MISSOURI ARCHITECTURAL PARADE, found to be extremely popular last issue, will be continued in the October issue. Material for this forthcoming feature is being held in the MARA office. However, for future features, do send in a photograph and description of one of your projects!

DIRECTORY ISSUE AHEAD! The July issue of The Missouri Architect will be the Directory issue. Be sure your dues for 1968 are paid so that your name will be included in the only official directory of MARA members!

COVER PHOTO

MARA President Roy J. Pallardy and Governor Warren E. Hearnes at signing of Architects' Day Proclamation.
President's Letter

Dear MARA Members:

This is my last letter and with it goes my thanks to those many of you who have assisted me through the year, and to all who contributed to the growth of MARA. Even a letter or phone call expressing interest or concern about some facet of our program is a contribution and is appreciated.

"You are most heartily urged to attend our Architects' Day this year in Jefferson City. The Annual Meeting Committee has been using up a lot of hours planning for a really fine weekend of business and entertainment. And since Jefferson City is so centrally located in the state, we look forward to exceptionally good attendance.

I think you will find our theme "The Architect and Government" of much interest. I doubt there are many of you who haven't worked with some phase of government, be it municipal, county, state or federal, so this subject should touch us all. And it would appear the trend is toward more government in our lives.

There are also items of importance to be acted upon at the business meeting, including the election of two directors (a Kansas City and a Northwest Zone term will expire this year) and some by-law revisions. We would like to see everyone present, to be able to express his views on these things. The goals this association may attain are a direct result of the membership's interest and participation.

We look forward to seeing you on Architects' Day, and please bring your wives. If you are a lady architect, bring your husband. And don't forget to invite the gals who work in your offices—they too will find the ladies' activities highly entertaining. All clients, guests, employees and associates are welcome, so fill up the car.

Sincerely,
Roy J. Pallardy
President

The MISSOURI ARCHITECT is published quarterly at 308 E. High St., Jefferson City, Missouri 65101, by the Missouri Association of Registered Architects. Second Class postage paid at Jefferson City, Missouri. Subscription rate is $1.50 per year.

Mailing address: Missouri Architect, P.O. Box 401, Jefferson City, Missouri 65101
The MARA Board of Directors met January 19th to adopt a budget for 1968, review committee activities, and discuss the impact of the recent Illinois Supreme Court ruling that a statute of limitations law was unconstitutional.

The Board also endorsed proposed amendments to the By-Laws, presented by By-Laws Committee Chairman Richard L. Nichols. These proposed changes in the MARA constitution, along with a subsequent recommended change approved by a canvass of the Directors, are reprinted elsewhere in this issue and will be submitted to the members for vote during the business session of Architects' Day.

The Directors approved an $8,625.00 budget along the same lines as the previous year's budget of $9,000.00.

Effect of the Illinois Supreme Court ruling that a statute of limitations law in that state was invalid was considered a serious blow to MARA's legislative program in the forthcoming session of the Missouri General Assembly. Consensus was that the ruling will preclude the possibility of obtaining this type of law in Missouri as well as other states.

Peter Keleti, Chairman of the State School of Architecture Committee, reported they had followed through with subsequent contacts following the MARA application for a survey to reveal the need for a state school. Chairman Keleti also announced he had submitted an application for a survey by the Regional Research Program, sponsored by the Bureau of Research, Office of Education, U.S. Dept. of Health, Education and Welfare.

Louis H. Geis, Chairman of the Community Planning Committee, announced he had furnished material for use by the building section editor of the Kansas City Star. However, he reported, the production of a brochure to be used to build the public image of the architectural profession in Missouri was deferred due to lack of budget.

Joseph Oshiver, Chairman of the Education and Awards Committee, submitted two alternative design problems for this year's student award competition, to be offered only to high school students. The Board selected for the design problem the design of a vacation home. Since then, the MARA office had the competition rules printed and mailed them, along with a transmittal letter prepared by Chairman Oshiver, to each high school superintendent in the state.

William Peckham, Chairman of the Membership Committee, recommended that a list of non-members provided him by the MARA office be solicited by mail, and that prospective advertisers also receive a solicitation letter. Expenses for these activities were approved by the Board and the mailings subsequently made.

