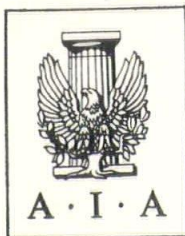


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Computer-designed Architecture?

We are hearing more and more about automation, computers, cybernetics, and the like. The latter term, we are told, refers to analogies between the functioning of automatic machines and the human nervous system (they are said to be comparable in many respects).

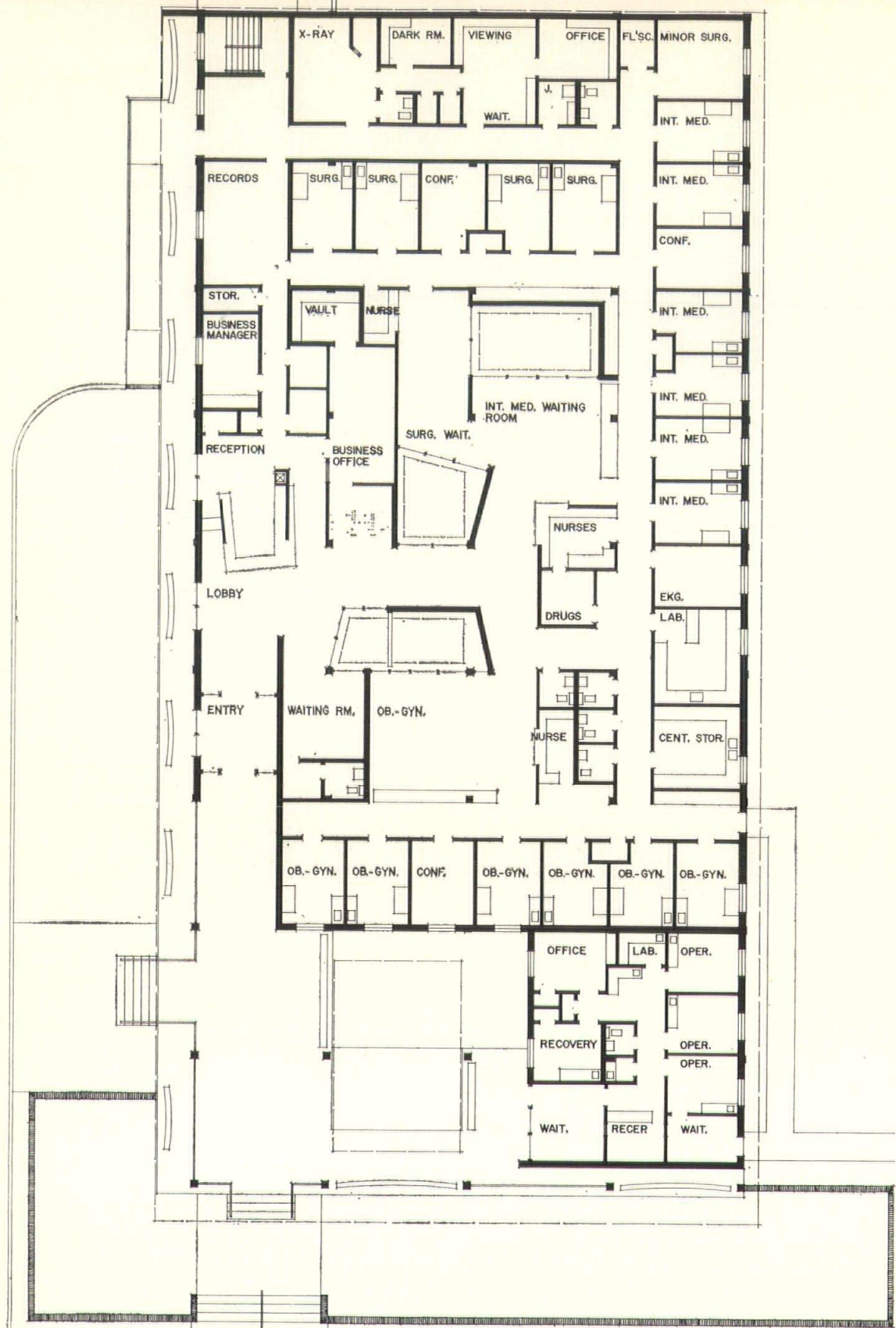
My seventh-grade daughter Nancy amazed me last spring by telling me that in school they were learning how numbers could be expressed to the "base two" instead of the usual "base ten." Now that "base two" business is the sort of language in which you have to talk to computers, though of course Nancy didn't realize it.

Construction work can now be scheduled by the so-called CPM (Critical Path Method), in which computers are asked to work out the proper sequences of ordering materials, scheduling their delivery to the job site, and their being put in place.

Is architectural design-by-computer ready to take over? Conceivably there could be entered in the machine's memory cells: the principles of design, the building code, structural formulae, the topography of the site, the program of requirements, the client's personal preferences, etc., etc., etc., and (lastly) the budget.

When the button had been mashed, and the machine had digested all of these requirements in the twinkling of an eye, said machine would undoubtedly and immediately suffer a nervous breakdown, as it would take just that long for it to realize that it couldn't do what an architect is called upon to do on every project.

