

IOWA ARCHITECT

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VOL. VII

NO. 4 1960



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*Ceramaglaze

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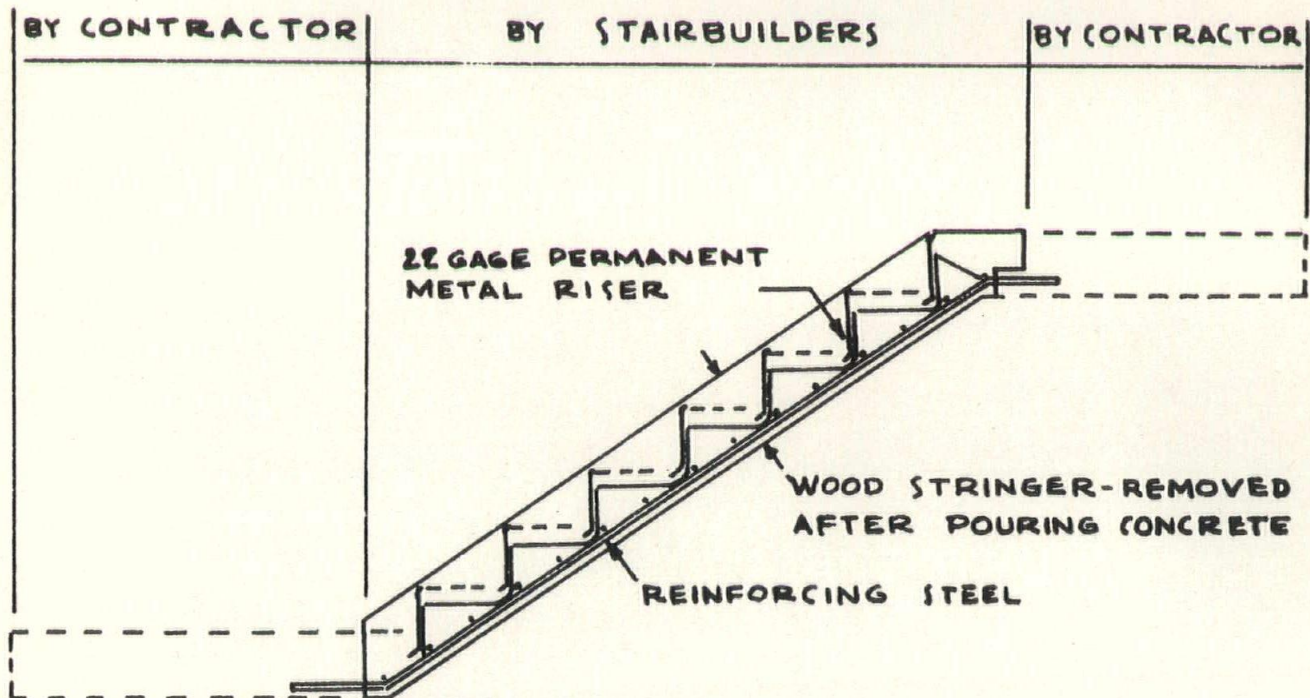
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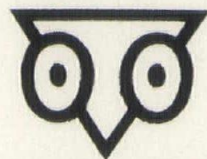
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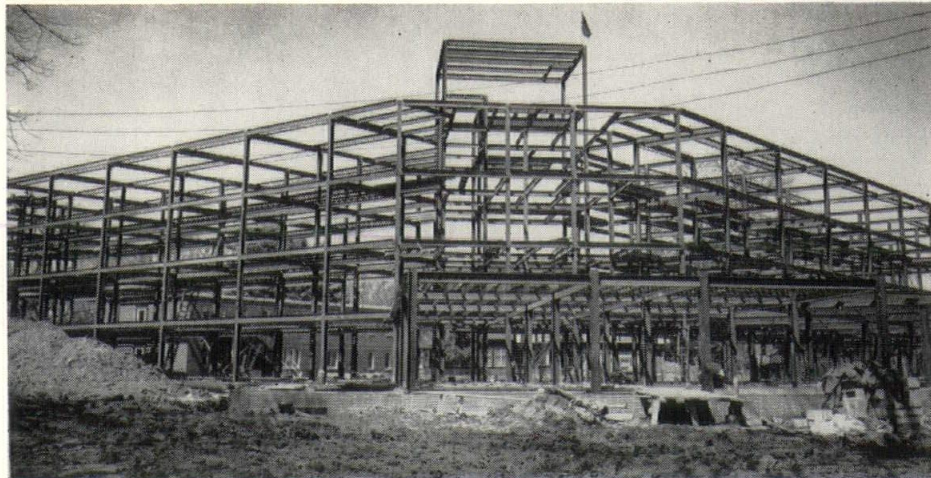


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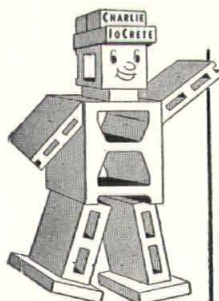
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Iowa Chapter, American Institute of Architects

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THE COVER

The rooftop of the new National Travelers Life Co. building provides a fine view of the changing Des Moines skyline, of which it is the newest member. At center is the addition to the Bankers Life Company. The rooftop recreation area is one feature of the Traveler's building by Wetherell-Harrison-Wagner.

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Central Avenue School, Burlington, Iowa.
Architects: Dane Morgan and Associates,
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Incorporation? "No."

(Currently being tested in Scott County District Court is the question of the right of architectural firms incorporated in another state to practice architecture in Iowa. Results of this case will be reported when available.)

Iowa architectural firms have evidenced interest in the subject of incorporation, but a ruling of the Iowa Attorney General dated January 13, 1960, indicates that architectural firms may not incorporate.

The Secretary of State had asked if articles of incorporation for the purpose of practicing architecture are acceptable in the State of Iowa. The ruling said:

"... that Articles of Incorporation authorizing the engagement of the corporation in the practice of architecture, without a certificate of registration therefor, do not conform to law."

The opinion pointed out that a specific section permits the incorporation of engineering firms, but that no such provision exists for architectural firms despite a portion of Section 118.6 which says "Each members of a firm or corporation practicing architecture must have a certificate of registration under the provisions of this chapter."

The opinion points out "there is lacking in such chapter any provision that would enable a corporation to acquire a license to practice architecture."

The opinion also holds that an examination "to qualify for a certificate of registration as an architect is a prerequisite to such practice, and by terms of the statute such examination is available only to natural persons."

The opinion was requested after the Secretary of State had declined to register the incorporation of an Iowa firm for the practice of architecture. Under terms of the proposed incorporation, stock in the corporation would have been held by persons other than licensed architects, but only registered architects who were officers of the firm would have been allowed to sign plans and specifications on behalf of the corporation.

The request for review of the articles, as presented to the Secretary of State, pointed out that foreign corporations, incorporated in other states, have been practicing architecture in Iowa and the letter suggested that this was a matter of public interest.

"How Much" applause



Activity of one committee of the Iowa Chapter, A.I.A., is winning national attention among other chapters. This is reflected in the comments being received about the fee schedule and architectural services folder which bears the caption: "HOW MUCH . . . does an architect do? . . . does an architect cost?"

O. H. Thorson of Waterloo, a past president of the Iowa Chapter and present Central States Regional Director, headed a committee which worked during 1959 and into 1960 to collect and prepare the material for the folder. The actual fee schedule was the result of much discussion and some argument at several chapter meetings, with the final figures nailed down in the 1960 Annual Meeting in Des Moines. Final wording of the description of the architectural services was worked out at the Spring meeting in Ames. Each phase of the program had the consent of those present at the time the matter was discussed.

Chapter members who were on the committee with "Oz" Thorson in the collection of the materials were: George Russell, Des Moines; Ed Healey, Cedar Rapids; Paul Rossiter, Dubuque, and John McKlveen, Des Moines.

The folder was introduced to Iowa Chapter members at the Summer meeting at Vacation Village, Lake Okoboji. Thorson, as Central States Director, distributed copies to the surrounding states, to the region, and to the A.I.A. offices at the Octagon.

The folder was chosen by the Octagon as a "Document of the Month," and was distributed to all chapters during July. In the accompanying letter, George F. Pierce, Jr., Chairman of the A.I.A. Chapter Affairs Committee, said:

"We are indebted to the Iowa Chapter of the AIA for this clear, brief survey of the architect's services and the owner's responsibility.

"This brochure develops four main topics in outline form. Section I deals with architectural services. It concisely states each step the architect takes, starting with schematic design phase and concluding with the fulfillment of construction contracts. Recommended minimum fees are

well explained in Section II. The responsibility of the client is defined next and the ethics set up by the AIA provide a fitting conclusion.

"We feel the Iowa Chapter was wise in printing extra copies of their publication for distribution to architects should they request them. The format and content of this pamphlet made it one that many architects will want to have on hand, particularly when they are interviewing clients."

The Iowa Chapter is particularly happy to note the last sentence of Mr. Pierce's remarks, because the folder was designed specially for use when an architect talks to a client.

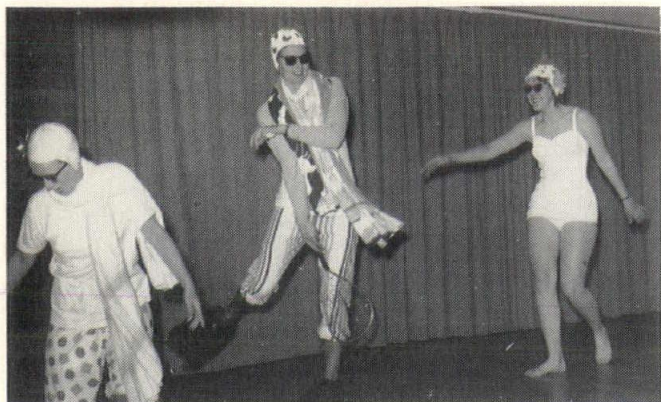
Requests for the folder are being received from other states. Edward S. Parsons, Secretary of the Reno Chapter AIA, wrote Mr. Pierce requesting 50 folders and said:

"Your Document-of-the-Month for July 1960, 'How Much . . . Does an Architect Do? . . . Does an Architect Cost?' prepared by the Iowa Chapter of AIA, is excellent."

