Brick is the answer. People have grown tired of computer-precision, assembly-line homes and are returning to warmth. To individuality. You can see it in the rise of handcrafted goods from the artisan's shop on the corner, and in the new applications of brick (laid by the skilled hands of a union craftsman), in the latest suburban home.

It's a healthy sign when care and quality are recognized, and the beauty of brick lies not only in its subtle earth tone, but in cost. After all, what other building material can fireproof, protect, sound-condition and insulate all at once without ever needing maintenance? You guessed it. There is no other material. And remember, a brick home is all brick.

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CONSTRUCTION MARKETING

Oregon’s Program Presented To Colorado Contractors

On a warm evening in late June, members of the Colorado Contractors Association and Associated Building Contractors of Colorado held a shirt-sleeve session with Jack R. Kalinoski, Director of Marketing for the Oregon-Columbia Chapter of the A.G.C. as the principal speaker. The “tour de force” of the Kalinoski presentation centered upon the dynamic efforts of his Chapter to develop new construction markets. Funds for the program are derived through the Construction Industry Advancement Fund — a trust to which construction management contributes according to a predetermined schedule and used to enhance the entire industry in the area. Similar programs are in force in both Colorado and New Mexico (C.A.P.).

“We (construction) represent,” said Mr. Kalinoski, “the largest segment of the industrial economy in the United States, but perhaps because of our size and the complexities of our industry, we have not fully explored our capabilities and implemented those that would best serve our collective goals and objectives. In my opinion, the construction industry in each state is a “sleeping giant.” Since February, 1968, the Oregon and Southwest Washington Chapter has used three programs designed to develop markets. The first is the LID Promotion Program—Local Improvement District. Oregon statutes authorize counties, cities and special service districts to construct public improvements with property Owner’s approval. As an illustration of the mechanical aspects of this program, Mr. Kalinoski gave as an example a city street improvement project. The CIAF takes the lists of streets together with the termini of each proposed improvement — researches County Assessor’s records and prepares a mailing to each property owner. The mailing includes a cover letter explaining L.I.D. procedure and informing him that a survey is being made and telling him how he may respond. Enclosed is a list or map illustrating the locations of the streets, a copy of a brochure published by the Oregon Chapter of the American Public Works Association and a stamped postcard which the owner may use to indicate his interest in the proposal. When postcards are returned, the CIAF tabulates results and furnishes the city with a report, including a recommendation as to possible acceptance by property owners. Normally, the city will then do sufficient preliminary engineering to derive a cost estimate ... this with an estimated assessment figure is passed on to Owners with the date of a public hearing, and the date after which remonstrances against the proposal will not be received. Unless a sufficient number of remonstrances are filed, the improvements may be made. Cities and counties find this program attractive because AGC services are provided without cost or obligation and construction programs may be planned in an orderly way.

The second program is: Financing Plan Support. CIA Funds are used to publicize and get voter support for money measures referred to voters for financing construction projects. This fills a void since laws do not allow the expenditure of public funds to provide information to voters concerning referred ballot measures. Mr. Kalinoski refers to this as “Seed money —leading to future construction with estimates ranging to $180 million” ... “Money from the Fund was expended to secure vote approval of a charter amendment authorizing a city council to impose a three per cent transient room tax, the revenues from which will be used to construct convention facilities.”

Legislative Involvement began in 1969 and has been singularly successful ... most of the measures which have been passed apply to the construction industry generally, not simply to AGC members. Measures which have passed are designed to provide a better market climate in which not just contractors, but all industry members, will operate.

This Construction Markets Program in Oregon is paying dividends ... and these experiences outlined to Colorado’s Contractors may well be of value to other groups within our region. Further and more detailed information may be obtained by addressing ... J. R. Kalinoski, c/o Associated General Contractors, 1008 NE Multnomah Street, Portland, Oregon 97232.
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symposia
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OFFICIAL PUBLICATION WESTERN MOUNTAIN REGION CONFERENCE/AIA
VOLUME 6 NUMBER 3 AUGUST 1971

THIS MONTH

Construction Marketing
Building Blocks

A Symposia Summary —
AIA Convention: "The Hard Choices"
by: Robert E. Fehlberg, AIA
ASA Convention
by: Jo Haller, Director/ASA

Tri-State Meeting — Consulting Engineers
by: John L. Hoffmann, CEI

Vision 20/20 — Northwest Regional Conference

Urban Renewal Comes To Boise
by: V. S. Hidy

The Official Forecast — "The Future of Architecture"
Western Mountain Regional Conference/AIA

Greece
by: John W. McHugh, AIA

The Portland Visual Survey

Symposia/About the Cover

Accentuate the Positive!

Take Me To Your Leader

Symposia/Around the Region

Management Council States Conference

The Last Word

Put Yourself In This Picture
CSI Joint Region 10/11 Conference

Page
4
8
9
12
14
16
19
23
24
25
26
28
31
32
34

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Symposia/August, 1971 Page 7
Developed a number of years ago in California, BOMANITE has just recently moved into Symposia's region—an innovative process offering decorative pavement at minimal cost. It is produced through the use of special tools imprinting patterns of brick, tile, cobblestones, etc., on freshly placed and colored concrete surfaces such as mall areas, sidewalks, driveways, floors and patios.

The Bomanite process works something like a cookie cutter... the imprinting tools are placed on the concrete while still plastic, and tamped with a sledgehammer to stamp in the design... it is driven only deep enough to contour the surface and outline the shape of the brick, tile or cobblestone.

The concrete to be imprinted is placed in the usual manner and leveled off. A premixed color shake consisting of color pigments, cement, aggregates and hardening agents is broadcast evenly over the slab and wood-floated. Before imprinting, the colored slab is troweled to the desired texture. The color topping helps condition the concrete to receive the imprinting tools. After the concrete has been imprinted, the surface is sealed with a color wax which is absorbed into the surface and acts as the curing membrane in addition to enhancing and protecting the color.

If a grouted pattern is desired, the grout is applied one or two days after the slab has been imprinted. A mixture of mortar is spread over the surface and squeegeed evenly into the grooves. Then wet burlap sacks are repeatedly dragged over the surface to remove all excess mortar. A mechanical buffer does the final cleanup. Aside from providing the architect tremendous design flexibility—a choice of color, pattern and texture—this process offers a number of advantages over other methods of decorative paving. A primary advantage is its low cost, plus the BOMANITE surface is much less absorptive than brick or tile. The many grooves in BOMANITE act as joints to control cracking. Grass and weeds will not grow up through the joints. If radiant heating is required, it can be incorporated in the slab.

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When we cowboy architects venture back East for any function, national convention, business, or whatever, it reconfirms the desire to live in the wide-open spaces even if the clients are 200 miles on center. Now Detroit wasn't as tough as we thought it was going to be—air pollution when we arrived made the setting sun an orange ball of fire, but you could see the sun; humidity was up in the 80 per cent to 90 per cent range but Cobo Hall was air conditioned; walking on the streets after dark was not recommended but we did, without incidence. Detroit, the city, was really quite interesting—the Flea Market Sunday on the sidewalk along a four block section of Woodward Ave. saw all types of merchandise for sale, from broken antiques to macrame belts to pottery, all set up in front of the stores that hold forth six days a week. Along the Detroit River in the Civic Center Complex a wide section of public walkway separates small boat docks from Civic Center Drive. This Drive adjacent to Cobo Hall became a German Festival one weekend, an Italian Festival the next—a fun experience where you could buy Italian wine by the bottle or glass, Pepperoni on a stick, Pizza, or Coke while listening to the chatter of the Italian Entertainment. People were out enjoying the evening, enjoying the people, in an area created for people along a river.

Business of the Institute took a tremendous amount of time, but it was apparent, as it was in Boston, that the architects in attendance were interested in change—new programs, new membership categories, a new organization plan—but all new ideas are not easily accepted. People with strong opinions expressed themselves for and against. A new membership in the Institute for non-licensed technical architectural employees, and newly licensed architects was established. Reorganization, as proposed by the Committee on Structures, was narrowly defeated (20 votes). It will be restudied and presented again at the convention in Houston. The President of the Association of Student Chapters/AIA who has been on the Board of the Institute was given full membership which allows him to vote.

The National Forum "The Hard Choices" provided many excellent speakers; which included two students from the West, Janet Null from the University of California at Berkeley, and Bruce Webb from Montana State University. Both carried their weight in the presentations in great form. The "Hard Choices" presentations outlined the problem, some of the solutions, and what we are going to have to give up in order to create a livable environment; pointing to the architect as a leader in his community with the great leadership ability and potential for changing the deplorable environment in which so many of the people of the United States live.

With the involvement in the AIA Business and the "Hard
Choices" program, it was impossible to attend the Building Team Conference which was held at the same time. Here, perhaps, is an area of concern that more architects should have addressed themselves—how to better equip ourselves to practice architecture in the manner the construction industry is developing. The team concept is being practiced on all levels and in all types of projects—more time should be devoted in pursuit of this topic.

The Social functions were excellent. Browsing in the Detroit Public Library during the Dodge/Sweets jazzfest gave an entirely new dimension to books and the old adage that a library had to be quiet to be functional. Across the street, the next night, at the President's Reception in the Detroit Institute of Arts the main hall, draped with tapestries, was the setting for the receiving line of AIA notables. In other areas of the huge structure which were open to inspection by the architects and their guests, with cocktails and goodies in hand, were contemporary art, primitive art, period pieces and arts and crafts of every era.

