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Vol. 12
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DECEMBER, 1962

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Among the photographers whose work appears in this issue are L. D. Jones, James Vincent, Larry B. Nicholson, Jr., Fred Stephenson and Hedrich-Blessing.

COVER – Bertrand Goldberg’s Marina City development in Chicago.

Opinions expressed herein are those of the editor or contributors and the appearance of products or services, names or pictures in either advertising or editorial copy does not necessarily constitute endorsement of the product by the Kansas City Chapter of the American Institute of Architects.

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What is a City?

Do men make them; or are they in the blood as a way of life?

What are the rules of planning for a city today?

Lewis Mumford, who has spent most of his life as a critic of cities, believes that the city is a meeting place to which people periodically return. He says, "This ability to attract non-residents to it for intercourse and spiritual stimulus, no less than trade, remains one of the essential criteria of the city, a witness to its inherent dynamism, as opposed to the more fixed and indrawn form of the village, hostile to the outsider."

The villager and his life, well described by Lao-tse: "To delight in their food, to be proud of their clothes, to be content with their home, to rejoice in their customs." This picture of human values is not the urbane life. We know the city has spiritual energy beyond this.

The city is that meeting place where men come and go, generating by their movements the material growth and human experience which are the life-stuff of the city. This sense of movement is inherent in the city and is the contrast of the settlement, of the village. The movement of the city is both spiritual and material and the city becomes the symbol of the possible.

Are cities in our blood?

Are cities the natural forms of shelter which men build for themselves? Like the spider his web, or the oyster his shell? The answer to this is uncertain, but I believe it to be — yes. Men have in every known culture built some kind of city, some center of human movement. Priest cities, trade cities, king cities, culture cities, work cities — these have existed in cultures — Mesoptamian and Mexican alike. Men, whether in outer space or Highland Park, will make a city. Aristotle said, "Men come together in the city to live; they remain there in order to live the good life."

We can now be bold enough to say that the city is that meeting place needed by men where they must freely come and go. Now, let us look at the rules for planning the meeting place.

(continued on page 31)
D.A.L.

KATHERINE CARPENTER ELEMENTARY SCHOOL,
OVERLAND PARK, KANSAS
School District 49, Johnson County, Kansas, Owner

Boyle and Wilson, Architects, A.I.A.

COMMENT OF THE JURY: "AN ATTRACTIVE BUILDING WITH A STRAIGHTFOR­
WARD PLAN IN WHICH GREAT THOUGHT HAS BEEN GIVEN TO THE TEACHING
PROGRAM, THE USE OF PUBLIC AREAS, AND THE REQUIREMENT FOR FUTURE
ADDITIONS. THE BUILDING APPEARS TO HAVE A SCALE CONSISTENT WITH USE
BY ELEMENTARY GRADE CHILDREN."

DESIGN: The need for audio-visual control and air-conditioned
space were the deciding factors in limiting the amount
of exterior daylight in the classroom area. It was also
decided that children of the elementary age group
should not be kept in a windowless space for the ap­
proximately six hour period. These basic decisions
were achieved by inserting an eight foot wide sliding
door in the exterior wall. This slider also allowed
direct access to the outdoor play areas. The basic
classroom element, movable partitions between class­
rooms for team teaching and the decision to air-con­
dition the entire building determined the final shape
of the building.

STUDENT CAPACITY: Planned for 480 students, or 30 students per classroom.
Classrooms could have 35 students which would give an enrollment of 560 students.
INSTRUCTIONAL SPACES:

Fourteen classrooms with movable partitions between to allow team teaching, flexible seating arrangement and direct access to the playground area. Kindergarten, music room, library, and auditorium-gymnasium. Interior court for outdoor teaching – art, reading games, etc. Entrance lobby to be used in conjunction with library for reading groups.

AREA:

Total – 35,859 sq. ft.

