

Skylines

APRIL 1956

**KANSAS CITY CHAPTER
AMERICAN INSTITUTE OF ARCHITECTS**

KANSAS CITY CHAPTER AIA

Frank R. Slezak **PRESIDENT**
18 East 11th Street

Donald R. Hollis **VICE-PRESIDENT**
9423 West 80th Street
Overland Park, Kansas

Frank Grimaldi **SECRETARY**
3543 Broadway

Henry D. Krug, Jr. **TREASURER**
310 Ward Parkway

William H. Simon (1958) **DIRECTORS**
25 East 12th Street

Edmund L. Bower (1957)
3543 Broadway

I. L. Roark, Jr. (1956)
7133 West 80th Street
Overland Park, Kansas

Published monthly by the Kansas City
Chapter of The American Institute of
Architects.

Betty Mae Brooker **EDITOR**
18 East Eleventh Street
Kansas City 6, Missouri

James R. Baker **ADVERTISING**
95th and Troost

John E. Jameson **ART**
18 East Eleventh Street

Ethel Sklar **CIRCULATION**
4127 Locust



Skylines

Volume Six, Number Four

April 1956

APRIL is the month (it is generally agreed) when the place to be is Paris. But, how lucky that you are not in Paris this month, because on Thursday, April 19, the Kansas City Chapter will have one of their most outstanding chapter meetings of recent years. Why even want to be in Paris when Kansas City has so much to offer this month. This month's meeting, as you know, is **Honor Awards Meeting** . . . and our speaker, **Richard J. Neutra**. See you there?

Other events in this busy month are the Midwest Architectural and Engineering Institute at the University of Kansas and, later, the School and Seminar on Conditioning of Air at Kansas State College. These both should rate a place in your schedule.

Remember the dates . . .

April 19—April Chapter Meeting
University Club

April 20—Midwest Architectural and Engineering Institute, University of Kansas

April 25-26—School and Seminar on Conditioning of Air, Kansas State College

May 15—May Chapter Meeting

May 15-18—88th Convention of the A.I.A.,
Los Angeles

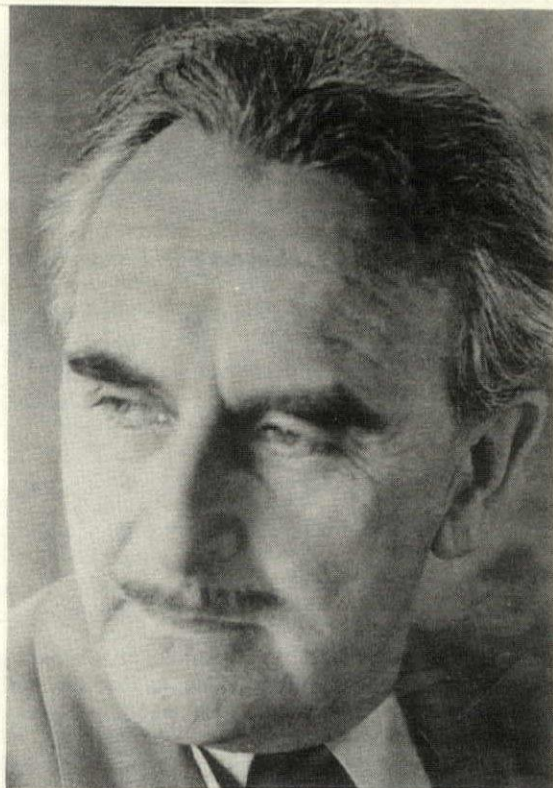
APRIL CHAPTER MEETING HONOR AWARDS PROGRAM

- Date: **Thursday, April 19, 1956**
- Time: Social Hour—6:30 p.m.
Dinner —7:15 p.m.
Program —8:15 p.m.
- Place: The Main Dining Room of the
UNIVERSITY CLUB
918 Baltimore Avenue
- Program: **Annual Honor Awards Program.**
Architects and clients will be
present to receive their awards.
- Speaker: **Richard J. Neutra, F.A.I.A.**
Los Angeles, California
- Guests: William Gillett, National President of
Producers' Council
Frank N. McNett, Regional Director,
Central States District A.I.A.
City officials, representatives of the
Newspapers and TV Stations in the
Greater Kansas City Area

Bring your wife . . . this is a program the ladies are sure to enjoy!

If you plan to attend, call **Jackson 3-4439** no later than 12:00, Noon, Wednesday, April 18.

Please Note: This is **not** the regular chapter meeting day, and no business session is scheduled.