For a change of pace, the Host Chapter Party was held on board two ferry boats that left Detroit and went South to the Bob-Lo Island where dinner, dancing, drinking, and carnival rides occupied the rest of the evening. Return was orderly, without incident, dancing on board the boats with arrival in Detroit around 2 a.m.

The Gold Medalist's Ball in the grand ballroom went as scheduled in spite of the 20 carpenters that were picketing Cobo Hall. Highlight of the event was the presentation of the AIA Gold Medal to Louis I. Kahn, FAIA, and the comments which he made.

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I will try to keep this report short of fifty pages! I am still assembling notes and adding to same and feel that the most worthwhile accomplishment resulting from the convention is the reality that we ASA gals will write an architectural secretaries handbook for the AIA, who will publish same.

The Houston gals are in the process of organizing and will be prior to next year's convention there. Although I did not attend the New Chapters formulation sessions due to the other workshop, indications were that response was far beyond our expectations, so next year we may double our chapter membership.

National ASA had available a project filing system and records retention guideline at the Information Center as well as cards the architects could fill out for more information regarding us.

I will recap in summary as briefly as possible events as follows:

Saturday, June 19: Yours truly was scheduled to arrive in Detroit before 4 p.m. and be available for the starting 6 p.m. activities, however, the airlines oversold their confirmed reservations by twenty and you know "who" got left behind! They rescheduled me on another flight routing me through Chicago; changeover there was delayed; arrival in Detroit found my luggage at another terminal building a mile away; the bus into the city broke down on their freeway; and I ended up walking into the meeting room at 10:30 p.m. to hear our speaker, Arthur T. Kornblut, AIA, thanking us for our efforts! — so on to the next day —

Sunday, June 20: Three Workshops comprised the morning and afternoon sessions: New Chapter Formation; Officers
Guide Materials; and Architectural Secretary's Handbook. I joined the latter and a Task Force was assigned with Erma Bolick (1970-71 ASA Natl. President) being Chairman. Topics therein will include Construction Industry and the Role of the Architect assigned to the Minneapolis-St. Paul Chapter; Office Practice by Seattle and Hawaii; Accounting by Colorado; Project Procedures by Southern California; Contract Documents by Dallas and Insurance by Columbus. The National ASA will receive royalties and profit percentage from same. The AIA has requested that material be complete by the Houston Convention next year so they can publish and have available to firms no later than September, 1972.

Monday, June 21: The Annual Business Meeting and Election of Officers took place. Two changes occurred in the national by-laws: (1) National ASA will have both a Recording Secretary and a Corresponding Secretary and (2) Officers will include two elected Directors this year and starting with next year the immediate Past President will automatically serve as a Director for the first year following her term.

National Officers Elected were: President, Helen Brewer, Southern California; Director, Emma Bolick, Seattle; Director, Jo Haller, Colorado; Vice President, Virginia DeMoen, Dallas; Recording Secretary, Mildred Tobias, Chicago; Corresponding Secretary, Margaret Johnson, Minneapolis-St. Paul, and Treasurer, Nora Olsen, Seattle. Installation was by Barbara Light, Executive Secretary, Colorado AIA. Evening: President's Reception at the Detroit Art Institute. Cocktails, sampling many varieties of hors d'oeuvres, meeting old and new friends and congratulating the men in "white" coats easily recognizable following their Investiture as new Fellows in AIA.

Tuesday, June 22: ASA Business formally concluded, I nonetheless had contact with old and new board members on changeover of the national treasury, payment of bills, and miscellaneous planning for the Houston Convention which will be handled by Dallas and that Chapter. Also, I attended an AIA business session with Barbara Light (Colorado AIA Executive Secretary), and felt like I was at a political convention with delegate's state signs posted around the room as well as the manner in which they conduct their affairs.

Thursday, June 24: Cranbrook Academy of Arts Tour (the only Detroit area science museum, planetarium and observatory). The art galleries were designed by the late Eliel Saarinen and the beautiful gardens included fountains and sculpture created by Carl Milles. (I am uncertain how many acres it covers, but my feet might know!) Champagne was served at the Cranbrook House prior to returning to Detroit. (Postscript: My boss-man (W. C. Muchow, FAIA), was most pleased that I went since he and his wife met there... while both were attending.) Evening: Gold Medalist's Ball — formal dinner dance in the Grand Ballroom, Cobo Hall. This final convention ceremony and annual dinner included presentation of the Gold Medal to Louis I. Kahn, FAIA. This architectural secretary was more than impressed by same and felt her eyes a little misty while listening to the beautiful, emotional speech given by Mr. Kahn in his acceptance.

Friday, June 25: Return Home Flight encompassed delay at end of runway for Barbara and me and the plane had to return for "repairs"; reboarding was another delay; arrival in Chicago found us fifteen minutes from our 747 flight and we're a mile away! Continental took us to same by limousine; thirty minutes out of Denver they announced we had lost an engine but not to worry; arrival Denver was on time but our luggage was still in Chicago; I didn't have a toothbrush until Saturday, June 26! Next time maybe I should go Greyhound!?
TRI-STATE MEETING
CONSULTING ENGINEERS COUNCIL

by: John L. Hoffmann, CE/I

North Shore Lodge on beautiful Coeur d'Alene Lake, Coeur d'Alene, Idaho, was the setting for the joint meeting of Washington, Montana and Idaho consulting engineers June 24, 25, and 26, 1971.

Thursday afternoon a C.E.I. Board of Directors' meeting was held in President Wendell Higgins' suite, where the program was studied in detail. At a no host dinner that evening engineers and their wives enjoyed renewing acquaintances.

At the general meetings held on Friday morning and afternoon such subjects as unionization of engineers, Federal and State legislation affecting engineers, fee schedules, new members, status of uniting of C.E.I., PEPP, A.I.C.E., and engineers relations with architects were discussed.

At noon Friday the ladies joined the engineers for lunch and heard Mr. Bob Towne of Spokane, Washington, give the history of engineering in Northern Idaho and nearby Oregon, Washington and Montana areas from the first pass was pioneered by Army scouts up to the present massive dams on the Columbia River.

Friday evening Wendell Higgins and Vice President Richard Williams co-hosted a cocktail party in their adjoining suites, and promptly at 7:00 p.m. everyone boarded the 'Mish-an-Nock' cruise boat for a scenic dinner tour around the lake, and dancing on the upper deck.

National Vice-President of C.E.C./U.S., M. J. Shelton, San Diego, California, spoke to the joint meeting Saturday morning, giving a resume of items from National headquarters of interest to the engineers, and answering many questions. A panel discussion followed on "How Can Consulting Engineers Help Reduce the Cost of Professional Liability Insurance."

Vice President Shelton served as the Panel Moderator, and the Panel members included E. Howell who is President of Risk Analysis and Research Corporation of San Francisco; L. Weber who is both Civil Engineer and Attorney from CH-M-Hill, Seattle, Washington; T. H. Thomas, President of Thomas, Dean and Hoskins, Inc., Great Falls, Montana and R. F. Williams, President of Alpha Engineers, Inc. of Pocatello, Idaho.

Mr. E. Howell discussed the CEC professional liability insurance and how it was to be implemented. Mr. Weber told how CH-M-Hill tried to educate their members to decrease the possibility of being involved in liability cases, to the extent of publishing a manual for their staff to avoid encountering exposure. Mr. Thomas and Mr. Williams elaborated on steps taken in their firms to avoid exposure.

Among subjects discussed was divided responsibility between architects and engineers, as well as adequate fees.

Saturday afternoon many couples participated in a golf tournament at the tree-lined Coeur d'Alene course, with perfect weather for a relaxing round. Jack Lyerla, CEC/M, was chairman of this event. At the banquet that evening Earl Sibley, president of CEC/W, was master of ceremonies and Jack gave out the golf awards.

It is at this summer meeting each year that the Consulting Engineers of Idaho select their officers for the year ahead. Newly elected for the year, 1972 — Don Wisdom of Engineers, Inc., President; Roy Taylor, CH-M-Hill, as First Vice President; Dick Kanematsu, Northern Testing Laboratories, Second Vice President; Secretary-Treasurer will be Dick Day of Stevens and Runyan; Richard Williams of Alpha Engineers will be the 1972 National Director with John L. (Larry) Hoffmann of Hoffmann and Fiske as the Alternate.

The joint meeting of the three chapters was considered a great success. Lee Walker, president of CEC/M led the Montana group; Earl Sibley, president of CEC/W was the standard bearer of the Washington Delegation, and, of course, Wendell Higgins is president of CE/I. An indication of the success of this get-together of Consulting Engineers from the Northwest can be garnered from the fact that plans were made for another joint meeting in 1972 in Jackson Hole, Wyoming.

(Thank you, Larry, for an excellent report on this fine regional meeting.)

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20TH ANNUAL NORTHWEST REGIONAL AIA CONFERENCE
VISION 20/20
THE HANFORD HOUSE
RICHLAND, WASHINGTON

Nope—the 1971 Northwest Conference is not to be confused with a get-together of the local Optometric Society. This meeting scheduled for October 6—9 is for those forward-looking architects interested in the future of the great Northwest.

The Central Washington Host Chapter puts it very effectively . . . “If you picture yourself as one of ‘them kinda guys’, you had best plan to attend the 20th Regional Conference!” And we can certainly second that motion . . . the main program will center around presentations to be made by the Regional Development Committee of the American Institute of Architects. Just ask any one who was in “Old Tucson” last October at the WMR, and they can vouch for the knowledge and ability of this “great group”. Among those present will be former chairman, Donald L. Williams, Assistant Director of the Urban Studies Center, University of Louisville; Paul Spreiregen, Urban and Regional Consultant from Washington, D.C. and James A. Veltman, Architect-Ecological Planner from Philadelphia. Also on the roster is the local environmentalist, Marvin Durning, the Seattle attorney who is actively participating in the effort for a Columbia River Environmental Study, and he will make a presentation on this subject.

