

Northwest Architect

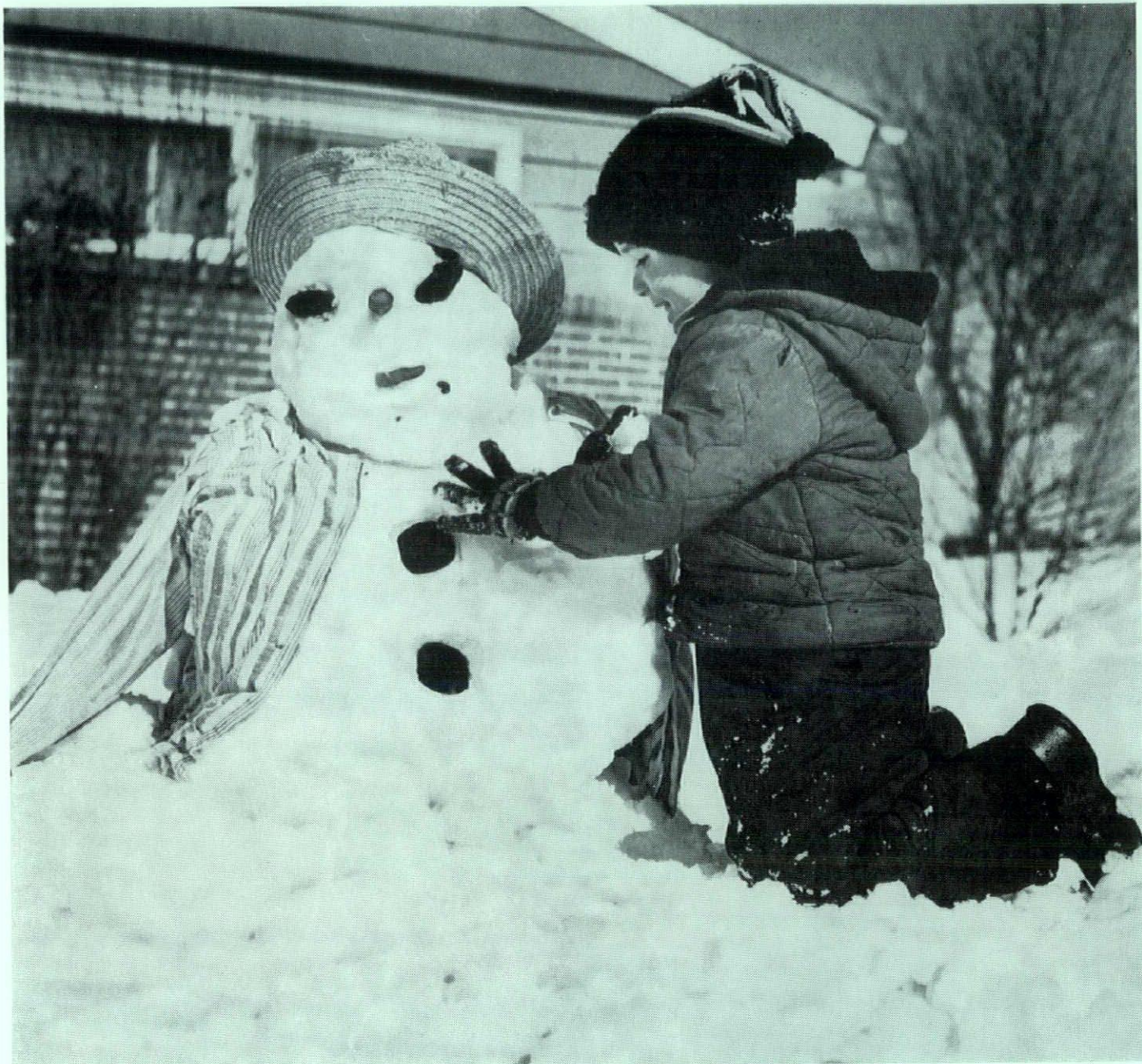
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Northwest Architect

January/February 1971



This area is a great place to live and raise a family. And we at NSP are doing everything we can to keep it that way.

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to find.**

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a brighter life for you

Northwest Architect

Official Publication of the Minnesota Society of Architects

VOLUME XXXV NUMBER 2 Jan.-Feb. 1971

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Area Notes

Architectural News from Five States

PEOPLE . . .

Miller, Melby & Hanson Architects, Minneapolis, have announced a new, added service to help other architectural firms and companies outside the profession which do not have in-office facilities and skills to do their own graphics. The new department for design of directional, logo, identification and other graphics is headed by **David Gredzens**.

In government—**Jay W. Tyson's** appointment to the Minneapolis Planning Commission has been confirmed by the city council. Tyson is a member of Northwest Architect's editorial committee and has his practice in Minneapolis . . . Across the river St. Paul's outspoken and sometimes down-shouted Mayor Charles McCarty reappointed **James D. Voight** as an architect member of the board of appeals and **R. R. Gauger** to the planning board . . . An architectural review board is being created in the Wisconsin community of New Berlin. With five members, two at least of whom must be licensed architects, the board will have "power to prohibit buildings with an abnormal or unorthodox design or exterior appearance, buildings monotonous in appearance, building locations which would destroy the natural beauty of a site, buildings unless the surrounding land is landscaped and hard surfaced driveways and parking areas added." Single family residences are excepted.

William H. Moser of Duluth is the new president of the Northwest Minnesota AIA Chapter. His aim for 1971 of "emphasizing environmental problems" will be carried out with the backing of **Thomas J. Shefchik**, vice-president, and **John I. Thomas**, secretary-treasurer. Directors are **John Peck**, **Arthur Kaple** and **Arthur Thoma**.

Medical Facilities Associates, a medical consortium of professional services established recently by the architectural firms of **S. C. Smiley & Associates** and **Liedenberg, Kaplan, Glotter & Associates**, both of Minneapolis, will be directed by **Rodney L. Henslin**, formerly a project architect with **Ellerbe Architects**.



Mr. Henslin



Mr. Wagner

MFA will provide clients with the services of architects, planners, engineers, programmers, sociologists, economists, doctors and medical technologists, etc. . . . **David Wagner** has been named an associate in the firm of **Bergstedt, Wahlberg, Bergquist Associates**, St. Paul, with which he has been an architect since 1968.

The **Ellerbe Architects** team, with **L. Kenneth Mahal** as its new president and chief administrative officer, has been expanded. "Though we rank as the nation's ninth largest architectural and engineering firm . . . we recognize that the many changes affecting our field require us to adapt if we are to continue growing," Mr. Mahal said. "We expect to continue increasing our volume of work by at least 10 percent per year by expanding into new

fields with our professional services." In keeping with such plans the firm has recently named **Larry W. Pugh** as administrative hospital consultant, **Ellis G. Hanson** as programming consultant, **R. H. Jacobs** as director of marketing and **Robert E. Jensen** to manage its new subsidiary, **Land Research, Inc.**, to do aerial photography, statistical research and engineering evaluation.

General Manager of **Cedar-Riverside Associates**, Minneapolis group behind a 20-year development program which will combine housing, commercial and recreational facilities for 30,000 persons, is **Harry J. Jensen, Jr.** Jensen, recently appointed, formerly was a vice-president of **Northwestern National Bank of Minneapolis** . . . Back to the brush, artist's that is, has gone **Gilbert O. Grunwald**, who retired earlier this winter as director of the county architectural and engineering division in Milwaukee. In 1920 he had chosen between architecture and art, with art taking second place. Now he plans to catch up on full time brush manipulation.

Two at **Wold's**—**Robert R. Nelson** has been promoted to executive vice-president of **Wold Associates**, St. Paul, and will continue to work as principal architect on major projects also. Joining **Wold** as project architect and structural consultant is **Donald P. McGinn**, formerly of **Dubuque, Iowa**, (we'll get some Iowa news in these notes by hook or crook during the continuing drought from there! . . . Meantime **Cerny Associates**, Minneapolis, has made its head of the contract administration department, **Max Fowler**, a vice-president and director . . . AND within **Ackerberg and Associates**, Minneapolis, **Edwin Mackie** was given the duties of production vice-president and **Raymond Raffel** became assistant vice-president for design.

Top men of **Setter, Leach and Lindstrom**, Minneapolis, following a recent show of hands there, are **Stowell Leach** as chairman, **John Lindstrom** as president and as vice-presidents and directors **A. J. Wilwedding** (also treasurer), **William B. Berget** (with added duties as secretary), **Richard J. Vasatka** and **Harry G. Sierk** . . . New in **Owatonna, Minn.**, is the office of **Keith E. Lorenzen**, who is registered as an architect in **Minnesota, Iowa and Wisconsin** . . . Architect **Charles Huntley**, formerly **Minneapolis**, has joined the staff of **Hirsch, Stevens and Samuelson** in **Hudson, Wis.** . . . After experience in **Kent, Wash.**, **Emil W. Madsen** has returned to **Minnesota** to be a member of the firm of **Kegel Architects**, **Detroit Lakes**.

Honors—**Eugene L. Freerks**, partner in **Freerks, Sperl & Flynn**, St. Paul, recently was presented with a biennial HUD award for design excellence in connection with housing for the elderly . . . A former resident of **Manitowoc, Wis.**, **Prof. Dean Vollendorf**, has been honored for his work on the staff of the school of architecture at the **University of Oklahoma** as one of the university's six outstanding faculty members.

In **Wisconsin** **Nathaniel W. Sample** of **Madison's** firm, **Sample and Potter**, was elected president of the state AIA chapter—and chosen to serve on the executive committee of the newly established **Wisconsin Chapter of the American Society of Landscape Architects** were **William Tishler** and **Philip H. Lewis, Jr.**, of **Madison** and **Dale R. Nolte** of **Hales Corners**, who is president.

New and revised—**Strang Partners, Inc.**, is the new name of the former **Madison, Wis.**, firm of **Weiler, Strang, McMullin and Associates**, now headed by **Allen J. Strang** as president . . . **Edmund Ozolins** and **Dennis F. D'Jock**, architects, have formed the office of **Ozolins-D'Jock Partnership Architects**. They will be associated with **Gavic and Gavic, Engineers**, in **Eau Claire, Wis.** . . . **Ames-Torkelson and Associates** in **Madison** have changed their name to **Ames-Torkelson & Associates, Inc.**, Architects, Engineers, Planners, following incorporation . . . **Schneider-Schweitzer Associates** is a new architectural firm announced by partners **George A. Schneider** and **Frederick J. Schweitzer** in **Milwaukee** following dissolution of **Eschweiler, Schneider & Associates** . . . **Robert K. Vance**, **Madison, Wis.**, has announced setting up of **Construction Time Controls** to provide expert consultation on the **Critical Path Method** . . . **Wisconsinites** are busy indeed!

Spreading the word recently was **James Potter**, architect, who gave his illustrated talk, "Know Your Madison," before a group of retired persons, among others . . . **Sheldon Blue**, registered architect, has been named director of multi-family development for **Vern Donnay Homes**, **Minneapolis** . . . **F. Wallace Haines** is now an associate of the **Ames-Torkelson** firm in **Madison**.

. . . AND PROJECTS

MINNESOTA

A studio atmosphere as contrasted to that of a business office has been created for the new offices of **Sovik, Mathre and Madison**, well known **Northfield, Architects**. Built on the foundation

(Continued on Page 74)

DIRECTORY ERRATUM

Please revise the listing of **Robert A. Ritterbush** at the beginning of the **North Dakota** classification (emeritus) in the January directory issue to read "FAIA" instead of "AIA." We regret this error.

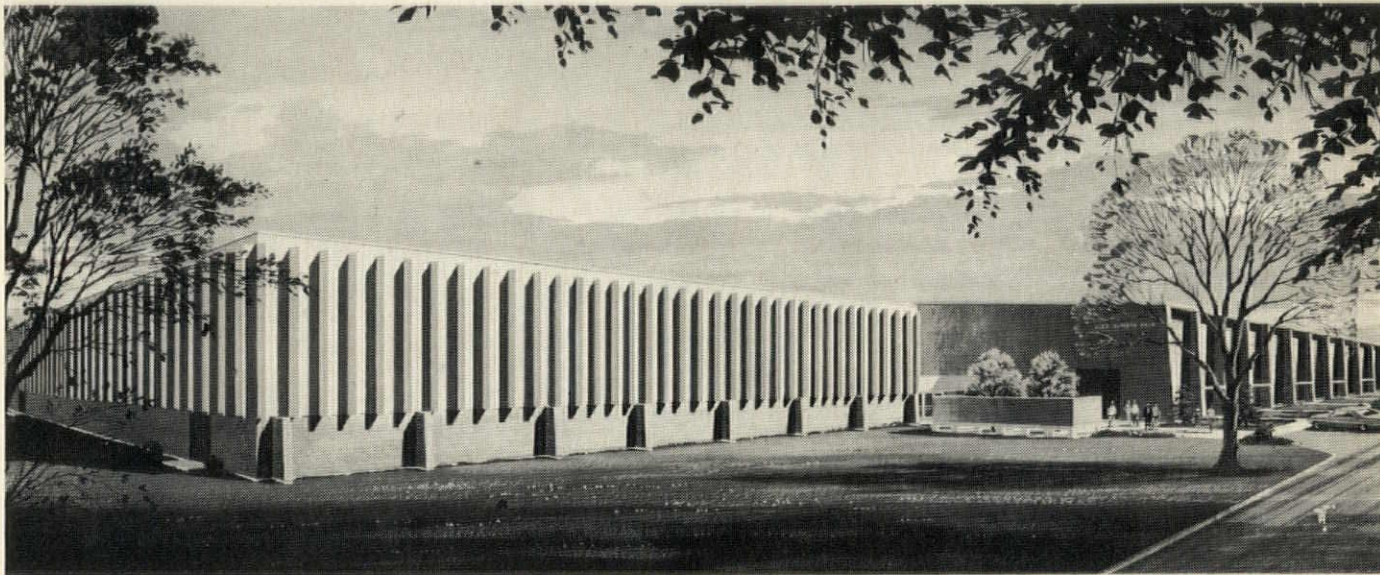
NEMZEK HALL ADDITION MOORHEAD STATE COLLEGE

MOORHEAD, MINNESOTA

ARCHITECT: *Elken, Geston, and Hanson — Moorhead, Minnesota*

ENGINEER: *Vernon L. Solien — Moorhead, Minnesota*

CONTRACTOR: *T. F. Powers Company — Fargo, North Dakota*



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The structure is divided into three general areas. 24" x 61' double tees span the interior area roof. The floor below is framed with 16" x 30' double tees supported by an

inverted T-beam and column line. Gymnasium and pool are on opposite sides of the interior area. 32" x 82' double tees span these areas. 24" x 42' double tees span the intermediate floor at the south end of the pool area. The perimeter walls of the building are framed in double tee panels which carry a plaster interior finish over insulation.