A handwritten signature in dark ink, which appears to read "Richard Neutra". The signature is fluid and cursive, with a long horizontal line extending to the right.

The speaker for our April Chapter meeting is an architect of world renown . . . and what can be said about his life that the greenest of architectural students does not already know? However, to refresh your memory, Richard Neutra left Austria in 1918. After serving as an artillery officer in the Balkans, he moved on to study architecture at the Universities of Vienna and Zurich. In 1923 he arrived in the United States, Chicago to be exact, where he found Louis Sullivan. A year later, after the death of Sullivan, he met Frank Lloyd Wright. He worked with Wright at Taliesin for three months; then, in 1925, he moved to Los Angeles to stay.

His name began to grow in academic circles. The name of Neutra became synonymous with the new and the daring, and by 1929 one critic said: "Second only to Wright in international reputation."

Neutra has many novel experimental structures to his credit, but above everything else, he stands for the physiological approach to architecture. He considers the human material the highest of all materials. "Biological Realism," his principle, means honoring biological needs; it also means for the human species a happy survival through design.

He is known as an architect for a new type of elementary school devoted to activity training; each classroom is combined with its own patio. He has designed and built many housing projects, in fact comprehensive communities, one of which was selected by the Museum of Modern Art as the best one executed in the entire decade of housing activity. The pictures of the project were exhibited by the U. S. State Department in countries abroad and won first honors from the American Institute of Architects.

He has been consultant to the Insular Government at Puerto Rico and other Latin American Governments, developing a new type of elementary rural school, health centers, and hospitals. His firm is consultant for the Civil Government of Guam working on a ten-year development plan for the entire island territory.

He is the author of many books; the most recent are: ARCHITECTURE OF SOCIAL CONCERN (1948), MYSTERY AND REALITIES OF THE SITE (1951), SURVIVAL THROUGH DESIGN (1954), and LIFE AND HUMAN HABITAT (1956).

He has lectured at Harvard, Princeton, Yale, M.I.T. and many other universities throughout North and South America, Europe and Asia.

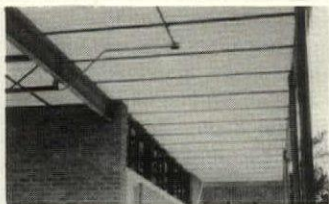
He holds Honorary Doctor's Degrees from the University of Graz, Austria, and the University of West Berlin, Charlottenburg, Germany. He is an honorary member of the British Institute of Architects and also, of similar organizations in the Philippines, Mexico, Bolivia and Cuba.

Neutra's influence is actually, as yet, unmeasurable; but as expressed by Marcel Lods, a French building figure, "Neutra is already a classic. He will be more of a classic tomorrow. He will be a classic because he has done what all classics have done at all times. He has perfectly answered the needs of his epoch by using to a maximum extent the material means it had to offer to an artist perfectly in possession of his art."

ZONOLITE ROOF DECK

When permanence, insulation and insurance savings are factors check this construction. You'll be surprised at its low cost!!

Approved Applicator
John Rohrer Contracting
Company, 1913 West 43rd,
Kansas City, Kansas



- Zonolite concrete is used as an insulating fill.
- It is poured on:
 1. Paper-backed wire lath.
 2. Hi rib lath.
 3. Corrugated metal.
 4. Asbestos form board.
 5. Gypsum form board.
- One-inch insulating form board. "U" values as low as .12 may be obtained on an overall thickness of only three inches.



ZONOLITE COMPANY VI 0503 515 MADISON

EXPANDED SHALE
concrete

No. 11

CHARTER



MEMBER

**GREATER KANSAS CITY
MASONRY PRODUCERS**

BUILDERS BLOCK COMPANY
1815 Prospect
Kansas City, Missouri
CHestnut 1-5197

CINDER CONCRETE PRODUCTS, INC.
208 West 43rd
Kansas City, Missouri
WEstport 1-0048

CITY BLOCK and PRODUCTS CO.
1212 West Hi-way 24
Independence, Missouri
CLifton 2-8760

ETERNACRETE PRODUCTS
Fairfax Road and Quindaro Blvd.
Kansas City, Kansas
FInley 2-5151

facts

COMFORT—beyond comprehension

- noise reduced to a peaceful quietness
- relaxing effect of soft, textured surfaces
- a thousand possibilities with the extra dimensional surface
- complimentary coloring to satisfy all

all of these "sense" features are yours . . . with BUILDEX concrete masonry



BUILDEX, INC.
Phone 240
OTTAWA, KANSAS

• • in the news

The Honor Awards Committee should be commended on the fine jury they selected this year. The men who judged the entries were Fred Mackie, of Houston; Nathaniel C. Curtis, Jr., of New Orleans; and Victor C. Gilbertson, of Minneapolis.

