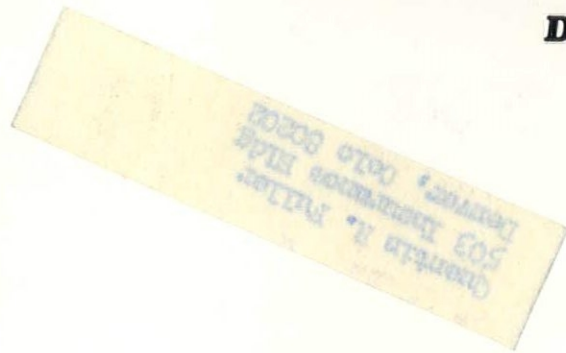
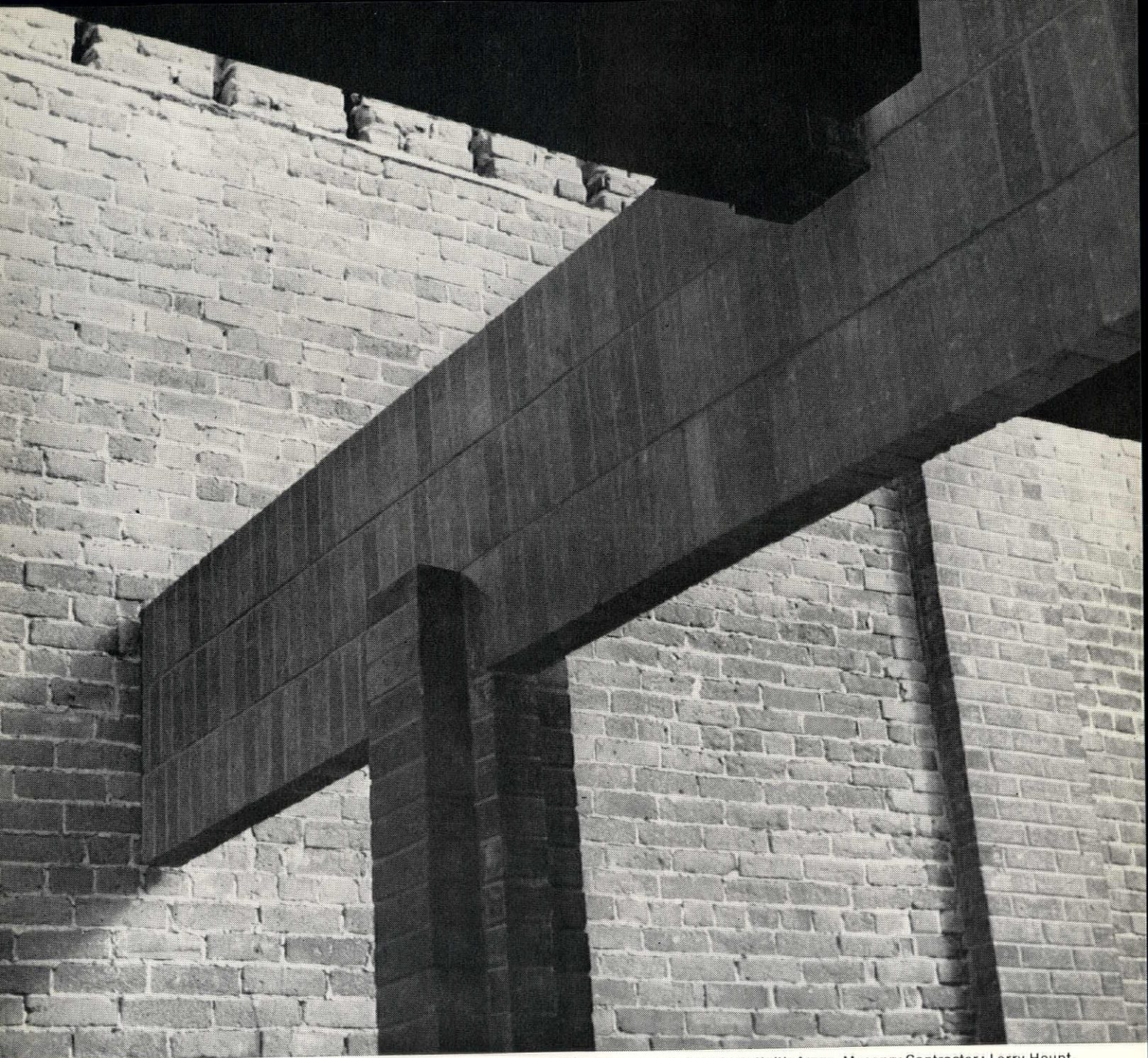


architecture/engineering/construction

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December, 1969



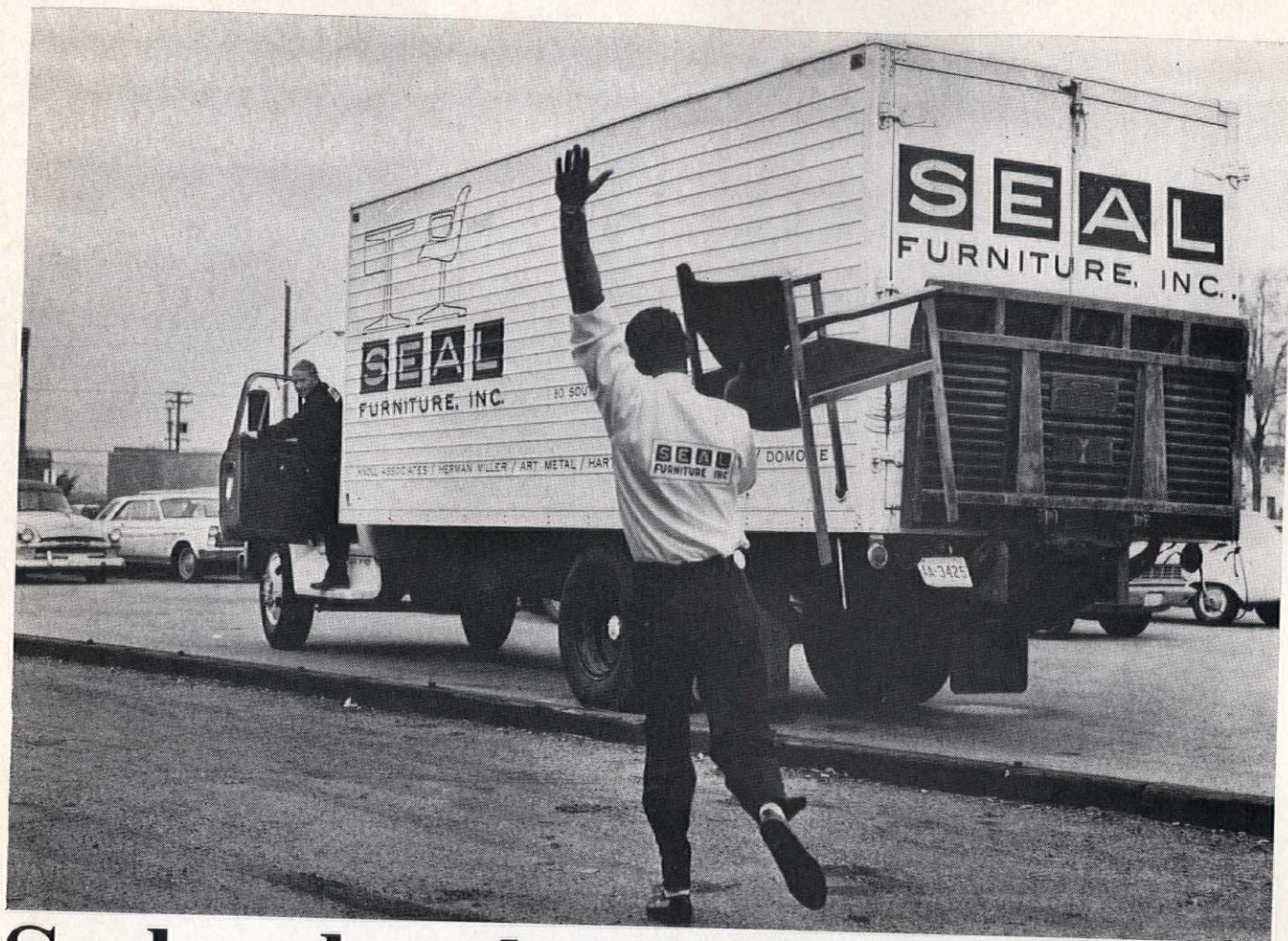


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symposia

construction communications in the Rocky Mountain West

OFFICIAL PUBLICATION—WESTERN MOUNTAIN REGION CONFERENCE/AIA

VOLUME 4

NUMBER 7

DECEMBER, 1969

THIS MONTH

	Page
<i>The Last Word</i>	6
<i>Symposia/Happy Thought</i>	8
<i>Portland Demonstrates: Creative Cooperation</i>	9
<i>CSI/11—Regional Conference</i>	10
<i>CEC/US Trade Mission</i>	11
<i>Symposia Salute to Newly-elected Director Flatow</i>	12
<i>Thank You Note to the W.M.R.</i>	13
<i>Dog Team Derailed</i>	13
<i>Architecture—Where the Action Is</i>	14
<i>The Summary of the AIA Western Mountain Region's 18th Annual Conference</i>	
<i>Architectural Awards Portfolio</i>	18
<i>Plans and Specs for CSI/Region 10 Conference</i>	25
<i>Salishan '69—Summary of the Northwest Regional Conference/AIA</i>	26
<i>Symposia/Around the Region</i>	27
<i>Symposia Breakfast</i>	31
<i>There Was Business/And Monkey Business</i>	31
<i>More on the WMR/1969</i>	
<i>New Mexico U. Honors Professor Ford</i>	32
<i>About the Cover</i>	32
<i>A New Approach to an OLD Problem</i>	33
<i>CEC/CSI Reach Tentative Agreement</i>	34
<i>Index to Advertising</i>	34

publisher: Fletcher B. Trunk

editor: Elizabeth W. Trunk

art direction: Bob Hesdorfer

photography: Rush McCoy

circulation: Florence Morrison

A publication of Boyce Publications, Inc. Issued monthly.
Business offices 4070 Estes St., Wheat Ridge, Colorado 80033
Telephone Area 303-422-4153
Controlled circulation postage paid at Denver, Colorado
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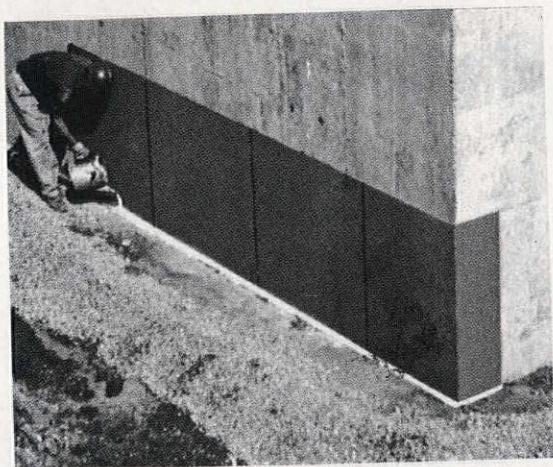
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Symposia/December—1969

Page 5

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the
last
word:

Joseph M. Gabriel, AIA/CSI, who is well known throughout the Region, has opened his own office for the practice of Architecture and Planning in Mohave County, Arizona. Joe may be found at 2180 McCulloch Boulevard (P.O. Box 805) in Lake Havasu City--zip: 86403. And good luck, Mr. G., in your new endeavor!

The eminent Brazilian Landscape Architect, Roberto Burle Marx will speak at the 13th Annual Convention of the American Institute of Landscape Architects scheduled January 22-25 at the Hilton in San Diego. More on this fellow next month!

A nasty rumor had it that our Man in Montana, Cal Hoiland was going to abandon his native habitat. It ain't true! He ain't goin'--no where!--no time!--no way! Please squash this noxious notion . . . as Cal says . . . "You'll be a better person for it!"

Congratulations are in order! We hereby award a laurel to Carl Bornmann, Guest Editor of New Mexico Spex . . . the newsletter of the Albuquerque Chapter/CSI. Lots of interesting news in the November issue . . . and an exciting "new look." Let's hope Carl will be more than a "guest" in a job he's doing extremely well!

On November 6th, the Colorado Central Chapter/AIA initiated a series of seminars on "The Design Profession and Changing Patterns of Society." Speaker at the initial session held in the U. S. Federal Building was Emmett H. Heitler, Executive Vice President of the Samsonite Corporation.

The 77th Annual Convention and Trade Show of the Mountain States Lumber Dealers Association will open January 28 for a 5 day stand at Denver's award winning Currigan Exhibition Hall. Looks like a great show!

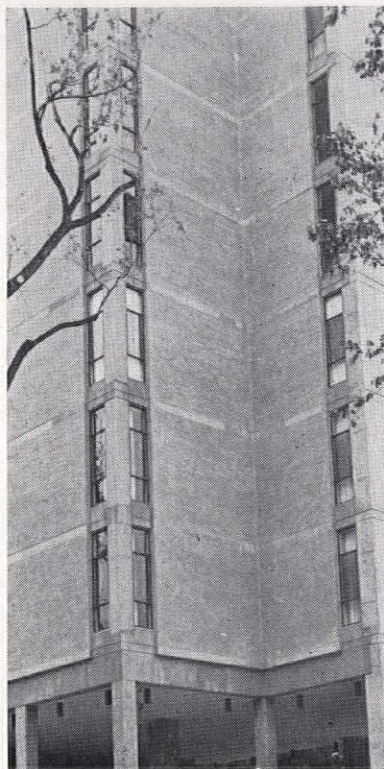
Six new associates have been named by the firm of Flatow-Moore-Bryan and Fairburn, Inc. Architects of Albuquerque and Phoenix. William O. Jette, AIA, will be in the Phoenix office; Leon A. Ross, George H. Bolling and Donald M. Shaffer are named Associate Architects in Albuquerque, and James A. Innis, P.E. and Clarence W. Via, P.E. are Associate Engineers in the same office.

The meeting of CSI/Albuquerque was moved ahead a week to November 4th so members could hear a presentation on Construction Services from Mr. L. P. Rinehart, General Manager of Dodge-Scan.

Brad and Harriett Kidder were the guests of A. Leicester Hyde in early October. Brad described Mr. Hyde as "an AIA character who roamed these parts prior to World War II, formerly with John Gaw Meem and as head of the H.A.B.S. for New Mexico . . . Allan Fisher and Paul Atchison would know!"

A new principal has been added . . . the Colorado mechanical and consulting engineering firm of Rice-Marek adds the name Harral to the masthead. Mr. Richard Harral joined the firm earlier this year as an associate, is a member of P.E.C., the N.S.P.E. and the Illuminating Engineering Society.

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The Board of Directors of the New Mexico Society of Architects . . . A.I.A. natch--will meet at 1:00 p.m. on December 13th at the Department of Architecture Building at the University of New Mexico. Chief item on the agenda--election of Society officers for the new year of 1970.

AGC Stalwart . . . Max T. Morton (former president Associated Building Contractors of Colorado, Inc.) has been elected the new president of the University of Colorado Associated Alumni. Max is a partner in the N. G. Petry Construction Company, Denver.

New Location! Mel Elward Company and Elward Construction have moved to 1310 West Jewell Avenue--Denver, 80223. New phone numbers are 936-3942 for Elward Company and 936-4413 for Elward Construction.

Jim Cushing, long a member of Symposia's Editorial Board, has returned to Albuquerque after a

couple of years with the Design & Construction Department of the Navajo Tribe. Jim says it's great to be back in Albuquerque where he is working for Lawrence A. Garcia and Associates.

The Winter Meeting of the Montana Chapter of the AIA has been scheduled for January 16-17 in Whitefish. This "Weekend on the Mountain" promises to be an outstanding meeting . . . get your reservations in early!

Henry Lowenstein presented a program in Denver on Theater Lighting on November 11th to members of the Rocky Mountain Section of the Illuminating Engineering Society.

symposia/happy thought


Since the Yuletide season is almost upon us, we thought you would all like to share in this bit of joy which appeared in Bob Fort's "Between the Sheets"--the SNACTIP pub in Phoenix. He admonishes us to . . .