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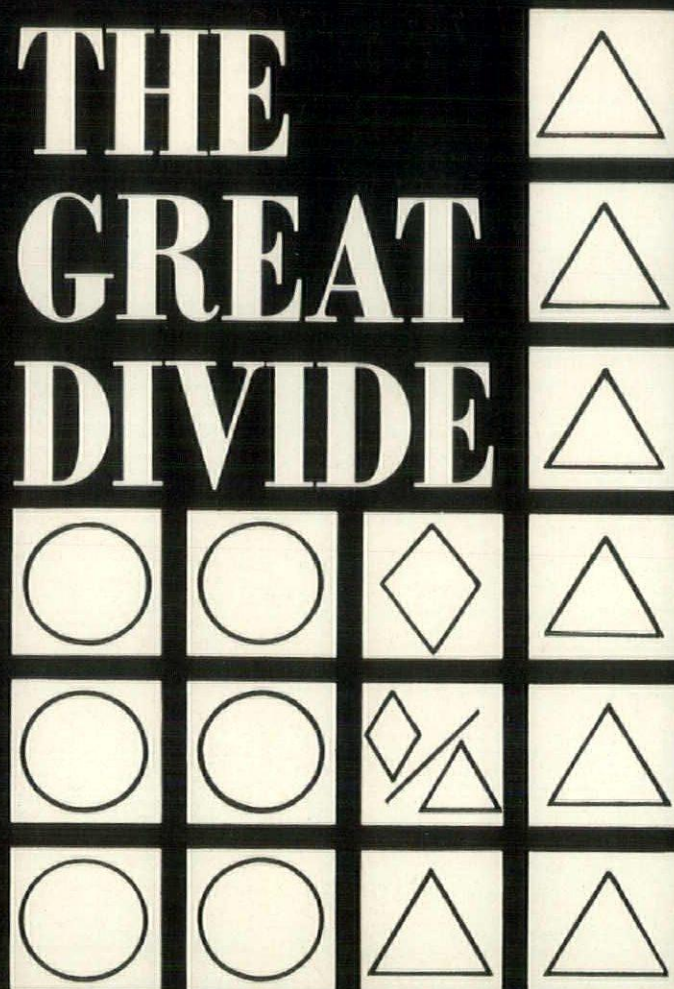
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Separate competitive bidding reduces total construction costs by a significant amount. That fact has been demonstrated so often that separate bidding on public construction is a requirement in many states, and it's equally sound procedure in private construction. And since the mechanical portion can account for as much as 40% of the total, the need for cost efficiency in the installation, operation and maintenance of the mechanical system is obvious.

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ARCHITECT: EUGENE E. HICKEY, EDINA, MINNESOTA

STRUCTURAL ENGINEERS: CARL WALKER & ASSOCIATES, MINNEAPOLIS, MINNESOTA

GENERAL CONTRACTOR: CRAWFORD-MERZ COMPANY, MINNEAPOLIS, MINNESOTA

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PROJECT: PLYMOUTH COURT OFFICE BUILDING, MINNEAPOLIS INDUSTRIAL PARK
PLYMOUTH, MINN. 55425

ARCHITECT: DWIGHT D. CHURCHILL, MINNEAPOLIS, MINNESOTA

STRUCTURAL ENGINEER: CLARK ENGINEERING COMPANY, MINNEAPOLIS, MINNESOTA

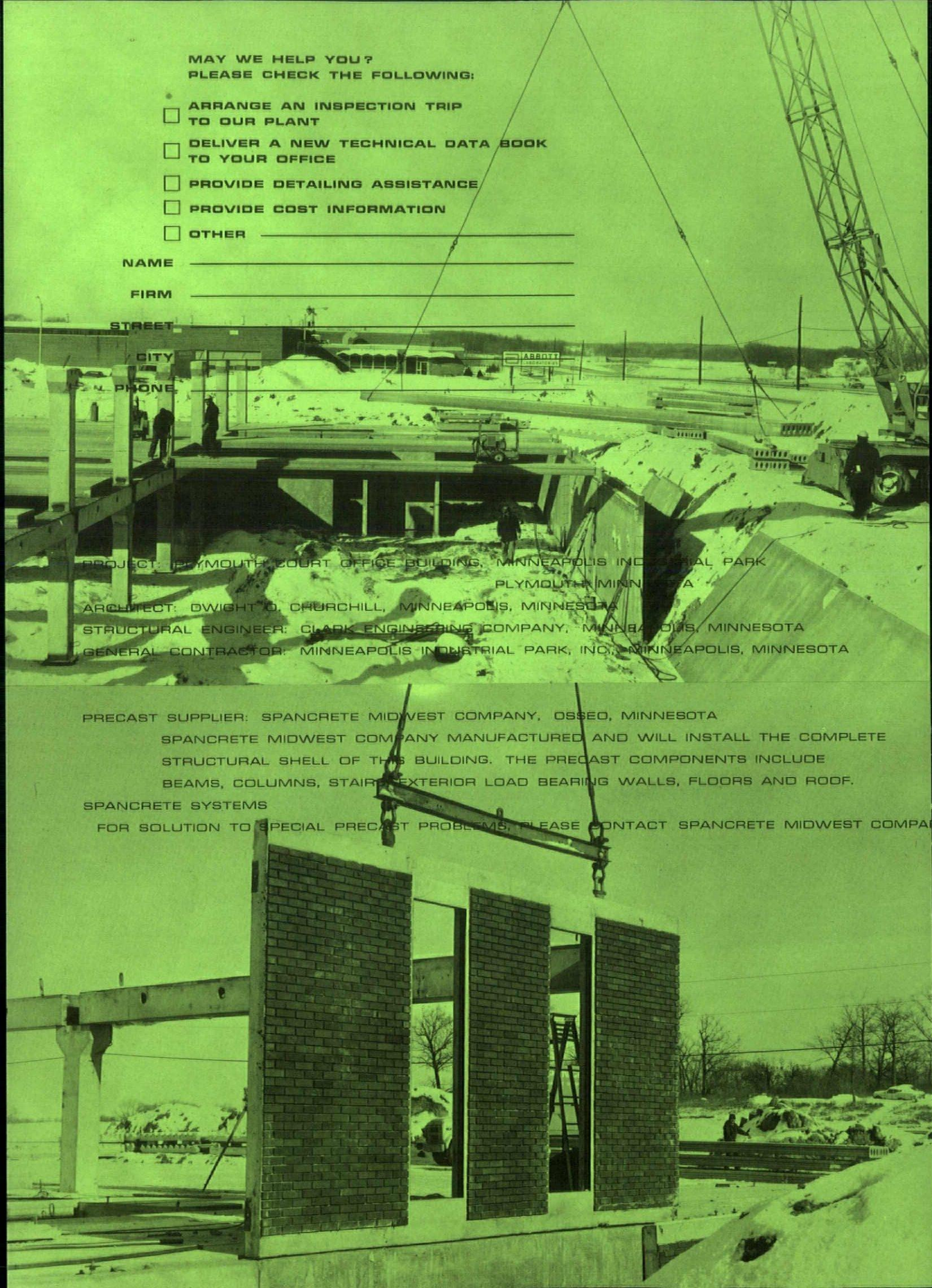
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JANUARY-FEBRUARY, 1971

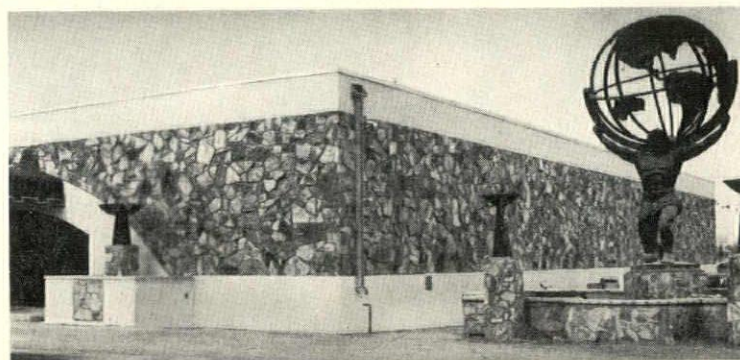


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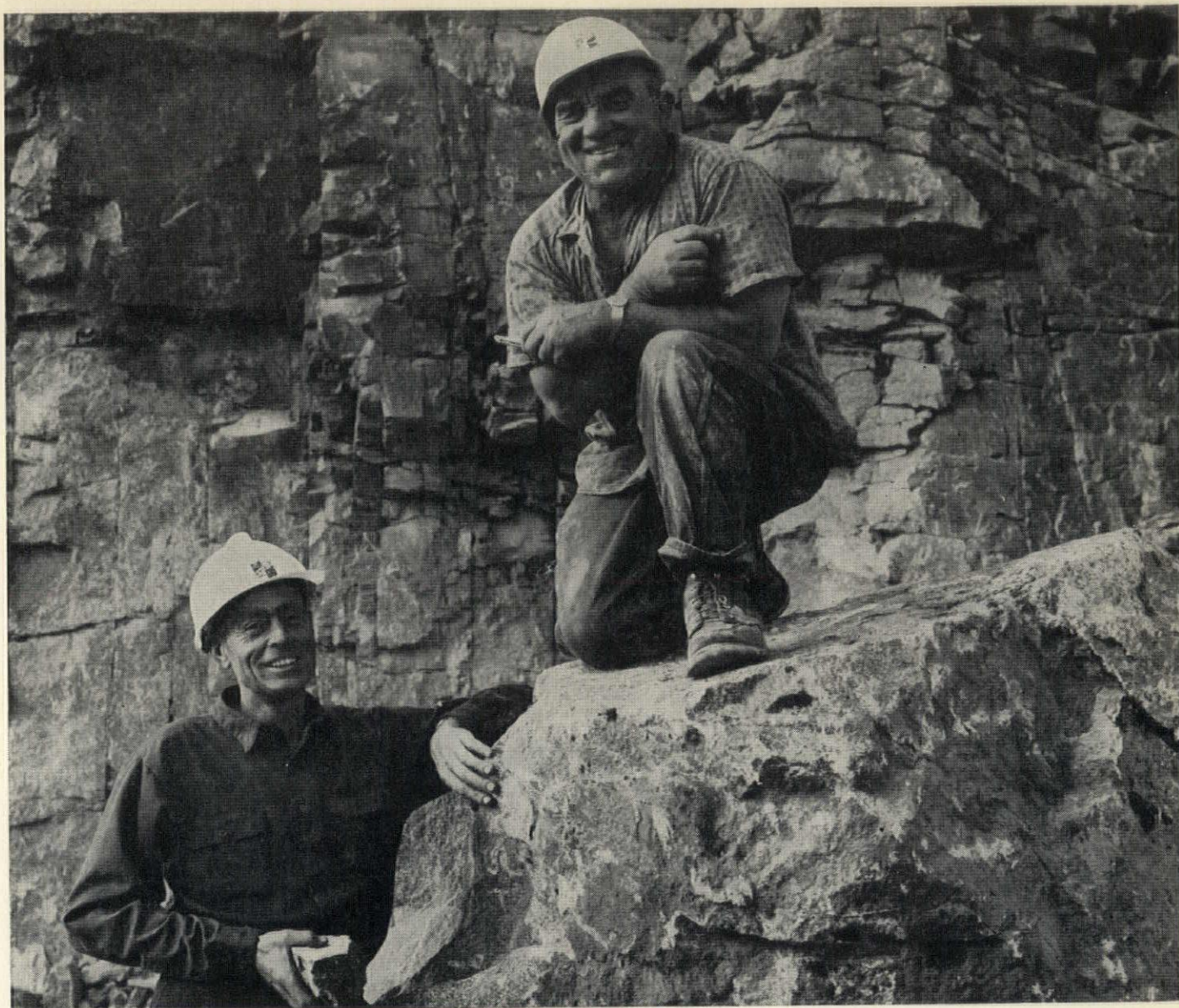
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MINNESOTA CERAMIC TILE INDUSTRY



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MSA Convention Speeches Briefed

SEN. GAYLORD NELSON

An outspoken critic of our national environmental policies and priorities, Sen. Nelson is a sponsor and chairman of the National Environmental Teach-In and champion of the constitutional "Bill of Environmental Rights." He is the author of two recent conservation bills (which have passed the Senate) to establish a 57,000-acre recreational park and to preserve our national waterways. He is also author of a comprehensive package of bills designed to eliminate all forms of water pollution. His other accomplishments include the National Teachers Corps, the Nelson Amendment to the anti-poverty program which puts the unemployed and elderly to work on conservation projects and the establishment of automobile safety standards and tire safety and quality standards.

"I'm pleased to see the conference devoting important time to the environmental question because **I think without any question that the status of our environment and our resources is, in the long pull, the most difficult issue facing mankind**—not only an issue of survival but also an issue of how we survive. We have in the past half century accomplished, if that is the right word, more degradation and desecration of the landscape's environmental quality than mankind had performed in the previous 5,000 years and it is man who is the only creature who massively intrudes into the environment and makes massive changes in it, many of them to the detriment of other living creatures as well as to mankind . . .

"I think we ought to recall John Donne's famous words, 'Don't send to know for whom the bell tolls, it tolls for thee' because there are many species on earth that have a much higher survivability factor than the human species does . . . Just how long can the United States and the rest of the world consume resources at the current pace before we run out and, when we do, what then? . . .

"Can this planet support and sustain in any quality way the 7½ billion persons it is predicted will be here in another 35 or 40 years unless there is a reversal in the trend of the birth rate in the world? How many can you support on the planet, and is it possible to feed and manage the resources and sustain a quality of society without famine, without world wars over contests for who shall have the benefit of the available resources?

"Another question that might be asked is, at the current accelerated pace if not reversed, will there be any water on earth that is sufficiently uncontaminated to sustain life? I think not. Unless the trend is reversed you will see the end of the productivity of the ocean in another 25 to 50 years and the end of productivity of almost all fresh water within that same period of time . . .

"This planet is a closed system in precisely the same way that the Apollo space ship, was a closed system. In that, you couldn't bring anything into it and you didn't take anything out—you had to survive with what was there . . .

"Our philosophy about our environment, about our role in nature, about our relationship to all life systems, about our attitude toward our resources is critically important because without an understanding of our relationship and interdependence upon the works of nature and all other living species, without understanding that, I don't think it is possible for human beings to make the tough decisions to be made if we are to preserve the life systems of which we are a part . . . Unfortunately the attitude of western man is in contrast with the attitude and philosophy of aboriginal tribes . . . all of whom thought they were a part, just a part, of the works of nature. Contrasted that with our view, which has made it possible for us to do all the damage we have done, with the view that somehow we are over and above and apart and separate from all the rest of the species of the animal kingdom and all the rest of the insects and marine creatures and birds that live here in these life systems with us . . .

"I want to address myself to the limited aspects of the fundamental responsibility I think the federal government has. In other words, I want to mention the minimum programs, and **I say the minimum**, and they aren't all-inclusive, that the Congress must address itself to. That admits a discussion of the responsibility of all individuals which is very grave, and it admits a discussion of the responsibility of private industry, which are great, and it admits a discussion of the responsibility of the city and the county and the state governments, all of which are great . . .

