



A · I · A

Journal

September 1966

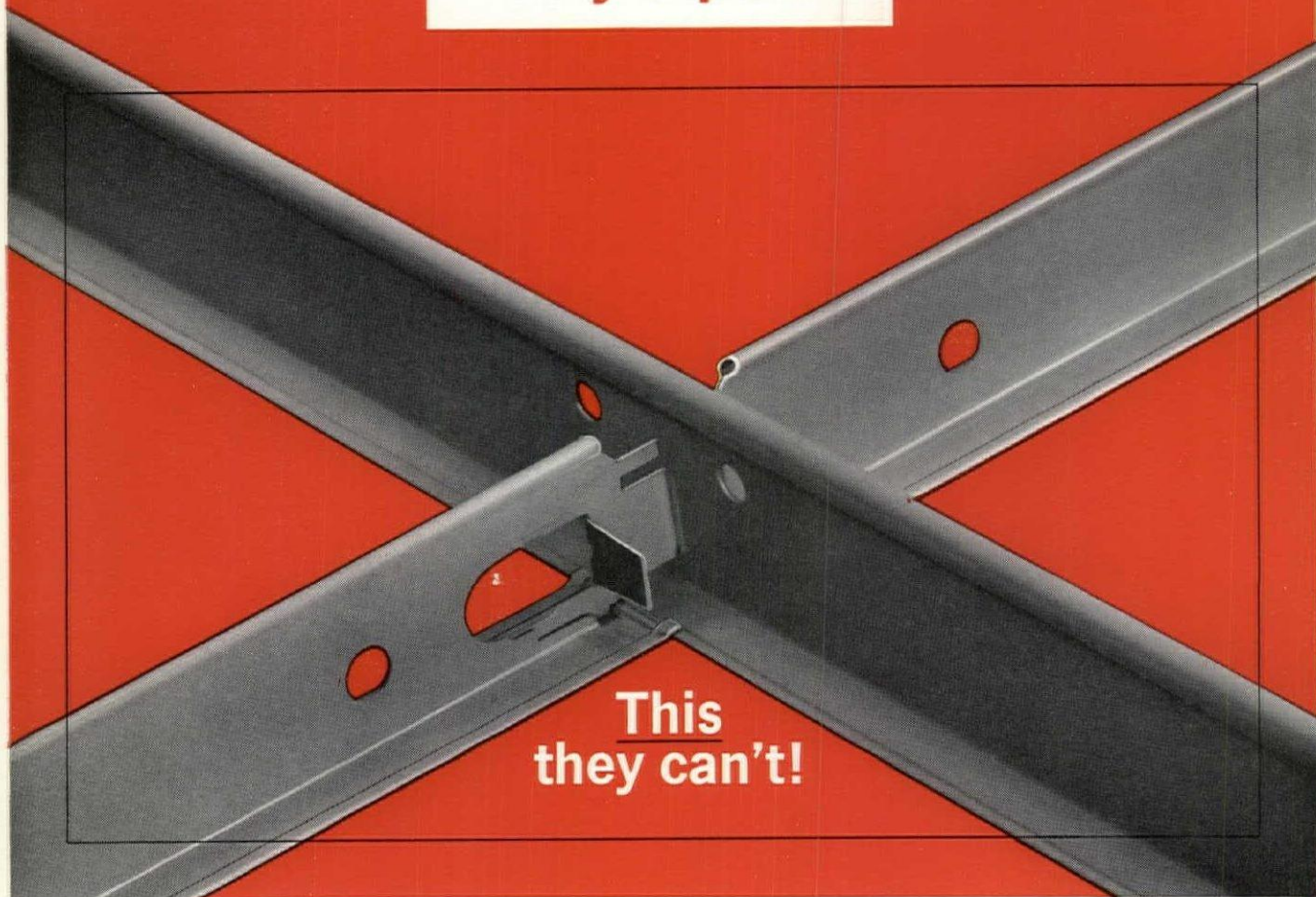
98th AIA Convention



Bron Stubbins



**This
they copied...**



**This
they can't!**

Patented **TAB-LOCK attachment...fast, easy, tool-free...offered only with Eastern's Acoustical/Fire-Safe Suspension Systems**

Eastern's pioneering double web grid design was so superior, it was quickly duplicated by competitive systems. **But our patented TAB-LOCK tee-to-beam attachment can't be copied!** Insert tee. Bend tab. A positive lock is instantly assured! Eastern's grid members with TAB-LOCK are interchangeable in 3 standard weights plus fire-rated design.

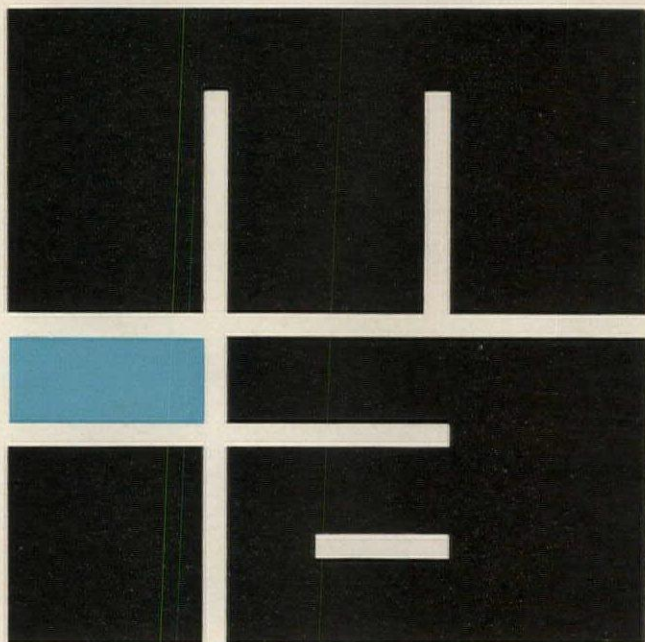
The result: maximum economy for all load and spanning conditions. See Sweets 11c/Ea, or write for complete specs.



ACOUSTICAL SUSPENSION SYSTEMS

Architectural Metal Products Division, 1601 Wicomico St., Baltimore, Md. 21230
By the makers of Eastern E.S.P. Demountable Wall Systems

For more technical data, circle 211 on information card



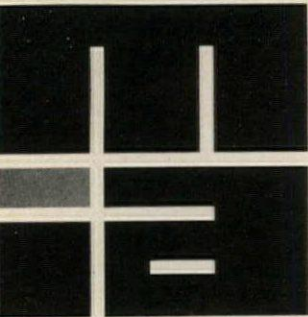
NEW SYMBOL OF MARBLE... AND ITS EXPERTS

This is the Marble Institute of America's new symbol of genuine marble. Look for it. It stands for the most coveted of all building materials. And it identifies certified members of MIA . . . masters of their industry and authorities on their product. Its debut also heralds an exciting new schedule of MIA activities including a technical assistance program for architects and an awards program, co-sponsored by AIA, to provide recognition for excellence in the use of marble for building design and function. Both programs will be launched in 1967.

To find a certified MIA member near you, turn the page.
MARBLE INSTITUTE OF AMERICA
PENNSYLVANIA BUILDING, WASHINGTON, D. C. 20004

CERTIFIED MEMBERS—MARBLE INSTITUTE OF AMERICA

You also may find certified MIA members in your "Yellow Pages" listed under "Marble."



MARBLE INSTITUTE OF AMERICA, PENNSYLVANIA BUILDING, WASHINGTON, D. C. 20004 — (202) 628-0211

ALABAMA
Birmingham
 The Georgia Marble Company
Gantt's Quarry
 Alabama Marble Company; Div. of The Georgia Marble Company

ARKANSAS
Little Rock
 Carthage Marble Corp.

CALIFORNIA
Los Angeles
 Antigua Quarries
 Georgia Marble Co. of Calif.
 Vermont Marble Co.
San Diego
 Southwest Onyx & Marble Co.
 Studio Tile & Marble Co.
San Francisco
 Georgia Marble Co. of Calif.;
 Dondero Division
 Vermont Marble Company

COLORADO
Adams City
 Mack Marble & Tile Co.
Canon City
 Colonna & Company, Inc.
Colorado Springs
 D'Agosto Tile and Marble Co.
Denver
 Denver Marble & Tile Co.
 The Georgia Marble Company;
 Gaylord Kirksey Company

DISTRICT OF COLUMBIA
Washington
 Carthage Marble Corp.
 Colonna & Company, Inc.
 The Georgia Marble Company;
 The Albermar Co.
 Standard Art, Marble & Tile Co.
 United States Tile & Marble Co., Inc.
 Vermont Marble Company

FLORIDA
Jacksonville
 Steward-Mellon Co. of Jacksonville
Oakland Park
 Architectural Marble Company
Tampa
 The Georgia Marble Company
Vero Beach
 The Georgia Marble Company
 Domar Corporation

GEORGIA
Atlanta
 Atlanta Tile & Marble Company
 The Georgia Marble Company

ILLINOIS
Chicago
 Acme Marble Company
 Frank P. Bauer Marble Company
 The Georgia Marble Company;
 The Albermar Co.
 Italian Marble Co., Inc.
 Marble Import Company
 McCue Marble Corporation
 Murphy Marble Company
 Natural Marble & Onyx Company
 Peerling-Sheddy Marble Company
 Standard Mosaic Tile Co.
 Vermont Marble Company
 Victor Oolitic Stone Co.
South Holland
 Carthage Marble Corp.
Springfield
 George S. Grimmert Marble & Tile Co.

INDIANA
Bloomington
 Victor Oolitic Stone Co.
Evansville
 A & B Tile Company

Indianapolis
 F. E. Gates Marble & Tile Co.

IOWA
Des Moines
 Des Moines Marble & Mantel Co.

KANSAS
Wichita
 Fortney Tile & Flooring Co., Inc.

KENTUCKY
Lexington
 Martina Brothers Co., Inc.
Louisville
 Rosa Mosaic & Tile Co., Inc.
Owensboro
 Victor Oolitic Stone Co.

LOUISIANA
Alexandria
 Wayne R. Bennett
Baton Rouge
 DeFrances Marble & Tile Co.
New Orleans
 Favrot & Pierson
 Manson Marble & Granite, Inc.
Shreveport
 B & B Cut Stone Company

MARYLAND
Baltimore
 Hilgartner Marble & Granite Co.
Cardiff
 Maryland Green Marble Corporation

MASSACHUSETTS
Boston
 Vermont Marble Company
Cambridge
 Colonial Marble Company
Dorchester
 Albre Marble & Tile Co., Inc.
 Freeport Marble & Tile Co., Inc.
West Roxbury
 The Georgia Marble Company;
 The Albermar Co.

MICHIGAN
Detroit
 The Detroit Marble Co.
 Wolverine Marble Co.

MINNESOTA
Kasota
 The Babcock Company
 Vetter Stone Company
Mankato
 Mankato Stone Company

Minneapolis
 The Georgia Marble Company
 Twin City Tile & Marble Co.
St. Paul
 Drake Marble Company

MISSOURI
Carthage
 Carthage Marble Corp.
 Locarni Marble Company
Kansas City
 Carthage Marble Corp.
St. Louis
 The Georgia Marble Company
 Marble Craft, Inc.
 James Shaw & Son
 Weis & Weis, Inc.

NEBRASKA
Omaha
 The Georgia Marble Company
 Sunderland Brothers Company

NEW JERSEY
Clifton
 Maryland Green Marble Corp.
 Tompkins-Kiel Sales Corp.
Hackensack
 Classic Marble Company

NEW MEXICO
Albuquerque
 New Mexico Marble & Tile Co.
 Ultra Marbles, Inc.

NEW YORK
Bronx
 Angeletti Marble Company
 James Cullo & Son Marble Co., Inc.
 John F. McGowan Marble Company, Inc.
 Miller-Druck Co., Inc.
 Frank Scolaro Marble Company
 Vermont Marble Co., Wholesale Yard
Brooklyn
 F. M. Castellano Marble & Tile Works
 J. DiStefano, Inc.
Long Island City
 Aetna Marble Company, Inc.
 Atlas Tile & Marble Works, Inc.
 Colonna & Company, Inc.
 Friedman Marble & Slate Works, Inc.
Manhattan
 Alberene Stone, Div. of Georgia Marble Co.
 Carthage Marble Corp.
 The Georgia Marble Company;
 The Albermar Co.
 Vermont Marble Company
Rochester
 Carthage Marble Corporation;
 The Albermar Co.
 The Georgia Marble Company;
 The Albermar Co.
 Gerstner & Statt, Inc.

Syracuse
 Vermont Marble Company

NORTH CAROLINA
Gastonia
 The Georgia Marble Company
Raleigh
 Emerald Marble Company

OHIO
Cincinnati
 Carthage Marble Corporation;
 The Albermar Co.
 The Georgia Marble Company;
 The Albermar Co.
 Mueller Marble Works
 The T. H. Winston Company
 Vermont Marble Company
Cleveland
 Carthage Marble Corporation;
 The Albermar Co.
 The Georgia Marble Company;
 The Albermar Co.
 Vermont Marble Company
Columbus
 Chester A. Smith, Inc.

OKLAHOMA
Tulsa
 Midwest Marble & Tile Co.

OREGON
Portland
 The Georgia Marble Company
 Lutz Marble Company

PENNSYLVANIA
Allentown
 Lehigh Tile & Marble Co.
Harrisburg
 Inter-State Tile & Mantel Co., Inc.
Philadelphia
 Belfi Brothers & Co., Inc.
 Carthage Marble Corporation;
 The Albermar Co.
 The Georgia Marble Company;
 The Albermar Co.
 Roman Mosaic & Tile Company
 Vermont Marble Company

TENNESSEE
Knoxville
 Imperial Black Marble Company

Tennessee Marble Division;
 The Georgia Marble Co.

Nashville
 Fred E. Mebius Co.

TEXAS
Amarillo
 Osgood Marble Center
Dallas
 Anderson Marble Company
 Carthage Marble Corporation
 The Georgia Marble Company;
 Hal I. Padgett Co.
 McHarg Marble & Tile Co.
 Vermont Marble Company
Fort Worth
 McHarg Marble & Tile Co.
Houston
 Colonna & Company, Inc.
 Vermont Marble Company

UTAH
Salt Lake City
 Antigua Quarries
 Otto Buehner & Co.

VERMONT
Proctor
 Vermont Marble Company
West Rutland
 Green Mountain Marble
 Division of The Georgia Marble Co.

VIRGINIA
Norfolk
 Ajax Company, Inc.
Richmond
 The Georgia Marble Company;
 W. H. Stovall & Co., Inc.
Roanoke
 Maryland Green Marble Corp.
Schuyler
 Alberene Stone Division;
 The Georgia Marble Co.

WASHINGTON
Seattle
 Northwest Marble & Terrazzo Co., Inc.
Spokane
 Swanson Stone & Marble Company

WISCONSIN
Milwaukee
 Milwaukee Marble Co.
 Moroder-International Statuary & Altar, Inc.

CANADA—ONTARIO
Port Credit
 The Georgia Marble Company;
 Kirkstone, Limited
Scarborough
 Omega Marble, Tile and Terrazzo Ltd.
Toronto
 Connolly Marble, Mosaic & Tile Co.

BRITISH COLUMBIA
Vancouver
 The Georgia Marble Company;
 J. A. & C. H. McDonald, Ltd.

PUERTO RICO
Bayamon
 The Georgia Marble Company;
 Construx, Inc.
Santurce
 San Juan Marble, Inc.

ASSOCIATE MEMBERS
ILLINOIS
Chicago
 Golconda Corp.

OHIO
Cleveland
 Tremco Manufacturing Co.

TENNESSEE
Knoxville
 Tysaman Machine Co.

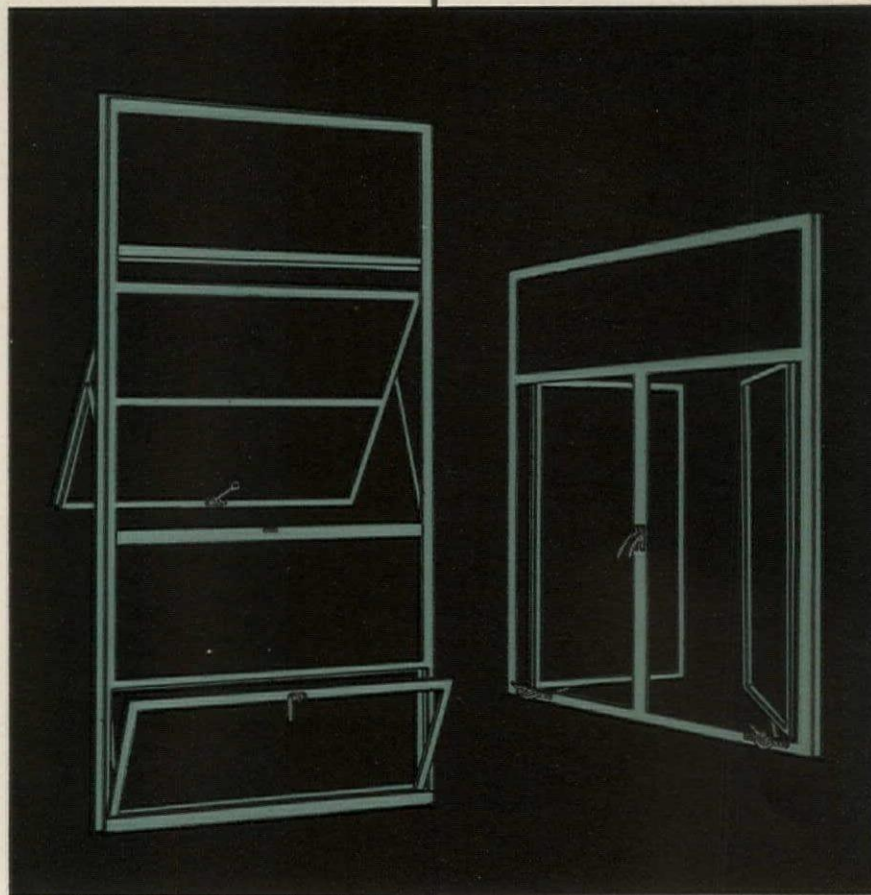
Can you stand by a specification that will save your client maintenance money for years?

If you can, we have windows that are right down your alley.

These are Cecoclad steel windows. They are finished in polyvinyl chloride, which is impervious to moisture. They won't rust.

Your client won't ever have to paint these wondrous windows, as he would ordinary windows. You save him up to \$10 per window every four years. You save him a lot of inconvenience, too.

Will he like that? Ask him. Ask us for colors, cost data, test data, specifications and samples. The Ceco Corporation, general offices: 5601 West 26th Street, Chicago, Illinois 60650. Sales offices and plants in principal cities.



CECOCLAD
STEEL WINDOWS

4 quality grades... 5 price ranges
plus custom-built models



Cuisine Centr 



Oval Lavatory



Consolette



Hospitality Center



250 Plus

*Elkay
Belongs*

whatever your
home design or decor

There are Elkay sinks to enhance the design and decor of any of your fine homes. Sinks for kitchen, bath, laundry, recreation room, service areas—even for patios. And Elkay sinks are available in four quality grades in many price ranges. In addition, Elkay custom facilities can produce special sinks to your specifications—but check the remarkable selection available as standard first—corner sinks, sinks with built-in mixers and blenders, built-in lighting, cutting boards, functional compartment combinations, drain boards—everything you require. All this in beautiful Elkay nickel stainless steel with its soft satin finished surface that retains its beauty year after year after year, and is never marred by chipping, cracking, wear or stains.



Write for free 48-page booklet, "Water Can Serve You Throughout Your Home" to: Elkay Manufacturing Company, 2700 S. 17th Ave., Broadview, Illinois 60155.

© 1966 EMC



PUBLISHER
Wm. Dudley Hunt Jr AIA

EDITOR
Robert E. Koehler

ASSISTANT EDITOR
Neil E. Gallagher

ASSISTANT EDITOR
Marilyn E. Ludwig

ART DIRECTOR
Marilyn S. Housell

BUSINESS MANAGER
Henry E. Kleiner

SALES MANAGER
G. Paul Modrak

CIRCULATION MANAGER
Jane B. Solt

PRODUCTION ASSISTANT
Sandra M. Sturm

AIA JOURNAL, Official Magazine of
The American Institute of Architects,
published monthly at the Octagon,
1735 New York Ave. N.W.,
Washington, D.C., 20006
Telephone: 393-7050

Subscriptions

For those who are, by title,
architects, engineers, architectural
employees (specification writers,
designers, draftsmen, estimators),
planners or landscape architects,
and to those in architectural
education (students, faculty and
schools), and to libraries, building
construction trade associations,
and building product manufacturers
and their employees: basic rate—\$5
one year, \$8 two years, in US,
its possessions and Canada. For
the same titles elsewhere: \$10 one year.
For all others: \$10 one year
in US, its possessions and Canada;
\$18 one year elsewhere. Single
copy: \$2. Payable in advance.
Publisher reserves the right to
refuse nonqualified subscriptions.

Change of Address

Give Circulation Department both
old and new addresses;
allow six weeks

Second class postage paid at
Washington, D.C.

© 1966 by The American Institute
of Architects



VOL. XLVI, NO. 3

Opinions expressed by contributors
are not necessarily those of AIA®

Technology, Environment and Man

- 53 **Ideals That Match Mountains**—The 98th is reviewed
- 55 **Economics and Environment**—John Kenneth Galbraith puts forth several highly controversial ideas in his keynote address
- 63 **Technology: A Boon and a Danger**: Physicist Isidor I. Rabi makes some observations about beauty in the first seminar
- 69 **Environment: Sober Commitments**—HUD Under Secretary Robert C. Wood talks of stresses and opportunities
- 75 **Man: The Crisis of Our Culture**—Philosopher Sterling M. McMurrin makes a passionate plea for the individual
- 79 **The Needed New Man in Architecture**—Harvard's Nathan Pusey examines education for the profession in the Purves Memorial Lecture at the Air Force Academy

Professional and Related Events

- 59 **Gold Medal of Honor**—The smiling face of Kenzo Tange
- 60 **A Night in Central City**—A double-barreled event
- 67 **Honor Awards Luncheon**—A significant tradition
- 68 **A Message from Aline Saarinen**—Tribute to the Arch's designer
- 74 **Honorary Memberships and Medalists**—Kudos for 12 men
- 86 **Annual Dinner and Ball**—A grandiose close to a week
- 87 **The Challenge of Our Time**—Acceptance by President Nes
- 88 **The New Fellows**—Recognition for 60 Institute members
- 89 **Building Products Exhibit**—High standards for the 16th show
- 98 **New Partnership with ACSA**—Proposals for cooperation
- 102 **Contests for NCARB Posts**—Two firsts in election of officers
- 108 **Tange and the Students**—Concern for structural relationships
- 110 **Convention Personnel**—Key men who directed the work

Business Sessions

- 90 **A Tale of Two Buildings**—Delegates approve the expansion of the headquarters site, table a resolution opposed to the extension of the Capitol's West Front (p. 91), approve a resolution to create a Commission on Architecture and Planning (p. 92) along with eight others (p. 93) and hear President Ketchum review AIA programs (p. 93)

Departments

- | | | | |
|----|------------------------------|-----|-------------------------|
| 8 | Comment & Opinion | 112 | Books |
| 17 | Newslines | 118 | Information Card |
| 44 | Necrology | 122 | Calendar |
| 49 | Unfinished Business | 124 | Letters |

Cover: A watercolor by the 1966 Fine Arts Medalist Ben Shahn

LOOKING AHEAD TO OCTOBER

How One Firm Grows in Size and Stature—The principals of Meathe, Kessler & Associates in Detroit's suburban Grosse Pointe combine design integrity and business know-how in developing an office that is now doing work in four other states. And while the two partners who head the 26-member staff are exact opposites, each brings a professional attitude to his own area of operation. Next month's Practice Profile examines how they got started, where they have been and where they expect to go.

Design of the Luminous Environment—Lighting has come a long, long way as an architectural element, as Seymour Evans will demonstrate in a six-part series on the subject. For a starter, the New York consultant considers the problem of communication—seeking a “behavioral language” which men from all design backgrounds can understand and employ together.”

Concrete Comes of Age: It would appear that more architects have used the material with greater freedom and imagination since 1900 than in all the previous 100 years—and a special section covering both design and technology seem to bear this out. “Architectural Landmarks in Concrete” says a lot about the past but also points the way to the future; “What the New ACI Code Means to the Architect” explains certain important allowances in the 1963 revision that ultimately affect design; “Milestone Buildings by T. Y. Lin” is a portfolio of seven projects selected by the structural engineer, an acknowledged pioneer in prestressed concrete technology; and “Concrete Design with Expansive Cement” discusses a major advancement in performance of consequence to the architect as well as the contractor and owner. With the Portland Cement Association winding up its 50th anniversary year, this package of articles couldn't appear at a more appropriate time.

THE AMERICAN INSTITUTE OF ARCHITECTS

BOARD OF DIRECTORS

Officers

President

Charles M. Nes Jr. FAIA*
Baltimore, Md.

First Vice President

Robert L. Durham FAIA*
Seattle, Wash.

Vice Presidents

Samuel E. Homsey FAIA*
Wilmington, Del.

George E. Kassabaum AIA*
St. Louis, Mo.

Harold T. Spitznagel FAIA*
Sioux Falls, S.D.

Secretary

Rex Whitaker Allen FAIA*
San Francisco, Calif.

Treasurer

Daniel Schwartzman FAIA*
New York, N.Y.

Executive Director

William H. Scheick FAIA

* Members of the Executive Committee of the Board

Directors

(Terms expire 1967)

East Central States

Walter Scholer Jr. AIA
Lafayette, Ind.

New England

Willis N. Mills FAIA
Stamford, Conn.

New York

Donald Q. Faragher FAIA
Rochester, N.Y.

North Central States

Victor C. Gilbertson FAIA
Minneapolis, Minn.

Ohio

Charles J. Marr FAIA
New Philadelphia, Ohio

Western Mountain

James M. Hunter FAIA
Boulder, Colo.

(Terms expire 1968)

Gulf States

Dan C. Cowling Jr. AIA
Little Rock, Ark.

Michigan

Philip J. Meathe AIA
Grosse Pointe, Mich.

Middle Atlantic

David N. Yerkes FAIA
Washington, D.C.

New Jersey

Jules Gregory AIA
Lambertville, N.J.

Northwest

Robert B. Martin AIA
Lincoln City, Ore.

South Atlantic

Bernard B. Rothschild FAIA
Atlanta, Ga.

(Terms expire 1969)

California

Cabell Gwathmey AIA
San Francisco, Calif.

Central States

Rex L. Becker
St. Louis, Mo.

Florida

H. Samuel Krusé FAIA
Miami, Fla.

Illinois

Jack D. Train AIA
Chicago, Ill.

Pennsylvania

G. Harold W. Haag FAIA
Jenkintown, Pa.

Texas

George F. Harrell FAIA
Dallas, Tex.

HEADQUARTERS

1735 New York Ave. N.W.
Washington, D.C. 20006

Executive Director

William H. Scheick FAIA

Secretary to the Executive Director

Mabel Day

Department of Institute Services

Administrator
J. Winfield Rankin HON. AIA

State, Chapter & Student Affairs
Raymond L. Gaio

Convention

John R. Carlson

Membership

Maureen Marx

Awards

Marie Gough

Department of Public Services

Administrator
M. Elliott Carroll AIA

Publisher of the JOURNAL
Wm. Dudley Hunt Jr. AIA

Editor of the JOURNAL
Robert E. Koehler

Governmental Affairs
Philip Hutchinson Jr.

Information Services
Richard S. Stitt

Librarian

George E. Pettengill HON. AIA

Hospital, School & Theater Programs
Marilyn E. Ludwig

Department of Professional Services

Administrator
Robert J. Piper AIA

Research

Benjamin H. Evans AIA

Education

Richard R. Whitaker Jr.

Professional Practice
Leonard Mayer AIA

Urban Design

Andrew F. Euston Jr.

Technical Programs
Robert J. Cowling AIA

Department of Business Management

Controller
W. G. Wolverton

Chief Accountant
Ronald Panciera

Purchasing & Maintenance
Harry D. Jones

The above is intended to facilitate communications between the membership and the AIA Headquarters and is not a complete staff listing.



Title: Ensign Fire Extinguisher
Artist: The Ansul Company, Marinette, Wisconsin
Medium: Fiberglass

COMMENT & OPINION

Asides from the 98th: Many more things happen at a week-long convention than can be reported even in a convention issue such as this. Here, then, are a few items which didn't make the center of the book, as we say in journalistic circles, but seem to deserve a mention in passing just the same.

The Key to the Matter: It was a gargantuan task indeed—accommodating 2,100 conventioners for an all-day outing at the Air Force Academy near Colorado Springs, close to 70 miles from convention headquarters. Even though the group was the largest ever to visit there, each and every guest had an opportunity to tour the complex, enjoy organ music in the 17-spire chapel, imbibe martinis, whiskey sours or whatever their pleasure in the Officers Club, eat tasty box lunches out-of-doors and, finally,

penned by keynoter John Kenneth Galbraith:

"May I return thanks for your good welcome in Denver and for the fine and responsive audience. I never had a more rewarding audience. For the first time in my life, I regretted having to leave a convention."

Craftsmanship Medalist Harold Balazs wrote in part:

"I would like to extend to the AIA many thanks, more than the members will ever know. I was really very grateful to have been able to attend the convention and be exposed to ideas that I might have never experienced in the normal course of things in Mead, Wash."

As a footnote, it was encouraging that several nonarchitects like Balazs stayed on for the entire proceedings, having received their citations early in the week. Another notable example was a fellow Washington Stater, Gideon Kramer, Industrial Arts Medalist, who seemed to enjoy every event, professional and social.

distances into which the imagination can roam as cloud shadows sweep across romantic and dramatic vistas, and a spirit of informal living."

George A. Thorson AIA edited the pocket-size guidebook; DeVon Carlson AIA, dean of the School of Architecture at the University of Colorado, was jury consultant; and local author Olga Jackson did the text. Copies are available from the Colorado Chapter AIA, Box 1619, Denver, Colo. 80201, for \$1.25 plus 25 cents for mailing.

Call for Public Service: Time allowed Harold Olin, who had come from the Chicago headquarters of the United States Savings and Loan League, to appear only momentarily at the state and chapter affairs meeting. He was to have presented a preview of a slide show and discuss the Home Construction Courses, "small but important steps in really involving architects in the home-building industry."

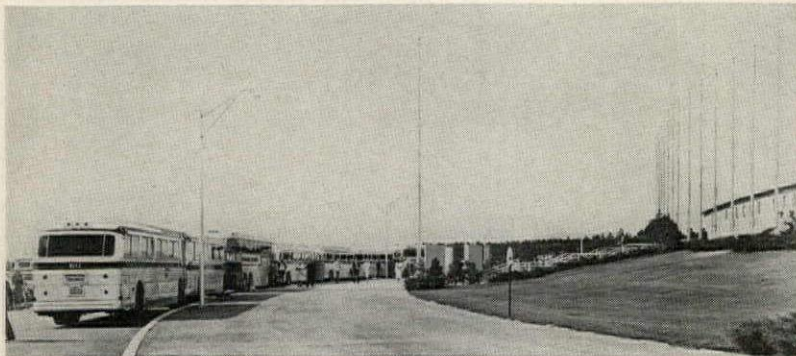
Produced in cooperation with the AIA, "The House and Its Design" show (see Architects Information Service) attempts to educate the general public in what to look for in residential architecture, whether it be contemporary or colonial. A script accompanies the slides, but it is flexible enough to be adapted by the speaker to local circumstances and can be divided into two shows.

As for the courses, US League is calling upon architects to serve as instructors or to assist in getting such a program started. Sponsored by the educational affiliate, the American Savings and Loan Institute, the courses are aimed at instructing US League employees to recognize the significance of good design and then reflect it in the appraisal value of property.

Architects who are interested in teaching the construction courses should contact John L. Schmidt AIA, Director of Architectural and Construction Research, United States Savings and Loan League, 221 N. LaSalle St., Chicago, Ill. 60601.

Looking Ahead: In answer to numerous inquiries regarding future conventions, here are the dates and cities for the next five years: 1967—May 14-18, New York (Hilton); 1968—June 24-28, Portland, Ore. (Hilton); 1969—June 22-27, Chicago (Palmer House); 1970—June 20-25, Boston (Sheraton); 1971—June 20-25, Detroit (hotel unnamed).

ROBERT E. KOEHLER
Editor



hear the Purves Memorial Lecture in Arnold Auditorium.

And it all went without a hitch—well, almost. A rest stop at the Falcon Stadium going into the grounds came off as scheduled, and another was set for the return trip back to Denver. Somehow, the concessionaires closed shop early, locking up everything as tight as a drum, including the restrooms themselves. Undaunted, the men in charge started the buses rolling—all 37, including several which had trouble climbing the hills—for the short trip to the Garden of the Gods, then back to the stadium. By this time someone had gotten the word—and the keys—much to everyone's relief.

Welcome Words: Gratifying indeed for an Institute staff at convention's end are the letters of appreciation written by program participants. One of the briefest but warmest was

Covering Colorado: The host chapter for a national convention normally issues a guidebook to the architecture of the city and its environs, but the one prepared for the 98th includes the entire state. "Architecture/Colorado" is a 96-page edition with 235 project photographs, each accompanied by a brief comment. Its subtitle "Mountains, Mines and Mansions" indicates the scope of the work.

The guidebook is divided into two parts, the first being a history section with sketches, and the second a breakdown of six major tour areas of the state. As the introduction puts it, and as conventioners found out for themselves:

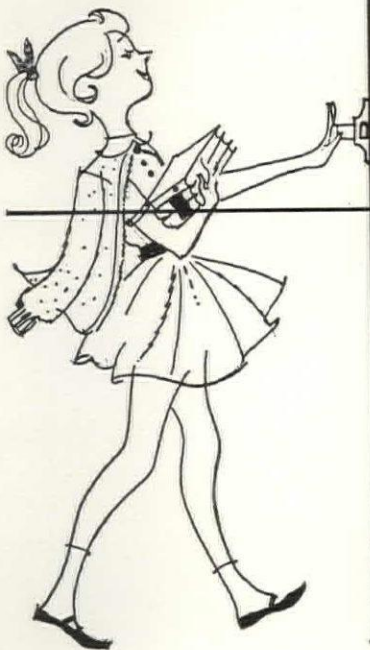
"The great difference between this section of the United States and many others are the color-bright sequences of land, mountain and sky, the clarity of the air, the brilliance of the stars and the infinite

Choose from the complete line OF STRAIGHT-THRU SAFETY OF DEPENDABLE OPERATION

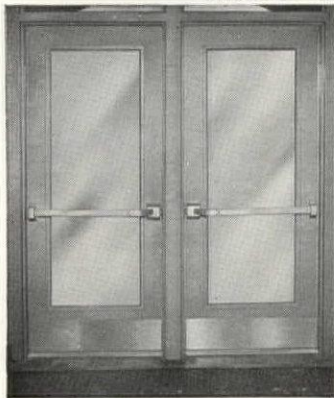
REED® UNIVERSAL EXIT DEVICES

STRAIGHT-THRU SAFETY—For maximum safety, Reed exit devices are actuated in a straight through motion not the usual down swinging action of other devices. Operation is in the same direction as exit travel. Since there's no need to push down and then forward, only forward, the Reed exit device is safe, even for small children.

DEPENDABLE-SIMPLIFIED OPERATION—To further assure operation at all times, the Reed exit device features a simple, direct actuating mechanism. The crossbar operates the latch directly. Complicated cams and lever mechanisms are completely eliminated. This device requires less effort to open, yet withstands more use and abuse.

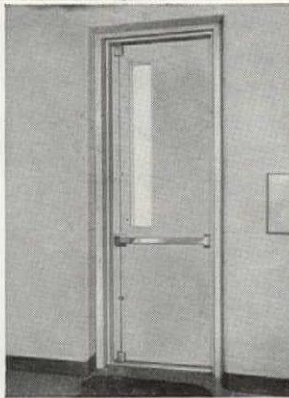


CHOOSE THE DEVICE BEST SUITED TO YOUR JOB



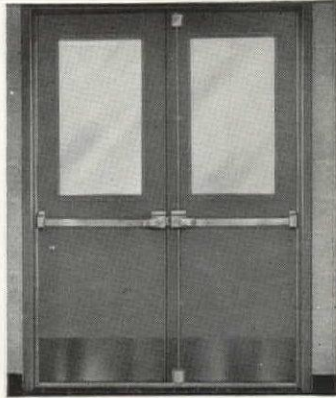
RIM DEVICES

Reed Rim Devices are equally adaptable to all single doors or on double doors with permanent or removable mullions. The units are nonhanded and can be installed on either right- or left-handed doors.



VERTICAL ROD DEVICES

Reed Vertical Rod exit devices for the extra safety of latching the door at the top and bottom. Devices are nonhanded and can be installed equally well on right- or left-handed doors. On cylinder operated vertical rod devices, the key retracts top and bottom, latches easily, eliminates broken or bent keys.



COMBINATION DEVICES RIM AND VERTICAL ROD

Reed Exit Devices are available in rim and vertical rod combinations for pairs of doors without mullions. Since both the rim and vertical rod devices are nonhanded, they can be installed on either right- or left-handed doors. Rim and vertical rod devices actually latch together for maximum safety.

CHOOSE THE STYLE FOR YOUR ARCHITECTURAL DECOR



FLAT BAR DEVICES

For use on any wood or metal door. Natural clean lines of this device lends itself for application on modern doors. Choice of 10 attractive finishes to match any decor including stainless steel US32D.

NARROW STYLE FLAT BAR DEVICES

For use on modern narrow style doors. Beauty of this device permits application where appearance is most important. Choice of 10 attractive finishes including stainless steel US32D.

ROUND BAR DEVICES

For use on either wooden or metal doors. The slim almost imperceptible appearance of this series allows installation in any decorating scheme. Choice of 9 attractive finishes.

Reed Universal Exit Devices are supplied with all mounting accessories complete with installation templates. Wide range of outside trim and choice of strikes to satisfy all conditions.

FOR COMPLETE INFORMATION CONTACT YOUR
REED REPRESENTATIVE OR WRITE



REED DOOR DEVICES

Box 58, Wood Dale, Illinois, 60191

2007

Colorful fasciae in formed porcelain

Instead of standard fascia treatment for finishing roof lines of low-rise buildings, architects are turning to colorful porcelain enamel on steel to create distinctive fasciae that become important design elements. The rich, attractive colors of porcelain enamel can be combined with a variety of porcelain finishes to provide a unique compatibility with almost any wall construction material. In addition, form can be employed to complement or accent other design elements and to add interesting patterns of light, shadow, and texture.

Here are just a few buildings that demonstrate



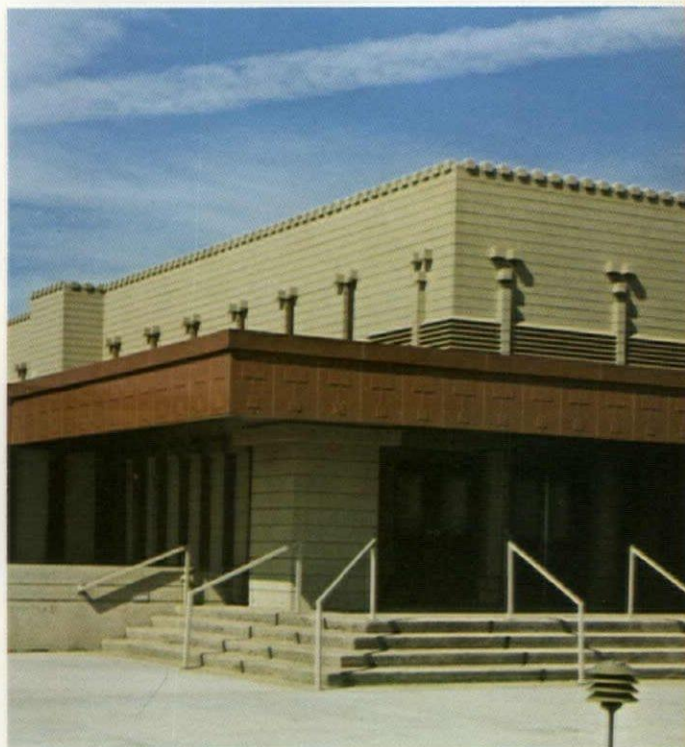
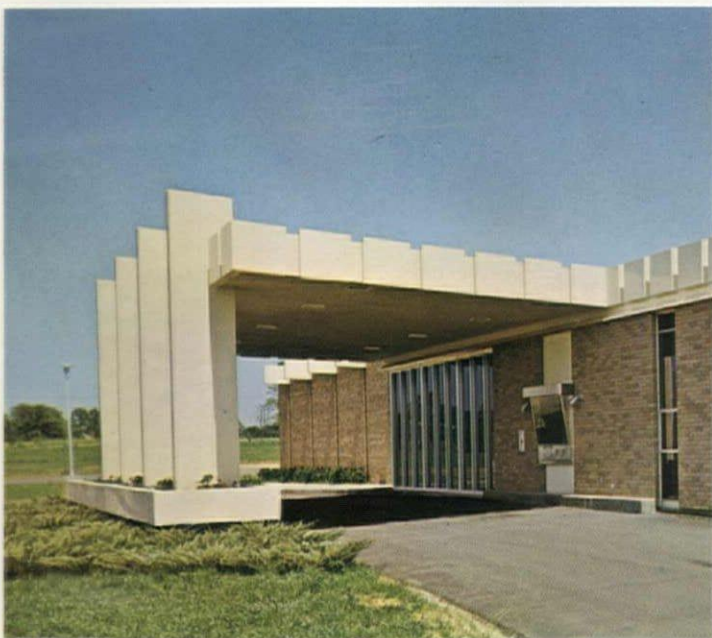
St. John Bosco Church, Chicago, Illinois
Architect-Engineers: Belli & Belli, Chicago
Porcelain Enameler: Ingram-Richardson Mfg. Co., Beaver Falls, Pennsylvania

enamel become important design elements

how architects are effectively using color and form in porcelain enamel to create fasciae that catch and hold the eye... that accent the basic design concept — to give low-rise buildings an individual personality.