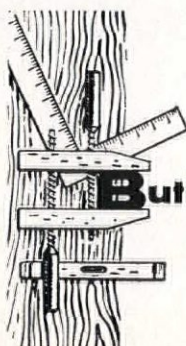
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Portland demonstrates: creative cooperation

All auspicious beginnings demand champagne, and the opening of the new offices of the Portland Chapter of the American Institute of Architects was just such a promising affair.

On Friday evening, October 24th, this AIA Chapter in cooperation with the American Institute of Interior Designers, the American Society of Landscape Architects and the Producers' Council welcomed their members and public officials to their new offices in the Dekum Building in downtown Portland. Official completion of this suite is a giant step forward in creative cooperation.

Office space within the A.I.A. Suite is sublet to the A.I.D., A.L.A. and P.C.; and the library, gallery, meeting hall, conference room and secretarial staff is jointly shared by all four organizations.

The remodeling and furnishing of this second floor space within the Dekum building . . . a Richardson Romanesque office structure built in 1892 . . . was accomplished by A.I.A.

work parties, and with donations of both furniture and art by A.I.D. and A.I.A. members. It will be in daily use by members of all four organizations for committee meetings, chapter meetings, for seminars, exhibitions and study groups. Both exhibitions and staff will be available to the public.

In an interview published in the *Oregon Journal*, Portland's A.I.A. President, Fred Rudat said the motivating force behind their group's choice of the vintage Dekum building was . . . "We wanted a building with personality, as well as practice in the revitalizing of old urban core buildings with historical significance."

By combining the forces of four important organizations, President Rudat went on . . . "We hope to be both a watchdog over urban projects as well as a force supplying positive programs for environmental improvement."

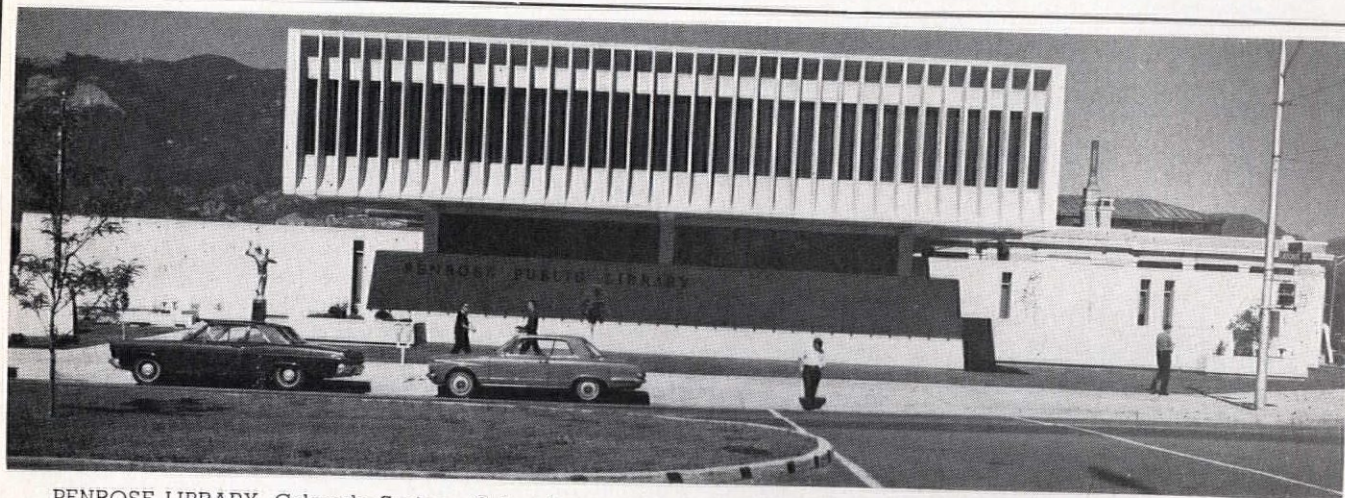
Several projects are already in the planning stage . . . the development of further Design Centers in addition to the one currently operated by

the Portland Chapter in the Albina District. A study is under consideration for the implementation of a downtown Mall and for a comprehensive program for the development of Portland's waterfront.

The alliance of these groups is so natural . . . and so right . . . we are inclined to wonder why nobody ever thought of it before. And even now, the Portland Chapters of the AIA, AID, ALA and Producers' Council are envisioning an entire office building which could serve as a hub for operations and social action by the entire architecture / engineering / construction community!

In all probability, this is the first time in the United States that design professionals and material suppliers have joined together to share facilities, talents and experience. As a consequence, a mutual respect and understanding of one another and of individual and corporate capabilities is the happy result.

Symposia, devoted to the premise that we must indeed, all hang together or most assuredly we will all hang separately, would extend to the Portland Chapter of the American Institute of Architects and to their colleagues in creative cooperation . . . our deepest appreciation for this pioneering effort.



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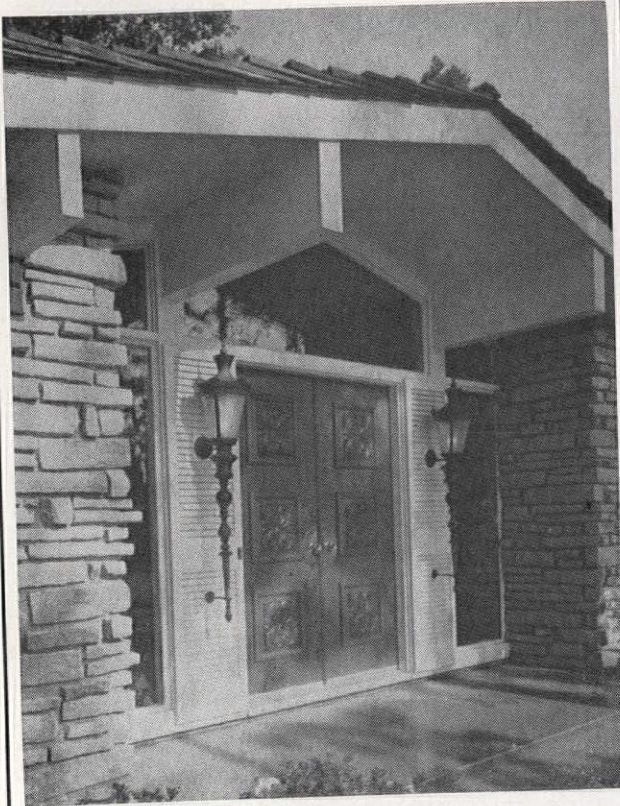
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|||C.S.I.||| Regional Conference

Approximately two hundred members of Region 11/Construction Specifications Institute gathered for their Annual in late September at the St. Francis Hotel in San Francisco. Reports from those in attendance indicate the meeting was both informative and enjoyable. A large delegation was on hand from Phoenix, including George Petty, Western Section Director; Phoenix Chapter President James Lindlan; Dick Perrell; George Lovejoy, Second Vice President, and Bill Pullan. President Barney Aros and Vice President Hilly Rosenzweig represented the Tucson Chapter.

John Kuremsky, Region 11 Director, presided at the two hour session for Chapter Presidents held on Friday afternoon. Local chapter problems were given consideration, and advice and/or solutions were forthcoming from those present. It was agreed to exchange reports and news bulletins in an effort to improve inter-chapter communications.

George Petty presided at the Regional Screening Committee meeting at which time the name of Tom Keeton, Jr., was placed in nomination for the position of Western Section Director. Tom's name will be the only one submitted to the Secretary of the Institute. *(We can only heartily applaud this selection. Tom is a member of both the Denver and Pikes Peak Chapters of CSI, often attends meetings of the Albuquerque Chapter, and has great rapport with all members whether professional or industrial. He has received our Symposia Salute, served faithfully on the Editorial Advisory Board and—well, whatever our prejudice in his favor, you've got to admit he's a wonderful guy!)*

Delegates were welcomed on Saturday morning by Host Chapter President Doug Day, and with John Kuremsky on the business end of the gavel, reports were given on Chapter activities during the past year. The Screening Committee Report was delivered by Section Director George Petty, Harry Hedges reported on Regional Awards, Craig Walling reported from the Education Committee and J. W. Kuremsky reported on the Operating Guide. Mr. Kuremsky also stated that there will be a by-laws referendum to allow an industry member to act as a delegation chairman in the absence of a professional member and that the new Guide for Chapter Editors should be ready for distribution before 1970. Mr. K. also notes that Sweets Catalog Service has made a commitment to change their numbering system to conform with that of the C.S.I. Format and the Uniform System for Specifications.

Executive Director of the Institute Joseph A. Gascoigne spoke to Region 11 conferees in the afternoon on Institute Programs, most particularly Spec Data II, the Building Product Selector Microfilm File which will be available in early 1970. A demonstration of this system was presented by Steve Kohn of Information Handling Services, Inc.

The technical program for the meeting was "Computers in the Construction Industry With Emphasis on Automated Specifications." This segment was ably handled by David J. Hall, who is a Senior Research Engineer at the Stanford Research Institute. SRI has the research contract for the development of a standard automated specification system for the Construction Specifications Institute. (See November Symposia.)

Coming Region 11 Conferences were forecast as follows: 1970: Sacramento; 1971: Phoenix and 1972: Monterey Bay.

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CEC/US TRADE MISSION

Consulting Engineers Council of the United States has announced plans for the fifth Professional Mission to be organized under the U. S. Department of Commerce Industry-Organized, Government-approved Trade Mission program.

Scheduled to visit seven countries in Southeast Asia in January, 1970, the mission will follow a new pattern, designed to increase effectiveness and to attract active participation by public and private organizations in the area. The Mission will be related to a seminar on Environmental Engineering in Bangkok, Thailand, January 19-24 being organized by the Department of Commerce. An Urban Planning and Municipal Development Exhibition will also be on display at the U. S. Trade Center there, and preliminary work by the U. S. commercial offices in the region has already indicated widespread interest on the part of local government officials and others in attending.

Recognized authorities in environmental engineering, with particular reference to water supply and sanitation, will be engaged by Commerce to organize and conduct the seminar programs: members of the CEC Mission will be participants in the seminar presentations, and will be available following the seminars to confer with public officials and others in attendance.

Following the three-day seminar program, the CEC Mission will visit Malaysia, Singapore, Indonesia, the Philippines, Taiwan and Korea to confer with public agencies and private organizations in those countries. A detailed itinerary including definite appointments with key officials will be set up for the Mission by Commerce and CEC. Previous CEC sponsored Missions visited countries in Africa, South America, Central America and Southeast Asia. Results in terms of contacts established in these areas, understanding the needs and opportunities there, and opening of productive relations with private and public organizations have been very satisfactory, and the second visit to Southeast Asia, in January, recognizes the vast potential for engineering assignments opening up there.

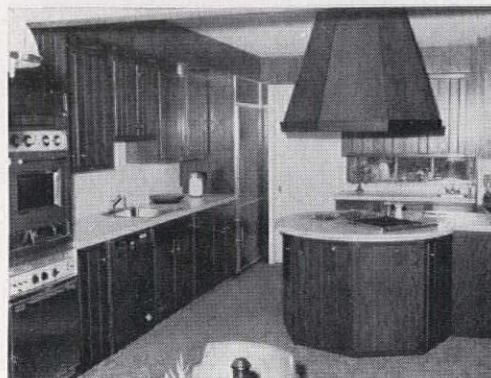
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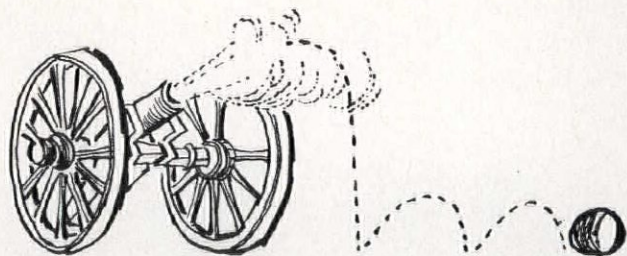
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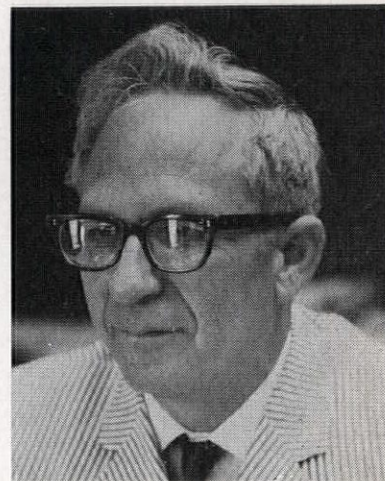
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a symposia salute



TO: Max Flatow, FAIA
Director-Elect
Western Mountain Region
American Institute of Architects



We've been firing Symposia Salutes for over three and a half years, but Max Flatow is the first to get a "second time around." His first salvo came in June of 1967 when he received his Fellowship from the Institute . . . he receives his second from what he himself terms "an overwhelming victory" in Las Vegas (a typical wry Flatow evaluation since the WMR Board came out of a protracted meeting with a 29-29 tie between Max and Fred Montmorency of Salt Lake City . . . resolved only by emergency balloting prior to the Opening Luncheon).

Max is a gentle-spoken gentleman who may well be tabbed as a "jolly green giant" in our Western Mountain Region. He is a principal in the firm of Flatow-Moore-Bryan and Fairburn with offices in both Albuquerque and Phoenix. His AIA career goes back a long way—he was named Architect of the Year, for instance, in 1954 at the Third Annual Conference of the then Mountain Region. He has served the Institute in many capacities for almost two decades at local, state, and national levels.

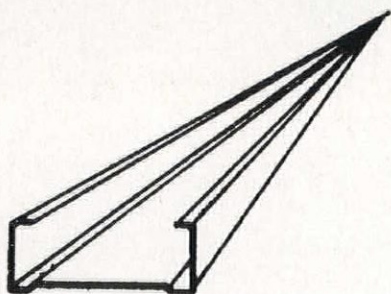
His unprepossessing exterior conceals an architectural de-

signer of great ability, and a human being devoted to his family and his profession. A brief conversation with Max reveals his great concern for the Region—the Profession—and for the Future. Max, we believe, will lead the Western Mountain Region to a new excellence in a future beset by challenge and change . . . he believes in the best and in the West!



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Thank You Note To The W. M. R.

The 18th Conference of the Western Mountain Region of the A.I.A. must surely be acknowledged as a milestone for Symposia. We came away so deeply touched by the kindness of our hosts, the Las Vegas Chapter, and by the warmth and the friendship we found on every hand.

It is quite impossible to describe our feeling when Jack Toohey of Wyoming, Chairman of the Convention's Resolutions Committee, read the following on Friday, November 14th at the Annual Business meeting . . .

"RESOLUTION NUMBER 6

"WHEREAS, The dedication and efforts of Fletcher and Betty Trunk in support of the profession and in publishing "SYMPOSIA" has contributed greatly to the success of our efforts in the Region; therefore,

"BE IT RESOLVED, That we extend to the Trunks our sincere thanks for this tireless work on our behalf."

It was passed . . . unanimously.

It is important, we believe, to express our gratitude publicly to the Western Mountain Region of the Institute, to our faithful Editorial Advisory Board and to all the segments of the architecture/engineering/construction community in the eight states where Symposia is read each month. We are truly aware that without all of you—there could never be an "us"!

We promise to work unremittingly to merit the praise you have so lavishly bestowed upon us. Symposia will hope to grow in our service to an Industry and in an area which is poised, we believe, upon the launch pad of great change and challenge. With such wonderful friends behind us—we cannot fail to go forward.

We thank you!

