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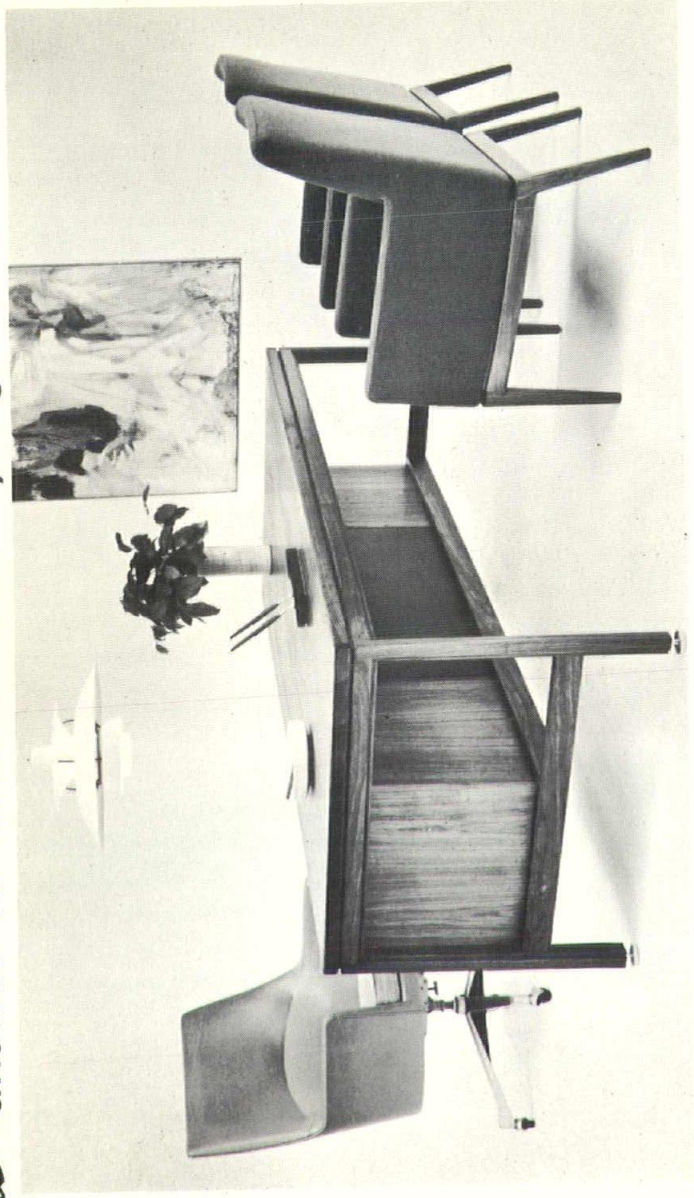
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Vol. 14

No. 7

July 1964

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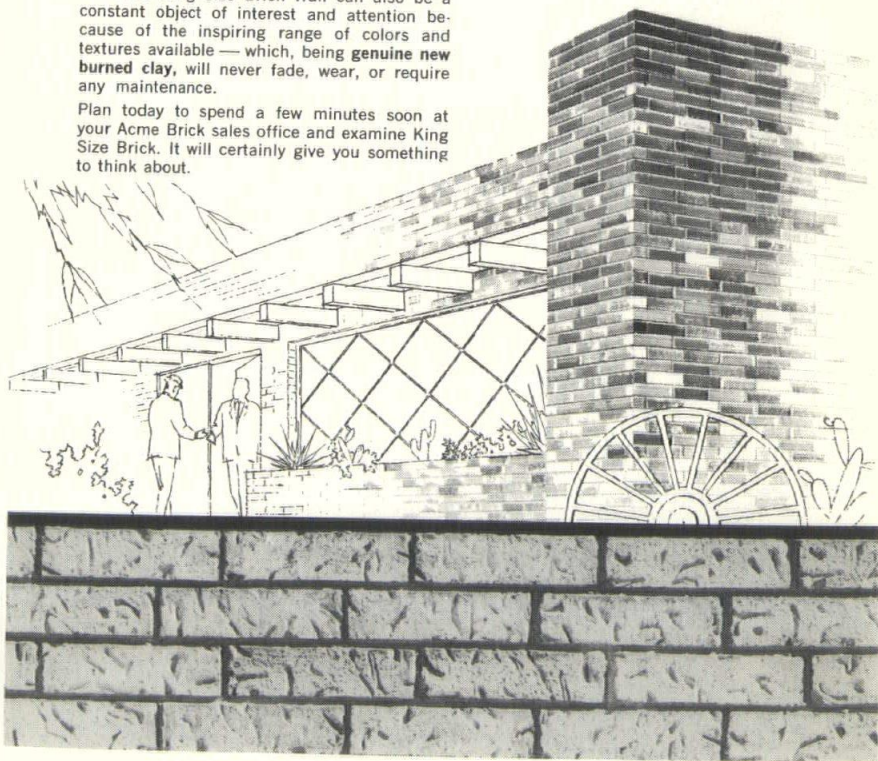
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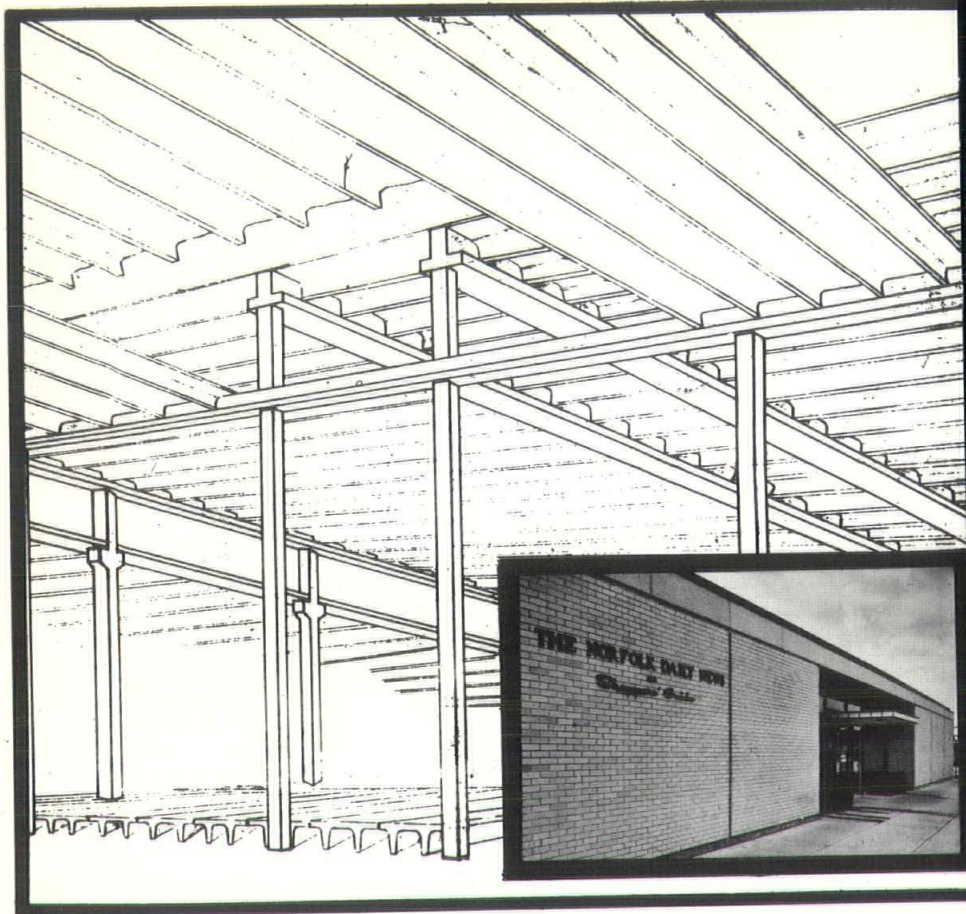
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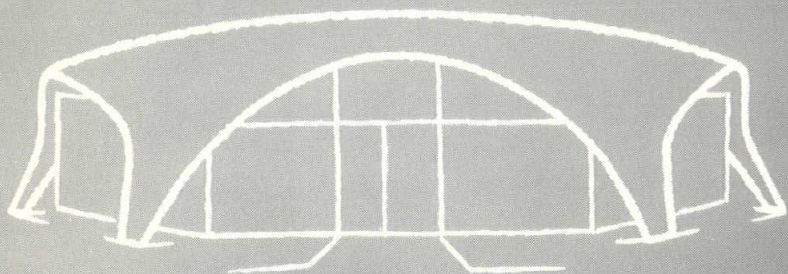
President's Page