However, in this initial article on the Richland Conference—Vision 20/20—may we take this opportunity to introduce you to “The Home Team” . . . the hard-working and conscientious crew which makes Regional Conferences so worthwhile—and such a lot of fun. So often these “behind the scenes” boys receive few laurels for their hours of time and effort. Let us salute them now . . . for instance, Host Chapter (Central Washington) President . . . Gerald W. Mosman. A graduate of Washington State University, Mr. Mosman has been in private practice since 1963—and with his present firm, Gessell/Smith/Mosman of Walla Walla since January of 1970. He was Vice President of the Chapter in 1970, taking over the helm as Top Man in 1971. He explains that aside from trailer camping his main (and we might say, full-time) outside interest is raising a family. And he and his wife, Loretta, have a lot of excellent material. Oldest daughter, 19 year old Charlotte, attends College in Portland, Oregon, Karen and Margaret, 17 and 15, are the teen-agers at home. Eileen is 12, Robert, 10, and the youngest is 8 year old Kenneth.

This year’s Northwest Regional Home Team is under the captaincy of Arthur B. Carson, AIA, who is a principal in architectural firm of Carson and Kesterson in Kennewick, Washington. Art is a native Washingtonian having spent most of his “growing
Participation. All the nitty gritty of credits and debits will be handled by Vernon D. McFall of Walla Walla, Finance, and Thomas O. Williams of College Place is the Registration fella. Members of the Steering Committee are Donn Rothe, Yakima and H. Brandt Gessel, Walla Walla. These are the Central Washington Chapter gentlemen you will want to remember when you’re having such a great time in Richland this October.

There are scores of reasons for planning to attend the 20th Northwest Regional Conference—the program, of course, regional development, ecologists, natural resources ... displays and student presentations. There is the beautiful site—the Hanford House located on the shore of the Columbia River—a very congenial neighbor for boating and fishing. As mentioned before the illuminated golf course is nearby and there’s a big, beautiful swimming pool. But more on all of these goodies come September’s Symposia.

To quote the Central Washington Host Chapter ... here is the instant cure for Excedrin Headache #1971! "Vision 20/20"!—the 20th running of the Northwest Regional Conference—October 6—9. Tell your friends you’ll see ‘em in Richland!

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Symposia/August, 1971  Page 15
URBAN RENEWAL COMES TO BOISE

Like many city centers, the downtown area of Boise, Idaho had aged for fifty years or more and the time was approaching when it would be too late to modernize. Regional and neighborhood shopping centers were emerging with generous parking facilities, modern stores and other attractions. The siphoning of business from downtown merchants and a decrease in tax revenues for the city were the stark facts of life in 1965 when a group of concerned businessmen met to discuss and initiate plans for, literally, saving their city.

The meeting led to the formation of the Boise Planning and Development Committee which proceeded to hire Ernst and Ernst as a consulting firm. The next step was “the formulation of a development plan and program for central Boise.” In October 1965 a panel of the Urban Land Institute visited Boise to review the proposals. At the conclusion of their stay the members of the panel presented recommendations in a public meeting and issued a printed report which included a comprehensive set of specific guidelines. This report proved to be of great value in clarifying the problems and procedures for everyone involved.

Many city, county and state officials, business leaders, the Chamber of Commerce, community organizations and citizens cooperated generously with the panel throughout the study. The report stressed the challenges facing Boise: the history of a slow development on a narrow economic base and the inevitability of a new regional shopping center outside the city; the need for attracting people of high skill and purpose by creating a new, more diversified and modern community strategically located at the gateway to a prime recreation area. Significantly, the report also acknowledged “the strong framework established by the Boise Planning and Development Committee for the construction of an urban development program that can achieve the neces-

View of Project I from the corner of Front Street and Capitol Boulevard. Department store in foreground will feature roof garden restaurant beside the proposed skating rink and parking areas on adjoining buildings.
Forecourt of the department store in Project I.

sary consensus to rise to the challenge to new growth opportunities and pressing problems."

During 1970 the Redevelopment Agency selected the Boise Cascade Corporation as the developer of the retail-commercial complex in downtown Boise. In accordance with its agreement with the agency, Boise Cascade selected its architectural team, completed a preliminary design of the shopping mall, and assisted the agency in presenting the plans for the dramatic three-stage project to the community.

Gruen Associates, Inc., of Los Angeles, heads the team selected by Boise Cascade; with Eddy and Paynter Associates, of Bakersfield; and Cline, Smull, Hamill, Shaw and Associates, of Boise, as associated architects.

The firms were selected for their previous experience with urban projects similar to Boise in scope and complexity and for their combined knowledge of Boise’s redevelopment goals, as well as their responsibility for the design of over 50 successful major shopping centers.

The first full year of activity on project one took place during 1970. Today 80 percent of the land to be acquired has been purchased by the Boise Redevelopment Agency. 25 percent of the businesses have been relocated and 15% of the buildings involved have been cleared.

Early in 1971 the Greater Boise Chamber of Commerce was approved as the developer of a new Chamber building within the first project. Upon completion of the three-stage plan, the total retail space will approach 942,000 square feet.

One of the “beautiful” aspects of the plan, according to Agency Director Gary Hughes, will be the inclusion of some 298,000 square feet of retail space within the first phase of the project alone.

“Each of the three phases of the project will actually be self sustaining,” he says. “It has been designed so that those businesses which must relocate for phase two of the project will be able to move right into new quarters upon the completion of phase one.”

When completed, each phase of the project will have been designed to provide a compete spectrum of retail facilities from department stores, furniture stores and drug stores to candy stores, theaters and banking facilities—all within a two block area. This, plus more.

“Although final design of the project will not be completed for some time, we do foresee a tremendous use potential for the mall area,” Hughes says. “Since it will be fully enclosed and air conditioned, it will be similar to a very large indoor facility.”

Aesthetically, the mall area is expected to be a masterpiece. It will be used for special art shows, cultural displays, antique auto shows, recreation fairs and other special events. Ultimately, Boise’s urban renewal project will produce two major long-running effects, according to Truman Joiner, chairman of the agency.

“It must first be recognized that urban redevelopment is a major catalyst in the current growth of the city,” explains Joiner. “It will escalate economic growth as the redevelopment becomes a reality.”

Specifically, this means that the area surrounding the retail-commercial mall system will become prime property for retail, commercial, office and related uses, and as the city grows its development will be coincidental to the mall system. Added commercial space for Boise will inject more retail trade to the city from surrounding areas.

“Possibly the most dramatic effect to the city, however, will come in the form of assisting in halting the shift of the property tax burden to the residential owner,” notes Joiner. “Based on tax records and estimates of redevelopment costs, the full valuation of the retail-commercial mall system in project one alone would increase from $1.8 million to $17.5 million.

In May the Redevelopment Agency forwarded to the Department of Housing and Urban Development Parts I and II Final Application for Loan and Grant for Project II. HUD officials indicated that the Agency could anticipate a Loan and Grant contract for Project II which could clear the way for the work to begin on the second stage no later than July 1.

The prompt cooperation of HUD officials has been extremely helpful to officials working on the Boise project. This cooperation was facilitated early in 1971 with the opening of HUD’s two new offices, a Regional office in Seattle and an Area office in Portland, both part of Secretary George Romney’s new decentralization plan.

Under the decentralized plan, the regional administrator exercises overall program evaluation and funding...
control for all HUD programs. The regional office also supplies needed technical assistance. The area offices have the responsibility for day-to-day project approval and implementation.

Regional Administrator Oscar Peder­son, in Seattle, said he is “pleased with the progress made to date and with the outlook for the future.” “The cooperation on the Boise Urban Renewal Project,” Mr. Pederson said, “is an excellent example of the kind of face-to-face decision-making Secretary Romney hopes to facilitate. Round table conferences involving HUD regional and area officials, together with representatives of the community, have expedited action by a minimum of six months. Compromises were arrived at, decisions were made on a businesslike basis and conference participants left, knowing precisely where they stood, what targets were to be met and with the milestones underlined.”

Regional office personnel joined with Portland HUD Area Office Director Russell Dawson and members of his staff to meet with the principals concerned, including the Boise Redevelopment Agency.

Of the meetings, Mr. Dawson later had this to say: “Decentralization has given the Area HUD Office the tools and resources to implement the policies set out by HUD Central Office and Secretary Romney. The technicians can now move out into the field, become totally familiar with all aspects of the project and make decisions from personal knowledge of the situation. The results in Boise are proof of just that.”

Perhaps more objectively indicative of the impact of this new responsiveness on the part of the Federal Government to local needs are some quotes from others concerned in the Boise plan.

Paul Geisler, assistant secretary of Boise Cascade, said, “We were very pleased to see this team approach to our situation here. The Area and Regional technical people have worked closely with everyone involved, cooperating in a way which we consider unusual, if not unique. This new approach at the grass roots level is wonderful. You can say that we feel the decentralization of HUD has played a key role in the progress we have made in Boise. The kind of close cooperation, the willingness to compromise where necessary and appropriate, and approve changes without delay, where needed, is heartening.”