*Elizabeth and Fletcher
The Symposia Team*

DOG TEAM DERAILED

Those husky Malamutes sent northward by Nevada Association of Architect's Prexy, Bob Fielden, floundered somewhere in the wilds of the U. S. Post Office Department. Therefore, we were unable in our November issue to properly credit John C. Mayers, Architectural Designer and Artist, for his delightful November cover for Symposia. A design member of the firm of Bruner, Welles, Kennedy and Associates of Las Vegas, John has spent most of his life in this vital southwestern community. While he was still a sophomore in high school, he began part time work with the then firm of Worswick and Bruner, and has received much encouragement in the development of his considerable talents. He attended the Los Angeles Art Institute majoring in Architectural Design and the Graphic Arts. He is currently concerned with the design and planning of the proposed Southern Nevada Museum, and with the master plan for a future urban dwelling development.

John's weekends are usually spent in a sort of "busman's holiday" . . . painting, sculpting, model building . . . or exploring a new design idea.

Needless to say, we were pleased indeed to have his "cover idea" on Symposia's November issue, and cordially invite him to "Come Again!"

HONOR AWARD

architect: Anderson, Barker, Rinker

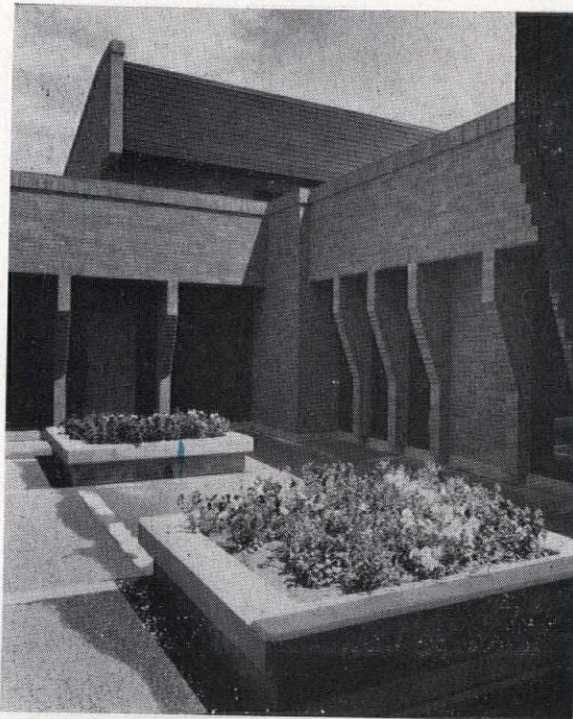
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Awards Competition

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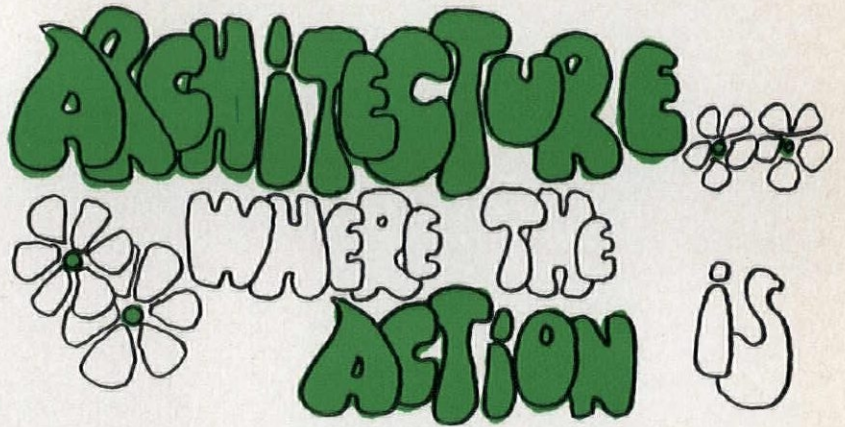
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an evaluation

Members of the Western Mountain Region/American Institute of Architects meeting in the opulent setting of the Dunes Hotel in Las Vegas, November 10-14, came away with one paramount message . . . the icy winds of change are blowing. From the initial presentation by Leon Bridges, AIA, of Seattle, Washington, on Social Responsibility to President-Elect Robert Hastings', FAIA, closing comments at the Awards Luncheon, Friday noon, the words were **change** and **challenge**. No longer is this a veiled implication—but a clarion call to the practicing professional!

For the first time in Regional history, student representatives from the five accredited Schools of Architecture were present. Their attendance and that of their Deans was sponsored by the Las Vegas Chapter, and the young men exhibited their work, attended sessions and "spoke out" at a Student Affairs Seminar which hopefully established new bases for future communication.

Attendance, at almost 400, was at an all time high, and there was, we believe, a greater "esprit de corps" evidenced than ever before at a Regional meeting. This community of interest was the more significant in the face of a tight competition for the office of Regional Director, and a divergence of opinion on the formulation of the new Standard of Practice.

In summary, the Eighteenth Regional Conference may be regarded as a bench mark determining a future course of action. The change and the challenge given such sharp immediacy in Las Vegas will be met, we believe, by the architects of the Western Mountain Region . . . more closely integrated . . . and truly aware of the role they must play in our transitional society.

social responsibility

**Leon Bridges, AIA
Seattle, Washington**

(Arrangements for Mr. Bridges' appearance at the 18th Regional Conference were made after the Official Program was released—indicate the emphasis placed upon this new Task Force by the Institute, and certainly represented a plus factor at the Western Mountain meeting. Mr. Bridges represented the Task Force on Social Responsibility which replaced the prior group on Equal Opportunity. Headed by David Yerkes, this Force is made up of one-half practicing architects, one-half students, and two-thirds of the total number are members of minorities.)

Mr. Bridges outlined, in brief, the action taken by the National AIA Convention in Chicago to meet the problems of our dynamically changing so-

ciety. Of prime consideration was the inadequacy of architectural manpower, and of construction technicians; the legal demands upon the profession and the need to keep costs down but to maintain an incentive for people to join the profession. There is, stated Mr. Bridges, a 75% attrition rate from the first to the fifth year of architectural education, 42% leave the profession—and the final result is a gain of only 1/18th graduate architect per firm throughout the United States . . . a growth rate of less than 5 percent.

Throughout the summer, the Task Force labored to convert ideas into meaningful programs and projects which would totally involve the Institute and its membership . . . the culmination was a meeting of the group at the Octagon with George Rockrise, FAIA, and with Urban Affairs lead-

ers. Their findings were presented to the National Board which met in Santa Fe in late September.

Some of the activities called for by the Task Force and endorsed by the Board included aid to rapid entrance into the profession by minority groups to encompass high school career guidance, remedial programs and scholarships, assistance in the accreditation of black schools of architecture, and continuing education courses especially in urban design and related training. The establishment of Community Design Centers to provide architectural know-how to the inner cities was stressed, and steps were taken to increase the political awareness and power of the design professions. A conglomerate cost figure of plus \$16 million dollars has been committed to these projects.

In summation, Mr. Bridges said —

"Hopefully, you will develop concepts and programs in addition to those I have outlined—and I hope you will transmit them to the public, the AIA Board, and its Task Force; and that this will be the substance and thrust of your conversation in the next three days. I urge you to give your full support and dedication to the Institute's Program of Social Responsibility—and ask yourselves are you with the action and/or is the action with you.

educational facilities

Dr. James MacConnell
Stanford University

(Our problem is complex . . . how to epitomize the remarks of a white-thatched educator with twinkly blue eyes whose material comes straight from Bob Hope and whose delivery is summa cum "Lonesome George" Gobel. Dr. MacConnell cellophane wraps his "nuggets of knowledge" in quips, but manages to bring the designer vis-a-vis with the major problems of the construction of modern educational facilities.)

Teachers and architects have something in common—everybody knows, according to Dr. MacConnell, something about both professions. Like the cat watching the tennis game with great intensity—his friend came along and asked him why he was so interested in tennis—the cat replied, "My old man is in that racquet." Everybody is in our racket!

There has been a real failure by teachers, school administrators and architects to sell the public on good school construction . . . on the fact that good schools cost a lot of money, and these costs are going to be higher in the future. People ask, "Why do schools cost so much . . . hardly anything else does." Well, in 1936, you could buy a Pontiac for \$900.00—you can still, states the Doctor, get a 1936 Pontiac for \$900.00.

"I was in New York," he said, "and at this show I saw a robin's egg blue concrete mixer . . . for \$12,000.00. Now who in hell would pay \$12,000.00 for a robin's egg blue concrete mixer. Well, the salesman came along and in half an hour, I never wanted anything so badly in my life . . . I got a chain saw in the same deal." We have got to do a better job of selling . . . and we've got to sell people on the idea that things aren't what they used to be. "The first school I planned," he told the architects, "cost \$4.00 a



square foot . . . it's hard to plan a school like that anymore . . . hardly." We have got to get the money for the job. We've got to be able to answer the question . . . "What did you do with the money you stole from us last year?"

Today's educational facilities are different. Kids, he says, are going to like school. The problem is getting the educator to tell the architect what he wants. The architect should say to the educator . . . we won't take the commission until we have a program! This should be a written program . . . if the teacher starts to draw lines, slap her hands. The architect should draw the lines.

"I work for the Ford Foundation while I'm resting, and I not only keep my suitcase packed, but my passport handy. Those clowns don't know where anything is in this world. Well, they called me and said, "Whip down to Rio . . . and look over this school site . . . don't criticize it, they've already bought it." I got there . . . they had 4 acres of flat land, and 7 acres on the side of the mountain with two waterfalls. I complimented them on their drainage and looked at the plans. They had put the building right in the middle of the flat land. I told them they needed to take the time and the money for a program . . . they bought the idea . . . and we spent \$180,000 for the program for this \$2 million building. Down there they play "footsie ball," and the logical place for that was the flat land. So, we said we'd put the school on the side of the mountain. "What about the water?"—I said we'd put it through the building . . . "Drown the kids!"—I told 'em we may lose a few but they have big families down there. Well, you know the school is getting built,

and everybody is all enthused. Just imagine, those kids are going to have big fish to study . . . not a bunch of damned guppies. Kids might like going to a school like that!"

In conclusion, Dr. MacConnell told the story of the lady golfer who was trying to get her ball off an ant hill . . . she undercut the ball several times, killing all the ants but two . . . Maggie and George. George said to Maggie . . . "If we're going to survive, we'd better get on the ball!"

public relations

A. Bailey Ryan, Chairman
Public Relations Committee
Mary Margaret Grant
Assistant Director
Information Services

By way of introduction, Mr. Ryan, who in addition to his Public Relations post serves as Director of the East Central States Region, AIA, outlined changes being made in the governing structure which will give the Public Relations Committee greater latitude in formulating a meaningful thrust in the years ahead.

"The AIA," he said, "For the last 100 years has been waltzing and talking to itself!" He credited Phil Meath with convincing the Board some two and a half years ago that this approach was archaic and new programs must be formulated if the Institute was to be out front and the architect's public image altered from the beret to that of a businessman who can move around the market place.

To this end, the Public Relations Committee has been moved to management level, and today, the Chairman is a member of the Board, the Executive Committee and the newly formed Planning Committee. The program is now funded—10% of Institute funds for Public Relations and 10% for advertising. This funding has made possible a fine professional staff. In the past, committees and their chairmen had innumerable "pet" projects dispersing the effort in many different directions—there was no follow-through—and little was accomplished. Mr. Ryan stressed the importance of self evaluation and a determination upon specific goals. A recent survey conducted for the Committee among corporate clients, leaders in both government and business revealed that at this point in time, the '60's, the architect was considered the leader of the building team. When the group was asked who would lead this team in the future . . . the architect was third on the list, which was led by "Planners." They did not use



the word . . . "architect," and this was a message. Stated Ryan, "We sure as hell better start thinking about ourselves. The architect can no longer be smug, we've got to tell the public what we are doing!" We must first, he said, evaluate our membership. The image of the wining and dining gentlemen's club has largely been replaced by the "bushy tailed" executive guy . . . but in Chicago, we saw still another image. This self analysis can be done under the new structure with the Planning Committee at the top. Goals both short and long term can be set, and policy decisions implemented. After a hundred years of doing nothing, Mr. Ryan said, the time has come for the architects to set their house in order, and determine where they are going.

Mary Margaret (Peggy) Grant is a member of the fine professional staff mentioned earlier by Mr. Ryan. She reviewed for Western Mountain AIA members the many publications, forms and public relations tools available to them from Information Services at the Octagon. She pointed up the expansion of Public Relations Seminars, better newsroom techniques which in Chicago increased the number of newsmen to 200 over about 80 at Portland. Over 200 news releases are prepared at the Octagon each year, and the new policy of announcing only one major award each month has paid off in much better coverage. The PR Kit is being updated and will be ready for release at Grassroots.

Mr. Ryan announced the premiere of the fourth modular film on December 6 in Washington, D. C. to a large and influential group. In addition to Chapter showings the other modular films have been shown on television to an estimated 8,345,000 viewers, and to private groups of over 43,000. Distribution costs of \$22,600 were partially paid (\$16,000) by film sales which makes the net cost of this exposure about \$6,000. A real bargain, as Mr. R. pointed out.

He screened the four AIA Public Service Television spots which have been showing throughout the country during the past year. Widely used, a recent survey indicates that had the time been purchased, the cost would have exceeded \$2 million. A much better return for \$75,000., Bailey Ryan suggested, than you are likely to get downstairs in the Casino. He also showcased some of the advertisements to be placed in national magazines during 1970 and discussed future advertising and public relations programs planned by the Institute.

There is indeed a new breeze blow-

ing. After a century of talking to himself, the architect is now speaking out—giving the American public a forceful presentation of what he is and what he stands for. The "do nothing" days are over!

student seminar

Moderating:

Sidney W. Little, FAIA

(This meeting represented a significant first bringing together student representatives from the five accredited Schools of Architecture in the Region, Deans, faculty and practicing architects. Made possible by the Nevada Association who picked up the tab, the seminar was an initial step toward better communications, and a more meaningful future exchange between student and architect. Students attending the Conference were: Lynn Pomeroy and Doyle Brightenburg, Arizona State University at Tempe; Roger Johanson and Bob Newman, University of Arizona, Tucson; Dave Dahman and Jim Richardson, University of Colorado at Boulder; Sandt Eeds and Pat McMurray, University of New Mexico, Albuquerque and Giles Blunden and Kenneth J. Winghart, University of Utah, Salt Lake City.)

Moderator Little opened the informal discussions by outlining the action taken by the Regional Council in setting up a fund to be used to assist student projects which the Schools of Architecture cannot financially support. Projects are to be submitted through Deans or Chairmen of the School to State Chapter Presidents for screening. The project will then be forwarded to the Regional Director. Costs will be equally shared by the Region and the State Chapter.

Dean Little, in reply to a student query on what has been done by the A.I.A. to implement the Chicago resolution, referred them to the Social Responsibility organizational chart available to all Student Chapters—under Board consideration is a program involving some \$16.5 million in the next 3 or 4 years. A Foundation grant of \$350,000. has been received to assist in the accreditation of one black School of Architecture, and \$500,000. has been pledged by the Urban League which will receive matching funds.

Community Design Centers

University of Arizona: The original CDC was started by students acting on their own, they offered too much and were shot down. Now, we are beginning in a small way, and we've had a joint meeting of students and practicing architects to determine

areas of mutual concern.

University of Colorado: Three projects have been started, the Headstart Program in Lafayette, the Denver CDC and the Migrant Workers Camp at Fort Lupton. Contacts made by students with faculty assistance, a Sensitivity Training program by an active black worker has been provided. To date, AIA Chapter unin-
volved. Student comment: "They haven't asked—we haven't offered."

University of New Mexico: There have actually been three areas of involvement, probably most significant is in Albuquerque where students, faculty and volunteer architects have met with Urban Renewal people. The CDC office is set up in connection with Model City offices, and remodeling funds for this facility are being provided by the AIA Chapter. A Vista worker and the involvement of the professionals coupled with the close association between all concerned should provide continuity.

We have no report before deadline by the Utah Chapter/AIA. Voted on the establishment of a CDC at their November 20th meeting.

Students say:

"As I look at the A.I.A., I don't see much despite the \$15 million commitment."

"Students need help in organizing chapters. We make the same mistakes over and over because we don't know how to run an organization successfully, and how to get things done."

"When we do attend AIA meetings, we are not met or welcomed by professionals."