President R. M. Holzinger of the Wyoming Chapter, has written for additional copies of the folder, and said: "I have recently received a note from Miles Brittle, Sr., Regional Chairman of Chapter Affairs, concerning the very fine pamphlet which was prepared by your chapter covering the architect's services and the owner's responsibility."

The Iowa chapter mailed 25 copies of the folder to each Iowa firm having corporate members of the AIA. Additional copies are available upon request.

The chapter office sends a copy of the folder to persons who make inquiry to the office regarding architectural subjects.



A TROUPE OF TRAVELING PERFORMERS

By the sea

Cold, grey skies dampened the outdoor, but not the indoor enthusiasm of Iowa Chapter members who ventured to Lake Okoboji and Vacation Village for the 1960 summer meeting.

A brief business meeting was held Sunday morning at which the members attending discussed means of promoting and best using the fee schedule folder which made its initial appearance at the meeting.

The "bravest of the brave" ventured forth for a spray-whipped journey 'round the lake on the *Queen*, while others generated heat on the ping-pong tables, at the bridge tables, or stoked themselves with variously flavored forms of HCOOH₂.

The Saturday evening entertainment consisted of motion pictures of fabulous ruins of ancient cities of Egypt and the Near East, and an impromptu skit of "By the Sea, By the Sea, By the Beautiful Sea" presented by three uneasily identified apparitions. President Gene O'Neil provided music for the skit, and later most of those present gathered at the piano to harmonize on the old favorites of group singing.

Refreshments were served throughout the evening, and the evening party dissolved only as groups broke away to make up their own smaller parties in the cottages of Vacation Village.

Meals were again excellent, and well served, and the cordial hospitality of Vacation Village hosts Bob and Keith Ross helped stave off the chill weather which was, of course, "most unusual."

One major subject of discussion during the Sunday business session was that of "What kind of a summer meeting can we hold which will attract a large number of members?"

One suggestion was that the summer event be set up for a full week, so that members who wish to attend would not find themselves driving half-way across the state for a two-day or three-day stay. Other suggestions included that the event be made a one-day and evening affair; that it be held closer to the center of the state's population, and that one session be devoted to some subject closely related to the practice of architecture.



THE SINGERS



THE CONVERSATIONALISTS



THE LISTENERS

OWED TO A WEEKEND

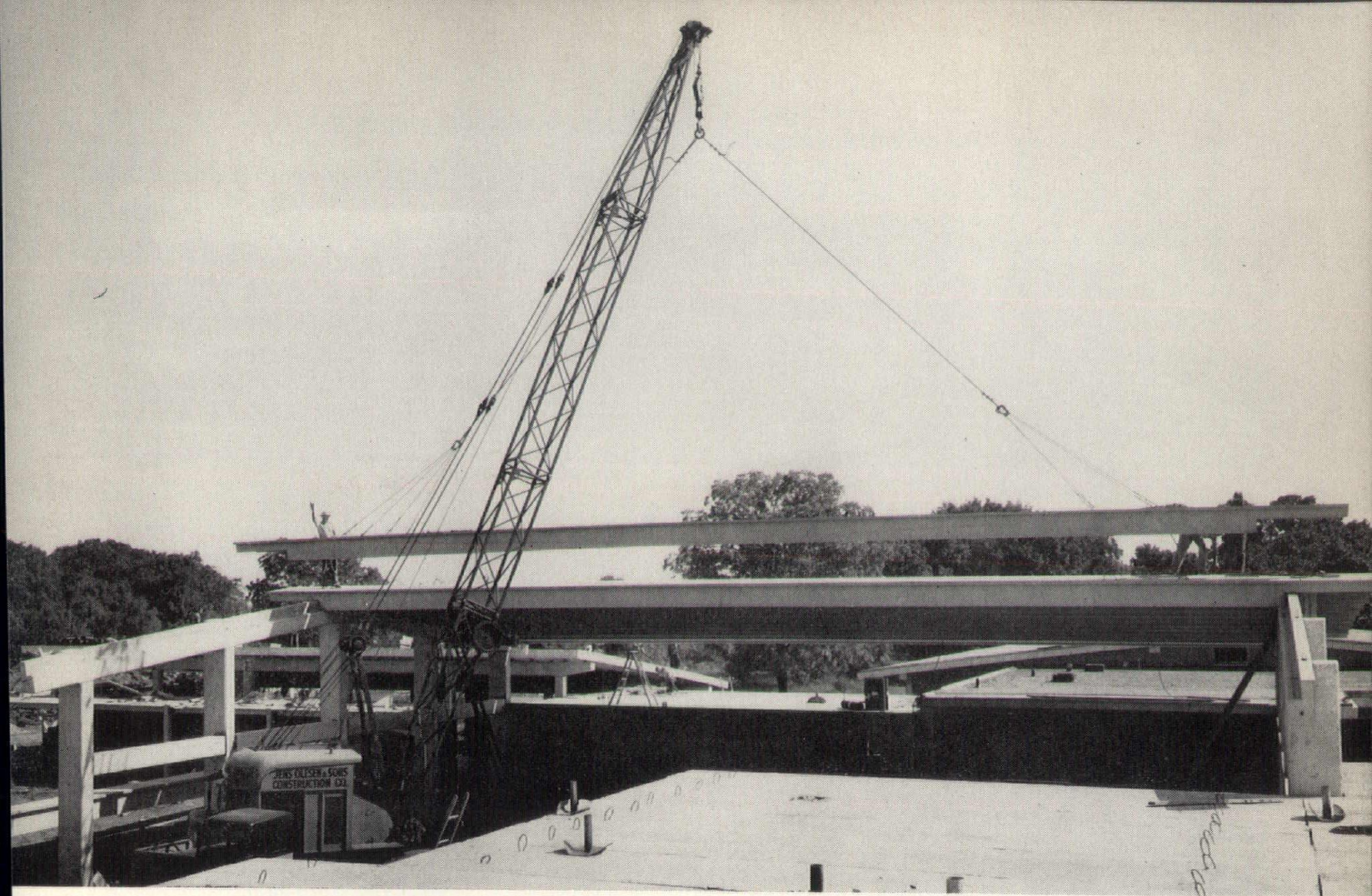
By the shores of Oh-Koh-Bojee
By the lake of true blue water
Stood the village of vacation,
Stood the land of relaxation.

At the call of chapter fathers,
With their spouses and their daughters
Gathered there the chapter faithful,
Gathered there to take libation.

But the winds of Northern sources
Halted golf and outdoor features,
Chilled the waves and sandy beaches,
Chilled the bay and grassy reaches.

Then a few, made grimly braver
Rode the *Queen*, the flagship stately,
While the rest their bridgehands cuddled,
While the rest more closely huddled.

Then the chiefs in pow-wow rumbled,
Thanked the hosts for worthy effort,
Asked the braves to start in shouting
What they want for summer outings.



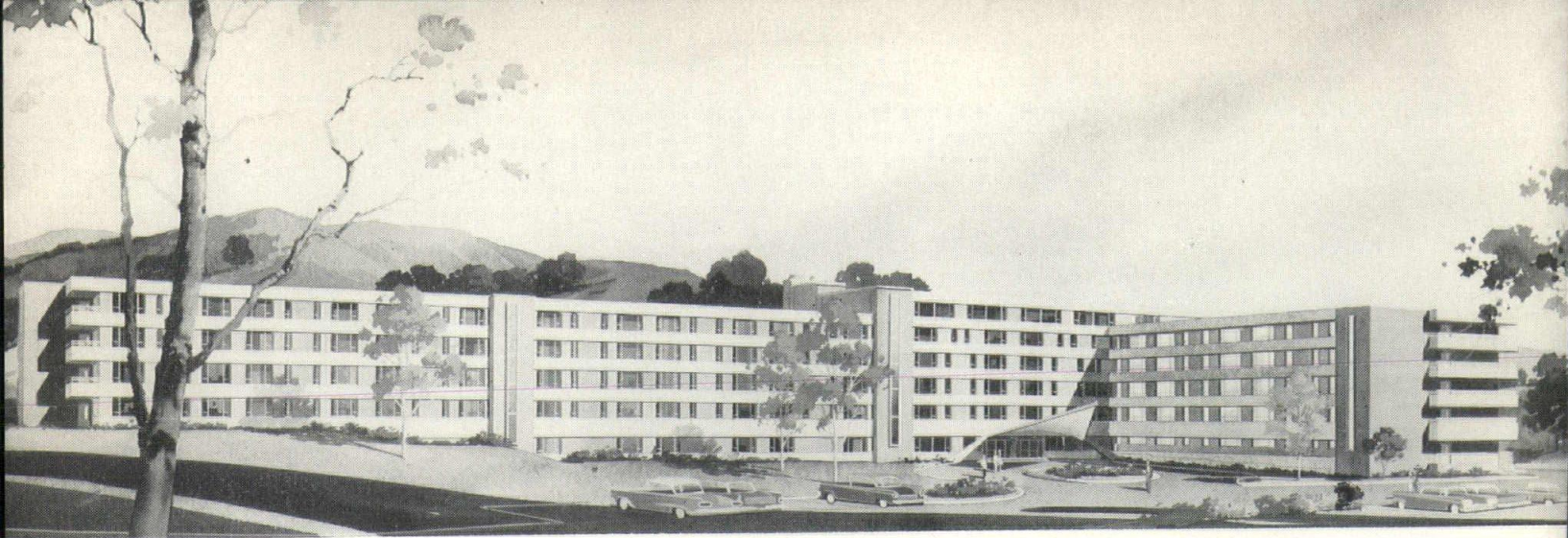
78 FEET LONG 20 INCHES DEEP

Prestressed channel roof slabs over the multipurpose room of the new Greene, Iowa, school are only 20 inches deep, yet cover a clear span of 70 feet, with 4-foot cantilevers at each end. Cast in West Des Moines, they were moved 120 miles to Greene, two to a trailer.