— *Harry Haas*

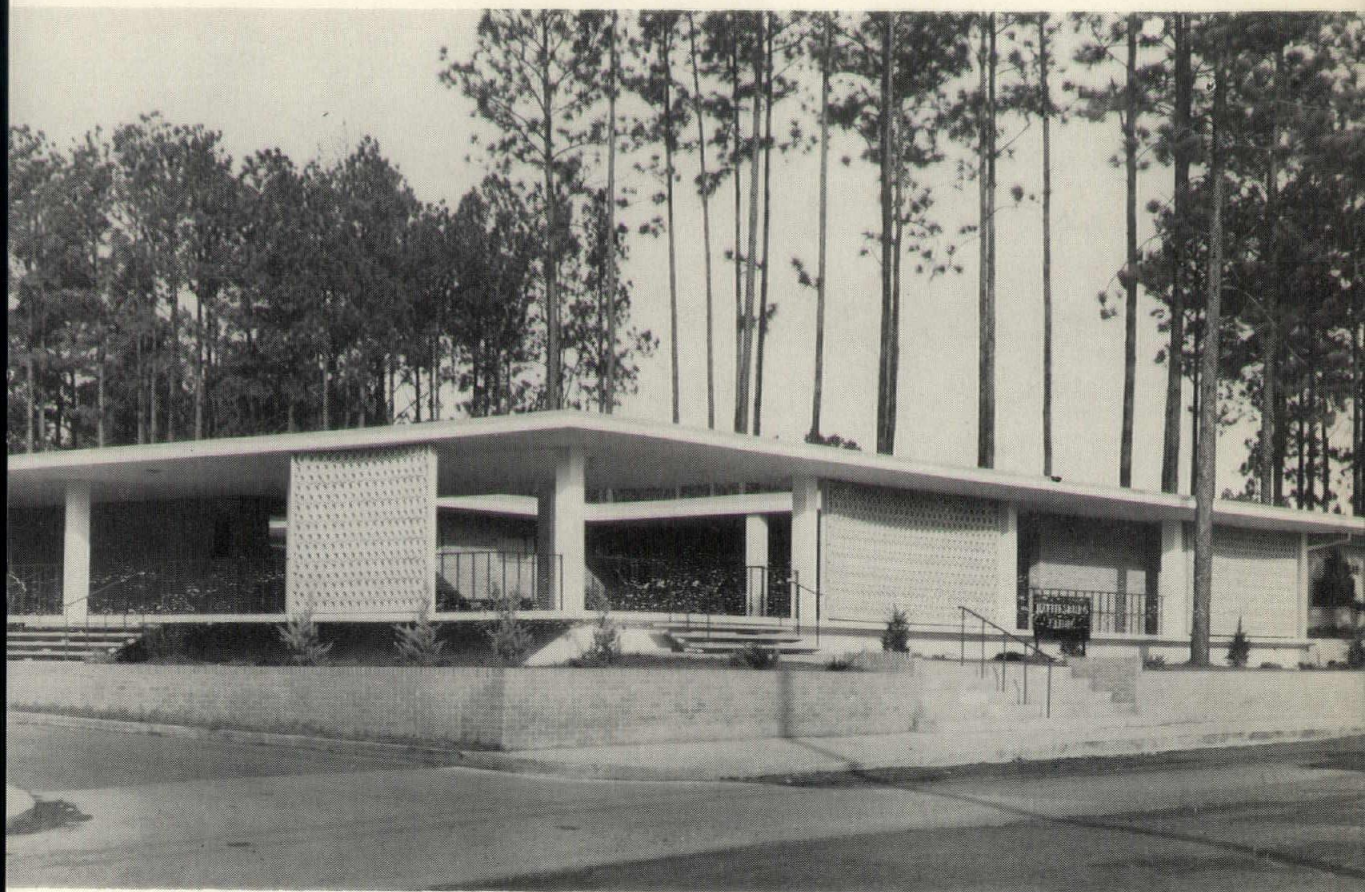


MAIN FLOOR



The Hattiesburg Clinic
Hattiesburg, Mississippi

Stephen H. Blair Jr., A.I.A.
Hattiesburg, Mississippi
Architect



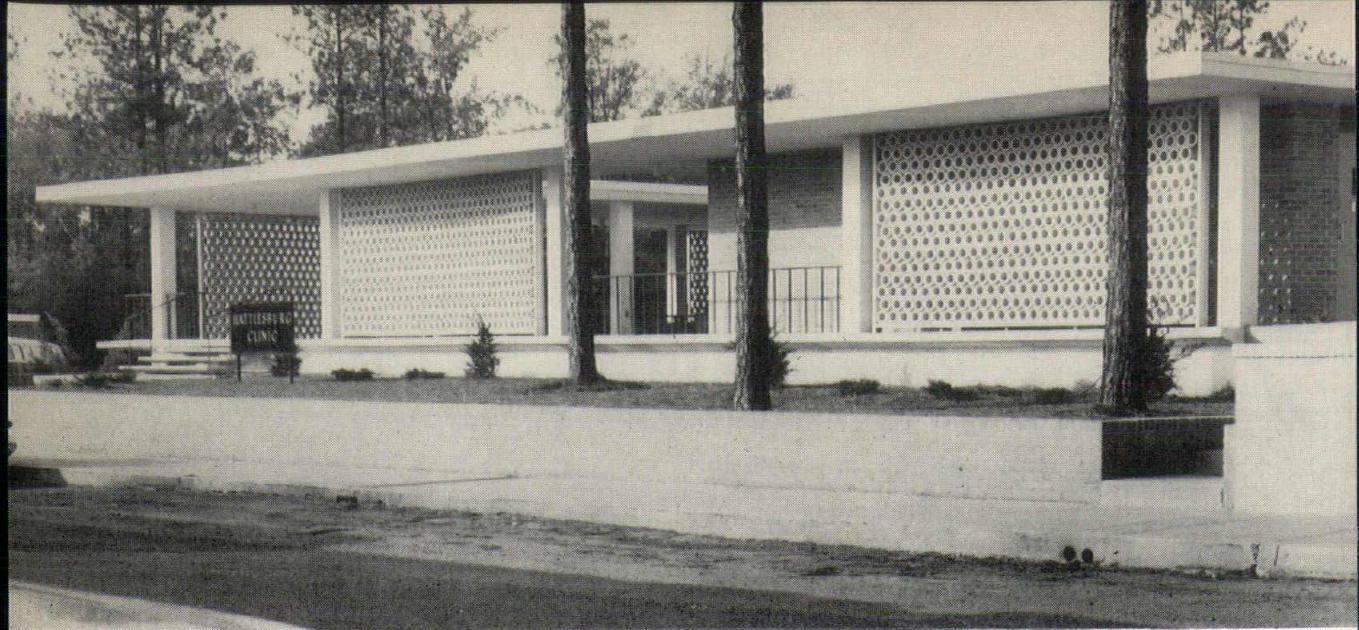
MEDICAL CLINIC

THE Hattiesburg Clinic contains the offices of three obstetric-gynecologists, three internal medicine specialists, four surgeons, one dental surgeon, two radiologists and two pathologists, with central storage facilities and central sterilizer area, minor surgery room and business office facilities available for all doctors.

