildings are reported in a new eight-page booklet, "Hardboard Partitions for Sound Control." The results of tests conducted on hardboard and other wall partitions by the Riverbank Acoustical Laboratories are reported.—American Hardboard Association, 20 N. Wacker Drive, Chicago, Illinois 60606.

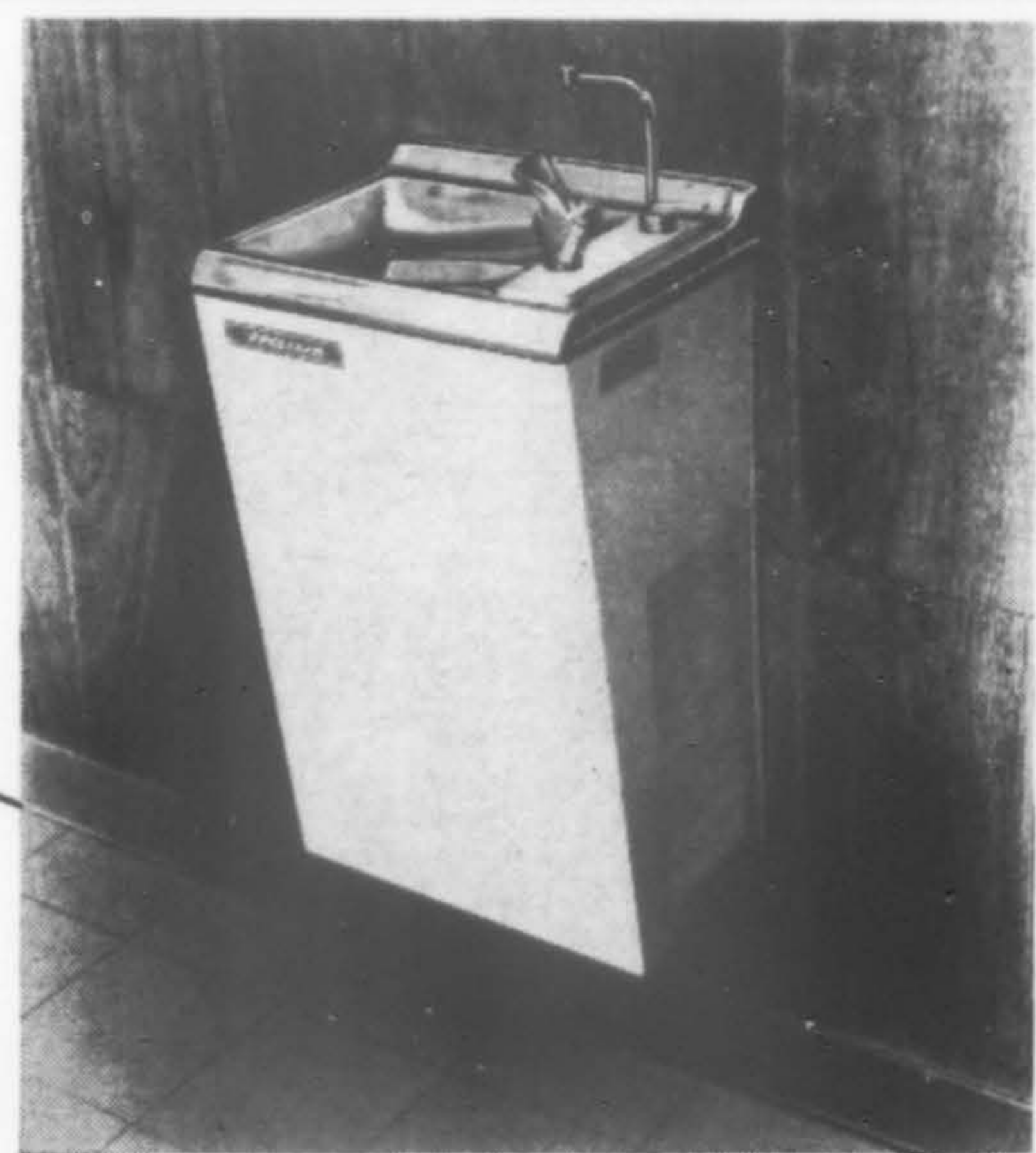
Naugahyde Vinyl Fabric Swatch Card

A new type of Naugahyde vinyl fabric makes its debut on a swatch card prepared especially for the contract market. The new Decor Perforated Royal Naugahyde line is offered in ten colors. Other Naugahyde patterns included in the folder are Decor, Cosmopolitan, Parliament and Statesman with the total color selection numbering 148.—UniRoyal Coated Fabrics, Mishawaka, Indiana.

Single-Zone Rooftop Conditioners

Featured in a four-page bulletin is the completely redesigned line of single-zone rooftop conditioners for institutional, industrial and commercial building applications from Acme Industries. Complete description, including mechanical specifications, construction details and benefits of the "E" single-zone units are detailed. The units are available in nine model sizes for handling 15 through 70 tons capacity and are part of a family of 51 "look-alike" units featuring the new designer approach. Spec Sheet 92-623.—Acme Industries, Inc., 600 North Mechanic St., Jackson, Mich. 49202.


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THE
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Haws HWTA Series electric water coolers mount off-the-floor at any pre-determined height, for convenient drinking and maintenance. All plumbing and electrical connections are concealed to meet your design requirements. Write for details today. **HAWS DRINKING FAUCET COMPANY, 1441 Fourth Street, Berkeley, California 94710.**



drinking fountains • water coolers
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Sources

Brokaw Named by Baxter

DEAN H. BROKAW has been named district sales manager of the J. H. BAXTER



BROKAW

& COMPANY Washington district. He will headquarter in the company's office in Renton, Washington and will serve the 74-year-old wood preserving firm's customers in Washington, Western Canada and Alaska. He has been with the Baxter organization since 1949, serving most recently in the San Mateo home office as assistant general sales manager.

