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EASTSIDE URBAN RENEWAL PROJECT

Recommendations for modifying facades of 15 structures in the Eastside Urban Renewal Project Area were contained in a recent report for the Land Clearance for Redevelopment Authority of Kansas City, Mo.

The report was compiled by a special committee of the Kansas City Chapter of the American Institute of Architects at the request of the Redevelopment Authority. The 20-block Eastside renewal project lies north and east of City Hall, bounded by the Intercity freeway on the north, 11th Street on the south, the Midtown Freeway on the east and Locust Street on the west.

The Chapter committee was headed by Gay Alexander, of Kivett & Myers, other members of the design group were Joseph B. Shaughnessy, Jr.; Shaughnessy, Bower & Grimoldi; John Huffman, with the firm of McColl & Watson; and George Lund, Voskamp & Ezak.

This study involved almost 500 man-hours and is the third such public service effort of Kansas City A.I.A. members. In 1957 Chapter members worked with the Downtown Committee and the City Plan Commission to develop KC/80, a land-use plan for the central Business District. Early in 1960 the KC/80 committee unveiled recommendations for modernizing building facades in the 1200 block of Main Street. This was a pilot project to demonstrate the potentials in minimum cost remodeling to downtown merchants.

Some features of both of these studies have already been implemented and other recommendations are under study. A permanent Chamber of Commerce KC/80 committee was established a few months ago to work on Phase II of the KC/80 project.

The current study report was presented in booklet form with recommendations for each building. Three 30x40-inch panels showed representative buildings as they might appear with suggested changes. The four-man design team explained their recommendations and answered questions from the floor in a report luncheon session.

In developing the Eastside report, the designers worked within cost figures established by the Real Estate Research Corporation for each of the 15 rehabilitation parcels. The real estate group arrived at their modernization allowances on the basis of improvements that would be economically desirable and feasible from the standpoint of an expected revenue increase from the rehabilitated structures.

A. J. Harmon, executive director of the Redevelopment Authority, pointed out at the report meeting that it is not mandatory on the property owners involved to accept any of the recom-
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HAROLD DUBY

Plaza 3-5040
This is a diagram of the disposition tracts in the Eastside Urban Renewal Project. The heavy black line outlines the project. Parcels shown by the diagonal black and white lines are the rehabilitation parcels covered in the Chapter study.

Recommendations proposed by the architects. Since some improvements must be made on each building, however, to meet the authority's standards, Harmon expects a majority of the owners to use the suggestions as a guide in remodeling.

According to Harmon this is the first instance to his knowledge in the national Urban Redevelopment program where an American Institute of Architects chapter has participated in this type of modernization study.

"We are most appreciative of the time and work that has gone into this report", he said, "and we feel Kansas City is fortunate in having such a civic minded group of architects."
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Two of the buildings studied are shown in present (small photos) and suggested form. The Blackstone Hotel, top, had an allowance of $12,000 for facade modification. Much of its remodeling involved sign removal. The U.S. Trade School, bottom, was added to the study by the project group because it dominates the entrance to the project as well as to the Civic Center to the south. A metal screen was suggested for the upper two floors, with a four-foot continuous steel canopy over the ground level.
Harmon and John M. Hewitt, president of the Kansas City chapter, A.I.A., co-chaired the luncheon meeting.

Attending the report luncheon at the Hotel Continental were the commissioners of the Land Clearance for Redevelopment Authority of Kansas City, officers and members of the KC/80 committee of the Kansas City chapter of the American Institute of Architects, members of the KC/80 committee of the Chamber of Commerce of Kansas City and representatives of the federal Urban Renewal Administration, City Plan Commission and members of the press, radio and television.

The Sherman and Congress Hotels also came in for extensive ground-level face liftings. $16,500 was allocated for the Sherman and $2500 for the Congress. Contemporary fronts, removal of most exterior signs, and landscaping were the primary recommendations for these structures.
These are the members of the 1961 Honor Awards Jury. Left to right, George E. Kassabaum of Hellmuth, Obata & Kassabaum; John M. Rowlett of Caudill, Rowlett & Scott and Alex Weinstein of Steele, Sandham & Weinstein Co. Kassabaum is from St. Louis, Rowlett is from Houston and Weinstein is from Omaha, Nebraska.

Members of the K. C. Chapter, A.I.A., submitted 44 entries in the 1961 Honor Awards Program. The jury selected five Medal Awards and four Special Awards from the entries. Photographs and descriptions of the award winners appear on the following pages.

