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President Phil Will addresses the delegates in the opening session of the 1962 A.I.A. Convention in the Dallas Memorial Auditorium. All business and program sessions were held in the theater wing of the impressive auditorium.

1962 A.I.A. CONVENTION

DALLAS, TEXAS – MAY 11 – 14
These two views of the chapter officer’s session on Monday, show a small part of the Kansas City Chapter, A.I.A. delegation. In the picture at the top, Clarence Kivett’s broad smile locates three members of the K.C. delegation. Jones is immediately behind Kivett and Frank Grimaldi is to the left of Jones looking off to the left. In the photo below, this same group is on the right.
The 1962 Convention rated high with most delegates on social events and not quite so high on some of the panels and most of the business sessions. Henry L. Wright, F.A.I.A., of Los Angeles, was elected president of the Institute at the final session of the 94th Annual Convention in Dallas. Other new officers for 1962-63 are J. Roy Carroll, Jr., F.A.I.A., of Philadelphia, first vice-president; Arthur Gould O'Dell, Jr., F.A.I.A., of Charlotte, North Carolina, second vice-president; Clinton Gamble, F.A.I.A., of Ft. Lauderdale, Florida, secretary; and Raymond S. Kastendieck, F.A.I.A., of Gary, Indiana, treasurer. Other Convention notes will be found through this issue of SKYLINES.
MID-AMERICA
EXHIBITION

The welded steel sculpture on the left is by Chapter member W. A. Wisner, Shaughnessy, Bower & Grimaldi, and is one of the featured entries in the current Mid-America Exhibition at the Nelson Gallery. The sculpture is entitled "Cyntasia" and strongly suggests blowing leaf pattern.

The Mid-America this year had about 95 works of art submitted from almost 55 artists. The entries were judged by a three man jury.

Wisner's work was featured in a report on the exhibition in the Kansas City Star on Sunday, May 6 and a picture of Cyntasia was used for the cover picture of the Gallery's announcement of the exhibit. Wisner's work was among the 9 entries selected by the judges for showing from May 4th through June 3. Entries were received from eight mid-west states and the Gallery feels that the resulting exhibition provides one of the better means for persons of this area to ascertain the nature of the progress of the visual arts of the area.

Bill Wisner studied under James Steier of the Department of Architecture at the University of Kansas.
There is hardly anything in the world
that some man cannot make a little worse
and sell a little cheaper, and the people
who consider price only are this man's
lawful prey.

John Ruskin
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Southwest Missouri Association of Architects
Holds Successful Architects Week

The second annual Architects Week was held April 22-28 by Springfield architects. The committee, with Paul Rich as chairman, was made up of Ed Waters, Bob Marshall, A.I.A., Harold Haas, Warren Bates, Jack Taylor and Hal Hawkins.

The week began with Mayor David C. Scott issuing the following proclamation:

WHEREAS, the profession of Architecture is devoted to the improvement and expression of civilization; and

WHEREAS, Architecture is the art and science of building; and

WHEREAS, as a science, Architecture must provide shelter and comfort for human activities in the most practical and efficient manner; and

WHEREAS, as an art it must, at the same time, express the spirit, sense of beauty, and aspirations of the people who live, and worship in it; and

WHEREAS, Architecture deals not only with steel and stone, brick and glass, but with movement of people, the flow of traffic and every civilizational requirement of man; and

WHEREAS, Architecture has the power to protect, to encourage as well as to permit activity; and

WHEREAS, Architecture not only reflects but determines civilization;

NOW, THEREFORE, I, DAVID C. SCOTT, Mayor of the City of Springfield, Missouri, do hereby proclaim that the week beginning April 22, 1962, shall be designated as

"ARCHITECTS' WEEK IN SPRINGFIELD"

and I urge all our citizens to join in paying special recognition to the achievements of the Architectural profession and its members.

Signed in my office in the City of Springfield, Missouri, this 13th day of April, 1962.