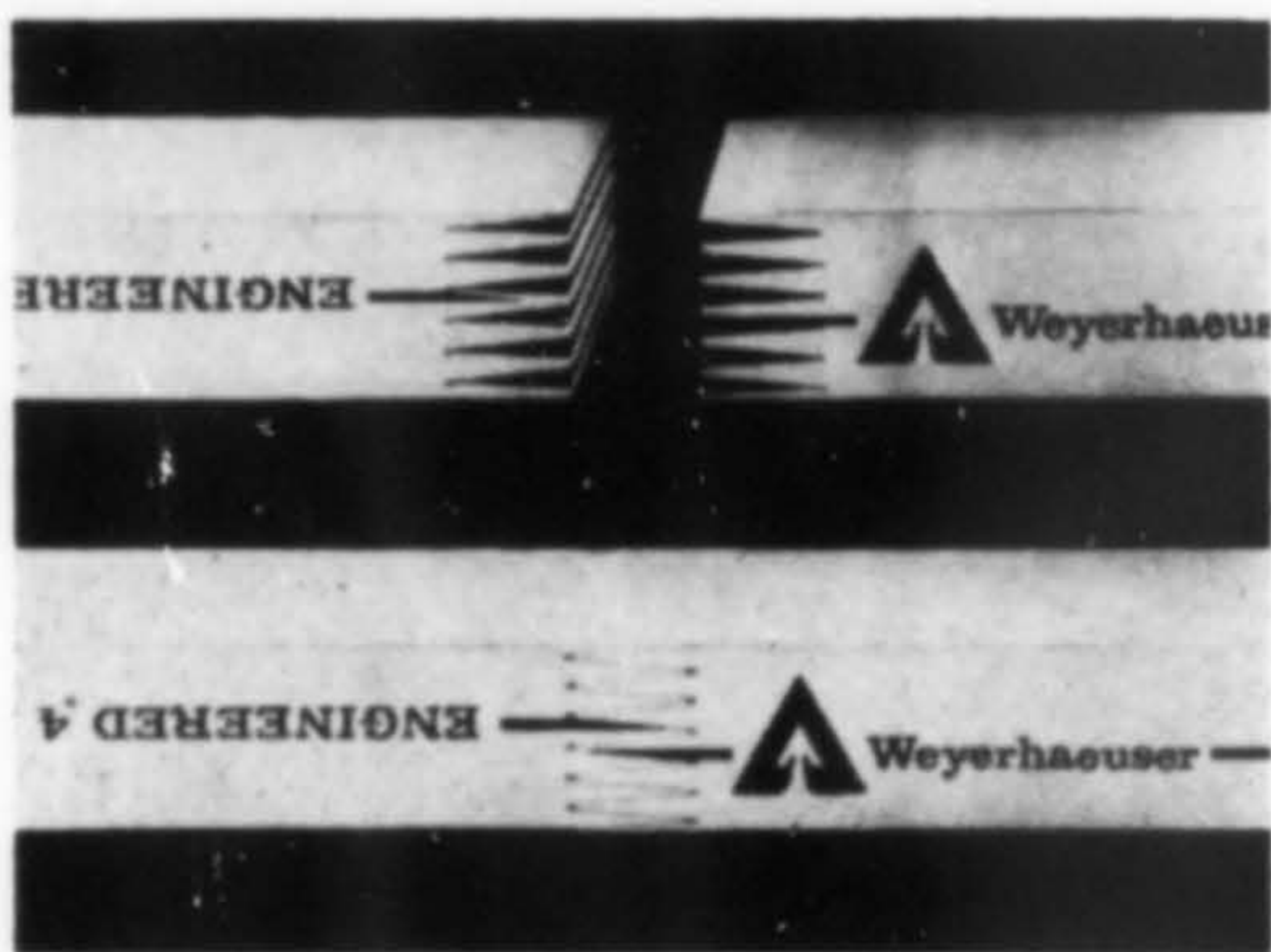
Sanspray Opens California Facilities

SANSPRAY INDUSTRIES, INC., headquartered in New York, have opened a new production facility at 630 Martin Avenue, Santa Clara, California. JERRY McCLENAHAN is plant manager for the firm which produces Sanspray stone-on-plywood siding.

Walter Acquires Georgia Marble

THE JIM WALTER CORPORATION, Tampa, Florida, has acquired THE GEORGIA MARBLE COMPANY, based in Atlanta, Georgia.

Long Length Dimension Lumber



Long length dimension lumber, end-glued by finger jointing to specified lengths ranging from 8 to 60-ft., is being manufactured by WEYERHAEUSER COMPANY. The new product is called Engineered 4-Square Kiln-Dried Lumber/End Glued, and is designed for use in building construction, industrial structures and in any kind of construction when dimension lumber of specified long lengths is desirable. This finger joints meets the structural requirements of CS 253-63 and the material is certified and graded per WWPA rules.

Weyerhaeuser headquarters are in Tacoma, Washington.

USG Promotes Three

UNITED STATES GYPSUM COMPANY has announced several appointments in the West: D. L. DELLINGER has been named to the newly created position of Western national accounts manager in Los Angeles; D. F. THENE has succeeded Dellinger as Bay Area sales manager in San Leandro; TERRY CADY has been named Western division product manager in Los Angeles.

Merrick Named by Brody

B. BRODY SEATING COMPANY, Chicago, has appointed MILTON J. MERRICK to handle Brody contract sales throughout the states of Colorado and Wyoming.

Whirlpool Establishes Branch

THE WHIRLPOOL CORPORATION has established a new branch in Los Angeles, at 5721 Sheila Avenue, City of Commerce, to serve southern California. Sales and distribution of central heating and air conditioning products will be handled from this location. ELLIS C. MOSES has been appointed general manager of the new branch, coming from a post as sales manager in Dallas.

