With Culligan water conditioning, boilers never blow hot and cold

Hardness elements in boiler make-up water cause scale and corrosion that reduce heating efficiency, lead to costly and frequent repairs. Not a chance of it at Illinois Bronze Powder and Paint Company in Lake Zurich. Before their new boiler was installed, management forestalled the chance of trouble by picking up the phone and saying "Hey Culligan Man!" In the installation shown above, two Culligan water softeners remove virtually all of the hardness elements, eliminate the possibility of scale forming on heat exchange surfaces; chemical treatment of the water then precipitates the last remaining traces of hardness and removes dissolved oxygen that could cause corrosion. Management and employees alike enjoy a fringe benefit—soft water throughout the plant for drinking and washing up. There's a Culligan installation to correct any industrial water conditioning problem—by softening, purifying, filtering, deionizing or through a re-use system. If you have a difficult water problem, your Culligan Man has a money-saving solution. Give him a call. He never blows hot and cold either.

Culligan...THE WORLD-WIDE WATER CONDITIONING PEOPLE

Commercial and Industrial Softening, Deionization, Filtration, Chemical Feed, Boiler and Recirculating Cooling Tower Treatment
New functional components from ALLIED harmonize with 19th century architecture of State House interior

In accommodating modern components to interior architecture of the governor's conference room, the architect chose to integrate overhead air diffusion and lighting with conventional plaster. ALLIED furnished and installed QUADRO-FLO linear bars for supply and return air, as well as a POLRIZED® luminous ceiling. Then, in addition to comfortable light for normal working conditions, it was necessary to provide high-intensity light for press conference photography. For this, ALLIED incorporated a six-step lighting system... ranging from 70 ft.-candles to 600 ft.-candles. We'd like to discuss your next project.
• What happens when power fails?
• How inconvenient or expensive is loss of heat?
• How important are corridor and exit lights?
• Do you need light in a stalled elevator?
• How important is the PANIC Factor?

We are all aware of stand-by power needs in critical locations such as Hospitals, Nursing Homes, Communications, etc., but ALL of your clients deserve to know about the advantages of automatic stand-by power systems. Why not discuss customer requirements with your CONSULTING ENGINEER; then SPECIFY ONAN... the complete stand-by system with UNIT RESPONSIBILITY. Contact Keith Wells, 3E's Onan specialist, on specific applications.

SPECIFY ONAN
ELECTRIC PLANTS
500 W to 400 KW

ELECTRICAL ENGINEERING & EQUIPMENT COMPANY
1201 Walnut St. • Des Moines Iowa 50307
PHONE 282-0431 • Area 515

think about EMERGENCY POWER in EVERY building
OFFICERS
Charles V. Richardson AIA, Davenport President
Stanley C. Ver Ploeg AIA, West Des Moines 1st Vice President
Willis E. Schellberg AIA, Forest City 2nd Vice President
Allen B. Salisbury AIA, Des Moines Secretary
Richard F. Hansen AIA, Iowa City Treasurer
Raymond D. Reed AIA, Ames
Kenneth Kendall AIA, Des Moines
William M. Woodburn AIA, Des Moines Directors

PUBLICATIONS COMMITTEE
James A. Lynch AIA, Des Moines Chairman
Roy E. Berger, Des Moines
Richard O. Bernabe, W. Des Moines
William M. Dikis, Des Moines
James A. Paxton, Des Moines
David N. Soliday, Des Moines
H. Ronald Walker, Des Moines

EDITOR
James A. Lynch AIA
314 Savings & Loan Building
Des Moines, Iowa 50309

DISTRICT EDITORS
James L. Amend, Council Bluffs
Donald R. Baltzer, Iowa City
Robert C. DeVoe, Cedar Falls
Glenn E. Lundblad, Sioux City
John Pfiffner, Cedar Rapids
Charles V. Richardson, Davenport
Norman H. Rudi, Ames
Willis E. Schellberg, Forest City

MANAGING EDITOR
Julian B. Serrill
401 Savings & Loan Building
Des Moines, Iowa 50309
Telephone (515) 244-7502