David C. Scott, Mayor
Six of the eight buildings in the Springfield Architects Week are shown above. The buildings were selected by a committee of SMAA as being representative of construction in Springfield during the past year.
The buildings were identified by name and client, with design, construction and cost details, but the architect-designer was kept anonymous. The structures included two residences, one church, a hospital addition, a low-rise apartment development, two office buildings and a savings and loan firm.

On Sunday, April 22, a series of news stories radio and TV interviews began, running through the week. This coverage was augmented with talks by SMAA members and an appearance by Congressman Durward T. Hall.

The Springfield group is to be commended for their staging of another successful community event to call the public's attention to the role of architects and good architecture and the Springfield area.

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addenda

- Over the next few months, SKYLINES covers will reflect the efforts of design classes in the Department of Architecture at the University of Kansas. John See, A.I.A., partner in Roark, Daw & See, and a K.U. professor, assigned the design of a SKYLINES cover as a class project, as did Charles Britton, Design III, Lawrence Good, Design IV, and Fred Stevenson, Fine Art Design. A list of the students represented will be carried in the July SKYLINES.

- In our zeal to credit individuals, firms, suppliers, et al, who took part in the Chapter's Homes Show exhibit (May, 1962 SKYLINES), we inadvertently overlooked one group – the Home Builders Association that graciously provided the booth. Obviously, without this, none of the rest would have happened. So our thanks to the H.B.A.

- One of SKYLINES long-time advertisers, Blumcraft of Pittsburgh, received an award for their 1962 catalog in the A.I.A.-P.C. product literature competition. The award was announced just prior to the Dallas Convention and copies of all award winning literature were on display in the auditorium there.
• General Industrial Co. has a pocket-sized circular slide rule that should be of interest to architects and engineers. You may obtain one of the calculators free of charge with a request on your business letterhead to General Industrial Co., 1788 J Montrose Avenue, Chicago 13, Illinois, and by mentioning that you read about it in SKYLINES.

• The Architectural Guide to Dallas, which had its initial distribution during the recent A.I.A. Convention there, contained a number of pertinent notes for those from this area. In the section on Dallas' boom (1872-1910) a quotation from J. A. Gould was carried: "I think that Dallas has doubled its size in six years, besides being beautified by a very substantial class of residences. As to the future of Dallas - I do not expect to live fifty years - but were I to reach that age, I should expect to find it then a city of a quarter of a million inhabitants. There is an air of business life and bustle about it that reminds one of a Northern city. There is a similarity in some of the factors that are to govern the growth of Kansas City and Dallas. Both are market centers, and each is surrounded by a fine agricultural country. Dallas, however, has a more equable climate, particularly in winter. Then too, like Kansas City, Dallas has wheat and corn, but it has also cotton, which Kansas City has not."

This statement appeared in the Dallas Morning News for January, 1884 and was subsequently picked up on the official map of Dallas published in 1887.

Then from the chapter entitled "Aspirations" (1910-1929) comes reference to one of Kansas City's great planners, George E. Kessler. The author states that the city realized that they needed a comprehensive plan for the community and in 1910 Kessler was brought in to develop a "city plan for Dallas".

"Even today, Kessler's proposals are sweeping and dramatic. Going further in visual considerations than other planners who
have since worked here, Kessler held up for Dallas a vision of what it should be. He gave weight to over-all city appearance by proposing at the foot of Main Street a grand plaza as a city entrance from a railroad terminal, thoroughfares developed as strong visual connections between residential areas and the center city, a downtown focus in a civic center, a central thoroughfare tying Fair Park and downtown, and landscaped parkways connecting a comprehensive park system. He also spoke of more utilitarian matters: flood control, railroad organization with common passenger and freight terminals, elimination of grade crossings, and street improvements. The plan so staggered the city with what then seemed impossible ideas that nothing was done for several years. But eventually, insofar as his plan directly contributed to the city financially, its provisions were built, though the wholeness of his ideas for city living were not carried out: the frontier spirit of individualism did not feel the need for high order in civic design.