Our Chapter is involved in several projects which cannot but help our image in the future. The fact that we were called upon by the Mayor and the Art Commission for counsel certainly means that we are considered to have something to offer.

It is hoped that the membership will be eager to offer their individual and collective efforts toward fulfilling commitments we have made to the City and the Commission. Whenever we are called upon to assist in these or similar efforts, it would be most unfortunate for our organization and the profession if the fruits of our endeavor did not represent our maximum efforts and capabilities.

We should look upon these assignments as opportunities and not as fringe endeavors which may absorb some of the time which we feel, at the moment, could be used to better advantage toward personal rewards. We are an organization and, as our society progresses, we shall also as individuals ascend beyond the limits of previous personal anticipation.

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New Members and Membership Changes

ASSOCIATES

(Ed. Note: Mr. Leon Maslan's photograph was erroneously omitted from the June issue.)



LEON MASLAN

Central High - 1929
Junior College - 2 in '31
U. of Illinois at Urbana - 1934 BSCE
Registered Missouri and Kansas 1951
Practicing Architect since 1949

REFRESHER COURSES FOR ENGINEER EXAMINEES SCHEDULED AT K.U.

The University of Kansas Extension has just announced the instructors and schedule for the Twelfth Annual Refresher Course for Engineer Examinees. This course should be of interest to any engineer who plans to take the licensing examination, as well as those who may wish to review significant areas of subject matter and problems confronting the engineer. Former enrollees have said that the refresher course helped them very materially in passing the P. E. and E. I. T. examinations.

The class is an evening class that meets from 7:00 to 9:00 P.M. for nine meetings. The class will meet in the 3rd Floor Auditorium of the Clinic Building of the University of Kansas Medical Center, 39th and Rainbow Boulevard, Kansas City, Kansas. The first meeting will be held on Wednesday, September 2, 1964 and each con-

secutive Monday, Wednesday and Friday night for the nine meetings, excluding Monday, September 7 (Labor Day). The last class meeting will be September 23, in time for the Kansas examinees to take the Kansas License Examination in Topeka on September 25, 1964.

The technical adviser for the course will be Mr. Ray Martin, Supervisor of Process Instrumentation, Bendix Corporation.

Assisting Mr. Martin and instructing for five meetings are:

John Atkinson
Mathematics Instructor
Shawnee Mission High School West

Charles Wolfe
Senior Engineer
Burns & McDonnell Engineering Co.

Dr. Jerome Brewer
Senior Physicist
Midwest Research Institute

Continued on Page 20

PRODUCERS' COUNCIL ANNOUNCES NOMINEES FOR OFFICERS, DIRECTORS

The Producers' Council has announced its nominees for officers and directors. Elections will be held at the organization's 43rd Annual Meeting and Chapter Presidents' Conference, September 22-25, Royal Orleans Hotel, New Orleans, Louisiana. The Producers' Council is the national association of manufacturers of quality building products.

Officer nominees include:

Charles S. Stock, American Air Filter Company, Inc., president; Roy E. Mayes, Sr., Carthage Marble Corporation, first vice president; Earl F. Bennett, Koppers Company, Inc., second vice president; M. P. Komar, Inland Steel Products Company, secretary and, D. A. Rothrock, Rohm & Haas Company, treasurer.

Mr. Stock, vice president of marketing for the American Air Filter Company, is the current first vice president. A mechanical engineering graduate of Princeton University, Mr. Stock was associated with the Herman Nelson Corporation until the firm was merged with American Air Filter Company, of Louisville, Kentucky, at which time he became manager of the latter's Unit Ventilator Products Department. In 1960, Mr. Stock became central marketing manager and, in 1961, was elected to his present position. He is a registered professional engineer in Maryland and has been a Council director for several years.

Mr. Mayes has been president of the Carthage Marble Company, Carthage, Missouri, since 1936. He holds bachelor's and master's degrees from the University of Illinois, and is a certified public accountant. Currently he is secretary of the Council and is a past president of the National Association of Marble Dealers, the Marble Institute of America, Inc., and the National Association of Marble Producers.

Mr. Bennett is manager of architectural sales, Koppers Company, and has been with the firm since 1949. Before assuming his present position, he was product manager of road materials sales and product manager of building materials sales. He is a civil engineering graduate of the University of Maine and the Massachusetts Institute of Technology. In addition to serving currently as a member of the Board of Directors, he has served as Council treasurer, secretary, and on the Executive Committee.