Anderson Appointed at WWPA

RALPH W. ANDERSON has been named manager of project engineering for the WESTERN WOOD PRODUCTS ASSOCIATION, Portland. Anderson, who has 17 years of varied experience with structural lumber construction, design and testing, is a registered civil engineer. For the last three and one-half years he was with Abbot A. Hanks, Inc. of San Francisco.



ANDERSON

Ozite Appoints Morris

CHARLES A. MORRIS has been named district manager for the OZITE CORPORATION. Working out of the San Francisco regional office he will be responsible for eight California counties. Announcement was also made of the appointment of BUTLER-JOHNSON as a distributor. The firm has branches in San Jose, Sacramento, Emeryville and Fresno. Ozite is based in Chicago.



MORRIS

Van Heugten Opens Showroom



VAN HEUGTEN, manufacturer of new Heugtile loose-laid, interchangeable carpet squares, has opened a showroom in the Western Merchandise Mart, San Francisco. AUGUST POLZ, manager of the San Leandro branch office, is managing the showroom. Van Heugten U.S.A., Inc., is headquartered in Kenilworth, New Jersey.

Temcor Announces Sales Force

TEMCOR, the fabricator and builder of the aluminum geodesic dome located in Torrance, California, has announced the organization of a national sales force. Serving the West will be: WILLIAM C. CARD, president, Architectural Specialties of Salt Lake City, for the Rocky Mountain area; DAVID E. THOMAS, Zesbaugh, Inc., Seattle, for Western Washington and Alaska; FRANK YOAKUM of Meriwether Products, Inc., Portland, for Oregon and 12 counties of southwest Washington.

Kaiser Steel Appoints Two

ROGER C. DUNCAN has been named sales representative for KAISER STEEL CORPORATION's Albuquerque, New Mexico office. He has been with the company since 1964, working most recently as a salesman out of the Oakland office. S. J. WARE has been appointed sales representative for the Sacramento office, succeeding R. P. Gledhill who has been named to the New York City sales force. Ware has been with Kaiser since 1952.

Weyerhaeuser Names Boise Dealer

CHANDLER SUPPLY COMPANY, Boise, Idaho, has been named an architectural specialty dealer to handle special wood products manufactured by WEYERHAEUSER COMPANY.

Weiner Elected Tile Head

MARTIN WEINER of the C. B. Tile Corporation, Inglewood, California, has been elected president of the ASSOCIATED TILE CONTRACTORS of Southern California. He succeeds John Rau.

Field Sales Realigned by ASG

AMERICAN SAINT GOBAIN CORPORATION has announced a realignment of its field sales structures. Western area managers named are A. E. FROMME, Burlingame, California, and C. A. VAN WINKLE, Los Angeles. Announcement has also been made of the appointment of CLYDE W. BRONSON as sales representative for Southern California, New Mexico and Arizona, working out of the Los Angeles office.

Timber Structures Names Shipman

BEN C. SHIPMAN has been appointed manager of market planning at TIMBER STRUCTURES, INC., Portland. In his new position he will be in charge of market research and development, product promotion and public relations activities. He was formerly service engineer, district manager and marketing vice president of the Weyerhaeuser Company.



SHIPMAN

Soule Steel Elevates Bedford

JAMES BEDFORD has been elected a vice president of Soule Steel Company, according to an announcement by Edward Lee Soule Jr., president of the San Francisco-based firm. He has served as general manager for the Soule architectural products division for five years, a post he will continue.

Sorensen Named at Kaiser Engineers

JOHN J. SORENSEN has been appointed manager of KAISER ENGINEERS' Building Construction Department. In this position he will be responsible for organizing, planning and supervising all commercial building construction activities for the company in the United States. Sorensen returns to Kaiser Engineers following ten years with a major engineering-contractor based in El Paso, Texas.