"A lot of students don't know what the A.I.A. is—it has a bad history."

"Young faculty members don't do anything for the A.I.A., they look at the organization in the same way students do."

"We want an action-oriented organization."

"Students have another alternative . . . we have T.A.R. if the A.I.A. doesn't move in the right direction."

"As students, we're interested in the community, we can't get excited about the corporate client."

The Practitioner says:

"There is a lot of useful energy in these students which chapters could use to advantage . . . it needs to be channeled."

"A lot of the problem is in public relations and communication. Many architects are involved in community programs—we just don't tell people about it."

"Don't overlook the corporate client. We must make money to carry out our social programs."

"Each CDC must have some sort of

ground rules. It is important to determine the liability of the practicing architect when he is donating his services."

"If students will communicate their problems to the A.I.A. Chapter 99% of the architects will listen."

"Historically, the A.I.A. may have been a gentlemen's club . . . but look at the activities of the Institute in the last four or five years."

"Changes can be made by the young architect, but this must be done from within the organization."

The Conclusions:

Since the real problem seems to be lack of communication, the following suggestions were made and accepted by those present at the Seminar—

1. Each Chapter has many committees—a student representative on each one of these committees would establish a basis for an exchange of views.
2. Since students are looking for someone in the A.I.A. in addition to the faculty, Chapter representatives should work with Student Committees.
3. A voting Student member should be on each Chapter's Board of Directors.
4. Each Chapter and the students involved should endeavor to identify areas of mutual concern existing rather than concentrating upon differences.
5. Students should continue to exchange ideas by correspondence, the Regional Director will act as liaison forwarding these ideas to Chapter Presidents.
6. Symposia will endeavor to serve as a communications media, and critical manuscripts from student groups to the magazine will be given a top priority.

the architect/ the law

Carl M. Sapers

Boston, Massachusetts

"Like it or not," Mr. Carl Sapers, the Boston attorney began, "the architectural profession stands at the threshold of great change!" With U. S. population due to double by the year 2,000 and with the decline in the housing supply, Mr. Sapers warned that decisions are being made today by planners, public officials and feasibility experts all prior to the entry of the architect. In other words, these people are creating the envelope and the architect is merely filling in the interstices . . . now the trailer people

architect/the law
continued on page 21





western mountain region architectural awards-1969

THE JURY

Robert E. Alexander, FAIA, Chairman

Worley K. Wong, FAIA

H. Robert Wilmsen, FAIA

Report of the Design Jury

The Jury enjoyed the assignment. It was especially evident to the Chairman, who had attended a Western Mountain Region Convention in Jackson Hole about ten years ago, that the general level of design in this vast and beautiful area has improved to a remarkable degree. The Jury regretted that time and distance prevented our visiting the most significant projects. Our judgment undoubtedly would have been influenced by experiencing the actual shapes under surroundings, to the credit of some project not premiated and to the detriment of some which were

presented beautifully in photographs.

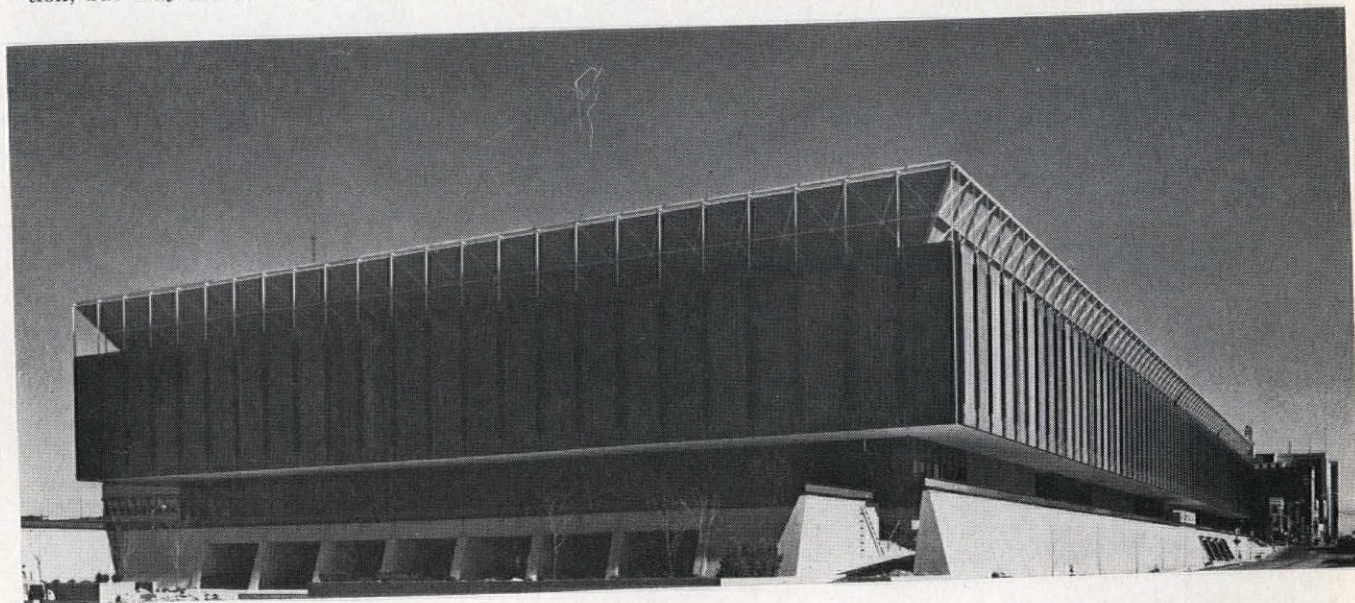
The jury was catholic in its selections. Awards cover the range from the largest to the smallest project, and represent almost every category except single family residences which were conspicuous by their small number and, in the eyes of the jury, lack of outstanding merit.

The jury designated seven projects, 10% of the total number submitted. This is a high average compared to results in many areas. Two of the projects were singled out for Honor Awards and the balance for Merit Awards, as follows:

HONOR AWARD

CURRIGAN EXHIBITION HALL—THE DENVER CONVENTION CENTER

An Exhibition Hall in Denver is the antithesis of the romantic civic center in its rational approach to the huge, complex problem presented to the architect. The two Honor Awards represent extreme poles in program and solution, but they are on a par from the standpoint of skill. Plans, elevations and sections are clear, clean and direct.



architect: Muchow, Ream and Larson
owner: City and County of Denver, Colorado
general contractor: F. R. Orr Construction Company
photography: Rush McCoy

consultants: structural: Ketchum, Konkell, Ryan and Hastings
mechanical: McFall and Konkell
electrical: Swanson-Rink and Associates
acoustical: Thomas G. Morrissey

**HONOR AWARD
SCOTTSDALE CIVIC CENTER**

City Hall and Library—Scottsdale, Arizona

A Civic Center is pure romance in architecture. The setting, which we understand was a park to begin with, could have been destroyed by business-like buildings and masses of parked cars. The irregular plans, so popular with some students, could have led to a chaotic solution. In the hands of this architect, order has been superimposed skillfully and details are consistent. This City Hall and Library should have a profound effect on the community and its relationship to government. Perhaps the community has already influenced the architecture.

architect: Bennie Gonzales and Associates
owner: City of Scottsdale

general contractor: Arnold Construction
photography: Koppes



**MERIT AWARD
VANDERHOOF ELEMENTARY SCHOOL, ARVADA**

An Elementary School was judged the best of several entries apparently submitted by the same firm. It employs brick as if it were brick without resort to a saw and without arbitrary tricks. The plan is beautifully organized for a contemporary, flexible approach to education. The interior court provides relief well located in the plan.

executive architects: Anderson•Barker•Rinker
coordinating architects: Rogers/Nagel/Langhart
owner: Jefferson County School District R-1

Dr. Del Walker, Superintendent
Jefferson County, Colorado

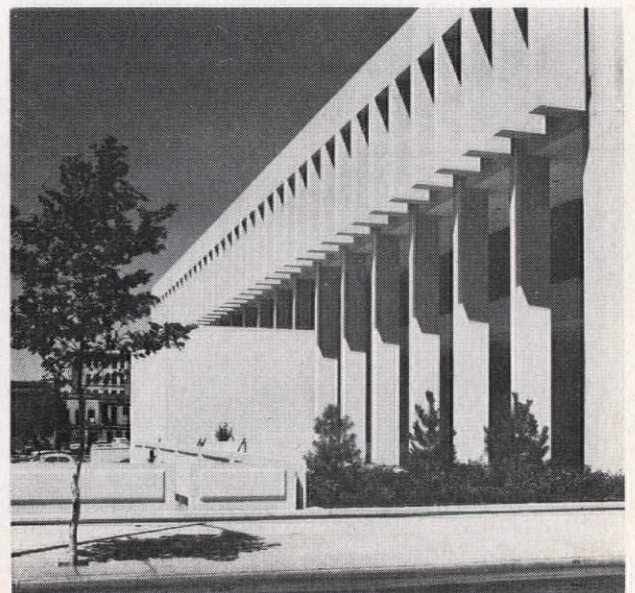
general contractor: Kraxberger Construction Company
consultants: structural: Jorgensen-Hendrickson
mechanical/electrical: Swanson-Rink
photography: Ted Tourtelot

**MERIT AWARD
FEDERAL RESERVE BRANCH BANK—DENVER, COLORADO**

A Federal Reserve Bank in Denver is a good example of dignified federal architecture. The design is monumental without being ostentatious.

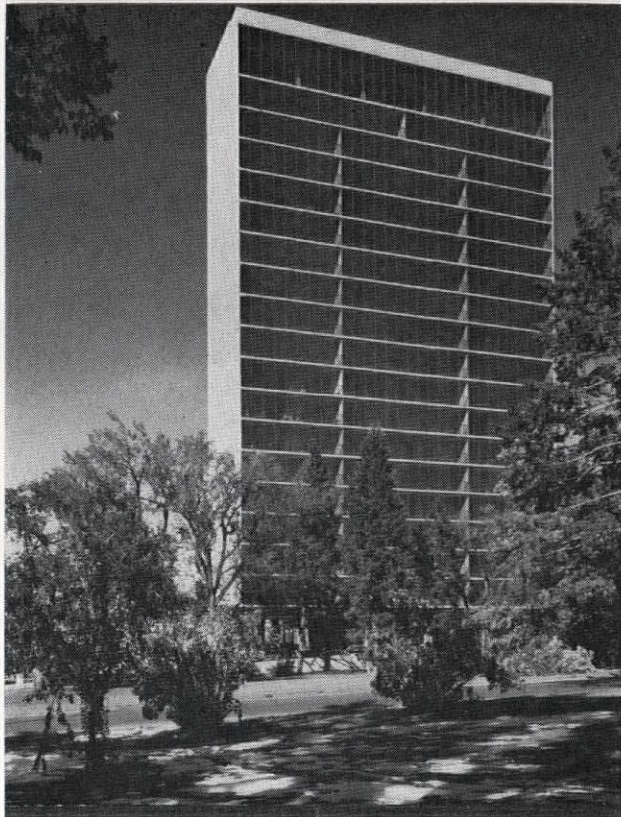
architects/engineers: W. C. Muchow - Ken R. White
Donald Preszler, architect
Joint Venture

owner: Federal Reserve Bank of Kansas City
general contractor: Hensel Phelps Construction, Greeley, Colorado
engineering consultants: Ken R. White Company
photography: Rush McCoy



MERIT AWARD

ONE CHEESEMAN PLACE—DENVER, COLORADO



A Prestige Apartment Building makes the most of its magnificent setting. All apartments face south, looking across a vast park. The ground floor is occupied only by open courts and the elevator lobby. Parking is located underground. There are only three apartments per floor. Respect for the site, restraint in design and the provision of space inside and out make this a luxury apartment building. We hope the insect screens can be kept clean over a period of time.

architect: Charles S. Sink and Associates

owner: Mrs. Charline H. Breeden

general contractor: Gerald H. Phipps, Inc.

consultants: structural: Robert H. Voiland

electrical: Swanson-Rink and Associates

mechanical: Francis Stark

interiors: Castle/West, Inc.

Model apartment interiors

An Educational Facility for the Methodist Church in Cheyenne, Wyoming is a simple, beautiful consistent design by an Architect whose veracity we question. The building is quoted at \$12.55 per square foot. Simple planes of brick and concrete are handled with skill and restraint.

architect: Muchow Associates—Denver, Colorado

owner: First Methodist Church—Cheyenne

general contractor: Reiman-Wuerth, Cheyenne

consultants: structural: Ketchum, Konkell, Ryan and Hastings

mechanical: McFall and Konkell

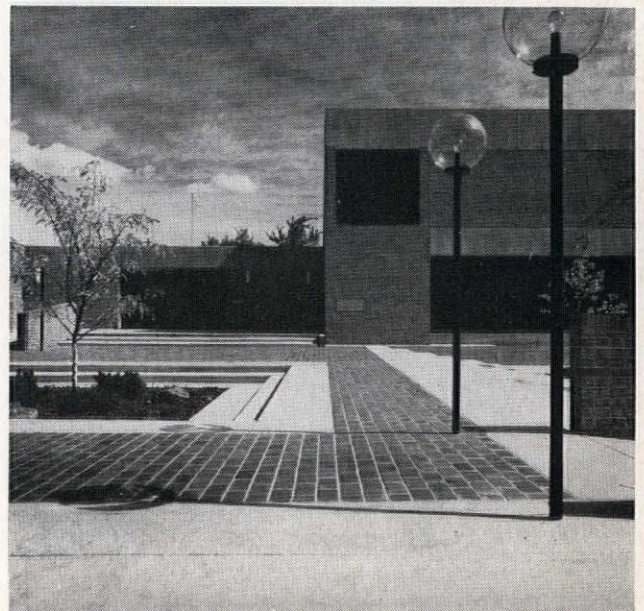
electrical: Swanson-Rink and Associates

photography: Rush McCoy

MERIT AWARD

EDUCATIONAL BUILDING

FIRST METHODIST CHURCH—CHEYENNE, WYOMING



MERIT AWARD STABLES FOR SUNDANCE RESORT PROVO CANYON, UTAH

A Horse Barn represents the extreme end of the scale from the exhibition hall, for instance, in simplicity of program. The jury notes, however, that there is no horsing around in this case. Not only is the solution simple, direct and practical, but the building contains instances of sensitive and skillful detailing. It would be refreshing if barns for people were done as well. We note with interest that the Architect here also claims to have had a low budget.

(Ed: \$3.33 per square foot)

architect: Brixen and Christopher, Salt Lake City
owner: Sundance, Inc.
general contractor: Sundance, Inc.

consultants:
graphic designer: Alex Darais
photography: Patrick King



architect/the law

continued from page 17

and/or the aero-space people may take over the interstices.

Mr. Sapers said too often architects are marched to the back of the bus to be shown where they have been . . . it is vital, today, for them to stand at the front of the bus and examine where they are going. In the future, he predicted the practice of architecture will be dominated by the large incorporated firm . . . not only does the corporate firm offer many advantages, but only the large firm will have the power to control the environment. Only Arizona and New Mexico within the region explicitly recognize the architectural corporation, in the business form.

The attorney went on to point up the many non-tax incentives for forming a large, corporate firm. This would replace the present short sighted and brutal system of training young architects . . . who are exploited during apprenticeship and then thrust into private practice because . . . "if a young man has gumption, he'll develop his own practice just as I did." The young architect is too often a hostage to his client, too often is forced to depress the fee market. In the decade ahead, only the large corporate firm can function in a professional way—best answering the needs of public good.

The architect, said Mr. Sapers, must look ahead to multi-discipline action to maintain his leadership, and the corporate form is the best vehicle for the broad-gauge practice. It also offers the best technique for raising

capital with employees participating through stock purchase . . . in fact, some firms have even offered stock publicly. There will be an end, he feels, within the near future of the "balkanization" of the profession by the acceptance of the NCARB certificate on a national scale making it relatively simple for the architect to move from state to state.