Other business to come before the Board was a review of Architects' Day program, presented by Chairman C. Wynn Brady.
MEMBERS TO VOTE ON BY-LAWS CHANGES

MARA members will vote on eight proposed By-Laws changes at the annual business meeting on April 27.

The proposed changes are the result of studies by the By-Laws Committee and the Board of Directors and are designed to strengthen and bring the Association's constitution in line with present practices.

The Committee is comprised of Richard L. Nichols, Chairman, Pleas E. Hyatt, Robert J. Koppes, L. George Mills, Nolan L. Stinson, Jr., and Herbert M. Wooley.

The proposed amendments are as follows:

ARTICLE VII, Section 2. Directors—Election.

In the second paragraph, omit second sentence, identification of zones, and add the following:

“The metropolitan areas of St. Louis and Kansas City and the Northeast, Northwest, Southeast and Southwest zones are hereby identified as follows: The St. Louis metropolitan area shall include the City of St. Louis and the counties of St. Charles, St. Louis and Jefferson. The metropolitan area of Kansas City shall include the counties of Jackson, Cass, Clay and Platte. The Northeast zone shall include the counties of Boone, Randolph, Macon, Adair and Schuyler, and all the counties East thereof lying North of the Missouri River except the County of St. Charles. The Northwest zone shall include the counties of Putnam, Sullivan, Linn, Chariton, Howard, Cooper, Moniteau, Pettis, Johnson, Lafayette, Ray, Clinton, Buchanan, Andrew, Holt, Atchison, Nodaway, Worth, Harrison, Mercer and all counties bounded within. The Southeast zone shall include the counties of Cole, Miller, Pulaski, Texas and Howell, and all counties East thereof and South of the Missouri River, except the counties of St. Louis and Jefferson. The Southwest zone shall include the counties of Morgan, Camden, Laclede, Wright, Douglas, Ozark, Taney, Stone, Barry, McDonald, Newton, Jasper, Barton, Vernon, Bates, Henry, Benton and all counties bounded within.”

ARTICLE IX, Section 3. Committees at Large of the Association.

In the second line of this paragraph omit the wording “exclusive of its directors and officers, except”. Said section to read as follows:

Section 3: Composition. Committees at large shall be composed of members of the Association and the President, who shall, by virtue of his office, be a member, without vote, of all such committees.

ARTICLE XIII, Section 1. Voting Rights of Members.

Omit the present paragraph and add the following:

“Each member of the Association shall be entitled to cast one vote for the election of its directors and one vote for each item of business brought before the Association in regular Annual session, or at any Special Called meeting, of the Association. No person shall be elected a Director of the Association, or item of business approved, without the affirmative vote of a majority of the members of the Association who are present and voting at any Annual, or Special Called, meeting of the Association.”

ARTICLE XXII, Section 1. Amendments—How Made.

In the fifth (5th) line of this paragraph, omit the wording, “under first-class postage.”
TWO DIRECTORS ARE TO BE ELECTED AT
THE ANNUAL MEETING, APRIL 27:
One from Kansas City Area — One from Northwest Area

<table>
<thead>
<tr>
<th>Director</th>
<th>Area</th>
<th>Term Expires</th>
</tr>
</thead>
<tbody>
<tr>
<td>C. Wynn Brady</td>
<td>N.E.</td>
<td>1971</td>
</tr>
<tr>
<td>William M. Conrad</td>
<td>K.C.</td>
<td>1968</td>
</tr>
<tr>
<td>Kenneth Coombs</td>
<td>K.C.</td>
<td>1970</td>
</tr>
<tr>
<td>Louis H. Geis</td>
<td>N.W.</td>
<td>1968</td>
</tr>
<tr>
<td>Hal W. Hawkins</td>
<td>S.W.</td>
<td>1971</td>
</tr>
<tr>
<td>Arthur R. Jablonsky</td>
<td>S.E.</td>
<td>1969</td>
</tr>
<tr>
<td>William D. Peckham</td>
<td>St.L.</td>
<td>1970</td>
</tr>
<tr>
<td>Donald F. Wilson, Jr.</td>
<td>St.L.</td>
<td>1969</td>
</tr>
<tr>
<td>Edwin C. Waters, III</td>
<td>Past Pres.</td>
<td>1968</td>
</tr>
</tbody>
</table>
That Word "Beauty"
(Reprinted by Special Permission of the AIA Journal)

EDITOR:

Has "beauty" become a naughty six-letter word?