The need for separation of the various components of this clinic building was the primary consideration in providing separate waiting room facilities and court for

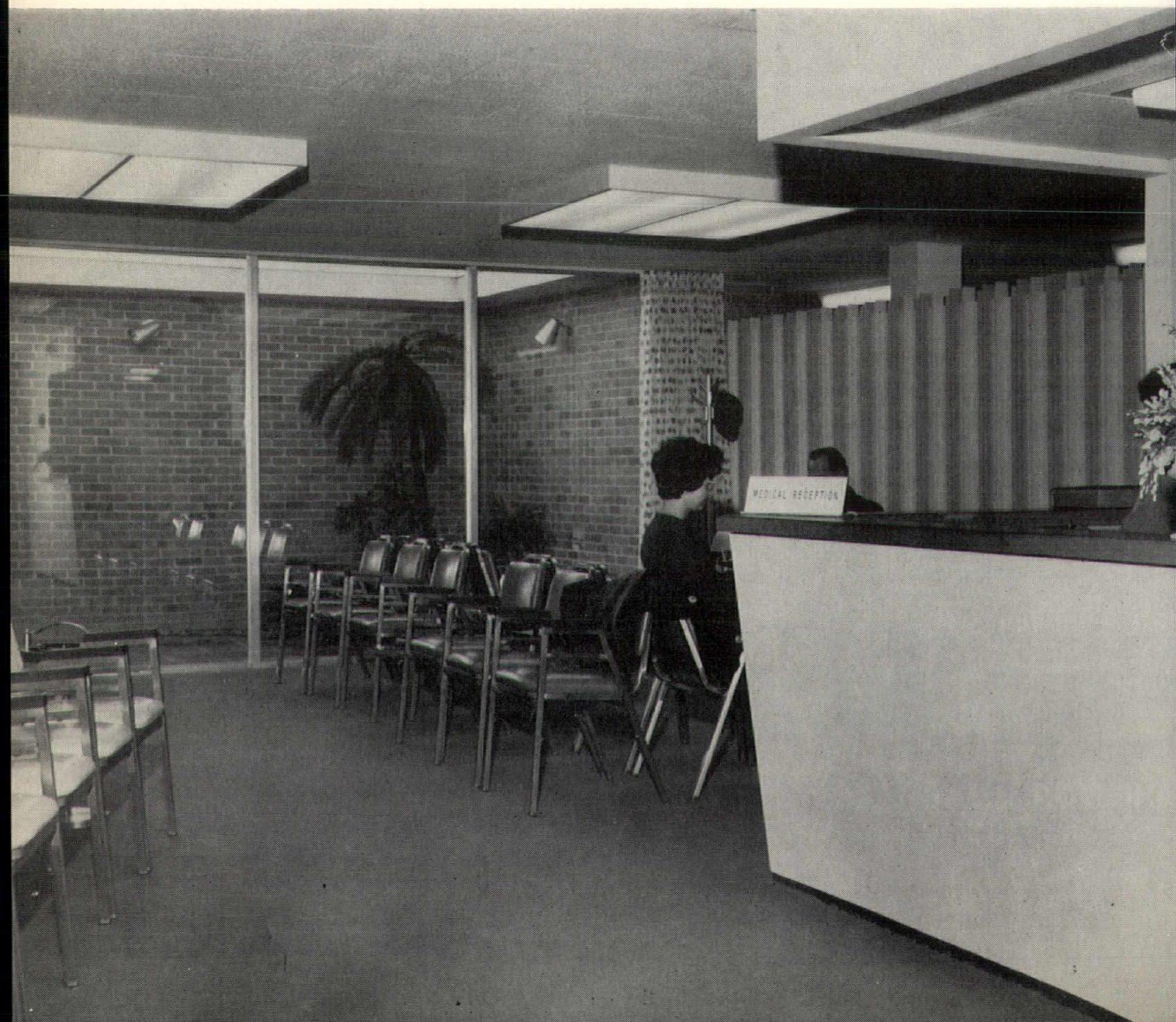
each medical group, yet allow each individual group the advantage of combining the business office facilities and other facilities required by all of the doctors.

The construction of the building is reinforced concrete, flat slab floor and roof, with the floor being raised approximately three feet so as to allow space for mechanical lines and convenient servicing. The building utilizes gas heating and air conditioning, with individual room units.