"Water is discussed so continuously because it and air are the two most available and obvious physical aspects of the environment that we deal with and notice every day. We have in this country 600 billion gallons of water that are available for daily use . . . We are using 375 billion gallons daily now. In the early 1980's we will be using 600 billion, the total national supply. Thirty years from now it is estimated we will be using 1,200 billion gallons of water per day, which is twice the national supply! This means that all water on the average will have to be used twice and, since neither water nor people are distributed on the average, it means that in the great metropolitan areas water will have to be used

5, 10, 15, 20 times . . . We have seen in just the past 40 years the rapid degradation of every water shed East of the Mississippi, the virtual destruction of Lake Erie, the serious pollution of Lake Michigan in its southern tip and off the shores of major cities, and the beginnings of the pollution of Lake Superior, which along with Lake Baikal in Russia and Tanganyika in Africa are the three greatest fresh water bodies on the face of the globe.

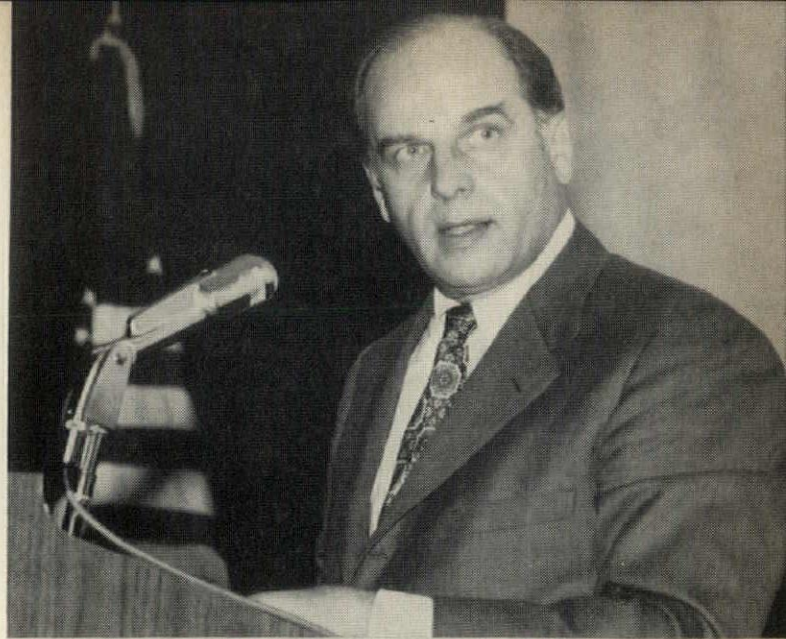
"There will be no way for human beings with all their equipment and ingenuity to ever create a Lake Superior that holds 2,700 cubic miles of water. Yet the State of Minnesota a few years ago granted a permit to Reserve Mining to dump taconite tailings into Silver Bay above Duluth, which it has been doing for some 15 years now at the rate of 60,000 tons per day. That is just one pollutant . . . Unless we are prepared to make the decisions, the hard decisions to protect the assets of this kind, you will see someday the destruction of Lake Superior too . . .

"We need to establish a national policy on air and water which is much stricter than the one we have, though the air quality bill we just passed is very good in many respects. What should the test be? The test is a very simple one; we ought to have a national policy that says that all cities and all municipalities and all private industry must install that equipment that refines pollutants out of the air and the water, that meets the current highest state of the art, and as we expand our research and improve our equipment, the new standard must become the standard of the new equipment that meets the highest current practical state of the art. If that is done over a period of years, we can stem the tide of pollution . . .

"The auto is a contributor about 50% of all the pollution going into the air in this country. The auto industry has not been co-operative, in fact they have resisted doing anything very much about developing pollution-control devices for the internal combustion engine. In fact they were engaged in an illegal conspiracy from 1953 to 1967 not to compete in the development and employment of air pollution control devices and a consent decree was entered against them by the Justice Department in Los Angeles a little more than a year ago. So they have resisted doing anything about it and they still are . . .

"We need to establish a national policy on land use and any sensible land use policy will interfere with what historically people in this country have considered their rights to use and dispose of and abuse any land they hold lease to or title to . . . I don't think that can be permitted to continue. Any sensible land use policy would say several things. One of them, and I won't list them all, but one of them would say to anybody who extracts ore of any kind or coal from the land by strip-mining must be required to save the top soil carefully, save the overburden, restore the land, restore the top soil,

(Continued on Page 70)



DR. LUTHER GERLACH

An associate professor of anthropology at the University of Minnesota, Dr. Gerlach is an outstanding environmentalist and ecologist as well as anthropologist. He is also an expert in the field of socio-economic relations in certain African, Asian and Latin American countries. The author of a newly released book entitled "People, Power, Change: A Study of Movements of Revolutionary Change," he is a consultant to numerous community, church and private groups on a variety of social and religious movements including Pentecostalism, Black Power and the Ecology movement.

"My research is concerned with what I call a class of events, namely movement of personal transformation and revolutionary change, and I regard black power movement or black liberation movement as aspects of the student movement, aspects of a new left and a new right, and certainly the ecology movement as examples of such movements. I regard them as a general class of events . . .

"First of all the distinction between developmental and revolutionary change. Now I don't mean that in real life it is as neat and simple and clear as I'm going to make it but for analytical purposes I think we can make a distinction between these two types of change. By developmental change I mean adding things to an established system, modifying the system somewhat, modifying the things you add to it. The primary purpose of this adding in slight modification being to permit the system more or less to maintain itself without significant change . . . Revolutionary change, in contrast, is obviously a significant alteration of the existing system in its values, a fundamental overhaul . . . I'll give you one example right out of the talk by Senator Nelson. Let's take the good old American automobile. It's proposed the automobile is guilty of polluting the air and other grievous sins so one of the propositions is that let's have a new kind of fuel and keep the automobile but use a new kind of fuel. To me that's merely developmental change; in fact, one of the reasons we use a new kind of fuel is so that you can keep the automobile . . . But the prognosis is we still have 80 million automobiles next year and the year after that and in 1975 we just have a different kind of an engine . . .

"Now suppose we have another kind of idea—to get rid of the automobile and to have mass transportation. I would argue that that is a fundamentally significant kind of change, or could be. Whole new ways of building cities, whole new ways of organizing people, shopping, a change in personal mobility, a whole range of things, would seem to me follow from that, or it could. And so, relatively speaking, a mass transportation system and getting rid of the automobile would be a significant and in fact revolutionary change as against simply changing the engine . . .

"Some environmental activists say we have to reduce output of energy because you just can't produce more of it without a high cost to the environment and we have to reduce our consumption obviously if we are reducing our production. We have to reduce our consumption and if we reduce our consumption of electric energy, which relates to so many other productive enterprises, we have to reduce production across the board in the United States. We can't do this unless we have other kinds of reduction, so what they are talking about is the concept that Senator Nelson mentioned . . . that for all practical purposes we live in a closed system . . .

"Kenneth Bolling, an economist, is a spokesman for this view and he argues that, instead of maximizing throughout—that is, you take materials, produce something, run it through the system and dump it out the other end as soon as you can—instead of that, just maximize maintenance and reduce production, reduce consumption and hold the line. Now that argument is fundamentally different from the argument that we're going to need more power . . . And the gap between the people who hold one view and the other is significant. It is a fundamental gap, it seems to me, and I would argue that they can get down and talk about things but they get no further than our delegates and the Vietnamese delegates do in Paris, because they are at different places, and they can talk all they want about facilitating communication and so forth but they have different views, different world views, different ideas . . .

"Obviously our whole way of life is based on increasing consumption and increasing production and increasing—well, you know what it's based on, I mean you are a part and parcel of it and so am I. We grew up with it, it's how we plan things, how we see things. If we start changing in some significant way, we are talking about revolutionary change . . . I would argue that for 30 years the United States has been an agent of revolutionary change in other countries. It has encouraged, fostered, generated revolutionary changes in other countries of a magnitude they would never permit someone else to come in here and generate . . . Let me give you this example from Africa . . . the community I was working with were people called Dego people of East Africa. They are essentially agriculturalists and their primary way of life is working with the land. One of their other primary concerns is to maintain group harmony, village harmony. They recognize that people are individualists and it is a constant struggle to have harmony and so you want to reduce all sorts of conflicts as much as possible. A third thing to keep in mind about them is that they believe that the world is inhabited by spirits and spirit forces

and the spirits are everywhere, they inhabit people and objects, they are everywhere, and spirits that are properly controlled by people can help make life better . . . I should add one other element, Dego are also Moslems, having been converted to Islam 20 years ago . . . They added Islamic elements, a good example of change, Islam came in and because Dego controlled it, because they were the ones who brought it in by going to the Arabs and getting it and bringing it in, they were able to change, but in very developmental ways . . .

"Eventually the British, especially when the Americans joined them, decided to go after the Dego and give them 'modernization' . . . in they went and very simply what they said was that there are no such things as spirits, if you are ill it is because it is something we know so much about, etc. . . . and the kids learned in school to disrespect the old beliefs and so when I was there it was in a point of real transition and in many communities the whole idea of spirits, theft was increasing and people were sitting around talking and saying 'what will we do?' . . .

"My argument is this is just one little example that we have been doing this to the world for years and years. We would never allow someone to do this to us, yet we have been doing it to the world. In other words, we have been giving them revolutionary change . . .

"Let me tell you a little something else. When the West went to Africa, or a lot of other places, they went into communities where the people felt the land was the community's and not the people's and you could use it as long as you used it well, but if you sold it out of the community or used it in ways the community didn't like, that was it, man, you got rid of it, or it got rid of you . . . **In came the West and said that kind of belief is a hindrance to progress and they said, therefore, what we must do to you is give you private property . . .** If you're going to get economic growth in underdeveloped lands . . . you have to change the land tenure system and you have to give property rights to people so that land can be entered as a factor of production, bought and sold. Of course, what they don't add is that it is bought and sold to American investors in many cases but anyway, it has to be bought and sold. Now that for the Dego and for the people I know in Africa and many other places in the world, was a revolutionary addition . . .

"I'm not so sure I can repeat precisely but this is from 11th Corinthians and it goes something like this, **As ye sow, so shall ye reap.**" Well, **a day of reaping is coming . . .** We have looked at social changes in other countries as kind of a natural process to modernize them, assuming that we were modern, and they had to come up to our standards . . . Now when we see ourselves, see religious movements . . . or the black power movement . . . the student movement . . . and now parts of the ecology

(Continued on Page 72)





Pres. Whiteman



Vice-pres. Abrahamson



Sec. Anderson

Minnesota Society

Minnesota Society of Architects' officers took office in January, following their election at the 1970 convention.

They are Richard F. Whiteman of the Hibbing architectural firm of Aguar, Jyring, Whiteman & Moser, president, Bruce A. Abrahamson of Hammel, Green Abrahamson, St. Paul, vice-president, John Anderson of Medical Facilities Associates and Thorsen & Thorshov, Minneapolis, secretary, and O. Reuben Johnson of Buetow and Associates, St. Paul, treasurer.



Treas. Johnson

St. Paul

The St. Paul AIA Chapter has installed its 1971 officers.

Bernard Jacob, president of Team 70 Architects and immediate past chairman of the editorial board of Northwest Architect, was named president of the group, Arthur G. Haglund, a partner and vice-president of Bettenberg, Townsend, Stolte and Comb, was elected vice-president, L. Kenneth Mahal, president of Ellerbe Architects, was named secretary and Richard Faricy, a vice-president of The Cerny Associates, will be the new treasurer.



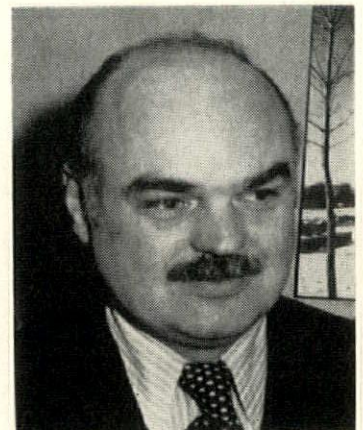
Pres. Jacob



Vice-pres. Haglund



Sec. Mahal



Treas. Faricy

NORTHWEST ARCHITECT

1971

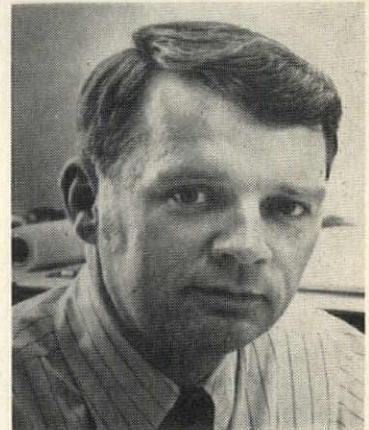
Society and Chapter Officers

Minneapolis

The Minneapolis AIA Chapter is now headed by new officers.

Gene Green, partner in the firm of Bissell, Belair & Green, was named president, James Stageberg, partner in the firm of The Hodne/Stageberg Partners, was elected vice-president, William Berget, vice-president and secretary of Setter, Leach & Lindstrom, was named secretary and Roger Johnson, president of Roger Johnson and Associates, will be the new treasurer.

Pres. Green



SIBYL MOHOLY-NAGY DIES, HAD JUST WON CRITICS' MEDAL

Sibyl Moholy-Nagy, the distinguished architecture critic and teacher, who died January 8 in New York City, has just been selected to receive the 1971 Architecture Critics' Medal of The American Institute of Architects. The board of directors had notified her of her selection for the honor on December 11 and she was to receive the award at the national convention in Detroit in June. The award was established in 1967 to "stimulate, broaden and improve the quality of architectural criticism in order to increase the public's visual perception of environmental design." Mrs. Moholy-Nagy was cited as "a penetrating writer of immense integrity, with a world-encompassing view of architecture."

A native of Dresden, Germany, Mrs. Moholy-Nagy was part of the German Bauhaus in Weimar-Dessau from 1923 to 1929. She came to the United States in 1937 with her husband, the late Laszlo Moholy-Nagy, filmmaker, writer, and exhibition designer. By the late 1950's she had become one of the most influential voices urging on the American public the need for better design and wiser use of the environment.

When they first arrived in this country after leaving Hitler's Germany, the Moholy-Nagys settled in Chicago where she helped in developing the curriculum and administration of the New Bauhaus, later called the Chicago Institute of Design. It is now part of the Illinois Institute of Technology.

Vice-pres. Stageberg



Treas. Johnson



Architecture and Civil Defense

By Fallout Shelter & Disaster Committee

Arthur W. Peabody, Chairman

IN OUR MASTER PLAN there can be no room for war. To include war in a program of objectives is the very dichotomy of architecture. We design for the preservation of people and property—not the converse.

But until world leaders and pseudo-diplomats learn to master their design tools to contain their economic, geographic and ideological appetites the architectural profession will have to expand its design capabilities accordingly to protect the people. Never before, have the people, per se, been quite so vulnerable to the immediate effects of diplomats' miscalculations. It is incumbent upon government to be concerned about the safety of the civilian population. The three basic principles of civil defense are:

1. Preservation of life and property
2. Continuity of constitutional government
3. Recovery

Needless to say, unless we accomplish the first objective the remaining two become superfluous. Civil defense is a shelter-oriented, passive arm of our national creditability and should not be berthed with strategic or tactical forces. In the past the Department of Defense has related the civil defense function to being part of the nuclear war forces. The dissidents and the honest questioners have been and are being heard. President Nixon has caused studies to be made which are evaluating the role and place of the civil defense function. The preliminary indications are to the effect that C. D. will be removed from the Department of the Army and will be elevated to a co-relationship with the Office of Emergency Preparedness, thus more adequately relating to the need to protect the people.