GRAPHIC DESIGN
Kep Sharp/Studio K

VOLUME XIV • NUMBER III • 1967

CONTENTS

Schools . . . Problems in Progress ........................................... 8
AIA Endorses Potomac Task Force Report ................................. 22
Master Builders Invite Architects ........................................... 22
Metro Population Increases Predicted ..................................... 24
Building Costs Inching Higher .............................................. 24
Iowan Co-Authors Critical Path Publication .............................. 26
National Association Offers Advice on Building Maintenance ....... 26
Field Trip—Architects Associated .......................................... 31

cover photo: julius shulman

The “Iowa Architect” is the official publication of the Iowa Chapter, The American Institute of Architects, and is published quarterly. The annual subscription rate is $3.50 per year. Appearance of names and pictures of products or services in editorial or advertising copy does not constitute endorsement by either the AIA or this chapter. Information regarding advertising rates and subscriptions may be obtained from the office of the chapter, 401 Savings and Loan Building, Des Moines, Iowa 50309. Telephone 244-7502, Area Code 515.
FOR THE PERFECT HOLD
You bet! Span-Deck is the perfect solution for lightweight floor and roof assemblies. Constructed of precast-prestressed hollow core flat slabs, Span-Deck offers fewer joints, cleaner lines and greater flexibility, as well as a two hour fire rating. And the cost? Well, this is Span-Deck's one weakness—it won't hold you up there.
A PART OF YOUR GENIUS

may be in your persistence toward perfection.

Let's talk brick.

Brick is foundation. Brick is structure. Brick is Beauty. For your next building, you will choose the brick carefully for its quality and esthetic appeal. Your CARE in this selection will be part of your genius. We hope you recognize the consistent high quality of Vincent brick and tile. Our care in quality control and the wide selection of beautiful face brick is a part of our success.

Please ask for sample panels. Our phone number is 573-8126.

VINCENT CLAY PRODUCTS COMPANY

2930 5TH AVENUE SOUTH, FORT DODGE, IOWA
FACTORY: 2½ MILES SOUTH OF FORT DODGE
...treat your wall ideas to high fashion with

Regular Units

of Concrete Block

Walls are often used to create an image or to establish a purpose for the building. That’s why astute architects try to relate wall and building much in the same manner a package designer wraps a product.

The versatility of concrete block gives modern architects all the help they need. They can use them as a single pattern, mix them for a combination pattern, or offset some units from others in the wall for added flair and dimension.

here are the friendly association members who are ready to serve you...

Iowa-Illinois Concrete Prod. Co.
Bettendorf, Iowa

Burlington Block Co.
Burlington, Iowa

Cedar Rapids Block Co.
Cedar Rapids, Iowa

Cherokee Concrete Products
Cherokee, Iowa

Zeidler Concrete Products Co.
Clear Lake, Iowa

Clinton Block Co.
Clinton, Iowa

Smith Concrete Products Co.
Creston, Iowa

Iowa Concrete Block & Material Co.
Des Moines, Iowa

Maris Hay Block Co.
Des Moines, Iowa

Demco, Inc.
West Des Moines, Iowa

Concrete Products Co.
Dubuque, Iowa

Estherville Concrete Prod. Co.
Estherville, Iowa

The Johnston Corporation
Fort Dodge, Iowa

Coralville Products, Inc.
Iowa City, Iowa

Concrete Products Co.
Iowa Falls, Iowa

Lake View Concrete Prod. Co.
Lake View, Iowa

Oskaloosa Concrete Products Co.
Oskaloosa, Iowa

Rock Valley Block and Tile
Rock Valley, Iowa

Concrete Products Co.
Sioux City, Iowa

Lakes Concrete Industries
Spencer, Iowa

Marquette Concrete Block Co.
Waterloo, Iowa

Iowa Concrete Masonry Association
an organization to promote the proper use of concrete masonry
schools ... problem in
The part that schools play in the progress of individuals and nations is not at issue—nor is it in this context a concern of the professional architect.

The fitting of a school building to a local situation requires the solution of many problems which are very much a part of what the architect is and does.

The matter of budget—to what extent the school board wants adequate facilities, to what extent the board’s philosophy represents the philosophy of their constituent tax payers, and to what extent this philosophy can be implemented within legislative regulations which sometimes restrict school effectiveness. The matter of site selection and planning from both the standpoint of convenience and of environmental aesthetics. The matter of emphasis in special areas and physical provisions therefore. The role that extracurricular activities play in the total education philosophy of the community.

All of these and many more problems the architect helps to solve, to meld into a facility of brick and stone, concrete and wood, steel and synthetics, so that the problems of education can lead to progress in education.