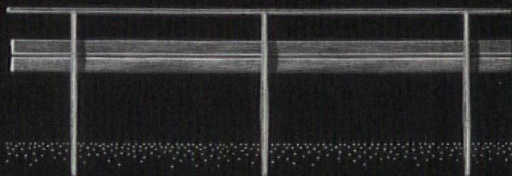
Mr. Komar is general manager of sales, Engineered Products Division, Inland Steel Products Company. Prior to joining Inland, Mr. Komar spent ten years with the United States Steel Corporation as a supervisor of production. He is a member of the Executive Committee of Sales and Marketing Executives-International; has served on the Membership Committee of the Building Research Institute; and, currently, he is a director of the Producers' Council and a member of the Executive Committee.

Mr. Rothrock is sales manager, Rohm & Haas' Plastics Department. He began his education at Indiana University where he graduated, in 1932, with a Bachelor of Arts and Master of Arts in chemistry. In 1936, he received his doctorate in chemistry from Brown University and stayed on as a Research Instructor in Physical Chemistry until 1937 when he joined Rohm & Haas. Presently, Mr. Rothrock is serving as a member of the Board of Directors.



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All those nominated to the Board of Directors are incumbents except R. Friedly, general sales manager, Gregory Industries, Inc.; Charles S. LeClair Jr., general manager, Construction Marketing, United States Steel Corporation; James D. Moran, vice president and general manager, The Flintkote Company; E. E. Pierce, manager, Commercial Engineering, H. H. Robertson Company; and, J. M. Roehm, Kawneer Company. All have been nominated for a one-year term.

Renominations for director, all for two-year terms, include:

W. J. Hodge, LCN Closers; David S. Miller, The E. F. Hauserman Company; Robert E. Polson, The Dow Chemical Company; Russell C. Stabern, Armstrong Cork Company; C. H. Topping, E. I. duPont de Nemours & Co., Inc.; T. D. Wakefield, Wakefield Corporation; and, W. H. Withey, Armco Steel Corporation.

Nominated for director, for a one-year term, is J. O. Heppes, The Ruben Company. Honorary Directorship nominees are: A. Naughton Lane, Monarch Metal Weatherstrip Corporation, and Elliott C. Spratt, Hillyard Chemical Company.

The Nominating Committee consisted of past presidents. Chairman was A. Young, Council president and marketing manager, Libbey-Owens-Ford Glass Company.

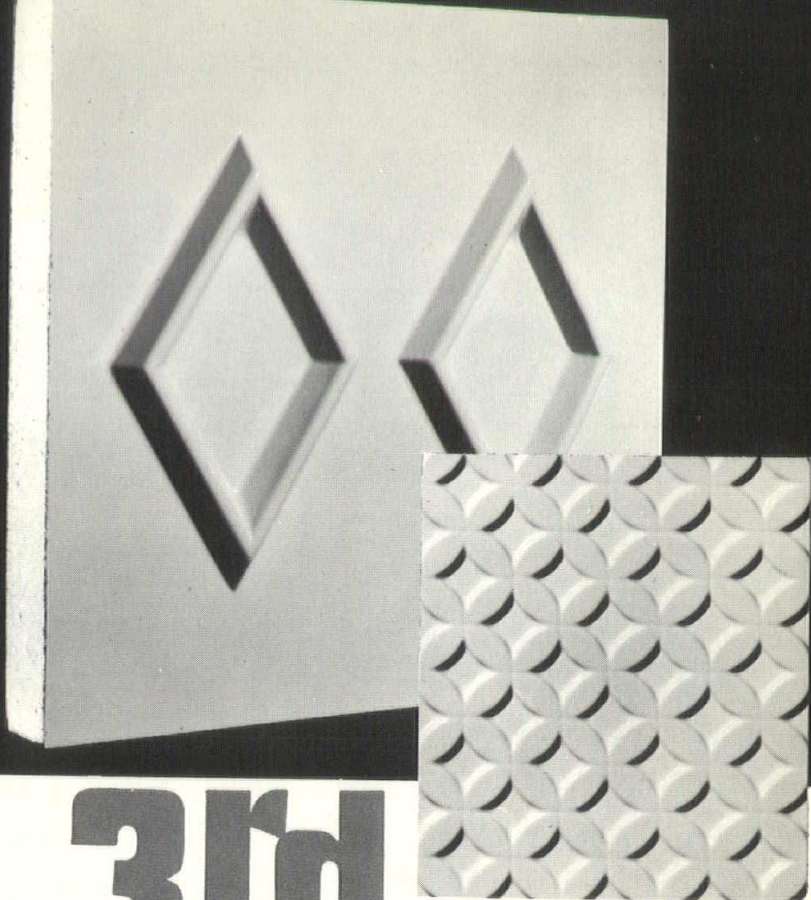


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PRODUCERS' COUNCIL ELECTS NEW OFFICERS

The Kansas City Chapter of Producers' Council, Inc. elects officers for the 1964-65 year. The following men were elected at the May Membership meeting:

Robert Koob	(Kentile, Inc.)	President
Harold Vince	(Hillyard Chemical Co.)	1st Vice-Pres.
T. Lowrie Lyon	(Edelman-Lyon Co.)	2nd Vice-Pres.
Roy A. Ferguson	(Libbey-Owens-Ford Glass Co.)	Secretary
Robert J. Reed	(Styro Products Co.)	Treasurer

Producers' Council is an organization of quality building material manufacturers organized in 1921 to aid and assist the architect. This function is still carried out through a wide variety of programs and meetings.



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SIX FIRMS TO COMPETE FOR DESIGN OF NEW A.I.A. HEADQUARTERS BUILDING

Six architectural firms have been selected to compete in the final stage of a national competition for the design of a new headquarters building for The American Institute of Architects.

The finalists, selected from among 221 submissions, are:

Donald Barthelme, FAIA, 11 Wynden Drive, Houston 27, Texas.

Jean Labatut, FAIA, and Carr Bolton Abernethy, 346 Snowden Lane, Box 215, Princeton, New Jersey.

C. Julian Oberwarth, FAIA, C. Julian Oberwarth & Associates (Milton Thompson, associate in charge), 323 Shelby Street, Frankfort, Kentucky.

Mitchell/Giurgola, Associates (Ehrman B. Mitchell, Jr., AIA, and Romaldo Giurgola, AIA), 1727 Delancey Place, Philadelphia 3, Pennsylvania.

I. M. Pei & Associates (participating designers: Ieoh Ming Pei, FAIA; Henry N. Cobb, AIA, Araldo A. Cossutta, AIA; James I. Freed and Theodore J. Musho), 385 Madison Avenue, New York 17, New York.

Selections were made by a jury composed of Hugh Stubbins, FAIA, of Cambridge, Mass., chairman; Edward Larrabee Barnes, AIA, of New York City; J. Roy Carroll, Jr., FAIA, of Philadelphia; O'Neil Ford, FAIA, of San Antonio; and John Carl Warnecke, FAIA, of San Francisco. A. Stanley McGaughan, AIA, of Washington, D. C., is the professional advisor.

