

WORLD FAMOUS BUILDING TOLD

View Given of Super Service Station Garage to Be Built Near City

(Continued from page 13.)

stage; adjacent to it a fully equipped restaurant, kitchen and cafeteria, make possible daily service to all employees. On this floor will also be found private dining rooms for business luncheons, etc., and the executive office suites on the floor below are served from the kitchen by means of a dumb waiter to a pantry and luncheon or dining room. The twelfth floor also contains a barber shop in conjunction with which showers and massage rooms, a ladies' lounge room, etc. are provided.

A Study in Design

One of the most serious criticisms of modern day commercial architecture lies in the fact that our use of these buildings requires a maximum of light and air, and that in response to this demand, the architect has been forced to perforate the outer surface of his building with countless rows of monotonous and regularly spaced windows, the area of which often times predominates over that of the adjacent wall space. This necessarily large area of voids, no matter how skillfully handled by the designer, has detracted from the architectural appearance and focused attention on the windows rather than the mass, or silhouette, of the building, because of the great contrast between the dark voids and the light wall surfaces.

It Is Outstanding

In recognition of this fact the new structure has been studied from the point of view of mass and silhouette primarily, and this has been made possible by the use of a satiny black exterior which will not contrast with the dark voids of the windows. This fundamental principle is of great interest and importance in the development of this most modern office building, and in combination with the vertical line treatment of the exterior elements of mass and decorative forms a most outstanding architectural composition.

In order to avoid the possibility of somberness in so dark a building, gold on a blue or black background has been employed in the decoration, which is fittingly in the style of the modern art. Further insurance against the somber destiny of a dead black mass is gained by the use of a glazed terra cotta for wall surfaces which is composed of an infinite number of shallow vertical flutes or ribs about an inch and a half. Thus the glossy black surface is broken by a myriad of high lights and shadows produced by the play of light on the concave glazed surfaces.

Pure Gold Used

The gold ornamentation is also of terra cotta which has been coated with a layer of finely pulverized gold particles held in suspension in a transparent glazing solution. This compound is fused onto the surface of the individual blocks and forms a permanent gold coating of great brilliance and beauty.

The verticality of line of the building is accentuated by keeping all floor spandrels back of the general wall surface, thus producing the effect of single vertical slotted windows running from the second to the twelfth floor. Immediately behind the glass panes of the windows at the floor lines, an ingenious use of metal and thin concrete backing makes possible the accomplishment of this feature without sacrificing office floor space.

The Black Gold

Throughout the building the significance of color and decorative forms has been given careful consideration. The color scheme is particularly fitting when one considers that oil is the "black gold" of modern industry, which thought, combined with the fundamental principle explained above, makes clear the very logical reasons for its adoption.

The conventionalized ornament is in the modern style, in some instances adapted from old forms

RICHFIELD HEADQUARTERS



The Palatial and Unique Richfield Home Office building in the city of Los Angeles.

and in the matter of the sculptural decoration, the writer quotes from Mr. Halg Patigan, the sculptor who collaborated with the architects in the development of this portion of the building:

The Sculptor's Part

"I designed all the sculpture in question with two principal things in mind—to keep in harmony with the architecture of the building, and to have my ideas conform in a measure to the business and business connections of the Richfield company. "I. The decorative figure repeated around the top of the structure. "The idea of this figure is a highly conventionalized suggestion of motive power with a powerful torso and a decorative design of wings. The statue is heroic in size, and is treated in such a manner as to create a pleasing silhouette with the repeated models in place. "II. The four figures, also heroic in size, standing in panels over the monumental entrance of the building. "The statues are done in high relief, and from left to right represent aviation, postal service, industry and navigation. These are allegoric, the first and fourth being represented by female figures, the second and third by male. Each statue is typified by characteristic symbols. Aviation with the propeller of an airplane and conventional wings in her hair. Postal service is an adaptation of Mercury, the messenger of the gods, with his caduceus and winged helmet. Industry wears a headgear adorned with winged wheels and holds a hammer resting on an anvil. Navigation's hand rests on a conventional car and two ship's prows furnish the decorative design for her head dress."

The High Beacon Tower

An important feature of the exterior of the building, and one which provides a marked accent in the architectural composition, is the beacon tower some 130 feet in height which extends above the penthouse roof to a height of approximately 273 feet above the sidewalk level. The entire building is flood lighted at night, and the sweeping beam of the airplane beacon light at the top of the tower is a fitting termination for the entire scheme when viewed after dark.

The interior decoration is purely modern and composed generally speaking of abstract forms of ornament characteristic of the style.

Modernistic Treatment

Interiors exhibiting a new use of materials are entirely in keeping with the style of the exterior and show interesting variations of modernistic treatment. Finished hardware in of the new Bepediet nickel and corridor floors are of rubber tile, the color scheme of which harmonizes with the

general interiors and with the modernistic etching on the elevator doors.