The following pages picture and describe several solutions by Iowa architects for school districts across the state.
This unusual design problem required an Elementary School of ten rooms to be constructed at the present time but designed to allow for an orderly transition in the future to a Junior High School at a minimum cost to the School District. Accordingly, future plans are indicated to show how the present rooms would fit with the overall plant.

The Junior High plan was designed in accordance with the "small school concept", i.e., there will be more than one school in the same building with commonly used central facilities. The building will ultimately contain four Junior High Schools each with a capacity of 250 students.

The present Hoyt Elementary School is one of the future Junior High School wings. Each classroom wing will be exactly the same with office space, counseling rooms, interchangeable classrooms, science room, toilets and storage facilities. The central core now will house facilities used by each "small school."

The kindergarten on the front of the present building is a part of the future library, the other kindergarten is the future science room and the all-purpose room is a part of the future cafeterium.
marshalltown high school
marshalltown, iowa

smith-voorhees-jensen architects associated

The project is a secondary senior high school housing the educational program for 1,500 students. The school district also operates a two year Junior College for 600 pupils which was to share the 48 acre site at some future date. Bonding limit restrictions prevented building the total program but enough had to be included to adequately carry on the academic program without the transporting of students to other facilities.

Basic to the program was the stipulation that shared facilities of the Junior College and High School be kept at a minimum, namely Physical Education space, cafeteria facilities and the fine arts.

Thus the academic portion of the high school houses all functions other than in the shared space. These included administration, core classrooms, library, Science, Homemaking and Commercial Departments as well as Shop facilities.

The 48 acre site is divided almost equally by a creek which drains a large portion of adjacent land. This division was utilized in separating the athletic and physical education area from the building and parking facilities.

humboldt high school
humboldt, iowa

smith-voorhees-jensen architects associated

The project involved is the design of an educational environment for a high school program for 500 to 600 students. Provision for expansion to 750 is anticipated.

The school is located on a 42 acre site at the outlying edge of Humboldt. A small portion of the site is to be reserved as a possible location of a future elementary school.

An active summer program in music, commercial and academic subjects together with the desire of suitable space for elementary and junior high summer programs led to the stipulation that the academic portion of the building and the music department and administrative facilities should be climate controlled.

The Library is designed to be the key element in the academic section with the core classrooms housing English and Social Studies in close proximity. Within the core classroom area is located a multi-purpose classroom that serves a variety of needs—Speech, dramatic practice, Audio Visual, seminar classroom, recording and taping room for local radio programs, lecture room, and team teaching. Some of the core classrooms utilize folding partitions to facilitate large group and team teaching.
junior and senior high school
new sharon, iowa

karl keffer associates architects

The design required a building to house a complete 4-year Senior High School and 6 general classrooms for Junior High students. Special classrooms used by both Junior and Senior High students include homemaking, library, Biology, Physics-Chemistry, vocal and band rooms, art, foreign language, auditorium-gymnasium, cafeteria-study hall, and shop areas.

The auditorium was designed to accommodate the school capacity of 400 in fixed seats; however, by opening a folding partition at the rear of the auditorium, 600 folding bleacher seats (with backs) can be turned toward the stage increasing the auditorium capacity to 1,000.
The building was constructed to accommodate 500 students. There are 15 academic classrooms plus a Library, Auditorium, Band and Vocal Music Rooms, Wood and Metal Crafts spaces, Administrative area, Art Room, Home Economics space, Science Rooms, Kitchen and Cafeteria, Gym and Locker Rooms, and Boiler and Mechanical Equipment space.

Site limitations and program requirements for control of exterior student lounging spaces dictated the development of two interior open court areas.

A spacious Lobby was provided in connection with the Auditorium to facilitate community wide program functions.
junior-senior high school building
clarion, iowa

karl keffer associates architects

A complete 4-year High School was designed with common central facilities to accommodate a Junior High School Addition in the future. The common central facilities are located relative to both Junior and Senior High so there is a minimum interchange between the two age groups. The cafeteria, meeting room—little theater, and gymnasium were located in easily accessible areas for evening public use without opening all other school facilities for egress.
franklin pierce
elementary school
cedar rapids, iowa

brown, healey and bock architects

This is a school for grades 1 thru 6, including kindergarten, entirely one story but on different levels. In addition to the necessary classrooms, there is an administration area, gymnasium, auditorium, art room and science room. The interior and exterior walls are almost exclusively a dark brown saxon brick.