Another future development noted by Mr. Sapers is a return to the Master Builder concept of the Bulfinch era. Design professionals might well take a lesson from Mr. Bulfinch who three times found himself in debtor's prison proving only perhaps that he was a great architect but a lousy entrepreneur. The now-formulating Professional Standards may well put the architect back into the construction business except where state statutes specifically prohibit his participation. Widely prevalent through the East, only Utah in the Western Mountain Region has such a restriction, and there it can be by-passed if the owner is aware of the architect's involvement and consents to it.

Following a penetrating analysis of both open and closed systems of construction which will command the attention of the architect in the decade ahead, Mr. Sapers predicted that archaic building codes and antique bidding methods which presently frustrate change will disappear. He anticipates new A.I.A. contract forms, more specific liability definitions and indeed conventional construction will be overturned by the winds of change.

Concluding his presentation, Mr. Sa-

pers stated . . . "First, the organization of the firms and second, the organization of the entire industry are being subjected to imaginative criticism. The staid and conservative profession of architecture is presently in ferment. A friend driving recently in a taxi in front of the National Archives building in Washington, D. C. pointed to the inscription on the pediment of the building . . . 'What's past is prologue.' and asked the cab driver what the words meant. 'It means, buddy,' said the cabbie in words appropriate to the future of your profession, 'It means, you ain't seen nothin' yet!'"

(The speech given by Carl M. Sapers is, we believe, one of the most significant ever delivered at a Western Mountain Regional meeting. This brief digest hits only the high spots . . . Symposia therefore would like to offer to chapters or firms within the Region, the complete tape of this important address which so vividly points the future directions being taken by the profession. Simply write or telephone Symposia — arrangements will be made for your use of this material.)

Jack I. McAuliffe
Reno, Nevada

Allan E. Mecham
Salt Lake City, Utah

Hugh J. McLearn
Denver, Colorado

The panel discussion on the Architect and the Law brought to the podium three attorneys from the West-

ern Mountain Region. The first speaker was Mr. Jack McAuliffe of the Reno firm of Streeter, Sala and McAuliffe. He underlined the responsibility of the architect under State Registration laws. In every contract, he pointed out, there is a third party—the public. The State, he said, will not allow you to give half a service, even if you are only being paid for half a service, if it concerns the public. And the architect cannot pass the buck to the client . . . it is his responsibility under State Registration laws to render his best professional services.

Mr. Allan Meecham of Salt Lake City brought to Western Mountain Region architects what his colleague from Colorado termed . . . and rightfully so . . . a horror story. This gothic tale concerns the Utah Supreme Court's decision in the case of Nauman vs. Beecher in which Beecher's incorporated architectural firm in a third-party suit was declared liable to the tune (dirge?) of \$638,000. (These damages accruing interest could amount to \$750,000.) The case in brief: Nauman, an employee of the General Contractor, was inspecting a large trench when dirt sloughing off the sides threw him against timbers breaking his back and causing subsequent paralysis . . . a trench which had been looked at by the Utah State Industrial Commission without work stoppage. Not satisfied after collecting his Workmen's Compensation through the General Contractor, Nauman instituted a third party suit against the architect whose contractual arrangements with both General and owner, gave him authority for overall supervision and power to stop the job if unsafe conditions existed. Attorneys for the architect entered a motion for a summary judgement which was granted. Nauman then appealed to the Supreme Court where to everyone's amazement, the \$638,000. judgement was handed down. This decision has been appealed with Amici Curiae briefs being filed on behalf of the architect by the Utah Chapter/AIA, the Consulting Engineers Council/Utah and by the Associated General Contractors. A decision is expected early next year.

With this example before them, Mr. Meecham appealed to architects to omit any tacit or implied authority "to stop the work" in their contracts with either owner or contractor. He advised them to incorporate and to take a good hard look at Workman's Compensation statutes in their respective states. Although this seems like closing the door after Architect

Beecher's horse has been stolen, the lesson can certainly benefit his architectural brethren.

Hugh McClearn of Denver batting in the clean-up spot on the Panel admonished architects not to settle into the familiar, comfortable rut, but to realize that change is a "way of life" in our present society. You can wake up, he said, and find you are no longer "where the action is." Architects like most professionals tend to regard themselves as individuals . . . especially in the West . . . and consequently shun the "corporate image." The corporation, he explained, is only a tool . . . much as a desk organizer, a typewriter or dictaphone.

Lawyers have found in Colorado, for instance, that the client couldn't care less whether a legal firm is made up of several individuals or operated as a corporation. A corporate structure enables the architect to assemble many talents within his organization, and spreads the risk factor, and Mr. Meecham's "horror story" really drove home the importance of this limitation upon liability.

Mr. McClearn also urged architects to participate more fully in the political arena. Judgements concerning our present and future environment are being made by the politically active, and the knowledge and ability of the architect is vitally needed in this area.

historic preservation

Thomas Muths, A.I.A.
Jackson Hole, Wyoming

Highlight of the Wednesday, November 12th luncheon at the Western Mountain Regional A.I.A. Conference was a thoughtful review of Historic Preservation presented by Mr. Thomas Muths of Jackson Hole, Wyoming. Mr. Muths created for his audience the character of a little man sitting in a park (and/or green space) in the All-New-City of the future. He was unable to relate to his environment because he had absolutely no idea of where he had been. Mr. M. specifically urged not just the preservation of old buildings of architectural and historic significance, but of restoring these buildings to a useful role in the environment. Many of these structures can become commercially successful—they do not need to all become museums for tourists at 50c a head and operated by elderly ladies in tennis shoes.

With the aid of slides, Mr. Muths took architects on a short tour of South Pass City, a pioneer town in Wyoming where a preservation program is currently under way, and to the many-gabled Sheridan Inn once owned by "Buffalo Bill" Cody. The Inn, in particular, represents a long fight by the town to maintain a part of its heritage. The Inn is now operated, as originally intended, under private ownership, as a hostelry and dining room.

In conclusion, Mr. Muths showed slides of the "Old Faithful Inn" in Yellowstone Park which is slated for demolition. This structure has been for so long a time such an integral part of Yellowstone that its razing serves as both warning and challenge to the profession to concern themselves with the past as well as the future.

community design

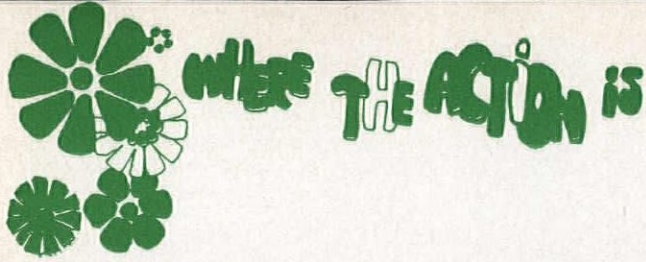
Robert H. Ryan, President
Ryan Development Associates

William E. Finley, Vice President
The Rouse Company

Of the "New Towns" being developed today in America, two are probably the most outstanding—Reston, Virginia and Columbia, Maryland, and WMR architects were privileged to hear about their problems and potentials from prime movers in both of these neophyte communities.

Mr. Robert Ryan, Chairman of the Board/Gulf Reston pointed out that the principal difference between American New Towns and those in Europe is the lack in this country of definitive public policy, and our development by private capital. There

is a difference also between a "New Town" and a large well-planned community. A "New Town" is not a bedroom community, business and commerce should make it possible for each resident to work there if he desires. These towns should also provide a master plan, options and choices, provide amenities and a sense of community. Mr. Ryan further feels they should be integrated. In the matter of Public Policy, there are three vital areas—1) transportation, 2) Incentives to Industry, 3) Moderate Income Housing. The mat-



ter of housing for the moderate income family¹ is one element most often neglected in the "New Town" as well as in planned communities. Mr. Ryan outlined briefly the development of Reston since 1961 when the site (now 7,400 acres) was purchased, to its present status of 7,500 inhabitants about one tenth of its ultimate population. He pointed out the tremendous amount of capital needed to bring a "new town" into being, and of the very high cost of carrying a large inventory of expensive land. He concluded his presentation with slides showing Reston, its master planning and present state of development.

Mr. William Finley of The Rouse Company reiterated the lack of public policy in the U. S. where a population crisis is developing. He said America was about twenty years behind the sophisticated countries of northern Europe in this regard, and probably still a decade away from a solution. "New Towns" will be judged, Mr. Finley feels, not on design alone but on the relevancy of their contribution to the country. He stressed that the development of "new towns" must be a good commercial investment for the corporation, and that there would be few "Columbias" in the future because of the difficulty of land acquisition in areas where "new towns" ought to be. He deftly pushed aside the Western Mountain Region in stating that there were about one billion privately owned undeveloped acres in the U. S. but "mostly in places where nobody wants to be."

Mr. Finley outlined the initial 15 months of planning for Columbia particularly with the social scientists who provided insight into what people want in a contemporary community. Although consultant architects and planners were used, the principle work was done by the Rouse staff. Designers, he said, "have gone through a difficult learning process." He cited their inability to cope with engineers or public officials. "The vast majority of so-called 'new towns' around the country," Finley charged, "are flukes, and I'm not sure they are making a costly contribution to the country at all . . . they may even be setting back an honest-to-goodness, rational policy of organization in which 'new towns' are the major part of it."

development west

**J. Carlton Adair, President
Lake Holiday Authority**

Three Western developers were featured on the panel following the exposition on "New Towns." The first speaker was J. Carlton Adair presently engaged in the development of a resort-recreational community to be located on man-made Lake Adair, 14 miles from Las Vegas. Mr. Adair described in some detail his harrowing problems in land acquisition to bring about his dream oasis in the desert which would encompass the "best of all worlds." Present plans call for a community of about 36,000 permanent and transient residents, a floating casino with a capacity of 1,500, and luxury accommodations on a lake with a shoreline approximating that of Lake Arrowhead. Major development will begin in the Spring with the first phase to be completed by November, 1971.

**Robert G. Krechter
McCulloch Properties, Inc.**

This is, of course, not really a "new town" in the sense of the major developments of the McCulloch Properties, Inc. which were outlined by their Vice President for Administration, Mr. Robert G. Krechter. He feels a new era is in store for the western United States, and that vast areas of undeveloped ground will accommodate a relocated population.

McCulloch is involved in building a "new town" on the shores of Lake Havesu which was created by Parker Dam. It lies about mid-way between Los Angeles and Phoenix, and to date some 20,000 lots have been sold. The company is not interested per se in the planning and design of a town, but rather in the sale of land. In addition to the relocation of historic London Bridge on Lake Havesu, a major recreational facility is being planned centered upon the theme of "The Crown Colonies."

Other McCulloch developments are located at Pueblo West in Colorado, and another large site has been purchased outside Phoenix, Arizona. The company's successful pattern has been based on massive advertising, and free air-transportation and accommodations for prospective buyers

bringing them to the site. Although, they do not dictate in architectural matters, the architecture must be approved by the developers. Their plans call for beginning a new city every three years . . . following development which will take about a decade, the new city government will take over.

**William G. Barnes
Del E. Webb Corporation**

Still another type of Community Development was discussed by William Barnes, attorney for the Del E. Webb Corporation. Since the Webb firm is primarily interested in the construction phase of development, their metier has been in the creation of communities and housing for the retired and somewhat affluent members of our society. There are three such developments . . . Sun City, California, Sun City, Florida and Sun City, Arizona . . . the latter has been the most successful. Shopping centers, churches, golf courses, recreational facilities are planned to make meaningful the last thirty years for senior citizens. Mr. Barnes also showed slides of the present and future development of the Arizona Sun City project.

the architect/ change

**Leonard Hunter, FAIA
Design & Construction/GSA**

(Mr. Leonard Hunter, FAIA, Assistant Commissioner for Design and Construction for the G.S.A. spoke at the early breakfast meeting on Friday morning. His candor and comprehensive analysis of changes in the building industry vitally affecting the profession of architecture was a conference highlight.)

The major factors influencing the profound change in the industry are: "(a) Our urban population which will double in the next thirty years. This growth poses a tremendous opportunity but also poses the question of whether or not the building industry as it is now organized can possibly handle the problem. THE ANSWER IS NO! (b) There are 3.8 million men in the building trades . . . 400,000 additional will be needed each year between now and 1975 . . . yet only an average of 160,000 are entering the trades each year. We already have an acute labor shortage, and when we return to building again, it will reach crisis proportions. (c) In 1934, average age in the U. S. was 38 . . . today it is 26, and still going down. Many things have been said

about our youth, one fact is clear, they invite and foster change. (d) Knowledge has been the area of the most change . . . 90% of all man's technical knowledge has been gained in the last ten years."

"We must come to grips with the fact that building is not similar to other businesses where an increase in volume results in reduced costs. We have many segments each trying to make as much profit as possible while trying to assume as little risk as possible. This fragmentation is characterized by high unit costs and low volume."

"Probably the most effective clout being applied to our industry today is **escalation**. With today's rising costs in construction averaging 10%-12% annually, we can no longer afford the luxury of letting the completed portion of our designs gather dust and escalation while we complete the design location of every little electrical outlet."

"Our traditional approach to the construction of buildings is not adequate to cope with today's rapid rate of escalation. New approaches include . . .

"TURNKEY"—In the past these buildings have been inferior . . . now, however design-constructors have shown they can successfully join economy with quality while building faster. The builder works so closely with the design that he can start site work long before working drawings are completed. The large design-constructor firm has in-house consulting ser-

vices . . . financing advice, site selection . . . etc. to offer the owner, many believe that A/E's will have to integrate with contractors or construction managers within the next decade. At present, these firms only want the big jobs. But what will happen if these giants multiply and run out of large-scale projects? Will they start scrambling for the small ones? It is logical to assume they will!"

"CONSTRUCTION MANAGER"—Here is job management being practiced in its purest form by the General Contractor. The owner takes bids and awards separate contracts retaining the construction manager for job supervision, coordination of labor relations and administration . . . he is hired before or at the same time the design firm is retained. During the design phase, the construction-manager works with the A/E soliciting suggestions, ideas and new systems from subcontractors. During construction he performs management, supervisory and administrative work customarily performed by the general contractor. This lends itself ideally to the time and cost savings procedures of construction. GSA is leaning heavily in this direction and believes this is the most likely procedure to supersede our present system."

"BUILDING SYSTEMS"—Called shells, prefabs, modular systems . . . etc., all these names indicate on-site installation with fabrication occurring in the factory. Building trade unions are recognizing they must drop their traditional disinterest in innovation

if they expect work to continue and increase. Kenneth C. McGuiness, former Associate General Counsel of the National Labor Relations Board emphasized this in stating:

"The Board considers that specifications which clearly require use of a factory made product, whether produced by a specific manufacturer or by a group of manufacturers, take control from the contractor installing the product. Consequently, union pressures on the contractor to force him to substitute job site fabrication are unlawful. Thus, the manner in which the specifications are written may determine whether or not the union's effort to prevent use of the product will be successful." (See October, 1969/AIA Governmental Affairs Review)

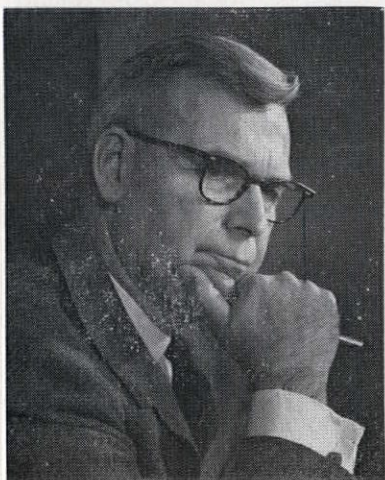
"Gentlemen, whether we like it or not these changes are coming about. We, as architects, can hang onto the tail of these innovations and maybe suffer a case of whiplash . . . or we can reassume our role as leaders, innovators, master builders if you will, and actively participate in the development of these new procedures. We have the talent . . . the imagination . . . and most importantly, the heritage of our profession, all demanding that we accept the challenge."

"Our acceptance could foster a new age of architecture."

"Our complacency could ring a death knell for creativity."

