

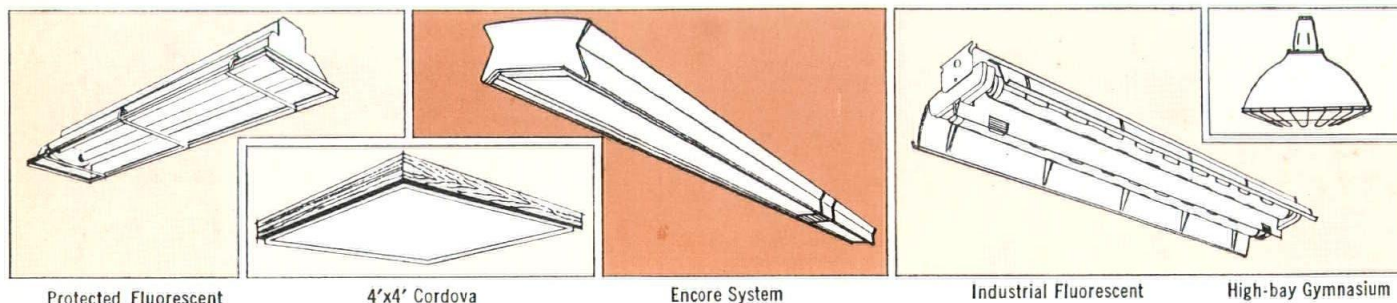
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The Kentucky Architect

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Priority zone two—special function rooms

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In the auditorium and gymnasium areas as well as large study halls, ceilings normally are higher, requiring large area light sources. In the two-light version, the new Encore system can be suspended in areas to be used primarily as study halls. On the other hand, auditoriums should use lighting units such as the eight-lamp 4'x4' Cordova series in walnut and brass. Actually, Thomas Industries makes a complete line of fluorescent modulars that can be attached, suspended or recessed, depending on the auditorium requirements. In the gymnasium, you need concentrated High-bay lighting fixtures. We make all types—incandescent, fluorescent or Mercury-Vapor.

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Architects To Convene With Design Charette

Architects will gather from throughout Kentucky November 13-14 for the state convention which coincides with the final presentations of the Kentucky design charette.

Final presentations of design solutions to the problem of providing facilities for emergency operations in time of natural or nuclear disaster will be given by the eight visiting architects who have been working on the University of Kentucky School of Architecture project since last summer.

The project, supported by a Defense Department research grant of \$54,350, is aimed at publication of a book outlining new requirements for protected emergency operations centers permitting continuity of government through natural or nuclear disasters. It illustrates possible solutions with eight designs for municipal buildings for hypothetical cities, located across the nation, of 25,000 to 700,000 population.

The eight visiting architects completed preliminary designs for the project last August during a stay at

the university's Carnahan House (the UK conference center) where they were briefed and given technical support by project members of the UK School of Architecture and other local and visiting consultants. Each architect was assisted by a team of three or four students during a 10-day charette with all participants living and working together at the conference center.

Project director for the study is John W. Hill, associate professor of architect. Clyde R. Carpenter, an instructor at the school, is assistant project director. Dean Charles P. Graves is a design consultant for the project. Other consultants include James L. Leggett, structural engineer; Virgil Procter, mechanical consultant; Herb Olson, municipal operations consultant of Chicago public administration service; and Ben Evans, climatologist, who is director of research for the AIA.

Comprising the group of visiting architects are Gunnar Birkerts, Birmingham, Mich.; Charles Moore, Berkeley; Fred Bainbridge, Atlanta; Frank

Schlesinger, Doylestown, Pa.; Giannanni Pasanella, New York; William Muchow, Denver; Robert Price, Tacoma, Wash.; and Jack Mitchell of Wittenberg, Delaney and Davidson, Little Rock, Ark.

Agenda

Kentucky Society of Architects
Annual Convention
November 13-14, Lexington

Friday

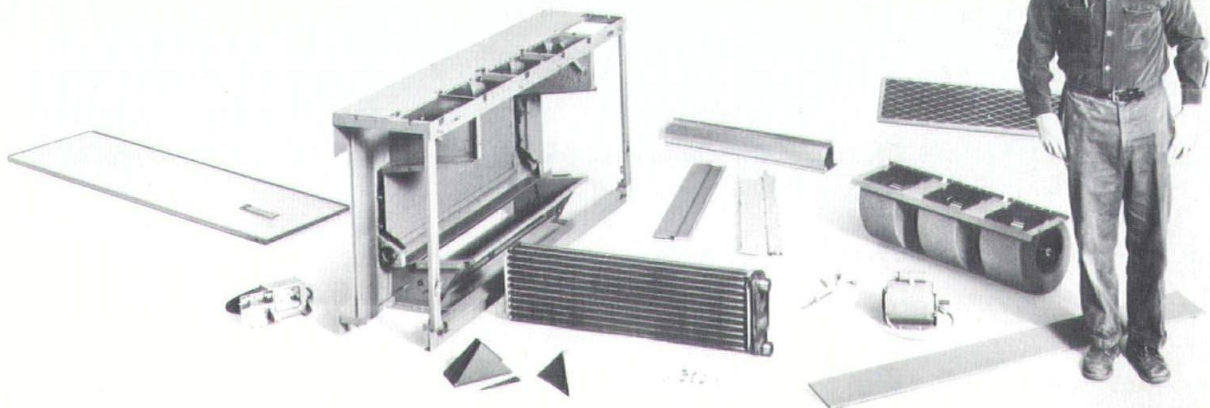
9:30 a.m.: Executive Committee Meeting, U K Student Union
11 a.m.: Ky. Society Regular Meeting
12 noon: Awards Luncheon
2-5 p.m.: East-Central Reg. Cncl. Mtg. Design Charette. (All meetings at Student Union Building at the University).

5:30 p.m.: Cocktails, Phoenix Hotel
6:30 p.m.: Dinner and Speaker

Saturday

8 a.m.: East-Central Reg. Cncl. Breakfast, Student Union Bldg.
10 a.m.: E. O. C.
12:30: Adjourn
2 p.m.: Baylor vs. Kentucky

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Vol. 3, No. 10 October, 1964

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MOVE OVER, MEN, FOR THE LADIES

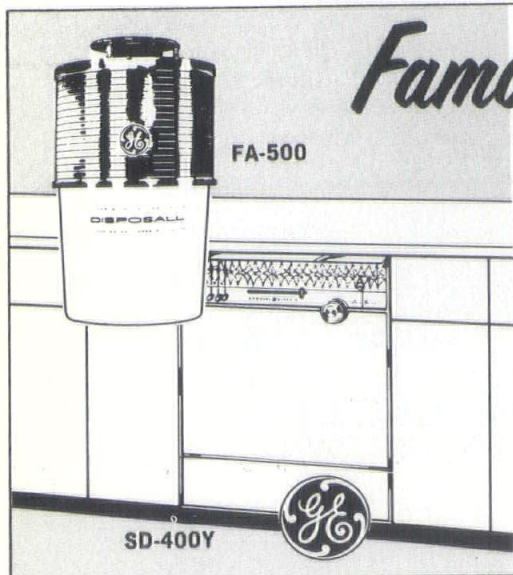
It was inevitable, men, the ladies could stay quiet no longer — so they have organized.

The organizational meeting of WIC's, Women in Construction, took place at the Thoroughbred Restaurant in Lexington in July. The club organized was the first for Kentucky. The Lexington chapter received a charter from the national organization in August.

It is self-governing, non-profit, non-sectarian and non-partisan, without affiliations with religious, fraternal or labor groups, and is a National Organization.

Officers and Directors elected: President, Rebecca Harris, Foster & Creighton Co.; Vice President, Beatrice Barnhill, Perry Construction Company; Secretary, Marilou Wenz, Hugh Dillehay & Associates; Treasurer, Martha Featherston, U of K Buildings & Grounds; Board of Directors: Carolyn Crockett, Cutter Electric Co.; Dorothy DeMaree, McLoney & Tune; Ruby Gene Haggin, Bayless, Clotfelter & Johnson; Ruth Harney, John F. Wilson & Associates.

Objectives of the WIC's are to unite the women for their mutual benefit, to encourage cooperation and a better understanding, and to promote fellowship and goodwill.