The one photograph shows the stone retaining walls used around the north side of the school which indicates how the different levels resulted. An addition to this school will soon be built in the future.

gertrude fellows
elementary school
ames, iowa

james lynch and associates architects

This elementary school was designed to give maximum flexibility within each classroom for the future, in that the polarized lighting panels allow a vast variety of seating patterns while at the same time still providing adequate light in a non-glare manner to the working surface of each student’s desk. The basic shape of the classroom and exterior design provides a positive sun control to each classroom so that the controlled, artificial light level is more effective.

The heating system serving the school is in the perimeter pipe tunnel so that no heating equipment projects within the classroom. The heating system would be easily adaptable to air-conditioning in the future if that is deemed necessary by the School Administration and Board.
Warren G. Harding Junior High School is designed to serve a seventh through ninth grade school of 900 students. Educationally and physically it is designed around an Instructional Materials Center. Educationally, this area contains lounge space, individual study carrels, group conference rooms, listening booths, reading areas, browsing space, books, and periodicals. It serves individuals, small groups, and entire classroom size conference groups simultaneously. Physically, it is located in the exact center of the academic areas and is no further than approximately 100 feet from any classroom area. It is also adjacent to the main concourse and is purposely located and decorated to be the most inviting area in the complex.

The solution is to provide dome shaped roof structures over two areas, thus accomplishing structural economies, and enclosing them with straight line segments, to accomplish materials economy. Cost results strongly support this decision. The non-rectilinear shape of rooms in the noisier areas is a definite acoustical asset.

The entire structure is developed to accommodate a future enrollment of 1,200 students, the optimum figure which the school district feels accomplishes both maximum course offerings, student opportunity, and economy of operation.
AIA ENDORSES POTOMAC TASK FORCE REPORT

WASHINGTON, D.C., September 17, 1967—The report of President Johnson's task force to reclaim and rehabilitate the entire Potomac River Basin has been strongly endorsed by the American Institute of Architects. The endorsement followed Secretary of the Interior Stewart L. Udall's release of the report which recommends that Congress establish a new Potomac Development Foundation, responsible for restoration of the river basin as a national treasure and model for the nation.

Robert Durham, FAIA, president of the American Institute of Architects, has urged "quick action to preserve the Potomac and other waterways and halt their blind decline." Mr. Durham said, "This can be done if Congress and the President carry out the report's recommended measures. Foremost among these are the establishment of a Potomac Development Foundation and a $50 million per year fund for land banks, research and development studies." The task force also recommended that the Foundation be empowered to receive tax-exempt contributions from private sources.

Secretary of the Interior Stewart L. Udall, was designated by President Johnson to prepare a program which would make the Potomac "a model of scenic and recreation value for the entire country." He requested the American Institute of Architects to assemble the interdisciplinary task force. The 11-member task force spent two years on the study. Their 100 page, illustrated report, titled The Potomac, provides a conceptual framework for all river basin planning. In urging immediate adoption of the report's principles, Mr. Durham pointed out that they range from pollution control and recreation to highly urbanized waterfront development.

"What is said and illustrated of the Potomac," he indicated, "is applicable to at least 20 other major basins in America. These once beautiful, economic assets have turned into little more than open sewers. The task force has clearly defined what is wrong, and the necessary corrective measures," he said.

Recommend the report as must reading for every citizen, and especially governmental leaders, Mr. Durham pointed out that the task force has "taken account of the Potomac basin's rapidly growing urban population and their needs and has re-
FOR ALL CAULKING
SPECIFY G-E
SILICONE SEALANT

SBP STETSON BUILDING PRODUCTS
Des Moines, 512 S. W. 9th / Moline, 111-2nd ST. / Omaha, 33 Kiewit Plaza
Like the fan, and the driveshaft and the Gear Reducer®. These are the vital moving parts in a cooling tower. The real “guts” that make the difference as to how well and how long it operates. And at what cost.

This is why Marley manufactures its own vital parts. That is why R. S. Stover Company is pleased to be a Marley distributor. We know from experience that a Marley installation can make lower-priced cooling towers “too expensive”. Phone us for facts about operational savings.