Main speaker at the banquet was Harold T. Spitznagel (photo at left), F.A.I.A. of Sioux Falls, South Dakota. The Grand Ballroom of the Hotel Muehlebach was the scene of this year’s award meeting and well over 100 architects, wives and guests attended.

In their general comments on the 1961 entries, the jury said, “Contrary to recent criticisms that have been made about the drab architecture in Kansas City, the jury was impressed with the general quality and stimulation in the designs submitted. The number of submittals, the method of presentation, and especially the color photography were outstanding. One member of the jury, having served on a previous panel some five years ago, expressed his satisfaction at the improved design.”
BOAT RAMP & OBSERVATION PLATFORM

LAKE JACOMO

JACKSON COUNTY, MO.

ARCHITECT: ELPIDIO ROCHA & ASSOCIATES

JURY COMMENT: An exciting and tantalizing solution to the architectural and structural problems which would normally have been solved in a much more pedestrian manner – especially when the limited size and budget are considered. A very successful solution, expressing the character of intended use.
PROGRAM... The Observation Platform and Bridge, located near the launching ramp and main concession areas at Lake Jacomo, incorporates three distinct functions into a single structure: (1) A pedestrian overpass from the visitor's parking area (2) An observation platform situated to overlook a large and active sector of the lake and (3) Storage facilities for the boat and tackle facilities for the boat and tackle concessionaire.

Lake Jacomo is restricted to sailboats and lightly powered fishing craft and it was desired that the structure symbolize this activity as well as provide for the separation of pedestrian and vehicular traffic.

DESIGN NOTES... A ground floor storage facility, situated toward the landward and uphill side of the concession access road, serves as a base for the observation platform, which is approached from grade at the rear. The platform is cantilevered beyond the storage base toward the lake to manifest its functional significance.

The bridge is asymmetrically abutted to one side of the observation platform so that pedestrian traffic will not impinge upon the spatial pool of the deck, oriented toward the launching ramp. Shelter is provided by a broad roof guyed to four mast-like columns. Roof supports are intended to symbolize the rigging of the many sailboats in the area. A ceiling of varnished cedar extends this suggestion of sailing.
A. L. GUSTIN, JR. GOLF COURSE CLUBHOUSE
UNIVERSITY OF MISSOURI
COLUMBIA, MO.

ARCHITECTS: MARSHALL & BROWN

JURY COMMENT: A simple, clean-cut solution, although not too imaginative. Well detailed, with good restraint in the use of materials, resulting in a well-unified composition.

The clubhouse consists of a lounge of approximately 600 square feet, with space for vending machines; a pro shop for the collection of green fees, supervision of the driving range, sale of golfing equipment, etc.; a locker room for men also containing shower facilities; toilet facilities, storage area and an outdoor sheltered terrace adjacent to the lounge.
CONSTRUCTION: Structural bays 12' x 24'. Reinforced concrete floor slab. Six WF 15.5 columns with 5¾" x 16¾" laminated wood beams and 3 x 6 double tongue and groove wood roof deck over. All exterior walls and interior partitions are non-load bearing 2 x 4 studding with 1 x 4 random length square edge, tongue and grooved vertical redwood siding exterior and double thickness gypsum board interior. Fixed glass ¼" plate in aluminum glazing sections with 12' wide aluminum sliding door units for access and ventilation. Finishes - steel columns painted black satin enamel, laminated beams painted white gloss enamel, gym finish on underside of roof deck and clear preservative on redwood siding. Wood doors in enameled accent colors. Building heated with unit heaters and air conditioned. Cost of entire project (including mechanical equipment and sewage line) approximately $12.50 per square foot.
GERSON JEWELRY
OFFICE & WAREHOUSE
500 SOUTHWEST BLVD.
KANSAS CITY, MO.

ARCHITECTS: KIVETT & MYERS

JURY COMMENT: A beautifully detailed, well-constructed and unusually striking answer to a difficult site and problem, especially considering the normal solution to such a problem. The unity of design is commendable, although it does result from a contrived use of materials.

PROGRAM... To provide a building for the sale and assembly for a wholesale jewelry company which included sales room, warehouse, loading and offices. Approximately 7000 square feet are designated as rental office space.

REMARKS... Preliminary drawings were started August, 1958 and project was completed November, 1960.
Total budget was $285,000, including electrical and mechanical work, building construction and fees.