The vestibule in Belgian black marble, with trimmings in Carrara green and metal work in Russian bronze is particularly distinctive, and the elevator lobby with its marble walls and floor and etched metal elevator doors running from floor to ceiling and rich in modernistic ornament are characteristic of the manner of handling the important rooms.

How They Did It

The method of development of the design of this building is of particular interest in that Morgan, Walls & Clements, the architects, used both large and small scale models extensively in conjunction with drawings and sketches.

After the general design of the building was determined, a 1-8 inch scale general model was made for the purpose of studying the mass and silhouette of the building from various points of view. By skillful photographic manipulation the building model was placed on the site in its true relation to existing surrounding structures. These composite photographs were constructed from several points of view, and from them it was possible to see clearly the appearance of the actual building from all important angles.

Most important of all, perhaps, was the use of this small scale model in studying the color scheme for the building. By its use it was possible to arrive at a satisfactory distribution of the gold ornament and to eliminate all doubt as to final results in both the client's and architect's minds.

Full Sized Model

Large scale models were also constructed for the purpose of studying the details of important parts of the building. This study was carried to the ultimate degree of precision in the erection of a full sized model of a portion of the upper stories, executed in the actual material used, in order to check up finally on finishing results and to be assured of the effects of the surface texture and color of the actual wall surface.

Ventilation was considered an important matter in the construction of this office structure, and equipment has been installed to wash, cool and dry the air, thus enabling the occupants to enjoy a uniform temperature at all times.

The Entire Building Represents

a clean cut and practical solution of the problem presented by the modern office building, and in no instance has the practical been sacrificed in favor of the aesthetic, but those two primary phases of design have been brought into harmony with each other.

Only General Force

The Richfield people occupy the whole of their big new office building, excepting some rooms on the street level floor. But even with so much office space, they do not accommodate their local sales forces there, for the Los Angeles area. They have an-

STATION TO RISE SOUTH OF SALEM



The Proposed Richfield Station, in the Salem Heights District, on the Pacific Highway in the southern suburbs.

other headquarters, in a different part of the city, where these hundreds of people report. The Richfield company is a large concern. They need all the space they have in their home office building for their general operations, extending far and wide.

Even the sidewalk surrounding two sides of the building which is on a corner is of coated black gold, representing the general character and color of the building itself. No one can pass that way without being attracted to the many remarkable features of this most remarkable structure.

AREZZO, Italy, (AP)—An

old Roman tomb, dating from the second century B. C., has been uncovered on the plateau known as "the white mill," near here. Workmen engaged in roadbuilding were the discoverers.

All records for commercial traffic through the Panama canal were broken in 1929. Tolls collected amounted to \$27,592,715.

Mexican petroleum production in 1929 showed a decline of 6,000,000 barrels from 1928.

OLD MAN WORKS IN ANCIENT MINE CAMP

GRANTS PASS, Ore. (AP)—

Back in the Althouse country where the wintry winds whine a mocking memory through chimneys of many deserted miner's cabins, an old man works.

As the old man labors he dreams of the past and ponders the future. For the old man is Jerry Micky. And the name Jerry Micky, back in the days when Brownstown and numerous other mining camps flourished was not one to be conjured with.

At least that is the mental interpretation one gets listening to the old miner as he tells of incidents of more than a half century ago. Time has halted the tread of the old miner and his eye sight may not be what it was in the days of gun toting. But his memory of the past has not dimmed.

Jerry came back to the Grants Pass mining section two weeks ago. Sort'a blew in like a winter snowbird. Second time he had been back, so he said, since the night Jack Thistle, notorious gambler and ruler of the Rich Bar, up in the Tigertown section, beat a boy to death because he thought the lad had stolen a cache of gold. Jerry says he remembers the night on account of a little argument that followed the fatal lashing. The next morning there were two new graves back of the saloon. Neither was occupied by Thistle.

TAPEWORM CAUSE OF TROUT'S DEATH

PORTLAND, Ore. (AP)—A

small tapeworm parasite carried in its adult form by sea gulls was responsible for the epidemic that killed thousands of trout in Elk lake last summer and caused the closing of that popular resort to campers and fishermen.

This, at least, is the answer to the puzzling situation just submitted to the state game commission by Dr. B. T. Simms of the Oregon State college veterinary department who has been studying the matter at the commission's request since the heated controversy was first raised last summer.

The parasite was located and later identified in Washington, D. C. as the same as was once before found in a lake in the Yellowstone Park country where pelicans were the carriers. Experiments in the laboratory at Corvallis proved to the satisfaction of scientists that the gulls rather than any other possible animal carrier were responsible at Elk lake.

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