I am impressed by the fact that when we read descriptions of current contemporary architecture most writers refer to a building as being "dramatic," "exciting," "powerful," "unusual," "spectacular," "crisp and dignified," "an intellectual exercise," "a sprightly jumble of shapes," "clusters of angles and bits of cantilever," "abounding in symbology" or, if the structure is a particularly confusing example of the clumsy concrete school of design, as "displaying masterful and remarkable handling of materials, form and space."

It is obvious that these words and phrases are intended to impress on the reader's mind that there must be something wrong with him if he doesn't like what he sees. It seems significant to me, however, that nobody refers to these designs as beautiful. Nor do they even infer that beauty should be any part of the consideration necessary to arrive at an intelligent appraisal of the quality of the architecture.

Why? Can it be because they aren't? And if they aren't, why is this so? Have architects and architectural critics concluded that beauty is no longer something to strive for? Has the fact that we are living in a confused time resulted in the production of such confused architecture that it has become incompatible with beauty? Or do the writers simply recognize the absence of beauty and consider that the phrases referred to are perhaps the kindest things they can say under the circumstances:

I repeat: Has "beauty" become a naughty six-letter word?

KENNETH C. BLACK, FAIA
Lansing, Mich.

Need Membership Certificate?

The MARA office wants to be sure every member has an official MARA Membership Certificate to frame and display. If you do not have your Certificate, or if you'd like an extra for the den or branch office, let your MARA office know and it will be mailed you.

Low Bidder

"It's unwise to pay too much . . . but it's worse to pay too little.

When you pay too much, you lose a little money . . . that is all.

When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do.

The common law of business balance prohibits paying a little and getting a lot . . . it can't be done.

If you deal with the lowest bidder, it is well to add something for the risk you run. And if you do that you will have enough to pay for something better.

— John Ruskin
"WHAT IS YOUR APPROACH TO ARCHITECTURE?"

By Lawrence E. Spellman

What is your approach to architecture?
What is the meaning of the word architect?
What is your role as an architect?
What are your functions as an architect?
What are your feeling and thoughts about architecture?

Upon appearing before a neighboring State Board of Registration I was asked the question appearing as the title to this article, and somehow stumbled through an answer. This made me realize that this and similar subjects had not entered my mind for some time, so I proceeded to devote several hours to the question, which in turn prompted this writing.

How many of you gentlemen have given serious thought to this question recently? Perhaps it is a good subject for annual review; for an hour of meditation; a reevaluating of changing conditions; a refresher course for our minds.

In this fast moving day and age of tighter fees, tighter schedules and technical advancements in both materials and construction techniques, architecture has become more complex, more demanding. In view of this it becomes necessary to keep up to date without losing our necessary ethics and principles, without aesthetic compromise. The architect is and should always be the "master builder", in full and complete control of any building project. It is his function to shape and control urban development either directly or indirectly, by guidance or actuality. Our architectural schools and our architectural societies must advance with the times in their teaching and thinking as well as ourselves.

In short, rather than an occasional thought on our profession, we should periodically spend considerable time in reviewing and maintaining our professional standards and ethics, and to the development of our profession.

STUDENT COMPETITION FEATURES VACATION HOME

Design problem for the Student Competition this year is "A Vacation Home." The Competition Rules and problem were prepared by the Education and Awards Committee, Chaired by Joe Oshiver, and were mailed by the MARA office to all Missouri high school superintendents along with a cover letter signed by Chairman Oshiver.

The problem is as follows:

"A town in the Ozarks has set aside a wooded area near a lake for development into a vacation community. The site slopes gently down in a southerly direction toward the lake. A 20 foot road on the north side of the area will provide access to the community only.

"Parcels of land ½ acre each are to be provided with all utilities (electricity, sewage, water and gas lines). The owner's architect is encouraged to design a small home of 1,000 square feet maximum which will permit retention of the woody landscape."

In the design of the home the student is instructed to consider the kind of vacationing available—boating, swimming, horseback riding and "just relaxing."

The design may be presented in any medium at a plot plan scale of 1"=40' and plans at a scale of 1/8"=10' on a 20"x30" white illustration board.

The winning student will be presented a $300 scholarship award at the Architects' Day Banquet.
THE LAND AND THE STEEL MACHINE

By Edward J. Thias AIA
Chairman Natural Beautification Committee, Missouri Association of Registered Architects

Our most prevalent mode of transport—ation, the automobile and truck, is an ever-increasing force that greatly affects our well-being and the physical environment of our country.

