National Cash Register's new Rancho Bernardo facility was designed to be the manufacturing and distribution center of a complete line of NCR data processing equipment. When the current building program is completed, the complex will measure 525,000 square feet... 300,000 of which has already been completed and is in use.

**Architect:** Frank L. Hope and Associates, San Diego, California. **General Contractor:** Ernest W. Hahn, Inc., Los Angeles and San Francisco, California. **Flooring Contractor:** Tri-Co Floors, Lemon Grove, California.

The architects and designers had to plan a floor around constant movement of people, equipment, and machinery... so ruggedness, durability, ease of maintenance, and an outstanding appearance were required. Their choice: Imperial Modern Excelon Tile. 230,000 square feet of it.

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The A.I.A. takes three giant steps in the right direction

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A CHAPEL FOR TUSKEGEE DESIGNED BY PAUL RUDOLPH
This interdenominational chapel for Tuskegee Institute, the famous Negro college in Alabama, designed in collaboration with the firm of Fry & Welch, may be Rudolph's best building to date.

UPGRADING INDUSTRIAL ARCHITECTURE
The Westinghouse Design Center has developed a new kind of client-architect working arrangement. As a result, Ferendino/Grafton/Pancoast were able to apply high-quality design to the stringent schedule and budget of a nuclear power equipment plant in Florida.

EIGHT VACATION HOUSES
With interest and activity in second houses of all types continuing at a strong pace, some particularly interesting recent examples are presented, ranging from beach houses to mountain cabins. All provide for the needed amenities and easy life for vacation living, and present some fresh thinking in the design of forms and spaces.

NODES ON THE PROSPECTIVE NATIONAL CONTINUUM
In the third article of his continuing series "It's Not Just the Cities," Albert Mayer discusses "a rich tapestry of varied magnets" which could become part of the national continuum through which he feels we should approach our planning for the future.
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COMING IN THE RECORD

BUILDING TYPES STUDY: RESORT HOTELS

Next month the resort hotel will be examined: what makes this hotel type work and why midtown commercial, motor and airport hotels are taking on resort characteristics. Particularly, designers need to know what architectural elements might make people want to stay in a particular resort hotel, or come back year after year or tell their friends about it, so the management makes money.

FOUR RECENTLY COMPLETED BUILDINGS BY PHILIP JOHNSON

The latest finished works of Philip Johnson, to be featured next month, combine a variety of building types realized with Johnson's characteristic finesse and aplomb: a sumptuous residence in Washington, D.C.; a campus-preserving, underground library in Conway, Arkansas; an impressive museum in Bielefeld, West Germany; and a small-scale, image-making radio station in Richmond, Virginia.
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The A.I.A. takes three giant steps in the right direction

The first giant step in the right direction is the appointment of William L. Slayton as executive vice president of the A.I.A. Slayton, who was just named president of Urban America and will leave that prestigious post for his A.I.A. responsibilities, has had a long, varied and effective career (see RECORD, October, and this issue, page 40). Critical to his effectiveness in his new job are the scars and stripes Slayton earned in five years (1961-1966) as the commissioner of the Urban Renewal Administration—an experience which taught him not just what can (and cannot) be done in Washington, but how to get it done and through whom.

Another possible plus to his effectiveness in his new job is the fact that he is not an architect (though he has of course worked very closely with architects in Urban America, the URA, and for a time with I. M. Pei & Partners). As A.I.A. president-elect Robert Hastings pointed out at the press conference announcing Slayton’s appointment, the board’s choice of a non-architect could make it easier to overcome the present real and imagined obstacles now in the way of bringing together all of the design professions in a meaningful joint effort—both on a philosophical and on a working level—to improve the environment.

The second giant step in the right direction: an official policy statement adopted by the A.I.A. board in Santa Fe last month insisting that in the future A.I.A. programs must be structured to achieve not just “maximum performance in the essential phases of the creative process—decision, design, and delivery” but also (and here’s the big new step) “responsible involvement in those areas—the human and physical sciences, economics, politics, public education—which shape the physical environment and represent constraints in the creative process.”

Bob Hastings made it clear at the Slayton press conference that it is now the board’s view that “as professionals we must become involved in the creation of public policy that will lead to the creation of a better environment.” And Slayton, who is being given more authority than his predecessors to interpret and carry out policies established by the A.I.A. board, made it clear that present plans call for the A.I.A., working with other design disciplines and organizations, to take a much stronger role in advocating legislation related to environment.

Giant step number three: the implementation of the Chicago convention’s student-initiated resolution to raise $15 million toward the alleviation of urban problems. Few architects came to the convention expecting the emotional impact of the student participation, much less the unanimous passage of a resolution committing the Institute to raise $15 million and to “establish programs and administration structure for operating and disbursing [those] funds.” And fewer still, probably, imagined how resolutely, forthrightly, and effectively that resolution would be implemented.

In a nutshell, the Task Force on Social Responsibility, under the chairmanship of A.I.A. vice president George Rockrise (and building on the base laid by the earlier Task Force on Equal Opportunity under David Yerkes) now has a quite detailed proposal for raising (over the next three years) more than $16 million—partly in money and partly in man hours of work volunteered by architects—and a quite-detailed proposal for spending that money and time in ways that will most effectively implement the A.I.A.’s new over-all objective. The A.I.A. board has approved the Task Force’s report in principle—and will be asked at its December meeting to approve the proposed budget. If the budget is approved, the Task Force will at once, with the full involvement of the standing committees.

1) Put in motion a program assisting every chapter to establish a Community Design Center.

2) Through existing committees, enlarge the capability of local urban design teams to advise local-action groups and political leaders on social and human needs as well as design.

3) Provide scholarships and other aid to black and other minority students who seem qualified to pursue study in architecture—on both professional and technical levels, including on the job training.

4) Provide funds for improvements leading to full accreditation of predominantly black architecture schools.

(For more details, see Record Reports.)

But it is one thing for the board to approve a program, and the financial and personal effort involved, and another thing for that program and those efforts to succeed.

What that takes is a fourth giant step. And that giant step must be made up of 23,300 individual steps taken by 23,300 individual members of the A.I.A. Every architect needs to decide for himself how important he thinks the Institute’s bold new program is . . . and then act on his conviction. The Task Force on Social Responsibility has worked wonders in the few months since the convention in late June. The A.I.A. board has acted strongly and thoughtfully in response. What remains is for individuals to take their stand—not just in helping finance the new program, but in supplying time and effort and good-will.

—Walter F. Wagner, Jr.
Now the Breakthrough proposals are in and we can really worry

On this page in the September issue I suggested that with a goal of "a decent home and suitable living environment for every American family" at stake, we ought to think what questions need to be asked on a continuing basis as the program evolves.

One of those questions: "What of design quality? There is little evidence that there is much architectural involvement in the conception of Operation Breakthrough [or] in the proposed evaluation process?"

Well, the balloon is up, and we now know that HUD received something like 600 proposals. We now also know something about the evaluation process. And the news sounds pretty bad to me.

The best available information is that the evaluation will be done by an inter-Federal agency board, with a present roster of almost 80. The bulk of the evaluators will be HUD staff, but there will be representatives from the Defense Department, the Commerce Department, the General Services Administration, etc.

The only architects now included are, therefore, departmental employees, and just how many they are and who they are cannot be known because HUD has chosen not to release the composition of the board until after contracts are awarded. The interagency board "may" call on outside advisers on an ad hoc basis—or it may not. In any event, this information too will be unavailable until after contracts are signed.

I think that the very best you can say about this in-house evaluation procedure is that it is very bad judgment indeed.

If Operation Breakthrough is to succeed (and I repeat that I desperately hope it will while doubting very much that it will)—considering the stakes involved, the investment made by the proposers, and the tax money that is going to be spent—it needs (I guess needed is the word) the best possible evaluation process. This means evaluation by the best possible architects, planners, sociologists, cost consultants and engineers—not the best architects, planners, sociologists, cost consultants and engineers available on the Civil Service list.

Here we go on the West Front again

The Senate is now considering a House-passed measure to provide $2 million for detailed architectural drawings for a 4.5-acre extension of the Capitol Building. The central West Front would be extended, under preliminary plans developed by the Architect of the Capitol, engineer J. George Stewart, by 269,528 square feet of new space for restaurants, toilets, visitor centers, meeting rooms and offices. The cost of this, according to engineer Stewart, will be an estimated $45 million. Simple division develops a square-foot cost of $166.95 for the extension.

Now, it is clearly true that restoration and correction of structural weakness is needed. That would cost, according to an estimate prepared by the A.I.A. for Congress after consultation with engineers and restoration architects, about $10 million.

So, if my logic is correct, we could:

1) Make the necessary repairs,
2) Have $35 million left over to build the 269,528 square feet of restaurants, toilets, visitor centers, meeting rooms and offices in some new building. The budget of $35 million would permit a square-foot cost of $129.86, which ought to be feasible even in these days of skyrocketing building costs, right?

To be serious about a serious subject:

Since 1955, the A.I.A. has opposed major changes in the Capitol, urging a master plan for Capitol Hill which will protect its historic buildings and provide new buildings (though not exactly along the lines of the Rayburn building) to house needed growth. It is also worth noting, as A.I.A. vice president Francis Lethbridge pointed out to the Senate Appropriations Committee, that the proposed West Front extension would erase the last visible walls of the original Capitol and alter its "noble terraces." Final note: the assistant architect of the Capitol, architect Mario E. Campoli, has said that he does not think that the Capitol is in immediate danger of falling down as has been prominently suggested by proponents of the extension scheme.

At any rate, the proposed extension seems ridiculous on any grounds—esthetic, cost, or government efficiency. What is clearly needed, as Lethbridge pointed out to the Senate Committee, is a professional study of Congress' needs for space before any major buildings—and/or major extensions to the Capitol—are made. Especially at $166.95 a square foot.

Let's hear it for two-cent-deposit bottles

One of the great things about Thomas P. F. Hoving—besides being the most innovative and swinging Parks Commissioner New York City ever had, and besides being a fine director of the Metropolitan Museum of Art, and besides always hiring good architects to make alterations and/or additions to parks and museums—is that he is so quotable. Like in a recent interview in the New York Times, in which he announced that: "One of the worst things that ever happened to public parks was when they stopped giving you two cents back on the bottle. Almost on the very day the new no-deposit, no-return bottles came out, the parks were knee deep in broken glass. When bottles were worth two cents you didn't smash them against the handball courts."

Extrapolate that one, if you care about conservation and want something to think about.

—W. W.
New physical education building, Graceland College, Lamoni, Ia. Designed to house the college's varsity and intramural athletic programs as well as large public functions. Roughly oval in plan, the end walls are parabolic curves and side walls are formed of two inverse parabolic curves. This column-free structure 305' long, 174' wide and 70' high has space for five basketball, tennis or volleyball courts to operate at the same time within a 6 lane, 1/8 mile track. Floor area is covered with synthetic, resilient athletic surfacing to accommodate all those activities as well as indoor football and baseball practice.

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growthability in plant comfort: a case of "micro-climates" flexibility

For a manufacturer, growing room is basic in a new building design—for headquarters, branch or expanding complex. One growthability factor is a flexible heating/air conditioning/ventilating system. This is provided easily and economically by the "micro-climates" of Lennox packaged modular systems—add-on comfort zones that can expand with the building.

continued . . .

growthability in plant comfort

The “how to” of facilities expansion often is a major bugaboo for a fast-growing company. But a great deal of those growing pains can be eased by thorough growth planning—not only of the building itself, but of such mechanical systems as heating, cooling, and ventilating. These growth needs can only be met completely by such flexibility as that of Lennox modular systems.

An example of this advanced planning is found in the design of the Kerr Manufacturing Company building. The new home of this 78-year-old dental products manufacturer combines the growthability of Lennox “micro-climates” with that of modular Space-Grid construction by Butler Manufacturing Company. Walls, roof and comfort of the 200,000 square foot building system can be extended to keep pace with company growth—and without interrupting existing facilities.

Kerr’s spacious and strikingly appointed cafeteria (center photo, preceding page), allows employees to gather in a relaxed atmosphere. The cafeteria has two separate comfort zones, individually controlled by thermostats mounted on opposite walls. Thus, air freshness and temperature are maintained, regardless of occupancy on either side.

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A new 7-minute companion film on the Carrier Moduline is also available for private showings. It clearly describes the unique features of this new unit and illustrates a variety of design-provoking ceilings. The name is the same, "Great Ceilings."

Registered architects who write in on their letterheads will receive a copy of the "Great Ceilings" portfolio and may also schedule a showing of the film.

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News in brief

The F. W. Dodge Construction Outlook for 1970 predicts "a small gain." George A. Christie, F. W. Dodge's chief economist, said "the difference between a small decline and a small gain for the year will depend on the precise timing of the next upturn." Mr. Christie predicts the government will ease up on money restrictions, and that housing will show an upturn toward the end of 1970. (See Construction Outlook, page 69.)

The tax reform bill is under fire from many sides. The Conservation Foundation says the bill would "inhibit or cripple the work" of many conservation organizations throughout the country by removing tax exemptions on expenditures which attempt to influence legislation. The International Council of Shopping Centers says the bill could put most small developers out of business, leaving the shopping centers in the hands of huge corporations. And the National Association of Real Estate Boards says the bill would "virtually exterminate of housing, a stagnated real estate market, and a wrecked economy." The House has passed the bill 394 to 30 and the Senate is expected to receive a milder version from its Finance Committee in December.

The Everglades Coalition, a group of 22 conservation organizations, remains opposed to any airport in the area, despite a proposal from Stewart Udall, head of Overview. In Mr. Udall's plan, the airport would be used only for take-offs and landings; rapid transit would carry passengers to a terminal in Miami, 40 miles away. Even the planes would be serviced in Miami. The Coalition is urging Secretary of Interior Hickel to follow the advice of the Interior Department study which said even the present training airport is intolerable (October, page 38).

Submissions for the 1970 Honor Awards Program of the American Institute of Architects are due December 1. For the second year, the Bartlett award for barrier-free design will be given in addition to the Honor Awards.

The Washington, D.C. Metro is at last on the way to construction after years of Congressional and local tie-ups. The subway, whose stations were designed by Harry Weese and Associates, was recently released from the House Committee of Rep. William H. Natcher (D. Ky.), where it had been held on condition a superhighway be constructed at the same time. The city has found a reasonably uncontroversial route for the road, and Congress, which has already authorized the plan, is expected to approve funds.

Three cities have received Citations for Excellence in Community Architecture from the American Institute of Architects. In Cincinnati, Pitsler-Brown Architects/H. M. Gairiott were cited for their Gidding-Jenny store design, part of an improvement program of a major downtown street for which the firm did the master plan; in New Orleans, architects Richard Koch and Samuel Wilson, Jr. were commended for their work on Board of Trade Plaza; and Oakland, California was cited for several new projects, including the Oakland Museum, by Roche, Dinkeloo and Associates (May 1968), the Oakland-Alameda County Coliseum and Arena, by Skidmore, Owings and Merrill (June 1968) and several rapid transit stations.


"Environmental Impacts of New Technology: an Annotated Bibliography" is the first of a series "intended to provide working data for the designers of environment" put out by the Department of Architecture of the University of Michigan in Ann Arbor.

Maurice Gauthier, chief designer at Haines, Lundberg and Waehler, died September 22 at the age of 67. Before joining the New York firm, Mr. Gauthier, who was born and educated in France, was a critic in design at Columbia University and an instructor in architecture and professional relations at Pratt Institute.
of a civilized idea.

In "Nairobi West," the sloping roof of richly textured red cedar shakes does more than convey the look of primitive Africa. It defines and protects the three levels of living and recreation space that make up this Louisiana vacation retreat. Which is the idea.

The first level is designed around a central utility core that contains a kitchen, bath, closet and a heating-cooling unit. Surrounding space is for dining and recreation.

A sleeping loft perched atop the core comprises the second level. And above the loft, nestled inside the peak of the roof, is an intimate sundeck.

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For details on red cedar Certi-Split handsplit shakes or Certigrade shingles, plus money-saving application tips, write: 5510 White Building, Seattle, Washington 98101. (In Canada: 1477 West Pender Street, Vancouver 5, British Columbia.)
The Metropolitan Museum in New York celebrates its first hundred years

The Metropolitan Museum of Art in New York is celebrating its centenary. The commemorative exhibitions will include five galleries devoted to "The Rise of an American Architecture," conceived by architectural historian Edgar Kaufmann and co-sponsored with the Museum by the National Trust for Historic Preservation. The show will cover the period 1800 to 1900, and begins May 1, 1970. It will parallel a more general exhibit on 19th-century America and will divide the century into three architectural periods: "romantic," "bourgeois," and "esthetic," and three building types: houses, skyscrapers and "urban amenities." The presentation will include holograms, "true" three-dimensional images produced using laser beams. In conjunction with the show, Mr. Kaufman is editing a book consisting of four essays on "The Rise of an American Architecture" by four architectural historians. It will be published in April by Frederick A. Praeger, Inc., New York.

The Museum's own building forms a record of American architecture, especially of the late 19th century, so it is publishing "The Museum: One Hundred Years and the Metropolitan Museum of Art," a pictorial essay by Leo Lerman.

Illustrations courtesy of the Metropolitan Museum of Art

The Museum's growth—clockwise: 1) the original core, by Calvert Vaux, who had designed Central Park, where the Museum stands, with Frederick Law Olmsted; 2) the main gallery in 1882; 3) two new wings by Theodore Weston (1888) and by Arthur L. T. Tuckerman (1894); 4) 1893: The Columbian Exposition left its mark on Richard Morris Hunt's design for the Fifth Avenue facade (RECORD called it "really brilliant" in 1902); 5) 1964 library by Brown, Lawford, and Forbes; 6) remodeling by Roche, Dinkeloo, and Associates (November, 1968, page 40). A wing to house the Egyptian Temple of Dendur is planned for the near future.
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A.I.A. task force develops proposals to raise and spend that "$15 million" and gets A.I.A. board approval "in principle"

An outline of the "program of social action" developed to respond to the goals set in the now-famous student-sponsored Resolution 19 of last June's annual convention of the American Institute of Architects in Chicago was presented by the A.I.A. Task Force on Social Responsibility at the fall meeting of the A.I.A. Board of Directors in Santa Fe and received approval "in principle." The program would raise a total of some $16 million in A.I.A. fiscal years 1970-72 through a combination of reallocation of substantial amounts of existing A.I.A. financial resources, new A.I.A. man-hour contributions, new funds to be sought from foundations and new funds to be sought from existing government programs.

Major thrusts of the program, according to A.I.A. Vice President George Rockrise of San Francisco, who is chairman of the task force, would 1) encourage and support the development of more minority professionals, both at the level of the architectural schools and at the level of the architectural offices; and 2) encourage and support maximum participation through local A.I.A. chapters and their members in community design centers dedicated to working with local neighborhoods toward environmental goals set up by their residents. A major source of implementation and of funds for the program will be the regular standing committees of the Institute. Mr. Rockrise noted that all appropriate committees will be asked to participate in the development of the program and to participate in its development in their areas. A significant commitment toward the raising of new funds for the purposes of the program was taken by the A.I.A. Board of Directors at Santa Fe when it agreed to match a $500,000 grant to be sought from a major foundation for scholarships for students from disadvantaged groups. This stems from an effort begun by the task force last year, under the chairmanship of David Yerkes of Washington, D.C., to form a consortium to support development of minority professionals with contributions of $500,000 each from the A.I.A. and the Ford Foundation and a $200,000 contribution from the Urban League. It is estimated that such a $1.2 million fund could support 100 disadvantaged students through a six-year architecture program.

The task force itself was reconstructed after the Chicago convention to conform to Resolution 19's pledge of full student participation in its work. Its present members, in addition to Mr. Rockrise, are architects David Yerkes, vice chairman, Leon Bridges and Robert Nash, and students Roger Marjoram of the University of Detroit, Ray Huff of Clemson, Gene Linde- man of the University of Illinois, and (president of the Association of Student Chapters, A.I.A.) Taylor Culver of Harvard University. Elliott Carroll, director of the A.I.A.'s department of public affairs, worked closely with the task force in developing its recommendations.

Final approval of the program, and budgets to implement it, will be sought at next month's meeting of the A.I.A. Board of Directors in Washington. Meanwhile, the program was to get successive reviews from the A.I.A.'s Planning Committee, its Council of Commissioners and the Executive Committee of the Board.

Slayton appointed A.I.A. executive vice president

William L. Slayton, president of Urban America, Inc., will become executive vice president of the American Institute of Architects next month. He will succeed William H. Scheick, F.A.I.A., who has been Executive Director since 1961. Mr. Scheick will remain with the A.I.A. on a special assignment basis.

The change in titles from director to vice president reflects the increased responsibility the A.I.A. expects to give this position, both in the interpretation of Institute policy as set by the Board of Directors, and in the A.I.A.'s efforts to take a more active role in forming public policy (see also editorial, page 9).

Mr. Slayton will be the first non-architect executive staff director since 1949. According to A.I.A. President Rex W. Allen, this fact symbolizes the growing involvement of architects in matters of political, educational, economic, and social concern.

Before joining Urban America, a private, non-profit national organization committed to improving the social and physical environment of U.S. cities, Mr. Slayton spent five years as commissioner of the Urban Renewal Administration of the Housing and Home Finance Agency. He has also been redevelopment director of the National Association of Housing and Redevelopment Officials, vice president for planning and redevelopment for Webb and Knapp, Inc., and the planning partner of the architectural firm of I. M. Pei and Partners. His career began on the Milwaukee Planning Commission. Mr. Slayton has an A.B. in municipal government and an M.A. in public administration from the University of Chicago.

Mr. Slayton lives in one of the few private houses designed by I. M. Pei (Record Houses, 1964, pages 52-57).

A new community in New York's East River

Philip Johnson has designed a new community for 20,000 on Welfare Island, opposite central Manhattan. The island, which will be reached by bridge and subway, will contain housing for all income brackets, office buildings, a shopping center, a town harbor, restored landmarks and a large proportion of open space, which Mayor John Lindsay hopes will become "another Central Park," used by the pedestrian and toward the water, even to the inclusion of steps leading to the river, which Mr. Johnson compares to the Ghats of Benares on the Ganges.

HUD is judging Breakthrough proposals

Operation Breakthrough (September, page 36) has received nearly 600 proposals for prefabricated housing systems and about 150 proposals for construction sites. The evaluation board, whose membership HUD, in an unusual move, has kept secret (see Perspectives, page 10) is expected to present its findings to HUD Secretary Romney this month.

Proposals have come from individuals and from organizations of all sizes and locations, including several giant corporations and many universities. The prototype sites and the housing systems and concepts chosen will be announced late this month. The first prototype construction is expected to begin in the spring of 1970.
The Bicentennial Exposition: urban environment as information

The American Revolution Bicentennial Commission is now evaluating proposals for the 1976 celebration, and should it recommend any of the major proposals it has received, the Bicentennial will put heavy emphasis on solving urban problems.

Philadelphia, Washington, D.C. and Boston made elaborate presentations to the Commission in late September, and private individuals and groups have also made proposals. Each of the three cities wants the Exposition to build permanent improvements. In Philadelphia and Boston, these improvements would take the form of demonstrations of urban design, while the Washington proposal—although including urban planning—leans more in the direction of permanent exhibitions.

Philadelphia’s plan has been designed as an over-all regional and city program for development. The city intends to implement many of the ideas proposed by its Bicentennial Corporation even if it does not become the center of an exposition and, for this reason, has already spent large sums on comparatively detailed plans.

These plans include a proposal to develop a series of "commuter villages" throughout the metropolitan area, which could be used to house visitors, and which would later become permanent housing. New building methods and careful site choices and community planning would set the villages apart from conventional suburbs. This project would go hand in hand with better rapid transit facilities.

Within the city itself, the exposition would have three main focal points, each of which would be centrally located, and which would redevelop depressed or under-used areas requiring little or no relocation of residents or businesses. All of the structures built would be saved and re-used, with "minimal conversion costs."

The new structures would demonstrate new land uses and technology. In the 30th Street Station area, where Penn Central air-rights would be used, exhibit areas for foreign countries would be combined with this exhibit in urban design, and would include business, housing and a major transportation center (the high-speed East Coast Metroliner stops here), and structural innovations in using air-rights. The new area would also be designed to tie together the surrounding neighborhoods.

The other two sites—one of which would encompass both low- and middle-income communities, and the other of which would link sites on both Philadelphia and Camden sides of the Delaware River—would also involve practical urban solutions carried out dramatically, and, because of the technical innovations, with the spectacle necessary to any exposition. Philadelphia claims foreign exhibits would not be overwhelmed by the emphasis on the U.S. because the three-way division would make it possible for one or two sites to have an international focus.

* Boston proposes an extensive "Urban Laboratory," which would demonstrate actual full-scale solutions to urban problems, in combination with a national communications network to the Laboratory, which would be a center for study of urban problems. The exposition would be located in Boston Harbor, using existing land, fill, and 64 acres of floating platforms which would form a megastructure with interchangeable parts. As in Philadelphia, the main structures would be preserved, although there might be more extensive changes within the megastructure in conversion to permanent use.

* Several private proposals have suggested an exposition involving cities along the whole Eastern seaboard, interconnected by ultra-high-speed trains.

Climate controlled city in Alaska

The Los Angeles firm of Adrian Wilson Associates has designed a city across Knick Arm from Anchorage, Alaska, where the temperature will be 68 degrees the year round. Twenty-thousand people will inhabit phase one.

The city will contain no cars, but will be reached by aerial tramway, and people will get around on moving sidewalks, escalators, bicycles, and, in later phases, on monorails. The city is being built because oil has been discovered in the area, and Anchorage is expected to expand 500 per cent in the next 10 years. The new city will be named Seward’s Success.

College design: Expansion but not sprawl

Edward Larrabee Barnes has designed the master plan of a major new campus of the State University of New York at Purchase, New York. The campus will center on a cluster of department buildings which can expand with future needs from either side of a "great court" 900 feet long and 370 feet wide. The focus of the compact campus will be the Performing Arts Center whose four stage towers will dominate the college.

Philip Johnson is designing a museum to contain a famous collection of 20th century art donated by Roy R. Neuberger; Venturi and Rauch are designing the humanities building; Mr. Barnes is designing the library, physical education and student union; the firms of Charles Gwathmey and GiovanniPas- nella will both plan dormitories; and Paul Rudolph will design the science building.