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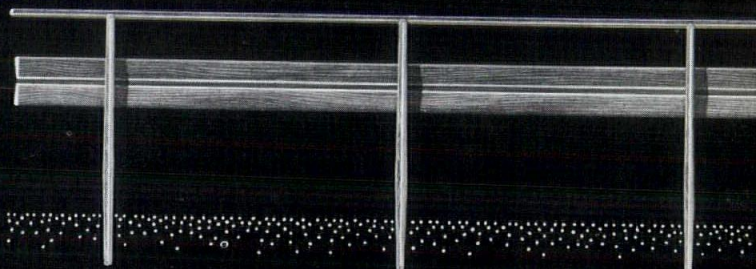
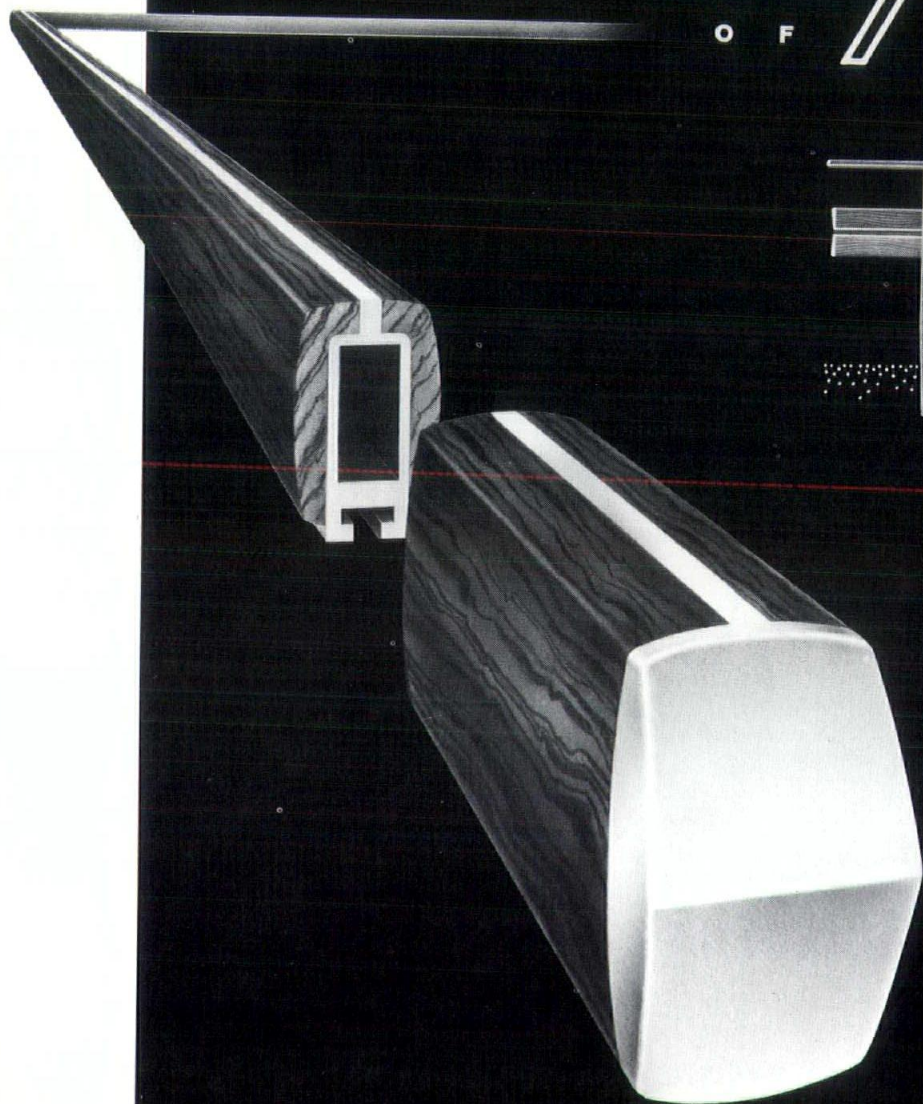
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Open Space Land Grants Available

State Planning Director Ray Eaton has announced that his agency stands ready to advise local governments in Kentucky which wish to qualify for Federal grants toward purchase of "open-space land" under a new program of the Urban Renewal, Housing and Home Finance Agency.

Eaton explained that under the Federal program "open-space land" is any urban-area undeveloped or predominantly undeveloped land of value for the following purposes: park or recreational use, conservation, or historical and scenic purposes.

Eaton said that the Federal grants, which would be approved by the Atlanta office of the Federal agency, generally may not exceed 20 per cent of the cost of the land but that under certain circumstances grants of 30 per cent may be obtained.

Some of the requirements for obtaining grants are the following: a program of comprehensive planning by a community; the proposal must be important to the execution of a comprehensive plan for an urban area; evidence must be submitted that a maximum of open space land is being preserved; and the land proposed for purchase under the program must be acquired at a fair market value.

Open-space lands to be acquired with Federal assistance, Eaton pointed out, should be of sufficient size so that their permanent dedication will have a substantial effect on curbing "suburban sprawl" and preventing the spread of urban blight and de-

terioration.

Eaton added that 10 acres has been set as the minimum necessary to accomplish the purpose of the "open-space land program." He said that smaller tracts may be eligible if they serve the desired purpose.

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First and People's Bank

Flatwoods, Ky.

Architect: William M. Welch

This is a 36 x 71 ft. building — a branch bank of the First and People's Bank of Russel, Ky., and contains complete banking facilities with the exception of the bookkeeping department which is done at the main office in Russell. The branch will serve a city of approximately 1,500 persons.

Use of precast white concrete roof channels have been employed to protect entrances as well as window access areas, including both drive-in windows. Concrete beams

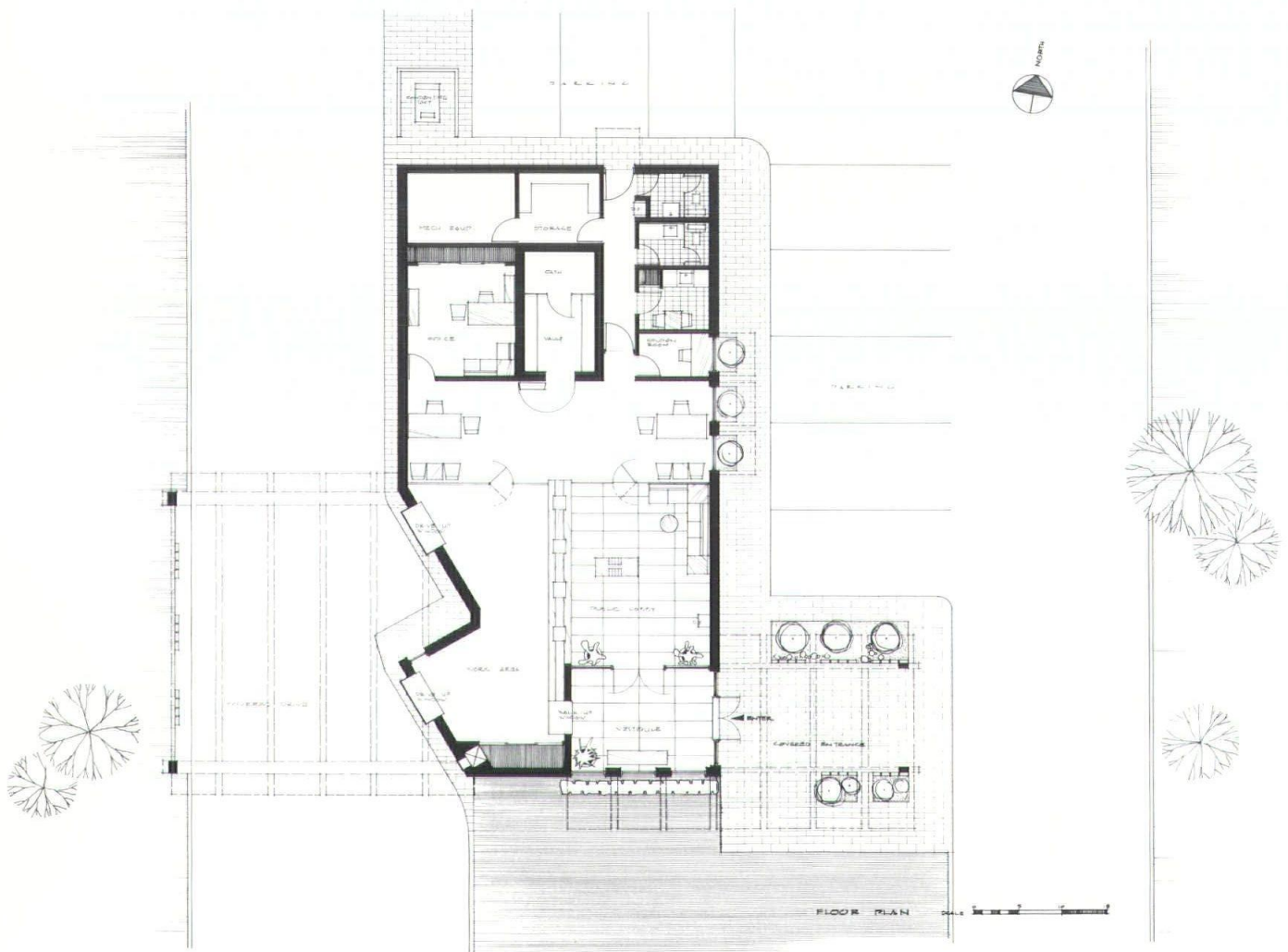
supporting the precast concrete channels were cast-in-place.