N. CLIFFORD PRALL, Des Moines, Architect
GETTMANN CONSTRUCTION CO., Gladbrook, Contractor.



MIDWEST CONCRETE INDUSTRIES
WEST DES MOINES, IOWA

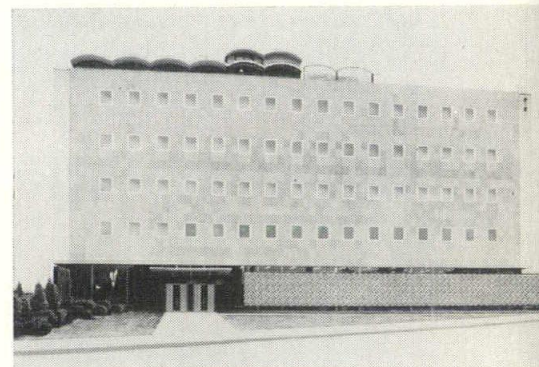


METH-WICK MANOR, HOME FOR THE AGED, CEDAR RAPIDS. ARCHITECTS: THE GRIFFITH CO., FORT DODGE.

Construction began in June on this \$2,125,000 project to house 186 permanent residents, 26 infirm patients and a staff of 22. Financed by the North Iowa Conference of the Methodist Church and the B. L. Wick Estate, it is located on a 24-acre tract at 13th and K streets. Each unit includes a 12 x 18 living-bedroom, a full bath and 5' by 8'

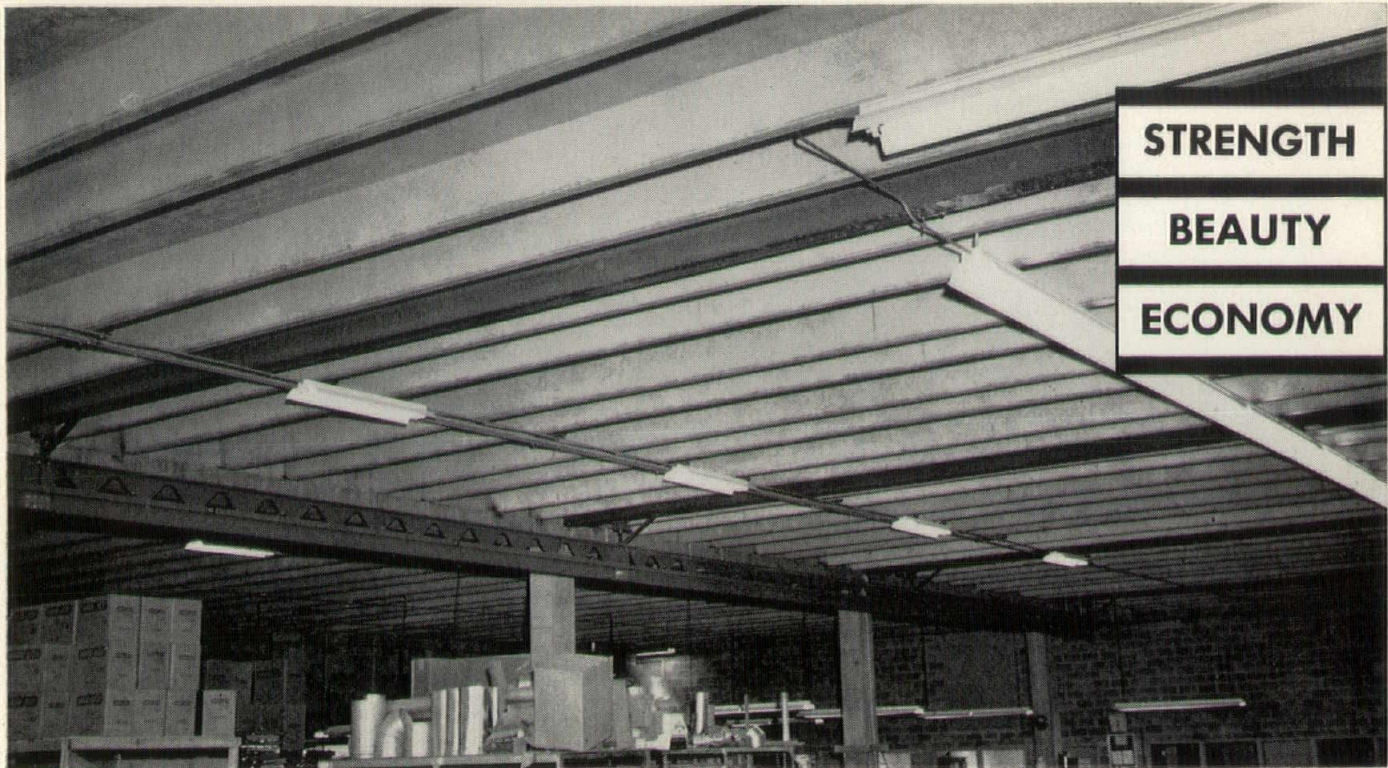
closet. Recreational areas include libraries, sewing room, ceramics shop, woodworking shop, weaving room, and a sky lounge. General contractor: O. F. Paulson Construction Co., Cedar Rapids. Electrical: Acme Electric Co., Cedar Rapids. Mechanical: Galbraith Heating Co., Cedar Rapids.

Features of the National Travelers Life Company building, Keo at Ninth St., include: Radiant acoustic ceiling provides both heating and cooling giving separately controlled temperatures for each 440 square feet of floor space. Windowed, green Vermont slate walls face east and west with windowless Mankato stone walls facing north and south. Interior walls are soft gray face brick; windows are stainless steel, reversible; stairways are of quarry tile; all entrances and exits are at grade level. A main decorative feature of the main floor is the lobby mural by Stan Hess, widely known Des Moines artist, which depicts insurance history landmarks. The building was opened August 14.



NATIONAL TRAVELERS LIFE COMPANY, DES MOINES. ARCHITECTS: WETHERELL-HARRISON-WAGNER, DES MOINES.





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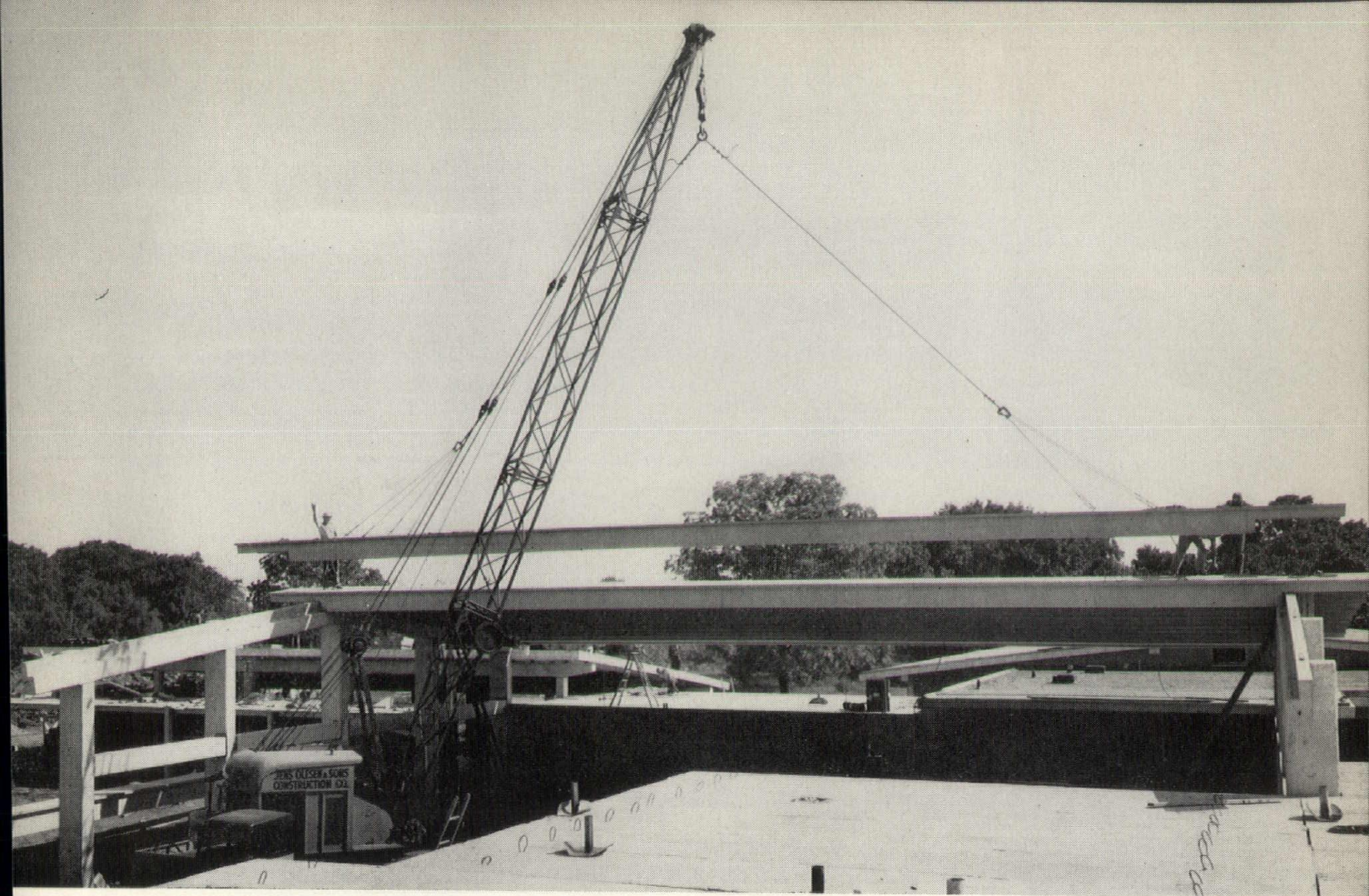
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within sight of the Statehouse



These are among the scenes which strike the eye of a stranger, viewing the center of Iowa's capital city. Above, the Old Federal Building. At right, the Equitable building, framed by the Franklin hotel. Dwellings shown are occupied; in the area designated for urban renewal. Artist is R. N. Hotvedt, a native of Milwaukee who has spent the summer in the city planning office working on redevelopment of the waterfront, and who returns to the University of Illinois for his fifth year in architecture.