The manufacture of automobiles is one of the major factors in our economy and the economy of foreign countries that export to us. It enables the employment of vast numbers of workers. The construction of huge plants has an enormous impact on the communities containing them.

The PRODUCTION of the automobiles, the construction of HIGHWAYS and the increase of AUTOMOBILE GRAVEYARDS is at an all-time high, and should continue to grow with the population and economy of the nation.

The design and location of highways now has a permanent influence on the land. It can mean the disruption of natural beauty and abandonment of whole communities. A way must be found to minimize the disturbance of streams, trees and other natural resources of the terrain. We have many urban developments, redevelopments, expansion and construction projects available for study. The speed of growth of transportation affecting our cities is a relatively new element in the overall history of urban development.

The motor vehicle plays a major part in land use. The first patent for an automobile was issued in 1895. In 1964, 47,700 people were killed in motor vehicle accidents. Today about 100,000,000 Americans take at least one vacation or pleasure trip per year by automobile within the United States.

There are about 75,000,000 passenger cars registered in the country today, accounting for about 700 billion miles of driving annually. An additional 180 billion miles were driven by the nearly 15,000,000 trucks and busses. The highway vehicle is our most utilized means of transportation. The lack of overall planning to cope with its movement must be better resolved. People are no longer free to walk from place to place in safety as was the case in the horse and buggy era. We live in the age of high speed Tigers, Barracudas, Jaguars, Stingrays, Wildcats, and Cobras powering through our streets and highways. THE WARY PEDESTRIAN BETTER GET OUT OF THE WAY.

Missouri moves forward to a record highway program. The proposed program in 1968 is something like 194 million dollars. Obviously, our highways must be modernized to attempt to meet the growing speed and number of vehicles. Perhaps the job of constructing highways at a rate fast enough to meet the problem is not possible. Some outstanding work has been done in creating well engineered roadways. Many Missouri engineers tackled the problem with all its obstacles in an enthusiastic manner and their technical know-how is a great contribution and asset. Engineering alone is not enough. More consideration must be given to the design of all alterations to the existing landscape. The limitation of only engineering is not enough to assure retaining natural

(Continued on page 21)
Dear Member:

This year's convention committee has shown much more than just a reasonable amount of planning enthusiasm and we think you will all agree with the results when you come to Jefferson City to attend a most enjoyable weekend of living and learning for the Architects' Day, 1968. It has been several years since the convention was last held in Jefferson City, and we are sure you will find all available facilities much improved.

This year's theme of "The Architect and Government" should prove enlightening to us all and we have an excellent panel to carry the theme through. There will be entertainment, good food, and drink as well as our more serious events, so please plan to enjoy ourselves. The ladies have certainly not been slighted, and their Saturday Luncheon may even be more interesting than ours.

While the general business does not get underway until Saturday, we strongly recommend everyone to begin this convention on Friday afternoon to make the most of the weekend. Producer's Council plans to help us make the weekend a successful one.

So please join us Friday and Saturday, April 26 & 27 at the Ramada Inn of Jefferson City. Why not send in your advance reservations now?

1968 M.A.R.A. Convention Committee
Wynn Brady — Chairman
Don Buller
Dave Clark

Glen Drew
James Darrough
Wendell Locke
Roy Pallardy — Ex-Officio
WHEREAS, the Architect plays a vital role in the development of our state's growth, economy and beauty; and

WHEREAS, the Architect is a catalytic force in the business, civic and cultural affairs of our communities and state; and

WHEREAS, the Architect contributes to the safety, health and well-being of every citizen:

NOW, THEREFORE, I, WARREN E. HEARNES, GOVERNOR OF THE STATE OF MISSOURI, do hereby proclaim April 27, 1968, as ARCHITECTS' DAY in Missouri, and call upon all people to note the record of achievement of the Architectural profession.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Missouri, in the City of Jefferson, this 5th day of March, 1968.

GOVERNOR

ATTEST:

SECRETARY OF STATE

DEPUTY SECRETARY OF STATE
Annual Business Meeting of Membership

Saturday, April 27, 1968

9:00 A.M. to 11:45 A.M.