State University of New York at Purchase, N.Y., showing expandable departmental buildings spreading to right and left of central mall containing performing arts center (bottom), library (center) and gym (top). Small structures are dormitories.
The $20,000 first prize for the design of a headquarters for international organizations and a conference center in Vienna goes to the Los Angeles office of Gruen Associates' team of eight, headed by Cesar Pelli. Estimated cost of construction of the four-million-square-foot project is $120 million. More than 250 designs were submitted from Europe, the U.S., South America and Asia. The jury: Pierre Vago, France; Jiri Novotny, Czechoslovakia; Ferdinand Schuster, Austria; Heikki Siren, Finland; and Sir Basil Spence, England.

Ahmanson Center will cover an entire city block in Los Angeles, eventually encompassing two 10-story structures, a 40-story tower and a two-acre landscaped plaza. The $75-million office and financial complex, designed by Edward Durell Stone, F.A.I.A., will be faced in travertine marble.

The Financial Center, Seattle, will be supported on eight columns—two on each side—and a central core, permitting wrap-around windows with panoramic views from the corners. The exterior will be light buff concrete aggregate with bush-hammered texture. Architects: Naramore, Bain, Brady & Johanson.

Harvard Graduate School of Design, Boston, will house four levels of studio space for architects, city planners and landscape architects, a library, exhibition spaces and offices. Architect John Andrews designed a stepped series of floors with the studios on each floor sharing a common space beneath a single span of trusses.

A 50-story office tower on the former Stern’s site on New York’s 42nd Street will have a curvilinear base, allowing floor areas to range from 37,000 square feet to 26,000 square feet. The building, designed by Skidmore, Owings & Merrill, will have an exterior of travertine marble and gray glass.
Colorado buildings honored by Structural Clay Products Institute

One award of excellence, four honor awards and three honorable mentions were named from 57 architect-designed buildings in a program to recognize high quality design accomplishments in the State of Colorado. Buildings, which had to be predominantly brick or structural clay facing tile, were judged on the quality of the solution to an architectural need, integrity of their esthetic expression and recognition of economics through the use of brick or structural clay facing tile. Buildings had to have been completed since 1963.

The jury was composed of George Kassabaum, F.A.I.A., of Hellmuth, Obata & Kassabaum, William Geddes, A.I.A., of Geddes, Brecher & Qualls, and Elisabeth Kendall Thompson, F.A.I.A., senior editor of ARCHITECTURAL RECORD. After a preliminary selection, the jury visited 20 of the buildings.

Honor Award: Vanderhoof Elementary School. Anderson, Barker, and Rinker, Architects; Rogers/Nagel/Langhart, coordinating architects for the school district. "Although the open, flexible plan for this school is similar to that in other schools of this district, the care with which the detail [of this one] has been executed sets it apart from the others."

Honor Award: Residence for Mr. and Mrs. Donald Roark. Donald Roark. "Full of pleasant surprises, this three-bedroom house is located on a very small and frequently found urban site, yet it achieves a degree of privacy rare in city houses on much larger sites."

Honor Award: Bonfils Regional Library. William C. Muchow. "Bold in its forms and in its concept, this library building in a growing but as yet lightly developed part of Jefferson County, is a place of interesting spaces, gay colors, and unexpected vistas through the building."

Award of Excellence: Kissinger Building. Rogers/Nagel/Langhart. "This headquarters for a petroleum company is a strong sculptural statement whose precision of detail in design and in execution made it pre-eminent in the awards program. The predominance of one material gives it unity, dignity and harmony. Yet, because of skillful handling [of the dark brick] there is never monotony."

chicago high-rise shapes trend to access floors

A new concept comes of age, as more and more architects cease to think of access flooring solely in terms of special-purpose applications.
Typical of the growing trend toward access floor systems in general construction is this new office building designed for the American Hospital Association by Chicago architect, Richard O. Evans of Schmidt, Garden & Erikson.

The building is planned for nineteen stories, of which twelve are now completed and occupied. So far, a total of 128,300 square feet of free-access Weberfloor has been used in the first twelve stories, and about 90% of this is carpeted. Installed cost of the floor was less than $2.00 per square foot (not including floor covering) but it was felt the cost was easily justified by direct savings in construction and by future savings in the building's maintenance and use.

Generally the decision to use an access floor system begins paying off early in the structural phase. For example you can pour a floor slab as soon as the formwork and reinforcing has been installed. There's no waiting for mechanicals, because these are added later on top of the concrete. And if design time is limited, the use of Weberfloor can postpone the need for planning the location of electrical and mechanical services while other work progresses independently.

Notice too that no raceways or headers are required, and since the floor pedestals are readily adjustable for height, power troweling and other floor finishing costs are often eliminated altogether. In many areas, where local codes permit the use of the underfloor cavity as an active air plenum, Weberfloor can affect dramatic savings in the elimination of air distribution ducts.

But perhaps the single reason most often cited for adopting the Weberfloor concept is unlimited freedom to meet changing requirements with maximum ease and economy. New service outlets can be quickly tapped in virtually anywhere in the building without digging costly trenches or making core drillings in the concrete.

Write for free booklet. These are only a few of the major advantages and cost savings that have captured the curiosity and interest of architects everywhere. A new booklet has been published on the use of free-access Weberfloor and the impact of this new concept on contemporary architecture. A copy will be sent by return mail on request to Weber Architectural Products Division of Walter Kidde & Company, Inc., 1340 Monroe Avenue, N.W., Grand Rapids, Michigan 49502.

For more data, circle 26 on inquiry card.
How the Nesbitt Multizone system provides year-round comfort for Prairie City Bank.

Unlike other buildings, this three-floor modern edifice of 11,907 square feet has a somewhat unique problem when it comes to air conditioning. Some areas, like private offices, have very few people per square foot. Other areas, like the banking floor, can quickly become overcrowded with an influx of customers.

Here is how Nesbitt helped Little and Humlaker, Architects, and Bird, Bird and Associates, Consulting Engineers, provide year-round comfort for the customers and employees of Prairie City Bank.

First, it was decided that a year-round multizone system could be installed on the roof instead of cluttering the basement with mechanical equipment. This decision permitted the inclusion of a comfortable community room, as well as lavatories and storage rooms.

The Nesbitt rooftop multizone system selected serves six separate and individual comfort zones. Each zone has its own thermostat to signal the requirements of the space served.

The Nesbitt rooftop multizone system has the ability to provide both heating and cooling simultaneously to meet these requirements, no matter what they may be. For instance, during cold weather, it provides heating via a direct-fired, tubular heat exchanger (although electric or glycol coils are also available) and cooling with outdoor air; during warm weather, it provides mechanical cooling and can temper the cooled and dehumidified air with an auxiliary hot refrigerant coil.

What's more, it does it economically. The economizer cycle locks out mechanical refrigeration until one zone needs more cooling than can be satisfied with outdoor air. Likewise, mechanical refrigeration is taken off the line whenever the temperature of the outdoor air is low enough to satisfy cooling requirements.
Because virtually the entire system is factory-built, there are fewer parts to assemble and install at the job site. The reduction in job-site labor (presently the fastest rising of all construction costs) tends to reduce the total cost of the building.

Finally, the Nesbitt rooftop multizone unit installed at the Prairie City Bank is equipped with a remote monitoring panel that provides instant checks on its operation and allows for control from within the building.

Overall, the Nesbitt rooftop multizone system is not only a dependable way to fit the needs of the Prairie City Bank but it is also the most economical way.

For details of how the Nesbitt rooftop multizone system can assist you in planning flexibility with economy, write the Nesbitt Operation, ITT Environmental Products Division, International Telephone and Telegraph Corporation, Philadelphia, Penn. 19136.
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AIRSON ACOUSTONE in Glacier pattern, showing two-slotted A-2 tile, \( \frac{3}{4} \)" x 12" x 12", 12" x 24", 24" x 24", .70-.80 NRC.

A-5 tile in bottom view showing slides, easily adjusted from face of tile to control air flow. All tiles available plastic coated.

Lafayette Bank & Trust Co., Bridgeport, Conn. Architect: Fletcher Thompson, Inc., AIA.

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LETTERS

Cullinan Hall is in Houston

The loss of Mies van der Rohe may be felt in a particular way to those of us who spend a great deal of our time in the product of his talent. It has been my personal experience to find it a continually increasing joy to work in the exhibition spaces the accomplishment of his design has lent at the Museum of Fine Arts, Houston, in the nucleus of Cullinan Hall. You will understand, I am sure, my distress resulting from your locating Cullinan Hall in Chicago, a city more fortunate in the evidence of his genius perhaps than any other, in your tribute to the great architect (September).

Edward B. Mayo, Registrar
The Museum of Fine Arts
Houston, Texas

Why become an architect?

I was prompted to write to you after reading your editorial in July, entitled “Reports of the Profession’s Death are Greatly Exaggerated.” I have long considered obtaining a Master of Architecture degree from Berkeley, one of three programs designed for those who have had no architectural experience but do possess undergraduate and even graduate degrees in other fields. I have hesitated pursuing the program because I have heard comments made by leading members of various Chicago architectural firms. They state, in effect, that architecture is dying because only 7 per cent of all building is designed by a professional architect. And, that the percentage is decreasing yearly. Secondly, architectural opportunities and salaries, in comparison with other disciplines, e.g., law, medicine, dentistry, business administration, engineering and even the teaching positions in junior colleges, falls far below them.

If I were not still interested in the prospect of practicing architecture, I would have dismissed the matter some months ago. I am seriously interested in the profession, one dedicated to the aesthetic and functional representation of a living culture. However, I am far from being convinced that I would have equal professional and business opportunities in the field of architecture. At least, this appears to be the consensus of those of position in large firms. Nor do they believe in the social or sociological involvement of the architect including the late Mies van der Rohe.

I am interested in whatever statement you wish to make on why you would encourage one to practice architecture, if that individual possessed the ability, talent and ambition to succeed.

Elliott W. Angelos
Chicago

You are right in assuming that architects earn less per year, on the average, than do doctors or attorneys. That 7 per cent figure you quote may be accurate when buildings are counted by number, grouping chicken houses with the newest office building on more letters on page 67.
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62 ARCHITECTURAL RECORD November 1969
Properly hailed as "Arkansas' bold, new banking and business center," the new Worthen Bank Building in Little Rock will be the tallest—and one of the most attractive—buildings in the state.

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The importance of design ability

In regard to the article on architectural examinations on pages 83 and 84 of the September issue, there are a few comments I would like to make.

As most definitions note, architecture is first and foremost a design profession. In testing to determine whether a person is qualified to become an architect, the fundamental aptitude to consider is design ability. Whether one has a knowledge of building equipment, specifications writing or even architectural history is not important in determining design competence. The related disciplines of sociology, engineering, planning, more letters on page 86

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For the first half: an induced slowdown—it’s unlikely that restraint will be pushed as far as recession (except in error). Look for a moderately firm upswing in the second half—GNP will increase seven per cent, but inflation will account for half that increase.

F. W. Dodge construction outlook: 1970

Prepared by the Economics Department
McGraw-Hill Information Systems Company (formerly F. W. Dodge Company)
George A. Christie, chief economist
Robert M. Young, James E. Carlson

Inflation has virtually dominated the construction industry this past year. Not only have costs risen faster in building markets than in most other areas, but many of the steps taken by the Administration to cope with national price problems have influenced construction in a special way. More than anything else, inflation and its cure will be shaping the outcome of construction markets for the rest of 1969 and throughout 1970.

As late as the third quarter of 1969, the value of work put in place was leading 1968’s total by a solid nine per cent. Still, there were some disquieting aspects. One danger signal was the fact that all but a small fraction of the gain in value put in place consisted of nothing more than inflated prices. Compared with the general price level, which was causing trouble enough by rising at a 4½ per cent pace, construction costs were surging at seven per cent.

Another ominous sign appeared around midyear: contracts for new construction began falling off. This was one of the earliest signs that the Administration’s efforts to control inflation were finally beginning to take hold.

Already slowing the rate of housing activity, tight money at midyear was also beginning to restrict the volume of new industrial and commercial building. Tight budgeting was holding down the flow of many types of public construction even before President Nixon’s decision in September to cut 7½ per cent of the funds for all Federal projects not yet started in the current fiscal year. These signs pointed to further declines ahead.

All the restrictive measures had one common purpose: to hold demand in check until capacity could be increased to provide real expansion instead of just more inflation. As a result, in the closing months of 1969 the construction industry was in the midst of an externally imposed decline. It will last as long as anti-inflationary restraints are considered necessary. Once these restraints are lifted, recovery should be swift, since there is plenty of demand that is being deferred.


Next year will start with a familiar set of economic problems—familiar only because of the failure of 1969 efforts to deal with them.

The first awareness that things were not going according to plan came early in 1969. By then, it was already apparent that the 10 per cent surtax—enacted in mid-1968 to take some of the steam out of the boom—had been less than a success. Partly, this was because there was a shift to an easier credit policy shortly after the surtax was enacted. When it became obvious that the one move had just about canceled out the other, money was retightened. Then came the second surprise.

Instead of a noticeable slowdown resulting from the double impact of fiscal and monetary restraint in 1969’s first half, business activity continued to climb along. By mid-1969, the gentle policy of “gradualism” was abandoned, and the battle against inflation was escalated.

Several weapons were added to the arsenal of fiscal anti-inflationary policies. The surtax was extended beyond its original date of expiry and, in combination with further cuts in public spending, is expected to boost the Federal budget surplus to $6 or $7 billion. This will give the Government’s fiscal operations in 1970 twice the deflationary force they had in fiscal 1969.

Other more specific measures—such as the 7½ per cent Federal construction cutback and the elimination of the investment tax credit and accelerated depreciation—are expected to discourage spending in areas where inflationary pressures are most severe. Meanwhile, the Federal Reserve System is backing up these tax/budget measures with more of the same kind of credit restraint that has been in effect since the beginning of the year.

Even as 1969’s final quarter began, some leading business indicators appeared to be losing their thrust: retail sales had leveled off, housing starts were sagging, and even as broad a gauge as industrial production was wavering.

Whether or not these were true signals of a turning point, it was reasonably certain that before much longer the tougher package of restraints was bound to slow the hectic pace of business activity. But it doesn’t follow that these measures will be equally successful in halting inflation. Recent large wage settlements and price boosts of basic intermediate goods will be making themselves felt in the cost of final goods for months to come. This is why there’s room for more than one point of view about the second half of 1970, even though most forecasts agree on the anticipated slowdown in economic growth during the first half of next year. In that critical second half, things could take either of two paths:

- If an induced slowdown in the early part of 1970 leads to reduced price pressures, money would be eased and a second-half recovery, aided by the expiration of the surtax, could be a fairly strong one.
- Or, if inflation stubbornly refuses to yield in the climate of slower business activity,
indefinite continuation of the measures used to produce the slowdown will inevitably lead to recession. Rising unemployment would soon bring a reversal of economic policy and an eventual upturn, though the recovery would occur later than and the swing would be more violent.

The F. W. Dodge Construction Outlook is based on an economic environment somewhere between these extremes, though a bit closer to the second case. While it's highly unlikely that restraint will be pushed as far as recession (except in error), the shift toward ease will come as a defense against recession rather than as a victory over inflation.

This forecast anticipates a moderately firm upswing in business activity in the second half of 1970, following a suppressed first half, with the total gain in the Gross National Product amounting to seven per cent. Compared with 1969, inflation will be only a bit less of a problem, still accounting for half the year's GNP increase. Real growth—at 3 1/2 per cent—will just about equal 1969's gain.

National construction outlook

Business facilities

The boom in contracting for the construction of business facilities passed its peak early in 1969. After a two-year surge of more than 50 per cent in the demand for offices, factories, stores, warehouses and utilities, the successive quarterly declines in 1969 contracts for new projects clearly show that the boom has topped out.

The anticipated demands of the markets of the early 1970's are still going to require continued large-scale expansion and modernization of capacity. In the meantime, however, some temporary adjustment of these long-term plans is in order. Short-term economic conditions in 1970 are likely to affect the major types of business construction in the following ways:

Commercial building: In just the past two years, more office, store and warehouse construction has been started than in all of the previous three. Nationally, this year's contract value of all commercial building will easily top $9 billion (the previous high: 1968's $7.6 billion).

Two things cloud 1970's outlook for commercial building. One is the cyclical decline already in progress by mid-1969. It suggests that the many new buildings now under construction will, at least for a time, ease the critical scarcity of office space in many cities. The other is the proposed elimination of accelerated depreciation and the deterrent effect it could have on all commercial building.

1970 outlook: Commercial building value down 15 per cent from 1969's peak to $8.0 billion, but still above the long-term trend.

Industrial building: Quite different from the strong cycle in commercial building, contracting for new industrial facilities has been proceeding at an unusually steady pace—between $3 1/2 and $4 billion annually—for the past four years.

No major change in this pattern is in store for 1970—only a bit less of the same. Total industrial capital spending is being stretched out in the expectation of slower growth in production most of next year.

1970 outlook: Industrial construction contracts easing back from their plateau—down five per cent to $3.5 billion.

Utilities: In a series of progressions, construction of generating facilities by electric utilities has now reached the $3-billion yearly level. Prior to 1965, annual contract value for generating plants averaged only a little over $1 billion.

Long-term expansion plans and the transition to higher-cost nuclear facilities preclude any major reversal of this trend. The timing of major projects, which seem to come in multiples of $100 million each, always makes forecasting risky for any individual construction year.

1970 outlook: Another $3-billion year.

Residential building

To home builders, 1969 looked like a rerun of 1966—housing's worst year in a long time. Like 1966, this year's residential building got off to a solid start, held great promise, and then began to wither in the drought of another credit squeeze.

Yet, even with these striking similarities, there are enough differences in today's residential market to change the outcome significantly. The most important and obvious result: 1969's tighter credit conditions are nonetheless supporting almost a quarter of a million more housing units than were built during the 1966 credit crunch. And that does come out: nearly 200,000 more mobile homes.

There are good reasons for the difference. For one thing, the demand for housing is a great deal more urgent now than it was three years ago. In 1966, there was a moderate surplus of available housing left over from an earlier building boom. Today's vacancy rates show a severe shortage of all kinds of housing.

At the same time, this year's mortgage market is better insulated against a credit squeeze. Back in 1966, a very large share of the burden of monetary restraint was borne by the nation's savings institutions which provide most of the mortgage money. The current round of money tightness has fallen more heavily on the commercial banks. In addition, the mortgage lenders had a good deal more outside help this year. Extra support has been provided by the Federal Home Loan Bank Board and the Federal National Mortgage Association (Fannie Mae is pumping some $10 billion into the mortgage market this year, four times the amount of its purchases of existing mortgages in 1966.) This has enabled the savings institutions to increase their lending, even though net savings flow has been shrinking.

Finally, it should be remembered that not all of 1966's housing collapse was due to credit problems. The suspension that year of accelerated depreciation privileges on most buildings stopped apartment construction in its tracks. Nor did it recover until this subsidy was restored, even though credit had eased early in 1967. This year there's been no change in the depreciation rules affecting apartments.

But even with this year's advantages, the home building market has declined steadily since spring. If tight money were pushed long and hard enough, output would eventually sink to 1966 levels. This is a fact, not a forecast.

At some point in the near future there will be an easing of credit, and this raises two questions: When will it happen? How easy will money become? Since it's not likely that even the people who will make the decisions know the answers to these questions right now, the outlook takes on a very "iffy" character.

It was pointed out earlier that the Federal Reserve is looking for a clear sign—one that either says inflation is yielding or recession is threatening—before backing off from its tight money policy. With the economy on the verge of slowing, one or the other of these signs should make itself known early in 1970. Once it does, the beginning of cautious monetary ease (not a 1967-type surge) can be expected—perhaps as early as next year's opening quarter. This change should be followed by a housing upturn.

Despite a rising trend, the total of conventional housing starts in 1970 is apt to be something of a disappointment when measured against the nation's needs. Even if the rate hits 1.7 million by the fourth quarter, the low levels of the early months will hold the year's total to about 1.50 million units—just about only 100,000 more than 1969's revised output.

1970 outlook: An eight per cent gain in contract value next year will get the housing market heading upward again after 1969's weak second half.

Institutional building

Contract value of institutional building will be up about 10 per cent in 1969. Even so, nothing much has been happening in this building market for quite some time. Most of 1969's increase reflects the fact that 1968 got off to a very poor start. Once the $10 billion rate was reached more than a year ago, no further growth took place in contracting for new institutional construction. For 1970, only small gains are anticipated in the demand for schools and dormitories, hospitals and religious buildings.

Educational building: In the case of education, Congress made an important exception to its austere budgeting guidelines during 1969. In July, the House of Representatives voted to add a billion dollars to the Administration's request for fiscal 1970 school aid funds. It meant that instead of a cut of half a billion dollars in Federal edu-
no lens holds a candela to

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cational support next year, funds for schools would be increased by that amount. Only a fraction of this amount goes for construction, however.

**Hospitals:** The nation's health facilities are faring less well. The Hill-Burton program, the primary vehicle for Federal funds in support of hospital construction, has been extended for another three years; fiscal 1970 appropriations, however, are tightly budgeted. What's more, a special bid for Federal funds for urban hospital construction and modernization was rejected.

The combination of limited Federal grants and continued difficult local financing has placed a ceiling on the potential for institutional construction next year.

**1970 outlook:** Contract value up about five per cent, reflecting the higher cost of building the same approximate physical volume of structures.

**Public facilities construction**

A large national budget deficit can't be turned into a surplus without some heavy cuts in government spending. As one of his last official acts, President Johnson ordered cuts in most domestic programs for fiscal 1970, in order to reverse the inflationary effect that previous large Federal deficits had been having. As one of his first official acts, President Nixon ordered another $6 billion cut from what was left and later followed this surgery with a 75 per cent cutback in any remaining uncommitted funds for direct Federal construction programs.

A second formidable constraint on public construction is the condition of the bond market, where state and local money must be raised to supplement 1970's already limited Federal funds. High interest rates forced the postponement of many projects in 1969, and municipal borrowing will continue to be difficult at least through the first half of 1970. Added to these conditions means that whatever changes take place are likely to be downward.

At least two things must happen before a solid advance in public facilities construction can get underway: a new Federal budget—perhaps the one that takes effect July 1, 1970—must provide more funds for domestic programs; and credit restraint must be relaxed so that states and municipalities have better access to construction money. Once these changes come about, the acceleration of public construction will be quite rapid.

Like almost every other aspect of the 1970 construction outlook, the timing of this change hinges on the broader problem of reversing the economy's inflationary course. In the expectation of easier credit conditions early in 1970 and an improved budgetary climate starting with the new fiscal year, the outlook for major categories of public facilities contracting in 1970 is as follows:

**Highways:** Use of the Highway Trust Fund as an instrument of counter-cyclical policy has created a highly erratic flow of highway contracting in recent years. This year's highway contracts are headed for a 30 per cent increase, largely because some three-quarters of a billion dollars held out late in 1968 were released early in 1969.

Unless the Highway Trust Fund is frozen again in the closing months of 1969, there's almost no way that 1970 highway contracting can equal this year's extraordinary total. If there is a normal, uninterrupted flow of highway funds next year, the value of work contracted would ease back about 10 per cent below 1969's unusually high amount to $7.0 billion.

**National estimates/1970**

**Construction contract value**

(millions of dollars)

<table>
<thead>
<tr>
<th></th>
<th>1969 pre-</th>
<th>1970 forecast</th>
<th>per cent change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>preliminary*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial</td>
<td>$9,300</td>
<td>$8,800</td>
<td>-5%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>3,700</td>
<td>3,500</td>
<td>5</td>
</tr>
<tr>
<td>Educational</td>
<td>5,825</td>
<td>6,100</td>
<td>5</td>
</tr>
<tr>
<td>Hospital/health</td>
<td>2,800</td>
<td>3,000</td>
<td>7</td>
</tr>
<tr>
<td>Public</td>
<td>1,700</td>
<td>1,650</td>
<td>-3</td>
</tr>
<tr>
<td>Religious</td>
<td>650</td>
<td>700</td>
<td>8</td>
</tr>
<tr>
<td>Recreational</td>
<td>1,075</td>
<td>1,150</td>
<td>7</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>800</td>
<td>825</td>
<td>3</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$25,250</td>
<td>$24,125</td>
<td>-4%</td>
</tr>
</tbody>
</table>

**residential buildings**

<table>
<thead>
<tr>
<th>Category</th>
<th>1969</th>
<th>1970</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>One- and two-family</td>
<td>$16,000</td>
<td>$17,175</td>
<td>+7%</td>
</tr>
<tr>
<td>Apartments</td>
<td>7,500</td>
<td>8,325</td>
<td>+10%</td>
</tr>
<tr>
<td>Nonhousekeeping</td>
<td>1,550</td>
<td>1,600</td>
<td>+3%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$25,050</td>
<td>$26,900</td>
<td>+7%</td>
</tr>
</tbody>
</table>

**nonbuilding construction**

<table>
<thead>
<tr>
<th>Category</th>
<th>1969</th>
<th>1970</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streets, highways &amp; bridges</td>
<td>$7,700</td>
<td>$7,000</td>
<td>-9%</td>
</tr>
<tr>
<td>Utilities</td>
<td>3,100</td>
<td>3,300</td>
<td>+6%</td>
</tr>
<tr>
<td>Sewer/water supply</td>
<td>2,300</td>
<td>2,300</td>
<td>-12%</td>
</tr>
<tr>
<td>Other nonbuilding</td>
<td>2,700</td>
<td>3,000</td>
<td>+11%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$15,800</td>
<td>$15,600</td>
<td>-1%</td>
</tr>
</tbody>
</table>

**Total contract value**

<table>
<thead>
<tr>
<th>Category</th>
<th>1969</th>
<th>1970</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction</td>
<td>$66,100</td>
<td>$66,625</td>
<td>+1%</td>
</tr>
<tr>
<td>Dodge Index (1957-59=100)</td>
<td>186</td>
<td>187</td>
<td>0.6%</td>
</tr>
<tr>
<td>Physical volume of floor area (in square feet)</td>
<td>1,332,120</td>
<td>1,220</td>
<td>-8%</td>
</tr>
</tbody>
</table>

**residential buildings**

<table>
<thead>
<tr>
<th>Category</th>
<th>1969</th>
<th>1970</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>554</td>
<td>483</td>
<td>-13%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>296</td>
<td>260</td>
<td>-12%</td>
</tr>
<tr>
<td>Educational</td>
<td>235</td>
<td>236</td>
<td>0.4%</td>
</tr>
<tr>
<td>Hospital/health</td>
<td>177</td>
<td>181</td>
<td>+2%</td>
</tr>
<tr>
<td>Public</td>
<td>34</td>
<td>25</td>
<td>-26%</td>
</tr>
<tr>
<td>Religious</td>
<td>32</td>
<td>33</td>
<td>+3%</td>
</tr>
<tr>
<td>Recreational</td>
<td>51</td>
<td>52</td>
<td>+2%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>43</td>
<td>43</td>
<td>0%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>1,332,120</td>
<td>1,220</td>
<td>-8%</td>
</tr>
</tbody>
</table>

**nonresidential buildings**

<table>
<thead>
<tr>
<th>Category</th>
<th>1969</th>
<th>1970</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>1,194</td>
<td>1,227</td>
<td>+3%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>577</td>
<td>602</td>
<td>+4%</td>
</tr>
<tr>
<td>Educational</td>
<td>74</td>
<td>71</td>
<td>-4%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>1,845</td>
<td>1,900</td>
<td>+3%</td>
</tr>
</tbody>
</table>

*Eight Months Actual: Four Month's Estimated

**Public buildings:** Post offices and other Government office buildings are the main targets of the President's moratorium on direct Federal construction. A 1970 decline of as much as 20 per cent is indicated for this billion-dollar category.