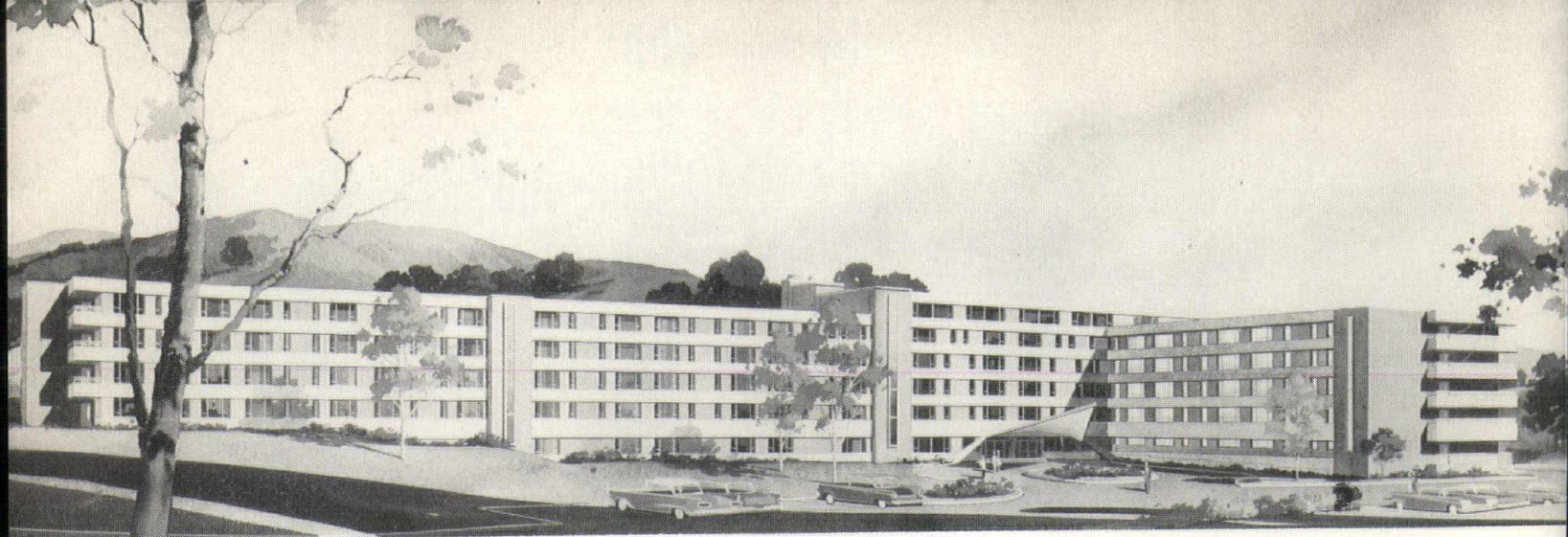
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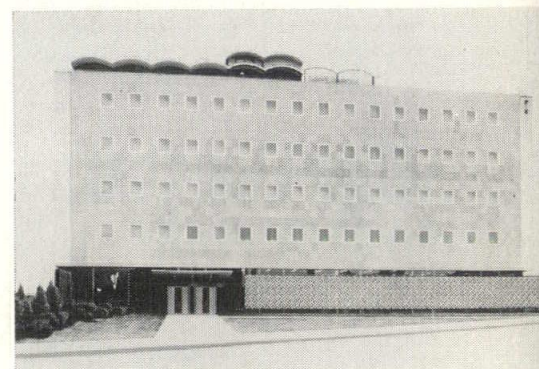


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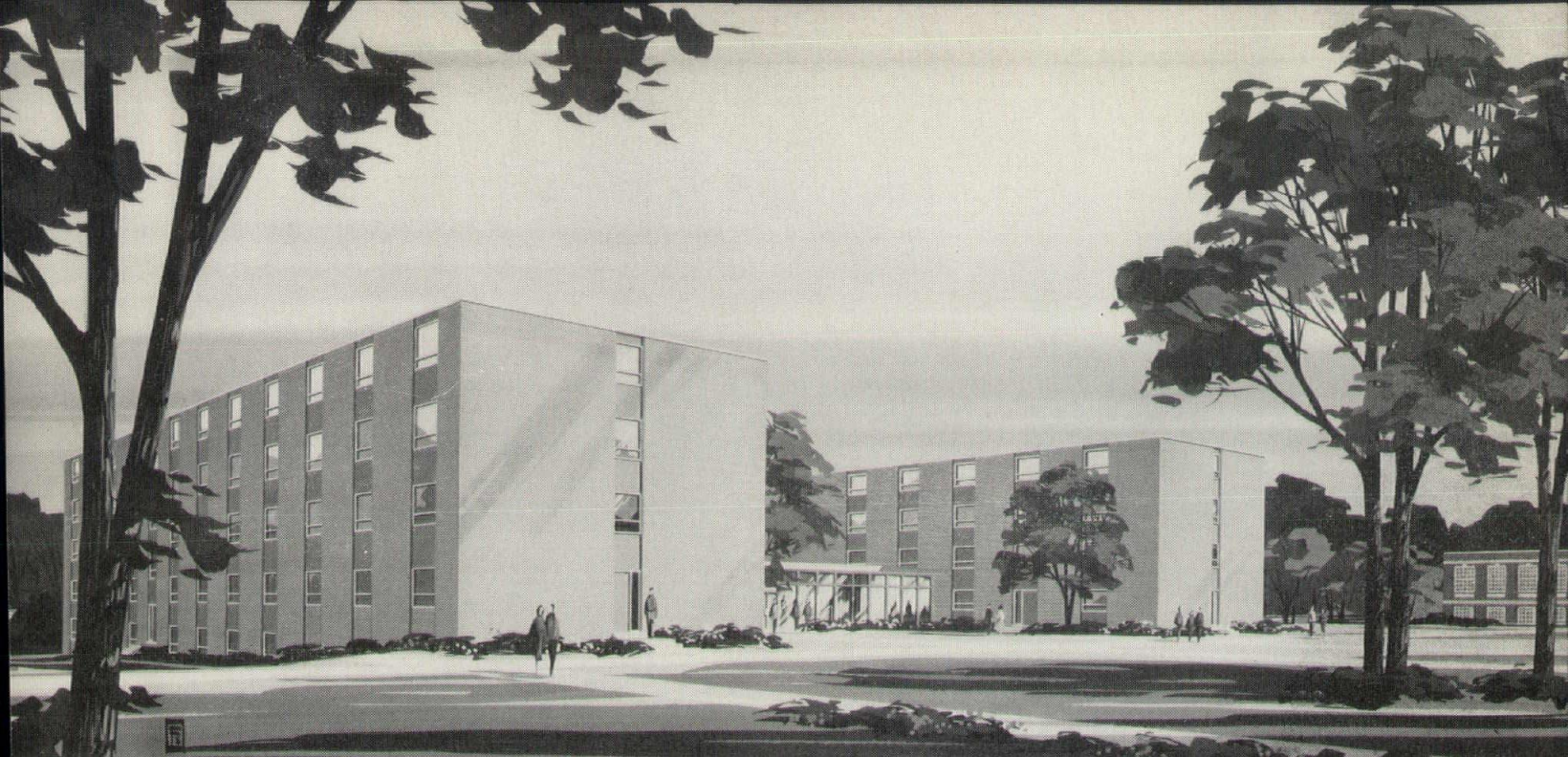
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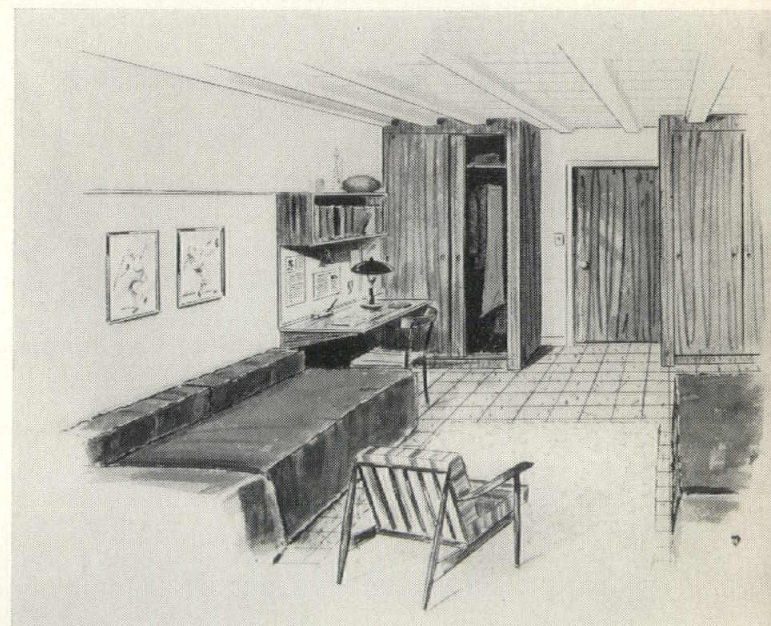
NATIONAL TRAVELERS LIFE COMPANY, DES MOINES. ARCHITECTS: WETHERELL-HARRISON-WAGNER, DES MOINES.