The Hattiesburg Clinic

Hattiesburg, Mississippi

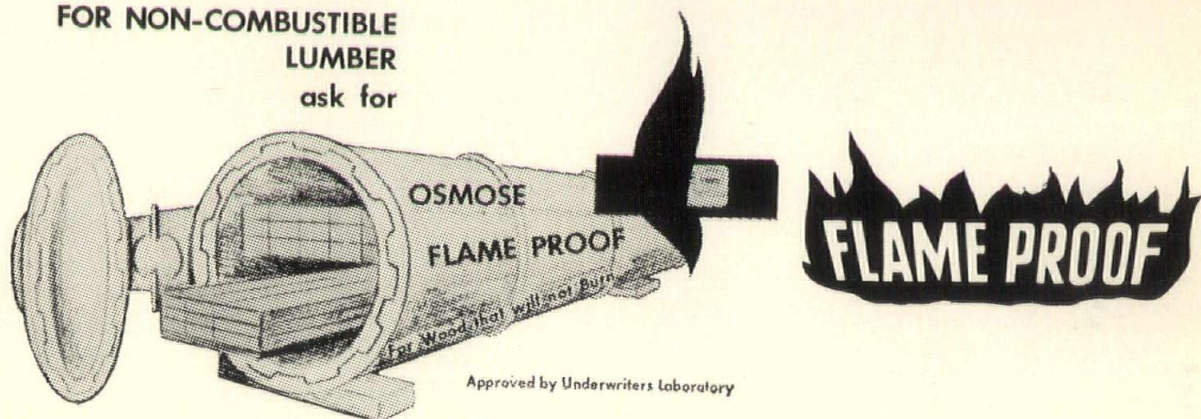


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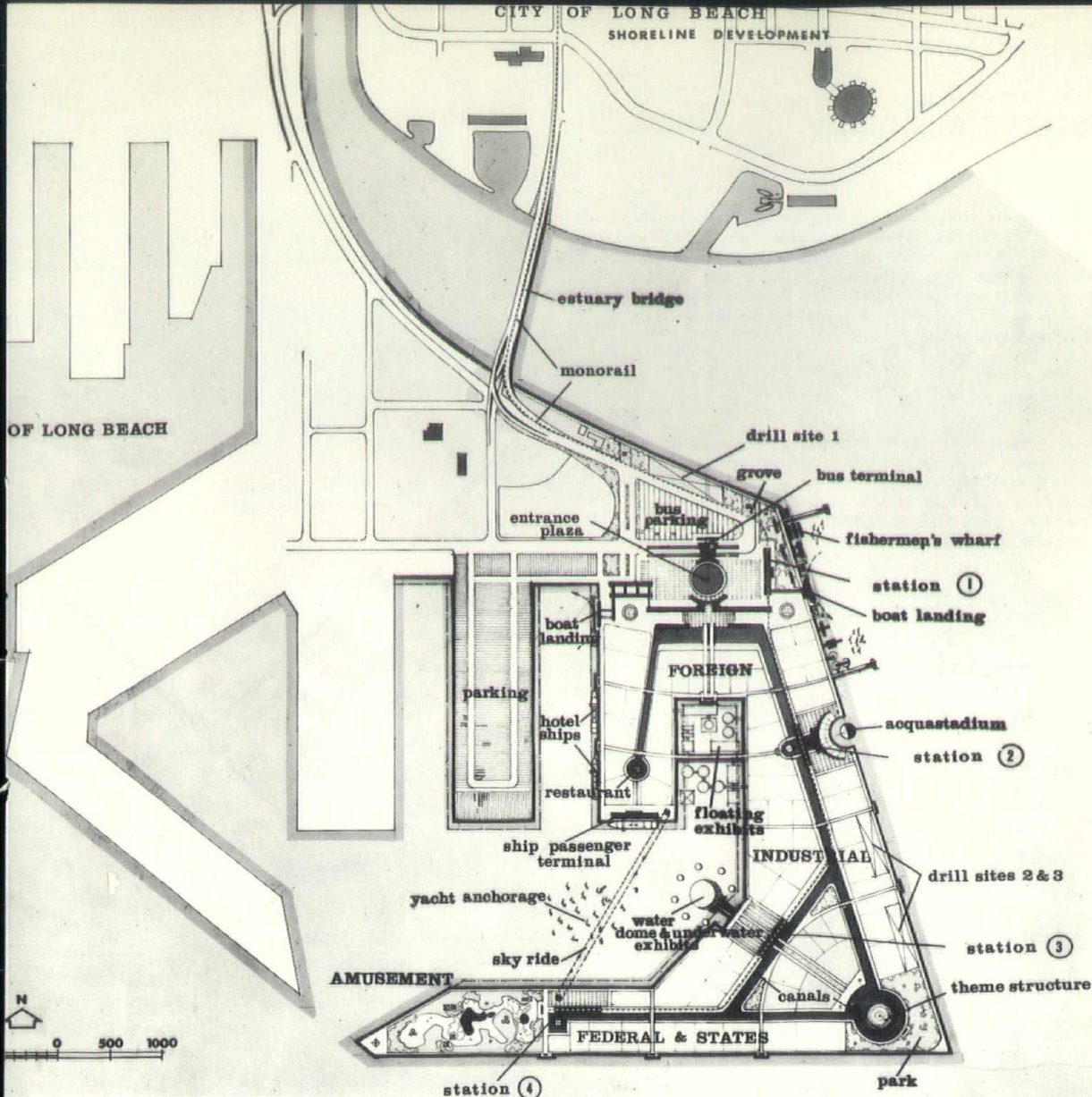
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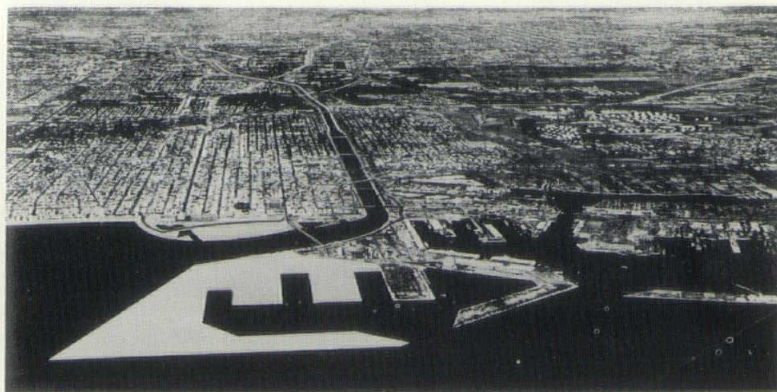
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The proposed Master Site Plan for the California World's Fair, at Long Beach in 1967 and 1968, shows how the huge man-made land-fill area in the Long Beach Harbor will be utilized for various Fair exhibits and facilities. The Master Site Plan, still to get final approval, indicates areas for Industrial Exhibits, Federal and States Exhibits, an Amusement Area, an area for Foreign Exhibits, and other facilities.