With this more philanthropic alignment architects will become more committed to the design program of fallout shelters and emergency hospitals, communication and administration facilities. Involvement is to be encouraged but one must be able to relate to both the philosophical and production aspects of civil defense—or, to put it another way, architects are both thinkers and doers. The architectural profession is quite capable of rising to this challenge and, hopefully, this article will reinforce this commitment through an objective reflection upon the myriad facets germane to the problem. Throughout history architects have been called upon to design and cope with imminent, environmental or imagined threats. Archaeologists and historians

have revealed countless examples of innovative design responses to the urgent programs of the times. It matters little if the example exists in Mycenae, Granada, Mesa Verde, Ankor Wat or Karnak, the truth remains that the architectural manifestation is non-aggressive. The "aiding and abetting" theory notwithstanding, these structures were designed to protect the people and are defensive in nature. This is no less true today.

So what are the threats to society in the 1970's? We have heard of the atomic bomb, of fallout, of ABM, of bacteriological chemical warfare. We hear of current strife, of riots, of threats of destruction of our way of life and our way of government. These must be kept in proper perspective. Bacteriological and chemical warfare is not considered as imminent a threat as the physical destruction aspect manifest in atomic warfare. We will speak to the subject of shelters from radiation fallout in a subsequent article. At this time let us consider in more general terms what is involved in the potential threats today. Not the least of these threats would be our own environmental ecological problems, which we bring upon ourselves. There has been considerable discussion at the federal and state levels of the need for establishing a federal office for the purpose of coordinating and working toward controlling these problems that are detrimental to our environment. It would be reasonable to relate this problem to a civil defense function and obviously the architectural profession should be involved in any attempt at controlling our environment and these ecological problems. These problems, of course, would be of a man-made disaster category.

As a result of lack of planning and concern Lake Erie is irreversibly incapable of recovery. The open strip mining and off-shore oil blight are very much in evidence. Visual and audible pollution must be controlled. Insensibility to the preservation of natural resources will continue to erode the limited supply which is our heritage.

Comprehensive design awareness on the part of architects and planners will be a powerful force in reversing this trend toward untenable environmental living conditions.

The news consuming public is literally deluged with reports and commentaries on world events. Each person, while listening to the same distant drums, will hear a slightly different tune. Only the best informed scholars or soothsayers would profess to have a clear and all pervading picture of today's

complex problems. Nevertheless, certain glimpses of the overall picture are worthy of note:

1. The largest standing military encampment is at the Soviet-Sino border.

2. Mao Tse-Tung was recently quoted as relegating 400 million Chinese to be expendable. This is almost twice the population of the U. S.

3. The warning time of a potential nuclear attack is of ultimate importance. The civil defense program in the Soviet Union is predicated on the philosophy of evacuation. The logical conclusion is that the Soviet Union is in fact thinking in terms of pre-emptory attack. Therefore, in a period of increased readiness the Soviet Union would be making the first move in terms of decentralization to minimize the potential destructiveness of counter-attack. A concept of assured destruction then becomes less meaningful from a standpoint of being a deterrent to waging an atomic war. A greater percentage of the Soviet population would be free from destruction as a result of this decentralization.

4. The United States was the only belligerent to emerge from World War II physically unscathed.

5. An upper atmospheric nuclear detonation could trigger an electromagnetic pulse capable of "fogging" ABM acquisition radar for many minutes.*

6. For 90 percent of the population of U. S. the purely passive defense (blast and fallout shelter) is preferable.** The introduction of additional "gaming input," as well as consideration of the remaining 10 percent of the population, lend credence to ABM, manned bomber, strategic missiles, etc.

7. The USSR's civil defense per capita budget is ten times that of the United States.

8. As a result of a programmed nuclear attack, 5 percent of an attacked country's area could be affected by blast, thermal and initial radiation while 75 percent of the area could be subjected to fallout radiation. This fallout radiation could conceivably affect 95 percent of the population.

9. The world could survive an atomic war and people would be able to recover from such a disastrous miscalculation. The question has to be raised—why not prevent it from happening?

Walter Cronkite in his foreword for a multiple-authored book entitled "Who Speaks for Civil Defense," comments that "If we are involved in a nuclear confrontation and when surviving congressmen reconvene, the first order of business will deal with an investigation of what happened to C.D." The architectural profession has the obligation and the ability to supply the answer to such a hypothetical question. By making the inclusion of dual-use fallout shelters or other emergency facilities a normal ongoing consideration during the program evaluation and design phases, the C.D. program can be a viable one.

*Foss and Mayo—Bell Laboratories, 1969.

**Survival and The Bomb by Wigner, Indiana University Press.

Our issue will include an article dealing with the need and design of fallout shelters, etc.

JANUARY-FEBRUARY, 1971



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Architect: John Portman, Atlanta

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REVIEW . . .

O'Shaughnessy Hall

College of St. Catherine, St. Paul, Minnesota

Architects: Hammel, Green and Abrahamson

Structural engineers: Johnson and Sahlman

Acoustical consultants: Bolt, Beranek and Newman

Consultant for the shell and ceiling: George Izenour

A Commentary by **Elizabeth S. Close, FAIA**

As inveterate concert goers my husband and I have been curious to hear a symphony concert in the new auditorium and to compare it with the same concert played in the familiar environment of Northrop Auditorium. Recently, we were able to achieve this objective. The comparison proved very interesting and illuminating.

The concert we heard was part of the regular subscription series of the Minnesota Orchestra and offered a chance to hear a variety of sounds. The program consisted of the Symphony in Three Movements by Stravinsky, the Concerto for Violoncello and Orchestra by Lalo, with Jacqueline du Pre as soloist, and *Soq d'Or Suite* by Rimsky-Korsakov.

The new hall at St. Kate's presents a striking and bold profile, executed in concrete, brick, wood and glass with great assurance and success. The impact was somewhat diluted for us by copious amounts of water dripping from the sky and collecting in puddles that we had to traverse to reach the hall. Parking arrangements were somewhat casual, mostly along the street. Once inside the door we forgot the weather quickly. The lobby, lounges and staircases leading to the balcony are superbly handled to provide many different kinds of spaces—for walking, talking, looking down on the crowd, lounging out of the way of traffic, a combination of intimacy with soaring heights and lively colors. The orange carpeting on the upper lobby and stairs carries into the auditorium to form a foil for the seats, which are upholstered in purples and reds of varying shades. One minor disappointment was presented by the plastic signs (a last ditch effort at economy?). They looked puny and out of scale; clearly the architects were by-passed.

The auditorium has 1,800 seats, of which 700 are on the main floor, the rest in the balcony. We tried two different seat locations and heard the first half of the concert from the fourth row on the main floor, the second half from the third row in the balcony. The continental seating is a pleasure, especially for persons with long legs; it does, however, result in a very deep balcony so that from the top row the stage appears as through the wrong end of opera glasses.

The least successful part of the room is the business end—the stage. It seems rather narrow for its height and it is enclosed on three sides and the ceiling by a dark clay-colored steel shell with occasional stiffening projections, rather like pigeon roosts. Inaccuracies in the faces of the shell are revealed by the harsh overhead down-lights, inadequately screened even from the front rows of the balcony. This light nevertheless is not sufficient to light the music since the shell itself reflects very little light onto the page. As a result, stand lights had to be added at the rear of the stage. These lights were in our eyes, particularly during the second half of the concert and formed a very unpleasant distraction. In general the view that the musicians get from the stage into the hall is more colorful and pleasant than the view offered to the audience.

The visual setting comprised a blue-green podium for the conductor, orange chairs covered by musicians in black and what looked like a raw wood platform for the soloist. Any of these by themselves would have been fine. The combination seemed unplanned; presumably it is not intended to be permanent.

The hall is designed as a multi-purpose auditorium to be used for recitals, opera, chamber orchestra and other combinations as well as symphony concerts. The hall also has facilities for "tuning" and adjustments that will take time and experience to be fully explored. In addition the orchestra needs to become accustomed to the new setting. This report therefore represents a reaction to what the sound was like during our visit, rather than a judgment of what it may eventually become.

We enjoyed the intimacy of the music from our fourth row seats but missed the orchestral sound of blended choirs as each instrument sounded sharp and clear. To a lesser extent the same thing was true from the balcony, where woodwinds and brasses especially had a sharp, occasionally shrill tone. I was also troubled by the relatively weak bass sound compared to the treble. By comparison, the music the next night in Northrop Auditorium had a more mellow sound with a better balance and blend of the different choirs of the orchestra without noticeable loss of definition or clarity. This would definitely not have been true three years ago, before the new wood acoustical shell was installed—the sound often used to be fuzzy and ill-defined. It would be interesting to know what the reverberation period at O'Shaughnessy is and whether it is possible to lengthen it. I missed the sense of being enveloped by the music and had the feeling that the sounds were stopping short. The dynamic range of the orchestra seemed wider in Northrop, especially in the pianissimos.

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Whether symphony halls should be designed to give definition of each instrument or blending of the different choirs is really impossible to answer because different kinds of music make very different demands. Music written to be performed in the echoing vaults of a Gothic cathedral, music composed to be played in a drawing room of an eighteenth century palace, music for solo instruments or voice, music for large chorus and orchestra, for strings or brasses or electronic instruments—all are played in our concert halls. Presumably the conductor should have some choices in how the orchestra is projected to the audience but unfortunately the design of our halls almost universally makes it impossible for the conductor to hear the music as it reaches the audience. He is somewhat in the position of a painter working under fluorescent lights on a canvas to be exhibited under incandescent lighting; what he hears and what the audience hears are two entirely different sounds. The steel shell at O'Shaughnessy may contribute to the conductor's discomfort by the focusing of sound at the podium. Any hall shaped roughly like a rectangle in plan magnifies the problem by the distance between the conductor and the last row in the hall. (Compare this with the Concertgebouw in Amsterdam, which places the orchestra in the same room with the audience, the conductor's stand about a third of the way back.) I went back to listen to part of a rehearsal the following week and found the orchestra sitting much farther forward, on the raised floor of the pit. The sound seemed better,

although still uneven in different parts of the hall.

Another facet of concert hall design concerns the musicians. It is necessary for them to be able to hear not only their own instruments, but each other's. When they can do this rehearsal as well as during the performance, their playing inevitably improves. The orchestra players whom I asked about O'Shaughnessy Auditorium said that they like the way they sound to themselves and each other on the stage, although they are not fond of the brittle tone quality.

The new hall has an orchestra pit for opera and facilities for drastic reduction of the auditorium by swinging the ceiling down to close off the balcony. These features give an added flexibility to the use of the space. The handsome architectural detailing combined with the spatial variety and warm colors will, after the initial problems of the stage lighting and acoustical adjustment are overcome, make this hall an indispensable part of our cultural scene.

A GUIDE TO SITE AND ENVIRONMENTAL PLANNING

By Harvey M. Rubenstein. John Wiley & Sons, Inc., New York. 1969. 190 pp.

Reviewed by Raymond A. Keller

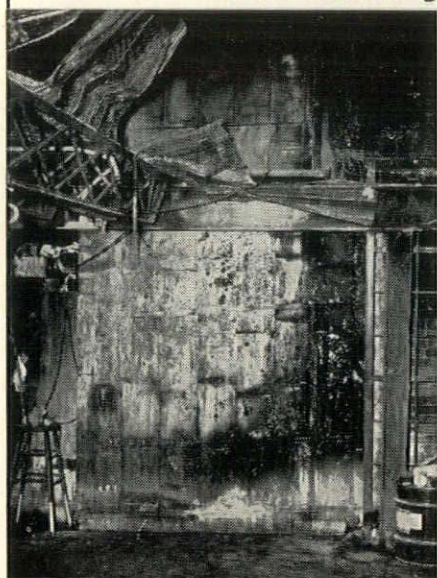
The reviewer, a graduate of the University of Minnesota, is a project architect in the office of Wold Associates, Saint Paul.

Did you know that exterior steps act as a connection between levels where grades are excessive? Or that the two major types of benches are those with or without backs? These and many other similarly enlightening facts are available in this book which is touted as a reference book for the student and professional alike.

The reference material is equally basic in its presentation and content and much easier found in one of the standard reference books.

The chapter on Site Selection and Analysis is well put together but in the same simplistic vein. In truth, the book is a very basic guide to site planning for the beginning student. It would make a nice addition to the careers' section of a high school library.

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TREES FOR ARCHITECTURE AND THE LANDSCAPE

By **Robert L. Zion**. Reinhold Book Corporation.

Reviewed by **Charles Wood**

The reviewer is a graduate of Iowa State University and holds a Masters Degree in Landscape Architecture from the Harvard Graduate School of Design. He was the recipient of the ASLA Certificate of Merit in 1958. Mr. Wood is Principal of Charles Wood and Associates, Minneapolis.

This book, while largely a photographic study, offers architects and laymen basic information on the enrichment of their environment's landscape through the protection and preservation of trees.

The author sets out to inform architects of trees and succeeds. He communicates primarily with photographs of trees common to most regions of the United States. Each state has a cross section of large shade, medium and ornamental trees which are representative of its common varieties. More important, he has photographed these trees from identical positions to illustrate the winter structure and summer foliage.

Robert L. Zion has divided his book into four parts,

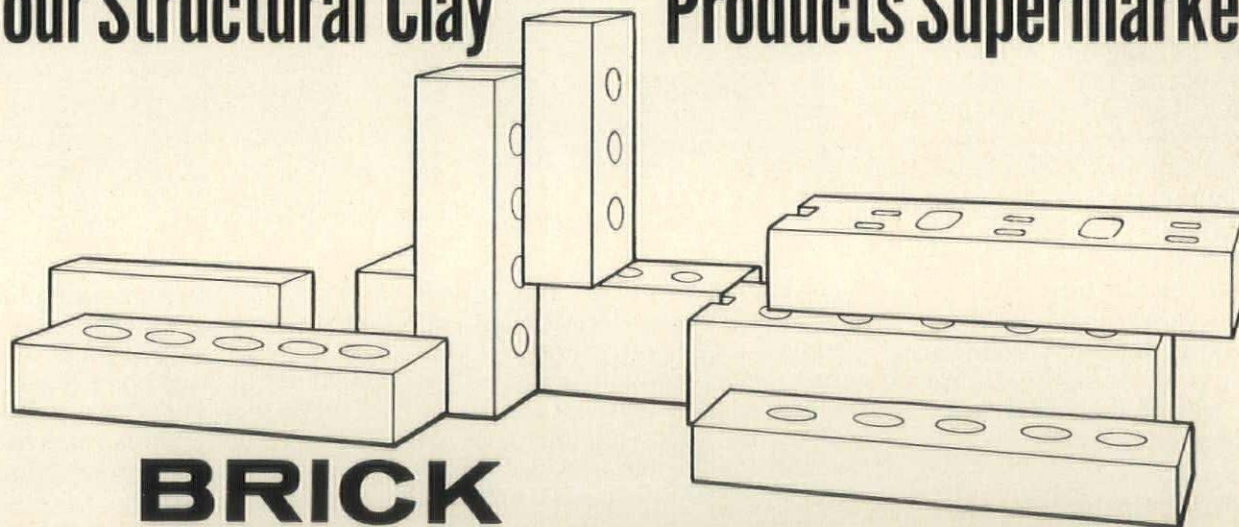
describing simply the growth patterns and protection of trees so as to convey the idea logically to architects concerning planting procedures, costs, protection and general use.