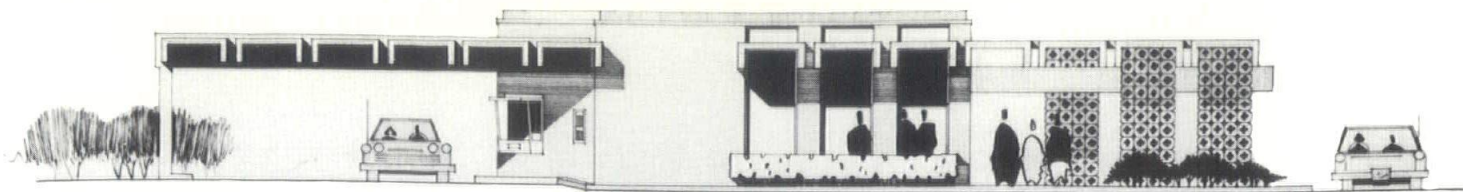
Parking has been omitted from the front of the building and a setback of 60 feet has been allowed from the front property line to allow for landscaping.

Consulting engineers are Kaestner-Lynch Associates.

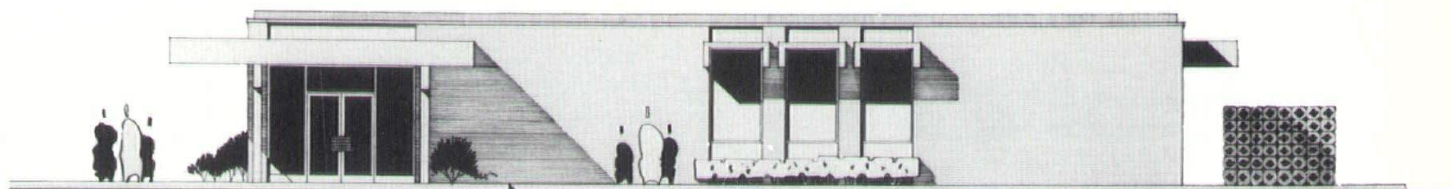
General contractor is Ike Stephens and Son.

The October KA cover shows a rendering of this project.