**CALIFORNIA
PLANS ITS OWN**

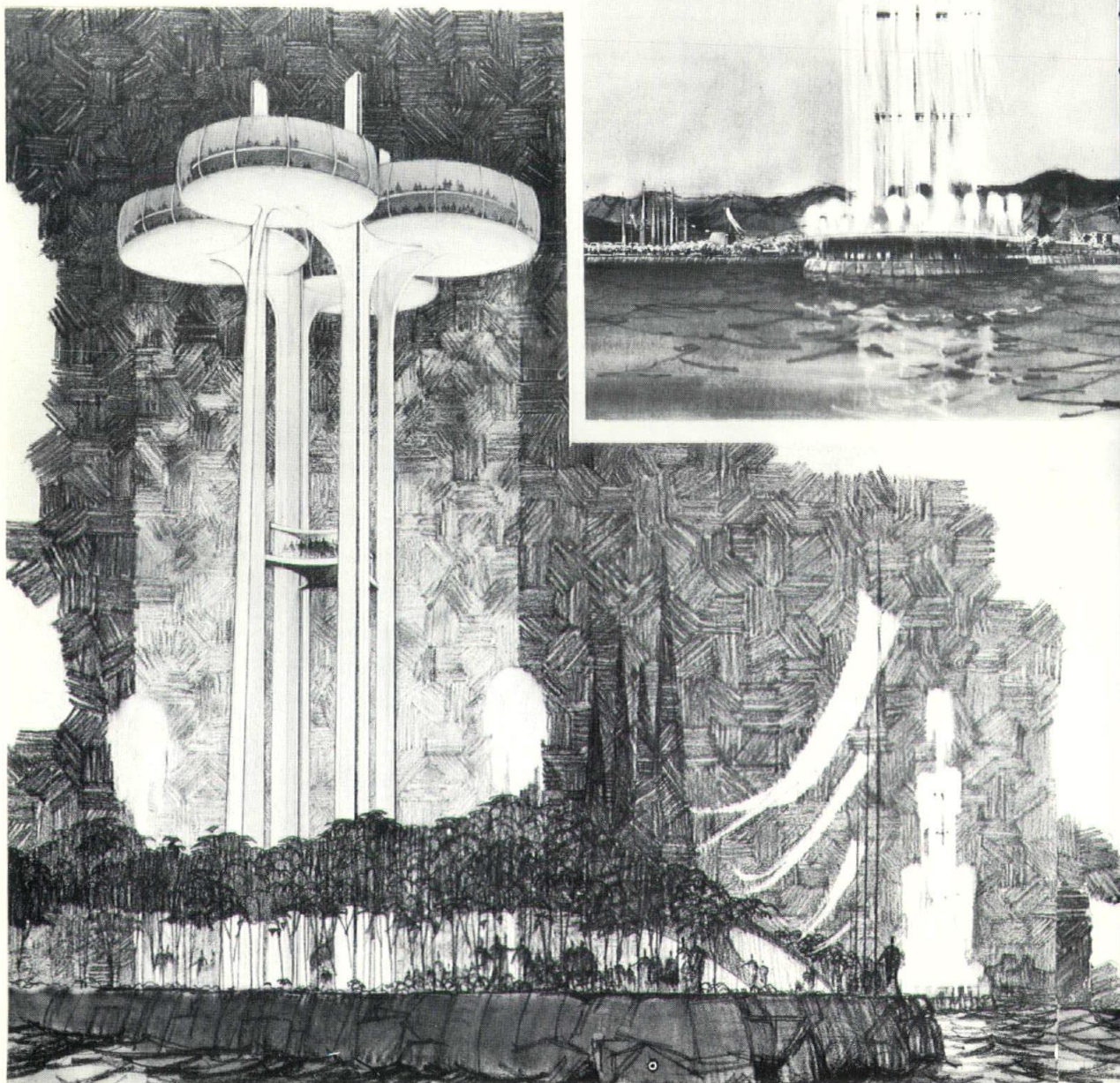
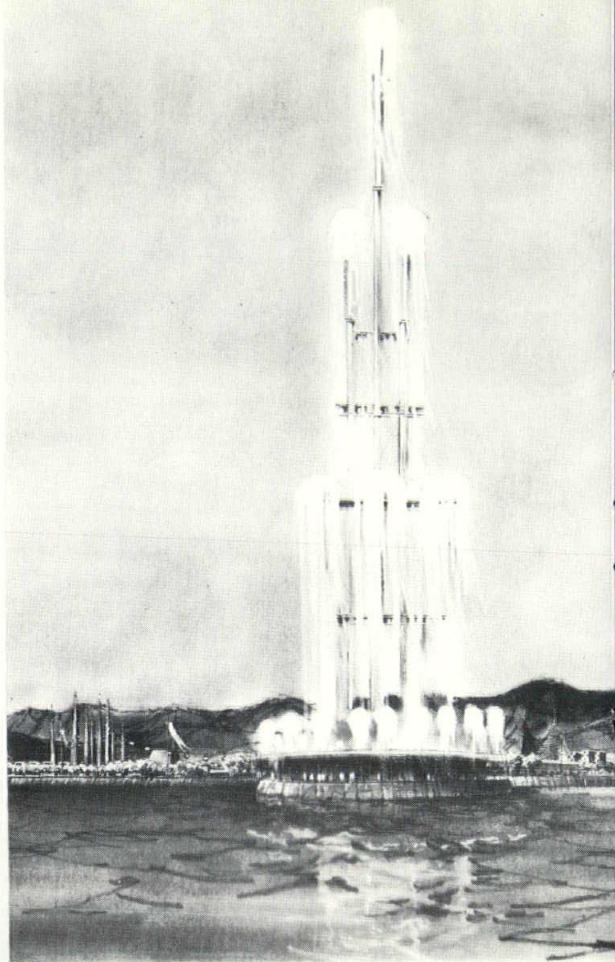
WORLD'S FAIR

CALIFORNIA'S WORLD FAIR

(Continued)

Right: A graceful tower of water rising up from the surrounding sea is one of the lovely proposals for architectural accomplishment in the California World's Fair, at Long Beach, in 1967 and 1968. The graceful structure will combine the beauty of spouting water, in a huge fountain effect, with the spectacular quality of flame—a giant gas jet serving as a beacon at the top of the edifice.