This is the story, then, of how Urban Development came to Boise, Idaho... the advantages and goals of the entire project... the names of the players, including HUD Secretary George Romney in Washington, the architects in Idaho and California, a major corporation named Boise Cascade and, most important, the business leaders and city fathers who had the desire and the vision to start it.
THE OFFICIAL FORECAST

"The pleasure of your company . . ."

Dear Western Mountain Region Architect
The Wyoming Chapter has put together a really great program "The Future of Architecture" for our Western Mountain Regional Convention at Jackson. Jackson in September with fishing, golf and float trips down the Snake River is something no architect, square or otherwise, can afford to miss. The Institute is expanding its services each year for its members and Max Urbahn, President Elect, will be there to outline his plans for Institute business for 1972. There are many exciting projects in the making. This will be a great opportunity of the Western Mountain Architects to speak to the work of the Institute.
Join us in Jackson—September 8-11—for the greatest convention in the Western Mountain Region.
Max Flatow, F.A.I.A.
Director/Western Mountain Region

Now that you have been asked—and very nicely, too—we can augment your reasons for accepting these gracious invites several times over. The 20th Annual Conference has a most challenging theme—"THE FUTURE OF ARCHITECTURE"!

To direct the in-depth thinking on tomorrow's picture of the professional, his work and his problems—a host of knowledgeable speakers will assemble at beautiful Jackson Lake Lodge. We will be privileged to hear a presentation on the "Fire Protection of Building Materials" by Thomas P. Feit of Cambridge, Massachusetts. Manager of Zonolite fireproofing products for the Construction Products Division, W. R. Grace and Company, Mr. Feit is a member of the National Fire Protection Association, the Society of Fire Protection Engineers, and a member of the ASTM Committee E-5. He is the current chairman of the ASTM Task Group on Flame Spread. These are but a few of the many credentials which qualify Mr. Feit as an expert on his subject.

Robert A. Fielden, AIA, of Las Vegas, Nevada will be on hand to talk about "Project Programming" . . . an increasingly vital area in the practice of architecture. Bob, of course, really needs no introduction.

Eugene F. Dehnert, A.I.A.
President/The Wyoming Chapter

Architects of the Western Mountain Region/AIA and guests:
The Wyoming Chapter extends our warmest invitation to join us in Jackson Hole for the Regional Conference, September 8th thru the 11th. The program schedule and recreation possibilities are great making this the time for yourself and family to get away from it all and enjoy the scenery, float trips, golfing, lake cruises, hiking, camping, old time theatre, steak fries, and all the entertainment you can handle in this national playground. Won't you come see us in September?
Sincerely,
Eugene F. Dehnert, A.I.A.
President/The Wyoming Chapter
to the W.M.R. community—he has served as President of the Las Vegas Chapter and the Nevada Association of Architects, and in 1969 was the Program Chairman for the 18th Gathering of the Clans in his home town. A most personable fellow, Bob is an excellent speaker, and we expect an interesting and informative treatment of the topic.

As Regional Director Flatow pointed up in his official invitation, the Western Mountain Region will have as a most honored guest—Institute President-Elect, Max O. Urbahn, FAIA. Mr. Urbahn’s distinguished career as architectural designer and protagonist for the profession makes his appearance at the 20th Conference a stellar event.

Two speakers have been scheduled to discuss “Regional Environment”—both gentlemen come from the Western Service Center in San Francisco, National Park Service. Please meet Mr. Glenn O. Hendrix, Landscape Architect, and since 1971, Director of the Center, he has worked in many capacities in the field of Environmental Planning and Design. Accompanying Mr. Hendrix will be Mr. Jerry Riddell, AIA, who began his government career in 1954 and who, since 1969 has been Staff Assistant for Architecture to the Chief, Office of Environmental Planning and Design. And here, indeed, is a most significant segment of the Future of Architecture.

An entire session at this year’s Conference will be devoted to Office Practice. The topic “Architectural Liability”—one of great interest to the profession, will be in the hands of J. Sprigg Duvall, Senior Vice President of Victor O. Shinnerer and Company, Inc. of Washington, D. C., and Casper attorney Richard R. Bostwick of the firm of Murane, Bostwick, McDaniel, Scott and Greenlee.

There are few keener minds in the profession or in the industry than Robert G. Cerny, FAIA, who in addition to a prestigious career as President and Chairman of the Board of Cerny Associates, an architectural/engineering/planning firm in Minneapolis, and as Professor of Architecture at the University of Minnesota—has, since 1969, served as President of the Construction Industry Foundation. In addition to the AIA, Mr. Cerny is a member of the American Association of University Professors, the American Hospital Association, Liturgical Arts Society, Inc., the Minnesota Society of Architects (President—1964-’65) and the Society of American Military Engineers. Certainly, this delightful gentleman is more than qualified to speak on “The Fiscal Abuses in the Construction Industry.”

William C. Muchow, FAIA, is very much present on the speaker’s Roster. As a perennial winner of Design Awards on all levels, local, regional and national—Bill is right on target with his topic—“Architectural Design.”

Yes, we freely admit our prejudice—but we must believe that for sheer enjoyment the Wyoming Host Chapter has saved the best for last! The “piece de resistance” at the gala Awards Banquet will be “Himself”—the darlin’ John McHugh, AIA, a “man of parts.” John has, for these many years, endeared himself to one and all in a myriad of architecturally oriented activities. He co-chaired the W.M.R. in Santa Fe in 1966, has served as Chairman of the W.C.A.R.B., the Rocky Mountain Council of the Arts and Humanities—but, best of all for Symposia and its readers has served as our Guide Extraordinaire for our Summer Safaris abroad . . . to Ireland, England, Italy and Greece. John, of course, is a principal in the firm of McHugh and Kidder/Architects, Santa Fe, New Mexico.

In addition to this array of talented speakers—Western Mountain Region architects, their wives and guests will all enjoy the fine exhibits in the Annual A.I.A. Awards Program—chaired this year by George W. Tresler, AIA, Cody, Wyoming. (REMINDER: Completed entries are due on this—August 201) There will also be displayed the “tools of construction”—with members of both the Rocky Mountain (Denver) and Intermountain (Salt Lake City) Chapters of Producers’ Council on hand to tell us about ‘em.

It’s the BIG TWENTY, ladies and gentlemen, and our OFFICIAL FORECAST is:

September 8-11 at Jackson Lake Lodge, Wyoming

Sunny skies, warm friendliness and 100 per cent chance of enriching professional interests. Excellent speakers interspersed with light diversions are predicted.

COLOR IT GREAT!

Symposia/August, 1971
(With this issue, we conclude our Annual Summer Safari ... and we are sure you will agree ... seeing Greece with John W. McHugh has been a rare privilege. We look forward each year to this vacation feature, and are more than appreciative to “Himself” who so generously shares his many talents with us. We hope he never runs out of countries or places to take us.)

GREECE
Where Buildings Are Books and Life Bubbles Over

John W. McHugh, A.I.A.

OLYMPIA is as unlike Delphi as Oberlin is from Taos. It lacks all of the grandeur of Delphi, but is special in its own way — a sort of nostalgia. There are golden columns standing almost casually in a grove of foamy trees in a flat, grassy valley. Mainly from a sense of duty I made a sketch of fallen columns and broken pediments, and I felt mid-Victorian for a while. Gillian did her homework well, and was able to make the place fascinating. We explored the stadium where I found a “Corgi” toy car and brought it home for our small son. This is the place where the torches are lighted and then carried on foot to the actual Olympic Games. I can’t help wondering how they managed the following year when the games were held in Mexico and couldn’t get rid of the silly picture my unwitting imagination conjured up of a clear-eyed young man wearing white clothing in the aisle seat of a 707 — hold a flaming torch! The museum at Olympia was for me the most interesting in Greece with powerful sculptures, especially certain of the metopes, as strong as anything of Franz Kline.

FROM OLYMPIA toward Athens we went over more mountains with more narrow curving roads, more huge busses — and this time in the rain. By this time either my family trusted my driving more or they had becomefatalistic. In any event it seemed less frightening. High up on a mountainside whose colour had been dilute by the rain we came to the village of Vitna. As usual I was hungry and was astounded at seeing, outside a shop, boxes and boxes of what surely must be the world’s largest lemons. We had a pleasant refueling stop of mussaka with gallons of lemonade before exploring some of the shops. We hadn’t known that this village is famous for its work in wood, all handmade articles, and many inlaid with straw. This straw inlay is somewhat reminiscent of the native work in New Mexico, but richer, almost Byzantine in its detail. We were able to buy necklaces, bracelets, boxes, and even egg cups all of wood. A bit beyond Vitna and yet again a bit beyond that, we dropped down to the valley of Tripolis, leaving the rain behind us in the mountains. Our guidebook mentioned a walled medieval place, and we set out to look for it, but unless it was a whole walled-in county we must have missed it. I had a sudden shock of feeling that I was back in Ireland when I saw a man driving a cart home from the day’s work. Pulled by a donkey, the two-wheeled cart had a flat bed surrounded by a railing of turned spindles — just like those in County Galway.

THE TOWN of Tripolis was completely destroyed by an earthquake in 1825, and everything there dates from that time — including the mattress on our bed! There are orderly rows of similarly designed, rather classic houses in different pastel coloured stuccoes, each with its iron balcony. It is a dusty, dirty, noisy town and seemed to have nothing to recommend it. Even dinner was a bit unnerving when the waiter brought a tray of what I could only think of as dead fish and asked me to make my selection. The beady-eyed things looked at me, and I chose one with a more than usually stupid expression on its face. Early the next morning, though, I went out and made two sketches and many acquaintances; so by the time we left I had grown almost fond of the place. I mean such things as actually going into the kitchens of restaurants and discussing what we would have, and standing undressed behind the counter of a cleaning establishment while my trousers were being pressed.