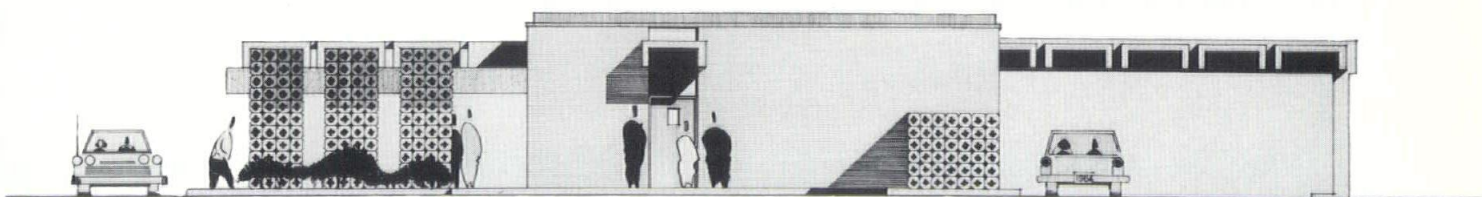




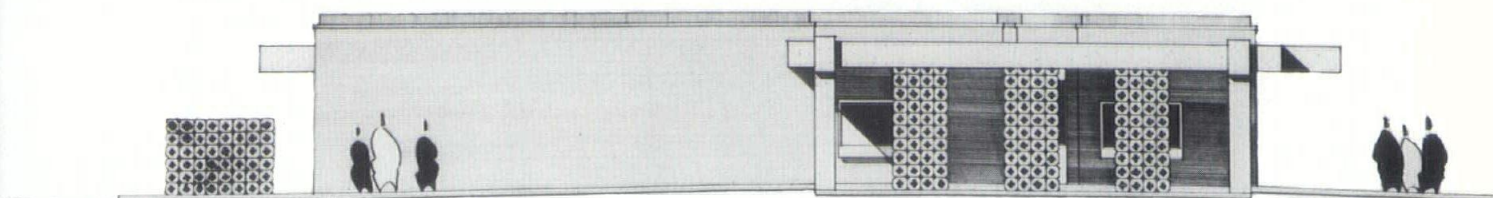
South Elevation



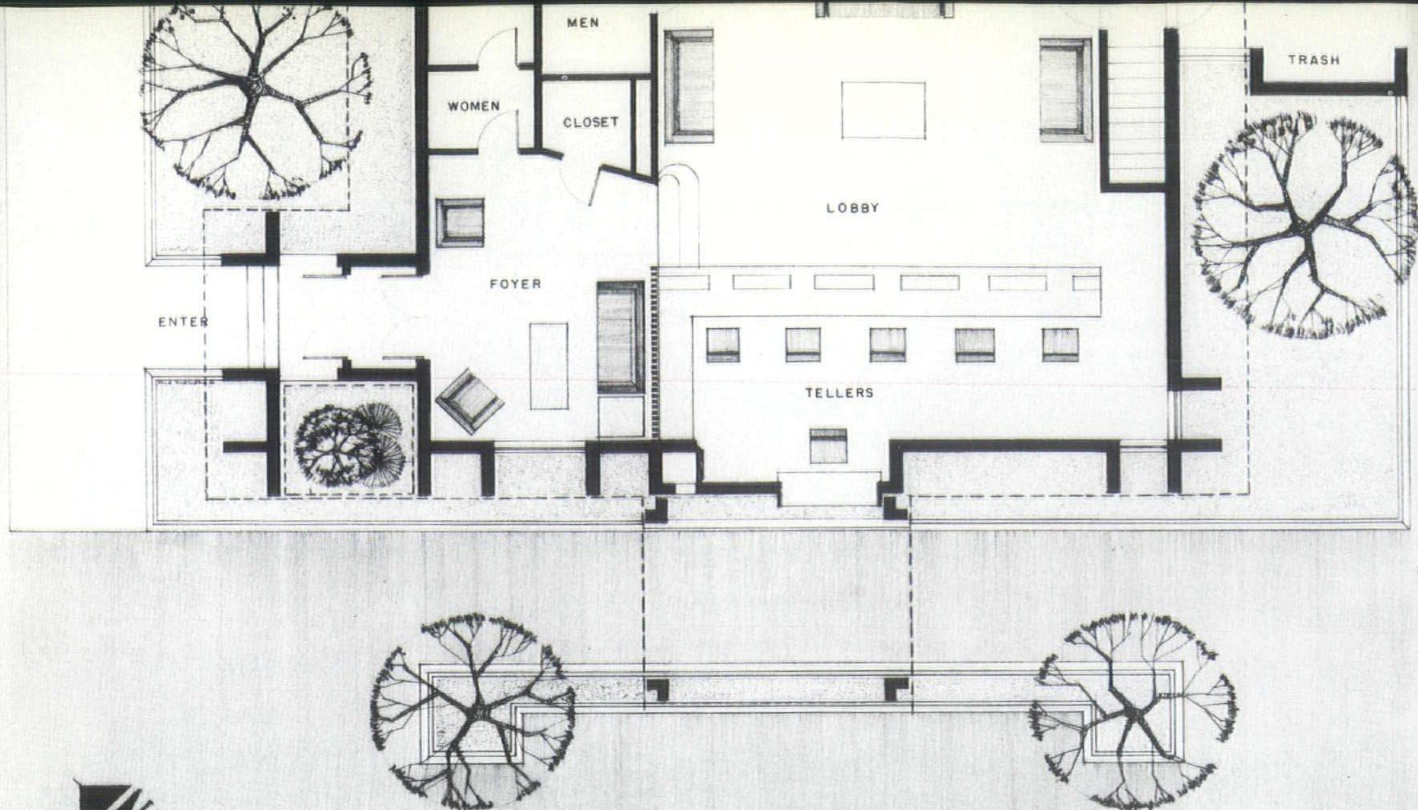
East Elevation



North Elevation



West Elevation

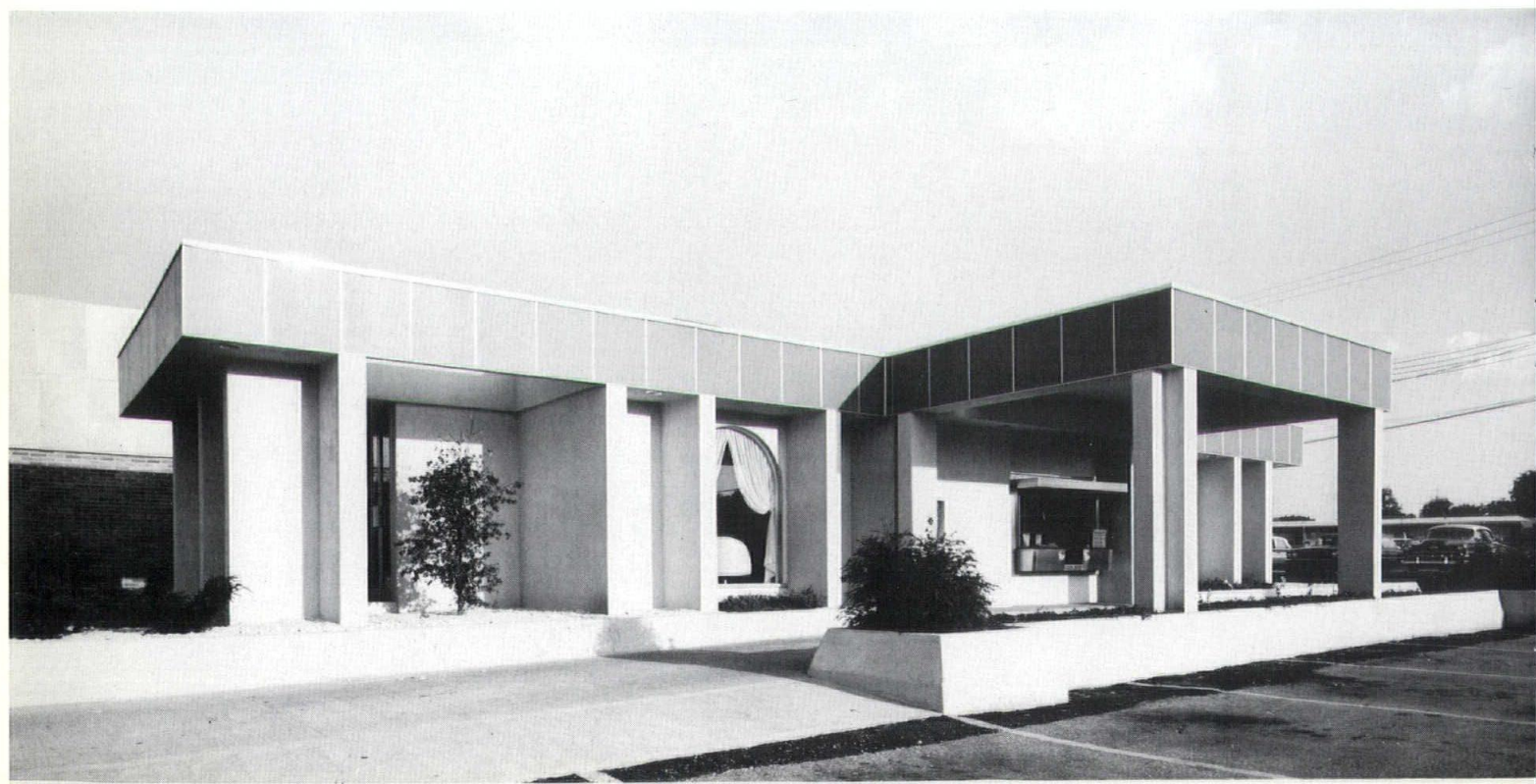


Citizen's National Bank and Trust Company

Lexington

Architect: Caruthers A. Coleman, Jr.

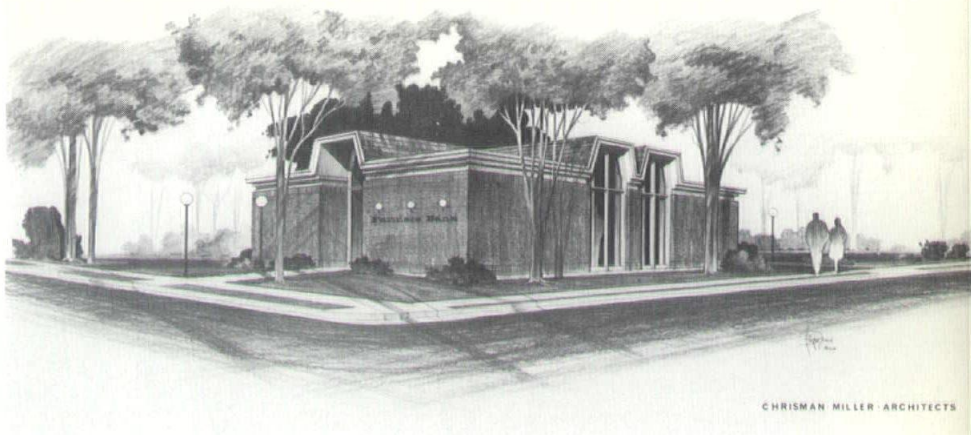
This is the Zandale branch drive-in bank for the Citizens Union National Bank and Trust Company. It is a remodelled building, originally of stucco, brick and stone veneer. The remodelled project was done with concrete block and covered with stucco prior to painting. Floor plan is above with exterior photograph below.



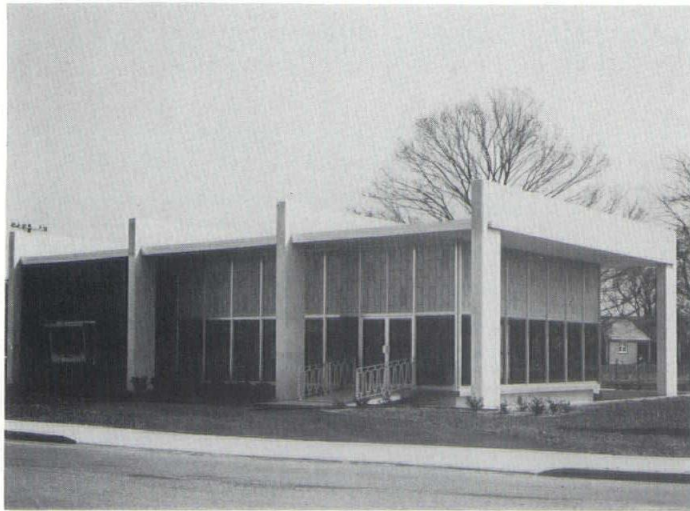
Farmer's Bank

Wilmore, Ky.

Architect: Chrisman-Miller



Wilmore Branch of the Farmers Bank is being built at a cost of about \$40,000. The air-conditioned building will accommodate three tellers, a drive-in window, a vault, work area and conference room. The construction is brick, plastered concrete block, acoustical plaster ceilings with sloped roof of wood shingles. The architects incorporated local architecture to provide a creative approach for the traditional form.



South End Federal Savings and Loan, Louisville

Architect: William Chambers Tyler

Outstanding in this design is the rigid frame concrete structure with bents passing over the roof plane which is suspended below. A moat around the front of the building softens the exterior rather than providing a stiffness peculiar to many commercial buildings.



First National Bank and Trust Company, Covington

Architects:
Fisk, Rinehart and Elliston

The above photographs of the interior of the First National Bank and Trust Co., Covington shows the main lobby with customer lounge, officer's area, and installment loan department in the extreme rear. The vault and vault lobby are not shown. Check desks are of formica on the structural columns in the center of the lobby. The counter is of select walnut veneers alternating with vinyl fabric panels and a

white formica purse rail. Rear walls are select walnut and white and green panels of vinyl wall covering. The customer area is carpeted. The ceiling over the commercial tellers and customer space is an all-luminous "leaf-lite" ceiling. The pattern is generally aluminum leaves scattered with gold leaves.

Kentucky Plans Code Study

State Division of Planning has applied for a federal grant to help finance a survey to improve housing and building codes and ordinances in 12 Kentucky cities.

Planning Director Ray Eaton said it will be the first project of its kind in Kentucky under the new urban program guide. He pointed out that the codes and ordinances are part of a "workable program" that a community must adopt to become eligible for urban renewal aid.

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Stock Designs Freeze Schools

Construction of stock schools can result in "freezing" the curriculum to conform to outmoded facilities, declares an article in the September AIA JOURNAL, official magazine of The American Institute of Architects.

Data assembled by the AIA Committee on School and College Architecture indicates conclusively that stock schools are a false economy, the article states. To effect any savings, "stock" or standard plans must be reused repeatedly, and the local district is therefore unable to incorporate into its buildings any advances in building technology, or to accommodate new teaching techniques and equipment.

Other disadvantages, in addition to the sacrifice of flexibility, may include difficulty in adapting the school to a site for which it was not designed; the problem of fixing responsibility for any errors or omissions,

and the possibility that standard plans may provide space which cannot be used effectively in one community's educational program, while robbing another of facilities it needs.

Another article in the same issue of the AIA JOURNAL explores an entirely different, creative approach to school design. "SCSD — Better Schools for the Money" by Ezra Ehrenkrantz AIA, describes California's School Construction Systems Development project, sponsored by Educational Facilities Laboratories, Inc.

Architects and administrators collaborated with manufacturers on this project to develop compatible building components which allow the architect a maximum of flexibility in his design.