Architectural porcelain enamellers use Armco Enameling Iron to assure the finest in architectural panels. For more information on the advantages of porcelain enamel on Armco Enameling Iron or the names of porcelain enamellers, write Armco Steel Corporation, Dept. E-2806, P. O. Box 600, Middletown, Ohio 45042.

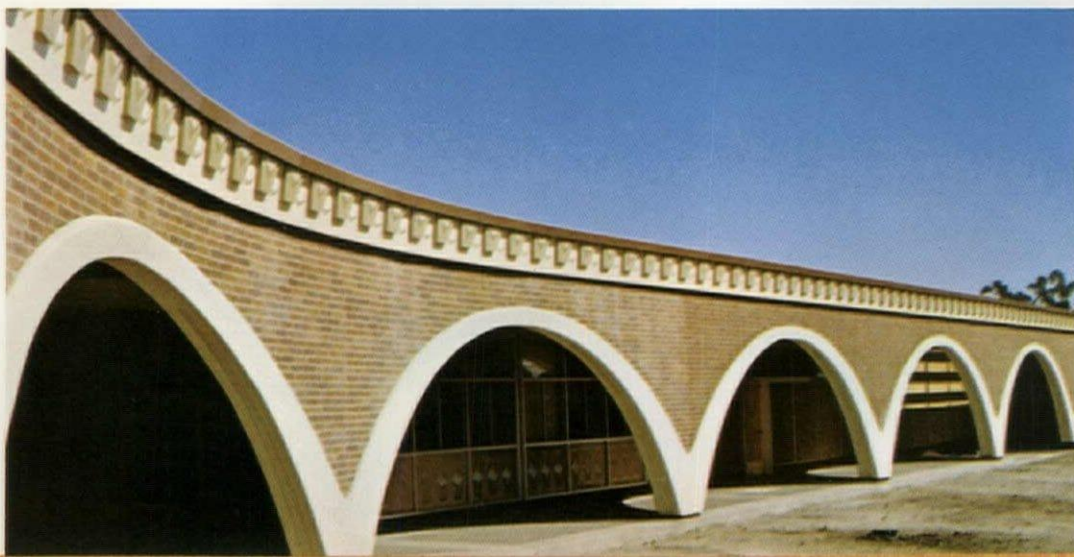
ARMCO STEEL



Newman Center at Fresno State College, Fresno, California
Architect: John S. Thayer, San Anselmo, California
Porcelain Enameler: Ferro Enameling Company, Oakland, California

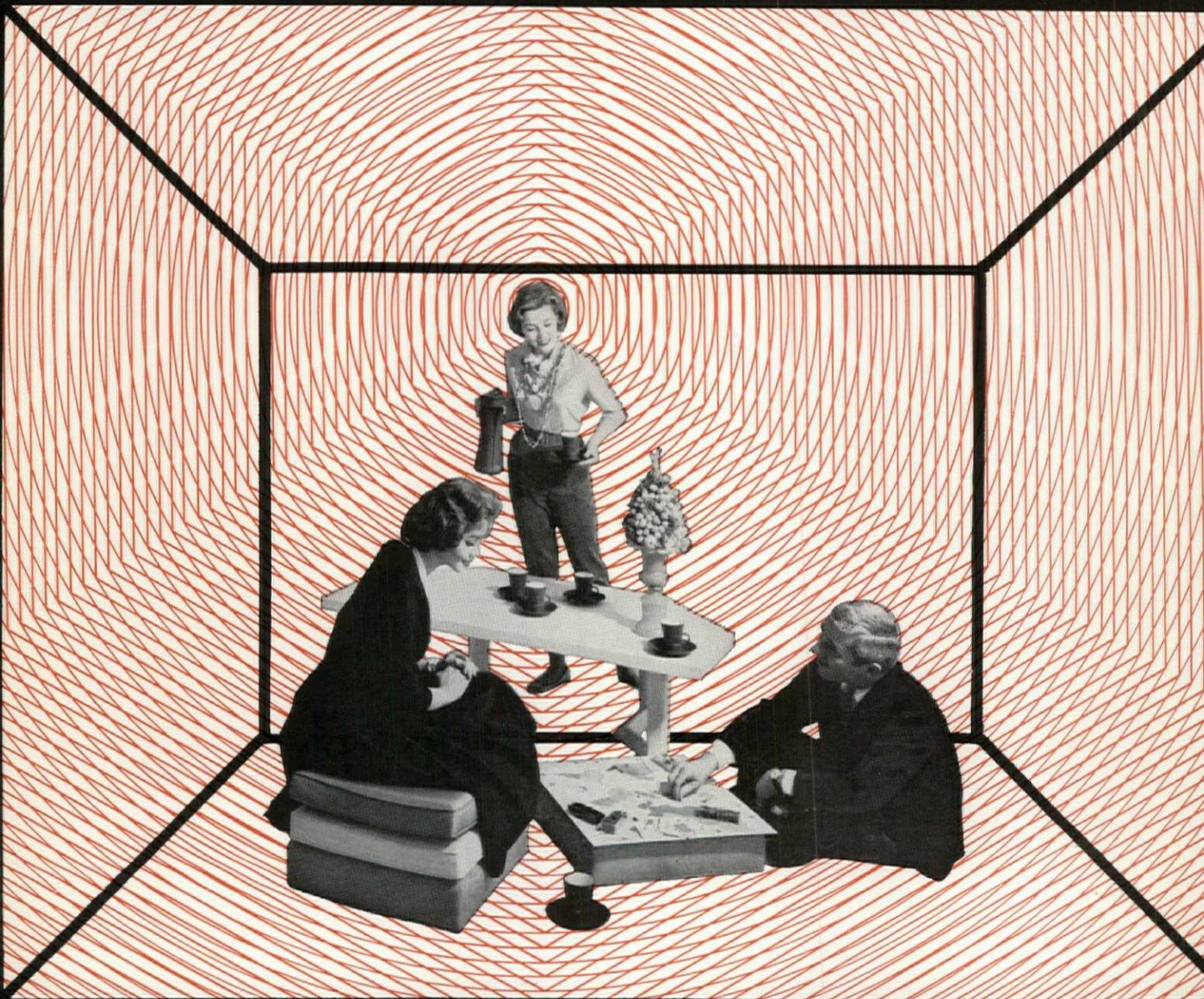
Fox Creek Rural Electric Cooperative Corporation, Lawrenceburg, Kentucky
Architect: Bayless, Clotfelter & Johnson, Lexington, Kentucky
Porcelain Enameler: Fenestra Incorporated, Davidson Enamel Products, Lima, Ohio

Milo S. Baker Hall, Santa Rosa Junior College, Santa Rosa, California
Architect: Steele and Van Dyk and Associates, Santa Rosa
Porcelain Enameler: Ferro Enameling Company, Oakland, California



BREAKTHROUGH!

BY UNITED STATES GYPSUM ●



Write Dept. AJ-63, 101 S. Wacker Dr., Chicago, Ill. 60606 for 48-page booklet on sound control principles, practices, materials, systems, and construction. Ask for "Basics of Sound Control."

Truly effective sound control is a six-sided problem. United States Gypsum research laboratories have developed advanced sound control systems that stop noise from any direction: the four walls, the ceiling, the floor. To control sound in any kind of construction, you can depend upon the materials and total sound control information available from U.S.G.

*Six-sided Sound Control ...
another breakthrough by*

UNITED STATES GYPSUM

Chicago, Illinois

NEWSLINES

Pilot Study Is Ordered On Costs of Services

The Institute has contracted with Case & Co., management consultants of San Francisco, for a pilot study to determine costs of architectural services.

The consultants will interview the principals of a variety of architectural firms, analyze collected data and recommend to the AIA a method for conducting a nationwide, comprehensive survey. A cost estimate of such a survey will be part of the report.

Survey data will provide a basis on which recommendations can later be developed on the business management of architectural firms, clients' understanding of services and costs, and negotiation of fees.

Weapon to Battle Stock School Plans Available

Urgent requests continue to arrive at AIA national and chapter offices for "Uniform Plans for Stock Schools," now in its third printing.

The document, an annotated bibliography, lists published articles and other materials on stock or reusable school plans.

Prepared by C. Ellis Duncan AIA for the Florida Region AIA, the compilation is intended for use by AIA chapters and individual architects.

Its extended usefulness is evidenced by the continuing requests for material to combat legislatures that keep reinventing the stock plan idea. (To obtain copies, see Architects Information Service.)

Urban Conference Set For Nation's Capital

A national conference to be held by Urban America in Washington Sept. 11-13 is expected to provide guidelines for the organization in its programs.

Some 800 delegates, including public officials, representatives of community groups, industry, commerce, architecture, city planning, law, housing, transportation and education are expected for the three-day Sheraton-Park meeting.

extension halted

Capitol Would Enjoy 'Finest' Talent, Procedures With Proposed Commission, Nes Tells Congress

The "finest talent and most exemplary procedures" would be certain to influence Capitol Hill construction projects if Congress created a Commission on Architecture and Planning for the Capitol of the United States. This was told a Congressional hearing by

Institute President Charles M. Nes Jr FAIA.

While the AIA recognizes the Architect of the Capitol and his advisers as "men of ability," Nes said it nonetheless believes that to "supplement their expertise by the nationally accepted process of examination and review will further assure the quality of architecture and planning" that the Capitol deserves.

The hearings were conducted by a special House Education and Labor Subcommittee to review merits of the commission as envisaged in pending legislation.

Among others to appear was the Architect of the Capitol, J. George Stewart, who, in the meantime, found funds imperiled for plans to extend the Capitol's West Front.

The powerful Senate Appropriations Committee, expressing strong opposition to the extension, said in a report accompanying its legislative appropriations bill that extension planning should cease until a restoration cost estimate is made, and in the bill itself provided for the withholding of funds from Stewart's office if extension planning continued.

Restoration was not among Stewart's alternate plans for the front, all three of which called for varying degrees of extension.

The bill with its "stop" directive was approved by the full Senate and traveled to a joint Senate-House conference.

The Senate committee also stipulated that interested professional organizations be offered an opportunity to study the condition of the wall and give Congress opinions on what should be done.

Such organizations should include the AIA, the American Institute of Planners, the American Society of Landscape Architects, the National Trust for Historic Preservation and the Associated General Contractors, the committee said.

Continued on page 21

Guild President Cooley Killed in Auto Mishap

William M. Cooley AIA, president of the Guild for Religious Architecture, died in an auto accident three weeks after addressing delegates to the Institute's convention.

He was cited in memoriam by the Guild as "zealous in his work toward a truly interfaith membership, and it was his hope that the Guild in its new posture as an affiliate of The American Institute of Architects could represent the professional voice of all architects dedicated to excellence of design in religious architecture."

Mr. Cooley, whose car on July 16 left Highway 12 near Lake Zurich, Ill., and overturned, is survived by his wife, Patricia, and four children. He was 41.

Hegner Leaves GSA For VA Position

After nine months as commissioner of public buildings in the General Services Administration, Casper Hegner AIA has returned to the Veterans Administration to become technical assistant to the assistant administrator for construction. His resignation was effective Aug. 1.

Deputy Commissioner William A. Schmidt is serving as acting commissioner until a successor is named, said GSA Administrator Lawson B. Knott.

Hegner joined GSA after 3½ years as manager of operations in the VA's construction office.

He left private practice in Denver in 1962.



"Oh Mr. Fitzmorris, thank you for the posy-pink carpet of Herculon in my office. And have a good evening at home, sweetie."

Does carpet of Herculon* olefin fiber stand up under coffee breaks, conferences, high heels and traveling salesmen? Yes. Carpet

of Herculon is exceptionally long wearing even under the heaviest traffic.

Lab and "in use" tests show that Herculon matches nylon in long wear and abrasion resistance. And is far more abrasion resistant than acrylics or wool.

Does carpet of Herculon need pampering like secretaries? No. Herculon is the easiest-to-care for, easiest-to-clean of all carpet fibers. It's so chemically inert, so moisture resistant, stains and soil tend to stay on the surface until they are wiped clean. Reduces maintenance costs to a minimum.

Do clients have to be rich to install carpet of Herculon? No. Herculon can save them as much as \$3 per square yard below competitive carpet fibers of comparable bulk and construction.

Does carpet of Herculon look like your clients are rich? Yes. It looks like a million dollars. In beautiful colorfast solids, multicolors and patterns. And a pile so densely packed, they'll find it hard to believe this is contract carpet. Of course all carpet of Herculon is practically static-free.

Is carpet of Herculon the most brilliant advance in contract carpet today? Yes. And it's available at the best carpet mills in the country.

What is the name of Mr. Fitzmorris' secretary?
(Sorry we cannot reveal that classified information)

But for anything else you want to know about commercial carpets of Herculon or for a free copy of the new Architect/ Designer's Guide to Carpet of Herculon, simply call, write or visit Fibers & Film Department, Hercules Incorporated, 380 Madison Avenue, New York, N.Y. 10017. OX 7-0010.

Is there a carpet that has all the answers? Yes.

Since when? Since Herculon.*

The No. 1 polypropylene fiber for contract carpets.

*Registered trademark of Hercules Incorporated, Wilmington, Delaware for its olefin fiber.



gate 8

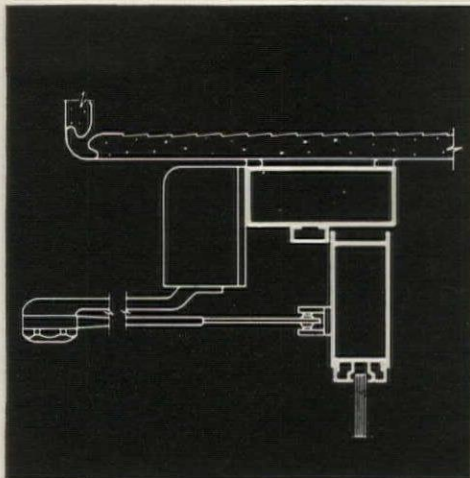
LOOKING
THIS POINT

NORTHWEST



LCN

for modern door control



Detail showing application of LCN 4020 Door Closer on inside face of header

Main Features of the LCN 4020 Smoothee® Door Closer

- 1. Power!** Enough power to handle the heavy air blasts experienced in an air terminal building.
- 2. Control!** Both the opening and the closing swings are under smooth, adjustable control . . . an advantage you get from full rack and pinion construction of an LCN Closer.
- 3. Convenience!** The 4020 Closer is mounted on the inside frame of an out-swinging exterior door. No weather problems. No bracket. Trim looking.
- 4. Guaranteed!** Like all LCN Closers the 4020 carries a five year guarantee.

Full description on request
or see Sweet's 1966, Section 19e/Lc



LCN CLOSERS, PRINCETON, ILLINOIS

A Division of Schlage Lock Company

Canada: LCN Closers of Canada, Ltd.
P. O. Box 100, Port Credit, Ontario

PHOTO: Spokane International Airport, Spokane, Washington; Warren Cummings Heylman and William H. Trogon, Associated Architects

966

Newslines from page 17

Referring to his opposition to the bill establishing the commission during House subcommittee hearings, Stewart pointed out that a number of Congressional leaders supported him—a "formidable list," acknowledged Chairman Frank Thompson (D-N. J.)—and told the subcommittee, when questioned on the feasibility of restoration, that "nothing is impossible."

But he said he would never recommend restoration because of the chance that inside arches, under pressure from repair work, might cave in and tumble whole walls.

Heard frequently during the hearings was the suggestion that the Hill has been getting architecture described as "pedestrian," "tired," "mediocre or worse." You would think, observed Stewart, that we'd been going "down to the Bowery to pick out somebody to help design our buildings."

"Why is it," he was asked, "that one small group goes on doing job after job on Capitol Hill?"

Stewart said committees of Congress had agreed to go along with the same architects because they were both familiar and satisfied with the work and felt money could be saved.

The commission would be made up of three architects, one landscape architect, a historic preservationist, an artist, sculptor and two laymen. It would give impartial counsel on Hill projects.

Nes told the subcommittee that "no orderly procedures exist to air the merits of Hill projects" and that "no master plan has been formulated to govern future development." Said Nes:

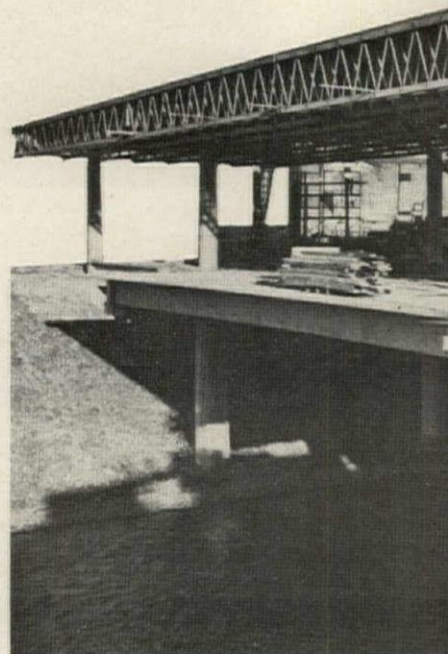
"As we see it, the Commission on Architecture and Planning would strengthen Congressional authority for Capitol Hill development by rendering impartial, authoritative advice of the highest caliber on the merits of a project or a long-range plan. This would give the Congressional committees a solid foundation upon which to decide whether to proceed with a new project or approve a long-range plan."

Nes was asked if the West Front could be restored. "Yes," he said, "I am quite certain it can be restored. We can't state the cost of such restoration. A cost estimate could only be arrived at after a thorough study of the existing engineering studies. We would anticipate that a team of professionals, once assembled, could make such an estimate within a relatively short time."

Continued on page 24

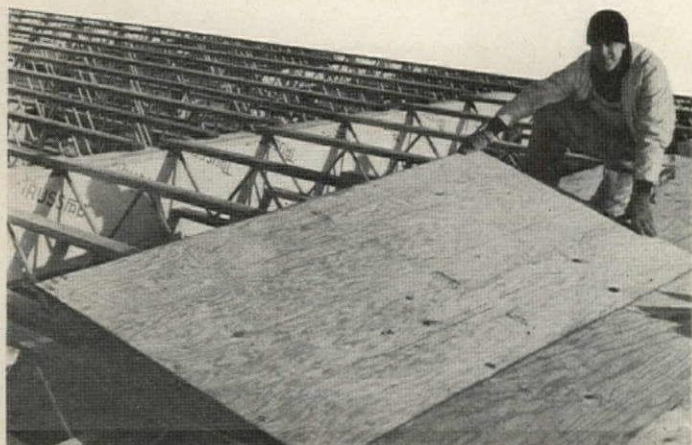
Flat or curved.
Cantilevered. Concave.
Snow loads, wind loads,
seismic loads. Spans to 100 ft.

There's nothing
this plywood and
open-web joist
system won't do—
at rock-bottom cost.



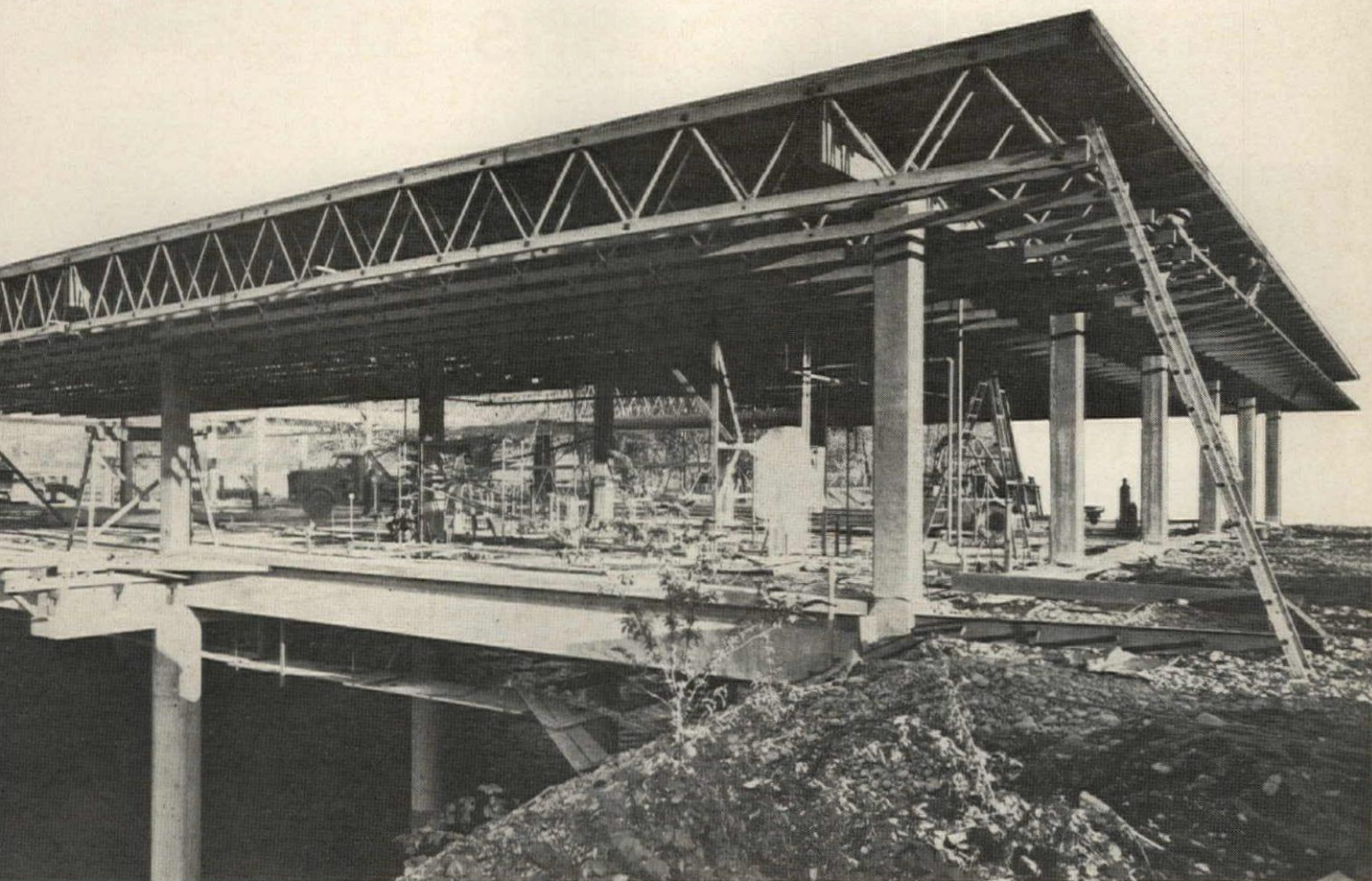
For example:

This new roof system has two basic components: *one*, long-span joists with tubular steel webbing and lumber chords. *Two*, plywood roof decking, which is nailed to the top chord.



There are several lightweight, long-span joist systems available (those at left are Trus-joists®). Because plywood is easily fastened to lumber chords, only carpenter labor is needed.

Other key advantages: ready availability of plywood. High strength and stiffness for long spans. Adaptability to dozens of roof profiles. Open webs for duct work, wiring



and plumbing. Built-in framing for direct ceiling application. Custom fabrication. And quick delivery.

The demountable branch bank (left) shows what the system can do for a roof.

The building had to be low-cost, yet distinctive. Architects Wilkins & Ellison, A.I.A., Seattle, specified 43-ft. Trus-joists, bowing downward 2 ft. toward center at a constant radius.

Plywood and Trus-joists were also the most economical solution to the unique, over-a-river design of the Renton, Wash., public library above. Architects Johnston-Campagna & Co. of Renton decided on the 80-ft. river span for aesthetic reasons, and to conserve land for a parking lot.

These are only a few ways the system is proving itself, all over the country. And not just for roofs. In Chicago, for example, Alschuler, Wolfson & Associates recently designed an apartment house using Trus-joists and plywood for all three floors as well as the roof deck.

For more facts on roof designs or other plywood construc-

tion systems (including floors and walls) send the coupon. Or get in touch with any of our regional offices: Atlanta, Chicago, Dallas, Detroit, Los Angeles, Minneapolis, New York, San Francisco, Washington, D.C.

AMERICAN PLYWOOD ASSOCIATION

American Plywood Association
Tacoma, Washington 98401

- Send more information on plywood and open-web joist systems.
 Send your free 48-page manual, Plywood Construction Systems.

Name _____ Title _____

Firm _____

Address _____

City _____ State _____ Zip _____

(USA only)



Meanwhile, on a Front Other Than the West

While the extension of the Capitol's West Front consumed the limelight, another Capitol Hill project—a \$75 million one—moved quietly along, at least for a time.

Legislation authorizing the project, the James Madison Memorial Library, a branch of the Library of Congress, instructed Architect of the Capitol Stewart to consult with

the AIA "on all questions covering the construction of the proposed new building. . . ."

The bill became law last October and last May the Institute, not hearing from Stewart, inquired about the provision and was told architects had been engaged.

Both the AIA and members of Congress protested that the law's intention had been violated.

The Senate Appropriations Committee report regarded the language in the authorization act as "clear" and said the Capitol Architect erred

by not consulting with the AIA "prior to engaging the necessary professional personnel to plan the building."

Added the report: "The Architect of the Capitol is instructed by the committee to follow the authorization law precisely in the future."

Some of the protests were sounded in Congressional hearings during which Stewart said his interpretation of the law was that he was to consult with the Institute before construction.

In any event, following the hearings Stewart called in the AIA Madison Library Advisory Committee, and a general discussion of Hill architecture took place between committee members and the associated architects for the building.

The architects said they would welcome suggestions of the AIA and the Institute expressed its willingness to help as plans for the library develop.

In a recent letter to Stewart, Institute President Charles M. Nes Jr. FAIA asked for regularly scheduled meetings with the architects.

Reconstituted since the Denver convention and Institute elections, the committee is now made up of Vice President George E. Kassa- baum AIA, St. Louis; Director David N. Yerkes FAIA, Washington, D.C.; William L. Pereira FAIA, Los Angeles; Llewellyn W. Pitts FAIA, Beaumont, Tex.; Vincent G. Kling FAIA, Philadelphia; and Harry M. Weese FAIA, Chicago.

Jury Named for HUD's Design Awards Program

Two architects, an architect-city planner, a landscape architect and a city planner make up the jury in the 1966 Honor Awards for Design Excellence program of the US Department of Housing and Urban Development.

Named by HUD Secretary Robert C. Weaver were:

David A. Wallace AIA, professor of city planning at the University of Pennsylvania; Vernon A. Demars AIA, professor of architecture at the University of California at Berkeley; William J. Conklin AIA of Whittlesey, Conklin & Echeverria, New York; Garrett Eckbo of Eckbo, Dean & Williams, San Francisco; and William E. Finley, vice president of Rouse & Co., Baltimore.

The program cites projects undertaken with federal assistance.

Continued on page 28



New TALK-A-PHONE HOME INTERCOM-RADIO SYSTEM

Fully Transistorized. Everyone in the family will enjoy the comfort, convenience, and peace of mind this system provides. From any room in the house you can . . .

- Listen-in on baby, children, or sick room.
- Answer outside doors without opening door to strangers.
- Talk to anyone—upstairs and downstairs, inside and out.
- Enjoy radio in every room with the simple flick-of-a-switch.

Distinctively styled. Beautifully finished in richly blended gold, polished and satin silver tones. Easily installed in any home. Built-in and surface-mounted models available.

TALK-A-PHONE . . . "Has Everything. Does Everything." The accepted standard of quality and dependability in Intercommunication for over a third-of-a-century.



Intercom For Apartment House. Provides instant and direct 2-way conversation between any Apartment and Vestibules—in buildings of any size. Greater performance with these exclusive Talk-A-Phone features: • Ample volume without "boom" • Automatic privacy • Individual volume selection for each apartment • Built-in Buzzer.

Intercom For Office and Industry. Saves thousands of man-hours, simplifies office routine. Distinctively styled, ruggedly built to withstand continuous day and night use. From 2-station systems to elaborate installations, you can do it better and more economically with Talk-A-Phone. Pays for itself many times over.

Send for Free Catalogs...

Dept. AI-9

TALK-A-PHONE CO., 5013 N. Kedzie Ave., Chicago, Illinois 60625

For more technical data, circle 223 on information card

Made in U. S. A.



BUY American Labor



Steel skeleton today. Pipe backbone tomorrow.

A CF&I Welded Wire Fabric backbone for concrete pipe. One that combines the strength of steel with the permanence of concrete. End product: A concrete pipe that you can lay, bury and forget.

Manufactured in either sheets or rolls, to meet ASTM specifications. CF&I Welded Wire Fabric can be furnished from two types of wire. Plain wire or improved-bonding deformed wire (Fabri-Bond®) . . .

whichever you require to meet the steel area, tensile and yield strength requirements of your job.

Fabri-Bond and standard CF&I Welded Wire Fabric are manufactured by CF&I Steel Corporation, Denver, New York, San Francisco, Trenton. Sales offices are located in key cities nationwide.



D-278

SEPTEMBER 1966

For more technical data, circle 228 on information card

For more technical data, circle 229 on information card ►

31

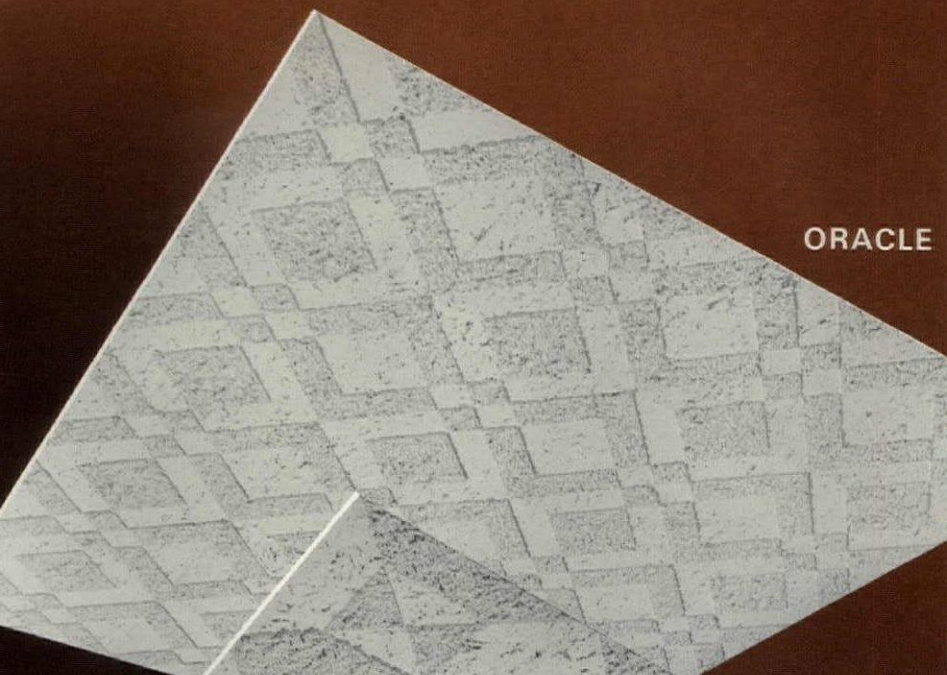
From the glory that was Greece

SCULPTURED CLASSICS

of bold, new beauty.

The deep-hewn artistry of Greek architecture has been recaptured in new Sculptured Classic mineral fiber acoustical ceiling tiles by Celotex. Bold textures. Dramatic designs. A new sense of elegance . . . a brilliant new dimension for the special interior that demands to be different. You really have to see the complete line of Sculptured Classics; styles inspired by architectural history. There are striking patterns and textures for every situation, from the most formal to the most casual . . . for the most beautiful of interiors.

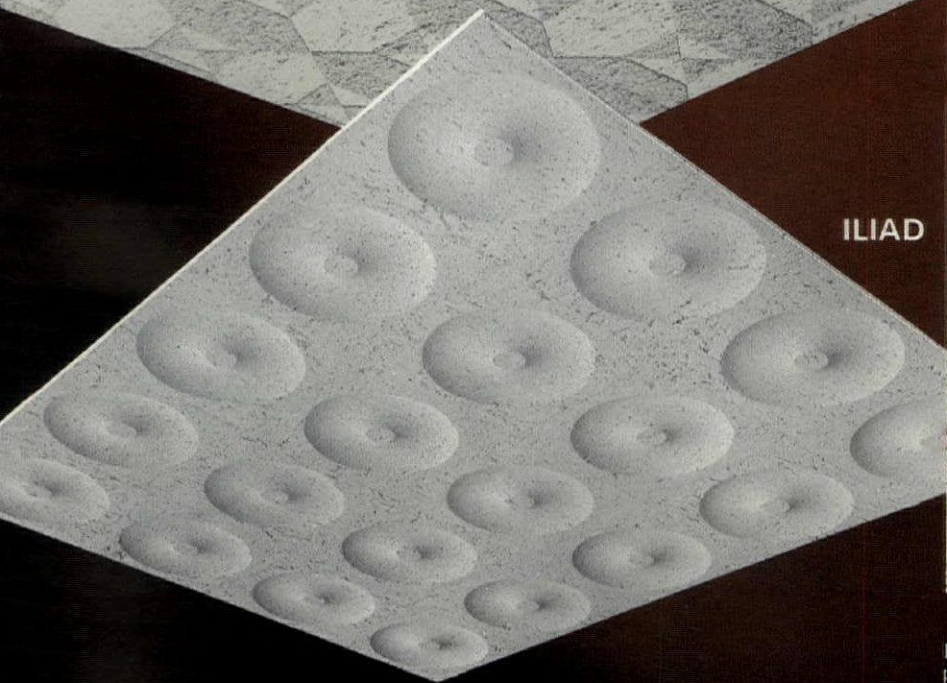




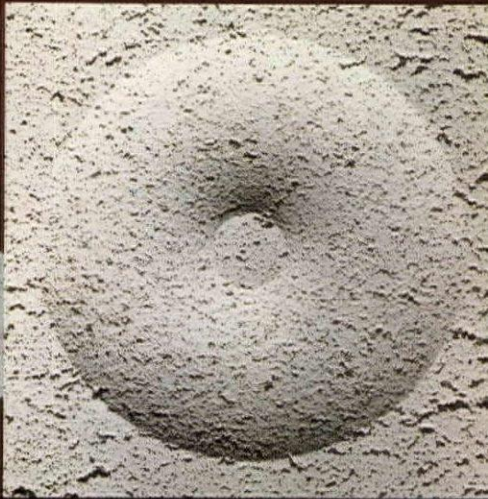
ORACLE



MINOAN



ILIAD



ACOUSTI-
CELOTEX
REG. U. S. PAT. OFF.
 PRODUCTS

DESIGNERS' DELIGHT! Sculptered Classics are perfect for ceiling accents—lanes, islands, original layouts. Ideal when used in conjunction with other Celotex Mineral Fiber tile having same surface texture. Or use for entire ceiling in executive offices, reception areas, wherever a look of special elegance is desired. Size 12" x 12", but kerfed edges.

Write today for samples and specifications or call your local Acousti-Celotex Consultant-Distributor. Look in the Yellow Pages under "Acoustical"

Want Performance-Tested Air Conditioning?

Unitary* air-conditioners and heat pumps are built to last. The ARI Seal assures everyone concerned—contractor-dealers, home builders, architects, engineers, financiers, and users—that equipment performs as rated.

A rigorous industry-wide testing and evaluation program stands behind the ARI Seal of Certification. Participating manufacturers submit their own specs on *all* their unitary models for evaluation by ARI engineers. Models with least apparent excess capacity are selected for testing first, and other models are selected statistically.

Three out of every 10 basic unitary models made today are tested each year by an independent laboratory. If a model fails a test, it must be withdrawn, rated correctly, or modified. The ARI Seal may appear only on models which have passed the testing and evaluation program.

Rely on the ARI Seal. It guarantees capacity as specified and performance as claimed. For a permanent comfort system, these qualities are permanently important. Write for more information and free directory of Certified Unitary Air-Conditioners and Heat Pumps.

Make Sure It's 'Sealed'



*Unitary includes factory-assembled air-conditioners (single units or "split" units) and heat pumps rated below 135,000 Btuh in cooling capacity, excluding room air-conditioners.

Air-Conditioning and Refrigeration Institute

1815 N. Fort Myer Drive, Arlington, Va. 22209

For more technical data, circle 230 on information card

Newslines from page 28

planning for expanding colleges is in progress at Duke University.

The program, employing Caudill Rowlett, Scott, Houston architectural firm, and Hewes, Holz & Willard, Inc., Winchester, Mass., educational data processing consultants, is funded by a \$73,550 contribution of Duke and \$133,700 from Educational Facilities Laboratories. Results of the program are intended partly to be of direct benefit to Duke but primarily to create models of systems that will be made available to guide other institutions.

▶ A new school of architecture has been established at Tuskegee Institute, replacing an architectural drafting curriculum. The new curriculum, prepared by John Wade AIA, the school's head, offers a Bachelor of Science degree after four years and a Bachelor of Architecture after six years.

A curriculum in building science has also been inserted, and, said Wade, "we hope to establish, in the near future, a third curriculum for the architectural client. All three curricula will share a core of courses extending through the junior year of college. We hope, thereby, to achieve a continuity and the possibility for communication between client, architect and contractor that often does not exist today."

▶ Jack H. Swing AIA is the new chairman of the department of architecture at Urbana, University of Illinois, succeeding Granville S. Keith AIA who retired.

▶ A new program to enable the environmental design professions and the University of California to pool resources in continuing education has been set up on the Berkeley campus. Sponsored by the College of Environmental Design and University Extension, it is headed by Claude Stoller AIA, associate professor of architecture at Berkeley and principal in the San Francisco firm of Marquis & Stoller.

▶ The Architectural Research Unit of the University City Science Center, Philadelphia, has received a new grant for research into facilities for community health care. Received from the Sears-Roebuck Foundation was \$63,000 for the first of two years of research. With the grant, the research unit said, Sears, long interested in facilities for medical care in rural communities, establishes its concern for urban health care as well.

Continued on page 36

**World premier presentation of
the products, people and concepts
that are energizing the explosive growth of
the contract interior furnishings industry**

**Inter
con I**

First International Contract Exposition & Congress

To be held in The Merchandise Mart & McCormick Place, Chicago

March 20, 21 & 22, 1967

INTERCON I will be both an exposition of the newest interior furnishings for commercial and institutional use and a productive congress for information and communication. At INTERCON I, architects, interior designers, contractors, dealers and purchasers can shop the greatest selection of contract furnishings ever assembled; and spend three mornings (select from as many as 50 sessions) in stimulating programs conducted by authoritative leaders from all parts of the world. Sessions are open to all registrants, without charge. Plan now to attend and participate in these opportunities for meaningful, professional intercommunication and inspiration.



INTERCON I is for you!
If you are involved in contract furnishings, and are responsive to world-influencing authorities in the aesthetics and practicalities of total environment, don't miss this total influence forum.

Mail this coupon today:

(Cable address: InterconEx, Chicago)

To: INTERCON I, 1060 The Merchandise Mart, Chicago, Illinois 60654, U.S.A.

I am interested in knowing more about INTERCON I; please send me the material I have checked below:

- Exhibitor's Information Kit, including information and prices on booths available. Also current list of participating exhibitors.
- All information regarding attendance at INTERCON I, including registration, programming and hotel reservations.

My name is _____

Company _____

Address _____

City _____ State _____ Zip Code _____

Please check your Contract category, below:

- Architect Designer Manufacturer Supplier Contractor
 Purchaser Other: _____

► Thomas L. Bosworth has been promoted to associate professor and head of the department of architecture at Rhode Island School of Design.