Each of the six finalists will receive a \$5,000 cash award. The author of the design selected as the winner in the final stage will be employed as the architect for the project. The winner will be announced November 2, at which time all the competing designs will be revealed.

The two-stage competition was open to all corporate members or firms of members of the national professional organization. It calls for "the creation of a design for a new National Headquarters Building that will satisfy both physical and spiritual functions — a building of special architectural significance, establishing a symbol of the creative genius of our time

yet complimenting, protecting and preserving a cherished symbol of another time, the historic Octagon House."

The new AIA Headquarters Building and the Octagon House will share the same site — roughly triangular in shape — separated by a garden which adjoins the rear of the Octagon House. The Institute's present headquarters building, which now occupies the rear portion of the site, will be demolished to make room for the new structure.

The Octagon House is a historic structure owned by The American Institute of Architects. Completed in 1799 as a town house, it served as the temporary White House for James and Dolly Madison after the British burned the President's Mansion during the War of 1812. The Treaty of Ghent, establishing peace with Great Britain, was signed at the Octagon by President Madison. The Georgian-style building was designated a Registered National Historic Landmark in 1961.

According to the competition program: "The character of the new building must not only be compatible with the Octagon, it must preserve, compliment and enhance the historic residence. However, this should not be interpreted as suggesting the copying of the form or detailing of William Thornton's (architect of the Octagon) design, nor any stylistic recreation of colonial architecture. What is wanted is a more thoughtful, more sensitive and more meaningful solution: an exciting demonstration that fresh and contemporary architecture can live in harmony with fine architecture of another period; each statement giving the other more meaning and contributing to the delight of the entire building complex."

The new building will contain approximately 50,000 net square feet of space. The Institute's Board of Directors has established an estimated contract construction cost of \$1,450,000 for all building construction and site improvement. An additional \$30,000 has been allocated to provide for the use of sculpture or other fine arts in the final project.



A PORTFOLIO OF CHICAGO SCHOOL PHOTOGRAPHS

by Donald L. Hoffmann

A critics' phrase, the Chicago School describes not an academy of architecture, but a vital tradition in American building and architectural theory. Scrupulous historians now write of three periods in the Chicago School.

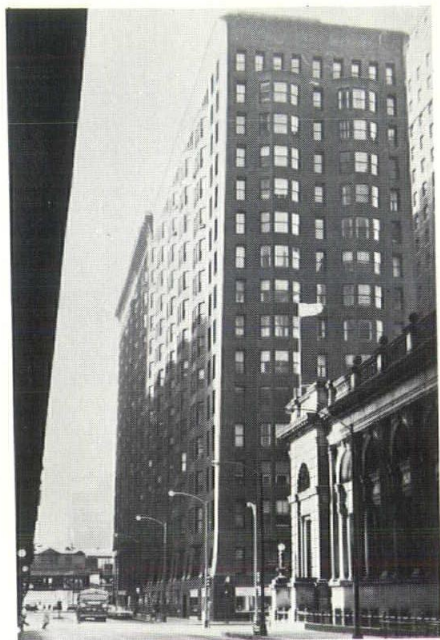
The first began in the early 1880s and lasted until the end of the century, producing the steel-frame skyscraper. The leading architects included Louis Sullivan and his partner, Dankmar Adler; John Wellborn Root and his partner, D.H. Burnham; William Holabird and his partner, Martin Roche, and Maj. William LeBaron Jenney.

Residential architecture was the glory of the second period, often known as the Prairie School. The leader was Frank Lloyd Wright, and among his disciples were William Drummond and Walter Burley Griffin. George Grant Elmslie and William Gray Purcell, working closer to the Sullivanesque vein, also did significant work.

Mies van der Rohe arrived in Chicago before World War II, and with his strong and lean style sparked the third period. His work continues today, and among his followers are Jacques Brownson and Myron Goldsmith.

Buildings of the Chicago School are not confined to that city; the spirit spread into many other Midwestern states.

In recent years increasing attention has been paid to Chicago School architecture. Much has been published on Sullivan and Wright; early this year Wilbert Hasbrouck, a Chicago archi-



The Monadnock block still stands as a supreme achievement among wall-bearing skyscrapers. Designed and built in Chicago's Loop between 1889 and 1891, the Monadnock had the advantages of a long and narrow site and a strong-willed client who insisted on functional simplicity. It is John Wellborn Root's masterpiece. Note the gently swelling bays to catch light, the battered base complemented by the subtly flaring cornice, and the corners increasingly chamfered as they rise above the fourth floor. These nuances required a marvel in brick construction. At the left is the site of Mies van der Rohe's new federal courthouse building, and at the right is the old federal building, designed by Henry Ives Cobb and completed in 1905.

tect, founded a quarterly entitled "The Prairie School Review," and this summer the University of Chicago Press has published Carl Condit's "The Chicago School of Architecture."

Continued on Page 16

ARTHUR GOULD ODELL, JR., NEW A.I.A. PRESIDENT

"In our America there is only one architect for every ten thousand people, and his voice can do little more than point the way toward a better environment. But to this cause of creating a beautiful America, The American Institute of Architects calls to arms the American people and their political leaders. As architects we point the way to future fulfillment and dedicate our talents, our energy and our love toward the creation of a beautiful land for our children and our children's children. This is our goal and our pledge." Thus spoke Arthur Gould Odell, Jr., FAIA, upon assuming the office of Institute President during the 1964 AIA Convention in St. Louis.

"Each year our citizens spend millions of dollars to travel and enjoy the visual delights of European cities and countrysides," he said, "only to return to our country to wallow with indifference, apathy or blindness in the mire of ugliness which surrounds us in the billboards, the overhanging signs, the automobile graveyards, honky-tonks, desecrated riverbanks, overhead wires mutilating our trees, the ubiquitous aerial trapeses of traffic signs and the concrete spaghetti of the cloverleaf in the heart of our living spaces. The effect of a beautiful building can be no better than its surroundings."

Elected to serve with Odell during the coming year were Morris Ketchum, Jr., FAIA, of New York City, First Vice President and President-Designate; Rex Whitaker Allen, AIA, of San Francisco, William W. Eshbach, FAIA, of Philadelphia, and Hugh Stubbins, FAIA, of Cambridge, Mass., Vice Presidents; and Oswald H. Thorson, AIA, of Waterloo, Iowa, Secretary. Robert F. Hastings, FAIA, of Detroit will continue the second year of his two-year term as Treasurer. The newly elected directors are Walter Scholer, Jr., AIA, of Lafayette, Ind., East Central States Region; Willis N. Mills, FAIA, of Stamford, Conn., New England Region; Donald Q. Faragher, FAIA, of Rochester, New York Region; Victor C. Gilbertson, AIA, of Minneapolis, North Central States Region; Charles J. Marr, FAIA, of New Philadelphia, Ohio Region; and James M. Hunter, FAIA, of Boulder, Colo., Western Mountain Region.