Call to Order, Roy J. Pallardy
Minutes of Previous Meeting, Gerhardt Kramer
Financial Report, Donald Buller
Membership Report, Wm. D. Peckham
Annual Meeting, C. Wynn Brady
By-Laws, Richard L. Nichols
Nominations and Election of Directors
Counsel's Report, John D. Burruss, Jr.
Ethics, Gerhardt Kramer
State Architectural School, Peter Keleti
Education and Awards, Joseph Oshiver
Insurance and Fees, Wm. M. Conrad
Legislation, Maxwell T. Sandford
Community Planning — Natural Beautification, Louis H. Geis, Ed. J. Thias
Interprofessional, James T. Darrough
Long Range Planning, Edwin C. Waters III
New Business
Adjournment
1967 - 1968 OFFICERS AND DIRECTORS

President
ROY J. PALLARDY
P.O. Box 52
Jefferson City, Mo. 65101

Vice-President
JAMES T. DARROUGH
601 East Broadway
Columbia, Mo. 65201

Secretary
GERHARDT KRAMER
9640 Clayton Road
St. Louis, Mo. 63124

Treasurer
DONALD D. BULLER
308 Gordon Building
Sedalia, Mo. 65301

Executive Director
WENDELL LOCKE
308 East High
Jefferson City, Mo. 65101

Counsel
JOHN E. BURRUSS, JR.
Central Trust Building
Jefferson City, Mo. 65101

Directors
C. WYNN BRADY
909 Cherry
Columbia, Mo. 65201
WILLIAM M. CONRAD
800 West 47th Street
Kansas City, Mo. 64112
KENNETH COOMBS
1347 East 109th Terrace
Kansas City, Mo. 64131
LOUIS H. GEIS
500 Davidson Building
Kansas City, Mo. 64108
HAL W. HAWKINS
1432 Bedford Road
Springfield, Mo. 65804
ARTHUR R. JABLONSKY
State Bank Building
Poplar Bluff, Mo. 63901
WILLIAM D. PECKHAM
329 North Euclid Ave.
St. Louis, Mo. 63108
EDWIN C. WATERS, III
322-28 East Walnut
Springfield, Mo. 65806
DONALD F. WILSON, JR.
111 S. Bemiston Ave.
St. Louis, Mo. 63105

ARCHITECTS' DAY COMMITTEES

Men's Committee
C. Wynn Brady, Chairman
Donald D. Buller
David P. Clark
Glen Drew
James T. Darrough
Roy J. Pallardy, President, Ex Officio

Ladies Auxiliary Committee
Mrs. C. Wynn Brady
Mrs. Donald Buller
Mrs. Roy Pallardy
ARCHITECTS' DAY
Jefferson City, Missouri
Missouri Association of Registered Architects

FRIDAY EVENING AND SATURDAY
APRIL 26-27, 1968

RAMADA INN
HIGHWAY 54 SOUTH
JEFFERSON CITY, MISSOURI

REGISTRATION

MARA Members $10.00
Wives No Fee
Non-members, Employees, Guests, Producers' Council Members 5.00
Students No Fee

TICKETS

Friday Night Cocktail Party
Architects' Day Luncheon (Registered) $ 4.50 (Non-Registered) 5.00
Ladies Luncheon and Champagne Party 4.50
Annual Banquet and Dance (Registered) 7.00 (Non-Registered) 10.00

All Members are invited to bring guests.
**Friday, April 26**

2:30 p.m.  
Officers and Directors Meeting
Committee Meetings
Registration
Cocktail Party (Dress Informal)

4:00 p.m.
Registration
Business Meeting
Luncheon

6:30 p.m.
Welcome, Mayor John G. Christj
Speaker, James C. Kirkpatrick, M
Panel Discussion
“The Architect and Government”
Panelists:
  - David M. Brey, Moderator
  - R. P. Buchmueller, Chairman, A
  - Registration for Architects &
  - Eugene Bushmann, Mo. Admi
  - Ted Herron, Director, Jefferson
  - John Paulus, Mo. Director of P
  - Rep. Carl Niewoehner, P.E., M
  - Joseph Rowley, Director, Mo.
  - John D. Sweeney, Chairman St
Architects & Professional En
Awards Display & Producers' Co
Election of Officers
Cocktail Party
(Cocktail Dresses & Business S
(Courtesy St. Louis and Kansas
Annual Banquet
Awards Presentation — Introduct
Speaker, Ralph G. Warburton, Sp
Dept. of Housing & Urban F
“Urban Design”
Dance