NORTHEASTWARD from Tripolis is the Argive Plain, a hot sunny place full of olive groves. The car was hot, the stones were hot, and the sky was white and vibrating with light and heat. But the green of the olives seemed cool and fresh. In the narrow ditches by the side of the road were oleanders in full bloom, and even yuccas...
... The monastery at Daphne is lovely — particularly the courtyard.

— another reminder of the Southwest, Mycene, which seems to be pronounced like the name of an Irishman (McKenna) stands — as did most things we wanted to see — high above the road at the top of a hot, stony walk. Everything is ochre, sienna, brown, and russet in the fierce sunlight. Tourists of all nations were climbing around being very polite to each other in a confused obligato of languages. A terribly fit and healthy group of young men from Italy, ignoring the winding paths, took a straight-line route from bottom to top. This meant that they were crossing and re-crossing the paths and stairs used by everyone else, and they did it all with Bunyan strides at high speed adding quite a bit of life to this prehistoric ruin. Visually the bright lively note was provided by a group of Greek schoolgirls in their blue uniforms. But ruins that are as far gone as this are not as interesting for me as those which have some columns and walls, and at least a few lintels in place. I have a hard time identifying with the ancient Mycenians, whereas I can easily identify with Theseus, Caesar, or Machiavelli.

CORINTH, on the other hand, was a place of great excitement for me. The ruins are well excavated. Some magnificent reconstructions have been completed — enough so that one can begin to get a picture of what life was like in this handsome, busy, and important city when St. Paul wrote his many epistles to the Corinthians. At the museum, Gillian and Nancy kept the guard in conversation while I made a rubbing from an ancient Roman tablet. Always interested in calligraphy, I was delighted to find a free and casual variation of the Trajan's Column alphabet.

THEY SAY that you can lead a horticulture but you can't make her think. About this time I was feeling more than a little sympathy for such a lady. I wanted a rest from architecture, mosaics, sculpture — the lot. I wanted a place where I could waste away the morning in bed or laze on the beach. The Greeks have a word for such a place: Lutraki — Lutraki which is reached through a long avenue of flowering hibiscus and delicate eucalyptus. When I asked the hotel man for the name of a good restaurant he told me of one that was run "by the wife of my brother-in-law". This was a nice new restaurant floored with little black-and-white tiles. The entire front was glass overlooking the waterfront. In new buildings throughout Greece they make all doors eight feet tall, and this adds a great deal of style. I must remember to use this idea in some of my own work. Style or no the food was excellent, and because our host had phoned his sister about our coming, we were given extra special treatment. It was a fine meal and made a good last evening in the country, for the next day we drove on to Athens via Elusius and Daphne. I only looked through the fence at Elusius. It was a hard place to find, and I wonder if that's where the word "elusive" comes from. The monastery at Daphne is lovely — particularly the courtyard — but we did feel smug at having seen the superior mosaics at Ossios Lucas.

THE MAIN auto route from Corinth into Athens is like none other. It is a cluttered highway like that leading into most cities, but for a distance of some miles it slopes gradually down toward the city thereby affording a perfect view dead ahead of the dock of the Acropolis surrounded by its majestic temples. We saw all of this in the afternoon light while the mountains behind were in a shadow the colour of raisins, making a perfect backdrop for the city. Because I plan to go again to Athens many times I didn't rush about trying to crowd too much into these last days. Wandering around an old section of the city below the Parthenon I came across houses with lovely little patio gardens roofed with grape vines. The cool, varieted, and dappled light makes these places havens within the city. They are the kind of outdoor rooms which can be cared for with a watering can and a broom, no grass, just aromatic greenery plus many pots filled with amaryllis, geraniums, cineraria, and lilies. The families seem to live in these spaces: children playing, women doing laundry, and men in easy conversation with their beers. Though these were private places I was always made welcome. I think that people everywhere must be able to sense whether a stranger is nosey and superior if he is simply friendly and inquiring, and they welcome the friendly ones.

DRINKING ozo in Constitution Square that last afternoon I felt a little triste at having to leave this lovely and dramatic land and go back to work. But then I knew that work would never be as hard again and that no matter how a depression or inflation might beggar me, I had grown considerably in the past three weeks, had learned how the past, the land, and the present can be woven into one life, and had accumulated a treasure of memories that could never be taken away from me.
Enter into Portland
Portland Visual Survey
A public service of the Portland chapter of the American Institute of Architects

(We are most particularly indebted to "our man in Oregon" and to Jody Propp, Executive Secretary of the Portland Chapter/AIA, for all the information on this highly successful Chapter project. We cannot, of course, begin to cover—in depth—the wealth of material contained in the excellent 12" x 17" book prepared for Portland, its City Council and its business community; our hope in publishing this cursory study is that others will find in it sufficient inspiration to follow a very good lead. The book, of course, is available from the Portland Chapter, 200 Dekum Building, Portland—97204 for $8.00 plus 50 cents for postage and handling.)

Preface to the Survey

It is hardly surprising that a sign is needed at the freeway entrance to Downtown Portland, Oregon. This City, like almost all American Cities, lacks imageability: that quality which evokes a strong mental image in an observer. There are characteristics in Portland that could be preserved, reinforced or replaced to give it a stronger sense of individual identity, structure and meaning. Those are the characteristics we are seeking. Portland should have a vital center, a strong heart that captures the uniqueness of its particular history, its river setting, and its beautiful natural surroundings.

It was with mutual concern for finding and recording those qualities, both good and bad in Downtown Portland, that a group was composed of architects, landscape architects and planners, and others interested in making a contribution. The original idea was to work on weekends and evenings but it became apparent that the use of some office-time was necessary.

Since this was a pilot project for most, there was some initial delay and duplication and some trials and errors, but toward the end of the survey, which was considered over a five month period, most of the group felt they had gained greater insight. Whether that insight has been successfully recorded in this set of working papers remains to be seen. It is hoped that the result will have an impact on the Planners of Downtown Portland.

A secondary result of this survey, but one of considerable importance to those participating, was the many exchanges generated by the dozens of meetings involving common and conflicting opinions.

We wish to express our appreciation to Kevin Lynch of M.I.T. for contributing through his book "The Image of the City," the methodology for "seeing" the City more clearly.

The Survey Committee defined its work as the recording of the physical and preceptual elements of the Downtown in order to make an environmental diagnosis... an effort to evaluate the assets and liabilities of that environment. The visual image is composed of impressions of its physical elements—the spaces, buildings, streets, center of activity—which people perceive and retain. It is an expression of unique qualities—the history, character and geography of the area... that shape, color or arrangement which makes for clearly identified, strongly structured mental impressions of the environment.

The Methodology

The city is a complex system of elements impossible to perceive at once. It is perceived only in the course of long spans of time and distance. Elements must be analyzed separately and in composite because nothing is experienced by itself, but always in relation to its surroundings.

The survey technique followed closely that developed by Kevin Lynch.

The Downtown visual image was divided into five types of elements—

1) Paths—Lines of movement
   Streets, walks, railroad, bus routes—lines along which pedestrians and motorists move and from which they view their surroundings.

2) Edges—Linear breaks in continuity
   A major edge can be a freeway, arterial, river, open space or wall. A minor edge is less definitive and can function as a seam, such as a row of trees, a change in building height between districts.

3) Districts—large, relatively homogenous areas
   They are identifiable from within or visible from outside. They are sub-areas of Downtown, e.g., the retail center, Government Center, Skidmore Village, Portland State University, etc.

4) Nodes—small areas of intensive focus
   An observer may enter and feel enclosed—an intersection, a transit station or a concentrated, active spot within a district.
5) Landmarks—identifiable objects or reference points.

Major landmarks are high-rise buildings, hills or monuments seen from a distance. Minor landmarks are medium-rise buildings or elements of historic interest, fountains seen within a district.

Some things may be multi-image-giving types all at one time, for example, the Downtown can be a node at the regional scale, a district at a city scale, and can contain districts at a Downtown scale.

Three separate scale frameworks were used—looking at Downtown in relation to other parts of the City; looking at Downtown in relation to the elements within and immediately surrounding the inner freeway loop and looking at the downtown from the inside ... in a general way ... to catch the important assets and liabilities. The survey participants were divided into five teams, with each team surveying the broadest scale in order to get a cross reference. Following completion, all information was reviewed, conclusions reached and revisions made throughout all scales.

“city of roses”

A kindly Mother Nature has endowed Portland with the happy gift of producing thousands of beautiful roses ... the International Rose Test Gardens of the American Rose Society are in Portland’s Washington Park, hundreds of varieties are raised in the Sunken Gardens and each June, the Portland Rose Festival draws thousands of visitors. Largest city in Oregon, Portland was founded in 1845 and named on the toss of a coin. Asa Lovejoy of Massachusetts and Francis Pettygrove of Maine decided by this means which Eastern seacoast city would be honored. Mr. Pettygrove, obviously, won the toss.

The city is beautifully situated on the Willamette River, near its confluence with the mighty Columbia, and the snow capped Cascades form a backdrop to the east and north. It is a busy city—center of finance, trade and industry in the Columbia River basin and the only freshwater harbor on the Pacific coast. “The Rose City” has a lot going for it.

potentials projected

In each scale surveyed by the architects, landscape architects and planners ... the five elements were treated with keyed maps, descriptions, problems and potentials. All were in agreement that the strongest hope for a restructing of the downtown core is found in the physical reinforcement of the Willamette River bringing into play water-oriented activities, and human scale elements.