FRESHMAN DORMITORY, COE COLLEGE, CEDAR RAPIDS. ARCHITECT: BROWN & HEALEY, CEDAR RAPIDS.

Scheduled for completion in August, 1961, this new dormitory for the Coe College Campus is being built at a cost of \$975,766. Contracts were let March 17. At right is a sketch of a student room.



DESIGN

BY IOWA ARCHITECTS

DAHL'S FLEUR DRIVE MARKET, DES MOINES. ARCHITECTS: RUSSELL & LYNCH, DES MOINES.



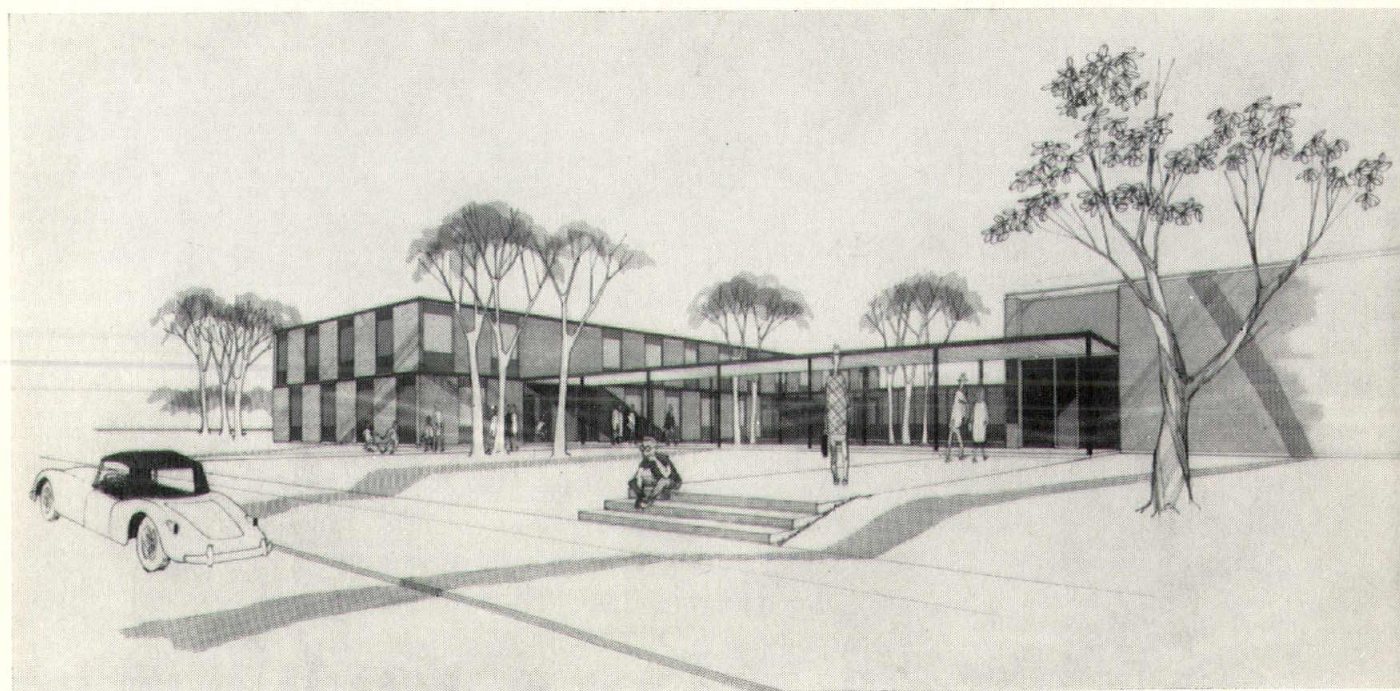
Stone walls separate incoming and outgoing traffic. Checkout counters are in bay, center, flanked by exits. Left entrance is visible; right one is out of sight beyond wall. Interior floors are terrazzo. Frozen food displays are in vertical cabinets. Market covers 20,000 sq. ft., includes self-contained bakery. Occupied 1959.



WEST DES MOINES METHODIST CHURCH, WEST DES MOINES. ARCHITECTS: WETHERELL-HARRISON, DES MOINES.

Colorado Red Stone and copper-sheathed laminated wood arch are prominent features of the front, while a cross in projected bricks decorates the rear of the structure. The "sawtooth" at left reduces sun glare from the west. The Colorado Red Stone was repeated on the chancel wall with vertical wood louvres adjoining. Geometric panels of ornamental colored glass are in the high windows. The

new portion was occupied in 1959 and the former nave, to the left, was converted to Sunday School class rooms. The hot water heating system was designed to accommodate cold water chillers for air-conditioning. The nave seats 500, a balcony seats 100 and the choir 60.



STILWELL JR. HIGH SCHOOL, WEST DES MOINES. ARCHITECTS: KARL KEFFER ASSOC., DES MOINES.

Seventeen classrooms, two general science rooms, home economics suite, library, offices, and temporary multipurpose room are included in this 33,800 sq. ft. school built for \$496,000 including all site work. A second phase is to include special purpose rooms, cafeteria, and multipurpose room in portion shown at right of rendering. Construction: bearing walls with steel bar joists. Floor finish: terrazzo

corridors, stairs, lavatories; elsewhere asphalt or vinyl asbestos tile. Interior partitions: metal stud and plaster, ceramic tile in lavatories and some corridors. Ceilings: acoustical plaster. Occupied September 1960. General Contractor: Fane F. Vawter, West Des Moines. Mechanical: The Wolin Co., Des Moines. Electrical: Stroh Plumbing & Electric Co., Des Moines.



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Architects & Engineers: Welton Becket, F.A.I.A., and Associates, Los Angeles. General Contractor: C. L. Peck and Millie and Severson, Inc., Los Angeles.

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Improved Disability Insurance

Improvement in the chapter-sponsored Disability Insurance Plan and a re-solicitation of members by the Washington National Insurance Company has been approved in conferences between the officers of the Chapter and representatives of the insuring company.

Harter B. Hull, General Agent for the company in Des Moines, has announced the changes proposed in the program. A limited enrollment period will be set during which Iowa Chapter members will be solicited. The plan, which pays benefits during periods of illness or disability, is especially designed for the Iowa Chapter under the Washington National's program of franchise insurance.

The officers also are studying a proposal to make a "Major Medical" program available to Chapter members through the same company. Under such a program, the insurance meets the bulk of medical costs which are above a specified minimum. (This is commonly called "deductible.") The major medical plan calls for the payment of 80% of medical costs above the minimum, with certain specified exceptions, and with limitations on the amount for surgical and nursing expense. The proposed program would have a maximum payment of \$10,000 for one illness. It would be available to chapter members and their dependents if it is approved by the Chapter's officers. The premium would be somewhat less than the same insurance coverage for an individual who is not a member of a franchised organization.

The Disability Insurance Plan also is available to members at a cost less than similar insurance can be purchased by an individual who is not a participant in a franchised association program.

The Disability Insurance Plan was adopted by the Iowa Chapter in 1954 after study by a chapter insurance committee. Favorable experience with the program during the more than five years it has been in effect is partially responsible for the ability of the company to offer an improved program.

The improvements will be effective also for all persons now participating in the program. During the enrollment period to be announced, representatives of the Washington National Insurance Company, who have been specially qualified to work on this program, will call on each member to explain the plan and answer questions regarding applications.

If more than half of the total eligible membership of the chapter (including those now participating) enter the plan, previous health history of all the new participants will be waived, and all members actively working who join the plan will be insured for at

least \$200 in monthly disability benefits. (Previous health history already has been considered for those who now are in the program).

Here are the proposed changes:

- Maximum monthly benefits of \$500. (The current maximum is \$300).
- Benefits are payable for a *full five years for non-confining* sickness if the disability commences before age 65. (The current policy pays for two years of non-confining illness, but up to five years for a confining illness. "Confining" is interpreted to be an illness which prevents an insured person from leaving his home and engaging in gainful occupation. "Non-Confining" would be that which would permit an insured to leave his home and engage in some activities, but not a gainful occupation.)
- For persons over age 65, the new proposal would pay for two years of non-confining illness, and up to five years for house-confining illness or disability. (The new program would, of course, pay benefits for five years of confining illness or disability.)
- The premiums for participants under 35 years of age will be reduced by 25%. This would apply to any persons less than 35 who now are in the program.
- Air travel coverage broadened to include all passenger air travel in all types of aircraft, except aircraft being used for training or test purposes. It does exclude coverage for an insured person who is acting as a pilot or member of the crew of an aircraft. The previous policy only covered persons who were fare-paying passengers in aircraft.) The new provisions would cover an individual traveling in a company-owned plane, or an individually owned plane in which the insured was not the pilot or a crew member.
- The coverage also will provide for recurrent disabilities due to the same cause or causes if there has been a return to active duty for at least six months between periods of disability.

Mr. Hull says the five-year sickness coverage provision is an exceptional offer, and he points out that expenses of home operation and maintenance make it advisable in most cases to have disability insurance of sufficient coverage to assure a reliable source of income through an extended period of illness or disability.