► David M. Scott AIA, associate professor of architecture at Washington State University, has been named chairman of the department of architecture. He succeeds retiring Harry Weller AIA.

► The American Academy in Rome is offering fellowships for

mature students and artists capable of independent work in architecture, environmental design, landscape architecture, painting, sculpture, history of art and classical studies for 1967-68.

Applications and submission of work must be received at the Academy's New York office by Dec. 31. Requests for details, specifying a particular field of interest, should be addressed to the Executive Secretary, American Academy in Rome, 101 Park Ave., New York, N.Y. 10017.

people

Nathaniel Owings Chairs Governor's Design Jury

Nathaniel Owings FAIA is chairman of a California Governor's Jury on Good Design and Beauty.

The seven-member panel appointed by Gov. Edmund G. Brown has the responsibility of selecting and honoring outstanding contributions to good design in California.

Among other members are Allan Temko of the Center for Planning and Development Research of the University of California at Berkeley; Sam T. Hurst FAIA, dean of the School of Architecture and Fine Arts of the University of Southern California; Cesar Pelli, director of design for Daniel, Mann, Johnson & Mendenhall, Los Angeles architects; and T. Y. Lin, professor of civil engineering at the University of California at Berkeley.

► John P. Eberhard AIA has been named director of the National Bureau of Standards Institute for Applied Technology, replacing Dr. Donald A. Schon who resigned to direct the Organization for Social and Technical Innovation, Cambridge, Mass.

► Earl F. Bennett, Koppers Co. president, has been nominated for the presidency of the Producers' Council. Elections will be held later this month.

► Ben H. Evans AIA, director of Research Programs for the AIA, has been named to the board of directors of the Building Research Institute.

► Walter A. Netsch AIA, partner in Skidmore, Owings & Merrill, Chicago, received the 1966 Total Design Award of the National Society of Interior Designers for his design of the Chicago Circle Campus of the University of Illinois.

► Francis Keally FAIA of New York received the Golden Plate Award of the American Academy of Achievement, given for "exceptional accomplishment in the sciences, professions, arts, business and public service."

► John D. Entenza, director of the Graham Foundation for Studies in the Fine Arts in Chicago, was awarded the Yale Arts Association Medal. He was cited for a long record as "editor, publisher, patron and now foundation executive, for discovering, selecting and finally helping those who have come to be leaders in the creative development of our time."

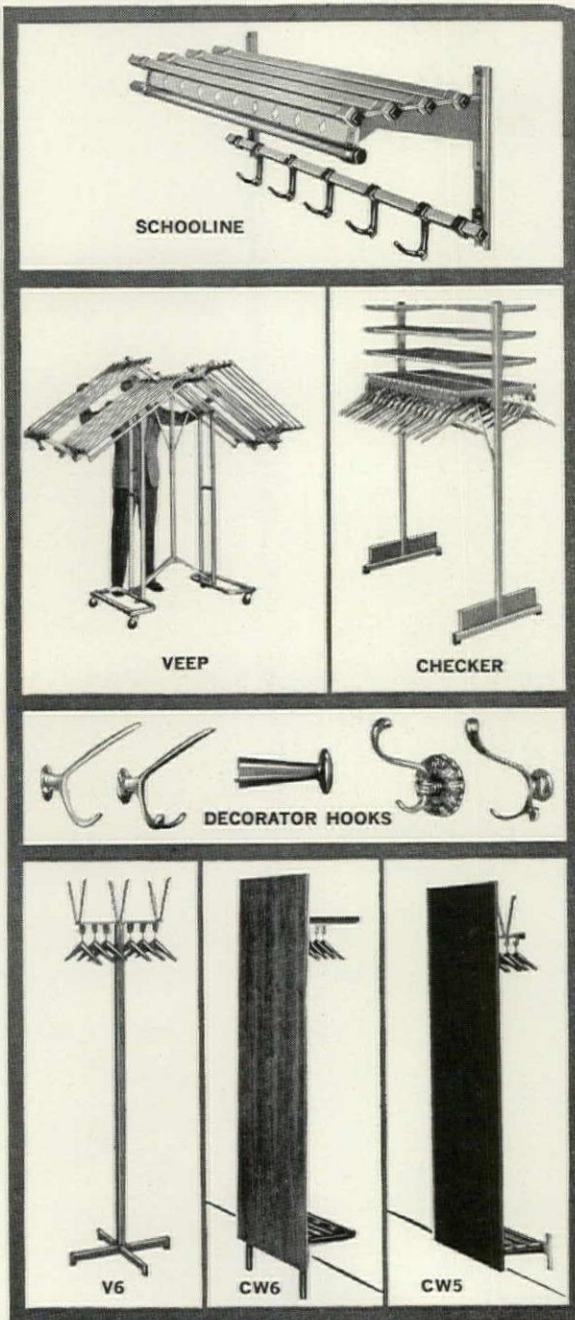
Continued on page 38



T.M.

Vogel-Peterson is not a "one-type-for-all" company. Rather it provides complete lines of superior wardrobe units, specifically designed to exactly meet specific needs. Each rack illustrated represents a complete line of matching units. *Top to bottom:* The indestructible "Schooline," self-cleaning, square tubular steel. Fold-Away Veeps. Smartly designed Checker racks. Garment hooks of sculptured brass or cast aluminum with (cloisonne-like) enamel inserts. Modern costumers and sensational wall-mounted hidden wardrobes.

Patents Pending



© 1965 V.P. Co.

Write for Architects Catalog FL-920 with (styles, finishes and specifications). Requirements studies, layouts, load factors, etc. furnished to architects.

VOGEL-PETERSON CO.
"The Coat Rack People" ELMHURST, ILL.

For more technical data, circle 232 on information card



The Brotherhood Mutual Life Insurance Company Building, Fort Wayne, Indiana. Architect: Orus Eash, Fort Wayne, Indiana.



Civic Auditorium, Jacksonville, Florida.
Architect: Kemp, Bunch & Jackson, Jacksonville.



The Chancery Building of the Archdiocese of St. Louis.
Architect: Charles Guariglia (Bank Building & Equipment Corporation) St. Louis.



Lutheran Theological Seminary, Columbia, South Carolina.
Architect: Lyles, Bissett, Carlisle & Wolff, Columbia.

Four custom designs...all created with standard PITTCO® metal systems

There seems no end to the original concepts you can achieve with *standard* PITTCO metal systems.

We've made components interchangeable to permit remarkable flexibility in designing curtain walls, window walls and storefronts.

We've developed structural framing members and spandrel materials as complete systems. That means fast, easy erection.

For more information, see Sweet's Architectural File, or write for *Pittco Architectural Metals*, a valuable design handbook that contains com-

plete full- and quarter-size details of the entire PITTCO line.

Pittco Architectural Metals, Pittsburgh Plate Glass Company, Ohio Street, Kokomo, Ind. 46901.



**PITTCO
ARCHITECTURAL
METALS**

Hope for City Prisoner Expressed in Aspen

An excerpt from the speech of Dr. Constantinos Doxiadis as he accepted the Aspen Award for humanistic achievement:

"We must now face the fact that modern man has failed to build adequate cities. In the past his problems were simpler, and he solved them by trial and error.

"We say he will become adapted. Yes, he is running the danger of becoming adapted. . . . For man to adapt to our present cities would be a mistake since he is the great prisoner. Not only is man unsafe in his prison, but he is facing a great crisis and heading for disaster."

And another: "Faced with the practical every-day difficulties I turn to myself and ask whether we can build the human city. My body is beginning to get weaker. My senses, especially my eyesight, do not help me as in the past; but my mind advances in knowledge and sees the confirmation of this possibility, and my soul mobilizes my whole self into a very positive af-

firmation: Yes, mankind can build the human city."

The \$30,000 award of the Aspen Institute for Humanistic Studies was presented in the Colorado community's amphitheater. Doxiadis plans to donate it to his Center for the Study of Ekistics in Athens.

The inscription on the award certificate read: "To Constantinos Doxiadis who, through a developing philosophy of human settlements, has redesigned the environment of more than 10 million people and thereby lifted man's hopes, aspirations and spirit."

Shelter Design Courses Available this Fall

Civil Defense Professional Development Courses in shelter analysis and design, protective construction and environmental engineering will be offered at 160 locations during the fall semester.

The National Society of Professional Engineers will administer the courses under contract with the Army.

Architects can obtain specific information on locations and course

content by contacting their nearest local, state or regional Civil Defense office.

Design Group Organizes; Subcontractors Unite

Two new organizations in the design and construction fields have germinated under the summer sun.

They are the international Design Methods Group, founded during the Design and Planning '66 Seminars at the University of Waterloo, Ontario, and the American Subcontractors Association, an outgrowth of the District of Columbia Metropolitan Subcontractors Association.

The Design Methods Group stands for research into methods and theories of problem-solving and conceptual design. It plans to communicate findings to members in Canada, England, West Germany, Italy and the US as well as to research and academic professionals.

Initially, the group will publish a monthly newsletter and meet annually in informal workshops. For newsletter subscriptions and further

Continued on page 42

Lightweight structural concrete --? in Birmingham, Alabama?

Yes, Vulcan Materials has a new rotary kiln expanded shale facility there.



BIRMINGHAM-JEFFERSON CIVIC CENTER AUTHORITY

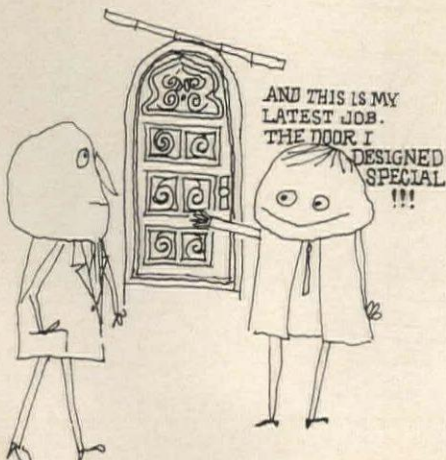
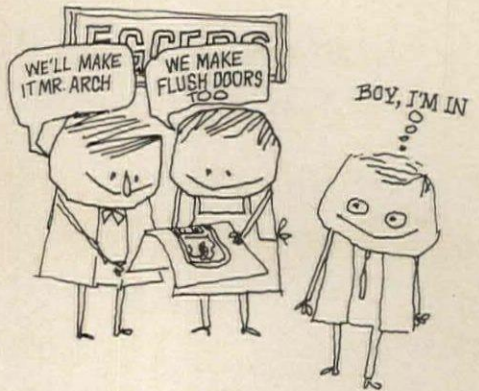
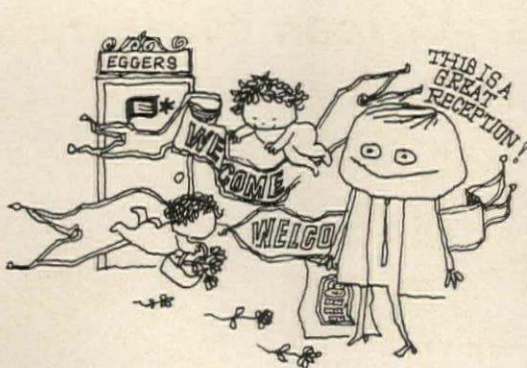
A.I.A. approved national competition for \$25,000,000 Civic Center closes September 24.

Vulcan Materials Company

Southeast Division / P.O. Box 7324-A / Birmingham, Alabama 35223



More stile than rail

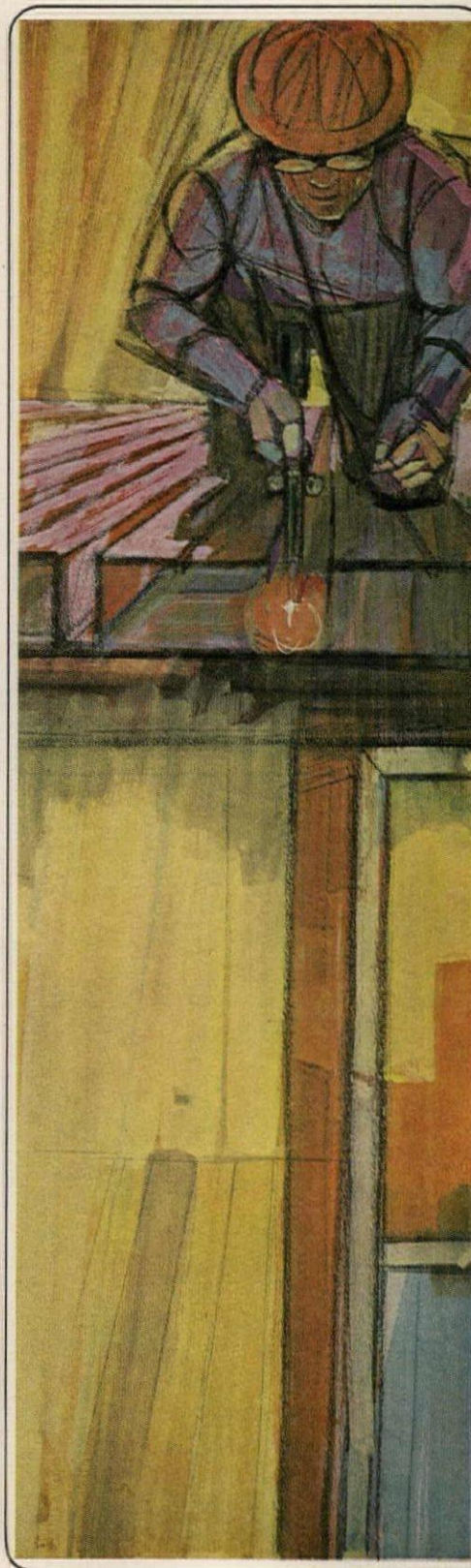
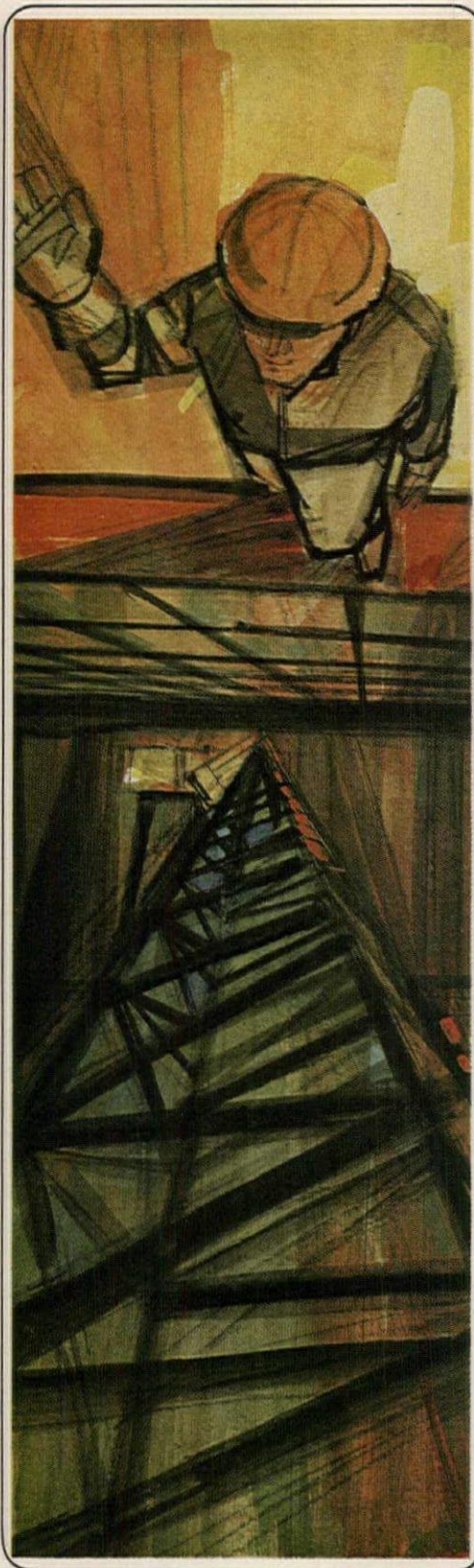


Regardless of the kind of architectural door you want — flush, stile and rail, particle core, acoustical, fire, lead lined, etc. — Eggers will make it to your exact needs. Write for our new catalog.

Eggers, where custom craftsmanship welcomes your design ideas

EGGERS HARDWOOD PRODUCTS CORPORATION
Neenah, Wisconsin, Phone 414-793-1351

EGGERS PLYWOOD COMPANY
Two Rivers, Wisconsin, Phone 414-722-6444



*New Pre-engineered Systems for
Low rise / High rise / Loadbearing*

Fenmark Grid Wall on the lower two floors combines gracefully with the pre-cast sections on the upper floors of the Lippold Building, by architect Leo A. Daly, Omaha, Nebraska. The thin line metal-glass arrangement provides an interesting and "airy" contrast with the massive concrete sections above. The Fenmark wall is color treated inside and out with the highest quality oven-cured copolymer coating to match the architect's and owner's selection. Available in colors to match or contrast with solar tinted glass.

An unprecedented five year warranty insures the color finish, weather integrity and total performance of the Fenmark system.

The Fenmark system may also serve as a load-bearing wall, supporting roof loads on one or two story buildings; Fenestra's long span "D" panel roof completes the structure providing a single responsibility for the entire roof-wall system.

For the full story, check with your Fenestra representative or write Fenestra Incorporated, Lima, Ohio 45802.



FENESTRA

FENMARK GRID WALL SYSTEMS

information contact Gary T. Moore, Department of Architecture, University of California, Berkeley, Calif. 94720.

Founded in 1965, the D. C. group has grown to more than 100.

Other cities' subcontractors have expressed interest in forming similar groups and the D. C. members decided to become the first chapter of a nationwide organization.

Monterey Will Tunnel Traffic Under Old City

Monterey, Calif., will receive \$4.3 million in additional federal funds to tunnel traffic under its historic old city.

The whole city—old and new—can be integrated through the tunneling plan, proponents say. Moreover, it will allow the preservation of some fine old buildings and may prove of economic value.

The idea for the tunnel, not in the original plans for the downtown area's redevelopment, was credited to Lawrence Halprin & Associates of San Francisco, landscape consultants for the project.

Housing and the Young —Or Reading Ahead

"These young couples will be looking for places to live," said a Florida housing industrialist.

"The day is past when youngsters park with the old folks. They (the postwar baby boom set approaching the housing market) will want their own homes—houses or apartments—and the boom will be on."

But do the makers of housing understand today's young generation, described by one editor as the "why not?" generation—why not try something new?

"The why not generation is also making it harder to sell the same old things in the same old way," he said.

Yet a publisher's release on a book about 19th century houses argues that "tastes and styles change from generation to generation . . . and sometimes Americans who have rejected as 'old-fashioned' and laughable the tastes of their parents find that their children rediscover new beauty in the things their grandparents admired."

And then there is "Projection '70," undertaking of one of the nation's largest homebuilders who termed the venture "the first time in the history of homebuilding that a builder, an architect and a designer have joined manufacturers to develop a new approach to building."

He is building 14 houses—containing features "associated with luxury-class housing"—in 12 cities which he says, will be used to develop a clinical study of likely buying habits in the '70s.

Some of the features in this "shortcut to the future" include "quiet living," the "latest" in electrical heating and cooling with utilities hidden or installed underground, "sophisticated" techniques for lighting and, of course, the "latest" in electronic equipment.

And in Menlo Park, Calif., researchers at the Stanford Research Institute are beginning a study of the housing industry, and one thing they are curious about is the distribution of the housing dollar and how that pattern influences the growth of the industry.

Continued on page 44

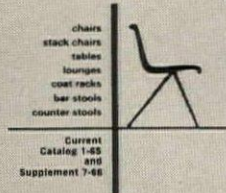


CONVERTS TO A SIDE CHAIR OR A TABLET CHAIR IN SECONDS, AND IT STACKS 20 HIGH!

BUY A CONVERTIBLE!

Sit in the bucket seat. Experience the individual comfort assured by the flexibility of the thermoplastic seat. When you're ready to shift, notice how easily and quickly the tablet moves around completely out of the way behind the seat. Durable? You bet! There's a lot of built-in mileage in this model . . . backed by a five year warranty. This sleek, new convertible you're testing is called the 22STO. "S" for stacking, "T" for tablet and "O" for out-of-the-way.

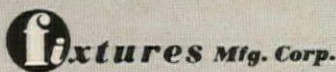
Write for information on the new 22STO chair and other tablet chairs.



chairs
stack chairs
tables
lounges
coat racks
bar stools
counter stools

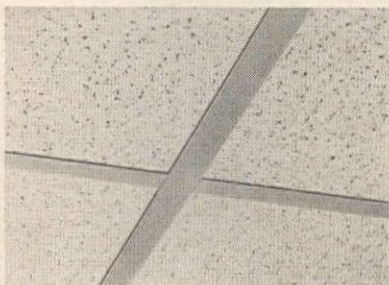
Current
Catalog 1-55
and
Supplement 7-68

COMMERCIAL FURNITURE IN ADVANCED DESIGN



1642-V96-1 Crystal ■ Kansas City, Missouri 64126

Sure our new ceramic ceiling material is moisture resistant, but don't stop there.



We didn't.



We've been getting a lot of playback on that moisture resistance. It's true Ceramaguard™ panels won't sag, even when soaking wet. So it's also true that Ceramaguard can be installed whether your building is closed or not; whether wet work is going on or not; without special precautions for ventilation or drying.

But that's only part of the Ceramaguard story. Ceramaguard offers exceptional rigidity and span strength. It can be washed easily, repeatedly (its special acrylic finish has five times the scrub resistance of standard paints). It can't be hurt by freezing or thawing. It's even highly resistant to chlorine atmosphere (hence a number of successful swimming pool applications).

Put all these characteristics together and you come

up with yet another. Permanence. And *that's* the plot. Ceramaguard is just about the longest lived material ever developed for fabricated acoustical ceiling.

But don't stop yet. Ceramaguard offers exceptional acoustical efficiency (NRC Specification Range, .6-.70, Average Attenuation Factor, 40 decibels). Light reflectance is unusually good (84% average). Installation is fast (easy-to-install gridwork, easy-to-handle 2' x 2' or 2' x 4' lay-in panels). UL Fire Hazard Classification—Class I (noncombustible). UL Time-Defeat Rating on floor/ceiling assembly—2 hours (with combustible floor). Design—the popular and versatile Tra-Tone pattern.

Did we leave anything out? Armstrong, 4209 S. Lancaster St., Lancaster, Pa.

Ceiling Systems by **Armstrong**



**SYMONS STEEL-PLY FORMS
GANGED AND LINED**




Gerace and Castagna, Manhasset, New York, contractor; Warner, Burns, Toan and Lunde, architects.

Hofstra University, Hempstead, Long Island, recently constructed a new library tower which expanded their facilities three times.

Four 140' high mitered and tapered corner shafts, poured in place, form the library design base. To form these corner shafts, Symons Steel-Ply Forms were assembled in 11' x 15' x 20' gang sections, and lined with Spruce and Pine, 4" wide and varying in thickness. A rough finish was obtained by staggering the varied thickness boards, and by intermingling circular saw cut boards.

Symons Forms were chosen because they could be ganged and hold an irregular mitered shape. Also, careful formwork construction was essential to insure that the texture of the rough-sawed lumber butt-joined pattern showed. The mitered corners, which have a 11° angle, were formed with Symons hinged corners. Two gang sections were joined with the corner and a 2" steel filler to complete the formwork. Finishing was easy because Symons Gang Form Ties with their positive breakback and a .225 diameter, left small tie holes which were easy to fill.

Forms may be rented, purchased or rented with purchase option. *Architectural Bulletins sent on request.*

 **CONCRETE FORMING EQUIPMENT
SYMONS MFG. COMPANY**
152 EAST TOWN AVENUE, DEB PLAINES, ILL. 60018

MORE SAVINGS WITH SYMONS

Newslines from page 42

They say about 25 percent of the dollar goes for location (land and taxes), 33 percent for the house and services such as utilities and maintenance, and the remaining 42 percent for interest on the investment and such costs as insurance, etc.

**Past President D. W. Orr,
Dr. John Frazier, Die**

Death has claimed a former president of the Institute and the president emeritus of the Rhode Island School of Design.

Douglas W. ORR FAIA, who served as Institute president from 1947 to 1949, died July 29. He was a partner in the New Haven, Conn., firm of Douglas Orr, deCossy, Winder & Associates, which continues under the same name.

Dr. John R. Frazier died July 23 in his Providence, R. I., home. He was the first president of the Rhode Island School of Design who was also a graduate of it. ■

NECROLOGY

ALDRICH, WILLIAM T.
Brookline, Mass.

BEAR, ALBERT G.
New Orleans, La.

COOLEY, WILLIAM M.
Barrington, Ill.

DALTON, GORDON M.
Lake Charles, La.

HARRIS, RALPH C.
Scottsdale, Ariz.

JACOBS, MARTIN
New York, N.Y.

LAW, ROBERT MILO
Kaaawa Oahu, Hawaii

MADDOX, H. EDWARD, JR.
Houston, Tex.

MARSH, REGINALD EDWARD
New York, N.Y.

NEWLAND, DONALD A.
Dover, Ohio

ORR, DOUGLAS W.
New Haven, Conn.

PASSARELL, JORGE JULIA
Santurce, Puerto Rico

REED, WASHINGTON, JR.
Warrenton, Va.

SMITH, ALVA C.
Elyria, Ohio

Honorary Member

ZACH, LEON
Washington, D.C.

**Planning
any type
of institutional
glass structure?**

Take advantage of
the specialized,
professional
assistance
available to
architects
at the glasshouse
design center
of America.

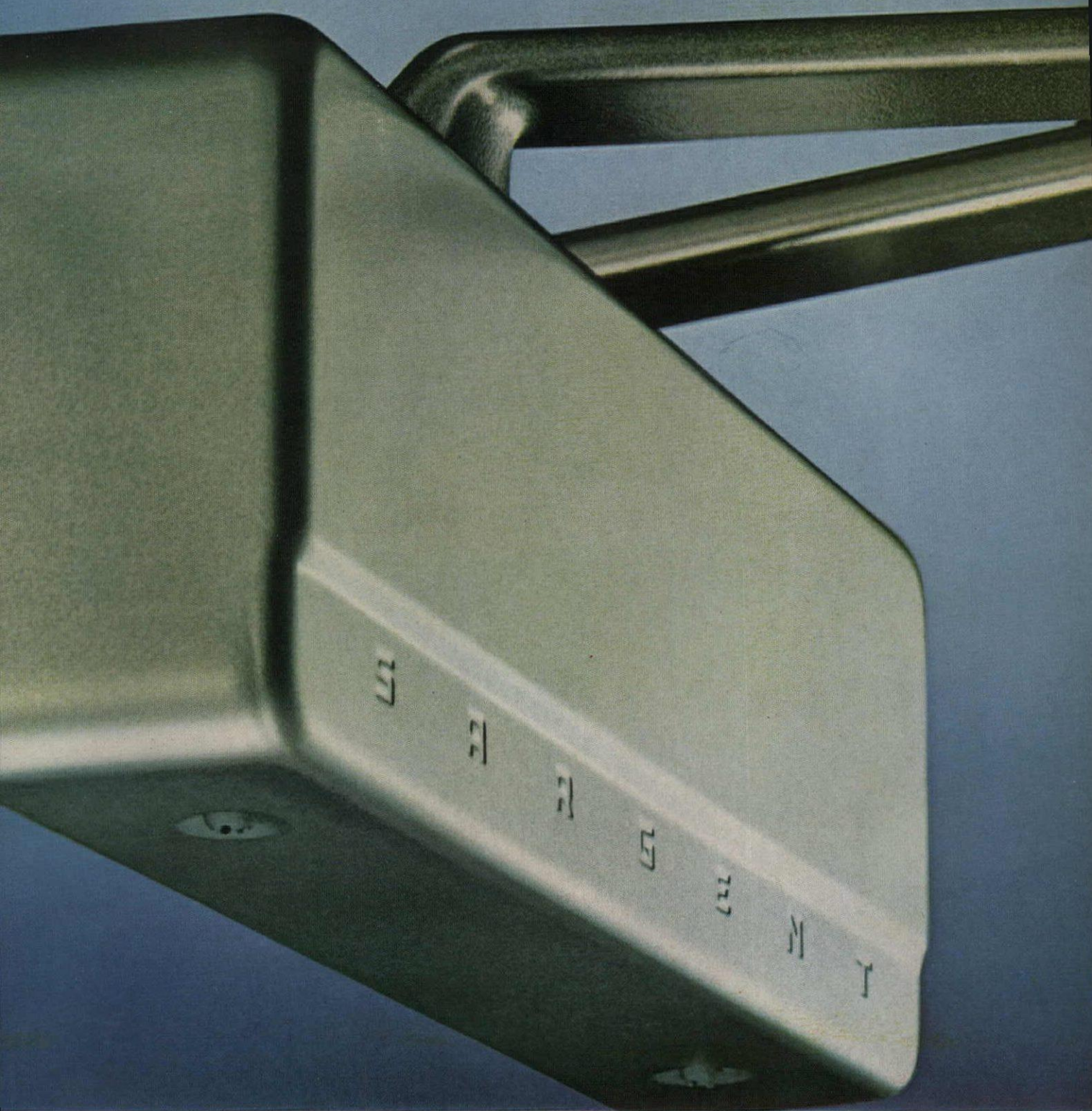
Whatever your need —
specifications,
details,
standard
or custom designs,
stock drawings,
plans, or creative
suggestions —
all are yours
for the asking.
Over a century
of incomparable
design
and engineering
experience
can provide
a base for
your own planning
in behalf
of your client.
Before starting
your plans,
write us first
— without
obligation,
of course.




*Greenhouse Leadership
Since 1856*

LORD & BURNHAM

Division BURNHAM CORPORATION
IRVINGTON-ON-HUDSON, NEW YORK



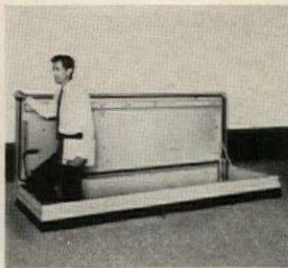
Powerglide. Strong. Smooth. Functional. Eases even the heaviest door to a silent stop. Dependable. SARGENT. For imaginative buildings now on your boards. Select from a complete line of advanced architectural hardware:  **SARGENT®**

ROOF SCUTTLES



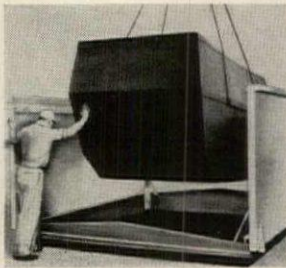
Standard size scuttles for safe, convenient ladder access to the roof.

ROOF SCUTTLES



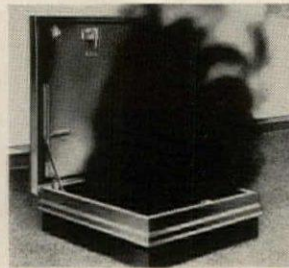
Larger size roof scuttles to enclose ship's stair or a normal stairwell.

ROOF SCUTTLES



Extra large double leaf scuttles for placement or removal of large equipment through the roof.

SMOKE HATCHES



Automatic heat and smoke venting hatches, in single leaf and double leaf sizes, to fit every requirement.

INTERIOR/ EXTERIOR DOORS



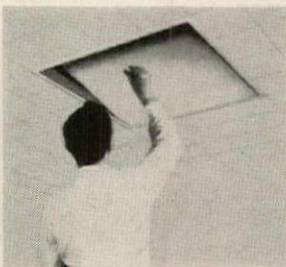
Watertight sidewalk, pit and floor doors, for interior or exterior installation.

FLOOR DOORS



Floor and pit doors for interior installation.

CEILING ACCESS DOORS



Ceiling Access Doors.

BASEMENT DOORS



Basement doors for direct exterior access.

doors for special services

The demands of today's architecture have brought about radical changes in the design and construction of doors for horizontal access. To serve the architect in his practical approach to access problems, The Bilco Company has pioneered the appli-

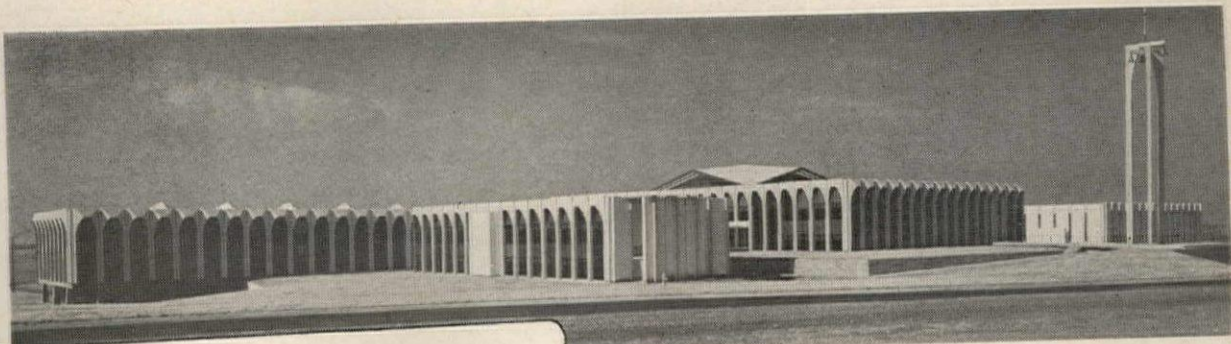
cation of built-in springs for effortless operation and the use of new materials for lifelong, trouble-free service. Wherever horizontal access is required, a Bilco product will do the job better.



Bilco®

DOORS FOR
SPECIAL SERVICES

THE BILCO COMPANY, DEPT. A-29 / NEW HAVEN, CONN. 06505



**A HILLYARD SPECIFICATION
FOR SEALING AND FINISHING
SLATE FLOORS**

Savior of the World Seminary Chapel, Kansas City, Kansas. Architects: Shaughnessy, Bower and Grimaldi, Kansas City, Missouri. Cem-Seal was applied for protection during construction and installation of pews. (In progress above). After pews were installed, two thin coats of Super Hil-Brite carnauba wax provides the wearing surface.



**CEM-SEAL[®] ENHANCES AND PROTECTS
SLATE FLOORING... CURES AND SEALS GROUTING**

Cem-Seal intensifies the beautiful, deep, natural colors of slate floors and guards against scratching, marring and dulling. Cem-Sealed slate may then be maintained against heavy traffic conditions with Hillyard Super Hil-Brite carnauba wax. Since Cem-Seal is formulated to produce maximum curing of concrete and protect masonry surfaces, it has an excellent function with slate and the grouting—Protecting both against damaging moisture and dirt.

PRODUCT DESCRIPTION: A modified chlorinated rubber sealer. Recommended to properly cure concrete. It is commonly used to fill and seal porous masonry-type floors. Protects surface, improves appearance and provides base for final wax or finish coats.

SPECIFICATION AND HOW TO APPLY: Onto a perfectly clean, stain-free floor, apply Cem-Seal in an even coat with lamb's wool applicator. Avoid puddling. After drying thoroughly, apply two thin coats of Super Hil-Brite carnauba wax with a new lamb's wool applicator, again being careful not to puddle. On large, open exterior areas, Cem-Seal may be sprayed.

DRYING TIME: Cem-Seal—two hours in normal weather conditions; Super Hil-Brite wax — 30 minutes.

COVERAGE: 500-700 square feet per gallon depending upon the porosity of the floor.

TECHNICAL DATA: N. V. M.—20%. Viscosity—Gardner A-2—A-5. Color—Gardner max. 6. A clear liquid with no sediment or suspended mat-

ter. The product shall comply with ASTM C156-55T, water retention efficiency of liquid membrane forming compounds for concrete curing.

GUARANTEE: When applied in accordance with manufacturer's directions, it is guaranteed to meet all claims made.

MAINTAIN WITH THESE HILLYARD PRODUCTS: Sweep daily with a Super Hil-Tone treated dust mop. Buff periodically. When floor is soiled, clean with Super Shine-All or with Clean-O-Lite (if a cleaner-sanitizer is desired). Traffic lanes may be patched in with Super Hil-Brite carnauba wax and buffed to blend with entire floor.

APPROVALS: All Hillyard products mentioned are listed by the Underwriters' Laboratories as slip resistant.

EXCEPTIONS: Do not use Cem-Seal on light-colored masonry type flooring. Contact Hillyard for specification.

REFERENCES: Sweet's Architectural File, A.I.A. Building Products Register, Hillyard A.I.A. File No. 25G.

A certified Hillyard Architectural Consultant will gladly discuss with your specification writers the proper, approved procedures and materials for the original treatment of any type floor you specify. He'll also provide free follow-up "job captain" service to protect your specifications. Write, wire or call collect.



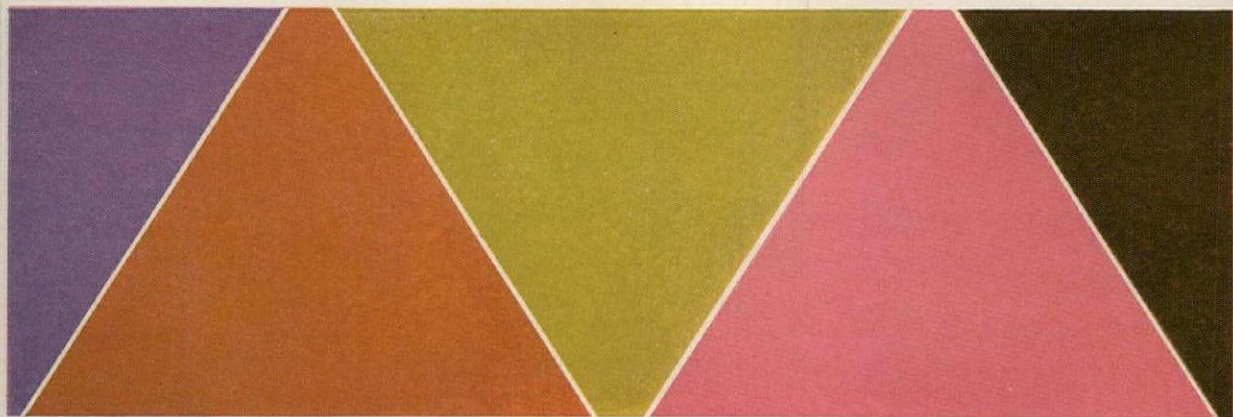
HILLYARD
FLOOR TREATMENTS

ST. JOSEPH, MISSOURI U.S.A.
TOTOWA, NEW JERSEY
SAN JOSE, CALIFORNIA



SINCE 1907

The most widely recommended and approved treatments for every surface



SHADES OF DARWIN

Are design demands like adaptability and permanence really incompatible? In these times, why not buildings with adjustable rooms, functioning in an unrestricted, highly divisible yet controllable, air-light universe? The obstacle has been cost, until a most unusual performance specification was written for new schools in California*. This document required structural-mechanical suppliers to bid as collaborating groups, and to show integrated, compatible systems. One of the successful solutions is Space Grid™—a joint development by a half-dozen national companies**. Space Grid also incorporates several mechanical options beyond the spec, extending its application considerably further than institutional construction.

In this system, the structural-heating-cooling-lighting-ceiling-partition systems become a single organism meeting high environment criteria in every classification. With these it allows swift, radical and convenient rearrangement of the comprehensive room plan. Space Grid adds the dynamic dimension of adaptability to room usage, and thus wards off obsolescence indefinitely. Survival of the fittest, you might say. Fast construction, single responsibility and better component performance are natural advantages of this approach.

Space Grid does not poke its nose into the design solution; nearly all its elements lie neatly concealed inside the service envelope above ceiling plane. For details see Sweets File, 2A/Bu. Or write direct to Architectural Systems Department, Butler Manufacturing Company, 7601 East 13th Street, Kansas City, Mo. 64126

*By the School Construction Systems Development project of the Educational Facilities Laboratories.

**Butler Manufacturing Company, E. F. Hauserman Company, Lennox Industries Incorporated, Owens-Corning Fiberglas Corporation, and other cooperating manufacturers. Space Grid is a trademark of Butler Manufacturing Company.

**SPACE GRID™
SYSTEM**

A Slight Case of Ethics—1986

(Note: This little extravaganza was prompted by a well-founded rumor that a big "systems" construction corporation wants to buy a reputable architectural firm.)



Scene: A February morning 1986. Boardroom of the International Computer Equipment Corp. (ICE—85% Dividend, \$1.40, yield 1.6%, 1985 range 89¾-60½).

Board Chairman: (They say he has ICE in his veins.) Gentlemen, our next agenda item is the new facility we want to build near Cheyenne. I have asked Mr. Carter, our Vice President for Facilities, to come here this morning and answer any questions you may have.

Director Cartwright: What is the project appropriation?

Carter: \$60 million, sir.

Treasurer: \$10 million less and we wouldn't have to fool with it. Well, let's get on. What are we building this time?

Carter: A new plant, offices and a small community for personnel, sir.