"Dallas was fortunate that one of Kessler's parkway proposals was partially carried out. The TURTLE CREEK PARKWAY was developed as an extension of the same philosophy previously built into a new residential subdivision north of the city. The original 1,275 acres of HIGHLAND PARK still represent the best of residential Dallas because of their sound visual organization insisted upon by the land developers. Wilbur David Cooke, landscape planner then designing Beverly Hills, California, produced an intimate plan which carefully used the natural topography and vegetation for neighborhood definition and parkways and parks. Earlier than J. C. Nichol's Mission Hills in Kansas City, this development did not have as strict building standards; but its owners required tight deed restrictions which have remarkably protected its qualities as a place to live.

"Until the twenties the location of railroads in the center city restricted commercial growth to three streets, making the core a narrow organization with many problems. Kessler in 1910 had proposed the real solution: removal of the tracks from Pacific Avenue, the grouping of freight and passenger terminals, and elimination of grade crossings downtown. These major urban renewal efforts running through six administrations took thirteen years to accomplish. While the tracks fight continued, the city (continued on page 18)
Kansas the citizen, its own fountain Florence, collected in a huge broadcast by Marinelli, keeps a Country business proceeds from fountain of Children's Hospital of
Nine A.I.A. offices in the Central States Region participated in the architectural exhibit at the Mid-West Hospital Association meeting on April 25-26-27, 1962. They were:

Murphy & Mackie; Jamieson, Spearl, Hammond & Grolock; Maguolo & Quick & Frank W. Trabucco; and Drake, O'Meara Associates, all of St. Louis; Stewart, Robison, Laffan, of Davenport, Iowa; Shaughnessy, Bower & Grimaldi; Gentry & Voskamp; Kivett & Myers; and Hewitt & Royer, Kansas City.

"In a case like this, Filstrup, we usually look around for a little bitty board"
voted in 1919 to amend its charter to include an official plan commission. Grown to 159,000 by 1920 the city needed Kessler to revise his plan.

"Kessler’s Pacific Avenue proposal included track removal all the way to Fair Park for a new boulevard. By the time these downtown tracks actually disappeared in 1923, the age of the City Beautiful had passed into the era of the City Efficient. Thus, only a part of Kessler’s ideas were realized: the city did not make Pacific a boulevard nor develop it as a free flowing connection to Fair Park; it removed the tracks adjacent to the business district. With the downtown center street today beginning to shift from Main to Pacific, the unrealized proposal seems all the more impressive. Ferris Plaza, which to Kessler was to be the city’s front door at a new union terminal, was built, but not on the main street axis with the meaning he proposed."

• New president of the Kansas City Junior Chamber of Commerce is chapter member Ray L. Voskamp, Jr. Ray, who is with Voskamp & Slezak, was elected to his new position on May 24. He and the other officers were installed on June 9.

• 1962 attractions at the Starlight Theater and the dates of their appearance are:

The Music Man . . . . . . . . . . . . . . . . . . June 18 – July 1
Blossom Time . . . . . . . . . . . . . . . . . . July 2 – 8
Carol Burnett Show . . . . . . . . . . . . . . . . . . July 9 – 15
Mexican Holiday . . . . . . . . . . . . . . . . . . July 16 – 22
Around the World in 80 Days . . . . . . . . July 23 – August 5
Fiorello . . . . . . . . . . . . . . . . . . . . . . . . . August 6 – 12
Brigadoon . . . . . . . . . . . . . . . . . . . . . . . . August 13 – 19
Bye Bye Birdie . . . . . . . . . . . . . . . . . . . . August 13 – September 2

Many improvements in the Starlight's physical plant will be evident this year. The theater is gradually moving towards completion, within the design framework outlined by Edward B. Delk. Curtain time is 8:15 nightly.