Those who were not present at the March Chapter meeting might like to know that the Chapter approved both the revision to the By-Laws and the new dues structure. The new schedule of recommended fees was, also, approved and will soon be published in booklet form.

April 4, Lou Geis represented the Kansas City Chapter AIA on a panel before a meeting of the Associated Plumbing Contractors and Mechanical Contractors Association. The purpose of the meeting was to discuss gearing an OPERATION HOME IMPROVEMENT program to the heating and plumbing industry.

The Missouri Association of Registered Architects will hold their annual Architect's Day on Saturday, May 5, in Jefferson City. The morning business meeting will be held on the top floor of the new State Office Building. The luncheon, cocktail party and dinner will be at the Missouri Hotel. Some of the seminar speakers will be Dr. George D. Englehart, of the State Department of Education, and Mr. Ralph McSweeney, Director of Public Buildings for the State of Missouri. Watch for your notice to arrive in the mail and plan to attend "Architect's Day".



University of Kansas

and

KANSAS CITY CHAPTER OF
The Producers' Council, Inc.



Announces the First Annual
Midwest Architectural and
Engineering Institute

April 20, 1956

GENERAL INFORMATION

The Dinner April 20 will be in the Ballroom. Senior students and draftsmen will be on complimentary basis, providing they have mailed in advanced reservation form. Architects and other interested professional men will be admitted for a fee of \$2.50.

There will be approximately 35 displays by the Kansas City Chapter of the Producers' Council, Inc. These displays will be a feature that you will not want to miss as they will present new ideas in building materials.

If you are a draftsman working in the field of Architecture or related work or a senior student in the School of Architecture and Engineering, University of Kansas, you are invited to fill out the registration form and mail to the Extension Office, University of Kansas. Practicing Architects desiring to attend the dinner and evening session are also requested to fill out the form on the back and mail to the same address.

This program must of necessity be limited, as you can easily understand; consequently, each registrant will be listed upon receipt of his registration form, and when all available accommodations are filled no further registrations can be taken.

PROGRAM

FIRST ANNUAL MIDWEST ARCHITECTURAL AND ENGINEERING INSTITUTE

Theme "ARCHITECTURAL SPACE"

1st Session

Jayhawk Room, Student Union Building

1:00- 2:45 p.m.

Welcome: George M. Beal, A.I.A. Professor of Architecture, U. of Ks.

Speaker: Richard Neutra, F.A.I.A. Los Angeles, California

Subject: Materials and Space Character

2:45- 3:15 p.m.

EXHIBITS AND COFFEE STOP, Parlors A, B, and C, Student Union Building

2nd Session

Jayhawk Room, Student Union Building

3:15- 5:00 p.m.

Chairman: Ross K. Sable, President, Kansas City Chapt., Producers' Coun.

Speaker: Anton Tedesko, A.S.C.E., Roberts & Schaefer Co., New York, N.Y.

Subject: Structure and the Spanning of Space

5:00- 5:30 p.m.

FILM: "Worlds of Marble"

3rd Session

Ballroom, Student Union Building

5:00- 7:00 p.m.

Dinner

7:00- 7:50 p.m.

Chairman: T. DeWitt Carr, Dean School of Engineering, U. of Ks.

Speaker: William Gillett, President Producers' Council, Detroit, Mich.

Subject: Functions of the Producers' Council

7:50- 8:00 p.m.

EXHIBITS:

4th Session

Jayhawk Room, Student Union Building

8:00- 8:45 p.m.

Chairman: James Irvin, Vice President, K.C. Chapt. of Producers' Council

Speaker: John R. DeRigne, A.S.H. & A.E., J.R. DeRigne & Assoc., K.C., Mo.

Subject: The Conditioning of Space

8:45- 9:00 p.m.

FILM: "Products, People, and Progress in 1975"

9:00

PANEL:

Moderator: Luther O. Willis, A.I.A., Kansas City, Missouri

Panel: Richard Neutra, F.A.I.A., Los Angeles, California

Anton Tedesko, A.S.C.E., Chicago, Illinois

John R. DeRigne, A.S.H. & A.E., Kansas City, Missouri

William Gillett, Pres., Producers' Council, Detroit, Mich.

Meet Our New Members...

Four new members have recently joined us as Junior Associates . . . they are:

Louis A. Beihl III, who was educated at Finlay Engineering College and the Kansas City Art Institute. He was formerly employed by Archer, Cooper, Robison and Herbert Anset. He has been with Neville, Sharp & Simon since 1955.