Director Murray: Are you doing the job in house, Carter?

Carter: No sir. This complex involves environmental problems if we want to attract personnel. We would sort of like it to be a credit to us in Wyoming too, sir.

Chairman: You hafta think of those things nowadays, George. Makes it too complicated for Carter's staff.

Director Murray: OK. OK. Who's going to build it for us?

Carter: International Building Systems gave us the best bid, Mr. Murray.

Chairman: IBS? I thought you said we wanted this job to look good. Who is their A-E subsidiary?

Director Simpson: What's an A-E?

Carter: An architect-engineer, sir. Mr. Chairman, IBS owns Miner, Miller & Hodges of Kansas City.

Chairman: I didn't realize that,

Carter. That must be why the last jobs IBS did for General Spacecraft looked so lousy. Must they use Miner, Miller & Hodges.

Director Cartwright: That's the trouble with IBS—J.B. Miner and whoosit is the only A-E IBS owns. They are locked in.

Treasurer: Who else bid on it, Carter? I assume you got more than one bid.

Carter: We know that is your policy, sir. Empire State Building Systems was next, sir.

President: What is this systems bit, anyway?

Chairman: Alf, where have you been for 20 years?

Treasurer: Aw, come on, J.B. You know Alf came up through public relations. (Patiently) Alf, these systems boys build you the whole deal. Building is complicated nowadays. You gotta hire a big outfit that understands your processes, land problems, all those technical systems in the building, profit and loss—even the people we hire. They got the idea from the aerospace boys who used to build those rockets back in the '60s.

Director Murray: Heavens, yes, Alf. To put it more precisely, a facility like this one involves socio-economics, industrial management, town planning—a hundred things all programmed for a printout on schematics, time, costs, production documents and construction. Even environmental design.

Treasurer: Carter here has almost nothing to do.

Carter: I would hardly say that, sir.

Chairman: I'm afraid this has degenerated into an elementary course in building, gentlemen. Carter, who is Empire State's A-E subsidiary?

Carter: They own two, sir—Sidle, Oldham & Mertz of New York and Wright Associates of Pittsburgh.

Chairman: Carter, you are trying my patience. My offices were in a Wright building when I was with Continental Enterprises. Like a prision. They haven't had a designer in that firm since old man Wright died. I hope you have a third bid.

Carter: Yes, sir. Delta Building Systems. Their top A-E subsidiary is Holland & Olin of St. Louis.

Director Simpson: You know, J.B., there's something that runs through this whole business. We have three of the biggest systems outfits and you're gagging on design. Those A-E subsidiaries are the best money can buy.

Director Murray: As the only old-timer on this Board, J.B., I remember when those A-E's were independent back in the sixties. They did better architecture then.

Carter: The systems boys weren't calling the shots then, Mr. Murray.

President: What became of those architects, George?

Director Murray: Well, along in the '70s the big systems outfits bought them all up except the little A-E firms that couldn't handle jobs our size. Some of the middle size firms went out of business. Something about ethics.

Director Cartwright: Ethics, shmethics. What was this?

Director Murray: The architects stuck to an idea of professional ethics. Went something like this: They worked for the client strictly for a professional fee. No share in the job profit. Claimed they could advise the client impartially.

President: Sounds interesting.

Director Murray: Hey, J.B.! I just happened to remember Phillip & White of Chicago. Straight architects—big enough to handle this job.

Director Cartwright: I got another idea! Why doesn't an A-E have a systems subsidiary?

Carter: Phillip & White operate almost like that, sir. They say they have some sort of comprehensive services practically like the systems approach.

Chairman: I like every job of theirs I have seen. Gentlemen, how about trying them on the Cheyenne project?

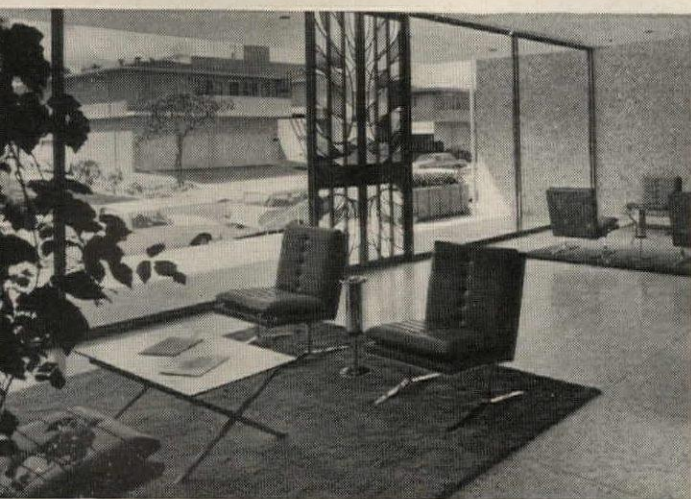
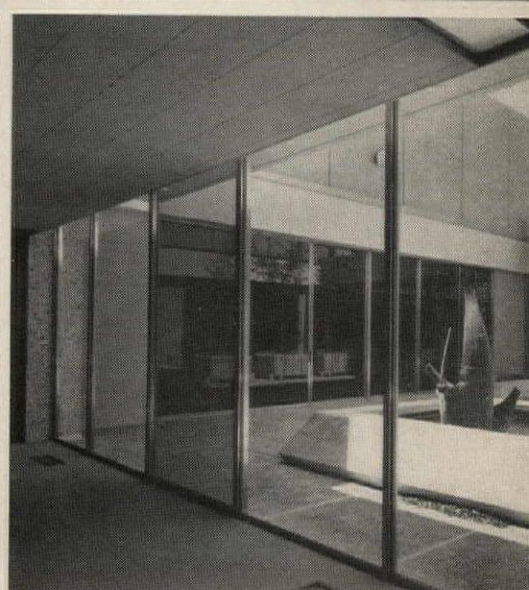
President: Yeah. Maybe we can start a new trend—with ethics yet. Great for PR.

WILLIAM H. SCHEICK, FAIA
Executive Director



OPEN
INVITATION
TO ARCHITECTURAL
ELEGANCE





Two new buildings in California—a bank* and an office building—designed by Shigenori Iyama, A.I.A., architect. Entrance doors by The Alumilite Corporation, Providence, R.I./Sliding doors by Carmel Steel Products, Downey, Calif.

The strength of lustrous stainless steel eliminates the unnecessary, unsightly bulk that obstructs natural light. Its warp-resistance keeps doors and frames perfectly aligned and snug-fitting, so heat stays in and weather stays out. Its rugged resistance to forcible entry stops intruders, adds maximum security. And of course, its resistance to corrosion and marring means minimum maintenance.

Yet with all these practical advantages, stainless steel doors and entrances invite architectural elegance too. They enrich airy facades; they brighten massive masonry; and they gleam—lastingly and appropriately—

in city streets or country highways.

Now—as the result of new fabrication techniques—slim-line doors and entrances of stainless steel are available from stock at a price that puts them within reach of every architectural budget. Contact the manufacturers credited above for detailed information on stainless doors and entrances. Write to our Architectural Services for further information on stainless steel.



Jones & Laughlin Steel Corporation
STAINLESS and STRIP DIVISION • Detroit 48234

For more technical data, circle 243 on information card

**Bradley Washfountains
save over 25% in
washroom space**



THEN THE REAL SAVINGS BEGIN!

On an average, Washfountains require 25% less floor and wall space than lavatories. Result: with Bradley's complete line of types and sizes, you can use any space to best advantage.

But that's just a sample of the savings. Bradley's cost less to install: one set of plumbing connections serves up to 8 people, cutting installation costs as much as 80%. What's more, Washfountains use less water, cut water heating costs, and reduce maintenance time.

Available in compact 2-person Duos, and 36" and 54" diameter circular and semi-circular models. All are foot operated, so hands touch only clean, tempered water—never soiled faucets. For unusual flexibility plus sanitation and savings, insist on Bradley's!

For details, see your Bradley representative. And write for latest literature. Bradley Washfountain Co., 9109 Fountain Drive, Menomonee Falls, Wis. 53055.





IDEALS THAT MATCH THE MOUNTAINS

THE PROFESSIONAL PATTERN that emerged from the 98th convention of The American Institute of Architects was “an exciting and perhaps disquieting one,” as President Morris Ketchum Jr. FAIA predicted in his opening remarks at the June 27 inaugural session.

For if the scientists and humanitarians who addressed the Denver gathering, one of the five largest in the Institute’s 109-year history (total registration: 2,662; AIA members: 1,169) succeeded in stimulating the architects to a better understanding of their role in today’s world, they also underscored the profession’s shortcomings in facing up to its social obligations. What is needed, the architects were told, is a pooling of their specialized talents, technological skills and disciplines, translated into the most human equation, to upgrade man’s environment.

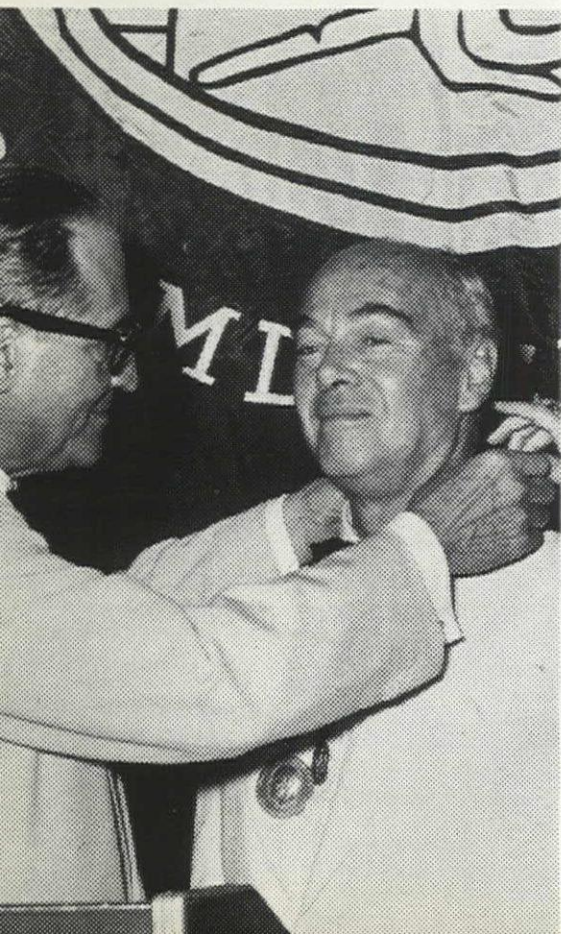
During the week-long program, speaker after speaker restated President Ketchum’s dictum: “Architects cannot meet this challenge alone, but we can and should lead in the task of creating a great architecture of our nation. For us to do less would not only damage the profession but would also deny to our country the fullest measure of greatness.”

Mayor Thomas G. Currigan echoed that sentiment in welcoming the conventioners to the Mile High City: “I honestly believe that the responsibility—I will even say duty—of your profession was never greater than it is today, speaking as a layman and from the public sector.” The Mayor, indeed, had a very personal reason for bringing greetings to the AIA. One of the first groups to offer him help following the 1965 flood was the Colorado Chapter, with support from the national headquarters which “offered to this community the professional services of the entire team of the best experts in community design, the best talent that we have in this country.”

The Mayor continued: “We took advantage of this, and, hopefully, within the next year we will begin a long period of implementation of a report that took almost a year to complete toward the re-



ILLINO



development, the rehabilitation in the fullest sense of the word of an area that is about 10 miles long and about one mile in width. Much of this report was made possible through a grant not only of money but also, again, of the highest caliber of talent of these United States from this very organization to whom I am privileged to say hello."

It was about this kind of commitment in terms of the physical structure, yes, but the social and the spiritual, too, that the convention was to concern itself in the five days ahead.

Perhaps the greatest impact on the assemblage was made by keynoter John Kenneth Galbraith, who used the podium in the Centre Theatre, adjacent to the Denver Hilton Hotel headquarters, to expound his views on a guaranteed annual income—an idea that was to be given a hearing all week long.

The three theme seminars, each devoted to one aspect of "Technology, Environment and Man," may have veered from their course now and then, but in every case provided lively discussion among the principal speaker and his three panelists and generated some interesting comments, more often than questions, from the floor. (In presenting the discussion periods that follow, the editors have attempted to catch both the essence and the spirit of the ideas expressed, even though in necessarily abbreviated form.) And like the seminars, the 10 workshops, to be reported in a later issue, generally were well attended, with at least two drawing SRO audiences.

All this is not to suggest that it was not a "fun" convention—far from it. An early-evening jaunt to Central City for the President's Reception and the Host Chapter Gala and an all-day outing to the US Air Force Academy, where the second annual Purves Memorial Lecture was delivered, were just two opportunities for sightseeing and pleasant interludes away from the hotel, the professional program and Institute business.

Even Kenzo Tange got into the spirit of things. Unlike some previous Gold Medalists who have made themselves scarce at such functions, the Japanese architect arrived well in advance of the formal presentation, addressing a student session and participating in the Convocation of Fellows.

There may have been no one speaker or event that set the 98th apart from all the others, but in toto it appeared to be an unqualified success. As Mayor Currihan had reminded the architects earlier, "One of the primary motives or incentives of any such convention is to bring fellow colleagues and talent together to become more knowledgeable, or aware of the problems or the opportunities within your profession, so that you in turn can render a better service to your clients and to your public."

This was achieved in Denver. And to paraphrase one old-timer at week's end, it had been a good year for the Institute, and the convention itself seemed to bear that out.

ROBERT E. KOEHLER

Economics and Environment

BY JOHN KENNETH GALBRAITH

The Paul M. Warburg Professor of Economics

at Harvard University

tosses out several highly controversial ideas

as an authority in his field, then makes some observations

about cities as "an amateur in art and even more

in architecture," in his own words



MY REMARKS on economics derive from the feeling that we are at the end of a chapter. We are by way of reaching goals we have long pursued. But that does not mean, as some have doubtless imagined, that no new work lies beyond. It has long been known that there is no respite for the wicked. But evidently this is also true of the saintly as we, with a few misanthropic exceptions, believe ourselves to be at this point in time.

The new tasks have much meaning for the arts and for the artist. So, after reflecting on the more prosaic problems of economics and politics, as I see them, I shall go on to their bearing on the more interesting and civilized world with which you are privileged and even, I gather, paid to deal.

In these last 20 years, in natural reaction to the unemployment and miseries of the 1930s, there has been a large measure of agreement on the main goal of domestic policy in the United States. That has been to insure the greatest possible growth in economic output. Our test of failure has been the amount of unemployment; our measure of success has been the annual increase in the Gross National Product. And this goal has been shared by Democrats and Republicans, liberals and conservatives. The consensus

has extended from the Communists to the more thoughtful branches of the John Birch Society. There has been a difference only on methods. Liberals have sought to do by public spending, deliberate deficits and tax reduction what conservatives have believed might be best accomplished by balanced bud-

gets, regular church attendance and a vigilant awareness of the dangers of socialism. To believe we have been doing well in these last two decades is to believe that we have had an adequate rate of economic growth. There has been no other measure.

High production and low unemployment have not now become unimportant. It is only that we now have them. And there is a fair chance that we will continue to have them. No society can have, as its central purpose, the accomplishment of what has already been done.

And, though economic growth is a condition precedent for solving most social problems, we now know that there are many it doesn't solve. And it creates massive new ones. Let me be specific.

Economic growth, we have learned, does not provide the public services that are required by a higher level of private consumption and which

mark our progress toward a more civilized existence.

Economic growth, we have learned, does not help those who, because of educational disadvantage, early environment, location, health, age, family situation, mental retardation or racial discrimination, are unable to participate fully in the economy and in its gains.

And economic growth, we have learned, does not solve the problems of our environment and especially our urban environment. On the contrary, it makes these problems more urgent.

These three areas of need—the public sector, the excluded and the environment—define our domestic tasks in the years ahead. Let me say a word about the first two and rather more than a word about environment.

It is imperative that we maintain a sound balance between the private and public sectors of the economy. In the years following World War II we were affected by an atavistic doctrine that held that government services were wasteful, wicked, a manifestation of individual weakness and a menace to liberty. Editorials argued the case. Political cults asserted it. Legislators—only a few fortunately—were elected on this platform. We have recovered from this lapse. In any case someone sent me a letter the other day from Barry Goldwater appealing for public support for the purchase of some parkland in Arizona. Private development was threatening a beautiful mountain and his view—encouraging indeed.

Some public services—transportation, education, postal services, research and statistical facilities—must grow if private growth is to continue. Other public services—control of water and air pollution, removal of litter—must keep pace if private growth is to be tolerable. Yet others—health services, welfare services, help to the dependent—must grow if there is not to be an obscene contrast between the two.

Public services, we need also to bear in mind, are progressive in their incidence. Colleges and universities, public parks, good and well-paid police, good health services, good public transportation, even clean streets render their greatest service to the poor. Those who call for curtailment in public services should never suppose they are being neutral as between the affluent and the less so. Those who are now calling righteously for reduced spending because of the Vietnam war are asking that the well-to-do taxpayer be protected at the expense of aid to schools in depressed areas, the Job Corps, low-income housing and youth employment. Unless they plead innocence they must admit to selfishness.

Our second goal must be to insure that the largest possible number of people participate in

economic advance. Increasing national income benefits only those who participate in the economy and thus have a claim on the income it produces. A sizable minority, we have learned, cannot or do not so participate.

Good public services—and sound environmental conditions—promote such participation. Good health services increase the number of people who are able to participate effectively in the economy. So does good law enforcement. So does good and well-located housing. So does effective action against racial discrimination. So do effective steps to bring bypassed and backward areas into the main stream of development.

“We can easily
afford a
floor to income”

But above all this is what a good educational system accomplishes. There is no single cure for poverty. But we should not, in our sophistication, conceal the obvious. While, as President Johnson observed a year ago, “Education will not cure all of the problems of a society . . . without it no cure for any problem is possible.” A community that provides really superior schools from the earliest kindergarten (or head-start) ages and allows the pupil to go just as far at the public expense as his abilities allow will not have many people that are poor. There are few college graduates and not many high school graduates who are in the poverty brackets.

In the past our approach to poverty has been soundly Calvinist. We have agreed not on helping people but only on helping them to help themselves. That is the meaning of measures that enable them to participate in the labor force. I think the time has come to re-examine this tenet of past policy. I venture to think that the time has come to consider the one prompt and effective solution for poverty which is to provide everyone with a minimum income.

The arguments against this solution are legion; many, in fact, are excuses for not thinking about it. Surely it would destroy incentives. Yet we now have a welfare system that can be totally destructive, for a small job means a total loss of welfare income. We tax the wages of the welfare recipient at 100 percent or more.

Surely it would keep people out of the labor market. But we do not want all people with inadequate income to work. In 1964, of 14.8 million

children classified by the Department of Health, Education and Welfare as poor, nearly a third were in families headed by a woman. Three-fifths of the children in families headed by women were so classified. Most of these women should not be working.

Nor, given our present rate of affluence, is it certain that we need to have every last, living soul at work. What is the cost? A few fewer automobiles. A few fewer cigarettes. Not quite so many beer cans. Not quite so many bathtubs. Is this such a hideous cost?

Nor can we be sure that idleness is quite as demoralizing as has always been imagined. Are we certain that abundant leisure is bad for the poor but good for the comfortably well-to-do?

We can easily afford a floor to income. It would cost about \$20 billion to bring everyone up to what HEW considers a reasonable minimum. This is a third less than personal income rose last year. It is not so much more than we will spend next fiscal year to rescue Marshal Ky's version of freedom and democracy in Vietnam. And nothing is so certain an antidote for poverty as income. Let me turn now to environment.

The problem of environment is surprisingly simple—and universal. It is that we have for long assumed that it must be subordinate to economics. Accordingly, questions of beauty, livability, even health have been of secondary importance. Cities, it has been assumed, must grow. That is economic progress. They are ugly but that is the price of progress. Cities have long been so. The streets are a jungle of poles but people want telephones. Power lines march across the countryside. But people need power, and instead of old-fashioned trees we have new ones of steel. A factory is not a pleasant or attractive neighbor. It smells of scorched rubber and is very dirty. But people must have jobs, and the community needs the payroll.

Highways and roadsides are made hideous by vendors of gasoline, fried food, outdoor advertising, sleep and short-order sex. But one must never interfere with small business. Our metropolitan areas are devouring space at an alarming rate and in the most wasteful possible way. But until Los Angeles collides with San Francisco and Dallas with Fargo, North Dakota, we must not interfere with a dynamic real estate industry.

In each, economic goals have been accorded an implicit priority. To make matters worse, quite a few people have persuaded themselves that out of the chaos of economic motivation might come some tolerable result, some manifestation of unplanned but functional beauty.

Such a system of priorities and such wishful thinking can no longer be afforded. When people

were insufficiently fed and clothed and sheltered, economics rightly enjoyed a high priority in social calculation. But as we move on to lower orders of need—and must contrive these by singing commercials—economics loses its claim to priority. Other goals are rightly advanced. And there is no reason to believe that an unplanned metropolis will have any better chance of beauty than an unplanned office building. And it won't be any more functional.

Indeed we must recognize that the laissez-faire attitudes which were fostered by the industrial revolution are strongly inimical to urban design. That is why, broadly speaking, no city built since Adam Smith—a few planned and noncommercial capitals apart—is ever admired. Each summer Americans migrate by the millions to look at those which were built in the 18th century or long before.

I have been impressed, I confess, at the way our best architects have been able to reconcile themselves to the opposite view. One of the most beautiful small art galleries in the country stands cheek by jowl with a Gulf Station. One gazes at the lovely auditorium and chapel of Eero Saarinen at MIT and then on to a parking lot, a candy factory and a storage warehouse. I can't think that there is any concept of professional achievement which justifies juxtaposition to eyesores.

I wonder, by the way, if the time hasn't come for a major crusade against the oil companies. The service station is our most ubiquitous structure. No one can escape it. It is also our most hideous. Let everyone here make his views known to at least one oil company president. If they do not reform, hire good architects, develop some decency on signs, designs, color and such frippery as paper pennants and discipline their dealers accordingly, let us go back to the electric.

“The test is what
... people
will enjoy the most”

More generally the successful defense and development of our living space requires progress on three broad fronts. Let me list them.

First, we must explicitly assert the claims of beauty against those of economics. That something is cheaper, more convenient or more efficient is no longer decisively in its favor. If it is ugly, it is likely that it is not desperately needed.

So wires and poles must go underground, al-

though this costs more and power and communications, as a result, will cost more. Factories must be not in the most efficient but the most agreeable locations. Highways and streets are not primarily a business opportunity. They are primarily places for tranquil movement. And efficiency of movement must be weighed against charm. Air and water and landscape must be protected from pollution. It should not be claimed that the eventual cost of all this will be less, that it will pay in the long run. That is no longer the test. The test is what, in the end, people will enjoy most. And it should be kept in mind that the last resort of all who argue for economic priority is that the public is intransigently vulgar and it is wrong to inflict on them the value system of those who pretend to taste. This is pure nonsense. Every successful society has allowed its artists and critics to act as arbiters of taste. Nothing artistically more compelling than the Rayburn Building would ever have been built had it been otherwise.

“Order is no more the
enemy of artistic
freedom than anarchy
is its servant”

Second, effective management of environment will require far more effective planning and control of land use. There are several reasons for this. One is that we cannot go on wasting space, a scarce and important asset, as in the recent past. Even if planning and control lead to deliberation and thus to delay, we should welcome them. Once again economic priority cannot be granted. We should readily trade a slower for a better planned growth.

We need such planning in order to gain attention for social and esthetic priorities. The assessment of economic priority lies with the individual owner. He can tell what will be the economically best land use and the resulting judgment will not be far astray. But only the community can decide what is socially and esthetically the most desirable use.

Further, we need such planning and control to permit the architect to work within a suitable framework: a consistent design. This is not to impose uniformity; rather it is to require harmony and order. Order is no more the enemy of artistic freedom than anarchy is its servant. The cities we visit and most admire—Florence, Fatehpur Sikri, Leningrad nee St. Petersburg, Paris (Hauss-

mann's Boulevards)—all owed much to strong rulers, even despots. That is not because despotism is conducive to art. It is because it is conducive to symmetry and order. It enforces an overall design. Even a bad one is better than none.

We should not imagine that our traditional arrangements for guiding or directing land use will be sufficient for the purposes I have just mentioned. Private land ownership is a natural way of according economic priority. That, generally speaking, affords the largest private return. It was right for the stage in social development that accorded economic priority. It is not so certain that it can be accommodated to social and esthetic goals. The record of planners and zoning authorities in conflict with the profit motive is not encouraging. I incline to the belief that for good urban, suburban and adjacent land use we will need to resort increasingly to public ownership of the strategic land areas. Nor does it take a political genius to see here the prospect for some notable controversy.

Third, and finally, it must be evident from this discussion that the city is the key unit in the management of environment. In the past the family, the business firm and the nation have been our basic units of economic and social account. One is required by all religious and social tradition to predict that the family will continue to be of some importance. It would be subversive to suggest that General Electric is on the way out. No doubt nationalism will continue to be something of a force. But, increasingly, the city will be the decisive unit of account.

This means that its government must be stronger, by far, than in the past. This means that cities must be run by stronger, more imaginative and, needless to say, less larcenous men. They must have better and much better-paid employees. And they will need to have much more money. They already have the most important tasks and the least money. This endemic starvation cannot continue.

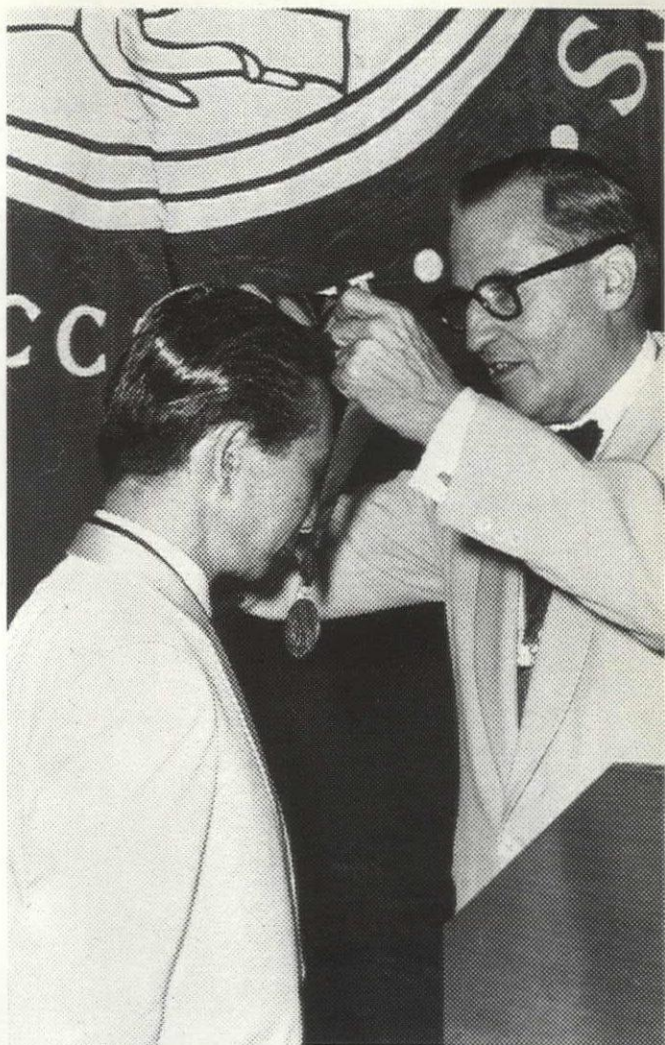
This brings me full circle to the balance between the public and private sectors of the economy and on to the problem of the excluded and deprived. For one very good way of putting more money at the disposal of these cities would be a federal guarantee of the income of the disadvantaged. This would lift from city budgets the present burden of welfare costs. It would release the funds that good development and good house-keeping so urgently require in the very places they are needed most.

Once a circle has been completed, there is no obvious further stopping place. One could continue to go round and round. So I must take the precaution of stopping here. ■

GOLD MEDAL OF HONOR

Kenzo Tange, at the age of 52, becomes one of the youngest architects and the first from Japan to receive the highest accolade which the AIA can bestow upon a member of the profession

"To Kenzo Tange—architect, philosopher, teacher, writer—who has through the poetry of his architecture brought a spirit of dignity, grace and integrity to his own land and to men everywhere," reads the citation in part. And he replies, upon the presentation by President Ketchum, "This Gold Medal is much heavier than I expected, physically and psychologically." Grateful and humble, Tange wins the applause of his colleagues at the Convocation of Fellows and takes time out to view a showing of his work, one of a number of professional exhibits on display in the Denver Hilton's Showcase.



A NIGHT IN CENTRAL CITY

The first social function, officially, at least, provides a double-barreled event—the President's Reception and the Host Chapter Gala Party that never wants to end





Up to the old mining town they go, busloads of conventioners all eager to relive for a few hours the bonanza days of Colorado's original capital. The Ketchums receive in the garden of the Teller House, home of the notorious "Face on the Barroom Floor," as early arrivals line up for the buffalo barbecue under the big tent, among them the Robert L. Durhams (he to be elected Institute first vice president later in the week) and secretary Virginia Hansen. Party-goers who aren't in the mood for "Carmen," performed in the oldest opera house in the West, dance in the Eureka Ballroom and have a rip-roaring time in the Gilded Garter and Silver Dollar saloons.





"May I say to you, Mr. President, how pleased we are to be here in this example of Early Ketchum . . . a sense of real feeling of architectural tradition."—Dr. Galbraith

Technology: A Boon and a Danger

OPENING ADDRESS BY ISIDOR I. RABI

*Nobel Prize winner in physics and University Professor
at Columbia University*



TERMING OUR AGE an unsettled one and beauty an ideal whose status remains to be secured, Dr. Rabi referred to a talk by Philip C. Johnson FAIA at Mount Holyoke College in which graduating seniors were told that "beauty is worth money."

It reminded him, Dr. Rabi said, of a letter Andrew D. White, who was to become the first president of Cornell University, wrote to Ezra Cornell, the founder, urging the creation of a beautiful university in order to attract scholars. If it is ugly, White declared, you will have to pay more.

"One cannot help but feel more than a little sad and somewhat shocked," the physicist continued, "that these two great Americans, writing 100 years apart, found it important to make an appeal for beauty in terms which, in a sense, negate the whole idea of beauty, or of patriotism, or even of honesty and justice which should be basic values. The money element is debatable; the other values are not."

Dr. Rabi found a "certain similarity" between the condition of the architect and the scientist. It has been said that scientists are an elite which control our present and our future, he noted. "There may be a small kernel of truth in this statement. In the same sense there is little doubt that the color, the mood, the tone and the quality of our lives, especially those who live in cities, is in your hands. . . . You more than interpret our culture. You make the very matrix in which we live."

Dr. Rabi said the human scale has been given boundless dimensions by science, from the depths of subatomic structure of matter to the endless reaches of the most remote galaxies. Here is a new image—and the "task of translating this image, this ideal of the Western man, this lord of

creation into the concrete actuality which determines the circumstances of daily life of man as a worker, a citizen, a parent, a seeker of pleasure, entertainment and the satisfaction of other human desires, this job belongs to architecture."

Each age and place must find an architecture appropriate to itself. But our age "has not settled down sufficiently to be entirely aware of itself. Ours is not only an age of change but of accelerating change. Perhaps history has no precedent for this. Our situation may be entirely novel. We are on our own, and the past is no guide to an age of accelerating change under the irresistible urge of an expanding science and technology. It is for this reason that a mutual exposure of science and technology might be helpful."

What has science to contribute to architecture? A few examples: Solid state physics promises to yield new architectural materials and a conversion of old ones into new. "I expect our increasing understanding of the solid state is such that new materials will be tailored to order." Greater application of scientific thinking in architecture and system engineering are others.

But by far the most important contribution will be the large computer, Dr. Rabi said. "Its immense memory can store elements of design, complete designs of structures, remember experience with existing structures and compare this experience with plans for new structures. User reactions of every type from utility to esthetics can be combined for appropriate evaluation. Perhaps one will be able to find certain guidelines of beauty and form such as the ancient Greeks had for statuary. The computer can also quickly combine the concept of relationship of a proposed structure or

structures with traffic problems, light, air and weather conditions, as well as quickly present on the cathode ray tube the result of changes in the vast number of parameters that make up a complex of structures."

Both the scientist and architect need money, and neither has enough. "We are brothers in that neither of us has the disposal of our own brain children." But the architect is perhaps worse off because he rarely has the chance to develop a comprehensive plan so that his work has a proper setting.

One can deplore the errant construction in some neighborhoods but "we cannot blame the architect entirely for this, no more than we can blame the scientist for the dreadful nuclear arms race which threatens the existence of all civilization in our country and in Russia." On the other hand, Dr. Rabi declared, "we are not entirely blameless. The Nuremberg Trials showed that people who felt they were acting under orders or for some patriotic reason were still liable under a higher law to prosecution for their misdeeds."

In the same way, he said, it is not entirely defensible for the architect to shift all the blame onto the client or for the scientist to escape free because he was employed by the government or an ambitious drug firm.

Architects have an organization that imposes standards on its members but "this organization or guild should act as a guardian force to insure that these standards are respected and observed by the public, in which I include government as well as private groups, individuals, corporations,

churches, schools or hospitals. In a welter of private enterprise, some authoritative and respected leadership must exist. Federal law is full of examples where a higher power has to step in to keep private enterprise from choking itself in a jungle of selfish interests.

"The upshot of my talk then, is a suggestion of something like a Hippocratic oath for architects to strive for the health and beauty of our total environment. In addition, I propose an organization, perhaps the AIA, which would take the lead in formulating principles and which would act as a watchdog organization to secure compliance. It is the glory of our American system that when conditions are right a private organization is found which can do what others can do only through a centralized bureaucracy."

Building after building is being razed until "all sense of the past and its atmosphere is lost." Can we hope that such buildings will be collected and preserved as are works of art, he wondered.

He has often urged colleagues to enter public service, Dr. Rabi said. "Many of them have done so and some are trying for public office, which until now seemed reserved for businessmen, lawyers, accountants and the Kennedy brothers. With all due respect, I do not consider this to be a fair sampling of our educated society. Where are our scientists, our engineers, our doctors, our social scientists, our poets and philosophers—and, not least, where are our architects?"

"I do hope that some of you will take up the challenge and my great-grandchildren will take the city beautiful as a matter of course."

DISCUSSION

Commentary by Casper Hegner
AIA, commissioner, Public Buildings
Service, General Services Administration;
Stephen A. Kliment AIA,
editor, *Architectural & Engineering
News*; and Reyner Banham,
Architectural Review. Moderated
by Robert L. Durham FAIA, Institute
vice president.

means to success. In the area of scientific research, money is a means to success. If we spend enough millions of dollars we'll get to the moon, [but money] will not necessarily give us a victory over ugliness.

Dr. Rabi's comments on Philip Johnson's talk at Mount Holyoke are altogether invalid, unless he's pulling our leg. It seems to me Johnson said the right thing at the right time to the right people. The second

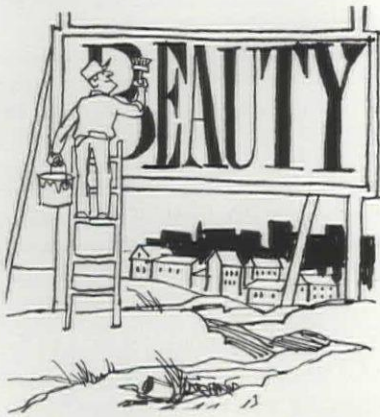
area where the comparison is not valid is in the sense that the architect is a practitioner. He has constant contact with a tangible, in Dr. Galbraith's words, "larcenous, exacting world of due dates, subcontractors and often tightfisted clients" [while] the scientist is very much research-oriented. In the area of the creative processes there is a much greater similarity. To quote Herman Simon, a scientist and psychologist: "There is a fair amount of evidence to support the hypothesis that the creative processes in art and science are substantially identical."

Banham: The situation, you see, is this: that in creating plenty, in making sure that the great bulk of the inhabitants of the US are comfortable, well fed and, at least in the

Hegner: It is important to recognize that neither the discoveries of scientists nor the art of the architects can by themselves improve the lot of mankind, or at least on the city scale. Assistance and interpretation of means must be supplied by other laborers in the vineyards—the educators, financiers, the managers, the politicians. Is it not our true function to be constantly mindful of requirements of cooperation, exchange of ideas, tolerance and patience with all who are dedicated to the task of improving the human condition?

Kliment: My main point of rebuttal to Dr. Rabi's approach is where he compares the scientist and the architect. It is invalid, first, in terms of the use of money as a

physical sense, well housed, we are always thinking as scientists. We have created a society utterly different from that which produced beauty as Philip Johnson was talking about it, or as the War on Ugliness seems to understand it—the kind that belongs to the age of despotism, the age of inequality based on a peasant economy of scarcity. Technology which makes plenty possible gives us completely different basic propositions from which to operate. For one thing, it makes the context “city” questionable as a proposition with which to work in the future. The city is not, in fact, how you live in an age of technology, an age of plenty.



Also, the new technological base makes questionable the idea of beauty as a relevant term for here and now. If there is going to be a quick “beauty” that makes any kind of sense in the world we are moving into, then it must be a kind of beauty which can be found in or conjured or devised from the movement of colored metals or freeways or the sky signs of Las Vegas. This is not to say that every freeway intersection is beautiful or exciting. It is not to say that the sky signs of Las Vegas couldn't be made better in their own terms. The good life has to be made out of the plenty of technology, derived from that work, from wherever and however it is found—not by planting dwarf cherry trees, not by deriving styles from despotism, poverty and primitive techniques.

Rabi: If I make any criticism of architects, it is that they don't use the experimental method enough. If you design one room, make a model and have a cantankerous old man like myself live in it for a few days to tell you not just how it feels but how it works—like a sink and no place to put the soap, always sliding into the bowl.

Now I come to the computer. When it really blossoms forth into

general use, it will free the architect of a great deal of drudgery. He will be able to bring many more elements into his considerations and to foresee the consequences of any design and changes he may make, see them immediately and be able to do his job more effectively, with more freedom and with less doubt about the basic elements which in a certain sense are routine—routine I would describe as something where you know the basic element, you know the basic conditions under which results would come. That the computer can do.

Kliment (on getting into government): You have to be specific as to whether you are talking of the appointive official who basically would bring in a point of view in which he is an expert and would serve in a consultative or administrative capacity, or the elective official. In the first instance this would be highly desirable. In the second instance I don't think it really makes any difference. (Former) Rep. Walter Judd from Minnesota was a missionary doctor. He had a doctor's degree and he served in the House of Representatives and was quite an authority on foreign affairs. But I believe he was an authority on foreign affairs not because he was a doctor but because he had traveled widely.

Banham: Nevertheless, there is a general point that follows on from that. One of the great problems of democracy is creating things that are not only spiritually and culturally admirable but which can be used, and the maintenance of this sense of effective use as a major design consideration does depend very largely on the presence of what we call the amateur contribution to government. That is to say, it is precisely when you get government by the experts, all advising one another, whether they are elective or whether they are appointive, they tend in the end to put up things that are monuments to government. This is one of the basic troubles with Washington. Foreign affairs does not exist solely for the benefit of foreign affairs experts. Architecture does not exist solely for the architect. We ordinary consumers have a right to be heard in this matter.

Rabi: In our American system an elected dog-catcher, elected by the people, in a certain sense ranks higher than the Secretary of State. He is elected by the people. What I was complaining about is that certain kinds of backgrounds are generally conspicuously lacking in the

vast majority of elected officials. They have withdrawn from this kind of responsible public life. The last thing in the world I would want is an engineer as president who assumes as president he is the best engineer in the country. It's a certain background, a certain way of thinking, a certain attitude in looking at problems which should enter into decision-making, performing of tasks, direction of policy.

Durham: It is well to say, as Dr. Rabi commented on the elected dog-catcher, that the profession is even more fortunate when a practitioner and member of the Institute is willing to give up his practice and serve not only the profession but the country in helping us get an accepted position for quality architecture within the framework of the federal government, and this is especially true of Casper Hegner.

Kliment: [Limited money] would force us, the architect, to be a lot more specific, a lot more scientific possibly, in formulating goals and in formulating techniques for arriving at those goals, and in forcing the adoption of some of the techniques which I think we are intellectually capable of grasping but which still have a certain fear element.