There are tens of thousands of plants in cultivation which this book exposes, a limited vocabulary of trees, deciduous and evergreen, on which he may expand his knowledge and observe their habits, growth and characteristics to establish an intimate selection to build on. Although the ecology of the various forms of natural vegetation is not included, the author has explained the basic elements of tree identification such as height, spread, texture, shape and fall color, which provide a general knowledge to identify them, know their character of growth and, in each season, some of their cultural requirements.

This book, as was intended, will aid in the interpretation of landscape architectural plans.

Community Action for Environmental Quality is a practical presentation of how communities can join in the fight to abate pollution. This volume contains where to get help in the struggle for a better environment, how to apply for help and what that help is made up of. For the financial needs it tells what government will pay for and what communities or their residents must shoulder. A 60¢ addition to this important section of your library obtainable from the Superintendent of Documents, Washington, D. C. 20402.

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INTERIOR DESIGN DIRECTIONS

By Dan R. Fox

Anyone who reads the architectural journals is aware of the increasing coverage given interiors. Although recent emphasis in architectural design curriculum and philosophy has been on super-scale, megastructure systems and comprehensive planning, we have perhaps rediscovered the common denominator of the necessarily human scale of interior working and living spaces. To paraphrase, the last decade has seen great advances in the exploration of outer space, whereas staggering developments in the exploration of inner man and his mind are inevitable in the new decade.

Some wit has been quoted as defining the interior designer as "someone who tells you what kind of furniture to buy, what kind of draperies to hang and what colors to use; sort of like a mother-in-law with a license." Notwithstanding that definition, I feel an increasingly important role is being thrust on the interior designer in team with the architect and I would like to pose two major challenges for the future:

1—The only constant in the foreseeable future is change, and at an ever-increasing rate. How do we cope with this phenomenon?

2—How do we maintain consistent and efficient standards of design, while absorbing and keeping abreast of the rapidly increasing data and technological-aesthetic "break-throughs?"

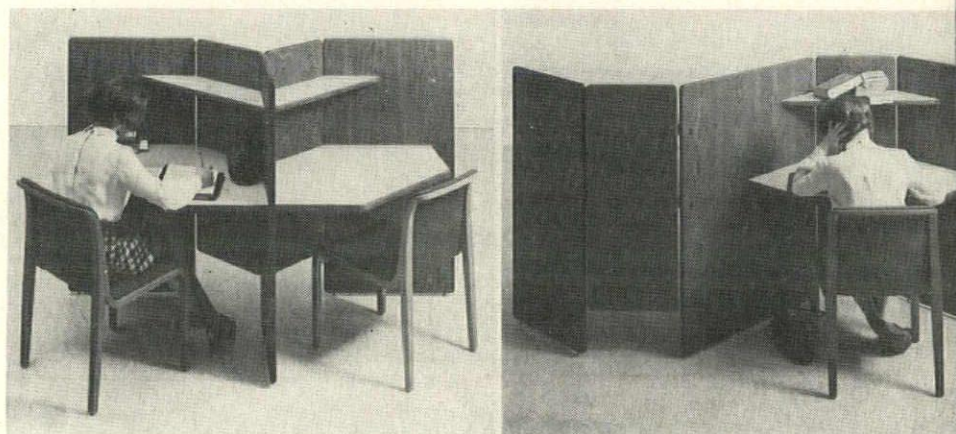
I am not going to attempt to answer these broad questions comprehensively, as it would be pre-

sumptuous and futile to do so. I would like, however, only by way of example, to briefly discuss the office landscape and a systems approach to furniture design.

I realize a great deal has been written on office landscape but I would like to summarize, in capsule form, the landscape concept. This approach, generated by the Quickborner Team in Germany, ignores office arrangement based

gering that once we give up the so-called "movable" partition we realize how unequipped we are to otherwise realistically solve the demands of flexibility. A concise analysis of the subject is covered by Robert Probst of Herman Miller, Inc., in his book "The Office—A Facility Based on Change."

Although I have just stated that the landscape is not an aesthetic, these are important aesthetic ram-



on status hierarchy and formal geometric preconceptions but patterns an office structure on verbal and paper communication flow, following an analysis of operations efficiency. The implications are recognition of the constant flux in the average office operation and therefore the ability to accept change is inherent in the concept.

Unfortunately the office landscape has suffered from the stigmata of being in vogue and has in many quarters been summarily dismissed as such. It also has been misunderstood and misapplied as an aesthetic, which it is not. The whole approach is inextricably related to economics. The cost of remodeling for the average office facility has become so stag-

ifications. I think the familiar but dehumanizing linear arrangements of furniture have been by now exhausted in large open spaces. Yet I find a majority of design oriented firms which, while approaching their buildings and structures inventively, rely on the old geometric cliches of furniture arrangement. This continues to puzzle me because the furnishings can do much to complement and reinforce the space dynamics. On the other hand, I have not reacted positively to some landscape installations which appear to be so chaotic and choked in plantings as to be disorienting. I feel that a discipline and sense of order can be achieved within the context of a freer geometry.

Mr. Fox, a graduate of the University of Minnesota, is director of the interior design department at Setter, Leach and Lindstrom, Inc., Minneapolis.

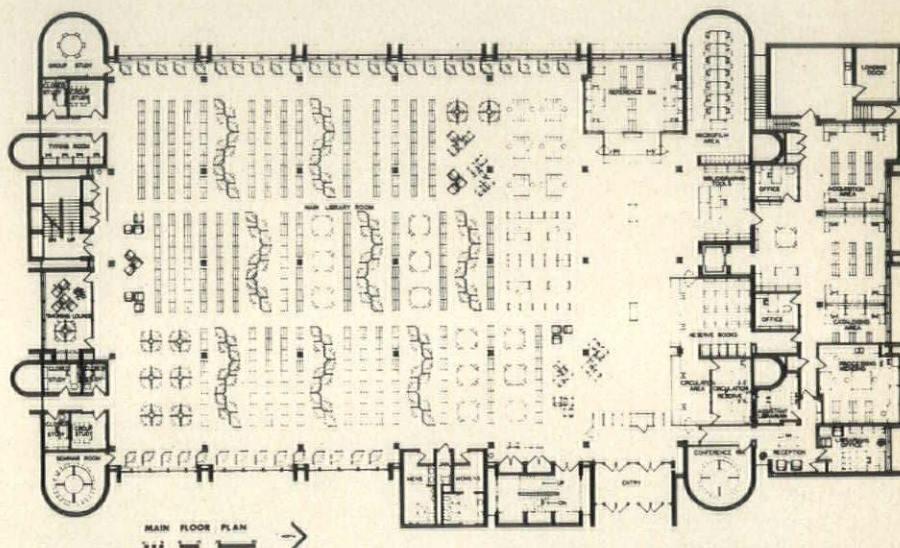
There are essentially two approaches to the landscape plan. One relies on physical distance and "geography" for separation and definition of function. This is not new, as typified by the urban bank with various officers and public functions on the floor. See illustration "A." An advantage of this approach is that one can maximize the sense of space and minimize clutter.

The second approach relies on physical barriers for separation, in lieu of full height partitions. In principle this is not new either. We have all been exposed to the dreary partial height steel office partitions with the ribbed glass inserts on top. However, this approach is perhaps best illustrated with the Herman Miller Action Office system. Other firms have offered multitudinous variations of the freestanding partition but to date Miller appears to be the only firm which has evolved a comprehensive and thoroughly researched tool for the flexible office. Since the Miller system relies on a continuous hinged connection, one can quite literally tailor the geometry to the functional requirements, such as the illustrated example "B." One obvious advantage of this approach is the minimum amount of square footage required.

As a note of caution I feel three critical areas must be fully comprehended before initiating an open office plan:

1—The office will be only as flexible as the electric and phone connections permit. Several alternatives are available and should be compared.

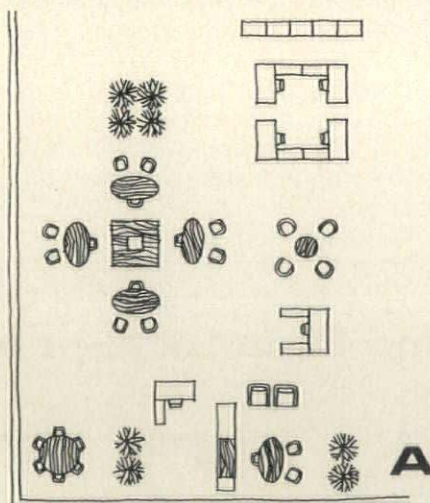
2—A realistic and knowledgeable definition of privacy criteria should be mutually established by the designer and client and then



the various acoustical options should be applied accordingly.

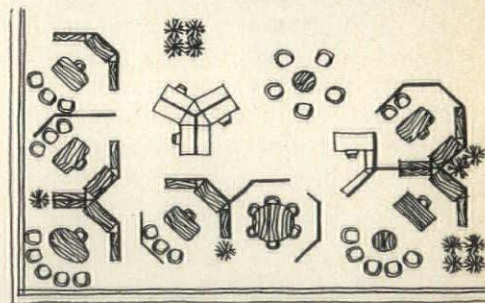
3—First cost economics must be put in context with comparative long range maintenance and remodeling costs to the client. The

has also been dealt with frequently and knowledgeably, I will only briefly discuss one typical application in the Gustavus Adolphus College Library in St. Peter, Minn.



cost of a landscape installation should also be compared with aggregate costs of a conventional installation, including full height partitions, doors and frames, etc.

Since the subject of systems



I personally question the amount of custom furniture designed for specific projects and in fact I feel too many current furniture "designs" by architects and designers are exercises in cosmetics and ego gratification. A new connection, articulation or reveal is not sufficient reason to "design your own thing." I have also noticed a depressing tendency among some architects towards clubby architectural wonders which can not be sat in or moved, causing one to

wonder if Frank Lloyd Wright is alive and well in Grand Rapids.

The library building consisted of three floors, each containing a large stackroom, with auxiliary supporting functions grouped on two sides (Photo I). The familiar linear bookstacks and resulting linear aisles between them generated our initial concern regarding the study furniture. Initially an attempt was made to find existing furniture lines which might help overcome the problem. However, it was soon discovered that none deviated from the basic rectangular table with a box shelf on top. Even Herman Miller had apparently not applied his office research to the library study carrels. It was decided to attempt a custom design, the initial goal being to "humanize" the study experience without sacrificing functional requirements.

Through a series of developmental stages, a design was arrived at and ultimately put into a full scale, two-station mock-up, fabricated by Jens Risom Designs, who also provided technical assistance. The result, illustrated in plan and photograph here, was a modular interchangeable component system, employing a 45° angle and displacing the same floor area as the conventional rectangular versions (Photos II and III).

The new carrel compensated for the rigid geometry imposed by the bookstacks by creating a spatial variety of rhythm and containment. The geometry also afforded the following functional advantages:

1—Reading area surface and leading edge adjoining seated per-

son, maximum area at point of maximum use and minimizing area of reading surface cast in shadow by book shelf.

2—There is a "rotational sphere" at each carrel, permitting different positions for study (for example, offering options to the left or right handed persons for note taking).

3—Vertical components of adjoining units will incorporate integral clothes hooks, leaving carrel chairs and floor areas unencumbered, which is usually a problem in winter in this climate.

4—Most of the configurations also permit a self contained "niche" in which to place purses, brief cases, etc., without impeding movement of the chair.

5—Each work surface has an integral removable plug to facilitate any future installation of electrical equipment.

The psychological benefit inherent in the geometry of the 45° angle is the ability to provide a sufficient degree of enclosure for privacy while avoiding the claustrophobic tendencies which appear to be generated by the conventional 90° enclosure.

The flexibility and economic factors were as follows:

1—Although only three basic configurations for the library were programmed, many other configurations can be created, which may be necessitated by unforeseen technological or program changes, (such as future retrieval systems replacing the bookstacks). Additional components purchased and

stored by the client will assist in this area.

2—Recognizing the severe abuse which institutional furniture is subjected to, any damaged component can be readily removed and replaced by building personnel. Conventionally, when a study carrel is damaged, the library must wait for 8 to 12 weeks for a new unit to replace it, which is not only inconvenient but costly.

3—The cost was 25% below comparative Risom catalog items, due to simplicity of components, shipping items "knocked down," and field assembly on site, rather than time consuming traditional methods of joinery in the plant.

In summary it is evident that the old Beaux Arts aestheticians' approach has not only died for the architect but for the interior designer as well. The traditional reliance on "good taste" is no longer relevant. Also gone are the singular universal formula solutions to the designing and planning of spaces. The examples I have discussed are only intended as an index of an approach to typical problems confronting our profession.

I think the realm of the interior designer is of necessity becoming one of problem definition and solution within a design team discipline. While I am not suggesting either systems or office landscape as a universal panacea, I think an understanding of flexibility requirements will better equip the environmental designer, whether generalist or specialist, to remain viable.

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The CUE Committee on Urban Environment

By Barbara Flanagan

Minneapolis Star Columnist

Join the boom for beautification, architects! Stand up now and sound off in the fight for excellence in everything urban, suburban and exurban. The "just plain folks" need your educated clout. We can't fight city hall without the experts. That means you.

I was delighted when architects showed up to speak out in favor of a billboard ordinance in the freeway hassle and I was overjoyed when you took a stand against turning Nicollet Island from a slum into a shambles.

Beautification is big right now. We've got to keep it growing.

In the south side Model Cities' residents this year staged a "spring thing" to show neighbors how easy it is to perk up old neighborhoods. On the north side the Pilot City folks began to fight blight with a rubbish collection campaign. Over southeast 50 housewives in a housing project participated in a garbage can beautification contest. They did it, I think, for love. First prize was only \$5 but you should have seen the work!

On dowdy Hennepin at least two businessmen have refurbished the facades of their buildings in an effort to lead that avenue back to beauty. And a bunch of youngsters—calling themselves "the dream kids"—called the mayor's office to find out how they could get plants and help to beautify their yards.

So who started it? Nationally, it was Ladybird Johnson. Locally, I'll give credit to the Nicollet Mall and the businessmen who built it. The reincarnation of Nicollet Avenue wasn't, however, just beauty for beauty's sake but I don't blame the retailers. They needed something to attract business. Usually they can't agree but when they did agree on the Mall it began the beauty barrage.

What's more, Minneapolis got lots of nice national publicity and business went up 14 percent the first year.

Former Mayor Arthur Naftalin certainly had a hand in the beautification boom. He asked a group in March 1967 to think about an urban beautification committee to advise city hall. The committee worked a year and came back early in 1968 with a report

suggesting that a committee be organized. They presented it to the city council ways and means committee for an okay and got it. Then it passed the full council.

For a year it was the Minneapolis beautification committee. In January this year it became CUE—the Committee on Urban Environment. Mrs. A. Boyd Thomes, a housewife member, suggested the new name.

"I like the idea of using CUE or 'Q' awards for excellence—if we ever get to that point in development," she said.