Jerome D. Jackson received his Bachelor's Degree in Architecture from Kansas State College in 1953, then donned a uniform to work for Uncle Sam. Since his return to civilian life in September last year, he has been with Burns & McDonnell.

John L. Salisbury left Northeast Missouri State Teachers College to study at Kansas City Junior College and the Kansas City Art Institute. He has been with Harry Wagner since the summer of 1955.



Robert E. Sixta is already known to many members of the Chapter. He was with Kivett & Myers for nearly eight years and has been with Manuel Morris since 1954.



**WESTERN
BLUEPRINT CO**

APPRECIATES EVERY ORDER

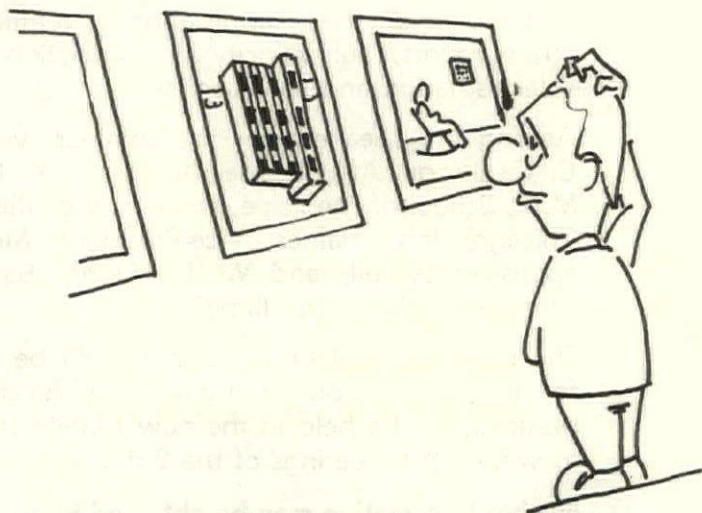
**K.&E., DIETZGEN & POST SUPPLIES
HAMILTON DRAFTING FURNITURE
ALL THE BEST PHOTO PROCESSES
SUPER MICROFILM
909 GRAND
VICTOR 2-7881**

EXHIBIT PLANNED **of** **HONOR AWARDS ENTRIES**

The Publicity Committee announces that arrangements have been made for an Exhibit of all the entries submitted in the 1955 Honor Awards Program.

This Exhibit will be in the Gallery of the Art Department of the Main Public Library, Ninth and Locust Streets, for approximately three weeks, starting May 1.

Make an effort to get over during the three weeks to see this A.I.A. display of the outstanding buildings of 1955 constructed in the Kansas City area.



KANSAS STATE COLLEGE SCHOOL AND SEMINAR ON CONDITIONING OF AIR

Conditioning of air is the topic of a 2-day seminar and school to be held **April 25 and 26** at Kansas State College in Manhattan.

The school has been geared to the specific interests of installers, contractors, retailers, and suppliers while the seminar program is designed primarily for engineers and architects.

Topics to be discussed at the school sessions are air conditioning fundamentals, calculating air conditioning loads, duct sizing and use of existing duct systems, heat pumps, trends in the air conditioning industry, types of air conditioning and their applications, water saving devices, piping for air conditioning, and natural gas refrigeration systems.

Those attending the seminar sessions will hear talks on environment as the architect looks at it, its psychological aspects, and the impact of environment on the individual. Other discussions at the seminar will be on types of control systems and their applications, ventilating school rooms, high velocity air distribution, and solar radiation and roof cooling.

Among the speakers for the seminar will be C. C. Briggs, AIA, Peoria, Illinois; F. K. Hick, M.D., School of Medicine, University of Illinois, Chicago; John Haines, Vice-President, Minneapolis-Honeywell; and W. E. Young, Barber-Colman Co., Rockford, Illinois.

The program is planned so there will be time for group discussion. Joint dinner and luncheon sessions will be held in the new K-State Union as will all the meetings of the 2-day event.

Further information may be obtained by writing Carl Tjerandsen, Extension Division, Kansas State College, Manhattan.

PECIFY



BUILDING PLUMBING DRAINAGE PRODUCTS

FOR THE FINEST IN QUALITY AND ENGINEERING DESIGN

▶ **Z-120 ROOF DRAIN**—High Velocity Discharge Type With Integral Expansion Joint—Extra large, unmovable, non-clogging, mushroom dome strainer. Clamping collar of vise construction assures tight joint.



Z-540 FLOOR DRAIN—Continuous Flow Solids Retaining Shallow Type—Provided with removable perforated sediment bucket. Assures continuous flow even though sediment bucket is filled.