Below: A graceful structure topped by restaurants and observation areas is one of the buildings proposed for the California World's Fair, at Long Beach, in 1967 and 1968. A feature of this structure is the huge platform-elevator in the center section of the structure, which will carry more than 350 passengers to the top of the 400-foot structure at one time.



World's Fair, to be held in Long Beach, California in 1967 and 1968, were prepared by Charles Luckman Associates, master planners and coordinating architects for the California World's Fair.

The Fair's major site will be a 320-acre land-fill area—the largest man-made harbor facility in the world—now being created in the Long Beach Harbor. Called Pier "J," the Fair site stretches some two miles into the Pacific Ocean. Additional adjoining land areas will bring total Fair acreage to some 550.

More than 40,000,000 visitors are forecast for the two-year period of the California World's Fair, and an authoritative independent economic research organization predicted that the Fair will generate almost \$1 billion worth of additional expenditures in the State.

According to the preliminary site plan presented by Luckman, a canal system will traverse the length of the Pier area, serving as a system of transportation as well as a picturesque feature of the landscaping of the Fair area.

In sharp contrast to the canals will be an ultra-modern monorail transportation system, which will serve as the basic method of mass movement within the Fair site, and connecting the huge pier area with the performing arts section of the Fair, on the Long Beach shoreline.

A system of picturesque canals through the site of the California World's Fair is one of the features proposed for the international exposition to be held in Long Beach in 1967 and 1968. The canal system will serve double-duty—as a transportation system, and as lovely addition to the extensive landscaping planned for the spectacular site of the California World's Fair. A variety of boats will ply the canal waters—and Venetian Gondoliers will sing arias to their passengers as they leisurely traverse the canal system, some two miles long, through the California World's Fair.

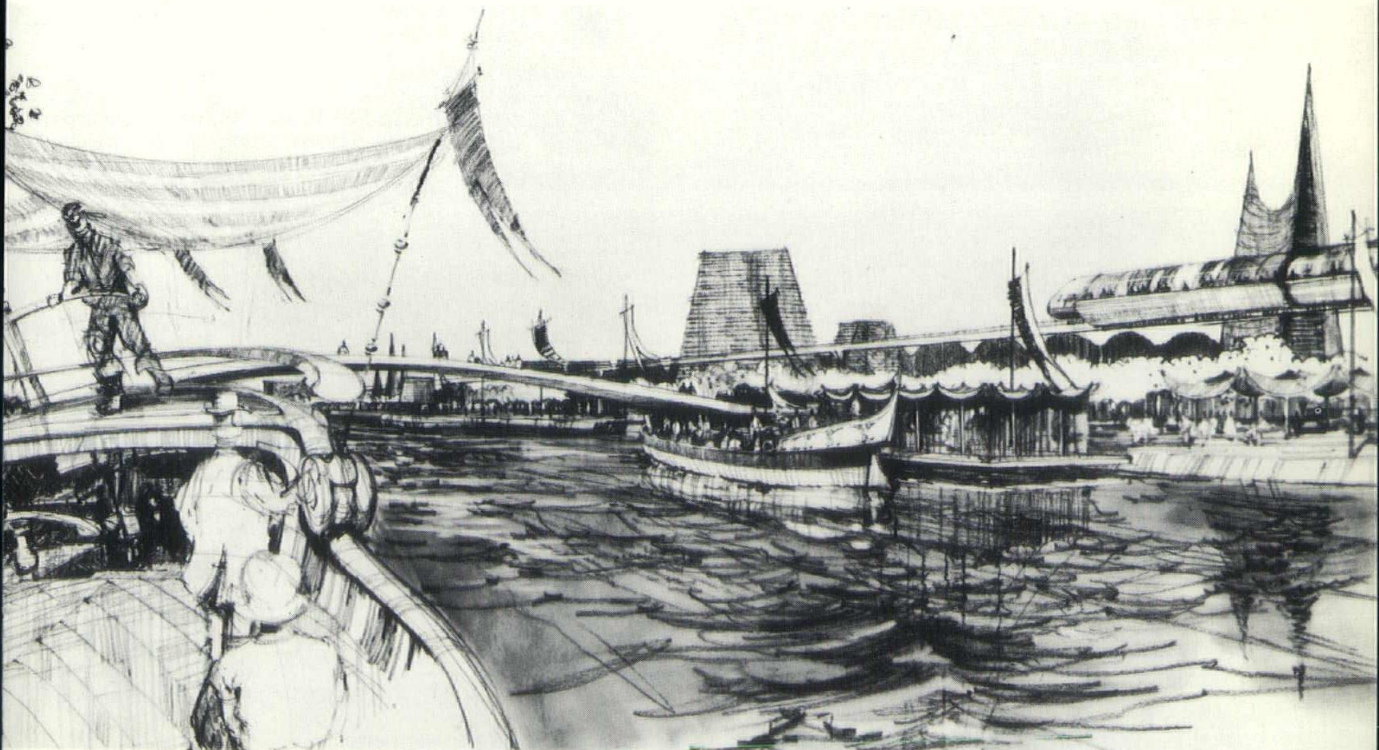
Areas of the Fair site are designated for exhibits by the Federal and State governments, by domestic and foreign industrial organizations, and by foreign governments. An area is also designated for the amusement zone.

Some of the structures proposed by the Luckman organization are startlingly beautiful—utilizing the sea and water as thematic concepts in architectural designs. One structure would rise from the sea, as a giant fountain, and the play of lights and music would transform the structure into a wondrous fairyland at night.