DESIGN & PLANNING... Due to the contour of the land and the area requirement of the wholesale jewelry operation (one floor) the lower part of the building was utilized for the jewelry company. This allowed on grade parking over the warehouse area. The rental area for offices is on the upper level which opens to the parking lot. A common entry hall and stair is utilized. Pierced tile walls on the exterior of the lower level are used for privacy and security for the jewelry company and also provide a good sound barrier to the heavily traveled boulevard to the south of the building. Grey glass was used on the upper levels to minimize glare and sun contrast. Steel mullions and window frames were painted to match the color of the glass in order to help provide continuity in the design.
JURY COMMENT: Careful attention to detailing and massing contribute to an orderly and handsome structure. Owner, architect and contractor are to be commended for their desire to produce a building that adds beauty to an industrial environment.

REMARKS... The paramount influence in the design of the initial office building and warehouse (the first phase of construction of a new chemical production complex) was the predetermined budget, which, when matched against the programmed requirements, dictated that costs had to be considerably less than the average for the Kansas City area.
THE SOLUTION... Budgetary restrictions forbade any architectural experimentation with brutally massive concrete forms, the airy fragility of glass curtain walls or the soaring majesty of overpowering scale so often associated with "corporate architecture". In the office structure our solution was a simply stated two-story masonry bearing wall structure having vertical panels of crisp white brick alternating with near-black, glare reducing glass, setting on a recessed base. The adjacent warehouse, of tilt-up concrete slab construction, is laid out in 25' x 38' bays determined by the pallet handling procedures of the client. Six inch reinforced concrete slabs, averaging approximately 18' x 25', are held in vertical alignment by the roof structure and 8" wide-flange columns. The latter are painted black to recall the black and white color scheme of the office building. Eight of the additional buildings in the complex are completed or under construction.
THE DOCTOR'S CLINIC

31st & MONTGALL

KANSAS CITY, MO.

ARCHITECTS: ROARK, DAW & SEE

JURY COMMENT: A very orderly and compact solution in plan and elevation, but the main entrance being on the corner away from the parking lot was questioned.

DESIGN RESUME...This was to be a medical office building to house six physicians, and is one of the few all-Negro medical clinics in the country.

The building has 5500 square feet of space with parking for 25 cars. Among the facilities are offices, a diagnostic and treatment center, lobby, pharmacy, laboratory, X-ray and consultation rooms and a doctors' lounge.

The structure has an exterior of black structural steel frame, with white and orange insulated panels and solar glass inserts. A special white glazed brick is used to accent the panels and for the free-standing exterior walls. The building is entirely air conditioned. The overall design provides a cheerful and natural atmosphere in a potential but undeveloped business and commercial district, and should encourage revival of this area.

Total cost of improvements, $118,000, exclusive of land acquisition.
BROADWAY-VALENTINE
SHOPPING CENTER

BROADWAY AT VALENTINE
KANSAS CITY, MO.

ARCHITECTS: GEIS, HUNTER & RAMOS

JURY COMMENT: Commended for the concept of the interior court and the unity of exterior design where unity is usually most difficult to achieve in shopping center development. Unimaginative site development, solution to parking problem, court development and undisciplined use of graphics detract from an otherwise valid concept.

REMARKS...The two-level shopping center is located on an in-town site of 4½ acres. Area of the center is 143,584 square feet, constructed at a cost of $10.40 a square foot, including architectural and engineering fees and paving and landscaping. Construction is poured concrete frame with waffle-slab floor construction; footing and columns are designed for additional floors; central heating and air conditioning.
SECURITY SAVINGS ASSOCIATION

125th ST. AT U.S. HIGHWAY 71

GRANDVIEW, MO.

ARCHITECTS: GEIS, HUNTER & RAMOS

JURY COMMENT: Easily the most controversial building in the competition, but commended for its striking appearance despite its forced and arbitrary design form.

REMARKS...The 1028 square foot structure is of braced frame construction with wood and glass curtain walls and roof of doubly concave plywood vaults. Cost was $17,500. The building houses the associations offices, central storage area, public lobby and lounge, counters for three tellers and a drive-in teller’s window. Because of a short term lease on the present site, the architects were asked to design the building to be portable, if necessary. The columns, therefore, are extended into the floor construction to prevent rocking of the bays while the building is being transported.
SOUND REASONS FOR SEPARATE MECHANICAL BIDDING

By employing Separate Mechanical Bids, the architect and engineer can consistently provide high quality installations to the owner at a price which is invariably lower, to the owner, than that obtainable when working through a middleman.