• SKYLINES readers may want to write for the following new government publications. They are available from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., for the prices indicated.
URBAN AFFAIRS AND HOUSING. This pamphlet presents in brief summary the principal types of related aids and services that together make up the coordinated program which is the overall responsibility of the Housing and Home Finance Agency. It covers programs on urban renewal, urban planning and open space, housing needs, community facilities, urban mass transportation, and research and experiment. 1962. 32 p. il. Catalog No. HH 2.2: Im 7/2/962 25¢

FHA’S NEW HOME IMPROVEMENT PROGRAMS. Describes FHA’s two new home improvement programs, authorized by section 203(k) and 220(h) of the 1961 Housing Act, which are available for rehabilitating or improving homes and apartments. Rev. 1962. (12) p. il. Catalog No. HH 2.2: Im 7/2/962 15¢

COMMUNITY FACILITIES ADMINISTRATION. This pamphlet tells about the Community Facilities Administration, a constituent of the Housing and Home Finance Agency, that provides loans for much needed projects — college housing, public works, public facilities, and senior citizens housing — in communities across the length and breadth of the United States. It explains what kind of assistance is offered, to whom, and on what terms. 1962. 24 p. il. Catalog No. HH 5.2: C 73 20¢

* If you have a calendar handy, mark November 13, 2026. If you haven’t heard, it is the date that three scientists have calculated that the planet earth will contain 50 billion people. This is apparently the breaking point between additional population and food supplies and from that date onward, according to a recent article in Science Magazine, the people on planet earth will begin starving to death, unless the world’s production of food is stepped up immeasurably.

The Doomsday scientists studied the rate at which people have been giving birth to people since 5000 B.C. Arriving at a formula, they then projected the birth rates and were able to calculate that on the 13th of November in 2026, our population will have risen from three billion to the above mentioned 50 billion people. Interesting note in connection with this is that if these future 50 billions were here today they could eat their way through America’s stored surplus in less than one day.

This has relation to architecture, we suppose, in that assuming
a way will be found to increase food production to take care of this population explosion, that these people will also need somewhere to live, work, play, go to church, etc.; roughly 17 times as much space as we have now.

CONVENTION MEMOIRS

Dallas 1962, recalled a month later, is remembered more as an interlude than a convention. A memorable and pleasant week, eventful but not full of exciting convention commotion.

They said there were 2000 architects there — 20 of them members of our beloved Kansas City Chapter. For the record: Kay Alexander, Bob Boller, Jack Bowker, Herbert Duncan, Jr., Keith Edwards, Bob Everitt, Frank Fisher, Wiles Gillespie, Frank Grimaldi, John Jameson, Everett Johns, Gerre Jones, Clarence Kivett, Paul Lewis, Thorpe Mealing, John Murphy, Lloyd Roark, Mark Sharp, Shaughnessy and Frank Slezak.

Now, an event like the national convention of the A.I.A. can be reported in a number of ways. For example, day by day, item by item, night by night, drink by drink, meal by meal, bus-ride by bus-ride, party by party, fee by fee or dollar by dollar (nothing cost less than a dollar down there). It can be taken apart in a literary manner and assembled into a journalistic gem.
The journalistic experience of this writer has been limited to the unimaginative item by item method of the specification, the rambling soothing note to the client and the abbreviated scathing epistle to the contractor. Not to mention the wide variety of almost useless transmittal letters. So what follows should be rather unintelligible.

Fine Weather. Warm days. Cool, clear nights. Hot enough in the daytime to allow the bus drivers to operate their noisy air conditioning. The heat was preferable to the noise, but we didn't get our choice. There were some foggy mornings, but not on account of the weather.

Programs. Generally very disappointing. In retrospect, it can honestly be observed that this phase of the convention fulfilled the pre-convention expectation that nothing really exciting or stimulating would happen here. Our regional meetings have staged better performances in this area.

Business Sessions. Very frustrating. Spiced by the minority wing of one of the California chapters. Remembered for the unbelievable spectacle of a delegate in favor of the Council's proposal filibustering the thing to death trying to explain its merits. Waiting more than an hour for the tellers to tabulate the vote on the motion to table the proposal. Then at the second session, being handed a batch of IBM punched cards whereby the vote could be tabulated in less than fifteen minutes; then being told it didn't count because too many delegates had departed.

Elections: Much interest (of the passive type) in this phase. We heard some well done nominating speeches during the long count on the motion to table the council's resolution. The polls were located in the middle of the products exhibit arena - a cleverly contrived circumstance.