Calaveras Appoints Poer

JOHN R. POER has been named contractor sales representative for the CALAVERAS CEMENT DIVISION of The Flintkote Company. He will supervise sales in northern and central California, northern Nevada, Oregon and the river counties of Washington, and will headquarter at the company's main office, 315 Montgomery Street, San Francisco. He has been with Calaveras since 1961.

Wiley-Bayley New Offices

WILEY-BAYLEY, INC., Pacific Northwest and Alaska distributors of plastic construction materials, has opened a fourth sales office in Anchorage, Alaska, to be headed by D. A. DUNN. Welles Wiley, president, also announced that the sales office serving eastern Washington, eastern Oregon and Idaho has been moved from Spokane to Yakima and will be under the direction of R. D. RISLEY.

W & F Manufacturing Appointments

GEORGE ELLIOTT was appointed factory representative and RUSSELL STAIN-TON plant manager by Philip Ewing, president of W & F MANUFACTURING Co., Glendale, California, as part of a major expansion plan. The firm manufactures sliding, shower and entrance door hardware as well as manufactured and fabricated parts.

Barrenechea is Pascoe President

LUIS BARRENECHEA has been named president of PASCOE STEEL CORPORATION, a subsidiary of American Cement Corporation. Barrenechea, 39, who has held positions as vice president operations and production manager, has most recently served as executive vice president of Pascoe Steel.

Gillespie Elected President WWPI

ROY F. GILLESPIE, general manager, Oser Cedar Company, Bellingham, Washington, was elected president of the WESTERN WOOD PRESERVERS INSTITUTE at the annual meeting in San Francisco in February. Other Officers are: JAMES A. MACGREGOR, McCormick & Baxter Creosoting Co., vice president; DON B. BOWMAN, Cascade Pole Co., treasurer; WILLIAM R. BOND, JR., Permapost Products Co., secretary.

Emmerton Honored

RAYMOND A. EMMERTON, Issaquah, Washington, has been named a member of the Board of Governors of the Professional Roundtable of Sales (PROS) by WEYERHAEUSER COMPANY. He is one of seven men to be named a board member of the group of 22 men honored for their outstanding ability as sales representatives for the company during the past year.



EMMERTON

PCA's New Headquarters



PORTLAND CEMENT ASSOCIATION's new Cement and Concrete Center, a six building complex in Skokie, Illinois. The center consolidates all headquarters operations of the association on the 37-acre site. Architect for the \$1,750,000 complex was The Perkins & Will Partnership of Chicago.

Graham, Trevi Join Forces

WALTER GRAHAM and VERNON FRANCE announce the merger of WALTER GRAHAM STUDIOS and TREVI ARCHITECTURAL CAST STONE. Headquarters will be at the Graham Studios in Wenatchee, Washington, designers and producers of carved doors and panels. The Trevi division manufactures precast terrazzo building panels, planters and other specialties. PHIL KOOSEN is in charge of design at Graham.

WeatherRite Appoints Dorse

WEATHERRITE, INC., headquartered in St. Paul, Minnesota, announces the appointment of ROBERT O. DORSE, INC., 1731 1st Avenue So., Seattle, as manufacturer's representative for Washington and Alaska. WeatherRite makes unitized heating, filtering and air conditioning systems.

Perspective Changes Name

PERSPECTIVE, INC., Seattle-based manufacturer of computer-directed graphics systems, has changed the name to Perspective Systems, Inc. RAY L. GOWER, reelected president of the corporation, said the name change is appropriate to the company's major product, the Illustromat.

Koehler Heads New Evans Division

PETER H. KOEHLER, formerly general manager of EVANS PRODUCTS COMPANY's Northwest region operations, has been named division vice president and general manager of the company's newly formed Forest Products Division. He will continue to headquarter in the corporate offices at 1121 S.W. Salmon, Portland. The new division operates manufacturing centers in Washington, Montana and British Columbia as well as warehouse distribution centers in key markets across the nation.