In outlining a program for the Old Portland District which lies closest to the river-front, however, the Survey team warned ... “Much has been said about relating the city to the Willamette River—this district’s identity may be lost in the transition unless careful attention is paid to the architectural integrity generated by the buildings.” To combat the general physical and social decay and the poor land use in this Old Town, the potential is outlined as “Redevelopment as a viable urban community linking the core area to the riverfront and anchored by elements such as the new Government Center, Skidmore Village and a new riverfront oriented development to include pedestrian open space as well as diverse functions to assure continued activity.”

The above is really only a sampling of what was done within all the districts of the city—no definitive plans were drawn—no models were built. The Visual Down-
town survey simply established certain benchmarks of quality, and future potentials which were evident to the trained and practiced eye of the design professional.

it’s nice to be a hero!

The response to the work done by the Visual Survey Committee by the City Fathers, the Portland business community and the popular news media was heart warming indeed. Since it did involve both personal and professional sacrifice—it’s nice to be a hero—at least, occasionally! It represents, we believe, a significant step forward in the role of the American Institute of Architects as a moving force for better environmental and community design in our cities. The Survey, of course, was given a surprise First Honor Award in the 1971 Design Awards program—but certainly more important than a citation from fellow professionals is the acceptance by “the folks” of this new and broader concept of the architect at work in his own home town. Some special names should be mentioned ... Roger Shiels, 1970 Portland Chapter President, who initiated the Survey; Richard Norman, his successor, who brought it to completion and to Alex Pierce and Gary Michael who as active chairman of the AIA Environmental Design Committee created and supported the project. Nearly a thousand hours of their own time has been contributed by the survey participants ... Dale Dzubay, Bob Evenson, Robert Frasca, Ken Kaji, Richard Lakeman, Ken Lundren, John Mason, John Mattey, Jon Oace, Bill Parker, Patricia Robinson, George Shipley, Austin Tao, Michael Whitmore and Dan Wriggle.

Acknowledgment should also be made to the City Planning Staff, the Downtown Planning Staff, the Downtown Plan Technical Committee and the Downtown Plan Steering Committee—all made a contribution to this effort.

The most fortuitous circumstance was participation by the businessmen of Portland—impressed with the survey idea—who contributed so generously to make a graphic presentation of the voluminous information possible. Laurels then to Mr. Thomas E. Autzen, Mr. Eric Hoffman (Hoffman Construction Company); Mr. Glenn Jackson (Pacific Power and Light); Mr. Leiland Johnson (First National Bank of Oregon); Mr. Ralph Millsap (Portland General Electric Company); Mr. Melvin Mark, Jr. (Melvin Mark Properties); Mr. William Roberts (B & D Development Company) and Dr. Milton Zell (Zell Brothers).

To all who made this possible—we salute you!

symposia/about the cover

The conventionalized eyes which peer at you from this month’s cover of Symposium frame two of the graphics from the book—“A Visual Survey of Downtown Portland”—prepared by the Portland Chapter of the American Institute of Architects. The publication is replete with illustrations, aerial maps and obliques, photographs of streets, buildings and areas of special interest, and, of course, color keyed grid maps covering all aspects of the survey itself. The book credits Spencer Gross of Portland and Carto Photos of Eugene for the aerial plans; Hugh Ackroyd, Portland, for aerial obliques and for assistance to the survey group in photography ... Richard Lum, Jim Stroup, Peck Coleman and Doug Macy.
In 1960, the late Eero Saarinen termed our Universities "oases in our desert like civilization. They also have about the only beautiful pedestrian spaces that are left to us."

This is becoming increasingly true in Tempe, Arizona where Arizona State University is replacing campus streets with landscaped pedestrian malls. John Ellingson, Director of Planning and Construction at the University, says the Campus is in the midst of its most important change — undergoing the greatest transformation in its eighty-six-year-old history. Already banished are the major streets which crisscrossed the campus for generations of students. Once familiar vehicular thoroughfares have been abandoned to make way for the landscaped esplanade known as the University Mall. A T-shaped section located in the heart of the campus, being converted to pedestrian traffic, extends the Mall east, west and south. Punctuated with multi-shaped planters containing shrubs, trees and flowers, with kiosks and circular seating wells, the avenue also serves as a setting for art, sculpture and flower shows. The award-winning Charles Trumbull Hayden Memorial Library designed by the Phoenix architectural firm of Drover, Welch and Lindlan and the introduction of the pedestrian thoroughfares on the Arizona State campus are several years old (1967). The realignment of the University's traffic pattern and new parking areas are scheduled for approximate completion in 1985. Since eighty percent of the students are commuters, parking is of the essence on this campus. The automobile however will not go to school at Tempe — peripheral parking areas and parking structures will surround the outer edges of the campus. This then is really a long range plan for a more unified campus which will cover almost two decades of planning and construction. It is a dramatic response to the admonition for creating an environment for humanity.

(Our appreciation to Ruth B. Holmquist, the firm of Drover, Welch and Lindlan/Architects and to Mr. John Ellingson of Arizona State University who certainly believe it pays to "Accentuate the Positive.")
**ARIZONA**

Fred H. Jobusch, President  
Tucson Chapter  
Construction Specifications Institute

Once a fearless leader, always a fearless leader . . . that's Fred Jobusch, new president of the Tucson Chapter/C.S.I. Just a year ago, he was busy being General Chairman for the 19th Western Mountain Regional Conference/AIA. In 1968, he was President of the Arizona Society/AIA, and has headed up the Southern Arizona Chapter/AIA, the Southern Arizona Chapter of the Society of Professional Engineers, Chairman of Tucson's Architectural Approval Board . . . etc., etc. To say that Fred is some kinda "onward and upward" guy is really an understatement.

A principal in the firm of Friedman and Jobusch, Architects and Engineers, since 1956, Fred was born in the Middle West, and his degree in Architectural Engineering is from the University of Illinois. He practiced as structural designer and draftsman in Indianapolis before moving to Arizona in 1944. He is, in addition to "leader," an enthusiastic and a really good clarinetist, a member of that famous architectural jazz band . . . "The Fallen Arches." Fred and Jo (Josephine) Jobusch are the parents of three children — Lizette, a registered nurse, Georgia, in high school now, and "Tony," who is a budding clarinet player.

A charter member of the C.S.I. Chapter in Tucson, Fred has served in many capacities including Vice President before taking over the gavel on July 1. He will be aided and abetted this year by Charles Sowell as First V. P. (Also Editor of Tucson Topics); William Cummings, Secretary; Richard Apperson as Treasurer. Bill Rose will be the 1971-'72 Chairman of the Technical Committee and Earl Chann is Membership Chairman.

And may we add that Tucson is mighty lucky to have a leader like Fred Jobusch.

**COLORADO**

David E. Fleming, President  
Consulting Engineers Council/Colorado

As 17th President of the Consulting Engineers Council/Colorado, David Fleming continues his distinguished career of leadership in engineering circles. Succeeding Ralph W. (Bill) Becker, Mr. Fleming served as president-elect during 1970-'71, and during his term in office will have the able assistance of Fu Hua Chen, Vice President; James M. Hastings, Secretary-Treasurer and James D. McFall, President-Elect. A former president of the Professional Engineers of Colorado, Mr. Fleming has for the past two years served as Chairman of the Engineering Development Council, University of Colorado and as National Secretary-Treasurer of the Association of Recreational Tramway Authorities.

Mr. Fleming earned his Master of Science degree from Colorado University and has done additional graduate work at the University of Chicago. He is president of his own consulting firm—The David E. Fleming Company, specializing in civil and structural engineering. He is registered in Colorado and Missouri and holds membership in the honorary engineering fraternities of Tau Beta Pi, Sigma Tau and Chi Epsilon. A hard working Rotarian, he is active in civic affairs and is a member of the American Society of Civil Engineers, the National Society of Professional Engineers and the American Concrete Institute. As president of CEC/Colorado he will head an organization of eighty consulting firms of engineers in private practice.
as lovely lady, Mrs. Richards is a native Californian, but attended B.Y.U. and the University of Utah. She is the mother of three sons—18, 17 and 6, and says “our best efforts and our greatest joys and satisfactions come in connection with our family.”

As a family, the Richards have sponsored a young Korean lyric soprano, now studying at the Juilliard School of Music in New York, and last year they enjoyed having a young Navajo boy with them while he went to school in Salt Lake City.

The other new officers of the W.A.L./Utah in the year ahead are: Vice President, Nancy (Mrs. Ashley) Carpenter; Secretary, Carole (Mrs. Fred) Montmorency, and Treasurer, Rosanne (Mrs. Stanley) Crawley. The Directors are: Carol Ann (Mrs. Albert) Christensen; Rita (Mrs. Carl) Inoway and Diane (Mrs. Dan) Losee.

Among the many goals for W.A.L. is the effort made by this fine group of women to provide a program in the schools which will awaken children's interest in the visual environment. They feel pollution of this environment has the same serious social implications as pollution of air and water. Fran Daniels and Burtch Beal are the co-chairmen of this year's School Program Committee.

Among our new crop of C.S.I. Presidents for the 1971-'72 season is the young and genial Dana A. Meier of Salt Lake City. A graduate of the University of Washington, Dana has his own practice as Architect-Planner in Salt Lake City and is a registered architect in Utah, California, Colorado, Idaho, Wyoming and Oklahoma, as well as being certified by the N.C.A.R.B.