Excellent Exhibits of building products. Probably the outstanding performance of the convention, in view of the difficulties usually involved in this category. A fine exhibits hall and an outstanding group of booths. Also good arrangements for food, drink and prizes.

Evening Events. Tuesday - noisy president's reception filled the grand ballroom of the Statler Hilton. Wednesday - the Fiesta of the Six Flags, a spectacular party in a spectacular setting. It was staged in the Dallas Trade Mart courtyard, four stories high, balconied, roofed over and laced with bridges. An exciting place for a party. Thursday - the very well dressed Annual dinner in the plush ballroom of the Sheraton Hotel. All Memorable.

CONVENTION BRIEFS

The following are excerpts from some of the individual speakers and panel presentations, as heard at the A.I.A. Convention in Dallas.

Jane Jacobs – SOCIAL DIMENSIONS OF DESIGN

Until recently, so far as urban renewal and housing regulations were concerned, the architects have conspired in imprisoning themselves. Now they are becoming disenchanted. In zoning, many architects are still actually begging for preordained, rigid decisions, with which they are going to become just as disenchanted. Until recently, the practical response to private whittling away of architectural decision making was mainly defensive. Competition, such as that represented by package builders, was generally simply denigrated. But defensiveness did not make the package builders go away or the FHA reform itself.

Lately, a more aggressive attitude has been developing. If experts in economic analysis or mortgage financing or regulatory law or real estate have, in effect, become the architectural decision makers and thus the master builders, or if men who serve as all-purpose organizers of these services have become so, then, it is plausibly reasoned, the architect can regain his rightful place by making himself an expert in just these services, or by making his firm an organizer of them. Perhaps he can replace the men who have been replacing him.

Perhaps, it is plausibly reasoned, if architects had a larger or a more encompassing share in the policy decisions, these would be better decisions, for certainly something is amiss with the decision making itself, as consumers of architecture are not shy in pointing out. Architecture is getting a very mixed press these days and the greatest dissatisfaction is not being expressed by Philistines. It would be more comforting if it were. The most scathing rejections of current building are being expressed by artists, poets, novelists and intellectuals, and this is worrisome, or ought to be, because artists serve quite remarkably as prophets. And the architects reply, with considerable justification, that they are being blamed for other people’s decisions.

The great organizing concepts in design – whether of buildings or of cities – are use of spaces and relationships among uses. And the way various uses try to use space, in spite of itself. Out of such understanding – or out of the lack of it – comes, ultimately, all other building decisions, from the siting of stores, offices or factories, to the state’s (continued on page 26)
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contributions per elementary pupil deemed necessary; from the categories of buildings embedded in zoning law to the ground coverage or bulk or density permitted; from the arrangements for eminent domain and for subsidies in urban renewal to the proportion of the mortgage that will be insured.

None of these, or any other decisions commonly affecting building - no matter how routine, no matter how unsuitable - have come about by accident. They all grew out of somebody's conception of function, the great organizing principle of building.

To deal with function - to deal with how things work - is to deal, in a most fundamental and governing way, with organization and order. Whoever does this is the master builder. To the extent that this work of the architect is left undone, or is surrendered by default to obsolescent or unsuitable regulations, or is frozen at a level of information twenty years old, or is based on virginal ignorance of life instead of knowledge - to this extent the job of basic architectural decision-making atrophies. A scramble as to who gets the right to make poor or preordained decisions is a sorry competition and one which the architect, by definition, can never win. The responsibility of negotiating the mortgage may give a man, briefly, the illusion that he is the master builder. He will find he is no more so than when somebody else negotiated the mortgage.

The kind of organizing mind which is desperately needed is the kind of mind and ability that architects traditionally and ideally were trained to possess and to put to use. I say traditionally, because I am not so sure that architects today are being trained as analyzers, organizers and handlers of the functions of spaces. I wonder if men and women with this kind of organizing mentality are getting the stimulation and the encouragement that they should from their architectural education, or whether they are regarded as possessors of nuisance minds, interferences to order. The romance that design is almost purely a skill in handling rather abstract form, and that a person with this facility can as well design a city as a house, has a strong hold in our schools. It is a point of view which produces building design technologists, but not architects, and this is a great pity because there are no substitutes for architects and they have never been needed more, as innovators, than they are today.