**METRO POPULATION INCREASES PREDICTED**

The population of almost every metropolitan area in the United States is expected to increase between now and 1975, according to the National Planning Association's Center for Economic Projections. Metropolitan areas in the Southeast, Southwest, Mountain, and Far West regions of the U.S. will continue to increase their share of the United States metropolitan population primarily at the expense of the Middle Atlantic regions.

Specific projections of interest to architects and planners indicate that:

Metropolitan areas can be expected to continue to grow, but at a pace slower than in the past—a population growth rate estimated at 2.2 percent per year by 1975 compared to 3.1 percent between 1950 and 1962.

On the other hand, metropolitan employment and income growth are projected to grow faster than in the past.

Metropolitan areas which can provide job opportunities are likely to grow rapidly, particularly in regions which have a relatively large nonmetropolitan population.

Population growth is expected to be closely linked to employment growth of noncommodity sectors including transportation, trade, construction, finance, services, and government.

Nonmetropolitan areas by 1975, it is predicted, will contain less than 30 percent of the total United States population. The Nation's 224 metropolitan areas will comprise 73 percent (164 million people) of the total population, and 60 percent of that 164 million will be concentrated in the 25 largest areas, ranging from over 17 million in New York-New Jersey area to over 1,250,000 in the New Orleans area.

**BUILDING COSTS INCHING HIGHER**

According to a November 6 news release from the F. W. Dodge Company, leading analyst of construction activity, building construction costs in the United States and Canada have risen 2.5 percent in the year ending October 31, 1967. 1.5 percent of this rise has occurred since April of 1967.
FOR LIGHTWEIGHT STRUCTURAL CONCRETE

Weighs approximately 1/3 less than ordinary concrete!

Haydite is the original, time proven aggregate for producing lightweight structural concrete without sacrificing strength or durability. Other uses of Haydite include refractory concrete, Guniting, insulating fills, roofing granules, filtering medium, hydroponics.

For information on specific uses of Haydite contact your local Ready Mix Plant or:

CONSTRUCTION MATERIALS
KANSAS CITY MO. 64108
2440 PENNWAY GRAND 1-2570

Producers of Haydite aggregate at Centerville, Iowa & New Market, Missouri
Continued from page 22

Secretary; Buell E. Rockey, Des Moines, Treasurer; John H. Evans, Fort Dodge; Lester M. Hoffman, Independence; Charles E. Loomis, Cedar Rapids; L. D. Murphy, Atlantic; and Gunvald Sande, Humboldt.

IOWAN CO-AUTHORS
CRITICAL PATH PUBLICATION

Donald E. Kawal, BS, MS, Instructor in Building Construction Curriculum, for the College of Engineering at Iowa State University, has collaborated with Professor Byron M. Radcliffe of the University of Nebraska and Professor Ralph J. Stephenson a management consultant in Detroit in putting together what has been described as the most complete and up-to-date source on network analysis for the planning, scheduling, and control of construction projects.

Written for the particular needs of builders, general contractors, architects, land planners, and allied professionals, it covers such important areas as time assignment and computation... analysis, planning and scheduling... diagramming practices... monitoring and updating... computer utilization... the role of management, and related applications.

The 292-page book is entitled CRITICAL PATH METHOD and contains scores of network diagrams and fold-outs of actual projected graphs, along with an extensive glossary of terms and a complete list of standard diagramming abbreviations.

NATIONAL ASSOCIATION OFFERS ADVICE ON BUILDING MAINTENANCE

The KEX National Association of College Park, Maryland, is doing something about the skyrocketing costs of building maintenance. It should be of interest to any firm who operates a building, any architect who designs, and any contractor who builds. Hospitals, schools, churches, and other nonprofit buildings would find it equally informative.

The necessity for increased wages in maintenance categories and the increasing scarcity of reliable maintenance workers make it important to find ways to make labor time more efficient.

The study reveals that 93 cents of each maintenance dollar goes to labor costs; that dust and dirt which get inside a building cost $500.00 a pound to remove, and that 70 percent of all interior dirt and dust is tracked in.

The Maintenance Product Survey, which is available from the KEX National Association at 7100 Baltimore Avenue in College Park, Maryland, lists seven steps to cut maintenance labor time:

1. Use a stopwatch—find out what's taking labor time
2. Schedule maintenance jobs with care
3. Concentrate on keeping dirt out of plant store or office...
4. Good training pays dividends
5. Good human relations increase productivity
6. Save steps—combine two jobs into one
7. Understand the beneficial effects on health and safety in proper maintenance

ROUGHEST SURFACE WITH COTA HARDFEEL ACOUSTIC

Cota Hardfeel Acoustic makes it easy to specify a beautiful ceiling over the roughest surface at minimum cost.