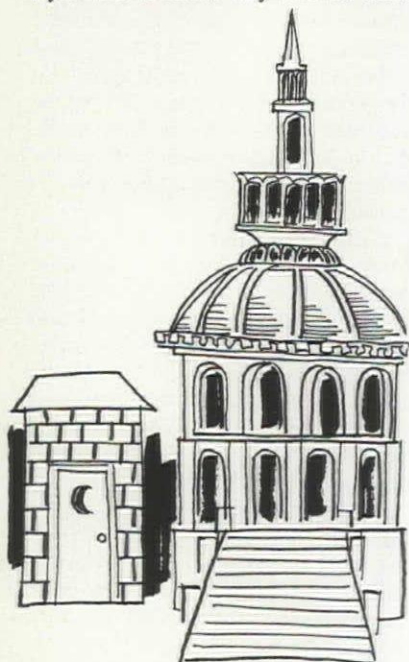
Banham: The point which follows on from that, we do fear the influence of money on “beauty.” Beauty, as Philip Johnson has said, comes largely from scarcity economies. The fact that something was true in the past, as we know from bitter experience, is no longer guaranteed to be true in the future. In a sense it has to be possible to create something like beauty, as good as beauty, out of the fruits of affluence.



Sidney L. Katz, FAIA (New York): If all of us as architects were to develop an understanding of our moral responsibilities, certain of the mistakes that we make as designers would be avoided. I would like to hear from Dr. Banham.

Banham: I am not sure myself that we have to put it as high as moral responsibility, though we

should always be headed in that direction. I feel there is a simple contractual responsibility in most architectural propositions. The social function of architecture, after all, is in the first instance to create a fit environment for human activities, and you can define the word "fit" any way you like. It is a good treatable word like "beauty" in this sense, but I mean fit in the sense that it is appropriate, whether it is simply a question of comfort stations on the highway, a state capitol or a cathedral. There is a fitting style and tone for any one of these



human activities, and the architectural profession has appropriated to itself the right and duty of providing these environments.

One of the things I would like is for more clients to sue more architects for professional incompetence, simply failing to deliver the kind of building implied in the original contract. The profession seems to think it has the right to certain social buffers such as those which protect the medical profession, but those social buffers do not protect the medical profession from errors made out of ignorance. The architects should remember they have a simple contractual right or duty to the rest of the human race, and it should be in the nature of, say, a kind of Hippocratic oath, or whatever architects have instead that Dr. Rabi was talking about, to see that the spirit of the contractual relationship between architect and public is honored as well as merely the letter of that relationship.

Rabi (on banality): This is one of the crimes of architecture. If it

became dull—and now I refer back to Washington—a great deal of effort has been expended there, and here they are, these very expensive buildings, marble and all that, and they could be defended according to all rules, but the total overall effect is, in the immortal words of Gilbert and Sullivan—not an architectural firm—"twaddle, twaddle, twaddle." So the plea I make is not just for an individual building but for the whole setting, a responsibility for the whole setting, because I am sure that the responsibility of the architect goes beyond producing a good building for the client. There is this great public responsibility.

Hegner: It occurs to me that there is a difference between understanding and assimilation, and perhaps this is part of the difficulty to which we are addressing ourselves. We can perhaps understand a building technique or an engineering advance, but it takes a while to assimilate it so that it can be properly externalized in design. What I am attempting here is a suggestion of comfort and a counsel of patience. I would also invite those who don't like the glass box to consider what I believe to be a truth which is that we have really, at least in Washington, a glass street facade. The individual building is no longer so important there, at least as is the total effect that all of this kind of design is making. Give it time. It too may pass.

Gideon Kramer (Industrial Arts Medalist, Seattle): First, beauty is really a consequence of a process, and I always like things around me as examples which I can understand, and one of them is women. I know some women who grow beautiful. Their dimensions, their physical shape, etc., do not necessarily change; if anything, they deteriorate, but they become beautiful. This is a consequence of process.

Second, as to cost. Somehow the idea that beauty costs more money and that we have to be ready to pay for it is such a foolish idea that I just can't understand it at all. We have a prime example right here. If we wanted to make this theater more beautiful, we would strip the hell out of it and make it right back to a square box and it would be a lot cheaper.

And that same approach would lead to the beautification and greater effectiveness of the cities and the so-called strip developments along our highways. The compensation for, and the consequence of, ignorance—emotional disturbance

and mental disease—are confusing and more costly than beauty.

We have had in this country the Shaker culture which has produced some of the most beautiful objects—the consequence of the most economical interpretation for satisfying a need. This approach to beauty was reaffirmed by the Bauhaus and today by the concept of cost effectiveness. These are not formulas but indicate an attitude. At best, they result in understatements. The process of which beauty is a consequence and the process that it stimulates and supports should be our concern. Beauty is a consequence. To formulate, regulate or legislate could sterilize it. The truly beautiful springs not from a preconceived obsession.

Another thing—and I'm faced with this problem all the time—we see this ugliness all around. Yet I've been in New York, the big buildings, including the Pan-Am Building—some of our greatest architects have been involved in creating these. I know it takes only about an hour or two a week of work for subsistence and another couple of hours to get along pretty well. This is possible. You don't have to do these things. You don't have to design a car, you don't have to design a building, you don't have to participate in these things if you don't believe this is right. If you do, if I do, and to whatever extent I do this, I become a prostitute. I don't like to go around and say how bad things are when I have been bought or sold myself to support this thing.

Anyway, beauty should not be equated with higher cost any more than ugliness with economy of line, form or material. This is absurd; it is an excuse for our own inability and deficiency.

Herbert H. Swinburne, FAIA (Philadelphia Chapter): Is there a place for the soft sciences? Is there a place for design and response to human behavior? Does group dynamics affect the spaces we live in?

Rabi: Speaking as a physicist, technology flows from the soft sciences. What I was talking about was not a divorce from the latter. Man is a soft creature, and the soft sciences will remain preeminent always. And architecture is not a matter of winning prizes for design; it is a matter of making buildings out of things, i.e., coming in contact with mother earth, with human use, and in that sense physical sciences, as differentiated from mathematics, must find connection with what nature is. ■

HONOR AWARDS LUNCHEON

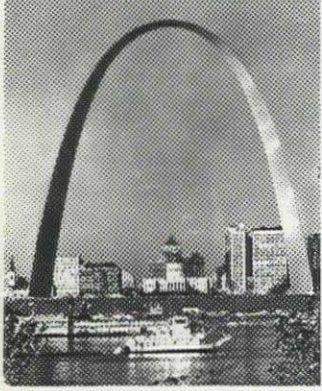
A significant tradition, the 1966 affair, in a revised format, focuses its entire attention on design, including a brand new medal



The \$25,000 R. S. Reynolds Memorial Award and sculpture is presented to 32-year-old Austrian architect Hans Hollein by A. H. Williams Jr., the sponsor's vice president, for a tiny candle shop in Vienna. Joseph Lacy AIA (below) has triple duty at the podium, receiving from President Ketchum on behalf of Eero Saarinen & Associates two AIA Honor Awards (see the July AIA JOURNAL for complete coverage) and the Henry Bacon Medal for Memorial Architecture. Theodore C. Bernardi FAIA accepts the Collaborative Achievement in Architecture Award for his firm, Wurster, Bernardi & Emmons for restored Ghirardelli Square.



A message from Aline Saarinen
read to the convention on the occasion
of the awarding of the first
Henry Bacon Medal for Memorial Architecture
to her late husband for the design
of the Gateway Arch



His AIA awards were of deep consequence to Eero. He cherished each of them. He was pleased for the clients' sake; he felt they deserved rewards too. But he was most pleased for his own sake.

He saw these awards as symbols of his colleagues' approval and respect—and there was no respect that he valued more than that of his colleagues. Tragically, the Gold Medal was posthumous [in 1962]. To him it represented the summit.

But I know that this Henry Bacon Medal would have had special meaning for him too. Eero believed in monuments—in the kind of monuments that are defined in the Henry Bacon Medal grant, “as having no other purpose than to portray, promote, or symbolize an idea of high spiritual concern.”

Eero had an almost religious belief in architecture. Beyond its purpose of providing shelter, he felt it could enhance man's life on earth, could give man confidence and a sense of continuity and even fulfill his belief in the nobility of his existence.

The St. Louis arch symbolizes, of course, the Gateway to the West, for St. Louis was the point from which the brave men set out in the westward expansion.

But I think Eero meant more than the simple symbolism of a gateway. I think he wanted to symbolize man's aspirations. More and more, as his work progressed, he tried to make his buildings soar—whether from the ground straight up to the sky as at CBS or in his upward surge of the columns at Dulles. The St. Louis arch is the least earthbound of them all. It is the climax of his soaring forms. And, I believe that by the very daring of his conception he wanted to reaffirm man's external desire to reach, to try, to explore.

In the shape of the weighted catenary curve and in the materials—the core of concrete and the skin of stainless steel—he wanted the arch to be of our time (and brilliant engineers and contractors made it possible). But he also hoped that it would be timeless. Like Henry Bacon [AIA Gold Medalist of 1923 and designer of the Lincoln Memorial] he believed such “useless” monuments could be a matter of “high spiritual concern.”

The St. Louis arch was the first major work Eero did independent of his father [Eliel Saarinen, 1947 AIA Gold Medalist]. In its refined form it represents his mature work. In between, there were years and years when it seemed the arch was a lost cause. I even remember a member of the Fine Arts Commission saying it would be built only over his dead body. But Eero never lost faith that some day it would rise by the Mississippi.

He would have thanked you—his colleagues and his friends—with the whole of that big, warm, generous heart for making him the first recipient of the Henry Bacon Medal and for so honoring his “useless” monument. I thank you too.

Environment: Sober Commitments

OPENING ADDRESS BY ROBERT C. WOOD

*Under Secretary, Department of Housing
and Urban Development*

MODERN ARCHITECTURE must recognize that our age is distinguished from the past by two major characteristics, emphasized Dr. Wood, who admitted to "mixed emotions" in addressing the convention, being "still a new bureaucrat and in the process of transition."

First, the Under Secretary said, man used to be more transient than his environment, but now the latter changes more rapidly than humans; second, buildings and communities are built for "new clients" who are today usually "public" and usually "democratic," as opposed to the private and autocratic clients who commissioned the architecture of the past.

These changes impose stresses and strains on architects, Dr. Wood declared, but they also offer opportunities. "An architect can today, if he chooses, use the new technology, in formation, in materials; he can avail himself of the computer, of PERT, of systems analysis. He can begin the difficult problem of translation and of communication with the men who have the key to the future, with the natural scientist, with those informational specialists; and he can find common ground with anthropologists, sociologists, economists, as he searches to adapt his public client to the transient environment."

But the Under Secretary added this warning: "The one thing the architect may not do in this modern world that we have been describing is play the role of the hero, the individual. He cannot take the petulant point of view to find his role as crusader against ugliness and bad taste. He cannot allow the rest of the public leadership to deal with Watts or 'a long hot summer,' or to deal with urban sprawl or mismanagement."

The government is also affected by these



changes, Dr. Wood said, and its role is no longer limited to stimulating the construction economy and aiding the physical rebuilding of central cities. "The emphasis moves now to the concern of the total environment, of how one holds together physical and social planning, of how people in general relate to space, of how com-

munity interstructure and services are melted together at a time when people's needs and aspirations rise.

"This does not mean that we eschew or turn our backs on simple considerations of beauty; that we are so caught up in systematic analysis we do not recognize the esthetics when we see them. Ever since Secretary Weaver has been with the department, we have step by step moved to make this a stronger part of the program. So that we have maintained, first in the Federal Housing Administration and then across the board, the Design Awards Program, executed to make sure that our own bureaucracy understands a good design as part of its job."

In discussing the appointment of George Rockrise FAIA, Dr. Wood explained it is the task of the design adviser "to look into our department, to look into our activities, to say where we miss the critical design components of our program and how we can improve it, and how we can involve more architects, more skilled professionals in Washington and in our regional offices, in the public service in their role as a critical intervening elite."

The Under Secretary hastened to add that his department will not neglect the other components that go into the building of a new city. "So we have added in the last five years programs in public mass transportation. So we have added in the

last five years programs to provide basic community facilities of sewer and water. So we have added last year and had appropriated this year the first major breakthrough in low-cost housing in this country in a generation: the rent supplement program.

"So we have begun to move from the traditional pattern of public housing, of large institutions, into ways and means of providing low-cost housing to the American public and to the poor by ways that will involve private enterprise and that will allow us access and movement and freedom in location by the turnkey or the leasing programs that were not available before—each program, each innovation, each change recognizing that the environment is transient and that old programs, old approaches, are in effect the latest of utopian ventures, that men who do not recognize or realize change have lost touch with reality."

Referring to the legislation contained in the Housing and Urban Development Act of 1966, Dr. Wood said its thrust is to create a new level of quality in our urban environment—in the old central city through the Demonstration Cities Program; in the metropolis through incentives for coordinated planning; in the countryside through new communities.

"These are ambitious directions, perhaps the most ambitious in our history," the Under Secretary acknowledged. "They come at a time of urban

turnabout. We will choose in the next few years—or we will fail to choose—new directions, new opportunities and new options for city building. We will make that next generation a generation of city builders, and they will know by the time their working life is over whether they have options that are the classic function of a city, the option to live where they want to work, where they want to play and find leisure where they want to; whether there will be new communities, more orderly, more coherent; whether there will be cities that remain alive on a residential basis; whether the words "urban" and "suburban" are still synonymous with freedom. Whether we make these efforts, whether we fail or succeed in these decisions, turns essentially upon the kind of awareness, upon the kind of political activities and intervention of an alliance of concern of urban citizens."

And that alliance, Dr. Wood declared, "needs to be public and private alike. It belongs to the home builder, the planner, the developer, the architect, the mortgage banker. . . . The outcome turns on the social commitment of professionals such as you who recognize the terms of the environment, who would serve the democratic society, who would be prepared to deal with the stresses and the strains. No incipient domestic alliance ever played for higher stakes, no alliance can less afford to fail."

DISCUSSION

Commentary by Peter Blake AIA, editor, *Architectural Forum*; Walter F. Wagner, executive editor, *Architectural Record*; and Lee Johnson, director, Denver Mayor's Platte River Development Study. Moderated by Rex Whitaker Allen FAIA, Institute vice president.

Blake: The first point I would like to make has to do with the very unfortunate fact that President Johnson has proposed to set up a separate Department of Transportation. It is impossible for HUD to function properly without the responsibility for transportation in urban regions.

The second point: I completely agree that architects have to have some sort of rapport with their time. There are some architects who don't act that way, and this is very unfortunate. However, in theory we all believe in this. But we often forget one particular aspect. We convene at these meetings and there is a lot of talk about architects' responsibilities, etc., but what about the other professionals?

One of my favorite places is the middle of the Brooklyn Bridge—the finest cathedral in this hemisphere, I suppose. If you turn back half way across the bridge and look at Manhattan Island, you see on the left

something that is a fantastical physical configuration. It is the greatest single monument of its kind since Mont St. Michel. This is the reason for the existence of the metropolitan region, the physical fact of Manhattan. If that place looked like Gary, Indiana, nobody would be living in 31 counties of the New York region. If you look on the right, though, you see a couple of miles of stuff produced by sociologists, planners, economists, etc., and they have almost succeeded in destroying that exciting image of Manhattan.

I would like to suggest that it is time for architects to say to them,

to the others, we want to work with you, but you have a lot to learn.

Wagner: Dr. Wood talked about the Demonstration Cities Program. This could be of staggering value to the country. But it requires involvement if it is to work. It is very important that the guidelines insist on local—I repeat, local—initiative.

It's perfectly true that most of you can't do much on a national level. But there's a lot you can do in Jacksonville or Santa Fe or Sioux Falls or Berkeley or wherever you practice. And if you're from a big city, if you can't get involved on the broad scale, you can do what you can about a couple of blocks.

Victor Lundy's church in Harlem [1966 AIA Award of Merit winner] is a single building, but he was involved with the local people in developing the design, and they are moved by what he and they together did. That church is on one of the toughest streets in

New York, which features some of the most spectacular graffiti outside of a Mexican border town, but there is not a mark on Victor's church.

Such involvement on a relatively small scale hasn't solved either the planning or the social problems of the neighborhood, much less the city, but it has helped. And today, for the first time, there is a strong public and private demand for something new and better, and for the first time the demand for something new and better has reached the stage where it has become a political necessity to make it a matter of public policy. Architects have long shouted—too often to each other, at conventions like this, for instance—for a voice in shaping the total environment. Here's a man offering it to you. Take him up on it.

Johnson: I assume I am on the panel because we are just concluding a redevelopment plan for the Platte River Valley through Denver, which I have been privileged to direct and to which the AIA has made significant contributions. I use the word "direct" in its loosest form. Our redevelopment guide and supporting technical studies, too, were prepared by a fine team consisting of architects, planners, landscape architects, engineers and economists.

We took an area that suffered approximately \$325 million of flood damage a year ago, that contains 10 percent of our city's land area, and have recommended total redevelopment programs for a 20-year period that will require private and public investments of about \$630 million. Our economists have made financial studies in depth and have pronounced our plans financially feasible.

We feel that we have taken the first step in what we hope will be the kind of "urban alliance" that Under Secretary Wood has described so effectively. We included in our crash planning alliance a number of citizens' advisory groups, industrial interests, railroads, utilities and the professional disciplines that are so deeply concerned with urban design. We have worked with government on all levels.

We have attempted to create a new sense of living and beauty for our central city, combining sites for a great downtown university, a sports stadium adjacent to our new convention center, a historical and cultural park, a beautiful architecturally treated river with motels,

hotels, riverside restaurants, a downtown tourist park for campers, major parks for recreation and industrial parks throughout the 10 miles of the valley with well-planned areas for high-density urban living for persons of all incomes.

Before flood waters receded, the Institute offered its assistance. The shocker to me was the amazement expressed by architect friends when we not only welcomed their help but told them we were on our way to seek their guidance. Where else would we turn for the kind of expertise we needed so desperately? From every level the AIA gave us both inspiration and practical design help.

I have been working with architects for a long time. In 1939 I was the nonprofessional staff member of the architectural advisory committee of the US Housing Authority, which was chaired by the late Howard Myers, who was then publisher of *Architectural Forum*. It had such members as Albert Mayer, Bill Wurster, Henry Churchill, Clarence Stein, Lou Kahn, to name a few. If World War II hadn't interfered, great progress would have been made. Throughout the intervening years some ghastly mistakes have been made in design for living in low-rent housing, as well as in the unbelievably bad suburbia about which you have talked so much. I, for one, do not hold architects to be entirely blameless.

In spite of the unreasonable and often stupid standards that the federal government imposed on public and FHA-aided housing, there have been some wonderful instances where architects have done their homework, educated their local administrators and developers, informed themselves in the fields of physical and social planning that Under Secretary Wood mentioned, worked closely with their planning colleagues and produced beautiful communities that created their own environment for good living. It was tough, and the fees were undoubtedly unrealistically low, but where the architect threw away the book, joined the family of man and fought for what he knew to be right, he was able to make his point and design in a way to encourage environments that made good living possible. As an old housing management practitioner, I discovered decades ago that the most expensive housing ever built is that which is badly designed, with no feeling for the social conse-

quences on those who were to live in it, and which was designed down to meet an arbitrary cost limitation.

It is unmanageable, and maintenance and replacement costs kill you. Many is the time that I have prayed for an effective union, if you please, of architects, planners, landscape architects and others who would have the guts to band together and tell officials at every level that today's design of the slums of tomorrow, whether public or private, has to stop!

We have graduated *magna cum laude* in the creation of new ideas and developing new program horizons, but we are unfortunate "dropouts" in providing the political muscle and dedication to get the money to do the job. As a people we are willingly spending \$30 billion for the interstate highway program. We are spending in this fiscal year alone \$5.6 billion for space research and technology. That's fine, but the net federal financial expenditure for the programs administered by HUD, which holds the key to future environmental planning and action, is estimated at \$6 million for the fiscal year after deducting receipts, and at a minus \$4 million for the next fiscal year.

To do the job to help create the environment we know we must have to survive will cost billions. I suggest that the development of an existing, decent environment where people live and work is just as important as freeways, exploration of outer space, and far more important than hastening our capability to burn our shrinking planet to a cinder. It's a tough fight ahead. We nonprofessional but deeply concerned ordinary citizens sorely need the professional skill of our nation's architects to help design our environment for tomorrow, and we need your potentially powerful political muscle to help get the money appropriated to do the job.

Allen: Perhaps Mr. Blake would like to restate his question about transportation.

Blake: Dr. Wood, do you believe that it is possible to divorce the problems of transportation from those of urban development, and do you not believe that they should be handled by HUD?

Wood: It's perfectly clear that transportation together with water and sewer lines and housing are the three factors that shape the urban environment and that influence the pattern of urban development; and it is perfectly clear that HUD has

to have a role to play in this, and a powerful and effective role. The present transportation proposal of the President to which my colleague refers, provides and leaves open the resolution of the way and the arrangements by which this interplay is made between transportation and urban development. It provides for the Secretary of Commerce and the Secretary of HUD to engage in a dialog over the next year as to these arrangements.

Now, when you get to the question of these arrangements, you get into a set of organizational issues that run all through the so-called Great Society programs and which is getting us to the point Lee Johnson emphasized so well about the criticality of administration, resources and funds for the new programs themselves. There are three characteristics in my mind about these programs. First, very few now are truly national in scope. They are non-national in the sense that they have to be responsive to particular geographical areas, to particular regions of the country and according to special mixes and problems of those regions. The second characteristic: not only non-national but nonpublic. They require the involvement of the private sector and community groups in a way not heard of a generation ago. The third characteristic, and most relevant here: also nonagency.

Blake: It seems to be getting awfully late in the day to be dealing with this, and we need some action—some effective action because the highway program people are under tremendous pressure to spend an awful lot of money each year. If they don't spend it, they'll lose their jobs, you know. So they are cutting through our cities and urban regions in complete disregard for the other programs. This may be a No. 1 priority problem for HUD.

Johnson: When the department was initially conceived, as the Under Secretary stated, many other elements were proposed to be included. And it is pretty generally conceded that this eventually has to come, and at or near the top, of the list.

Wood: This is a high priority. My only problem in five months in office is that I have not found a low priority.

Allen: Dr. Wood, perhaps you would like to answer some of the questions which Mr. Johnson implied.

Wood: Lee's startling statistic that we will be losing money by

next year or giving it to someone else represents very effective statistics from my point of view in terms of Congressional relations or other attitudes like that. I have not really seen that burden of his calculation. I would say that in the last few years for programs across the board, if you include our insurance guarantee programs, we have increased by a factor of four, roughly. But I would immediately add that we have got backlogs in each of these programs. The backlog in urban renewal now approaches \$1 billion. So that I believe Mr. Johnson is quite right in saying that one of my responsibilities, and that of Secretary Weaver, is to be more effective in presenting the case for these needs. But we have another operating constraint—manpower; in terms of production of not only architects but planners and other urban experts, we are in shortages of critical dimension.

Blake: I would like to suggest this idea of coordinating different disciplines and activities, which is a very important one. I wonder why housing is singled out as the one activity in urban development to be given a special place.

Wood: It is important here to stress and give you some quick outline of how we are attempting to build, to make a common approach in our organizational changes that have gone on in the last five months and what we are after.

First, we want to move the operations of the Assistant Secretary who now oversees these three parts which were formerly independent agencies. We want to do this in a collective role, not each one representing its own interests and its own programs. Second, we are trying for each of our major



divisions—metropolitan development, urban renewal and assistance—to provide a total kit of tools and subprograms—dividing urban space, for example, for the central city.

We are making new changes between public housing and urban renewal. So we allow a problem-solving approach in areas responsive to the different kinds of problems.

Third, and most important, we approach—and are now midway in the delegation processes on it—the largest decentralization of operating responsibilities of any federal agency today. We hope to do this in the reshaping of our regional offices, to put the operation where the people and problems are, and try to use other and more effective techniques of supervision than have all the papers go back to Washington. In this connection, PHA multifamily housing now becomes part of a regional office under the regional administrator. In this connection a series of major delegations of contingent working programs are going on.

Wagner: Is there a possibility that architects, through your invitation to participate in setting goals instead of just designing to meet those designated by someone else, will be able to perform effectively in building not only housing but for neighborhoods and broader complexes?

Wood: What we will ask for from the participating community is that it indeed elaborate goals in genuine performance standards and that it will guide them relatively through its experience in the past. The hope is that we can create at the local level some genuine innovations for which there have not been very many incentives before. These run to building codes, tax problems, administrative arrangements. They run to the size of the project, planning—all of them are in the act. And I hope that George Rockrise represents only the first of a flood of public-policy architects who will be beginning the dialog with us.

Arthur C. Holden, FAIA (New York Chapter): I thought we were talking about environment. It seems to me we are talking about departmental environment. We have missed one of the most important things said today—Peter Blake's remarks that you get to the center of the Brooklyn Bridge and if you look to the left, you see what is the greatest monument that has been created since Mont St. Michel. He made a good comparison. It is the towering buildings of Lower Manhattan—chaotic-looking and yet taking some form.

He said look to the right—I have forgotten how he described it. There is where some of us have

held forth, some of us who pretend to be housing experts, and there we created a sense of form, yes, and much better organization of space, but the result is very dreadful. It's inhuman.

We architects do not study enough the matter of finance. Most of us have no idea of what credit means. We have no idea why credit is good in one direction or why it is the exploiter in another. Uncle Sam exploits on that basis and we have these buildings regularized. Why is there credit for that? Because of a subsidy. Why don't we understand that we can make credit follow what we want to do, and we can do it by controlling the interest rate? There is no reason why we have to pay so high in the market and then have the federal government offer cities subsidies and build up obligations and rules. What we need to do is apply our imagination and, as Peter Blake said, go over a bridge in your own town and see why some of the unfortunate slums by the side of that river are more human, finer looking yet dilapidated, than some of the modern things we build.

Wagner: Mr. Holden speaks for the traditional role of the architect, which should not be given up. What we are talking about and discussing this morning is a new and broader role for the architect—not just in design but in helping to establish goals.

Sidney L. Katz, FAIA (New York): In the matter of expediting the urban renewal program, which has been one of the saddest that we have seen in the past 10 years, we want to know whether steps can be taken to see that these plans come to light and don't end up in the garbage dumps of the bureaucracies involved.

Wood: I agree, Mr. Katz, with your recitation on past difficulties, as I agree with Mr. Holden on the fact that we should keep our focus on beauty. But we are moving. Part of it is in the reorganization I began to describe: the new information systems in the Demonstration Cities Program. We have a five-year limit on the scheduling of projects which will be in the order of magnitude of two, three times the regular renewal. That is at least three years shorter than the past experience. But the essential job is still in the community and still in many ways in the private sector and so in the execution and management stages. If we are going to make the kind of improvements



that have to come, we have to build up these capabilities.

The critical element remains: Nothing I have said here, I hope, could be misinterpreted as regards human and individual and creative talent, in the private or public sector, local or national government. Without that kind of talent and genius, nothing flourishes; neither monuments nor communities are built. The point I was trying to emphasize is that as one moves more and more to the democratic public patron, here one must understand a difference in relationship and how that patron raises goals and sets sights. This is where Mr. Johnson so effectively and eloquently talked about the implication of the public patron, what it means in terms of political processes rather than what it used to mean with an individual dealing on an autocratic basis.

Alex Cochran, FAIA (Baltimore): We pussyfoot around the question of "baby bulges" and talk about veterans of future wars, and we don't really talk about this population explosion and all the environmental problems created. Why haven't we been as bold as our

Pan-American friends who came out with a stand on the issue?

Blake: It is a very pertinent question. Maybe this should be a resolution of some sort. Probably the Institute should take a stand on it. This panel can't do it for the AIA.

Paul D. McCurry, AIA (Chicago): We all subscribe to the idea of alliances but we have suffered a miscarriage of our desire to continue these alliances in the recent resignation of Morris Ketchum from an advisory committee to the Highway Department. Approaching those people always reminds me of the problem of getting close to a porcupine. And I would like to know how we can approach them and how we can establish a sensible liaison to counteract their desire to ram highways into our cities without any particular relationship to normal, sensible urban development, or how do we slug them into some sweet degree of insensibility?

Wood: Two things have happened in the evolution of the highway program. You recall that at its original instigation it was along the line of independent autonomy that we touched upon. Beginning about 1958, increasingly we have been able to make progress on some standards of regional planning, of some mutual and collaborative work. In my old dress as a resident of MIT, I would say expanding the cost-benefit analysis of the usual engineer is a difficult process, but in more states increasingly now you are in a position where you have metropolitan planning commissions, where you have requirements on the statute books in the federal grant-in-aid programs of relationship. You have major transportation studies, as Washington has done, to put in the other facts that are so critical. This requires, at the beginning, at least, a continuation of the communication and a strong expression of your feelings and your interests. And with you, I am sorry, for whatever reasons, that Morris resigned from this committee. It is only by participation that we get the other dimensions put into the problem.

Allen: On this last point regarding the resignation: It is important for us if we are going to be effective in the positions that we take, and it is important that we are not involved with organizations which simply want to use our name and do not want to have any response to the feelings that we have about our environment. ■

HONORARY MEMBERSHIPS AND MEDALISTS

Six men receive recognition for "distinguished service to the profession" while six others including two architects, plus an organization, are cited in specific areas

"The first Honorary Membership was given in 1926," as President Ketchum explains, "when the Institute began its custom of recognizing esteemed persons not eligible for membership but who have, in the Board's judgment, rendered distinguished service to the architectural profession or its allied arts and sciences. Through 1965 the Institute has accorded this honor to only 67 people." This year's Honorary Memberships go to Albert Bush-Brown, president of the Rhode Island School of Design; Henry F. du Pont (previously awarded), member of the White House Preservation Committee; John G. Flowers, executive director of the Texas Society of Architects AIA and the Texas Architectural Foundation and executive secretary of the Texas Board of Architectural Examiners; Harold Bismark Gores, president of the Educational Facilities Laboratories, Inc.; Edward J. Logue, development administrator of the Boston Redevelopment Authority; and James J. Rorimer (posthumous), director of the Metropolitan Museum of Art in New York City.

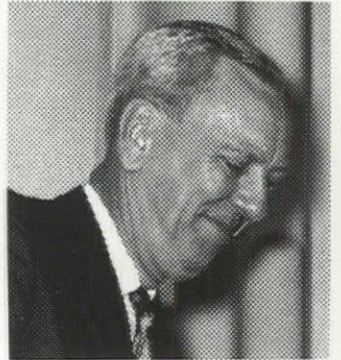
Other presentations for specific achievements: Citation of an Organization to the Museum of Modern Art in New York City (Ludwig Glaeser accepting); Architectural Photography Medal to Morley Baer; Industrial Arts Medal to Gideon Kramer; Allied Professions Medal to Alexander Girard AIA; Craftsmanship Medal to Harold Balazs; Fine Arts Medal to Ben Shahn; and the Edward C. Kemper Award to William W. Eshbach FAIA.



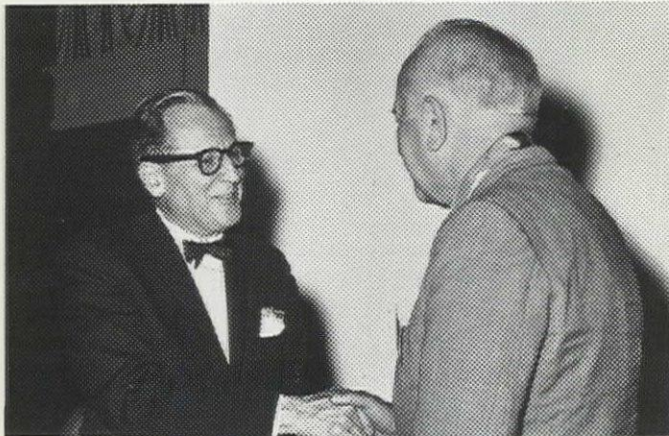
Ketchum and Mrs. Rorimer



Bush-Brown



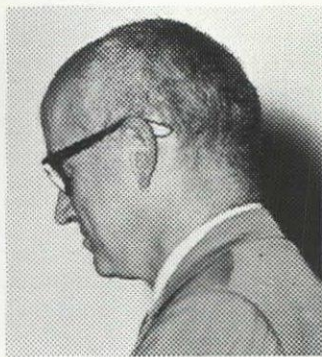
Gores



Ketchum and Shahn



Glaeser



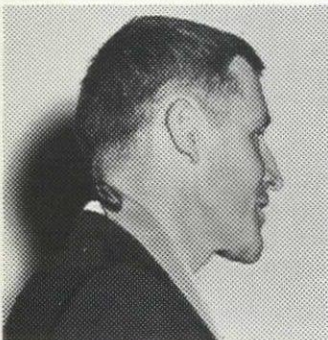
Kramer



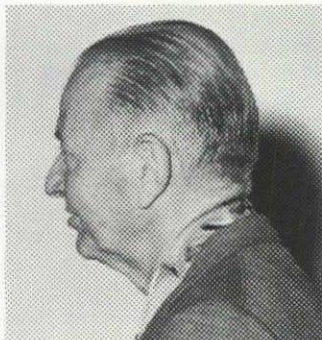
Baer



Flowers



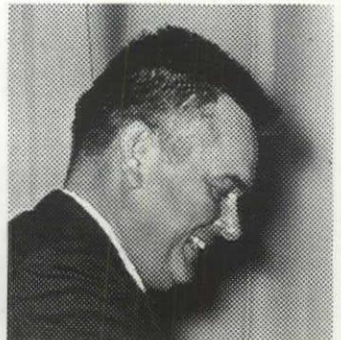
Balazs



Girard



Eshbach



Logue

Man: The Crisis of Our Culture

OPENING ADDRESS BY STERLING M. McMURRIN

*Provost and Erickson Distinguished Professor
of Philosophy, University of Utah*



IN HIS PASSIONATE PLEA for the preservation of "genuine individuality" and the "personal quality of life" in today's civilization, Dr. McMurrin emphasized that "Our great task is to insure that the technology of the future will enhance and not destroy" those conditions which provide our freedoms.

The philosopher said that we are now at an upward thrust of our civilization; that our unprecedented prosperity is underwritten by a firm economy; and that the new ventures of our government are guaranteed by political stability and expanding income. "We cannot any longer take our future for granted," he added. "We have come face to face with the almost demonic forces that shape human history; no longer can we close our eyes to the human capacity for evil."

Dr. McMurrin noted that this country's struggle for freedom of the individual has brought great gains, and promises even greater gains in the near future in the fields of political equality and social equity. "But the great question which faces us as a nation and which weighs heavily upon your profession as planners and designers of our society is whether these ends of equality, equity and material well-being can be achieved without the insinuation into the social structure of various kinds of collectivism and regimentation." This problem stands above party politics and differences, and affects both private and public affairs, the educator explained.

"Already there are the ominous signs of a threatening dehumanization of our culture. . . . To contend with the complexities of human relationships we are developing a social technology which borrows heavily from our mechanical techniques," the educator said. "We must all ask ourselves now whether we are in danger of creating a technologi-

cal wasteland in which our ends are dominated by our means, where technical instruments rather than humane considerations determine the course which we set for ourselves."

Addressing himself specifically to the profession, Dr. McMurrin had this to say:

"Now it is just here that architecture becomes a major determinant of our culture, at the very point of the issue between person and thing, between the personal quality of life and the processes of dehumanization. For the architect is first and foremost an artist, and art is the product of the most genuinely personal and human impulse; it expresses the most original and profound human instincts, passions and sentiments; and it affects equally the most intimate and private affections and dispositions and the public attitude and sensibilities. And architecture combines this basic and powerful property of art with the tasks of statesmanship, where the decisions affecting the arrangements of society and the course of civic events are made.

"It is the architect more than any other who must mount the large task of some way bringing art, statesmanship and engineering together in a supreme effort to secure the individual and his personal values in a society of genuine strength and integrity. Among the professions, only architecture requires high attainment in so many disciplines, the arts, the humanities, the social sciences and engineering, for no profession has such breadth in its responsibility or diversity in its materials. And among the arts, none has such a direct relevance and responsibility in civic affairs.

"Though he is both artist and statesman, the architect is first the artist and only secondly the statesman. For should he simply yield his art to the

utilitarian demands of the city and state, he would abandon the responsibility of his profession, which is to infuse the public consciousness with a sensitivity to beauty and sublimity in all their forms and to raise civic purpose to those high levels which cannot be secured without the vision and perception of art. A capitulation to simple efficiency and utility is to treat man essentially not as a person but as an economic fact—as simply a producer or consumer—or even as a commodity.

“Here in the demand that the architect take his stand as artist is an issue that is crucial to the future strength and survival of our culture—the question of insuring the autonomy of both art and morals, and of religion and science, yet establishing a proper relationship among the four. For these are the substance of our culture and the ground of our civilization, and their strength and quality depend upon their autonomy and interrelationships. Art and morality, or art and religion, or even art and science are not totally exclusive of one another.

“An art devoid of all moral concern or moral content, totally detached from concrete moral and social purpose, that does not draw its substance from the authentic content of moral life is vain and insincere, and though it may be a marvel of technical skill and virtuosity, it is destitute of genuine meaning and esthetic value. Surely great architecture is engrossed in the concrete requirements of the life processes of individuals and groups. It is the creation of conditions of man that relate man to his world by an environment made possible by the coming together of art and technology.

“The architect imperils his work and compromises both his integrity as an artist and his worth to his society if he simply subordinates his art to the practical demands of those in whom decision and action owe nothing to esthetic sensitivity. His is the difficult task of reconciling in practice the autonomy of art with the necessities imposed by social and private fact and physical condition, not in deference to an abstract virtue of art for art’s sake, but because art is a high expression of our humanity and because it is a humanizing force of great power.

“If the architect complains that the role of artist-statesman is difficult, and that this demand that he be a civic leader while yet preserving the integrity of art imposes the impossible upon him, and that such a role requires an unfeasible competence in the humanities, arts and public affairs, we can only answer that the tasks of the future are difficult, that they can be accomplished only by the joining of creative genius and effective leadership, and he is elected.

“No one who has viewed the great architectural monuments of antiquity that survive at Rome,

Giza, Persepolis or Athens can suppose that these are simple works which in some way express the artistic genius of their creators but enjoy that detachment from the world of affairs which is so often sought through the avenues of art. The architectural genius which has so impressed itself upon the world, whose work is the visible remains of cultures long past, and which in ways both large and small articulates the thought and feeling, the hope and the tragedy, the failures and the aspirations of the people, bringing their earth and heaven together and objectifying both their minds and affections—this architecture is the coming together of art, philosophy, statesmanship, and engineering.

“Our future may depend even more upon our analytical, critical, adaptive and creative powers than upon the simple substantive elements of the culture. We have traditionally abhorred planning, and much of the planned action in which we are now engaged is producing untold confusion. But we can no longer believe that there is a natural course of events which will unerringly carry us along from one triumph to another. The process of muddling through aimlessly and without direction, waiting upon the natural course of history, could well bring us to early disaster.

“Our best hope for the future is our own scientific intelligence and our advanced technical knowledge turned to the identification and solution of our human problems. But intelligence and knowledge will be useless unless they can affect the decisions of the market place and command political power, and they will be disastrous unless they are tempered by moral insight and esthetic and spiritual sensitivity.

“We are entering an era that is filled with adventure, with possibility and with grave danger. There are no guarantees on our future. We may now be at the dawn of a brilliant new day. Or we may be at the beginning of the end. But the future is open, free and undetermined, and we may well believe that our destiny is in our own hands. We cannot accept the Marxian myth that our civilization is fated to decline and die. We have a fighting chance to win through, to bring new strength and wisdom to our culture, to give it a new vitality and power of endurance.

“It is a chance that depends upon a clear vision of what constitutes the essential greatness of our civilization and an honest recognition of the dismal destructive character of much that we tolerate and condone. It depends upon a full marshaling of our intellectual, moral, artistic and spiritual resources to insure that our humanity and our human purposes and ends are not dominated by our technical means. Nothing less will guarantee that the things that matter most will not ultimately be at the mercy of the things that matter least.”

DISCUSSION

Commentary by Palmer Hoyt, editor, *Denver Post*; Harold Gores HON. AIA, president, Educational Facilities Laboratories, Inc.; and Jan Rowan AIA, editor, *Progressive Architecture*. Moderated by David N. Yerkes FAIA, Institute director, Middle Atlantic Region.

Hoyt: One of the reasons that the great civilizations fell was because they didn't have any middle class. And along with the welfare state, we have developed the most tremendous middle class in all history. I join with Dr. McMurrin in feeling optimistic as to the future because his assessment of the importance of the individual person in our society is the key. Despite the tremendous intellectual leveling qualities of bigness and big government, in my small sphere I find more personal ambition, more evidence of youth having a desire to get somewhere than I have for many years—much more than during the Depression when people seemed to think more of being serviced and protected by the state.

I certainly want to agree with Dr. McMurrin's statement of the importance of art to a civilization such as ours. I also feel that the widening interest in art and its many subdivisions, one of which is architecture, offers a significant commentary on what I believe is a basic soundness in our civilization. But the essence of Dr. McMurrin's talk is: Will we succeed in working through the large and difficult problems of corporate existence without sacrificing the individual to the mass order of society and without destroying the distinctive quality of personal life? My answer is twofold: We must and we will. Because, despite the growth of bigness—big government, big business, big labor—and of the march of urbanization, there are many indices that the importance of the individual is increasing.