Not Specified

NO FICKLE FINGER awards this month, but a bit of potpourri that we'd like to share with you. One of the features in this issue (page 36) is a service station at Los Altos, California. The succinct comments from architect William Busse, included these remarks to which we can only say "amen":

"My general feeling about service station design is that the general public has not very often demanded anything more than the typical sheet metal box. In this case, Standard Oil was very sensitive to the concerns of the local citizens and should be complimented. I believe that, in general, the oil companies short change the public by merely pulling the most inexpensive standard design out of the drawer."

There is, however, a movement afoot among the oil companies to upgrade their station designs, as noted by a Mies van der Rohe station in the east, those of Humble Oil in the West, among others.

TO THOSE of you who took the time to send us your comments on ARCHITECTURE/WEST and the editorial contents, we are indeed grateful. There are thoughtful suggestions, deserved criticism, new ideas . . . all of which are being compiled and thoroughly studied. Expect to see some of these implemented in coming issues.

THANKS, TOO, for the many subscriptions we have received. This is a heartwarming expression of support since we know that many of you consider the cost too high. *It is high*, in relation to other journals. But remember that while we cover half of the nation, *geographically*, and the Western population is booming, we still do not have the circulation that a national journal can claim. Hence, the cost per unit is higher. The "care and feeding" of a magazine, as Bob Koehler noted a few years back, is a time-consuming process that costs money. And then there are those who want proof of readership, a proof easily proven with a signed subscription order.

-R.G.

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Circulation Manager

Advertising Representatives:

SEATTLE

JOHN NEDERLEE
1945 Yale Place East
Seattle 98102
Phone: 206/323-7007

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MILTON HARR
1482 Bayshore Boulevard
Phone: 415/467-5933

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Phone: 714/536-8587

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ARCHITECTURE/WEST

When Golden State Properties chose load-bearing concrete masonry construction for the 9-story tower addition to their Surf and Sand Hotel in Laguna Beach, no one had to urge them. They were simply going with a winner. It was their third structure on the same property to use this concrete system. Why? Economy, for one thing. A totally fire-resistant structure with excellent soundproofing qualities for another. Also, the materials stand up so well in the damp, salt air. "It has worked successfully for us," says

Merrill Johnson, Golden State President.

Both the low initial cost and low maintenance cost of masonry construction were important considerations to the Surf and Sand owners, along with this system of construction which allowed early opening of lower floors while work was being completed on the upper floors. The attractive appearance textures which blend with the seashore site were important, too.

As the Surf and Sand Hotel clearly shows, **the best ideas are more exciting in concrete.**

PORTLAND CEMENT ASSOCIATION



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Mexico 87108. *An organization to improve and extend the use of concrete.*