Save job time, labor costs and material costs. Available in wide range of textures and colors from purest white.

- Reduces preparatory work
- Eliminates color dryouts and dropouts
- Semi-Acoustical
- Rust Free
- Beautiful, long-lasting finish
- Nonflammable

Cota Hardfeel Acoustic goes on easily over roughest surface in 1/4 the time of other texture ceiling material. For a luxurious, low-cost compliment to any room, specify Cota Hardfeel Acoustic for ceilings.

WRITE FOR COMPLETE SPECIFICATIONS

COTA INDUSTRIES, INC. 5512 S.E. 14TH ST. • DES MOINES, IOWA
School Days
with
Concrete Masonry

Concrete masonry easily passes all examinations for school building material—durability, sound absorption and fire safety. And its versatility can add beauty, dignity and charm to the daily learning chores.

For bigger and better schools for the money you can always depend on concrete block.

MARQUART CONCRETE BLOCK COMPANY
110 Dunham Place Phone (319) 233-8342 Waterloo, Iowa

Why International Hotel in L. A. chose VISE WALL GLAZE SYSTEMS

Architects of the International Hotel in Los Angeles chose Vise Wall Glaze Systems to cover the exterior of the building. Why?

- Because Vise Wall Glaze Systems do not crack, chip, peel or craze.
- Because Vise Wall Glaze Systems will not yellow or fade.
- Because Vise Wall Glaze Systems are versatile ... specific coatings for specific jobs.
- Because Vise Wall Glaze Systems offer unlimited choice of colors, textures and decor patterns.

Specify Vise Wall Glaze Systems on your next job. Complete details in Sweet's Catalog, Book #6, Section #13a under "Wall Coverings". Or write manufacturer for detailed specifications.

Manufactured by COTA INDUSTRIES, INC.
5512 S.E. 14TH ST. • DES MOINES, IOWA
COLOR-BALANCED . . . Color-balanced Sun-tile ranges from warm and bright colors to cool and darker hues. These colors make it possible to achieve visual effects suited to personalities, regional and geographical localities and general or specific purposes of the installation.

SECOND REFORM CHURCH
Pella, Iowa

ARCHITECTS:
WETHERELL-HARRISON-WAGNER-McKLVEEN
Des Moines, Iowa

RED RANGE ANTIQUE NO. 100 MODULAR

ADEL CLAY PRODUCTS CO.
WEST DES MOINES, IOWA
Cost of insulating this wall; about 10¢ per sq. ft., installed.

Simply pour water-repellent Zonolite Masonry Fill Insulation into the 2½" cavity of this 10" brick cavity wall

That's all the wall needs to stay warm and dry on the inside. If you don't want to finish the interior, you don't have to.

One man can easily insulate 29 square feet of wall a minute with Zonolite Masonry Fill Insulation. To install it, he just opens the bag and pours. (Either directly into the wall or into a hopper that can easily be knocked together on the job.)

He doesn't need to know any new techniques. If he's smart enough to pour coffee into a cup, he's smart enough to install Zonolite Masonry Fill Insulation.

This insulation cuts heat transmission through the walls up to 50% or more. Cuts the cost of your heating and cooling equipment, too, by allowing you to use smaller units.

The material is water repellent. In tests at the Structural Clay Products Research Foundation, Geneva, Ill., it was installed in a cavity wall purposely built to leak. The wall was subjected to 144 hours of rain—5" to 8½" per hour—at winds up to 75 m.p.h. No water came through the wall, or penetrated the insulation.

Another nice thing about Zonolite Masonry Fill Insulation; when you pour it in, it doesn't get hung up on mortar or reinforcement. Just fills the wall right up and stays there without settling, saving on heating and air conditioning bills for the life of the building. For complete information, read our Bulletin MF83. Write to Zonolite, 135 S. La Salle Street, Chicago 3, Illinois.

Reg. trade mark of Zonolite Division, W. R. Grace Co.
MODERN CONCRETE

offers so many opportunities for imaginative landscaping

From a simple patio on a small lot... to large campus-style site planning... modern concrete offers today's landscape architect new opportunities. Reflecting pools, sight screens of concrete grille block, pebble-surfaced terraces... design ideas are unlimited with concrete. That's because it is so versatile... whether cast-in-place or preassembled, colored, textured or polished.