COST:

$505,683.00 total. $14.10 per sq. ft. including air-conditioning, movable partitions, classroom cabinets and site improvements.
EKLUND MEDICAL BUILDING, PLEASANT HILL, MISSOURI
A. W. EKLUND M.D., Owner
LINSCHOTT KIENE AND HAYLETT, ARCHITECTS, A.I.A.

COMMENT OF THE JURY: "A dignified small office building with excellent choice of color and materials, all well related to the character of the surroundings. The Architect is commended for the preservation of a tree in the garden area. The "Foundation planting", however is less fortunate."

THE PROBLEM was to design a small, dignified, modern doctor's office building in a small Missouri town that has only one doctor. The program called for an additional doctor, but since the cost had to be borne by the one man now serving the community, the budget was very limited. A corollary objective was to keep the construction simple and easy to understand by local craftsmen who spend a great deal of time at residential construction.
THE SOLUTION

...is a simple and basically rectangular plan with obvious entrances, recognizing the problem of dual access from the corner location as well as the rear parking lot. Architecturally, the aim was for a stately and serene solution with a timeless quality that would symbolize a modern, progressive profession and yet be completely at home through the use of native materials with its sixty-year-old neighbors.

The waiting room area was given a great deal of attention in an attempt to create a pleasant area that could be furnished in such a way that people would not face each other, but would have their gaze directed out into the privacy of the enclosed flanking entry gardens. These gardens also serve to lend a sense of openness and spaciousness to the waiting area and to unify the overall exterior of the building.

The building is of wood frame construction with nurses' lounge, lunch room, storage and mechanical equipment spaces in the full basement.
FARM AND HOME SAVINGS, INDEPENDENCE, MISSOURI
Farm and Home Savings Assn., Owner

Linscott Kiene and Haylett, Architects, A.I.A.

Comment of the Jury: "The Jury took especial notice of the simple, direct plan which is well related to the exterior expression and to the manner in which the Architect has unified the building and the site."
THE PROBLEM, as outlined by the owner, was to design a suburban savings and loan branch office whose appealing design would encourage business and make friends in the community. The client suggested a residential appearing building with a dominant fireplace and the inclusion of a community meeting room for civic and youth group use. This meeting room had to be readily accessible after office hours. This after hours use of the Community Room dictated that the main office area be so arranged as to create and project a desirable public image to nighttime visitors while retaining its internal security.

An inter-relating problem involving plot plan and floor plan was to provide a drive-up window operated by the indoor tellers, that was visible from the front of the building and could be readily reached regardless of which street entrance was used. Probably the major architectural problem encountered was that of enabling this relatively small building with only 3,000 square feet of required ground area to compete successfully for attention and prestige with a bulky neighboring supermarket of 15,000 square feet, with which it shared a common setback requirement of 105 feet.

THE SOLUTION attempts to resolve the "residential character" suggestion, not by succumbing to the temptation to ensconce a commercial institution in a pseudo-residential shell, but by providing the residential characteristics of friendliness, dignity and serenity and by using familiar native materials. A fireplace at the focal point of the public lobby adds further to the friendly residential atmosphere. The plan develops simply around a center hall scheme composed of the two foyers and the main banking floor, giving force and direction to the interior and providing equally imposing access on the exterior from both front and rear. The enclosed garden adds space and tranquility to the interior and apparent size to the exterior, while serving as a pleasant view for people conferring with the officers or using the conference room. An encircling peristyle with raised promenade adds immeasurably to the apparent size of the building and, further, it lends a pleasing light and orderly appearance to the exterior. The stone wall terminating the building on the west helps disassociate it from its neighbor on the west. In addition, the site was filled as high as possible for further isolation and also to give as much stature to the Farm and Home Building as possible. To unify the silhouette with respect to flues, intakes and exhausts and give further height to the building, a louvered enclosure was built on the roof over the central banking floor.
HILTON INN, KANSAS CITY, MISSOURI
CLIFF HOUSE MOTOR HOTEL CO., OWNER
KIVETT AND MYERS, ARCHITECTS, A.I.A.