**Saturday, April 27**

10:30 a.m.
Champagne Party
Luncheon
Speaker, Mayor Timothy Hays, W
Tour, Cole County Historical Mus
Return to Ramada Inn
President's Suite  
To be announced by Chairmen  
Upper Level Mezzanine  
Stratford Room  

Upper Level Mezzanine  
Stratford Room  
Carters Grove  

Secretary of State  
Stratford Room  

Public Div., State Board of  
Professional Engineers  
E. Hearing Commissioner  
Housing Authority  
& Construction  
Mo. General Assembly  
of Community Affairs  
Board of Registration for  

Exhibits  Eastover Room  
President's Suite  

Board Members, White Jackets)Stratford Room  
Chapters Producers' Council)  
Carters Grove  

New Officers  
Assistant for Urban Design,  
ment.  

Stratford Room  

ANTS  
Room 240  
Music Room  

RALPH WARBURTON. The Special Assistant to the Secretary of the U.S. Department of Housing and Urban Development received his Bachelor in Architecture degree from M.I.T. and his Master of Architecture and Master of City Planning degrees from Yale. A native of Kansas City, the MARA Banquet Speaker is associate author of the book, "Man-Made America: Chaos or Control?", a member of HUD's Urban Transportation Task Force and Urban Beautification Committee, and Professional Adviser for HUD Design Awards.

JAMES C. KIRKPATRICK. MARA's Luncheon Speaker is a graduate of Central Mo. State College, and also attended Mo. University. A long-time newspaperman, former Administrative Assistant to Governor Forrest Smith, and a well-known civic leader, he was elected Missouri's Secretary of State by the largest vote and greatest majority ever given a candidate for this office.

JOHN D. Sweeney. The Chairman of the Missouri Registration Board for Architects and Professional Engineers graduated from Massachusetts Institute of Technology and, during World War II, served in the Corps of Engineers. He is a former President of MARA, former President of the St. Louis Chapter of A.I.A. and a Fellow of A.I.A.

EUGENE G. BUSHMANN. Missouri's first Administrative Hearing Commissioner is a graduate of the University of Mo. with Bachelor of Arts and Bachelor of Laws degrees. He has served as Assistant Attorney General under John M. Dalton and Thomas F. Eagleton. In 1965 he was appointed to the legislature-created position he now holds.

JOSEPH M. ROWLEY. An exponent of St. Joseph's College and the Price School of Advertising, Phila., Missouri's Director of the Department of Community Affairs is a former Field Coordinator for the U.S. Department of Commerce, a Consultant to the Comptroller of Currency, U.S. Treasury Dept., and an investment banker. Prior to assuming his present post, he was Director of the State Technical Advisory Office.

REPRESENTATIVE CARL H. NIEWOEHNER. As a professional engineer serving his second term in the Mo. General Assembly, Rep. Niewoehner is extra cognizant of legislation bearing on the professional practitioner. He graduated from M.U. with a B.S. in Civil Engineering in 1949 and now is a self-employed Professional Engineer.

R. PAUL BUCHMUELLER. A graduate of Washington University with a Bachelor of Architecture degree, the Chairman of the Architectural Division of the Mo. State Board of Registration for Architects and Professional Engineers has practiced architecture since 1946. He is a member of A.I.A. and a former Director of MARA.
DAVID MARTIN BREY, MARA's Panel Moderator, received his Bachelor of Architecture degree from Miami University, Oxford, Ohio, served as a Naval officer in World War II, and practices architecture in Kansas City. He is a past president of MARA and of the Executive Association of Kansas City, and a member of AIA, CSI, Society of American Military Engineers, Guild for Religious Architecture, and the Society of Architectural Historians.

JOHN D. PAULUS, JR. is Director of the Missouri Division of Planning and Construction. Panelist Paulus has been a member of MARA since 1952.

TED HERRON, Director of the Jefferson City Housing Authority, is deeply involved in the Capitol City's forthcoming face lifting.
The Producers' Council, a national organization of manufacturers of quality building materials and equipment, was organized by the American Institute of Architects in 1921 to improve the level of advertising and sales promotion literature sent to architects.