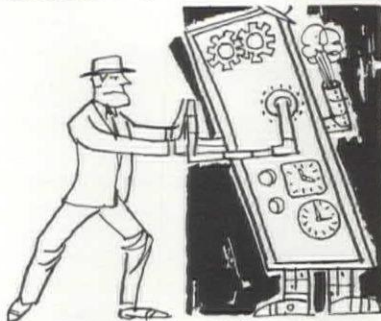
Gores: Dr. McMurrin says that you are elected to be the architect-statesmen to fight the battle. Taking him literally, this is a large order. This later charge to you, that you stand your ground against the insensitive clients, is especially perilous to those of you who desire to continue to eat regularly. For the first thrust must come from architecture, but I doubt that architecture alone can save the persons from the people.

Those architects seem to get along best and produce the most significant works if they ask the owner what he wants, but before he has a chance to reply, give him his options. So instruct the client in

the state of the art. Most people want to do good and to look good while they are doing it. See if you can give your clients the sense of trusteeship that will surprise them. They don't seem to realize that in a long sweep the building may only be at half-life in the year 2000, and generations unborn will look at this and judge what we were back in primitive 1966.

Rowan: There is a note of great pessimism in Dr. McMurrin's thought, in the many words he used such as "massive failure of our nation and our age." But I think we should be more optimistic than that, more optimistic not by stressing the preservation of existing values, which I believe Dr. McMurrin did, but by trying to establish new ones. The philosophy of dog eat dog, of the so-called rugged individualism, which is really freedom to be anti-social, must give way to a collective effort at the betterment of life, to a philosophy of helping rather than outsmarting, of giving rather than taking.

If we cannot learn to change our attitudes, then we should sit back and wait quietly for our own obliteration and for the taking over of civilization by what we call today



the younger generation. Because its philosophy is the philosophy of love not hate, of give not take, of live and let live, and of live to the fullest extent, a life free of fear—free of the fear of the present and free of the fear of the future. This coming generation is *not* fighting. Its members are not wasting their time at destroying our world. In-

stead, they are spending their time building a world of their own. They simply ignore us, they don't want us and they don't need us.

Now, the other aspect Dr. McMurrin mentioned, which is the man-against-machine theme, the conflict between the human values and the ever-increasing impact of technology. My question is: Does it have to be a conflict? If we are going to start a preventive war against machines, it will be not only a fruitless war but also a dangerous war, because as someone said all technological advances are advances in the extension of human capabilities. So to fear machines and to talk about the crisis, to advocate domination of man over machines, is a negative attitude and a dangerous one.

We have to abandon our attitude of domination and we have to learn to have an attitude of cooperation: man and machines as partners, an attitude of oneness and not of who is master of what. The older generation should change and not preach our antiquated, destructive, confused, hypocritical values. And if we cannot change them, we should retire and let the younger generation take over.

Yerkes: Mr. Rowan, for somebody who is as old as you are, you are a very eloquent spokesman for the younger generation. Dr. McMurrin, there has been quite a lot of feedback here to your speech, and I think we ought to give you a chance to comment.

McMurrin: I am inclined very much to agree with Mr. Hoyt when he talks about the welfare society which we have. We have had a tendency to think in terms of the notion that welfare is a kind of bad word. Again, it is a question of whether such a society is geared to the individual or to some kind of abstraction of society in which the individual tends to lose his identity and lose his character. I think that on the whole we are moving in a quite sound direction.

I realize that when Mr. Gores says I'm giving architects a large order, this is a large order. Not all people who espouse the profession are able to come through. It does call for a kind of universal competence which is becoming less and less known and less and less pos-

sible in our world of high specialization. But I believe that in architecture you have the possibility of making some real inroads against the excesses of specialization which can produce a kind of artificiality and woodenness into our society and into our culture if we are not very careful.

I would like to comment a little on Mr. Rowan's statement. I am not of the opinion that the task of insuring our future should insure the preservation of the past. I believe that we have to be involved in the reconstruction of our values, not in simply the perpetuation of them. At the same time I am not of the opinion that something that belongs to the past may not be worth preserving, and I do not share his very sanguine optimism about the younger generation. It has comparatively little sensitivity to the great importance of social solidarity, for example. I simply am not of the opinion that this generation in its anarchy and rebellion, while properly emphasizing the importance of the individual, has yet even begun to achieve a sense of the importance of community, of the very thing that Mr. Rowan mentioned, collectivism.

Yerkes: Now on a somewhat different theme. In his talk on the first day of the convention, Dr. Galbraith described the cycle which is occurring in our cities in which the problems of the city are multiplying tremendously and at the same time the revenue which the city receives from taxes is decreasing. He proposed that we give serious consideration to the possibility of the federal government supplying a minimum income for all citizens of the country, thus relieving the city of much of this welfare. I would be interested to hear Dr. McMurrin's reaction to this.

McMurrin: I am not in any sense an economist and don't have any expert grasp of this kind. However, I rather think that if I live to be 80 I will see a nation in which this is being done. This is in the offing, partly because of the thing Mr. Rowan mentions. We have assumed that men must live by the sweat of their brows, and we are coming into a society in which at least large segments of our population are going to be able to live without sweating a great deal because of the machinery. There is going to be a genuine rethinking and reconstructing of our values, the sort of thing I mentioned in the problem of vocation and avocation.

Walter H. Kilham Jr., AIA (New York Chapter): I have no lack of faith in the future. They [our children] are so far beyond us in what they are doing. I have met many of their teachers. And I am so impressed with what they are doing and how the computer is advancing knowledge and making tools of what we have. Apparently, some of these gentlemen are seeing the wrong people.

McMurrin: The younger generation certainly doesn't look bad to me. I think we have two kinds of extremes, including a small number who are rebels for the sake of rebellion. Most of them will get over it, and I frankly don't think they have done any damage. I personally am a little more concerned with some of the nonrebellious type who are inclined to make a virtue of conformity.

Rowan: I would like to emphasize that except for the limited fringe, I cannot see any rebellion.

McMurrin: An architect even in the designing of public places, as well as residential and other private establishments, is in a position to work at a problem like this. Does he make it possible for people to have the kind of association they must have with others while at the same time being able to claim a piece of space and a piece of sky or something or other which gives support to the privacy and, in a sense, the personal autonomy of the individual?

Frederick A. Thulin Jr., AIA (Chicago): With the oncoming guaranteed annual wage and increasing technology, I would like to have Dr. McMurrin discuss the nongoods-producing vocation as opposed to avocation that would be played on the part of the people who would be receiving the guaranteed annual wage.

McMurrin: I'm not suggesting that there will ever be a time when we don't have to make a living, but the point is the amount of energy and time that we pour into that problem will be reduced and the amount of energy and time that we pour into something else will be increased. Thus the problem is whether these other kinds of activities other than making a living can become a genuine and viable foundation for the development of our personal and social values.

George Rockrise, FAIA (Northern California): I don't wish to reopen the rebellion issue except in this sense, to mention the words Watts, Harlem—this sort of thing.

You are all aware there is a substandard, disadvantaged citizenry which personifies the great burning problem today. As designers of physically better forms, we architects have a great deal of difficulty in identifying with the broad-gauge difficulties of these citizens. How can we better identify the needs of disadvantaged citizens so we may work more effectively to better their problems, to preserve what we have?

Gores: Part of the difficulty in coming up with wise designs for the disadvantaged, that is, the poverty group, is that you are trying to design for a class that you are also trying to eradicate at the same time. It is pretty difficult to give permanent solution to a problem that you are trying to solve. The best solution I have heard is Dr. Galbraith's when he said one of the best antidotes for poverty is money. Maybe you can design for that glorious middle class rather than try to make a really functioning new shiny slum.

Willis N. Mills, FAIA (Connecticut): Mr. Rowan, please explain to me what this tremendous difference is between the younger generation and ourselves in this basic point of view.

Rowan: What I see is a certain distinction in the approach to what we consider the basic values. Its members believe that life is here to be lived in the fullest sense of that word, not according to some kind of ideas imposed by various establishments, be it certain old theories of religion or education or what have you. This revolution is going on even within our institutions, as you know. There are great upheavals in our religious institutions, the beginnings of it in our educational institutions across the land.

There is one thing on which I was misunderstood. I did not say that this younger generation when it gets older will become exactly the way we are, full of our hypocracies, etc. I think this generation simply decided that today it is not interested in our values and is not paying any attention to them. It is trying to establish values of its own, a way of life which to me is not a rebellion. This is a most constructive move, a building up rather than a tearing down. My hope is that it will manage to build a way of life that will have much more meaning than ours and that perhaps this will become our new culture. ■

The Needed New Man in Architecture

BY NATHAN MARSH PUSEY

*The president of Harvard University
has something to say about the involvement of today's universities
with the architectural profession and, more especially,
about the present situation of education
for the profession within them*



A BREATH-TAKING CHANGE and turbulence began to take shape in American universities during the early 1940s when the federal government with a formidable war effort on its hands turned to them of necessity for personnel, for training programs and above all for research. Having once moved in this direction, the government has not been able again to reverse its course from such a trend.

For even before the war had been terminated, it had become clear to the more perceptive among our leaders that the scientific enterprise created under military exigency would have to be continued and strengthened in peacetime in the interests of defense, health and economic growth. And soon exploration into space was to be added to this list.

The result has been a period of unprecedented expansion and development for universities. Seen now as the agents of the advance of science and technology, and as the indispensable providers of the highly trained personnel needed to keep the very complicated machine of modern civilization in repair and operating, they are no longer of interest merely as schooling places for young people but have become of compelling concern to governments everywhere as the instruments both

of survival and of advance. Only think for instance of the thousands of new enterprises which have resulted from the discovery in university laboratories of artificial fiber, of computers, of transistors, of lasers, etc. All such discoveries even when not immediately attributable to university laboratories have depended to some significant degree upon university teaching and training—above all, upon the fundamental research of universities.

It is not surprising, therefore, that new universities are now arising in countries where they never existed before and that older ones, long thought comfortably established, are again undergoing revolutionary development and change. And professional people of many kinds at all stages of their careers are increasingly turning to universities to learn of new developments, to find a congenial place to exchange views with colleagues, to get glimpses into developments in related fields, and to obtain a fresh grip on theoretical considerations which underlie professional practice, themselves constantly being refined and reinterpreted within academic walls.

Revolutionary developments are also occurring in schools of architecture and design within universities. Schools of this kind, as you know, were



President Ketchum and Dr. Pusey observe the Air Force Academy mascot, a white gyrfalcon, native to the Arctic.

rather latecomers to the university environment. Professional schools of divinity, medicine, law, engineering and agriculture—in some places, even of business—preceded them. Apprenticeship in an architect's office (coupled perhaps with some formal training in elementary engineering, occasionally toward the end of the period, supplemented by study at the *École des Beaux-Arts*) was sufficient educational experience for most of the American architects who practiced in the 19th century—whether a Benjamin, a Latrobe, a Richardson or even a Louis Sullivan, who I have been told deserted MIT in early career for travel and more “practical” experience.

But in the last third of the 19th century specialized schools of architecture began to appear in the United States, as a rule, in association with universities. They owed their origin to a realization by the connoisseurs of architecture that there was much to be learned about the styles of building and the history of architecture which could be dispensed more conveniently in a university setting than by the more expensive procedure of travel and study abroad. Further, the more affluent clients of the gilded age and later could begin to afford and demand more substantial and impressive structures, often elaborately eclectic, than those erected in a day of self-taught craftsmen.

The curricula of the early schools were shaped by the conditions of those times. They were compounded of concerns of engineers and interests of individuals trained in the French *Beaux-Arts* tradition who thought of themselves primarily as artists. The aim was to impart at least a modicum of basic knowledge of structural engineering together with considerable familiarity with the earlier historical styles of architecture, especially Renaissance architecture. It is easy now to find amusing what seem in our time to be the rather conventional achievements of this early effort to create a profession, establish standards and provide a systematic scheme of education for a profession. But the accomplishments of this effort were not slight. Men trained in that tradition both met the demands of their clients and learned to put up useful buildings that could stand. The older parts of almost all our present cities continue to provide more or less impressive monuments to the architectural aspiration and achievement of that period.

Professional education in architecture took a great leap forward in the United States during the 1930s. This comparatively recent advance was touched off as the more creative teachers of the time, stimulated by developments abroad, turned from what had become an almost obsessive concern with historic styles to pay attention to new

opportunities being revealed by the advance of technology, by new materials and methods of building; but perhaps more important, they began to be less bound by clients' whims to show more concern for the social significance of buildings.

Now, though training in architecture has continued to progress, again new circumstance calls for radical advance. We have learned that a building can no longer be thought of, if it ever properly could, as an entity in itself, or even only with reference to its immediate setting. Nor can a small cluster of buildings exhaust the reach of an architect's concern. The practice of architecture and education for architecture have been extricating themselves from limitations unwittingly placed upon them earlier by what Alfred North Whitehead called "the fallacy of misplaced concreteness." This was his suggestive name for a widespread human mental failing which causes us to regard objects and events as independent of their environments and as cut off from a complex mass of considerations from which they cannot be separated if they are to be viewed properly for either intellectual or esthetic purposes.

There is a parochial illustration here from the university world. In the early years of the fledgling Harvard College, the space needs of the institution could be met very simply by altering an old structure or by erecting a new building in some attractive relationship to existent structures. In most cases such a building would be designed by a self-taught builder such as Colonel Thomas Dewes, the master builder in the 18th century of our Hollis Hall. The first campus plan, simple and classical in inspiration, was developed in the decades following the American Revolution by the Boston architect, Charles Bulfinch, himself largely self-taught. The Bulfinch scheme, a repetition of buildings surrounding and facing inner courtyards, has been followed in principle ever since. Such a plan presumes a continuing supply of land and a fairly intimate scale of design. But today's conditions in Cambridge do not permit indefinite expansion on a building-by-building basis with each need met as it occurs.

Today the dwindling land supply and the pressures of the surrounding city force an educational institution to intensive land utilization which can only be effectively carried out by careful planning involving many factors. And at the same time buildings have become infinitely more complex structures than they were previously. Not much more than a decade ago Harvard University was attempting to solve most of its building problems on an ad hoc basis. And the responsibility for planning, selecting architects and supervising construction fell mainly on the shoulders of one man: the administrative vice president.

Today the university has a full-time planning office, has organized a master plan for development, holds at least weekly planning sessions and constant intercommunication on matters such as land-purchase in the vicinity of the university's area of development. In early stages a building often requires the considered attention of phalanxes of advanced scientists to begin to say what the new structure should be. No building project can be undertaken today without very careful thought for the purpose it is to serve, location, interrelationship with buildings and streets, availability of parking, conformity with zoning and building codes, the very complicated needs of a variety of future occupants, proximity to other users, etc. And the experience of one institution like Harvard is simply a case in microform of the vast problems of planning and development for which the talents of the architect of the future will be called forth.

What can be considered a proper kind of professional training for architects in such a situation? Clearly we have come to a time when no one person, or single kind of person, can possibly any longer meet the professional demands with which those in your field will be confronted.

Economics, sociology and social psychology, government and law, administration and administrative services, public health, science of all kinds (especially the engineering, technological and computer sciences) and, perhaps above all, a deeper understanding of humanity and an acquisition of concern and compassion for humanity (should I say, education for wisdom?)—all these and more, reaching far beyond the older curricula seem now to be relevant.

Men with the broadest kind of education are now needed in your profession, and a more advanced kind of professional education must be devised to provide them. Medical education began to move to the graduate level during the last third of the 19th century. Since the Flexner Report made its impact in 1910, education in medicine has operated almost exclusively at this level.

Today, as you know, perhaps the most significant part of the doctor's education takes place not only after four years in college but in the years which follow after an additional four years of medical school, that is, in the post-post-graduate years of internship and of residency. Education for law began to move to the graduate level some 80 years ago and is now generally conducted at this level. Today, schools of business, and also more recently of education, are increasingly becoming graduate institutions and are redirecting their efforts from master's to doctoral programs. And change is called for in your profession.

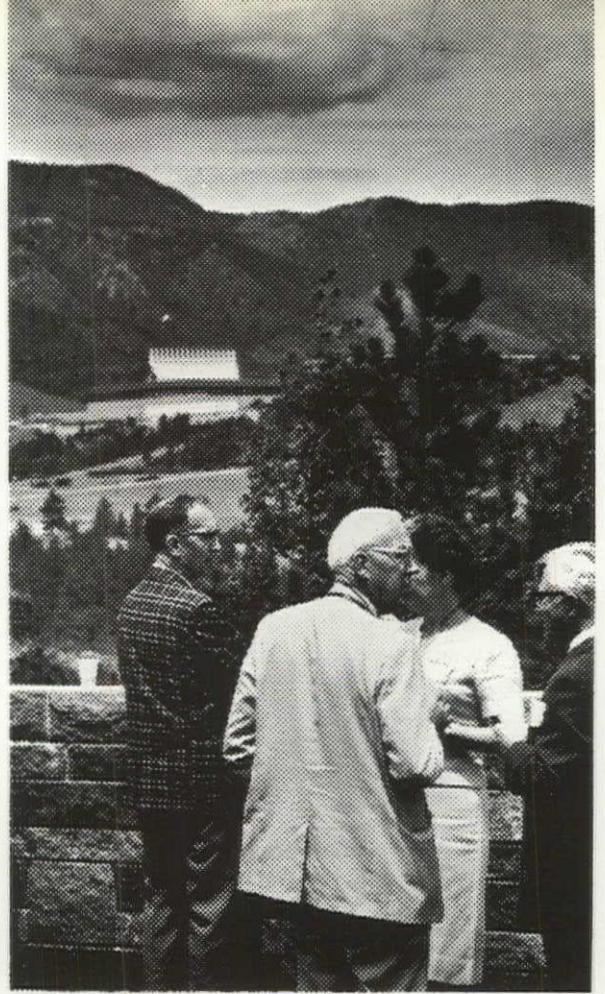
A first order of business for our new time will

be to strengthen and undergird and multiply our schools of architecture and of planning. Even the best of these training centers today is woefully lacking in permanent funds to provide regular income for faculty salaries and current programs. For years these schools have existed in large degree on the part-time activity of men and women who must supplement their income by outside practice. Of course, this is not all bad, since practitioners of architecture need, as much as physicians or lawyers, the constant refreshment which comes from interaction between the academic and the active worlds. But our schools of architecture need to be freed from their too great dependence on part-time teachers whose income derives principally from outside sources. Our schools of architecture deserve at least strong and large core faculties of able, thoughtful men who are motivated toward teaching and research and who will find their chief joy in these activities.

No less important is the need to attract and recruit to the architectural profession a fair share of eager and talented young people, always in short supply and now being sought aggressively by all professions. This means having much more fellowship support for graduate study than schools of architecture and design have yet acquired. We need more students, yes. This is surely the *sine qua non* in a day when the tasks of building and rebuilding in a crowded world seem almost to outstrip our ability to match the challenge. And more adequate fellowships will help to secure them. But I see no need to panic simply because there are only 30,000 architects in the United States compared with nearly a million engineers. The chief point I should like to make here is that we need not mere numbers but a new kind of man.

Vast interdisciplinary efforts are now called for. These will require many different kinds of individuals with different kinds of training for any specific project—developers of real estate, planners and surveyors, engineers of many kinds, lawyers, sociologists, health officers, government officials, political scientists, economists and agronomists. All these and more will be needed if cities of the kind we all know we should have, and want, are now to be designed, constructed and rebuilt. But above all, we shall need individuals trained in architecture and design who can cooperate with others and provide leadership in such complex undertakings as now confront the builder's art.

This implies, among other things, that we shall have to learn to value each other and to work together to a degree previously not even contemplated, let alone achieved. So long as we as a people look only to ourselves as individuals and demand nothing more, for example, than a three-



The Officers Club provides the conventioners with a vantage point to view the chapel against the Rampart Range.

room box with a streamlined kitchen set on a quarter acre (or less) of land within reach of an overcrowded superhighway, we shall be moving further toward anarchy and the unimaginative uncontrolled destruction of what is left of both city and countryside. So long as we continue to heave beer cans onto the pavement and gum and cigarette packages into reflecting pools we shall fail in achieving the wise, broad, revolutionary changes which the new age demands.

We need not create a socialism, but we surely need to socialize our wants and aspirations. This is what I mean when I say that building now calls for a new kind of man. The self-discipline which will be required for the planning and use of the cities of the future is perhaps more than our present level of education and ethical standards can contemplate, but it is surely worth working for, and all of those summoned to the task of rebuilding will have to have both the vision and the apostolic zeal to comprehend and rally others to what may be done in their professions for the collective good. They cannot be people content simply to accept conventional solutions.

Walter Gropius concluded years ago that "an architect or planner worth the name must have a very broad and comprehensive vision indeed to achieve a true synthesis of a future community." And since no one will deny today that he was

right, there remains the troubling question: How do we begin to produce the professionals in your area whose vision is commensurate with present need?

I am particularly conscious of what one graduate school—the Harvard Graduate School of Design—has been trying to do to lift itself to some such level as is indicated. We have had a graduate program for more than 50 years. We hope soon to add more postgraduate studies. Our school recruits from all over the world students whom, we hope, have the best and widest preparation that can be found. We have special interest at the moment in building stronger programs in resources and ecology, in programming, in architectural technology and in computer graphics.

Above all, we wish to find the means to pay much more attention to programs of research, to enlarge the general competence by seeking to supply the profession with a continuing fund of new knowledge. And beyond this our Graduate School of Design has now begun increasingly to interact with other parts of the university, drawing on the talents and resources of other disciplines and faculties—law, sociology, public administration, education and public health—for assistance in its work; and also in such an institution as the Joint Center for Urban Studies, with other universities, in this particular instance the Massachusetts Institute of Technology.

Similar efforts are going on in other schools of architecture—all of them called to increased activity by a broad and growing awareness that we must begin now to fight with new vigor on the educational front if we are to forestall and push back an impending urban chaos with all that failure can mean in increased misery and lost potential.

It is a sad fact to admit that the liberal social efforts of the past half-century—chiefly the universal demand to solve in an attractive and humanely engaging way the ever-present problem of mass, low-priced housing—have been temporarily solved at a rather low level of quality. And this despite the fact that the problem originally engaged the finest of the new breed of architects.

Yet the modern architect, while adopting Sullivan's dictum that form should follow function, let slip the opportunity to lead in the solution of mass problems and in general failed to grapple with the complexities of organization and planning which such huge projects required, shall I say, because of susceptibility to the "fallacy of misplaced concreteness?" The problem of mass housing, humanely and attractively and cheaply executed, remains. Are our efforts sufficient to meet the challenge? And will we continue to labor

in vain to convert the public to the job that must be done, a public largely disenchanted with what has been done to date?

It is clear that the future architect needs a broader preparation before entry upon professional education as well as a more varied, imaginative, relevant and demanding professional education. We must provide him with more advanced work. We must encourage more research to enhance and support the efforts of the profession. We must organize more cooperation and team effort. And we must furnish new programs of internship training and of continuing education, such as is common in the other professions, notably these days in law, business and medicine.

I said at the outset that universities have been developing rapidly in recent years because of their new involvement in the world and with the world's pressing present problems. I cited as examples of the latter: defense (I might have added with it, world order), health (including population), economic growth and the exploration of space. There are others, but perhaps now there is no more formidable problem presented to us, and to other people, than that presented by the city itself.

We were all taught in an earlier period that cities were the very signs and symbols of the advance of civilization. The story of the city's origin in primitive agricultural societies and of its spread to more and more parts of the world, with the growth of populations and the development of commerce, was the central theme of history and the very proof of progress. To be sure, in a later stage Imperial Rome, for example, with its narrow streets and housing blocks, which the Romans called "islands," may have had problems aggravated by fires, shabby construction, crowding, poverty and disease. But that was long ago. And if the cities of medieval Europe with their smells, plagues, and general discomfort may also have left much to be desired, they too belonged to an early and less fortunate age. And what point could there be now in recalling that earlier in this century New York's lower east side was not exactly a lovely place, or that there were blemishes in Pittsburgh before the Golden Triangle? There was nothing essentially wrong with the city in itself—nothing at any rate that time would not cure. That was the mood and view a generation ago. Now we are not quite so sure.

You are aware that today many young people in America (of whom there is a very generous supply) are becoming increasingly conscious of soft spots in our society. A part of the explanation for the worry which some of our more perceptive young people have about our society runs something as follows: As a rule these men and

women, born since the Depression, have grown up in well-tended suburban communities in an affluent part of society. During their years in secondary school they heard much about the ancient glories of our culture and of our way of life. They experienced little uneasiness and found few real causes for worry.

Then, more recently, during school or college, many of them went abroad—increasingly to the so-called developing parts of the world—to India, to Egypt and other parts of Africa, to Latin America—with Operation Crossroads, the Peace Corps or some other agency. There, for the first time, they saw with their own eyes poverty and misery and were horrified by what they saw. They came face to face with the dreadful effects of want in other countries not only in villages and refugee settlements but even behind concrete fences in glamorous new urban areas in large sections of the most modern cities. And from such experiences they came home, and then for the first time, through eyes freed from insensitivity, beheld similar sights in our own cities, with a resulting sense of shock.

Most of us—not only the younger among us—have experienced something like this in recent years as we have finally begun to face up to the realities of our present-day cities, especially to the almost universal degradation of the older, debilitated inner cities. We are aware of the allegations of the present leaders in China who seek to win the underprivileged of the world to their cause by saying that the great struggle going on in the world today is that between people in rural, village societies and those who dwell in cities.

This new view comes to us with a start in view of our ancient belief that everyone likes cities and would choose to move into them (as they seem now in most parts of the world to be doing). And precisely at this time we discover that our cities are sick and in need of drastic therapy. Villages are forming again in their very hearts, in their decaying centers, where clusters of needy, alienated, poorly educated people eke out miserable existences in what has been called prematurely an affluent society. And we begin to suspect that the enemy, who, we are told, may one day be knocking at the gates of our cities, has already begun to take up positions of strength within them.

Nor are our urban problems confined to the inner city. Excessive population, air pollution, contaminated rivers, failing supplies of water, inadequate administrative services, ineffectual health agencies and schools, outmoded methods of mass transportation, maddening snarls of traffic and a ruined countryside—these make only a partial list. But confronted by them, at long last

we begin to ask ourselves questions long overdue: Do we have to, can we afford to, be so indifferent to the needs of others? On a more modest plane, do we have to be so captivated by the automobile? Have we not the energy, means and imagination to find new ways of moving ourselves about? Is there any reason we should not be able to find in our urban centers islands of peace and quiet, walkways, pools and green trees instead of frustrated and embittered people, smog, roaring buses, taxicab horns, trash cans and plundered parkland? Cannot the city again be made a place for enjoyment and once again an instrument for the forward thrust of civilization? And if not, why not?

It is this last question which is new in our time. It is, of course, easy to argue that today's cities are not all that much worse than the cities of earlier times. I still remember the surprise I experienced years ago at being confronted with evidence that primitive fertility cults flourished on the north slope of the Acropolis when the Erechtheum first shone there in its pristine beauty. Nor could either Dickens' London nor the New York City, say, of John Sloan or Lillian Wald at the turn of the last century have been accurately described as completely civilized places. But there is a difference now, for we have, or think we have, or should have—thanks to scientific, technological and economic advance—the knowledge and means to do something about the problems cities present. We are no longer in a mood simply to endure them. Now, perhaps for the first time, people in general are becoming restless and impatient with governments—city, state and federal—which delay in facing up to this gigantic job, and may be expected to demand increasingly that something be done. The question is, can something *good* be done?

In such a situation, at such a time, it is encouraging to know that your profession has begun to arouse itself to the need, cognizant of its obligation to society. In his stimulating address at the first meeting of the Indianapolis Chapter AIA, Morris Ketchum Jr. FAIA, called for intensified effort "to educate more architects to assume the responsibility of creating society's physical environment." Surely here is a helpful beginning to the enormously difficult task of clarifying professional responsibility and of asserting the accomplishments, actual and potential, and the aims and the needs of your profession.

In this delineation of aims and needs there will be many places where the universities can help. Unlike the cloistered inwardness of higher learning of an earlier day, the contemporary university is very much in the world. Its main aim must always be to continue to produce trained people to advance knowledge of many kinds and to help

select and promote solutions to those requiring a priority of attention. But in any present grouping of pressing problems, looking to the eventual achievement of health, plenty, education and international order, the task of finding ways to live more happily and satisfactorily in cities must surely now take a top place.

How can we in all our numbers and all our diversities live together in a fashion calculated to permit us as individuals those experiences of independence, beauty and incentive necessary even in the most elementary definition of a good life? Community ugliness, against which the Institute has declared unremitting warfare, is much more than an esthetic peril, for it can poison every aspect of daily life—the sky we see, the air we breathe, the streets we walk and the people we meet and live among. But community beauty and a shared pride and responsibility for the integrity of our surroundings can lift life to a new level of dignity and grace.

The city is a place to develop humanity, to help people to a fuller life, to a more widely applicable, modern equivalent of some of those virtues and goods which were anciently associated with the term urbanity. The task of building, of designing buildings and of planning cities is not just to furnish shelter, modern conven-

The most visited tourist attraction in Colorado today.



iences and speed of transportation but to contribute imaginatively to full humanity in the populous places where we shall all want to live happily and independently, as well as for each other.

Fortunately there is a new way of looking at things in this age which shows itself very widely even outside your profession. The scientist once concerned mainly with collecting, examining, naming and classifying, turned sharply from such activity to preoccupation with function. Today he recognizes the importance of both the minute study of constituent parts and the necessity for awareness as well of the growth and environment of the whole living organism.

Can you in your profession afford to be any less aware or less sensitive when you deal with human beings? We are not going to endure drabness without complaint. We cannot afford to. We have become increasingly aware of our environment and of its central place in life. And convinced we can do something to perfect it. This being so, we must now set out to do this something. Appearance will not do, nor will a simple-minded view of function by itself.

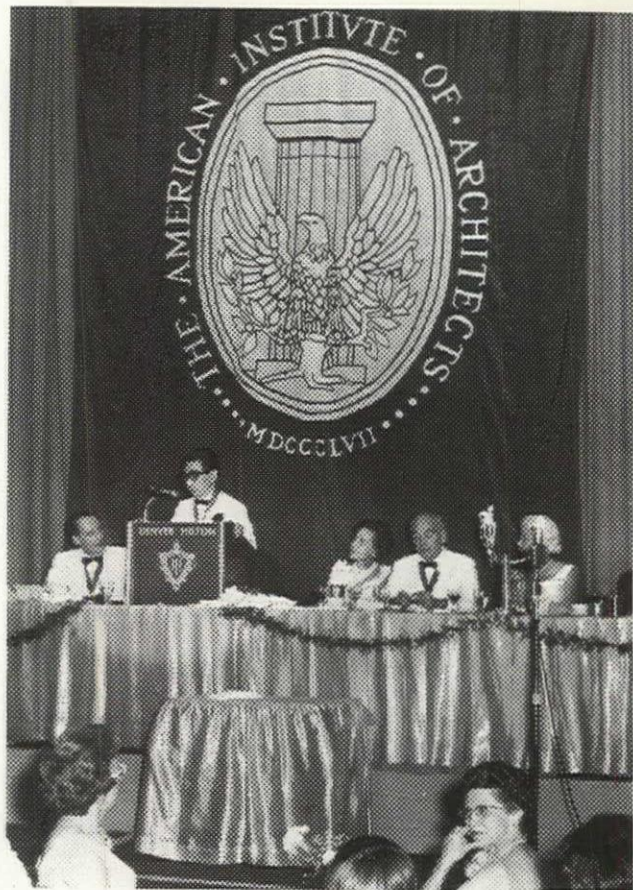
We need to give people—both in their role as individuals and in their incredibly complicated social context—adequate space to grow and develop, organized space to bring meaning and content to patterns of daily existence, designed space to help people to find their way in life creatively to the best kinds of existence that can be conceived for mankind in our age.

A long time ago Plato argued that rulers would have to become philosophers if societies were to be made fit for humankind. I am now making the same claim for architects. Not perhaps as philosophers in the popular sense but as imaginative men not lost in abstraction or doctrinaire preoccupation with a personal scale of values; men in the midst of life devoted to organizing sensibly the concrete arrangement of our relationship to our environment, the paths we follow, the stairs we climb, the illumination we bring to our activities and even our views of the world around us.

We must together strive to produce the enlightened, determined, impatient people who can cope with these tasks, people who because of knowledge and desire will want to do the job well. And how much you and your successors will need to know to do this acceptably. At long last our universities are beginning to wrestle with this fact. With your help they can, as they have earlier in many areas of the social, physical and life sciences, begin now to find, train and encourage this new breed of architect whose task is to start building afresh that old world that always needs rebuilding. But never more so than today! ■

ANNUAL DINNER AND BALL

Convention week grandiosely closes with the investiture of Fellows and Honorary Fellows, the presentation of the Gold Medal, the acceptance speech of the Institute's new president and dancing past midnight



"Tonight, a new year begins with a new administration dedicated, as its predecessors were, to the cause of architecture and equally confident of architecture's bright future. In its hands we entrust the well-being of our profession." Thus Morris Ketchum Jr., with an able assist from his wife, installs the 43rd president of The American Institute of Architects.



The Challenge of Our Time

BY CHARLES M. NES JR., FAIA

THE ROLE of the architect has always been to serve the needs of his client in the social and economic context of the time in which he worked, and he has been the creator of the physical form of that age. Today our clients are essentially business and government. They are already working and planning in a new and vastly changed technical, social and economic climate, the nature of which we have now begun to comprehend and the future of which we must be a part.

For the past six years, the Institute's goals, through programs in education and public affairs, liaison with the government and our sister professions, and aids to the practitioner, have been consistently directed toward meeting these needs and understanding the problems and challenges of today's practice. While retaining a constancy of purpose, each administration has left its imprint, and each new administration has emphasized that part of it which has been closest to its heart.

The challenge of our time is explosive urbanization. To thoughtful citizens, it is the most critical problem facing our country. Its solution will determine our future as a nation. Our responses as architects to this challenge will determine ultimately the role and significance of our profession in our society. It must continue to be our single most important objective.

From being a traditionally inarticulate group, we architects have become astonishingly eloquent in explaining to the public and our clients our own profound concern with the degeneration and appearance of our cities and countryside. We have been joined by powerful allies in this cause. That our warnings have been heeded are evident by the public's rising concern with its surroundings; by the plans of government and business to restore order and beauty to our cities and countryside, and by their desire to include our profession as significant

participants in the reshaping of America.

Are we now prepared and capable of assuming this role and are we equipped to solve our client's needs with ability, efficiency, dispatch and beauty? I question this. In spite of the radical changes that have taken place in the forms of contemporary design, there has been little modification in our traditions and methods of practice, and little has changed in the education of our students. We still do not know with any certainty what the profession must do and, hence, what it must be. Indeed, we don't really know how or where American citizens will want to live as they become more affluent, more mobile, better educated, with vastly more leisure time.

This is why I place effective education of our students and ourselves as a most pressing and profound need. Our significant research project at Princeton University is attempting to match the academic training of architects with the actual task facing the profession today. But you cannot solve today's problems until you know what they are, and you cannot set up goals or educational processes until you learn what the architect should be tomorrow, what responsibilities and requirements his clients will demand of him, what sort of buildings will be needed, built by what kind of organizations and by what kind of building teams.

Answers to these questions are possible. Business and industry have used the research method in planning their products, production, future growth and expansion for a long time. Government policies and programs are increasingly dependent upon an intelligent study of future needs. We could well take a leaf from the research methods of business in this area. Although no single architect or office and perhaps no single university is capable of this sort of study, the combined brains and talents of our profession,

working with educators, the building industry and selected clients, certainly would be.

This is a task we must undertake if we are to be truly prepared to meet the needs of an urbanized society. It is an undertaking that cannot be left to personal opinions or intuition. I plan to initiate and support projects designed to move the profession toward the future with confidence and direction.

Let me return to the historic role of the American architect. His image has been that of an individualist, and his education led him into this role. He has tended to stand aloof, uninterested in, unknowledgeable of, and, in a sense, looking down his nose at much of the business world.

He has too often been unsympathetic and unreceptive to the industrial, technological and social revolution whirling about us. Yet, it has been business and industry, and their new breed of leaders, that have transformed physically our living habits, usually for the better. The social consequences and implications of these changes have made possible and brought about most of the social legislation of our governments.

We rightly regard ourselves as artists, sometimes even as sculptors. But we are, above all, architects in the old and full meaning of the word. God forbid we ever lose this. Whether we admit it, we must be generalists in a bigger sense than this creative image implies. Our concern must include not only design but the total building concept, from its inception by the client to its physical completion as a project. The client's real needs, his budget, the engineering practicalities, the legal and tax aspects, and the broad social and economic impact of the concept are parts of a true architect's responsibility.

In this age of specialization and compartmentalization of knowledge, when a building project requires an ever-growing team of specialized

participants to plan and build it, we must accept the role as a synthesist, bringing together the many aspects of the problem and the many talents needed into a coherent and unifying whole. To do this we must accept the restraining disciplines inherent in community planning, where the individual building is of little importance in relation to the whole. I might also suggest that since no building project can be distinguished without the cooperation of an understanding client, we attempt to include him, the traditional patron of architects, as a full participant in the process of design.

I am concerned that because of our inclination toward isolation from the community we have left the decision-making to others. We must regain our traditional identity as a man of many parts. Some of us have been, in the not too distant past, artists, writers, inventors, philosophers, successful politicians and even good businessmen.

If we can become more interested in and more knowledgeable of the complex problems facing today's decision-makers, we will be more qualified to participate in those councils and more certain of obtaining a decently planned America.

Perhaps I need to reduce all of this to a few simple terms. Architects must be all they have ever been but still much more. This is not a speech calling for a new renaissance man. It demands a new collective capability and a new collective image for a profession that performs every function expected of it in the main stream of America's development.