COMMENT OF THE JURY: "AN INTERESTING PLAN ENHANCING DRAMATIC VIEW AND WELL RELATED TO THE VARIOUS LEVELS OF A DIFFICULT SITE. DETAILS AND COLOR PATTERN CONSISTENTLY GOOD."

PROGRAM
To provide a motor hotel with 189 guest rooms, dining, bar, and meeting facilities. Adequate parking for the public, as well as for hotel guests, was to be provided, half of which was to be covered and immediately accessible from the hotel.
DESIGN AND PLANNING

The steeply sloping building site is located in the Quality Hill redevelopment area overlooking the Kansas and Missouri Rivers. A "Y" shaped plan was adopted to take advantage of the view afforded by the hilltop site.

The parking garage was placed immediately north of the building to allow direct access into the various levels from Washington Street which slopes considerably. The garage is a two-story reinforced concrete structure with parking on both floors and roof. Inside the garage are 104 spaces, with an additional 38 on the roof.

There are five 15,650 square-foot floors containing 38 guest rooms each. All rooms have floor-to-ceiling glass. The rooms facing the Municipal Airport have sliding glass doors opening onto balconies. Twelve rooms on the second floor have private patios enclosed by brick and translucent glass screens.

A cocktail lounge on the roof enclosed on three sides by glass affords an excellent view of the river valley.

Construction cost of the building was $2,030,000 including mechanical and electrical work but excluding sitework, furnishings, and kitchen equipment.
McPIKE OFFICE AND WAREHOUSE, KANSAS CITY, MISSOURI
McPIKE, INC., Owner

KIVETT AND MYERS, Architects, A.I.A.

COMMENT OF THE JURY: "THIS BUILDING INDICATES HOW CARE AND ATTENTION TO ALL PARTS OF AN INDUSTRIAL PROJECT CAN PRODUCE A PLEASANT STRUCTURE EVEN IN ITS MOST UTILITARIAN ASPECTS. THE JURY DID NOT THINK THE UNUSUAL STRUCTURAL SYSTEM WAS ADEQUATELY EXPRESSED IN THE EXTERIOR."
AWARD

PROGRAM

The program required the development of a new structure to contain the general offices and warehouse of one of the area’s largest wholesale drug suppliers. Limited in its present location by floor space, parking facilities, and general inconvenience of an unsuitable building plan, the firm wished to erect a new building designed specifically around their needs and requirements, with facilities for future expansion of both the office and warehouse spaces. The warehouse was to be designed to utilize conveyor and materials handling systems to the maximum possible extent.

DESIGN DEVELOPMENT

The office area, enclosing 14,100 square feet, was designed to accommodate the firm’s general office, a special telephone order section, and an IBM equipment room, with private offices for the firm’s president and executives. The structural system of the office consists of steel columns and beams, with a poured gypsum roof over steel bar joists. The west wall is of brick, specifically designed for future removal for expansion of the building to the west. The north and south office walls are of “window wall” type; the roof structure overhangs these walls, and motoroperated sun louvers were provided, controlled by an automatic clock.

The structural system of the warehouse consists of reinforced concrete hyperbolic paraboloids on concrete columns; the clear height under the edge beams is 16'-0", and each paraboloid is approximately 45'-0" square, thus providing maximum floor space unobstructed by columns. A total of 52 hyperbolic paraboloids form the structure, for a total area of 110,800 square feet. For maximum economy, as well as allowance for expansion of the building, the enclosing walls of the warehouse are constructed of insulated metal panels mounted on steel girts.

The entire building (all office and warehouse space) is air conditioned, with a total provided capacity of 265 tons and 113,000 cfm; a separate air-cooled condenser was provided for the additional heat load of the IBM equipment room.