Now an association comprised of nearly 200 manufacturers and 30 product trade associations, the Council's over-all purpose has widened to include promoting the sale and proper use of their building materials.

At the national level, the Producers' Council operates as an organization working with other national organizations and at the local, or more personal level as a group working with others through a chapter structure.
Land and Steel Machine

(Continued from page 9)

beauty and regard for the movement of people in our communities. HIGHWAYS MUST BE HUMANIZED so there is more concern for the pedestrian. Elements such as pedestrian overpasses must be considered.

All man-made elements such as signs, structures, pedestrian overpasses, utility lines must add to the quality of the roadway rather than make it unsightly and ugly.

The design team should include architects and landscape architects as well as engineers and economists. The total planning of the roadway including sound, illumination, landscaping, structures, graphic art and economy must be merged in the planning as total strips in the nature of our natural beauty.

The American Institute of Architects states that: A major change is overdue nationally in the process used for selecting transportation corridors, in delineating their specific location, and in executing their design, AIA has advised the Washington, D.C. City Council and the nation's news media. The report by The Institute noted that the transportation problem facing Washington, D.C., is the same one confronting "hundreds of other American cities," and recommended "that the point of departure for any comprehensive remedy must be the circulation systems. Upon these publicly-owned transport arteries the life of a city depends".

Highway engineers who think in terms only of building the most highway for the dollars they have must be made aware that the preservation of streams, trees and other natural elements cannot be ignored. Cold concrete and engineering calculation are only part of the planning necessary and not the whole concept.

THE AUTOMOBILE GRAVEYARD IS ONE OF THE BIGGEST PROBLEMS. Popping up like weeds in every major city and even in small communities, the relics of abandoned cars are gathered for parts and junk. Junk is accumulating at a fantastic rate. Some proposals indicate that junk would be missiled out into space to orbit around forever. Other plans are to bury junk under the earth as huge cemeteries. More imaginative proposals and actual activity crush the automobile into a cube of steel to be reincarnated for re-use on our highways. The life span of the automobile is really short.

Our highway system is destined to become a vast connecting link between urban areas. In general, a network poorly situated to slice and separate the small communities or force their relocation.

The development is a paradox to the railroad system of another era. Gathering of people in towns sprung up because of the railroad. If ever mass movement was wrongly permitted to decline, it must be the railroad. In Missouri last year, 48 people died at the crossroads of the railroad and the automobile chiefly because of lack of precaution by the auto driver.

In Europe, and Japan plans are being made for trains that will go as fast as 600 miles per hour.
In our time, mass transportation of the movement of people and material, a new dimension has been added. Air travel and the future modes of the movement of people and materials will require a more three-dimensional approach to our planning. Its impact is being felt now.

Stacked above the cities, highways and trees is a future, fantastic problem of the cross-circulation of aircraft and even beyond speeding around are the missiles and maybe the junk projected into space from the steel graveyards.

Unfortunately, the mistakes made because of lack of comprehensive planning, even when accompanied by well-meaning decision makers, do not become apparent until traffic becomes an extreme hazard. When our streets are so endangering, when the trees are down, the land scarred, and the community is severed by high speed arteries, it is too late to plan.
The man with the Cook Book.

A paint salesman he’s not. The Cook Architectural Consultant is a professional full-time consultant who’s trained to be your right-hand man.

He’s a color expert. A paint expert. An expert on ceilings, walls and floor coverings. The Cook Consultant will get what you want—when you want it—and write the specifications as well.

The Cook Book he carries is Cook Paint’s new simplified color selection guide. It’s the selector that makes sense because it contains only 500 samples—the 500 colors that satisfy 96% of all architects’ color requirements. It’s slim, simple and easy to use.

To handle the finicky 4%, the Cook Architectural Consultant can mix-up anything you can dream-up.

The man with the Cook Book. He can save you a lot of time.

COULD YOU USE A COOK BOOK?

Mail to Cook Paint & Varnish Company
P.O. Box 389 Kansas City, Missouri 64141

Name
Title
Firm
Address
City State Zip
BUCKINGHAM SLATE ... UNFADING CHARCOAL CHARM
WITH SURE-FOOTED, CLEFT SURFACE ... FREE FROM MORTAR JOINTS

No doubt, one of Nature's most perfectly formed hard-surface floorings, Buckingham Slate inspires designers seeking distinction underfoot at moderate cost. The Stone Center's development of precision sizing for tight, mortarless joints and simplified laying techniques puts Buckingham Slate in a class by itself.