Why not bring your best plans to life with modern concrete?

PORTLAND CEMENT ASSOCIATION

408 Hubbell Bldg., Des Moines, Iowa 50309

A national organization to improve and extend the uses of concrete
FIELD TRIP—ARCHITECTS ASSOCIATED

The firm of Architects Associated continues to increase employer-employee relations with office field trips, product, and office practice seminars.

October 10, 1967, was one such day when the office provided the opportunity for its Des Moines and Sioux City offices to take a field trip to some of the projects currently under construction in the Des Moines area. Architects Associated chartered a bus and at 8:30 a.m., closed the office and with the staff drove to the first of three job sites, the new State Office Building. The second was the Plymouth Place residence for the elderly, and the third and last on the tour was the Federal Home Loan Bank. The objective of the tour was to acquaint the staff with job conditions during construction.

The field trip was climaxed with lunch provided by the firm in the recreation room at the office of Architects Associated.

ARE CARPET TERMS CONFUSING?

Wool versus Nylon . . . Nylon versus Acrylic . . . Acrylic versus Polypropylene
Indoor-Outdoor versus Everything . . . Gauge versus Pitch
Stitch versus Row . . . Tufted versus Woven . . . Denier versus Ply
Yarn Weight versus Wear . . . Rubber Pad versus All Hair
Velvet . . . FHA Bulletin 44 . . . Flame Spread Ratio . . . Wilton

JUST ASK US!
We Won't Exaggerate . . . WE HAVE THEM ALL!

SMULEKOFF'S

CONTRACT AND COMMERCIAL DESIGN DEPARTMENT

Jack Crosley, Designer Cedar Rapids, Iowa Phone 362-2181 Don Donaghy, Mgr.
Be as precise as you wish when you specify coatings

You're the boss. No holds barred.
Specify the exact type of surface, the correct degree of protection, the precise color, the most rigorous resistance to abrasion or weather.

Something new? Hardly—Iowa Paint has been formulating paint for countless surfaces, coatings for every job, and they've been doing it for years. Today, many building owners and operators specify Iowa coatings to increase performance and reduce maintenance.

For instance: If you wanted a smooth-as-glass finish—absolutely resistant to moisture, abrasion and expansion—for a curved concrete form, just say so. Iowa Paint has the answer among its wide line of Iopoxy Enamels.

Or, say you have a concrete floor in an industrial building that must stand unusual wear, heavy equipment traffic, constant abrasion, high impact. Easy! Iowa Paint has already solved the problem with Fusiontred. Just specify—as precisely as you wish. And if Iowa Paint hasn't already solved your problem, we'll probably custom-make a coating for you. We've done it many times. Just specify and we'll come running to help.

IOWA PAINT MANUFACTURING CO.
WANT TO PICK A WINNER?
Back one! And we’ll give you a hot tip. Midwest Concrete Industries is ahead by a nose when it comes to precast concrete panels. As a matter of fact, we have a whole stable full of winners with such names as service and quality—both hard runners and consistent winners.

Make sense? Well, just call it horse-sense.

MIDWEST CONCRETE INDUSTRIES
WEST DES MOINES, IOWA

Iowa Agents: Swanson Gentleman, Inc. Des Moines
FORT DODGE
Brick and Tile Company
is proud to announce the addition of 2 new Classic Ironspot Face Brick to its line.

ROSEWOOD
This finely textured velour brick with accenting Ironspots is highlighted by various shades of smoked coral. Colors range from medium browns to dark browns with a slight blueish cast. Rosewoods can be furnished with a percentage of brick with hearts and cross set marks.

TEAKWOOD
This finely textured velour brick is available in the architecturally popular shades of deep browns and blacks with a moderate amount of Ironspots.

MANUFACTURING DIVISIONS
DES MOINES CLAY COMPANY
FORT DODGE BRICK AND TILE COMPANY
MASON CITY BRICK AND TILE COMPANY
OSKALOOSA CLAY PRODUCTS COMPANY
OTTUMWA BRICK AND TILE COMPANY
REDFIELD BRICK AND TILE COMPANY

GOODWIN
3810 INGERSOLL AVENUE
DES MOINES, IOWA 50312