He is a member of the Utah Chapter of the American Institute of Architects and has served on both the Membership and Technical Education Committees. Prior to his election as the new CSI leader, he served as Chairman of the Technical Committee and First Vice President. Dana and his wife, Shirley Marie, apparently believe in the time-honored idea that seven is a lucky number. They are the parents of seven (yep, count 'em!) moppets . . . Debra, Diana, Dana, Michelle, Lance, Layne and Rory. Naturally, this keeps Pop pretty busy, but he is an outdoor enthusiast and particularly enjoys hunting and fishing.

And our best Symposia wishes for a good year to President Dana and the C.S.I. Crew in Salt Lake City.

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Our nice Nancy Carpenter has introduced us to the P.C. Pres. on 't'other side of the Mountain, Harold Hymas. Nancy writes . . . “He is one of those ‘real hard working’ guys, a soft spoken gentleman, and one heck of a nice fellow!” This nice fellow was born in Eugene, Oregon, lived for a time in Pocatello, Idaho, and now lives in Murray, Utah. He attended both B.Y.U. and Utah University, and since January of 1950 has been with Bennett’s, where he is the Glass Contract Sales Manager.

Harold is active in both Church and Industry. He was Counselor in the presidency of the Grange North Stake for four years and is presently Bishop of the Murray 12th Ward L. D. S. Church. In addition to leading the lively P.C. group in Salt Lake City, he is second vice president of the Utah Sub-Contractors Conference.

Married to the former Marie Cook of Nampa, Idaho, Harold is the proud father of five . . . David, who has recently returned from an L.D.S. Mission to North Brazil and now attending B.Y.U.; Dan, who is now serving his mission in Southern Germany; Eddie, attending Murray High School; Susan, who is in Junior High and the littlest Miss Hymas, Nancy, five years old. It tells you quite a lot about Harold Hymas to note that in his “life and times” he devoted more space to his children than to himself. We must agree with our Nancy—a “nice fellow!”
Colorado

New Officers/C.P.A.

Celebrating their first birthday as a professional organization of the pre-stressed concrete industry, the Colorado Prestressers Association marked the event by electing new "fearless leaders" for the 1971-72 year ahead. The new President is Dick Thornburg of Rocky Mountain Prestress, Inc.; Vice President: Jerry Jacques, Prestressed Concrete of Colorado, Inc.; Buddy Kirchman, Southern Colorado Prestress, Inc., Treasurer and Claude Cowart of Flatiron Prestress, Inc. is the new Secretary. Executive Director for the organization is Wally Prebis. Organized to stimulate research and development in design and building techniques, the CPA is currently interested in two residential developments. Pre-assembled cores are the basis for construction . . . each core, placed on a precast floor unit contains a complete kitchen, bathroom and all mechanical and electrical units. A two story building containing two apartments of 1000 square feet each can be completely erected in about five hours.

"World of Construction"

The Construction Advancement Program of Colorado, administered by the Associated Building Contractors of Colorado, Inc. awarded $2,400 in scholarships to junior high school teachers enrolled in the three week Workshop at Colorado State University. The Workshop is designed to present up-to-date teaching materials developed by Ohio State University's Industrial Art Curriculum project "The World of Construction." Upon completion of the workshop, teachers will return to their schools through...
John Heimerich, AIA, has done in "Up, Up With People". To fully complete this story here's a Joe Boehning report from Albuquerque.

Seminar Scheduled
Six hundred architects, engineers, specification writers and W.O.O.D. members will be invited to attend a W.O.O.D. sponsored seminar on the new grading rules and specification writing August 25, at the Regency Rodeway Inn in Denver.

This particular seminar has been under consideration by the W.O.O.D. board of directors for several months but only recently was it felt that it could be put on effectively and efficiently.

Heading the committee which will be responsible for the seminar is Jim Barr, Architectural Representative for the Weyerhaeuser Co., assisted by Dan Larson of St. Regis Forest Products, Ken McCaskey of Denver Reserve Supply Co. and Larry Look from W.W.P.A. With the assistance of both architects and engineers, they have developed a presentation which should answer most of the questions that have prevailed since the new grading rules and lumber sizes were adopted.

Jim, Dan and Larry will be the principal speakers with each conducting a portion of the seminar.

Idaho
Regional Committee Members
Six Idaho architects have been named to Northwest Regional Committees. They are C. Ed Trout appointed to the Committee on Design, T. M. Wilson serving on the Housing Committee — both are from Boise. Glen E. Cline is a member of the Committee on Administrative Office Practice and Bradford Shaw is serving on the Urban Planning and Design Committee.

Charles F. Hummell, FAIA, has been appointed to the Committee on Architects in Government. We are particularly pleased to note that Editorial Board Member, Robert L. Hamill is now serving on Regional Development Committee. This A.I.A. group is presently chaired by Denver architect/planner, Marvin Hatami.

Bob's appointment brings to two the number of our Symposia family on this committee. The other one, of course, is the "old red head" our Contributing Editor on Urban Affairs, Ronn Ginn.

n evada
Full Service Chapter
Carlo Panicari, President of the Northern Division Nevada Chapter AGC of America announced in June that the Nevada Chapter had applied for certification as a full service chapter from the Associated General Contractors of America.

The requirements for such certification include that the chapter have an office staffed to provide full time service to AGC members and the public; have a regular information service for chapter members issued at least once a month; maintain on a continuing basis an effective labor relations service to members and maintain liaison with appropriate professional design organizations and awarding authorities.

As the Nevada Chapter AGC has provided these services to the public and its members for more than 30 years, President Panicari expects such certification to be a routine matter by the national association.

new mexico
Heimerich Honored!
(In July, we mentioned the fine job out Colorado prepared to teach the "World of Construction" to more than 1,000 junior high students during the 1971-'72 school year.

The Albuquerque Chapter, AIA, honored John Heimerich at a banquet meeting on June 17th at the Scotch & Sirloin. It was a real fine affair and we had one of the best turnouts we've had in a long time. We presented John with a beautiful plaque thanking him for his service as treasurer for 16 years. This plaque was signed by all of the architects in Albuquerque.

The New Mexico Society of Architects also voted to present John with a certificate of appreciation, and this certificate will be forthcoming soon. John Heimerich was born in Clay Center, Kansas, October 17, 1906. He received both a B.S. and an M.S. in Architectural Engineering from Kansas State College. He founded the Department of Architectural Engineering at the University of New Mexico.

The Albuquerque Chapter, AIA, has done in "Up, Up With People". To fully complete this story here's a Joe Boehning report from Albuquerque.
Mexico in 1947 and served as Department Chairman until the Department of Architecture was founded in 1957. He served as Chairman of the Department of Architecture until 1966, at which time he stepped down to devote his full time to teaching. He has always been known to his students as "Jumpin' John." He has always felt a deep regard for the AIA and its interest in the UNM Department of Architecture. He was elected treasurer of the old New Mexico Chapter, AIA, in 1956. He did such a fine job that he was re-elected each year until the state was divided into three chapters in 1965. He was immediately elected treasurer of the Albuquerque Chapter and has served continuously until his recent retirement from the position. He presented a written treasurer's report to each board meeting. They were clear and concise, and everyone knew at a glance what the financial situation was.

The Albuquerque Chapter further honored John by re-naming its annual UNM architectural scholarship, the John J. Heimerich Architectural Scholarship.

A.G.C. Golf

As we hinted on these pages last month Dennis Roberts of the New Mexico Building Branch/AGC would be on hand with the results on the

Second Annual AGC member-guest golf tournament. Over 150 members and guests were on hand for the Awards Banquet with President Tom Ryan presenting the awards. Olif Boyd, a guest of AGC active member Paul Priest, shot a 73 at the Paradise Hills Country Club course . . . the best net score of the competition. Blake West shot the best low gross score with a 72 on the Callaway system. Last year's winner, Bill Brock (Houston Lumber/Santa Fe), tied with architect John Reed (a guest of Ron Ferreri) for the second low net with a 75. Among the other prizes given, we must note one to Jack Cummings (Norman S. Wright Company) for the "best dressed golfer." The New Mexico Building Chapter Newsletter commented . . . "Wearing bright red slacks and a striped shirt, Cummings could be spotted from any vantage point on the 6,700 yard course." They also reported that "Bo Smith (Rio Grande Steel) received the nebulous honor of carding the highest score. Some observers believe, however, that he padded his 174 total to defend the title he won last year." Bo sounds like the kind of guy we'd like to play golf with! And thanks, Dennis, for the report!

utah

Student Awards

This is hardly "hot news," but we are pleased to announce the awards, etc. made to Architectural students at the University of Utah at an "enchilada and free beer bust" at the Guadalupe Center in Salt Lake City. The 1971 AIA Medal was presented to Randall M. Imai and Kathy C. Vernon received the AIA Certificate. Myron G. Richardson was the recipient of the Alpha Rho Chi Medal and Susan Morris received the award from the Utah Chapter/AIA. A new scholarship this year is one given by Richardson and Richardson which went to Niels Valentine. SuSu Chang received the Faculty Award. Margaret Eve Hill won the Acoustical Engineering award and Donald Harwood and Andrew Ramsey both received the Rettinger book on "Acoustics." 1971-'72 Teaching Assistants at U. U. are Robert Jacoby, Roger Olpin, John Carbine and Fred Green. The whole affair from what our "little birds" tell us was a real blast!