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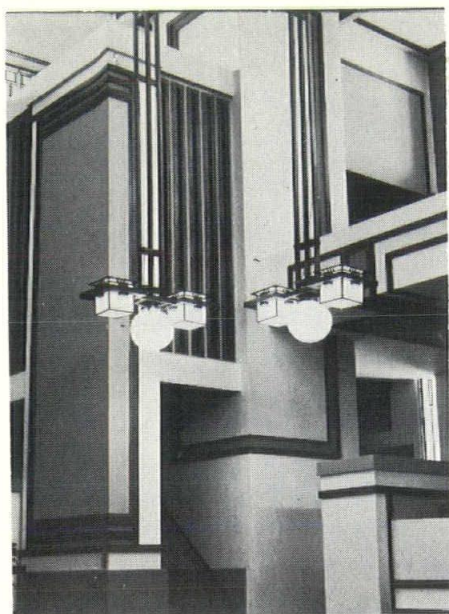
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A Portfolio Of

by Donald L. Hoffmann



Wright's first public building was the Unity Temple, a low-cost concrete church erected in 1906 in Oak Park, Ill. Recently refinished by the Taliesin Associated Architects, Unity Temple retains its forceful expression today. This view of a corner of the sanctuary illustrates an amazing power in manipulating lines, masses and volumes.



One of the fine little "Prairie Houses" designed by Wright in the first decade of this century is the Isabel Roberts house, done for Wright's secretary in 1908. Many years after the house was built, it was restored by Wright for the present owners. Note the two-story living room, the corssed low-pitched hip roofs, and the tree growing through the roof of one wing. The house is in River Forest, Ill.

ago School Photographs

All Midwesterners can be proud of the unique, truly American architecture of the masterpieces of the Chicago School.



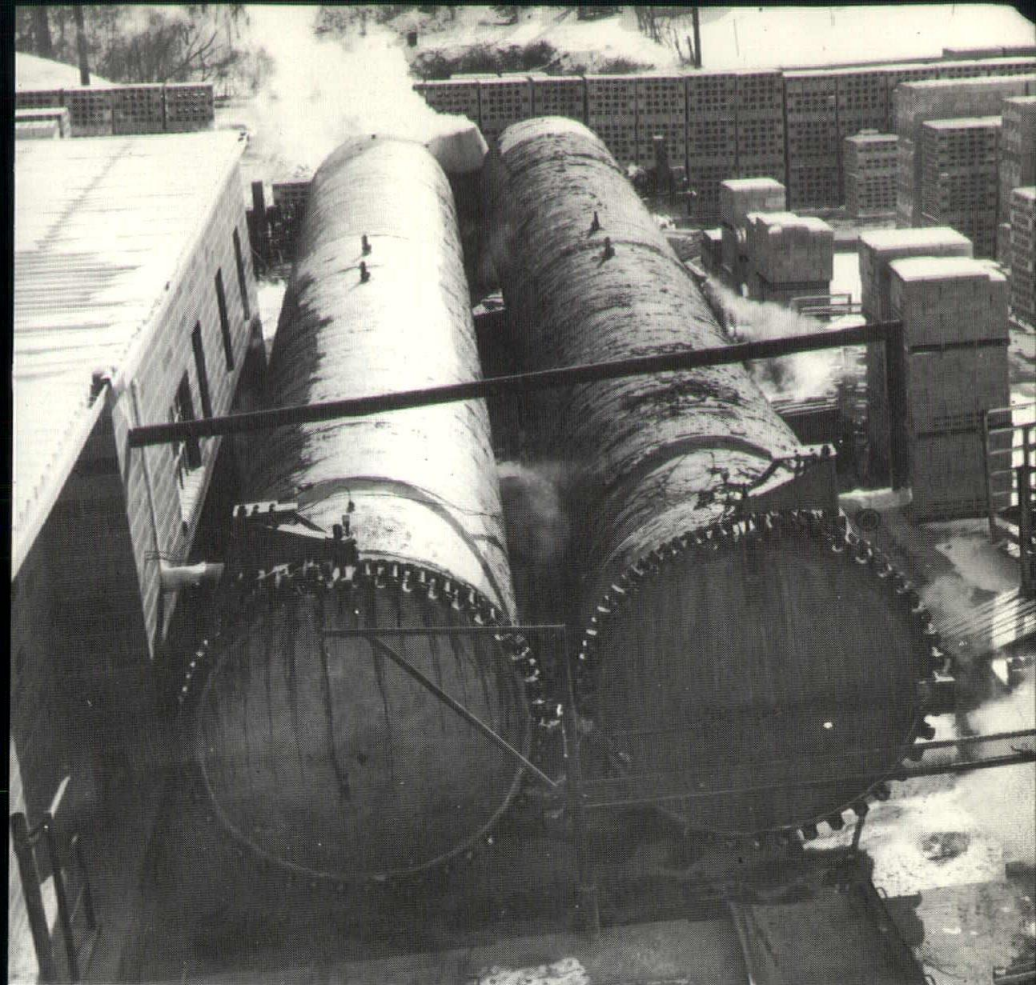
Wright felt that workers should be proud of their office, and he did his best in designing the administration building of the Johnson Wax Company, built from 1936 to 1939 in Racine, Wis. Concrete lily pad columns, specially-designed metal chairs and desks, a combination of soft natural and incandescent lighting, and warm red and yellow coloring give this workroom a richness quite opposed to the cold, white, and antiseptic interiors of most office buildings today.



A fine example of Frank Lloyd Wright's early domestic architecture, the Edwin H. Cheney house was built in Oak Park, just west of Chicago, in 1904. Note its height in comparison to the typical dwelling of that period at the left. The long chimney of the Cheney house strides an extremely low-pitched hip roof that shelters the residence, almost square in plan.



The bronze gates of the Carrie Eliza Getty tomb have acquired the beautiful patina of age. Designed by Louis Sullivan in 1890, the tomb is in Graceland Cemetery on the north side of Chicago. Its quiet splendor stands in sharp contrast to the monumental, but mawkish, tombs nearby, which are executed in a variety of inappropriate historical styles.