**Sewer and water:** This category of construction is below its potential, partly because the major Federal anti-pollution program is under-funded and partly because local governments are not taking full advantage of it due to the cost of financing their share. With higher priority than many other Federal programs, the Clean Water Restoration Act will at least hold, if not increase, its current level of appropriations next year. Easing credit conditions will support enough matching local money to keep next year's contracting on a par with 1969's $2.3 billion.

**1970 outlook:** Federal restrictions on construction spending will dominate this category, leading to a four per cent decline in contract value next year.

**Regional construction outlook**

Regional construction patterns produced a number of surprises in 1969, all related in some degree to national economic trends.

**Northeast**

A larger-than-normal share of 1969's scarce construction money was attracted to commercial building projects where equity participation was frequently used to supplement interest earnings. In the Northeast, this helped support an office construction boom that brought contract values in only the first eight months of this year past the 1968 record annual total. Sources of funds, even at high cost, now appear to be running out, and much of the backlog of demand for new office space will soon be met.

The outlook for 1970 contracting calls for a substantial cutback in office building, which should reduce the region's share of commercial construction from almost 40 per cent in 1969 to some 30 per cent next year—about in line with the pre-1967 level. The Northeast is also expected to lose ground, relative to the nation as a whole, in the construction of most other types of nonresidential buildings. An exception is factories, since the region is an important producer of many of the products for which manufacturers are planning above-average capital expansion in 1970.

The Northeast stands to gain the most from a reversal of credit conditions, as far as housing is concerned. Both homeowner and rental vacancy rates in the region are less than two-thirds the level of those in the rest of the nation and are well below normally accepted minimum levels. The result has been a severe housing shortage in many cities which would be worse if not for the region's declining rate of growth in recent years. Any significant easing of credit should see a substantial turn-around in home building activity in the Northeast.

The region's share of road building
dropped off gradually after reaching its peak in 1967. This trend is expected to continue since the Northeast has completed a larger portion of its interstate highway network than the rest of the country.

Midwest
The Midwest's share of commercial construction has been declining since 1967, when contract values were boosted well above the long-term trend by several major office building projects. The decline has been due to a less urgent demand for office space (vacancy rates in major Midwestern cities have remained somewhat higher than those in the East) as well as the effects of a temporary slowdown in population growth. The latter trend has been reversed in the past couple of years, and demand for store building should begin to pick up. Although 1970's expected business slowdown will limit the growth of commercial construction, the Midwest should increase its share of the national total.

Construction of manufacturing facilities in the region is expected to dip more than in the nation as a whole. With the exception of automobiles and electrical machinery, all of the major industries concentrated in the Midwest are planning cutbacks, or virtually no change, in plant and equipment outlays in 1970. Contracting for most other types of nonresidential buildings is expected to improve next year, relative to the nation.

Despite the slowdown in population growth in the mid-1960's, the Midwest until recently has expanded its share of the nation's residential construction. Nevertheless, vacancy rates have remained below the national average, with this year's decline in housing activity due largely to restrictive credit conditions. Next year's national improvement in housing will be shared by the Midwest, which will just about match the gain for the country.

The Midwest is not likely to duplicate its 1969 record level of utilities construction, when several major projects pushed the annual volume over the billion dollar mark.

South
The South has lagged the nation in the recent commercial building boom. Earlier bursts of office building construction in Atlanta, Dallas and Houston took the pressure off demand in the region's major cities. Relatively high vacancy rates indicate that no major reversal is in the offing. Store building has remained strong, however, and can be expected to hold up in 1970.

The region contains some of the few areas of the country where an upturn in manufacturing construction may be expected in 1970. The chemical and pulp and paper industries, heavily represented in the South, are planning substantial increases in capital outlays. Food and textile manufacturers, meanwhile, plan to maintain their plant and equipment spending at 1969 levels. The South is expected to increase its share of most other types of nonresidential construction.

The region has increased its share of new apartment construction from 20 per cent in 1965 to almost 35 per cent this year. During this period its output of single-family housing has remained nearly constant, at or about the 35 per cent mark. The expected slowdown in business activity will put a damper on some of the second-home apartment building since much of it has been financed by large institutional investors. Since vacancy rates are well above the critical level and supply has kept up with population growth, new single-family housing in the South will also lag the national gain next year.

Most types of nonbuilding construction in the South should outpace the national growth rates in 1970. Sewer and water facility construction has fallen short of need, as new residential areas have opened up. The region is also behind schedule in the interstate road building program, and efforts to speed this up are expected as the deadline comes closer.

West
Another year of tight money and economic uncertainty has again postponed the long-awaited boom in Western construction. Although contract values in 1969 topped the previous peak achieved in 1963, the gain was a lot smaller than the potential. 1970 is likely to see a repetition of this performance—modest gains, but well below those justified by recent population growth in the West.

Commercial building enjoyed a strong year in 1969, and the West should improve its share of the national total next year. Major office building projects are in progress, or slated for early starts, in both Los Angeles and San Francisco. Retail construction should respond to the recent resumption of population growth in many areas. Although automobile and machinery manufacturers are planning to increase their capital spending in 1970, cutbacks in the region's important aerospace industry will more than cancel these gains. Increases in most other types of nonresidential construction are expected to outpace the national averages.

After reaching a peak in 1963, home building in the West declined sharply as business conditions sagged and migration to the region fell off significantly. A resumption of migration, though not as strong as in the early Sixties, and the beginning of a housing shortage in many areas bodes well for the future. Lack of mortgage funds will impede the start of this upturn, however, and improvement in '70 will be limited to matching the national average.

Announced cutbacks in direct Federal construction will have a greater impact on the West than on other regions since many of the affected projects are located in the area. California has already announced slowdown in the construction of its huge Central Valley water project, and similar postponements may be expected in other major projects.

Summary
Some of the nation's severest inflation has been experienced by the construction industry during 1969. It's no coincidence, therefore, that this industry has felt the effects—earlier and more directly than most others—of the monetary and fiscal brakes that were applied to the economy in an effort to bring prices into line.

With a record rate of construction in progress as the year began, contracting for new projects diminished through 1969, slowly at first and more sharply in the final months. Housing was first to yield to monetary restraint, but after midyear it was apparent that most major types of construction were headed downward.

The 1970 outlook for construction is largely a matter of tracking the downward trend to its conclusion, and its eventual upturn. Since the primary cause of the past's decline was anti-inflationary policy, and not a shrinkage of demand, the most important condition for its reversal is the lifting of these restraints. This decision is one that must be reached by policy makers, not by the market place. For this reason, there is an additional element of uncertainty built into the 1970 F. W. Dodge Construction Outlook.

The opening quarter of 1970 is likely to be the year's weakest, with each successive quarter showing improvement. Once credit is eased, housing will be the first to advance, and with an adequate flow of mortgage money, home building will continue to gain throughout the year.

Following housing's second-quarter pickup, a moderate rise in public facilities contracting is likely to take hold soon after midyear. Also in the second half, improving business conditions should spark an upturn in industrial and commercial building.

With housing providing most of 1970's thrust, and nonresidential building showing a small decline, the regional pattern of next year's construction markets will favor the South and West, where industrial and commercial building is proportionately less important. All regions are likely to show some residential expansion in 1970, but in the Northeast and Midwest these gains are expected to be offset by declines in nonresidential construction.

For the year as a whole, 1970's national total of construction value won't add up to much more than 1969's $66 billion. The difference between a small decline and a small gain for the year will depend on the precise timing of the next upturn. The odds favor an early rather than a late turning point and, therefore, a small gain. Nevertheless, once construction demand is unleashed, cost pressures will not be far behind. For this reason, next year's forecast of a modest increase in contract value also implies a small decline in the physical volume of newly-started construction.
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Contract 350
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snap back on.

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LETTERS

continued from page 67

ning, and business should be used in conjunction with architecture when appropriate, but these people need not be titled architects. Furthermore, I can't believe that the truly competent people in these other disciplines are as desirous of receiving the title of architect as is implied.

The article makes sense in many regards, but architects must not lose sight of the importance of design ability in architecture.
Gary Bender
El Cerrito, California

We do agree that architecture is first and foremost a design profession. Indeed, it is precisely that priority which has impelled N.C.A.R.B. to publicly regret those qualifying examination procedures which not only stress memorized knowledge of supportive disciplines but in fact negate those very intuitive attributes of design about which you are so properly concerned.

As we see it (although we don't presume to speak for N.C.A.R.B.) there are two major conditions that impel reassessment of examination techniques as described in the August and September articles to which you refer. First is the increasing need for ready access of the profession to the special knowledge residing in related disciplines. Second is the urgent need to salvage for support of the design function those people who enter the profession eagerly only to find personal fulfillment in supportive rather than in strictly defined design activities.

As you suggest, there are many ways of enlisting the related disciplines without demeaning the name of architecture. Perhaps that's what N.C.A.R.B. wants. —WF

Mayer's awesome propositions
Albert Mayer's series is a real blockbuster. His propositions are so awesome that I suspect people don't want to think about them, in much the same way that they avoid contemplating the dangers of hydrogen bombs. Nevertheless, his case seems incontrovertible.

The problem seems to be to attract attention to the wholesale slaughter of the environment before the process reaches the point where it is irreversible.

I have an outrageous suggestion.

Since architects presumably are charged with the professional responsibility for environment, they would seem to be the logical ones to make the present trends stop until new directions for constructive energy can be found which will make it possible for life to survive on the planet in some reasonable state.

How about a general strike of architects so that there will be no more building until we know what we're doing? If Mayer is right, somebody better do something fast. Incidentally, I haven't checked this out with my clients.

Arthur J. Lohman
Public relations counselor
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Architecture, here, is as changeable as the weather

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OFFICE NOTES

NEW FIRMS, FIRM CHANGES


Raymond W. Griffin, A.I.A. is now a vice president of Souder, Clark and Associates Inc., consultants for health care planning and architecture, Tarzana, California.

Charles H. Griggs, A.I.A. is now head of the new Honolulu office of Albert C. Martin and Associates, Los Angeles-based architects, engineers and planners.

Winfield H. Hyde, A.I.A., Architect has joined Kitchen and Hunt, A.I.A., Architects, as an associate and vice president, in charge of the firm's Oakland, Calif. office.

Ranger Farrell and Associates, Acoustics, Lighting, Audio-Visual, Theatre Consulting, Irvington-on-Hudson, New York, has announced that Richard C. Oldham, consultant in communication systems for instruction, and Thomas E. Garrett, theatre consultant, have joined the firm as associates.

NEW ADDRESSES

Affleck Dimakopoulos Lebendold Architects, 1440 Ste. Catherine Street West, Suite 1025, Montreal 107, Quebec. (Mailing address: P.O. Box 900, Station "H", Montreal 107.)

Clas, Riggs, Owens & Ramos, Architects, 1015 Twin Towers Building, Silver Spring, Maryland.

Davis, Brody & Associates, Architects, 130 East 59th Street, New York City.

Duplanty & Hufnaker, Planning, Architecture, Interiors, 2046 Cotner Avenue, West Los Angeles.

Robert Lamb Hart, Adam Krivatsy, William Stukee, Planning Consultants, 80 West 40th Street, New York City. The San Francisco office remains at 675 California St.

Hellmuth, Obata and Kassabaum, 315 North Ninth Street, St. Louis.

Richard Meier & Associates, 136 East 57th Street, New York City.

Roy F. Johns, Jr., Associates, Consulting Engineers and Architects, 404 Rousar Road, Coraopolis, Pennsylvania.

Herbert H. Johnson Associates, Architects, 950 South Miami Avenue, Miami.

Roger Johnson Associates, Architects, 1409 Willow Street, Minneapolis.

K & J Designs, Office Planning, Interiors, Industrial Design (formerly located with Kahn and Jacobs Architects), 521 Fifth Avenue, New York City.

Kazmar Consultants Ltd., Structural Engineers, 77 Progress Avenue, Scarborough, 706, Ontario.
Dear Haringer, Rother & Quale, A. I. A.*

Taking time out from my pad here in your new office building to let you know that your understanding of the opposite sex is much appreciated. All the girls on our floor wonder how you knew that almost half the gals today prefer tampons to napkins. However you knew, thanks for those dual-vend dispensers that supply both Kotex napkins and Kotex tampons in our restroom.

Signed: The Happy Bunch on the 43rd floor.

H.R.&Q. — you get the Kotex kudos of the month for specifying dual-vend dispensers. All you other architects send for our free catalogue of dispensers made by Bobrick Dispensers, Inc. or see Bobrick, in Sweet’s.

*(The names of the architects are fictitious. But the need is real).

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The recently completed chapel for Tuskegee Institute, a 2,000-student Negro college in Tuskegee, Alabama, may be Paul Rudolph's best work to date. Designed in collaboration with the firm of Fry and Welch (both black architects), it is an outstanding, original and remarkably effective religious building. It possesses the symbolic power of Le Corbusier's Ronchamp—acknowledged by Rudolph as a source—and is clearly influenced by Wright, especially inside. The ideas of Corbu and Wright, however, have been transformed by the architect's creative imagination to achieve a unique and highly personal work of art.

Because the Christian faith has been and will continue to be the major ideological force behind the founding and growth of this interdenominational school, and a major historical force behind the black man's struggle for equality in the United States, a strong sense of rightness made the administrators of Tuskegee wish to replace their old chapel, struck by lightning and burned to the ground in 1957, with the finest church they could afford by the best architect they could find. Unfortunately, because their fine new chapel has been built for and by Negroes in the deep South, many observers will be tempted to see qualities in the church which evoke the Negro struggles in a literary way—to see the building, for example, as a walled, windowless fortress open only to the sky and sheltering its occupants from a hostile environment.

Such fantasies, while understandably comforting to some, miss the point. The highly abstract forms of the Tuskegee chapel are universal symbols, relevant to all Christians. Rudolph's chapel, given a similar site and program, would be as right for Harvard as for Tuskegee, and this is as it should be.
The chapel is the focal point of the campus and has been constructed near the site of the burned-down church it replaces. The photographs show the principal entrance located at the top of a broad ridge which runs through the center of the older part of the campus near the graves of Booker T. Washington and George W. Carver (the former the first principal and guiding force of the school, and the latter its first great scientist). This part of the school grounds still bears handsome traces of the original landscape plan by Frederick Law Olmsted, the first "advocacy planner" whose concern for the cause of Southern blacks began in his youth before the Civil War and continued throughout his career.

The roof of the chapel slopes boldly upward on its long axis, as at Ronchamp, and beneath its broad overhang the outdoor pulpit juts assertively forward in vertical space, just as it does on that famous French hilltop. The church was originally designed to have poured-in-place concrete walls supporting a hyperbolic paraboloid roof of open-web steel joists. To lower costs, the walls were redesigned as steel frames supporting brick cavity walls. The light-pink mechanically-produced brick lacks the character of the handmade bricks in the early Tuskegee buildings, which were molded by student bricklayers and fired in their own kilns, but it is as appropriate to the highly sophisticated building it sheathes as the handmade bricks are to the humbler structures which surround it.
The interior of Tuskegee Chapel is one of the most dramatic and powerful religious spaces to be built in this century. It is worth a pilgrimage to the school to see. Proud alumni are returning in increasing numbers to marvel at it, proving that it meets the ultimate criterion of a space for worship—that it have the power to evoke a universal response, rather than one limited to the esthetically trained.

One approaches the interior from humble spaces—up the stairs near the meditation chapel, or from the modest narthex—and suddenly enters a great asymmetrical room. The ceiling is marvelous—a great plane, curving in two directions, its warped surface formed by standard joists with straight bottom chords which appear to curve. The accordion-shaped plaster ceiling painted blue has been carefully engineered as a reflecting surface to enhance the acoustics. Air supply is equally distributed by means of brick-sheathed ducts on both sides of the chapel—handsome forms which complicate, yet enhance the interior space. Skylights parallel to the wall planes provide a mysterious and beautiful light.

The influence of Wright upon Rudolph is quite clear in this great room, but the architect appears to have drawn upon and transformed other sources of inspiration, including—unconsciously perhaps—certain images from German Expressionist films.

The views at the far left are of the chancel, the lower photograph having been taken from the balcony. The chancel has been designed to emphasize the importance of the Tuskegee choir, and will eventually have an organ on the rear wall. The dominant position of the pulpit expresses the importance of the Word. A minister who has preached in this 1,100-seat chapel reports that from the pulpit it has a quality of intimacy and that the congregation seems near.

Beyond the steps in the photo at left is the meditation chapel, a tall, narrow room illuminated by skylights and through colored glass set in deep reveals high in the wall,
Le Corbusier said that the roof of Ronchamp was inspired by the shell of a crab which he found on a Long Island beach.

As the beautiful roof framing plan on the preceding page clearly shows, the spiral forms of the Tuskegee Chapel also appear to have been suggested by a creature of the sea. The rather less poetic diagram at the left and the early construction photos below show how this beautiful form was actually framed.

The structure is in some ways simpler and in other ways more complicated than it appears to be now that it is finished. The length of each open-web joist differs, and each slants at a slightly different angle to form the warped plane. There are 117 such members, not counting the slanting girders which carry them, and they weigh 71 tons. The columns also are of widely varying lengths.

The structure was complex enough to require much on-site measuring time by the fabricator to ensure a minimum amount of field work. Since no two adjacent joists are parallel, temporary bridging was used for an initial line-up and permanent bridging custom fabricated and fit on the site. According to the American Institute of Steel Construction, the fabricator underestimated his engineering and drawing costs, overestimated fabrication costs and came out on target.

The top photo was taken from a position to the right of the great entrance porch and shows almost the entire roof including the final spiral rising to form the meditation chapel. The lower photo shows how the roof curves downward across the chancel toward the sacristy, and how it rises on one side and descends on the other as it approaches the narthex, the entrance vestibule and the main stair.

— Mildred F. Schmetz

UPGRADING INDUSTRIAL ARCHITECTURE WITH ACTIVE CLIENT SUPPORT

The site of this Westinghouse plant for manufacturing nuclear power-generating equipment is a wooded knoll overlooking Laura Point on Escambia Bay near Pensacola, Florida. Conventional approaches to industrial plant construction might have been to remove the trees and level the site as prelude to "efficient construction and operation." In this case, the client had taken steps at both corporate and "user division" levels to permit the full exercise of architectural approaches to facilities design. The trees and the knoll were saved; operating efficiency and expansibility were enhanced; construction costs and schedules were rigorously controlled; and those who work in the plant are staunch boosters of the design procedures that brought it into being.

Design Center's mission: to improve design quality

Westinghouse President Donald C. Burnham established—some three years ago—the Westinghouse Design Center under E. W. Seay, director, with architect Eliot Noyes as consultant. The mission of the Design Center is to improve the design quality of all the physical properties and
products of the corporation. The center operates three design departments: architectural (including interiors), industrial (for non-consumer products) and graphics. For the Laura Point plant, the center became a member of a three-unit task force, whose other members were assigned from the user division (for programming) and the corporate headquarters works engineers (for operations and finance). This task force then acted as the corporate client, with the Design Center retaining a role in selecting the architects and reviewing design proposals.

Architects can provide full scope of services
With this kind of corporate focus and backing, architects Ferrendino/Grafton/Pancoast were able to further the design objectives of the Center and respond to all interests of the task force in providing full services for architectural, engineering, interior and landscape design.

By developing a two-level administration building on the higher level of the knoll overlooking the bay, the architects were able to retain a sense of scale which was not overwhelmed by the high-bay massing of the plant itself (which was set at a somewhat lower level). The upper level of the administration building takes advantage of the over-bay view with generous use of glass protected from the sun by precast shadow boxes (as well as by the trees). These trees also provide shade and visual comfort to employee entrances and dining areas.
which are set out along the perimeter of the plant.

The architects underscore the fact that the upgrading of quality at Laura Point was achieved without increase in cost or loss of time—and was made possible by a combination of two conditions. First was the ability of the task force to work closely with the architects during program and design development. Second was the consequent ability of the architects to schedule construction and purchase of materials, including steel, in advance of final phases of design. The sand-blasted precast panels, for example, could be scheduled without delay and provided an appropriate texture for this Florida site at no increase in cost over the lightweight panels to which plant personnel were accustomed. The working arrangement reduced design and development time by permitting day-by-day decisions so that, for example, foundations could be poured prior to the completion of superstructure drawings. The time lapse from initial conferences with the Design Center to completion of the project was less than nine months—despite special structural problems (involving vibration control) and the unusual requirement for year-round temperature control throughout the plant.

In context with the plea for visual quality, the Laura Point interiors also reflect a requirement for maximum flexibility in anticipation of future expansion. The flexibility requirement was met in part by systems of folding partitions in the conference and meeting areas. Further, the pan-formed concrete ceiling provided opportunities for varied treatment and modular movement of partitions. The bridge from the administration to the manufacturing areas carries a moderate display of Westinghouse products. The plant area itself is brightened by disciplined use of color not only for decoration but also for the color coding of various utilities and special work areas.
VACATION HOUSES

With interest and activity in second houses of all types continuing at a strong pace, the following pages present eight very interesting examples. All provide for the needed amenities and easy life for vacation living—whether for a ski resort or a beach house. And all present some fresh thinking in the design of forms and spaces appropriate to its particular location. The range of locale from the state of Washington to Florida also helps focus on some interesting stylistic and regional variations on the use of wood for houses that are fun to relax in.

Designed expressly for the snow conditions of ski country, this family lodge derives its strong shape from an outward slope of the upper walls, which is planned to prevent ice dams and allow run-off from melting snows to fall clear of the house. View decks are provided at various levels and double as entrances in exceptionally deep snows.

The plan is a multi-level scheme, with a variety of inter-related spaces: some are low-ceilinged, snug areas; others are two stories in height and overlooked by balcony rooms. All the interiors are comfortable, bright and easy to maintain. Much of the furniture is built in. The cost of the house was about $41,000.

Residence for Dr. and Mrs. Sanford H. Lazar, Squaw Valley, California. Architect: Gerald Camiel Weisbach; contractor: Earl Kelley.
A successful combination of shed roofs and a practical, uncluttered plan accounts for the great strength of this Long Island beach house for a family of four. Major rooms are organized around a central utility core and circulation to achieve considerable economy, as well as the separation of children and adult areas which the owners required. Clerestones add light and spaciousness, and hallways are opened up to extend vistas beyond the house. Decks further expand living space, and a detached unit, used for storage, baffles one of these for private outdoor use. Exterior walls are plywood; wallboard is used inside. These practical materials, plus the varied spaces, contribute to make this house a perfect complement to city living.

Exposure onto the Gulf of Mexico has the advantage of a splendid view and the drawback of possible hurricane tides. This delightful Florida beach house is specifically designed for both these conditions and for the owners' somewhat unusual requirements—among them, a den, children's play-stage and an artist's studio. The plan makes use of a natural sand dune and separates children from adult areas. Spaces include two-story patio and surrounding balcony pictured here, each overlooking the beach and gulf. Upper levels are stained cypress; ground levels are concrete block. The house cost $50,000 including zoned air conditioning, and is for year-round use.

Residence for Dr. and Mrs. Richard A. Vinton, Sarasota, Florida. Architect: J. West; contractor: Cosentino Construction Company, Inc.
This unusual house was built for a college professor and his wife as a weekend retreat for study and the quiet enjoyment of natural surroundings in California's Napa Hills. The architects' solution largely blanks the front to provide the seclusion wanted, and opens the back with glass and a full-length deck to exploit the potential of the site and view. The structure, simply shaped as it is, can be totally closed by a sliding door in front, and by panels sliding up from under the deck in back, making the house worry-free when the owners are away. The use of shed roofs and cantilevering, and exposed beams and plank ceilings, contributed to its reasonable $20,000 cost.

Residence for Dr. and Mrs. Horwin Schafer, Napa Hills, California. Architects: Margos and Soller—Pete Kampl, associate; contractor: Vienop Builders.
5

This inventive little house for a young family was designed for a 65- by 85-foot, hemmed-in lot. Instead of relying on the site, the house creates its own vacation environment, with many, but controlled, links to the outside. Changes in level, and glimpses which can be had through and beyond them, account in large part for the lively quality of the design. Use is made of a slight natural slope to step rooms up to a deck and living room balcony for a view of the ocean over neighboring roofs. Baffle walls are placed to protect decks and exposed living areas while permitting the view. Exterior and interior are clad in natural cedar. The cost was $28,000, excluding land and fees.

Residence for Mr. and Mrs. M. Chefetz, Fire Island, New York. Architects: Smith & Mather; contractor: Joseph Chasas.
This rustic yet sophisticated mountain cabin near Mt. Rainier skilfully uses Douglas fir and stone available from the 40-acre tract. Architect Alan Liddle designed, constructed, and built the cabin over a period of years for his own use. The materials blend well with the environment, making it an ideal weekend and vacation retreat.

Designed for a ledge halfway up a cliff, the cabin's scheme evolved from the terrain itself, with the living room the first stage, and two wings with kitchen and bedroom added later. Finished cedar and hemlock paneling were used in the interiors. The entire cost was about $5,000 (1,000 square feet at $5 per square foot) with all construction done by the architect himself, including most built-in furnishings.