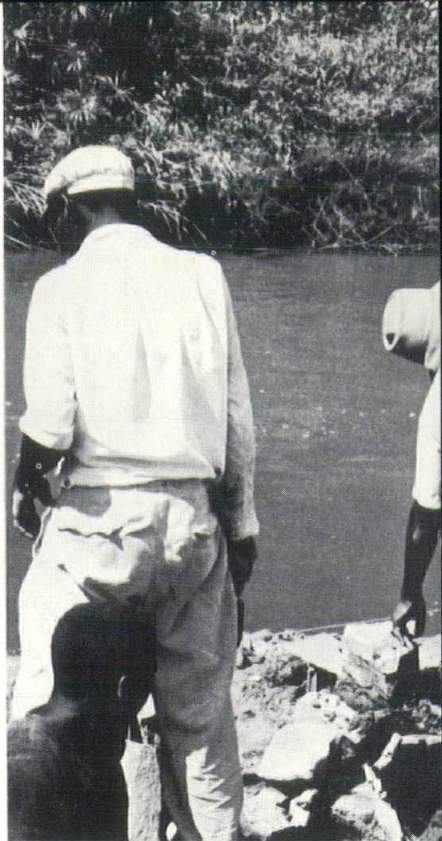
Luckman also proposes to utilize the water areas in a unique "floating exhibits" section; visitors would view these exhibits by crossing a bridge system from exhibit to exhibit. An underwater area is also in the planning stages—a simulated under-water city, which would be open to inspection of the Fair's visitors.

The vast Fair site, now under construction, is expected to be completed in early 1965.

Fair officials emphasized that, unlike previous world's fairs, most building here will be of a permanent nature. Under terms of the site lease, with the Long Beach Harbor Commission, the California World's Fair will leave a minimum of \$10,000,000 worth of buildings and improvements for permanent use by the Harbor.



CONSTRUCTION MEN'S FOREIGN LEGION



▲
The heavy machinery of professional overseas construction men prepare the way for U. S. Peace Corpsmen, seen here aiding Tanganyikans with community river project.

◆
The twin of this 20-story tall stripping shovel, the world's largest, will soon be on the job with U. S. construction workers in Pakistan.

This U. S. Peace Corpsman reached this remote village high in the Colombian Andes on roads built with the aid of American overseas construction workers.





Snow train hauling supplies to construction site at DEW line on island in the Canadian arctic.



THE BULLDOZER ROARS under the hot sun, uprooting acres of stubborn brush. The scene is New Guinea but the crew chief hails from Arizona. The bulldozer operator is from North Carolina and the surveyor from Wisconsin.

It's a venturesome, hard-as-nails crew. They are members of a 200,000 man legion of engineers, superintendents, mechanics, carpenters, plumbers, masons, machinists, pipewelders and other skilled workers who have pushed back jungles, knocked down mountains, gouged holes into the rocky earth, made deserts bloom like gardens.

Their area of operation—the whole world.

These men have torn themselves away from television and social clubs, relatives and neighbors, to go pioneering in places as far away as Ghana, Greece and Saigon — and to make big money doing it. They're men who prefer frontiers to their front lawns.

The organization that lifted them out of ruts and into the bush country is an outfit called the Construction Men's Association, nicknamed the "Construction-men's Foreign Legion" by contractors and government agencies.

From their headquarters at 17 Avenue of the Americas in New York City, peppery five-foot-two, 135-pound president James H. Dillon looks out of his window each day at a city full of people and points to them with sympathy.

"Those people," he says, gazing at the street below, "haven't been around the block with a seeing eye dog." Dillon's job is to stimulate more of them to work in foreign countries where their labor is needed.

Dillon is no mere promoter. He's a former construction worker, rugged and ambitious, who ran away from home as a kid to get a job wielding a pick and shovel on the Santa Fe Railroad.

Since that time he has worked as a locomotive fireman, engineer, mule skinner, labor gang foreman, construction superintendent, prospector and explorer.

He has staked claims to gold, oil and iron ore in Canada, Labrador and Greenland. He has prospected for African diamonds and hired pearl divers in the Persian Gulf.

Dillon was in on the CMA from the day it was organized. The outfit was born during World War II when 500 construction stiffs held a shindig celebrating the completion of a military installation in Africa and suddenly realized they were out of work.

Where were they going to find the next job? No one knew for sure. In the midst of the cigar smoke and apprehensive celebrating, the CMA was born. It was to be a mutual welfare organization to serve as a clearing house for job information. Dillon became its head in 1945.

From the start, contractors regarded the CMA as a top notch labor pool from which to hire men for overseas work. The contractors immediately recognized that the CMA could supply them with construction trade veterans accustomed to the burning Sahara sands, the teeming veldts of Africa, the stifling humidity of the Javan jungles, the numbing cold of the frozen tundras.

Demand for CMA men has since become so great that 90 per cent of American contractors taking on foreign assignments now hire CMA members to assure themselves of getting experienced men.



A Japanese modern influence characterizes the courtyard. The spectacular swimming pool is the first in the South to be created with reverse curves. The pool deck is paved with patterned colored concrete, linked with redwood strips, blending into Japanese Gardens that enclose the courtyard.

Luxurious Howard On South

Executive bedroom. Designed by Elliott Frey of California especially for Howard Johnson's South. Room furnishings built from fine wormy chestnut woods.

ATTLANTA's newest addition to the luxury motel-hotel complex is the posh 120-room Howard Johnson's Motor Lodge and Restaurant.

Designed by Ernest O. Mastin and Associates, the all-electric Lodge complex consists of three buildings joined by open and closed breezeways. In basic construction it is a composite of steel and concrete with a masonry, glass, and aluminum sheaf covering the entire buildings. First quality face brick used on the motor entrance side and in other areas is natural light in color.

Completed at a cost of over 2 million dollars (\$2,000,000) and featuring such innovations to Atlanta and the Howard Johnson chain as sit-down registration, closed circuit TV, room-to-room dialing, and a fully equipped fall-out shelter, the Lodge exemplifies the Howard Johnson image of "rooms and buildings for today and tomorrow."