Appointments to the committee were made by Naftalin and members of the council. They are all to be commended for not playing politics. Most of the CUE members are able, knowledgeable experts in the area of urban planning and design.

Among the appointees are eight true experts in the field of architecture and urban design. They include Ralph Rapson, head of the School of Architecture at the University of Minnesota, and architects Peter Seitz, Robert Morgan, Leonard W. Anderson, Roger Martin, plus design expert Arnold Herstand of the Minneapolis School of Art, art historian Donald Torbert of the university and Lawrence W. Bachman, horticulturist and landscape designer. All of these men are pros and they've proved it on the committee.

Walter Robinson, president of the Minneapolis Society of Fine Arts, is a businessman with an artistic bent. He loves excellence. In choosing him as chairman the committee made an excellent choice. The other first-rate businessman in the group is Leslie Park, former head of Baker Properties. Park tempers his business know-how with a wonderfully imaginative approach to city planning.

It was Les Park who first suggested a bubble-dome bridge and restaurant to be built over 7th and Nicollet. That was years ago and people laughed. What's happened since has proved that Park's idea wasn't so silly after all.

Almost all of the women on the committee are equally expert as knowing housewives and civic workers. Many have served on civic boards and

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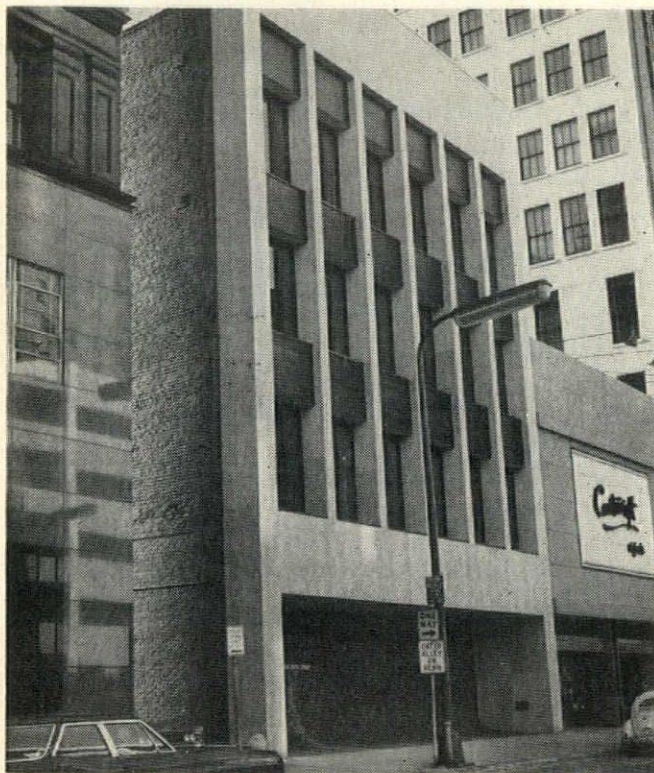
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committees involved with building a better Minneapolis. Among them is Mrs. Norma Olson, a member of the planning commission and the acknowledged "spark" of CUE. Her enthusiasm for CUE and what it can do for Minneapolis almost bubbles over.

Her enthusiasm is joined on the male side by Edward Peterson, a retired florist who works harder now as executive director of the Loring-Nicollet Community Council. He is a bear for beautification.

Robinson and Rapson, who is CUE's vice-chairman, make a tough but temperate (sometimes) team. Robinson can and will talk to just about anybody and he listens well. Rapson is never afraid to sound off out loud in favor of excellence. Both proved their mettle under fire at the hearing on the billboard ordinance when employees of a billboard firm were on hand to heckle.

Two aldermen assigned to CUE have become regulars by their constant interest and attendance. They are Mrs. Gladys Brooks and Joe Greenstein. Both seem truly eager to hear what the committee can tell them about what's best for Minneapolis.

"I must say that with the exception of one alderman," Robinson told me, "all members of the city council have been most encouraging to us. We have also had wonderful co-operation from all of the city department heads and most certainly the planning department, Larry Irvin and Weiming Lu. And Don Jacobson has been a wonderful friend to our committee."

Robinson added that not only are the city council members aware of CUE but he thinks they share CUE's concern about the lack of direction that design and beautification have had over the years. Let's hope the new city council sticks to that path and continues to co-operate.

The committee in only one year hasn't been lollygagging—although it has taken a bunch of city tours, usually on what should be days off. Members have organized specific task forces to deal with river problems, historic sites and neighborhoods, for example, and they have made a number of excellent recommendations.

Tops on my list was their recommendation to the council to veto plans for a traffic viaduct from 3rd Ave. So. to 4th Ave. So. over Washington Ave. So. The plan was stopped by a lawsuit but it'll turn up again. Let's hope CUE and its supporters are ready to knock it down a second time.

CUE has worked with oil companies on gas station design. It has aided in the plans for redesigning city street signs. It bravely invited Isamu Noguchi to Minneapolis to talk about what could be done to beautify the 35W triangle at 10th St. and 4th Ave. So. That plan is still pending.

CUE is working on riverfront plans and Nicollet Island plans with the city. For the island members recommended keeping it green and went along with the architects in protesting the twin-bridge idea across the river at Hennepin Ave.

CUE's objection caused architects to change plans for the Midwest Federal parking ramp and it was slightly miffed when IDS didn't submit its new building plans to the committee in time for CUE to give the plans careful study. CUE went along with a bridge across the Nicollet Mall because IDS asked architect Philip Johnson to design it. They might not go along with another one.

All in all, in one year CUE has made itself known to a certain segment of residents. I hope its powers will be strengthened so that excellence in Minneapolis will become a fact of life—and of urban design.

As for my personal hopes for flower stalls on the Mall—and sidewalk cafes—CUE hasn't commented officially but I hope it will recommend a change in city ordinances to allow such fripperies. Most of my letter-writing readers are for it. A word to CUE from the architects wouldn't hurt.

Once that's done, then we can all start nagging for new excellence in parking lot design. After parking lots . . . well, we'll think of something. I'm counting on you, AIA. You and CUE!

THE FUTURE OF THE EARTH

"The most effective key to the secrets of the future is knowledge of the past. The prospect is exciting. As far ahead as scientists can see, there is nothing to suggest any astronomic or geologic catastrophe that would render the earth unfit for life as we know it. Our planet will continue to circle the sun at a goodly distance, without serious disturbance by any other heavenly body, for hundreds of millions of years to come. In the direction the solar system is going, there is no opaque cloud of cosmic dust into which the earth might plunge. There is abundant reason to expect that the sun will continue to bless the earth with its life-supporting radiant energy for at least another billion years. Climatic and geographic changes will occur in the future as in the past. But living creatures have adjusted themselves to all such changes, at least since the beginning of Cambrian time, and they will surely be able to do so in coming periods.

"To be sure, now that men are able to manufacture nuclear explosives and chemical poisons, they could so pollute the atmosphere as to make the earth uninhabitable. It would be quite an undertaking, involving great expenditures of human energy and requiring considerable organization, but the requisite materials, knowledge, and skills are now available. Discounting that insane possibility, we can expect a long-continuing opportunity for mankind to use the rich resources of the bountiful earth for his own esthetic, intellectual and physical development. The question is not how much time we will have, but what we will do with it . . .

"Recalling how Antaeus in his stupendous battle with Hercules drew his strength from the earth that

was his mother, the goddess Gaea, it would be wise for us to keep in mind our complete physical and biological dependence upon earth.

"Our dependence on the earth is not only physical and biological but esthetic and spiritual as well. The bonds that tie man to earth involve not only his food and drink, the air he breathes, and the materials for his shelter and tools, but also his estimate of his place in the natural scheme of things. It is easy for twentieth-century man to forget this relationship. Insulated from the ground by asphalt or concrete, restricted in outlook by the steel and glass canyons of his cities, supplied with goods made by chemists, he is getting farther and farther away from his natural environment. It is time that all of us became better acquainted with the earth on which we live and from which we live—in short, become, as much as we can, geologists."

Kirtley F. Mather, "The Earth Beneath Us — The Fascinating Story of Geology." Random House, New York.



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(Continued from Page 53)

contour it, feed it, plant it and stabilize the surface to restore it to beauty and usability . . .

"Any sensible land use policy would say to the Corps of Engineers that they may not issue a permit to the cities of San Francisco, Berkeley, San Jose, Oakland to fill in the bay for purposes of adding commercial structures and apartment buildings to add to the tax base of the city. San Francisco is one of the unique cities in the world, one of the most

beautiful, and the assets which make it unique are the hills, the ocean and the greatest bay on earth. When I went to college in California, San Francisco Bay was 700 square miles; now it's around 400 square miles because they filled in the estuary, the wet lands and the bay to add to the tax base of the city. However, they eroded the tax base of all the rest of the city because they are destroying one of the environmental qualities that makes that such a beautiful place in which to live.

"Any sensible land use policy would say that nobody may be permitted to drain wet land . . . because the wet lands of the country are the habitat of innumerable species of animals and birds and insects that are part of the life system . . . Any sensible land use policy would say that nobody, because he owns a piece of land on a lakeshore, may put a cottage on it, that you would have set-back zoning on all bodies of water and that nobody be permitted to cut a swath of trees down so he's got a vista looking on the lake. Nobody would be permitted to drain the sewage from his cottage into the lake because it fertilizes it and destroys it. Those are public waters, the very asset people go there to enjoy, being destroyed by the people who are there and **it isn't their water to destroy! . . .**

"We need to establish a national policy of mass transportation . . . We now have 80 million cars in this country, totalled with the trucks it's 104 million. We have just concluded spending about 60 billion dollars to build 40,000 miles of limited access, interstate commerce and defense highways across this nation. **As fast as we build them, they are filled up with traffic . . .**

"We need to establish a mass transportation system in this country which will get the automobiles out of the city and provide cheap, economical, fast transportation within our cities and between our cities . . . We must move in the field of mass transportation and stop the insanity of continuing to pour concrete all over the face of the United States!

"We need to establish a national policy on recycling waste. We throw onto the countryside some 9 million automobiles a year—all the metal valuable, all of it reusable, and almost none of it salvaged. Several years ago we discovered that great convenience most of us grew up without, the disposable bottle. Last year we threw onto the countryside—and you know where they went, into sanitary landfill, into parks, onto the roadsides—the incredible number of 84 billion disposable bottles and cans. That's about 25 for every man, woman and child on earth. How long can we continue to do it? And that's just one part of the problem of solid waste disposal. Solid waste in this country now totals 5 pounds for every man, woman and child—that's a billion pounds a day, **a billion pounds a day . . . It's reaching catastrophic proportions; we have to recycle.** Fifty percent of all the waste in this country is paper and it is all reusable. Every time you don't reuse it, you

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have to cut some trees to produce the paper to replace it.

"We need a national policy on **minerals**. That policy would say many things and one of them is it would recognize these **are resources that belong to all the people**. They're coming out of the sea beds, they're coming out of the ground all over and we must have proper management to control their utilization . . .

"We need to establish a national policy on pesticides. **Any sensible policy on pesticides would say that nobody may introduce into the marketplace any pesticide or any herbicide until such time as extensive ecologic studies have been made to see what the pesticide does . . .** It has been a disaster what we've done, a disaster the dimensions of which we won't know for another 20, 25, or 50 years, if ever. We have indiscriminately medicated all practically living creatures on earth with DDT, Lyndane, Algreen Dieltren, all the chlorinated hydrocarbons.

"Paul Erlich, whom many call an alarmist but who I think is one of the most talented spokesmen in the country on behalf of the environmental cause, a professor at Stanford, predicts that within a quarter of a century, or thereabouts, at the continued accelerated pace of the introduction of pollutants into the ocean, that the productivity of the ocean for all practical purposes will be over. I've asked a dozen marine biologists whether they agree or disagree. None of them disagreed, although they may disagree on the length of time . . . You don't have to pollute entirely those great bodies of water, because way out there in the depths is not where the breeding grounds of marine creatures is. It's in the marine estuaries, it's in the first half dozen miles or so off the shoreline of the coast of the country . . .

"**The United States, by any environmental standard of measurement, is overpopulated now** because we've demonstrated either our lack of capacity, although I think it's more a lack of will and understanding, to protect our environment against rapid deterioration with only 200 million persons. What'll it be when 30 years from now there are 300 million persons? So the most important factor, regardless of what anyone might say, in the matter of limiting population is a will and understanding on the part of the people. Oh, it involves family planning, it involves developing a much better birth control device than the current pill, which has too many side effects. **It involves motivation on the part of the people of the nation! . . .**

"I'll conclude by saying what the cost is. On that I would simply say that the price of not addressing ourselves in a massive way to this problem is a price we cannot pay. You might as well start out by saying it is an economical investment, perhaps a question of survival I think, to tackle the question in a massive way. All we've been doing is tinkering. All we've really heard is cosmetic rhetoric. We haven't addressed ourselves to it in a massive way. I think very soon we must increase our spending in this

field at the national level, not counting expenditures by private industry, or cities, counties and states, to about 25 to 30 billion dollars a year. **Now people will say that is a lot of money. Well, it is a lot of money but not as much as we've been wasting in Vietnam for several years now in an enterprise we should've gotten involved with in the first place!** But we've been spending it.

"I'm encouraged by the fact that there is very rapidly escalating interest all over the country in this field and I think the public is far ahead of the

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elected officials. Last fall when I proposed Earth Day I thought that we would get 600 or 700 colleges . . . I thought we would get 500 to 700 high schools and grade schools. Without doing any work at all, really, just announcing the day and setting up a clearing house in Washington to help with some information, we had 10,000 grade schools and high schools (some 8 to 10 million students) participate in Earth Day and some 3,000 colleges and 3,000 communities in a spectacular turnout and expression of interest and concern. **So I think that is always, of course, the first step in getting anything done in a representative democracy, understanding of the importance of doing something on the part of the people."**

Dr. Gerlach

(Continued from Page 55)

movement, the more radical parts, our general reaction is what caused those things? And we say, we look at them as pathology, movements that are doing to us what we have done to others . . .

"How to get rid of the pathology? We have had discussions about which of the many causes were primary. We wound up deciding they were all primary . . . But again, how can we remove those causes so the student movements will go away? This I regard essentially the way we look at those in our own country. So we look at changes elsewhere as modernization but we look at them here, and the people who are trying to generate them here, as something like a consequence of pathology, or sick . . .

"A fantastic challenge because there are very few examples of people going through the kind of thing we are now beginning to go through and coming out on the other side more or less healthy and whole. There's a lot of evidence that things really get bad and its going to get much worse. But I would argue that we're the great revolutionary country. I'm convinced that that's where we see ourselves best.