Great spaces and great views have made this beach house on Fire Island a luxurious yet fun place for a summer retreat. Only steps from the ocean, its two-story design of three interlocking octagons provide wide vistas of both bay and ocean. A soaring 24-foot living room is the focal point, with all other rooms tucked neatly around it, including two bedrooms with adjoining baths, kitchen, separate dining room, sauna bath and card playing "aerie." Decks and lookout roof terraces are spacious for sunbathing.

For ease of upkeep, natural materials—Douglas fir and cedar siding—were used, painted surfaces were kept to a minimum, and most of the furniture built-in. Cost of construction was about $42,000.

This trim, sophisticated house has an unusual staggered plan to provide both a maximum of privacy and good exposure to the morning sun. The house is not far from a beach, but the site itself is without views and surrounded by other homes. A landscaped area was developed on the plot to give needed vistas for the sun-oriented rooms, and the sides of the house are windowless to assure privacy. An enclosed atrium adjoins all main living spaces.

The framing is wood, with the exterior sheathed in vertical cedar tongue-and-groove boards treated with bleaching oil. Built and equipped as a year-round second residence, the house itself cost about $38,000.

Residence for Mr. and Mrs. Maurice Dian, Amagansett, New York. Architect: Peter Hendrickson; contractor: Ole Town Contracting.
IT'S NOT JUST THE CITIES

by Albert Mayer

Part Three:
Nodes on the national continuum:
a rich tapestry of varied magnets

Part Three of the continuing series by architect and planner Albert Mayer constitutes an overview of the alternatives to present trends. Mr. Mayer believes could be designed toward a more humane future environment. It will be presented in two installments, with the second following next month. Below is an outline of the whole, with the sections covered in this month's installment shown in bold type.

1 The new planning: Some elements involved. Building-in the dynamic limitations, from the start. New ideas: Scattering, or sub-concentration.
2 New metropolitan areas based on a middle-sized city.
3 New towns and new cities. From scratch; or up from small settlements.
4 Galaxy of cities: The Regional City.
6 The small city or town: Freshly examined in the 20th century. With college or university. Diverse; multi-county again.
7 Mini-nodes: Wide experience and nationwide sub-regional impact.
8 Poor people's cooperatives. Development mini-nodes. Ad hoc or, powerful new directions?
9 States - Regions - Corridors based on range of nodes and adaptations.
10 Over-developed areas: "Residual" development.
11 "New" state or region: Arkansas as an example.

I am a big-city man, a metropolitan man: by birth, and until a couple of decades ago, a devoted New Yorker. Now, a troubled New Yorker. With the unbridled technologies of construction engineering and of transportation, driven to accumulating excess by the anxiety of the city and region to keep growing, and by the impulse and freewheeling of speculative exploitation, the big city with its metropolitan area and possible megalopolitan extension becomes the monster overgrowth. What used to be real and unique advantages are often no longer advantages but tensions, for which better solutions are available. For instance, face-to-face contacts of the big city, which have been so highly prized, involve such an amount of arranging, time and stress in reaching, that such equivalent arrangements as the conference telephone between cities or intra-city save time and irritation with little loss of directness. And soon this will be enhanced by television devices into real face-to-faceness.

The long and lengthening journey to work, the time and effort to get out into the countryside or beach, the overloads there; the total regional overload—these are cumulative detriments; and, by contrast, constitute advantages in the new areas. These detriments are, of course, in addition to the basic deteriorations: the squall of the slums, the accelerating deterioration, incipient and accelerating abandonment of former and present middle-class areas.

The purpose and outlook of this series are, indeed, to save the big cities and their regions, and to limit their inter-ozone by "residual" creative work, and by urgently addressing ourselves to counter-magnets, highly valid in themselves, and relieving pressures on the over-developed areas. Use of the expression "residual" work is not intended to apply to scale, which must still be great for some time, and needs to be fully creative. It applies to intention: the intention of energetically beginning to place main emphasis in other, newer, directions. In this process we create the varied nodes and node-clusters which will give the many choices known to be sought. In larger terms, these offer opportunity for the flowering of pluralism inherent in this country's ethos.

This article runs a gamut of nodes. The space
devoted to each varies, but none is meant to be more than a brief sketch.

Later on in the series this will be followed by "generalizing sections", which further note and analyze over-all considerations and institutional problems and new handling which need to be observed and to be controlling in all development, and apply to all specific nodes.

Then, certain of the nodes will be more specifically developed, with sketches and designs.

Finally, will be worked out architectural and environmental symbolism and symbols which are so important, as enabling one to identify with different kinds of environment and aspiration, and endowing them with deeply recognizable sublimations of their flavor and character. That is, they enhance the meaning of pluralism and of the differing nodes; and our contributions to them and from them, in a climactic way: giving the environment, as it were, a more penetrating voice.

O
ne other introductory matter before turning loose on the list and descriptions of counter-magnets on the continuum:

In saying that we are going to recreate environment by and in new areas, new regions, we don’t of course mean altogether new. Rather, we mean underdeveloped, sparsely populated areas. Nearly everywhere there are small settlements, villages, hamlets, towns. The new creators have got to make a basic decision. Are we to beef up every such settlement that seeks help? This could be excessively uneconomical in first cost, uneconomical to operate and uneconomical to give competitive services that will hold or attract people; possibly culturally inadequate even in our day of cultural diffusion. There has got to be a policy of sub-concentration and of selectivity; in short, we must prepare for hard decisions. In one proposed local Resource Conservation and Development Program of the Department of Agriculture, one element for which help is requested is a community center for an existing urban settlement of 2,200 people. The request is for a meeting place for Town Board, Village Board, Garden Clubs, 4-H groups, firemen, fire-fighting equipment, etc. There is a basic question here: Can this size community justify and obtain the size and quality of what will satisfy the 20th century levels of expectation, or will it in any event lose population in competition? Also, should there be a joint center more or less central to a number of small communities? Should the policy be to consider whether such a community should be encouraged to continue; or, whether the larger area might justify a new town to which this and other little communities would be satellite and would find central nurture there for their needs?

I am raising such questions and alternates as these for two reasons. One is that scattered but substantial work is going on already, though of course not nearly enough; and that there is a sentimental temptation to beef up possibly obsolete situations just because they do exist, and thus add new money and vested interest to them. Second, we must think through policies on these secondary but major levels, so as to be fully prepared for the big push we hope...
to bring about. One might epitomize this section by saying: decentralization and scaterringation; OR, decentralization and sub-centralization? Among the advantages of sub-centralization are road economy, minimum interference with farming and minimum despoilment of rural and forest land.

This is a critical set of considerations that must be worked out as criteria, and applied, if our policy of nodes-down-the-line is not to come to grief. On the other hand, tempering or modifying this, there is plenty of evidence and experience with respect to successful development in objectively not ideal locations, but due to special local human qualities and gifts: gumption, local dynamic leadership and imagination, persistence and resourcefulness.

The following are types of possible nodes in the continuum, each capable of absorbing a very substantial population in proportion to its size, because of the presence of such elements as: advantageous location, ample supply of still cheap land, availability of recreational land, cheap fuel and power, evidence of total competitive quality, local leadership and dynamism. Depending on the particular list-maker or classifier, additional or different types of node could be listed. In fact, I could myself add types. But there is enough to illustrate the principle and the opportunities. In most cases, specific illustrative examples are given, which happen to be best known to me. These are examples, and not unique or special situations. If they were unique or too special, and not essentially or attainably typical, they would probably be less entitled to be included here.

First, there is a description of nodes and node-clusters in the New Regions, dealing with them individually. Then, there is a summation of these, applying and adapting them to overdeveloped regions; and then fully flowered, into a New Region.

New metropolitan areas based on a middle-sized city.

Why a middle-sized city, in preference to cities of three quarters of a million or more, with their correspondingly larger metropolitan areas? On the positive side, a community of 300,000 to 500,000 and a total metropolitan orbit of, say, 600,000 to a million, can encompass all the business, industrial, cultural enterprises that make for a stimulating life with levels of both intimate identification and of competitive challenge of scale and scope, with nature quickly accessible: or golf, even just at the end of the working day.

Beyond some such scale, one reaches a break into a higher level of public per capita expenditure — underground rapid transit, much more costly metropolitan transit system (see Atlanta, discussed in the previous article), long distances for water supply, etc. In my book The Urgent Future, the city of Zurich (population 460,000) was presented in some detail, with its opera, concert hall, art galleries, art dealers, commercial and banking concentrations: the countryside 20 minutes away. Full exciting, not frenetic: a jeweled and humane ensemble.

Again, one concrete measure may epitomize the difference and choice as between the two kinds of metropolitan area. There is no doubt that to make the major metropolitan areas work, a form of automated transportation is going to be required. “Instead of the driver maneuvering the vehicle on the road and selecting the route to his own destination, the automated system carries out these functions. The driver only gives his destination; in other words, he becomes a passenger. Automated transportation will eventually make travel as easy as dialing a telephone number. . . . Automated guideways. . . . Guideway intersections serve only to switch the vehicles among the links of the network. . . .”* At our proposed metropolitan level, you remain the driver, with your personal participation and responsibility retained. As you exceed this scale, you add one more step in your personal—or is it de-personalized—automation.

Weighing this ensemble of factors that have been noted, you pay your money and you take your choice, I guess. At least we should make such choices possible.


Urgent. Why urgent, other than the over-all need for node-alternatives and counter-magnets to take pressure off the overloaded areas? In addition to certain advantages such as cheap natural gas, basic labor force, etc., there are these new plus factors: Through work by the Corps of Engineers, the Arkansas River is newly navigable and six barge lines already have operation certificates; a new major bridge over the river to be completed 1972; new interstate highway and circumferential. High pressure gas and oil pipe lines and a produce pipe line now serve the area; and of course an airport served by a number of lines. This can mean solid opportunity for considered and imaginative growth, with considered limits, the new 20th century ingredients being no longer those that were dominant in the 18th-19th century. But it always means land speculation (already under way here) and construction boom, unless development statesmanship intervenes and early land acquisition or land control can be arranged.

Land still available for new satellite towns: a minimum of two: Maumelle, to the west (ex-ordinance

"... a new and now feasible conception: Green Heart of the metropolitan area of the future... a 20th-21st century conception for the metropolitan area, a creative re-conception of Olmsted's central city parks..."

"Interchangeability of any place with almost any place else..."

area), 6,000 acres; and the large military installation of Camp Joseph Robinson (some 12,000 acres) to the north. And there is White Oak Bayou, an open area of 3,000 acres, still not too sky-high in price, but already rising because it is at the terminus of the 1972 bridge. The area will surely be speculatively and spectacularly on its way before the bridge is completed. This will mean not only excessive cost of land, but unavailability in sufficient continuous area. If there is reasonably quick action, acquisition by state or county, this White Oak Bayou area can fulfill a new and now feasible conception: Green Heart of the Metropolitan area of the future.

Here we have a 20th-21st century Central Park conception for the metropolitan area, a creative re-conception of Olmsted's city central parks of the 19th and early 20th century. Rimming it, ecological and other research and educational institutions. And it can be a new kind of educational asset in a special new sense. It can provide full-size farming, biological, ecological and conservation experience and grasp to the children of all the surrounding school systems: not just visits but living there, working, planting, tending, belonging: a life experience. The future Little Rock Pulaski County Metropolitan area, and specifically this new kind of park-green-heart, are the subject of study by way of design, in a later installment.

In Little Rock itself, the new river port, a large industrial development area, the city’s airport, are located in close and economical relation to each other, and not interfering with intra-city traffic. However, their scales are such that indefinite growth beyond a certain point will require expansion and relocation of some of these facilities: the usual upward syndrome of perpetuum mobile. As to the human leadership factor: In Little Rock there is a rather remarkable group called “Fifty for the Future”, of thoughtful civic-oriented citizen leaders, each of whom contributes dues of $2500 per year, toward various important studies and undertakings. Little Rock and Pulaski County have the usual supply of planning commissions, urban redevelopment commission, Housing Authority, etc.

With the favorable physical and resource situation, there is here an area that is full of potential, immediate, fairly immediate, and more ultimate. Together with the development groups mentioned, have we here the elements and possibly the will for active growth-with-limits and continuing enhancing excellence; or will it be the same slam-bang upward and outward affair? Of course, even given the will and state of mind, no one or group or groups are omniscient or prophetic. Pressures may for unexpected reasons become greater than anticipated. In that case, if the kind of thinking and new kind of ambition have taken hold that we are talking about, then the organic policy, obviously, is more new towns, after optimum mother-city size is within sight of being reached.

3 New towns and new cities. From scratch; or up from small settlements.

These could be and should be, the crown jewels in national development of environment, but probably will not turn out to be. These two propositions will be discussed, and then: what viewpoints and ingredients would need to be injected to attain their glittering potential.

The skepticism may sound curmudgeonly from one who has been desperately urging them for a long, long time. For, in a way, “New Towns” and “New Cities” (also called new communities) have become the in thing. The 1968 legislation provided for substantial sums to be loaned on long term for acquisition of large areas of land and for the large initial investments (though of course in 1969 Congress in its actual appropriations riddled this full of holes). Prestigious committees have in 1968 and 1969 urged their creation on a very serious scale indeed, particularly the report by the National Committee on Urban Growth Policy, just issued. Over a score of towns are under way. But my considered opinion is that, with possibly a tiny number of exceptions, the results will not be a serious contribution to a brave new world. The name New Town as used mostly covers many kinds of enterprise other than a NEW TOWN.

Let us see briefly what we should be able to expect of a new town:

A fresh enterprise that can cleanly incorporate all we know in the 20th century of better ecological and social development and relations, fresh educational system, traffic safety: rather than more or less satisfactory patching and superimposing in existing cities.

Lower costs and maximum amenity due to new techniques and technologies, and cheap land.

Relatively self-contained for daily needs of living, sources of employment, shopping, with built-in recreation and with the surrounding green world near at hand.

Thus minimum daily need of cars and roads for commuting, and drastic shortening of journey to work.

Internal layout of land uses and of vehicular and pedestrian communication such that internal auto-mobiling is both minimized as to daily need and separated from pedestrian and cycle ways. Thus, maximizing safety, minimizing tension.

Cross-sectional ethnic, racial and income range both to effectuate the democratic thesis and to absorb normal city proportions, rather than draining off the middle and upper economic layers, as the suburbs do.

Within upper and lower approximations, planned limits on size, so that roads, utilities, community facilities can be provided of the proper scales,
avoiding the heavy costs and tense inconveniences of change, demolition, replacements and rebuilding, detours. In a dynamic society this will probably never be fully attained, and possibly not be desirable. But if this intent and thinking are among the high priorities, we will avoid the characteristic excessive rebuilding turmoil which is now a constant phenomenon of city living.

Under the presently active and contemplated mechanisms, some of these objectives will be attained among the better efforts; but the most essential ones, not. Why?

The characteristic current and contemplated mechanism is straight private enterprise—i.e., developers, some high-grade, some not so high-grade, but all drawn from the profit-maximizing sector. The better new communities will, of course, provide good land-use plans, thoroughly studied ingenious traffic solutions, good and imaginative local public and park spaces. In some cases, where the developer is sufficiently determined and resourceful, we will get industries, commercial headquarters, etc.

What we will not get:

Lowest attainable costs and rentals, because land profit is a major motivation. For this reason, and because subsidized public housing is anathema (in England the new towns have large amounts of it), there will be no cross-section of incomes to any substantial degree. Commuting in, for service workers and lower-paid industrial workers, will continue, as now. The leavening effect of a really urban cross-section will not be available. The private developer will, of course, obey the laws barring racial discrimination. But in part the economics just outlined will automatically diminish the numbers among minorities who can afford the rentals and costs. Also, the effort to overcome the well-known natural reluctance of minorities to move into a non-city-core area will not be high in his priorities of special attention. He cannot afford to wait it out.

Another important gap is this. Equating (even approximately) the number of jobs available locally, and the kinds of jobs, with the town’s population, is a very, very tough assignment, to which only high-grade and resourceful men like James Rouse in Columbia and Robert Simon in Reston will devote the special emphasis and energy. Nor from the motivations of the normal developer is it particularly important—though from the total regional and road traffic viewpoint it is. From the point of view of the developer, who provides needed housing in a tight sellers’ market, and probably better planning and amenity than the run-of-the-mine subdivider, he will do all right—jobs or no jobs. This is just what has happened in several completed “New Towns”.

In the early days of the now 28 New Towns in Britain, industrialists were reluctant to move into New Towns. To meet this problem the Board of Trade (corresponds to U.S. Department of Commerce) refused licenses for the then scarce materials (just after the war) except to those who would move into New Towns. But, once industrialists had the experience of the better conditions there, they have since on a voluntary basis chosen New Towns. There is now a remarkably good balance between people and jobs; minor commuting, and that to nearby towns, rather than to the metropolis. Office headquarters of major companies have been choosing them.

As of now, we are very much on the wrong foot in New Towns policy and likely achievement, in the total sense for which they could have the potential.

What to do?

There are two measures that could convert this necessary program from one of negative or very partial or doubtful accomplishment into stirring achievement:

First, change the chosen instrument from the present normal profit-maximizing entrepreneur in favor of non-profit or limited dividend public interest groups and/or effective public development corporations such as our port authorities, both of which combine entrepreneurial drive with public interest. The British have used the development corporation throughout their successful program of New Towns. We have had good experience with the authority form here. And the public interest groups are increasingly and successfully handling very big operations. Particularly appropriate examples are the successful housing cooperative organizations such as the United Housing Foundation and the Foundation for Cooperative Housing. There are church-based groups, which are becoming more and more sophisticated, labor-union based groups, foundations. Besides the different motivations of these sectors of our system, they would not need the quick turnover of capital that the developer requires, could afford to have other priorities.

As to the question of achieving a rough equation between the New Town’s employment and population, especially in the early stages, we will certainly not be able to apply the drastic means that the British Government did. Here, by unpleasant contrast, the Federal government does not in letting its large contracts even use the yardstick of whether housing, schools, etc. are available or realistically pledged or planned, whether there is positive application locally of laws on housing integration. No yardstick, no carrot-and-stick, so that the positive by-products of this potentially valuable tool are ignored, wasted. For instance, a huge $200-million-plus atomic plant is being located adjacent to a village in Weston, Illinois (population 150), just not ready or organized or anxious to take measures to establish a community commensurate with the need. The Cape Kennedy space complex descended on Brevard County, Florida without appreciable preparation or local pledge to rationally deal with the prospect of a booming popula-

"As of now, we are very much on the wrong foot in New Towns development and likely achievement…"
tion that has, in fact, about sextupled in two decades. So: stupid, or tragic.
I hope it has been worthwhile to trace with some care these crucial questions and considerations, because we must first understand, and then get burned up about what may look like details, but are really the vital crux, if we are to get new values out of so marvelous a potential as that of new towns. Let's move fast, but in the right direction.

Galaxy of cities: the Regional City.

This is an alternative to the metropolitan area living style, which can, however, command more or less equivalent sophisticated cultural, entertainment, recreational resources. With no single predominant metropolitan city or focus, this is a group of smaller cities, each of which retains, or attains, the day-to-day smaller-city social, political and physical-natural relationships; but by combining resources and purposes can command and afford a level which would be beyond the resources of any of these cities. A sort of eating your cake and having it, too.

Depending on the particular situation and configuration, there are two ways in which this kind of small city living style can be combined with the larger urban opportunities:

The entertainment-cultural heart. This would mean a central area, with possibly a not-too-wide greenbelt between it and the towns, both qua Greenbelt and for possible expansion. This heart would contain the art center, major library, theater and auditorium, hospital, night clubs, college and research facilities, perhaps stadium, and whatever else: scaled to, say, the several hundred thousand people living in the towns.

An alternate is: no such one center. The same level of upper scale and quality, but the same elements distributed among the constituent cities, one or several in each.

Both conceptions can be applied to either existing entities or de novo. The second could be particularly suitable to an existing situation where one town might already be particularly strong in one facility; say a hospital which could be enlarged, or which may be already serving the large area.

The idea of the regional city can be found originally in Clarence Stein's book Toward New Towns for America and in my book, The Urgent Future. It is illustrated there by reference to the Piedmont Crescent in North Carolina, and the Binghamton area in New York State. For that reason, and because we later cover a variation of this idea, applied to smaller towns, this is not further developed here. It is included because it is an important element in the continuum.


This is, on smaller scale, thinking similar to the Regional City.

Opportunity: Planned growth of each town, each to develop different specific non-competitive facilities each of a scale adequate for the total population of the four towns presently 25,000 and ultimately some 50,000-100,000, thus absorbing substantially more than their share of the national load and achieving sizes more viable for services competitive with other kinds of nodes, and at the same time yielding a scale and quality of services which none could afford by itself. A State Park has just been voted by the State Government, located in the large core area, which will have regional-tourist as well as local functions and attractions. This major element would call for particularly penetrating planning study on what might be the optimum ultimate population. The fact that this group of towns is some 60-65 miles from the higher-echelon cultural and entertainment facilities of Memphis to the East (population 500,000) means that the tempo of life and opportunity is enhanced by this ready access. That is, the total local complex can have its own intimate-adequate character of urbanity, and close contact with open country and the grand park opportunities; and it can at the same time be readily accessible to the big city tempo.

The aim is not dormitory suburban relationship, because of the group's own common cultural facilities; and there are, increasingly, industrial employment opportunities locally as well as a technical college. The complex has or could have an enlarged industrial center, a community college, a hospital of a scale geared to total need, low-cost subsidized housing for local industrial workers, and workers in the new State Park, etc.

But again: dangers (already visible and some, indeed, upon us). The clover-leaf interchange has begun to acquire its rash of low-grade developments; the towns begin to thread or fringe in toward each other as they grow; and in particular, development ravelts out toward and from West Memphis and Memphis; the State Park will bring along its fringe un-benefits, unless new local-state statesmanship crystallizes fast, and steps in. People of some vision and intentions have called meetings, engaged consultants; have special government, economic and other reports on their counties; have gone through many of the motions and sporadic questionings that one is familiar with, whose upshot may or may not be anything significant, whether in our full sense or not. A number of them have attended the state-wide planning development conferences that the Brookings Institution sets up. So, what? The opportunity is
still there, but decreasingly so. Interest is there, but not determination, yet. The head of one of the large industries in the area, which is considering expansion, has been eager to see creative moves in development and community facilities particularly, and has also been eager to see creative moves in control. This may make the difference.

The same sort of cluster of small towns, beyond the influence of a fairly accessible metropolis, might in some cases justify the creation of a new town as valid in itself, and as a central resource for the cluster: the large element and the smaller elements buttressing and validating each other. I have no adequate knowledge of this kind of situation over here, though I have found it referred to as one alternative being considered, in the 1968 Report of the Appalachian Commission, where smaller settlements are frequent, frequently command deep allegiance, and frequently, due to terrain and other reasons, are not themselves economically enlargable.

In Israel there has over the last 15 years been developed a new sub-region de novo. This is the Lachiesh area, where five village-clusters were developed, and the central mother town of Kiryat Gat established de novo, with now some 20,000 population, including industries, entertainment, cultural and upper education facilities. One doesn’t see this as a wholly new operation over here. But the conception of a new sizable town being injected into an existing group of quite small settlements whose allegiance to their own continuing existence is a substantial human factor to be respected and made viable: This is a variation worth developing if there is an economic base, or if as in the case of Lachiesh it can be competitively developed.

Governmental aspects do not constitute a major theme of our presentation at any point. But it is a truism that every level of local government, from the large metropolitan to the small town or settlement, requires new governmental conceptions and larger governmental entities or federations, for economy, effectiveness, more adequate services. In particular, national legislation in 1968, and the policy of HUD, have recognized the need in the case of small towns and counties, for combined and integrated planning. A good deal has been done along these lines with Federal 701 planning funds, in order to comply with requirements for development grants. In some cases this has injected life and vigor into a local and local-extended scene. But in most cases, plans are made and begin to gather dust, most citizens not being appreciably interested or aware.

It should, on the other hand, be one of the strengths of the smaller communities that the people can grasp and want to take part in creating new economic and environmental excellence at their scales. There should indeed be governmental or foundation grants to propel this people’s participation forward.

One reason for at a later point including the range of operations of the nationwide development work of the National Rural Cooperative Association is that they bring this aspect very much to life.

The point has been made again and again that the 20th-21st century permits, encourages technological and cultural diffusion, pluralism in choice and development. One might again say:

Interchangeability of any place with almost any place else, depending on one’s subjective choice.

Living cost certainly favors the small city. As far as economy of production is concerned, several factors now favor the small city. The low capital investment and land costs have of course become more and more pronounced vis-à-vis the large metropolitan area. Completion of the Interstate Highway System and subsidiary state systems place many, many towns in an advantageous position for transporting products in and out. The labor market, in our fast-changing national picture, places the “new region” town or small city in an excellent position. For many of the ex-farmers and their ex-employees are looking for work which will still keep them in a life that appeals to them—i.e., they don’t want to move away; and in many cases want to keep the farm. These are all handymen, used to operating and maintaining farm machinery, hence very quickly adaptable to the industrial scene. They can stay living where they are because of the road-accessibility. It is evidently a plentiful market. In one case, an electrical manufacturer who had a requirement for 300 people had a response which when winnowed down to those qualified came to 1,700 people.

And in the 20th century with recreation playing an essential and growing part in our well-being, the fact that in-“commuting” is so easy and uncrowded means many families are living right in it, as it were, and townpeople very close to nature’s and man’s variety of opportunity. The management echelons are no longer reluctant to live and work in the smaller places, often actually seek the opportunity.

In Minnesota, the Center for Study of Local Government at St. John’s University in Collegeville, is making a study, “The MicACITY Project.”

There is one real negative in this small-city situation: a reasonably priced and adequate public transportation system for those without cars. This is not having the level of attention in anything like the degree of its importance for those of lower income. This is a pressing matter for these, as well as for the 50,000-and-up city. But as far as I can find out, it is not getting attention, or even being worried about. The microcity study does not have this in its purview.

“There is one real negative in this small-city situation... a reasonably priced and adequate public transportation system...”