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A Remarkable Experiment Clay Praises AIA Seminars

"For the past two and a half years, a remarkable experiment in communication between professional designers, planners, and journalists has been taking place around the United States. In seven cities, The American Institute of Architects has held seminars on 'The Press and the Building of Cities.' More than 100 working journalists have attended to discuss improved reporting and evaluation of our fast-changing townscape."

Thus begins an article in praise of

the Institute's major press-education program, written by Grady Clay, Hon. AIA, in *Landscape Architecture* magazine. Clay, who is editor of the magazine as well as real-estate editor of the *Louisville Courier-Journal*, has participated as a speaker in all but one of the seminars.

The first was a national conference, held for reporters from 30 of the nation's large metropolitan newspapers at Columbia University in October 1962. Since then the Institute

has held six others, covering these AIA regions: East Central, Central States, Texas, Gulf States, Northwest and California. Three more are scheduled this year.

"There have been explosions and misunderstandings, but on the whole both groups have come to understand each other's viewpoints and potentials as never before," Clay writes. "From such encounters, a pattern of mutual respect and understanding has emerged. The architects go away with new comprehension of the necessities of journalism (speed, ready information, accessible spokesmen, background information freely available). The newsmen begin to understand the restraints of professional ethics. What is more impressive, the quality of reporting on many U. S. newspapers has improved since October 1962.

The AIA has published reprints of evaluative (and some quite critical) articles by writers attending its conferences. Some of them, by men with no formal training in the design arts, are remarkably perceptive and accurate. Many are of the Gee-Whiz school — wide eyes acceptance of anything new as A Good Thing. But on the whole, the AIA seminars have opened the door for practicing journalists to explore a field hitherto closed to most of them, either by their own ignorance or contempt, or by the old-fashioned notion held by many architects and landscape architects that publicity is 'unethical.' . . .

Clay ends his article with sound suggestions on how the design professions can help in the job of educating the public: "Deal squarely, openly, and often with your local newspapers and radio-TV. Go to them with news. Let them know of important work coming up. See to it that journalists and designers know each other personally. Offer constructive suggestions for improved coverage. Your local press-TV is usually anxious to know more about significant work while it is timely. Only you can tell them, accurately, fully, and promptly."



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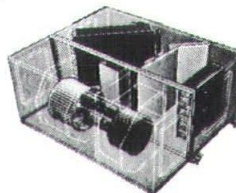
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Odell Tells of Profession's Concerns

"Our traditional concepts of architect-producer relationships are being scrutinized, questioned, challenged and bombarded from all sides," Institute President Arthur Gould Odell, Jr. FAIA told members of the Producers' Council September 24 in New Orleans.

Speaking before the 43rd annual meeting of the organization, Odell said architects and manufacturers, as well as the other segments of the building industry, "have problems which must be defined and attacked, all in a spirit of mutual cooperation and trust, keeping in mind that we have much to gain from each other, and more important, that together we have much to contribute toward a better human environment."

Among these problems, Odell stated, is the quality of the manufacturer's literature and the information that he gives to the architect on the use of his products: "There are still too many cases in which this literature is not giving the architect what

he needs. There is still too much selling and not enough facts. Of course the manufacturer wants to present his product in the best possible light. But this should not lead him to exaggerate what the product will do or, just as importantly, to exclude information about what the product won't do."

To be of value to the architect, Odell asserted, product literature must "contain sound and objective technical information, telling what the product can and cannot do. It should relate the product to the building components and systems of which it is a part, explaining how it can be used with other products and how it performs in contact with them.

In discussing another major problem, that of product performance, Odell cited two examples. "The first," he said, "is a handsome, full-color brochure describing a synthetic material manufactured by one of the largest corporations in the country. On the last page of the brochure, in small type, is this statement: 'The X Company assumes no obligation or liability for any advice furnished by it, or results obtained with respect to these products. All such advice is given and accepted at the buyer's risk. X Company warrants that its materials do not infringe the claims of any United States Patent; but no license is implied nor is any further patent warranty made.'

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Experts Study Sonic Booms

According to a bevy of experts at the Effects of Sonic Booms on Buildings Symposium held during the 67th annual meeting of the American Society for Testing and Materials the development and operation of supersonic transports is not likely to bring on changes in present building practices.

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Top Marina Consultant Firm Will Study Louisville Project

Chaney Associates, considered among the best among marina consultant firms in the nation, has been hired to study the Louisville waterfront renewal project, according to an announcement by Reynolds Metals Corporation recently.

The study is being made by Reynolds to establish the criteria for conformity with the apartment and commercial project that Reynolds and General Electric plan for the area, although the city will build the project.

Walter Ekblaw, project director for Reynolds announced that the study will be made available for the city in planning and construction. The architect is Dr. Constantinos A. Doxiadis, a Greek.

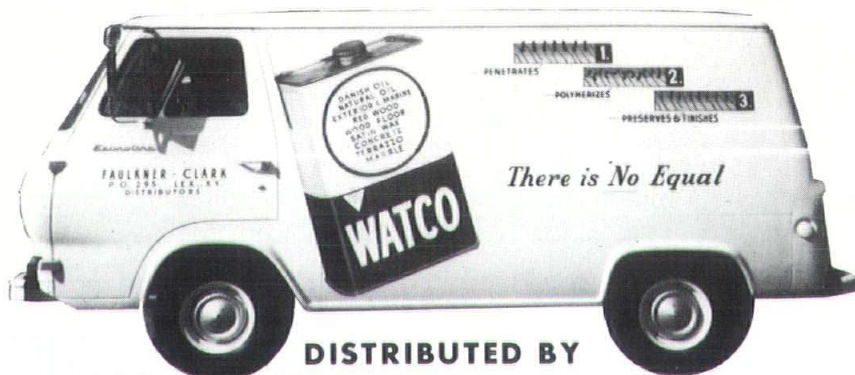
According to the office of the Urban-Renewal director appraisals of property in the area should be completed in a few weeks with landbuying to begin about November 1. The project is between Third and Sixth street from Main to the River.

Whittenberg In Top 400

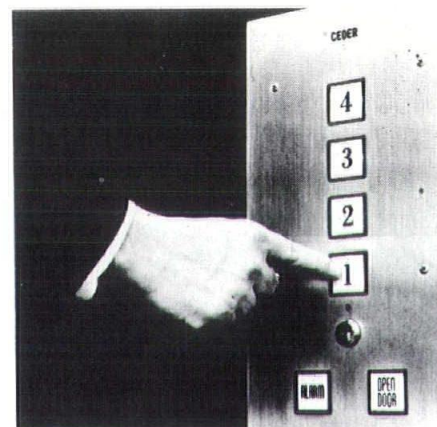
Engineering News Record recently conducted a survey which indicated that the 400 largest construction contractors took on \$11.2 billion worth of new contracts in 1963 reflecting great diversification and large investments in productive equipment.

Whittenberg Engineering and Construction Company, Inc., Louisville, was ranked 357th.

These contractors also competed successfully for more than \$900 million in new construction contracts outside the United States.



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CSI Members Agree On Controversial Points

A panel of Construction Specifications Institute members discussed questions submitted by the joint AIA-AGC committee at the September meeting at the Continental House in Louisville. The questions were considered by the committee to be of a controversial nature and in the area covered by the CSI.

Comprising the CSI panel were A. B. Ryan, architect; Everett Cowan, general contractor; James E. Smith, mechanical contractor; and Don Schnell, moderator. The problems were discussed on the floor in an attempt to arrive at a definite single decision on each item.

Following is a synopsis of each item as it was determined in session:

"After considerable discussion it was decided that toilet partitions, linen chutes and clothes chutes are all specialties as set out in the CSI format and they should be specified in separate sections as specialties and should never be specified under the sheet metal section.

"Extruded gravel guards and any other items in connection with sheet metals and roofing should be specified under sheet metal section and not under the miscellaneous iron section.

"It was agreed that the architects are not in a position to break all items down as to the trade which would install them but those who were using the CSI format and those who were familiar with it agreed that this places every item in a place and eliminates the catch-all section referred to in the submitted question.

"It was agreed that the architect should specify, if the owner desires watchman service, when the service should start, the duration of the service, as to nights, week-ends and etc. Also, if the job is one of separate contracts, the architect should specify if the watchman is responsible for the mechanical and electrical contractors equipment and materials.

"This was agreed upon and emphasized wherever possible. It was

noted that the suggested form of CSI is using the Standard AIA General Conditions and revising wherever necessary by the use of Supplementary General Conditions. Copies of the CSI suggested Supplementary General Conditions are available.

"It was not agreed that the solution to the clean-up problem was putting all clean-up under the General Contractor, but it was agreed that the architect should specify that if the sub-contractors fail to keep the premises clean, then the General Contractor has the responsibility of seeing that the premises are cleaned and should have the right to back-charge the subs on the basis of man days worked. Please note, if this method is to be used on clean-up, it should be very clearly specified.