Paul Oppermann, AIP - DESIGN OPPORTUNITIES IN URBAN PLANNING

Everyone knows that the architect does not in fact today shape the urban environment. Neither, I am more than willing to admit, does the planner - even the most effective among us. Most of us, most of our adult life, have been keenly and often painfully aware that the way our cities were being built gave us no real gifts of delight!
Do we know who shapes the environment? Any answer is surely compound, never truly simple. Some would say science or technology or the machine determine how our cities are built and what kinds of cities they are. Partly true. Others would need only a single pregnant word to supply their answer: this word would be "money." Then there are the most general of the general thinkers who may be expected to say that it is society or the community or government that is the builder of cities — its "architect" in fact. As a general thinker myself, I would have to say cities are the product and the reflection of the general culture of a people — and run the risk of receiving a blank stare from most questioners.

Meanwhile, as we wait for better answers, in each of these current years something more than a million dwellings are erected, perhaps 50 billion dollars worth of industrial construction is built, and many billions out of another fifty billion for national defense are also spent for construction. This is only a substantial part of the enormous volume of environment-shaping building that goes on in the cities and urban regions of the country. Regardless of how we judge it on design criteria, and irrespective of whether the architect is having as great a hand in the total effort as his protagonists might wish, the America environment is being shaped — and how!

An important amount of this tremendous volume of the nation's building is residential in character. Here the home builders take over. Architects are not asked for much help, as yet, and in this area there should be a greater contribution by them.

It seems all too clear that a scattered few well designed buildings will not leaven the whole urban lump. It may only result, as much of the town-scape appears to testify, in making the urban lumps conspicuously lumpier by the contrast it affords.

The conditions for building have been changing fast and the prospects for further change are clearly present. Among important challenges to those concerned with design in an urban planning framework are some established but still fairly recent examples. Present and tangible opportunities for "new dimensions" in architectural scope and practice offered in any proper list surely would include the following:

1. The redesign, both functionally and aesthetically, of the central business district.
2. Design of the integrated shopping center of regional, district or neighborhood character, integrated recreation complexes of hotels, motels, marinas, private and governmental on new patterns.
3. Factories in-the-field and offices in the countryside.
4. College and university campus redesign, and entirely new campuses on new land sites and the whole wide range of educational facilities.
5. Research and administrative centers of the defense establishment and for private industry.
6. Redevelopment of economically depressed communities and regions.
7. New towns on new sites or planned and balanced expansion of existing towns within a new towns program concept.
8. Urban renewal across the nation slowly beginning to move ahead.
9. Conservation and rehabilitation — a different but major concern.

All of these are of the largest consequence both to planners and to the architectural profession, requiring "new dimensions" in planning as well as architectural practice. They raise pertinent questions relating to the AIA proposed "expanded services" concept. This is a matter which must be resolved, of course, in appropriate ways which are consonant with the profession's traditions, its ethics, its present and future areas of competence.

Ben West, Mayor of Nashville, Tennessee

THE POLITICO-ECONOMIC BASE FOR URBAN ARCHITECTURE

Man is answerable only to God for his unspoken or unwritten thoughts; once uttered or communicated, he assumes responsibility for them among men. I come today with neither wholesale indictment nor complete absolution for the architects of AIA; I speak with a quick admission that I am not versed in the intricate sciences and ethics of your profession; let your judgment of this speaker be tempered by the realization that he belongs to another profession and was transformed by grace of the electorate to a local governmental official who has fought and struggled unceasingly for fifteen years to advance the progress of a city which gave him rich opportunities to rise above the lot of a boy of meager means, which gave him continuing facilities to help satisfy an innate and enduring intellectual curiosity, which broadened his cultural perspective, and sharpened his appreciation of the fulfillment of life.

I am sometimes prone to doubt that anyone, including your speaker, has a
substantially workable grasp of the complexities, the intricate patterns, the immensity, the under-currents, the myriad threads going into the overall fabric of an urbanized community, much less what the cost of meeting these challenges will eventually be. Deduction and logic will give us part of the answers but there are elements involved which have not made themselves felt yet which may be indispensable to any real preparation for the future.