I shall do my best to broaden the Institute's knowledge, further public and professional education, and promote the involvement of our profession in the affairs of the community. I know you will help. ■

THE NEW FELLOWS

Rex Whitaker Allen
Northern California
Service to the Profession

Joseph Amisano
North Georgia
Design

Louis Watkins Ballou
Virginia
Public Service

Edward L. Barnes
New York
Design

James Joseph Walton Biggers
West Georgia
Educational Service

Leslie Norwood Boney Jr.
North Carolina
Service to the Profession

Philip W. Bourne
Boston
Service to the Profession

Robert John Brocker
Pittsburgh
Service to the Profession

Paul Bradley Brown
Detroit
Service to the Profession
Public Service

John Stanley Carver
Philadelphia
Service to the Profession

Grosvenor Chapman
Washington-Metropolitan
Service to the Profession
Public Service

James Ford Clapp Jr.
Boston
Service to the Profession

Kenneth S. Clark
Santa Fe
Service to the Profession

Frank Crimp
Boston
Service to the Profession
Public Service

Louis deMoll
Philadelphia
Service to the Profession

Bernard J. DeVries
Grand Valley
Public Service

Gerald George Diehl
Detroit
Service to the Profession

Roy Morse Drew
San Diego
Design

Marvin Eickenroht
San Antonio
Literature

James Walter Elmore
Central Arizona
Educational Service

Andrew J. Ferendino
Florida South
Public Service

William Wallstone Freeman
Vermont
Service to the Profession

Arthur Froehlich
Southern California
Design

Charles Eugene Fry
Southern California
Service to the Profession

Victor C. Gilbertson
Minneapolis
Service to the Profession

Bertrand Goldberg
Chicago
Design

Bruce J. Graham
Chicago
Design

Charles Thomson Granger Jr.
(posthumous)
Austin
Design

G. Harold W. Haag
Bucks County
Service to the Profession

William E. Haible
Boston
Design

Donald L. Hardison
East Bay
Service to the Profession

Thomas Thurman Hayes Jr.
North Carolina
Design

James Calvin Hemphill Jr.
North Carolina
Service to the Profession

Dean F. Hilfinger
Central Illinois
Service to the Profession

Santiago Iglesias Jr.
(posthumous)
New York
Service to the Profession

Philip Ives
New York
Design

Floyd Lamar Kelsey Jr.
Colorado
Design

Sol King
Detroit
Science of Construction

Francis D. Lethbridge
Washington-Metropolitan
Design
Service to the Profession

Angus McCallum
Kansas City
Public Service

A. Stanley McGaughan
Washington-Metropolitan
Service to the Profession

William D. Merrill
Hawaii
Design

Howard H. Morgridge
Southern California
Design
Service to the Profession

Ralph Oliver Mott
Arkansas
Service to the Profession

Suren Pilafian
Detroit
Service to the Profession

Robert Billsbrough Price
Southwest Washington
Design

Ambrose Madison Richardson
Central Illinois
Design
Service to the Profession

Arthur Rigolo
New Jersey
Service to the Profession

Dahlen Klahre Ritchey
Pittsburgh
Design

Clarence Henry Rosa
Mid-Michigan
Public Service

Bernard B. Rothschild
North Georgia
Service to the Profession

Ronald Sylvester Senseman
Potomac Valley
Service to the Profession

John David Sweeney
St. Louis
Service to the Profession

Peter Tarapata
Detroit
Design

Harwood Taylor
Houston
Design

Maximilian Otto Urbahn
New York
Design

Wayne McClellan Weber
Central Southern Indiana
Service to the Profession
Public Service

Harry C. Weller
Spokane
Service to the Profession

Theo Ballou White
Philadelphia
Literature

Gin Dan Wong
Southern California
Design

Honorary Fellowships

Jacob B. Bakema
The Netherlands

Ralph Erskine
Sweden

Aarne Ervi
Finland

Hilario Galguera III
Mexico

Denys Louis Lasdun
England

Rafael Norma
Mexico

Alfred Roth
Switzerland

Harry Seidler
Australia

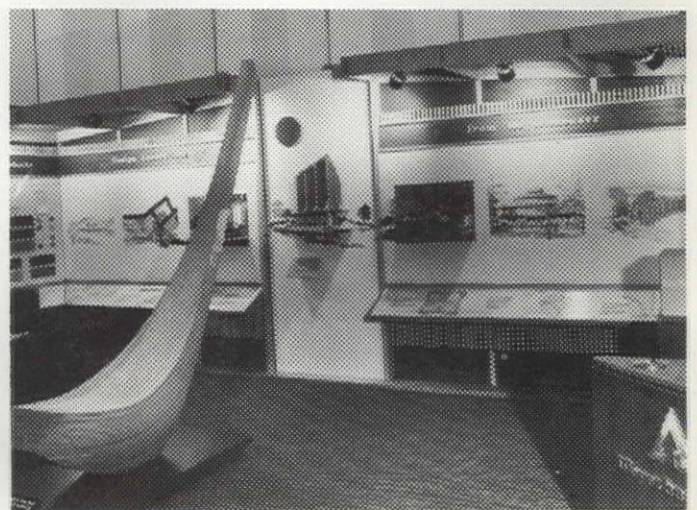
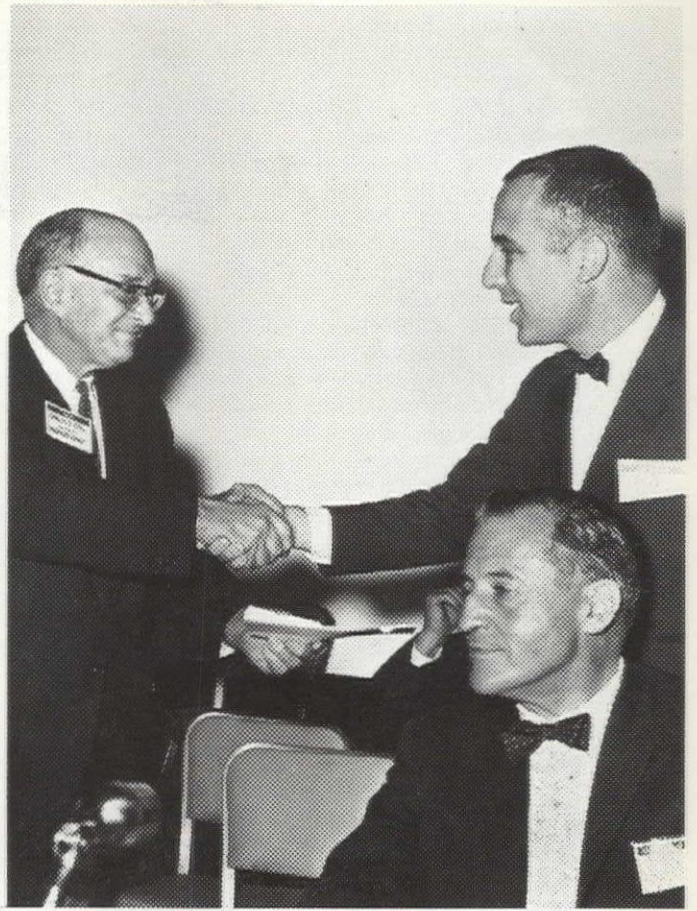
Gerard Venne
Canada

Bernard Henri Zehrfuss
France

BUILDING PRODUCTS EXHIBIT

Making their contribution to the convention for the 16th year in a row are the exhibitors, whose displays in Denver are to be especially commended

A \$2,000 fellowship for urban planning study in Latin America is presented to Richard Sharpe AIA, by Charles S. Stock, president of the Producers' Council, an affiliate of the AIA, while the manufacturers man their booths in the exhibit area off the main lobby. Awards of Excellence go to the Armstrong Cork Co., Kaiser Aluminum & Chemical Corp., Pittsburgh Plate Glass Co. and Weyerhaeuser Co. Eight Awards of Commendation also are made.



A Tale of Two Buildings

BUSINESS SESSIONS undertook a number of significant actions, but the 1966 convention will probably be remembered—in terms of Institute affairs and policies on public questions—for decisions to:

1) Expand the site for the new AIA Headquarters and sell the Octagon House to the AIA Foundation.

2) Table a resolution opposed to the extension of the Capitol's West Front.

3) Support legislation that would create a Commission on Architecture and Planning for the US Capitol.

In all, the 762 delegates representing virtually all AIA chapters



approved eight resolutions (aside from the customary ones of appreciation) and referred four more to the Board of Directors.

They also heard a speech by Morris Ketchum Jr. FAIA, who discussed Institute programs as he concluded his year as president.

HEADQUARTERS SITE

A resolution was presented which "authorizes and directs" the Institute to "exercise the option to purchase" the Lemon property adjacent to the Octagon from the Central Dispensary and Emergency Hospital for the sum of \$678,000.

"I believe you are all familiar with the bear I have had by the tail for three years," said First Vice President Charles M. Nes Jr. FAIA in referring to his chairmanship of

the Committee on Institute Headquarters. "Namely, is our present property sufficient for a good building, and is the competition [design] adequate for our needs, and is injury done to our garden and Octagon property?"

"Three years ago when you voted overwhelmingly to build a new headquarters building on our present property and to determine the architects for this building, many thoughtful architects, and I include myself as one, felt strongly that our present land was inadequate for a building of the size we then required without harming our garden and the Octagon House."

He said it became "plain to all of us that our present land is too small and is a handicap to a properly designed building sufficient in size to prudently and properly accommodate our own needs for the future.

Tracing past building programs that failed to satisfy long-term needs, and observing that the corporate membership now exceeds 18,000 and is increasing at nearly 1,200 a year, Nes said the Institute this time is planning "with foresight and confidence far into the future.

"It is the last parcel of land available for us for expansion," he added. "It lies in a unique position in Washington. We must buy it if we wish to build a headquarters building large enough for our present and future needs compatible with that historic monument, the Octagon House, and retaining the best qualities of old and new architecture."

The resolution was adopted unanimously.

A second resolution bearing more directly on the Octagon House was also adopted but requires additional approval—at next year's New York convention—before becoming final.

It permits the sale of the Octagon House and garden portions to the AIA Foundation "to provide a means . . . of restoring and refurbishing the Octagon House and maintaining the same as a historic architectural landmark dedicated by the profession as a public monument."

"We have enough money to pur-

chase the Lemon property," Nes explained, "but not enough both to rehabilitate the Octagon House and to build the sort of building we think our profession deserves."

Out of this circumstance grew the proposal to transfer the house to the AIA Foundation, set up more than two decades ago, Nes said, "as a vehicle of the AIA to receive funds from architects and other interested persons for the advancement of architectural education for both the profession and the public. The preservation of the Octagon House falls well within the scope of the foundation's objectives."

Nes stressed that the convention action was only the first of two steps in the approval process—"You will have plenty of chance to think about this in the next year."

He said the transfer would make possible the preservation of the house and garden in a manner befitting their quality and historic importance.

"The foundation is willing to assume the responsibility," he explained. "We believe architects throughout the country will be enthusiastic in helping to support this project. Their gifts will be tax-deductible.

"We also believe that other foundations and interested Americans will contribute to this cause," he added.

Nes said the selling price will be the appraised value of the land or about \$600,000. "The receipts will help us move forward on the total



program without any diminution or cutting back on present programs for the membership.

"The total objective will be to create on an enlarged site a new headquarters building adequate for our growth, a complete restoration of the Octagon as a beautiful landmark of our architectural heritage, and a garden which states our principles of open space and contributes to the scale and harmony of the two buildings. In short, the design of the entire complex must exemplify what our profession urges our clients to do."

Nes said the winner of the national design competition, the firm of Mitchell/Giurgola, Associates, will be given a revised program along with the enlarged site (29,460 square feet, increased from 18,220 through the Lemon acquisition).

"We will ask them only to keep or enlarge our garden and to design a building suitable for our use, harmonious with the Octagon and exemplifying the best of contemporary architecture," Nes explained.

The resolution was moved and seconded, and Norman Schlossman FAIA (Chicago Chapter) rose to speak. He urged the resolution's adoption with the understanding that a full investigation is to be made over the coming year toward preserving all safeguards to keep the building in the Institute family.

Schlossman also asked that "all other possible ways of financing the restoration and preservation of the Octagon together with the acquisition of the Lemon property and its development be explored and examined by the Board of the Institute and wherever these measures or supplemental measures to the present program appear to have any degree of feasibility that these also be reported in detail before the next convention.

"So that at the next convention we who are being asked to make this transfer or take any other action will be in a position to judge the risks, the gains and the losses, if any; so that this kind of an action can be placed fully before the convention, before the members of the Institute, with full knowledge of what they are doing, what alternatives are open to them."

Nes assured that "during my administration and from now on we will do exactly as he [Schlossman] asks—explore every possible method, explore other safeguards that are legally proper, and inform the membership not just before the next convention but much sooner."

Bradley P. Kidder FAIA (Santa Fe) asked for clarification "as to the amount of money that will be required to restore the Octagon in addition to the purchase price."

"The only amount that we have before us now," Nes answered, "is the estimate proposed by the Committee on the Octagon House, and while this was done in a month, it is reasonably complete, and the members estimate that it will require approximately \$350,000.

"I want to point out one other thing, that if we raise \$600,000 we, the Institute, will return to the foundation sufficient funds to restore the Octagon from that. If we raise \$950,000 we will also do the same. The figures for the restoration are necessarily incomplete but they are approximate, and I think conservatively so."

The question was called for and the resolution adopted unanimously.

WEST FRONT EXTENSION

The resolution said the Capitol's historical importance and architectural significance were "equal to" its legislative functions, that the plans to expand the building by some 25 percent were rooted in the "mistaken notion that the Capitol is not a national monument but, rather, simply a functional building similar to a commercial structure."

It said the West Front contains "the last remaining external vestiges of the Capitol as it was originally designed" and that the extension would obscure "a part of our history that can never be restored."

Any genuine need for more space should be met by a master plan of development, the resolution said, adding that if reconstruction is needed it should be according to the present design. The resolution urged Congress to reject the plans, adopt a permanent policy to keep the building's exterior unchanged and appoint a commission of distinguished architects and other professionals to develop a master plan.

The resolution, moved by the Resolutions Committee and the Board, was seconded, and Paul M. Thiry FAIA of Seattle, who is retained as a consultant to the Architect of the Capitol, rose to speak. "You know," he said, "sometimes when things like this happen you kind of wonder whether The American Institute of Architects is for architects or against them. . . . I

kind of wonder whether we even like people."

It was a case, he noted, of the Institute wanting to set up a committee to "do the work that people have been retained to do." This to Thiry was a "real breach" of both etiquette and ethics.

Thiry alleged that the AIA made no effort to meet with the Architect of the Capitol. He said the Capitol has been under constant change and that it "does not represent, in any way, shape or form, a single incident in the history of the United States of America, but is a continuing and a living thing. It has been changed, it has been remodeled, and it has been added to many, many times."

He commented briefly on the evolution of the building through history, declaring: "Nobody followed the design of others." He said restoration was considered, "but as we started to look at it, we realized if you clean off the paint, then the stone is no good behind it, and then do you want to continue to paint forever? In my opinion, this is not the way to handle a great monumental building. And then, if you go to replace the stone, it is sandstone and it has been carved and tooled as sandstone. Do you take it apart stone by stone and replace it with marble?"



"And on top of this the walls are thick; they are unable to sustain themselves without this outside wall, and this thing keeps pushing all the time, and something serious has to be done."

Engineers said the wall could be replaced, stone by stone, though it would be expensive, Thiry said. And when the job was finished would there be the original walls of Bulfinch and Latrobe and Thornton?

The answer Thiry arrived at was

no. "We would have a replica, and for me a replica has no soul and has no meaning."

Thiry said he preferred to construe the Capitol as a "living building" in which the generation of architects "sitting right here in this room" should be represented.

He said the Institute "in no way should attempt to supersede the people that have been retained." He lauded the qualifications of the latter and thought it rude to "even question these people without going into a meeting to review the drawings that have been prepared by eminent architects." While Thiry acknowledged the Institute's right to come to a "final declaration," he charged it with failure to examine extension plans.

Thiry read this turn-of-the-century quote from Charles Moore, longtime chairman of the Fine Arts Commission:

"Historically, the Capitol at Washington is the most important structure in the United States. Other buildings such as Old South Church in Boston and Independence Hall in Philadelphia are connected with important episodes in the history of this country. The Capitol is unique in that it both typifies the beginning and also marks the growth of the nation. Like the great Gothic cathedrals of Europe, its surpassing merit is not its completeness but its aspirations. Like them, too, the Capitol is not a creation but a growth, and its highest value lies in the fact that it never was and never will be finished."

Thiry asked delegates to "see to it that the proper committees and the Board, if you please, make the proper investigations and treat this whole matter in an ethical manner, and if it is done this way, why, then, you have the privilege of voting on a thing of this kind. I think this is pre-empting the decision of the architect."

Halting the extension, he said, "has a great deal of appeal—the idea of keeping the Capitol and preserving the whole business, but I can assure you that it is not that simple . . . there are some grounds for a difference of opinion and this difference is not being presented."

President Ketchum was next to speak. "My friend Paul Thiry is uninformed on many aspects of this problem. First of all, the drawings [engineering studies—Ed.] have been reviewed by the Institute's Committee on the National Capitol. The Board's stand is based on the long study of these proposals.

"Second, I don't propose to talk about architects but about a program, for we have no purpose to state that the architects involved here are not eminent. They are eminent. But their client, I believe, is a mistaken client, mistaken for its objectives, and I refer not simply to George Stewart, who is an Honorary Member of the Institute, but to the Congressional program."

Ketchum went on to emphasize that "the structure should be rebuilt, and we are convinced that that is a necessity. We do not deny that in any way. We do feel that this national monument should be respected. It should not be indefinitely enlarged so that some day it invades the Mall. We feel that we will lose a priceless historic heritage."

Speaking for his administration, Ketchum said: "We do not feel that accommodations for tourists, cafeterias, washrooms, a movie theater are necessarily located in the National Capitol, especially in view of the fact that Congress now proposes, or will shortly propose, to construct a tourist information center outside of the Capitol grounds but nearby, duplicating facilities.

"We do not feel that the Senators and the Representatives of Congress need additional office space in this particular location. The old House of Representatives Office Building, for example, offers another opportunity for their accommodation.

"We do not feel that we are in any way unethical or presuming on our province as a profession in working for the public interest. We believe that this is not a question of architects, of working drawings, of engineering. It is a question which concerns not only our profession; it is a question for the nation."

Glenn Stanton FAIA (Portland) then took the floor, declaring: "I believe everything that Mr. Thiry has said. I regret that he is not a delegate; I am. I think that we are uninformed and we should know more about this before we endorse such a resolution. So I move that the motion be tabled."

The motion was seconded and a majority of delegates voted for it.

CAPITOL COMMISSION

Convention attention next turned, in the Thursday session, to an issue that President Ketchum said "was interrupted on Monday," and George Vernon Russell FAIA (Southern California) took the floor.

"As many of you know," Russell began, "I was opposed to the resolution related to the alteration of the Capitol as it was proposed on Monday last.

"My opposition was based on the feeling that the Institute was in a corporate and tasteless manner interfering with contractual relationships that were *fait accompli*—an action which, in the opinion of many of us, would be quite as reprehensible as similar conduct on the part of an individual member."

His opposition, Russell said, stemmed not from a lack of concern for preservation but from the "rudeness of the resolution" and his opinion that the proponents



"might know less about the history of the Capitol and its true physical condition than those who had carefully studied the matter. I also questioned the architectural taxidermy suggested by the proponents of the resolution."

But since Monday, he continued, a bill was introduced in Congress "which is in ways related to the resolution presented to you on Monday."

Russell read the bill to establish a Commission on Architecture and Planning for the Capitol. The commission would "review and give advice" on Capitol construction projects and comprehensive plans.

The bill provides for commission approval before any project is undertaken. The commission would also promulgate certain regulations and upon request advise the government on Capitol Hill construction, repair and planning undertakings.

The nine-member commission would consist of three architects appointed by the President of the United States from 12 nominated by the AIA, a landscape architect, a historian-preservationist, an artist, a sculptor and two persons from "private life."

Said Russell: "I hope I have never been regarded as an appeaser, turncoat or whirling dervish, but I do believe that in the interest of future developments on Capitol Hill, such a bill should receive the wholehearted support of this body."

With qualified appointees, Russell said, the commission could contribute greatly to the orderly development of Capitol Hill and "would be a strong factor in the avoidance of embarrassing situations similar to that which confronted us on Monday."

He wanted it understood that his support of the bill in no way implies "that I am in favor of reconsidering or circumventing the action taken on Monday's resolution."

"Rather, if there is a move on the part of anyone here to revive the resolution related to the Capitol *per se* I shall withdraw my support of the new resolution to be presented today—with your consent, of course—and it is hoped that a majority will join me in the move to avoid subterfuge of that ilk.

Russell read the resolution backing the commission bill and urging its prompt enactment. The motion carried with only two votes against.

Ketchum thanked the convention for "what I believe is a constructive step." He then called for remaining resolutions.

OTHER RESOLUTIONS

Resolution 2: Deploring plans to build an elevated expressway along the waterfront of the French Quarter of New Orleans and urging federal and state agencies involved to reconsider their plans; also, commending residents of San Francisco and its Bay area for "putting the integrity of their city first and rejecting federal matching funds which would have led to the construction of expressways detrimental to the city, and for their foresight and courage in establishing the Bay Area Rapid Transit Authority which will plan, design and construct a rapid transit system that will meet their transportation needs without damage to their city."

Unanimously approved.

Resolution 3: Endorsing the Demonstration Cities Program, terming it "an imaginative approach which will enable cities to concentrate the complete array of all available resources on the rebuilding and resurrection of blighted urban areas," and lauding the

recognition of the "importance of local initiative and planning, the desirability of a high standard of design and the need for quality construction."

The resolution said the Demonstration Cities Program will make an important contribution toward solving America's most pressing urban problem—improving the quality of urban life." It urged speedy enactment of the Housing and Urban Development Act of 1966.

An amendment urging that HUD be given review authority of the construction work of other federal agencies was defeated after it was explained by Ketchum that its intent had already been achieved by executive order.

The resolution itself carried unanimously.

Resolution 4: Endorsing proposed legislation to establish Preservation Commissions for the protection of buildings and other structures and areas of historic or architectural significance, and urging AIA members and chapters to work at local and state government levels for the enactment of similar legislation.

Unanimously approved.

Resolution 5: Endorsing legislation "to provide for the administration and development of Pennsylvania Avenue as a national historic site."

Unanimously approved.

Resolution 6: Commending New Haven, Conn., Mayor Richard Lee for making his city a "pioneer of massive urban renewal," for making renewal "increasingly sensitive to the value already existing in the city as a whole and especially to buildings our civilization will never be able to build again," for his restoration of whole neighborhoods and his securing for future generations the 19th century environment of Wooster Square, and for his



support of the retention of New Haven's Public Library (by Cass Gilbert) and its City Hall (by Henry Austin).

Unanimously approved.

Resolution 7: Urging appropriate agencies and organizations to take definite steps to restore and preserve the San Francisco Mint, and calling upon San Francisco Mayor John F. Shelley and the Board of Supervisors to join in support of such an effort.

Unanimously approved.

Resolution 8: Asking President Johnson to convene a White House Conference on Transportation "at the earliest" time as the first vital step toward bringing together governmental, civic, architectural and related professional interests for a confrontation and discussion of the establishment of a National Policy on Transportation.

Unanimously approved.

Resolutions recommending measures to improve the Code on Architectural Competitions (New York Chapter), the establishment of a permanent archive and display in the restored Octagon House (Potomac Valley), commendation of the Emerging Techniques of Architectural Practice (Philadelphia), and the establishment of a Committee on Equal Opportunities (New York) were referred to the Board of Directors.

KETCHUM SPEECH

It is the scope and the vision of its unfinished business that measures the strength and vitality of a professional organization, President Ketchum said in a speech outlining major Institute programs.

The unfinished business of the profession and the AIA, he declared, "is the unfinished business of America."

"Our country is demanding that we create an architecture which will help to solve the complex social, economic and political demands of the complex age we live in, and, at the same time, add a measure of serenity and delight to the lives of every citizen," he said. "Our response to this challenge will be the true measure of our success."

For success, he explained, it is necessary to 1) encourage and support the profession in the creation of great urban architecture, 2) encourage an ever-increasing public demand for that architecture and 3) advance the strength and influ-

ence of the architectural profession through public service.

There was a time when design was disparaged and the profession seemed to be standing alone, weak and ineffective. But within a few years much has changed, even to the point, Ketchum added, where "the nation and our profession now share the same problems and programs."

"Part of the reason for this massive change lies in the fact that every president of the Institute over the past dozen years has contributed his energies to developing a program to move the architect to the center of the national stage.

"As this campaign has grown from the status of an artistic discussion to a great national movement, men of good intentions in all fields have responded with great interest and energy. Government has responded, too, at all levels, and capable men have ascended to positions of authority."

Moreover, the campaign has been carried beyond the halls of government. The prize-winning AIA film, "No Time for Ugliness," has opened eyes "to the incredible mess we have made of our cities and our countryside," Ketchum said, and "every reader of the AIA book, *Urban Design: The Architecture of Towns and Cities*, knows there is a solution for the mess we live in.

"Every citizen of every city which has received one of our Citations for Excellence in Community Architecture has become aware of progress achieved in rescuing and renewing his own urban environment through the efforts of our profession and its allies."

Ketchum said the Institute's chapters are carrying these weapons to a nationwide audience. "Theirs is the burden and theirs is the success of our war on community ugliness."

Officers and Board members for 1966-67 are (front row) Executive Director Scheick, Durham, President Nes, Allen, Schwartzman; (second row) Harrell, Kassabaum, Spitznagel, Homsey, Cowling; (third row) Marr, Faragher, Krusé, Scholer, Meathe, Hunter; (fourth row) Rothschild, Yerkes, Gregory, Gwathmey, Haag; (fifth row) Martin, Becker, Mills, Gilbertson, Train (see page 4).



The Institute is expanding its efforts in public education. He told of a major conference with magazine and broadcasting media representatives that brought "gratifying" results, and of a developing plan to teach basic appreciation of design to school children.

"This is an entirely practical, realistic thing to do, and it is necessary that we do it if we are ever to develop a public and a body of clients capable of making intelligent decisions."

He said the education program will be strengthened within a few weeks with the completion of the first of an AIA series on architecture, "Man Builds." The sequence tells the influence of architecture on successive civilizations.

"To keep our own internal lines of communication in working order," Ketchum continued, "and to assure that all Institute components work together in harmony toward common goals, we have held 'Operation Grassroots.' We have strengthened our alliances with allied professionals through the Interprofessional Committee on Environment Design; with product manufacturers through the Producers' Council; and with builders through the Building Construction Coordinating Committee."

The ultimate objective of such teamwork is the modernization of the total building industry. "A revitalized building industry can be the cornerstone of tomorrow's architecture."

However laudable these programs are, the campaign, Ketchum said, "will never be won without enough troops. . . . We need enough trained professionals to do the job."

Supporting personnel are needed, too, and to assure that architectural students and technicians are educated and trained within a system

that is in tune with today's complex design and building needs, "we have embarked on the first phase of a comprehensive investigation of the entire field of architectural education." He referred to the \$100,000 Princeton Research Project which has received "enthusiastic offers of support and cooperation from the great majority of the schools of architecture, from the profession and from the clients we serve."

The Institute is working with universities to establish departments and schools of architecture where none now exist, he said, and it is promoting effective internship and licensing procedures.

"Education is a lifelong process for the competent professional. Therefore, we are dedicated to the continuing training of our members.

"The results of our conferences and courses are constantly appearing in the AIA JOURNAL and can be found in our growing reference library."

The goals of the Institute—better architecture, greater public demand for architecture and a strengthened profession—depend on an inspired membership and a top-flight executive director and staff which, he said, the Institute has. But, he added, "We do need and must have a larger and better planned national headquarters building if we are to further improve and increase our service to our membership and the nation.

"With the carefully prepared, logical program for restoring the Octagon House, preserving and enhancing the Octagon garden and building a new headquarters building on an enlarged and adequate site which you have authorized today, we have the opportunity to build for the future and to restore the past," Ketchum said.

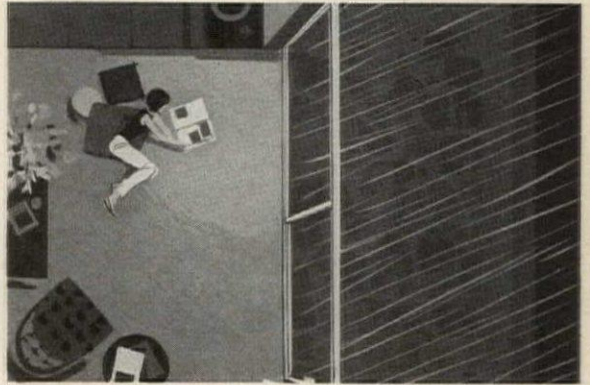
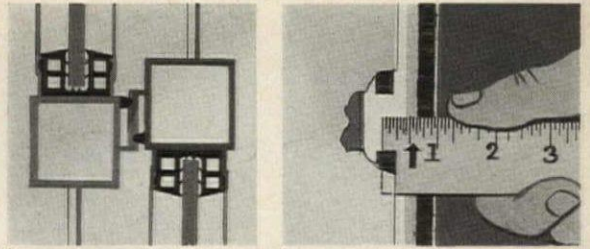
"If we suffer growing pains along with the sweat, cuts and bruises we encounter in the marketplace and in the public service, so be it. All of these things are marks of our growing strength and vitality. We are being asked to do a great deal: to provide a large quantity of architects to handle the building job ahead; to create a new dimension of quality in architectural service; to help the American public learn to recognize what it now has and can aspire to: and, finally, to create an architecture which will ultimately enrich American life.

"Let us accept the challenge of the great unfinished business. ■

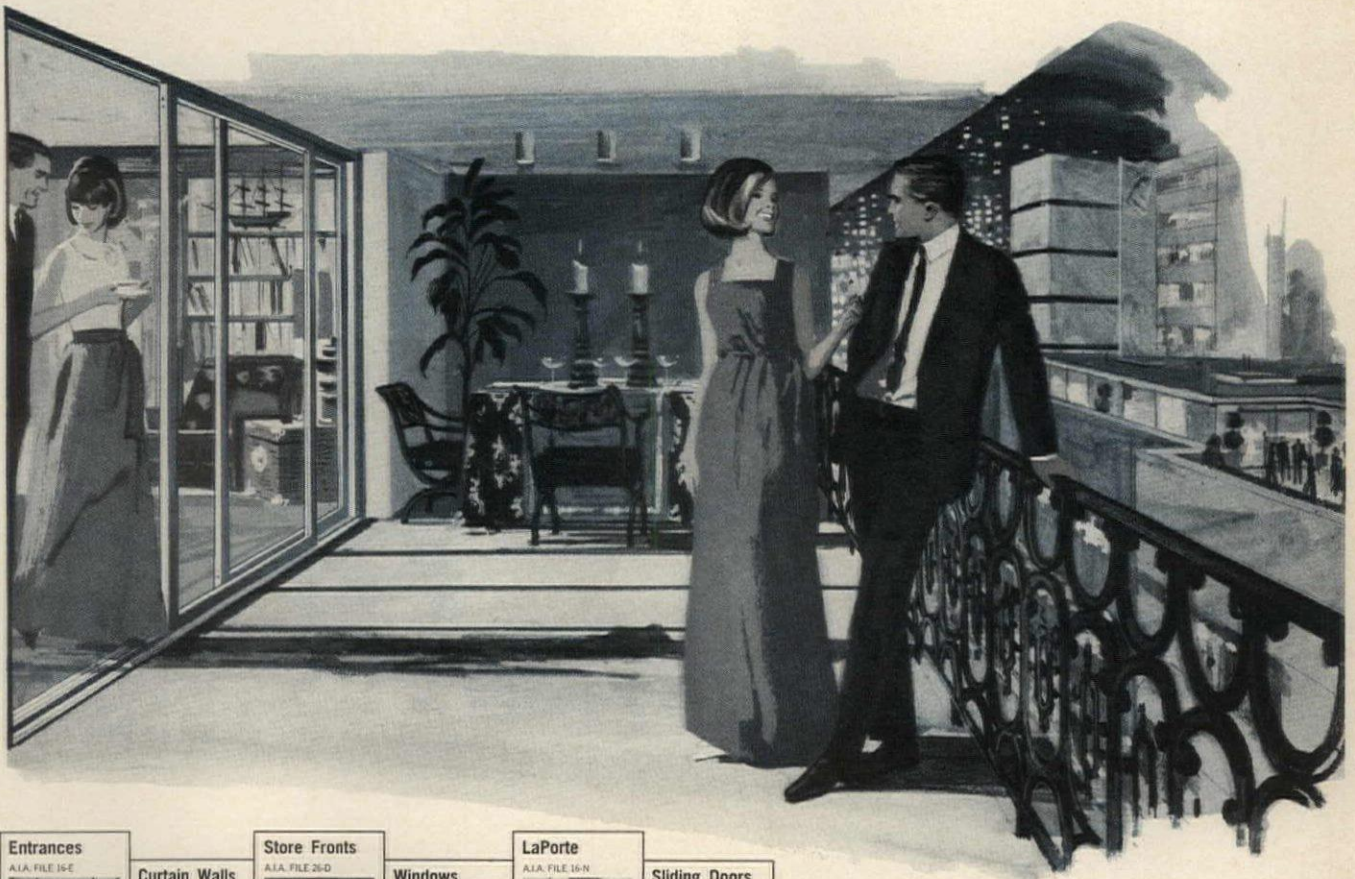
Amarlite Mark II Sliding Glass Doors... New Design Concept!

WE PUT THE FIXED DOOR ON THE INSIDE... THE SLIDING DOOR ON THE OUTSIDE... so wind-driven rain or gusts of hot or cold air... actually force the WeatherWall sliding glass door tighter against the weather-stripping. The door is surrounded on both sides by tough polypile weather-stripping... creating the most effective sliding glass door weather-seal known! The Mark II is Architect-designed... has balanced symmetrical sight lines... tubular construction for quality and strength for the life of the building. Specify the SUBURBAN Mark II for basic construction... the METROPOLITAN Mark II for monumental jobs.

For more information, see your Amarlite representative, or write to Amarlite, Division of Anaconda Aluminum Company, Main Office, P.O. Box 1719, Atlanta, Georgia 30301.



A. Polypile weather-stripping at both sides of door stiles and top rail provides positive weather seal for inward and outward pressure.
B. 9/16" deep-set jamb holds seal, top to bottom, compensating for building settlement and less than perfect installation.
C. Fixed door can be placed left or right on the same frame. Glass can be changed from 1/4" to insulating glass with change of vinyl.



Catalogs Available!

ENGINEERED FOR DISTINGUISHED ARCHITECTURE... **Amarlite**
DIVISION OF ANACONDA ALUMINUM COMPANY

Atlanta • Chicago • Cleveland • Dallas • Paramus, N.J. • Los Angeles • Export throughout the Free World



For more technical data, circle 246 on information card

HANDSOME

And compact. The 55 series devices for narrow stile doors... stiles as narrow as $1\frac{3}{4}$ ". Not a featherweight. The case walls are $\frac{1}{8}$ " thick. Rim or concealed vertical rod application in stainless steel, bronze, or aluminium. Write for fully detailed catalog Bulletin 632. Von Duprin, Inc. • 400 W. Maryland Street • Indianapolis, Indiana 46225. Von Duprin Ltd. • 903 Simard Street • Chambly, Quebec.

Von Duprin 55

New Partnership with ACSA

In an address before the Association of Collegiate Schools of Architecture, Charles M. Nes Jr FAIA, incoming president of the AIA, suggests ways in which the two organizations can better work together.

OVER THE YEARS the feeling has grown up that town and gown can never reconcile their differences, that the teacher and the architect are really two different breeds of animal—dogs and cats, perhaps. The dogs in the marketplace might admire a certain cat very much, but they still growl when he approaches and they mistrust the species. The hackles of the university cats rise instinctively when the dogs approach.

In our haste to do what we think is right for our own constituents, all of us, from time to time, have contributed in one way or another to this feeling. My purpose here is to put an end to this sense of essential difference between us, and to do it by suggesting a new form of collaboration on matters of mutual interest. If we do not do this, I am very much afraid that both of us are going to take on the characteristics of the dodo bird in the not too distant future.

I think we all have serious shortcomings; there are neither enough of us, nor do I think many of us are capable of meeting the challenges that face us. Thirty years ago, our society was less affluent, but the problem was a much simpler one. When and if you could get a commission, you designed a building, often for an individual you could deal with on a personal basis. Today the client is a government agency, a realty syndicate, a corporate committee or an entrepreneur benefiting materially from the present tax laws.

Within the space of a very few years, we have seen another major change beginning to take shape in the way buildings are planned, financed and built. A new breed of public-spirited individuals—James Rouse of Columbia, Robert Simon of Reston, James Scheuer of New York, Roger Wilkins of Travelers' Insurance Co., and the list is growing—is planning urban and suburban building projects on a very large scale. Large corporations have awakened to the fact that the building industry spends a great deal of

money, that its practices are antiquated and that modern management methods can move into a considerable void in a lucrative field of activity. Consequently, we now see Pennsylvania Railroad planning to rebuild a large area of downtown Pittsburgh, another corporation taking over a part of Harlem, and large manufacturers beginning to direct and manage building, rather than simply investing in it. We all dread the day when the auto makers enter the field, but it may soon come too.

What will happen then to the teaching and practice of what we have for so long called architecture? Thirty years ago we were dazzled by a handful of individualistic geniuses who gave us new forms; they became our heroes. I am afraid that we are still looking for heroes, still ready to embrace new forms; and many of us are looking resolutely into the future to find the past.

It will take more than a handful of geniuses to solve the planning and building problems that lie ahead of us. It is doubtful whether new structural systems or materials could do much more than add new cosmetic touches to our sprawling urban areas. We can hardly pretend to be able to do very much about the repair and replanning of our cities so long as giant freeways are rammed ruthlessly through them, determining, as nothing else can, the kinds of city they will be from that moment on.

We can hardly claim to be able to satisfy the functional needs of business if we never talk to businessmen. We can hardly aspire to the design of beautiful cities if we are ignorant of the fact that the total population of suburbia is now greater than the total population of our cities, or that the untrained and uneducated will soon become the dominant population factor in all our major cities. We cannot really make much of a contribution to the great mass of our people if we do nothing about the zoning and land-use regulations that keep us from designing and building livable neighborhoods, villages and towns to replace a suburban sprawl which we simply choose to ignore.

I am not one of those who sees Armageddon in every new statistic. It is true, certainly, that suburbs are still spreading, that our country-

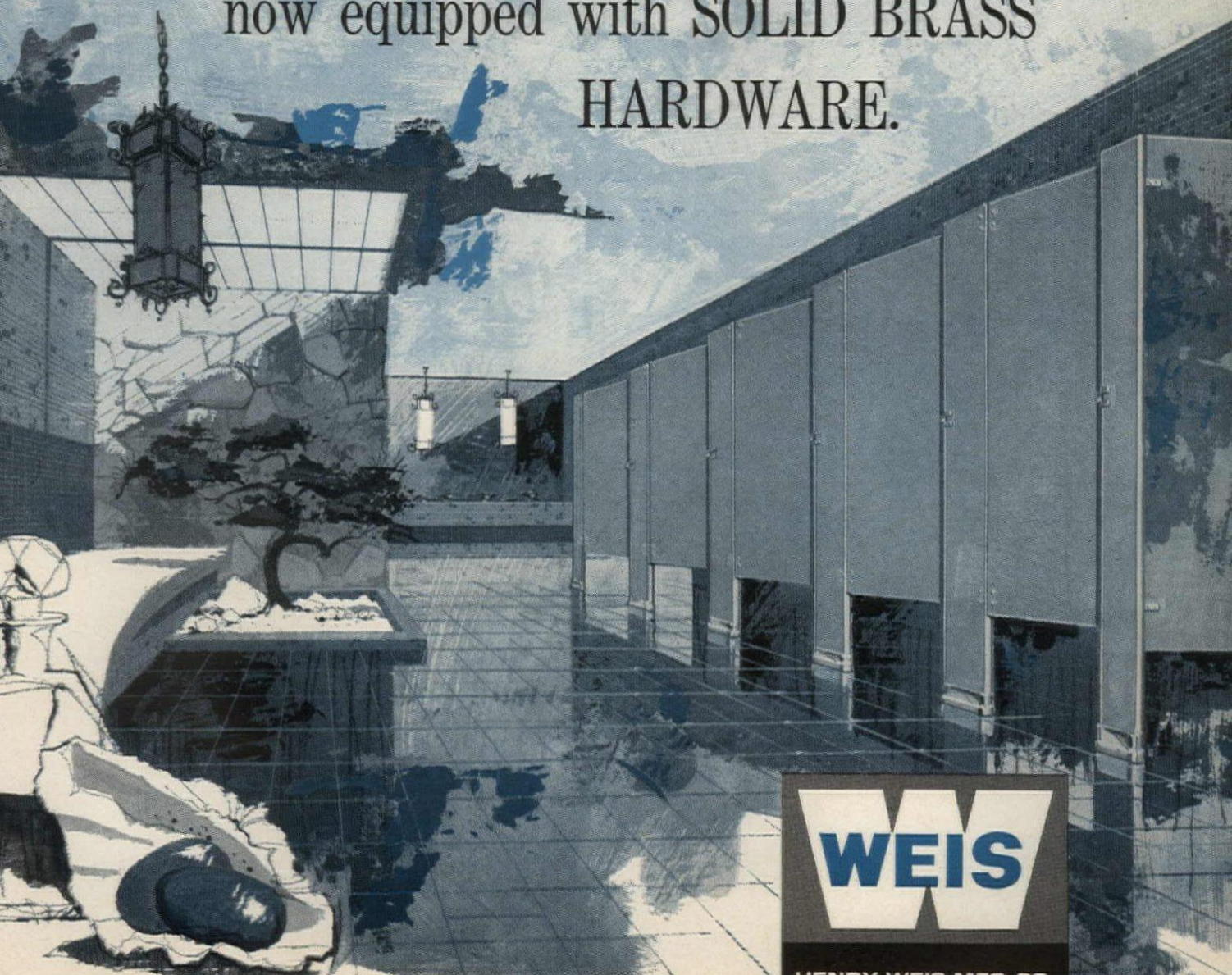
side is blighted, that our rivers and lakes are polluted, and that the crime rate is going up. But crime in our cities is largely a result of poverty, unemployment, discrimination and poor education, and the government is deeply committed to remedying these factors. Water pollution is reversible, and the movement toward the suburbs is hardly unique. The old rowhouse neighborhoods of our midtown areas were pretty bleak too. It is true that the automobile has exploded the growth pattern—and we certainly must bring it under control—but people were "moving out" along the railway lines half a century ago. They have done it in Berlin, Hong Kong, and Paris too. They always do it as soon as they can afford to get out of the center city in which the poor have been crammed.

We are told that we have a "love affair" with the automobile and that this is our destiny. But before we make it so by pouring more billions of public money into freeways, I hope we remember that other revolutionary inventions have had remarkably short lives. The wonderful silent movie, for instance, lasted about 20 years. The revolutionary river steamboat served an important purpose for fewer than 50 years. The trolley car followed a similar pattern. The point is that change occurs whether we like it or not, and it makes new demands on us. Today change happens more quickly than it ever has before. Inventions and practices become obsolete, and if they fail to change, people and professions can become obsolete too.