“The multiple and penetrating resources of the university can spread their influence... over considerably larger surrounding populations...”
Consider as an especially favorable and seminal example many small college or university towns. I have particularly looked into four, with populations of (1960 Census) 12,135 to 33,933. The universities in DeKalb (Northern Illinois University) and Iowa City (University of Iowa) are particularly examples of expansive freshness, and of stimulating the town visually, architecturally, in the theater, in music, and with highly visible examples of modern architecture and sculpture. These house local talent and effort and encourage local self-expression in handicrafts, in the dance, etc. There are, too, distinguished visiting companies and traveling as well as permanent art collections. Thus high-level spectator cultural elements are available which until fairly recently have par excellence been available only in the great city. We have then something now more nearly approaching the big city's spectator arts and entertainments. We have, too, local self-expression in the arts and handicrafts in a much more over-all and permeating degree than in the big city.

The architectural-environmental factor is emphasized here, because the lack of quality or visual interest in the smaller city and its Main Street, as compared with the great city, has been a serious lack indeed.

There are also elements of fresh and unique opportunity. In some cases the university offers the locality its university schools: kindergarten, elementary school, junior high. Beyond that, the Department of Special Education and Department of Speech offer specialists and facilities for teaching children with various kinds of handicaps.

Thus, these small towns are in many instances not intellectual backwaters, but can be and often are alive and alert. The multiple and penetrating resources of the university can spread their influence effectively and probably with no less of penetration and intimacy, over considerably larger surrounding populations. And even without the university presence, note: The brilliantly locally conceived and executed riverside fountain in Grand Haven, Michigan (population 11,066); in Mankato, Minnesota (population 28,454) is to be seen a massive stirring sculpture-structure by Dale Eldred. As for total scale, bear in mind too that around 1,500 four-year colleges and universities are located in towns of this size. So, a major total population potential.

Having some time ago started to think about the continuum and its varied nodes, I found that a number of quite small towns had more vitality and magnetic actuality and/or potential than one had supposed, that in a number of them the stream of population migration had begun to reverse itself.

Consider the case of Montevideo, Minnesota (population 6,000) 106 miles southwest of Minneapolis. Montevideo took its drab and declining future into its hands, carried out a quite handsome central urban renewal with shopping mall. Its retail trade has increased, it is said, some 25 per cent; new factories, of a rather sophisticated nature, have come in: one called Control Data, E & M Electric, Chandler Industries, manufacturing precision-machined parts.

Two other cases, at what might be thought of as the extremes of Small Town:

Tupelo, Mississippi (population 17,221). Since more or less 1950, a strong group of businessmen and community leaders have been working on a seven-county basis, mostly rural; have been able to increase manufacturing employment from 7,000 to above 23,000. The multi-county planning base is important, as covering a real chunk of environment with its smaller communities and appurtenant rural areas; mini-metropolitan area, if you like.

Mountain Home, in Baxter County, Northern Arkansas, with a population of 3,250 offers an offbeat and semi-incredible example. As family farms in the county disappeared, the area and the town lost population. On the plus side, several Federal power projects and their dams and impounded lakes introduced recreation and tourists. However, every town in the county kept losing population; there is no rail or water access, no major road access yet. Against this unfavorable background, 1,700 industrial jobs have been produced in six years. By sheer nerve, local initiative, bond issues and attractive recreation, industry has been attracted. Baxter Laboratories (payroll of 800), McDonnell Douglas Aircraft, and others moved in. Out of 13 high-school graduates in the year 1950, 12 had moved away. Now six have returned. One of these is quoted in the National Observer of July 29, 1968:

"I was a supervisor with Douglas [Aircraft] at Long Beach [California] living in an apartment in Garden Grove. It was the kind of life where you got out of work at 3:30 in the afternoon, but not out of the parking lot till 30 or 40 minutes later. Then you fought one big traffic jam all the way home. My mother sent me a clipping from the local paper here. It showed them digging the foundation for a new [McDonnell Douglas] plant right in Mountain Home. 'To hell with this,' I said, and returned."

These three examples, of varying degrees of unexpectedness (purely factually all are correct) indicate accumulating counter-magnetic power, lots of actual and potential steam; tending now to keep people where they are in preference to migrating into the big centers; not yet attracting people in on any serious scale, that seriously helps the over-developed area.

These are not isolated instances, but examples of a range of motivations, of planning and non-planning. We will let them just lay for now, as a set of facts. In the last section of this article, let us consider danger signals, consider how we can assure that this refreshing kind of trend can be mainly positive, and indeed creative: not the small node awash in a sea of eager speculation and de-development.

The second installment of Part Three will be published in the December issue.
This year has seen the opening of several major performing arts centers on the campuses and in the cities and towns of the United States and Canada. Many more are nearing completion and dozens are in the project stage. As building types these centers are becoming increasingly sophisticated, and much has been learned from past successes and failures. Programming of facilities is being done on a more realistic basis than a few years ago, the advice of acousticians is now more seriously regarded, architects have developed a broader base of experience in theater design and the applied science of theater electro-mechanics continues to produce ever more flexible and adaptable space.

Two new centers opened this fall—just in time to be photographed for this issue—and they offer an interesting contrast. The first is the $12-million Milwaukee Center for the Performing Arts by Harry Weese & Associates. This is a downtown cultural center designed for the Milwaukee Symphony, a local opera company and a repertory theater, as well as visiting artists. It accommodates six basic types of performance in three halls—the largest of which is multipurpose—in a single building. The second complex is the $22-million Krannert Center for the Performing Arts by Max Abramovitz of Harrison & Abramovitz. Designed for the schools of music, theater and dance of the University of Illinois, and primarily a teaching facility, it has also been programmed as a community cultural resource. Because a single multi-purpose facility was considered less than ideal for student use, in this design five separate, basically single-purpose theaters are interconnected beneath a podium.

Milwaukee's new center is elegant and glamorous as befits its role as a catalyst for the growth of downtown Milwaukee and as a center of civic life. Krannert, though it cost more, is also more modest, more of a work place, clearly a school. Each center appears to be eminently appropriate to its purpose, however, it is still too soon to tell. Both centers will receive continuing appraisal in use by theater architects and consultants—a group of professionals notably devoted to furthering their art.

—Mildred F. Schmertz
THE MILWAUKEE CENTER FOR THE PERFORMING ARTS: FACILITIES FOR ORCHESTRA, RECITAL, OPERA, MUSICAL, DRAMA

This handsome structure, certainly one of the best performing arts centers built in the United States or Canada since the postwar building-for-culture boom began, is the result of a highly successful collaboration between theater consultant George C. Izenour, who programmed the center and engineered the stage mechanics, R. Lawrence Kirkegaard of Bolt Beranek and Newman, who was the acoustical consultant, and architect Harry Weese, who designed it. The architect's task was not easy. It is difficult to organize within three halls in a single building all the facilities which make it possible to effectively mount six different kinds of musical and dramatic performance. It is even harder, of course, to organize these elements into an esthetically satisfying result, as Weese has done.

Izenour praises Weese for having resisted a tendency which he considers detrimental to theater design—letting subjective criteria determine form. Weese, unlike other architects Izenour could name and did, put theater function first and allowed the physical imperatives of sound and sight to shape his spaces. These imperatives are met by particular volumes and dimensions usually recommended by the consultants. Unless the architect chooses to ignore the
consultants his so-called form-giving is inhibited. "But Weese has so much talent," says Izenour, "it flows from his fingers—he made the building beautiful while accepting the constraints."

Built on an urban renewal site on the bank of the Milwaukee River—the $12 million center opened in September. It is the home of the Milwaukee Symphony Orchestra, the Florentine Opera and the Milwaukee Repertory Theater. The new facility will host visiting opera, musical comedy and ballet companies, symphony orchestra and concert artists. As the site plan shows, the center is free standing on an open site, adjacent to City Hall, appearing in the photo (right). It is highly visible from all sides, its Roman travertine-sheathed volumes are well articulated and exterior glass is used with restraint to allow for well-contained spaces within lit only by an atrium garden and skylights. The windowed cornice encloses office space. The balcony below adjoins a combination foyer and banquet room which overlooks the river to the west. Beneath the balcony is the entrance to Wehr drama theater and Vogel recital hall. The upper right-hand photo shows the principal entrance to Uihlein Hall, the major facility for orchestral concerts and opera.
The organization of elements can be quickly understood if the section and plans are compared with the bird’s-eye photo at left. Wehr and Vogel, the two smaller halls, are on the river side to the west. Above them is Bradley Hall, which overlooks the river and is shown in the photo (opposite page, far right). Above this hall and forming the cornice is the office floor. The stage-house is the tallest element. The roof of Uihlein Hall slopes downward over the center loge. The entrance colonnade to the east, seven bays wide, is similar in elevation to the twelve-bay colonnade in the photo above. The photo to the right is of Magin Hall, located just under the center loge and overlooking the entrance colonnade.

Weese brings daylight to the narrow lobby spaces on the north and south by means of crescent-shaped skylights. The curved passages shown in the photos (opposite page, right) are directly under the skylights. They break away from the straight walls, making crescent shapes of their own. Whether one looks up or down, the handling of vertical space is unorthodox and fascinating.

In these spaces carpeting and upholstered benches are a deep, rich red. Walls are a light ochre. The rims of the crescent shapes are lined with exposed light bulbs.
The acoustical elements of Uihlein Hall, by Weese's wish, were to be architectonic—neither hidden nor applied. Where many architects of recent halls have chosen to conceal the essential acoustical modulation behind decorative screening, he elected to design it into the room. Because this reduced the range of acoustical adjustability, Bolt Beranek and Newman built and acoustically tested a 1/10 full-size model of the hall.

The acoustical design elements consist of the stage acoustical shell shown in place in Izenour’s drawing for concert use (above) and for opera shown against the rear wall to permit full use of the 10-story fly space.

The plastic sound-reflective canopy has been designed to allow the musicians to hear one another better and to add intimacy and clarity to the mid-main floor sound from strings and woodwinds. The panels are adjustable at the touch of a button.

The movable teaser tormentor shown in the opera or musical comedy position (left) brings reflective surfaces close to performers, and the loud-speaker cluster into operating position.

The volume of the 2,327-seat hall provides the same length of reverberation as Boston Symphony Hall, long considered ideal.
The ceiling of Uihlein as well as the walls are ornamental plaster straw-colored with gold accents. These surfaces have been shaped and oriented to bring envelopmental sound to the listener at the right times, from appropriate directions, in the correct amounts. The chandelier is of glass and gold mirrors and is suspended by a beaded chain. The stage has an adjustable proscenium—45 feet by 64 feet for symphony as shown, and 16 feet by 36 feet for theater. The orchestra shell, demountable and flown like scenery when not in use, fills the full proscenium opening, extending the side wall paneling to unite the stage with the auditorium. It is of unprecedented size for maximum coupling of sound from performer to listener. It is fabricated from 22 tons of dampened mild steel and has been modulated to keep brass and percussion from overpowering the strings and woodwinds. A pit in the stage floor adjacent to the shell’s rear wall houses a pipe organ on a hydraulic lift.

Wehr Theater has three quarters seating around a thrust stage. Designed in brick and exposed concrete with a steel lighting grid, it is the home of the Milwaukee Repertory Company. This 526-seat theater functions independently with its own scenery shops, costuming shops, rehearsal rooms and offices. Since a repertory house emphasizes acting and direction and minimizes physical production, stage facilities can be minimal.

There are two basic acoustical problems to be solved in a thrust stage theater such as Wehr. The first is to prevent noise interference from mechanical systems or adjacent spaces so that the full dynamic range of the actors’ voices may be heard. The second is to make the space acoustically “dead” enough that the weak sound radiated from the back of the actor’s head will not be garbled by late-arriving reflections from room surfaces. This must be achieved without making the space so dead that actors find it unresponsive to their voices.

Bolt Beranek and Newman carefully shaped the hard surfaces to reinforce the actors’ voices and “fuzzed” only those surfaces which could not contribute positively. Thus upholstered seating, carpeting and glass fiber above the lighting grid are the only sound absorptive materials required in the room.
Vogel Hall doubles as symphony rehearsal space and a recital hall. A small house, it measures 53 feet by 79 feet with a 28-foot by 36-foot stage. There are 482 orchestra and balcony seats. The exposed ceiling structure has been treated as a decorative coffering system. The side walls are covered with velour panels for dampening. Stage walls tilt forward to reflect sound back to the musicians and to prevent flutter. Oak parquet beneath the seats combines with the hard reflective surface of the plaster balcony soffit and ceiling to provide a short reverberation time for high articulation.

FIVE SINGLE-PURPOSE THEATERS CONNECTED BENEATH A PODIUM: KRANNERT CENTER FOR THE PERFORMING ARTS

SECTION AT GREAT HALL

SECTION AT PARKING LEVELS & DRAMA THEATER
The facilities are organized in six levels. The public level (right) has a huge central lobby giving access to each of the auditoriums and is reached by two main entrances on opposite sides of the amphitheater as can be seen in the photo (left). The box office and checkroom follow the curved wall of the amphitheater. Foyers for the individual theaters are one floor down and are reached by staircases adjacent to the halls. This lobby is also directly accessible from the two-level parking garage.

The stage level (left), located beneath the street to isolate sound and vibration, provides the necessary training and production facilities to permit uninterrupted use and great flexibility of operation. Truck docks are located to the north and south. Shown in the photo (left) are the drama theater with its 92-foot stage tower, the glass facade of the upper foyer of the concert hall, the amphitheater and the music theater. Persian red brick, dark brown wood shingle and Indiana limestone are the primary exterior materials.

This $22-million complex, designed by Max Abramovitz with George Izenour as theater equipment consultant and Dr. Cyril M. Harris as acoustician, has been designed to accommodate the teaching and performance requirements of The School of Music, the Department of Theater, the School of Dance and the university bands of the University of Illinois at Urbana-Champaign. It is also a community cultural center serving a large public audience.

An extremely generous private grant from the Krannert family made it possible to build five different facilities each of the optimum size and shape for the types of performance housed. None, for example, require the built-in acoustical and mechanical flexibility of Uihlein Hall. The facilities include the 2,100-seat Great Hall, or concert hall, designed primarily for orchestral and choral performances, the 985-seat Festival Theater, or music theater for chamber music, intimate opera and musicals, the 678-seat Playhouse, or drama theater, designed for legitimate theater and dance recitals as well as many other kinds of performances, the 150-seat Studio Theater for experimental productions and the 560-seat outdoor amphitheater for open-air musical and dramatic performances.
The 678-seat drama theater shown at right and in plan and section (left) was shaped to provide the lowest possible cubic volume per seat consistent with other requirements, so that speech can be heard to best advantage. The smaller volume provides a lesser reverberation time and these factors, combined with the use of reflective rather than absorptive surfaces, provide optimum conditions for spoken drama. Only the upholstered seats and the rear wall below the projection booths are absorptive. Ceilings, side walls and the face of the projection booths are of plaster.

The drama theater has steeply banked continental seating providing good sight lines and a sense of closeness to the actors on the stage. The color scheme combines Venetian red seats and smoke blue walls. The stage differs slightly from that of the music theater because of its more elaborate forestage, a portion of which extends into the seating area and can be raised by two hydraulic lifts to serve as a thrust stage or be lowered to accommodate a small orchestra. The proscenium opening is 38 feet wide and there is 30 feet of depth to the cyclorama.
The music theater shown at left and in plan and section (right) has 701 seats downstairs and 264 in the balcony, and except for the fact that it has a balcony is very similar in design to the drama theater. Both halls have a good rake to the seats for sight and sound. The orchestra section of the music theater has two center aisles and two side aisles, while the balcony has continental seating, thus increasing the number of good balcony seats. The balcony is high enough not to block or trap sound under it and its shape helps reflect and diffuse the sound. The hall is painted white and the seats are upholstered in red mohair. The stage of the music theater is large and well equipped. The proscenium arch is 40 feet wide and there is 30 feet of depth to the cyclorama. Two hydraulic lifts can be used to enlarge the apron of the stage. When these lifts are raised, the stage thrusts out into the audience to provide directors with opportunities for many variations in production. The lifts can also be lowered below seating level to make an orchestra pit, which varies in size according to whether one lift or two are used. Idaho white pine covers the stage of the Festival Theater.

A cyclorama, or sky drop, can be lowered into position when needed. This cyclorama is constructed of a translucent material.
Foyers and lounges isolate the theaters against sound and vibrations. Vertical wooden strips, covering fiberglass absorptive material, form the walls of these areas, and all floors are carpeted. Shown at left (top) is the upper lobby of the concert hall and (bottom) its main foyer tucked under the cantilevered balcony.

KRANNERT CENTER FOR THE PERFORMING ARTS, University of Illinois at Urbana-Champaign, Urbana, Illinois. Architect: Max Abramovitz of the firm of Harrison & Abramovitz; structural engineers: Zelkin, Desimore, Chaplin & Associates; mechanical and electrical engineers: Coventini Associates; stage design: Jo Mielziner; stage equipment: George C. Izenour; acoustics: Dr. Cyril M. Harris; landscape: Sasaki, Dawson, DeMay Associates; contractor: Turner Construction Company.
What the systems approach means to air conditioning Part 3

by Robert E. Fischer, senior editor, and F. J. Walsh, consulting engineer

Two main objectives of the performance specification are: 1) to reduce costs through consideration of alternative solutions that can produce the same results, and 2) to stimulate new technological ideas (provided there is the time, money and manpower). This article points out that if performance specifications are to be effective, those preparing them must carefully evaluate the status of technology and codes and standards, pinpointing opportunities and constraints. Further, regardless of formalized procedures—systems approach and performance specifications—the right people have to be involved in both broad and specialty areas of design, manufacturing and construction.

The first step in any design approach to building, including the so-called systems approach is, of course, that of determining users' needs. This process may involve the evaluation of a broad range of sociological and planning factors. The complex human needs relating to enclosed space presumably are evaluated in the process and given weighting factors to be balanced against cost, physical layout, flexibility, performance criteria, and other technical factors for the ultimate system. While it is the architect who is mainly concerned with human factors, the engineer would not like to see the systems approach applied on a too theoretical basis, ruling out judgment and experience, particularly with regard to how the occupant will use and operate the system.

Planning-wise, on paper, many solutions may seem viable—such as mixed modules in a housing scheme, assuming that any kind of mix and match is possible. Now while this may pose no problem from the standpoint of mixing and matching living unit modules in relation to certain fixed plan elements such as stairways, bathrooms and kitchens, and machine rooms for central air conditioning, it might severely limit the possibilities for air conditioning, even to the extent of making the whole scheme too costly.

The greater the allowable flexibility for mix and match of plan-element modules, the lesser will be standardization possibilities for the unitized central air-conditioning system. The adaptable, plug-in module concept has its intriguing aspects. In fact, it is used to advantage in laboratory buildings. But here the owner must have practically infinite flexibility, and, moreover, he can afford to pay for it.

With housing, on the other hand, cost is of prime importance, and for costs to be kept under control with regard to mechanical systems, the exact limits on flexibility have to be spelled out in detail and the number of combinations limited and known in advance. Otherwise it is not possible to determine in advance what the costs will be for adjusting the mechanical system to different module mixes.

Big question about the performance specification: how much left open?
The performance specification follows naturally from the systems approach, particularly when a multi-building project is involved. The basic implication of the performance specification is that certain aspects or details of the system are left open, with particular methods, techniques or products to be suggested by the bidder (manufacturers and/or specialist contractors). In any large project, systems approach or no, there are opportunities for cost savings based upon the use of a large number of repetitive units of equipment and materials. In a systems project where some innovation is desired, it makes sense to seek new approaches, or modifications to conventional approaches, that could promise considerable over-all economies. An important question, however, is to what extent and in what areas the specification can be left open—i.e., in what areas change from previous acceptable practice would be allowed—without compromising the results in terms of initial and operating costs, performance and reliability.

A broad definition of the performance concept is that “products, devices, processes, systems, or services can be described and their performance measured in user requirement terms without regard to their physical characteristics or method of creation.”

What this definition ignores is that the over-all system has its own limitations in regard to dynamic compatibility of elements with a system, with each other, and with the building itself. Reliability and quality must be designed and built into the system in terms of actual hardware. For instance, noise and vibration are related to equipment size, location, operating pressures and system stability. In addition, certain planning parameters (cost penalties for certain locations of machine rooms, etc.) can actually rule out some systems, and if put into the total context of building and actual system, some of these parameters may prove to be unrealistic.

The basic elements and components that will be used in any air-conditioning system will, for the most part, regardless of any innovation involved, be what has been used before, or close to it. Thus there is no real reason why important details regarding quality should not be spelled out in the performance specification. If they are not, then the specifier is relying on faith that the manufacturers and contractors will follow the spirit of the specification.

Further, the loose performance specification in a systems project implies that the system project is seeking bold innovation, with the anticipation that manufacturers will invest considerable amounts of R & D time toward development of new products—the carrot being a “seed” project of guaranteed size that will open up potential new markets. The fact is, unfortunately, that manufacturers in the air-conditioning industry have very little margin to gamble on, and prefer to amortize development costs on the project itself. The measure of true interest and R & D involvement in a project is not the number of manufacturers who submit bids. With any prestigious project some manufacturers will bid for reasons of good will, promotion or politics. And even though they may not have necessarily spent much time on R & D, bidding can be costly because of the personnel and paper work involved.

Less fault can be found in using generalized performance requirements for finish materials such as floor and wall coverings. The reason is that it is fairly easy to identify serviceability requirements depending upon severity of exposure and use. Even so, standard test procedures may be inadequate, or nonexistent, to quantify the performance characteristics. In lieu of such standards, the specifier must rely upon experience and judgment. To be blunt, use of an overly-loose performance specification suggests that the specifier is either lazy, or that he is denying the knowledge exists concerning the status of technology in a given field.

It should be clear that for any performance specification on an air-conditioning system to be meaningful, the specification has to deal explicitly with the elements of the system. Aside from the reasons already mentioned is a very compelling one: whatever system may have been evolved by a manufacturer in response to a systems group’s invitation to bid should be written up in great detail on every element, specifying actual sub-systems and hardware; otherwise when others wish to follow in their footsteps, the specification cannot be expected to assure a standard of quality. The manufacturer who invests development time in a project also will want a specification that spells out standards of quality so that he can protect his investment. If there are no adequate standards for quality, competitors can follow on subsequent applications and do a cheaper job if they so wish.

Systems groups which do not define specific hardware or systems often presume that since manufacturers have technical competence and staff they should be willing, provided a market exists, to develop broad system proposals. Because no single manufacturer has competence in all system areas, a broad investigation suggests that he would have to involve technical expertise from still other manufacturers and technical consultants. Too broad an investigation is a practical impossibility; demands on time and money would be excessive. Such will be the case if the performance specification is too diffuse and vague. For this reason a vague performance specification by its nature is bound to limit manufacturer involvement, particularly if innovation is the byword.

Basic to the thinking of some system project groups in their performance specifications is the concept of renewal of sub-systems after they have deteriorated or become obsolete; sub-systems—lighting, partitions, air conditioning, etc.—are assigned a presumed reasonable life span. Whatever the new sub-systems, they still must meet the same physical coordination criteria, regardless of how impressive they may be functionally. The big question is how far ahead a systems group must look to anticipate technological change. If small-size, short-life equipment is selected for small modules, then it is easier to keep up with technology, economic consideration aside. Not so with larger, more complex packages and systems.

Design of a complete system and its hardware cannot be derived directly from an abstract statement of user requirements. With an actual system in mind, however, it is possible to describe both performance and quality in narrative terms. It is also possible, but more difficult, to describe the functioning of a dynamic system in narrative, layman’s terms—being a detailed description of operation of a system and all its components at every performance condition. This can be done without reference to “numbers” and the process helps to clarify the designer’s thinking and serves as an aid to communication between one engineering discipline and another, and between engineer and layman. Further, such description can be used by the owner of a building as part of an operator’s manual.

Experienced and forward-thinking engineers who have a broad grasp of technology can indicate where the specification can be general and where it must be specific as to the actual parts of the system to make communication adequate.

Testing for certification of air conditioners or components based on full operating test is difficult for packages of the air-to-air type because of the necessity of simulating outdoor ambient temperature, room conditions and room load. The larger the unit, the more difficult this is to achieve, particularly for a range of variable outdoor ambient conditions. Certification is not available for unitary air conditioners above 10 tons in capacity. A systems project group could cooperate with industry to set up a test facility for acceptance testing of larger unitized air-conditioning equipment.

In addition to developing a bidding document, a systems project group could and also should look into the details of air-conditioning packages, make quality evaluations, and be sure that all components are matched.

Codes and standards affect how the performance specification is written

Before any systems groups become involved in consideration of technological change and performance specifications, they must understand what restrictions exist in terms of codes and standards.

The simpler standards are fairly clear-
The performance specification: factors affecting scope, content and approach

Functional organization for code and standard groups. Because the ground rules differ, there is no consistent way in which industry codes and standards evolve. There may or may not be broad technical representation and reflection of the status of technology. Design professionals owe it to their clients to become more involved in these activities. (Wide arrows indicate various strengths of input.)

BROAD-SCOPE ACTIVITIES COMMON TO THREE
(stated objectives are identical, but the degree of activity and investigation can vary, depending upon specialist areas represented and their expertise)
1. General functional requirements stated by owner's study group (user needs).
2. Determination of space-planning module and hypothetical plans. 3. Preliminary structural statement: space-planning limitations and load-carrying requirements, related to occupancy but incomplete with respect to mechanical systems. 4. Designation of size and location limitations for fluid-flow (air, water, etc.) mains and branches (in shafts, chases, mechanical service cores or wings, space allowance in floor, ceiling, walls or partitions) and for terminal units and/or air outlets. 5. Statement of parameters for mechanical service mod-

POSSIBLE PATHS FOR THE SYSTEMS APPROACH

Systems project group
(see Part 1 for functional organization)

<table>
<thead>
<tr>
<th>A-1</th>
<th>A-2</th>
<th>B</th>
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<tbody>
<tr>
<td>Technical investigation and staff technical expertise. Liaison with industry and profession.</td>
<td>Minimum effort</td>
<td>Medium effort</td>
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| Investigation of status of technology relating to building type under study | Weak, or relies entirely on data offered by interested manufacturers | Comprehensive systems' hardware evaluation in terms of quality of materials, critical components, fabrication standards, reliability aspects, etc. This evaluation will consider 1) the practical limits of today's technology and 2) the specific areas in which improvements or significant new developments are imminent or may be forthcoming. | Comprehensive systems' hardware and systems' design and installation. This evaluation will consider 1) the practical limits of today's technology and 2) the specific areas in which improvements or significant new developments are imminent or may be forthcoming.

| Review and analysis of system possibilities | None | None |
| Performance specification bidding document | Systems purchasing approach with minimum description of any actual physical system, sub-system or component. Limitations on physical and design engineering aspects implied rather than stated | Systems purchasing approach with minimum description of any actual physical system, including specifications based upon systems hardware evaluation |

| Determination of applicable engineering design technology | Completely open, therefore no independent test of hardware can be set in advance | Detailed criteria, acceptance testing and standards set for all important elements (More complete than A-1) |
| Determination of type and quality of air-conditioning system hardware | Very generalized guidelines and acceptance criteria and tests established | (Same as A-1) |
| Determination of type and quality of the air-conditioning system | Left almost completely to manufacturer | (Similar to A-2, but more complete) |

| Nature of document | Detailed plans and specifications for competitive bidding on all elements in complete system. Included specific selection of hardware, materials, fabrication details, components (internal design of equipment packages left open except where relative criticality and quality-level evaluation dictate otherwise) |
| | | Detailed acceptance standards and tests for every aspect for performance and quality |
| | | Completely new and detailed standards established |
Critical factors that affect the performance of manufactured equipment, packages and components

Criticality areas referred to in the captions on these two pages indicate particularly important ones to be considered, but the listing is necessarily incomplete. Simplicity and brevity are essential in specifications. These qualities could be enhanced if there were more broader-scope standards and certification provided by manufacturers for a wider range of products and materials.