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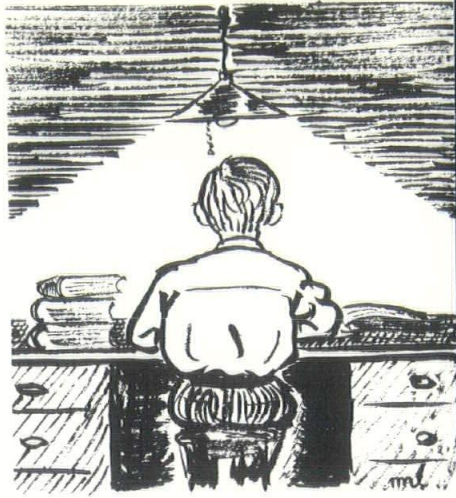
These instructors will give special attention to probable questions and problems falling in the field of mechanical engineering, civil engineering, electrical engineering, chemical engineering, and industrial engineering. Prior examination questions for the State of Missouri will serve as a guide and text for the review.

Persons interested should enroll by mail through:

Howard C. Hamilton, Extension Representative
University of Kansas Extension Center
39th & Rainbow Boulevard
Kansas City, Kansas 66103
KE 2-1538 or KE 2-9387

Calendar

- 1 August – Associates / Producers' Council "LUAU" at the Saddle & Sirloin Club
- 11 August – Executive Committee meets
- 18 August – Reception honoring Kansas City Chapter Fellows, Carriage Club
- 15 September – Membership meeting
- 29 – 31 October – 1964 Central States Regional Conference, at Hotel Muehlebach in Kansas City, Mo.



REFRESHER COURSES SCHEDULE

The Kansas City Chapter, American Institute of Architects announces it will conduct a series of refresher courses. The series is for all persons who intend to take the Missouri or Kansas Architectural Registration Examinations, and non-A.I.A. members are invited to attend. Courses will be held at the Stewart Sand & Material Office Building, 4049 Penn, Kansas City, Missouri, and will begin promptly at 7:30 P.M. on the following Tuesday evenings:

SECTION	DATE	SUBJECT
I	Aug. 4	Design, Site Planning, Building Construction
II	Aug. 11	Structures
III	Aug. 18	Building Equipment
IV	Aug. 25	History & Theory of Architecture Professional Administration

While these dates are definitely set the sequence of the courses are subject to change.

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ARCHITECTURE'S EFFECT ON BEHAVIOR TO BE STUDIED

A grant of \$17,870.00 to Topeka State Hospital from the National Institute of Mental Health provides for a one-year developmental period to begin a research program for studies of the effect of architectural environment on human behavior.

The grant names as co-directors of the program Lawrence R. Good, former Professor of Architecture at Kansas University and Dr. Paul E. Feldman, Director of Research and Education at Topeka State Hospital.

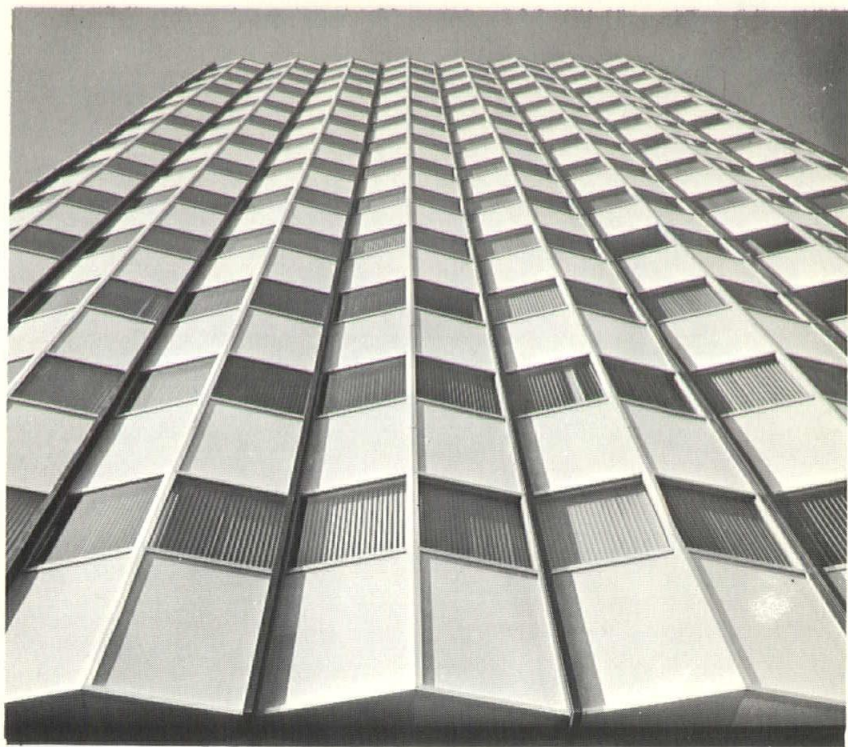
Goal of the program is to collect available information in the fields of architecture, psychology, and other related subjects, and to coordinate investigations of behavior, in its relationship to ordinary non-stress environments which most of us encounter in everyday life. The program may lead to expansion of possible contributions that the mental health field can make to mankind when it teams up in research with another profession.

Up to now few or no investigations have been done in this area. Previous studies dealt with responses of the individual to situations of stress and endurance. Examples are studies of human adaptation to conditions encountered in outer space or in nuclear submarines, or for prolonged periods in fall-out shelters, etc. Other related areas of investigation dealt with the individual's response to sensory deprivation.

Good will invite the integration of proposed projects from Kansas University and Kansas State University in cooperation with state and county mental health agencies. An anthropologist and social psychologist from K.U. are participating in the design of projects at the present time.

Another immediate project is preparation of plans for construction of an experimental structure. The purpose of such a building will be to systematically investigate behavioral responses to specific architectural variables in a functional setting. The building design, which was introduced in the November, 1962 Mental Hospital Service, a publication of the American Psychiatric Association, and the Journal of the American Institute of Architects, December, 1963, will provide for the functional needs of a small therapeutic (family) community of approximately 20 patients. However, design of the building provides for extreme flexibility so that architectural characteristics may be organized and reorganized for the purpose of determining "fit" between physical environment and therapy milieu. In addition the structure will serve as an experimental tool in which basic interdisciplinary research will be conducted which may have theoretical significance to all architecture in terms of perceptual and behavioral responses to isolated and interrelated variables such as space enclosure, scale gradients, surface characteristics of color, texture, and illumination, atmosphere, acoustics, etc.

Good feels that it is currently an appropriate time to focus on these basic problems. Eventually, through the efforts of such programs, a body of knowledge should develop that will assist the architect of the future to provide environmental cues to appropriate behavior in given settings.



Panels of Carthage Exterior Marble form a striking curtain wall for the 14-story Administration Building at the 3M Company's new Research Center near St. Paul.

The building was designed by the St. Paul architectural firm of Ellerbe & Co. Carthage Exterior Marble for the project was quarried at Carthage, fabricated and installed by Twin City Tile and Marble Co. of Minneapolis.