▶ **Z-1326 SUPREMO PERFECT SEAL CLEANOUT**—Floor Level Type—Provides gas and water tight connection, cover always easy to remove. Adjustable top compensates for variations in floor surfaces.



Z-1171 GREASEPTOR—Deluxe Type—Grease intercepting basket baffles are removable with cover for ease of cleaning. Provides free flowing drainage through pipe lines at all times.



▶ **Z-1206 SH—ZURN SYSTEM**—Vertical Adjustable Type—Provides supporting carrier and trim for plumbing fixtures including complete fitting for vertical drainage.



ZURN CONTINENTAL SERVICES, INC.

Exclusive Sales Agent
J. A. ZURN MFG. CO.
ERIE, PA.

Represented by

JAMES V. IRVIN CO.



Parkview High School
Springfield, Mo.
Richard P. Stahl, Architect
J. E. Pyle Construction Co.

**1000 sq. ft.
OF CONCRETE
PER HOUR**

@
5¢ sq. ft.*

That's The PRECAST HAYDITE Long Span Channel Slab Picture. Slabs are ready to place when delivered—eliminates job site forming, steel placement, concrete pouring and form stripping.
*The cost of setting the slabs on this job was only 5¢ per sq. ft.

Ask your Carter-Waters man for full details, or write.

CONSTRUCTION  MATERIALS
CARTER-WATERS
KANSAS CITY  8. MISSOURI
2440 Pennway Phone GRand 1-2570

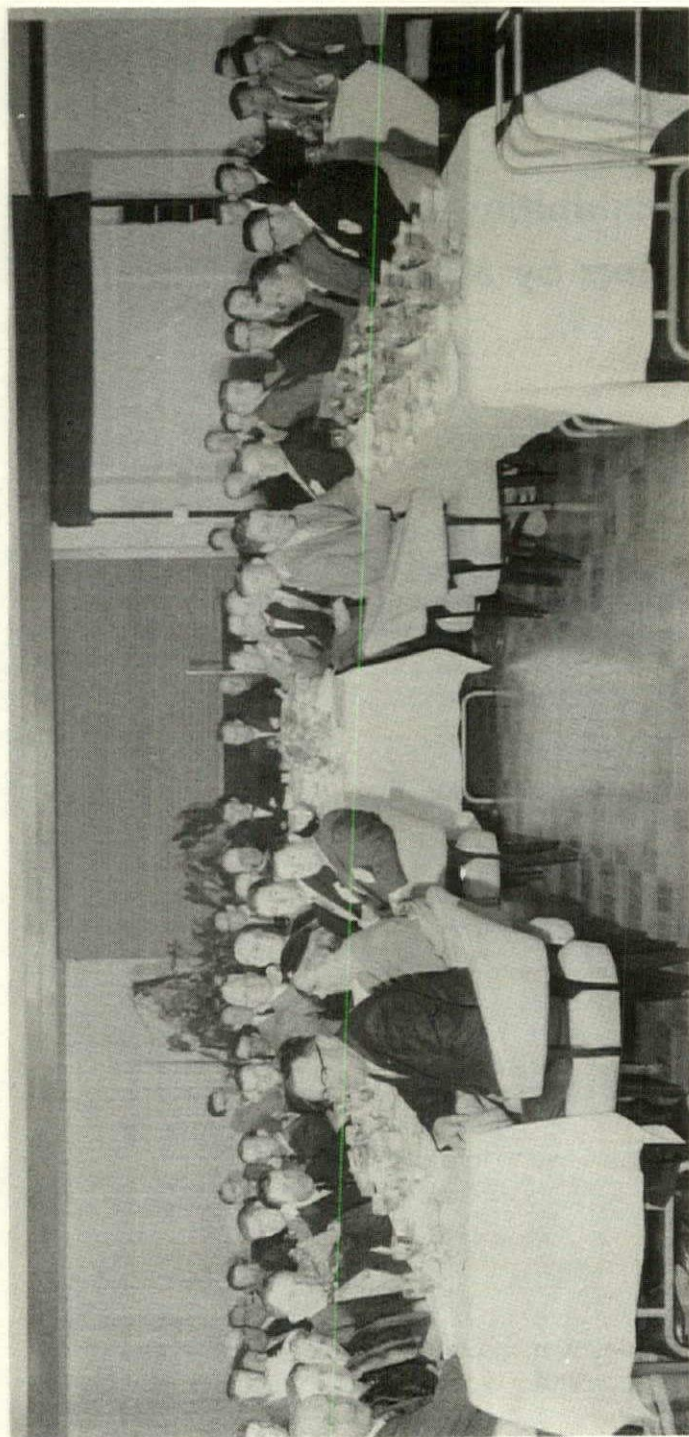
Report on The First Exhibition of "Watercolors by Mid-West Architects"

The Kansas State Federation of Art, located at Kansas State College, announces that the interest in the recent exhibit of "Watercolors by Mid-West Architects" has been immense. Their only regret ~~is~~ that the response from architects was so poor. Only four per cent of the architects responded to their invitation of last fall.