"Which way will we go?"

the architect/challenge



Robert F. Hastings, FAIA

Climax of the Western Mountain Region's 18th Conference came on Friday when architects gathered at the Awards Luncheon to hear Robert Hastings, F.A.I.A., First Vice President and President-Elect of the Amer-

ican Institute of Architects present them with a challenge for the future. "Attending a meeting in Chicago on systematized building construction throughout the world," Mr. Hastings was struck, he said, by the fact that nobody mentioned the word . . . "Architect." This trend can only mean that architects must cast themselves in a different and more challenging role. We are, he stressed, "at the right place at the right time!"

The future of the profession, glimpsed in the '60's, shows the architect changing from smock and beret to the grey flannel suit of management and planning. And today, because of the pressures from both within and without, the American Institute of Architects is far more qualified than ever before to supply the leadership toward a quality environment. The AIA has embarked upon a program far beyond mere self-interest recognizing its responsibility in these wider areas of society.

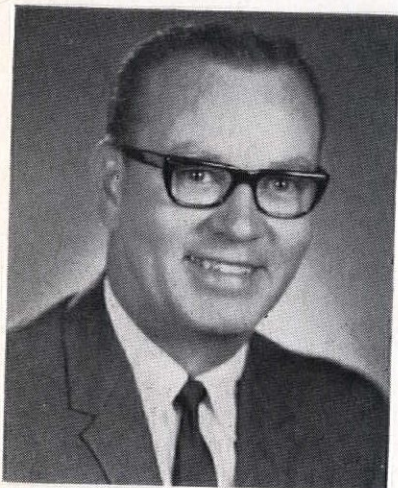
"We cannot long maintain," said Mr. Hastings, "an affluent and attractive suburban community without an affluent and attractive core city." As citizens, architects must seek to make the city viable, economically strong, socially and physically attractive. This is, he stressed, a thrilling opportunity!

Pointing out that today's best money investment in a core city is a parking lot, the Vice President urged changes in the ground rules which make such a paradox possible. It is easier to develop a "new town," but the need is for "new towns within old ones" and there—the architect must start not at the drawing board, but at the Capitol.

The next two years, he predicted will bring far reaching decisions. His final challenge to the profession was . . . "We can no longer contemplate our role in the future. I believe we must act now! We are where the action is. This is the right time—and the right place!"



Plans and Specs Prepared For Fifth Region 10 Conference!



*General Chairman
Ray S. Robinson, CSI*

The Salt Lake City Chapter of the Construction Specifications Institute is at work these December days on the plans and specifications for the Fifth Annual Conference of Region 10. Scheduled for completion on February 5-6 of 1970, the Job Captain is General Chairman Ray S. Robinson. Ray is President of the Architectural Products Division of the Rio Grande Lumber Company, a member of the American Society of Architectural Hardware Consultants (he's served as

Chairman of the Utah Chapter), and in 1965-'66, he was the President of the National Builders Hardware Association. Mr. R. has been a member of Salt Lake City's C.S.I. since its very beginning, a faithful worker on many committees as well as Board Member and Secretary.

You wouldn't think it—but this smiling, youthful gentleman is the Father of nine—five still on the old homestead—and twice a grandpa. His wife . . . and we quote Mr. Robinson . . . "is a wonderful redhead named Ruby." He graduated from the University of Utah in 1949 after three years in Uncle's Army.

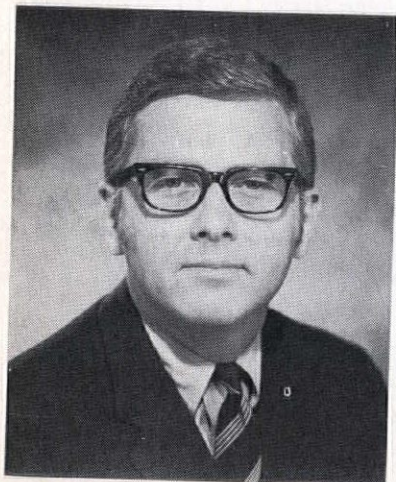
The Design work on the Region 10 Conference project is in the capable hands of immediate-past Region 10 Director, C. Walter Scott and immediate-past Salt Lake City Chapter President, Cecil Holland. Their schematics call for a Program-Meeting Theme centered around the Spec Data retrieval systems and concepts. Site work is being handled by Arne R. Purhonen, and his selection of the Rodeway Inn at Salt Lake City is certain to win the approval of all those C.S.I. members lucky enough to be on hand.

The other members of this fine team are Jack H. Craven who is in charge

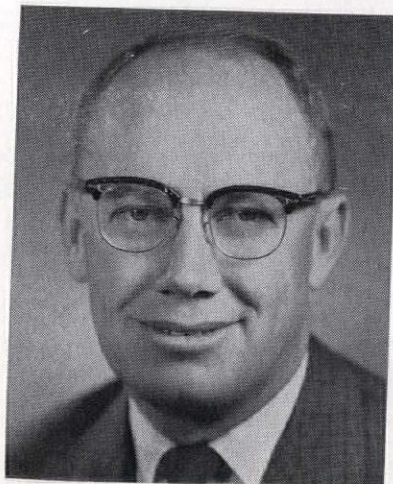
of Mailing and Promotion, Eli Drakulich who will handle Registrations and Gerald T. Young, Cocktail Hour Sponsor. Hal Harris will act as Conference Secretary and, of course, the 1969-'70 President of the Host Chapter is Ronald F. Simmons.

Region 10 Director, Bob Schmidt of Albuquerque was in Salt Lake City in mid-November to firm up all the arrangements. Bob, of course, will preside at the Business meetings of Region 10, and will be joined by V.I.P.'s—George Petty, Western Section Director; Vice President of the Institute, Robert E. Vansant of the firm of Black and Veatch, Kansas City, Missouri and by Joseph A. Gascoigne, Executive Director from Washington, D. C. There will also be a representative of at least one national producer of information retrieval systems.

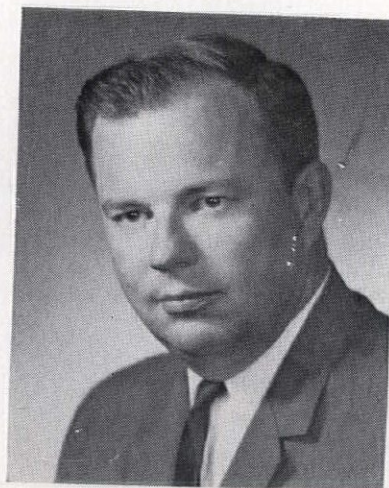
Just this brief glance at the blue prints and specifications for the Fifth Annual should make all members of Region 10 of the Construction Specifications Institute reach for their 1970 calendars and a big red pencil. Circle those important dates . . . February 5 and 6 . . . the place; the Rodeway Inn, Salt Lake City, Utah. A most important event for all Chapters in this Region!



*Ronald F. Simmons
Host Chapter President*

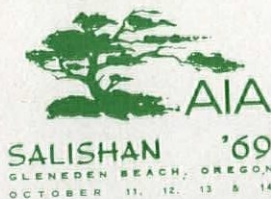


*C. Walter Scott
Co-Chairman/Program*



*Cecil Holland
Co-Chairman/Program*

18TH ANNUAL NORTHWEST REGIONAL AIA CONFERENCE



Theme: WOOD, BRICK & STRAW

A vacation conference exploring architecture, craftsmanship and communication and the skills of the present to meet the intentions of the future.

Gleneden Beach, Oregon . . . October 11, 12, 13 and 14

(In all professional courtesy, we must withhold the name of the gentleman who so graciously reported on the "Salishan '69 Conference" for Symposia. He claims he is, and we quote, "sufficiently infamous." We would like to assure his fellow members of the Oregon contingent of the American Institute of Architects that he has had a new star for his crown requisitioned from "Starmaker" ((Ladder No. 402, Heavenly Heights, Elysium 00000)), and will be readily recognized when he appears wearing this new adornment. This clue to his identity is all we are allowed to reveal at this time.)

a summary

One of the best attended Northwest Regional Conferences basked under five continuous days of clear blue sky at Salishan, the resort on the Oregon coast, October tenth through the fourteenth. Almost 400 Northwest architects, wives and guests enjoyed the hospitality of the Southwestern Oregon Chapter and the efficiency of the Salishan staff.

It was the general consensus of those who attended that the first speech on the first morning, Columbus Day, by the one non-professional (if you can maintain that a politician is an amateur), Oregon State Treasurer Robert Straub, was the most pertinent. Treasurer Straub, representing the State of Oregon, not only welcomed all the Alaskans, Hawaiians, Montanans, Washingtonians, and Idahoans to Oregon, but challenged architects to become involved in the politics of preservation and beautification. He maintained that architects have failed in their crusades for beauty because they are non-political people, and are hesitant or fearful of involvement. He cited the leadership of the legal profession in their battle for civil rights, and the contrasting ineffectiveness of architects in their struggle for the preservation of the Northwest's environment.

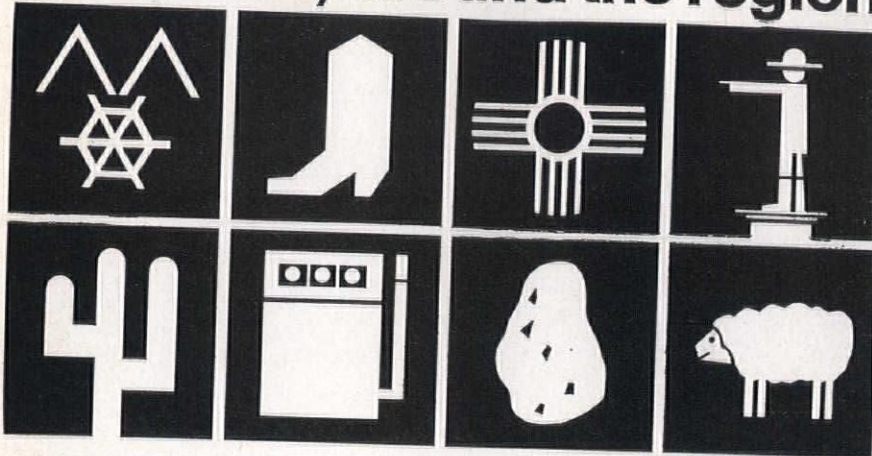
A few had some qualms late that Columbus Day afternoon when the wind shifted to a cold stiff east wind, and the radio broadcasters announced that 100 mile winds were

blowing up on Mt. Hood. Luckily, Salishan is a few hundred miles from Timberline Lodge, and all survived Columbus Day save for horrendous golf scores and next morning hangovers. Not only did the conference set attendance records, but the consumption of liquids at hosted cocktail hours probably never will again be equalled. It was suggested that at future conferences rather than issuing lapel name plates, that each conferee be given a mug with his name on it.

At the executive board meeting it was informally agreed by the various chapter presidents of the Northwest Region that should the AIA give the student organization the five million they demanded at the Chicago convention, the whole outfit should be turned over to them, including the Octagon staff, collection of dues and assessments, etc. The usual round of home tours, WAL luncheons, honor awards, business meetings, and resolutions prevailed, but the important decisions and philosophizing regarding the future of the profession transpired in smoke filled suites. One old fellow from Tacoma maintained, the next morning over a Bloody Mary, that he was awfully tired of hearing those young bucks complain about the lack of work and opportunity when outside the lot was filled with high priced sports cars. In short, the economic conditions of the profession in the Northwest is exceedingly good, judging from the wide swath cut at Salishan '69.

STEEL DECKS • METAL WALLS • MEL ELWARD COMPANY
• DENVER, COLORADO •

symposia/around the region



arizona

The Money Market

Members of the Tucson Chapter of the Construction Specifications Institute had a very interesting program at their regular 4th Monday meeting in October at the Redwood Gay Nineties. The speaker was Mr. Tim Creedon who is Vice President of the Valley National Bank and his topic was **Today's Money Market**. This vital information affects the entire architecture/engineering/construction community since what we do tomorrow depends upon the money situation today. Mr. Creedon discussed the impact the money market has had on real estate and construction and what we all may anticipate in the near future. A question and answer session followed his formal presentation.

Recreation Area Proposed

James W. Elmore, FAIA, Dean of the College of Architecture at Arizona State University in Tempe addressed a group of Salt River Valley leaders at the Safari Hotel in Scottsdale early in November. His presentation represented Phase Three of the Rio Salado Project designed by senior ASU architectural students, and proposed a twin lake recreational area on 2,260 acres located between Scottsdale and Tempe. Said Dean Elmore, "No place in the world has at its heart such a vast area of land waiting to be developed."

The ASU architectural proposal includes parks, playing fields, a future site for the Arizona State Fairground, water sports and a rapid transit system. No price or time-table was projected for the multimillion dollar recreational facility. The leaders of an organization called "Valley Forward" were named by their President, Lawrence Mehren, as possible coordinators to bring about the combined flood-control recreational

area which Dean Elmore termed "some kind of identity for Phoenix."

Co-sponsors for Preservation

A workshop for Architectural and Historic Preservation was held on November 8 at the College of Architecture, Arizona University in Tucson. Co-sponsored by the American Institute of Architects, aim of the Preservation seminar was to acquaint students, faculty, professionals and the participating public in the purposes, methods and values of architectural preservation.

Following a welcome from Dean Sidney Little, FAIA, Arizona University College of Architecture, four speakers were featured during the morning session. They were: Charles E. Peterson, FAIA, Mr. Al Chambers, Mr. Russell Keune, AIA, and the eminent Orin M. Bullock, Jr., FAIA. The Luncheon meeting held in the Student Union was addressed by Mr. Dennis McCarthy, Director of Arizona State Parks on Preservation in Arizona.

Educational Programs in Preservation and Restoration were discussed in the afternoon by Mr. W. Brown Morton, III and Mr. Charles Peterson, FAIA. The Panel Discussion which concluded the all-day program was moderated by Mr. Bullock and panelists were Professor Robert Carpenter, AIP; Mr. J. Thomas Via, Jr. and Mr. Martin Ginsburg, assisted by Arizona University students in Planning.

A fine program for all friends of Historic Preservation, and one which we will hope to see reiterated at other Schools of Architecture within our Region.

colorado

Pikes Peak Arbitrates

Howard Dutzi Program Chairman for the Pikes Peak Chapter/CSI did it again with a fine program on "Arbitration of Construction Industry Dis-

putes." This delayed the meeting a week to coincide with the principal speaker's schedule, but those who turned out agreed it was well worth it. The gentlemen in question is Mr. Helmut O. Wolff, Regional Director of the American Arbitration Association, headquartered in Dallas, Texas. Mr. Wolff has addressed other CSI Chapters in the Region, and is an interesting and knowledgeable speaker. He not only covered the advantages of arbitration, its case administration and how the Rules of the American Arbitration Association are utilized but showed a film titled . . . "The Case of the Cancelled Order," as well.

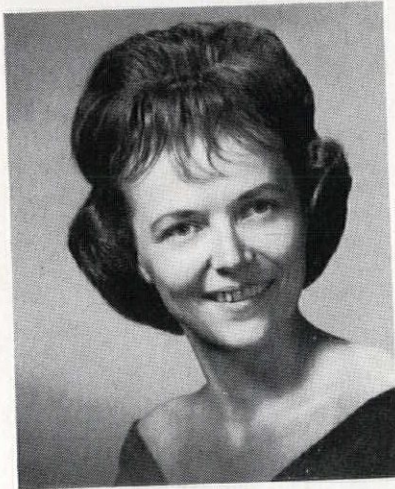
An honored guest at the meeting was Region 10 Director, **Robert J. Schmidt** of Albuquerque. His adventures prior to his arrival are almost a story in themselves . . . an odyssey of foul-ups designed to strike terror into the souls of those wayfarers in the nation's skies who must be at a certain place at a certain time. Bob's plane scheduled to land at 2:00 p.m. at Colorado Springs was held upstairs because the airport was socked in. After an hour in a fruitless "holding pattern," plane and passengers were landed at Stapleton International Airport in Denver, assured that Colorado Springs passengers would be shuttled post-haste, by bus to their original destination. As Fate would have it (and doesn't she always), the plane landed at Gate 14 (as far south as the airport goes) . . . the bus would leave from Gate 1 (ditto north). By now, they were hauling their own baggage, and footsore, arrived at Gate 1 where another wait began. After interminable minutes had ticked away, Robert et al began asking some pretty pointed question about where the #?%& Colorado Springs bus was. Several phone calls later, they were informed "Oh . . . THAT bus? Gate 14;" So back to Gate 14 they tramped! The bus was there, but no driver! More waiting. You had better believe Regional Director Schmidt was ready for some "attitude adjustment" when he finally arrived after six o'clock at the CSI meeting.