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NOTE: Increasingly, both small and large hospitals are insisting on emergency power units. It's significant that hospitals meeting certain general requirements (which most hospitals everywhere do meet) are entitled to Federal aid in financing emergency power installations.



A Cat D326 Electric Set provides emergency power for transmitter station WWJ in Oak Park, Michigan. Even a brief interruption of commercial power can cost a radio or television station enough to pay for its Cat Electric Set in forfeited billings, and the loss of prestige. For these reasons, radio and television stations all over the country are installing Cat emergency power protection.



The 175-bed Yakima Valley Memorial Hospital in Yakima, Washington, relies on a Caterpillar D326 Diesel Electric Set for insurance power. In case of commercial power failure all critical requirements can be filled by this Cat unit. Commercial power interruptions totaled 13 in two years, and the D326 supplied power for elevators, X-ray units, diet kitchens, laundry, boiler rooms, operating suites, heating and air conditioning, etc.



A Cat D397 Electric Set is used for emergency power in case of a commercial power failure to insure power for this 16-floor Miami Beach Federal Building at Miami Beach. A wide variety of office buildings, hotels and industrial plants have found it both economical and good public relations to provide emergency power that can be depended on no matter what happens to normal power channels.

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NEW FIRM IN WATERLOO

Harvey W. Henry, A.I.A., and Robert C. Broshar have formed a partnership under the name Henry and Broshar, Architects, with offices at 2101A Falls Avenue, Waterloo. Henry has been in private practice in Cedar Falls and Broshar has been associated with Thorson & Brom, in Waterloo.

PROFESSIONAL ADVICE FOR CAPITOL PROJECT

The Iowa State capitol planning committee has approved hiring Karl Keffer Assoc., Des Moines architects, to supervise the \$100,000 capitol restoration program authorized by the 1959 legislature.

Commission members making the study of architectural and landscaping changes are Amos Emery, A.I.A., Des Moines, and member of the board of the Iowa State board of architectural examiners; Profes-

sor John R. Fitzsimmons, head of the Iowa State University department of landscape architects; and Mrs. Maurice Noun, a member of the Edmundson board of trustees which operates the Des Moines Art Center.

HOUSING UNIT APPOINTS ARCHITECT

Charles B. Silletto, of Woodburn and O'Neil, Des Moines, has been named chairman of the Des Moines Redevelopment and Housing Committee.

The objectives of the committee are to understand and help solve the housing problem, to assist in relocating families displaced by urban renewal, and find housing for senior citizens and low income families.

URGE POSTAGE STAMP FOR "APPRENTICESHIP"

Urging the printing of a United States Postage stamp honoring trade apprenticeships, the Idaho Branch of the Associated General Contractors has asked members of the Iowa Chapter, A.I.A., to write U.S. Senators and Representatives in support of the project.

The proposed design declares "Apprenticeship — The Nucleus of Craftsmanship."

OTTUMWA PARTNERSHIP IS FORMED

Stephen M. Stoltz and Kenneth J. Steffen have formed a partnership and will operate the firm under the name Steffen-Stoltz, Architects at 125½ East Second, Ottumwa.

LANDSCAPE DESIGN

Landscape Architect Yale Moeller, Chapter associate, is working on site and grading plans for Dougher-Frevert-Ramsey's elementary school at Knoxville, on Savage & Ver Ploeg's high school at Webster City, and on the athletic and parking areas for the Washington High School, Cherokee.

Four new people have been added to the Kingscott office. They are: Paul Draper, Joe Kastner, Sherman Jones and, for the summer, Beryl Swanson.

DISSOLVE PARTNERSHIP

The partnership of Ralston and Lorenzen, Waterloo, has been dissolved with Glen Ralston, A.I.A., retaining the firm location at 214 Waterloo Building, and Keith Ralston, A.I.A., establishing a practice at 215 Commercial Street.

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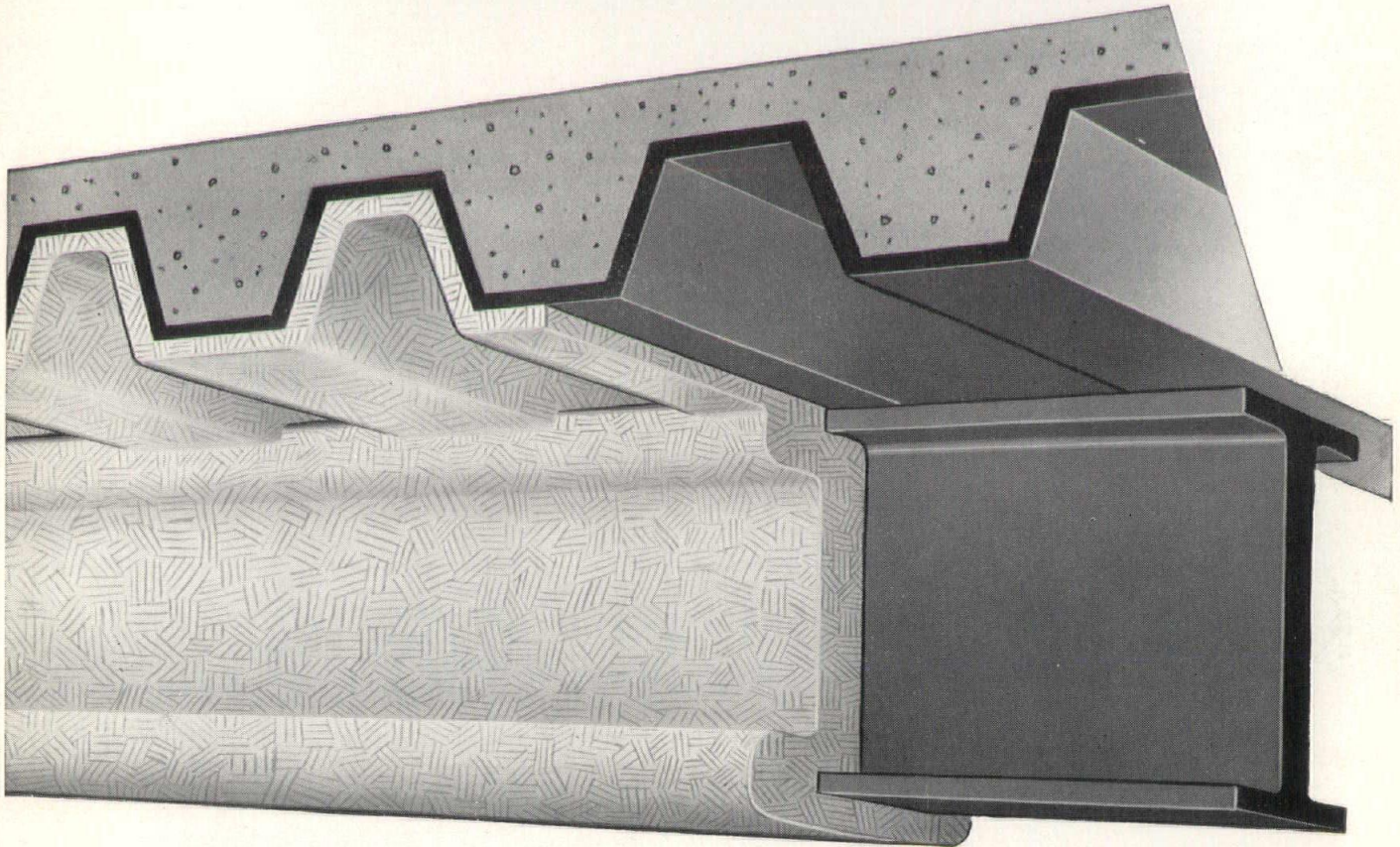
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PERSONAL & PROFESSIONAL

K. E. WESTERLIND DIES

Knute E. Westerlind, 71, Sioux City architect, died July 18 in a Sioux City hospital after a long illness. Born and educated in Sweden, he practiced in Chicago before locating in Sioux City in 1921. He designed a number of buildings in Sioux City and northwest Iowa including Sioux City's auditorium.

MBI AWARDS

Thomas M. Jones, Jr., in architectural engineering, has been awarded a \$150 scholarship at Iowa State University by the Master Builders of Iowa for 1960-61.

DIRECTORY

A directory of Certified Air Conditioning Units has been issued by the Air-Conditioning and Refrigeration Institute. The directory and supplements may be obtained from this institute, 1346 Connecticut Avenue, N.W., Washington, D.C.

CLARENCE M. SMITH TO URBAN RENEWAL

Clarence M. Smith, Des Moines, a 1954 graduate of Iowa State University, has been appointed chief urban renewal planner in the city planning department under Planning Director Richard Fernbach.

Smith, who will work on planning future renewal projects, has been a draftsman in the office of N. Clifford Prall, Des Moines, for the past four years.

Fernbach also announced the resignation of Naphtai H. Knox as chief of advanced planning.

HOOVER BIRTHPLACE BEING ENLARGED

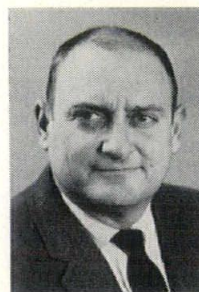
The exhibit area of the library at the West Branch birthplace of Herbert Hoover is being enlarged. Wetherell, Harrison and Wagner of Des Moines have designed a building which will add 3,000 square feet.

BUSSARD TO KEFFER

H. Kennard Bussard, second lieutenant in the Army corps of engineers, will join the firm of Karl Keffer Associates, Des Moines, after completing active duty. He was recently graduated from Iowa State University.