1. When bidding is confined to pre-qualified Mechanical Contractors, you can be sure that less supervision will be required... that the firm selected will require less guidance and have a better understanding of the installation. By pre-qualifying mechanical bidders, the possibility of having an entire project delayed by some cut-rate sub-contractor, who has been selected solely on the basis of a cheap price to the middleman, is eliminated.

2. The pre-qualified "Mechanical" Contractor, working with the architect and engineer, can frequently advise on minor changes which might well preclude future major problems. He is in an excellent position to co-operate in providing a good workable installation for the owner.

3. Satisfied clients are long term clients. The architect and engineer who establish a reputation for designing buildings and preparing specifications so that the owner receives greatest value in relation to expenditures, build an enviable client list and reputation.
KATZ DRUG STORE

WEBSTER GROVES, MO.

ARCHITECTS: KIVETT & MYERS

JURY COMMENT: A bold use of architectural form in a consciously contrived solution to attract attention - dangerous if used too often, but desirable in view of the normal solution to similar projects.

REMARKS...Building area is 28,440 square feet and cost approximately $380,000. The entire building is air conditioned and hot air heated. The high roof area across the front of the store is framed with cantilevered trusses which form a series of inverted pyramids. The remainder of the building has a flat roof at lower elevation which provides clearstory lighting from the north into the high roof area. There is a suspended tee grid ceiling throughout the sales area and all glazing is framed with steel wide flange mullions which support structural neoprene glazing gaskets and glare reducing glass.
This is Split-Face Carthage Marble, rough, rugged, and full of natural charm. Every ray of light flashing off its crystalline sprinkled surface beams out the word that this is not just stone or lifeless imitation stone, but a hard, compact, crystalline marble — quality that can be seen at a glance, quality that will last for generations to come.

Here are two of several ashlar patterns that can be created by using the five different thicknesses of Split-Face Carthage Marble in various combinations. To see the other patterns, request our full-color Split-Face Carthage Marble brochure by telephoning our Kansas City branch at VAlentine 1-4928 or by writing Carthage Marble, 3030 Wyoming, Kansas City, Missouri. This brochure also contains detailed instructions for laying Split-Face Carthage Marble to allow the greatest interplay of light and shadow on its rough, pearl grey surface.
SPECIAL AWARD

TRINITY LUTHERAN
CHURCH & SCHOOL

JEFFERSON CITY, MO.

ARCHITECTS: HOLLIS & MILLER

JURY COMMENT: Commended for the serenity of the interior of the nave — especially when contrasted with the extreme nervousness of the exterior.

REMARKS... Total area is 42,355 square feet, built at a cost of $15.53 per square foot, exclusive of land, furnishings, landscaping and architect’s fee. Footings and foundation are of reinforced concrete on drilled piers to rock. Floors and roof are prestressed concrete double tees, with upper nave roof of precast slabs on precast beams set on poured-in-place columns. Nave features are ceiling to floor stained glass windows on the east Chancel wall; jeweled trumpet-shaped light fixtures; forward facing east Transept seating (which provides close to the front congregational seating) set aside enough to use at small Baptismal services; and the 18' high wood cross rising from the Chancel floor.
EVOLUTION OF A FLAGPOLE

William McKinley was in the White House and the Spanish American war still a year away when the original John E. Lingo began making wooden ship spars and masts in 1897 in his plant on the banks of the Delaware River in Camden, N. J. The timber for the spars and masts, "imported" from Washington and Oregon forests, was floated up the Delaware to the doors of the Lingo works.

Today, 64 years later, his Camden descendants, John E. Lingo, Sr., A. E. Lingo, Jr. and John E. Lingo, Jr., make metal flagpoles for public and private grounds and buildings. Recent outstanding examples include the 91 1/2-foot tapered Commercial Bronze pole for the plaza of the Seagram Building, New York City, and two 128-foot bronze poles for the new State Department Office Building in Washington, D. C.

The bronze cylindrical tubes for the Washington poles were not floated up the river, but rather trucked in by the General Copper and Brass Co., Collingdale, Pa. The pipe ranged from sections 7 feet long with 18 1/4-inch O.D. to those 18 1/2-feet long with 6 5/8-inch O.D. Wall size is .375-inch to .280-inch, depending upon diameter.