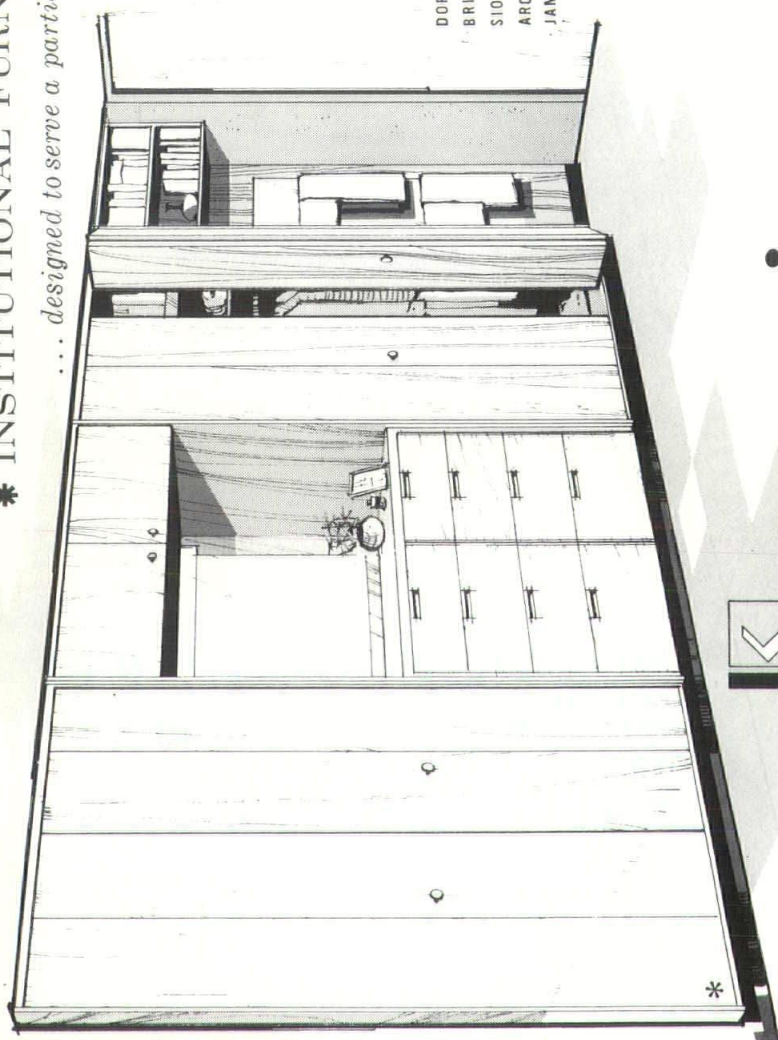
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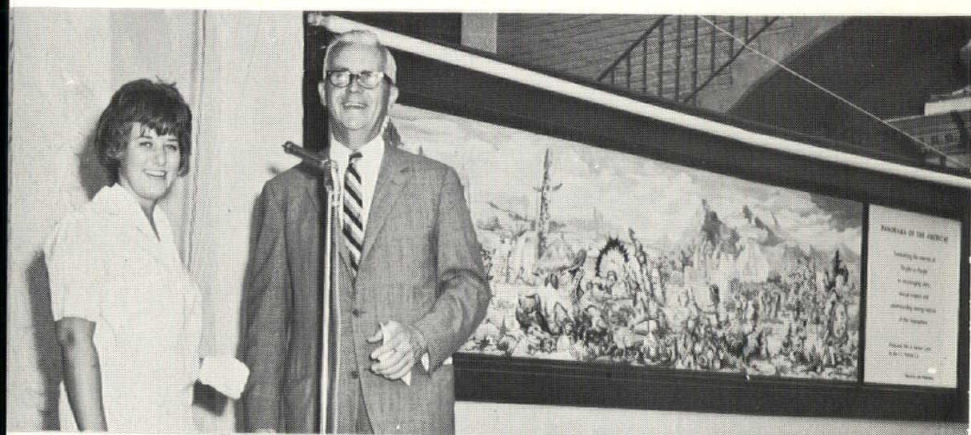
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"PANORAMA OF THE AMERICAS" PORCELAIN ENAMEL BAKED ON STEEL MURAL UNVEILED

In a brief but impressive ceremony, June 20, "Panorama of the Americas" came to Aleman Court on the Country Club Plaza.

Aleman Court, named and dedicated on May 7, 1947, in honor of (then) President Miguel Aleman of Mexico during his visit here on that date, now proudly displays this new mural, representing a gesture of friendship and understanding to the communities of other nations in this hemisphere in honor of former President Aleman . . . and as a visual symbol of the basic concepts of the People to People program. It is figuratively the hand of the Country Club Plaza community reaching out . . . with a handclasp of friendship.



Mr. Miller Nichols, president of the J. C. Nichols Company, developers of the famed Country Club Plaza in Kansas City, addresses the audience with Barbara Burmeister, exchange student in the People to People program. She is from Sao Paulo, Brazil. Mr. Nichols explained that the glass-like porcelain surface of the mural was "as permanent as anything on this earth could be."

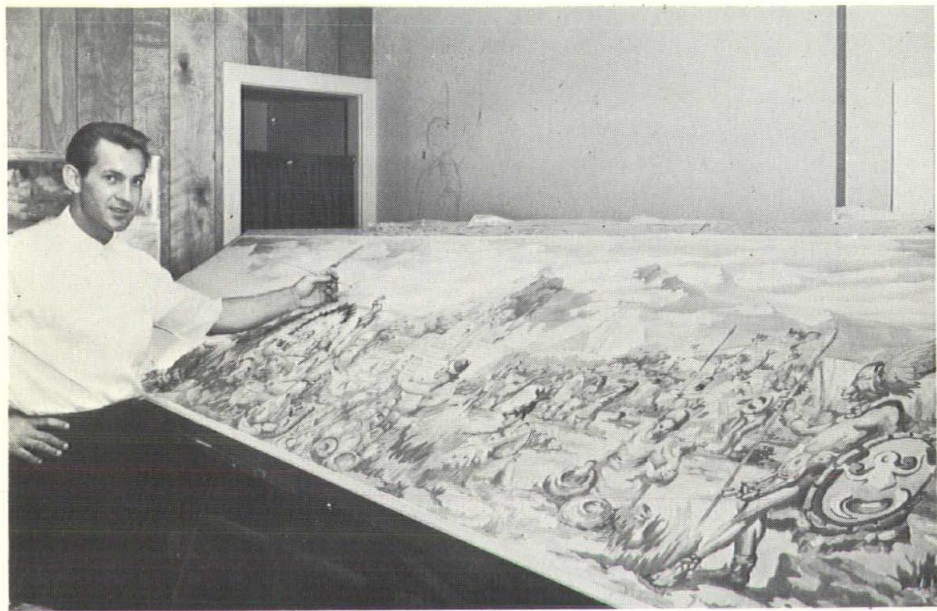
Miller Nichols, president of the J. C. Nichols Company, introduced some of the many attending dignitaries, celebrities and civic officials, including Mr. Lynn Bower, vice chairman of the Kansas City Municipal Art Commission, Mr. Joyce Hall, president and chairman of Hallmark and originator of the People to People program, and Mr. L. P. Cookingham, executive director of the People to People program. Mr. Cookingham explained the concept of the People to People program.