WALSH & KENINGER PARTNERSHIP FORMED

James H. Walsh, A.I.A., has announced his partnership with Bernard J. Keninger, A.I.A., in Spencer. Keninger has been associated with Walsh for several years.



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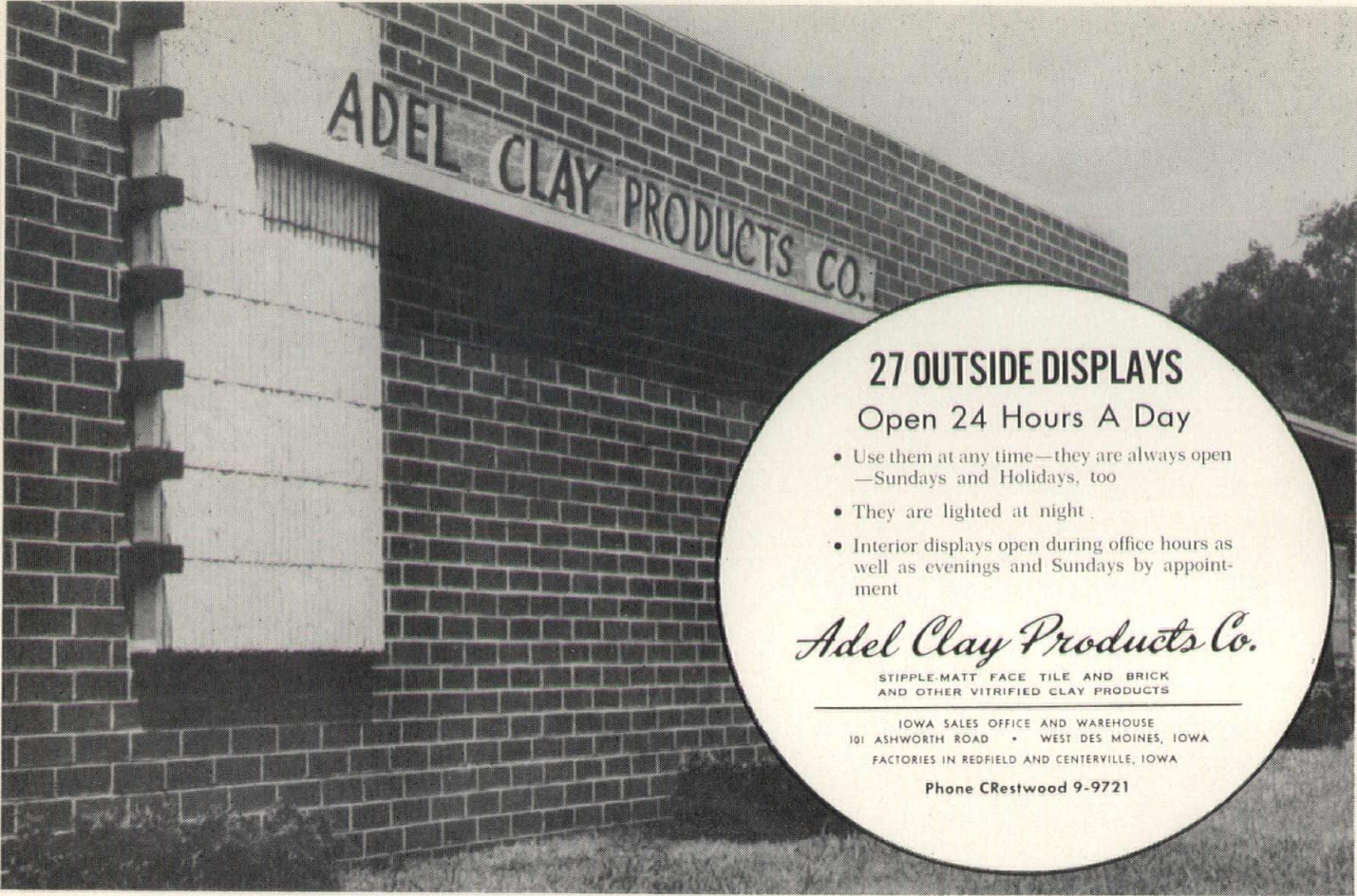
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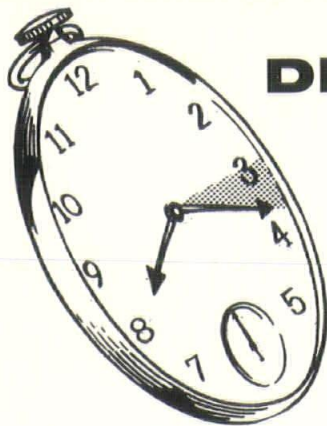
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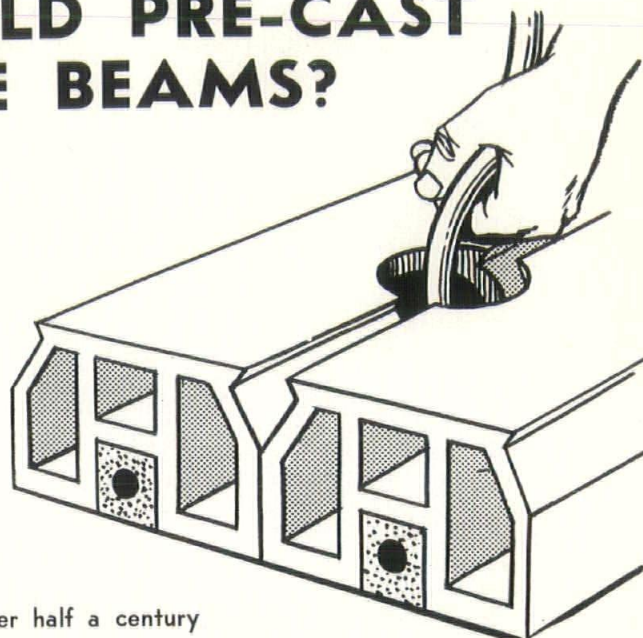
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HAD A GOOD PROBLEM?

The department of architecture at Iowa State University is interested in obtaining actual design problems occurring in the practice of Iowa architects, as learning situations for its students. Prof. Leonard Wolf, head, comments that most projects illustrated in the *Iowa Architect* would be suitable. Suggestions may be sent to Prof. Wolf; the education committee of the Iowa chapter will contact the designers whose problems are selected.

L. J. "Buck" Sweeney

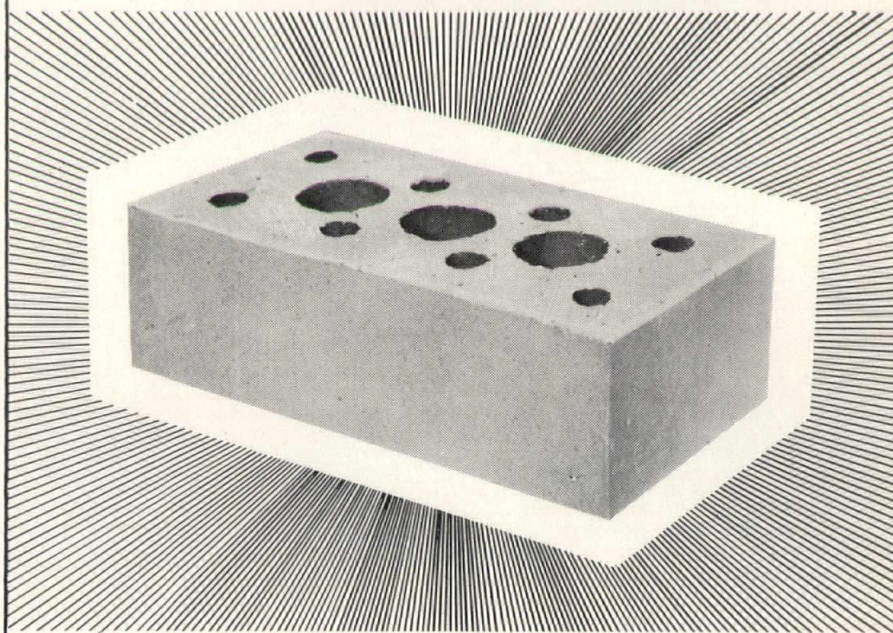
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PERSONAL & PROFESSIONAL

WAGNER NAMED PARTNER IN FIRM

Edwin H. Wetherell, A.I.A., and Ronald Harrison, A.I.A., have accepted William J. Wagner, A.I.A., into partnership in the firm in Des Moines and changed the name to

Wetherell-Harrison-Wagner, Architects. A graduate of Iowa State University, Wagner has been with the firm 21 years.

Wagner is chairman of the chapter committee on Preservation of Historical Buildings. He has been

an active contributor to the *Iowa Architect*, collecting background material and preparing sketches of buildings for the "Influences on Iowa" series which this magazine has been publishing over a period of several years.

NEW PARTNER FOR KOHLMANN & ECKMANN

Kohlmann & Eckmann, Cedar Rapids, have accepted William V. Hukill into partnership. He has been with the firm since January, 1959. After graduation from Iowa State in 1952, he practiced with N. C. Prall and G. I. Griffith in Des Moines.

Bruce G. Alexander, 1957 Iowa State graduate, has joined Kohlmann & Eckmann as an Architect-in-Training.

NEW PARTNER FOR BROWN & HEALEY

William J. Brown, A.I.A., and Edward H. Healey, A.I.A., Cedar Rapids, have accepted Carl V. Bock into partnership in the firm. He is an Iowa State University graduate and a member of the Iowa Engineering Society, the National Society of Professional Engineers and the American Concrete Institute.

JOINS RUSSELL-LYNCH

John Pfiffner has joined the Des Moines firm of Russell and Lynch, A.I.A. He is a 1959 graduate of Iowa State and has been practicing in Albuquerque, New Mexico.