Whatever form this evolution of a manner of living will take in the future or whatever subsurface adjuncts might emerge as we go along, one thing is certain – the big impact of all of it is now, and will be, on the cities and the lower levels of government. Another philosophical note might be injected here. We can expect no diminution of our problems whatever definition we might give them but, on the contrary, we must recognize and acknowledge that these problems must inevitably multiply and also become progressively more complicated.

Cities cannot afford a status quo, or a governmental hiatus. Population pressures alone will see to that. We must find a way to move a hundred years ago in some cases – or find the dollars with which to completely rebuild the urban street system. A conservative estimate of the price tag for Nashville to integrate intelligently its existing street patterns into the Interstate and Defense Highway System is $118 Million.

We must find a way to house another fifty million people decently; to give them sewers; water; sanitation collecting and disposal facilities; police and fire protection; to build and maintain their streets and roads for the efficient and convenient movement of their vehicles; to establish sufficient parks, playgrounds, and provide for their recreational opportunities; secure and pay enough teachers and build enough classrooms to educate them; to care for their aged and their indigent; to provide industry for their emolument; to furnish them other welfare services; to give them art galleries, museums, libraries, symphony orchestras for cultural enrichment.

Forty-three million more housing units will have to be designed, financed, built, supplied, appraised, and sold in the next thirty-eight years just to take care of the population growth; that means building houses nearly three times the good, bad, and indifferent houses and apartments constructed during the sixteen years after the Second World War. Almost all of these forty-three million homes will be built in the 215 Standard Metropolitan areas of the United States and, in addition to squeezing all those additional units into these areas, all but the best of the fifty-four million homes we now have will have to be replaced with better housing. I lend a lot of credence to these statements and my audience needs no ouija board to delineate the effects such figures will have on the architectural profession.
The readers of SKYLINES are responsible for purchasing, financing and designing at least 85 percent of all construction in the Kansas-Missouri area. The above firms and associations have demonstrated their interest in reaching this important readership with their advertising message.
DO YOUR SPECIFICATIONS GET THE MOST FOR YOUR PAINTING DOLLARS?

How To Pick The Best Paint For Your Specifications

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>ZOLATONE</th>
<th>STANDARD PAINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Total average bid cost on new construction.</td>
<td>8c sq. ft.</td>
<td>8c sq. ft.</td>
</tr>
<tr>
<td>2. Ultimate in durability over any other painting system.</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>3. Complete decorative flexibility; tones and textures as well as colors.</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>4. Proof of material performance before job acceptance.</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>5. Cost-free maintenance service guaranteeing results.</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>6. Minimum interruption maintenance type finish.</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>7. Superiority of abrasive resistance.</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>8. Dust repellent.</td>
<td>YES</td>
<td>?</td>
</tr>
<tr>
<td>9. Fire resistant.</td>
<td>YES</td>
<td>?</td>
</tr>
<tr>
<td>10. Stain resistant.</td>
<td>YES</td>
<td>?</td>
</tr>
</tbody>
</table>

On the following tests in conformance with maximum Government test specifications TT-P-141b, Zolatone far exceeds the specification requirements:

**WASHABILITY**—method 614.3. The finish did not change in specular gloss or daylight reflection.

**SCRUBBING RESISTANCE**—method 614.3. Specifications call for withstanding 50,000 strokes. Zolatone exceeded 100,000 strokes.

**FLEXIBILITY**—method 622.1. The Zolatone finish, when bent around 1/8" shows no evidence of cracking or checking.

**ALKALI RESISTANCE**—method 614.1 - 608.1. Zolatone finish shows no visible signs of deterioration or discoloration, when subjected to sodium hydroxide.

**MILDEW AND FUNGUS**—method 677.1. Zolatone finish completely mildew and fungus resistant.

Note: (1) Overhead and profit percentages based on PDCA's recommendations.  
(2) The above figures are based on 100% Coverage and proper specification requirements.
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.