COST DATA

The combined office and warehouse, totalling 124,900 square feet (exclusive of site work and conveyor systems), was constructed at a total cost of approximately $1,275,000, or $10.20 per square foot.
ADJUSTABLE ANCHORING SYSTEM

Solves problems of securing railings to concrete, becoming an integral part of the stair structure.
- Insures extreme rigidity
- Reduces costly field labor
- Eliminates breakage in masonry
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SPECIAL AWARD

FAITH PRESBYTERIAN CHURCH, RAYTOWN, MISSOURI
Congregation, Faith Presbyterian Church, Owner
WILLIAM MERRILL CONRAD, ARCHITECT, A.I.A.

COMMENT OF THE JURY: "SPECIAL AWARD FOR THE QUIET, DIGNIFIED INTERIOR AND THOUGHTFUL EXECUTION OF CHURCH FITTINGS."
Best Wishes for the Holiday Season

CONSTRUCTION MATERIALS
CARTER-WATERS
KANSAS CITY, MO
2440 Pennway
GRand 1-2570
SPECIAL AWARD

COLLEGE UNION, CENTRAL MISSOURI STATE COLLEGE
Central Missouri State College, Owner

William Merrill Conrad, Mantel and Steele, Architects, A.I.A.

Comment of the Jury: "Special award for a good solution to a planning problem which included a number of diverse elements on a restricted site with adequate allowance for future additions."
SPECIAL AWARD

NORTH KANSAS CITY HIGH SCHOOL LIBRARY, NORTH KANSAS CITY, MISSOURI
North Kansas City School District, Owner

Curtis and Cowling, Architects, A.I.A.

Comment of the Jury: "Special award for an addition connecting two buildings of different periods in a manner which enhances the existing structures."
SPECIAL AWARD

CROSSROADS HOTEL, LINCOLN, NEBRASKA
W.D. Ray Contracting Co., Owner

Geis Hunter and Ramos, Architects, A.I.A.

COMMENT OF THE JURY: "A SPECIAL AWARD FOR THE DIFFICULT TASK OF TRANSFORMING AN OLD STRUCTURE INTO A PRESENTABLE, WELL INTEGRATED HOTEL-PARKING FACILITY. INTERIOR HANDLED WITH RESTRAINT."
One of 35 STUDENT HOUSING Complexes for PARSONS COLLEGE, Fairfield, Iowa

Research funded by Educational Facilities Laboratory, Ford Foundation

Shaver & Company, Architects
John B. Miller, Design Consultant

Kansas City, Mo.
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Gill Miller, John B. Miller, Margaret Brown, Associates in Modern Center
FARM AND HOME SAVINGS, INDEPENDENCE, MISSOURI
Farm and Home Savings Assn., Owner

Linscott, Kiene and Haylett, Architects, A.I.A.

Comment of the Jury: "A special award for the development of the garden and the manner in which it opens unexpectedly to the visitor first entering the lobby. The handling is sensitive, thoughtful and restrained."
JACKSON COUNTY PUBLIC LIBRARY, BUCKNER, MISSOURI
Library Board of Jackson County, Missouri, Owner

MARSHALL AND BROWN, ARCHITECTS, A.I.A.

Comment of the Jury: "A special award for obtaining the maximum effect with a minimum budget. Project well conceived throughout."
Season's Greetings

MERRY CHRISTMAS

from SKYLINES
SPECIAL AWARD

RESIDENCE, EDWARDSVILLE, KANSAS
Robert Sixta, Owner

Comment of the Jury: "Special award for the daring and ingenuity of the structural system."
CRAFTSMANSHIP AWARDS

Craftsmanship awards are made for distinguished craftsmanship by skilled workers in the building trades.

The 1962 Craftsmanship Awards jury was made up of Louis H. Geis, Geis-Hunter-Ramos, chairman, William S. Rawlings, A.G.C. president and Lewis D. Linville, K. C. Builders' Association president.