"I would disagree with Senator Nelson that . . . other people are more concerned about the environment and other people don't feel quite the same domination over it and aren't as ruthless toward it . . . I would argue that the reasons other people aren't quite as destructive of the environment has to do with their own views of the limited good, which are a bit different from what would be appropriate to us. Furthermore, one of the reasons they don't destroy their environments quite as much is because they just aren't blessed with our great technology. One of the reasons the Indians didn't do it was because they didn't have too many indians . . . I would argue that **now for the first time man is so worried about his place in the environment that he's really doing something about it, though it might be very well too late . . .**

"Whether it's healthy or not it's here and we have to make the best of it. I will not have time to go

NORTHWEST ARCHITECT

into the details of how a movement works but if I'm right that it is better to look at how they do things and make changes . . . then obviously they should have a model as to how they work. In fact we do, and the model boiled down consists of looking at five factors that are common to social movement and change making. These five factors include the social organizational movement. You know, **you have to be organized** . . . The usual way of looking at an organization is to see a pyramid, if you don't have a pyramid with something on top you can't do anything. Pyramids are very good for maintaining the status quo, development change . . . but for fundamental change the segmentary poly separates and reticulate structure I would argue is best . . . **You have to recruit people** and you do this by fairly personal contact, I find. The third thing you have to do is after you recruit them into your organization, **you have to commit them to a cause** . . . and the way you do that is by commitment, we call it commitment process . . . The fourth thing is **you have to have an ideology** and it has to be an ideology of change, an ideology that focuses on the change process . . . The fifth thing is **you must identify an opposition** and see yourself as standing against it even though the opposition is no longer seen as being there . . . To reduce the cost . . . **see us in the process of futurization and modernization of the future and see that as a kind of an image of what we're going to be** instead of collapsing . . . I don't subscribe to the notion that we're really in a bad way . . . It's really very encouraging and the final thing I mentioned is how movements do it—they do it by having an effective five-factored system of organization, which in the inner action makes change."

He: When did you notice that you loved me?
She: When I began to get mad when people said you were ugly and stupid.

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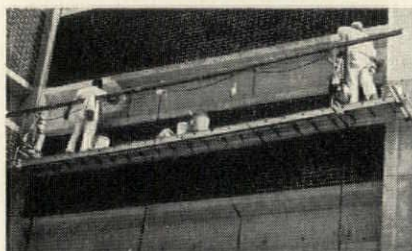
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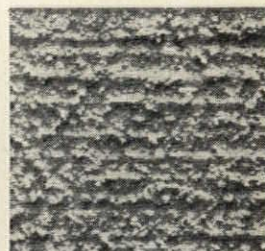
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Area Notes

(Continued from Page 4)

of another structure, the building was designed to make clients "feel" the environment in which design is developed. **Ed Sovik**, a principal in the firm, is the new chairman of the Northwest Architect's editorial committee . . . Reversing a too common procedure in which out-of-state architectural firms get major projects in the state, **Setter, Leach & Lindstrom**, Minneapolis architects and engineers, and **George Madsen Construction Co.**, Minneapolis, will work together in the design and construction of a major, all-purpose medical complex in south Chicago . . . Also: the Twin Cities firm of **Bissell, Belair & Green** is providing the architectural work and supervision for a new Boston, Mass., plant for **Hoerner Waldorf**, national packaging company.

Proposed Hennepin County Civic Center seems to be stalled still longer as impasse continues between the county board and San Francisco architects, **John Warnecke and Associates**. A considerable amount of fee payment has been held up pending outcome of difficulties and the making of decisions for future development, if any.

Courage Center, facility for handicapped persons to be constructed on a seven-acre site in a western suburb of Minneapolis, Golden Valley, has been designed by **Progressive Design Associates** of St. Paul. The construction is to be financed by \$2,800,000 now being sought in a fund drive by the Minnesota Society for Crippled Children and Adults. The center will consolidate services offered the handicapped . . . Planning is progressing from the basic schematics for the new Central Mesabi Regional Health Center to be constructed in Hibbing. Architects are **Aguar, Jyring, Whiteman and Moser, Inc.**, of Hibbing.

Richard F. Whiteman is the 1971 president of the Minnesota Society of Architects.

Civic Area—With a 23-story municipal offices building as its most prominent feature, a 10-acre civic center for Bloomington has been put through preliminary design stages by the St. Paul firm of **Hammel, Green and Abrahamson**. Design idea is to provide the community with a center which will provide flexibility, adaptability and expandability for the current and future needs of a growing community . . . Meantime, to the north of the Twin Cities, of which Bloomington is a suburb, Robbinsdale dedicated its new civic center, designed by **Horan-Hustad Associated Architects** of Minneapolis.

More Civic—County commissioners and other officials met in North Branch recently to consider three plans for expansion of office and related spaces. **Eugene Flynn** of Freerks, Sperl and Flynn, St. Paul architects, presented two of the plans and the third was presented by **Frank Anderson**, a county commissioner . . . Consultation with the Minneapolis firm of **Matson and Wegleitner** as architects followed a series of recommendations by a citizens' building committee to the Paynesville village council for a renovation and expansion of that community's city hall . . . **Glenn Cording** of Glenn W. Cording Assoc., Minneapolis, was present at a recent meeting in Fergus Falls of the Ottertail County commissioners to show possible solutions to the growing space needs in the court house there.

Preliminary plans to be drawn by architect **James McNutt** of Stegner, Hendrickson, McNutt & Sullivan, Brainerd, for classroom and office space to be used by the Nisswa School have been authorized by the Brainerd school board. The board decided that it was better in the long run to tear down an old structure and build new than to try to remodel and be faced with additional troubles later . . . The board of education of District 319, meeting in Naskauk, entertained proposals for studying the future needs and possible solutions to educational space requirements by two architectural firms, **S. C. Smiley and Associates Architects**, Minneapolis, and **Aguar, Jyring, Whiteman, Moser, Inc.**, Hibbing.

Revised plans for an addition to the high school in Blooming Prairie were presented to and approved by the school board. **James Horan** of Horan-Hustad Associated Architects, Minneapolis, made the presentation. Priority items in the plans were developed on recommendations of a local citizens' advisory committee . . . At the dedication of the new B. F. Pearson School in Shakopee the architects' ideas for flexible open spaces instead of the hard-walled permanent type of rooms was lauded by dedicatory speakers. **Armstrong, Schlichting, Torseth and Skold**, Minneapolis, did the design and construction supervision.

Places to Live—Ground was recently broken for the new Pine Tree Estates apartment complex in Bemidji, architect for which is **Hal W. Fridlund** of Minneapolis . . . Final work has been done on the apartments in Fairview Manor in Red Lake Falls, a low rent project designed by **Harold Birkeland** of Buffalo . . . **Warren Kane** was the architect for the new St. Mark's Lutheran Home apartment project for senior citizens, which was constructed under HUD Section 236.

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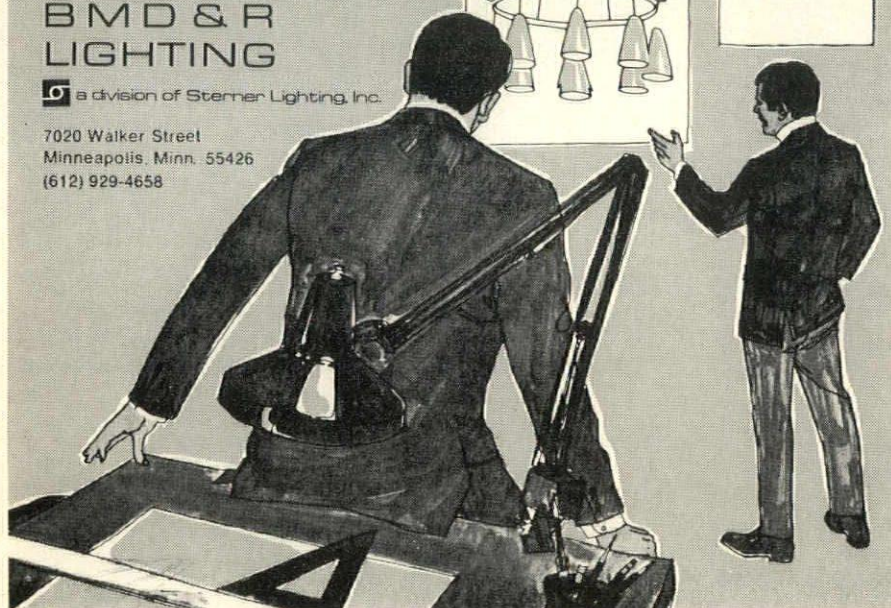
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ton to provide recreational and other facilities for that area has gone into the new Singing Hills Winter Sports Area and related facilities to be developed later. Designed by **Ross Graves and Associated Architects** of Austin, Ross Graves was active in forming the group which has carried out the ideas . . . Architect for the structures in the Lake Burgen Safety Rest Area near Alexandria was **Virgil E. Siddens, Inc.**, of St. Cloud. The area is the tenth in a series developed along Minnesota highways and occupies a 20-acre site.

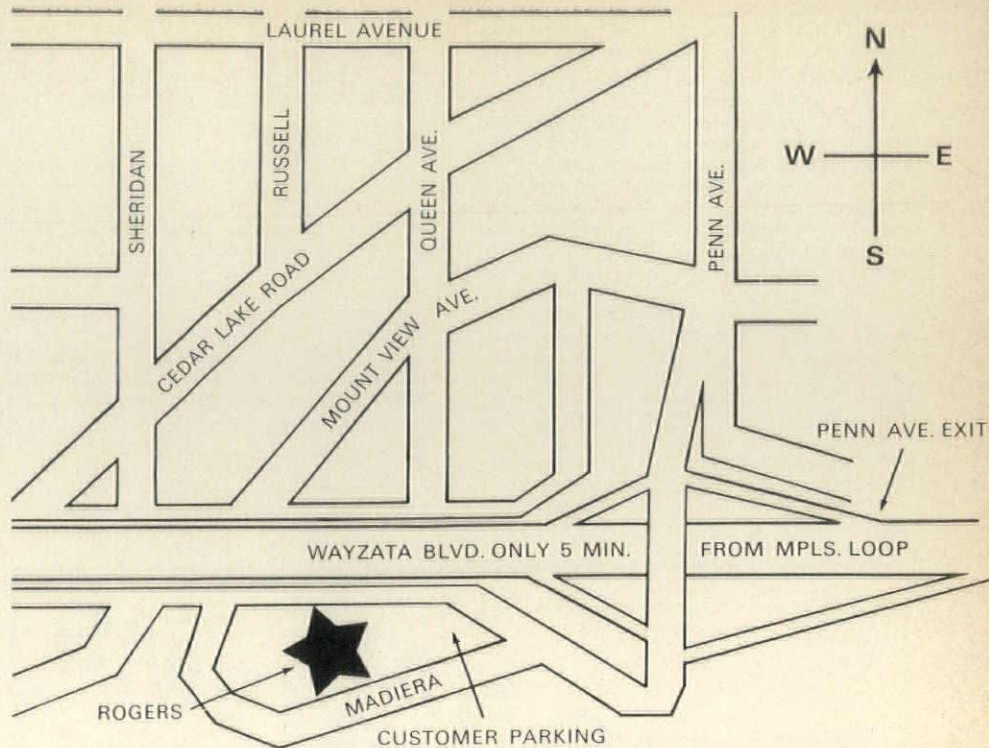
WISCONSIN

Among Churches — New Richmond's United Methodist Church, now in four temporary rooms, through its building committee has selected **Ralph Rapson Associates, Architects**, Minneapolis, to draw up a master plan for future development of the church . . . Following viewing of a scale model of the edifice and breaking of the ground, work has started on the new St. Paul's Lutheran Church in Tomah. Designer is architect **Fred Ersepke** . . . New Rice Lake church for the United Methodist group will be designed by the St. Paul firm of **Bergstedt, Wahlberg, Bergquist Associates**, recently chosen unanimously by the building committee.

Business Structures — Introl Corporation's new electrical components building, built by Ellsworth's Industrial Development Corp., for lease to Introl, has been completed. **Albert Hoffmeyer** of Minneapolis was the architect . . .

Civic Side—A gamut of kinds of structures is being planned for various cities in Wisconsin . . . In Ripon preliminary sketches for a 17,000-square-foot addition to the public library were presented by the Milwaukee firm of **Johnson, Wagner, Isley and Widen** . . . In Waukesha the county board was seeking proposals from architects for plans to convert the unused third floor of the courthouse into courtrooms . . . In Stanley bids were opened, with review and comment by **Owen Ayres Associates**, for construction of a new water treatment plant . . . In La Crosse the redevelopment authority already is receiving queries about opportunities become available when that community's Harborview Plaza is started, although Dir. **Charles Parrott**, reported nothing would be definite before early 1972 . . . In Tomah modernizing of badly out-of-date courtroom facilities was turned over for planning to **Hackner & Schroeder Architects** of La Crosse by the county board following complaints from those using the rooms.

For Seniors—In Osceola bids have been opened for construction work on new senior citizen housing, for which architects are **Hirsch, Stevens and Samuelson**. . . In Reedsburg the city council hired Madison's firm of **Weiler, Strang, McMillin and Associates** to design a new nursing home for the aged. . . In Madison design of 34 town house type units for the Foundation for Friendship and the Attic Angels reached the model stage. Architects are **Bowen and Kanazawa**. . . In Superior a proposed 10- to 14-story apartment building to provide housing units for the elderly is being discussed as the result of recommendations by the Superior Citizens' Advisory Committee. Sketches of the proposed structure were prepared by **Marvin Doberman**, architect. . . In Reedsburg ground breaking is planned for this spring to initiate construction of a 50-bed old



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persons' home which is the result of stipulations in the will of the late Mrs. Emma Snyder. Architects are **Weiler and Strang** of Madison.

And Schools—Out of a considerable bundle of notes on new and remodeled schools came these. . . . **John Flad and Associates** of Madison are "evaluating for their academic adequacy" all of the school buildings in the Oconomowoc district. . . . American College, newly formed college in Muskego, will be housed in buildings of early American style, according to Pres. G. V. Drake. The complete campus planning is being done by **Miller, Waltz, Diedrich Architects and Associates**, of Milwaukee. . . . First of fine arts centers planned for all state colleges was that at WSU-Eau Claire, dedicated recently. Architects were **Larson, Playter, Smith** of Eau Claire, local firm doing a local structure which is appropriate! . . . And the firm extended its work to Superior where L-P-S are handling design of the Fine and Ap-

plied Arts Building at Superior State, for which ground has been broken. . . . Meantime dedication of the new Viroqua Junior High School completed work on that structure by Architect **Harry Schroeder**.

SOUTH DAKOTA

Low income housing units were under construction in Hot Springs following approval of construction bids opened recently. **Dana, Larson & Roubal** are the architects. Target date for completion is January 1, 1972. . . . The proposed educational complex for Gettysburg School in Gettysburg was the subject of a recent special meeting of the school board, which heard explanations of design plans by **Clarence Herges**, senior partner in Herges, Kirchgasser and Associates of Aberdeen, the architects.

AND IOWA!

A trickle out of drought-ridden news from Iowa reported that **Porter-Brierly As-**

sociates of Des Moines are the architects for a new Central Savings and Loan Building in Osceola. Three previous structures on the site were razed in preparation for start of building.

SOIL AND FOUNDATION COURSE AT U. OF M.

A full-day program has been announced for a Soil Mechanics and Foundation Engineering Conference at the University of Minnesota. The March 25 conference will be held in Mayo Memorial Auditorium on the Minneapolis campus, with registration opening at 8:00 a.m.