The thirty-five paintings that were submitted were divided into two groups and are being exhibited in colleges and universities all over the country.

Many people have expressed the desire that the experiment be continued, so a second show is planned for next fall. Start planning now to send in some work to aid this project.

Larry Downs was the only member of our chapter that submitted work.



Third Annual Architects' Conference

University of Kansas

Some of our most recent and better installations of various

Windows and Window Walls

MESKER BROTHERS IRON COMPANY

South Side Community Center - Monroe and Lefebvre, Architects
Versaille Mo., High School - Peterson and Scharhag, Architects
Tomahawk Grade School - Curtis and Cowling, Architects
P. L. 10-Kansas Turnpike - Lawrence, Kansas-Howard, Needles, Tammen, Bergendof

VALLEY METAL PRODUCTS COMPANY

Hocker Grove Jr. High School - Voskamp and Slezaik, Architects
Indian Hills Jr. High School - Kivett and Myers-Angus McCallum, Architects
Old Mission Jr. High School - Peterson and Scharhag, Architects.
Midwest Research Building - Neville, Sharp and Simon, Architects
Medical Building-Jefferson City, Missouri-Mann and Company, Architects
Kansas State Teachers - Topeka, Kansas - Charles L. Marshall, Architect

SOULE' STEEL COMPANY

Medicine Lodge Court House- Brinkman and Hagan, Architects

E. K. GEYSER COMPANY

Student Union Building - Manhattan, Kansas - State Architect
Santa Fe Railroad - Lawrence, Kansas - Owners Architect
Wellington State Bank - Forsblom and Park, Architects

BROWNE WINDOW MANUFACTURING COMPANY

Kansas City Life Insurance Company - Edward W. Tanner and Assoc., Architects

We offer windows and window walls for all types of construction with steel, aluminum, bronze or stainless steel, with or without aluminum or porcelain enamel panels. Drafting room details are available.

CLAUDE COOKE COMPANY, INCORPORATED

Modern Building Materials
301 N. Seventh Street
Kansas City, Kansas
ATwater 1-6180

DOES CITY PLANNING NEED THE ARCHITECT?

by **John Tasker Howard**

President, American Institute of City Planners

Reprinted from Chapter Chatter

"Planning needs the architect?" Of course it does. In order to be fully effective, city planning needs the architect in five separate and distinct capacities.

According to our AIP constitution, planners are concerned with **"planning the unified development of urban communities and their environs and of states, regions, and the nation, as expressed through determination of the comprehensive arrangement of land uses and land occupancy and the regulation thereof."** Within this broad area of operations, we consider ourselves a "design" profession. As such, we have much in common with architects—not only in subject matter, but also in way of thinking and way of working.

But we also have significant differences. An architect works on a series of projects, each a unit in itself, which he conceives as a whole, designs as whole, and sees through to completion. The design of a building is a set of drawings that describes a completed thing, over every detail of which the architect has control.

A city plan is quite a different concept. Not only does the city planner not have control over every detail, but the plan as a whole does not describe a completed thing, and is never intended to be built. As a twenty or thirty year look into the future, it is to be revised many times before its target date; and the target date itself constantly pushed further into the future. Thus it is not a design of a thing, but a guide to change . . . itself a changing guide, to the immediate changes in an everchanging city.

Thus the planner's field—not necessarily broader than the architect's but with a different focus—includes work in regional industrial analysis, and land economics; in sociological analysis, trends of family composition, population forecasting; in housing and other market analysis; in queer crannies of law, dealing with zoning and zoning appeals; in fiscal studies related to the programming of municipal capital improvements; in public administration, offering coordination to the work of public agencies; in politics, dealing with city councilmen and mayors; and in public relations, educating and working with civic groups, business leaders and school children. The planner is not only designer, but also economist, sociologist, geographer, lawyer and politician—analyst, forecaster, prophet, and preacher.

Now, with such a task, is it any wonder that planning needs help?