"This item was discussed at some length and it was agreed unanimously that the architect should specify that the Electrical Contractor furnish a specified size service, at a predetermined location. If additional size is requested by any other Contractor or Sub-contractor, he should reimburse the Electrical Contractor for same. The cost of current for the project, except for testing, should be paid for

(Continued on page 19)

Point System For Colleges

A point-system plan, under which federal grants and loans would be distributed for construction of college buildings, has been adopted by the Kentucky State Commission on Higher Education.

The plan sets up priority scale allowing a maximum of 100 points. Factors that will determine points are enrollment increases, percentage increase in square feet of instructional and library facilities made possible by new construction, degree of use of existing facilities, college's ability to use grant promptly, and the fact that the applicant had no grant in the past two years.

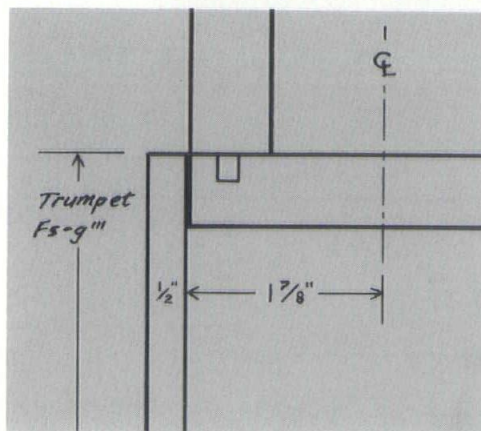
Kentucky's share for construction of college buildings this year will be \$3.6 million, if the full amount is appropriated by Congress.

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Building Added To Waterfront

Plans for 15-story building to be constructed on Louisville's waterfront between Main, Fifth, Bullitt and the future waterfront marina have been announced by American Life and Accident Insurance Co. of Kentucky.

Plans call for split-level banking floor of 40,000 sq. ft. between Main St. and the marina. There will be 14 stories of offices above that. Lower floors down to marina level would contain parking, accessible by ramp down present line of Bullitt St.

Arrasmith and Judd, Louisville, are architects for project, which will be designed to fit into Reynolds-G.E. complex.

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Housing Bill Compromise Reached

Continuation of urban renewal, low-rent public housing and other programs for another year was assured when Senate-House conferees reached agreement on a \$1,115,000,000 housing bill, which was later adopted by Congress.

New programs which will be created by the bill are federal aid for code enforcement in urban renewal areas and a \$50 million fund for three-percent, 20-year loans to induce property owners to rehabilitate slum properties, thus cutting down the need for large government renewal projects.

Two major points in the compromise were a \$725 million appropriation to continue the urban renewal program to September 30, 1965, and provision for 37,500 new public hous-

ing units. The Senate had voted \$850 million for urban renewal and 45,000 units, the House \$600 million and 35,000.

Also included in the compromise bill are more liberal lending provisions for savings and loan associations; authority for national banks to make 80-percent, 25-year real-estate loans; authority for the Federal National Mortgage Association to pool its first mortgages and sell participations to private investors; higher mortgage limits on FHA-insured homes with no change in down payment requirements; non-retroactive authority for FHA to correct substantial defects in new homes, and a single \$1,500 displacement and relocation payment to small businesses.

President Supports Council on Arts

President Johnson is lending strong support to legislation which would establish a national council on the arts. In a letter written to House Speaker McCormack he has expressed the belief that encouragement of the arts is essential "if we are to achieve the great society for which we are working."

The President noted that interest in the arts is growing, but there are many problems "which not only are limiting their development, but threaten their very existence." Most of these problems should be solved by private initiative, he said, but "they are also of vital concern to the federal government."

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by the General Contractor. The General Contractor is responsible for the temporary lighting of the project with the suggestion that the architect specify the temporary lighting level to be maintained in the working areas. The cost of current for testing of mechanical systems should be paid for by the Mechanical Contractor, but the length of testing period should be specified.

"After considerable discussion, it was agreed that no definite solution to this problem could be reached because of the variance of job sizes and complexities. It was thought that an agreeable solution could be reached if the architect would call a meeting with prospective bidders prior to bidding a job and arrive at a possible solution on a job-to-job basis."

More of this type of CSI Meetings will be held due to the apparently successful results of the September 10 gathering, according to chapter officials.

INSTITUTE CLARIFIES REVISED STANDARDS

As a result of articles published in the engineering news record, the AIA has been receiving inquiries indicating that the articles have caused confusion in the design professions concerning provisions in the newly revised standards of professional practice of the AIA approved by convention.

The A.I.A. Memo points out that the magazine interpreted the sections to mean that "An architect is forbidden to work as an employee of a consulting engineer."

Following is part of the explanation offered as clarification by The Memo:

"Many consulting engineers have architectural employees to handle architectural work incidental to their engineering practice. There is no intent in the Standards to make it unethical for an architect to accept such employment. . . .

"Some firms combine the practices of architecture and engineering. They are organized with an established

architectural division or section under the responsible direction of a registered architect. . . .

"The general intent of these sections of the Standards is to prevent architects from aiding unregistered individuals or firms which offer architectural services to the public in competition with architectural or architectural-engineering firms in a manner which is unethical, illegal, or both."

Organizations which do not offer architectural services to the public or engage in building or contracting are not presumed to be in competition with architects.

Architects, Keep People in Place

The problem of how to create environments which will help induce people to stay in one place instead of scooting around the landscape like motorized waterbugs has been put up to the architect by today's pressures of technology and an expanding pop-

ulation, said Serge Chermayeff, professor of architectural design at the Yale School of Art and Architecture in a recent radio talk.

He explains his belief that we are now in the age of the "Global Village" and cities are no longer sufficient unto themselves. Therefore, he said, "we can not continue to design closed systems."

Prof. Chermayeff said he could foresee the abandonment of the historic image of the urban development as a single core, with goods and people moving in and out in a pumping motion. In its place would come a bi-focal city that would have inner specialties functioning at great densities in the center and an outer city where servicing components would function at great speeds.

Architects, Too?

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Carroll Gives Outsiders Inside Talk

Architecture Is Art Plus

This a talk by J. Ray Carroll of the AIA before the Los Angeles Rotary Club. In it are numerous pointers for the architect to use in convincing clients of the scope of operations of the architect.

I appear before you today as the president of The American Institute of Architects, which is the national professional society of the architects of the United States. I am very glad to have this opportunity because as Rotarians you subscribe to a code of principals based upon service to your fellow man. We, the members of The American Institute of Architects, also place service first and that is what distinguishes us as a profession.

Architecture has been called an art, a science, a business and a profession. None of these definitions is wholly inaccurate. It is certainly an *art*; in fact it has long been known as the mother of the fine arts. It is the only utilitarian art we have and this is why



it has to be something in addition to art. It is a visual art like painting or sculpture but people have to live and work in architecture. This makes it a difficult art to create, since a bad painting or piece of sculpture or an inferior piece of music or a very dull book need never be seen, heard or read. But architecture is like Mount Everest. There it stands, an enduring monument to wisdom or to folly.



Architecture is an art founded on a science — the science of building. Advanced chemistry, physics and mathematics give us our materials, structural systems and building products. Science keeps expanding the limits of our possibilities. Today we can design buildings in virtually any

size or shape or form and for every conceivable use. We are constantly finding out how to do things and, equally important, how to do the old things better.

The practice of architecture is certainly a *business* for any architect who locks himself in an ivory tower today is going to find the mortgage on it in default sooner or later. The competent architect must be a businessman to understand the needs and problems of his client. He must find out how the client's business works in order to know how to design his building. He must know how the building will be financed and paid off before he can determine whether to plan a building with relatively high construction cost and a very low operating and maintenance cost or with the lowest possible first-cost and relatively high later expenses. Financing methods, interest rates and the complexities of the accelerated depreciation law all play a part in such design calculations. The architect's drawings and specifications are the basis for co-ordinating somewhere between 30 and 50 trades on a single building site, for telling the general contractor and the subcontractors exactly how everything is to be put together and for seeing to it that they do it. He handles a mountain of paper work during construction and he certifies monthly payments to the contractor. Finally, he issues a certificate of completion before the contractors can be paid off and the building can be occupied.

Even *before* any of these things happen the architect may be engaged to do a feasibility study to determine which of several sites should be chosen, to examine the highway plans for the area and estimate the traffic saturation level for an industrial

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park, to make recommendations for redevelopment of a downtown business area or to plan an entirely new community as a self-supporting satellite for a city like Los Angeles.

Architecture is a profession. When a man like one of you puts up hundreds of thousands or millions of dollars for a building he must be able to place confidence in someone who will represent *his* interests and *his* interests alone. In this connection you should know that a member of The American Institute of Architects is bound by a code of ethics that forbids him to receive a fee or monetary compensation on a given project from anyone but his client. He may not profit from the sale or use of building products, materials, processes or people on the job sit.

What About the Package Dealer?