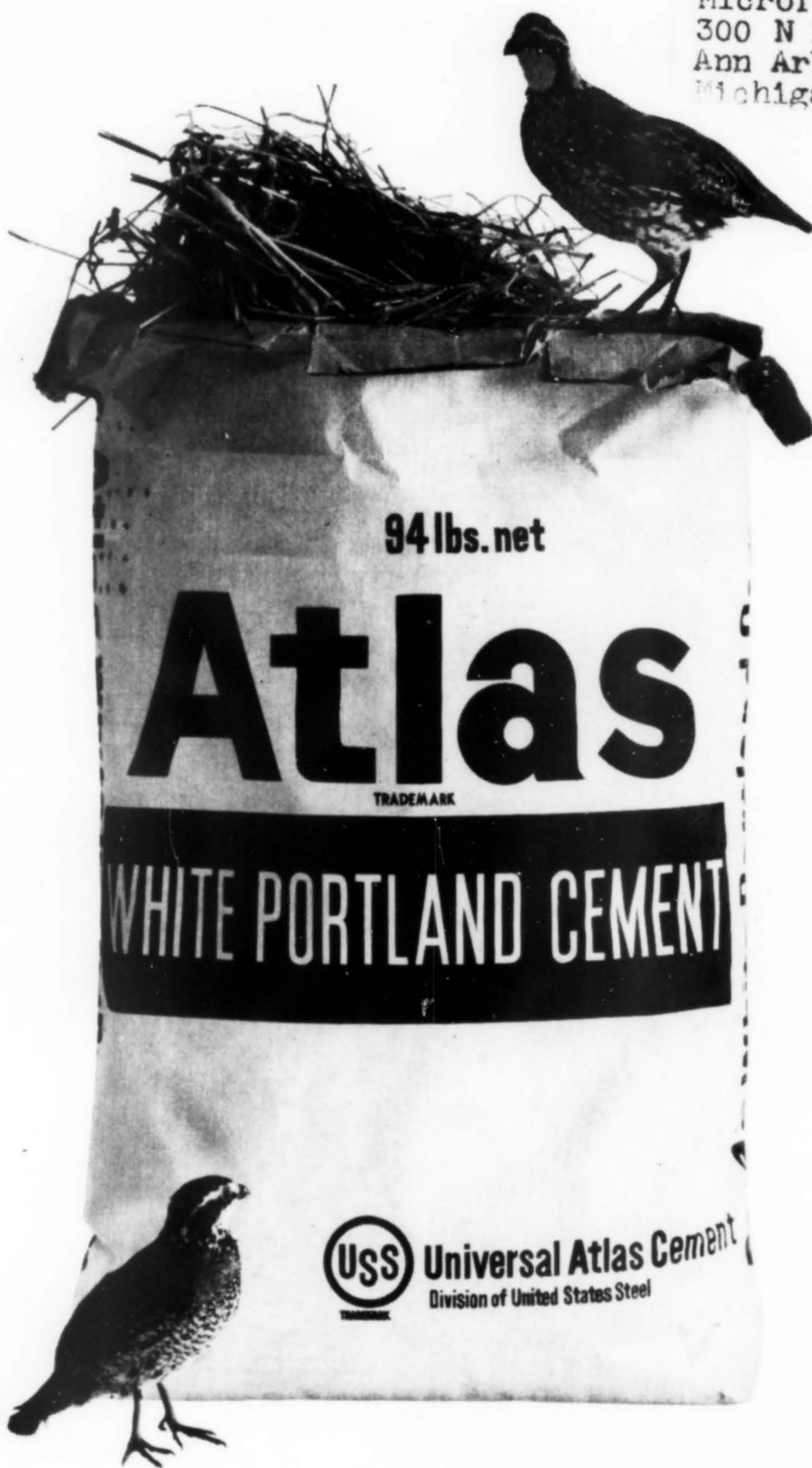


Golden State Properties, Laguna Beach, California, owner; Thomas W. McCorkell, AIA, Laguna Beach, architect; B. F. Sytan Corporation, Laguna Beach, engineer and contractor; Dyck's Masonry, Laguna Beach, masonry contractor.

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Looking forward to Spring? It's in the bag

Things are looking brighter already. Universal Atlas opens a new white cement plant this Spring in Waco, Texas. We have a new plant, but we're not new to the West. We've been making and selling cement here for many years. So we have plenty of people who know cement chemistry and manufacture.

Our new Waco plant will produce the same uniform Atlas White Cements we're noted for — white cements that bring out the true color in terrazzo, white cements that make precast panels truly white.

Order your white cement from Atlas. We produce more types of white cement than any other producer, and we cover the entire West.

Send for our new book "White Concrete in Architecture." Write Universal Atlas Cement, Division of United States Steel, Room 719, Chatham Center, Pittsburgh, Pennsylvania 15230. USS and Atlas are registered trademarks.

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