Robert Pollack, Brick Mason
V. S. DiCarlo Company
Masonry Contractor

Award for excellent craftsmanship in the laying of glazed brick masonry at the U.S. Food and Drug Administration Building, 10th and Cherry Streets, Kansas City, Missouri, Mantel and Steele, Architects.

Mel Harless, Stone Mason
Harold McClain Stone Co.

For excellent craftsmanship in the laying of stone work, at the College Union Building, Central Missouri State College, Warrensburg, Missouri, William M. Conrad, Mantel and Steele, Architects.
CRAFTSMANSHIP AWARDS

Richard Jensen, Carpenter
Winn-Senter Construction Co.
& Stultz Manufacturing Company
Award for excellent craftsmanship for interior millwork and plastic laminate joinery at the Hilton Inn, 7th and Washington Streets, Kansas City, Missouri, Kivett and Myers, Architects.

Charles Riley, Shop Foreman
Bratton Corp. of Kansas City
For excellent craftsmanship in the fabrication and erection of heavy sheetmetal downspouts at the Katz Distribution Center, 1508 N. Manchester Trafficway, Kansas City, Missouri, Kivett and Myers, Architects.

Richard Zahner, Sheetmetal Worker
Estrin Construction Co.
& A. Zahner and Company
For excellent craftsmanship in the fabrication and erection of heavy sheetmetal downspouts at the Katz Distribution Center, 1508 N. Manchester Trafficway, Kansas City, Missouri, Kivett and Myers, Architects.
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When the question's quality, the answer's Acme.
City Planning – Back in Orbit

(continued from page 3)

The varied opinions on cities has produced what we call the science of city planning. The same kind of thinking of the 19th Century, which induced Darwin to take the history of man from the Bible and into the field of science, also led City Planning from the field of art into the field of statistics, economics under the major heading of Science. It is a long way from the warm, spontaneous planning of Piazza San Marco in Venice to the rigidity of Ludwig Hilbersheimer.

The 19th Century promised us all kinds of scientific solutions. The economic millennium was just around the corner. The basic solution to the physical world was imminent. The 19th Century assured us that, “If you can only reduce human problems to statistics, these problems can be solved on an unemotional, scientific level.”

If men can be split into the problems of production and problems of the body, we can establish the Science of City Planning.

We needed 19th Century Marxism before Frank Lloyd Wright could give us Broad-Acre City. We needed a thing called “production” that was separate from the thing called “people.”

The 19th Century scientific approach also gave us Freud, and the Science of Psychoanalysis. Human problems were determined in childhood and the importance of the later environment was minimized. When environment disappeared as a determinant of behavior, the scientists of city planners could regulate men and human life as they have tried to regulate production, traffic and other materialistic problems.

One of the intellectual heirs to the Science of Planning was Corbusier. He says man created by the universe proceeds according to its law. He has made of them a rational body of knowledge on which he can act, adapt, and produce.

Corbusier said, in about 1925, that the right angle is the essential and sufficient implement of action, because it enables us to determine space of absolute exactness.

He says that the main thesis of his city planning is that such a vast and complicated machine is the modern great city — that it can only be made adequately to function on a basis of strict order.

Mies van der Rohe in his introduction to Hilbersheimer’s book says, “Reason is the first principle of all human work.” Mies says that city planning is in essence of a work of order.
City Planning – Back in Orbit

Hilbersheimer, himself a famous planner, has stated the problem in this fashion, "The solutions we seek for our cities must be based upon economic realities."

This 19th Century perversion of reducing human components to their scientific symbols continues to dominate the Science of City Planning.

But there has also grown up what I call the Anti-Science of City Planning. This new Scientific Anti-Science is a mark of health – a mark of resolution that cities are planned for men and no one really has successfully designed a standard package for the standard man.