There are certain types of building organizations which offer at the same time design services — we call them package dealers—and they try to play it both ways. That is, they offer a building to a client, take a profit on the materials and products used in it, get a fee which is added to the construction contract as well as a design fee and often guarantee a price, which isn't at all difficult when one is able to control the quality of the service, the design and the materials. The surest way for an owner to prove to himself where the package-dealer's profit lies is to have the package-dealer bid against other legitimate building contractors on an architect's precise plans and specifications. I assure you he will not be the low bidder.

If the sales talk of the same package-dealer includes his reputed ability to find a site, or arrange for financing the job, remember that an Architect can and does supply these services also. The difference here is that in these fields the architect continues to act as the owner's agent, his personal representative. The reputable realtor, the knowledgeable mortgage banker and investment officers of the insurance companies are no strangers to the architect. As between the package-dealer and the architect, the busi-

nessman's choice is an easy one. The banker may have every reason to be happy with their work but he doesn't ask his tellers to audit his banks' books.

Every building that can be called architecture must combine structure, function and beauty and find excellence in all three within a stated amount of money. This takes a lot of skills and a lot of doing. This is not meant to suggest that the architect is a superman or that I think he is. Obviously, no one man can be equally gifted or competent in all of these areas. We have, of course, some highly gifted people who combine many of these talents but you will find many architectural firms, small and large, whose architects (according to their talents) function as designers, draftsmen, administrators, job captains, production managers or specification writers. Some firms have engineers and specialists within the firm, others employ them on a consulting basis.

The architect is basically a *generalist*. Sometimes he acts as a specialist too, but he must take a wide view of his client's problems and he constantly needs a lot of help in the form of information, exchanges of experiences, legal advice, financial data and promotion of his profession's views and services. He finds this help in his professional society.

The American Institute of Architects, our professional society, has a mission and I would like to tell you about it.

One-hundred-and-seven years ago, in the city of New York, thirteen architects met to form The American Institute of Architects and they defined their goal "to organize and unite in fellowship the architects of the United States of America; to combine their efforts so as to promote the aesthetic, scientific and practical efficiency of the profession; to advance the science and art of planning and building by advancing the standards of architectural education, training and practice; to coordinate the building industry and the profession of architecture to insure the advancement of the living standards of our people through their improved environment and to make the profession of ever-increasing service to society."

This first New York Chapter of the AIA and subsequent chapters became exclusive clubs of architects. Membership in them was most difficult to obtain. This situation was perfectly natural for those times because the nature of the education of the architect, his client and the kind of architecture then produced.

There were few schools of architecture and it was considered a necessity to continue one's studies in Paris.

(Continued on page 22)

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During those early golden years architects frequently made carefully measured drawings of Europe's monuments and adopted them to American use. This accounted for the appearance in the United States of Renaissance palaces built for museums, Greek temples, with a few extra windows cut into their exterior stone walls, used as banks and steam locomotives puffing their ways into buildings not at all unlike the ancient Roman Baths in Caracalla.

At that time The American Institute of Architects was as exclusive as the institutions for which its few members designed and, with notable exceptions, American architecture showed itself chiefly in these eclectic monuments of the world of business and transportation.

Immediately after World War II the large majority of AIA members, having debated the issue at length, decided that the membership of AIA should include *every* competent, registered architect who indicates his

willingness to subscribe to and follow the Standards of Professional Practice, our code of ethics. The day of the exclusive metropolitan clubs of a few architects each ended and successful membership drives produced an American Institute of Architects which now truly represents the entire architectural profession. The AIA now numbers more than 16,000 corporate members.

In our organization today we have one hundred and fifty chapters, including Alaska and Hawaii, and nineteen state societies. Geographically we are divided into seventeen regions and one director elected from each region, plus the officers, make up our board of directors. Our headquarters are in Washington, D. C., where our executive director heads a seventy-man staff.

There are presently fifty-six national committees, grouped under five commissions, each one headed by a commission chairman who is a member of the board of directors. Under these commissions are grouped appropriately the committees relating to architectural design, professional practice, professional society, education and public affairs. This commission makes it possible to co-ordinate the work of related committees, to maintain effective liaison between the committees and the board of directors and to set up a procedure for evaluating recommended projects before they are presented to the board for approval and the appropriation of money.

The institute is supported by the dues of its members. Each corporate

member pays the same amount. In addition, we have a relatively new supplementary dues system which is based on the ability-to-pay practice. Each member pays an additional sum depending upon the number of persons he employs. This program finances new projects and programs that are necessary to advance the goals of the profession. Our budget exceeds one and a half million dollars. This streamlined organization and set of procedures is a far cry from the AIA of 1857.

Our national committees concern themselves with every facet of our profession. Consider if you will only the field of education. Our committee on education is consulted each time a university plans a new school of architecture for most of our existing schools were founded as the result of the activity of a local chapter of the institute. The AIA sponsors each year a seven-day seminar for the benefit of the young teachers of architectural design, it awards dozens of scholarships and fellowships, as well as medals, to outstanding graduating students in each of our schools. Through our local chapters AIA plans refresher courses for practicing architects and conducts special courses for those graduates who wish to prepare to take their state board examinations in architecture. A special AIA commission on education has proposed a continuation of their own study with foundation help which may change drastically the organization of all of the schools of architecture in this country.

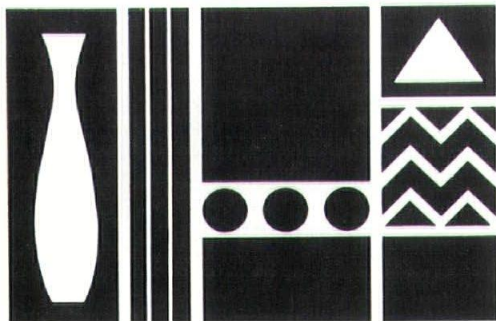
Under the direction of other committees the AIA produces documents on office practice, holds meetings on community ugliness with business groups in many communities, awards a Gold Medal to an exceptional architect each year, honors outstanding men in architecture and related professions and crafts, establishes post-graduate seminars on such things as urban design and expanded professional services, sends filmstrips on the meaning of architecture to teachers in secondary schools and organizes conferences for newspapermen to improve the quality of reporting on the

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(CARROLL)

building of our towns and cities. It would be impossible in one or a dozen talks to cover *what* we do and the effort would exhaust your patience and my voice but I can, in a very few words, tell you *why* we are doing these things. The answer is very simple — it is to help our profession create in America an enduring environment of which we and our children can be proud.

In every age some profession has exerted a great influence. When America was founded the ministry kept the settlers together and acted as their temporal and spiritual leaders. Later the lawyers erected the legal and political framework in which an orderly society could develop. Still later the engineer, backed by the financier, developed the transportation systems that permitted this nation to bridge its frontiers. Now that the land has been exploited and we have run out of physical frontiers, society is turning increasingly to the architect to remake our physical environment into something economically sound and aesthetically satisfying.

Emergency Research Underway

The University of Kentucky has launched a research project under a grant from the Office of Civil Defense to develop knowledge for the design of governmental facilities which can function during and after a major catastrophe. Last month the University's department of architecture invited eight young architects to a "design Charette" at its Lexington campus to begin work on the project.

Each of the eight was assigned a team of architectural students and charged with developing the design for a hypothetical local government building incorporating emergency facilities. Backing up the architects and students were experts in such fields as climatology, government operations and structure, who served as consultants. Each team concentrated its efforts on designs to resist a different catastrophe — hurricane, earthquake, nuclear blast and fallout, flood, fire, industrial explosion, etc.

At the conclusion of the two-week program, the eight architects returned to their offices, where they will give their designs further checking. Then they will go back to the campus in November for another session and the development of their final designs. The university will publish a report on the project after its completion. John Hill AIA, a faculty member, is heading the project. Ben H. Evans AIA, director of the Institute's research programs, is participating as a consultant.

Ugliness Is Strangulation

It is high time. America is strangling on ugliness. Old gridplan street systems are choked with traffic for which they were never planned. Whole business sections are blighted by profusions of ugly signs, rundown store fronts and streetscape junk. Owners of rundown tenement buildings that used to be premium housing are letting them run down still further. Random locations of motels, gas stations, housing subdivisions, junkyards and billboards are depressing property values for everyone. All this is driving the middle-income citizen farther out into the countryside where he can pay still higher taxes as he extends his utility lines and builds more and more new schools and churches.

Ugliness depresses the community spirit and steals from the community pocketbook. We are fast becoming known as the nation with the most beautiful buildings and the ugliest cities in the world and we deserve the title.

This isn't just *our* business, obviously; it's *your* business too. We're

building at a pace today that dwarfs anything that has ever been done by any nation at any time. Within the next 40 years we will be required to duplicate every single structure in the nation to replace obsolescent buildings and neighborhoods and house the increased population of that time. We have the ability to build a new America that will rival the beauties of Greece and the glories of Rome. We also have the ability to manufacture ugliness and turn America, in truth, into a huge junkyard. We also have the *power* — *you and I* — to decide which it will be. Gentlemen, you are the decision makers. Give us, the architects, the opportunity to help you make the right decisions and build for all of our children a strong and beautiful America.