The morning session will include talks by Leonard G. Olson of Egil Wefald & Assoc., Minneapolis, on "Lateral Loading Tests on Cast-in-place Caissons in Decorah Shale," Carmin DeVito of Newark, N. J., on piling selection and related problems in highway construction in the Parade Ground area of Minneapolis and Dr. Jacob Feld, New York Academy of Sciences, New York, on "Failure in Foundations."

Following luncheon the program will include "Movements in Compacted Earth Fills: Calculations and Measurements" by J. Michael Duncan, University of California, Berkeley, "Design and Construction of Sanitary Crossing Across the Minnesota River Valley" by Bob Robertson of Rieke, Carroll, Muller & Assoc., Hopkins, and W. R. Robinson of Lametti & Sons, Minneapolis, and "Typical Sheet piling and Bracing for Excavation" by Dr. Feld.

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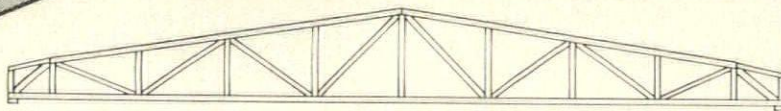
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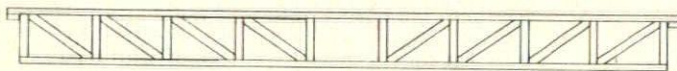
I figgered something like this would happen when we didn't get

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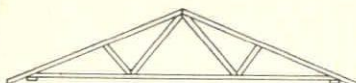
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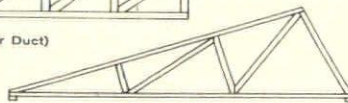
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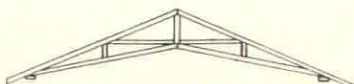
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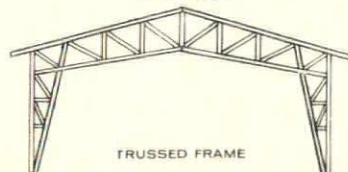
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MILLER SUCCEEDS THIBODEAU AT ST. PAUL BX

Roger E. Miller has been appointed executive secretary of the Builders' Exchange of St. Paul, succeeding Ray A. Thibodeau who retired December 31 after serving in the position for 25 years.

Mr. Miller has served as as-

sistant secretary of the exchange since 1964. He is a native of St. Cloud, Minn., and holds a B.A. degree from the College of St. Thomas, St. Paul. He is a past director of the St. Paul Junior Chamber of Commerce and is a member of the Minnesota Society of Association Executives.

During Mr. Thibodeau's tenure

the exchange grew from a membership of 150 to 570, making it the largest builders' association in the St. Paul area. It was founded in 1900.

Mr. Thibodeau has taken an active role in community affairs and served as a director of both the Junior Chamber of Commerce and the St. Paul Area Chamber of Commerce. He is a past president of the Minneapolis-St. Paul Post of the Society of Military Engineers and was named an honorary member of the Minnesota Society of Architects in 1969. The exchange gave him special recognition at its annual banquet as recipient of its distinguished member award for 1970.

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GRAZZINI ELECTED PRESIDENT

Eugene F. Grazzini, Jr., of Grazzini Brothers & Co., has been elected president of the Minnesota Ceramic Tile Contractors Association. Other officers elected were George Lohr of Twin City Tile & Marble Co., vice-president, and W. E. Haines of Dale Tile Company, secretary-treasurer. The association is comprised of contractors in Minneapolis, St. Paul, Twin Cities, suburbs, Mankato and Rochester. Member firms offer industrial, commercial and residential service.

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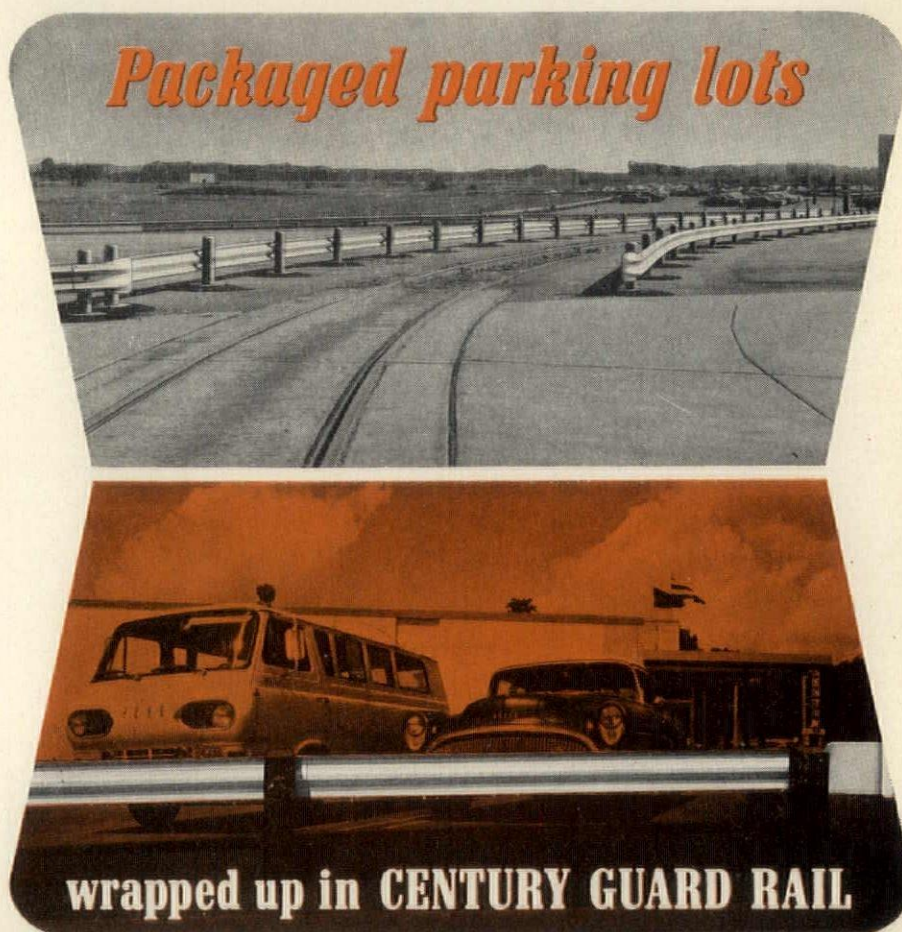
BRENNY FORMS CONSULTING SALES CO.

James B. Brenny has formed Consulting Sales Co., to represent Kewaunee Scientific Equipment Corp. for hospital, industrial, commercial and R & D projects in this five-state area. Mr. Brenny will also represent Forma Scientific, manufacturers of environmentally controlled equipment for college, university and industrial application.

A native of Minneapolis, Mr.

Brenny took his degree in engineering from the University of Minnesota. After six years of engineering in Lincoln, Neb., and in the Twin Cities, four years of engineering management and 10 years of sales engineering, Consulting Sales Co. was formed to assist the architect and the construction industry in general in planning for their scientific equipment needs, he said.

He is a past president of Producers Council.



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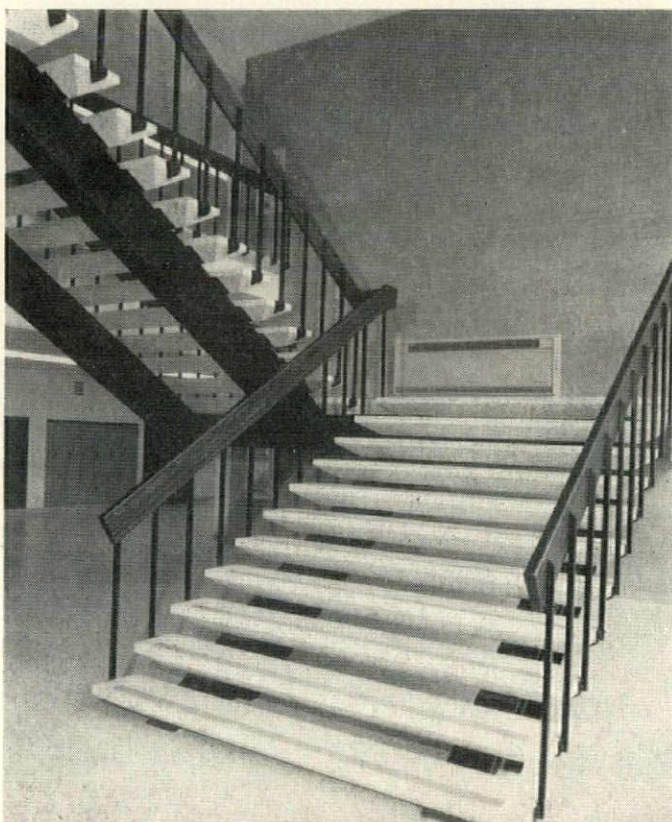


Mr. Hushke and Mr. Ritter

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TELEPHONES GET DESIGN BACKGROUND

The United States Telephone Company of New York City has announced establishment of a new Telephone Design Center, the directors of which will include persons drawn from among architects, interior designers, industrial designers, artists, sculptors and others in related fields. The purpose of the center will be to "create new telephones to fill a gap now existing in telephone availability," according to Maxwell Eden, president of USTEL.

The design program includes "One-of-a-Kind Telephones" to complement interior decors, "Limited Edition" series of unusual, outstanding telephone designs (an offshoot of the "One-of-

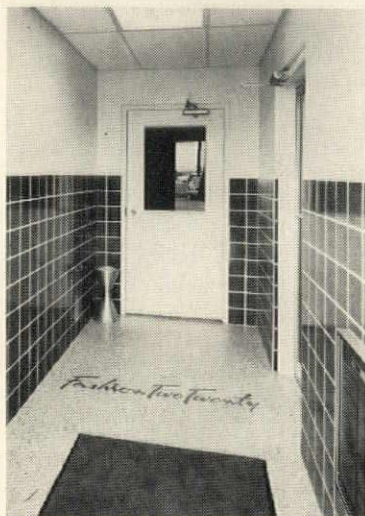
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a-kind" series, the "Limited Editions" will have a production of 300 of a unit), and "Contemporary Replica" Series, which will be mass production and distribution through retail outlets of the most commercially feasible and the most popular designs.

The United States Telephone Company's address is 444 Park Ave., So., New York, N. Y. 10016.

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Blue" is one of 30 unique Prestige Decorative Tiles for walls and floors, from United States Ceramic Tile Co., Canton, Ohio, distributed in this area by Rollin Child Co.

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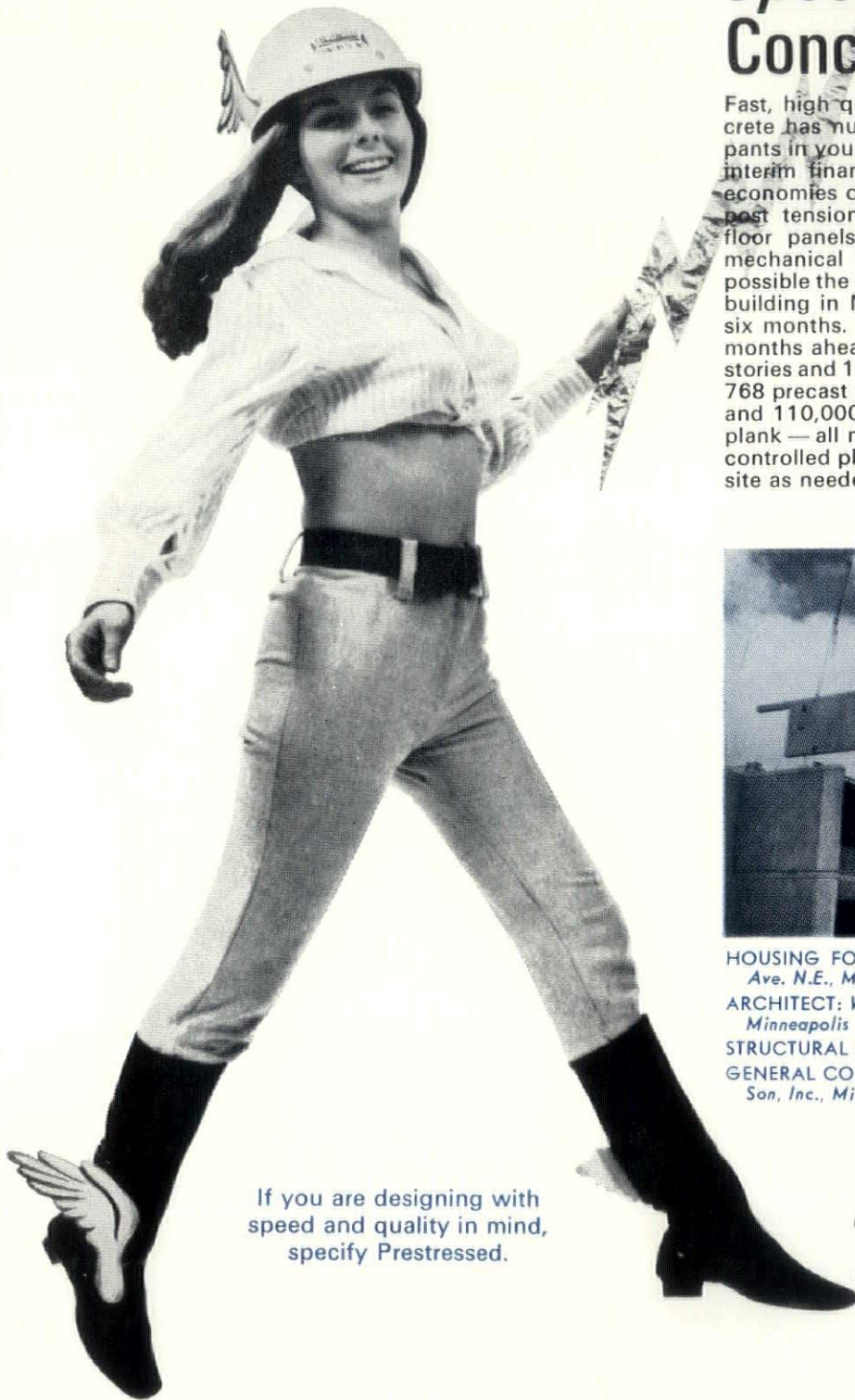
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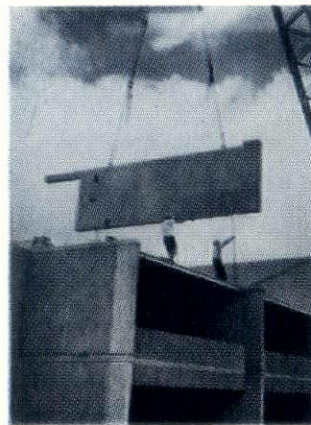
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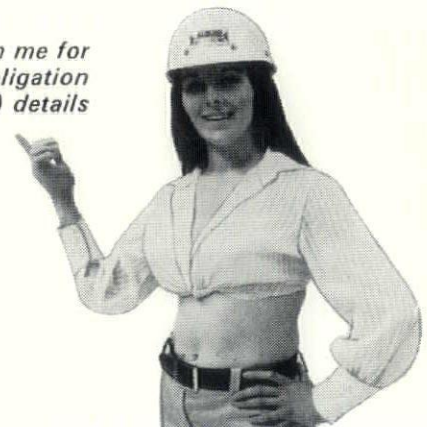
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