Located on the South Freeway on both Interstate 75 and 85 and barely a mile below the gold domed State Capitol Building, the imposing structure adds another plus to Atlanta's growing skyline. The group of buildings, dominated by the 5-story central unit, covers an area where 27 substandard dwelling houses stood before Atlanta's urban renewal program and the construction of the South Freeway began.

The two south wings of traditional two-story design are separated from the main building by a landscaped courtyard featuring a generous swimming pool and terrace flanked by Japanese type gardens.

The new lodge is the ninth Howard Johnson's to be opened in Georgia, and the third to be owned and operated by the Atlanta Motor Lodges, Inc., which presently operates Howard Johnson's on the Northeast and Northwest Freeways. Atlanta Motor Lodges also has an interest in the Howard Johnson's at Tifton, Georgia, Kiliaen V. R. Townsend is president of Atlanta Motor Lodges, Inc.

The entirely new Howard Johnson's Restaurant,

designed by Jerry P. Simmons of Miami, is located to the north of the central lodge building. It is owned and operated by the Howard Johnson Company. The restaurant seats up to 155 persons and has a predominant heraldic red color scheme, offset by grays in cypress wall paneling with a cathedral beamed ceiling.

The Lamplighter Room, which seats private parties up to 50 persons, in addition to having massive open-wheel chandeliers with carriage lantern fixtures, is flanked on the west side by a wall of gray Early American shutters.

The restaurant interiors were designed by James Frew & Associates of Pompano, Florida.

Food selections range from the simple frankfurter sandwich to a variety of gourmet items being introduced to the Howard Johnson chain. The world-famous 28 flavors of ice cream is also offered in a counter area with a turn of the century atmosphere.

The spacious lobby, meeting rooms, and office space on the first floor of the central motor lodge building, were designed by Alan L. Ferry, Designers, Atlanta. The lobby is subtly divided into two sections by the use of decorative screens.

The back lobby contains office space, sit-down registration desk, and a wide avenue for traffic between elevators, exits, and corridors. The front lobby facing glass walls and doors leading into the courtyard is for informal group relaxation. Colors throughout the lobby are primarily of tans and yellows, with orange and mustard accents.

The main meeting room located off the lobby will accommodate groups up to 175 persons. Other rooms will seat from 5 to 50 persons. All meeting rooms are equipped with PA systems and full food service is provided. They are designed for sales conferences, sales exhibits, or for executive conference use. Sliding panels can be used to change space requirements whenever needed.

Every comfort for the traveler or for those who just want a few days away from home in an atmosphere of simple elegance is found at the new Howard Johnson's South Motor Lodge. First time innovations for the South include sit-down registration, closed circuit TV, room-to-room dialing . . . and a fully equipped fallout shelter.

Johnson's Opens Freeway In Atlanta





A fascinating view of one of Las Vegas' newest "high-spots" . . . the Landmark Tower. Seen in operation are the electric-powered Sky Climbers used in the unusual rigging operation of this 300-foot edifice to provide a platform for workmen attaching sheet metal to the underside of the structure.

LANDMARK TOWER

AN ALMOST-IMPOSSIBLE rigging job has been efficiently and easily accomplished in the final construction of the mushroom-shaped Landmark Tower in Las Vegas.

The problem arose when the 300-foot tower was approaching completion and the aluminum sheeting, to cover the massive underneath area of Nevada's answer to the Space Needle, had to be installed.

In studying the rigging problem, experts from the Apex Steel Company determined that tubular steel scaffolding would have been excessively expensive for the short time required to complete the "mushroom."

Electric-powered Sky Climbers, which climb a cable suspended from above, proved to be the answer.

Working together, Bob Lynch of Apex Steel and George Larson of Ladder Industries, Los Angeles dealers for Sky Climber, devised a means of gaining access to all areas of each of the eight underside sections in turn. Equipment comprised two 40-foot Titan swing stage scaffolds, plus an additional 60-foot scaffold, all powered by Sky Climbers. The 60-

foot scaffold is the longest known stage for a swinging powered scaffold in existence, according to Larson.

Four wire ropes were suspended from the Landmark Tower structural steel. At each end of the 60-foot stage a Sky Climber and stirrup was attached. A 40-foot stage was similarly equipped. The other 40-foot stage was straddled across so that it could be moved to any desired position beneath the blister section.

When the equipment was so set up and the power applied, the stages climbed to the top in 18 minutes, operating on slow speed with 1000-lb. capacity lift on each Sky Climber.

Utilizing the mobility of the equipment, workers applied the aluminum sheeting in considerably faster time than originally expected.

"There's no doubt but utilizing imagination and the best equipment available has enabled us to perform this exceptionally difficult operation to the satisfaction of all concerned," Lynch reported.

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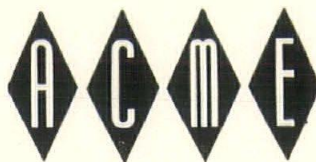
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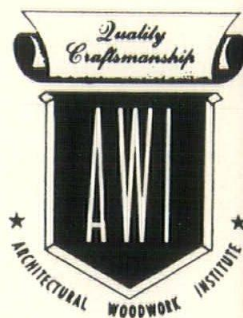
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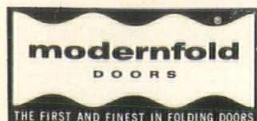
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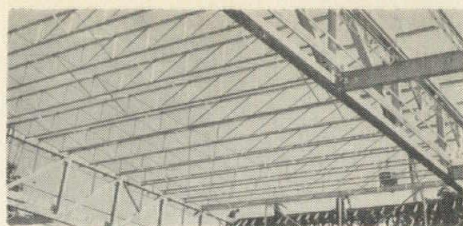


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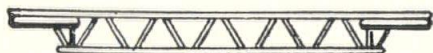
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