Dr. Bliss Appointed

Head of the University of Utah's Department of Architecture, Dr. Robert L. Bliss, AIA, has been named to the advisory board of the National Trust for Historic Preservation by President Richard Nixon. The National Trust was chartered some years ago by the federal government to set standards and establish priorities for the preservation of America's physical heritage and to raise funds for that purpose. Although Dr. Bliss is Utah's only representative at this time on the Board, Utah has not previously been without representation since both the Utah Historical Society and the Utah Heritage Foundation are members of the group. Dr. Bliss will serve a two year term.

CSI Installation

Editorial Board member, Elden Talbot made it a picture story this time around with photos taken at the Golf Tournament and Installation Banquet held at the Homestead in Midway, Utah. Elden writes—"Ray Robinson was General Chairman for the event and turned in his usual fine job. Eli Drakulich was in charge of the golf tournament which was held at the Wasatch State Park. Sidney Talbot (Elden's Missus and a real doll!) was in charge of the ladies' activities. By the way, several of the ladies played in the golf tournament. Keith Richardson was the Master of Ceremonies. Chapter Certificate of Merit Awards were made to Eli and to Cecil Holland."

Officers for 1971-'72 installed at the Banquet are President Dana A. Meier; First Vice President: Frank Fuller; Second V. P. is Gayland B. Smith; the Secretary-Treasurer, Kay O. Hansen. Serving on the Board of Directors, Cecil E. Holland, Moe L. McCullough and Immediate Past President Elden V. Talbot.
Management Council Slates Conference!

Colorado’s Construction Industry Management Council will present to all facets of the Industry an opportunity to explore, in depth, the economic problems of construction on October 1 at Pinehurst Country Club. CIMC encompasses both Associated Building Contractors of Colorado and the Colorado Contractors Association of the AGC, Mechanical Contractors, NECA, SMACNA, and other subcontractor groups within the state. The “Colorado Construction Economic Conference” is being held in cooperation with the Colorado Association of Commerce and Industry and the Colorado Construction Users and Anti-Inflation Round Table. The theme will evaluate present major construction trends and legislative factors and their impact upon the Industry—particularly on a state-wide basis.

The tentative program for the meeting is as follows:

Registration for the Conference will begin at 8:00 a.m. with formal sessions beginning at 8:45. Setting the tone for the meeting will be Dr. Albert Burke, former Yale professor and widely known Economist. He will be followed by Mr. L. P. Gilvin, Immediate Past President of the Associated General Contractors and presently Chairman of the AGC Legislative Committee. Following a coffee and refreshment break, National Legislation and Regulations affecting construction costs will be discussed by a Legislative Panel which will probably include Senators Allott and Dominick and Representatives Brotzman and McKevitt—and possibly Evans.

The Luncheon Speaker at the day-long Economic Conference will be Representative John B. Anderson (R) of Illinois. His topic is “Multi-Employer Bargaining: The Congressional View.” In essence this plan encompasses bargaining on a regional scale and including most of the crafts—it bears certain similarities to the “Garvin Plan.”

At 2:00 p.m., conferees will reassemble to hear a Panel discuss local economic issues affecting the Industry. Participating will be a Colorado State Senator, a State Representative and members from the Associated Building Contractors, the National Electrical Contractors Association and the Sheet Metal Contractors Association. Following panel presentations, an Open Forum has been scheduled with questions and answers by the panelists. The meeting will adjourn at 4:00 p.m.

This conference presents all members of the architecture/engineering/construction community—including repetitive owners with an opportunity to hear a delineation of the major national and local factors affecting the industry...and the impact upon local construction costs. Again—the date of this important “Colorado Construction Economic Conference” is October 1—Friday—at Pinehurst Country Club in Denver.
The New Mexico Society of Architects has appointed a building code committee with Garlan Bryan as chairman. Other members of the committee are Bob Mallory, Charles Volz, and Joe Boehning of Albuquerque, and Kern Smith of Carlsbad.

In San Francisco for the July 14-17 annual meeting of the NCARB, our Utah Team... Nancy and Ashley Carpenter... Ashley is Prez of the Utah Board. Hope to have some notes on this most important meeting.

The Portland Chapter/CSI Field Trips continue with Box-Lunch Tours of Mercer Steel on July 13 and Timber Structures on August 10. This is proving very popular.

Only two of the 21 architect-designed homes and apartments in the 16th Annual Homes for Better Living Program are in Symposia Territory... but let us salute Ed Starr of Nogales for his custom house in Nogales and L. Jane Hastings of Seattle for a custom house remodeling.

Arley Rinehart, formerly with Rogers/Nagel/Langhart, has opened his own office for the practice of architecture at 1800 South Sheridan in Denver.
Appointed — Robert E. Oringdulph, AIA, to a five year term on the Oregon State Board of Architect Examiners. Mr. O. is a founding partner in the firm of Broome, Selig and Oringdulph in Portland.

"Who Will Save the Environment?" was the question posed at the Seminar held concurrently with the Mid-Year Board of Directors Meeting/American Institute of Landscape Architects in Lansing, Michigan, on July 24th.

In a lot of places the word is ENVIRONMENT... in Albuquerque it's GOLF. Big reason! The Annual CSI Chapter Golf Tournament to be held August 10th at the Paradise Hills Country Club. This is always a blast!

Art V. Maxwell, CEC/Utah and former President of CEC/US, has been commuting these days... he testified before the Senate Subcommittee on Water and Power Resources and did such a great job, he was back in July to testify at House hearings.

New Editor of the Denver Chapter/CSI Newsletter "Scope" is Bob Johnson, who is now with the Department of Physical Plant at the University of Colorado. Telephone all news to him at 433-2211—Extension 817.

New Partnership! James E. Wall and D. Craig Protz, AIA, have teamed up for the practice of architecture in Suite 218, Hinkle Building in Roswell, New Mexico. Bon Voyage, gentlemen!

Jerry Bandura, new "fearless leader" for the Phoenix Chapter of Producers' Council is bragging these days about his appointment as dealer for 3M Tartan resilient flooring for the state of Arizona. He calls the line... "fantastic"!
Alfred E. Lauber, AIA, Architect and Landscape Architect has joined the firm of John E. Toohey and Associates in Worland, Wyoming. Mr. Toohey, as you know, is Co-Chairman of the WMR 20th at Jackson Lake Lodge.

CSI/Region 12 has a new Chapter... it's the Cook Inlet Chapter in Alaska. CSI Prexy Arthur Miller, Region 12 Director Walt Bishop and Northwest Section Director Harlan Dean presented the Chapter Charter on July 23.

The Annual W.C.O.D. Architectural Awards Program is under way. Submittals from architects are being accepted in five categories... Residential, Commercial, Industrial, Multi-Dwelling and Miscellaneous ...all entries must have been completed between July 1, 1970 and June 30, 1971. The Awards are presented in November at the Annual meeting.

Willowcreek Country Club, Salt Lake City, was the site of the Annual PC/AIA Golf Party. Co-chairmen for this big event... Elliott Bernstein of Associated Specialties for PC and Von White of AIA. This is a fun gathering!

If you are a member of either Region 10 or Region 11 of the Construction Specifications Institute—it's easy! Put yourself in the picture by attending the Joint Region 10/11 Conference at the beautiful Wigwam located just a few palm trees away from Phoenix in the captivating little village of Litchfield Park. You can perform this bit of legerdemain on October 7-10. This is the first time these two regions have met together—and it promises to be an outstanding affair. General Chairman is Richard C. Perrell, and the Phoenix Host Chapter is headed by Scott Campbell.

The Wigwam incidentally is a country club resort nonpareil! The ultimate in facilities includes two (yep, make that 2) Robert Trent Jones golf courses, a large inviting swimming pool, tennis, riding, trap and skeet shooting and lawn sports. In a word—it's a garden spot! There will be, natch, business as usual—but leisure time as well to enjoy the Wigwam's superb amenities. CSI'ers—circle the dates ... October 7-10. Make the scene—shown above—don't miss the CSI Joint Region 10/11 Conference. It is the ONLY way to fly!
WHAT WOULD YOU DO . . . to provide a positive seal on concrete floors
— CONSISTENTLY?

• The Salt Palace in Salt Lake City was built to provide the people of Salt Lake City with a multi-purpose convention and exhibit facility. This outstanding structure, completed in 1969, will seat up to 14,000 people for sporting events and theatrical performances. The versatility of the Salt Palace offers facilities for national and regional conventions and trade shows. The increasing interest in western states for national conventions has been borne out by the number of conventions that have been booked by the Salt Palace, and the increasing interest in this outstanding facility.

• Needless to say, the concrete floor is severely abused with the amount of traffic that passes through this type of facility. To protect the floor satisfactorily, the Salt Palace had been unsuccessful in finding a positive sealer. After testing and using several different types of sealers, they tried Acrychlor.

• The Acrychlor proved its ability as a positive sealer against spillage of drinks, coffee, tea, etc., dusting, and the abrasion imposed on the concrete surface from thousands of scuffing feet. Eight months after the hard surface produced by Acrychlor was applied to the concrete the surface is still easier to clean after each day’s activities.

• Had Acrychlor been developed before the Salt Palace was designed and built, it could have been specified and used as a cure and seal, with a second coat applied upon completion of the project. It was not available then, but it is available now—Do your client and yourself a favor—specify and insist upon Acrychlor on your next project for a positive seal on concrete floors—consistently.

• Acrychlor is available with a gray flatting base for exposed concrete, and clear for exposed aggregate and terrazzo.

P.S.: It really doesn’t yellow.

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