Roofing Contractors Meet

The Midwest Roofing Contractors Association, Inc. met for their Twentieth Annual Meeting at the Broadmoor Hotel in Colorado Springs on November 3, 4 and 5. A most informative and interesting program was offered.

On November 3rd, two topics "Reroofing Revisited" and "Roof Penetrations" were discussed — problems of recurring importance to both owner and contractor. Recommended specifications and details were presented.

On Tuesday morning, November 4, a panel discussed "BUR and the Sixties—Decade of Uncertain Progress." Panelists who summarized this decade of inquiry into roofing problems included William C. Cullen of the National Bureau of Standards, Washington, D.C. and Professor E. C. Shuman of Pennsylvania State University. William E. Kugler of Denver, Colorado is the president of the Midwest Roofing Contractor's Association, and John W. Bradford of Billings, Montana serves on the board of Directors.



Gayle Richards/New Prexy

Colorado Springs Women in Construction have chosen Gayle Richards as their new "leader" for 1969-'70 . . . and it should be a cinch to follow a leader who looks like she does! Gayle is a Charter member of the Colorado Springs Chapter, has headed up both the Ways and Means and Project Committees as well as serving as Vice President.

Gayle and her fellow WICS are most particularly interested in the Scholarship Program of NAWIC which provides educational opportunities for young people interested in architecture, engineering and other related fields of study. Through her efforts, local WICS acquired a distributorship for the American Optical Company selling hard hats and other construction safety devices. Profit is channeled into the Scholarship Fund.

Employed by Highland Construction Company, she still finds time to teach a defensive driving class and make most of her own clothes.

The "Big Event" of Gayle's year will be the Region 8 Forum which the Colorado Springs Chapter will host this next Spring. And plans are underway! Regional Director, Margaret Miller of Denver, Marie Oeltjen, General Chairman, Gayle and an enthusiastic group of Colorado Springs WICS are busy preparing for this most important event.

1st Quarter/CSI-Denver

We would hasten to report that members of the Denver Chapter of the Construction Specifications Institute have certainly received their "two bits worth" in their first quarter of programming. The September program featured L. Edward Lashman, Jr. whose tremendous experience in Housing and Social programs was of particular significance at this time of rising rates of mortgage interest. The speaker in October was Don Wakefield, P.E., occasionally termed "Mr. Skippy" in Colorado and Wyoming. Executive of the Colorado Structural Clay Products Institute (where did you think we got that corny "skippy" bit)—Don discussed Pre-fab and On-Site Masonry.

In November, while some of us were in Las Vegas (to copy a Hoilandism . . . a great town for playing—for the strong!) Denver's Chapter heard from two representatives of an Award-Winning Project—Currihan Exhibition Hall. An architect's representative from the office of the much decorated firm of William Muchow and Associates and a member of Bethlehem Steel Corporation, producers of the "weathering steel" used on the exterior of the building discussed this most interesting new

product and its applications in modern architecture.

With programs like this in the first quarter, it isn't going to take the Denver Chapter long to triple their money—and who ever does that in Vegas?

montana

New Chapter Scholarship

The Montana Chapter of the American Institute of Architects meeting in solemn conclave at their Annual Fall Meeting in Great Falls authorized an annual Scholarship for a 3rd, 4th or 5th Year Student of Architecture at Montana State University. It will cover full fees . . . approximately \$400 per year. Comments Cal Hoiland in the ever-titulating pages of "JPB" . . . "Details have been left to a Selection Committee with power to act. One small step for the chapter; a large step for the profession." Hear! Hear!

Construction in Montana

A Year's End Report from our Man in Montana who always has his stethoscope in his closest coat pocket . . . sez Cal:

"The construction industry is being slowly strangled by uncontrollable and outside economic forces—but it's not ready to die and will not die without a violent last kick.

Some of the most important work ever planned is nearing the bidding stage (most important in Montana, that is), and only shortage of construction funds will prevent 1970 from being the biggest boom year in our history. But construction funds are short and may be non-existent by Spring.

Great Falls has three multi-million dollar projects under construction, all on the same corner: First National Bank, Davidson Building and Ponderosa Motel . . . and the Sears/Strain/BYU project on the next corner will start work in early-Spring. In addition, Great Falls will have work underway on four Fire Stations soon, another motel is being planned and commercial work is only holding back until interest rates drop a little.

State funded work is stopped by constitutional limits on bond interest, or a new school for the Deaf and Blind would be started soon, also. Churches are frozen by some other—but no less effective—unwritten edict.

Planning funds have been found by the State, to keep the process going, and to make jobs ready for bid when the bond sale can be made. This means about \$25 million worth of work is on the boards, in addition to the private and small public



work that seems to be badly needed, right now.

The fate of Montana construction—and this year it will really be Boom or Bust—depends on economics and the politicians' effect on same."

new mexico

Addendum/National Board

Symposia Editorial Board Member Brad Kidder and his charming wife Harriett spent the latter part of September and early October skylarking in the northern Minnesota and Canadian woods country, so the Kidder Kom-muniqué was a tad late for November's deadline. However his account of the AIA Board meeting in Santa Fe is so graphic, that although not news, as such, it certainly paints a most alluring picture.

Brad writes: "The AIA Board Meeting in Santa Fe was a wonderful success. The many letters of appreciation from the Board members and their wives attest to this fact. The weather was marvelous, the fall coloring was almost at its loveliest, and the mountain trips were therefore a huge success."

"The dinner at the Owings was all that anyone could hope for, the trip out by bus was delightful with a colorful sunset and lovely cloud formations. We were greeted at the gate by Nat Owings in Southwestern costume as was his charming wife, then entering the patio accompanied by Mariachi music that drew one to a flowing fountain of Margaritas . . . and so on through a dinner of Mexican dishes . . . served in the two patios by candle light and the light from a rising full moon . . . with not more than a slight breath of air to blow away the smoke. The waitresses

were all Spanish-American, dressed in flowing Fiesta costumes, and there were seven or eight Indians who mingled with the guests and danced for us later. Their costumes were the finest example of Indian weaving I've ever seen."

"Well, you can tell from my feeble description the dinner was a complete success, and a slightly different kind of entertainment than the members of the AIA Board are accustomed to receive. The wives enjoyed a memorable trip through the Mountain Villages and Indian Pueblos, plus visits to the several museums in Sant Fe where they saw an Indian sand painting being executed and had a delightful coffee break at the Navajo Ceremonial Museum. Anyhow the meeting was so successful from the Chapter's point of view that a number of Board members stayed over for another day or two to visit the Opera on a conducted tour and just to see what sights they might have missed." We might paraphrase R. Browning's familiar bit at this point . . . "Oh to be in Santa Fe . . . now September's here."

Community Design Center

Unabashed, the Albuquerque Chapter/AIA is moving forward! Writes Joe Boehning, "Work is progressing as though funds will be available!" On October 18th, the program was accorded a nice chunk of space in the *Albuquerque Journal*, and a good and sympathetic reporting job by Martha Buddecke.

Albuquerque Chapter President Van Dorn Hooker, Don Schlegel, Chairman of the Department of Architecture at New Mexico University and local architect Robert Torres are the

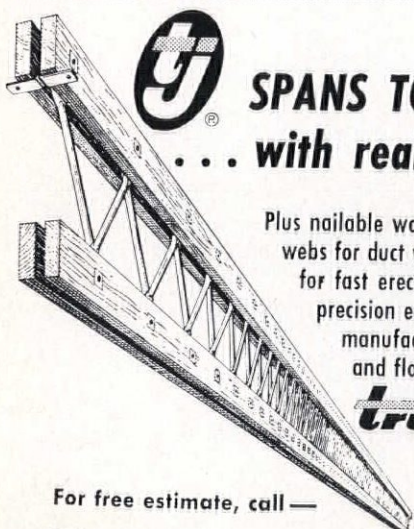
key people in this program. Torres will serve as coordinator for the Center, and John Varsa, Jess Holmes, Hildreth Barker and George Pearl have all volunteered their professional "know how." Each architect will devote one afternoon a week to the Center where Senior and Graduate Students . . . Richard Deneed, Ed Eeds, Glen Fellows, Miguel Guajardo, Richard Rominsky, James Sedburg, Robert Wicks and others will be working.

Here indeed is a dynamic response to the national AIA recommendation for becoming "involved" in the urban problems of the poor.

Reed Addresses A.G.C.

Industrial and Commercial building contractors from throughout New Mexico met at the La Fonda Hotel in Santa Fe on November 14th for the 21st Annual Convention of the New Mexico Building Branch of the Associated General Contractors. Principal speaker at the noon luncheon was Campbell Reed of the National AGC Staff in Washington, D. C. Mr. Reed, manager of the Building Division, discussed current issues facing the Industry particularly as they apply to industrial and commercial contractors.

Campbell Reed has an extensive background in both private business and trade association work. He studied architecture at the Carnegie Institute of Technology in Pennsylvania and prior to his A.G.C. affiliation served as an administrative assistant for the National Lumber and Building Materials Dealers. His duties with the national A.G.C. encompass a wide range of activities af-



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fecting building contractors throughout the nation.

Abe Silver, Chairman of the Santa Fe Chamber of Commerce was toastmaster at the banquet which honored newly elected President of the New Mexico Building Branch, Mr. Robert Lockwood, a Santa Fe contractor in the joint venture firm of Lockwood-Modern Construction Company.

New Officers/Santa Fe AIA

Elected to serve the Santa Fe Chapter of the American Institute of Architects for the year 1970 . . . the following: Terence W. Ross, President; Ted C. Luna, Vice President; Louis W. Walker, Secretary-Treasurer. Directors for the Chapter for 1970 are Urban C. Weidner, John P. Conron, and Past President, Charles R. Lugton. Representing Santa Fe on the Board of the New Mexico Society . . . Terence Ross, Earl P. Wood and John Conron.

We hereby tender our sincere congratulations to these officers, and wish them a most successful year as they labor in the Santa Fe vineyard for the realization of the aims and aspirations of the AIA!

Preservation Project

AIA Architects in the Albuquerque Chapter are girding up their loins and assembling weapons to do battle for the historic Alvarado Hotel. The Santa Fe Railroad and the Fred Harvey System have announced that this fine old building, located in the heart of downtown Albuquerque, is to be closed at year's end and demolished. Joe Boehning reports that with prodding from George Pearl (AIA Historic Preservation Coordinator for New Mexico) the Albuquerque Chap-

ter is taking action to save a building which is "something special in the minds of many, many people." The Chapter has sent a letter to the City Commission offering their services to the City in regard to survey work on the feasibility of saving the historic structure. The proposed study would indicate what needs to be done to renovate the building, as well as the uses it can serve in order to make it an economically sound venture. And that's a great bit of forward thinking to save a significant link with our Western past! Laurels to George and to the Chapter!

utah

Architecture Week/'70

Architecture Week—jointly sponsored by the Utah Chapter of the American Institute of Architects and the Women's Architecture League has been officially set for May 18-23. Utah's Governor Rampton has agreed to issue a proclamation and a multitude of events are in the planning stage. Some of these are: Dedication and Open House at the new Fine Arts Building on the University of Utah Campus—a guided "Home Tour" of Salt Lake City and displays in stores, banks, libraries and other high traffic areas, and a Chapter Office Open House. Just a teaser, but a P. R. effort in Salt Lake City which should open eyes and ears throughout the Region—these people are ON THE BALL! (See: Maggie and George conclusion to Dr. MacConnell's speech at the W.M.R.)

CEC/Utah Report

A series of fine luncheon meetings is bringing out a host of Utah Engineers on the second Wednesday of the month for the regular gathering at

12:00 noon at the Ambassador Club in Salt Lake City. In October, for instance, the speaker was Mr. Harold Halverson of Teledyne Company, Pasadena who is Manager of their Earth Sciences Division. His topic was "Earthquakes" — he discussed their patterns, intensity and measuring devices.

According to Consulting Engineers Council/Utah Public Relations Committee Chairman, George Poulsen—the CEC film, "The Universe and Other Things" is receiving an excellent reception among young people in the area. It was shown at Utah Technical College on October 31; at B.Y.U. on the 7th of November, and George Gudgeon has arranged for a showing at the University of Utah. Arrangements to see this excellent film can be made with CEC/Utah President, Clarence Bush or with Executive Secretary, Carol K. Wagner.

wyoming

News from the North

Those winds from Wyoming which blow into our office from time to time have brought us a couple of interesting items. We have the good word that John E. (Jack) Toohey will serve a second term as president of the Wyoming Chapter of the A.I.A. His helpers will be Eugene F. Dehnert of Lander as Vice President and the Secretary-Treasurer is Peter R. Hanson of Laramie. Congrats!

Also Gerry Deines reports that a group of Casper architects met with the Wyoming Chapter A.G.C. group on October 31 and November 1 in Casper. More on this is promised "after I get it edited." As Mr. D. comments . . . "Who knows what the north winds might bring!"

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1969 Symposia Breakfast in the Jade Room at the Dunes . . . left to right: Ashley and Nancy Carpenter, Utah; Jack Toohey, Wyoming; Dean Sidney Little, FAIA, WMR Director; Bob Fielden, Nevada; Ye Ed (feeling very spiffy with orchid from Las Vegas Chapter); Publisher Trunk . . . (not shown but there all the same); Bonnie and Joe Boehning, New Mexico; Fred Perazzo, Nevada; (and in evidence at the end of the table . . . Ed Parsons, Nevada.) Rush McCoy, Symposia's Photographer, is taking the pix . . . and coming in later and "skinny-eyed," sleepy heads Jim Hunter, FAIA, Colorado, and Bob Wilmsen, FAIA, Oregon.

there was business

AIA members of the Western Mountain Region met on Friday, November 14 to dispose of the business side of their 18th Annual with Dean Sidney Little, FAIA, Regional Director, on the business end of the gavel. Robert Fielden, Nevada Association, gave a tentative attendance report on the Conference indicating a record turnout of architects, Producers' Council members, wives and guests of about 400. Members approved making available to Dean Little a portion of the fund set aside by Regional Council for Student Activities. Jack Toohey, Wyoming, Chairman of the Resolutions Committee reported on the following which we summarize.

I. A Resolution calling for restudy and alternate language in the proposed revision of the Ethical Code and Standards of Professional Practice . . . to be ready for discussion and debate at "Grassroots." (*Approved by hand vote following discussion.*)

II. Resolution calling for full support of the students in their programs for social reform. (*Tabled.*)

III. A Resolution of appreciation to Regional Director Sidney W. Little, FAIA, for limitless time devoted to the AIA and the Region. (*Passed—unanimously.*)

IV. A Resolution of appreciation to the Nevada Association, the Las Vegas Chapter, Robert Fielden and Harris Sharp. (*Passed—Unanimously.*)

V. A Resolution commending Architects recognized in the Awards Program and a pledge to achieve and

maintain the highest level of competence. (*Passed—unanimously.*)

VI. A Resolution of thanks to Symposia. (*Passed Unanimously.*)

VII. A Resolution of appreciation to Students for participation in the Conference. (*Passed—Unanimously.*)

VIII. A Resolution of appreciation to members of Producers' Council for helping to make the 18th Conference a success. (*Passed—Unanimously.*)

and monkey business

Avowed leader of the Sorority of the Black Hand . . . Dorothy Snedaker of Salt Lake City. Can it be that husband, Lloyd, is right when he says . . . "She just thinks those machines are there to win on!"