The first of the five capacities in which the architect is needed by planning, is as an architect. The planner's job stops short of designing the buildings to house the land uses and land occupancy with whose arrangement he is concerned, so obviously he does need the architect to bring the plan a step nearer to reality. And since the success of city planning depends on the wisdom of decisions as to the character, extent and location of many individual building projects, the architect's opportunities—and responsibilities—are substantial.

The second capacity in which the architect is urgently needed is the re-emerging field of civic design—large scale architecture, the design of groupings of buildings and open space with the objective of visual delight as well as sound functional inter-relationships. Civic design seldom deals with whole cities as design units; it does deal with parts of cities, of such scale that the visual relationships can be comprehended.

City planning is thoroughly entangled with these new large scale methods of city building and rebuilding. Those that involve governmental participation or approval are often required by law to be reviewed by planning agencies, and in many cases are initiated and largely designed by planning agencies. In any case, in the work that planning agencies do in this field, they need the major help of architects specialized in civic design, either as responsible members of their staffs or as consultants.

Now we come to the third capacity in which planning needs the architect. How about architects as practitioners of city planning—either as staff members of planning agencies, or as planning consultants?

Can architects become city planners? Yes, of course—if they have the requisite natural aptitudes, as many, but not all, of them do. There are several avenues from architecture into planning. And planning does need recruits, many more than the planning schools are graduating. We are short-handed, and will be more so as the urban renewal program really gets under way.

There are several distinguished architects who are also, and at the same time, distinguished planners, such as Clarence Stein, Albert Mayer, Frederick Bigger. And many top planners started out in architecture, though they no longer practice it. The more architects who do take the effort to develop competence in city planning and to practice planning, the richer and more fruitful will our planning activities become.

This leads directly to the fourth capacity in which planning needs the enriching influence of the architectural profession. Planning agencies are almost universally headed by boards or commissions, which determine policy, exercise whatever authority the agency has, and serve as the link between the planning staff and the community at large. The architect who is a leader in his profession locally is the best possible candidate for membership on such a board.

Appointment to a planning commission is not something that an architect can himself initiate. He can, however, prepare himself for it. And it is not only appropriate, but much to be urged, that the local professional group bring what pressure it can to assure architectural representation on the commission, and to bring about the appointment of the architects best qualified.

This brings me to the fifth of the capacities in which planning needs the architect: as a citizen. City planning as a formal function operates as an arm of government. But it deals with, and seeks to influence, not only acts of government—public works, zoning—but also the acts of private citizens. Planning needs to have the citizen think about the future of his community; decide what course he wants it to take; and guide his behavior accordingly—as he buys, or builds, or remodels, or rehabilitates—even as he votes. And so planning needs informed citizens, who understand the problems planning seeks to solve and the methods and purposes of its operations.

The architect, as an individual or as a member of his professional society, is the planner's favorite citizen. The local AIA chapter can be one of the strongest civic aids to planning—serving as a forum for educational activity, promoting general public interest and concern; and looking over the shoulder of the planning agency, attending its public hearings, criticizing, advising, assisting. Twelve years ago the Cleveland AIA Chapter played a major role in the resurgence of city planning there. Other chapters have done as much. Planning today needs this kind of help from AIA, in every city. And where there is no AIA chapter, the individual architect is the kind of citizen to whom the planner turns first for civic help.

The architectural profession launched the planning movement in this country. Architects have provided much of the personnel for the infant planning profession. The goals of planning have been inspired, not only by Geedes and Riis and other philosophers and prophets, but also by architects like Henry Wright, Frank Lloyd Wright, and Saarinen. Planning through the years has drawn essential strength and knowledge and support from architecture. Now with this country's swelling population, its blighted cities and sprawling suburbs, its growing national and local hunger for a better urban life, and the vast new programs of building and rebuilding that are burgeoning, planning faces a challenge that threatens to swamp our planning and civic resources. Now more than ever, planning needs the architect!

**YES, CONCRETE BLOCK
FOUNDATIONS**

did stand up better during
the recent DRY, HOT YEARS
because of

**LESS WEIGHT and
LESS CONDENSATION**

USE VIBRA-CRETE PRODUCTS

**CHANNEL SLABS
BEAMS**

*New Economy in Construction!
Eliminate Posts!*

**Roof and Floor Spans
up to 50' and over**

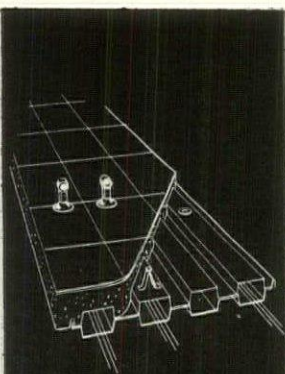
*Call us for information. Our Sales Representatives and
Engineers are anxious to give you detailed information.*