Outstanding in its VERSATILITY, ARCHITECTURAL COMPATIBILITY and FORTHRIGHT ECONOMY

Our services include answers to questions which may come to the designer's mind, however technical. We invite inquiries for LITERATURE • SAMPLES • PRICES

THE STONE CENTER
3200 Brannon Ave., St. Louis, Mo. 63139
Phone: 314-771-1000

LEFT: Example of Buckingham Slate in entry or foyer ... equally applicable to residential or commercial installation.
The most workable, convenient and good-looking drafting table EVER devised...

For full information about RADIUS TENSION drafting tables contact:

Commercial Blue Print and Photo Copy Company has been serving the Greater St. Louis area for over forty years. Our collective experience makes many years of reproduction knowledge available to you. Let us help you get the most out of our services for the least money.
CITY BLOCK AND PRODUCTS CO., has recently installed 2 vessels 80 feet long by 8 feet in diameter for high pressure steam curing masonry units.

For the first time in the Kansas City area you can now have PRE SHRUNK BLOCKS in one day's time.

Blocks are cured for 8 hours at a temperature of 360° F. under pressure of 150 lbs. P.S.I.
Delivery – 150 mile radius.
Suggested specifications have been mailed to all architects.

CITY BLOCK
AND PRODUCTS CO.
Independence, Mo.

1212 W. 24 Highway
C Lifton 2-8760
THE NEW

NOW POWERIZED FOR ADDED DRAFTING ROOM EFFICIENCY!

- Powershift — a touch of the foot pedal silently raises and lowers board to any desired drafting position.
- Powershift travels the board through a full 14" vertical range.
- Plus Hamilton's exclusive DIAL-A-TORQUE® that gives positive counterbalanced board tilt with fingertip control.

*Patent applied for

Distributors of

SERVICE

BLUE PRINT & PHOTO COPY CO.

710 PINE STREET • SAINT LOUIS 1, MO. • CHESTNUT 1-0688
Haydite is the original, time proven aggregate for producing lightweight structural concrete and concrete products. Concrete made with Haydite weighs approximately 1/2 less than concrete made with ordinary sand and gravel yet provides equal or greater strength.

Extensive testing and nearly 50 years of jobsite experience have proven Haydite's superiority in durability, fire resistance, and both thermal and acoustical insulating qualities.

Other uses of Haydite aggregate include refractory concrete, insulating concrete, guniting, insulating fills, roofing granules, filtering media and hydroponics.

Call us for detailed information on specific uses of Haydite.

CONSTRUCTION MATERIALS
CARTER-WATERS
KANSAS CITY, MO. 64108
2440 Pennway GRand 1-2570

diversified materials service
Inexpensive Duplicating of Architects Specification

Ditto  Mimeograph
Multilith Copies  Offset Printing

Shade Wilson & Son, Inc.
DUPLICATING SERVICE
309 N. Eleventh St.  St. Louis 1, Mo.
CE 1-8747

Usona Mfg. Co.
3512-26 Chouteau Avenue
St. Louis 3, Mo.

Manufacturers of
Bronze  Aluminum
Iron  Wire Work
Stainless Steel  Flag Poles

Foundry  Plating
Cadmium  Alumiliting
Nickel  Chrome

Plaques — Tablets
Architectural Metals

For Reference See National Association Handbook
Phone Mo. 4-8000

Winco Ventilator Co.
Incorporated
Manufacturers of Aluminum Windows
Not Just a Window... A WINCO

C. E. Garrison
Engineered Sales Representative
Evergreen 1-8033
533 Bittner St.
St. Louis 15, Mo.
lightweight structural concrete

...recent...

...Watkins Library Addition

...Holy Family Parish School

Ramada Inn Motel...Ramada Inn Motel

Aughan - Kenyon & Associates

Vichita Clinic...Vichita Clinic

P. O. Quin Co. Bekemeyer Construction Co. Bekemeyer

Chaefer, Shirmer & Eflin

Dudley Williams...Dudley Williams

Hahner & Foreman Construction Co. Hahner & Foreman Construction Co.

Allen's, Inc. Allen's, Inc.

...with

Buildex Aggregate

Buildex, Inc. Box 15 Ottawa, Kansas