Design engineering quality is critical to system success. Broader and more detailed, nationally-accepted standards defining this quality are needed. Standards would include such factors as quality of people, engineering reference data, methods and procedures, approach to design, records and reports.

Air-powered terminal units and/or air outlets. Introduction of heating or cooling effect into the conditioned spaces by means of streams or jets of air can be accomplished in many ways with different comfort results within the space. The aerodynamic process involves a mixing of air with an infinite number of solutions of varying quality. Technology for a still wider range of installation conditions is gradually evolving. Satisfactory solutions can be obtained for most spaces and systems provided that there is careful use of proven technology and that space/outlet arrangements are relatively standard. Critical areas: noise, flow stability, mixing uniformity, flow-stream-control leakage, range of minimum-maximum flow-stream controllability (dampers or air valves); and for induction-type units: 1) reduction of induced air flow with increased static resistance and 2) reduction in total flow with increase in resistance on outlet side of unit.

Heat-generating and hot-fluid generator packages. Code and standard organizations have been very active in this area because of obvious fire and explosion hazards. Problem areas remaining: combustion and safety controls, corrosion and chemical treatment, chimneys and venting, ventilation and combustion air. Satisfactory matching of output to system requirements can be especially critical when the equipment is small and not very flexible.
**Refrigeration cycles and processes.** All of the technological details of vapor-compression refrigeration cycles and absorption refrigeration processes do not concern the average cooling engineer. He should, however, look into features relating to: efficiencies over the operating range; satisfactory high and low ambient operation at full- and part-load; stability and flexibility of operation at all possible load conditions; exact functioning of safety and operating controls, particularly as matched to a realistic hypothetical air- or water-distribution system; noise and vibration; magnitude of dynamic unbalanced forces in each component and for the package; quality of materials and fabrication for package enclosure and structural frame; quality and functional performance details of components within the process or cycle and the flow-moving part of the package; performance of bearings, fluid seals, refrigeration specialties, dampers, heat exchangers, fan wheels and shafts, electrical components and controls, couplings and drives, vibration isolators, etc.

**Unitary packaged cold-fluid or cold/hot-fluid (heated pump) generators.** Unitizing concepts require that only standard matched (modularized) packages be used, whether singly or in multiple. For the most part this rules out a consideration of custom design for heat rejection, such as is often required for centrifugal or absorption water chilling packages, and for complex heat transfer systems for heat recovery. Many unique and proprietary designs are possible for cooling and heating pump cycles that cannot be anticipated in any detail. Criticality of this category of package is covered in earlier discussion on this page and under liquid flow mover (pump).

**Unitary air conditioner or heat pump package.** Criticality aspects are covered under comments on refrigeration cycle, heat generator and fan-coil packages, and on surface heat exchanger (below). The more complex the fan-coil section of the package (e.g. multi-zone or double duct) the greater the controls related to refrigeration cycle and heat-exchange capacity control and stability. Therefore, a very detailed evaluation must be made of the compatibility of controls integral with the cooling ventilation and heating features of the unitary package, and the related over-all temperature-control system.

**Fan wheels, fan wheel/housing combinations, basic fan/housing packages.** Aerodynamic theory of fan operation is complex and comprehensible only to the specialist. 

**Critical areas:** fan wheel speed, fineness of dynamic balance, generation of noise at various frequencies, durability and materials of construction, accessibility for cleaning and/or replacement, etc. Optimum selection of housing for a given fan wheel, again, is in the area of the specialist.

The fan-housing (basic "fan-head") package includes enclosures, and structural support for enclosure, fan shaft and bearings, and drive. Critical items are of same nature as for basic fan wheel but include, in addition, bearings, fan shaft, drive elements (including motor and controller).

**Basic fan-coil package:** fan coil packages come in many configurations, but basically are 1) single-duct draw-through or blow-through and type and 2) two-duct blow-through type for multi-zone or double duct application. They range in size from room fan-coil type to large central-system packages. Unitary air-conditioning units include this package as part of the over-all package.

**Areas of criticality:** for coil-section thermal performance within the unit relate to uniformity of air conditions and velocity entering and leaving the coil or coils. For double-duct or multi-zone units this is particularly critical because of presumptions made as to performance, particularly at part-load conditions.

**Heat exchangers:** these include heating and cooling coils utilizing water or refrigerant, exchangers in direct-fired heaters of various sorts, and converters (refrigerant-to-water, steam-to-water, water-to-water, etc.). Design of heat exchangers is very involved and sophisticated in many areas, particularly with respect to broad-range performance of heating coils.

**Critical areas:** materials, performance and fluid-pressure drops. For systems that require modulation or staged output from coils, the engineer will want to have guaranteed performance for each heat-transfer condition. Coil rating for the hypothetical condition of uniform flow and no stratification is rarely met in practice, even within a fan-coil package. Variations in output capability across the face of a coil is very important in multi-zone and double-duct applications.
Critical factors that affect the performance of field-fabricated flow networks and control sub-systems

Automatic control networks. Separate, but coordinated, automatic-control sub-systems are required for air-conditioning packages for central hot and cold generators and flow movers (air and/or water), for flow networks, and for individual space temperature-control zones.

Some buyers hold the view (purchasing-agent-type thinking) that all the performance specification has to say about controls is that they should assure thermal comfort in the occupancy zones at all times, and that there should be certain automatic or manual control features pertaining to job functions of operating personnel. Of course such a generalized specification is open to a wide variety of interpretations, and a wide variety of results.

In a performance specification it is not sufficient to describe the requirements of a control system as if there will be ideal equipment operation, optimum installation and correspondingly ideal in-space thermal comfort zones. In a practical sense, the specification must take into account that the control system is subject to a variety of functional limitations relating to sensitivity, actual effective range of control, and stability in dynamic response of systems.

All limitations or departures from the ideal of the actual control systems used with packaged equipment and related sub-systems should be known in advance by the system engineer so that dynamic compatibility will be assured. Better communication between engineers and manufacturers on such matters could help advance the art.

The advantage to the engineer of unitized systems is that the manufacturers work closely with the control manufacturer to resolve compatibility problems at a practical level—more so than can the consulting engineer. The other side of the picture is that manufacturers may differ widely in their approaches, and, while some or all may be valid, the engineer probably is not aware of the multiple reasoning leading to certain decisions—one that could affect his design specifications.

Fluid flow networks. The principal fluid-flow networks in unitized systems are air and water, although satisfactory systems are possible using steam/condensate (e.g. for multi-terminals-unit-room heating) and refrigerant vapor-liquid systems (e.g. for multi-terminal-unit-room cooling). The latter two media, particularly refrigerant vapor-liquid, require a higher level of engineering expertise, and the areas of criticality are broader and generally less known.

Criticality considerations include proper selection of the pump and/or fan as required by the range through which the system will operate. Reason is that there always is a non-linear relationship between capacity and pressure head for flow. With a fixed state of flow there is no problem, but this situation hardly ever exists in practice. With varying flow the engineer has to check what happens at various points on the operating characteristics curve. When capacity requirements change as, for example, through varying demands of various control zones, this tends to upset system stability. Then the pressure or velocity within each portion of the system has to be stabilized by means of valves, dampers, etc. The engineer has to work with known flow and pressure differentials. This is one of the reasons that the characteristics and operating limitations of terminal units and their control means must be carefully considered.

Optimizing of fan-coil and auxiliary package mountings and duct connections is critical in terms of system reliability and noise and vibrational and physical stability. Increasingly, manufacturers are providing advisory information on the general effects of installation conditions that depart from best practice recommendations.

Flow networks, aside from the basic packages described earlier and cut, covering the three different areas of technology—design, manufacturing and installation. Standards are set up in different ways and have varying degrees of influence. It is fairly common, for example, for design firms to establish their own standards. Better understood and of more consequence are standards of manufacturers on test methods and criteria and their trade associations, which tend to stabilize competition, and of the professional societies.

A number of the systems project groups have characterized the area of design technology as being relatively standardized—design should be done according to "standard engineering practice," they say. While there are data and guidelines available and many sources of information, there is no national consensus on the detailed areas of design. The ASHRAE Guide and Data Book in some of its sections on applications and systems is rather broad in scope; the practical methods and procedures involved in detailed design are not discussed, with a few exceptions such as pipe sizing, duct sizing, etc. The main value of this information is to pinpoint areas of concern that should be looked into. Further, because ASHRAE is primarily an industry organization, the information on equipment and applications has to represent a composite of all industry views, and, consequently, does not necessarily represent best engineering practice in every area. Consulting engineers abstract from textbooks, handbooks, manufacturers' application engineering recommendations, etc., to give detail and a practical aspect to design.

Of course, the ASHRAE data on heating and cooling loads, U-factors, outdoor design temperatures, infiltration, solar radiation, etc. are used directly. Still, the guide specifically states that judgment and experience will decide to what extent these factors are to be adjusted, depending upon distance from weather measuring stations and deviation of insulated constructions from optimum.

It is clear that the ASHRAE guide is useful as a composite reference source covering every area of air-conditioning design and engineering, but also that it is not necessarily always the ultimate or best source. Some standards, of course, are defined by building codes—national, regional or local. These standards relate to matters of health, safety and protection of property, and necessarily represent a consensus because a governmental subdivision requires that they be conformed to. Utilities which provide services to buildings also have standards requiring installations to be done in a certain way to insure compatibility and safety. Additionally, there are insurers who may be more or less restrictive than building code authorities.

Specifications refer to all or part of an installation; codes always refer to equipment as installed, not hypothetical sets of equipment separate from an actual system. Codes are standards that are mandatory; they always state minimum requirements.
Standardization applied to the air-conditioning system, its sub-systems, packages and components

In the systems approach to air conditioning, system possibilities vary in complexity, depending upon such factors as details of thermal performance, equipment longevity, space-planning restrictions, noise, operating and maintenance costs, etc. Each of the possibilities, however, will always be based upon the use of unitized equipment and standard packages. Any systems group will have to decide, first of all, to what extent its staff should become involved with standardization in its approach to arriving at a performance specification for manufacturers to bid on. In any case, the staff’s investigation should include: 1) a comprehensive evaluation of all components comprising equipment packages, flow networks and other sub-systems (e.g., automatic controls), and 2) an evaluation, to some extent, of over-all refrigeration cycle or process concepts, and the functioning of the components under all anticipated operating conditions.

As part of the systems group’s over-all endeavor, detailed practical standards should be established by them for each area of air-conditioning technology they are utilizing so that industry and design professionals can evaluate them. This is necessary for the system group to establish commonly understood quality levels for their own project and for future use of their solution by others.

Larger direct-unitary approach. Uses standard package units above 10 tons. While there is no industry certification, test and rating procedures are available. But although multi-zone and double-duct units are quite complex in operation, standard industry test procedures have not been developed for them.

The air distribution system can be double- or single-duct, multi-zone, variable-air-volume, etc. Air-flow distribution network includes flow control devices, mixing devices, terminals and outlets. Use of in-space unitary air conditioners also is possible.

Secondary-fluid unitary approach. Many more types of system arrangements can be evolved. This is particularly so when the unitary packaged hot and cold generators are designed for use in multiplex for a single building or groups of buildings. Modular unitized central plants may not be economical in larger capacities. Industry rating test procedures are available for many, but not all packages.

Secondary fluid-flow distribution networks can be chilled water, hot water, steam/condensate. Flow system includes flow-control devices, heat exchangers, coils, recirculating and booster pumps, controls, etc. Use of in-space fan-coil packages is also possible, as well as combinations and modifications thereof.
What manufacturers say about the systems approach

"The selection of systems teams must precede formal specifications. The competition must be in terms of relative capabilities for doing the job: competence and breadth of staff; technological depth; quality of ideas pertinent to the problem; and record of performance."

"Closer cooperation between manufacturers and the various engineering societies could be greatly improved with regard to the requirements of designing engineers. It seems as though there is no good clearinghouse to perpetuate this important communication."

"A generalized specification will produce higher-cost equipment in general because a manufacturer will over-engineer the product on the premise that the specification originating is unsure of the hardware required to get the job done."

"Governmental agencies, unfortunately, have become bogged down with ambiguous specification requirements. The result is that governmental standards become totally unworkable because of their efforts to pacify all elements in our political structure."

"Inherent in the success of the systems concept is the involvement of each class of manufacturer or sub-assembler in the preparation of performance specifications. Many of these groups have test codes applying specifically to their products that should be considered. Each manufacturing group has considerable field experience and laboratory knowledge not contained in publications. Because the 'systems concept' will, in many cases, require specially designed equipment, such engineering resources should be tapped in order to prepare intelligent performance specifications."

"Once the basic performance criteria for systems projects have been outlined, consideration should be given to including graphic and charted data related to each operating component, obtained under controlled laboratory conditions. Further, performance criteria might cover air-handling characteristics, refrigerant-system characteristics, feasibility studies on operating and temperature controls, general R & D-related background studies, historical data on similar installations regarding actual running performance. Finally, longevity standards should be established based upon recorded operating history of previous installations and subsequent service and life-wear data accumulation."

"Although it may be provincial, manufacturers would prefer to write off the full cost of R & D against the requirements of the immediate project. In the case of systems this is not possible. The hidden drain on management and increased budget awareness is also to be reckoned with, in this, an industry with traditionally low profit margins."

"No manufacturer at the present time can supply a complete 'system' by the use of the products which he himself fabricates."

The National Electrical Code has been cited as being one of the best codes that exist in terms of effectiveness, use and currentness. While it is not meant to serve as a basis for design, in effect, by default, it is used for this purpose. Preface to the code states, "Compliance [with basic minimum provisions necessary for safety] and proper maintenance will result in an installation which is essentially free from hazard, but not necessarily efficient, convenient, or adequate for good service or future expansion of electrical use. This code is not intended as a design specification, nor as an instruction manual for untrained persons."

Generally speaking, codes are standards based upon statistical evaluation of failures that have occurred. Changes in codes are made to correct deficiencies in practice, determined on the basis of complaint feedback. A very good feature of the National Electrical Code is that when changes are made, the reasoning behind each change is given in fairly specific detail. Thus, there is a year-by-year record and evaluation of changes. Further, each chapter lists the specialists who have been involved in preparation of that chapter.

All codes and standards should be referenced completely with technical sources, and with reasoning behind the various requirements being given. Some codes and standards are not as useful or accurately based as they might be because of a disproportionate representation of peripheral interests among their membership.

Standards in the air-conditioning field are presumed to have been developed by a broad representation of authorities who have arrived at a consensus. The ASHRAE Guide and Data Book is known among consulting engineers as the "bible" of the industry. As noted earlier, much of the data in the guide is accepted as a standard by consulting engineers. This does not mean that the guide as a whole is a standard because some areas would not receive a consensus among system designers. Furthermore, ASHRAE has promulgated a Thermal Comfort Standard which has not generally been accepted by consulting engineers. The reasons are: 1) it adds no new knowledge they can use; 2) it is impossible to validate by field test; 3) it is not necessary because the elements that combine to affect comfort—air distribution, U-factors, fenestration, controls, etc.—can be evaluated separately and designed so as to give optimum performance with all elements working together.

The area of construction technology is a difficult one in which to establish quality levels because installation in the field varies considerably. There really is no standard practice. Practice is the different quality levels that exist in a geographical area for a particular type of building trade construction. What is correct does not necessarily conform to recommended practice of manufacturers or of other authorities. It is, in actuality, what contractors tacitly decide their levels of standards are—minimum, medium and maximum. Because such standards are not put down in writing, it is difficult for engineers to enforce quality levels through their specifications.

Engineers say that no ASHRAE guidelines are found in most areas of physical installation practice. Design professionals always have to indicate how the installation is to be done, showing physically what has to be put in. This information has to come from the manufacturers, for the most part, rather than from contractors because contractors have to bid in accordance with the competitive market, and this limits what choice they have. If there were an authoritative reference source that made clear-cut what good, fair and poor practice is for each element of the system, then it should be possible to establish quality levels for the construction area.

If systems groups find that industry codes and standards are deficient—incomplete, too restrictive, lack acceptance testing criteria, etc.—to the extent that they might adversely affect potential for cost savings, or technical advance, then it behooves these groups to develop their own standards, delineating what this is necessary, who has been involved, what technical expertise has been retained to come up with something better. Hopefully, then, existing codes and standards would be changed and upgraded, but of course changes in codes can only be accomplished through established code bodies.

The system designer has to consider what is good or acceptable installation practice when he is preparing his bidding documents. He cannot be as knowledgeable of different quality levels, and what is possible, as individual contractors because they continually have to consider what is satisfactory quality. System designers are aware, but perhaps not to the extent as they should be, of good installation practice as recommended by equipment and component manufacturers. Manufacturers, however, do not indicate gradations of good practice for installation. Because this is so, because engineers today have much more difficulty enforcing installation as called for in the specifications, and because much of what is installed cannot be seen after the system is in, the engineer has to place a certain amount of reliance on the integrity of the contractor.

If the engineering design profession expects to upgrade its image with architects and owners, it needs to spend more time looking into the technology of installation and quality levels. The designers need to do this; contractors already have it. One worthwhile exception to the general lack of installation standards from contractor associations is the recommendations of the Sheet Metal and Air Conditioning Contractors' National Association. In other areas, however, such as physical installation of packages, piping, flow network systems, controls, etc., recognized standards do not exist.
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design, lighting, strength, heat and sound insulation

PROFILITE
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as never before

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PROFILITE
the channel-shaped glass that brings a fresh new concept in daylighting practice

You need to think differently about glass to bring Profilite into your building plans. With it you have new design possibilities. It also offers new structural efficiencies. Picture the rising channels of Profilite giving their upswEEP to building exteriors. Look down corridors where vast stretches of glass wall let in more light and stand strong without any framing to get in the way of the repeated vertical pattern.

BOLD VERTICAL LINES add decorative effect

The adjoining flanges of the channel-shaped sections of Profilite eliminate the need for muntins... save this cost and provide attractive wall sections that are easily maintained. The vertical accent gives height emphasis to interiors and the glass helps distribute daylight for a more spacious feel in the environment. Each vertical line not only adds its heightening effect but also signifies built-in strength of Profilite.

CHANNELED SECTIONS so easily handled two men can install

Profilite sections are just under 12 inches in width (11 1/2"). The stock lengths of 8, 10, and 12 feet are easily handled by two men without special equipment. Profilite weighs 4.34 lbs. per linear foot, so a ten-foot section could be lifted and set in place by one man if necessary and easily by a two-man team. Profilite is set in anodized aluminum sills supplied as part of the Profilite glazing system. Slip-in vinyl inserts seal the areas between metal and Profilite glass channels.
CHANNEL MOVEMENT helps compensate as building shifts or settles

Profilite sections, because of their channel linkage, can move in relation to each other without tension. And there are no rigid metal members in between. Profilite’s “flange joints” are cushioned top to bottom by non-hardening sealants or vinyl insets. The seal is positive, yet the glass is free to contract, expand, or move vertically. Profilite is thus especially suited for glazing buildings that may tend to settle.

SO STRUCTURALLY STRONG it’s practically self-framing

Profilite has proved it withstands substantial wind pressures and suction forces. The structural configuration of each section forms extra strength every foot of the way. It is so resistant to lateral pressures that you do away with vertical members necessary in conventional glazing. You enclose vast stretches of wall areas, “channeling in” Profilite that builds in extra strength section after section.

GIVES PLANTS CURTAIN WALL LOOK

Profilite’s biggest volume use at present is for exterior walls where its vertical lines give a curtain wall effect. Installed cost compares favorably with that of conventionally glazed areas. Double-glazed Profilite forms a 1½" air cushion between inner and outer channels for heat and sound insulation—U-value 0.55; visible transmittance 72%.

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PROFILITE EASY TO INSTALL

With Profilite you have a complete glazing system. Aluminium framing for periphery, jambs, heads and sill and vinyl setting blocks and slip-ins all supplied for double or single glazing.

SINGLE GLAZING

DOUBLE GLAZING

1 Extruded aluminum periphery frame. 2 Vinyl setting block. 3 Vinyl slip-in. 4 Bent aluminum section. 5 Profilite. 6 Extruded aluminum sill snap-on. 7 Vinyl roll-in.

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Write for Profilite Installation Guide for detail glazing instructions.

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London Style Collection of Vymura Wallcoverings includes 37 designs and 120 color combinations

Shown are some of the 37 designs in the London Style collection of Vymura Wallcoverings from England. Vymura is a tough, supple layer of vinyl on paper backing. It is dirt-, grease- and stain-resistant, washable and scrubbable. • ICI America Inc., a subsidiary of Imperial Chemical Industries Ltd., Stamford, Conn.

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The Aztec pattern was inspired by “primitive” motifs that have been interpreted in tones-on-tones of oranges and turquoises. The resulting design has a three-dimensional optical effect.

Solitaire was recently presented a 1969 British Council of Industrial Design Award by Prince Philip. The diamond-like design is available in two combinations: gray/green and white; and beige/brown and white.

Sirius, “named after the brightest star in the heavens, seems to reflect light in a prismatic, kaleidoscopic manner.” It comes in two color combinations: tones of gray and tones of bronze.

more products on page 180
Good weather or bad, you see only what light lets you see. We think you want to see a lot. Spacious, safe parking areas. Bright, inviting walkways. Clean, impressive architecture. That’s the kind of light we sell.

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Let’s begin with where you want to light. Our new Idea Book starts ideas. Check the reader service card, and we’ll send it to you. Or, if you’d like to talk to one of our lighting specialists, call us or your nearby Crouse-Hinds agent or distributor. He will do the analyzing, costing and comparing. With an assist from our home office computer.

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Now with FORMICA® Panel System 202 you can specify a moisture-proof wall and create an entire new look at the same time. Panel System 202 features a smooth surface with no grout lines to get dirty. It won’t chip, crack or crumble, and goes over any structurally sound wall. Panel System 202 comes in 18 appealing patterns and woodgrains. Best of all, it keeps its beauty for the life of the installation. Send for our new 8-page folder of application and product data on Panel System 202. Write Dept. AR-119.

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Water problems on your roofs? Solve them with FOAMGLAS® insulation.

FOAMGLAS® cellular glass insulation is waterproof. It doesn’t get wet from roof leaks and can’t absorb vapor from inside the building. Dimensional stability and high compressive strength of FOAMGLAS® provide a solid base for roofing. No other insulation has this combination of properties.

FOAMGLAS® is available in FOAMGLAS®-Board and the Tapered FOAMGLAS® system, for a sloped roof or a flat deck. FOAMGLAS® is the only roof insulation guaranteed for 20 years. For more information, write Pittsburgh Corning Corporation, Dept. AR-119, One Gateway Center, Pittsburgh, Pa. 15222.

The Insulation People

DOUBLE DECK ELEVATORS / Modern double deck elevators are being installed in the new 60-story home office of the John Hancock Mutual Life Insurance Company in Boston. (The only other such installation in the country is in Chicago’s Time-Life Building.) In Boston, there will be 30 double deck, fully automatic passenger elevators, each with two units that will service two floors simultaneously. Passengers will enter the elevators via the lobby or mezzanine, according to whether they are going to an even or an odd numbered floor. Otis Elevator Company, New York City.

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LIGHTING / The Spectra Series, modular mercury vapor fixtures for indoor and outdoor lighting, includes five new fixtures: Spectra I (shown) is for large area lighting in parking lots—a single unit can light an acre of parking; Spectra II is a post-top luminaire; Spectra III is a floodlight; Spectra IV is a wall washer; and Spectra V is an indoor luminaire for commercial recessed or surface mounting. Wide-Lite Corporation, Houston.

Circle 302 on inquiry card

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more products on page 199
FOLLANSBEE TERNE

...and the revival of metal roofing

While most architects have only recently discovered in the traditional metal roof a building element superbly adapted to the special idiom of contemporary design, roofers themselves have been aware for generations that no other roofing system can provide equivalent protection against the relentless attack of wind and weather. And Follansbee Terne is unique among metals in combining a natural affinity for color with unexcelled durability and relatively modest cost. May we send you the substantiating evidence?

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Des Moines, Iowa Residence Featured in Record Houses
Architect: John D. Bloodgood
Roof: Iowa Sheet Metal Contractors, Inc., Des Moines, Iowa
the quiet design

introducing a new freedom of classroom styling with unit ventilators and accessories

The AAF/Herman Nelson quiet design gives you greater styling freedom in the classroom than you’ve ever had before. First, our new earth-tone colors are quiet: tones that easily blend into the room environment; don’t intrude into it. Unit ventilators are offered as standard in soft beige with a choice of toppings. Next, the lines are quiet. No large shiny metal areas or exposed fasteners. The sleek wall-hugging design visually stretches space. And last, as always, Herman Nelson unit ventilators function quietly for the life of the building. Thousands of classrooms offer proof of the quality that has made this classroom environmental control equipment first choice of value-conscious school planners since 1917. Write for new Bulletin 600 A36, "A Climate for Learning." Or see your AAF/Herman Nelson representative. American Air Filter Company, Inc., 389 Central Ave., Louisville, Kentucky 40208.

Herman Nelson
SCHOOL PRODUCTS DIVISION

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Besides the usual gunk, Keene filters out complaints.

Dirt, leaves, sediment of every variety...that's what a good filter has to cope with every day. And if for some reason it doesn't, then the complaints start coming in. To you. Every day.