I cannot help but think of the possible parallels between what is happening today and what happened in France just a century ago. Napoleon III wanted to remake Paris into the first great city of the industrial age and appointed Georges Eugene Haussmann, a ruthless and energetic man, to handle the job. In the process, Haussmann spent billions of francs, changed the street patterns, created boulevards and parks filled with 30-year old trees, and tore down nearly half the houses of Paris. It was an enormous undertaking—and a great feat of design. Louis XIV had spent a lifetime building Versailles, though he had all the resources of France at his disposal.

Continued on page 100

The real challenge of a toilet compartment is to "take" the day-by-day beating of hard use---schools, plazas, dormitories, factories, bowling lanes, filling stations, Y. M. s, public restrooms are typical. An important reason why all Weis Compartments are now equipped with SOLID BRASS HARDWARE.



HENRY WEIS MFG. CO.
ELKHART, INDIANA

Hausmann fought down bitter political opposition and created a great city within 17 years.

Now here is my point, and I will quote from Giedion's *Space, Time and Architecture* (Cambridge: Harvard University Press, 1962):

"To solve the problems connected with the city of the industrial age, Hausmann brought together the first precisely coordinated staff of technicians. He could rely on very little assistance from the quarters one would have expected to furnish it. There were at that date no town planners to aid him in avoiding mistakes. The architects were of singularly little help. They could not even adjust themselves to the scale of his projects; on many occasions he had to send their work back and insist upon its enlargement. He remarks that the Second Empire was unfortunate in not producing a single artist equal to the problems of the *temps nouveaux*. Hausmann seems to have resigned himself to this fact.

"The Bureau of Architects with its staff of academicians and celebrities was the one department which he left almost undisturbed when he took over the administration. His problems were too novel and too expensive for these men to handle; as Henri Labrousse had already seen, their training left them completely out of touch with their own period . . . They were prepared at best to design single buildings, for erection on sites pointed out by someone else . . ."

Let us remember, then, as we walk along the boulevards of Paris for inspiration and breathe in its beauty, that it was done, not by ourselves, but by administrators, engineers and gardeners. I am very concerned that this history may soon repeat itself in our own nation on a far larger scale. If it does, we will all become, as Giedion says, "like those old-style tragedians who would not have thought they were acting if they had been given prose parts to read."

Many, many teachers today know this, and a good many architects do too. Yet there are many in both groups who do not. I suggest that we form a close partnership between the AIA and ACSA to educate our students, our young practitioners, our technicians and, ultimately, our primary and secondary school children—these last so that they can see and form meaningful decisions about the environment they will inherit.

I submit that we must have research into the kind of education architects will need 20 years from now and that this must be a continuing activity, because conditions will continue to change very rapidly. I would like to suggest that the educator is well fitted to help the practitioner, the building industry and the client determine how many of us will be needed, what our practices must become, what kind of building, should be built, and how education can prepare professionals to do their jobs.

As you know, the Institute has made a substantial grant to Prince-

ton University to undertake a major research project. We do *not* want to dictate how or what to teach or even to try to choose the kinds of students who might become architects. We *do* want to help the educator look ahead so that both students and practitioners of architecture can be prepared for the kind of practice and industry and society they will deal with. Robert L. Geddes' charge is to test new ideas and procedures, perhaps inventing new institutions where necessary, to move us toward the ultimate goal of a comprehensive and unified design profession and a system of education that can produce an architecture of relevance and quality. I am happy to tell you that Dean Geddes has received offers of cooperation from about 70 of the 80 schools.

We have begun a program of technician training at the junior college level. We all need technical help in our offices. A committee is working out a standard curriculum, approved by ourselves, the educators and the government. Pilot projects have already begun in North Carolina and California. The Department of Health, Education and Welfare is working with us to develop guidelines for this type of training.

I will now make some very specific suggestions. If you approve them, I will act on them speedily. I would like to invite Walter Sanders, ACSA president, to attend at least one day of our fall board meeting in Wisconsin to discuss the accomplishments and goals of the Commission on Education. I would hope this might become a precedent for future administrations.

Second, I would like to ask whether you agree with me that the AIA committees on education, scholarship, internship, continuing education, licensing, research and technician training should become joint committees with ACSA. Under this plan, the ACSA would nominate the educators for the committee in question and we would nominate the practitioners. By doing this, we would not duplicate our activities and both organizations, working together toward common goals, would be kept fully informed on what is being thought, planned and done. There would be no unilateral decisions on either side.

I hope you will join me in this. We should try it. If we do, we may find that we can enlarge the contribution all of us can make to our schools, profession and nation. ■

The ACSA banquet brings together DeVon Carlson, dean of the host School of Architecture, University of Colorado; Directors D. Kenneth Sargent of Syracuse University, Henry L. Kamphoefner of North Carolina State University and Marcus Whiffen of Arizona State University; President Walter Sanders of the University of Michigan; and Treasurer Henry Jandl of Princeton.





The View from Within

The interior, its environment and the wall systems to fill the need—that's the world of Hauserman. Full expression of an architectural design looks particularly to the interior, the area which can assure enduring building success.

Hauserman Engineered Wall Systems, like the Delineator partition shown above, perform a variety of

interior functions. The building module is defined by the panel delineation. Noise is effectively contained and long life and maintenance ease are assured. Woods, glass, vinyls and a wide range of decorator finishes can be utilized.

Above all, Hauserman walls are movable. The inevitable layout changes are handled, quickly and

cleanly, by experienced Hauserman crews.

If the building is to say something about the owner's appreciation of value and quality, see Hauserman today. Write for "The Low Cost of Quality." The E. F. Hauserman Co., 5859 Grant Ave., Cleveland, Ohio.

HAUSERMAN



Contests for NCARB Posts

TWO FIRSTS in the procedure for electing officers marked the annual meeting of the National Council of Architectural Registration Boards in Denver June 24-25.

Delegates representing 50 of the 54 jurisdictions—state boards and US territories—decided not to adhere to an automatic moving up of officers and offered contests for three positions. The 1966-67 slate (all AIA members):

Earl L. Mathes, New Orleans, president, succeeding C. J. Paderewski FAIA of San Diego; George F. Schatz, Cincinnati, first vice president and president-designate; Charles P. Graves, Lexington, Ky., second vice president; Howard T. Blanchard, Garden City, Kan., secretary; and Daniel Boone, Abilene, Tex., treasurer.

The three directors are Harry E. Rodman FAIA, Troy, N.Y.; William J. Geddis, Cambridge, Mass.; and Dean L. Gustavson, Salt Lake City.

NCARB members also adopted a code of ethics similar in nature to the AIA's Standards of Professional Practice.

It was pointed out at the Denver



Gathered around Charles N. Nes Jr. FAIA (hand on podium), who will later install the NCARB officers and directors in the Hiwan Country Club, are Gustavson, Geddis, Rodman, Mathes, Blanchard, Boone, Graves, Schatz and Paderewski. AIA President Nes is former NCARB member.

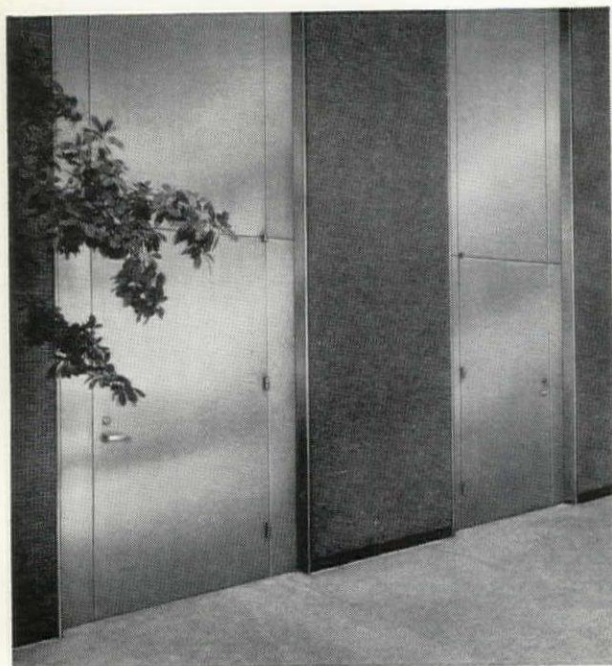
meeting that the NCARB office set up File No. 10,000 on April 19—36 years and a few days after the establishment of File No. 1 on April 10, 1930.

President Mathes also commented on another development that is underway:

"Since NCARB has, through the years, continued the study of reciprocal registration of architects

between the states, it is most logical that the United States, through the NCARB, should assume the responsibility and leadership regarding the research and study of reciprocal registration on an international level."

This year 53 boards have requested use of the printed uniform examinations for architectural registration by the NCARB, he said. ■

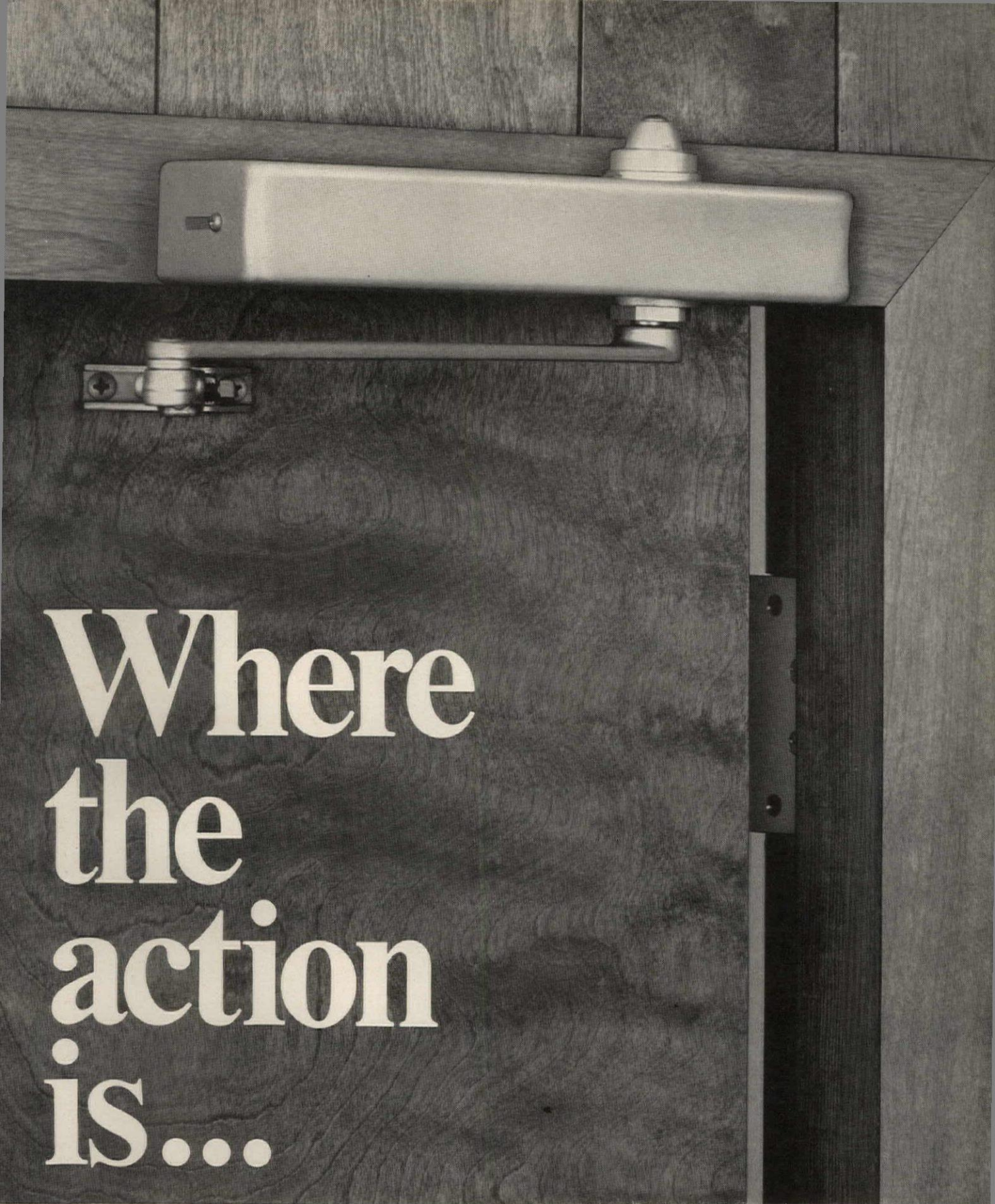


Aside from the scale of major structural features, consider the impact of singularity on the intimate scale. If you banked at Huntington National in Columbus, Ohio, your eye surely would be arrested by the custom fabricated bronze doors, a part of the Skidmore, Owings, and Merrill design. Such a feature might cause you to reflect on how worthwhile it is to budget distinguished metalwork. So little can do so much for a building. Michaels' craftsmen are oriented for efficient execution of this kind of work. May we help you give a touch of singularity to your next building, as well as the long-term economy of custom architectural metalwork?

THE MICHAELS ART BRONZE CO.

MICHAELS

Mailing Address: P. O. Box 668, Covington, Ky. • Plant & Office: Kenton Lands Road, Erlanger, Ky.



Where the action is...

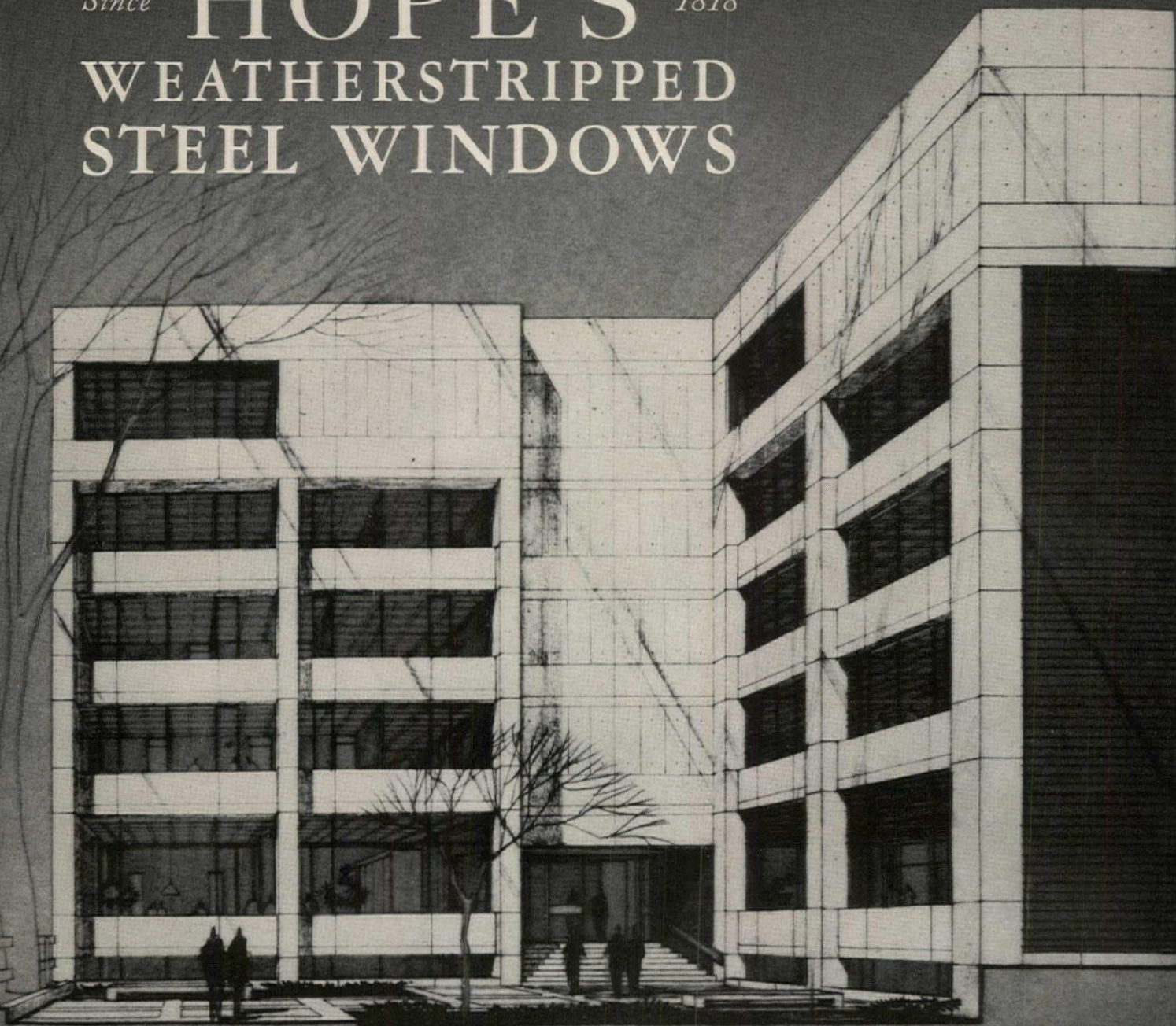
Fast action for people going places. Planned to function faultlessly . . . in any place in anyone's plans. New 2800 series Russwin Door Closers! Universal application. Handsome styling. Tamper-proof construction. Conventional or inverted mounting. Back checks. Delayed-action closing. Attractive aluminum

or solid bronze covers. Built ruggedly and precisely to provide high-traffic control with complete reliability. For action on your plans, call Russwin, division of Emhart Corporation, New Britain, Connecticut 06050. In Canada - Russwin Lock Division, Belleville, Ontario.

RUSSWIN
R

For more technical data, circle 250 on information card

Since **HOPE'S** 1818
**WEATHERSTRIPPED
STEEL WINDOWS**



THE ARCHITECTS COLLABORATIVE OFFICE BUILDING • CAMBRIDGE, MASSACHUSETTS
Architects: The Architects Collaborative, Inc. *Mechanical Engineers:* Reardon & Turner, Boston
Structural Engineers: Souza & True, Cambridge *Electrical Engineers:* Norman Associates, Canton
General Contractor: George A. Fuller Company, Inc.

Architects designing structures for their own use have complete freedom of choice. The makers of Hope's Windows were honored therefore to have Hope's Weatherstripped Steel Windows selected as one of the components in The Architects Collaborative office building.

Our catalogs are filed in Sweet's Architectural File and our sales offices and representatives are located in principal cities.



HOPE'S WINDOWS, INC. *Jamestown, N.Y.*

HOPE'S WINDOWS ARE MADE IN AMERICA BY AMERICAN WORKMEN



Montgomery provides Stapleton International Airport with every type of in-building transportation. More than 10,000 travelers use these facilities daily. Architect: PAUL R. REDDY / General Contractors: Olson Construction Co., Gerald Phipps, Inc., Hensel Phelps Construction Co.

montgomery[®] moves people at STAPLETON INTERNATIONAL AIRPORT DENVER with...

10 ESCALATORS



TEN Montgomery 48" ESCALATORS with exclusive feature of two-steps-level at entry and at exit move passengers rapidly and comfortably.

4 POWER RAMPS



FOUR Montgomery POWER RAMPS at Stapleton have 40" tread width. Two Power Ramps have HORIZONTAL TRANSITION (horizontal entry — incline travel — horizontal exit.)

6 ELEVATORS



EIGHT Montgomery ELEVATORS and DUMBWAITERS include: 3 electric passenger elevators (tower and terminal); 2 oil-hydraulic passenger elevators (concourses); 1 electric freight elevator (restaurant); 2 electric dumbwaiters (restaurant).

montgomery[®] elevator company

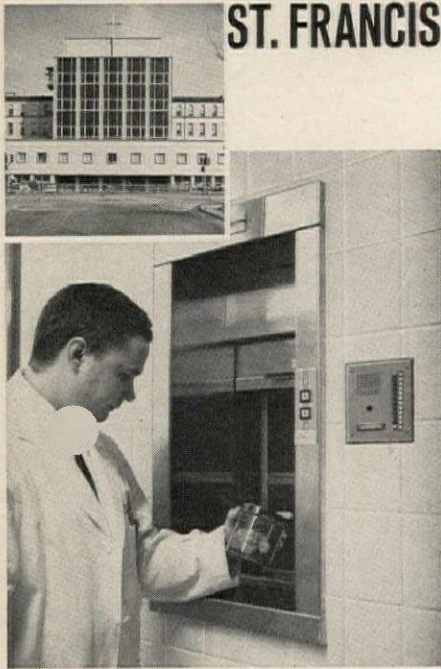
main office/moline, illinois



offices in 120 cities/see yellow pages

7 MATOT DUMBWAITERS SPEED MEDICAL AID AT

ST. FRANCIS



At St. Francis Hospital, Evanston, Illinois, 7 dumbwaiters in combination with an intercom system are being used to increase hospital efficiency. With a new addition increasing their capacity from 385 to 516 beds, the new system was introduced to relieve the added burden on their staff.

The lifts are used in different areas:

- Surgery to pathological specimen
- Surgery to blood bank
- In-Patient specimen lab to 4 patient floors
- X-ray film storage to filing
- Pharmacy to store room
- Lab clean-up to store room
- Medical records to store room

BENEFITS: The new dumbwaiter with the intercom system provides St. Francis with 4 important benefits: 1.) Service is speeded up in critical areas; 2.) Closer infection control can be maintained during surgery; 3.) More patients can be serviced with less help; 4.) Efficient operation... no frenzied corridor dashes, less breakage and thefts.

Matot specializes in developing units to solve any problem, and provides free engineering services, too.



Write for descriptive brochure!

D. A. MATOT, INC.

1533 W. Altgeld Avenue · Chicago, Illinois 60614
312 Lincoln 9-2177

Specializing in Dumbwaiters since 1888

See our catalog in Sweet's **23a**
Mat **S**

Circle 258 on information card

108

Tange and the Students

HIGHLIGHT of the student convention in Denver was an address by AIA Gold Medalist Kenzo Tange, who told the participants that he is greatly concerned with the structural relationship among the buildings of a city. Although each building may be functionally independent of the others, he said, they are structurally related, with the city's streets acting as a common coupler between them.

Citing exploding populations and increasing urbanization as causes, Tange pointed to the growth of the megalopolis throughout the world, from the Boston-New York-Washington complex to Tokyo and Osaka in his native Japan. The urban area is becoming the brain center of modern society, he said, and the urban brain center would die without mobility. Cities need not only new surface and subsurface transportation, but also provision for interbuilding and mobility.

Jack J. Worth of Atlanta, president of the Association of Student Chapters AIA, presided over the student business sessions on Monday and Thursday. The "Student War on Community Ugliness" was discussed, and progress reported.

The draft, a matter of deep concern to virtually every male student, came in for considerable discussion. Raymond L. Gaio, director of State, Chapter and Student Affairs on the AIA staff, briefed the group on the Institute's involvement on behalf of the student architect, and also enumerated steps the student can take to secure a deferment while he completes his education.

Gaio pointed out that sections of the Selective Service Act and amendments which cite "professional schools" and "critical occupations" do not include architecture in the listing of such schools and occupations. He said that negotiations are in progress between the Institute and the Selective Service System, the Department of Defense and the Department of Labor, with an eye to effecting changes in these attitudes.

Mention was made of the forthcoming Pan American Congress of Student Architects in Bogota, Colombia, and the six students who will represent the US were introduced. The six are recipients of education/travel grants from the US Department of State, and will visit

cities in Peru and Venezuela as well as Colombia. All are bilingual and rank in the top one-sixth of their respective classes. They are:

Morten O. Awes of San Diego (California State Polytechnic College), James R. Diaz of El Paso (Princeton University, Harvard University Graduate School of Design), Romeo Garcia of Corpus Christi (Texas A&M University), Jefferson A. Gore of Washington, D.C. (Harvard, University of Pennsylvania Graduate School of Fine Arts), ASC President Worth (Georgia Institute of Technology) and Gerald C. Yurk of Detroit (Lawrence Institute of Technology).

Bethlehem Steel Corp. hosted the Tuesday night dinner and lecture. James T. Gearhart, manager of sales engineering, introduced Truett



William R. Mitchell of Raleigh and his school, North Carolina State University, represented by Dean Henry L. Kamphoefner (left), share the \$5,000 Reynolds Aluminum Prize for Architectural Students. Donald B. McCammond, vice president of Reynolds Metals Co., makes the presentation for the design of an educational facility for the Peace Corps.

Coston AIA, who discussed "The Pursuit and Capture of Clients."

Reyner Banham of *Architectural Review*, who had appeared on the first theme seminar, was the principal speaker at the annual Reynolds student award presentation on Wednesday evening.

For their Thursday dinner dance, traditional windup of the convention, the students took buses to the one-time mining camp of Georgetown, where they took over the Red Ram Inn. ■

AIA JOURNAL



Ancient Egypt's great sun god Ra

When it comes to heating and cooling, a Thermopane cost analysis is probably more reliable than Ra

Analysis is made while your building is on the boards. When all factors are considered, you may find that you can save considerably by using *Thermopane*[®] insulating glass instead of single glazing. On the other hand, maybe the analysis will show you won't. The point is, you'll know.

If you wish a cost analysis for any building on your boards, get in touch with your local L·O·F representative. He is prepared to work with you, or your mechanical

engineer, in selecting the most economical type of glass on the basis of your plans. Give him a phone call. Libbey-Owens-Ford Glass Company, Toledo, Ohio 43624.



and only L·O·F* makes
*in the U.S.A.

Thermopane[®]
INSULATING GLASS

**Run to your office . . .
Back out again to the job . . .**

*It's your fault.
You should own a copy of . . .*

SOUDERS'

**THE
ENGINEER'S
COMPANION**

By Mott Souders

High praise for Souders . . .

"In my opinion, this is indeed an excellently selected compendium of useful and topical information for engineers. Notwithstanding others, it has already become one of my best professional companions."—A. K. Oppenheim, *College of Engineering, University of California, Berkeley.*

When you need information . . .

You can find it in Souders' Handbook. It gives you a clean copy of all that is dateless (112 tables, 223 figures, and 2200 equations) in a truly portable book that is bound for many years of day-of-day use. And with it you get information on—

Nuclear physics • Common symbols—they're listed on the end sheets for easy reference • Conversion factors for units of measurement—15 pages of them • Completely up to date information, including the associated mathematical relations and tables, on Mechanics • Fluid Mechanics • Thermodynamics • Heat Transfer • Electricity and Magnetism • Engineering Economy

Be honest. Do you have *one* book within reach that gives you all of this information? Can you hire an assistant for \$8.95? Right. Then send for a copy of Souders and examine it for yourself.

1966 426 pages \$8.95

Mr. I. Rosen
John Wiley & Sons, Inc.
605 Third Avenue, N. Y., N. Y. 10016

Please send me copy/copies of Souders' THE ENGINEER'S COMPANION (F81395 Souders: Engineer's) on ten day approval. I agree to pay for the books within ten days or return them in good condition. (Wiley pays postage on orders accompanied by remittance.)

Name

Address

City State Zip

Payment enclosed AIA

Circle 254 on information card

**CONVENTION
PERSONNEL**

Credentials Committee

Bradley P. Kidder FAIA, Chairman
Robert R. Cueman
John H. Pritchard FAIA
Julius Sandstedt

Resolutions Committee

Walter Sobel, Chairman
Nicholas Satterlee
Henry W. Schirmer Jr.
Macon S. Smith
R. Lloyd Snedaker FAIA

Balloting Committee

Robert Berne, Chairman
Paul R. Hunter FAIA
Howard E. McElhaney
Stanley McGaughan FAIA
E. B. Morris Jr.
George S. Sowden
Raymond A. Thon

Recorder

Frederic H. Porter FAIA

Cash Auditors

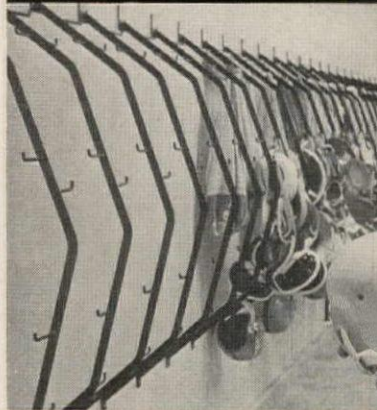
Clarence W. Meakin
A. J. Nelson

Host Chapter Committee

Maxwell L. Saul
Chapter President
James M. Hunter FAIA
General Chairman
Rodney S. Davis
Co-chairman
Richard K. Ayers
Chapter Executive Secretary
Arthur H. Bush
Robert G. Childress
Roger J. Easton
Edwin A. Francis
Carl F. Groos Jr.
F. Lamar Kelsey Jr. FAIA
Robert W. Kindig
Theodore J. Moore Jr.
Langdon E. Morris Jr.
Norton Polivnick
Gordon Sweet
George A. Thorson
Edward D. White Jr.
Mrs. Carl K. Hammegren
Honorary Women's Chairman
Mrs. Philip Atchison
Mrs. Robert G. Irwin
Women's Co-chairmen



**Designed For
Schools...**



*Stress on Physical Fitness
Demands Locker Room
Modernization*

Schools are being made larger and more modern to handle the increased enrollment. Likewise, High Schools, Colleges, and Universities have to modernize their locker rooms with the new LUKER ATHLETIC EQUIPMENT RACK to handle the increased amount of equipment. Why? — because it's the modern method of handling equipment — plus, the LUKER RACK is inexpensive to buy and install. The cost is only \$7.95 per rack as opposed to the cost of wall lockers.

* Equipment dries out overnight

* Life of equipment is extended by approximately one-third

* Luker Racks are ideal for hanging and drying basketball, football, track, and baseball gear.

Why not plan them in the blueprint stage of your next school modernization job or new school project?

For complete details and specifications, WRITE:

WISCONSIN ATHLETIC PRODUCTS
Mineral Point, Wisconsin 53565

Circle 255 on information card

Profit Engineering for the Construction Industry!



Holiday Inn,
Newton Falls, Mass.

PLAN ON ECONOMY!

pour round concrete columns with Sonoco SONOTUBE® Fibre Forms

When you wish to combine economy with excellence of design, consider planning from the first with use of round concrete columns... formed with low cost SONOTUBE Fibre Forms.

Contractors and owners are pleased when costs go down and time is saved. And you'll be pleased with the appearance and functional performance of round concrete forms at work in the final structure.

Just specify SONOCO SONOTUBE Fibre Forms because they are economical, lightweight — easy to place, brace, strip and pour; easy to saw, cut, punch or drill, and EASY TO ORDER. I.D. are from 6" to 48" ... lengths usually 18'. Or specify, as needed.

Write or call for complete data and prices.



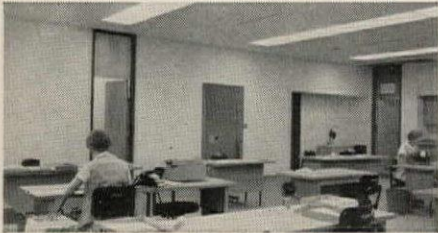
construction products

SONOCO PRODUCTS COMPANY, HARTSVILLE, SOUTH CAROLINA • Akron, Indiana • Atlanta, Georgia • City of Industry, California • Holyoke, Massachusetts • Hayward, California • Longview, Texas • Montclair, New Jersey • Munroe Falls, Ohio • Mystic, Connecticut • Tacoma, Washington • MEXICO: Mexico City • ALSO IN CANADA

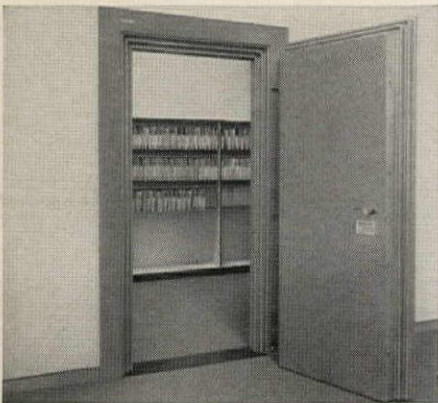


This Building

For Pinellas County
Teachers Credit Union,
St. Petersburg, Florida



Has a Schwab Vault Door



"As we have assets of 6½ million dollars, it is very important that all of our collateral records be protected," says Mrs. Clara Alexander, Treasurer-Manager of the Pinellas County Teachers Credit Union. "We have found the vault door easy to operate—and it fits in well with our decor. We also like it because it opens back against the wall, and so does not take up valuable space." All Schwab vault doors are built to Underwriters' Laboratories, Inc. specifications for prevention of heat damage to vault contents for 2, 4, or 6 hours; record room doors for ½ and 1 hour. All five *single* door and three *double* door models are easily installed. Each is a flat sill, non-grout type with adjustable vestibule. Write us for a complete vault door catalog or see Sweet's 34-A.



SCHWAB

Schwab Safe Co., Inc. / Lafayette, Indiana

Circle 257 on information card

112

BOOKS

The Architecture of Purcell and Elmslie, with an introduction by David Gebhard. Park Forest, Ill.: Prairie School Press, 1966. 96 pp. \$6.50 hardbound, \$4 paperbound

In January 1913 and January and July 1915, the *Western Architect* published special issues on the work of Purcell, Feick & Elmslie and of Purcell & Elmslie. These architects, ardent advocates of Prairie architecture, used every possible occasion to further its development.

The Prairie School Press has brought together the three issues and prefaced them with a concise statement by David Gebhard, who is well qualified to make these comments having known Purcell and Elmslie and having written his doctoral dissertation on their work. He points out that Purcell and Elmslie were also greatly interested in printing, and they carefully planned the layout of illustrative material and text for each page. Thus, these three issues are an important contribution to the history of American printing. If some of the clear beauty of the original pages is lost in reproduction, we are nonetheless indebted to the Prairie School Press for making this valuable document on American architecture once more easily obtainable.

Ancient Architecture on Greek and Roman Coins and Medals. T. L. Donaldson. Chicago: Argonaut, 1966. 382 pp. \$10

Thomas Leverton Donaldson, one of the founders of the Royal Institute of British Architects, was a prominent architect and scholar in the 19th century. He had the British yen for travel and toured Italy, Greece and Asia Minor extensively, measuring and drawing buildings of antiquity as he went. He became fascinated with old coins and the manner in which outstanding buildings of each free city, province or vassal state, especially during the period of the Roman Empire, were chosen to adorn new issues of coins and medals. He brought to his research on the subject the benefits of his knowledge of architecture and of the lands in which he had traveled so widely.

In 1859 Donaldson's book *Architectura Numismatica* was published. This is the first American edition now issued with an intro-

duction by John Emerson McCarthy and an updated bibliography. Long out of print, this old work is still a basic reference because, says McCarthy, since its appearance in 1859 "there has been no other book written like this one."

Donaldson's enlarged drawings of the religious and public buildings which embellished the ancient coins and medals reveal in detail the characteristics of outstanding architectural creations of the classical age. His primary interest was architecture and not numismatics. His intention was never to reproduce with fidelity any particular individual coin. Photography could do that. Instead, he incorporated the best features of a number of coins to illustrate the structures. Each building is described and there is an explanation given of the occasion of its construction and its purpose. In Donaldson's own words: "Thus the medals and the antique remains explain each other, and enlarge our acquaintance with the manners and customs of the classic periods."

Architectural Scale. Heath Licklider. New York: Braziller, 1966. 232 pp. \$5

Scale denotes a series of recurring problems of size and relationships. Through the use of line drawings and a lucid text, Professor Licklider wishes to give the architectural student help in grasping an understanding of this elusive and all-important part of design. Scale is of the most serious concern in view of the mounting problems of modern man in his total environment. Lines drawn upon a paper eventually come to stand full-size upon a site, and the complex relationships in which scale is involved become evident. Although architectural scale has always existed, only recently has the study of it been consciously undertaken. It is a good thing to have the assistance of this book to probe the question still more deeply.

The Architecture of the Roman Empire. William L. MacDonald. New Haven and London: Yale University Press, 1965. 211 pp. \$17.50

Here is a detailed description and analysis of four structures of Imperial Rome: the Esquiline wing of Nero's Domus Aurea, Domitian's palace on the Palatine, Trajan's market beside his Forum and the Pantheon of Hadrian.

Continued on page 114

AIA JOURNAL

For more technical data, circle 259 on information card ►



QUALITY

synonymous since 1893 with

BENEKE

MONUMENTAL . . . public building or private, both types demand the best efforts of architect, engineer, contractor; the best construction methods; the best building components. That's why BENEKE seats are consistently installed in today's better buildings. Builders—public or private—know “the first name in seats is the last word in quality.”

BENEKE CORPORATION

CHICAGO Oak Park AU 7-9500	NEW YORK Woodside OL 1-9200	LOS ANGELES 2940 Leonis Blvd. LU 2-6219	SAN FRANCISCO Milpitas 262-4410	NEW ORLEANS Louisiana JA 5-3776	PARIS France Passy 19-53	TORONTO Canada CH 9-7170
----------------------------------	-----------------------------------	---	---------------------------------------	---------------------------------------	--------------------------------	--------------------------------



MODEL 523 has the sturdy good looks to successfully meet the design requirements of today's monumental building. Super strength and permanence exceed most exacting specifications.

These monuments had a profound influence on the history of architecture, as MacDonald explains so lucidly. He calls the Pantheon one of the most important buildings for the history of architecture ever erected. The Roman design concepts subsequently appeared in hundreds of buildings in all parts of the known world, radically changing Mediterranean and European architecture and altering the history of design and construction.

The author believes that the Roman experience in architecture in the High Empire was more similar to our own than that of any other age. His comparisons are both compelling and somehow disturbing. The text is augmented by drawings, plans and photographs.

American Houses in History. Arnold Nicholson. New York: Viking, 1965. 260 pp. \$12.95

Popular presentation of over 50 important American houses shown in photographs with brief descriptive text. Covering a period of 2½ centuries from 1610, most of the

houses were chosen for their architectural quality and significance. In the text, however, people and events associated with the houses predominate. Grouped in six regional sections, the volume offers a good cross section of historic American domestic architecture which is open to visitors, including the AIA's own Octagon.

The Town of Fincastle, Virginia. Francis J. Niederer. Charlottesville, Va.: University Press of Virginia, 1965. 68 pp. \$3

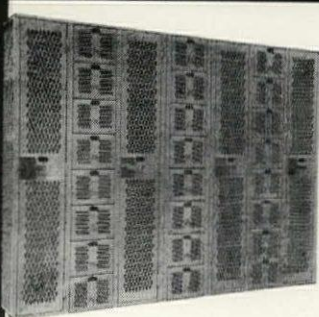
The history of a small town in the Great Valley of Virginia 20 miles northeast of Roanoke told mainly in the story of its buildings, it gives a good idea of the types of structures that might be found in a small town, dating from the late Colonial period. Several log houses are described, then Federal houses, a Gothic church, a Greek Revival church, the courthouse with Greek influence, the hotels and stores. "Fincastle is a small quiet community rooted in the past. There is no great variety of architectural styles within the town, but conservatism here shows taste and discretion, and the total effect is one

of great charm." And the author has likewise produced a book, not only informative, but one that is a pleasure to read.

Industrialised Building. R. M. E. Diamant. London: Iliffe, 1964-1965. 63 shillings Series 1, 70 shillings Series 2

Based on articles first published in *Architect & Building News*, these two series aim to describe new methods of system building and to present the advantages of such techniques. According to Diamant in the preface to the first series, the industrial revolution provided us with excellent means of producing clothing, appliances, furniture and electronic equipment, but the method of building has progressed little in hundreds of years. System building, he believes, will change all this, bringing us into the machine age whereby one will be able to live in pleasantly esthetic and clean surroundings at a cost within everyone's pocketbook. The systems described have been selected to represent the most advanced thinking in the area of factory-made buildings with examples from Britain and the United States. ■

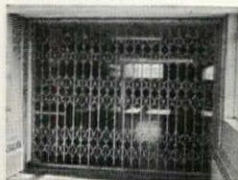
SUPERIOR LOCKERS "TAKE IT" .. like no others



Extra heavy construction, designed especially for athletic locker rooms. Superior in quality as well as name.

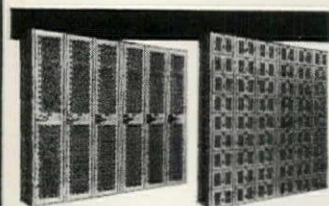
Kick-Proof Slam-Proof Pilfer-Proof

- Ventilated for quick drying
- Pre-assembled all welded — (no bolts)
- Box and Wardrobe any combination
- 9 Colors baked epoxy finish



Corridor gates for traffic control

Refer to "Sweets" or request further details



SUPERIOR WIRE & IRON PRODUCTS, INC.

16400 S. LATHROP AVENUE/HARVEY, ILLINOIS

Circle 266 on information card

*A New Practice Aid
Available Each Month in*

AIA JOURNAL THE ARCHITECTS INFORMATION SERVICE

... directly links the architect's current need for specific information to the information source to fulfill that need.

... provides a computerized clearing house system that gets information from source to architect quickly.

For the practicing professional man—technical data, professional and practice information, *plus* the new thought and research in the behavioral sciences, all the sciences and related professions—quickly and easily obtained via the Architects Information Service.

**LOOK FOR THIS NEW PRACTICE AID
ON PAGE 117**