**MORE THAN 30 YEARS
EXPERIENCE**

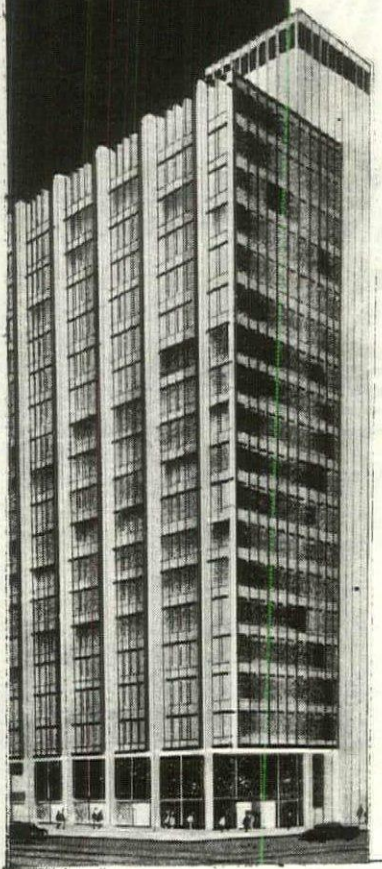
CONCRETE BUILDING UNITS CO.
3405 Terrace St. • Kansas City, Mo.
Phone VA1-5300

CONCRETE BUILDING PRODUCTS CO.

R.R. 1 Harrisonville, Mo.
Phone 118



Milcor Cellufloor cells, spaced on 6-inch centers, allow the installation of service outlets at virtually any point on the floor. Outlets can be relocated and new ones added—quickly, and without the cost of extensive alterations.



Don't Build for Tomorrow with Yesterday's Plans!

*Milcor Cellufloor — the floor
of the future — protects
your building investment.*

Office automation—data processing circuits—improved communications systems—closed-circuit TV—what do they mean to building plans? They mean early electric obsolescence if your plans haven't provided for these future needs.

Today's increase in electronic business devices has already overtaxed the capacity of wiring in many buildings erected in recent years. The owners of these buildings face renovations to protect their investments.

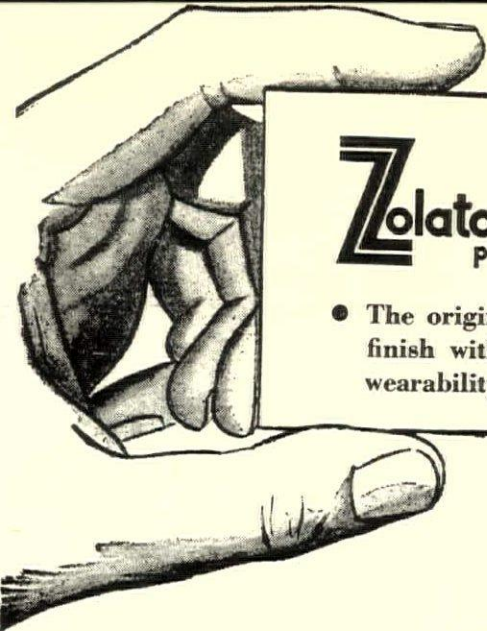
Milcor Cellufloor provides built-in capacity with the capacity to handle *all* future requirements — brought to within 3 inches of any spot on the floor! New outlets can be installed, or old ones removed, as office requirements change — no need for unsightly, dangerous extensions, overloaded circuits — "octopus" outlets.

Cellufloor means construction savings, too. Its strength and light weight permits less expensive foundations, faster erection, earlier occupancy.

Write for Catalog No. 270.

MILCOR[®] Cellufloor

**Inland Steel Products Company
Southwest Blvd. & State Line
P.O. Box 918, Kansas City 41,
Telephone: Johnson 2-1730**



Zolatone
process

- The original multi-color finish with the ultimate in wearability and washability.

*... Your Entrée
to quality painting and decorating
of proven merit and recognition*

- ✓ For large projects and smaller jobs.
- ✓ For new construction and renovation.
- ✓ For interiors and exteriors.

Write for Specifications, Technical Information and Color Samples.

There is only one ZOLATONE PROCESS

- Accept no substitution •

• **STERLING RONAI**
General Manager

DEVOE

of kansas city, inc.

PHONE VI. 5672

• 200 SOUTHWEST BOULEVARD
KANSAS CITY, 8, MISSOURI

EXCLUSIVE ZOLATONE AGENT FOR THIS REGION