Miss Barbara Burmeister, an American Field Service exchange student from Sao Paulo, Brazil, unveiled the new mural.

Mr. Nichols then introduced to the audience the young artist, commissioned by the J. C. Nichols Company, who produced "Panorama of the Americas" . . . John Podrebarac.

Mr. Podrebarac told the audience briefly of his past year's work on the mural . . . historical research, planning, sketching, outlining, and experimentation with this new medium. "Panorama of the Americas" is painted-on porcelain

enamel, baked on steel. The special porcelain and enamel paints, imported from Cleveland, comprised of powdered glass-frit mixed with oil and oxide, and the firing process presented an exciting challenge to him, Mr. Podrebarac related. The 3 x 11 foot mural was executed in three separate porcelain panels. It will withstand the elements virtually forever, having undergone two firings at 1500 degrees in the furnaces of the Independence Stove and Manufacturing Company in Independence, Missouri, which is the only facility within 250 miles of Kansas City capable of firing porcelain.



John Podrebarac worked on the "Panorama of the Americas" mural for a year in his studio before the work was fired in 1500° heat. Done in three separate panels, colors had to be handled in such a way that they would agree when the panels were joined after firing. They did!

The subject matter was chosen to show visually the basic concept of People to People . . . it pictures the Indians of North, South and Central America, first inhabitants of this hemisphere, with their differences in customs, dress, manners and beliefs . . . meeting in peace with the Indian handclasp of friendship.

(Mr. Podrebarac is primarily an artist-teacher in oils and water colors. He studied at the American Academy of Art in Chicago and headed the Plaza Art Academy for a year.)

At the conclusion of the program, the audience stayed on, filing past for a closer look at "Panorama of the Americas" . . . to a most fitting music accompaniment of a Latin-American orchestra, under the direction of Richard Pachecko.

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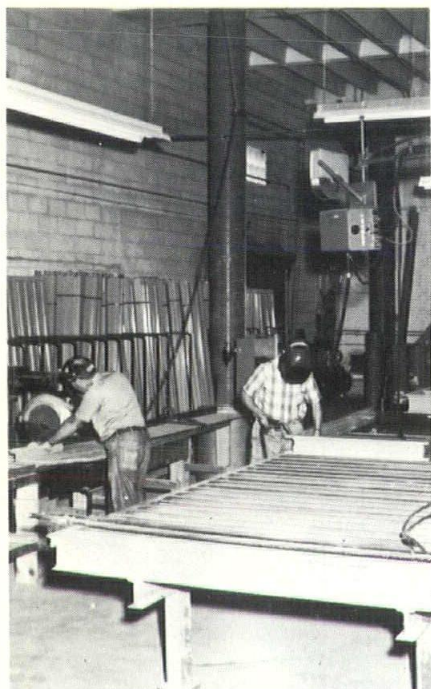
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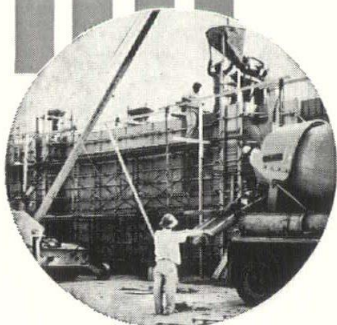
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EXPANDED DESIGN IN STEEL

AWARD PROGRAM ANNOUNCED

The men who design the nation's products and structures will be offered recognition this year by the steel industry in a new and greatly expanded program of awards.

In its second "Design In Steel Award Program," the steel industry will make awards for the imaginative use of steel of all types by designers, architects and engineers.

Awards will be made both for design and for engineering of eight broad categories of products, structures or their components made of steel.

The announcement was made by Richard E. Paret, assistant vice president of American Iron and Steel Institute.

The 1962-63 award program attracted 540 entries, believed to be a record for an industry award program.

Awards in the expanded 1964-65 program are offered for the best design in steel with emphasis on esthetic appearance, and for the best engineering use of steel in the following eight classes of products and structures, including components: consumer products; industrial products; commercial equipment; automotive products; residential construction; low rise commercial, industrial or institutional construction; high rise commercial, industrial or institutional construction; and public works construction. Two awards will be offered in each of the eight categories, one for esthetic appearance and another for engineering.

"This program brings new opportunities for individuals or teams of professionals in architecture, design and engineering in the Americas to win recognition in their fields. At the same time, the program will underscore the fact that steel is an increasingly versatile material to which the professional can turn his creative skills," Mr. Paret said.

"The 1964-65 program permits the greatest latitude in the use of all kinds of steel, and thus allows unrestricted application of an enormous variety and number of characteristics unmatched by any other material in today's competitive materials market.

"For the first time, separate awards will be made for esthetic appearance as well as for engineering. This places the same emphasis on esthetics as on structure," Mr. Paret noted.

Nine leading professionals from the fields of architecture, engineering and design will compose the jury of the award program which is being coordinated by the National Design Center. Their names will be announced later. Submissions are limited to products or their components initially offered for sale after January 1, 1962 and for structures and their components completed after January 1, 1962. All entries must be postmarked no later than midnight December 15, 1964. Entries will be judged January 7 and 8, 1965, at the National Design Center, 415 East 53rd Street, New York. Winners will be notified not later than January 12th and awards will be announced and presented at an awards dinner in February, 1965.

Complete details of the award program, including the definition of categories and criteria, will be published in a brochure to be distributed by American Iron and Steel Institute.



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Front Row left to right: Paul Doll executive director, Dick Stahl director, Louis Geis director, Max Sanford vice-president, E. J. Thias president, Ed Waters secretary,

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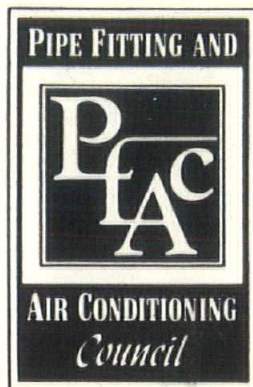
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