It won't happen if you specify a Keene Model 610-E Filter for every pool you design—and make sure it goes in. The flexing action of its bags of fused-plastic STAR-COR® elements results in near-perfect cleaning during backwash. And there are no pockets for the backwash to settle in.

The 610-E is built to keep clearing the water, too. The bags of STAR-COR® seldom have to be changed. You could run a truck over these vertical, porous elements without harming them. And the filter's plastic components and advanced coatings fight corrosion.

The 610-E cleans up in pools of from 40,000 to 315,000 gallons. If you've got a bigger pool in mind, we've got a bigger filter. Write us at Cookeville, Tennessee 38501.

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Formerly Bowser Inc.

We've just begun to grow.

For more data, circle 82 on inquiry card
You don't have to specify **JAMISON**

but if you value VALUE, you will

The value of a Jamison cold storage door goes beyond the degree of excellence of the door itself. Materials, design and workmanship are of unquestioned superiority. But beyond that is the value to you of the technical assistance and engineering help we provide. It is evident in our plant layout sheets, food service layout sheets and architect data sheets. All available without cost. Of great value is our book "How to Select and Specify Doors for Cold Storage Warehouses and Food Processing Plants." (Send for free copy.) And how do you measure the value of experience? Jamison is the most experienced company in the business. No, you don't have to specify JAMISON. But if you value VALUE, you will.

**COLD STORAGE DOORS BY**

**JAMISON**

JAMISON DOOR COMPANY • HAGERSTOWN, MD.

For more data, circle 83 on inquiry card
Haughton 1090
versus the other
elevator control
systems:

No contest.

Consider the facts, proven in leading buildings coast-to-coast.
A given number of elevators under our new 1090 computerized
elevator control system can move more people with speed and
comfort than any other contemporary system you can specify.

There are ample reasons why this is so. Things like new concepts in solid state components. An incredibly efficient computerized
brain that actually anticipates calls. Electronic demand response
modules. And a whole lot more.

If superior elevator service for new buildings or modernization
projects is important to you, get the full story about our new 1090 computerized
elevator system.

Ask your Haughton representative to call at your convenience. Or, write us.

HAUGHTON
ELEVATOR COMPANY
DIVISION OF RELIANCE ELECTRIC COMPANY
P.O. BOX 780 - TOLEDO, OHIO 43661

For more data, circle 84 on inquiry card
designed to cost less with a Republic Frame-A-Lite stick system

The excellence of your own design with the cost savings of standard components. A story you’ve heard many times before. But we mean it!

Frame-A-Lite sticks offer unlimited design flexibility for entrances, halls, windows, or entire walls. The system is very inexpensive. Trim, steel sticks, won’t warp, sag, rot, or shrink. The need for costly planing and mortising is eliminated. And our snap-on glazing bead looks very expensive.

You can use Frame-A-Lite sticks with Republic full flush standard doors if you wish, to get the same creative versatility at standard cost. These doors are modified at our factories and regional warehouses for distinctive light and louver treatments. You get beautiful doors that are exceptionally well finished, durable, and quiet. They can be purchased with Republic universal door frames for further design flexibility and cost savings.

Our salesmen have a kit that demonstrates the design versatility and quality of Frame-A-Lite sticks, full flush doors, and universal door frames. To arrange a meeting, call your nearest Manufacturing Division sales office, listed in the Yellow Pages. Or, use the coupon.

For more data, circle 88 on inquiry card
How many access panels needed here?

None. Because every ceiling tile functions as an access panel. So anything at any point above the ceiling is always accessible. The key: a unique suspension system called ATS—Accessible Tile System by Armstrong. And a single tool is all that’s needed to gain access. Which means the ceiling won’t have to be ripped apart to work on fixtures or services. And unsightly, costly access panels are eliminated. Yet for all its accessibility, ATS lets you have the clean look of a tight tile ceiling. There are lots of ceiling innovations like ATS described in our folio. Please write for a copy. Armstrong, 4211 Rock St., Lancaster, Pa. 17604.

Armstrong
Ceiling Systems that work

Or for more data, circle 1 on inquiry card.
THE TIDY COOLER

SHOWER TOWER / This column, which stands 68 in. high and is 6 3/4 in. wide, comes with two shower heads at different heights, a hide-away hand spray set in a revolving compartment, shower selector controls, a bath and spray control and a fill spout. The Shower Tower, being distributed by American-Standard, consists of an aluminum shroud that is set into the wall and contains the plumbing elements. Attached to this are face plates of melamine plastic, a hard, scratch-resistant material that also resists household chemicals. □ Allied Chemical Corporation, New York City.

Circle 303 on inquiry card

SNOW REMOVAL / The steps leading to George C. Gordon Memorial Library on the campus of Worcester Polytechnic Institute in Worcester, Massachusetts show the result of automatic snow removal. The system consists of 1 1/2-in. pipe spaced on 9-in. centers and buried in 6 in. of concrete. The mixture of hot water and antifreeze is circulated through the 2,710 sq ft installation at 160 deg F and returned to the boiler at approximately 150 deg F. □ A. M. Byers Company, Ambridge, Pa.

Circle 304 on inquiry card

4 Capacities — 8.0, 14.0, 16.0, and 20.0 G.P.H. of 50° water.

Cabinets — Standard gray baked-on enamel or stainless steel. Can be secured flush against wall — eliminates unsightly plumbing connections and cleaning problems. Deeply-recessed stainless steel top prevents splashing on walls or floor.

Dual Controls — hand and foot pedal is standard.

Can be Factory-Equipped with — 60-cup hot water dispenser • side-mounted auxiliary fountains for children • or water-cooled condenser for high temperature work areas.

SC SERIES — Same as WT, with outside plumbing connection through back of cabinet for free-standing installation.

Write for Catalog and specifications. THE HALSEY W. TAYLOR COMPANY 1560 Thomas Road, Warren, Ohio 44481 SUBSIDIARY OF KING-SEELEY THERMOS CO.
Of the 12 other constant pressure pumping systems, not one has all the advantages of Aurora's Apco-Matic.

Seven don't have Apco-Matic's low initial cost (none costs less) • Eleven don't have Apco-Matic's low installation cost (none costs less) • Eleven don't have Apco-Matic's low operating cost (none costs less) • Five don't have Apco-Matic's instant response to system change • Eight don't have Apco-Matic's low maintenance characteristics • Ten don't have Apco-Matic's SCR control and squirrel-cage AC motors • Twelve don't have Apco-Matic's control bypass for emergency operation • Eight don't have Apco-Matic's compact dimensions (none is smaller) • Twelve don't have Apco-Matic's versatility that provides a built-in automatic standby, yet uses only two pumps! Need we say more? Aurora Pump, A Unit of General Signal Corporation, 800 Airport Road, North Aurora, Illinois 60542.

See Bulletin 710 for full details.

For more data, circle 90 on inquiry card.
Now there's a new way to achieve a completely monolithic appearance with Pyrotec Non-directional Fissured ceiling tile.

Simpson introduces two new square edge acoustical products:

1. **1/2" square edge tile with self leveling tongue and groove, flange joint.** Can be installed in T&G type concealed system, stapled to furring strips or solid backing, or applied with adhesive.

2. **3/4" square edge tile with kerfed and rabbeted joint.** Can be installed in concealed type systems or applied with adhesive.

Edges are machined to close tolerances so joints do not detract from the monolithic appearance.

Along with the added convenience of these new edge details, you still get the top performance and superior appearance you've come to expect from Simpson ceiling products. Specify Simpson and get the best.


Ceiling products designed for better living.

For more data, circle 91 on inquiry card.
NOTICE TO LIGHTING PANEL SPECIFIERS—For your protection, we've given our K-Lite Lighting Panels new designations. K-5 becomes KSH-5, K-12 becomes KSH-12, K-15 becomes KSH-15 and so on for all the original "K" number products.

Why the change? K-S-H originated all the "K" number specification quality lighting panels. We believe you specified them because you wanted the performance and quality they assure and will continue to specify them for these reasons.

The problem: Other panel manufacturers have produced "cheap" versions of the "K" panels. They've lowered the standards, compromised on performance, cheated on material thickness... even given their panels similar numbers so they can be slipped in on your specifications.

The solution: Specify KSH-12, etc. Remember, KSH stands for the original with the performance, the quality, the satisfaction you expect and trust. "K" could stand for "KOPY" from some fixture manufacturers who don't think you care. Ask if they intend to furnish KSH or "KOPY" from an unknown source. Your client won't know the difference until he turns on the lights.

K-LITE®

On any job where a specifier has specified "K" number panels and is disappointed in the results or feels he has been furnished "KOPY" panels, K-S-H will be happy to investigate the problem and assist in the solution of it. Please contact us. KSH and K-Lite are registered trademarks.

K-S-H, INC. • 10091 MANCHESTER • ST. LOUIS, MISSOURI 63122

For more data, circle 32 on inquiry card
The secret of the masters

is in every can of Pratt & Lambert Paint

SUPERB REPRINT of this Master Painting

A full-color reproduction of the original, beautifully done on excellent quality paper, size 19 × 24 inches, may be had postpaid by sending $1.00 to Department M, Pratt & Lambert, Box 22, Buffalo, N.Y. 14240.

The Olive Orchard, Vincent van Gogh, National Gallery of Art, Washington, D.C., Chester Dale Collection

For more data, circle 93 on inquiry card
Why do so many leading architects specify Rigid-Tex Metals? Its inherent beauty and distinctive appearance? Mar-resistance (to stay new looking longer)? Strength? Controlled light diffusion (to eliminate glare)? Weight reduction? Better acoustical properties? Yes — all these reasons and more. For almost three decades this unique material, available in all metals — in almost any form or finish — have been specified for curtain wall panels, soffits, mullions, doors, walls, ceilings, push plates, kick plates, elevator interiors, escalator balustrades, switch plates and even contemporary sculpture. Just about any place where wear and abuse may occur or a functional use of metal is indicated.

Let RTM open vistas of design opportunities for you. Send right now for the Architect's Applications Portfolio with Pattern Chart. Rigidized Metals Corporation, 6851 Ohio Street, Buffalo, N.Y.

P.S. In New York City? See RTM display at Architects Center, 101 Park Avenue or look in Sweet's Architectural Catalog File Sec. 3 E.

THE ORIGINATOR

RIGID-TEX METALS

For more data, circle 94 on inquiry card.

FOLDING WALLS / The Innovator is a folding wall that features "a unique track that installs without marking, drilling or screws and a slim-profile aluminum jamb that eliminates all wood framing. These new ideas, combined with new methods of inserting top seals, panel guides and soffit extenders, reduce installation time and costs 18 to 25 per cent." Holcomb & Hoke Mfg. Co., Indianapolis.

Circle 305 on inquiry card.

STOOL TABLE / The Mobile-Folding Stool Table provides individual seating "without sacrificing compact storage space when folded. The solid melamine resin stool is color-impregnated and eliminates scuffs, mars and normal-use wear and damage." Table tops are laminated with Formica in a textured suede regency walnut pattern and trimmed with a black vinyl edge. Hamilton Manufacturing Company, Two Rivers, Wis.

Circle 306 on inquiry card.

PEDESTAL TABLES / These pedestal tables help provide continuous study and work surfaces while taking a minimum of space. Tables may be mounted in straight rows, on a radius, or in other configurations. Peabody Seating Company, Inc., North Manchester, Ind.

Circle 307 on inquiry card.
Introducing the gas typewriter.

The switch to Gas Total Energy is on.

At 7:57 A.M. exactly, Mary Hopkins sat at her desk, took the cover off her typewriter and plugged it into the gas company. A lot of other girls in office buildings across the Northern Plains were doing the very same thing.

Confused? The answer is really very simple: gas total energy. The use of natural gas prime movers to generate electric power on-site. Right in the building where it’s used for lighting, motors, and other uses (even typewriters). And there’s more. Something called efficiency. For while the engine/generator sets churn out the power, heat recovered from the prime mover goes to heat or cool the building, to heat water and other processes.

But why gas total energy? It’s a fair question. Unparalleled cost economies, for one thing. Of a magnitude which men were reluctant to forecast ten years ago. Self-sufficiency, for another. No more costly power outages and down-time, because a total energy system acts as its own standby system.

Sold? If not, you soon will be. For complete information, contact your local gas company or Bob McChane Sales Promotion Department Northern Natural Gas Company 2223 Dodge Street, Omaha, Nebraska 68102

For more data, circle 95 on inquiry card
One more reason why Crawford Uprising Doors last longer, operate more smoothly.

Perhaps the difference between Crawford Uprising Doors and competitive doors can best be seen by comparing the rollers that carry the doors up and down. And down and up. For year after endless year. When you look at it, you see a 3-inch, solid steel tire. And a separate case-hardened race for the ball bearings (many other manufacturers use the roller stem as a weak inner race). Not ten ball bearings, but fifteen. Each a full quarter-inch in diameter.

The 3" roller is made for large, heavy-duty high usage Crawford Uprising Doors like the giant (28'2" x 20') Steelmaster shown below left. It's standard on all doors with heavy-duty custom hardware, but may be specified as an option with other hardware models. Complete details are available from your local Crawford distributor. He can also tell you about other Crawford innovations that will match every uprising door to the job it must do. Call him. He’s listed in the Yellow Pages under “Doors.” Or write to us.


THE STRONG, SILENT TYPE
PRESTRESSED CONCRETE
brings the wide-open spaces inside!

When your design calls for a broad sweep of column-free floor space, prestressed concrete gives you the long span muscle you need. Without premium cost. Ceilings have a clean, modern appearance because mechanical and electrical systems can be channeled between the stems of well proportioned structural members, providing easy access.

Get in touch with your nearest PCI producer member for complete information on how prestressed concrete can give you more design freedom in your next project. His experience can help you most in the earliest stage of planning.

Professional membership in PCI can be of value to you in many ways. Send for membership information.

For more data, circle 97 on inquiry card
If a repeat order is any testimonial, we just got a dandy for our Silicone Construction Sealant.

On the left: the 56-story Toronto Dominion Bank Tower. General Electric Silicone Construction Sealant was used to caulk its aluminum windows to steel mullions.

Now we've received a repeat order for the second Toronto Dominion Centre tower. The one on the right. We're pleased, but not surprised. Because our sealants have already caulked major buildings from Canada to the Caribbean, New York to Los Angeles. With more specs being written all the time.

And no wonder. Ready-to-use GE Silicone Sealant goes on trigger-quick in any weather. Forms a strong, durable bond to glass and other building materials. Stays permanently flexible despite extreme temperatures. Withstands severe freeze-thaw cycles. Never needs recalking or repairing. In short, it's the closest thing there is to a truly permanent sealant.

Still dubious? Plan a trip to Toronto in 2001. The towers will probably still be there. And the original sealant.

But don't wait that long to get more information and the name of your nearest distributor. Write Section BG-11316, Silicone Products Dept., General Electric Co., Waterford, N.Y. 12188.

GENERAL ELECTRIC

For more data, circle 120 on inquiry card
Sensitively designed seating with function and beauty to match

Meet AFKA. Krueger's new all-purpose chairs that offer a dramatic new concept in the coordination of line, form, materials and colors. Seating elegance that not only meets your most demanding needs of today, but tomorrow as well. Smart, durable—yes, practically indestructible fiberglass shells, designed and contour-shaped for body conforming comfort serve an added function by carefully protecting the luxurious, thick and comfortable seat and backrest cushions from wear and tear. Naturally, all upholstery shows signs of soil and wear in time. Don't fret...there's no need to invest in a complete new chair. With AFKA, you simply replace the cushions. Fresh, new ones "lock-in" in about 2 minutes. Change color schemes, too, according to your own whims. For details, please write.

SHOWROOMS: NEW YORK: 20 E. 46th Street • CHICAGO: 1184 Merchandise Mart • Indianapolis • Dallas • Houston • Los Angeles

For more data, circle 98 on inquiry card
Even a roof can be a thing of beauty when you design with REVERE COPPER

The advantages of designing with Revere copper are legion. In this particular instance the architect wanted a material with all the inherent characteristics of copper plus a tone of gray that would complement the stone used for the face and mullions of the building. Result: Revere Leadtex 15 (lead-coated copper).

There are 25,000 lbs. used in 16-oz. weight on this roof, employing standing seam and flat seam construction.

In addition to unprecedented freedom of design, Revere copper gives you:
(1) A performance of endurance proved through the centuries . . . (2) A workability that permits the use of virtually any desired shape and form, with easy-to-solder seams . . . (3) Lowest ultimate cost. When properly designed and installed, copper is rated as the lowest cost per year of actual service of all roofing and flashing materials.

Make it outstanding! Make it endure! Make it big! Design with Revere copper in mind.


REVERE COPPER AND BRASS INCORPORATED
Founded by Paul Revere in 1801
Executive offices: 250 Park Avenue, New York, N. Y. 10017
First and Fines in Copper and Brass—Fully Integrated in Aluminum

For more data, circle 99 on inquiry card

For more data, circle 100 on inquiry card
There's a Haws fountain that's just right for every wall, every hall—and your every design idea. Consult Sweet's, or write for literature today. Haws Drinking Faucet Company, 1441 Fourth Street, Berkeley, California 94710.

Haws

dresses up a drink of water.

Let Haws solve your drinking problems.
These walls only look permanent—they're movable.

Kwik-Wall partitions have the look and feel of permanence with all the advantages of movability. Anyone can erect or store these ceiling track-mounted or fully free-standing partitions in minutes. A quick, one-handed twist of the mechanical locking lever...and complete rigidity of each sound-retarding section is assured. Also available — walk-through doors, completely concealed storage systems and a choice of over 1500 attractive panel facings. Send for details.

SMOKE HATCH / This hatch has earned Factory Mutual Research Corporation's approval and is said to be the first such product to do so. Among the many standards of performance, the hatch remained securely closed when subjected to wind uplift of 30 psf; operated against a 10 psf snow load and automatically locked in the open position. — The Bilco Company, New Haven, Conn.

AIR REGULATORS / Dial-Air pressure controllers are regulators that come standard-equipped with adjustment knob with a built-in pressure dial that serves as a pressure setting indicator in place of a standard air gauge. — Wilkerson Corporation, Englewood, Col.

AIR FILTER / A disposable glass fiber air filter for commercial and industrial applications is designed for optimum performance in equipment with air velocity up to 350 fpm. — Owens-Corning Fiberglas Corporation, Toledo, Ohio.
After facing the problems of automating 4000 buildings, we can tailor just the right system to yours.

Actually, buying a Honeywell one-man control system is kind of like buying a car today. Sure, we vary features, options and accessories to customize the system to your client's building. But the designs of the basic equipment have been pre-tested and proven in thousands of other buildings. You don't have to buy a costly, custom-built, one-of-a-kind system.

Advantages? Your client gets his system on time. You get it working on time. And there's 18 years of automation experience to help him operate and maintain it properly. An 18-year history of solving the kinds of cost and installation problems you're now facing.

Want building automation help? Send for our planning guides: Honeywell, Commercial Division, G5118, Minneapolis, Minnesota 55408.

Honeywell AUTOMATION

For more data, circle 102 on inquiry card
Composite design? Think of Inland-Ryerson first.

First with a composite deck.
Our patented Hi-Bond® lugs, formed into the webs of steel floor deck, made possible the first practical composite floor slabs. Now all Inland-Ryerson floor decks are Hi-Bond.

First with a larger composite cell.
1½” NF Cellufort® by Inland-Ryerson, offers the first 8” cell that is compatible with 1½” composite floor deck requirements. This means 60% greater capacity than conventional 1½” floor cells.

First with a tapered shear connector.
Shaped to take advantage of floor deck geometry, new Inland-Ryerson shear connectors are more efficient than any other design. And they can be welded with conventional field-welding equipment through all deck finishes, even through double thickness cellular sections.

First with information and assistance.
Our sales engineers have the experience and design data to help you select the most effective and economical components for composite beam design. Phone your nearest Inland-Ryerson office today, or write for new Catalog 272 which describes Inland-Ryerson composite design concepts. Inland-Ryerson Construction Products Co., Dept. K, 4033 W. Burnham Street, Milwaukee, Wisconsin 53201.

INLAND RYERSON
A member of the steel family
For more data, circle 193 on inquiry card
Sit this one out in comfort.

These Cosco contemporary chairs stack easily for quick storage. They also gang. And they’re so comfortable, anyone will feel at ease in them.

The series also includes a folding chair. Both models come with solid steel frames. With molded fiberglass seats and backs available in seven colors. And with a very reasonable price tag.

For complete information on the Cosco "1200 Series" of utility seating, write Hamilton Cosco, Department AR-119, Gallatin, Tennessee.

Or stack it.
GOT ROCKS IN YOUR HEAD?

To put it another way, do you have exposed aggregate in mind for exterior or interior walls?

Tuff-Lite® is an excellent epoxy-based matrix to use for exposed-aggregate walls.

Because it has held larger rocks (and more of them) for a longer time than any other epoxy matrix!

And because its holding power has been proven in temperature cycles of −40°F. to +135°F. for periods of up to eight consecutive years.

Write for specs on Tuff-Lite Epoxy-Based Wall Matrix. And we can also give you specs on our complete line of epoxy floor systems: Tweed-Tex® Epoxy/Ceramic-Granule, Tuff-Lite Epoxy Terrazzo (both conventional and conductive), and Heavy-Duty Epoxy Floor Topping.

Refer to Sweet's Architectural File Numbers 11g/Fu, 11o/Fu and Industrial File Number 10e/Fu.

H B FULLER COMPANY
CONSTRUCTION DIVISION
2400 Kasota Avenue, St. Paul, Minnesota 55108 Dept. 34342

For more data, circle 105 on inquiry card
THE THINK CARPET

A study in sound-absorbing quiet, developed by Patcraft Mills with Zefkrome® acrylic fiber.

The new, anti-noise movement: carpet. Patcraft constructs an ideal one for the modern school environment, with the modern carpet fiber, Zefkrome acrylic. For concentrated quiet. For matchless wear (Zefkrome is up to 50% stronger than other acrylics). For producer-dyed color that lasts. And for a new dimension in maintenance. Less of it. Because Zefkrome makes even more of carpet’s economical upkeep. Among acrylics, it offers maximum cleanability. “Entwine” is made in different weights for different traffic areas, including a heavier weight developed especially for corridors. Think about the “Think” carpet and its perfect apropo to the times. Then call or write Bill Conneen, Patcraft Mills, Inc., Dalton, Ga. 30720. (404) 278-2134.

For more data, circle 112 on inquiry card
HANDLING SYSTEMS / Custom designed hospital materials handling systems are designed to ensure that the correct materials are available at the proper time. Cyberail, which was originally introduced as an automated system consisting of a network of monorail track, containers and container transporters, now has variations of monorail, elevator, dumbwaiter and container.

Sybron Corporation, East Rochester, N.Y.

Circle 311 on inquiry card

PLASTIC COATING / Eyebrows of 11-story University Hospital of San Diego and two-story structure in the foreground were coated in 1963 with a 40 mil thickness of vinyl-plastic Liquid Envelope. The protective coating is reported to have resisted corrosion and weathering and prevented leaks.

Essex Chemical Corporation, Clifton, N.J.

Circle 312 on inquiry card

new edition now ready!

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the most complete and authoritative guide for—

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Circle 313 on inquiry card

FIRE FLOOR / Q-Lock Floor's two-hour fire-resistant composite construction does not require fireproofing under the steel floor per UL Design No. 267-2 hr. Illustration shows fireproofing on the left as was previously required. Three factors must be considered, however: 1) local city building departments must approve each installation; 2) a minimum of 3½-in. lightweight concrete is required on top of the floor; and 3) fireproofing must be applied to columns and beams and under span areas where electrical trench header is located.


Circle 314 on inquiry card

CONTOURED SCALE MODELS / Three-dimensional, highly detailed contoured scale models of land masses are being manufactured from rigid urethane foam to any horizontal or vertical scale desired. The models are said to "cost only a fraction of a cardboard lay-up."


Circle 315 on inquiry card
Permanent Resident at the Marriott... Split Block of Medusa White.

COLORED SPLIT BLOCK WITH MEDUSA WHITE
Color Samples: Chas. Svec, Inc., Cleveland, Ohio

Split block of Medusa White assures walls of ageless distinction... walls that are attractive to Marriott guests. These handsome, soft textured concrete units capture light and shadows for a variety of changing effects. They are economical and fireproof.

The true white color of Medusa White Portland Cement also assures more accurate results when color pigments are used (see samples at left).

Whatever or wherever your building project... consider split block walls of Medusa White for greater beauty and economy. Write for brochure. Medusa Portland Cement Company, P.O. Box 5668, Cleveland, Ohio 44101.


MEDUSA PORTLAND CEMENT COMPANY
White and Gray Portland Cements • White, Gray and Custom Color Masonry Cements • “CH-85 Series”® ChewCem® Cement
For more data, circle 714 on inquiry card
THE FORTUNE DIRECTORY

500

THE 500 LARGEST U.S. INDUSTRIAL CORPORATIONS

and the 50 Largest Banks, Retailing, Transportation, Life-Insurance, and Utility Companies.
Is it quality, availability, or service that prompts nearly all Fortune 500 companies to choose The "OVERHEAD DOOR"?

All three. Plus old-fashioned good judgment.

These giant industrial complexes didn't just happen. They were planned. Carefully and painstakingly. And, in most instances, the plans included The "OVERHEAD DOOR".

How have we gained the confidence of these goliaths of business and their architects? By offering them the best commercial doors on the market — when they want them, where they want them. Doors to meet any individual requirement, regardless of style, size, or design. Doors geared to our exclusive electric operators for maximum efficiency. Doors that we not only install and warrant for a full year, but also back up with dependable service provided by factory-trained crews of experienced door specialists.

One thing we've learned after 48 years of leadership in the door business: to stay Number One you really have to be Number One. And playing second fiddle just isn't our kind of music.

The "OVERHEAD DOOR" distributor nearest you is listed in the white pages of your phone book. Call him. He's a good man to know.

For more data, circle 115 on inquiry card
High, wide and handsome with insulating glass by Thermoproof.

Beautiful—and functional.
A stately office building for the Commonwealth of Virginia.
A tall limestone tower beautifully balanced on exposed granite columns around a podium base.
Compatible with the use of stone, aluminum and the overall modular design, architects Hayes-Sea-Mattern & Mattern of Roanoke specified over 1000 insulating glass units. And practical; these units help control heating and air conditioning costs.