Precise adherence to design is paramount throughout. For example, the Seagram Building pole has a Genuine Venetian Entasis Taper similar to the curved taper of the world renowned columns at St. Mark's Cathedral, Venice, Italy; whereas the State Department Building poles have a Straight Conical Taper from 18 1/4-inch base diameter to a 4-inch top diameter, the rate of taper being 1-inch in 7.14-feet through the upper 101'9" of each pole.

"Tapering is a meticulous operation," says personable Jack Lingo, "because an improper closure can mean an unsightly bulge. Concentricity is vital too."

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CRAFTSMANSHIP AWARDS

The 1961 Craftsmanship Jury was made up of William Conrad, AIA, as Chapter representative; William S. Rawlings, president of Associated General Contractors; and Tom J. Daly, president of the Builder’s Association.

Craftsmanship awards are made to the individual craftsman, where this can be determined, and/or his employer for outstanding examples of craftsmanship in the building trades on a building designed by a member of the Kansas City Chapter, AIA. Nominations for the awards are made by the architect.

The 1961 awards were for:

1. Name Plaque
   BUSINESS & PUBLIC ADMINISTRATION BUILDING
   University of Missouri, Columbia, Mo.
   Architect: Marshall & Brown
   Employer: Livers Bronze Co.
              Kansas City, Mo.

2. PLUMBING, HEATING AND AIR CONDITIONING WORK
   Parkway Towers Apartment Building
   4545 Wornall, Kansas City, Mo.
   Architect: Herbert E. Duncan & Associates
   Employer: Edward W. Lochman Plumbing & Heating Co.
              Kansas City, Mo.
   Craftsman: A. I. Hancock, Jr., Supervisor

3. BRICK MASONRY WALL
   The A. L. Gustin, Jr. Golf Course Clubhouse
   University of Missouri, Columbia, Mo.
   Architect: Marshall & Brown
   Employer: J. E. Hathman, Inc.
              Columbia, Mo.
   Craftsman: C. E. McGee, Foreman

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An Approach to Motel Design
We’re indebted to Ernest Brostrom for this photograph taken at the annual banquet of the A.I.A.’s 55th Convention in Chicago on June 9, 1922. The session was held in the ornately domed chamber of the World’s Fair Fine Arts Building. Mr. Brostrom recalls that he and Courtland Van Brunt, now deceased, represented the K.C. Chapter at this Convention. He also remembers meeting and talking with Louis Sullivan during the banquet. William B. Faville of San Francisco took over the A.I.A. presidency that year.
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NEW MEMBERS

All five new members listed this month are Chapter Associates. WILLIAM BARTON (no photo available) is an associate with Lewis P. Andrews. Bill, who resides at Lake Quivira, holds a Bach. of Architecture degree from K. S. U. and is registered in Kansas and Missouri. MAURICE D. McMULLEN, an architect for Black & Veatch, lives in Shawnee. A 1958 graduate of K. S. U. (Bach. of Architecture), Maurice is registered in Kansas. GILBERT A. NOVAK has a B. S. in Arch. Engineering from K. U. and is registered in Kansas. He is a member of the firm of Turnbull-Novak, Inc., and belonged to the AIA Student Chapter at K. U. DONALD R. PHILO is with William G. Riddle & Associates. Registered in Missouri, Don earned his B. S. in Arch. Engineering at K. U. in 1956. HERBERT WAXELMAN is with Tanner-Linscott & Associates. A native of St. Louis, Herb has a Bach. of Architecture from Washington University. He is registered in Missouri and is a member of M. A. R. A.

LETTERS

Mr. Chris P. Ramos, Chairman
Publications Committee

Dear Mr. Ramos:

Congratulations to the K. C. Chapter of the AIA for 10 years of SKYLINES.

I enjoy it very much & it's an excellent architect's magazine! Don't cut me off because I'm an old past-president of AIA. Best wishes.

Sincerely,

John Noble Richards, F.A.I.A.
Toledo, Ohio
Dear Mr. Jones:

It was a great pleasure to read the September SKYLINES. I thought it was a particularly well designed and interesting issue.

Naturally, the feature on Industrial Design which included students' work from the Art Institute, was especially pleasing to us. The material was certainly well presented.

I am delighted that you will be able to furnish us with 30 additional copies of this issue. Thank you so much.

Sincerely yours,

Andrew W. Morgan, President
The Kansas City Art Institute and School of Design

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MEMO

TO: ARCHITECTS

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