For example, we have always planned our cities for families with children, but no one has troubled to determine what is a child. As we live longer, as we become healthier, we wish to prolong our youth, we wish our children to remain children for a longer period of time, and as a consequence, the family unit remains as such for a longer period of time. Our children still in college when they are beyond the legal age limit are still called "children".

This family unit with the adult child is not the same type of family unit for which one plans suburban sandboxes. Here we see the first inroads on the science of planning for families with children. We no longer know what they are.

There is another inroad that has been made by our Anti-Scientific group on definitions of health. Health may be freedom from care as readily as it may be freedom from city smoke. Health may be freedom from the heart attacks that are produced by lawnmowers and health may be the result of reasonably controlled temperature summer and winter, reasonably controlled sanitation and reasonably controlled physical amenities, such as hot water. It is not always necessary to think of health as that condition of mankind which proceeds from the barbeque on the suburban lawn.

The Anti-Scientists have also established beyond question the need for mental stimulation in man’s environment. There has come a creeping doubt in the minds of planners as to whether all men are happy in the rigid level contours of suburban environment.

The kinetics of urban environment are intriguing. We do not yet know whether they are necessary to men. Certainly all men love to live at least a portion of their lives with and amidst the movement of ideas, amidst a movement of cultural experience and amidst something so simple as the movement of lights which occur during the 24-hour day in the city.

The Anti-Scientists in City Planning have not yet used such words as the “mystique” of the city, but there is a magic to the city which has not
been accounted for by any planner. It accounts for the fact that 50% of urban growth is comprised of influx of country boys.

There is a new return of the ex-urbanite, which is still unmeasured, but which we know to be substantial.

Neither of these groups knows any better. Neither of these groups knows that for almost a century now life in the country, life in the suburbs was supposed to be far superior to Central City, and yet the movement toward the Center continues.

There is an apparent need for men to become a part of their productive environment.

We have examined all of the scientific background of city planning, we have examined all of the Anti-Science of City Planning. We are beginning to realize that men cannot become disconnected from their environment. We are beginning to realize that the separation of man into a production machine and into a well-analyzed group of conditioned reflexes cannot produce a city plan. Correspondingly, we recognize that a city plan that does not take into consideration the total man and his total environment will produce an unnatural city.

There is an economic problem in planning that we will discuss before we look at the city of the future.

Several weeks ago, I had the experience of walking down Park Avenue near Grand Central Station. I was overwhelmed by the blind "curtain-walledness" of the entire area and amazed at the reshaping of Park Avenue.

Apartment buildings are being torn down and replaced by offices. Briefly, this is the real estate man's answer to need for additional income. Space, which as apartments, is returning $3 a square foot, is being replaced by space, which as offices, is returning $8 a square foot — very simple mathematics.

In addition to the rebuilding of Park Avenue as an office area, a plan is very actively being developed to rebuild Grand Central Station with a new population of 25,000 office workers.

There is obviously enough money in New York to provide the additional subway facilities, the additional utilities, the streets, the sewer, the supply for this new and highly concentrated daytime population.

But there is another factor which will have to enter this planning. A 24-hour day population is being replaced by a 7-hour per day population for a period of only a 5-day week.
City Planning – Back in Orbit

Our growth of leisure time results in two by-products: One, we are most familiar with: More time to devote to leisure activities; the second by-product is the idle standby time of our specialized areas of offices, factories, and urban services, public transportation, streets, sewers, water supply lines, generating facilities, gas lines, a police force, a fire department.

We are replacing our natural-city growth-plan, the unplanned plan, if you wish, with a specialized plan. We are saying that the Victorian hangover of our 19th Century scientific solutions causes us to put offices here, people there, factories there without relationship to the length of time we can use our capital investment in those facilities.

There is no type of specialized working unit which by itself can support the high cost of Center City, and there is no housing unit which by itself can support these costs on a part-time basis.