This building is one more way insulating glass by Thermoproof is made more ways to fit more of your ideas—in a big way.

Full color insert in Sweets 4a  Th
Insulating glass by Thermoproof Glass Company
subsidiary of Shatterproof Glass Corporation
4015 Cabot Avenue, Detroit, Michigan 48210
For more data, circle 116 on inquiry card
Plexiglas® solves skylight design problems

You have a virtually unlimited choice of ready-made, well-designed and highly functional skylights to work with when you specify the one and only time-proved plastic skylight glazing material—Plexiglas acrylic plastic.

Skylight shapes in Plexiglas include domes and pyramids in circles, rectangles and squares. Both single and double domes can be specified in colorless, in light-diffusing white translucent or in solar-controlling transparent bronze and grey tints.

Plexiglas is the only plastic skylight material that has more than a quarter of a century of successful outdoor use to prove its weather and breakage resistance. Its daylight transmitting properties are unsurpassed by other skylight glazing materials.

In addition to standard skylight applications, Plexiglas is used in heat and smoke venting domes, ventilating domes and roof scuttles.

Sizes up to 92" x 92" are available as standards (larger sizes are available on request) from skylight manufacturers across the country. Write for the names of suppliers near you.

Plexiglas is made only by ROHM & HAAS

For more data, circle 119 on inquiry card
The boy, about eight, and his big sister, about twenty, walked along the Sunday streets. They looked for an open store to sell them a bottle of milk, and they enjoyed the early fall morning. They walked almost silently.

Each enjoyed the quiet streets, and once she took his hand across a street where a car was moving. They continued hand in hand.

A few blocks away two boys appeared, tossing a ball between them as they walked. One was black, one white.

As they passed, the boy, with one hand still in his sister's, said a little stiffly, "Hi fellas. See you tomorrow."

He knew they would be teasing him for holding her hand.

She waited until the two—the black boy and the blond one—had disappeared around the corner. She asked, "Are they in your class?"

"One is," her brother answered.

"Which one?"

"The tall one," he said.

Someday adults will see each other that way. You could help bring that time closer in your contacts with people around you. Or, on a larger scale, by joining McGraw-Hill Ideapeople (editors, journalists and educational sales consultants) in working for this goal: when you turn your head, you see, neither white nor black, but a person who is skinny, or fat, or wearing glasses, or short or tall, or smiling, or walking, or reading or hoping.

You turn your head and see a person.

Maximum modular flexibility was the major architectural and mechanical requirement for the Philip Morris project in Virginia. David Warren Hardwicke & Partners (architects) and Robert S. Spratley & Associates (engineers) looked to Sunbeam's Interior Systems Division for the ceiling system solution. When you're solving ceiling design problems, it's comforting to know that Sunbeam has the most versatile ceiling system line with more dimensional, architectural, environmental, and performance possibilities than any other company. The module can be any dimension to a fraction.

Like the IS5000 system variation pictured, Sunbeam ceiling systems totally coordinate all the environmental requirements: illumination, air distribution (exclusive Sunbeam Modul-Flor Linear Airbar®), sound attenuation, and spatial organization.

Write the INTERIOR SYSTEMS DIVISION,


It will show you the industry's longest line of ceiling system design concepts, each of which is unlimited in application.

Sunbeam Lighting Company, Inc., Los Angeles, Calif./Gary, Ind.
For more data, circle 127 on inquiry card

5' x 5' coffered modules for improved sound attenuation; Airbar grid for space emphasis; 3' x 3' luminaires with prismatic panels for comfortable, glare-free illumination...it could have gone a million other ways.
TILE / Repousse vinyl asbestos tile has a design that is interpretive of a Renaissance door panel sculptured by Benvenuto Cellini. The tile is made by index cutting, a method of cutting to close tolerances allowing embossed patterns to be repeated indefinitely. • Kentile Floors, Brooklyn, N.Y.

FURNITURE / Customaire Furniture designed for reception areas, lounges and offices has steel frames finished in either scratch-resistant, satin-smooth bronze-backed enamel or chrome. Table tops are high-pressure waterproof plastic laminate, with a wood-stained finish. Chairs have woodlike long urethane arms and a pillow cushion design in a choice of 12 fabric and 4 vinyl coverings. • Samsonite Corporation, Denver.

Award-Winning Desk / The Institute of Business Designers' Jury of Awards announced the First Award in the Desk and Chair Category: the Type 2, 2/81 desk designed by Dave Woods. The desk frame is sheathed in textured black high-pressure laminate; the filing wells are bronze-colored translucent Plexiglas and the legs are solid steel, mirror chromium-plated. The desk top, also made of textured laminate, has a series of sliding covers over the filing wells or utility compartments. • JG Furniture Company, New York City.

TABLE LAMP / This simple lamp consists of a translucent length of Lucite plus a globe. “During the day it is an up-to-the-minute piece of sculpture; at night it is a bright ball, seemingly afloat in the air.” The lamp comes in 13- or 14-in. heights and the globe can be 8- or 10-in. in diameter. • Auralume, Hackensack, N.J.
The unique properties of ChemComp cement resolved moisture problems confronting designers of the impressive new First National Bank building in Chicago. The bank is near Lake Michigan and its underground vault is below lake level. To prevent water seepage into the vault, Chief Engineer Sherwin Asrow called for walls, floor and ceiling of 30” ChemComp cement concrete. ChemComp cement was specified for its low permeability and crack-resistant characteristics. ChemComp cement is produced by leading manufacturers of superior quality portland cements and is available nationwide.

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- MUCH LESS LONG-TERM MAINTENANCE

One First National Plaza

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• CONTRACTOR: Gust K. Newberg
Construction Company, all of Chicago.

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The new Epicore Composite Floor System brings you an exclusive 2" depth-plus a big 24" width that give you wider spans, thinner slabs, and lower structural steel requirements than ever before possible.

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EPICORE'S 2" depth and lateral bracing action reduce horizontal and vertical structural steel requirements. Its bottom plate acts as tension-reinforcing steel, eliminating rod reinforcement and saving on concrete. The 2"-deep inverted triangular ribs key into concrete, forming a locking action unexcelled for bond strength. And, Epicore offers the industry's strongest, most flexible hanging systems for ceilings, lighting, piping, and other utilities.

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For more data, circle 126 on inquiry card
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Carpet Systems from CCC with Acrylic 73... engineered to integrate with all architectural systems.

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Carpeting is no longer a simple matter of beautiful floors. The challenge today is to integrate carpet with the total architectural environment.

CCC has this very complex problem down to a precise system—the unique Acrylic 73 Carpet System. We analyze every element involved—right from the blueprints. Recommendations are based on design, function and maintenance factors.

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Acrylic 73 is a total performance carpet. CCC's exclusive blend of 70% long-staple Creslan® acrylic and 30% long-staple commercial nylon combines unequalled stamina with design versatility and appearance retention.

CCC is the world's largest manufacturer of commercial and institutional carpet systems. We would like to tell you more about what we can do for you. Why not send in the coupon today.

Creslan is a product of American Cyanamid Company, Wayne, N.J.

For more data, circle 121 on inquiry card
OFFICE LITERATURE

For more information circle elected item numbers on Reader Service Inquiry Card, pages 273-276.

AIR-ELECTRIC FLOOR / An air-electric floor system, which incorporates a building's electrical and mechanical services distribution into the sandwich floors, is described in a 24-page booklet. Color photos and detail drawings show how lighting, electric power, signal and communication services, air handling and water are integrated in this single, functional, space-saving system. * Granco Steel Products Company, St. Louis.
* Circle 400 on inquiry card

FIRE AND SMOKE SLIDE RULE / A fire and smoke "ventalog" slide rule is designed to assist in quickly relating floor area to vent area based on four degrees of hazards. A second reading equates vent area to number of fire and smoke ventilators by model type. * Penn Ventilator Co., Inc., Philadelphia.
* Circle 401 on inquiry card

RIGID FRAMES / A new edition of "Plywood Rigid Frames" gives complete design information on a construction concept reported to be money-saving. * American Plywood Association, Tacoma, Wash.
* Circle 402 on inquiry card

* Circle 403 on inquiry card

FURNISHINGS / Presentation material presents products from ashtrays to desks and 105 chair variations, "all to help the designer coordinate and expedite his ideas." * Burke, Dallas.
* Circle 404 on inquiry card

WINDOWS-DOORS / A new recommended standard for wood windows and another for hardwood flush doors have just been printed. The new window standard consolidates information previously contained in eight existing publications. The standard for doors includes hardboard and plastic-faced types. * National Woodwork Manufacturers Association, Chicago.
* Circle 405 on inquiry card

* Circle 406 on inquiry card

* Additional product information in Sweet's Architectural File

For more data, circle 120 on inquiry card

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The next time you are involved with a commercial, industrial or domestic installation that must get its water supply from a well, Red Jacket has the pump you can specify with confidence. Red Jacket's line features submersible and jet pumps specially designed for installations that require a lot of water. Heads of more than 1300 feet are available, with ratings from 1/6 to 125 H.P. Red Jacket has been making water pumps for more than 90 years... so you know you'll be getting the kind of performance you can count on.

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Out-of-the-way not only because Cookson "Servire" Fire Doors and Counter Fire Doors are engineered to save space and present an attractive appearance, but also because they provide a number of special protection features. Included is a fully automatic drop mechanism—with an adjustable governor to regulate the speed of descent—instantly activated by a link that fuses at 165 degrees F.

Cookson "Servire" Automatic Drop Fire Doors and Counter Fire Doors are listed by Underwriters' Laboratories and Factory Mutual Laboratories, of course. Their installation usually results in an important reduction of insurance premiums.

For more complete information on Cookson "Servire" Fire Doors and Counter Fire Doors, Rolling Grilles, Side Coiling Grilles, and Steel Rolling Doors and Counter Doors, write for Bulletin 6901, or see us in Sweet's.

"Best way to close an opening"

The COOKSON Company, 700 Pennsylvania Ave., San Francisco, California 94107

For more data, circle 139 on inquiry card
Apartments:

Half longitudinal section: staggered trusses.

Cross section: (Note corridor space in center of truss.)
when steel goes up costs come down.

First cost is just one of the ways to save with steel. This 186-unit apartment building shows how imaginative design with steel brought a project in at $59,580 below budget.

The building is a low rent housing project for the elderly. Two 17-story towers flank a service core. Each apartment contains 455 sq. ft. The assignment was to design a building for pleasant living within a modest budget.

After evaluating several structural systems, the architects found their answer in a staggered steel truss system. This is the first use of the staggered truss system, which was developed at MIT in a research program sponsored by U. S. Steel.

Story-high trusses, spanning the building's 52'0" width, are set in a staggered pattern (see diagram). They are located within the separating walls of alternate apartment units. Precast concrete floors rest on the top chord of one truss and on the bottom chord of another truss. The floor slabs act as diaphragms together with the trusses to effectively resist wind loads.

Total steel requirement for the building was about 480 tons for an average weight of 6.8 lbs. per sq. ft. The A572 steels used in the welded trusses are USS Ex-TEN 80 and 60 High-Strength Low-Alloy Steels (50,000 and 60,000 psi min. yield points respectively). Construction cost, including mechanical and electrical bids, was $2,282,870. Sq. ft. cost: $16.31.

Structural Report
This is one of many ways to keep costs down with steel. Used imaginatively, steel usually wins out in first cost compared with other building materials. In the long run, there's no question. Only steel-framed buildings can be altered at low cost when it comes time for major remodeling.

If you're planning a new building, look into the staggered truss system. Get a copy of our "Structural Report," which details its use in this building, by contacting a USS Construction Marketing Representative through the nearest USS sales office. Or write U. S. Steel, P. O. Box 86 (USS 5893), Pittsburgh, Pennsylvania 15230. USS and Ex-TEN are registered trademarks.
Are you utilizing this man on your design team?

He is your trained All-weather Crete sales engineer. This specialist can assist you in planning the most economical roof drainage patterns utilizing All-weather Crete insulation. He can illustrate many successful types of plaza systems so that you may select the one design most appropriate for your building. He can provide your staff with scaled detail drawings illustrating the many roof deck and plaza system components adjacent to All-weather Crete such as drain types, membrane systems and wearing surfaces.

This man is also your trained All-weather Crete applicator who helps make your design come true. He is a highly specialized contractor licensed by Silbrico Corporation. This skill and selective licensing protects designers and owners alike with the assurance of expert All-weather Crete application and its exceptional performance for years to come.

Consider the importance of roof and plaza insulation . . . hidden from sight, covered by membranes and wearing surfaces, applied over every conceivable sub-strate, this insulation is asked to perform many functions. Contact your local AWC specialist to assist you. Use his special knowledge on your next building project. (There’s no obligation, of course.) If you don’t know his name, write us — we’ll have him contact you.

For more data, circle 131 on inquiry card
Dollar saver for fast-growing school districts; mobile classrooms with galvanized steel siding

To meet Arizona's rapidly changing educational requirements, mobile modular classroom buildings are being made by School Facilities, Inc. of Tempe, Arizona. For attractive appearance and years of maintenance-free service, the units have siding of galvanized steel, made by hot dipping the steel in molten zinc. It is fastened to the framing with galvanized nails through pre-punched holes. When steelmakers galvanize, they give the steel protection against its only enemy, corrosion... protection for 20, 30, 40, or even 50 years. Even when gouged through to the steel base, zinc continues to protect through its sacrificial action. No other material gives the combination of strength, corrosion-resistance, and economy you get from galvanized steel. St. Joe supplies quality zinc—American industry puts it to work.

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To make your buildings grow, sprinkle them.

Virtually all building codes permit the area of a building to be increased from 100% to 300% if an "Automatic" Sprinkler system is installed throughout. In addition, codes work for you by permitting far greater design flexibility and by allowing you to squeeze much more value out of every construction dollar.

By designing-in an "Automatic" Sprinkler system, you can get:

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3. Increased exit distance.
5. Savings with light roof framing.
7. Savings with fewer fire walls.
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9. Decreased exit widths.
Scrutinize your local building codes for the many specific advantages you can gain for various types of structures when you design-in an "Automatic" Sprinkler system.

To help, we have compiled some of the permissive clauses from the four major building codes, and put them into a booklet called, "The Code Book."

For a copy, simply mail your request to Mr. E. A. Stroupe, Director of Marketing.

"Automatic" Sprinkler Division, Dept. D-369, Box 180, Cleveland, Ohio 44141.

Here are quotations from the four major building codes regarding "increased building area":

The Uniform Building Code:
(SEC. 506) "The area specified in Section 505 may be tripled in one-story buildings and doubled in buildings of more than one story if the building is provided with an automatic fire-extinguishing system throughout."

The National Building Code:
(SEC. 401.3) "When a building is equipped with an approved automatic sprinkler, the floor area limits for any story may be increased by 200 per cent; where the average height to the roof, or to a fire retardant ceiling does not exceed 25 feet in a one story building, the floor area limits may be increased by 300 per cent."

The Southern Standard Building Code:
(SEC. 408.6) "The maximum allowable floor and attic area may be increased by 200% for one story buildings, and by 100% for buildings over one story in height if the building is provided with automatic sprinklers throughout."

The Basic Building Code: (SEC. 308.2)
"When a building of low hazard or moderate hazard storage, or mercantile, industrial, business or assembly (use group F-4) use group is equipped with an approved one-source automatic sprinkler system, unless such sprinkler system is required by the provisions of article 4 or article 12 for structures of special use and occupancy, the tabular areas may be increased by two hundred (200) per cent for one (1) story buildings and one hundred (100) per cent for buildings more than one (1) story in height."

For more data, circle 132 on inquiry card
Now available in 115 volts with 8,500 to 9,500 BTU capacity; or 230/208 volts in BTU capacities from 9,000 to 13,500.

Fits in any type of wall construction.

Masonry wall installation

Curtain wall installation

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The Therm-O-Wall isn't fussy. It'll install in any wall. And its front air-intake and discharge allows it to be located anywhere in the wall. High. In the middle. Or low. You can even connect an optional remote control.

Complete flexibility for installation in

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Introducing the first, truly flush-fit primary cooling and heating unit.

New Whirlpool Therm-O-Wall units provide the flexibility, features and economy to put them way ahead of what used to be first in primary cooling and heating units.

Someone has finally done it. Someone has finally developed a primary cooling and heating unit that fits flush inside and outside. And wouldn't you know? The someone is Whirlpool.

In fact, Whirlpool has four basic combinations so you can virtually design the all-new Therm-O-Wall to your specifications.

Choose a model to provide cooling only; cooling with reverse-cycle heat; cooling with electric resistance heat; or cooling with reverse-cycle and electric resistance heat.

Whirlpool Therm-O-Wall units fit seven courses of standard brick with a total depth of only 14¼" or 16¾" (including front and back grill) depending upon the model you select. This unique front-to-back dimension allows a flush installation without any protrusion inside or outside in a standard block-brick, masonry wall. Only 32" wide, and there are no restricting side louvers either.

Now, in addition, the Therm-O-Wall offers such advanced features as a 3-speed fan and exhaust-fresh air control. And without a doubt, the simulated Fruitwood-grain decorator front makes it the most handsome conditioner on the market (period!)

Of course we can't begin to give you all the facts about our new Therm-O-Wall in this ad. So just fill out the attached coupon and zip it to us. We'll be delighted to give you the full scoop on the proudest piece of merchandise you've ever specified for any building. What's more, the price is right.

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Before you do anything unusual with a tube, think. You could probably do it with a paper tube.

Sonoco's strong, lightweight paper tubes and cores are used to wind things, ship things, store things. They're even used as component parts of things. Like rocket launchers. They come in all sizes with various degrees of beam, crush and torque strength. They can be treated to resist moisture, oils, chemicals, heat and abrasion. They can be embossed, scored, grooved, perforated, waxed, ground or flocked. They can be colored, printed or left plain. There's almost no end to what we can do with them. So maybe there's something they can do for you. And if they can't, maybe some of our other products can. Products like fibre pipe. Fibre forms. Containers. Write us at Hartsville, South Carolina 29550.

Sonoco Products Company. Innovators in paper and plastics.

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controlled humidification
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Those who remember central humidification as a series of crises centered around dripping ducts, fluctuating humidity and constant maintenance will be pleased to know that humidification and trouble no longer need be synonymous. Controlled humidification can now be achieved as easily as controlled temperature and at a lot less cost.

The Armstrong Humidification Book explains how to do it. And it also explains how controlled humidification contributes to health and comfort, how it prevents accumulation of static electricity charges, how it maintains the moisture content of hygroscopic materials. It is a complete basic textbook on humidification that can be very helpful to you. Write for your copy, today.

ARMSTRONG CONTROLLED HUMIDIFICATION

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Manufacturers of specialties for the mechanical trades

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Partitions were made to be moved

And you can bet that your client will take advantage of that fact during the life of his building. That's why the wiring system you recommend is so important.

Take in-partition wiring for example. Each time a move is necessary, electricians and telephone men have a double task. One trip to remove or deactivate power and telephone cables; another trip to rewire after the new partitions are installed. Precious time and money go down the drain and you never get away from unsightly termination boxes hung on the partitions.

The real answer to effective wiring in a modern building is a PYRAMIDAL FEED® underfloor raceway system. It can carry heavy loads of power and communication cable to any location in the floor. And the Pyramidal Feed system allows you to plan the most beautiful floors, tiled or carpeted. Square D junction boxes and service fittings were designed with this in mind.

The Pyramidal Feed system saves money, both in the original installation and in countless changes in the building, while still offering unparalleled versatility. Find out more about it. Write Square D Company, Dept. SA, Lexington, Kentucky 40505.

*Trademark of Square D Company

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With your choice of washers: hardened round, hardened round clipped,
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For more data, circle 138 on inquiry card

OFFICE LITERATURE

continued from page 242

WALL ASSEMBLIES / A catalog titled
“Sound Advice” presents wall assemblies
for control of sound transmission in homes,
schools, offices, apartments and other con-
struction. Over 30 assemblies are discussed
in detail. ☞ Georgia-Pacific Corp., Port-
land.*

Circle 407 on inquiry card

GRANITE / A 24-page brochure details the
availability of colored granite, which, “owing
to its beauty, durability and comparatively low
cost, is considered a choice building material.” The brochure shows
several interesting applications of gran-
ite. ☞ Department of Natural Resources,
Quebec City, Quebec.

Circle 408 on inquiry card

REGULATORS / A 12-page catalog de-
scribes constant plug-in regulators that
maintain constant flow in supply air ducts.
The catalog includes drawings and charts
giving performance and dimension data. ☞
Anemostat Products Division, Scranton, Pa.

Circle 409 on inquiry card

CLASSROOM VENTILATORS / A 20-page
brochure features the redesigned unit ven-
tilators with colors of soft beige with vinyl-
painted pebble-textured gray or brown
tops. Optional accent colors: Bimini blue,
burnt sienna, colonial red and laurel green.
Matching accessories include storage cabi-
nets, book shelves, magazine racks, bub-
bler fountain and sink and draft/>stop wall
system. ☞ Herman Nelson School Pro-
ducts Division, American Air Filter Com-
pany, Inc., Louisville, Ky.

Circle 410 on inquiry card

ELEVATOR CONTROL / An eight-page
booklet describes the 1090 computerized
control that is said to be the only one operat-
ing on the “floating-zone system.” ☞
Haughton Elevator Company, Toledo,
Ohio.*

Circle 411 on inquiry card

STEEL / A color brochure entitled “Man,
Nature, and Time. . . A Collaboration,” out-
lines the characteristics of COR-TEN weath-
ering steel. The brochure explains that
COR-TEN is available in three grades with
minimum yield strengths up to 60,000 psi,
weathers naturally with time, forming its
own attractive surface-oxide coating to pro-
tect against further corrosion. Illustrated
with several structural applications, the
brochure covers properties, advantages and
limitations, plus suggested welding and
fabrication practices. ☞ Inland Steel
Company, Chicago.

Circle 412 on inquiry card

* Additional product information in Sweet’s
Architectural File

Use Christmas Seals.
It's a matter of life
and breath.
Christmas Seals
fight emphysema,
tuberculosis,
and air pollution.

1969 Christmas Seals, GREETINGS 1969

Space contributed by the publisher as a public service.
New Facad is so sculptured, it's almost sculpture.

There's a new way to incorporate sculpture and textural relief in building design. It can be done with Facad.

This sculptured facing system of easy-to-install thin, molded, reinforced cement panels can be used as a total wall element; as spandrel panels, fascias, balcony panels or soffits.

Sturdy, but lightweight (2 pounds/square foot), Facad is easy to handle. It comes in sizes up to 4' x 10'. No special skills or extra structures are required. Installation is within the competence of carpenters or glazers.

Facad is durable. Because it is all mineral, it is completely incombustible.

Facad comes in a series of standard panel surfaces, one of which is shown above. It can also be custom molded to afford architectural designers a broad choice of texture, color and pattern.

For complete information, call the Architects Service Representative at your nearest U.S. Plywood office or write:

U.S. Plywood
A Division of U.S. Plywood-Champion Papers Inc.
777 Third Avenue, New York, N.Y. 10017

For more data, circle 139 on inquiry card.
Expansion bearings of TEFLOW: here are three types used to solve varied architectural problems.

Case 1: Horizontal sliding bearing pads are the most common construction used in architectural applications. Shown above is a typical construction of sheets of Du Pont TEFLOW fluorocarbon resin bonded to steel plates by an experienced bearing-pad fabricator.

Case 2: Curtain walls in Canada's twin-tower Toronto-Dominion Center use vertical expansion bearing pads made with TEFLOW to compensate for temperature changes. Room for 5/8" vertical expansion in each section is provided by expansion joints in the mullions at alternate floor levels. A total of 38,000 bearing pads of TEFLOW, each only 2 1/2" in diameter, assures easy, smooth— and, above all, quiet—movement of the curtain walls. And TEFLOW, being resistant to weathering and corrosion, will retain its slippery qualities indefinitely.

Case 3: Sleeve bearings of filled TEFLOW are used in the arena of the Oakland-Alameda (Calif.) Coliseum Complex. The bearings played an important part in the construction of one of the world's largest cable-supported roofs. Cables were stretched between an inner and outer ring and 12- to 14-ton concrete I-beams were then hoisted into place. Each beam has steel cable shoes imbedded on 9' centers along a longitudinal slot in the bottom flange. The cable shoes ride on 6' lengths of filled tubing of TEFLOW. (See illustration above.) The low-friction bearing of TEFLOW permits smooth placement of I-beams on cables before the final tightening in place.

These are just three examples of the ways that many different types of bearing pads made with TEFLOW are now being used to cope with problems of expansion and contraction in architectural applications. The design of these pads, tailored to the individual needs of the application, is best accomplished with the help of experienced bearing-pad manufacturers. For further information, write to Du Pont Company, Room 7645A, Wilmington, Delaware 19898.

See Research Recommendation No. 2186.3 of the International Conference of Building Officials.
A new specification for package cooling towers: guaranteed performance

Every Moduflex cooling tower is performance certified by the Cooling Tower Institute (CTI). This means you get all of the capacity you specify and pay for. Your guarantee of full performance is as simple as including the following statement in your next mechanical specification:

"The cooling tower shall carry a CTI label. It shall be from the line of towers produced by the tower manufacturer which has been certified by the Cooling Tower Institute in accordance with CTI Bulletin STD—201; or the cooling tower shall be field tested in the presence of a CTI test observer after installation in accordance with CTI Bulletin ATP—105. The cost of the acceptance test shall be borne by the manufacturer of the tower. Should the test results indicate a design deficiency, the manufacturer shall make whatever corrections are necessary to produce specified performance at no cost to the owner."

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Foreground—Ceco Steel comes in position before placement of reinforcing steel and pouring of concrete

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65, 75, 85, 95 and 110 tons

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Your carpet decision was clever.  
That Avondale yarn  
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For safaris that go on forever!

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If they happen to be eggs. But if they happen to be buildings, it’s not so fine. Buildings that look alike make cities that look monotonous. Unimaginative. Sort of—well, tacky-tacky. And if you don’t quite see what we mean, go downtown on the next clear day, and look up. You’ll see what we mean.

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Inland Steel Company, 30 West Monroe Street, Chicago, Illinois 60603. AC 312 Financial 6-0300.

Inland Welded Structural Shapes

For more data, circle 149 on inquiry card
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**Design 45-4 hrs.**

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Products Corporation

Subsidiary of Roper Corporation

**Firesafe / Tablock Grid Systems**

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