Additional pertinent information was presented by Mr. Carroll when he spoke on the design of industrial buildings before the Industrial Development Research Council, as follows:

The industrial building enjoys a special place in the history of America.
(Continued on page 24)

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ica and for good reason. It is, more than any other structure, the physical symbol of the process that has made us strong and prosperous as a nation. This process has created jobs, raised our standard of living, opened up new markets at home and abroad in peacetime and given us the means for defense in time of war. In its landscaped setting, the industrial building speaks eloquently of the vast social distance we have traveled since the Industrial Revolution. . . .

The competent architect can often offer the client a fresh and sometimes penetrating insight into seemingly irreducible processes or methods. The qualified architect, to be competent in this work, must exhibit both design and managerial skills. The process of

architectural design by its very nature involves the planning of spaces for a given function, the relationship of various spaces to one another, the expression of the parts and the coordination of many professions and trades whose skills must be brought together to build a complicated structure.

The competent architect who handles this kind of work at this particular time in history can offer you a great deal of valuable, professional counsel long before the decision is made to build. I hope it has been obvious, as I have talked about the work of various architects that I am not talking about single individuals who embody the combined gifts and insights of the Almighty. I am talking about the heads of architectural offices which have many profession-

als, technicians and specialists whose skills are coordinated by the architect. Some of these architectural offices are very large, with many hundreds of employees and a great variety of skills under one roof. Some are very small and utilize consultants or professional collaborators when they assemble a team to provide a wide range of services for a complex industrial project.

The architectural office has traditionally been trained in the art and science of building. The firm which handles complex industrial projects today is also likely to be trained in finance, real estate, feasibility studies, site selection and development, land and highway planning, materials handling, operations programming and even process engineering. There is a relatively new term for this. We call it *comprehensive services*. It is not a new concept. It is simply the formal organization of these elements into a complete and available service. . . . The architect . . . is and should be your professional counsel. Like any other professional counsel, an attorney for example, he will be effective in ratio to his familiarity with your problems. . . .

To be satisfactory, an industrial facility should be feasible, functional and profitable. It should satisfy the environmental needs of the people who own it and operate it and it should be a good neighbor, not only as a building but also through graphics, site adaptation, landscaping and color coordination — in other words, through good design. This is true not only of the industrial building, it is true of all buildings and all architecture. To make this aim a reality is the goal of our profession. It should also, and must, become the goal of our society.

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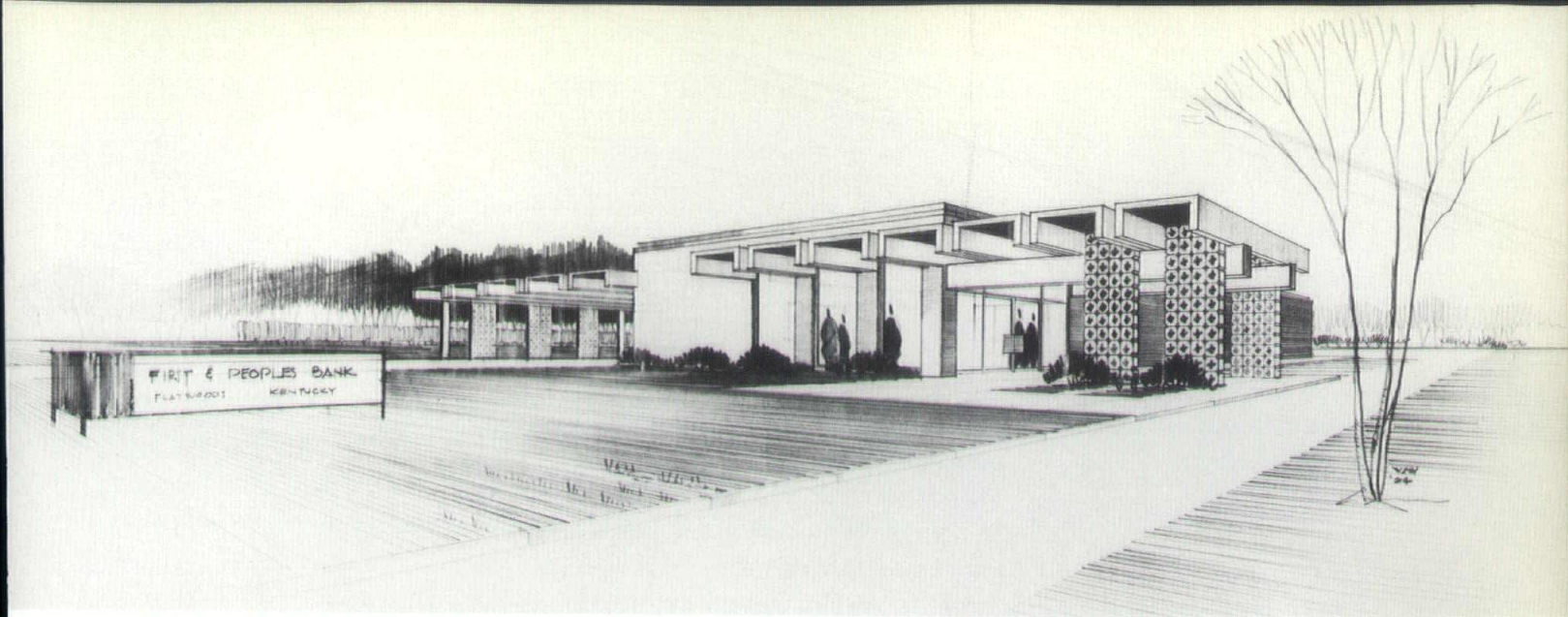
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Precast concrete is unsurpassed in total advantages when architectural and structural requirements must be integrated to achieve an unusual design. Original designs with freedom of architectural expression are achieved readily with precast concrete.

Dolt and Dew Precast Products incorporated in the First and People's Branch Bank at Flatwoods, Ky., now in construction, served this dual purpose: Architectural and Structural Success.

To bring forth the architectural design a precast roof channel notched at beam juncture was devised. This made possible simultaneously cast-in-place connections of the roof channels with their cast-in-place supporting beams. A monolithic effect thus was attained. The channels were made especially for this project and are the first in this area to be used . . . manufactured for this specific project and purpose and still econom-

ical in precast. The roof channels were five feet wide, 36 feet long and weighed 20 tons each, and were successfully hauled by truck 250 miles to job site. Double tees were used on the roof of the main building (35 ft., 4 inches long.)

The architect's expression was completely free and precast concrete did the job. The white, sand finished channels are a prime example of the many advantages of using Dolt and Dew precast concrete.

Dolt and Dew technicians worked with the contractor on mix design to achieve uniformity of appearance and strength.

This project is another example of the success of factory-controlled quality, scheduled delivery and installation.



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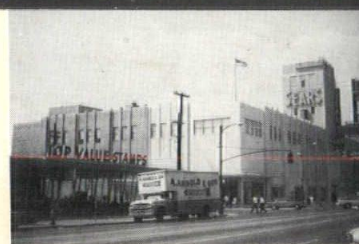
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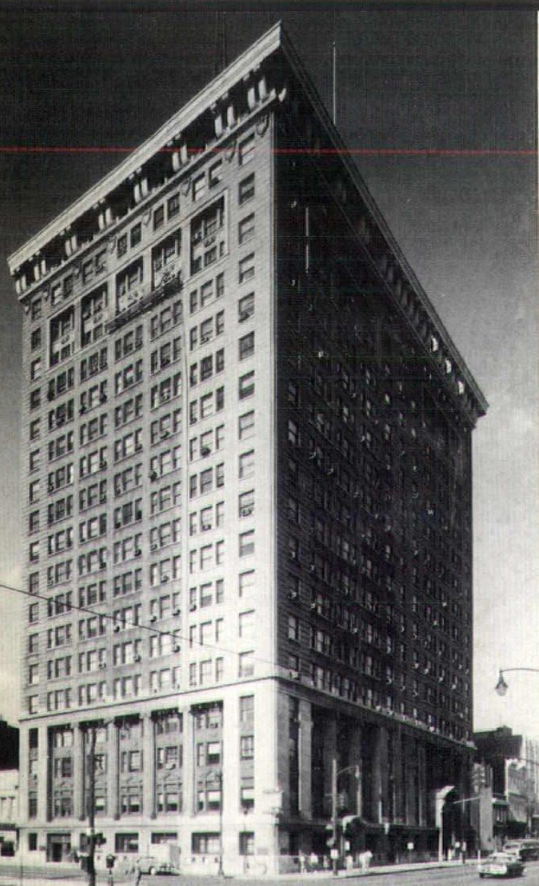
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