A tribute is due Temple Buell, who in black turtleneck was mistaken for a "man of the cloth" for his response in Latin and at length.

And why did Sym Slater laugh so hard when we talked about the show at the Dunes—we just said they dancing bears. (Of course, they had the other kind, too.)

We know now what happened to Vau-deville—it moved to the "Strip."

Hugh McClearn (Denver attorney) said he didn't know why they criticized Las Vegas architecture—he rather liked neon buildings.

Dialogue:

"My wife just won \$94.00 on the slot machines."

"That was the \$94.00 my wife lost!"



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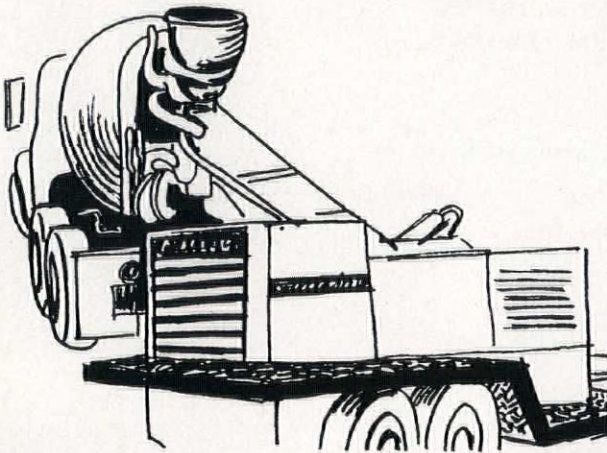
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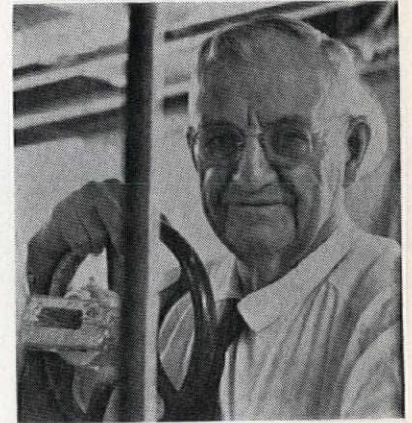
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New Mexico University Honors Professor "Pop" Ford



A. D. Ford, P.E.

Over three hundred friends and close associates were on hand on November 4th at the Elk's Club in Albuquerque to honor Professor A. D. Ford, P.E. for his thirty-three years of devoted service to the University of New Mexico. The occasion was the dedication of the new Ford Utilities Center on the New Mexico Campus—a plant capable of producing 250,000 pounds of steam per hour and 4,100 tons of cooling—a far cry from the plant "Pop" can remember capable of only 3,000 pounds of steam per hour . . . and no cooling!

Professor Ford was born in Iowa, raised in Montana and graduated with his degree in Mechanical Engineering from Montana State College in Bozeman. He was an engineer with Anaconda Copper and The Texas Company and then came the Depression. In 1936, he came to the University of New Mexico as the Superintendent of a new Boiler Plant which they had just started to build, and it didn't take long for his skill as teacher, administrator and engineering consultant to make itself felt. He has always been deeply engrossed in many assignments at the university, in the community and in the State.

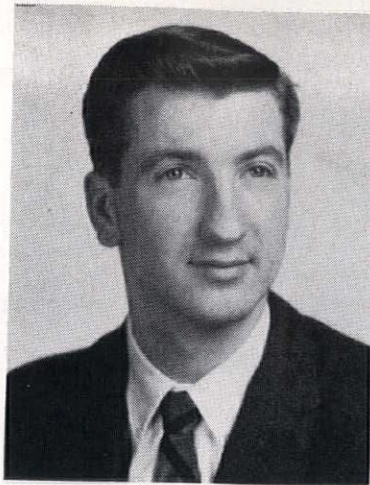
He retired from teaching in 1960, but has continued his interest and concern in the Central Heating and Refrigerating Plant and Utility Tunnel System, either as designer or operations consultant. Among the many speakers who honored Professor Ford at the Dedication Ceremonies was M. F. Whalen, Director of Physical Plant at Montana State who presented him with the M.S.U. Distinguished Alumni Award. And, the new Ford Utilities Center will continue to serve the University, and we hope as faithfully, as Professor "Pops" has done.

symposia/about the cover

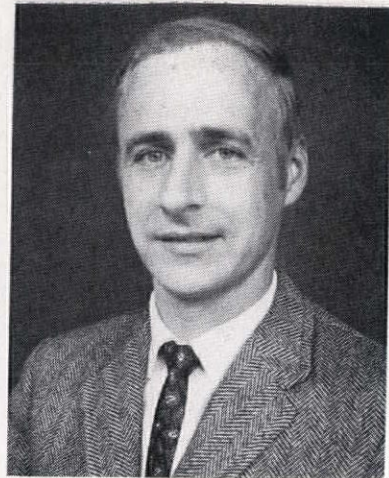
As we walked away from Scottsdale's new Civic Center last April, we were convinced we had just seen a Western Mountain Region winner. Indeed, we were right. This project so beautifully pictured by Koppes on our cover was the winner of one of the two Honor Awards presented at the 18th Conference of the Region.

Phoenix architect Benny Gonzales has sensitively created Southwestern architecture in a grand manner. The strong, spare structures achieve a feeling of both the very old and the very new. We were told in Las Vegas that after an ancient Hopi had visited the Civic Center, he was asked, "Do you like it?" He replied, with the wisdom of desert and mesa . . . "Feel like home."

We must concur with the Hopi—Mr. Gonzales has given us architecture which not only tells us where we have been, but where we may hopefully go tomorrow.



Dana C. Rickli



Richard A. Lehman

A NEW Approach to an OLD Problem

We are all most familiar with the graphic demonstration on "How to Instruct a Mule." First, of course, you must get his attention! At this juncture, the mule teacher cracks the critter a goodly blow between the eyes with a 2" x 4". That gets his attention.

In a sense, the Case Report to the American Institute of Architects on the shrinking profits in the architectural profession was akin to the 2" x 4". In many instances, it has succeeded in getting the architect's attention. Not to imply a derogatory resemblance between architect and mule, but only to point out that for many years, the professional regarded profit as "something left over at the end of the year." It is not, as Dr. Charles Marsh of Case and Company pointed out at the 1968 Western Mountain Regional Conference . . . "a dirty word."

It was because of this that we were most interested in the appointment of two new associates to the architectural firm of Anderson/Barker/Rinker in Denver . . . and the role these two men will play in the future office practice and procedure of this "middle-sized, general practice." The two new associates are Richard A. Lehman and Dana C. Rickli. Dick is well known, particularly in Region 10 of the Construction Specifications Institute, he was Program Chairman for the 1969 Conference in Colorado Springs. He was named "Outstanding Professional Member" by the Denver Chapter this year, and is a 1962 Architectural graduate from the University of Colorado. Dana Rickli is a graduate of the University of Minnesota, and spent some three years with the St. Paul architectural firm of Berestedt, Wahlberg and Wold before coming to Denver in 1965.

These then, are the gentlemen involved—their responsibilities as associates will be in the area of office operations and procedures, in materials and methods research and in cost control. They will work toward a computer-produced master specification, and information storage and retrieval systems are being studied for future use. The Lehman-Rickli team will handle in-office control of production expenses with the goal of producing greater utilization and efficiency of both personnel and equipment, primarily to provide better client service as well as better profit.

The Anderson/Barker/Rinker practice is not "a jolly green giant," but "middle sized" akin to many architectural and planning firms in our area. They are involved in the design of educational facilities, mountain lodges and condominiums, in recreational facilities, residential and commercial building. They are actively involved in

research of materials and methods for low-cost housing, currently in a project for the Catholic Archdiocese of Denver which will provide three hundred units of low income housing dispersed over a number of sites in the Denver area.

ABR has snagged a couple of awards recently . . . an Award of Merit for residential work at the WMR Conference in 1968/Salt Lake City and an Honor Award in the 1969 S.C.P.I. Architectural Competition for the Vanderhoof Elementary School in Jefferson County.

We will follow with interest the response of this architectural firm to the 2"x4", and note their success in not just "planning for profit," but in providing better all-around architectural services.

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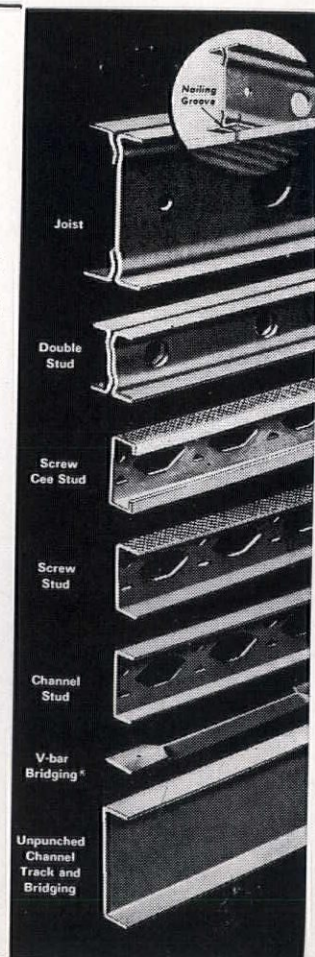
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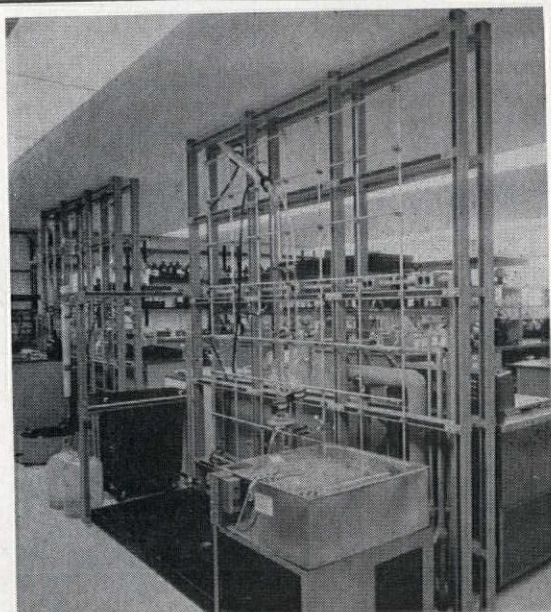
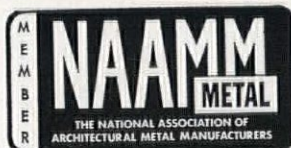


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CEC/CSI Reach Tentative Agreement

The Construction Specifications Institute and The Consulting Engineers Council/US have announced a tentative agreement of the two groups on the 16 Division CSI Format, a basis for a standard architect-engineer specification system.

At their November Board meeting in Houston, CEC/US Directors endorsed the recommendations presented by their representatives to the Joint CSI-CEC Committee, which is responsible for alterations to the mechanical and electrical Divisions of the Format. Final endorsement of the Format will pend on the submission of the new document from CSI to CEC with revisions agreed upon by the Joint Committee. Both organizations feel that this action will remove any obstacles pertaining to engineering aspects and use of the CSI Format.

The Consulting Engineers Council, meanwhile, is completing work on a comprehensive Material, Product, Data and Literature Filing System for use in consulting engineer offices. The CEC System is expected to be released early in 1970.

Index to Advertising

CSI Specifications Division

Page

6	Alpine Lumber Company.....	30
11	Butler Fixture & Manufacturing Company.....	8
	Colorado Interstate Gas Company.....	Inside Back Cover
8	Colorado Metal Products Company.....	7
8	W. Ray Crabb, Inc.....	34
3	Dewey Rocky Mountain Cement Company.....	5
3	Dow Chemical Company.....	Inside Front Cover
5	Mel Elward Company.....	26
10	Edward Hanley Company.....	29
6	Imperial Drywall Company.....	31
8	K C Construction Supply Company (Sunlight Division).....	32
10	Kitchens by Bill Kline.....	11
8	Leever Building Specialties.....	28
3	Mack Precast Products Company.....	9
3	Mile Hi Distributing Company (Concrete Placers).....	32
	Public Service Company.....	31
2	Richlawn Turf Farms.....	11
7	Rio Grande Company.....	6
4	Structural Clay Products Institute.....	13
5	SMG Corporation	12
12	Seal Office Furniture.....	3
15	Shaker Air Conditioning Company.....	30
5	Steelsco, Inc.	33
5	Trus-Joist Corporation	29
11	Unistrut Western, Inc.....	34
6	Western Plywood & Door, Inc.....	10
5	William G. Zimmerman Architectural Metals, Inc.	Outside Back Cover

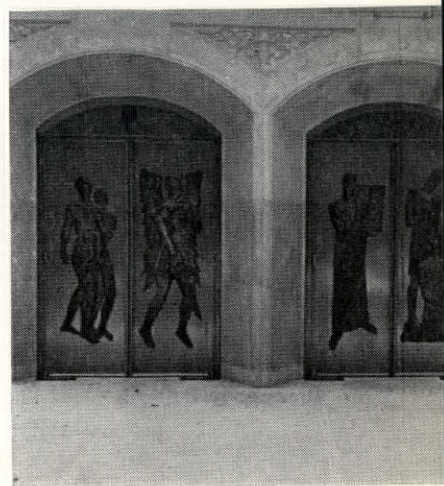
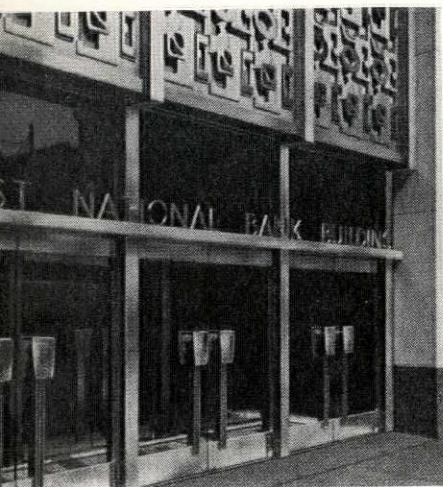


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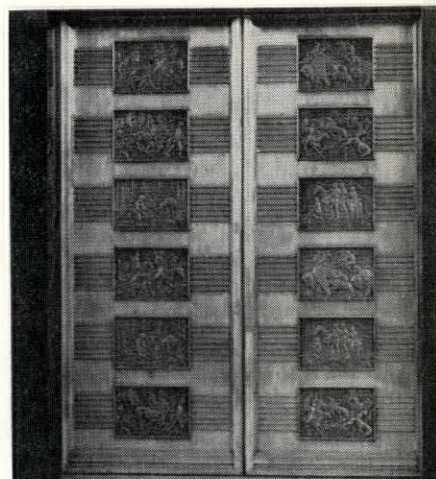
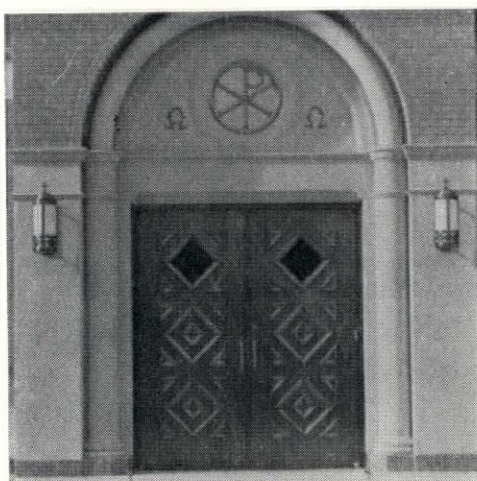
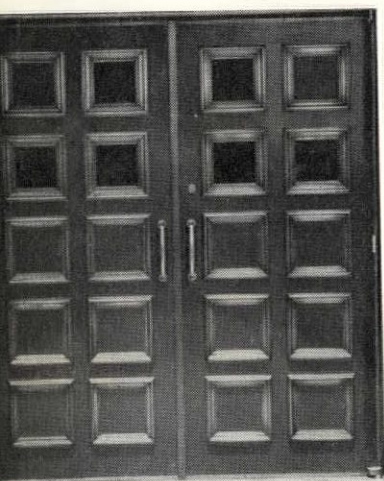
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