There is an imperative to our future planning which we have caused by our taxes and our investments. It will be necessary to have combined activities of housing, of recreation, and of work to carry this tax load and the investment in our urban services if our center cities are to survive.

So, the tax imperative states that we must restore our use of urban environment to the 24-hour day, 7 days per week – both summer and winter.

This is what William L. McFetridge was thinking when he said: "Let’s build a city within a city where most of our members hold their jobs. Let us bring people back to live in the Center Cities of America. But let us provide for them as a way of living, a complete life."
This is the roofed inner courtyard of the Fremont County Courthouse, Canon City, Colorado. A massive pier of gleaming Royal Breche marble rises three stories from reflecting pool to ceiling; copper sheathes the base members of the balustrades.

For this outstanding building (featured in the March '62 Architectural Forum), Architects Nixon and Jones employed copper and Royal Breche marble as their principal materials for both exterior and interior.

On the exterior, Royal Breche marble is laid up in irregular slabs with a sawed finish. The colors are soft and muted. Inside, the marble is polished and alive with rich tones of brown, tan, rosy copper, terra cotta, and wine. Inside and outside, the wonderful green patina of the copper is a beautiful complement to the marble.

Royal Breche marble is distributed by Carthage Marble Corporation. For complete data, see this year's issue #6 of The Marble of the Month. In Kansas City, phone VAleentine 1-4928.
• In the photograph at right, Miss Suzzanne Huguenin, Knoll Associates textile coordinator, conducts the recent open house at the John A. Marshall Co. Several K.C. Chapter members are in the audience.

• Robert O. Boller, Sr., a past president of the K.C. Chapter, passed away on November 24 at the age of 75. A memorial resolution on Mr. Boller's service to the Chapter and the profession of architecture was read at the December Chapter meeting.

• Eugene J. Mackey, partner in the St. Louis architectural firm of Murphy & Mackey, has been named to the five-man jury that will select the 1963 Reynolds Memorial Award winner. The award is $25,000 and a sculptured symbol.
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Wishing you a Merry Christmas and Happy New Year

ZONOLITE COMPANY

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For this issue, this page will grow to two.

At the conclusion of a year in this office, we are allowing a little more space for the space-consuming privilege of reminiscing about our recent experiences and offering guidelines for those who will pursue these efforts in the months and years to come.

As is usually the case, the procedure of relating experiences and giving advice becomes one and the same function. In this position, it would be well to reflect on the fact that real progress by a professional organization is not a dynamic or very exciting experience. It is, rather, a slow and deliberate pursuance of basic goals. It can be quite tedious.

At the same time we have found it to be a rewarding and very pleasant adventure — rewarding because the cause is identical to that of Architecture itself, and pleasant because of the fellowship of the architects, inherent in these activities.

In January of this year, we suggested a two-fold appraisal of our professional status:

1. We must always consider the value of our efforts in relation to the economic, social and political forces bearing on the total movement to achieve a better environment.

2. We must continue to study the complex nature of our chosen profession so that better methods and a better understanding of our work will cause us to be better architects.

Without going into elaborate details, we also suggested in January a six-point program which would guide the activities of the architects in the framework of this Chapter, specifically in the planning and conduct of the various meetings and the functions of the several committees.
In most instances these endeavors follow the successful patterns established in previous years.

We have sought these goals in our own way and we commend them to you for continued pursuance.

CONSIDER the great potential of the sum of the efforts to all of us in these six ways:

1. In the encouragement and development of our associate membership.
2. In the support and counsel needed in the educational field.
3. In the diverse aspects of community planning and development.
4. In legislative and public relations work.
5. In a conscientious study of the complex facets of architectural practice, and
6. In our relations with those allied in the execution of our work.

In the service of these considerations we will fulfill our role as architects in the service of our fellow man.
Merry Christmas

AND A HAPPY NEW YEAR

RONAI

Performance Materials, Inc.

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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.

When considering construction consult a registered architect and consulting engineer.