TO CLINTON FIRM

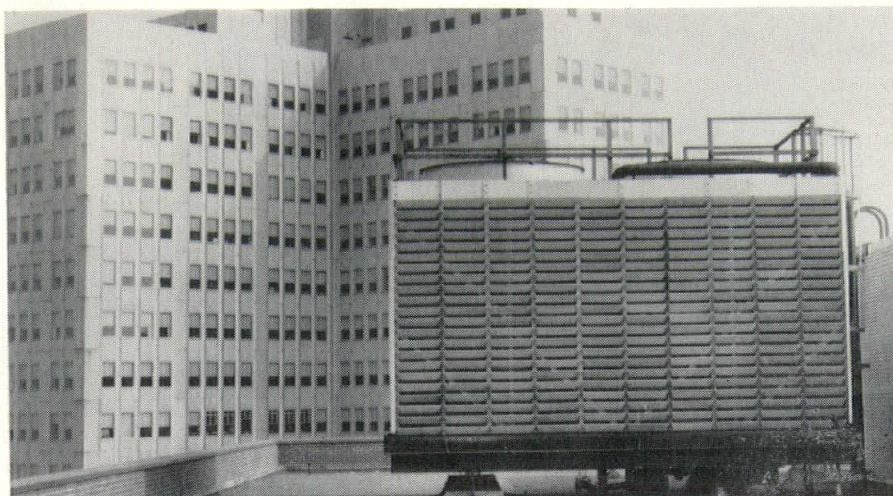
Gail Marquart, architect, has joined the firm of Prout, Mugasis & Johnson in Clinton. He has been with Wetherell & Harrison, Des Moines.

WOODBURN ILL

C. C. Woodburn, Sr., partner in the firm of Woodburn & O'Neil, Des Moines, is ill at his home, 1410 Forestdale Drive, Des Moines.

PEIFFER MOVES

Leo Peiffer, architect, has moved to 1213 4th Avenue, S.E., Cedar Rapids, Iowa.



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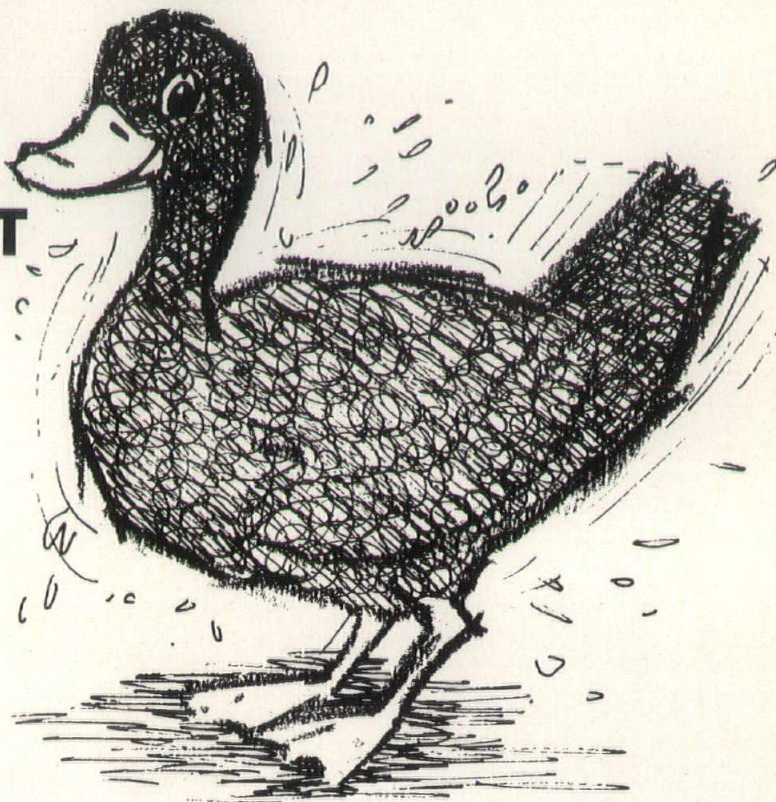
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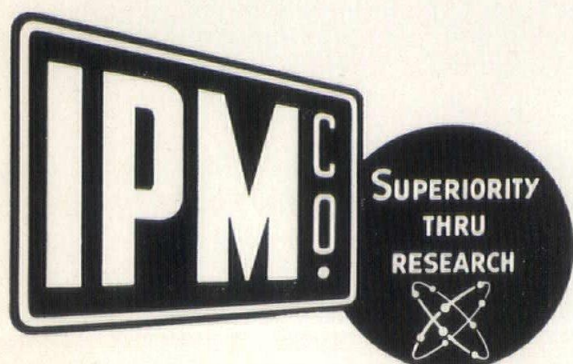
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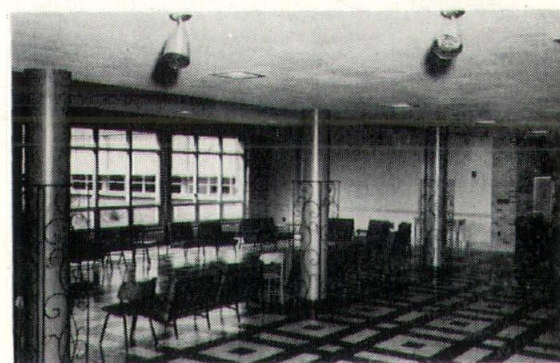
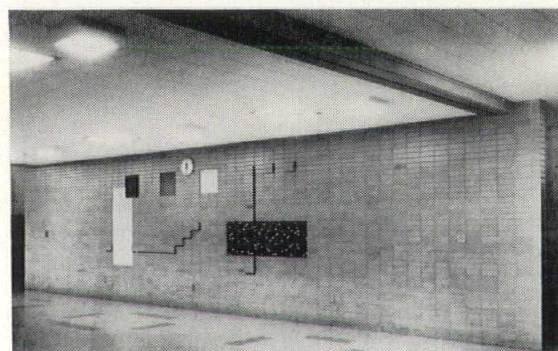
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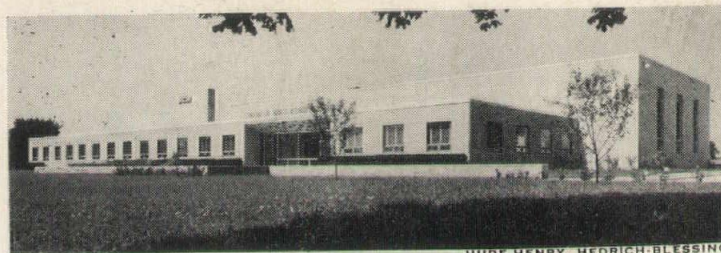
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END-USE RESEARCH

is possibly the most important. Reduce the end use cost of clay products and you will then offer the owner more value for his dollar. An interesting side benefit from much end-use research has been the development of concepts that allow the architect more freedom of design, a greater insight from long established design concepts.

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Other wall research activities include structural tests (atom bomb blasts in Nevada and high explosive tests in Coal City, Illinois); multi-story building design; six-inch load bearing partitions; sound transmission; mortar strength and durability; weathertight masonry construction; cleaning techniques for walls; full-scale fire tests; as well as a large thermal research program.

Improved site construction techniques were de-

vised to reduce in-the-wall costs. The major advance along this line is the "SCR masonry process"***—a technique that decreases mason labor costs as much as 35 percent.

These studies, plus others in the field of comparative wall and floor end costs and new packaging concepts, have enabled the brick industry to keep well ahead of other types of building products with new design and construction techniques.

NEW PRODUCTS RESEARCH

a second major objective, has provided the construction industry with products such as "SCR acoustile"**** — a sound-absorption structural clay tile that is used to soundproof the wall as it is built. "SCR acoustile" absorbs 65 percent of the sound with unusual absorption capacity at low frequency ranges. The "SCR brick"**** unit is another example of new products developed through comprehensive unit design research.

IMPROVED PLANT TECHNIQUES RESEARCH

the third objective, has been concerned with the development of better clay bodies for both current and new products through a greater knowledge of the complex physical and chemical reactions involved in clay mineralogy.

In addition to these plant and product improvement studies, much progress has been made on the development of a lightweight aggregate which will reduce the weight of units without any sacrifice of strength, durability, and appearance.

These are but a few of the past projects conducted by the Foundation. Work continues on all of them — and new studies are being constantly developed pointing toward an even greater future for brick—our nation's number one building product. We'll be happy to furnish detailed technical notes and other research data about any of the many activities of the Structural Clay Products Research Foundation. The Foundation is conducted for your benefit. You're invited to make full use of its facilities.



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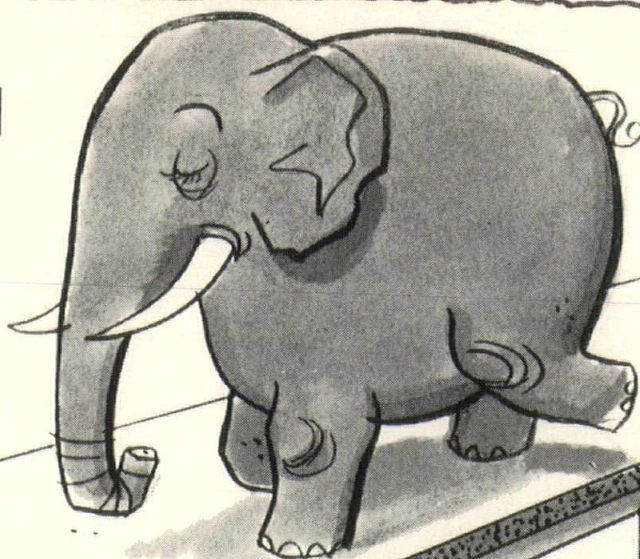
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